

# Report to Council



**Date:** March 13, 2017  
**File:** 1862-01  
**To:** City Manager  
**From:** D. Duncan, Manager, Parking Services  
**Subject:** Complimentary Downtown Parking for 2017 Small Shop Promotion Days

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## **Recommendation:**

THAT Council receives, for information, the report from the Manager, Parking Services, dated March 13, 2017, with respect to no-charge downtown parking on two (2) days in 2017;

AND THAT Council approves waiving on-street parking fees in the downtown area on the following two (2) dates:

Saturday, April 8, 2017  
Saturday, October 21, 2017.

## **Purpose:**

To obtain approval from Council to provide complimentary on-street parking in the downtown area on two (2) dates in 2017.

## **Background:**

In 2016, Council approved complimentary on-street parking in support of the "Small Shop Promotion" initiative, at the request of the Downtown Kelowna Association (DKA). Off-street parking in City-owned parking lots is currently no charge on Saturdays, with the exception of boat launch lots and special events (generally occurring in the evening).

The Downtown Kelowna Association has requested the City's approval for complimentary downtown on-street parking again this year.

**Financial/Budgetary Considerations:**

Total estimated impact on downtown parking reserve contribution - \$9,400 (Downtown on-street revenues in January 2017 averaged \$4,700 per day)

**External Agency/Public Comments:**

Request letter received from the Executive Director of the 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  
Personnel Implications  
Alternate Recommendation

**Submitted by:** D. Duncan, Manager, Parking Services

**Approved for inclusion:** D. Edstrom, Director, Strategic Investments

Attachment: 1. Letter received from Peggy Athans, Executive Director, Downtown Kelowna Association

cc: T. Wilson, Corporate Communications Supervisor