

# Report to Council



**Date:** November 1, 2021

**To:** Council

**From:** City Manager

**Subject:** Complimentary Saturday On-Street Parking in December 2021

**Department:** Parking Services

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## **Recommendation:**

THAT Council receives, for information, the report from the Parking Services department dated November 1, 2021, with respect to Complimentary Saturday On-Street Parking in December 2021;

AND THAT Council approves waiving on-street parking fees in the Downtown area on the four (4) Saturdays in December 2021.

## **Purpose:**

To obtain approval from Council to provide complimentary on-street parking in the downtown area on Saturdays for the month of December 2021.

## **Background:**

For the past twenty-six (26) years, the City of Kelowna (the "City") has provided complimentary on-street Saturday parking during the month of December in the Downtown area. This has been done as a Christmas promotion, at the request of the Downtown Kelowna Association (the "DKA").

## **Discussion:**

Off-street parking in most downtown areas, City-owned lots and parkades are currently no-charge on Saturdays in December, except for the Water Street boat launch, Police Services parking lot and City Hall parking lot and during special events (that generally occur in the evening). One of the 4 dates requested, December 25th, is a statutory holiday so there would be no charges in effect for on-street parking.

## **Conclusion:**

As per the attached letter ("Schedule A"), the DKA has requested the City's approval for complimentary parking on each Saturday in December 2021. City staff support DKA's request as it aligns with Council's

priorities to create vibrant neighborhoods and increase the economic resiliency of our community. In anticipation of future requests, City staff are exploring the possibility of a corporate sponsor to support potential improvements in future years, such as providing 2 hours of complimentary parking per customer/per day to ensure on-street parking is maintained for short-term customer use.

**Considerations applicable to this report:**

***Financial/Budgetary Considerations:***

The total estimated loss of parking revenue as a result of the proposed 3-day complimentary parking promotion (Dec 25th, stat holiday excluded) on the downtown parking reserve is +/- \$18,300 <sup>1</sup>.

***External Agency/Public Comments:***

Request letter received from the Executive Director, Downtown Kelowna.

***Communications Comments:***

Press release will be issued to notify the public.

**Considerations not applicable to this report:**

Internal Circulation

Legal/Statutory Authority

Legal/Statutory Procedural Requirements

Existing Policy

**Submitted by:** D. Duncan, Manager, Parking Services

**Approved for inclusion:** J. Säufferer, Department Manager, Real Estate

**Attachment:** 1. Schedule A – Request Letter (Downtown Kelowna Association)

cc: cc: T. Wilson, Manager, Media Relations  
K. Mead, Manager, Bylaw Services  
J. Hamilton, Manager, Sponsorship & Advertising

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<sup>1</sup> Average downtown on-street parking revenues in September 2021 were approximately \$6,100 per day