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

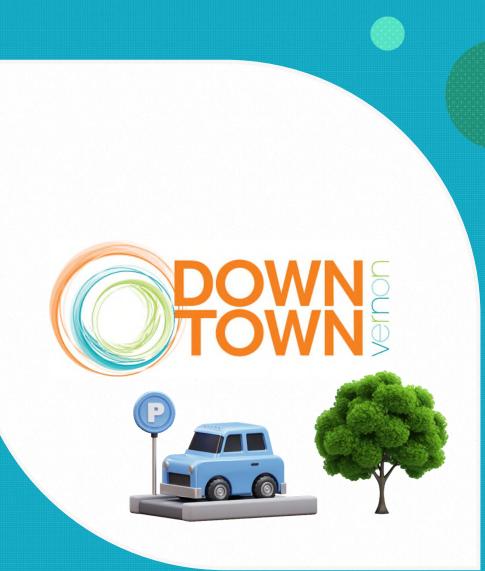


## FREE Parking Downtown

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

It should be FREE every day all the time!

**DVA Members:** 

Bylaw: No.

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!

DOWN

# 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

