



City Parker

CITY PARK

FALL 2005

A Message from the CEO

BY TIM LEONOUKAKIS, CEO



Welcome to the new City Park quarterly newsletter! We look forward to the opportunity to use this letter as a means to let you know how City Park is performing in its mission to be the leading Professional Parking Operator in the San Francisco Bay Area. We are very excited as we have lots of good news to share!

Last April, City Park was able to bring Spencer Sechler back to the team from his 18-month hiatus in the frigid climate of Denver, Colorado. Over the last several months, Spencer has focused exclusively on marketing efforts to capture new garage accounts and increase the business in current locations. On September 16th, we were pleased to learn that City Park had been awarded the prestigious Golden Gate Concourse Garage which serves the new de Young Museum in Golden Gate Park! Congratulations and go Spencer!!

Other new facilities for 2005 include our opening of the Jessie Square Garage (on Third and Mission) a 350 car self park facility owned by the Redevelopment Agency of San Francisco. We will also be opening the Five Star St. Regis Hotel on November 1 for Starwood Corporation. City Park, in its effort to be the best parking operator in San Francisco continues to be awarded the top Class A properties throughout the City.

As the year progresses, we continue to see San Francisco's economy improve in every respect including excellent hotel and office occupancies along with our active merchant centers. As a result, many garages are filling earlier in the day and we continue to experience parking rate increases throughout the downtown market. We feel this trend will slowly continue well into 2006.

City Park's administrative team continues to work on several improvement initiatives in an effort to upgrade our systems and procedures. Most recently our focus has been on a smarter management plan for scheduling labor. In addition, we are pursuing a higher expectation relative to customer service particularly in our 4 and 5 Star hotel properties. Technology upgrades are also underway in our payroll department and for tracking monthly accounts as well. We intend to stay on course and keep City Park on a positive track to maintain our reputation as the finest parking operator in the San Francisco Bay Area!



Safety is a Team Effort

Claims Prevention

BY JOSEPHINE SKINNER,
CLAIMS & TRAINING MANAGER

How can we avoid liability claims at our parking facilities? At every valet location, it is the duty of each attendant to conduct a thorough damage check on every car. At the facilities where in/out privileges are provided, customers' vehicles must be checked again for any new damage before re-parking the vehicle.



By taking this action alone you will greatly reduce the number of unnecessary claims. Our experience has shown that a facility where attendants are diligent about damage checks have the least number of claims.

Another way to reduce incidents is to reduce your speed and **drive safely.**

The number one excuse given when a car has been damaged is, "We were too Busy!" That comment suggests that the attendant was either driv-



ing too fast or may have been distracted. As valet attendants, we are always going to be busy during certain rush-periods. Please remember that most people are very understanding and would prefer that you are safe with their cars. Simply communicate to the customer that you will take care of him/her as soon as you can. This act of courtesy will in most cases calm the customer and at the same time ease your anxiety so you can get on with the job of safely parking vehicles.

Safety Pointers:

- ✓ Reduce your speed on the ramps especially when driving SUVs or vans
- ✓ Honk the horn and flash the lights on the ramps
- ✓ Don't rush when driving (maximum speed 5 MPH in the garage)
- ✓ Know your surroundings and have a plan where to park before you begin
- ✓ When backing up, turn your head and look behind, look all the way around and use your mirrors.
- ✓ Do a Damage Check on every vehicle ("Too Busy" is not an accepted excuse).

Service Training is a Standard at City Park

BY TRISH HERMAN,
HUMAN RESOURCES

City Park prides itself as a highly service oriented valet Company. One of the most important factors that has set City Park above it's competitors is the recognition of the importance of training their employees. All employees are required to attend employee orientation that clearly sets the service and

safety standard that City Park prides itself on.

In the hotel industry, service is the key to a guest returning. City Park has committed to on-going monthly service training for all of our Park Hyatt employees to ensure that employees are motivated to our standards of excellence.



On August 25, 2005, Josephine Skinner and Trish Herman conducted a 2-hour training seminar at the Park Hyatt. All City Park employees received the Hyatt Service Standards cards and the City Park superior service "Ten Commandments." City Park's "Commandments" serve as gentle reminders of our valet attendants commitments to service. Hyatt conducted a "Secret Shopper" survey upon the completion of the training seminar, and City Park valets received a perfect score!

Congratulations to our valets at Park Hyatt!

Customer Service Reminders

Immediately acknowledge customers with a greeting, such as "Good morning, how may I help you?" or by making eye contact. Use the customer's name whenever possible.



The Golden Gate Concourse staff in training

Practice exceptional telephone skills. Identify yourself when answering the phone and personalize the call by using the caller's name.

Don't let customers wait too long for assistance. Always explain delays and apologize for the inconvenience.

Use positive language, such as, "I can bring your car up in 10 minutes," rather than saying "I won't be able to retrieve your car for 10 minutes."

Help customers solve problems by offering options, whenever possible. If you do not have an answer to a customer's question, offer to get back to him or her with more information.



Aaron Tay, Trish Herman, Matthew Tonda and Eric Thai.



Jessie Square Garage Opens in San Francisco

NEW GARAGE OPENS AT 3RD & MISSION STREETS

After months of construction and tons of concrete, the Jessie Square Garage is open for business. The garage is owned by the Redevelopment Agency of San Francisco and was built by Millennium Partners, the same developer that built the Four Seasons Hotel and Yerba Buena Gardens.

Jessie Square has over three hundred parking spaces and utilizes the latest in revenue control technology. Pay stations are located on every floor and if you wish – an on-site cashier is also available to assist you upon your exit.

City Park was an early selection to man-

age the garage for the Redevelopment Agency and worked diligently with Data Park, Plant Construction, and Millennium Partners to open the garage without any problems.

City Park has appointed Art Elarde (formerly of Fox Plaza) as the new location manager for Jessie Square.

The opening of Jessie Square brings additional supply to our other nearby properties. The Four Seasons Hotel will now have access to an additional 72 spaces each day for their overflow parking. In addition, the Argent Hotel will no longer have to brave crossing Third Street when hotel demands require overflow capabilities.



Art Elarde

St. Francis Hospital Added to the list of City Park Locations in San Francisco

CITY PARK ENTERS A NEW SERVICE MARKET SEGMENT

On August 1, 2004 City Park began managing the three garages at St. Francis Memorial Hospital. These garages park over 8,000 visitors, patients, physicians, and staff automobiles each month. Another parking company operated the St. Francis Memorial Hospital portfolio previously for over 10 years prior to City Park receiving the contract.

Johnson Wong Steps Up...

To manage the garages at St. Francis, City Park called on one of our past Managers of the Year to oversee these facilities. Johnson Wong, having spent time as manager of 750 Front Street and 750 Bush Street, stepped up and grabbed the three locations by the horn. Armed with the experience of more than 10 years in the industry and a crew of 22 team members, Johnson set out to prove that choosing City Park

to operate these garages was the best decision.

Also joining Johnson was Carlito Tuscon and Max Gamex, formerly of the Drake Hotel. Carlito oversees the highly

demanding Physicians' Lot, and Max assists Johnson at the Main Staff Lot.

A big "Thank You" goes out to all of our employees who have transferred from other locations to assist in our success at St. Francis Memorial Hospital.



Johnson Wong and Carlito Tuscon

- Alex Wong
- Rex Santos
- Raymil Cayojon
- Alex Baca
- Patrick Wood
- Fred Voorhoeven
- Raymond Mancilla



HURRICANE KATRINA... CITY PARK TO HELP AN OLD FRIEND

Upon retiring from the parking business several years ago, Ms. Linda Labat, relocated to Bay St. Louis, Mississippi. Linda provided Division Management services to City Park for over 18 years. Her parking operations included the 5th and Mission Garage, San Francisco International Airport and Union Square Garage. Linda did an outstanding job for City Park over the course of her term with our organization.

After moving to Mississippi, Linda set up business with her family in the Bay St. Louis area. Linda worked closely with her sister, brother and father who all live in that area. In speaking with Linda last week, she shared the story of her families' experience with Hurricane Katrina. Apparently, her entire family decided to stay together in one house and ride the hurricane out as they felt that the impact wouldn't be that great. As it turned out, the eye of the hurricane came directly through Bay St. Louis demolishing much of what was in its way. The good news is that Linda's and her father's house were spared with some damage to their roofs. The bad news was that Linda's brother and sister both lost their houses completely.

In an effort to help out our friends under these devastating circumstances, City Park has decided to reach out and assist the Linda Labat Family. City Park has forwarded a donation to the Labat Family for their use to cover living expenses including interim housing. Linda was extremely pleased to hear that City Park was providing support in this regard!



BITS & BYTES

BY ALEX MAUER, DIRECTOR OF IT

City Park continues to upgrade the technology throughout our organization, in keeping with our philosophy of emphasizing "Best Practices" in our industry.

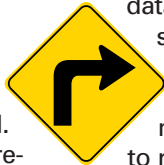
Payroll Automation

City Park is proud to announce the launch of the new automated payroll system powered by Kronos Workforce Central. After many months of careful planning and system installation, City Park recently completed our first payroll cycle using the new system.

This system provides a unique solution using the power of telephone functionality to transmit time clock "punches." All City Park employees are able to clock in using a traditional telephone connection. The payroll is delivered to the corporate office in real time and allows continual, updated payroll data.

This improvement involved an expertly coordinated effort across all depart-

ments and was headed by David Gottlieb, CFO. With this system, Division Managers and Payroll staff enjoy automated updates of payroll information, real-time reporting and reduced payroll data entry. The



system has streamlined clocking procedures and offers a much more efficient approach to reducing labor costs

New Server Installed

City Park has also added a new server designed to support the Solomon financial system. The server, a HP dual Xeon with 2GB of memory, will offer stability, speed, and security for years to come. All data was transferred to a new database system without any data loss. As with any task this large, there was some slight down time, however the new system is running strong.

Coming Soon

The IT department is busy



working on a new website initiative that will bring an updated look and feel to City Park's internet presence. The website will offer a complete corporate overview of City Park, company history, improved customer interaction, and monthly parking payment processing. The website will also spotlight the new, recently completed, marketing DVD. This multimedia presentation will offer new clients and customers a look at why City Park is San Francisco's premier parking company.

Tips and Hints for Computer Users

Read before you click: If you experience a pop-up banner or an unfamiliar system message, read it before you click yes or no or X. With the onslaught of the Spyware invasion, those crafty programmers have come up with all sorts of tricks to get you to

accept their malicious application. In the old days, you might have gotten a pop up that asked you to make a website your home page with a yes or no option. Now, you may see a pop up that says "Do not make this website your home page," with a yes or no option. The trigger is behind the NO option as most people click no automatically. However, the double negative means yes, and hitting no means you said yes. Tricky! Beware of the wording of such ads or offers - Read before you Click If you don't know the sender of an email, or the email itself is an ad, the correct course of action is to delete it. Don't open it, don't download anything from it, just delete it. Remember, curiosity killed the cat.

Thanks to the installation of the new Barracuda Spam Firewall, City Park has seen a 95% decrease in spam emails. This not only decreases the usage of the company's bandwidth, but it also reduces distractions and offensive content. Happy emailing!



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