

City Parker

CITY PARK

ISSUE 8

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Parking Success in Tough Times

TIM LEONOUKAKIS, CEO

Since the world changed in September 2008, most businesses have been adversely impacted...including the parking industry. While it is true that a certain percentage of people have to park, there has still been a significant diminution of 10% to 15% of the parking traffic throughout the Central Business District in San Francisco. The loss of business can be directly attributable to 30,000 jobs that have gone away during the downturn along with office building vacancies now rising above 15%! Fewer jobs mean lower car counts, plain and simple.

Rather than complain about the shrinking parking marketplace, City Park has taken action to implement innovative programs to expand its market share in new ways. In the first quarter of 2009 we have focused our efforts on employing a number of "guerilla" marketing programs that have utilized social media (Craigslist, Facebook, etc.) with great success.

City Park's marketing efforts have required a substantial investment in time and capital to execute its plan. Some of our most effective programs include:

✓ The creation and implementation of a virtual sales person known as the "Parking Broker" on strategic websites and in selected print media. The "Parking Broker" promotes 12,000 available parking spaces on the internet at competitive prices for interested parties looking for monthly parking in the Central Business District.

✓ City Park has also put a physical "Parking Broker" on the street every week to distribute engaging graphic material and promote unusual programs that include free parking incentives and buy one get one free programs.

✓ City Park has further introduced innovative rate programming in most garages that include "super early bird" rates, volume monthly discounts, expanded merchant validation programs and a frequent parking program for interested users.

As a result of our efforts, City Park has seen marked growth of monthly and transient parkers alike. Even though the parking marketplace continues to shrink, City Park has consistently grown its market share, increasing car counts in key facilities since March 2009.

Even though times are tough, City Park is not waiting for the market to turn around. Instead, we have achieved great success employing our innovative tactical marketing programs that continue to increase parking revenues.

New Contracts Awarded

City Park continues to be awarded new operating contracts for key parking facilities including the 200-stall Foundry Square facility for Wilson Meany Sullivan. The corner lot located on 1st and Howard is promoted with humorous signage that notes: "If you had parked here, you would be on the freeway by now!"

City Park is also pleased to add the parking management and oversight of the prestigious Fairmont Hotel valet parking services to its list of "5 Star" hotel accounts. The historic Fairmont Hotel has 591 guest rooms and fine dining options, including the famous "Tonga Room".

In addition, Harsch Investment Properties awarded the parking management contract for the historic 450 Sutter Garage Medical/Dental Building along with the 1,100-car Mason O'Farrell Garage, effective August 1, 2009. Read more about the Harsch properties in the following pages!



City Park's "Best Looking Booth Contest"

St. Francis Hospital Wins!

We are very proud to announce the winners of City Park's inaugural "Best Looking Booth Contest." Congratulations to the locations that not only improved the aesthetics of their booth and parking office, but also took the time to get their team involved. Our hats go off to the **St. Francis Hospital** team. They are being recognized for pulling together and painting the booth, key tag board, and furniture, and completely reorganizing their work area in its entirety. Plus, they even added a nice touch with a fish tank. Congratulations to Johnson Wong, the Facility Manager! Thank you for providing leadership to your entire team and helping City Park maintain its competitive edge. We will be stopping by to personally congratulate each one of the members of your team. Each member of the team is a winner of a Starbucks Gift Card and a Certificate of Recognition that you may display at your location.

2nd Place Winners

Sheraton Fisherman's Wharf

Talk about organization! If any one of us were to work at this location, we would be able to find any of the needed forms, legal binders, and procedures at our finger tips. A very nice touch that our customers appreciate is the accessible map that is available to all hotel guests. Nice touch guys! KUDOS to you and your team Mr. Efren Salcedo. Thank you for taking pride in your job.

3rd Place Winners

SFMOMA Garage

WOW! Talk about sparkling clean! Laminated signage, easy access to information for all Cashiers to use during their shift, procedures, and very clean inside. Congratulations to Steven Stuart! Thank you for making your employees feel proud in taking pride in representing City Park.

One Front Garage

Thank you EdYglesias for making our client, City Park, and everyone that you come in contact proud! Your booth from the outside looks awesome, and you have personalized the booth with



First place, St. Francis Hospital: Rick Brazil and Johnson Wong



Second place, Sheraton Fisherman's Wharf: Ernest Wong and Efren Salcedo



Third place, SFMOMA Garage: Steven Stuart



Third place, One Front Garage: Geronimo Dimapasoc, Ed Yglesias and Alvin Torres

car models and recognition certificates. Keep up the great work!

Honorable Mention

One person that deserves to be mentioned is Michael Gomez at our 750 Bush Street Garage. Michael has made a point to correct "the details" during his shift. He has added City Park logos, numbers to ticket slots to make it easier to identify keys, the booth is well stocked and organized, and most noticeably were the clean windows. Rich Harren, Facility Manager has a great team at 750 Bush. Keep up the good work everyone!

Another outstanding example of taking pride in your work area is Jason Montero, Facility Manager at the Cost Plus Garage. The garage has a

Honorable Mention, Cost Plus Garage: Jayson Montero (left).



Honorable Mention, 750 Bush Street Garage: Michael Gomez

very small booth area to work with, but it is impeccable. Jason has all his workplace binders at his finger tips, the required legal postings, a nice clean booth, and is really a great example of utilizing the space that you have to work in.



Managers Aspiring to New Heights and Looking for Go Getters

IRENE CAMARENA, DIRECTOR OF HUMAN RESOURCES

I am pleased to acknowledge everyone who participated in our very successful 2008 Management Training Program. Congratulations to our graduates: Jacque Bidjima, Vincent Gaguas, Max Gamez,



Jessica Gurganus, Richard Harren, Tenzin Lhaze, Vincent Luka, Jay Narayan, Nikola Sahawneh, Matt Saephan, Efen Salcedo.

We are gearing up to roll out the **2009 Management Training Program**, which is planned to begin in early September. As a current City Park employee, this training will provide you useful information to help you build your career in the parking industry. The following modules are included:

Introduction to Management, Parking Operations, Customer Services, Risk Management, Business Processes, and Entrepreneurial Management.

I encourage you to speak to your Facility Manager and Division Manager about participating and furthering your career with City Park. However, it is up to each individual to step up to the plate and



demonstrate the eagerness to learn and grow... so what are you waiting for?

"Change and growth take place when a person has risked himself and dares to become involved with experimenting with his own life." **Herbert Otto**



TECH GARAGE

Keeping up with Parking Technology

DAVID GRIEST, III, DIRECTOR OF INFORMATION TECHNOLOGY

City Park would like to announce the purchase and installation of new unattended revenue control equipment from Digital Payment Technologies. Digital Payment Technologies is a leader in the parking industry when it comes to stand alone, unattended payment stations. Their equipment has been used all across the United States, with one of their largest contracts being with the City of Houston, Texas (over 1,500 machines).



City Park has purchased our first 2 machines and have installed one at our Longshoremen's Lot in the Fishermen's Wharf area. The new equipment greatly increases remote management and real-time reporting with the online software suite (EMS) Digital Payment Technologies offers. The new "Luke" pay station model is a very welcome addition to the array of tools that City Park has to offer our clients for revenue control, real time reporting, and audit accountability.



For Your Safety...

CHRIS LEONOUKAKIS, GENERAL MANAGER

Pushing, pulling and lifting are the three tasks most frequently performed by employees in most workplaces. Overexertion during these tasks is responsible for 25% of all workplace injuries in the U.S., according to the National Safety Council. It is reported that one in every 200 workers suffers an overexertion injury.

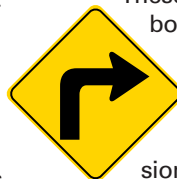
These types of injuries affect both workers and businesses in lost time, wages and medical expenses.

As parking professionals, service is our focus. This may include helping customers with luggage or packages, using equipment to maintain our facilities or any other tasks that require lifting, pushing or pulling. Good body mechanics and safe lifting techniques are important in pre-

venting overexertion. Some helpful tips include:

- Think and plan before lifting
- Get a good grip
- Get a good footing
- Keep it close
- Push rather than pull the load
- Use mechanical means whenever possible
- Avoid twisting when lifting or setting down a load. Turn the body instead of twisting the back
- Ask a co-worker for help

When overexertion hazards are present, supervisors and managers should involve employees in discussions and meetings to find ways to reduce the risk of overexertion related injuries. Contact your Human Resources Department if you feel that additional information is needed for your location.





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New Partnership Formed with Harsch Investment Properties

**SPENCER SECHLER,
 DIRECTOR OF MARKETING**

City Park announces that it has been awarded the contracts to manage the Harsch Investment Properties parking portfolio in San Francisco. The two properties comprise over 1,500 parking spaces in San Francisco's world famous Union Square district of retail, tourism, hotels, and office space.

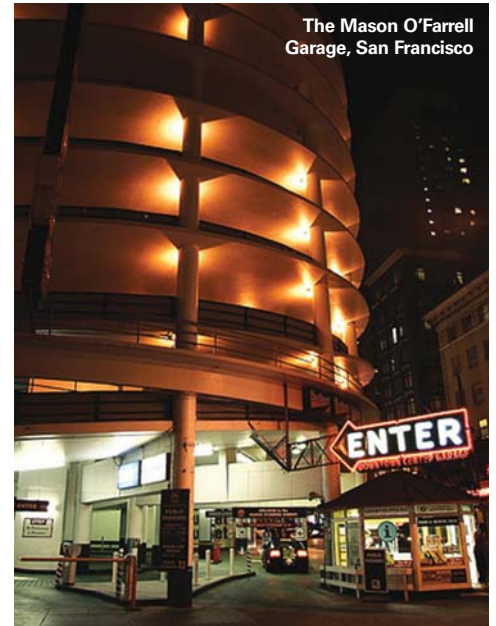
450 Sutter is San Francisco's premier medical/dental and professional office suite building. This elegant 26-story high-rise, was designed by world famous San Francisco architect Timothy Pflueger, and includes a 450 space valet parking garage.

The Mason O'Farrell Garage is one of the few free standing parking garages in San Francisco, and serves a wide variety of customers in the Union Square and Mid-Market area. The 1,100 space garage has 11 floors of parking, and includes 5 rental car

agencies in the self-park facility.

I want to thank the many people who worked long and hard in putting together the Agreement and the prep work prior to opening the 2 facilities, including; Stan Mackewicz and Deborah McCarthy of Harsch, Michael Rescigno, Jack Krasner, Irene Camarena and Stephanie Ho. And a huge thanks to the transition team of Jack Yee, Michael Snyder, and Wendell Gamez.

We would also like to welcome the over 25 new employees to City Park, who previously worked at these locations, and have joined our team and made the transition a huge success. We also welcome our new managers, Benny Huang at Mason O'Farrell, and Ray Sublett at 450 Sutter. These individuals will be a major part of the success at the garages, as City Park begins to implement new staffing strategies and marketing plans to generate a greater degree of return for our newest client.



City Park Creates Intern Position

City Park is pleased to announce our first internship within the company since our inception. Laurent Colson is interning under the supervision of Spencer Sechler, Director of Marketing. This internship will last for a period of three months (from June to August).

Laurent is a 22 year old Belgian, who studied marketing in a business school in Liege, Belgium. After getting his Bachelor's degree, he flew to London to intern with the IKEA UK marketing department. In London, he learned new marketing techniques in the disciplines of "Guerrilla" Marketing and



Direct Marketing.

Recently, Laurent moved to San Francisco to experience the American college life as well as the business environment in the United States. Laurent will help Spencer with the Parking Broker Project, but also use his experience and knowledge about Guerrilla Marketing to bring unconventional ideas to attract new customers to our parking facilities.

After interning with City Park, Laurent would like to get his Master's degree, probably in the United States.

