

## Appendix B

### Existing and Proposed Parking Rate Adjustment Recommendations

| Location                                                   | Day Rate Change         | Evening Rate Change | Comments      |
|------------------------------------------------------------|-------------------------|---------------------|---------------|
| All Lots<br>Regular Rates                                  | \$16 to \$18            | \$13 to \$15        | \$2 Increase  |
| Prepaid Exhibitor<br>Discount Rates<br>(surface lots only) | \$11 to \$14            | N/A                 | \$3 increase  |
| Lot 855 & 856<br>West End Parking                          | \$13 to \$15            | N/A                 | \$2 Increase  |
| Monthly Parking<br>Pass Rate (Lot 856)                     | \$90 to \$100 per month | N/A                 | \$10 increase |
| Special Events<br>(maximum)                                | \$35 to \$45            | N/A                 | \$10 increase |

#### Notes:

West end parking lots 855 & 856 rates may also increase to half of the special event rate during those special event times when the rate at other lots has increased.

At Exhibition Place, on select peak show dates, the regular daily rate in the Enercare Centre parking garage is increased to help redistribute cars between the garage and outdoor lots.

Staff also work with the Exhibition Place sales team, tenants and event organizers, from time-to-time, when further consideration is given to the pricing model described above which benefits everyone (e.g.: parking promotion after 5pm) and in order to accommodate, such request rates are increased higher than those outlined on other days/times during that show/event so that there is no loss in overall revenue during those particular show dates.

Staff also provides complimentary parking for sales or business meetings, as well as, providing parking passes to clients who rent space as part of their overall rental package which includes free move-in and move-out parking in order to remain competitive.