

DRIVING BUSINESS ~ Validation Programs ~ It's a Win/Win for Everyone!



Did you know PARK Roanoke offers two types of merchant validation programs? These are an easy way to reward customers, encourage business and as an added incentive, help take the guesswork out of parking for everyone. The programs allow for merchants and businesses to provide free or reduced price parking to customers, employees, guests or clients utilizing PARK Roanoke garages that offer daily parking.

Here's how it works. A customer of a participating business who has parked in a PARK Roanoke garage simply presents their parking garage ticket to the merchant who affixes a validation sticker, or stamps the back of the customer's ticket. Once presented to the parking attendant, the customer leaves the garage at no cost or at a discounted price. The cost of the validated parking is billed back to the participating merchant on a monthly basis or the merchant can pre-purchase validation stickers in denominations just like real money. It's totally up to the merchant as to how much free parking they wish to offer customers when stickers are used. Sticker books come in various denominations and a 10% discount is offered for purchases over \$200. Some successful validators have set

up their programs based on customer spending in their business...for example, \$2 off for a \$20 purchase or \$5 for a dinner and dessert. The business is always in the driver's seat to create a tailored program that drives business for them. It's a customizable program for everyone.

Several downtown merchants already participate in this program. The Taubman Museum of Art is already on board! They are providing discounted parking to their members when they visit the museum, gift shop and/or Norah's Café. Members simply present their ticket to the front desk to receive a discount on the parking charge at Tower Garage. Numerous businesses take part in the program as do many individuals who are hosting large social events or meetings in the downtown area.

Merchants sign up by completing an application form and may choose which validation option best meets their needs. Detailed information on these programs can be found on the PARK Roanoke website at www.roanokeva.gov/PARKRoanoke or contact PARK Roanoke at (540) 343-0585 to register.

"The Taubman Museum of Art is welcoming new members and an additional member benefit is discounted parking in the Tower Garage. We are excited and anticipate this will be a very popular benefit to our members."

*Pat S. Walters
Membership Manager*

