

DEPUTATION REQUEST

Request for deputation, any written submissions and background information for consideration by City Council must be submitted to the City Clerk's Office by 12:00 p.m. on the **WEDNESDAY PRIOR TO THE REQUESTED MEETING.**

PLEASE PRINT

COUNCIL MEETING DATE:		
APRIL 26/15		
GENERAL COMMITTEE MOTION NUMBER:		
156083		
SUBJECT:		
PARKING OPERATIONS		
NAME OF PERSON TO APPEAR:		
CHAS SMALL		
EMAIL ADDRESS:		
STREET ADDRESS:		
City Postal Code		
PHONE:	HOME:	BUSINESS:
NAME OF PERSON REQUESTING APPEARANCE (if different from person appearing):		
PHONE:	HOME:	BUSINESS:
NAME OF GROUP OR PERSON(S) BEING REPRESENTED (if applicable):		
BRIEF STATEMENT OF PURPOSE OF DEPUTATION:		
OPPOSITION TO BUSING FLAT FEE		
LETTER SUBMITTED WITH REQUEST:		
YES NO		

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City of Barrie, City Clerk's Office
70 Collier Street, P.O. Box 400, Barrie, L4M 4T5
Tel: 705 739-4204 Fax: 739-4243
www.barrie.ca

Regarding the proposed flat rate parking fee of two dollars after five pm Monday thru Friday.

As a resident, property owner, business owner and landlord at 119 Dunlop St. East I have a unique overall perspective of the potential and challenges associated to our Downtown.

Speaking just as a business owner, Bliss – Ann Green Yoga, the proposed flat rate of \$2.00 after five pm could not be more harmful to our business.

The numbers:

5,000 client visits to our studio per month

74% of these client visits occur from 5:00 pm – 10:00 pm Mon-Fri resulting in 3,700 visits per month

Average number of monthly visits per client – 12

12 visits per month would therefore result in an additional \$24.00 per month to attend Studio

Monthly membership cost \$80 per client

This additional parking fee will now increase their membership cost by 30%

I do not know of any business in a competitive market that can afford a 30% increase and remain in business.

The night classes range from 45 minutes to 75 minutes so a client attending a 9:00 pm 45 minute restorative class who will be in the building for less than one hour will pay an additional \$2.00. Even when attending a standard 75 minute class our clients are no more than 90 minutes. Night time parking fees will result in a higher per hour rate than day time parking rates. We have special rates for those that can't afford to attend, many will bring their children but will be in no position to pay additional parking fees.

During the day our attendance suffers directly from the parking fees but we have managed to attract a small loyal cliental. We have an incredibly positive impact on all the restaurants and coffee shops around us who tell us they know when our classes end as they need to gear up for the flood of customers that are coming directly from us.

Our evening cliental do not have the same impact on the neighbouring business as clients are scheduling their visit before or after their dinner plus we have a large number of commuters who just want to get home after a long day.

I do not know of another downtown business that draws as many people to the downtown core on a consistent basis throughout the year. We purposely chose our location three years ago as we believe strongly in supporting our downtown and community. Every time the Heritage Park lot is closed we can directly see the negative financial impact to our business. When Dunlop St. is closed there is another negative impact. We keep our clients informed but we still see a huge drop for any closure.

Speaking with a number of our clients the City of Barrie's decision to implement the evening parking fee is going to seriously impact our business. There are many challenges with the downtown parking but this evening fee will only put one of the largest downtown business attractions out of reach for most of the current clients and threaten its future.

Chris Small
Studio Bliss