



D O W N T O W N
P E N T I C T O N B I A

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October 23, 2025

Dear Mayor and Council,

The Downtown Penticton Business Improvement Association (DPBIA) enthusiastically supports offering free parking in downtown Penticton on Fridays and Saturdays, starting on Friday, November 28, 2025.

This offer has been in place for several years and is very well received by our business members, and further supports our small business operators in Downtown. Additionally, this offering is a leading factor in the large success of our Sprinkle of Magic program, which takes place on Saturday, November 29th and sees over 500 people touring around Downtown while shopping and receiving passport stamps as part of the program.

We'd sincerely like to thank the Mayor and Council for the past years' support with this matter, and for reviewing this request again this year.

Sincerely,

Brett Turner
Executive Director
Downtown Penticton Business Improvement Association