

Memo



Date: November 8, 2010
File: 1862-01
To: City Manager
From: Manager, Property Management
Subject: Free Downtown Parking on Saturdays in December

Recommendation:

THAT Council approves free on-street parking in the Downtown area for the following Saturdays in 2010:

- November 27th;
- December 4th;
- December 11th; and
- December 18th.

AND THAT Council delegates the approval of free on-street parking in the Downtown area during November and December each year to the Manager, Property Management for up to six (6) days subject to a formal written request by the Downtown Kelowna Association.

Purpose:

To provide free parking in the Downtown area on certain Saturdays.

Background:

For the past sixteen years the City has approved free on-street Saturday parking during December and late November in the Downtown area. This has been done as a Christmas promotion and at the request of the Downtown Kelowna Association.

The Downtown Kelowna Association has requested the City's approval for free parking again this year. A copy of their letter is attached.

Internal Circulation:

City Clerk
Transportation Services
Bylaw Services
Communications & Media Relations
Infrastructure Planning
Land Use Management
Civic Operations
Regional Services

Community & Media Relations Considerations:

Press release to notify the public

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Considerations not applicable to this report:

Legal/Statutory Authority:

Legal/Statutory Procedural Requirements:

Existing Policy:

Financial/Budgetary Considerations:

Personnel Implications:

External Agency/Public Comments:

Alternate Recommendation:

Submitted by:



R. Forbes
Manager, Property Management

Approved for inclusion:



D. Gilchrist, Director, Real Estate & Building Services

cc: S. Fleming, City Clerk
A. Dixon, Bylaw Enforcement Supervisor



Ron Forbes, Property Manager
City of Kelowna
435 Water Street
Kelowna, BC
V1Y 1J4

Re: Free Saturday Parking in December for guests of Downtown Kelowna

Dear Mr. Forbes,

Please accept this letter as our formal request to continue with our holiday tradition of offering free Saturday parking in Downtown Kelowna to our visitors and holiday shoppers.

As part of our holiday marketing and promotions, as we have in years past, we would like to be able to offer free parking in Downtown Kelowna, on street and in City owned lots. This is a very important value added initiative for our Downtown retailers, merchants and restaurants, during the busy holiday shopping season.

We would like to request complimentary Downtown parking beginning on Saturday Nov 27th and continuing through until December the 31st (4 Saturdays in total. As Dec 25th is a statutory holiday and therefore parking fees would not apply on that day). We would appreciate Council's support and approval on this very important program.

Please do not hesitate to call if you have any questions, comments or concerns. Thank you in advance for your time and attention to this request.

Sincerely,

Michele Spicer
Marketing and Communications Director
Downtown Kelowna Association
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