



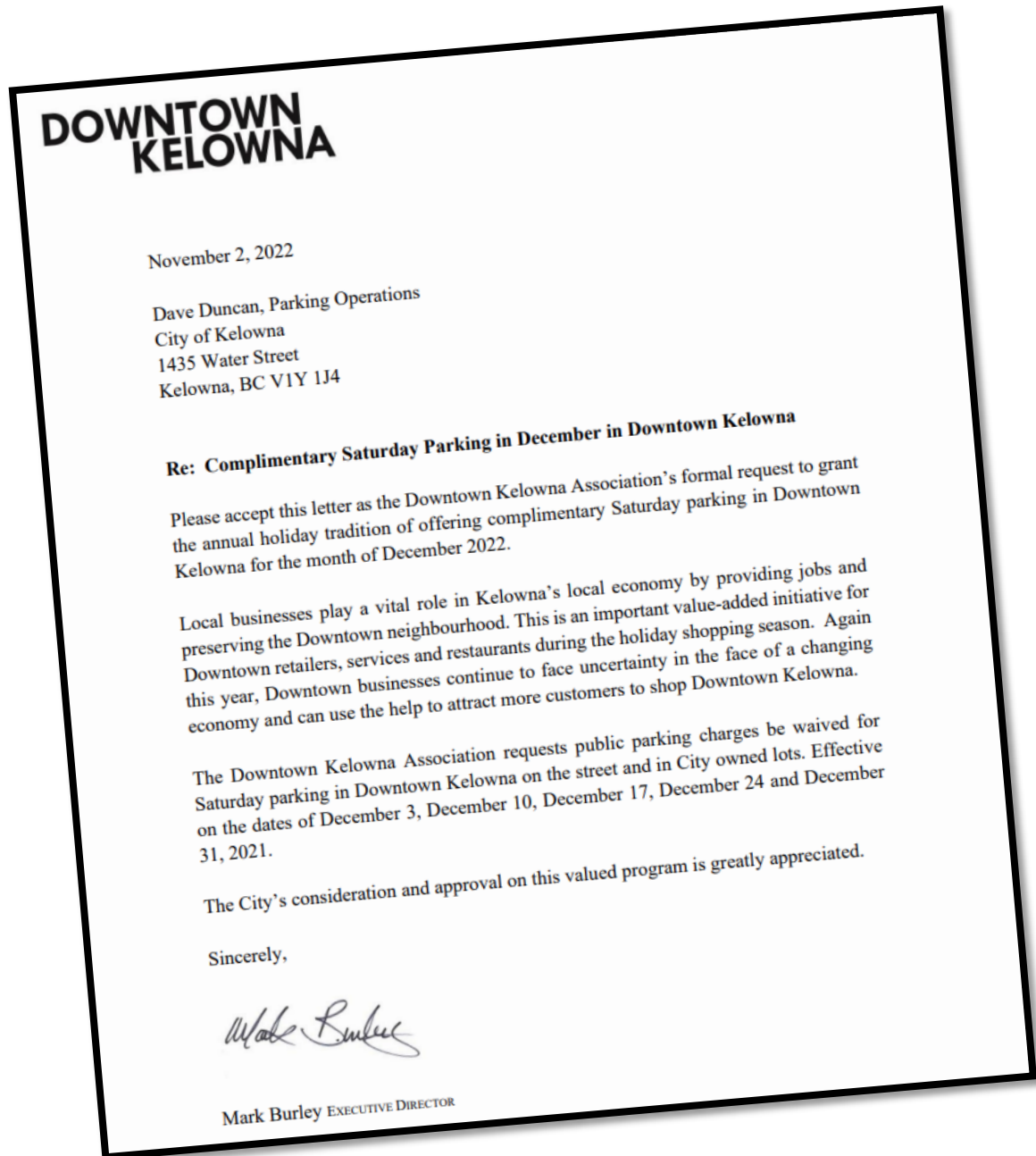
# Complimentary On-Street Saturday Parking - December 2022

November 14, 2022



# Request

- ▶ Letter received from Downtown Kelowna Executive Director requesting City approval for the annual holiday tradition of complimentary Saturday parking for the month of December.



# Background

- ▶ Council has approved similar requests for the past 27 years
  - ▶ this has become an annual tradition during the holiday shopping season
- ▶ Parking in most off-street lots and parkades is currently no-charge every Saturday through the off-season
- ▶ Total estimated loss of parking revenue is ~\$35,000 for the 5-days requested

# Recommendations

- ▶ Council approval to waive on-street parking fees for the five Saturdays in December 2022.
- ▶ All posted time limits remain in effect to ensure longer-term parkers, such as employees, do not occupy the available on-street parking.

## Current Request:

- ✓ December 3<sup>rd</sup>
- ✓ December 10<sup>th</sup>
- ✓ December 17<sup>th</sup>
- ✓ December 24<sup>th</sup>
- ✓ December 31<sup>st</sup>

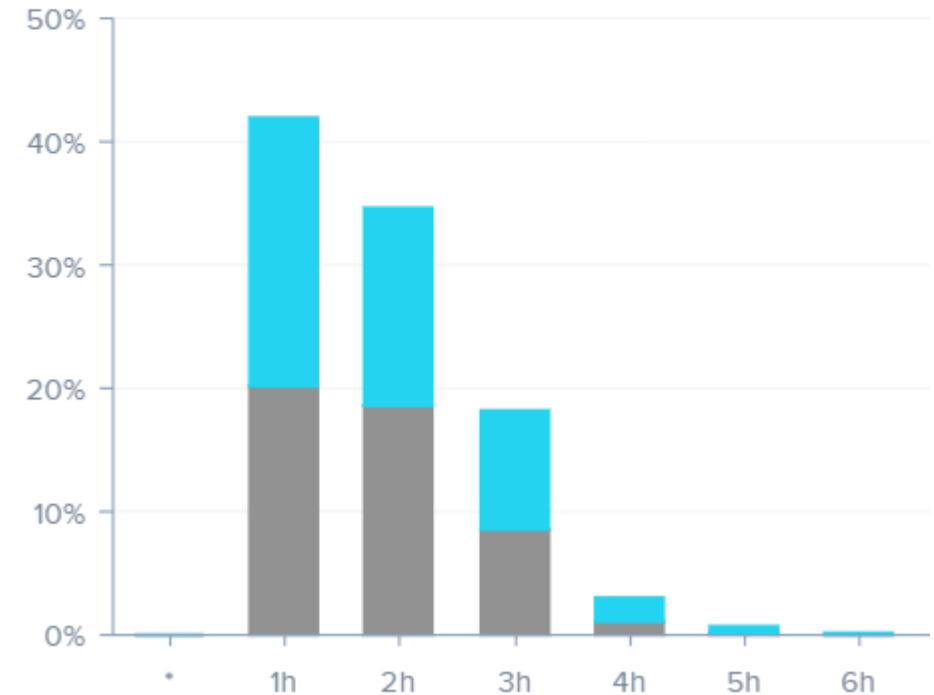
## *Previously approved 2022 Small Shop promotions:*

- ✓ April 9<sup>th</sup>
- ✓ September 24<sup>th</sup>

# Future

- ▶ Staff to seek a corporate sponsor to minimize revenue impact.
- ▶ Approvals limited to 2-hours of complimentary on-street parking per customer/per day to maintain turnover and allow usage data to be collected.

Duration Distribution  Graph ▾



*\*DT Zone A – Length of Stay – Aug 1 to Oct 31, 2022*



*Questions?*

For more information, visit [kelowna.ca/parking](https://kelowna.ca/parking).