

9/14/16 FORWARDED TO TPC MEMBERS/STAFF
TPC 09.14.16
ITEM 6.1.

Subject: FW: Parking Rate Increases: Staff response to GMCVB questions

From: Tolley, Sabrina
Sent: Wednesday, September 14, 2016 9:07 AM
To: 'Morgenthaler, Diane'
Cc: Crawley, Katie
Subject: RE: Parking Rate Increases

Diane,

Thank you for the comments. The memo has been forwarded to TPC members for tonight's public hearing comments. To address the questions raised in the memo and your email:

1. Can you confirm that the rates for WIAA Boys' Basketball will remain unchanged?
 - o WIAA Basketball special event rates will remain at \$4 pay-on-entry through 2020. A special event rate increase will not impact the WIAA rate.

2. As you consider the rate increases will non ticketed, free events such as those above be subject to these new rates or priced differently than paid ticketed events?
 - o In recent years, we have discontinued charging a pay-on-entry fee at many of the large community events where the traffic is steady, but unlike a special event with a specific start and end time, there is not a need for pay-on-entry to expedite egress at the conclusion of an event. Taste of Madison, Art Fair on the Square, Cars on State, Maxwell Street Days, and Farmers Market events would not be impacted by the special event fee; the standard hourly rates would remain in effect for these events.

3. How will the City determine the estimated attendance for events used to assign parking rates?
 - o We currently estimate attendance at events to determine whether a pay-on-entry fee is necessary. Attendance is estimated by venue size and ticket sales projections. For the State Street Campus Garage, the event rate will also be determined by the sporting event type triggering the special event. For example, football, men's hockey, and men's basketball would be tier III events at the \$15 pay-on-entry rate, and attendance and ticket sales projections would not reviewed for each event. However, the rate for hockey or basketball events could change to a tier II if attendance numbers started to consistently fall below 10,000.

4. Will the Dane County Farmer's Market be impacted by this proposed rate structure?
 - o No (see response to question 2 above)

Regards,

Sabrina Tolley
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From: Morgenthaler, Diane [<mailto:Morgenthaler@visitmadison.com>]
Sent: Tuesday, September 13, 2016 2:28 PM
To: Tolley, Sabrina; Crawley, Katie

Cc: Morgenthaler, Diane
Subject: Parking Rate Increases

Katie and Sabrina,

Attached is a letter with comments from our Community Relations Committee for consideration during the parking rate increase public comment. I did not include in the letter the WIAA Boy's Basketball rates that we discussed a few months ago. Can you confirm that the rates for WIAA Boys' Basketball will remain unchanged? If that is not the case please advise what you anticipate.

Thank you,
Diane

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