

<b>REQUEST FOR COUNCIL ACTION</b> CITY OF SAN DIEGO	CERTIFICATE NUMBER (FOR COMPTROLLER'S USE ONLY) N/A
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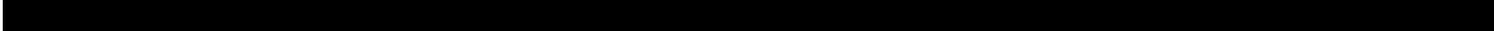
TO: CITY COUNCIL	FROM (ORIGINATING DEPARTMENT): Real Estate Assets	DATE: 07/27/2011
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SUBJECT: Approve the updated parking lot Pricing Rate Schedule at Qualcomm Stadium

PRIMARY CONTACT (NAME, PHONE): Roy Nail, 619-641-3101	SECONDARY CONTACT (NAME, PHONE): Mike McSweeney, 619-641-3126
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**COMPLETE FOR ACCOUNTING PURPOSES**

FUND					
DEPT / FUNCTIONAL AREA					
ORG / COST CENTER					
OBJECT / GENERAL LEDGER ACCT					
JOB / WBS OR INTERNAL ORDER					
C.I.P./CAPITAL PROJECT No.					
AMOUNT	0.00	0.00	0.00	0.00	0.00



FUND					
DEPT / FUNCTIONAL AREA					
ORG / COST CENTER					
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JOB / WBS OR INTERNAL ORDER					
C.I.P./CAPITAL PROJECT No.					
AMOUNT	0.00	0.00	0.00	0.00	0.00

COST SUMMARY (IF APPLICABLE):

**ROUTING AND APPROVALS**

CONTRIBUTORS/REVIEWERS:	APPROVING AUTHORITY	APPROVAL SIGNATURE	DATE SIGNED
Equal Opportunity Contracting	ORIG DEPT.	Barwick, James	7/27/2011
Environmental Analysis	CFO		
Liaison Office	DEPUTY CHIEF		
Financial Management	COO		
Comptroller	CITY ATTORNEY		
	COUNCIL PRESIDENTS OFFICE		

PREPARATION OF:     RESOLUTIONS     ORDINANCE(S)     AGREEMENT(S)     DEED(S)

Authorize an Amendment to the existing Rate Schedule for the parking lot at Qualcomm Stadium updating the Rate Card.

STAFF RECOMMENDATIONS: Approve the updated parking lot Pricing Rate Schedule at Qualcomm Stadium	
SPECIAL CONDITIONS (REFER TO A.R. 3.20 FOR INFORMATION ON COMPLETING THIS SECTION)	
COUNCIL DISTRICT(S):	6
COMMUNITY AREA(S):	Mission Valley
ENVIRONMENTAL IMPACT:	This activity is not a “project” and is therefore not subject to CEQA pursuant to State CEQA Guidelines Section 15060 (c)(3) and as defined in State CEQA guidelines Section 15378(b)(2).
CITY CLERK INSTRUCTIONS:	

**COUNCIL ACTION  
EXECUTIVE SUMMARY SHEET  
CITY OF SAN DIEGO**

DATE: 07/27/2011

ORIGINATING DEPARTMENT: Real Estate Assets

SUBJECT: Approve the updated parking lot Pricing Rate Schedule at Qualcomm Stadium

COUNCIL DISTRICT(S): 6

CONTACT/PHONE NUMBER: Roy Nail/619-641-3101

**DESCRIPTIVE SUMMARY OF ITEM:**

A Rate Card which sets the rate schedule for the use of Qualcomm Stadium and its parking lot was last updated by City Council in December 2007 via Resolution number R-303184.

In response to a recommendation by the City Auditor, the City retained AECOM, an economic and engineering consulting firm, to generate a business plan for Qualcomm Stadium and provide an assessment physical condition of the facility. As part of its research, AECOM surveyed similar stadiums in warm weather climates to act as benchmark to compare the economic performance of Qualcomm Stadium to its peers.

The report concluded:

Qualcomm Stadium's parking lot is a unique asset due to its size (122 acres).

The benchmark stadiums host an annual average of 47 events in their parking lot.

Qualcomm Stadium hosts over 200 events annually in its parking lot.

The current pricing schedule for the use of the parking lot at Qualcomm is lower than benchmarked peers.

The fixed pricing schedule dictated by the current rate card restricts the stadium's ability to maximize the yield from individual events.

AECOM recommended replacing current rate card with a schedule of minimum prices which may be negotiated upward if possible.

Setting minimum rates versus fixed rates allows for price increases when market conditions allow.

Adopting the AECOM recommended minimum rate schedule is estimated to increase parking lot revenues by approximately \$172,000 per year.

**STAFF RECOMMENDATION:**

Approve the updated parking lot Pricing Rate Schedule at Qualcomm Stadium

**EXECUTIVE SUMMARY OF ITEM BACKGROUND:**

The following table compares the current parking lot rate schedule and the proposed pricing schedule:

PARKING LOT RATES	CURRENT RATES*	PROPOSED RATES**
NON-PROFIT WEEKDAY	\$1,000.00/Day	\$1,100.00/Day

NON-PROFIT WEEKEND	\$2,000.00/Day	\$2,200.00/Day
FOR PROFIT WEEKDAY	\$2,000.00/Day	\$2,750.00/day
FOR PROFIT WEEKEND	\$4,000.00/Day	\$5,500.00/Day
COMMERCAIL EVENTS	\$5,000.00/Day	\$7,000.00/Day
AUTO MFG EVENTS	\$2,000-\$4,000/Day	\$10,000.00/Day
FILMING	\$1,000-\$3,000/Day	\$1,000.00/Day

EVENT PARKING*** (PER CAR)	\$16.00	\$20.00
EVENT PARKING*** (PER RV )	\$46.00	\$60.00

\* Current rates are maximum rates.

\*\* Proposed rates are minimum rates, but can be adjusted upward given the market will support higher rates.

\*\*\* Event parking rates are maximum rates and can be adjusted downward to remain consistent with the price scaling of the event.

The estimated increase of \$172,000 per year assumes the Stadium will conduct the same number of parking lot events in FY 2012 as conducted in FY 2010. Raising the Rates for usage of the parking lot may cause some promoters to not continue to conduct events at the stadium.

FISCAL CONSIDERATIONS:

The proposed update of the Rate Schedule for the parking lot is estimated to increase annual revenues from \$1,213,000 (FY2010) to approximately \$ 1,385,000 or \$172,000 per year.

EQUAL OPPORTUNITY CONTRACTING INFORMATION (IF APPLICABLE):

PREVIOUS COUNCIL and/or COMMITTEE ACTION (describe any changes made to the item from what was presented at committee):

COMMUNITY PARTICIPATION AND PUBLIC OUTREACH EFFORTS:

KEY STAKEHOLDERS AND PROJECTED IMPACTS:

Barwick, James

Originating Department

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Deputy Chief/Chief Operating Officer