

## Downtown Valet FAQs

### Why?

In the next 12-18 months, Downtown will add 1,000 new seats in a one square block area that is already a densely populated dining and retail district. Businesses already open in the evening compete for convenient parking on S. Kentucky, Main Street, Tennessee and Lemon.

Valet provides a convenient parking option for those willing to pay for it. It will not replace self-parking; it will be an alternative for those who choose it.

### How will it work?

Downtown's valet program will be marketed as a paid alternative to self-parking in the evening **Thursday, Friday, Saturday**. This is not FREE to customers. Businesses may choose to participate in the validation program. Depending on the business' business model, each will have the choice of how to participate. Some may offer full validation (complimentary valet) while others may offer a discount on the valet service. For example, Restaurant A may give every customer full validation and advertise that they offer complimentary valet. Restaurant B may have much lower menu prices and only be able to offer \$2 off the validation for the customer. It is customizable for each business.

The valet service is "ticketless". All communications and tracking of the cars is done via SMS text messaging. The customer experience will be: Arrive at the stand, give a cell number; receive a welcome text with your "ticket number and instructions on how to call for your car. (simply reply to the text)

The reason ticketless is so important is because the cars are parked farther away than a typical valet program. SMS allows the customer to call for their car well before physically arriving at the stand.

If the customer receives a validation from a business or businesses, the validations will be applied, and (if there is a balance) the customer can pay at the valet stand cash or credit (credit payments will have a \$1 transaction fee) or through a secure link with their credit card before arriving at the stand. If the customer receives full validation, then only a tip would be expected at the stand.

The LDDA is contracting with the valet vendor and will be responsible for selling the validation codes to the businesses in advance or billing them after the fact. The funds collected from the customers and businesses are expected to cover the costs for the service over time, once the program is established.

**Where are the stations? Where are the cars parked?** See the map.

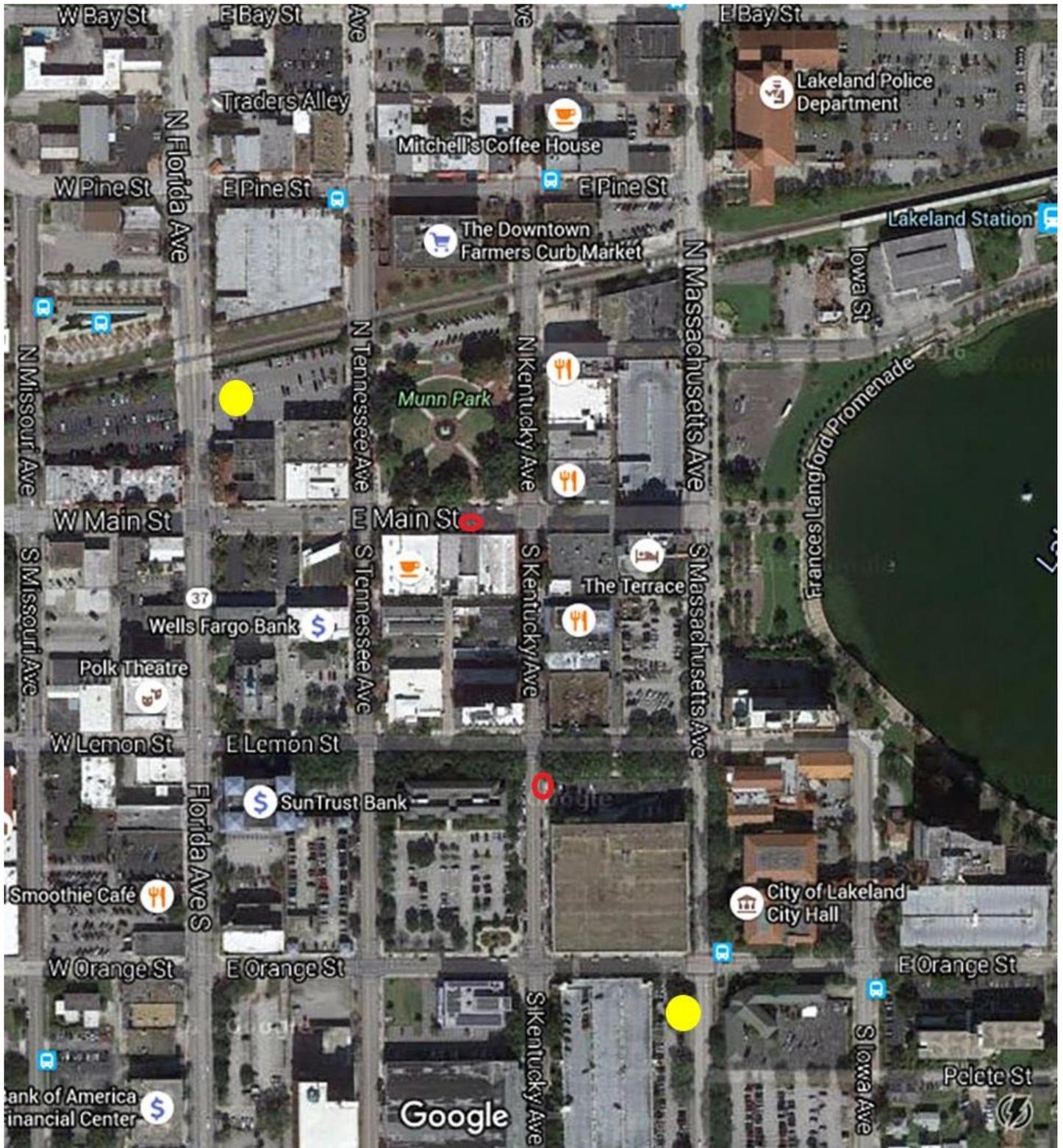
What businesses so far are participating:

FRESCO's, POSTO 9, Lakeland Loft and Urban Appeal each offer full validation for their customers.

Black & Brew offers 50% off the valet cost with a purchase of \$10 or more.

Chop Shop offers \$2 off valet cost with a purchase of \$10 or more.

\*\*POSTO 9 is contracting separately for Valet services Sunday through Wednesday for its customers.



Yellow is lots where valeted cars are parked.

Red is the valet stand locations.