

TPC 09.14.16
ITEM G.1.

9/14/16 FORWARDED TO
TPC MEMBERS/STAFF

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GREATER MADISON CONVENTION & VISITORS BUREAU

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MEMO

DATE: Tuesday, September 13, 2016
TO: Sabrina Tolley, Transit & Parking Commission
FROM: Diane Morgenthaler, EVP Greater Madison Convention & Visitors Bureau
SUBJECT: Parking Rate Increases for Special Events
CC: Greater Madison Convention & Visitors Bureau Community Relations Committee

The Community Relations Committee of the Greater Madison Convention & Visitors Bureau has reviewed and discussed the proposed rate increases for special event parking. The Committee raised a number of questions for your consideration as you discuss the proposed increases before you.

The Committee discussion centered on the potential impact that the rates under consideration would have on visitation to our downtown during events that draw audiences from outside the City of Madison. These visitors spend money in our downtown retailers, restaurants, attractions and hotels. Many of these events are free, not ticketed events, such as Taste of Madison, Art Fair on the Square, Cars on State or Maxwell Street Days.

- 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?
- How will the City determine the estimated attendance for events used to assign parking rates?
- Will the Dane County Farmer's Market be impacted by this proposed rate structure?

We recognize the City's need to ensure that our Parking Commission funding supports the needs of the community and ask that as these needs are considered, the Commission consider as well the needs of visitors and provide rates that encourage rather than discourage visitors coming to downtown to contribute to our economy.

Thank you.