

The purpose of this document is to provide the requested information from the September 13th, 2022 City Council work session. Specifically, City Council requested staff's alternate proposal for a rate change for the Convention Center garages, as well as information that shows how we compare to other Convention Center garages across the state and country.

Convention Center Garage Alternate Rate Proposal

The table below displays our current rates, the proposed rates in the council resolution (listed as "Item 55/60 Proposed") and staff's recommendation (listed as "ACCD Recommendation") for a potential rate increase. Staff's recommended increased rates (see yellow highlighted boxes) would minimize the impact to our existing and potential customers, who typically utilize our garages for less than 6 hours, while working toward the policy goals laid out in draft resolution Item 55. We would request these rates become effective January 1, 2023 so that we may notify our customers and get our staff up to speed on the new rates.

FY23			
Fee Name - 5th/2nd	Approved Amount	Item 55 & 60 Proposed	ACCD Recommendation*
Daily Variable Rate			
0 -30 minutes	\$0.00	\$0.00	\$0.00
30 minutes - 1 hour	\$5.00	\$10.00	\$5.00
1 hour to 2 hours	\$5.00	\$20.00	\$10.00
2 - 6 hours	\$10.00	\$30.00 - \$48.00	\$10.00
6 - 9 hours	\$10.00	\$48.00	\$15.00
9 - 10 hours	\$15.00		\$15.00
10 - 12 hours	\$15.00		\$20.00
12 + hours	\$3.00/hr max \$48		\$3.00/hr max \$48
Rates are valid 24/7 apart from Variable special Event Parking Rates:			

*Rates to start January 2023

Convention Center Garage Rate Comparison

A chart detailing the posted rates for Convention Center garage rates at various Convention Center garages across the state and country is below. These Convention Center garages are comparable in business practice to the Austin Convention Center, in that their main objective first and foremost is to serve the customers of the Convention Center. They, like us, have a rate structure designed to be affordable for an average length of stay of a convention center attendee, as well as for all other short-term users of our garages. This contrasts with the other parking garages in downtown Austin; these garages create their rate structure with a focus on their users i.e., office, hotels, and residential buildings. As an example, office tower garages charge a high variable rate to preserve space availability for their leaseholders rather than capturing short-term parking.

VENUE	RATES
SA Convention Center 850 E. Commerce St	\$10.00 Flat Rate \$15.00 Weekend Rate
SA Convention Center	Mon - Thursday \$3 per hour Max @ \$30

Items 55 and 60
Additional Information from Staff

637 S. Tower of the Americas Way	Fri – Sun. \$5 per hour Max @ \$30
Kay Bailey Hutchison Convention Center Dallas Intersection of Memorial Dr. & S. Griffin St. - Parking	\$15.00 Flat Rate No Overnight Parking
Kay Bailey Hutchison Convention Center Dallas 500 Memorial Dr. - Parking Lot E	\$15.00 Flat Rate No Overnight Parking
Kay Bailey Hutchison Convention Center 502 S. Lamar St. - Parking Lot C	\$15.00 Flat Rate No Overnight Parking
George R. Brown Convention Center 1710 Polk Street - Avenida South Garage	<2 hour: \$10.00; 2-4 hours: \$15.00 4-6 hours: \$20.00; 6+ hours: \$15.00
Music City Center Convention Center - Nashville 701 Demonbreun Street	0-5 hours: \$10.00; 5-9 hours: \$15.00; 9-12 hours: \$20.00 12-18 hours: \$25.00; Overnight: \$35.00; Lost Ticket: \$35.00
San Diego Convention Center 111. W. Harbor Drive - Underground	Varies by Event: \$15-\$20 Month of August PETCO Event & Padre Games \$25-\$35
Los Angeles Convention Center South & West Hall Parking Garage	\$20 Flat Rate for Conventions, \$25 Flat Rate for Consumer Shows \$40 Flat Rate for Crypto Arena Events only
McCormick Place - Chicago 2301 South Prairie Avenue - Lot A	0-16 hours: \$25; 16-24 hours \$38
Orlando County Convention Center 9860 Universal Blvd - 3 parking facilities	\$20 Flat Rate for passenger vehicles \$30 Flat Rate for oversize vehicles
Las Vegas Convention Center 300 Convention Center Dr - Bronze and Silver Lots	\$10.00 Flat Rate with in and out privileges

Proposed Convention Center Parking Garage Rate Study

Convention Center staff recommends undertaking a professional rate study to evaluate our rates against similar type garages in competing markets. Staff estimates that a comprehensive parking garage study would take approximately six months to complete, at which point staff could bring forth the recommendations to City Council for consideration. While the Convention Center currently does a rate canvas every year to evaluate our parking garage rates, a professional rate study will provide an independent review of our rates with any recommendations for rate adjustments to increase revenue while remaining within our cost of service.