



PRESS RELEASE

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Burlington Offers Free Parking Promotions for the Holidays

Burlington, VT – As the holiday shopping season begins, the City of Burlington and its partners are excited to announce a series of promotions for free parking in downtown Burlington.

As part of an ongoing commitment to support the commercial dynamism of Burlington's downtown, the City, Church Street Marketplace (CSM), and the Burlington Business Association (BBA) have arranged the following promotions beginning on Black Friday (November 23) and lasting until Christmas:

- **4-Hour Free Parking at College Street Garage** (*60 College St.: entrances on College St. and Battery St.*) **and Lakeview Garage** (*41 Cherry St.: entrance on Cherry St.*) -- See a map of these and other parking locations here: <https://parkburlington.com/downtown-parking/parking-map/>
- **2-Hour Free Parking at All On-Street Meters** -- available for those paying through Parkmobile or calling (877) 727-5010. For this Friday, please use code BTVNOV23 and for Saturday, please use code BTVNOV24. This pattern repeats (Monday – BTVNOV26 ... BTVDEC1, and on...)
- **Free Parking at College Street and Lakeview Garages for Employees of Downtown Retailers and Restaurants** -- hundreds of free one-day parking coupons for College St and Lakeview garages will be distributed to downtown retailers and restaurants each week. CSM and BBA will be communicating with businesses soon on the way to obtain these coupons.
- **Free Parking Weekends at City's Elmwood Lot** (52 Elmwood Ave.) – available Saturdays and Sundays for downtown employees or shoppers

These free parking promotions are generously sponsored by CityPlace Burlington.

“There is no other experience quite like downtown Burlington, and that’s especially true during the holidays,” said **Mayor Miro Weinberger**. “I am appreciative of CityPlace Burlington for sponsoring these parking promotions, and I am looking forward to another busy and successful holiday season on Church Street.”



A Vibrant Downtown and Ongoing Parking Enhancements

"Downtown Burlington is ready for the holidays. With family-friendly events every weekend, free photos with Santa Claus inside CityPlace, and over 100 places to shop and dine, the Church Street Marketplace is truly a holiday destination for the region," said **Ron Redmond, Executive Director of Church Street Marketplace**. "We hope these parking discounts will make it easier for our community to celebrate the season downtown and continue to shop locally."

The City and its partners have continued to improve the downtown parking experience. As downtown and CSM are experiencing full or near-full occupancy, Burlington has set three goals for its parking system:

- Provide a positive customer experience;
- Continue the commercial vitality of the entire downtown; and
- Create a parking system that is fiscally sound and operationally efficient.

"Downtown Burlington continues to be a vibrant and dynamic place to do business, to shop and to work," said **Kelly Devine, Executive Director of BBA**. "We're excited to offer these free parking promotions. This is a win for our visitors and supports our downtown's commitment to delivering a great experience."

"The holiday season is always a critical time for our downtown local businesses," said **City Councilor Adam Roof**, who has been active in this effort. "I'm glad that we're taking steps to make it even easier to shop downtown, and I encourage Burlingtonians to make a conscious effort to do their holiday shopping with our small businesses."

"Within the last year, the City has continued its commitment to making parking easier to find and easier to pay for, and to pricing it right," said **Chapin Spencer, Director of Public Works**. "We have a popular and successful downtown and always make decisions with residents and businesses in mind."

Over the last year, the City has:

- Brought 53 new spaces online through a publicly managed parking facility at 194 St. Paul Street, in coordination with Champlain College (users can enter from Maple Street or King Street);

- Implemented a new parking management system in the three downtown City-owned garages, in order to decrease time waiting in line to pay and re-allocate staff to serve as ambassadors focused on maintenance, security, and the customer experience;
- Completed \$2.5 million of structural, drainage and lighting improvements to the College Street garage;
- Lowered Parkmobile fees and eliminated the extension fee;
- Reduced enforcement hours and issued fewer tickets (based on a multi-year trend);
- Installed high-acuity cameras in all downtown garages for continued peace of mind;
- Continued 2-hour free parking policy at all three downtown municipal garages and free parking on Sundays and holidays; and
- Continued allowing free parking during snow bans in all three downtown municipal garages.

Additionally, the City and BBA have worked together to enhance public awareness of downtown parking opportunities through Park Burlington's website, street-side directional signs, and social media. This coordinated communications strategy was a key recommendation in the 2015 Downtown Parking & Transportation Management Plan.

Be sure to visit parkburlington.com for up-to-date information on parking in Burlington and a guide to the holiday parking promotion.

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