

Main Promenade Fees

Type of Fee	2008	Kim/Horn	Current
Regular Annual Pass (Beach/MPPS)	\$125 prorated seasonally	\$200	\$150 full year
Senior Annual Pass (Beach/MPPS)	\$50 prorated seasonally	\$100	\$50 full year
MPPS Hourly	\$2 – first 15 minutes free \$15 daily max (regular)	Same as 2008 with added \$5 flat	30 min. free \$1/first 2 hrs \$1/20 min after first 2 hrs. \$5 after 9 PM <u>wknds/events</u> \$15 regular daily max \$17 peak daily max \$20 holiday daily max
MPPS Empl. Validation	\$1	none	NA
MPPS Cust. Validation	\$0.25	none	\$0.50
Employee Monthly	\$15	\$30	\$20

Main Promenade Parking

- In 2012, annual passes became valid for one year from date of purchase
 - Previously seasonally prorated
- FY 12/13: 627,185 vehicles used the MPPS
 - 224,691 paid regular posted rate
 - Remainder were passes, validations or free due to disabled placard or within 30 minute grace period
- Fri/Sat nights and some holidays - charge is \$5 upon entry after 9 PM
 - FY 12/13: 16,081 vehicles
 - Vehicles parked before 9 PM also leave during that time, paying from \$1-17 depending on when they arrived

Main Promenade: After Midnight

- Booths not generally staffed after midnight on weekdays due to budget cuts
- Fri/Sat night customers charged \$5 upon entry after 9 PM – specific revenue not calculated by hourly attendance.

VALIDATIONS

Orange Validation Books

Gallaghers
Hurricanes
Black Bull
HB Beer Co.
NoKaOi
IHOP
City Salon
Longboard
Melissa the Salon

Main St. Hair
Sea Nails
Rocky Mountain
Chocolate Factory
BJ's
Main Street Wine Co.
Ameriprise
Sharkeez
HB Brewery

Billed Monthly

24 Hour Fitness
Fred's Mexican Cafe

Other

Ruby's
Duke's

Emp. Monthly Pass: 10/13-1/13/14

Chronic Boards	1
Skyhill	48
Irene's	9
Spark	6
Surf City Express	3
Aloha	5
Fred's	55
2 nd Floor	40

Sandy's	12
Wahoo's	14
HSS	6
Starbucks	12
Main St. Spa	14
Ruby's - 322 emp valid/mo	10
IHOP	18
Kilarney's	23

Hurricane's	24
Sushi on Fire	31
Black Bull	21
HB Gift	1
Dos Toros	10
Pizza Lounge	8
Sugar Shack	11
Coach's	9

Emp. Monthly Pass: 10/13-1/13/14

Duke's	21
Sharkeez	54
Bomb Burger	9
El Ranchito	9
Beachfront	21
Haviana's	10
Gallagher's	7
NoKaOi	17

Forever 21	2
Gruppa Delogo	4
HB Beer Co.	15
Jamba Juice	6
Rocky Mountain	6
Sakal Surfboards	4
Johnny Rockets	4
City Salon	4

Cold Stone Creamery	2
Bruxie	12
Vape it Up	1
Lucy's	1
Coffee Bean	2
Sea Nails	4
Main St Wine	4
Luigi's	4

Emp. Monthly Pass: 10/13-1/13/14

Varga	4
Liquor Market	1
25 Degrees	1
Tuna Town	1
Nekter Juice	1
Boat House	1
Local Bench	1
Unknown	71

- Passes are \$20 per pass, per month
- “Unknown” = pass purchased, but business not entered into system
- Longboards provides approx. 232 employee validations per month
- Most employees purchase the Annual Pass due to lower overall price and provides ability to go to the beach as well as use structure for work