

FREE Parking Days Downtown



Downtown FREE Parking

Current policy is a variance to 'Parking Facility Bylaw #2746'. This includes;

- Eight (8) free days of *on*-street parking.
- Four (4) free days of *off*-street parking.

The reality is;

- Seven (7) days of *on*-street parking.
- Three (3) days of *off*-street parking.
 - One (1) day from each category is reserved for another community organization or group.



Downtown Vernon Events

Schedule of Events

February

- Gold Rush Scavenger Hunt
- Chili Cook-Off

March – Taste of Downtown

June – Sunshine Festival

July

- Performance Festival
- Downtown Sounds x4/5

August

- Pickleball Tournament
- Downtown Sounds x4/5

Schedule of Events

September – End of Summer Party

October – Treat Trail

November – Frostival

December

- Shop Late till 8 (3)
- Saturdays with Santa (3)

Six (6) large-scale events

Five (5) medium-scale events

Nine (9) Downtown Sounds

Six (6) holiday promotions



FREE Parking Downtown

Typical Annual Allotment of FREE parking days;

- February – Chili Cook-Off (1).
- March – Taste of Downtown (1).
- June – Sunshine Festival (1)*.
- September – End of Summer Party (1).
- December – All Saturdays leading to Christmas (3)*.

*Non-negotiable.



March 2024 Survey Results

Bylaw:
No.

DVA Members:
It should be FREE
every day all the time!

FREE parking every day is unrealistic.

The DVA recognizes the loss of revenue to Bylaw Protective Services and potential hazards to unmanaged parking.

Let's meet in the
middle!



Downtown FREE Parking

Benefits of FREE parking days (as experienced by DVA members);

- Increased foot traffic.
- Less rush. Longer visits from customers.
- Increased attendance to special events.
- Engages community members who wouldn't normally pay a meter.



Downtown FREE Parking Ask

The DVA requests two (2) additional FREE parking days for the BIA per annum for on-street parking in order to further stimulate attendance to existing downtown events, encourage new events, increase foot traffic which amplifies vibrancy and ultimately increases revenue for our downtown members.



THANK
YOU.



Downtown FREE Parking

