



# PARK ROANOKE

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## **MERCHANT VALIDATION PROGRAMS**

**Show customers your appreciation by providing free parking during their visit. You may choose from two convenient options in the PARK Roanoke's Validation Program:**

### **A. Pre-paid Stickers (Paid in advance and not "billed back")**

**This program allows businesses to pay for their customers parking through the purchase of books of validation stickers in increments equal to currency.**

- Stickers may be purchased in monetary units from the PARK Roanoke office located at 117 Church Avenue.
- Depending on the parking facility, the costs are from \$0.50-\$1.00 per one half hour and up to \$6.00 per day.
- Stickers are sold in monetary units ranging from \$0.50 - \$6.00 per sticker, in books of 100. Purchases of \$200.00 or more qualify for a 10% discount.
- Stickers are valid in all PARK Roanoke garages that allow daily parking. They are not honored in surface lots.
- Please visit our office to pay by check or credit card. Upon request, an invoice may be mailed. Advance payment is required before the stickers will be issued.

### **B. Billed-Back Validation (no stickers needed for validation)**

**This program provides a billed-back option to businesses that wish to validate parking for their customers.**

- The merchant's customer enters the parking garage and obtains a ticket.
- An authorized person applies a rubber stamp or signs the back of the ticket to identify the business.
- When the customer exits the parking garage, they submit the validated ticket to the attendant, and exit the garage at no cost.
- At the end of each month, the authorized account will be billed for the customers' parking charges for that time period. A 15% surcharge will be added to the invoice for this service. The invoice may be paid via check or credit card. Please visit our office to pay by credit card.