

## Request for Decision

### P6M Initiative - Raise the special event parking rate

Presented To:	Finance and Administration Committee
Presented:	Tuesday, Nov 17, 2015
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Type:	Managers' Reports

### Recommendation

THAT the City of Greater Sudbury increases the parking rate at the Shaughnessy, Minto and CP lots for special events at the Sudbury Arena from \$3.00 to \$5.00.

### Finance Implications

If approved, the special events revenue will be increased as of March 1st and result in increased revenue of approximately \$15,000 for 2016 which will be contributed to the Parking Improvements Reserve Fund. The 2017 operating budget will be adjusted accordingly based on 2016 actual revenue realized.

## Background

Setting the price for a parking rate can achieve more than simply increasing revenues. It can be implemented to reduce parking demand by encouraging the use of other means of transportation. A review of parking policies in Windsor, Kitchener, Guelph, Kingston, North Bay and Sault Ste. Marie indicate that depending on the location of the major arena/community centre in these municipalities, parking rates vary from free parking to special event rates of \$7.50. Where arenas are not located in the downtown area and not competing with other businesses for parking, parking tends to be free. However parking is never really free. The cost of parking is either absorbed by the taxpayers or included in the retail price of event tickets.

In Sudbury, demand for parking at the CP/Shaugnessy/Minto lots for special events at the Sudbury Arena competes from time-to-time with parking demand for the Sudbury Theatre Centre, the Market, restaurants in the area and events in the downtown core. The special event parking rate of \$3 is considered low in comparison to other locations with similar parking requirements. Private parking lots owners charge up to \$7.00, for lots in close proximity of the arena. It is proposed that the rate for special events at the Sudbury

#### Signed By

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##### Division Review

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##### Recommended by the Department

Lorella Hayes  
General Manager of Assets and Finance/Chief Financial Officer  
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##### Recommended by the C.A.O.

Kevin Fowke  
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Arena be increased to \$5 in 2016.

The increase revenues are estimated at \$20,000 per annum. The proposed increase would be effective as of March 1st, 2016 to allow for proper public notification and replacement of signage. The additional revenues for 2016 are then estimated at \$15,000.