City of Birmingham
A Walkable Community

MEMORANDUM

Engineering Department / Principal Shopping District

DATE: October 16, 2014

TO: Joseph A. Valentine, City Manager

FROM: Brendan Cousino, Assistant City Engineer
John Heiney, PSD Executive Director

SUBJECT: PSD Small Business Saturday
Free Parking at Meters & Parking Structures

Small Business Saturday is a national campaign, started by American Express, to encourage shoppers to support small businesses, on the day after "black Friday" big box shopping. This year it will be held on Saturday, November 29. Small Business Saturday is gaining importance for our merchants every year, so the Birmingham Principal Shopping District (PSD) is hosting a series of activities in support of this day.

Based on the input from several of the downtown merchants, the PSD has requested that parking throughout the downtown (at the meters and in the City's parking structures) will be free on that day. Free parking for the day, which is also offered during the Day On the Town special event, would be viewed as a supportive gesture. Merchants report that free parking is seen as a major incentive for shoppers.

The PSD is planning to promote the Small Business Saturday events through print, online, and social media outlets, and it will include the free parking message.

The Advisory Parking Committee reviewed this request at their regular meeting held on October 15th. They were supportive of this effort to promote the downtown merchants, and they adopted the following resolution:

> *To recommend to the City Commission that all parking fees for on-street parking meters and in the parking structures be waived on Small Business Saturday, November 29, 2014.*

If this is approved, even though they will not be collecting money, Central Parking will still provide on-site maintenance staff to the parking structures, and they will be available to assist patrons if necessary.

Suggested Resolution:

To waive all parking fees for on-street parking meters and in the parking structures on November 29, 2014 in support of Small Business Saturday.

SMALL BUSINESS SATURDAY

NOVEMBER 29

SUPPORT LOCAL BUSINESS IN BIRMINGHAM WITH OUR PASSPORT SHOPPING INCENTIVE

Receive a stamp in your Passport for every purchase made at participating businesses between 10 a.m. and 5:30 p.m.

Turn in Passports at Astrein's Creative Jewelers (120 W. Maple) and receive a small gift.

The passport with the most stamps will receive two round trip airline tickets to anywhere in the Continental U.S. courtesy of Departure Travel.

*Passports available at all participating businesses

SHOP SMALL

FREE PARKING & FREE VALET

Carriage Rides, Warming Tent,
Strolling Entertainment, Santa & Rudolph

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