

DRIVING BUSINESS

Roanoke offers Merchant Validation Programs and Free Parking!

Did you know that PARK Roanoke offers two types of Merchant Validation Programs?

Validation programs are an excellent way to reward customers and to encourage business. These programs allow merchants to provide free parking to their customers who park in PARK Roanoke garages which offer daily parking.

Here's how it works: A customer of a participating merchant who has parked in a PARK Roanoke garage simply presents their parking garage ticket to the merchant who can affix a validation sticker(s), sign or stamp the ticket. The customer presents the validated ticket to the attendant upon leaving the garage at no cost. The merchant is later billed for the parking charges or pays in advance for the purchase of stickers. It is up to the merchant as to how much free parking they wish to offer customers when stickers are used. Many downtown businesses already take advantage of the Validation program.

Drew Carroll of Stand Out Salon uses the Merchant Validation Program. He says "parking was a main concern when considering moving downtown from my Salem (Virginia) location, but this has been an easy transition." For the Validation program, he states, "Enjoy it! Billing is easy, cashiers are nice and it is not a hassle to deal with." He says the program is much easier to use than he thought.

Orvis, another participating merchant, echoes the sentiment that this program is easy for customers and access from Center in the Square Garage is perfect!

Merchants sign up by completing an application form and may choose which validation option best meets their business needs. Detailed information is on the website at www.roanokeva.gov/parking. Contact PARK Roanoke at (540) 343-0585 to register.

Did you know PARK Roanoke offers an Early Bird Rate at Campbell Garage? It's only \$3.00 all day if entered before 9:00 a.m.

Did you know PARK Roanoke offers a Special Rate during lunch hours? It's only \$1.00 from 11:00 a.m. to 3:00 p.m. at the Market Lot on Kirk Avenue Monday through Friday.

Did you know PARK Roanoke offers FREE parking at all locations during various times and dates? A complete list is posted on the website. If you are visiting the Farmer's Market or anywhere downtown on a Saturday, parking is FREE all day at Church Avenue Garage, Gainsboro Garage, Campbell Garage, Elmwood Park Garage, Williamson Road Lot, Warehouse Row Lot, Elmwood Lot, and the Higher Education Center Lot.

Parking is FREE until 4:00 p.m. on Saturdays at Center In the Square Garage, Market Garage, Tower Garage, and Market Lot.

For a list of free parking, rates, and more information, visit www.roanokeva.gov/parking or call PARK Roanoke at (540)343-0585.



The offices of PARK Roanoke are located at 117 Church Avenue, S. W., directly across the street from The Texas Tavern.

Training & Events, con't.

Thursday, May 9
CORNELIA MARIN, SISTER ARTIST FROM FRANCE
6 - 9 p.m.

Roanoke / Saint-Lô Sister Cities in collaboration with the Arts Commission of the City of Roanoke has invited Romanian-born artist Cornelia Marin of Saint-Lô to visit Roanoke from April 27 - May 13. While here, she will be producing a body of work as well as exhibiting art work at the WILSON HUGHES gallery. Marin will also be joining the Taubman Museum of Art "SpectACULAR SATURDAY" and "Explore the Galleries" programs. Please help us welcome a sister Artist from France at this event.

Location: Wilson Hughes Gallery, 117 W. Campbell Avenue, Roanoke, VA

Cost: FREE

Information/Registration: Call 540.529.8455 or e-mail wilsonhughes-gallery@gmail.com.

Wednesday, May 15
UNDERSTANDING LEGAL CONTRACTS - THE BASICS
9 - 11 a.m.

Every business sooner or later has to deal with contracts. Learn requirements, modifications, forms, provisions, insurance and damages in this class taught by Woods Rogers attorney, Joshua Long.

Location: Roanoke Regional Chamber, 210 S. Jefferson Street, Roanoke, VA

Cost: \$25/person.

Registration: Call 540.983.0717, ext. 223, or email sbdc@roanokechamber.org.

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What do you love about Roanoke?

Audra Van Wart, PhD, director of education and training at the Virginia Tech Carilion Research Institute, loves Roanoke "because the community is so active, welcoming, and excited about science."



Audra Van Wart, PhD