



Legislation Details (With Text)

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Title: A Resolution authorizing free parking in the downtown municipal garages on the Saturdays and Sundays of November 24 and 25, December 1 and 2, 8 and 9, 15 and 16, 22 and 23, 2018; and, free on-street metered parking in Old Colorado City on the Saturdays of November 24, December 1, 8, 15, 22, 2018

Presenter:
Charae McDaniel, Chief Financial Officer

Sponsors:

Indexes:

Code sections:

Attachments: 1. Res to Approve Free Holiday Parking_ 11-13-18, 2. Signed Resolution 129-18

Date	Ver.	Action By	Action	Result
11/13/2018	1	City Council	adopted	Pass

A Resolution authorizing free parking in the downtown municipal garages on the Saturdays and Sundays of November 24 and 25, December 1 and 2, 8 and 9, 15 and 16, 22 and 23, 2018; and, free on-street metered parking in Old Colorado City on the Saturdays of November 24, December 1, 8, 15, 22, 2018

Presenter:
Charae McDaniel, Chief Financial Officer

Summary:

For the past number of years, City Council has approved several days of free on-street metered parking during the holiday shopping season to help bolster sales. Again this year, the Old Colorado City Security & Maintenance District, and the Old Colorado City Merchants Association have requested that City Council grant free on-street metered parking in Old Colorado City. This year, the days requested are the five Saturdays in November/December between Thanksgiving and Christmas Day. All other regulations would also remain in force including the meter time limits, loading zones, meter hoods, etc. Parking Enforcement would cite parkers violating overtime or other restrictions. For 2018, the Downtown Partnership has requested that City Council grant free parking in the three municipal parking structures downtown - at Bijou/Cascade, Nevada/Colorado, and Kiowa/Nevada. This year, the days requested are the five Saturdays and five Sundays in November/December between Thanksgiving and Christmas Day. This request is for on-street parking in Old Colorado City and City-owned garages in downtown only and does not apply to private lots and garages.

Previous Council Action:

City Council has approved this request each year beginning in 2003.

Background:

In December 2002, the Denver Post published an article reporting Mayor Wellington Webb had authorized free on-street parking December 23-25, 2002. This action was in response to a decline in retail sales in downtown and LoDo. His intention was to attract more shoppers to these areas thus bolstering sales tax revenues.

A local retailer presented this article to the Downtown Partnership Board and asked for support in requesting the same offer be made in the Colorado Springs area during that upcoming holiday shopping season. The Downtown Partnership unanimously agreed and presented this request to the Parking System for consideration.

Since the initial request, the Downtown Partnership and Old Colorado City Security & Maintenance District have made annual requests to continue this offering by the City Parking System. Several years ago the Small Business Saturday initiative was started, encouraging shoppers to visit small businesses on Saturdays. Since all of the downtown and Old Colorado City retailers are considered small businesses, offering free parking helps to promote this initiative.

Financial Implications:

To offer free on-street parking for five days in Old Colorado City could cost the Parking System approximately \$4,000 in uncollected revenue. To offer free garage parking for ten days in downtown could cost the Parking System approximately \$5,100 in uncollected revenue. These figures are based on average daily revenue collected during October 2018.

However, if this program is successful and retail/restaurant sales improve, the City would realize an increase in sales tax revenue offsetting a portion of this amount.

Board/Commission Recommendation:

The Downtown Partnership Board, the Old Colorado City Security & Maintenance District, and the Old Colorado City Merchants Association all support this action.

Stakeholder Process:

N/A

Alternatives:

The Parking System could charge the normal parking rates at Old Colorado City on-street parking meters and in the downtown garages during these dates.

Proposed Motion:

Move approval of the Resolution authorizing free parking in the downtown municipal garages and free on-street metered parking in Old Colorado City during the 2018 holiday shopping season.

N/A