

# Downtown Parking Rates & Event Parking



**CLEARWATER**  
BRIGHT AND BEAUTIFUL • BAY TO BEACH

100 S. Myrtle Ave. | Clearwater, FL 33756  
[www.myclearwater.com](http://www.myclearwater.com)

A white egret is perched on the railing of a boat, looking towards the right. The background shows a body of water and a dark structure, possibly part of the boat. A semi-transparent blue overlay covers the lower two-thirds of the image, containing white and yellow text. In the bottom right corner, a sign is partially visible with the text "INSHORE AND OFFSHORE FISHING".

## Downtown Rates Currently

- \$0.50 per hour Mon-Fri 6AM-6PM
- \* New Pierce St. Lot (#11) \$2 per hour 6AM-6PM 7 days a week
- Event parking = Free parking on City properties (Excluding #11)
- Event parking = Free parking on City properties (Excluding #11)
  - What would it look like to charge \$10 per space during events?

## Locations:

- **Garden Ave Garage- 250 Spaces (225 Adjusted)**
- **Lot 11- Lower Pierce St- 153 Spaces (110 Adjusted)**
- **Station Square- 100 Spaces (80 Adjusted)**
- **\*MSC Garage (Lower levels only)- 220 Spaces (200 Adjusted)**
- **Pierce St lot- 110 Spaces (100 Adjusted)**
- **Old City Hall Lot- 110 Spaces (100 Adjusted)**
- **Approximately 815 off-street spaces total**
- **On-Street considerations**

# Locations:



## **Any event at the Sound >2,000 attendees**

- **Over the last year, there were approx. 30 events that qualify**
- **Special Event Rate to be applied 2 hours before events starts**

# Possible Revenues:

Facility	Spaces	Rate	Daily	30 Events
Garden Ave Garage	225	\$10.00	\$2,250.00	\$67,500.00
Lot 11	110	\$10.00	\$1,100.00	\$33,000.00
Station Square	80	\$10.00	\$800.00	\$24,000.00
Pierce lot (CMA)	100	\$10.00	\$1,000.00	\$30,000.00
Old City Hall	100	\$10.00	\$1,000.00	\$30,000.00
MSC Garage	200	\$10.00	\$2,000.00	\$60,000.00
Totals			\$8,150.00	\$244,500.00

\*FY 2023 Revenue Downtown = \$563,811

- **To facilitate events at the Sound**
- **To offset the cost of overtime for parking staff**
- **Generate revenue for future downtown projects**
  - **Osceola Garage**
  - **Parking facility maintenance/ improvements**

How?

**Utilize existing payment methods,  
adjusted for the flat parking fee:**

- ParkMobile
- Flowbird meters/ App



Thank You

Questions?



**CLEARWATER**  
BRIGHT AND BEAUTIFUL · BAY TO BEACH

INSHORE AND  
OFFSHORE FISHING