

DOWNTOWN KELOWNA

March 23, 2023

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

Re: Complimentary Parking in Downtown Kelowna for Small Shop Saturday and December Weekends

Please accept this letter as the Downtown Kelowna Association's formal request to offer complimentary 2-hour Saturday parking in Downtown Kelowna for Small Shop Saturdays on April 29th and September 23rd. We also request the same for Saturdays in the month of December 2023.

Local businesses play a vital role in Kelowna's local economy by providing jobs and preserving the Downtown neighbourhood. These marketing promotions are an important value-added initiative for Downtown retailers, services, and restaurants during the year and holiday shopping season. The change to the first 2 hours complimentary will allow for greater turnover of shoppers to each of our streets Downtown. The Downtown Kelowna Association will be coordinating two Small Shop promotional days again in 2023 to promote shopping local, supporting small businesses, create one day of increased foot traffic and support our local economy.

The Downtown Kelowna Association requests public parking charges be changed to complimentary for the first 2 hours on Saturday April 29th & September 23rd in Downtown Kelowna on the street and in City owned lots. We request the same for Saturdays in December on the 2nd, 9th, 16th, December 23rd and December 30th, 2023.

The City's consideration and approval for these valued programs is greatly appreciated.

Sincerely,



Mark Burley EXECUTIVE DIRECTOR

cc: Councillor Rick Webber

200 – 287 Bernard Avenue
Kelowna, British Columbia V1Y 6N2
downtownkelowna.com
T. 250.862.3515 F. 250.862.5204