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From : Monroe Downtown Development Authority
To: Downtown Businesses
Re: Parking Downtown

The Downtown Development Authority helps with **education** of parking availability and **enforcement** of parking ordinances. As a downtown business, we know that parking is extremely important to your revenue and sales.

We need your help in maintaining our parking practices in order to alleviate congestion. Here are some things downtown businesses can do to help create a better parking atmosphere and availability in downtown:

- If staying longer than the 2-hour time limit, please provide your employees and customers with the **public parking lot locations: Wayne Street, Midland Avenue, City Hall lot** or other parking off of Broad Street that is not time restricted. This will allow for the closer parking to be used by customers.
- Downtown Businesses have a great tradition of promoting other downtown shops and restaurants by talking to your customers about what else is available downtown. This helps to show shoppers what else is available, even if it is right in front of them and they haven't noticed. We do the same with parking---tell them about the convenient parking lots in a positive light.
- If you hear complaints about parking availability, help to educate the public about parking. **We have over 395 public parking spaces in downtown.**
- As a business owner, please park in places provided by your landlord or the public parking lots rather than at your front door. Keep the convenient two hour parking available for customers.

We realize that parking is an important factor in helping you to make money! In fact, if you do the math and an average shopper conservatively spends at least \$20 while downtown and the space is turned over 4 times in eight hours that space would generate at least \$80 per day. At \$80 per day times the 300 days per year that a business is open, that parking space generates **\$24,000.00** in annual sales!!

Please use the public parking lots and help educate our community about the availability of over 395 public spaces in downtown!

Additionally, please be aware that the Monroe Police Department will be enforcing the two hour parking limit on marked spaces. Those found in violation of the two hour ordinance will be ticketed.