



# CITY OF LA CROSSE PARKING UTILITY BOARD

400 LA CROSSE ST  
LA CROSSE WI 54601-3396

## POLICY for the SALE of PARKING VALIDATION COUPONS

revised 1-14-14

Parking Utility Board Approved: 1-22-14

The Municipal Parking Utility Board of the City of La Crosse hereby establishes the following policy, effective as of the date of its approval, for the sale of validation coupons used for the payment of parking fees at city-owned parking facilities.

- 1) The City shall make available for sale to the public parking validation coupons with face values of \$1.00, \$3.00 and \$6.00. All such coupons shall be sold by the City for their face value, which shall include all applicable sales taxes.
- 2) Anyone who purchases 3000 or more coupons in a single transaction shall be given a discount off the face value of the coupons as follows:

\$1 coupons = 20% discount  
\$3 coupons = 40% discount  
\$6 coupons = 60% discount

Anyone who purchases 6000 or more coupons in a single transaction shall be given a discount off the face value of the coupons as follows:

\$1 coupons = 30% discount  
\$3 coupons = 50% discount  
\$6 coupons = 70% discount

- 3) Coupon sales shall be managed by the Public Works office, which shall also issue associated invoices for bulk coupon sales or receipts for non-bulk sales. Unsold coupons shall be stored in the Treasurer's office except for a small supply to be kept in the Public Works office for non-bulk sales. Each office shall maintain an accounting of their coupon sales and/or coupon inventories. Proceeds from the sale of such coupons shall be deposited into Parking Utility revenue accounts.
- 4) Parking Utility staff shall procure and provide the Treasurer's office with coupons, and the Parking Utility shall pay all costs of coupon production, printing, handling and shipping.
- 5) Special batches of coupons with unique colors, face values, expiration dates, etc... may be provided to businesses or organizations upon request provided that all costs associated with procuring such coupons, as well as the total face value of all the such coupons provided to the requestor, is paid in advance by the requestor. Price discounts as described above shall apply to the sale of special coupon batches provided the face value of the special coupons is the same as indicated above. Discounts for special coupons with other face values, or any special billing accommodations made with the requestor, shall be decided on a case-by-case basis by the Parking Utility Board. Administration fees for special billing accommodations may be applied at the discretion of the Parking Utility Board.
- 6) Desktop validation machines may be provided to businesses or organizations upon request provided all costs associated with procuring, programming and installing such machines are paid in advance by the requestor. Once provided to a requestor, all costs associated with maintaining the machines shall be the responsibility of the requestor. Any desktop validation machines provided by the City to any requestor shall remain the property of the City, and the City shall have the right to repossess any such machine at any time upon 24-hour written notification to the requestor. Validation machines shall not be transferred from a requestor to any other party, or removed from requestor's premises at any time, without prior written approval from the Parking Utility Board. The actual value of validations performed by a validation machine shall be billed to the requestor monthly, with payments due within 30 days of the date of the invoice, unless other arrangements are made by the Parking Utility Board.