

Date: June 26, 2017

To: Mayor and City Commissioners

From: Suzette Sibble, Assistant City Manager

Via: Gregory P. Harrison, City Manager

RE: Parking License Agreement by and between the City of Pompano Beach and Madison's Restaurant for the use of their vacant land for one day, July 4, 2017

Background. The City's parking team wishes to increase parking supply during the high demand times such as during the Seafood Festival, July 4th, and many other holiday events. Chris Brown has been in discussion with Steve Tsatas, principal of Madison's, concerning obtaining a license agreement for their property for use during high demand occasions. An attempt was made six months ago to have the parking rights for several of the high demand days throughout the year, but the agreement, prepared and approved by the City Attorney, was not executed by Madison's.

Recently, Mr. Tsatas called Mr. Brown to say that they would agree to the licensing of the lot for the upcoming July 4th festivities. A new agreement was prepared a month ago. Recently the general manager of Madison's called to say that Mr. Tsatas was ready to sign. The item is being placed on the City Commission Agenda at the last hour, but having the lot for July 4th parking would be a service to the community. The City will charge \$10 per entry and will be in charge of the lot throughout the entire day. It is estimated that approximately 200 + spaces could be accommodated on the lot. The City will not share the revenue, but will be able to pay for the additional personnel costs within its existing contract with Denison Parking, the City's parking ambassador. Denison Parking is fully prepared to handle the task.

Recommendation. The City staff recommends that the Commission approve the one day agreement. July 4th is a very large attraction and having a legally approved short-term parking agreement will assist the City's parking team with other agreements in the future.