

**CITY OF OTTAWA**  
301 West Madison Street  
Ottawa, Illinois 61350



2023

Dear Downtown Business Owner:

Downtown Ottawa is becoming a destination for shoppers and diners. To make it more shopper-friendly, the City Council implemented a Parking Validation Program. This program provides merchants with a means to invite customers to shop and dine at their convenience without the worry of getting an overtime parking ticket. Instruct your customer that if they get an overtime parking ticket they should simply return to your store and obtain a parking validation form. The directions on using the form are attached.

We hope this program will not only promote goodwill between all parties but provide the City with necessary marketing information to continue to serve you and your visitors better.

(NOTE: This program will only work if the business owners are diligent in limiting use of the validations to actual shoppers and diners – not employees.

Respectfully,

Mayor  
Dan Aussem

Enclosures

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**PARKING VALIDATION PROGRAM GUIDELINES**

1. The parking validation form is to be used only for overtime parking tickets.
2. Parking Validation forms are to be used with discretion for patron shopping/dining purposes. Misuse of the validation forms may prohibit participation in the program.
3. Parking Validation forms are only valid when signed by both business owner and patrons.
4. Parking Validation forms are to be dated by the business owner and honored for same day only shopping purposes and are non-transferable.
5. Participation in the Parking Validation Program is at the discretion of the City of Ottawa.
6. Parking Validations are for use by shoppers and diners only, and **are not to be used by employees or owners of downtown businesses.**

Additional Parking Validation forms can be picked at the Ottawa Police Department  
301 W Lafayette St. Ottawa, IL 61350 815-433-2131

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**WHAT DOES THE PARKING VALIDATION PROGRAM DO?**

1. Provides another way to build relationships with customers who are shopping downtown for more than the posted time limit.
2. Provides a shopper friendly and convenient way for people to shop and dine downtown without penalties.
3. Adds value to customer service levels that may help to increase sales revenues.
4. Confirms an appreciation for the customer doing business downtown.
5. Establishes goodwill with the City and among its participants.
6. Offers another mechanism to track visitor traffic for marketing purposes.
7. Enhances a friendly environment to the friendly city.
8. Provides open communication for retailers to submit other ideas as to how they could better serve residents and visitors and revitalize the downtown.
9. Introduces a unique idea and point of distinction from other municipalities.

**How is the Parking Validation Program working for you? Let us know your experiences. All suggestions are welcome!**



We hope you enjoyed your downtown Ottawa experience.

Please use this coupon to validate your parking violation 102-161. **This coupon is applicable only to violation 102-161 (overtime parking).**

Please complete the form below and insert this coupon in place of payment in the payment envelope. The envelope can be dropped off at Ottawa Police Department 301 W Lafayette St Ottawa IL 61350 or, deposited in one of the yellow drop boxes in the downtown area, or mailed via U.S.P.S.

Thanks for visiting scenic downtown Ottawa and we hope you return soon!

**PLEASE PRINT CLEARLY**

Violation #: \_\_\_\_\_

Last Name: \_\_\_\_\_ First Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

License Plate #: \_\_\_\_\_ State Issued: \_\_\_\_\_

Name of Validating Business: \_\_\_\_\_

Name Authorizing Validation: \_\_\_\_\_

Address of Validating Business: \_\_\_\_\_

Signature of Authorized Personnel: \_\_\_\_\_

Date: \_\_\_\_\_

**Validation # 23-0001**