

## Parking Validation Program

This Parking Validation Program has been created to offer customers 60 minutes of free parking, compliments of participating downtown businesses.

The City of San Luis Obispo is committed to ongoing support and development of programs and services to enhance all businesses in the downtown area.

With this in mind, the City of San Luis Obispo has initiated another value-added incentive to encourage people to do business in downtown.



Parking Services  
City of San Luis Obispo

1260 Chorro Street Suite B  
San Luis Obispo, CA 93401  
Phone: 805-781-7230  
Fax: 805-781-7267  
[www.slocity.org/publicworks/parking.asp](http://www.slocity.org/publicworks/parking.asp)

## PARKING VALIDATION PROGRAM



Participating businesses  
can benefit from the  
City of San Luis Obispo  
Parking  
Validation Program



Parking Services  
City of San Luis Obispo

## Parking Validation Programs

Use the parking validation program for customers or employees. Use the validation tokens to show customer appreciation. Use validation stickers as an employee incentive program. You choose what works best for your business!

Ideas used by local business:

- Show your customers you **APPRECIATE** them. Create an incentive program to shop at your business & reward customers with parking token(s).
- Create an “Employee of the Month” program offering parking validation stickers to employees.
- Create your own program that works best for your business.

## Free Parking Validation Program

**100 VALIDATION TOKENS  
or STICKERS FOR \$75.00**

Downtown merchants receive a **40% discount** on validation purchases\*

First hour is free at all 3 Parking Structures. Add a 1-hour free validation token or sticker and the recipient receives a total of **2 HOURS FREE** parking!



\*Requires company check or credit card



### 3 PARKING STRUCTURES

There are **3** parking structures in downtown San Luis Obispo.

842 Palm

919 Palm

871 Marsh

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**RATES: First 60 minutes FREE**

\$1.25 an hour or fraction thereof

\$12.50 daily maximum

**LOST TICKET CHARGE:  
\$12.50**

**WITH VALIDATION:  
Get an additional hour free!**