

Decision Brief: Proposed Changes to Parking Rates and Fines to Increase Revenue

Bottom Line Up Front (BLUF):

Downtown Clearwater is about to transform with multiple major projects starting. Analysis (Appendix A) shows several hundred construction workers will consume downtown parking and facilitate the need to encourage their parking at key garages and lots to maintain the street parking for downtown merchants and park visitors. Residents will continue to have opportunities for discounted parking and monthly parking passes. If all six proposed options are approved, the city would experience a **total revenue increase of \$3,231,474**. This includes the revenue from:

1. Special events parking rates.
2. A \$0.50 increase in beach parking rates.
3. Extending paid parking to 8pm including weekends in the downtown area.
4. Increasing parking fines from \$20 to \$40, \$25 to \$45 per violation (depending on violation; includes \$5 surcharge for School Crossing Guard Fund).
5. Increase downtown parking rates by .25 cents per hour off street; .50 cents per hour on street.
6. Increase Beach parking permits by \$35 to \$75 per month (\$2.50 per day). Rates have not been increased since 2001 and are significantly below private lots and below other cities (see Appendix B).

Summary of Potential Revenue Increase:

Item	Projected Increase in Revenue
Special Events Parking Rates	\$250,000
Increase Beach Parking Rate by \$0.50	\$1,386,957
Extend Downtown Paid Parking Hours to Include Weekends	\$269,307
Increase Parking Fines by \$20 across board	\$1,016,120
Increase Downtown Parking rates by .25cents/.50 cents on street	\$163,105
Increase Beach Parking Permits by \$35	\$145,985
Total Potential Revenue Increase	\$3,231,474

Considerations: (see Appendix B)

- **Competitiveness:** The proposed rates are competitive compared to other municipalities and private lots, ensuring Clearwater's parking options remain attractive while generating necessary revenue.
- **Revenue Generation:** The increase in beach parking rates and parking fines, along with the introduction of weekend charges in downtown and special events parking, are expected to significantly enhance the city's revenue.

- **Affordability:** The proposed rate increases are moderate and are unlikely to impose an undue financial burden on residents or visitors. The increased fines will also encourage better compliance with parking regulations.

Recommendation:

Approve all six options to generate an estimated \$ 3,231,474 in additional revenue to support essential city services, infrastructure, and maintenance. Parking fund currently provides funding to beach lifeguards, their facilities, and development agreements. Parking has two significant projects with the Osceola Parking Garage and Beach Marina Parking Garage that will require initial funding but ultimately bring in additional revenue for the City.

By implementing all six options the city can help pay for the damages from the storm and recover lost revenue from parking lot closures. The excess revenues from Parking go into the Parking Fund to help fund future parking projects and City requirements. *Excess revenues from parking fines goes directly into the General Fund.* This fund provided \$20M towards the Harborview and Bluffs development projects.

Staff recommends phasing in all six options over the next two years.

Year one:

- Increase downtown parking rates and extend hours until 8pm daily (including the weekends). The hourly rate has been established since 2002.
- Increase parking fines amounts (these have not been increased since 2001 and it was only by \$5).
- Increase Beach monthly parking permits by \$35 (these have not been increased since 2001).

Year two: Coincides with likely start of beach marina parking garage that will make beach parking more congested temporarily.

- Implement Special Event Rates
- Increase Beach Parking Rate by .50 cents per hour across the board. Last increase was in 2020.

1. (Year 1) Increase Downtown Parking Rate by .25 cents per hour off street; .50 cents per hour on street.

Approve / Disapprove / Modify: If Modify, how: _____

Increasing the downtown rates by .25 cents per hour off street (including garages) and .50 cents per hour on street (should be higher rate than garages to promote turnover of spaces) would generate **\$163,105**. This calculation is based on the hours of operation as they are currently set 8am – 6pm, Monday thru Friday. This calculation is conservative as it does not factor in increased usage over the next two years resulting from the increased projects downtown.

2. (Year 1) Increase Downtown Paid Parking to 8pm daily to Include Weekends

Approve / Disapprove / Modify: If Modify, how: _____

Extending paid parking at the proposed rate increase from 6pm – 8pm Monday – Friday and 8am – 8pm Saturday/Sunday it is estimated to generate an additional **\$ 269,307** in revenue. This measure will ensure that parking spaces are effectively utilized throughout the week, not just on weekdays. When added to the potential of increasing the daily rate 8am – 6pm, this would generate a total of **\$432,412 (adding #3 with #5 below)**.

3. (Year 1) Increase Parking Fines from \$20 - \$25 to \$40-\$45 per Violation

Approve / Disapprove / Modify: If Modify, how: _____

Increasing parking fines to **\$40 - \$45 per violation** (up from the current \$20 - \$25) for an estimated average of **50,000 citations** paid annually is expected to generate **\$ 1,016,120** in additional revenue.

Currently, *paying the fine for a parking violation is cheaper than paying for day-of parking in many city areas, which may encourage drivers to pay fines rather than park legally*. This fine increase will align the cost of violations with current parking rates and enhance compliance while maximizing revenue from violations. The above rates include a \$5 School Crossing Guard surcharge and helps support crossing guards in the county (per city ordinance).

4. (Year 2) Special Events Parking Rates

Approve / Disapprove / Modify: If Modify, how: _____

Implementing special events parking rates for high-demand events will generate an estimated **\$250,000** in additional revenue. Special event parking fees will be adjusted based on the expected attendance and parking demand for major city events.

5. (Year 2) Increase Beach Parking Rate by \$0.50

Approve / Disapprove / Modify: If Modify, how: _____

Increasing the beach parking rate by \$0.50 is projected to generate an additional **\$1,386,957** in revenue. This increase will apply to all parking at beach lots, where usage is consistent year-round.

6. (Year 2) Increase Beach Parking Permit increase by \$35.

Approve / Disapprove / Modify: If Modify, how: _____

Increasing the monthly beach permit rate from \$40 per month (\$1.33 per day) to \$75 per month (\$2.50 per day) would generate an additional \$145,985 (4171 total permits sold FY 23/24). The permit revenue for FY23/24 was \$155,925. This calculation is based on number of permits sold FY23/24.

The beach monthly permits have not seen an increase since 2001. From 2001 – 2008 there was a seasonal rate of \$60. That was eliminated in 2008. While the \$60 per month would be an increase, it would not put us in the range of other municipalities with beach parking.

Appendix A: Downtown Parking Updates

An analysis of downtown parking with anticipated construction projects is included in the table below. There are additional privately owned parking lots and empty lots that can and will likely be used to offset the surge in parking needs. Downtown parking will increase and City will see increase in revenue. Increasing street parking rates will be key to try and keep these spaces open for park visitors and downtown businesses that tend to have shorter visitation periods then construction workers that are parking for a full day. Encouraging use of parking garages that might be slightly further away is accomplished by increasing street parking rates.

CLEARWATER DOWNTOWN STREETS, LOTS AND GARAGE PARKING INVENTORY							
STREET NAME	TIME LIMIT	COST	CAPACITY	Current Use	Spaces Lost from Projects	Remaining Available Spaces	NOTES
County Lots							
Lot 13 - Courthouse	10 Hour	\$.50/hr	35			35	County lot; first come first serve.
Lot 19 - Court & Osceola	10 Hour	\$.50/hr	39			39	County lot; first come first serve.
Lot 21 - Court (W of Osceola)	10 Hour	\$.50/hr	11			11	County Garage (478 spaces) ; Garage permit only M-F; open weekends. 11 Spaces city owned are open to public first come first serve 7 days a week.
Lot 22 - Oak Ave	10 Hour	\$.50/hr	83			83	County lot; first come first serve.
Lot 29 - Ft Harrison	10 Hour	\$.50/hr	26			26	County lot; first come first serve.
			194				
Cleveland Street Lot 65	5 Hour	\$.50/hr	39	39		0	300 block used for special events; waters edge loading zone for move in/out; drop off for handicap at Cap Theatre. Parks & Rec use for food truck staging for events.
Drew Street (West of Osceola)	5 Hour	\$.50/hr	31	14		17	West Drew used for city Library permits; REH staff closes for events; M&A (14 permits) use to access their office/pier; emergency vehicle staging for events.
Ft. Harrison	5 Hour	\$.50/hr	39			39	First Come First Serve
Franklin	5 Hour	\$.50/hr	2			2	First Come First Serve
N Garden Ave	5 Hour	\$.50/hr	34			34	First Come First Serve
S Garden Ave	5 Hour	\$.50/hr	46		22	24	COS purchasing 22 of the 46 spaces TBD.
Hendricks	5 Hour	\$.50/hr	18			18	First Come First Serve
Laura Street	5 Hour	\$.50/hr	10			10	First Come First Serve
Markley Street	5 Hour	\$.50/hr	5			5	First Come First Serve
NE Cleveland Street	5 Hour	\$.50/hr	5			5	First Come First Serve
Oak Ave	5 Hour	\$.50/hr	2			2	First Come First Serve
Osceola Ave	5 Hour	\$.50/hr	24		24	0	HAUL ROAD FOR FUTURE PROJECTS; DO NOT USE; currently used for city library staff parking
Park Street	5 Hour	\$.50/hr	10			10	spaces open mid day; bus stop daily from 7am - 830am; 3:30-5:30pm
Watterson	5 Hour	\$.50/hr	17			17	First Come First Serve
TOTAL DT STREET SPACES			282	53	46	183	
LOT NAME	TIME LIMIT	COST	CAPACITY				NOTES
Library Lot 1	N/A	N/A	10	10		0	Library Patrons only (Mon-Sat 10-7PM); Closed Sunday; Special Event Handicap Parking after Library hours on event days
Lot 10 - City Hall	N/A	N/A	121		121	0	Waters Edge visitors; Pinellas County Employees; Capitol Theatre Staff and shows; Special Events; Spring Break Free Park n Ride
Lot 11 - Boat Slips Closed	12 Hour	\$2/hr	142	142		0	Do not use; supports Coachman Park and Harbor Marina Tenants; used for special events; 6 EV charge station access. (25 Harbor Marina permits + 35 city employee permits)
Lot 16 - CMA LOT	N/A	N/A	118	40	78	0	Marina boat slip tenants for free overnight parking and visitors; county employees, construction parking for garage project (60 spaces), Spring Break free parking; Peace Memorial church parking during garage construction (20 M-F plus as many as possible on Sunday). If this was made paid; no more overnight marina tenant parking for free; they would have to purchase the monthly in lot 11.
Lot 17 - Court & Ft Harrison	10 Hour	\$.50/hr	20			20	Pinellas County has 10 spaces rsd they never use; we could open up those spaces.
Lot 23 - Pierce Street	10 Hour	\$.50/hr	18	18		0	CPD and MSB visitors; oversize city employee - 13 permits
Lot 24 - Chestnut Street	Unlimited Hourly Rate or Permit	\$25/mo	34	4		30	Monthly Permit holders = 4
TOTAL DT LOT SPACES			463	214	199	50	
GARAGE NAME	TIME LIMIT	COST	CAPACITY				NOTES
GARDEN AVE GARAGE	N/A	\$.50/HR, \$5 DAY, \$48.15 MO	237	67		170	City employee parking - 92 permits; monthly permit holders for BOA - 61; City hall parking; downtown visitor parking; current availability has been approximately 170 spaces open.
STATION SQUARE GARAGE	N/A	\$.50/HR, \$5 DAY, \$48.15 MO	96	70		26	City Hall staff parking - 81 permits; Station Square monthly permit - 14. Using the worst case scenario for obligated that everyone that has a permit is parking at the same time every day. Once city hall moves to MSB building, these spaces will free up.
MUNICIPAL SERVICES COMPLEX	N/A	CITY EMPLOYEE ONLY	380	380		0	MSB renovations ongoing; Total city employee permit count - 650. Currently used for CPD vehicles and staff, IT staff and construction crew working on MSB renovations.
TOTAL DT GARAGE SPACES			713	517	0	196	
Project Needs							
Harborview						200	Expect 100-150 steady state+ GC/CM staff
Bluffs						350	Expect 200-250 steady state+ GC/CM staff
Osceola Garage						60	Expect 40 steady state+ GC/CM staff
Osceola Streetscape						30	Expect 25 steady state+ GC/CM staff
PSTA						30	Expect 25 steady state+ GC/CM staff
MSB						60	Expect 50 steady state+ GC/CM staff
City Hall						80	Expect 60 steady state+ GC/CM staff
Drew St						TBD	TBD
Scientology Projects							Use Scientology lots+ GC/CM staff
Parking Status During Construction=						-381	Based on peak- does not include visitors

Appendix B: Background Information

Current Parking Rates and Revenue: Downtown rates are currently .50 per hour.

Propose to increase on street rate from .50 cents per hour to \$1.00 per hour; and off-street rates from .50 per hour to .75 per hour and to increase the hours of operation from 8am-6pm, Monday thru Friday to 8am – 8pm daily (including weekends).

- With the extension of hours of operation, increase in parking rates and by adding the weekends the city could see a potential increase in revenues as shown below:
 - **Downtown City Lots (excluding Lot 11 & 64):** 2,010 hours, \$5,126 revenue
 - **Downtown County Lots:** 22,159 hours, \$56,505 revenue
 - **Downtown Garages:** 31,695 hours, \$80,823 revenue
 - **Downtown On-Street Parking:** 37,310 hours, \$126,854 revenue
 - **Total Downtown Parking:** 93,174 hours, \$269,307 revenue

Current Beach Parking Rates:

- \$3 for lots, \$3.50 for on-street parking (6 am - 11 pm daily)

Proposed Beach Parking Rates:

- \$3.50 for lots, \$4.00 on-street (6am -11pm) daily
- \$75 per month for beach lots (\$2.50 per day)

FY23-24 Actual Number of Hours Paid:

- 792,837 hours for beach on-street parking, 1,981,077 hours for beach lots
- Total potential revenue generated with increase rates: \$1,386,957

Comparison to Other Cities and Private Parking Lots:

PRIVATE PARKING RATES CLEARWATER				
Name	Off Season Hourly Rate	In Season Hourly Rate	Off Season Daily Rate	In Season Daily Rate
Hilton Clearwater Beach	\$10 per hour	\$20 per hour	N/A	N/A
Pier 60 House Parking	N/A	N/A	\$30	\$40
NBPP Parking	\$9	surge pricing starting \$9/hr	\$77	surge pricing \$50+
Surf Style Parking	\$4	N/A	\$24	N/A
Courtyar AC Marriott	N/A	N/A	\$20 based on availability	\$20 based on availability
Residence & Springhill Suites	N/A	N/A	\$20	\$30-40
Hyatt Regency	\$7 per hour (3 hour minimum)	\$7 per hour (3 hour minimum)	\$7 per hour (3 hour minimum)	\$7 per hour (3 hour minimum)

- **Comparison to Other Cities:** Clearwater's proposed rates remain competitive when compared to cities across the U.S., including New York City (up to \$443.51 per month) and Tulsa, Oklahoma (averaging \$21.70 per month).
- **Comparison to Private Parking Lots:** Private parking lots in Clearwater charge between \$60 to \$150 per month. The proposed increase for beach parking aligns with these rates, ensuring the city remains competitive.

MUNICIPAL PARKING RATE COMPARISON JANUARY 2025													
CITY	ON-STREET			OFF-STREET			GARAGE			PERMIT PARKING		COMMENTS	Contact Name/Phone #/E-mail Address
	HOURLY	DAILY	MONTHLY	HOURLY	DAILY	MONTHLY	HOURLY	DAILY	MONTHLY	MONTHLY	ANNUAL		
Clearwater Beach	\$3.50	N/A	N/A	\$3	N/A	N/A	N/A	N/A	N/A	\$40 Beach Employee Surface Lot	50% Off ParkMobile Transactions and waive tan fee; must reside in the incorporated city of Clearwater Limits.	Enforced 6am - 11pm daily	Lisa Bayly@myclearwater.com; 727-562-4771
Clearwater Downtown	\$0.50	N/A	N/A	\$0.50	N/A	\$25 Surface Lot & \$48.15 Harbor Marina Lot	\$5.50 hr	\$5	\$48.15	\$25 Lot permits	N/A	Enforced 8am - 6pm Mon - Fri	Lisa Bayly@myclearwater.com; 727-562-4771
Coral Gables	\$3.50 max hourly rate	N/A	N/A	\$4 max hourly rate	N/A	N/A	\$1.00 per 24 minutes Enforced daily 9am - Midnight	\$18 max per day; \$18 lost ticket fee	VARIES BY GARAGE LOCATION; \$112.35 - \$123.05 for 1 month; \$224.70-\$246.10 for 2 months; \$337.05-\$369.15 for 3 months (quarterly; some garages required to pay quarterly). Day begins at 12am and ends at 11:59pm.	VARIES BY GARAGE LOCATION; \$112.35 - \$123.05 for 1 month; \$224.70-\$246.10 for 2 months; \$337.05-\$369.15 for 3 months (quarterly; some garages required to pay quarterly). Day begins at 12am and ends at 11:59pm.	The cost for a Neighborhood Residential Permit Decal is \$20 per vehicle per year. Four visitor hangtags are provided to each participating residence. Additional visitor hangtags are available at \$5 each per day.	On Street enforced 9am - midnight daily.	Coral Gables Website 305-460-5540 parking@coralgables.com
Deerfield Beach	\$2-\$4	N/A	N/A	\$3-\$4	N/A	N/A	N/A	N/A	N/A	N/A	\$100 (Jan-Dec) Resident Permit	Enforced 6am - midnight daily unless otherwise posted.	954-480-4256 www.deerfield-beach.com
Fort Lauderdale	\$3-\$4 per hour; residential rate \$1.50 per hour with pay by phone app	N/A	\$35 - \$175 plus tax per month depending on location	\$3-\$4 per hour; residential rate \$1.50 per hour with pay by phone app	N/A	\$45 plus tax per month depending on location;	\$3-\$4 per hour; residential rate \$1.50 per hour with pay by phone app	N/A	\$50 per month	Most Permit areas are \$40-\$65 per month. Sunrise Lane Monthly Permit is \$229 plus tax; proof of residency required; valid 24/7.	\$75 - \$540 annual permit Residential Beach Permit; depending on location	Most garages enforced 24/7. Daily max hours vary from 5-24 hours depending on location.	954-828-3700 parkingservices@fortlauderdale.gov
Hollywood	Non resident rate: \$3 Mon-Thu; \$4 Fri-Sun & Holiday. Resident Rate \$1.50 Mon-Thu; \$2 Fri-Sun & Holidays.	N/A	N/A	Non resident rate: \$3 Mon-Thu; \$4 Fri-Sun & Holiday. Resident Rate \$1.50 Mon-Thu; \$2 Fri-Sun & Holidays.	N/A	N/A	Non resident rate: \$3 Mon-Thu; \$4 Fri-Sun & Holiday. Resident Rate \$1.50 Mon-Thu; \$2 Fri-Sun & Holidays.	\$15 daily max at two specific garages; all others hourly	\$26.75 monthly for 12 hour employee garage access; \$58.85 Resident Rate 24/7; \$85.60 24/7 Non Resident Rate	Hollywood employee permits \$35. Must show pay stub or proof of employment. Guest monthly permit \$110 per month.	Citywide Resident Permit \$175 for beach on street metered, beach city garage and downtown long-term permit areas. Lakes Resident Community only \$25 annually. Must reside within Hollywood Lakes.	Special Event rate is a prepay flat rate of \$10 Downtown and \$30 on the beach.	hollywoodfl.org
Indian Shores	\$2.50		N/A	\$2.50	\$25	N/A	N/A	N/A	N/A	N/A	N/A	N/A	myindianshores.com; 727-595-4020
Jacksonville	\$2 - \$5	N/A	N/A	\$2 - \$5	\$7 - \$10	\$64.50 - \$107.50 depending on location.	\$1 & \$3 up to one hour; \$2 & \$5 up to two hours; \$3 & \$7 up to three hours; \$4 - \$9 up to four hours; \$5 & \$10 up to five hours; \$6 & \$10 up to six hours; \$7 & \$10 for six hours or more for garages Duval, Water and Yates. Ed Ball garage is \$1 for 30 minutes; \$2 for 2nd 1/2 hour; \$3 for 3rd 1/2 hour; \$4 for 4th 1/2 hour; \$20 per hour for 3rd and 4th hour; \$50 daily max.	\$53.75	\$64.50 - \$139.75 depending on location	N/A	N/A	Special Event parking for the majority is \$5 per vehicle; for major, city sponsored events the rate is \$10 per vehicle.	jacksonville.gov
Madeira Beach	\$4	N/A	N/A	\$4	N/A	N/A	N/A	N/A	N/A	\$40 for designated locations.	Residents park free with sticker or can purchase annual vanity plate for \$40; must register	Special event parking \$35	maderibeachfl.gov; 727-391-9951 X243
Miami Beach	\$3 - \$4 non resident; \$1 resident rate (must register)	N/A	N/A	\$2 non resident; \$1 resident rate (must register)		\$91 - \$128 depending on location	0-1 hours @ \$2; 1-2 hours @ \$4; 2-3 hours @ \$6; 3-4 hours @ \$8; 4-5 hours @ \$9; 5-6 hours @ \$10; 6-7 hours @ \$11; 7-8 hours @ \$12; 8-9 hours @ \$13; 9-10 hours @ \$14; 10-11 hours @ \$15; 11-12 hours @ \$16; 12-13 hours @ \$17; 13-14 hours @ \$18; 14-15 hours @ \$19; 15-24 hours \$20.	\$20	\$91 - \$128 depending on location	N/A	N/A	Special event parking rates varies from \$15 to \$28.	miamibeachfl.gov; 305-673-7505
Orlando	\$1	N/A	N/A	\$2	\$15	N/A	\$2	\$15	\$70-\$165 depending on location.	N/A	N/A	Weekend and Special event rate of \$10 flat fee.	407-246-2450 cityoforlando.net
St Petersburg	\$1.00 - \$1.50 per hour. Pier rates are \$2.50 for hours 1-3; \$5 for 4th hour.	Daily max at Pier is 4 hours @ \$12.50		\$1.00 - \$1.50 per hour. Weekday Pier rates are First 4 hours @ \$2 per hour; 5th hour @ \$3 per hour; 6th hour at \$4 per hour; limited to six hours at \$15. Weekend rates add \$.50 cents per hour as structured.	Daily: \$5	\$21.40 - \$65 depending on location	SouthCore Parking Garage: \$1 per hour	\$9 daily max or \$20 lost ticket fee.	\$21.40 - \$65 depending on location	\$15 Resident Permit per calendar year.	Current rates apply during special events.	parking@stpete.org	
St Pete Beach	\$4 per hour Mon-Fri; \$4.75 Saturday an dsunday.			\$4 per hour Mon-Fri; \$4.75 Saturday an dsunday.							\$25 flat rate for boat ramp parking with boat trailer.	Holiday rates on weekends of Memorial Day; July 4th, and Labor day will be a flat rate of \$25 per day on Friday, Saturday and Sunday of the Holiday.	stpetebeach.org
Tampa	\$2 - \$3			\$1 - \$5 for 1st hour; \$2-\$5 more every hour after that.	\$12	\$38.36 restricted; \$39.81 - \$47.78 unrestricted; or \$37.08-\$47.39 6am-6pm M-F only.	\$1-\$2 for 1st hour and \$2-\$3 every hour after depending on location.	\$12-\$15	\$38.63 restricted; or \$75.54-\$147.91 unrestricted or \$217.98-\$246.41 Reserved.	N/A	N/A	N/A	813-274-8179 tampa.gov/parking
Treasure Island	\$3.75	N/A	N/A	\$3 - \$3.75	N/A	N/A	N/A	N/A	N/A	N/A	Resident permits are \$5 each per calendar year, only 2 permits per resident.		mytreasureisland.org
West Palm Beach	\$1 - \$2.50	N/A	N/A		\$5	\$50	\$1 per hour for first two hours; \$2 per each additional 1/2 hour.	\$20 M-F; \$5 all day rate Sat/Sun/Holiday excluding special events	\$100.00	Residential permit \$80 plus tax.	N/A	Special event rates up to \$40	561-822-222 wpb.org/parking

Analysis and Recommendation:

1. Downtown Parking Analysis:
 - Current Revenue: \$232,935
 - Proposed Rate Increase and extension of hours to 8pm: Increase parking rates by .25 cents off street and .50 cents on street and extend daily weekday hours to 8pm would generate a potential increase of \$163,105 of revenue
 - Benchmarking: Current rates are lower than many other cities, suggesting room for increase
 - Weekend Parking Analysis: Charging for downtown parking on weekends at extended hours with the proposed rate increase could generate an additional \$269,307 in revenue.
 - Total Increase in Revenue: \$432,412.
 - Total Potential Revenue: \$665,347 (based on FY24 actual revenue)
2. Beach Parking Analysis:
 - Current Revenue: \$8,718,160
 - Proposed Rate Increase: \$0.50 per hour
 - Expected Additional Revenue: \$1,386,957
 - Total Potential Revenue: \$10,105,117
3. Parking Fine Revenue:
 - Current Fine: \$20 - \$25 per violation
 - Proposed Fine: Increase to \$40 - \$45 per violation
 - Expected Number of Violations: 50,000 violations annually
 - Additional Revenue from Fine Increase:
 - Additional \$20 per fine x 50,806 violations = \$1,016,120
 - Current Fine Revenue: \$1,817,573
 - Proposed Fine increase of Revenue: \$1,016,120
 - Total Potential Revenue: \$2,833,693
4. Beach Permit Analysis:
 - Current Revenue: \$155,923 FY24
 - Proposed Permit Rate Increase: \$35
 - Expected additional revenue: \$145,985
 - Total Potential Revenue: \$301,910
 - \$40 per month rate established in 2001 (\$1.33 per day)
5. Summary of Potential Revenue Increase:

Parking Area	Current Revenue	Proposed Rate Increase	Expected Additional Revenue	Total Potential Revenue
Downtown	\$0	Special Events	\$250,000	\$250,000
Downtown	\$232,935	Daily .25 - .50	\$432,412	\$665,347
Beach	\$8,718,160	\$0.50 per hour increase	\$1,386,957	\$10,105,117
Beach Permits	\$155,925	\$35 per month increase	\$145,985	\$301,910
Parking Fines	\$1,817,573	Fine increase of \$20	\$1,016,120	\$2,833,693