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**Subject:** Parking Fees for Canada Day and Community Market

**Report to:** Thorold City Council

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## Recommendations

1. That short term parking fees and time limits between 10:00AM and 11:00PM **BE WAIVED** on Canada Day (July 1st) and Rock N Blues on the Battlefield (July 2<sup>nd</sup>); and
2. That the short term parking fees and time limits from 3:00PM-10:00PM **BE WAIVED** each Wednesday between June 7<sup>th</sup> and August 30<sup>th</sup> for the Thorold Community Market.

## Key Facts

- Each year, the City of Thorold hosts Canada Day and Rock N Blues on the Battlefield, attracting between 5,000 and 6,000 guests to the City's Downtown.
- The City is launching its first Community Market this summer at the Battle of Beaverdams Park and anticipates several hundred guests each week.

## Budgetary Status

The City of Thorold will not collect parking revenues during the specified times and days. Lost revenues during these events will be minimal.

## Analysis

The City offers a combination of long and short term parking throughout downtown Thorold and adjacent neighbourhoods.

There are three long-term parking lots in Downtown Thorold. Long-term parking enforcement procedures must remain in-effect during municipal events. As a result, these parking lots will remain unavailable to guests.

Short-term parking includes municipal parking lots and roadside spaces currently limited to 2 hours or less. Pending Council approval, all short-term parking restrictions between the boundaries of Ormond Street, Pine Street and St. David Street West will be waived and infractions will not be enforced.

Residents and guests often spend more than two hours at municipal events. Accessing parking that allow residents to participate for additional time supports the success of the event and further promotes downtown engagement.

### **Alternatives Reviewed**

That the City continues to enforce regular parking fees during municipal events.

### **Relationship to Strategic Plan**

The recommendation is consistent with Council's Strategic Priorities;

- Businesses and Economic Growth
- Responsible Growth and Infrastructure Planning
- Vibrant, Inclusive Neighbourhoods

### **Other Pertinent Reports**

Not applicable.

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**Approved and Submitted by:**  
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*This report was prepared in consultation with Dave Baldoni, Acting Manager, Community Services.*

## **Appendices**

Not applicable.