City Council Agenda Item Request
Submit to Clerk's Office
No later than 30 days before proposed Council meeting

1. **Date submitted to Clerk's Office:** July 22, 2025

2. **Primary contact person and Department requesting agenda item:** D. Tyrell McGirt

3. **Requested Council meeting date:** August 26, 2025

4. **Subject:** Amendment to the Fees and Charges Manual

5. **Action Requested:** Ordinance amending the 2025-26 fees and charges manual to include parking services fee for special events held at Memorial Stadium.

6. **Note if time sensitive, and why:**

7. **Potential fiscal impact(s) - if known by staff at time of request:** The City is expecting to pay the Asheville Tourists about $15,000 to manage the parking for Memorial Stadium events, which will be budgeted with this amendment. This change is designed to be fiscally neutral. The amount of $15,000 will be allocated from the annual general fund budget to cover the upfront costs. This amount will be recovered by charging the event organizers for the parking plan as part of their rental agreement for the stadium.

8. **Identify all vendor outreach for Minority & Women Owned Business Enterprises (MWBE).** None

9. **Identify all Boards, Commissions and Council Committees with tentative dates - add in the vote and recommendation from each Board:** None

10. **Identify key issues:**

    - The community has experienced significant impacts from event participants and spectators parking illegally during events at Memorial Stadium and McCormick Field.
    - CREF and the Asheville Tourists developed a comprehensive parking management plan as part of conditional zoning approval for the McCormick Field Centennial Restoration and Capital Improvements Project based on traffic and parking being identified as the community's greatest concern with the project.
    - Events at Memorial Stadium can draw crowds in excess of 2,000 per event.
    - Any event that is anticipated to have an estimated peak attendance of 750+ or has previously demonstrated a need for parking management as determined by the City, will be required to implement the City of Asheville Memorial Stadium/McCormick Field Traffic Control/Parking Management Plan.
    - The Asheville Tourists have agreed to be contracted by the City of Asheville to perform these traffic control/parking management services for a rate of $142 per hour with a minimum of 3 hours required.