



CITY OF  
ST. CATHARINES

## Corporate Report

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**Report from** Financial Management Services, Billing

**Date of Report:** October 30, 2012

**Date of Meeting:** November 12, 2012

**Report Number:** FMS-635-2012

**File:** 77.34.10, 77.39.3

**Subject:** Holiday Parking Promotion Downtown 2012

### Recommendation

That Council approve three (3) hours of free afternoon parking at all City meters and hourly machined lots starting at 12:00 noon, from Monday, December 3, 2012, to Friday, December 28, 2012. FORTHWITH

### Report

The St. Catharines Downtown Association has requested the City's participation in their annual Holiday Promotion. In prior years, the promotion has consisted of three (3) free hours of afternoon parking at all City meters and hourly machined parking lots, starting at 12:00 noon as detailed in Appendix "1".

It is important to note that this promotion does not allow parking in excess of the three (3) hour limit as per the City's parking by-law.

### Financial Implications

As this promotion has been in effect for a number of years, the potential loss in parking revenue has been accommodated within the parking budget.

### Notification

It is in order to advise Tisha Polocko, Executive Director of the St. Catharines Downtown Association, 12 Ontario Street, St. Catharines, ON, L2R 7M3.

### Submitted by:

Tracey Miller, Billing Manager

### Approved by:

Shelley Chemnitz, Director of Financial Management Services



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St. Catharines Downtown Association • [www.mydowntown.ca](http://www.mydowntown.ca)

October 10, 2012

Ms. S. Chemnitz  
Treasurer  
City of St. Catharines  
50 Church Street  
St. Catharines, Ontario  
L2R 7C2

**Re: 2012 Holiday Parking Promotions**

Dear Ms. Chemnitz:

The St. Catharines Downtown Association would like to once again ask the City to allow us to promote free afternoon parking this December in the Downtown core as part of our holiday promotions. Our merchants feel that just being able to offer free 3 hour parking in the afternoons is better than not having any holiday incentive at all and it is getting harder and harder to compete with the big box shopping complexes and have asked the Association to make the request on their behalf.

We are aware of the abuse the program has faced over the years and would advertise that the parking limits will be rigorously enforced and those abusing the free parking will be ticketed.

We would like the City to consider this promotion again this December, with free afternoon parking available at all City meters, parking lots & garages starting at 12 noon beginning Monday December 3, 2012 until and included Friday December 28, 2012. We would also like to have the opportunity to once again put stickers on the parking meters this year to help promote the incentive.

We thank you for your consideration and would appreciate a response to this request at your earliest convenience.

Yours truly,

A handwritten signature in black ink that reads "Tisha Polocko".

Tisha Polocko  
Executive Director  
St. Catharines Downtown Association

cc: Mr. C. Briggs