

Agenda Item #:

PALM BEACH COUNTY BOARD OF COUNTY COMMISSIONERS

AGENDA ITEM SUMMARY

Meeting Date: December 18, 2012 [X] Consent [] Regular [] Workshop [] Public Hearing
Department:
Submitted By: Department of Airports
Submitted For:

I. EXECUTIVE BRIEF

Motion and Title: Staff recommends a motion to adopt: A Resolution authorizing the County Administrator or his designee to establish discounted parking rates at the Palm Beach International Airport (PBIA) public parking facilities; and providing an effective date.

Summary: The attached Resolution will allow the County Administrator, or designee, to establish parking discounts for the public at PBIA. The overall goal is to market and promote PBIA by offering discounted parking through various promotional methods.

Parking discounts may be delivered through different methods such as: discount parking coupons, reduced daily rates, discounted weekly parking rates, and loyalty programs. Staff will design promotions that will attract and benefit customers with savings and minimize negative revenue impacts to the Department.

The concept of parking discounts and loyalty programs has been discussed and unanimously approved by the Aviation and Airports Advisory Board. Countywide: AH

Background and Justification: This program incentivizes customers to utilize PBIA by lowering their total cost of travel. The Board has previously approved structured parking discount programs for group travel and customers who book new PBIA flights.

Attachments: Resolution

Recommended By: [Signature] 11/8/12
Department Director Date
Approved By: [Signature]
County Administrator Date

II. FISCAL IMPACT ANALYSIS

A. Five Year Summary of Fiscal Impact:

FISCAL YEARS	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>
Capital Expenditures	_____	_____	_____	_____	_____
Operating Costs	_____	_____	_____	_____	_____
Operating Revenues	_____	_____	_____	_____	_____
Program Income (County)	_____	_____	_____	_____	_____
In-Kind Match (County)	_____	_____	_____	_____	_____
NET FISCAL IMPACT	* _____	_____	_____	_____	_____
# ADDITIONAL FTE POSITIONS (Cumulative)	_____	_____	_____	_____	_____

Is Item Included In Current Budget? Yes _____ No X

Budget Account No.: Fund 4100 Department 120 Unit 8340 Object _____

Reporting Category 4467

* **B. Recommended Sources of Funds/Summary of Fiscal Impact:**
 Discount parking promotions may reduce parking revenues to the Airport, however, if effective, additional customers may generate incremental parking and concession revenue offsetting the impact of discounted rates. The impact of discounts to parking revenue is undetermined at this point and will vary by the specific promotion. Airport staff will track the impact of discounts to insure that revenues are sufficient to pay operation, maintenance, and debt service costs. Funding is from Airport Revenues and does not impact the general fund or ad valorem tax dollars.

C. Departmental Fiscal Review: CM Simmer

III. REVIEW COMMENTS

A. OFMB Fiscal and/or Contract Dev. and Control Comments:




OFMB 11/28/12 Contract Dev. and Control 12/13/12
11/27/12 11/26/12

B. Legal Sufficiency:

Anne Delaney 12-4-12
 Assistant County Attorney

C. Other Department Review:

 Department Director

RESOLUTION NO.

RESOLUTION OF THE BOARD OF COUNTY COMMISSIONERS OF PALM BEACH COUNTY, FLORIDA; AUTHORIZING THE COUNTY ADMINISTRATOR OR HIS DESIGNEE TO ESTABLISH PARKING DISCOUNTS INCLUDING THE METHOD OF DISCOUNT DELIVERY AND SPECIFIC DISCOUNT RULES; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, Palm Beach County, by and through its Department of Airports (“Department”), owns and operates Palm Beach International Airport (“Airport”); and

WHEREAS, the Board of County Commissioners desires to market and promote the Airport; and

WHEREAS, the Board of County Commissioners desires to reduce the cost of travel for travelers and incentivizing travelers to use the Airport; and

WHEREAS, the Board of County Commissioners desires to increase passenger volume to support existing and new flights and to increase overall revenues at the Airport; and

WHEREAS, the Board of County Commissioners desires to authorize the County Administrator or his designee to establish parking discounts, methods of discount delivery and any other specific discount rules on behalf of the Board of County Commissioners.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF PALM BEACH COUNTY, that:

1. The foregoing recitals are true and correct and are expressly incorporated herein by reference and made a part hereof.
2. The County Administrator or his designee is hereby authorized to establish parking discounts, under parameters set forth herein. Discount parking promotions will be designed to encourage travelers to use the Airport and to increase passenger traffic and revenues at the Airport. It is understood that parking revenues will likely be reduced in the short run but by attracting additional customers, parking revenues and other Airport concession revenues will increase over the long term.
3. The discount parking promotions may include various methods to deliver discounts to the public, including but not limited to: decreased daily maximum rates, coupons to be redeemed to reduce parking fees, discounted weekly rates, or loyalty programs to reward customers for parking at the Airport. Discounts may be designed for specific parking areas and/or for limited times. Discounts will be made clear to the public and will be designed to be efficient in delivery and compliant with revenue control standards.
4. Nothing in this Resolution authorizes the County Administrator or his designee to increase parking rates from the current base rates, incremental rates, or daily maximum rates.
5. The County Administrator or his designee will set forth in writing each specific parking discount promotion including the discount rate, the means of delivery, and discount period, if applicable. The Department will track all such promotions to determine the impact and relative success of each promotion.
6. It is the intention of the Board of County Commissioners that this delegation of authority is strictly limited to the parameters set forth herein, however, the County Administrator or his designee is hereby authorized to execute and modify Departmental Policies and Procedures to administer, control, and account for the discount parking promotions within the parameters set forth in this Resolution. The County Administrator’s designee under this Resolution includes the Director of the Palm Beach County Department of Airports.
7. If any section, sentence, clause, phrase, or word of this Resolution is held invalid or unconstitutional by a Court of competent jurisdiction, then said holding shall in no way affect the validity of the remaining portions of this Resolution.

8. This Resolution shall be effective immediately upon adoption.

The foregoing Resolution was offered by Commissioner _____, who moved its adoption. The motion was seconded by Commissioner _____, and upon being put to a vote, the vote was as follows:

Commissioner Steven L. Abrams, Chairman	-
Commissioner Priscilla A. Taylor, Vice Chair	-
Commissioner Hal R. Valeche	-
Commissioner Paulette Burdick	-
Commissioner Shelley Vana	-
Commissioner Mary Lou Berger	-
Commissioner Jess R. Santamaria	-

Then the Chair thereupon declared this Resolution duly passed and adopted this ____ day of _____, 2012.

**APPROVED AS TO FORM
AND LEGAL SUFFICIENCY**

**PALM BEACH COUNTY, FLORIDA
BOARD OF COUNTY COMMISSIONERS**

Sharon R. Bock, Clerk & Comptroller
Palm Beach County

By: Anne Delgado
County Attorney

By: _____
Deputy Clerk