

Report to Council



Date: November 14, 2022
To: Council
From: City Manager
Subject: Complimentary On-Street Saturday Parking in December 2022
Department: Real Estate

Recommendation:

THAT Council receives, for information, the report from the Real Estate department dated November 14, 2022, with respect to Complimentary On-Street Saturday Parking in December 2022;

AND THAT Council approves waiving on-street parking fees in the downtown area on the five (5) Saturdays in December 2022.

Purpose:

To obtain approval from Council to provide complimentary on-street parking in the downtown core on Saturdays for the month of December 2022.

Background:

From September to May, there is generally no charge for *off-street* parking on weekends in most downtown City owned lots and parkades; however, *on-street* pay parking is in effect year-round, Monday to Saturday.

At the request of the Downtown Kelowna Association (the "DKA"), the City has offered complimentary on-street parking in the downtown core on Saturday's during the month of December for the past twenty-seven (27) years. This long-standing tradition provides important support for businesses in our downtown community through the holiday shopping season.

Discussion:

As per the attached letter ("Schedule A"), the DKA has requested the City's approval for complimentary parking on Saturdays for December 2022. Staff support DKA's request as it aligns with corporate objectives of creating vibrant neighborhoods and increasing the economic resiliency of our community.

It should be noted that staff are actively seeking sponsorship opportunities to support this initiative in future years without affecting revenue. Furthermore, to ensure adequate turnover is maintained and to support short-term customer use, staff recommend limiting all future approvals to 2-hours of complimentary parking per customer/per day.

Considerations applicable to this report:

Financial/Budgetary Considerations:

The total estimated loss of revenue as a result of the proposed promotion on the downtown parking reserve is \$35,000¹. Due to the long-standing nature and consistency of this initiative, Parking Services' operating budget generally reflects this exclusion.

External Agency/Public Comments:

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

Communications Comments:

A 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

¹ Downtown Saturday on-street parking revenues in October 2022 averaged \$7,030 per day