



*City of Lake Geneva, 626 Geneva St, Lake Geneva, WI 53147- 262.248.3673- www.cityoflakegeneva.gov*

**CITY OF LAKE GENEVA PARKING AD HOC COMMITTEE**

**WEDNESDAY, AUGUST 9, 2023 - 4:00 PM**

**LAKE GENEVA CITY HALL; CONF RM 2A (UPPER LEVEL)**

**Members:**

Mayor Charlene Klein, Parking Manager Seth Elder, Terence Pisano, Sherri Ames, Paul Hummel, Fred Gahl, and Downtown Business Improvement Executive Director Alex Binanti

**AGENDA**

1. Call to Order
2. Roll Call
3. Approval of the July 26, 2023 Parking Ad Hoc Committee minutes
4. Discussion regarding possible free parking for City sticker holders on Wednesdays, after Labor Day
5. Report review and recommendations to Council
6. Next Meeting Date & Time
7. **Adjournment**

*This is a meeting of the Parking Ad Hoc Committee.  
No official City Council action will be taken; however, a quorum of the Council may be present.*

**CITY OF LAKE GENEVA PARKING AD HOC COMMITTEE MINUTES**  
**WEDNESDAY, JULY 26, 2023 - 4:00 PM**  
**LAKE GENEVA CITY HALL; CONF RM 2A (UPPER LEVEL)**

**Members:** Mayor Charlene Klein, Parking Manager Seth Elder, Terence Pisano, Sherri Ames, Paul Hummel, Fred Gahl, and Downtown Business Improvement Executive Director Alex Binanti

**Call to Order**

Mayor Charlene Klein called the meeting to order at 4:00 p.m.

**Roll Call**

**Present:** Mayor Charlene Klein, Parking Manager Seth Elder, Sherri Ames, Fred Gahl, Paul Hummell, and Terence Pisano.

**Absent:** Alex Binanti.

**Approval of the July 12, 2023 Parking Ad Hoc Committee minutes as prepared and distributed**

Motion by Ames to approve, second by Hummel. No discussion. Motion carried 6-0.

Motion by Ames to move Item #6, Discussion/Recommendation to the Common Council regarding the expiration of the Committee, to directly follow Item #3, approval of the minutes and Item #4, Discussion regarding employee parking to follow Item #5, Discussion regarding Lot I Flyers, second by Hummel. No discussion. Motion carried 6-0.

**Discussion regarding employee parking**

No discussion.

**Discussion regarding Lot I Flyers**

Mayor Klein noted that flier advertisements for all-day reserved parking in Lot I have been distributed to Visit Lake Geneva and local not-for profit organizations holding events in the city this summer.

**Discussion/Recommendation to the Common Council regarding the expiration of the Committee**

Mayor Klein reiterated that this agenda item was included in order for the Committee to discuss presentation topics for the City Council meeting on Monday, August 14, 2023.

Pisano exited the meeting at 4:05 p.m.

The Committee proceeded to detail items to be included in the presentation to the Council.

**Next Meeting Date & Time**

The committee scheduled the next meeting for Wednesday, August 9, 2023 at 4:00 p.m.

**Adjournment**

Motion by Mayor Klein to adjourn, second by Ames. No discussion. Motion carried 5-0. The meeting adjourned at 4:40 p.m.

-LAKE GENEVA AD HOC

PARKING COMMITTEE REPORT-

-BACKGROUND

-FINANCIAL DYNAMICS

-CONSIDERATIONS

August 1,2023

BACKGROUND

-Lake Geneva "The Community"

- 8200 residents

The Council has been elected by, and is accountable to residents best interests.

-Lake Geneva "The Tourist Attraction"

-THEN-Lake Geneva is a beautiful spring-fed lake, rich in history, originally as a summer retreat for wealthy industrialists from Chicago who arrived by train.

-NOW-Today, Lake Geneva is a convenient go-to day trip, or weekend destination, for 7.5 million people throughout Metropolitan Chicago 1-1.5 hours away by car via expressways.

-Lake Geneva "The Hybrid"

The hybrid character of Lake Geneva has reached a strategic “crossroads of priorities” between local citizens interests, and those of downtown building and business owners.

-BACKGROUND- (cont.)

Vacation rentals have;

- -Depleted real estate housing alternatives for local residents, and workers. Altered the balance of residential housing “makeup” of small-town-community versus commercial properties.
- -Created more open beds being promoted for short term rentals, increasing tourist density in community.

Whirlwind Regional Promotion of Lake Geneva

- Well-funded local marketing entities are actively promoting Lake Geneva , "The Attraction", on a regional basis, and to 7.5 million people in Metropolitan Chicago.

CONCLUSION; GOAL

-Measure + Balance-

- We must stay focused to responsibly “measure and balance” the considerations.
- Our unwavering focus and commitment should be to the interests of the citizens,
- We are already operating our downtown like a vacation rental, and subjecting the citizens to growing inconvenience, and expense.

- We must understand the limits of our ability to generate revenue, understand the costs related to such, and stand firm on what we thereafter identify are the ends of what the City's capacity is.
- Or, be willing to go to the citizens of Lake Geneva to raise their taxes to offset potential impending deficit spending to promote privately-owned downtown businesses and events.

#### -FINANCIAL DYNAMICS-PARKING

The City Of Lake Geneva has defined current parking revenue sources, and slight room for increase.

General Revenue- Assuming current rates/season and activity.

- 2022 Parking Revenue=\$2.3
- Available additional parking capacity and revenue potential (\$1.1m)

Parking Forensics=Valuable Data

-The digital information from metered parking is leading economic indicator.

-Parking data is the "canary in the coal mine", and can provide us with early indicators regarding the potential adverse impact of infrastructure costs related to "over tourism".

- Clearly measures and defines the city's capacity, and revenue resources;

Provides forensics related to dates, times and usage that helps with revenue assumptions and fiscal budgeting.

- Can define increasing expenses,
- Can identify balance between Lake Geneva citizen and private downtown commercial interests, what groups benefit, and how they may need to contribute.
- Can evaluate scope and consequences of promotional dollars spent that are driving traffic.

#### CONCLUSION; GOAL

Formulate a means to serve the best interests of the citizens;

- Develop additional parking resources available to generate additional estimated \$1-2m/yr.  
(As outlined in report)

- "Measure and Balance" the (parking) revenue capacity against the cost considerations of increased regional promotion and targeted traffic,
- Identify potential increased Police, Fire, Emergency and Public Works costs,
- Work together to track data and provide dynamic formula and flexible strategies to avoid imbalance between revenue and cost.,

#### PARKING CONSIDERATIONS

##### 1. Parking Capacity For Citizens Of Lake Geneva

Local Citizens -

-Population=8200Citizens

-Available Parking Spaces=3600 Parking Spaces

-1200 metered

-2400 free

##### 2. Parking Usage Summary

Average Daily Parking (Capacity)

-Week Days=28%

-Spikes= 6 weekends (12 days)= 100%

Average Time in parking spot=3/hr

#### COMMITTEE CONCLUSION;

-There is more than enough parking available for local citizens downtown

##### 3. Parking Stickers Available In Lake Geneva

Lake Geneva Citizens

-Cost-Free (3/hrs)

Lake Geneva Citizens are eligible for a parking sticker enabling them to park 3 hrs. at a time for free

Walworth County Citizens-

Cost- \$80/yr (3hrs)

-Walworth County Citizens can purchase an annual parking sticker, good for 3/hrs/day, for \$80.

Walworth County Seniors

Cost-\$65/yr (3/hrs)

-Walworth County Senior Citizens can purchase an annual parking sticker, good for 3/hrs/day, for \$65.

Note; This gives the Senior 1200 hours of free parking. \*( This program was developed and enacted by Parking Ad Hoc Committe 07/23)

Business Parking Lot-

Local Business owners

Cost- \$400/yr, good for all day.

General Visitors

-Cost-\$2/hr/Monday-Friday

- \$4/hr Saturday-Sunday

COMMITTEE CONCLUSION-

Local Traffic-Frequent shoppers

-Local traffic is primarily on weekdays.

-Week day hourly parking rates are \$2.

-Local citizens, and county residents, generally fall under a category that allows them access to a parking sticker that affords them further discounted rates.

Weekend Traffic- Random, primarily from metro Chicago.

-Weekend traffic is primarily out of the area tourists who are in town to enjoy the amenities offered, and maintained by the City of Lake Geneva;

Lakefront, boat launch, beach, parks.

-Local area residents tend to avoid Lake Geneva on the weekends.

## TOPICS DISCUSSED + RECOMMENDATIONS OF AD HOC PARKING COMMITTEE

### Alternative Parking Topics- Discussions-Conclusions

#### 1.EMPLOYEE PARKING-

-Discussion-

#### BID SURVEY

Alex the BID AD Marketing Director, and member of the Ad HOC Parking Committee proposed, developed, and executed a business survey to solicit input and suggestions from BID members regarding;

- Employees parking in front of businesses and occupying customer spaces,
- Alternative lots being designated for employees around perimeter of BID District, (i.e. Eastview School lot, Parking Lot I)
- Employee shuttle-(Committee proposed; Badger High School, North end of BID)

-Conclusion-

- All of the BID members, and respective stores were solicited.
- Only 26% of the BID Members responded.
- The Ad Hoc Committee accepted that as a "no-interest" indication by the BID stores and employees.

## 2. SHUTTLE-

-Discussion-

The Ad Hoc Parking Committee reviewed the offer of the BID to provide a shuttle to the City to transport employees.

-Conclusion-

- The Ad Hoc Committee proposed numerous locations for pickup and drop off for remote parking including Badger High School.
- There was no "buy-in" from BID employees

### Financial Obstacles

- There would have to be at least two shuttles operating and two operators.
- There would have to be a backup operator to fill in.
- There would have to be a place to keep the vehicles.
- The daily all in cost to operate would be approximately \$1,000/day x 30 days/month=\$30,000/month

## 3. SENIOR PARKING PASS- \$65/yr. (\*Introduced by Ad Hoc Committee)

-Discussion-

- Walworth County senior citizens
- 65+eligible to purchase yearly parking pass
- 3/hrs/day
- =1200 "free" hours of parking annually

-Conclusion-

-Program presented and approved by Council

-Numerous seniors have taken advantage of "Senior Stickers"

#### 4. PREPAID PARKING (VIA APP) PROTOTYPE-

-Discussion-

-Prototype site for prepaid parking reservations

-Parking Lot I

Conclusion-

-Prepaid parking option is important digital offering.

-Prepaid parking alternatives provide user friendly solutions regarding visitor parking.

-Enables City of Lake Geneva to segway leverage value of the parking app to facilitate end users

-Prepaid prototype began operation late July and is experiencing initial users.

#### 5. REVISITING FINAL ADDITIONAL PARKING REVENUE SOURCES

-Discussion-

-Measure and balance of revenue, and increased fiscal costs, related to potential "over tourism".

-PARKING REVENUE 2022 = \$2.3M

-ADDITIONAL PARKING RELATED REVENUE SOURCES AVAILABLE:

-Extend parking season to 12 months \$150,000.

-Extend Hours of parking to 8am to 8pm \$115,000

-Prepaid or "subtle" Parking Maple Park \$400,000

-Paid parking Veteran's Park \$300,000

-Paid parking Parking Lot D \$200,000

Total Additional Potential Revenue Available \$1.16m

-Conclusion-

-Each year The City of Lake Geneva downtown business district is the beneficiary of considerable and continual marketing and promotional dollars, planned events, and programs.

-The unlimited growth of vacation rentals in Lake Geneva has created a dramatic increase in beds available, and unique accommodations, attracting families and guests.

-We have been blessed with the success and growth in tourism this has cultivated.

-"Over Tourism"- it is essential we remain aware to "measure and balance" the relationship at hand between revenue and costs.

-We are blessed with record tourism increases, however we have to acknowledge the limits of the City Of Lake Geneva's current revenue resources, versus continually growing infrastructure and fiscal costs that will accompany the additional growth that is being actively solicited.

-Failure to balance these factors can only result in increased taxes on the citizens in favor of supporting local downtown businesses.

## 6. BUILDING PARKING GARAGE

### Discussion

#### History

-November 2014 Proposed Referendum To Build 300 car parking garage at a cost of \$7m ----Voted down by the citizens of Lake Geneva

#### Current Update And Considerations Explored-

Current Lake Geneva Parking Capacity;

-1200 metered spots, 2400 free spots=3600 spots

-Average weekly use of spots =28%

-Average Time Spots used 1/hr.

-6-Spike Weekends/12 days=100%

#### PARKING GARAGE CONSTRUCTION

-COST ASSUMPTIONS-

-\$30,000/spot x 300 spots/cost =\$9,000,000.

-DEBT SERVICE

=\$72,000/month

Debt Service Year

=\$864,000/yr

-GROSS REVENUE ASSUMPTION-

\*-Weekdays-

Average Days (260 week days/year)

Assume

Gross Revenue Assumption

20% use (60 spots)  
 3 hrs x \$2/hr=\$360.00/day revenue  
 X260 weekdays/year =\$93,600

\*-Weekends-(104 days)

Assume 50% Use (Note; this garage would be incremental to current capacity)

150 spots  
 3 hrs x \$4=\$1800/day revenue  
 X 104 weekend days= =\$187,200

“SPIKE Days” (6 weekends/12 days)

Assume 100% (High Assumption)

\*300 spots  
 \*X 6 hrs x\$4=\$7200/day revenue  
 X 12 days =\$86,400

\* Gross Revenue \$367,000

= (-\$497,000/yr)

PARKING GARAGE (cont.)

Assumption Summary

COST=	\$9,000,000	
DEBT SERVICE / ANNUAL		\$864,000

REVENUE /ANNUAL

Weekdays	\$ 93,600.
Weekends	\$187,200.

“SPIKE” Days (12)

\$ 86,400.

=(-\$497,000)

\*(Note these numbers are generous as the assumptions double count

“Spike Days” on top of weekday/weekend numbers)

-376 days counted.

-CONCLUSION- At this point building, and operating a parking garage, would not flow would strain the infrastructure, and be a financial burden to the City Of Lake Geneva.

-The questions are, do we have enough parking capacity for our citizens?

The answer is more than enough

-Who would benefit from increased capacity? And how are they willing to help fund and operate the project?

-Why would the City put debt on the citizens who won't stand to benefit?

-And why facilitate further vacation density in our community that we pride having a “small town atmosphere?”

Simply put, regardless of reasonable assumptions of usage, the parking garage, (not even calculating a cost regarding maintenance and repair), would be an additional financial and logistical burden on the City.

-There aren't enough busy days to make the garage model cash flow. And on the 12 busy days, as more promotional monies are spent, 300 spaces wouldn't be enough for the short burst of visitors.

-The losses incurred in operating the garage would wipe out a large percentage of the parking revenue we currently enjoy

#### OVERALL SUMMARY AD HOC PARKING

- We have spent hours addressing the logistics, options and alternatives related to the “business” of parking in Lake Geneva, everything from access, the dynamics of additional locations, pricing, revenue generation (parking garage), to fiscal costs, and efficiencies.
- We have spoken with groups, and individuals, in “considering all sides”.
- We have introduced an annual Senior parking pass (\$65) for County wide residents that gives them 1200 hrs of free parking.
- We have chosen parking Lot I to introduce the app-based prototype for prepaid parking in Lake Geneva, which based upon success of such in major cities, is the future of parking operations in resort communities.
- We have found the “topic” of parking, in Lake Geneva, is about more than parking.
- -The City is fast in the middle of a crucial crossroads between citizens interest, and special interests of others,
- -The City Council is committed to serving the interests of the citizens of Lake Geneva.

- -The City Of Lake Geneva has a defined fiscal capacity that is being, and will be further tested.
- -We have identified for The City of Lake Geneva the needs to have a precise picture where the additional revenue generation is, and how to accordingly address accelerating costs. And the need to define where citizen interests establish boundaries to over tourism.
- -The City must acknowledge, diligently manage, and balance revenue and costs.
- -Or quite simply, we must face raising the taxes of the citizens to the benefit of others.