



# Council Report

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**Date:** November 5, 2024 **File No:** RMS 5480-01  
**To:** Anthony Haddad, City Manager  
**From:** Julie Czeck, Director of Public Safety and Partnerships  
**Subject:** Complimentary on-street parking downtown for the 2024 holiday season

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## Staff Recommendation

THAT Council approve free on-street parking in the downtown area for Fridays and Saturdays for the five weekends beginning November 29, 30, December 6, 7, 13, 14, 20, 21, 27 and 28.

## Strategic priority objective

**Vision:** Penticton is a connected, resilient and healthy waterfront city focused on safety, livability and vibrancy.

**Livable & Accessible:** The City of Penticton will proactively plan for deliberate growth, focusing on creating an inclusive, healthy, and vibrant community.

## Background

Historically the City has approved free on-street parking on the weekends during the month of December in the Downtown area. This has been done as a Christmas promotion to encourage shopping in the downtown area, at the request of the Downtown Penticton Business Improvement Association (DPBIA).

The DPBIA has requested the City's approval for no charge parking again this year to begin on November 29<sup>th</sup> – which is the kick off to the Magic on Main Street weekend.

This initiative will only apply to on-street metered parking stalls in Downtown Penticton. City parking lots and private parking lot rules remain in effect. The on street pay parking system will resume on Monday December 30, 2024.

## Financial implication

The total financial impact for this recommendation is a loss of revenue estimated at \$1.8-2k per day (for coin revenue, passport revenue and ticket machines). Based on the 10-day promotion, the City would see a estimated \$18-20k in forgone parking revenue in the Bylaw Services Department.

**Analysis**

The request submitted by the DPBIA aims to bolster our downtown business community, which plays a vital role in enhancing the vibrancy and vitality of our city while fostering economic development opportunities. With a variety of festive activities scheduled in the downtown area during the Christmas season, the addition of free parking on Fridays and Saturdays will serve as an enticing incentive for customers to explore and shop at Penticton’s local businesses. Since Sundays already offer free parking, this initiative will further encourage visits and support for our cherished downtown merchants.

Staff are recommending that Council support the initiative.

**Alternate recommendations**

Approve only Saturday as part of the complementary free parking initiative for the 2024 season – with a financial impact of \$9-10k.

Respectfully submitted,

Julie Czeck,  
Director of Public Safety and Partnerships

Concurrence

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| Director of Finance<br>and Administration<br><br>AMC | City Manager<br><br>AH |
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