



CITY COMMISSION AGENDA ITEM

TITLE	Approval to Establish Parking Rate for Winter Blast Festival
SUBMITTING DEPARTMENT	City Attorney
PRESENTER	Niccolas Grochowski
MEETING DATE	January 27, 2025
SECOND READING REQUIRED	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
CERTIFIED RESOLUTION	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

EXECUTIVE SUMMARY *(include history of previous Commission action/discussion, background, scope of work, etc.):*

The 2025 Winter Blast Festival will take place from Friday, January 31 through Sunday, February 2, 2025, in and around Centennial Commons and the Royal Oak Civic Center campus. Most festival goers will be using either the 11 Mile or Center Street parking garages or the Civic Center campus surface lots to attend the festival. Based on last year’s attendance and anticipated festival goers, staff is recommending a flat parking fee of \$5.00 to be charged at the entrance of these respective parking garages and lots.

Park Rite will have attendants at the entrance of the parking areas to accept payment at each structure or lot. This is a similar payment collection method used for prior Winter Blast festivals, which resulted in a better experience for attendees who were able to exit easier and quicker when leaving, especially during peak hours.

As a temporary rate structure for special events, the city’s ordinance governing parking provides that parking fees may be fixed by Resolution of the City Commission.

Should the City Commission desire to approve the proposed \$5.00 parking fee for the event, a proposed Resolution is provided for your consideration. Should the City Commission desire to amend the proposed parking fee for this event similar to parking fee adjustments recently made for the Arts, Beats & Eats and Taco Fest events, this item would need to be removed from the consent agenda and an appropriate revision to the proposed Resolution be made.

Fiscal Impact

BUDGET SUMMARY	
EXPENDITURE REQUIRED	\$0
AMOUNT CURRENTLY BUDGETED	\$0
BUDGET AMENDMENT REQUIRED	\$0.00 (BA between dept; net -0- effect on FB)
FUNDING SOURCE/ GL NUMBER	
WAS THIS A BUDGETED EXPENSE?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

OTHER FISCAL IMPACTS: (Select all that apply.)

- No fiscal impact
 Workload impact (details below)

- Revenue impact (details below)
 Operations Impact (details below)

REVENUE IMPACT: *Provide a description of how this item will impact revenue. (Is this item expected to create additional/new revenue? Will this item have a negative impact on revenue? Which funds would be impacted? Provide additional details, as necessary.)*

Last year the parking from the Winter Blast Festival generated approximately \$25,000.00 in revenue.

WORKLOAD IMPACT: *If this item will require staff time to implement, operate or maintain, provide a description of the workload impact. (Will more staff be needed? Is this workload able to be absorbed by existing staff? If new FTE(s) are needed, provide details of position classification and duties. Provide additional details, as necessary.)*

OPERATIONS IMPACT: *If the item requires a budget adjustment, please identify source of additional funds and any proposed cuts to other operations, programs and services.*

ALIGNMENT WITH COMMISSION APPROVED PLANS, POLICIES, AND PROGRAMS

Provide a description of how this item aligns with the strategic plan, aging in place plan, and sustainability and climate action plans. Include any specific goals or action steps it supports.

COMMUNITY ENGAGEMENT

Provide a description of any community engagement efforts made for this item. Include information on tools used, participation information, and general sentiments.

BOARD AND COMMISSION FEEDBACK

Was an advisory board or commission engaged in discussion on this item? If yes, please provide a summary of feedback received:

LEGAL COMMENTS

PROPOSED COMMISSION RESOLUTION:

BE IT RESOLVED, the Royal Oak City Commission hereby approves establishing a parking entrance fee of \$5.00 per vehicle, per visit, for the 11 Mile Road and Center Street Parking garages and the Civic Center campus surface lots during the Winter Blast Festival event from Friday, January 31 through Sunday, February 2, 2025, during festival hours.

ATTACHMENTS: