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WATSON'S TOWING OF GAINESVILLE

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September 28, 2007

TO THE CITY MANAGER:

I am requesting a price increase on illegally parked vehicles. The price of \$76.00 has been in place for a substantial period of time. However, due to the constant increase in the cost of living, including the cost of fuel as well as the expenses that have occurred with the new passing of the ordinance, I feel this increase is justified.

The towing service has to keep up with the changes in the car industry in order to be able to tow safely and damage free. All of our trucks are 2003 and up so that we have the safest towing units available. We are following the rules according to the towing ordinance and providing pictures, which means camera's, memory disks, and printers, approx cost of \$240.00. Plus the cost of the computer and software need to operate these. It also means each driver had to pay \$23.00 for FDLE criminal investigation, \$10.00 for the permit to the city of Gainesville and \$3.00 for a copy of their driving record from DMV. The company posts all signs as required by the ordinance and statues. We now accept credit cards, which means we had to purchase equipment and products and another phone line to be able to run the machine. Also, with credit cards we lose 4% on every transaction plus we have the charge backs which require us to assign a person to follow up on. We have also had a huge increase in our insurance rates on all of the trucks as well as our commercial liability. The drivers have seen an increase in their health care insurance rates as well.

I compared Four other city's IPV rates to Gainesville.

Jacksonville: small trucks \$91.73 plus \$2.62 per mile
 Med trucks \$104.83 plus 3 28 per mile
 Heavy duty truck \$ 220.08 per hour

Daytona Beach: small trucks \$100.00
 Med. Trucks \$200.00
 Heavy duty trucks \$300.00 and \$400.00 for
 25,000 pounds or more

Tallahassee: small trucks \$88.00
 Med trucks \$145.00
 Heavy duty trucks \$300.00

Orlando: small trucks \$100.00 plus \$3.00 per mile over 10
 miles & \$15.00 per 15 min block after
 30 min.
 Med trucks \$200.00 plus \$4.00 per mile over 10
 miles & \$50.00 per 15 min block after
 30 min.
 Heavy duty trucks \$300.00 and \$400.00 for 25,000
 pounds or more
 Plus \$6.00 per mile over 10 miles &
 \$75.00 per min block over 30 min.

I hope that you find this information helpful in your decision.

Thank you for your time,



Celeste Forron
 Watson's towing of Gainesville, Inc