

Report to Council



Date: March 14, 2022

To: Council

From: City Manager

Subject: Complimentary On-Street Saturday Parking for 2022 Small Shop Promotion

Department: Real Estate

Recommendation:

THAT Council receives, for information, the report from the Real Estate department dated March 14, 2022, with respect to complimentary downtown on-street parking on two (2) Saturdays in 2022;

AND THAT Council approves waiving on-street parking fees in the downtown area on Saturday, April 9, and Saturday September 24, 2022.

Purpose:

To obtain approval from Council to provide complimentary on-street parking in the downtown area on two (2) Saturdays in 2022.

Background:

In 2018, and in prior years, the City of Kelowna (the "City") provided complimentary on-street parking in support of the Downtown Kelowna Association (the "DKA") "Small Shop Saturday" initiative.

Discussion:

Off-street parking in most downtown areas, City-owned lots and parkades is currently no-charge on Saturdays during the off-season (September 16 – May 14), 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*).

Conclusion:

As per the attached letter ("Schedule A"), the DKA has requested approval from the City for complimentary downtown on-street parking on two Saturdays in 2022 to support the re-introduction of their Small Shop Saturday promotion. City staff are in support of this request for 2022 as it aids in pandemic recovery efforts and aligns with Council priorities to create vibrant neighborhoods and

increase the economic resiliency of our community. Staff continue to explore the possibility of a corporate sponsor to allow for enhancements if similar requests are received in the future. Future changes may include offering a maximum 2 hours of complimentary parking per customer/per day, rather than a blanket exemption, to maintain availability of on-street parking for short-term customer use and to minimize the financial impact on the Downtown Parking Reserve.

Considerations applicable to this report:

Financial/Budgetary Considerations:

The total estimated loss of parking revenue as a result of the proposed 2-day complimentary parking promotion, and potential impact on the downtown parking reserve, is +/- \$11,200 (based on average downtown on-street revenues of \$5,600/day).

External Agency/Public Comments:

Request letter received from the Executive Director, Downtown Kelowna Association.

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