

Examples related to TPC-37 Parking Garage Administrative rules

Example 1: Concourse Hotel, Friday, June 10th, State Street Cap Garage

The Concourse Hotel has hired a valet service to valet customer vehicles to our garage for a very large event. This valet service has requested the use of the reserved section of State St Cap from 5 PM Friday through 1AM Saturday. The charge for these stalls would be \$6 x 100 vehicles, or \$600 total, calculated as follows:

\$5 for all night from 6 PM – 1 AM + \$1 for one extra hour outside of these hours = \$6 total

They have also requested hoods for inside of the garage and on Wisconsin Avenue at the normal \$15/day or \$8/half-day. Total revenue will be between \$700 & \$800.

Example 2: Dane County Farmers Market, Saturday use of (new) permitted area of Brayton Lot (Turner lot)

They have been using this lot for years on Saturday Farmers Market days, through an arrangement with the State. Larry Johnson called and asked if this arrangement could continue. Parking thought this possible if parkers paid a reasonable rate linked to Brayton's hourly rate of \$1.35/hour. It was agreed that \$15/Saturday for 11 hours of parking (11 hours x \$1.35/hr) would be reasonable.

Example 3: Madison Area Museum of Contemporary Art (MAMOCA), use of (new) permitted area of Brayton Lot (Turner lot) during Art Fair

MAMOCA would like us to accommodate artists with large vehicles at Brayton/Turner lot. For the last two years, we have been operating Brayton Lot with gates down for \$1.35/hour, or \$32.40/day. This resulted in more revenue and less expense than the former \$4 POE entry fee. But it also resulted in less than optimum use of the Lot due to unusual vehicle space needs, and it didn't do anything to assist artists who make the Art Fair successful.

This year, Parking would like to offer MAMOCA members with credentials the opportunity to park in the Brayton permitted area (Turner lot) for \$15/day, the same price as what was proposed to Farmers Market. Parking will need to station an attendant at the entrance for the main business area and ticket vehicles that fail to buy a permit from us for \$15/day.