



Canal Winchester Downtown Association

An Ohio Main Street Community

P.O. Box 45, 10 North High Street, Canal Winchester, Ohio 43110

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Dear Downtown Canal Winchester Employer,

01/03/05

Happy New Year and Thank You for being a business owner in historic downtown Canal Winchester! The Canal Winchester Downtown Association (CWDA) is dedicated to making your downtown a destination by capitalizing on our historic assets. As you have probably already noticed, the new parking lot is completed and downtown now has an additional 40 parking spaces located behind Bank One and iBeam Solutions. The additional parking should relieve the congestion the downtown has witnessed this past summer. The following information is brought to you by the CWDA.

How important is parking in downtown Canal Winchester?

Parking and traffic congestion were identified as challenges in downtown Canal Winchester. Nearly every business owner sees parking as a *necessity* for profitable business operation¹.

A downtown parking space is worth \$40,000 to \$50,000² a year in annual retail sales.

That estimate was the result of surveys taken in 2004 in downtown Canal Winchester. That's an average of \$136 per day in *retail sales* generated by a single parking space!! Those public parking spots on **High** and **Waterloo** generate more than the average because those spaces are the most convenient.

What can be done?

Business owners, city government and their employees should refrain from parking in "Main Street" parking spaces and utilize either one of the two all day parking lots in the downtown area, their own private lots, or other side street parking in the downtown (see map³). Why? It is good exercise, our parking is free, and it helps out downtown businesses.

Education is the key!

Please pass this information on to your employees and encourage your employees to park in the public municipal lots, your own private parking lots, or on the side streets leading into downtown (see map³).

Thank you for your support!

Sincerely,

Todd Buchholz, CWDA Design Committee Chair, Canal Winchester Resident

¹ Source: Village of Canal Winchester: *Downtown Canal Winchester Market Analysis Boulevard Strategies* 9-2004

² Source: Canal Winchester Downtown Association: *Value of Parking in Downtown Canal Winchester*, 10-2004

³ Source: Canal Winchester Parking Survey 5-2004

*The Canal Winchester Downtown Association is a non profit charitable organization.
The mission of the CWDA is to stimulate economic vitality, improve the visual appearance and the quality of life of
downtown by promoting downtown as a great place to live, work, shop and invest.*