

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.

DOWNTOWN KELOWNA

November 2, 2022

Dave Duncan, Parking Operations City of Kelowna 1435 Water Street Kelowna, BC V1Y 1J4

Re: Complimentary Saturday Parking in December in Downtown Kelowna

Please accept this letter as the Downtown Kelowna Association's formal request to grant the annual holiday tradition of offering complimentary Saturday parking in Downtown Kelowna for the month of December 2022.

Local businesses play a vital role in Kelowna's local economy by providing jobs and preserving the Downtown neighbourhood. This is an important value-added initiative for Downtown retailers, services and restaurants during the holiday shopping season. Again this year, Downtown businesses continue to face uncertainty in the face of a changing the total provide the provided provided the provided pr

The Downtown Kelowna Association requests public parking charges be waived for Saturday parking in Downtown Kelowna on the street and in City owned lots. Effective on the dates of December 3, December 10, December 17, December 24 and December 31, 2021.

The City's consideration and approval on this valued program is greatly appreciated.

Sincerely,

Mark Burley EXECUTIVE DIRECTOR

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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 onstreet 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 onstreet parking.

Current Request:

- ✓ December 3rd
- ✓ December 10th
- ✓ December 17th
- ✓ December 24th
- ✓ December 31st

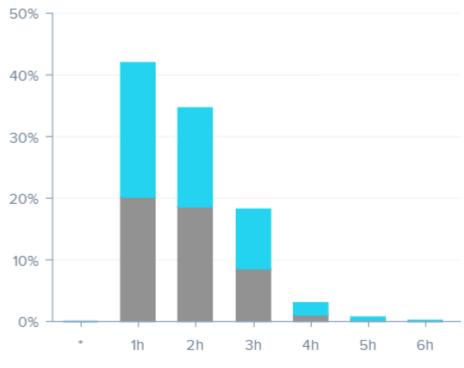
Previously approved 2022 Small Shop promotions:

- ✓ April 9th
- √ September 24th

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.





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



Questions?

For more information, visit **kelowna.ca/parking**.