

City Park

CITY PARK

SPRING 2007

Success Defeating a Dangerous Tax Increase

TIM LEONOUKAKIS, CEO

Last August 2006, four members of the San Francisco Board of Supervisors placed a measure on the ballot, Prop E, to increase the parking tax from 25% to 35%. The additional 10% surcharge represented a 40% increase to the current tax, which was already one of the highest in the nation.

Upon hearing the news, the parking community immediately convened meetings with the major stakeholders that considered the potential tax increase as a detriment to the economic vitality of San Francisco. City Park lead the charge in fighting the proposed new tax along with other parking operators to assemble a team that would fight the ballot measure aggressively. With San Francisco's liberal voting populous embracing anti-car positions in the past, there was a concern that the measure might pass if the "facts" were not made available to all concerned voters.

City Park's committee of parking operators and Union leaders came up with a plan of action that included the hiring of a top political campaign strategist, the Storefront Political Media group. Storefront Political Media is the same group that provides strategic, political consultation to our current Mayor, Gavin Newsom, whose approval ratings are skyrocketing near 80%.

The Storefront Political Media group immediately helped our committee to create and file all the required documentation with the City of San Francisco in opposition to the parking tax measure. Formal filings included registering with the City, preparing arguments for the voter's handbook, and selecting the appropriate treasurer to properly track contributions in keeping with city election protocol. Storefront also developed a line item budget that delineated all costs required to generate all the related materials along with a media plan that would be required to beat this measure. Our fundraising target was \$300,000 to put on an



effective campaign to properly educate the voters against the dangerous proposed tax increase.

The parking committee reached out and enlisted the help of their Teamsters Union Local 665 to help in the fight. The Teamsters helped with the raising of funds and provided workers that were stationed in the garages as "ambassadors" to help get the word out on the negative impact of more parking taxes!

With the help of Storefront Political Media, the parking committee put together a number of arguments against the parking tax increase including:

- ▶ The cost of living in San Francisco is already too high—any additional taxes would drive people away from downtown market centers, and adversely impact our fragile economy that was just recovering from the dot.com implosion of 2001.
- ▶ The addition of any new taxes was unwarranted as San Francisco had a surplus of over 100 million dollars in City coffers.
- ▶ Recommending that the City should focus on properly collecting taxes first before raising any new taxes.
- ▶ Dramatic parking tax increases can kill the vitality of a downtown center as it has in Pittsburgh, Pennsylvania with its 50% tax. Studies showed a dramatic diminution, with 500,000 fewer visits made to their downtown Pittsburgh community.

The Parking Committee then reached out to the property owners and business associations in the core downtown area. Organizations such as BOMA, the Union Square Association, Golden Gate Restaurant Association and Yerba Buena Alliance stepped up in support of the cause. Significant property owners with garages also joined the effort along with the San Francisco Chamber of Commerce. In the end, all parties were able to step up and raise over \$350,000 to fight the measure.

The \$350,000 "war chest" raised in the fight against increasing the parking tax was expertly deployed by our political advisors during the campaign. Over \$90,000 went towards developing a television commercial along with plans to air commercials frequently during the last three weeks of the campaign. Mailers with strong graphics warning voters to "Stop the dangerous tax increase" were provided and sent to registered voters on three occasions during the campaign.

Continued on page 3





Fort Mason Center

JOHN STEELE, DIVISION MANAGER

City Park is pleased to announce that on January 1, 2007 we began operating the parking facility at the Fort Mason Center, in the Marina District of San Francisco. Located along the waterfront, Fort Mason has a beautiful view of the San Francisco Bay, and sits on Federal land. It is a registered historical site, serving not only visiting tourists, but the local community and its own Residents. Some Residents to note include BATS Improv, Cowell Theater, and the Magic Theatre, with numerous performances scheduled throughout the year. City Park is proud to partner with the Fort Mason



Eduardo Garcia, Jr. and Rich McQueen

Foundation to serve their parking needs, provide exceptional customer service, and develop a business relationship with their Residents. During our 1st month at Fort Mason Center, John Steele & Rich McQueen (Facility Manager) developed a fantastic team of cashiers and traffic directors for special events that occur on the Fort Mason "campus." In January, the ZAP (Zinfandel Advocates & Producers) Festival was held at Fort Mason Center and was attended by an estimated 9,000 people. During the Saturday tasting, over 2,000 vehicles utilized the 435 space parking facility on that day alone!

Here We Grow Again!!!!

MICHAEL RESCIGNO, DIVISION MANAGER

This past October, City Park was proud to become the new valet parking services provider of the upscale 418 room W San Francisco Hotel, located in the heart of San Francisco's SoMa district. City Park continues to have a strong presence in the SoMa and Yerba Buena neighborhoods, operat-

ing 8 locations within 2 blocks of the W, and encompassing more than 2,000 parking spaces!

In late September, all City Park employees who were picked to provide valet services went through an 8 hour training class to acclimate them into the unique and exciting world of the W Hotel, where the hotel lobby is referred to as the "Living

WE'RE BACK!

FRANK CHING, DIVISION MANAGER

Yes, that's right! City Park is back at Fox Plaza! After a two-year "hiatus"; new ownership awarded City Park the Fox Plaza Garage contract, beginning on February 1st, 2007. Archstone (the new owner and manager) chose City



Park to replace the previous operator because of our expertise in operating residential parking facilities and our ability to drive revenues. Archstone Fox Plaza, a high rise residential community located on 10th & Market, is adjacent to the Civic Center and City Hall.



With a combination of self-park and valet assistance, the Fox Plaza Garage is capable of holding over 400 vehicles at the same time. It provides

parking for both residential and commercial tenants from the building, and patrons doing business in the neighborhood. To ensure a smooth transition from the prior operator, Division Manager Frank Ching invited our former Fox Plaza Garage Manager, Art Elarde, to manage the garage operations during the first month of operation. Rafael Segura, another Class A building garage manager, has been selected to manage the facility after the first month's transition period.

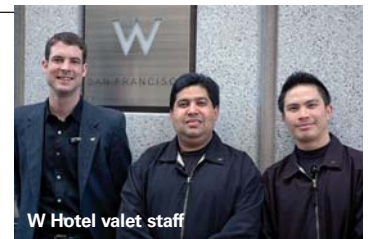


Rafael Segura and Efen Galang

Congratulations to Rafael and his team on a job well done! A special "ThankYou" goes to Art Elarde for his assistance during the transition.

Room"; and Valet Parking is called "Wheels".

City Park was more than ready to rise to the occasion during the transition from the previous operator, and during our first weekend more than 200 overnight vehicles were valet parked on Saturday night alone! As fate would have it, a national Ski and Air Show was held that weekend, and with the assistance of our nearby Four Seasons and St. Regis employees, we were able to show why City Park is the premier operator



W Hotel valet staff

of choice for San Francisco's hotel community. Under Division Manager Michael Rescigno and Hotel Valet Manager Jack Yee, the W San Francisco was one of our premier facility openings of late 2006.



“Five Star Customer Service Training”

*Give a man a fish, you feed him for the day;
Teach him how to fish, you feed him for a lifetime.*

- Lao-Tzu

City Park continues to provide ongoing “Five Star” customer service training to our employees, which is one of the factors that differentiates us from other parking operators in the Bay Area. For our employees to continue providing the best service to our property owners, asset managers, and hoteliers, City Park makes customer service training a “top priority.” Through our company’s extensive experience in providing valet services to some of the top hotels in the city, we have tailored our service training to mirror those same hotels. Building guest and customer loyalty, and empowering our employees to exceed our guests’ and customers’ expectations contribute to the suc-



Marriott Front Office Manager Cesar De La O and City Park staff.

cess of our company. Not only do we ask our employees to communicate with every guest and customer in a professional manner, but we ask them to let them know how much we appreciate their business. Recently, this training program was taught at the Hotel Vitale, Marriott Fisherman’s Wharf, and the 550 California Garage. Our employees walked away refreshed, motivated and ready to provide “Five Star” parking services.



Hotel Vitale Customer Service training

Congratulations to City Park’s Employees of the Month

IRENE CAMARENA, DIRECTOR OF HUMAN RESOURCES

Last year, City Park instituted a monthly program where City Park employees can be recognized for going above and beyond the call of duty. We are pleased to honor two individuals who have not only demonstrated their commitment to City Park, but a devotion to their jobs and performing them with the utmost of professionalism.



Tim Leonoudakis, Patrick Wood and Marcos Negron

JANUARY 2007

Marcos A. Negron, St. Regis Hotel – Supervisor

Marcos has been employed with City Park since 1999. Prior to joining City Park he worked for Dollar Rent A Car for 7 years. Marcos enjoys helping people, however what’s most important for him is helping a guest first before he thinks of himself. His secret is that he performs his job everyday as if he owned the company, and he wants every guest to leave the hotel feeling special, and with a positive experience behind them.

During his free time Marcos enjoys spending time with his children as well as relaxing, watching the San Francisco 49ers, barbecuing, fishing, and playing the guitar.

Congratulations Marcos for a great job!

FEBRUARY 2007

Munir Mirza, Hastings College Lot

Munir has been with City Park since August 2000. He is very grateful to City Park for giving him the opportunity to work for “the #1 parking company in San



Chris Leonoudakis, Munir Mirza and Michael Rescigno

Francisco.” When Munir was asked what he likes most about his job, he responded, “I like the people I serve.” Munir’s service-minded attitude is well liked by the customers that park their car at the Hastings College Lot. When he is not working he enjoys relaxing and watching television, traveling, and going back home to India with his family.

Congratulations Munir for a great job!

Who’s New at City Park?

- Eduardo Garcia, Jr. – Fort Mason Center
- Efren Galang – Fox Plaza Garage
- Jacobo Quintano – Westfield San Francisco Centre
- Nery A. Ramirez – 475 Sansome Garage
- Wo Shao “Ken” Tan – (Welcome Back Ken) 225 Bush Garage
- Michael Lee – 475 Sansome Garage
- Manuel Mendez – Grand Hyatt Hotel
- Ephraim Tesfaye Tesema – Fort Mason Center
- Jonathan A. Walsh-Wilson – Fort Mason Center
- Augusto R. Serrao – St. Francis Hospital
- Jayson A. Montero – Marriott Fisherman’s Wharf Hotel
- John Camacho – One Front Street
- Roel Caburao – Grand Hyatt Hotel
- Angelito Cruz – Four Seasons Hotel
- Noel Abendano – Hyatt Burlingame
- Luis Zarate – W Hotel
- Pedro Coaquira – Sir Francis Drake
- Julio Sanchez – Sir Francis Drake

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Voter polls were also taken along the way that indicated that voters felt that parking in San Francisco was already too costly, and that there were not enough garages/parking spaces to support the demand.

When the voters went to the polls in early November, they delivered a **resounding victory with 62% voting in favor of No**

Increased Parking Tax. It sent a clear message to the political and business community alike that reasonably priced parking is a critical ingredient to the economic vitality to our San Francisco downtown community.



Playing it Safe with "Safety Bingo"

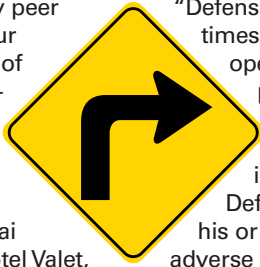
JOSEPHINE SKINNER, CLAIMS & TRAINING MANAGER
CHRIS LEONOUKAKIS, GENERAL MANAGER

In an on-going effort to reduce claims and encourage safety in the work-place, the Claims Department re-introduced "Safety Bingo," a very popular risk reduction initiative at City Park that has been rolled out to valet intensive operations. The aim of Safety Bingo is not only to improve safety awareness but to foster an atmosphere of teamwork and healthy peer pressure to achieve our company's objectives of reducing vehicle damage claims, liability incidents, and on-the-job injuries.

We are proud to announce that Chak Fai Chun, Grand Hyatt Hotel Valet, is our first winner for 2007.

Congratulations to the entire Grand Hyatt Valet team, as they remained claim free for the entire month of March, thus enabling Chak Fai to win \$150 for their efforts. Chak Fai plans to use part of his prize to reward his teammates with a delicious buffet spread.

To assist you in being the next winner of Safety Bingo, please remember to be a "Defensive Driver" at all times. A Defensive Driver operates a vehicle to prevent accidents in spite of the incorrect actions or bad driving habits of others. A Defensive Driver adjusts his or her driving for adverse conditions such as; weather, traffic, lighting, vehicle



Chak Fai Chun

or road conditions. The Defensive Driver assumes that other drivers may make mistakes and is on guard in the event an error is made.

Below are some tips to help you become a Defensive Driver. Using these tips may earn you \$150, just like it did Chak Fai!

Defensive Driver Tips:

- ✓ Learn to recognize driving situations that can be hazardous
- ✓ Assume other drivers will make errors
- ✓ Adjust speed, position, direction, and attention to be able to maneuver safely if a hazard develops
- ✓ Scan far enough ahead to be able to react safely to approaching situations
- ✓ Scan frequently to the side and rear for passing or approaching vehicles
- ✓ Scan thoroughly before changing speed or direction
- ✓ Check side and rear view mirrors often
- ✓ Be sure drivers and pedestrians see you.

2007 Management Training Program Class

City Park is pleased to announce that our 2007 Management Training Program will begin April 17 at City Park's headquarters. We are very happy to welcome our first group of individuals that have been selected based on their talent, commitment, and eagerness to continue their managerial growth and personal development.

Please take a minute to call and congratulate our Class of 2007:

Nelson Fernandez, Union Square
Richard Herren, Fox Plaza
Alex Muleta, W Hotel
Marcos Negron, St. Regis Hotel
Steven Nguyen, Mark Hopkins Hotel
Rodney Prado, Goodwill Garage
Renan Molina, Four Seasons Hotel
Leonardo Villanueva, Four Seasons Hotel

Jack Yee, W Hotel
Ricky Maningas, 750 Front Street

City Park will be offering future training classes, so if you are interested in this great opportunity, contact Irene Camarena in Human Resources.

Again, congratulations to those selected to participate in City Park's 2007 Management Training Program!



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