



TOWN OF SURFSIDE BEACH  
115 US Highway 17 North, Surfside Beach, SC 29575  
Web: [www.surfsidebeach.org](http://www.surfsidebeach.org)  
☎ (843) 913-6111 ☎ (843) 238-5432

**TOWN COUNCIL SPECIAL MEETING  
THE GRAND THEATRE  
301 HIGHWAY 17 SOUTH  
SURFSIDE BEACH, SC 29575  
TUESDAY, DECEMBER 4, 2012 ♦ 10:00 A.M.**

**AMENDED A G E N D A**

1. **CALL TO ORDER** – Mayor Douglas F. Samples
2. **PUBLIC COMMENTS** – Agenda Items
3. **BUSINESS**
  - A. Presentation by Lanier Parking regarding the logistical and financial aspects of outsourcing the parking function.
  - B. Bid package for Surfside Pier ADA Enhancements and proposed upgrades
  - C. **HGTC Approval “Partnership”**
4. **ADJOURNMENT**

**Christmas Parade**  
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Saturday, December 8, 2012  
2:00 p.m.

The annual Christmas Parade is Saturday, December 8<sup>th</sup> at 2:00 p.m. The parade route begins on Ocean Boulevard at Melody Lane, travels north on Ocean Boulevard to Surfside Drive, then turns on Surfside Drive heading west to Poplar Drive where it will turn south and disband in The Grand Theatre parking lot at 3<sup>rd</sup> Avenue South.



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## **PUBLIC NOTICES MEETINGS AND EVENTS**

12/03 Monday – **Parking Committee**, 10 a.m. at the Dick M. Johnson Civic Center card room

12/03 Monday – **Senior Citizens Advisory Committee**, 11 a.m. at the Dick M. Johnson Civic Center, main room

12/04 Tuesday, **Town Council Special Meeting**, 10 a.m. at The Grand Theatre, 301 Highway 17 South, Surfside Beach, to hear a presentation by Lanier Parking Management regarding outsourcing the town's parking function and to consider bid packages Surfside Pier ADA Enhancements and proposed upgrades

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This notice published pursuant to FOIA §30-4-80. The public is invited to attend all meetings and events.

**PUBLIC NOTICE:** Volunteers are being sought to fill vacancies on the following boards, commissions or committees:

Senior Citizens Advisory Committee  
Historical Board  
Board of Zoning Appeals

Please contact the town clerk at 843.913.6333 or [dherrmann@surfsidebeach.org](mailto:dherrmann@surfsidebeach.org) for more details on the meetings or to volunteer.



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id	75
subject	PUBLIC NOTICE - AMENDED Agenda 12/04/12 Special Meeting
from field	Surfside Beach Info mailinglist@surfsidebeach.org
to field	
reply to	
message	<p>The agenda for the Special Town Council Meeting schedule for December 4th, 2012, has been amended to add HGTC Approval "Partnership." The amended agenda is attached.</p> <p>Time is allowed at Special Town Council Meetings for public comments on the agenda items.</p> <p>This transmission is pursuant to the Freedom of Information Act §30-4-80.</p>
textmessage	
footer	-- If you do not want to receive any more newsletters, click "UNSUBSCRIBE" [UNSUBSCRIBE] To update your preferences or to unsubscribe, please click "PREFERENCES" [PREFERENCES] To forward a message to someone, please click "FORWARD" [FORWARD]
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sent	2012-11-30 16:29:06
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as text	532

as html	31
as pdf	0
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viewed	0
bounce count	0
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RSS template	
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<b>Attachments for this message</b>	
Filename:	12-04-2012 AMENDED AGENDA Sp Mtg.pdf
Size:	63Kb
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Description:	
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id	74
subject	PUBLIC NOTICE - Upcoming Meetings & Events
from field	Surfside Beach Info mailinglist@surfsidebeach.org
to field	
reply to	
message	<p><b>PUBLIC NOTICES - MEETINGS AND EVENTS</b></p> <p>12/03 Monday – <b>Parking Committee</b>, 10 a.m. at the Dick M. Johnson Civic Center card room</p> <p>12/03 Monday – <b>Senior Citizens Advisory Committee</b>, 11 a.m. at the Dick M. Johnson Civic Center, main room</p> <p>12/04 Tuesday, <b>Town Council Special Meeting</b>, 10 a.m. at <u>The Grand Theatre, 301 Highway 17 South, Surfside Beach</u>, to hear a presentation by Lanier Parking Management regarding outsourcing the town's parking function and to consider bid packages Surfside Pier ADA Enhancements and proposed upgrades. The agenda is attached.</p> <p>12/08 Saturday, <b>Christmas Parade</b>, 2 p.m. The parade route this year begins on Ocean Boulevard at Melody Lane, travels north on Ocean Boulevard to Surfside Drive, then west on Surfside Drive to Poplar Drive, where the parade will head south to the parking lot at The Theater Grande.</p> <p>This notice published pursuant to FOIA §30-4-80. The public is invited to attend all meetings and events.</p> <p><b>PUBLIC NOTICE:</b> Volunteers are being sought to fill vacancies on the following boards, commissions or committees:</p> <p style="padding-left: 40px;">Senior Citizens Advisory Committee Historical Board Board of Zoning Appeals</p> <p>Please contact the town clerk at 843.913.6333 or dherrmann@surfsidebeach.org for more details on the meetings or to volunteer.</p>
textmessage	
footer	-- If you do not want to receive any more newsletters, click "UNSUBSCRIBE" [UNSUBSCRIBE] To update your preferences or to unsubscribe, please click "PREFERENCES" [PREFERENCES] To forward a message to someone, please click "FORWARD" [FORWARD]

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RSS template	
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<b>Attachments for this message</b>	
Filename:	12-04-2012 Sp Mtg - Lanier Pking and Pier RFP.pdf
Size:	63Kb
Mime Type:	application/pdf
Description:	
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LANIER



PARKING  
SOLUTIONS



## Parking & Transportation Management

*Exceptional People Providing Exceptional Service*

®







## Background – Lanier Parking

- Established in 1989
- Owner Operated
- **Asset Management & Revenue-Driven**
- **Customer Service Focused**
- National HQ in Atlanta, Georgia
- Over 400 locations in 51 cities
- 2,000+ Employees
- Manage parking for over \$5B of real estate assets
- Lanier Parking Gross Revenue –
  - Approximately \$175 Million per year





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# Municipal Experience



Horry County, SC



City of Myrtle Beach, SC



City of Durham, NC



City of Atlanta, GA



City of Wilmington, NC



City of Wilton Manors, FL





## Mission Statement

*To consistently provide exceptional service to our clients, customers, and employees*

## Core Values

**T**eamwork

**I**ntegrity

**I**nnovation

**P**rofessionalism

**S**ervice Excellence



## Project Approach- Revenue Collection & Control/Auditing

- Cash Handling and Revenue Control
  - Inventory Utilization
  - Separation of Duties
  - Drop Logs
  - Key Controls
  
- Audits
  - Annual Random Audits
  - Weekly Random Booth Audits





## Current Parking Program Observations







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## Project Approach- Surfside Beach

Locations	Spaces	Equipment Type
Melody Lane	5	Meter
13 Ave S. Street-End	10	Meter
13 Ave S. On-Street	36	Meter
6th Ave S.	13	Meter
5th Ave S.	26	Paystation
4th Ave S.	24	Paystation
3rd Ave S.	25	Paystation
Yaupon	66	Paystation (2)
Surfside Pier /Surfside Dr.	48	Paystation (2)
3rd Ave N.	32	Paystation
6th Ave N.	29	Paystation
Ocean Blvd & 16th Ave N.	46	Meter



## Project Approach- State of the Art Equipment

- Operational efficiency
- Increased revenue
- Reduced maintenance costs and downtime
- Consumer confidence
- Lanier can provide capital







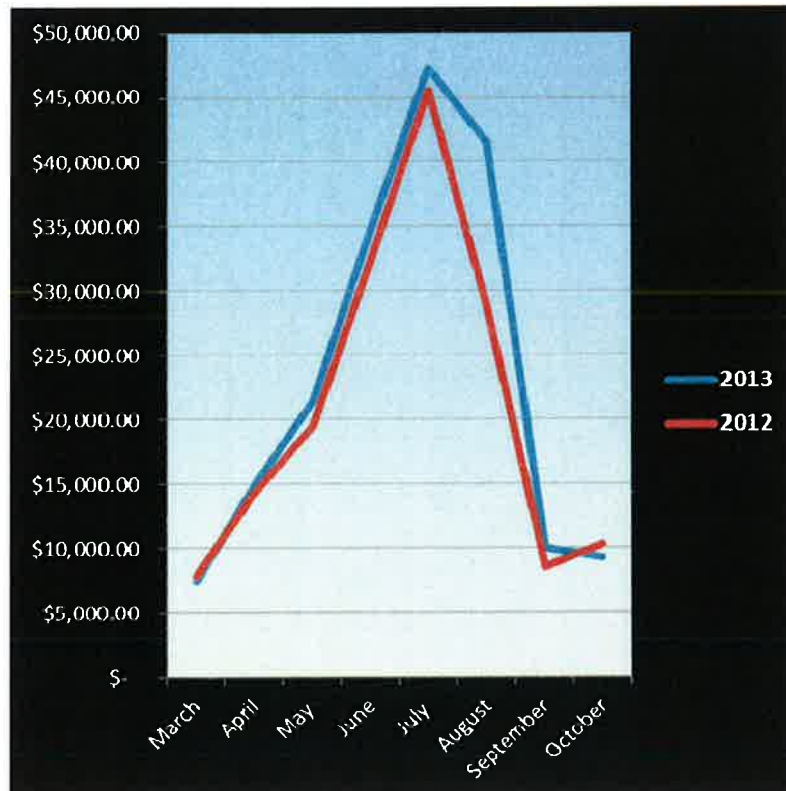
## Project Approach- State of the Art Equipment

- Citation Processing and Collections
- Enforcement
  - Citation Management Database
  - Citation Issuance Hardware
- Fiscal Control
- Park by Phone (Pay by Cell Phone)





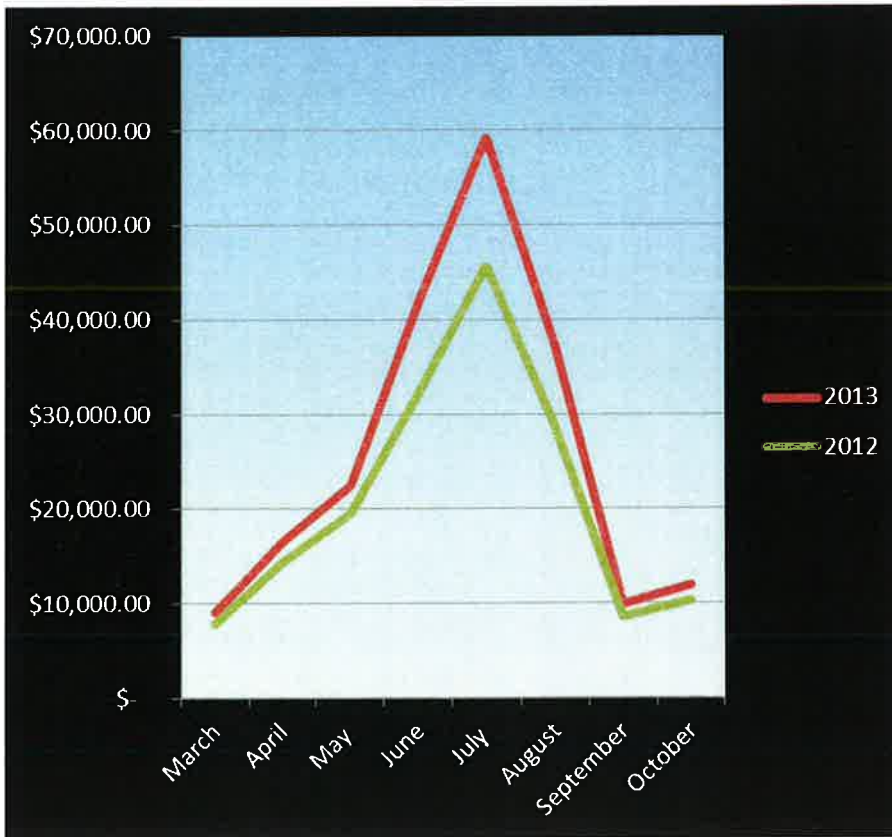
## Project Approach- Revenue Projections



- Assumptions
  - Only replacing ½ of the capital equipment
  - 5 paystations
  - 64 meters
  - Overall 10.46 % increase in meter revenue



## Project Approach- Revenue Projections



- Assumptions
  - Replacing 100% of equipment
  - 9 paystations
  - 110 meters
  - Overall 19.72% increase in meter revenue





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# Revenue Review

	March	April	May	June	July	August	September	October	Total
<b>2013 \$</b>	8,987.25	\$ 16,510.55	\$ 22,423.85	\$ 41,861.30	\$ 59,107.10	\$ 37,312.60	\$ 9,814.10	\$ 11,840.40	\$ 207,857.15
<b>2012 \$</b>	7,815.00	\$ 14,357.00	\$ 19,499.00	\$ 32,201.00	\$ 45,467.00	\$ 28,702.00	\$ 8,534.00	\$ 10,296.00	\$ 166,871.00
<b>100% Replacement</b>	13.04%	13.04%	13.04%	23.08%	23.08%	23.08%	13.04%	13.04%	
							<b>50% Replacement</b>	<b>10.46%</b>	
							<b>100% Replacement</b>	<b>19.72%</b>	



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## Project Approach – Capital Purchase

Capital Equipment Purchase			
	Cost per Unit	# of Units	TOTAL
Parking Boots	\$400.00	2	\$800.00
Parking Meters	\$500.00	110	\$55,000.00
Digital Parking Paystations	\$11,000.00	9	\$99,000.00
Honor Box	\$2,650.00	0	\$0.00
<b>Parking Collections Equipment:</b>			
Coin Collection Canisters (Wheels/Cart)	\$1,470.00	1	\$1,470.00
Coin Counting & Sorter (Handheld)	\$700.00	1	\$700.00
Bill Counter	\$525.00	0	\$0.00
Jet / Coin Counting & Sorter	\$7,700.00	0	\$0.00
	<b>TOTALS</b>		<b>\$156,970.00</b>



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# Citation Collection and Issuance

Citation Revenue Calculations			
Average Daily Revenue	\$331.50		
Average Monthly Revenue	\$6,768.13		
		<b>Pay Rate</b>	<b>Total Revenue</b>
# of Citations Issues in 1 Year	3675		
Total Collection % =	<b>70%</b>		
% of 1st Notices Paid (1-7 Days)	39%	\$25.00	\$35,831.25
% of 2nd Notices Paid (8-14 Days)	21%	\$35.00	\$27,011.25
% of 3rd Notices Paid (After 14 Days)	10%	\$50.00	\$18,375.00

Assumptions for Revenue	
15	# Citations Issued per Day
245	# of Days per Year
3675	TOTAL # of Citations Issued





## Parking Management Proposal

Base Management Fee=

\$695.00 per month or  
\$8,340.00 Annually

Incentive Management Fee=

6.5% of Gross Revenue

### Shared Costs

- *Rent- Options are currently being reviewed with each client.*
- *Citation Management System- Costs are shared with Horry County and Myrtle Beach*
- *Labor- Shared experienced management team*





# Final Thoughts...

## Questions?

### Thank You!