



## DOWNTOWN COMMISSION AGENDA REPORT

DATE: March 20, 2013

AGENDA OF: March 28, 2013

DEPARTMENT: Public Works

SUBJECT: Arena Event Parking

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**RECOMMENDATION:** That the Downtown Commission considers the issues and benefits resulting from the arena event parking downtown and confirms current operations or make recommendations for changes to downtown event parking policies.

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**BACKGROUND:** On September 12, 2012 this item was brought to the Downtown Commission and was supported unanimously. At the November 13, 2012 City Council meeting, Council approved the staff recommendations establishing a pre-paid parking program for Santa Cruz Warrior's games and event parking that would serve the Santa Cruz Warrior games and other events held at the arena.

**DISCUSSION:** Since the start of the Santa Cruz Warriors season on December 23, 2012 the Parking Services Division has been using parking lots on the south end of Front Street and the second level of the Cedar/Church Parking Garage to accommodate arena visitors (See attached map). The parking plan has been well received by arena visitors but there have been a few issues with neighboring downtown businesses. We have had some discussion with the businesses about impacts occurring during these events and we have been able to mitigate most of the specific issues, but some issues are still outstanding. Most of the issues appear to be from the removal of free parking near these businesses on lower Front Street. Staff has been working with businesses in the Front Street corridor to become involved in the Downtown Parking Validation Program and has also been accommodating patrons to the Santa Cruz Community Credit Union on Friday evenings as they are open later on those days.

On Saturday March 16, 2013 the arena hosted its first Santa Cruz Derby Girl event and although we do not have pre-paid parking for these events, the event parking in the lower Front Street lots was in effect. We were able to accommodate over 100 vehicles for this first roller derby event.

To date the arena has brought the Parking District \$26,000 in parking revenues from just 18 of the 24 scheduled games. Santa Cruz Derby Girls brought in an additional \$500 in parking revenue for their opening game. Event parking for the Santa Cruz Derby Girls was priced at \$5 per vehicle as pre-event sales were only at 800 tickets, the final ticket sales was over 2100 tickets. Event parking for SC Warriors games, which have been mostly sold out, are priced at \$10 per vehicle and other events could also be priced at the \$10 per vehicle amount. Other events would be priced according to number of estimated attendees.

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Although the City Council has approved the downtown event parking plan, staff is requesting commissioners to provide input and direction on whether parking for future events at the arena should be accommodated with event parking in downtown lots. We are looking for your feedback on how well the current system is working or any concerns you have about the parking program for non-Santa Cruz Warrior events.

FISCAL IMPACT: Revenue to the Parking Fund with event parking is \$500 - \$1000 per event.

Prepared and submitted by Marlin Granlund, Parking Program Manager.

Attachments:

Action from Commission Meeting of 9/27/12

Action from Council Meeting of 11/13/12

Arena Parking Map 1

Arena Revenue Spreadsheet