



PROPOSAL | JUNE 30 2021

Town of Holden Beach

RFP | PARKING MANAGEMENT SERVICES

Attn: Heather Finnell | Town Clerk

110 Rothschild Street

Holden Beach, NC 28462

ORIGINAL PROPOSAL

Timothy Hoppenrath, CPP

Premium Parking Services, LLC

Market President, Coastal Carolinas

(843) 261-4152

thoppenrath@premiumparking.com

REGIONAL OFFICE

110 Settlers Lane

Holden Beach, NC 28449

CORPORATE OFFICE

601 Poydras Street | Suite 1500

New Orleans, LA 70130



601 Poydras Street Suite 1500 New Orleans, LA 70130



Letter of Transmittal

Town of Holden Beach

Dear Heather,

If you are looking for one parking management company with their own robust full-stack platform of parking management applications to maximize yield and enhance customer service, then look no further.

Premium Parking understands the impact of the seasonal influx of vacationers on the town and the opportunity to deliver sound parking management and enforcement services to efficiently strike a balance between residents and visitors at parking lots and on-street parking.

Throughout this proposal, you will experience a hybrid of parking management and enforcement services, along with our GLIDEPARCS parking technology ecosystem, designed with the user at the forefront, making it simple to park and pay, while also saving our clients considerable costs that are typically charged back by legacy parking management companies. Unlike many of our competitors, Premium does not mark up our insurance costs, burden rates, credit card fees, or other line item expenses to generate additional profits. We are 100% transparent. Our competitors rely on outside technology groups for mobile payments who earn transaction fees to compensate them. Premium has our own mobile payment platform, so these transaction fees are considered a part of our compensation, enabling us to include this revenue as a major contributor to our compensation with management and operating fees typically 40% below other operators.

Our modern digital parking management platform is unlike any product in the parking industry and is establishing the gold-standard of software. Our cloud-based license-plate credentialling eliminates 99% of the administrative costs for managing annual permits. With a 82% adoption rate, daily parkers will be able to use their phones to quickly pay for parking and enjoy their day. Premium's mobile payment options **do not require users to download an app**, we offer Text Pay and QR Code Camera Pay for first-time users, in addition to our own Premium mobile app for frequent visitors allowing your consumers to park, pay, and enjoy their day!

We have read this RFP and understand the expectations by the Town of Holden Beach. You will find that with Premium's proprietary software, there will be considerable savings because there aren't multiple vendors needed to manage the operations. Premium is your operator, our GLIDEPARCS software is the PARCS system, which includes the mobile payments, digital and promo-code validation management, cloud permits, and our integrated enforcement technology,

to manage issuing citations, collecting payments and even manage appeals in order to create a culture of compliance. We also include a Digital Marketing team and a dedicated Business Intelligence team who can aggregate and analyze the parking data, to help you make informed decisions about dynamic pricing and rate changes in the future. GLIDEPARCS is one turnkey solution built by [a parking company](#), that will future-proof your parking program for the road ahead.

Premium Parking operates parking management services at over 400 locations nationwide and growing by 40% annually for the past two years. The author of this proposal has personally managed over 200 parking locations over his 32-year career in operations including many operations with enforcement, meters, revenue collection, citation management, compliance resolution, permit management, event parking, and coordinating with local businesses to set up validation programs, to ensure we are meeting or exceeding expectations.

The person authorized to make representations:	The official authorized to negotiate and execute a contract:
Name Tim Hoppenrath	Name Jim Huger
Title Market President, Coastal Carolinas	Title Owner and CEO, Premium Parking
Address 125 Amen Corner, Summerville, SC 29483	Address 601 Poydras Street, New Orleans, LA 70130
Direct Phone (843) 261-4152	Direct Phone (504) 261-0389
Email thoppenrath@premiumparking.com	Email jhuger@jmhcompanies.com

We welcome your review of the enclosed overview of our services and look forward to your consideration of Premium's innovative GLIDEPARCS parking management software and support teams for your parking needs. We are happy to discuss any questions you might encounter in this proposal response and look forward to demonstrating our system soon.

Respectfully yours,

Timothy Hoppenrath, CPP
Market President, Coastal Carolinas
Premium Parking Services, LLC
thoppenrath@premiumparking.com
www.premiumparking.com



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**“We picked Premium Parking because of their cost
and because of their ease of use and set up.”**

Craig Bloszinsky
Mayor
Town of Kure Beach, N.C.



Section 1 - Organization Profile and Documentation

Company Overview.

Company (Trading) Name: Premium Parking Service, LLC.
Corporate and Primary Address:
601 Poydras Street, Suite 1500
New Orleans, LA 70130
Telephone Number: 844-236-2011
Principal: James Huger, CEO and majority shareholder
Principal: Ben Montgomery, President, and minority shareholder
Primary Contact: Tim Hoppenrath
Email Address: thoppenrath@premiumparking.com
Website: www.premiumparking.com
Ownership: Sole Proprietor



Long before the founding of Premium Parking, and our mission to provide the cleanest, most efficient, and friendliest places to park, CEO Jim Huger was working for parking management companies throughout Washington D.C. and California. After nearly a decade of experience managing both public and private parking operations, Jim returned home to New Orleans to lead business development for his family's company, Dixie Parking. Jim ultimately purchased the company, and within 5 years, had turned it into New Orleans' largest parking operator. In 1998, Jim sold the company to a large firm as a part of a nationwide industry consolidation.

While away from the parking industry, Jim became fascinated by the growth of technology and its overall adoption by consumers around the world. He watched attentively as some industries began to incorporate new technology trends into the fabric of their operations, while others seemed reluctant to evolve. Jim noticed that the industry he knew best, the parking industry, was one that was taking minimal strides in the adoption of new technology. While some modernization occurred (credit card payments, automated systems, etc.), the industry still lacked the kind of revolutionary thinking that would be needed to keep parking operations in-line with the rest of the evolving business world.

So, in 2005, Jim re-entered the parking industry and established Premium Parking. Over the past 14 years, he and the Premium team have developed the only operator-based end-to-end management platform in the industry. This platform, recently branded as GLIDEPARCS, has been implemented at over 400+ parking locations across 45+ US markets, generating over \$85 million in annual parking revenues. Furthermore, all of Premium's managed locations are fully automated

with the GLIDEPARCS cloud-based platform, limiting the need for large staffing requirements at any of its self-park facilities. Premium's current client portfolio includes mixed-use facilities, luxury hotels, Class-A commercial office buildings, medical and research centers, commercial surface lots, transportation terminals, and on/off street municipal locations.

While most parking operators focus solely on revenue management, at Premium Parking, we are focused on the customer experience and revenue optimization. Emphasizing revenue optimization and incentive alignment, Premium consistently outperforms its national competitors, routinely increasing revenues by 10 to 15 percent and often by significantly more.

We are extremely proactive in our management strategies, and our team works tirelessly to maximize the revenue potential of our clients' parking assets. We firmly believe that our operations can always improve, and through our commitment to innovation, we ensure that our clients will always receive the most cutting-edge operational, marketing, and analytic strategies in the industry. The result will be a more enjoyable parking experience for all guests, and a more profitable parking operation for our clients.

Our management system combines the best practices with modern parking trends into one holistic system, allowing us to offer the most complete parking solution in the industry. With our system, we can drive demand at our facilities using our marketing and analytic platforms, offering a variety of convenient payment methods to our visitors with systems for compliance.




As a leader in the industry, Premium Parking is active nationally in both the National Parking Association (NPA) and the International Parking & Mobility Institute (IPMI), including a Board of Directors seat with on both national associations and their affiliates. No other operator in the country can boast this level of thought leadership in the industry.

Moreover, Premium works routinely with parking owners and consultants in the design and construction of new facilities as well as the redevelopment of existing parking locations. Many of the larger parking consultants look to Premium for guidance on new technologies and the logistics surrounding a frictionless parking experience. For example, Premium currently is finalizing a consultation with Kimley-Horn for a new paid parking program about to be introduced in a mixed-use facility in Midtown Atlanta; bidding with Walker Consultants as part of a consortium for redeveloped garage in




downtown Annapolis, MD; and participating in a parking study with WGI for the development of new structured parking at Children's Hospital of New Orleans.

From an overall company perspective, Premium has been able to migrate over 120 new client accounts to its management services during the last five (5) years. These customers have been transitioned in all the markets Premium serves, including cities such as Atlanta, Austin, Baltimore, Columbia, Holden Beach, Mobile, Memphis, Miami, New Orleans, Oklahoma City, Pensacola, Tampa, and San Diego.




GLIDEPARCS® Platform.

Access to the top features of our leading digital parking management platform.




Premium Network.

Option for network listings for additional marketplace presence. Increased visibility to grow your online revenue streams.




Monthly Account Management.

Access to our full Cloud Permits™ system. Monthly parking, subscriptions and permits with flexible recurring billing.




Digital Payments.

Our industry leading mobile payment channels: CameraPay®, TextPay® and Premium App. Enable secure, multi-channel contactless payments via any smartphone. Apple Pay & Google Pay ready to go.



Value Add & Integrations.

An online reservations engine. Live integrations to 10+ third party channel partners & aggregators. Position your asset for the future with new value add products & services.



Complete Compliance Management.

An end-to-end enforcement management system. Violator tracking, enforcement action & citation issuance, agent dispatch, payments and collections. Use our enforcement app for warnings, citations or immobilization (self-removal boots). Leverage AI-powered automation with GLIDE Eye LPR™.

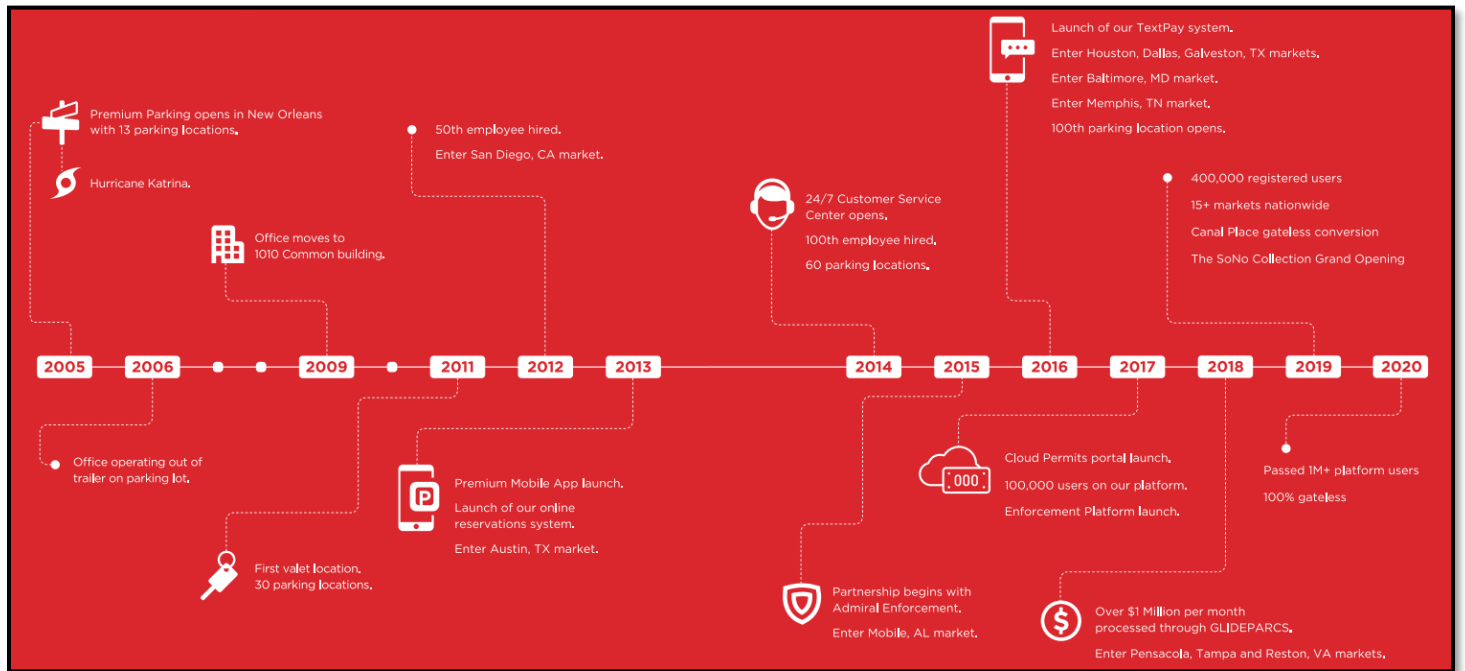
Platform Features

Fast startup. Future proof your operations.

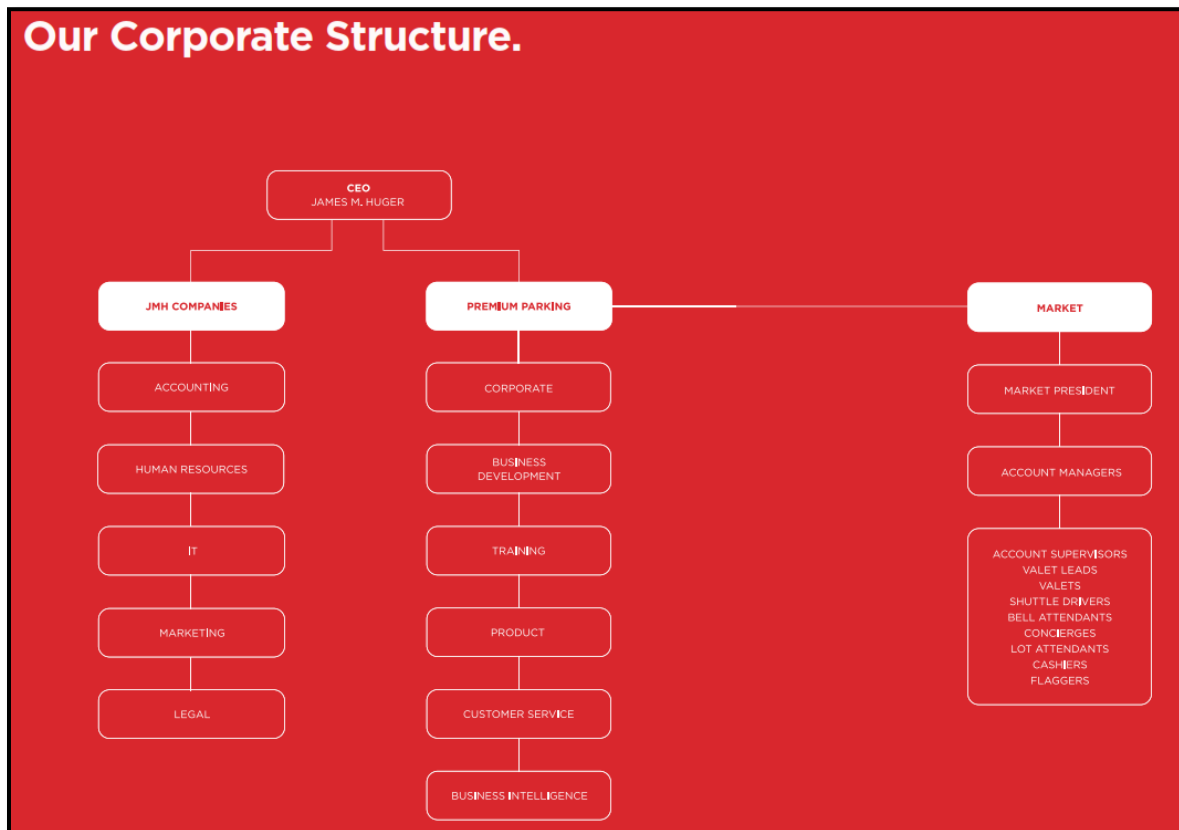
Get three hours of dedicated training and modernization strategy sessions with our transition team. We'll get you up and running on our platform and build a success plan to exceed your goals. In addition, you'll have on-demand access to Premium's shared back office services and team of parking management experts. Get an edge and grow like Premium.

Let's build a lasting partnership and a stronger, modern parking industry.


COMPANY TIMELINE



CORPORATE STRUCTURE




Premium Parking is authorized to do business in North Carolina and incorporated in Louisiana.



UNITED STATES OF AMERICA
State of Louisiana
R. Kyle Ardoin
SECRETARY OF STATE

As Secretary of State of the State of Louisiana, I do hereby Certify that
the attached document(s) of
PREMIUM PARKING SERVICE, L.L.C.
are true and correct and are filed in the Louisiana Secretary of State's Office.

35933777K ORIGF 5/5/2005 7 page(s)

In testimony whereof, I have hereunto set my
hand and caused the Seal of my Office to be
affixed at the City of Baton Rouge on,
December 11, 2018


Secretary of State
WEB 35933777K



Certificate ID: 11022127#B4C42
To validate this certificate, visit the following
web site, go to **Business Services**, **Search**
for **Louisiana Business Filings**, **Validate a**
Certificate, then follow the instructions
displayed.
www.sos.la.gov

**AFFIDAVIT OF ACCEPTANCE OF APPOINTMENT
BY DESIGNATED REGISTERED AGENT
PREMIUM PARKING SERVICE, L.L.C.**

STATE OF LOUISIANA

PARISH OF ORLEANS


On this 5th day of May, 2005, before me, Notary Public in and for the State and Parish aforesaid, personally came and appeared:

CHRISTINE M. MORA

who is known to be the person, and who, being duly sworn, acknowledged to me that she does hereby accept appointment as the Registered Agent of **PREMIUM PARKING SERVICE, L.L.C.**, which is a limited liability company authorized to transact business in the State of Louisiana, pursuant to the provisions of Revised Statutes 12:1301, et seq.


CHRISTINE M. MORA
Registered Agent

Sworn to and subscribed before
me, Notary, this 5th day of
May, 2005.


STEPHANIE FRATELLO
BAR ROLL NO. 29192
NOTARY PUBLIC
PARISH OF JEFFERSON
STATE OF LOUISIANA

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Corporate Organization

Premium prides itself in its people and the ability to attract talent to execute on the company vision. As leadership begins at the top of every institution, our CEO sets the bar high for our organization by embracing the needs of our clients and listening attentively to the unique goals & objectives of each agency we serve. This approach allows Premium to assign qualified personnel to key aspects of the operation that can help the agency achieve its goals, delivering true value that mutually aligns all stakeholders.



JIM HUGER, CEO

After nearly a decade of leadership experience in the parking industry, Jim Huger Established Premium Parking in 2005. A local of New Orleans, Jim found that the city lacked a sense of accessibility for its tourists and residents. Even with the city's most popular businesses and attractions being downtown, many individuals often avoided traveling to the area, fearful that they would not have a place to park. While the city has always offered an adequate amount of parking spaces, it was found that these spaces were often poorly managed, resulting in the appearance of a parking shortage.

Jim found that this problem was occurring throughout the country, so from a small office trailer in New Orleans, he and his four-member team set out to establish a parking management company focused solely on connecting individuals to their cities. Using cutting edge technology, Premium Parking has been able to focus on the needs of the modern-day consumer, and has provided the most convenient, safe, and friendly parking experience in the industry. Since 2005, Premium Parking has expanded to over 120 locations across 9 markets, and now poised to bring operational excellence to hundreds of additional locations in the coming years.



BEN MONTGOMERY, PRESIDENT

Ben joined the Premium Parking team in 2008 as Vice President of Business Development. Over the past decade, he has analyzed, underwritten, and overseen hundreds of parking operations across the country, as well as help develop the corporate culture and internal systems that continue to drive Premium forward today. In 2016, Ben assumed the role of President, where he has remained involved in operations at every level, from training to technology and all aspects in between. Ben has been instrumental in the development of Premium's cutting-edge management solution, GLIDEPARCS. He has been a continued leader in sharing the vision of GLIDEPARCS with current clients, new clients, and the

parking industry. In 2017, Ben was named to the National Parking Association's 40 Under 40 class, recognizing him as one of the industry's best and brightest young professionals.

Ben is based in New Orleans, has been in the parking industry for over 10 years, and currently sits on the National Parking Association Board of Directors.



TIM HOPPENRATH, MARKET PRESIDENT | COASTAL CAROLINAS

Tim joined the Premium Parking team in 2019 to manage the operations and help grow emerging markets within the organization. With over 30 years of parking and hospitality industry experience, Tim brings a wealth of successful team building, hospitality focused training, technology deployment, and leadership to Premium Parking from his experience at complicated parking operations in major metropolitan cities such as Philadelphia, Chicago, and most recently, Washington, D.C. where his portfolio consisted of 80 properties with 15 senior managers and 350 employees.

In his free time, Tim enjoys spending time with his family and friends, exercising, and playing golf.

Company Information

The intersection of parking and technology.

Together, let's take your parking operations from good to great. A frictionless experience for your customers that really stands out. Our team leverages our GLIDEPARCS® technology and industry expertise to solve your biggest parking problems. Make parking easier for everyone, from your administrators and managers, to your end users: employees, tenants, visitors and customers. We're here to exceed your strategic business goals.

Company Name	Premium Parking Service, LLC.
Address	601 Poydras Street, New Orleans, LA 70130
Phone Number	(844) 236-2011
Years Established	15
Former Name	None
Services	Parking Management, Valet Services, Parking Management Software Platform
Number of Staff	500+

Corporate Support Departments

Product: Operating since 2013, the Product Department is one of Premium Parking's biggest differentiators. The team oversees the management and development of our software products, ensuring that they are both user-friendly as well as seamlessly integrate with operational goals. By developing our own technology platform (as opposed to outsourcing from other vendors), we can have a tight feedback loop between operations, services, and products. This ensures that the technology includes best-practices for design, functionality, and user interface, that it integrates properly with other systems, and that it can be instantaneously adaptable to accommodate new workflows and custom strategies for our clients. **DEPARTMENT HEAD: Mike Davidson, Director, Product Management**



Technology (IT): The Technology Department oversees our network infrastructure and hardware/software deployments. The team focuses on making sure Premium associates have the tools they need to complete their work quickly and efficiently. They also provide strategic vision and execution of data security measures across the Premium Parking team. Help desk tickets and equipment deploys are tracked in detail for transparent accounting of IT time and resources by client. **DEPARTMENT HEAD: Nate Thompson, Chief Information Officer**

Human Resources: Our Human Resources Department ensures that we hire and maintain the best parking professionals in the industry. They provide recruiting, onboarding/training, employee support, payroll processing, and benefits management for all members of the Premium Parking team. **DEPARTMENT HEAD: Tanja Davis, Director of Human Resources**

Training: The Training Department develops and delivers training across our operations to create a consistent high-level of client relations, guest services and employee engagement. The team is responsible for creating and providing both job-specific and location-specific training to create value for our clients and developing a culture of accountability, safety, efficiency, and quality performance. **DEPARTMENT HEAD: Hugo Lobos-Valle, Training and Development Manager**

Marketing: Our Marketing Department oversees the customer-focused messaging for Premium Parking, ensuring that all signage, communication, and content that we design and release is aligned with the interests of our customers and clients. The specific services include content marketing, search engine marketing (SEO), signage and wayfinding design, collateral and website design, social media, media planning, public relations, and local stakeholder communication. **DEPARTMENT HEAD: Jeff Hinson, Marketing Director**


Accounting: The Accounting Department oversees receivables, payables, and prepares monthly financial statements for our clients. The team works diligently on a regular monthly reporting cycle to ensure accurate and timely statements are provided to our clients and Executive Team. **DEPARTMENT HEAD: Brian Showalter, Chief Accounting Manager**

Business Intelligence: The Business Intelligence Department manages the aggregation and analysis of all data that is generated through the parking platform, allowing them to provide in-depth reporting for our clients. The team uses a combination of modern data warehousing, industry-leading analytics tools and dashboards, and disciplined research strategies to deliver consistent and accurate performance data and actionable insights. **DEPARTMENT HEAD: Zack Widdoss, Director of Business Intelligence**

Town of Holden Beach Project “Dream Team”


Corporate Support Team.

President




BEN MONTGOMERY

Director, Human Resources




TANJA DAVIS

Chief Information Officer




NATE THOMPSON

Chief Accounting Officer




BRIAN SHOWALTER

Director, Product




MIKE DAVIDSON

Director, Marketing




JEFF HINSON

In-House Counsel




MARC SKETCHLER

Director, Customer Service




SEWARD BROUSSARD

Director, Business Intelligence

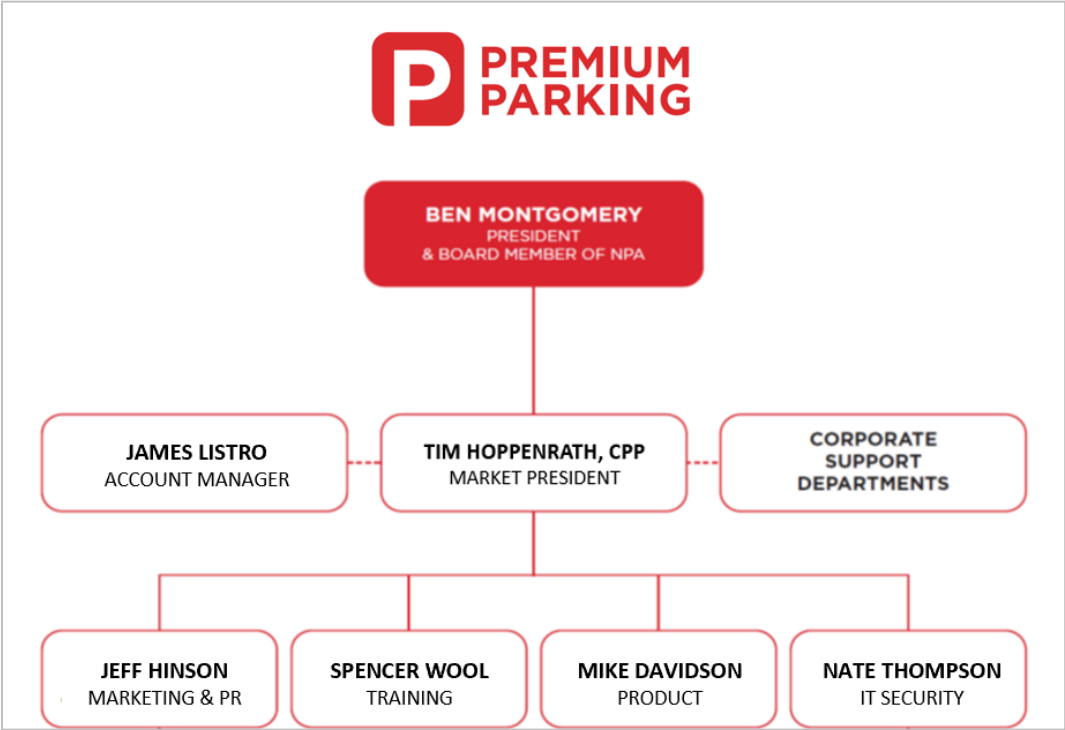


ZACK WIDDOSS

Director, Training



HUGO LOBOS



Transition & Implementation Team



Tim Hoppenrath, CPP
Market President, Coastal Carolinas

FEATURED PROJECTS
Boca West Country Club Boca Raton, FL
The Towne Centre Mall Boca Raton, FL
Marriott Hotel & Resort Delray Beach, FL
City of West Palm Beach West Palm Beach, FL
Hospital for the University of Pennsylvania (HUP) Philadelphia, PA
Medical University of South Carolina Charleston, SC
Brookfield Office Properties D.C. Portfolio Washington, D.C.
City of Baltimore Parking Facilities Baltimore, MD
Bethesda Crossing Bethesda, MD
Oklahoma State Parks Oklahoma



Ben Wesley, CAPP
Market President, Nashville

FEATURED PROJECTS
Gulch Union Nashville, TN
Regions Bank Southeast Region, USA
Ladd Real Estate Birmingham, AL
Broadway Entertainment Nashville, TN
Capstone Real Estate Birmingham, AL
Fresh Capital Nashville, TN
The Tomato Head Knoxville, TN
Partners Realty Montgomery, AL
The John Hand Building Birmingham, AL
The Pedal Tavern Nashville, TN



Charles B. Dummett
Market President, Central Florida

FEATURED PROJECTS
St. Louis Zoo St. Louis, MO
Tampa Convention Center Lot Tampa, FL
Downtown Lakeland Lakeland Florida
Tampa Heights Lots Tampa, FL
Aquarium of Niagara Niagara Falls, NY



Jim Tortorici
Market President,
Dallas

FEATURED PROJECTS

Sheraton Suites | Dallas, TX

Hotel Galvez | Galveston, TX

Tremont House | Galveston, TX

Hotel Derek | Houston, TX

Element by Westin | Dallas, TX

Aloft and Element by Westin Dual Branded | Dallas, TX

Hyatt Regency | Richardson, TX

717 Throckmorton Garage | Fort Worth, TX

Pinnacle Hotels Group | Nationwide

NexPoint Advisors | Nationwide



Kevin Ferrer
Market President, Coastal
Connecticut

FEATURED PROJECTS

The SoNo Collection | Norwalk, CT

The Natick Mall | Natick, MA

The Hilton Downtown | Baton Rouge, LA

The Ritz Carlton Grande Lakes | Orlando, FL

The University of Virginia Hospital | Charlottesville, VA

The Fontainebleau | Miami Beach, FL

1 Hotel and Homes | Miami Beach, FL

Courtyard by Marriott | Fort Lauderdale Beach, FL

Miami Airport Marriott Complex | Miami, FL

The Saint Hotel | New Orleans, LA



Kirstin Erwin
Market President,
Midwest

FEATURED PROJECTS

City of New Orleans | New Orleans, LA

Gulf Coast Bank | New Orleans, LA

French Market | New Orleans, LA

Government Garage | Mobile, AL

Graffiti Lot | Houston, TX

Target | National

Kimco | National

City of Excelsior | Excelsior, MN

RFP FORM A - QUALIFICATIONS STATEMENT AND OTHER BID SPECIFICS

Note: This form is available in WORD format on The TOWN web site or from The Town Clerk upon request.

MANAGEMENT FIRM: Premium Parking Service, LLC

Signed: _____

Date: _____

THIS FORM MUST BE SIGNED AND SUBMITTED WITH PROPOSAL TO BE DEEMED RESPONSIVE.

The MANAGEMENT FIRM guarantees the truth and accuracy of all statements and the answers contained herein.

FOR DETAILED INFORMATION ON OUR PARKING PROGRAM, SEE SECTION 5 OF THIS PROPOSAL

1. State the full and correct name of the partnership, corporation or trade name under which you do business and the address of the place of business. (If a corporation, state the name of the president and secretary. If a partnership, state the names of all partners. If a trade name, state the names of the individuals who do business under the trade name.)

Company Name: Premium Parking Service, LLC.
Corporate and Primary Address: 601 Poydras Street, Suite 1500
New Orleans, LA 70130
Telephone Number: 844-236-2011
Website: www.premiumparking.com

1.1. The correct and full legal name of the MANAGEMENT FIRM is:

Premium Parking Services, LLC

1.2. The business is a (Sole Proprietorship) (Partnership) (Corporation).

Ownership: Sole Proprietor

1.3. The names of the corporate officers, or partners, or individuals doing business under a trade name, are as follows:

Principal: James Huger, CEO and majority shareholder
Principal: Ben Montgomery, President, and minority shareholder

2. Please describe your Company in detail.

See section 1 and 5 for additional information.

Premium Parking

One company. One solution. We are a technology company, a parking operator, and network of parking advisors to bring it all together. We built our own custom cloud-based parking management software to run our locations—now you can use it to upgrade yours. We offer an enterprise-class agile solution that's simpler, more powerful and more affordable than the disconnected hardware and app-based offerings of the legacy parking industry giants and venture capital dorm room startups.

People, Places, Platform.

A lot of thinking goes in to every one of our spaces before parkers do. Great people, thoughtfully maintained facilities, industry leading software. People, Places and Platform working together in harmony.

We discovered that to create unparalleled customer experiences, we have to put the customer first and drive a mile in their shoes.

Our solutions are custom built with our customers in mind. This drives enhanced profitability for our clients and takes your asset from good to great.

About Us.

Premium Parking was founded in 2005 in New Orleans to disrupt the parking industry. We developed an easier to use and manage parking system powered by software, to help us deliver on our goal of a superior, customer-focused user experience. Premium's GLIDEPARCS® gateless cloud-based parking management platform delivers customized industry solutions for office, retail, residential, mixed-use, healthcare, campus and beyond. Premium offers the most advanced suite of payment, validation and credentialing options including the #1 parking operator mobile app, Cloud Permits® for managing group and campus permit parking, and the proprietary TextPay™ platform, the industry's fastest way to pay for parking without downloading an app. Premium's Flex Lots® and Star Spaces® solutions are changing the way small businesses and retailers control access to, manage and monetize customer and non-customer parking with shared-spaces that are open to the community.

3. The address of the principal place of business is:

601 Poydras Street, Suite 1500
New Orleans, LA 70130

4. Company telephone number, fax number and e-mail addresses:

Telephone Number: 844-236-2011
Fax Number: NA
Website: www.premiumparking.com
jhuger@jmhcompanies.com
bmontgomery@premiumparking.com

5. Number of employees:

500+ Pre-Covid | 200+ Current

6. Number of employees to be assigned to this Project: Onboarding 6 & Local Holden Beach Team 5 employees

Tim Hoppenrath, Market President, Coastal Carolinas
James Listro, Account Manager, North Carolina
Tanja Davis, Human Resources
Spencer Wool, Product/Training
Wayne Wands, Enforcement
Seward Broussard, Customer Service

7. Company identification numbers for the Internal Revenue Service:

20-2794605

8. How many years has your organization been in business?

15 years

Does your organization have a specialty?

GLIDEPARCS Full-Stack Platform specializing in Parking Enforcement, Mobile Payment, & Cloud Permit Management Technology

9. List the last three project of this nature that the firm has completed? Please provide project description, reference and cost of work completed.

Oklahoma State Parks

Project Description: Cloud-Based Mobile Payments for Visitor Parking Passes at 24 state parks (Anticipating 2.1MM vehicles per year). Park Rangers utilize Premiums enforcement technology for citations. Integrated with 29 T2 Luke II pay machines.

Reference: Ben Davis – Assistant Park Director
405-982-1502

Ben.Davis@travelok.com

Cost of Work: \$350,000

Town of Kure Beach

Project Description: In April 2021, Premium Parking implemented a new paid parking program for the Town of Kure Beach, N.C. to help offset additional R&M costs caused by the high volume of beach visitors. Premium installed over 150 signs throughout the town with instructions on the program and how to pay for the parking sessions using a mobile device or at pay on foot machines. The project has been a huge success, exceeding the Mayor and Town Council's expectations from a financial and customer service standpoint. Our Account Manager and team of enforcement ambassadors are catching about 8% of violators and issuing citations. Our collections efforts are garnering a 65% payment rate which is much higher than most competitors due to ease of payment by mobile device.

Reference: Craig Bloszinsky – Mayor
919-225-1143

cbloszinsky@townofkurebeach.org,

Cost of Work: \$170,000

The Shops at Canal Place

Project Description: Premium manages the parking operations for One Canal Place, the 32-story skyscraper in Downtown New Orleans. The building is home to a three-level mall, the Westin Hotel, as well as over 650,000 square feet of class-A office space. Located along the Mississippi River, and in the heart of French Quarter, this 2,000-space garage also services tourists, the Audubon Aquarium of the Americas, a 9-screen movie theater, and Entergy's 360-seat Giant Screen Theater. Adjacent to the garage, Premium also manages eight surface parking lots, encompassing over 3,500 spaces. While events and festivals occur year-round, these locations most notably provide convenient and safe parking for Mardi Gras, New Orleans' historic two-week carnival celebration, and French Quarter Fest, a weekend music festival that attracts over a half million attendees annually.

In 2016, Premium converted all the French Quarter parking facilities to their gateless management solution, GLIDEPARCS. The conversion not only significantly reduced operating expenses for the client but also improved the parking experience for all visitors. Given the high-volume of parkers consistently visiting the French Quarter, the transition to a gateless parking environment has played a crucial role in the elimination of queuing at entry/egress and the overall reduction of congestion in the city's downtown core.

With an extremely diverse 24-hour customer base, Premium delivers round-the-clock maintenance and customer service, and simultaneously optimizes the lots' income, generating over \$9,800/space in Total Revenue.

Reference: Michael Pousson, Vice President of Asset Management

504-581-4082

mpousson@thebergerco.com

Cost of Work: \$300,000

10. Have you ever failed to complete any work awarded to you? Where and why?

Never

11. Provide detailed operation experience with pay stations to include the number of pay stations the MANAGEMENT FIRM has purchased and installed over the last 5 years, as well as, the number of pay stations the MANAGEMENT FIRM currently provides services for collection and maintenance.

Premium uses pay stations as an alternative form of payment for traditional parkers not ready for mobile payment solutions. We've installed hundreds of T2 Luke II machines which integrate with our GLIDEPARCS open API architecture, enabling real-time data to be fed to a single source of record, synchronized with our integrated enforcement app.

12. Provide detailed monthly cost the MANAGEMENT FIRM will charge the TOWN for the following services (or similar compatible service) and the discounts that the MANAGEMENT FIRM may receive from current vendors and will be passed along to the TOWN.

- Enterprise Management Software - \$1,233/month and waiving our initial \$750 lot webpages set-up fee – 15% discount
- Extended Warranty Agreements – No warrantee agreements required with our system
- Purchase price of a new pay station and any discounts – Base Luke II Cosmo S Model starts at \$6,691 incl tax/shipping with Luke II Solar starting at \$9,614. A One-time set up fee of \$712.25 per project with a \$76 subscription fee per unit, per month.

T2 Systems has a 40% discount deal with Premium when we order their pay stations.

Premium proposes funding the capital costs and lease the pay machines back to the Town in monthly installments.

- Percentage discount on any replacement parts needed to service pay stations

T2 Systems has a 40% discount deal with Premium on parts.

13. Detail any recommended capital equipment purchases and the benefits that may be of interest to the Town.

Premium would recommend adding 2 multi-space pay stations near beach access points and let the data show us if we need to add more. Currently, we are only seeing about 5% of parkers paying at the pay machine in Kure Beach. With a mobile payment program, it is imperative to message the public with simple signs that show how the process works. A sign package will be required for off-street and any on-street parking. Typically, we use existing sign posts and add our signs in order to save substantial costs for post installation. Premium is in a position where we could fund these capital expenses and lease or amortize over the contract term.

Images of our example sign package are located near the end of the proposal.

14. Detail any web-based platforms the MANAGEMENT FIRM recommends that will provide additional service to parking patrons.

Premium's GLIDEPARCS cloud-based platform will provide more ways to pay for parking, including Text Pay and Camera Pay for first-time and infrequent users who don't want to download an app, in addition to Premium's app for frequent parkers. Extending sessions from your phone is simple and paying citations by phone or browser will make the citation payment process quick and easy. Our open API architecture enables us to integrate with 3rd party app reservation aggregators such as SpotHero, ParkWhiz, and PaybyPhone.

Premium's crowdsourced occupancy feature (included) will enable parkers to see if a lot has space or if it's getting full before driving to the lot, all from their mobile phone. We also have a net promoter survey score technology which allows parkers to rank and provide feedback on their parking experience from their phones. We get great feedback to share with our clients and adjust our operations where the users aren't satisfied or even reward our employees when we get positive feedback.

15. Detail your "pay by cell" experience and your recommendation for a system for use in the Holden Beach. Detail the costs that the MANAGEMENT FIRM will pass along to the Town and to the end user.

Premium has offered our "pay by cell" program for 7 years and was one of the first companies to roll out this touchless payment option. See section 5 for more detailed information on our mobile payment channels.

Pay by cell is described in detail on pages 24 and 47-50 of this proposal. Our key differentiator is offering the public an faster payment alternative than requiring them to download an app, by offering TextPay & CameraPay.

Premium charges a \$.35 transaction fee to the daily user as a convenience fee. Additionally, we charge a user-paid Cloud Permit fee of \$2.00 per annual, monthly, or week permits.

Through best-in-class signage, rate management and communication strategies like 'best rates on your phone,' we've continued to drive adoption of our mobile payment solutions to accelerate the pay machine to digital migration.



16. If applicable, detail and explain the vendor you recommend for a competitive parking enforcement and citation management platform. Detail the monthly and annual cost for the program. Will costs for this platform be incurred by the Town in the months where no enforcement takes place (October through March)?

Premium's GLIDEPARCS platform includes our enforcement app and mobile/browser payment and appeals management portals. Detail is located in section 5 of this proposal. Costs are included in the monthly GLIDEPARCS platform fees from April-Sept only.

17. Detail and explain any form of online citation payment platform that the MANAGEMENT FIRM can provide for the payment of citations online with real-time credit card processing. What is the monthly cost? What is the annual cost? Will there be a cost for this service during months on no enforcement activity? Will there be a cost to the end user?

Online citation payment platform detail is located in section 5 of this proposal. With Premium's payment portal, violators may pay fines with their phones, through a browser, or call our 24/7 call center. This cost for this service is included in the GLIDEPARCS software ecosystem, Premium proposes a 30% revenue share on the fines collected, with 70% of citation fees and 100% of unpaid parking violator revenue collected going to the Town.

18. Provide the following information concerning all contracts in progress as of the date of submission of this Proposal for your company, division or unit as appropriate.

Premium is a national company with many leads and opportunities pending contract execution due to our innovative digital parking solutions and frictionless/gateless parking systems. Currently, in this region, we are operating only at The Town of Kure Beach with expenses expected to be about \$170,000 for the year which includes all operating and labor costs.

19. Provide the following information for any sub-consultants you will engage if awarded the contract.

Premium will contract with our Premium Facility Services <https://www.premiumfacilityservices.com/shelters> to install pay machines and signs. Should any electric work be required, we like to hire local certified reputable SBA, MBE, or WBE owned businesses to perform the work. To save on costs, the Town's Public Works Department can easily install the pay machines and signs in a day or two.

RFP Form B - REFERENCES

Note: This form is available in WORD format on the TOWN's web site or from the Town Clerk upon request.

MANAGEMENT FIRM: Premium Parking Services

Signed: _____

Date: _____

THIS FORM MUST BE SUBMITTED WITH PROPOSAL TO BE DEEMED RESPONSIVE. The MANAGEMENT FIRM guarantees the truth and accuracy of all statements and the answers contained herein.

Give names, addresses and telephone numbers of four individuals, corporations, agencies, or institutions for which you have performed work similar to what is proposed in this RFP:

ADDITIONAL REFERENCES CAN BE FOUND IN SECTION 5 OF THIS PROPOSAL

1. Name of Contact: Michael Pousson, The Berger Company
Title of Contact: Vice President of Asset Management
Telephone Number: 504-581-4082
Email: mpousson@thebergerco.com

2. Name of Contact: Brendan Robinson,
Title of Contact: Director, Facilities and Operations Corporate Real Estate
Telephone Number: 667-400-2474
Email: brobinson1@underarmour.com

3. Name of Contact: Ben Davis
Title of Contact: Deputy Director – Oklahoma State Parks
Number: 405-982-1502
Email: Ben.Davis@travelok.com

Telephone

4. Name of Contact: Craig Bloszinsky
Title of Contact: Mayor
Telephone Number: 919-225-1443
Email: c.bloszinsky@townofkurebeach.org

RFP Form C - PRICE PROPOSAL

THIS FORM MUST BE SIGNED AND SUBMITTED WITH PROPOSAL TO BE DEEMED RESPONSIVE.

The undersigned guarantees the truth and accuracy of all statements and the answers contained herein.

MANAGEMENT FIRM: Premium Parking Services

Signed: _____

Date: _____

Name of authorized representative of MANAGEMENT FIRM: Tim Hoppenrath

Project Cost:

MANAGEMENT FIRMS have the following options of documenting their compensation proposals:

a. Management Services Fee. Under this proposal, the MANAGEMENT FIRM would propose an all-inclusive flat fee for all services provided. **Please provide detailed budget proposal on separate page.**

b. Management Services Fee plus Reimbursements. Under this proposal, the MANAGEMENT FIRM would propose a base fee for management services and document the MANAGEMENT FIRM's direct operating expenses that would be 100% reimbursed. Please provide detailed budget proposal on separate page. **Budget costs are detailed on page 23 in this proposal.**

Premium Parking proposes to manage the Town of Holden Beach under a **Management Fee plus Reimbursements deal structure**. Our detailed budget can be found in Section 2 of this proposal along with a proposed payroll schedule for In-Season staffing and Rate Structure in Section 4. As noted in the transmittal letter, we've proposed using Premium's management team using our proprietary GLIDEPARCS full-stack parking management and enforcement platform to save the Town costs, while also future-proofing the parking, and preparing your Town for the road ahead.

c. Other Fee Structure: MANAGEMENT FIRM can structure the contract using another proposed structure if it better describes the MANAGEMENT FIRM's plan; however, equipment and other costs to the Town must be delineated.

d. The Town reserves the right to decide which cost of service structure is most beneficial to the Town.

RFP FORM D - MANAGEMENT FIRM'S CERTIFICATION

Note: This form is available in WORD format on the TOWN web site or from the Town Clerk upon request.

MANAGEMENT FIRM: Premium Parking Service, LLC

THIS FORM MUST BE SIGNED AND SUBMITTED WITH PROPOSAL TO BE DEEMED RESPONSIVE. The undersigned guarantees the truth and accuracy of all statements and the answers contained herein.

I have carefully examined the Request for Proposal referenced above ("RFP") and any other documents accompanying or made a part of this RFP.

I hereby propose to furnish the goods or services specified in the RFP. I agree that my proposal will remain firm for a period of 180 days in order to allow the Holden Beach adequate time to evaluate the proposals.

I certify that all information contained in this proposal is truthful to the best of my knowledge and belief. I further certify that I am duly authorized to submit this proposal on behalf of the firm as its act and deed and that the firm is ready, willing and able to perform if awarded the contract.

The firm and/or MANAGEMENT FIRM hereby authorizes the Town of Holden Beach, its staff or consultants, to contact any of the references provided in the proposal and specifically authorizes such references to release, either orally or in writing, any appropriate data with respect to the firm offering this proposal.

I further certify, under oath, that this proposal is made without prior understanding, agreement, connection, discussion, or collusion with any other person, firm or corporation submitting a proposal for the same product or service; no officer, employee or agent of the Town of Holden Beach or any other proposer is interested in said proposal; and that the undersigned executed this MANAGEMENT FIRM's Certification with full knowledge and understanding of the matters therein contained and was duly authorized to do so.

If this proposal is selected, I understand that I will be expected to execute the Town of Holden Beach's standard professional services contract or one provide by the PROPOSER, in the form approved by the Town of Holden Beach Attorney.

Name of Business: Premium Parking

By Signature: _____

Print Name and Title: Tim Hoppenrath | Market President, Coastal Carolinas

Mailing Address:
Premium Parking
601 Poydras Street
Suite 1500
New Orleans, LA 70130
844-236-2011
State of Louisiana
County of Orleans

Sworn to and subscribed before me this day of June 30, 2021

Notary Public:

Signature: _____

Printed Name: _____

My Commission Expires: _____

Section 2 – Compensation / Budget

Premium Parking proposes to manage the Town of Holden Beach under a Management Fee plus Reimbursements deal structure. Below is Premium's proposed budget for the first year of operations. Subsequent year budgets will be provided based on previous year actuals with any additional expenses approved by the Town.

PARKING BUDGET - ESTIMATED							
LOCATION NAME: Town of Holden Beach							
June 29, 2021							
TOTAL							
PROJECTED REVENUE							2021
MONTH	Apr	May	Jun	Jul	Aug	Sep	BUDGET Notes/Assumptions
Permits	30,000	16,000	6,000	3,000	700	200	55,900 Based on Comp beach parking
Transients	40,000	105,000	110,000	125,000	125,000	105,000	610,000 Based on Comp beach parking
Citation Collections	1,000	7,000	6,000	6,000	6,000	1,000	27,000 Based on Comp beach parking
TOTAL REVENUE	71,000	128,000	122,000	134,000	131,700	106,200	682,900
Less: Parking Tax	4,645	8,374	7,981	8,766	8,616	6,948	45,330 7% Sales Tax
TOTAL CASH DEPOSITED	66,355	119,626	114,019	125,234	123,084	99,252	647,570
EXPENSES							
	Apr	May	Jun	Jul	Aug	Sep	TOTALS
PAYROLL							
Payroll Wages	9,011	6,007	6,007	6,007	6,007	9,011	42,050
Payroll Taxes	997	664	664	664	664	997	4,651 11.06%
Workers Comp	201	134	134	134	134	201	938 2.23%
Health Insurance	605	403	403	403	403	605	2,822 6.71%
Manager Incentive	225	150	150	150	150	225	1,051 2.50%
Total Payroll	11,038	7,359	7,359	7,359	7,359	11,038	51,511
REIMBURSABLE EXPENSES							
							TOTALS
Administrative	50	50	50	50	50	50	300 Monthly reporting package
Accounting	100	100	100	100	100	100	600 Accounting data entry
Employee Procurement	200	200	200	200	200	200	1,200 Recruiting, Background Checks
Base Management Fee	1,000	1,000	1,000	1,000	1,000	1,000	6,000 Management Fee
Incentive Management Fees	0	0	0	0	0	0	0 10% of upside on increased NOI from previous year.
GLIDEPARCS Enterprise Software & 24/7 Call Center	1,271	1,271	1,271	1,271	1,271	1,271	7,626 Premium's proprietary software (15% discount) and Lot Web Pages Set Up
Telephone	200	200	200	200	200	200	1,200 iPhones and monthly service fees
Auto Mileage	125	125	125	125	125	125	750 Personal vehicle enforcement patrol reimbursement
Supplies	50	50	50	50	50	50	300 Office supplies, computer, printer
Uniforms	200	200	200	200	200	200	1,800 Estimated Annual Uniform Costs
Pay Machine R&M	900	160	160	160	160	160	2,180 2 Pay Machines Config & License Fee
Cloud Permits	500	500	500	500	500	500	3,000 License Plate Based Cloud Permits
Tickets	500	0	0	0	0	0	500 Citation Ticket Stock
Lot Insurance	1,754	1,754	1,754	1,754	1,754	1,754	15,786 Parking lots insurance (May be less depending on requirements)
Misc/Other Expenses	100	100	100	100	100	100	600 Misc expense for water, monthly lunches for staff
Total Other Expenses	6,950	5,710	5,710	5,710	5,710	5,710	41,842
TOTAL OPERATING EXPENSES	17,988	13,069	13,069	13,069	13,069	16,748	93,353 May be less depending on weather
NET OPERATING INCOME(LOSS)	48,367	106,558	100,950	112,165	110,016	82,504	554,217
One-Time Start Up Costs - Premium Funded & Amortized over							
	Units	Cost					
Pay Machines	2	\$20,000					
Enforcement Kits	3	\$3,000					
Sign Package & Installation	100+	\$12,000					
Implementation Team Travel	4	\$3,000					
		\$38,000					
User-Paid Fees & Citation Collections Revenue Share							
Mobile On-Demand		\$0.35					
Cloud Permit		\$2.00					
Citation Fees Collected (Not Including Unpaid Parking Collections)		20% of Gross					

Transaction Fee Compensation: For visitors who pay to park using a mobile payment channel, Premium proposes a customer-paid convenience fee of \$.35 cents/transaction.

No cost to the Town will be incurred for transaction fees. Other parking companies without mobile payment capabilities, partner with 3rd party vendors who are compensated with transaction fees, whereas Premium brings our own mobile payment channels, and apply this revenue to our compensation, saving the Town operational expenses.

Premium proposes a 20% revenue share in fines collected with the Town getting 80%. The Town will also receive 100% of the All Day unpaid parking fee included in the total citation bill collected.

Management Fee: \$1,000 per month. This line shall be subject to an increase based upon the CPI index or 2.5% per annum, whichever is greater.

The above budget is an estimate based on actual revenue and expenses from similar beach parking operations of the same size. Credit card fees are variable depending revenue. Insurance costs may vary based upon material changes to the underlying cost structure.

Year 1: No incentive

Subsequent Years: Premium Parking proposes an incentive formula based on our ability to increase net operating income to Town. Premium Proposes a 10% revenue share on annual NOI increases attributable to Premium's management procedures and technology innovations. For example, in year 1, if the program generated \$500,000 in NOI and the second year it generated \$550,000, Premium would be incentivized 10% of \$50,000 or \$5,000.

Section 3 – Experience

Primary Contact

Timothy Hoppenrath: With over 32 years of parking management experience in every type of vertical industry, Tim will be the main point of contact, leading the transition and implementation team. He will recruit the right fit to lead and manage the Town's parking program, spending as much time as necessary to train the team, until Town administrators have confidence in the local team. Tim will schedule weekly calls during the first two-month's then begin monthly calls and quarterly in-person visits to meet with the Town contact to take a deep dive into what's working and what needs attention. Financial reviews, forecasts, and budgets will be completed throughout the year along with recommendations on improving the operations, maximizing revenues, and enhancing customer service while nurturing local business relations.

Tim Hoppenrath, CPP | Resume

PPS Market President | Coastal Carolinas
Charleston, S.C.

A highly experienced Senior Parking Executive with 32+ years of *parking operations and business development* experience who has demonstrated the ability to lead diverse teams of professionals to new levels of success in a variety of highly competitive verticals including municipalities, commercial office, universities, country clubs and resorts, and healthcare institutions. Strong technical and business qualifications with an impressive track record of hands-on experience in strategic planning, business development, and project management. Proven ability to successfully analyze an organization's critical business requirements, identifying deficiencies and opportunities, develop innovative and cost-effective solutions, increasing revenues, and improving customer service offerings.

Premium Parking Services

Charleston, S.C.

Market President

- Responsible for business development and operations throughout the Coastal Carolinas market.
- Awarded Contracts with the Oklahoma State Parks, Town of Kure Beach, The Beach Company.
- Project manager implementing parking operations at five (5) Target retail stores from Hawaii to Miami.

Imperial Parking and Transportation (IMPARK) (December 2006-June 2019)

Washington, D.C. (Mid-Atlantic Territory PA, MD, D.C., VA)

Regional Director

- Served as a strategic business partner with clients to apply and maximize insights gathered from market data.
- Develop, manage, and present quarterly and yearly client and corporate financials and budgets to property management firms within the territory.
- Established and grew client relationships addressing market issues via creative solutions.
- Ensured compliance with applicable state/federal regulations and policies.
- Led a team of over 350 employees including managers, office staff, and hourly parking attendants.
- Oversaw 80+ properties (with over 30,000 parking spaces) in the Mid-Atlantic territory including leadership of multiple operator acquisition integrations.
- Managed over \$21M in revenue and \$1.5M in company EBITDA

Senior Operations Manager/Portfolio Manager Mid-Atlantic

- Directed activities of all managers and assistants in supervision of multi-site parking operations in Philadelphia, Maryland, Virginia, and Washington, D.C. Portfolio included: *University of Pennsylvania, Children's Hospital of Philadelphia and Brookfield Properties.*
- Responsible for all material and equipment needs for the D.C. Metro area parking asset projects including managing purchasing, controlling inventory, overseeing operations of 20 Class-A properties, and maintaining budgets exceeding \$12 million.
- Acted as HR Generalist; accountable for all phases of personnel management hiring, staff development, evaluation, promotion, and separations.
- Presented monthly financial reports to clients within properties; presented quarterly monthly financial reports to C-Level Executives.
- Created and maintained relationships with C-Level Executives, Vendors, and Property Managers to ensure cohesion within all aspects of the parking operations.

Parking Operations Manager

- Promoted to Senior Operations Manager in December of 2007.
- Coordinated the operational aspect of ongoing parking and transportation projects while acting as a liaison between project team and clients.
- Developed and executed marketing strategies designed to enhance client revenue.
- Implemented a two-tiered tenant and non-tenant visitor parking rate structure, which successfully increased revenues while simultaneously decreasing occupancy levels in the garage.
- Conducted training to supervisory and management staff that improved service levels, image, and revenue control which led to greater retention of employees.

Healthcare Parking Systems of America (December 2004-December 2006)

Charleston, SC

Regional Director of Operations

- Managed parking operations for six major hospital facilities, which included: Roper Hospital, Roper Medical Office, Summerville Medical Center, Trident Medical Center, MUSC Hollings Cancer Center, MUSC Rutledge Tower, and MUSC Campus.

Secondary Contact

James Listro: James will be the secondary corporate contact for the Town and is based out of Kure Beach, NC. James was instrumental in the implementation and day-to-day operations of the Kure Beach paid parking & enforcement program.

Prior to joining Premium in April 2021, James retired from United Parcel Service (UPS) as their 30+ year Operations Manager throughout the U.S.

James Listro

Leland, NC – (215) 620-5056 – Jim.listro@comcast.net – linkedin.com/in/jim-listro-55139536

Senior Operations Management Executive

Strategic Planning / District-wide Operations Management / Executive Leadership / Process Improvement

Process-oriented leader of large-scale operations and top-producing teams with over 25 years of demonstrated success in driving the performance and operational excellence for a well-established organization. Proven track record in achieving bottom-line results and million-dollar cost savings by dissecting complex issues, streamlining processes, optimizing service levels, mitigating risk and enhancing safety and productivity. Influential leader, skilled in directing and mentoring high-performance management teams while empowering and developing staff to organizational goals. Hands-on in leading numerous new building openings and propelling underperforming business units to profitable entities. Successful in shaping a high-performing organizational culture that engenders long-term success.

Areas of expertise

• Operational & Service Excellence	• Team Mentorship & Development	• Workforce Planning
• Full P&L Oversight	• Lead Facilitator for Corporate Schools	• Costing Reduction/Optimization
• Key Performance Indicators	• Transportation & Logistics Operations	• Health & Safety Improvement
• Employee Relations	• Regulatory & Policy Compliance	• Human Resource Management

Professional Experience

United Parcel Service

Operations Manager
1987 - 2020

Leverage strong strategic and leadership insight in directing the overall district package operations, devising and executing robust strategic operational plans for the district focusing on productivity and service excellence.

- Lead the recruitment and development of team members by maintaining full oversight of staff-level operations including reviewing daily performance, providing direction on strategic initiatives, training and developing Package Division Managers to help them succeed in their roles.
- Cultivate and nurture partnerships within the community and promote a safe work environment.
- Engage and inspire the team to achieve maximum performance; model behavior that fosters a sense of energy, ownership, teamwork, and personal commitment.
- Accomplish financial goals by forecasting, preparing, and controlling expenditures and staff payroll.

Notable Achievements:

- Over 25 years of demonstrated career with increased levels of responsibilities; started as a part-time Unloader, promoted throughout to the Operations Manager with full accountability of over 5000 people.
- Successfully led the company's two divisions' Operations groups to attain #1 ranking in the continental US.

- Spearheaded and directed two different districts to save over \$6M in Safety improvements.
- Saved the company over \$1M a month by devising effective cost plans, driving safety, service, performance and growth.
- Rendered transformational leadership; promoted, trained and developed over 100 management-level team members.
- Recognized for strategic acumen; consistently achieved exceptional performance ratings over the course of the career.
- Served as a Lead Facilitator for Corporate training and developing workshops.

Education

Bachelor of Science in Human Resource Management – University of New Haven – West Haven, CT

Community Leadership

Loaned Executive – United Way | President on the Kingsway Athletic Fundraising Board for Six Years

Section 4 - Approach to Providing Services

UNDERSTANDING SCOPE OF WORK

Promote traffic and pedestrian safety

Premium's new hire orientation focuses on safety and always being an ambassador representing our client's best interests. Weekly safety huddle meetings between management and staff is a constant reminder to look for safety issues and report them to the appropriate people. Enforcement agents are actively mobile and are trained how to respond to incidents such as vehicle or pedestrian accidents, notifying the police and assisting with traffic control when needed.

Encourage compliance with the Town's parking regulations in a fair, professional and friendly manner

Premium believes in being fair to our customers, transparent in our policies and procedures, effective in collecting payments. Our goal is to use our signage and enforcement patrol agents to create a culture of paid parking compliance at all of our facilities. Parking should be simple and we have spent the past 7 years establishing our gateless, license-plate based, full-stack cloud platform to transform the parking industry to a modern business model.

Support the on-street and off-street parking facilities by equitably and consistently enforcing parking regulations

Premium will work closely with the Town to establish equitable parking enforcement regulations which will clearly message the public on what the rules are of the Town's parking compliance program. We have SOP's in place for just about every type of infraction and our agents are trained in how to deal with difficult people.

Provide installation and maintenance of parking meters and pay stations.

Premium has installed hundreds of pay stations using our in-house facilities management team, Premium Facilities Management, or a local contractor. Our maintenance team will be trained on maintaining the meters.

Provide and remain accountable for citation issuance and collection, all revenue collection, and past due collections

Premium's integrated enforcement application with Bluetooth handheld printer, online mobile or browser payment portal options, and collections team will ensure accountability of citation fees and all-day rates.

Professional Staffing of all aspects of the Parking Program.

Premium has developed the most robust recruitment, hiring, and training program in the parking industry, using a combination of PayCom and Indeed to recruit and hire, then online and in-person training using hospitality techniques utilized by Ritz-Carlton, Disney, and Law Enforcement.

RECOMMENDATIONS

1. Pay Station Integration

Premium's pay station partner is with T2 Systems, integrating all transactional data to our cloud data hub in real-time. Repairs are simple and can be performed by our manager, saving considerable costs in vendor service calls. Premium is willing to fund the capital costs of the pay machines, leasing them back to the Town.



Digital Luke® II pay stations are highly secure, flexible, and suitable for both on- and off-street deployments.



Pay Machine Shelters weather-proof the pay stations and assist with payment visibility.



Digital Luke® Cosmo pay station is designed specifically as an on-street solution for all communities and cities, big and small.

2. Offer Text Pay and Camera Pay to Consumers | Convenience

Text Pay, the way it works is very simple. We developed this payment option for first-time or infrequent parkers, people who don't want to sit there and download another parking app, which takes about 5 minutes. The whole Text Pay or Camera Pay process can take as little as 30 seconds to go from arriving at the space, reading the message on how to pay for my parking, and having completed the transaction. At the end of their parking session, we send a link to download our Premium app, at their leisure, if they plan to park again. The best part, we securely store their information used to process the text/camera pay session so when they enter the same phone number, that information will auto populate into the app, and they will only have to enter their name and email address, streamlining that process. And of course, all of our mobile payment options include alerts notifying our parkers 15 minutes before their sessions expire, allowing them to extend their sessions with a couple of taps on their phone from the beach.

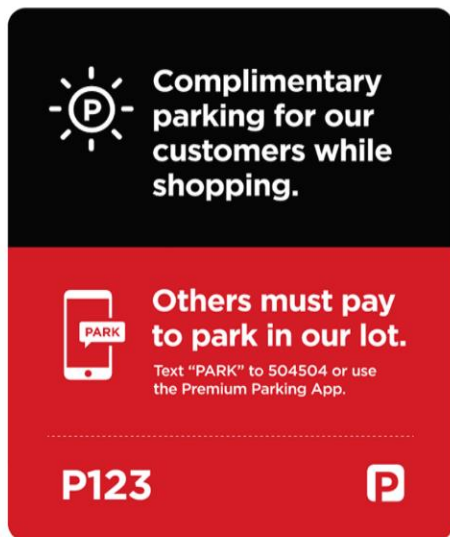
Star Spaces | \$\$\$ Generation

Star Spaces, think of these as VIP spaces that consumers will pay a premium price to park in. Maybe a space closest to beach access, or a wider space than others, or an EV Charging space, Star Spaces can maximize the value of those spaces, generating a higher yield over the year for these coveted parking spaces.



3. Flex Lots | Public Relations Opportunity

Premium has created Flex Lots to combat parking poachers from parking in private parking lots for free, occupying retail customer spaces and causing problems between the Town and local businesses. This program even enables private retail parking lots to monetize spaces when they have excess capacity to help meet the supply/demand of the Town. If there are 50 vacant spaces in a private free lot each day, we can set up our “Rate-Bots” to only enable the sale of 40 spaces leaving some cushion for retail parkers to easily find a space, and generating income for the asset owner.



How it works.

Our easy-to-manage retail parking solution increases customer loyalty and delivers an elevated customer experience.

We replace your existing 'customer only' parking signs with custom signage at no cost. Your customers get convenient, accessible parking and continue to park for free. All others are required to pay. It's that easy.

When you have excess capacity, safely open your lot up to public parking for the community. Generate incremental revenue by monetizing unused spaces. Guests who are visiting other nearby destinations get access to inexpensive, worry-free, tow-free parking.

[REQUEST PARKING SIGNS](#)

4. Process Driven Outbound Public Relations & Communications

Our Public Awareness Plan demonstrates comprehensive marketing strategies designed to measure & optimize campaigns, convert customers & drive adoption, build program awareness, and create engagement with the public. All described Marketing Activities will be designed in concert with Town Management.

LAUNCH CAMPAIGN FOR THE NEW PARKING PROGRAM

Premium will launch the paid parking program, specifically including mobile payment & parking services throughout the parking facilities. Our efforts would include working with Holden Beach Management to identify local journalists and influencers to participate in media events, such as a ribbon cutting ceremonies with key constituents within the existing parking footprint.

CUSTOMER RESEARCH THROUGH CUSTOMER SURVEYS & FOCUS GROUPS

Premium offers to deploy customer research marketing strategies to understand the important similarities and differences between North Carolina beaches compared to other peer markets. This market analysis would assist both Holden Beach and Premium in identifying strategies to further drive awareness and adoption throughout the regional market.

CUSTOMIZED PUBLIC RELATIONS & LOCAL MEDIA AWARENESS FOR DIGITAL PAYMENT PLATFORM

Premium currently has public relations and marketing professionals on staff that are skilled at partnering with internal and external partners to develop a robust, integrated public relations campaign. Locally, we anticipate partnering with Holden Beach Management to find a local communications agency that can work strategically with us to spearhead earned media efforts to notify local journalists and influencers of the new parking program & enhancements underway. We also offer to coordinate all future public relations and local media outreach for the entire term of our contract.

CUSTOMIZED MARKETING COLLATERAL

As part of our combined efforts to introduce our digital parking management platform and payment options, our Public Awareness Plan includes resources to fund:

- Field Marketing, including Brand Ambassadors at local events
- Text Pay promo cards and marketing collateral/handouts
- App Store Optimization – driving downloads of the Premium app
- Press release creation and targeted outreach to local/national media outlets, distribution on news wire service and social media channels

CUSTOMIZED EMAIL MARKETING CAMPAIGNS

Premium offers to circulate regular email marketing campaigns to the existing base in the region to promote the ability to use the Premium mobile technology. All these services would be handled corporately by Premium through our existing platform communication channels.

ENHANCED PUSH NOTIFICATIONS CUSTOMIZED

Our internal market research demonstrates that proactive efforts such as Push Notifications drive customer adoption rates. We offer to customize these services for Holden Beach visitors through timely, personalized and contextually relevant messaging. These services will highlight events that are forthcoming or ongoing throughout the area.

CUSTOMIZED IN-APP MESSAGING

Premium offers to introduce In-App Messaging as part of the new program launch campaign. This marketing strategy is designed to drive deeper consumer engagement as well as increase adoption rates through proactively reaching out to potential patrons that have used Premium's services in nearby cities.

CUSTOMIZED PARKING GUIDE

Premium offers to create a specialized Parking Guide in conjunction with the official Holden Beach website(s) to highlight businesses, restaurants, retailers as well as special events throughout the area. This customized Guide will add value to the parking program by:

- Driving awareness of local venues and nearby locations
- Enabling reservations
- Converting in-bound traffic through multiple website channels
- Leveraging earned and paid Social Media campaigns
- Improving Search Engine Optimization (SEO) and Search Engine Marketing (SEM) rankings specific to Holden Beach (Premium-initiated services through SEM/SEO agency fees)

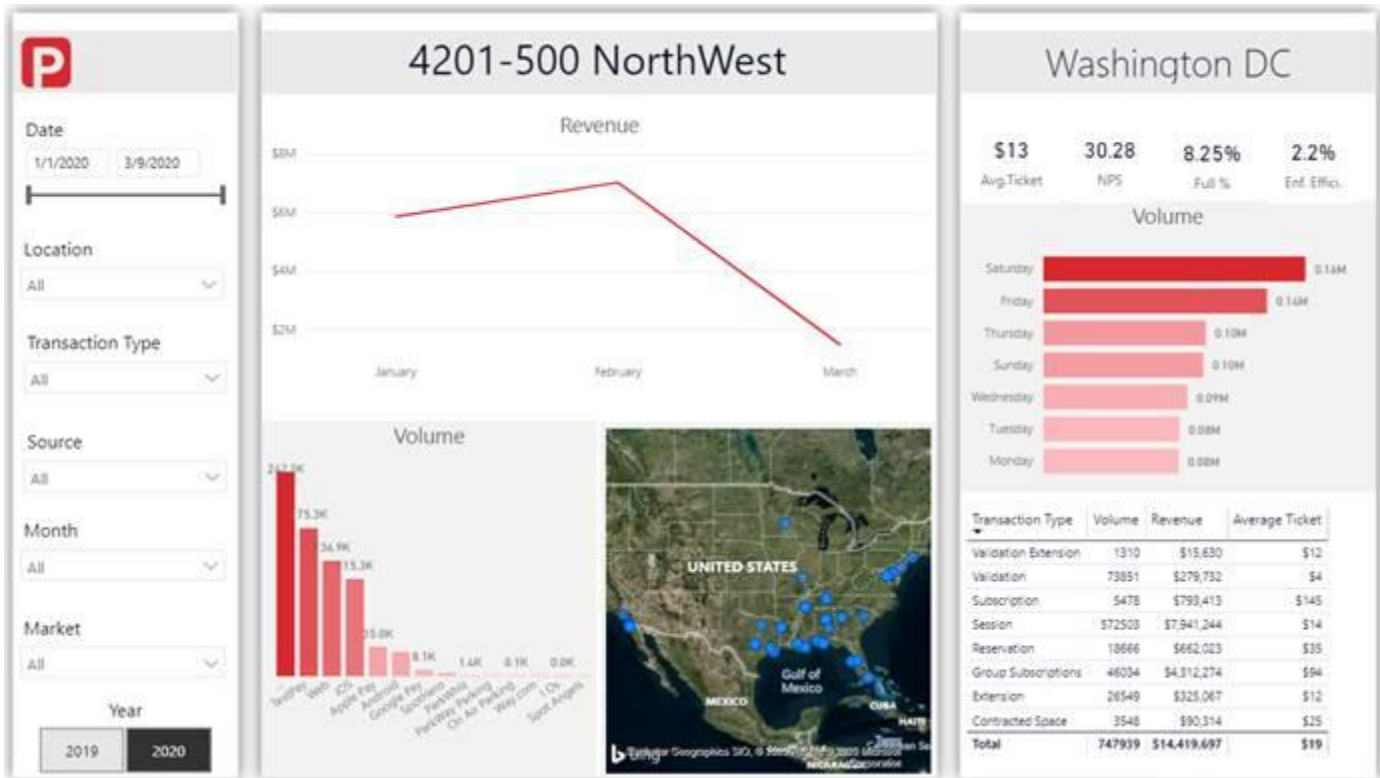
REPORTING

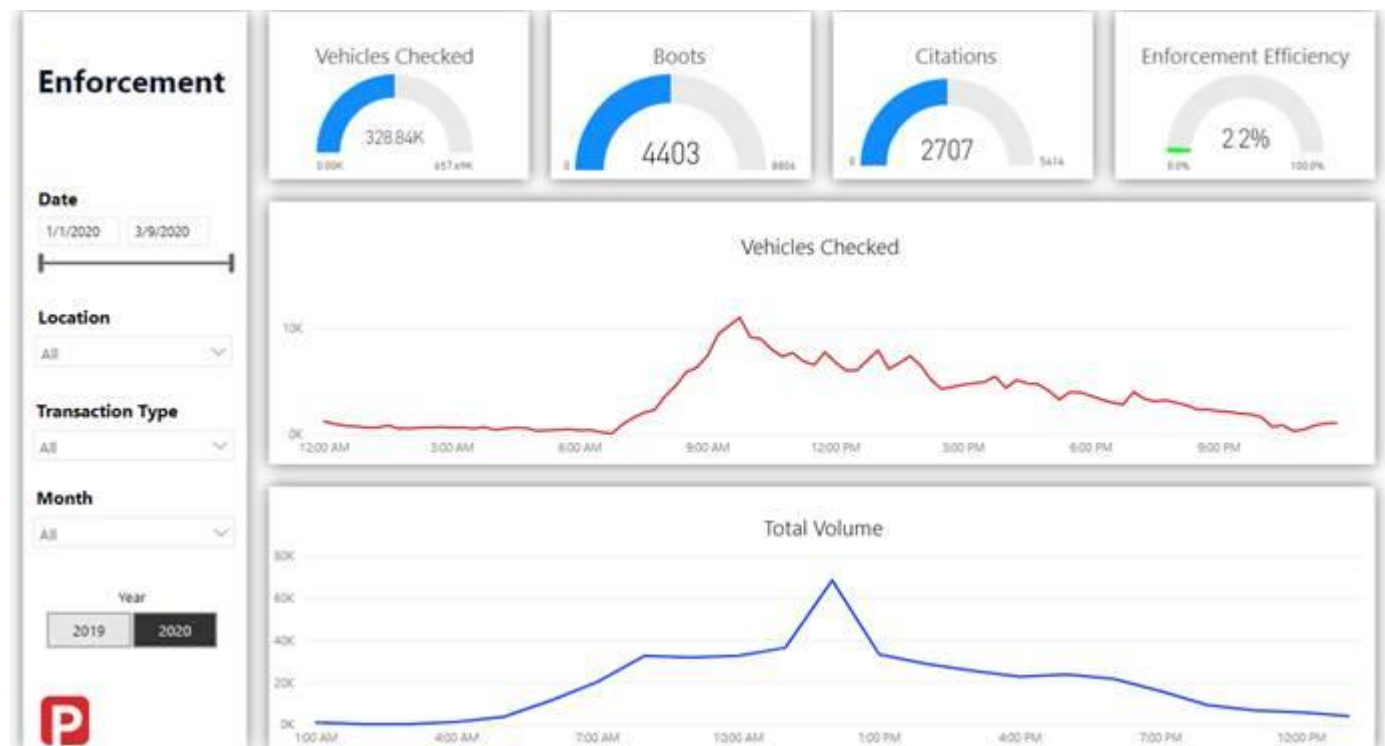
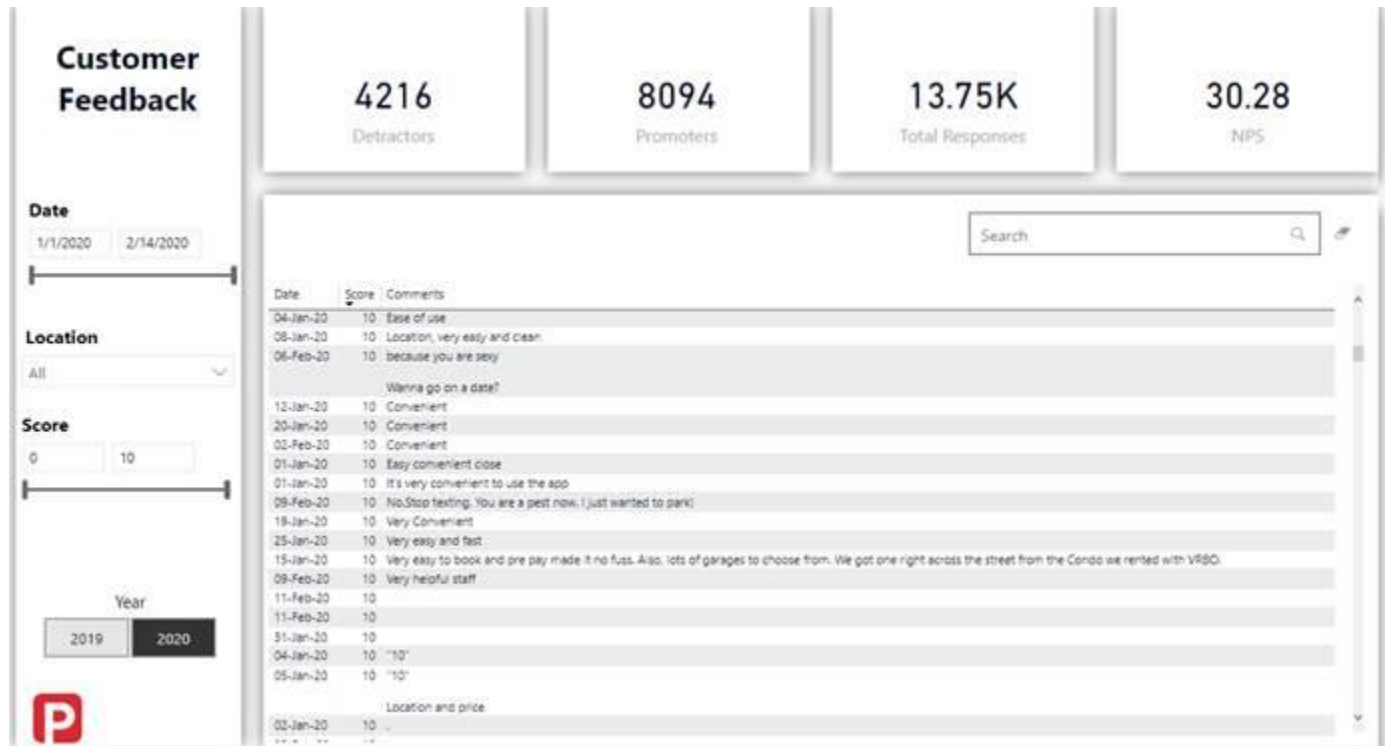
Premium Parking provides three (3) levels of reporting:

- 1) **Operator Dash:** Premium Parking's client portal provides access to an incredible amount of data that gives a holistic view of each parking facility, but also allows you to deep dive a good number of variables. We provide live raw granular data in real time that enables access (operator or client) whenever needed from a web browser:

which vehicle parked and when it parked, what location, what channel customer used to pay, how much time was purchased, type of payment made, if a validation or promo code was used, what license plate was used, what account was that associated with, when did a monthly renew, was a parker added by a tenant, etc. All this data is searchable, filterable, and exportable in real time with credentialed access to the Operator Dashboard. Administrators can easily create new reports by filtering data in our cloud reporting system with no additional tools or software required. Simply login to the online operator dashboard and prepare any type of report you desire to see. Reports can be exported in PDF, CSV, and Excel formats for easy filtering if needed.

- 2) **Operational Databases:** Premium mirrors all the data that drives **GLIDE**PARCS into a data warehouse hosted on the Microsoft Azure platform. Premium's Business Intelligence Team pulls all this data to track everything from the parking transactions to website clicks to customer feedback. We have several dashboards that house that data and provide more granular data sets in quick and easy to read client level formats such as groups of facilities, monthly mix, transactions, most popular product, parking durations, occupancy data, customer feedback and enforcement efficiency of your operation. Additionally, we analyze on all parking metrics through KPI's including citation and scofflaw transactional details. Below are several screenshots of the dashboards.
- 3) **Monthly Reporting:** In addition to the revenue details with a breakdown by channel, day, rate, and source available in live time through the provided access to the Client Dashboard, monthly client reporting packets are provided. We summarize this information and submit a packet monthly. Even if our clients are not reviewing the data on a regular basis, Premium Parking has a team of data analysts looking over these numbers on a weekly basis, searching for opportunities as to how we can drive revenue and improve the customer experience.





Premium prepares reporting and financial statements for all locations corporately on a regular monthly cycle. The corporate accounting team works directly with the local operations team to ensure the accuracy of the reporting. After review by the Executive Team assigned to the client's account, final statements are then submitted electronically.

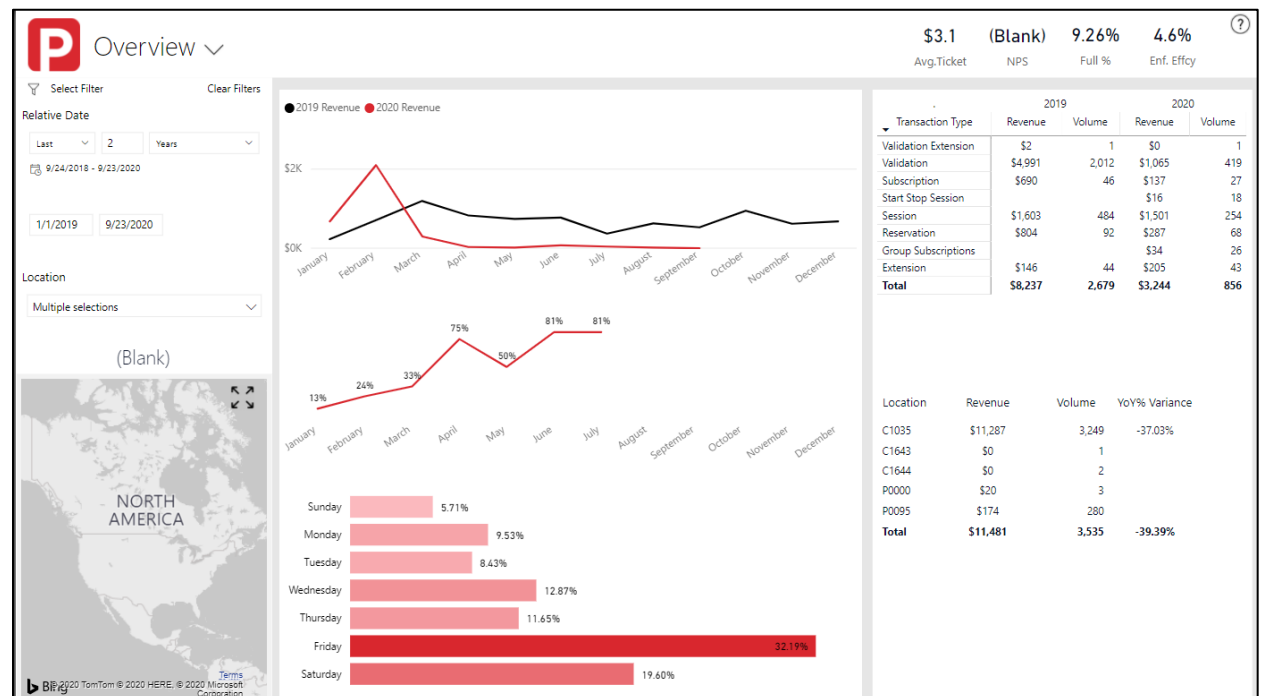
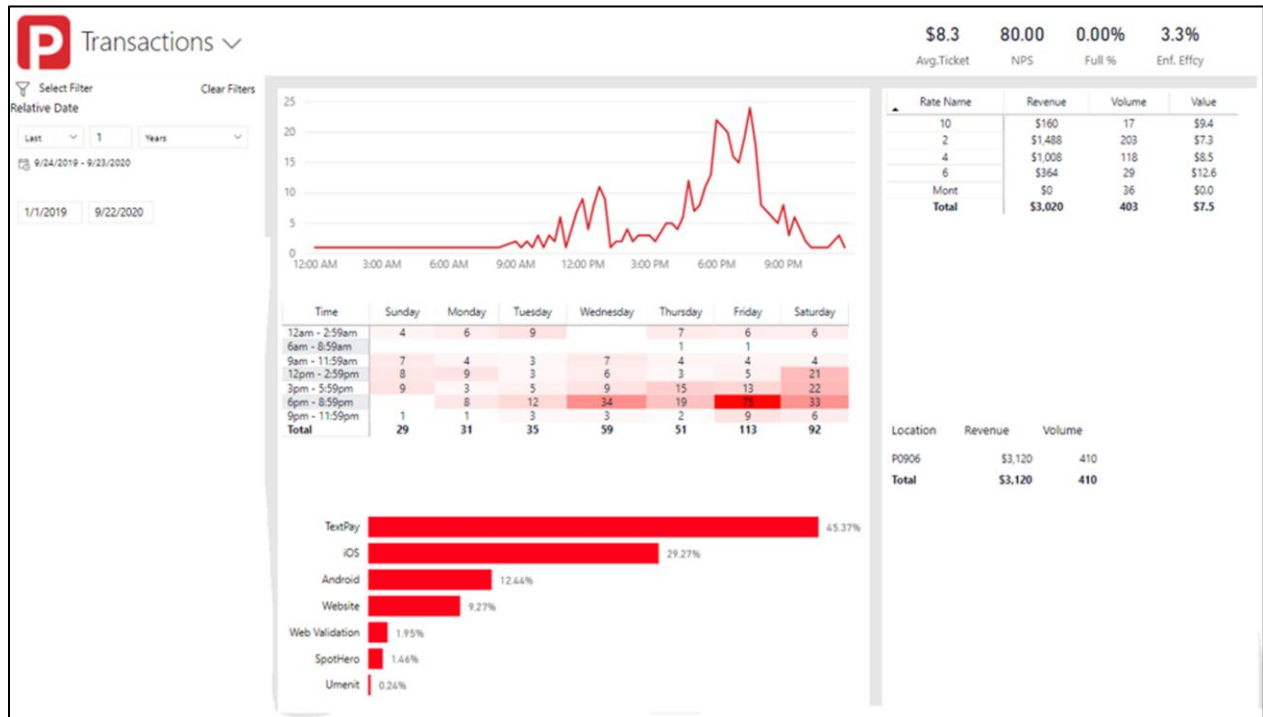
Consolidated Reporting

GLIDEPARCS is the only parking management full-stack software system with multiple integrated modules all driving data into one reporting system. This benefits the Town because you may now use one system instead of trying to integrate multiple technologies to manage the parking metrics. Premium's single-source reporting dashboard will save substantial money on these expenses, but our system will also allow your admin to quickly gather data from one reporting system instead of trying to piece together multiple reports into one composite report and spend more time on more important items.

By building an account-based parking program through the **GLIDE**PARCS platform, much more can be achieved than simply collecting revenue. All facets of the operation become connected, thereby providing a powerful tool for understanding the various customer "user-types" frequenting the location. Equally important, **GLIDE**PARCS provides the ability to gain valuable insight through interaction with third-party data sources to offer feature-rich functionality such as:

- **Predictive Occupancy:** leveraging crowdsourcing from parking customers
- **Net Promoter Scores:** tracking customer satisfaction with the parking programs through semi-annual customer surveys
- **Web & Mobile App Analytics:** identifying utilization of mobile and online services for the parking payments collected
- **Payment Processing Providers:** allowing transactional level analysis for payments made at the locations

KPI Reports



Transactional Detail

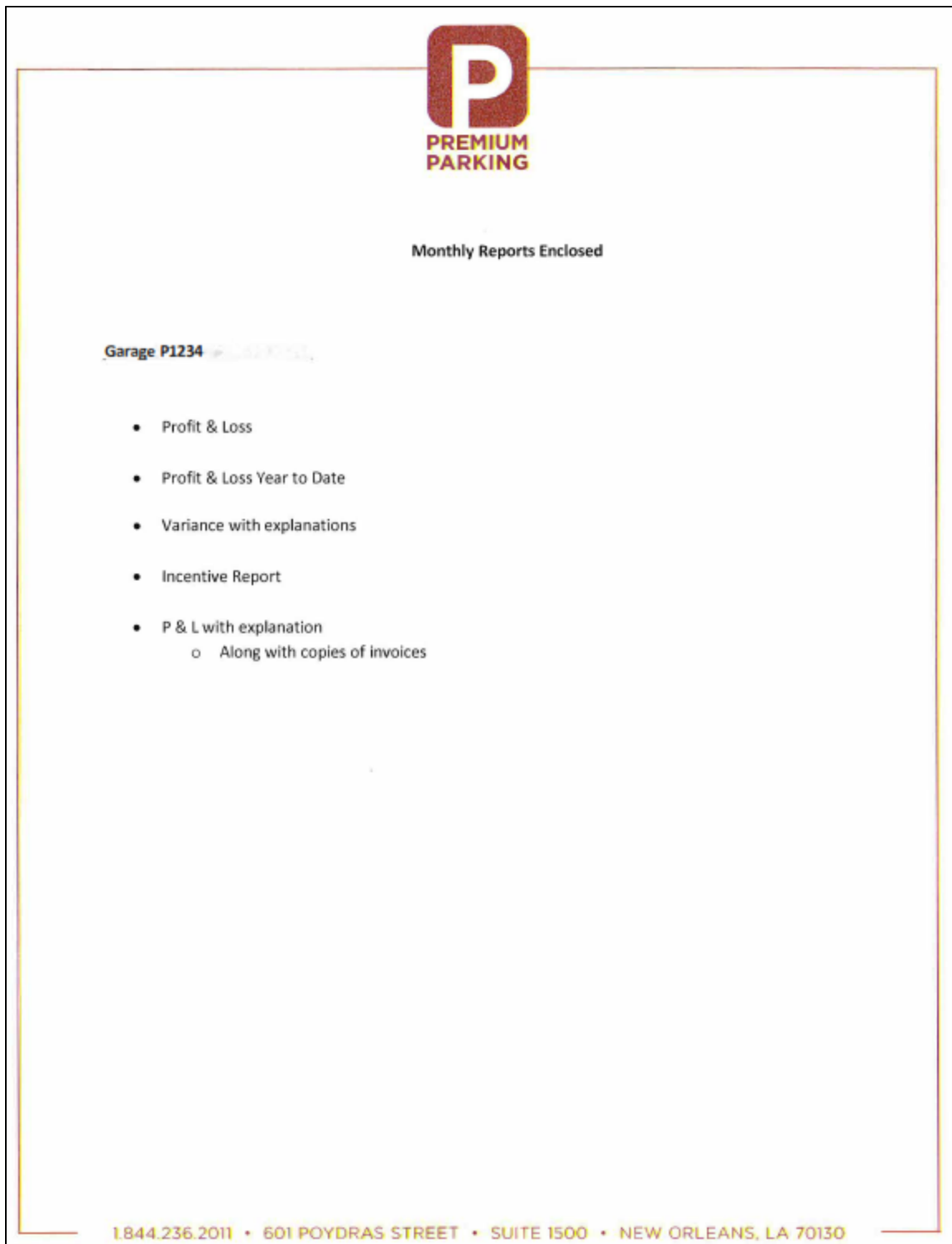
Order Number	Location	Product	Channel	Customer Name	Customer Email	Customer Phone	Business Account	Payment Method	Vehicle	Created At	Start Time	End Time	Rate Name	Rate	Duration	Total Amount
9231100	P3401	On Demand	Mobile App	Hunter Kikut				MasterCard **** 0113	225610	07/31/2020 9:55 PM (EDT)	08/01/2020 9:54 AM (EDT)	08/01/2020 11:54 AM (EDT)	12 Hrs	12 Hours	3.25	
9231102	P3401	On Demand	Mobile App					MasterCard **** 0113	2VY127	07/31/2020 9:55 PM (EDT)	08/01/2020 9:55 AM (EDT)	08/01/2020 11:55 AM (EDT)	12 Hrs	12 Hours	3.25	
9232737	P3401	On Demand	TextPay					Visa **** 1210	RNK247	08/01/2020 11:21 AM (EDT)	08/01/2020 11:21 AM (EDT)	08/01/2020 1:21 PM (EDT)	12 Hrs	12 Hours	3.25	
9233799	P3401	On Demand	TextPay					Visa **** 4902	QPA579	08/01/2020 12:47 PM (EDT)	08/01/2020 12:47 PM (EDT)	08/01/2020 8:47 PM (EDT)	12 Hrs	12 Hours	3.25	
9251227	P3401	Subscriptions	Website	Margaret Zimmer				Visa **** 8895	EIC7641	08/03/2020 5:18 PM (EDT)	08/15/2020 12:01 AM (EDT)	09/15/2020 12:01 AM (EDT)	Student Non Reserved	1 Month	30	
9258535	P3401	On Demand	Mobile App					Visa **** 9744	8301HU	08/05/2020 7:49 AM (EDT)	08/05/2020 7:49 AM (EDT)	08/05/2020 7:49 PM (EDT)	12 Hrs	12 Hours	3.25	
9262534	P3401	On Demand	Mobile App					Visa **** 7287	FDD9813	08/05/2020 2:05 PM (EDT)	08/05/2020 2:05 PM (EDT)	08/06/2020 2:05 PM (EDT)	24 Hrs	1 Day	15.25	
9278716	P3401	Subscriptions	Website					Visa **** 5698	3AN6773	08/06/2020 7:56 PM (EDT)	08/15/2020 12:01 AM (EDT)	09/15/2020 12:01 AM (EDT)	Student Non Reserved	1 Month	30	
9292648	P3401	On Demand	TextPay	Greyson Fox Tran				Visa **** 1399	MJ0909G	08/08/2020 4:47 PM (EDT)	08/08/2020 4:47 PM (EDT)	08/08/2020 5:47 PM (EDT)	12 Hrs	12 Hours	3.25	
9295954	P3401	Subscriptions	Website					Discover **** 0199	NVM1708	08/08/2020 11:53 PM (EDT)	08/15/2020 12:01 AM (EDT)	09/15/2020 12:01 AM (EDT)	Student Non Reserved	1 Month	30	
8928774	P3401	Subscriptions	Website					MasterCard **** 0689	HHE221	08/09/2020 2:00 PM (EDT)	08/09/2020 2:00 PM (EDT)	09/09/2020 2:00 PM (EDT)	Non Reserved Commuter: M-F	1 Month	30	
9298813	P3401	On Demand	TextPay					Visa **** 1731	NZV812	08/09/2020 2:05 PM (EDT)	08/09/2020 2:05 PM (EDT)	08/09/2020 7:05 PM (EDT)	12 Hrs	12 Hours	3.25	
9302284	P3401	On Demand	Mobile App	Stephen Varholý				Visa **** 9744	8301HU	08/10/2020 6:44 AM (EDT)	08/10/2020 6:44 AM (EDT)	08/10/2020 6:44 PM (EDT)	12 Hrs	12 Hours	3.25	
9302543	P3401	On Demand	Mobile App					Visa **** 2559	QWE405	08/10/2020 8:25 AM (EDT)	08/10/2020 8:25 AM (EDT)	08/10/2020 11:25 AM (EDT)	12 Hrs	12 Hours	3.25	
9303169	P3401	On Demand	Mobile App					American Express **** 301	3275161	08/10/2020 10:07 AM (EDT)	08/10/2020 10:07 AM (EDT)	08/11/2020 9:02 AM (EDT)	24 Hrs	1 Day	15.25	
9302543	P3401	On Demand	Mobile App					Visa **** 2559	QWE405	08/10/2020 11:04 AM (EDT)	08/10/2020 11:25 AM (EDT)	08/10/2020 12:25 PM (EDT)	12 Hrs	12 Hours	3.25	
9304202	P3401	On Demand	TextPay	Britteny Gilham				Visa **** 5893	JQF285	08/10/2020 12:33 PM (EDT)	08/10/2020 12:33 PM (EDT)	08/10/2020 11:33 PM (EDT)	12 Hrs	12 Hours	3.25	
9308177	P3401	On Demand	Mobile App					Visa **** 2559	QWE405	08/11/2020 8:36 AM (EDT)	08/11/2020 8:36 AM (EDT)	08/11/2020 2:36 PM (EDT)	12 Hrs	12 Hours	3.25	
9303169	P3401	On Demand	Mobile App					American Express **** 301	3275161	08/11/2020 8:49 AM (EDT)	08/11/2020 9:02 AM (EDT)	08/11/2020 5:02 PM (EDT)	12 Hrs	12 Hours	3.25	
9315534	P3401	On Demand	TextPay					Visa **** 3270	BOL452	08/12/2020 12:43 PM (EDT)	08/12/2020 12:43 PM (EDT)	08/12/2020 5:43 PM (EDT)	12 Hrs	12 Hours	3.25	
9315572	P3401	On Demand	TextPay	Britteny Gilham				Visa **** 3270	452BOL	08/12/2020 12:48 PM (EDT)	08/12/2020 12:48 PM (EDT)	08/12/2020 5:48 PM (EDT)	12 Hrs	12 Hours	3.25	
9315572	P3401	On Demand	TextPay					Visa **** 3270	452BOL	08/12/2020 3:07 PM (EDT)	08/12/2020 5:48 PM (EDT)	08/13/2020 5:48 AM (EDT)	12 Hrs	12 Hours	3.25	
9319285	P3401	On Demand	Mobile App					Visa **** 9744	8301HU	08/13/2020 6:47 AM (EDT)	08/13/2020 6:47 AM (EDT)	08/13/2020 6:47 PM (EDT)	12 Hrs	12 Hours	3.25	
9319719	P3401	On Demand	Mobile App					Visa **** 2559	QWE405	08/13/2020 8:46 AM (EDT)	08/13/2020 8:46 AM (EDT)	08/13/2020 4:46 PM (EDT)	12 Hrs	12 Hours	3.25	
9325904	P3401	On Demand	TextPay	Britteny Gilham				Visa **** 2018	PHC885	08/14/2020 8:57 AM (EDT)	08/14/2020 8:57 AM (EDT)	08/14/2020 8:57 PM (EDT)	12 Hrs	12 Hours	3.25	
9325928	P3401	On Demand	Mobile App					Visa **** 9744	8301HU	08/14/2020 9:00 AM (EDT)	08/14/2020 9:00 AM (EDT)	08/14/2020 9:00 PM (EDT)	12 Hrs	12 Hours	3.25	
9337148	P3401	Subscriptions	Website					Visa **** 2262	PEL453	08/15/2020 2:29 PM (EDT)	08/15/2020 12:01 AM (EDT)	09/15/2020 12:01 AM (EDT)	Student Non Reserved	1 Month	30	
9341162	P3401	On Demand	TextPay					American Express **** 89	NJ808	08/15/2020 7:36 PM (EDT)	08/15/2020 7:36 PM (EDT)	08/16/2020 1:36 AM (EDT)	12 Hrs	12 Hours	3.25	
9352823	P3401	On Demand	TextPay	Britteny Gilham				Visa **** 6716	REF373	08/17/2020 2:34 PM (EDT)	08/17/2020 2:34 PM (EDT)	08/17/2020 4:34 PM (EDT)	12 Hrs	12 Hours	3.25	
9353424	P3401	On Demand	TextPay					Visa **** 3960	TCE2502	08/17/2020 3:47 PM (EDT)	08/17/2020 3:47 PM (EDT)	08/19/2020 3:47 PM (EDT)	24 Hrs	1 Day	30.25	
9354620	P3401	On Demand	TextPay					Visa **** 4566	PYC439	08/17/2020 7:14 PM (EDT)	08/17/2020 7:14 PM (EDT)	08/18/2020 3:14 AM (EDT)	12 Hrs	12 Hours	3.25	
9354620	P3401	On Demand	TextPay					Visa **** 4566	PYC439	08/17/2020 10:52 PM (EDT)	08/18/2020 3:14 AM (EDT)	08/18/2020 3:14 PM (EDT)	12 Hrs	12 Hours	3.25	

Sample Monthly Report



Management Summary Report
Sample Garage - P1234

November 2019



Premium Parking Service, LLC
Profit & Loss- P1234
 November 2019

Ordinary Income/Expense	
Income	
4000 - Voucher Sales Income	2,582.00
4005 - Reservation Income	837.20
4006 - Platform Income	6,413.75
4020 - Daily Parking Income	5,615.00
4030 - Monthly Parking Income	26,759.00
4035 - Parking - Tax Exempt	2,965.80
4300 - Miscellaneous Income	0.00
5040 - Sales Tax	<u>-3,582.05</u>
Total Income	41,890.79
Expense	
5010 - Utilities	3,090.00
5020 - Signage	282.48
5030 - Uniforms	0.00
5060 - Maintenance / Groundskeeping	5,502.00
5070 - Tickets and Tags	0.00
6116 - Credit Card Processing Fees	1,004.55
6120 - Business License & Fees	0.00
6130 - Cam/Truck Expense	0.00
6140 - Cleaning/Janitorial	0.00
6147 - Contract Labor	0.00
6155 - Dues and Subscriptions	629.51
6170 - Data Processing / Computer	233.07
6175 - IT Expenses	127.00
6177 - Platform Fees	<u>609.34</u>
6185 - General Liability Insurance	763.25
6189 - Worker's Compensation	88.00
6192 - Medical Insurance	178.85
6238 - Marketing	0.00
6245 - Miscellaneous	202.50
6247 - Office Supplies	0.00
6255 - Postage and Delivery	0.00
6260 - Payroll Taxes	400.00
6265 - Printing and Reproduction	0.00
6291 - Payroll Expenses	50.81
6294 - Property Tax	0.00
6300 - Repairs	1,425.11
6320 - Telephone and Fax	332.14
6330 - Travel and Entertainment	0.00
6560 - Salaries & Wages	5,000.00
6561 - Incentives	0.00
6570 - Supervisor Expenses	1,500.00
6600 - Other Personnel	<u>0.00</u>
Total Expense	21,055.74
Net Ordinary Income	20,835.05
Other Income/Expense	
Other Expense	
Property Management Fee	<u>2,000.00</u>
Total Other Expense	2,000.00
Net Other Income	-2,000.00
Net Income	<u>18,835.05</u>
App Transaction Count	699

Unaudited - for mgmt review only

Premium Parking Service, LLC													
P1234 - YTD													
2019													
Monthly parking normalized													
Ordinary Income/Expense	January	February	March	April	May	June	July	August	September	October	November	December	YEAR-TO-DATE
Income													
4000 - Voucher Sales Income	1,892.00	2,333.00	3,466.00	1,903.00	2,253.00	1,548.00	2,296.00	2,602.00	3,332.00	3,269.00	2,682.00		27,576.00
4005 - Reservation Income	1,157.00	1,130.00	1,008.00	1,105.00	1,888.00	951.00	1,570.00	1,343.00	794.00	901.20	837.20		12,664.40
4006 - Platform Income	3,963.50	4,768.00	7,172.25	6,922.75	10,615.00	6,016.75	9,072.00	6,254.25	6,000.50	7,593.25	5,413.75		75,114.00
4020 - Daily Parking Income	5,064.00	6,168.00	7,661.00	8,613.00	11,768.00	9,241.00	9,090.00	8,834.00	8,799.25	8,095.00	5,615.00		88,958.25
4030 - Monthly Parking Income	35,950.92	39,577.52	38,530.92	37,335.92	36,195.92	35,207.42	37,705.36	38,103.28	39,616.50	39,964.00	40,509.00		418,697.16
4035 - Parking - Tax Exempt	2,884.19	2,763.08	2,867.00	3,062.00	2,975.04	2,878.93	2,878.93	2,986.74	3,052.85	3,052.85	2,965.89		32,567.50
4300 - Miscellaneous Income	0.00	0.00	0.00	0.00	0.00	332.10	0.00	0.00	0.00	0.00	0.00		332.10
5040 - Sales Tax	-4,068.09	-4,571.82	-4,897.05	-4,731.23	-5,325.62	-4,484.38	-5,056.67	-4,837.55	-4,956.67	-5,073.09	-4,746.24	0.00	-52,749.11
Total Income	46,963.52	52,218.18	55,908.12	54,210.44	60,549.34	51,690.82	57,545.62	55,255.82	56,636.43	57,903.61	54,276.00	0.00	603,160.30
Expense													
5010 - Utilities	4,399.58	4,305.00	3,689.44	2,965.00	2,759.00	2,565.00	2,580.00	2,487.00	2,500.00	2,543.00	3,080.00		34,073.00
5020 - Signage	383.84	\$2.54	0.00	72.99	0.00	250.00	0.00	90.00	0.00	553.23	282.48		1,664.78
5030 - Uniforms	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00
5060 - Maintenance / Groundskeeping	996.05	1,538.09	5,686.51	4,073.44	439.67	1,335.41	293.34	4,334.13	1,907.40	12,311.52	5,902.00		38,485.86
5070 - Tickets and Tags	50.64	275.31	0.00	0.00	0.00	10.84	0.00	-3.31	0.00	0.00	0.00		342.48
5115 - Credit Card Processing Fees	892.33	959.79	1,150.54	1,117.59	1,350.15	1,013.06	1,236.79	1,105.32	1,077.60	1,170.16	1,004.55		12,077.88
5120 - Business License & Fees	0.00	0.00	0.00	2,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		2,000.00
5130 - Car/Truck Expense	0.00	0.00	0.00	0.00	85.00	0.00	0.00	0.00	0.00	0.00	0.00		85.00
5140 - Cleaning/Jacitorial	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00
5147 - Contract Labor	47.00	47.00	51.00	47.25	49.00	49.00	0.00	49.00	0.00	0.00	0.00		339.25
5155 - Dues and Subscriptions	29.51	29.51	29.51	29.51	29.51	3,350.00	0.00	0.00	0.00	0.00	629.51		4,127.06
5170 - Data Processing / Computer	174.62	172.31	607.74	174.62	174.62	233.11	233.07	233.07	233.07	232.79	233.07		2,702.09
5175 - IT Expenses	0.00	45.00	37.00	25.00	45.00	29.00	69.00	35.00	327.00	25.00	127.00		784.00
5177 - Platform Fees	0.00	0.00	0.00	307.00	402.90	245.60	376.25	307.30	281.15	336.62	258.47		2,518.19
5188 - General Liability Insurance	890.09	890.09	890.09	890.09	890.09	890.09	976.41	763.25	763.25	763.25	763.25		8,829.95
5189 - Worker's Compensation	139.79	200.70	117.00	117.00	182.48	69.02	96.93	66.00	99.09	92.78	96.00		1,286.78
5192 - Medical Insurance	0.00	0.00	1,657.55	552.52	228.14	423.76	32.52	178.85	178.85	178.85	178.85		3,009.89
5238 - Marketing	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	225.00	75.00	0.00		300.00
5246 - Miscellaneous	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.30	202.50		202.50
5247 - Office Supplies	352.42	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		352.42
5255 - Postage and Delivery	116.57	0.00	24.35	0.00	24.46	24.46	30.87	31.09	30.87	61.99	0.00		344.62
5260 - Payroll Taxes	663.38	587.39	400.00	400.00	448.00	363.52	450.82	400.00	450.90	431.54	400.00		5,006.16
5265 - Printing and Reproduction	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00
5291 - Payroll Expenses	66.96	6.82	15.32	18.98	108.48	66.83	78.21	47.18	50.87	54.77	50.81		568.23
5294 - Property Tax	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00
5300 - Repairs	59.58	1,408.37	56.58	10,280.78	96.58	56.58	56.58	56.58	56.58	56.58	1,425.11		13,596.90
5320 - Telephone and Fax	299.41	323.50	329.08	288.69	298.72	298.74	302.94	300.41	303.00	332.13	332.14		3,418.76
5330 - Travel and Entertainment	0.00	0.00	0.00	0.00	24.52	0.00	0.00	0.00	0.00	0.00	0.00		24.52
5560 - Salaries & Wages	5,500.71	5,364.18	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00		65,894.89
5570 - Incentives	557.67	0.00	0.00	0.00	607.84	0.00	636.24	0.00	761.21	394.22	0.00		2,955.88
5570 - Supervisor Expenses	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00		16,500.00
5600 - Other Personnel	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00
Total Expense	17,046.71	17,766.20	21,201.81	28,827.16	14,964.36	17,737.02	13,746.97	17,010.87	15,845.84	26,116.39	21,055.74	0.00	212,021.07
Net Ordinary Income	29,916.81	34,451.98	34,706.31	24,383.28	45,584.98	33,953.80	43,798.65	38,244.95	40,792.59	31,787.22	33,220.26	0.00	391,139.23
Other Income/Expense													
Other Expense													
Property Management Fee	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00		22,000.00
Total Other Expense	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	0.00	22,000.00
Net Other Income	-2,000.00	-2,000.00	-2,000.00	-2,000.00	-2,000.00	-2,000.00	-2,000.00	-2,000.00	-2,000.00	-2,000.00	-2,000.00	0.00	-22,000.00
Net Income	27,916.81	32,451.98	32,706.31	22,383.28	43,584.98	31,953.80	41,798.65	36,244.95	38,792.59	29,787.22	31,220.26	0.00	369,139.23

Unaudited - for mgmt review only

**Premium Parking Service, LLC
Variance Report - P1234
For the Month Ending November 30, 2019**

Income	Current Month			Variance Explanation	Year-to-Date		
	Actual	Budget	Variance		Actual	Budget	Variance
4000 - Voucher Sales Income	2,582.00	2,050.00	632.00		27,576.00	22,550.00	3,192.00
4005 - Reservation Income	837.20	640.00	197.20		12,864.40	8,950.00	2,937.40
4008 - Platform Income	6,413.75	2,670.00	3,743.75		75,114.00	47,060.00	24,909.25
4020 - Daily Parking Income	5,615.00	7,830.00	-2,215.00		88,958.25	106,730.00	-14,935.00
4030 - Monthly Parking Income	26,759.00	34,860.00	8,101.00	correction of stakeholder overstatement in October	418,897.16	383,460.00	27,237.38
4035 - Parking - Tax Exempt	2,965.89	3,250.00	-284.11		32,567.50	35,750.00	-2,692.09
4300 - Miscellaneous Income	0.00	0.00	0.00		332.10	0.00	332.10
5040 - Sales Tax	-3,582.05	4,068.31	486.26		-52,749.11	-48,154.19	-3,672.14
	41,690.79	47,231.69	-5,540.90		603,160.30	558,335.81	37,338.90
Expenses							
5010 - Utilities	3,080.00	2,690.00	390.00		34,073.00	32,560.00	1,808.00
5020 - Signage	282.48	0.00	282.48	"No Parking" Signs for areas by ramps	1,664.78	0.00	1,574.78
5030 - Uniforms	0.00	0.00	0.00		0.00	0.00	0.00
				1st floor lobby painting ; 10th floor LED light replacement in garage ; Elevator improvements (lights & paneling) ; replace baseboards in elevator			
5060 - Maintenance / Groundskeeping	5,502.00	500.00	5,002.00	lobbies	38,485.86	5,500.00	27,744.33
5070 - Tickets and Tags	0.00	0.00	0.00		342.48	0.00	342.48
6116 - Credit Card Processing Fees	1,004.55	900.00	104.55		12,077.88	10,840.00	1,214.96
6120 - Business License & Fees	0.00	0.00	0.00		2,000.00	2,000.00	0.00
6130 - Car/Truck Expense	0.00	0.00	0.00		85.00	0.00	85.00
6140 - Cleaning/Janitorial	0.00	0.00	0.00		0.00	0.00	0.00
6147 - Contract Labor	0.00	50.00	-50.00		339.25	550.00	-158.75
6155 - Dues and Subscriptions	629.51	350.00	269.51	2 false alarm charges from Fire Department	4,127.06	600.00	3,527.06
6170 - Data Processing / Computer	233.07	190.00	43.07		2,702.09	2,090.00	525.95
6175 - IT Expenses	127.00	30.00	97.00		764.00	330.00	132.00
6177 - Platform Fees	258.47	0.00	258.47		2,518.19	0.00	1,829.74
6188 - General Liability Insurance	763.25	950.00	-186.75		8,829.95	10,450.00	-1,245.55
6189 - Worker's Compensation	86.00	117.00	-31.00		1,286.76	1,287.00	-48.67
6192 - Medical Insurance	178.85	552.52	-373.67		3,809.89	6,077.72	-1,720.49
6238 - Marketing	0.00	0.00	0.00		300.00	0.00	75.00
6245 - Miscellaneous	202.50	0.00	202.50	reconnect music/Panasonic for garage	202.50	0.00	202.50
6247 - Office Supplies	0.00	40.00	-40.00		362.42	440.00	-24.22
6255 - Postage and Delivery	0.00	120.00	-120.00		344.62	1,320.00	-797.34
6260 - Payroll Taxes	400.00	400.00	0.00		5,006.16	4,400.00	545.26
6265 - Printing and Reproduction	0.00	0.00	0.00		0.00	0.00	0.00
6294 - Payroll Expenses	50.81	30.00	20.81		568.23	330.00	200.18
6294 - Property Tax	0.00	0.00	0.00		0.00	0.00	0.00
6300 - Repairs	1,425.11	3,500.00	-2,074.89	Audio/Video Artistry Service Call 5/3/20 split P1234	13,566.90	39,022.50	-18,508.76
6320 - Telephone and Fax	332.14	290.00	42.14		3,418.76	3,190.00	206.35
6330 - Travel and Entertainment	0.00	150.00	-150.00		24.52	1,650.00	-1,325.48
6560 - Salaries & Wages	5,000.00	5,000.00	0.00		55,864.89	55,000.00	864.89
6570 - Incentives	0.00	0.00	0.00		2,955.88	8,904.00	-4,474.33
6570 - Supervisor Expenses	1,500.00	0.00	1,500.00		16,500.00	0.00	13,500.00
6600 - Other Personnel	0.00	15.00	-15.00		0.00	165.00	-135.00
Total Expense	21,055.74	16,884.52	5,171.22		212,021.07	186,566.22	26,102.18
Net Ordinary Income	20,635.05	31,347.17	-10,712.12		391,139.23	369,769.59	11,236.72
Other Income/Expense							
Other Expense							
Property Management Fee	2,000.00	2,000.00	0.00		22,000.00	22,000.00	0.00
Total Other Expense	2,000.00	2,000.00	0.00		22,000.00	22,000.00	0.00
Net Other Income	-2,000.00	-2,000.00	0.00		-22,000.00	-22,000.00	0.00
Net Income	18,635.05	29,347.17	-10,712.12		369,139.23	347,769.59	11,236.72

Contract Period	incentive fee paid at end of calendar year												
Calculation	20% of the Net Revenue over \$21,800 +5% as of 2018												
Premium Parking Service, LLC													
Profit & Loss - P1234													
	1	2	3	4	5	6	7	8	9	10	11	12	
	01/31/19	02/28/19	03/31/19	04/30/19	05/31/19	06/30/19	07/31/19	08/31/19	09/30/19	10/31/19	11/30/19	12/31/19	TOTAL
Total Income	46,963.52	52,218.18	55,908.12	54,210.44	60,549.34	51,690.82	57,545.62	55,255.62	56,638.43	70,489.42	41,690.79		603,160.29
Total Expense	(17,046.71)	(17,766.20)	(21,201.81)	(29,827.16)	(14,864.36)	(17,737.02)	(13,748.97)	(17,010.87)	(15,845.84)	(26,116.39)	(21,055.74)		-212,021.07
Management Fee	(2,000.00)	(2,000.00)	(2,000.00)	(2,000.00)	(2,000.00)	(2,000.00)	(2,000.00)	(2,000.00)	(2,000.00)	(2,000.00)	(2,000.00)	(2,000.00)	-24,000.00
Net Operating Income	27,916.81	32,451.98	32,706.31	22,383.28	43,684.98	31,953.80	41,796.65	36,244.75	38,792.59	42,373.03	18,635.05	-2,000.00	367,139.22
Cumulative Profits	27,916.81	60,368.79	93,075.10	115,458.38	159,343.36	191,297.15	233,093.81	269,338.56	308,131.15	350,504.18	369,139.22	367,139.22	
Excess Liability Insurance													
Updated Cumulative Profits												367,139.22	
Established Baseline	22,680.00	22,680.00	22,680.00	22,680.00	22,680.00	22,680.00	22,680.00	22,680.00	22,680.00	22,680.00	22,680.00	22,680.00	272,160.00
Cumulative Excess Profits	5,236.81	15,008.79	25,035.10	24,738.38	45,943.36	55,217.15	74,333.81	87,898.56	104,011.15	123,704.18	119,859.22	94,979.22	
Incentive Fee	1,047.36	1,954.40	2,005.26	(59.34)	4,241.00	1,854.76	3,823.33	2,712.95	3,222.52	3,938.61	(808.99)	(4,936.00)	
Cumulative Incentive Fee	1,047.36	3,001.76	5,007.02	4,947.68	9,188.67	11,043.43	14,866.76	17,579.71	20,802.23	24,740.84	23,931.84	18,995.84	

Premium Parking Service, LLC		
Profit & Loss- P1234		
November 2019		
Ordinary Income/Expense		
Income		
4000 - Voucher Sales Income	2,882.00	
4005 - Reservation Income	837.20	
4006 - Platform Income	6,413.75	
4020 - Daily Parking Income	5,615.00	
4030 - Monthly Parking Income	26,759.00	
4035 - Parking - Tax Exempt	2,965.89	
4300 - Miscellaneous Income	0.00	
5040 - Sales Tax	-3,562.05	
Total Income	41,890.79	
Expense		
Expenses which include back up copies are noted. All other expenses are described and Back up is available upon request.		
5010 - Utilities	3,080.00	Backup included
5020 - Signage	282.48	Backup included
5030 - Uniforms	0.00	
5060 - Maintenance / Groundskeeping	5,502.00	Backup included
5070 - Tickets and Tags	0.00	
6116 - Credit Card Processing Fees	1,004.55	
6120 - Business License & Fees	0.00	
6130 - Car/Truck Expense	0.00	
6140 - Cleaning/Janitorial	0.00	
6147 - Contract Labor	0.00	
6155 - Dues and Subscriptions	629.51	
6170 - Data Processing / Computer	233.07	Backup included; Verizon \$15.08, Irls \$128.52, Comcast \$88.47
6175 - IT Expenses	127.00	Trackvia \$25
6177 - Platform Fees	268.42	
6188 - General Liability Insurance	763.25	
6189 - Worker's Compensation	86.00	Associate wages
6192 - Medical Insurance	178.85	Associate medical insurance
6238 - Marketing	0.00	
6245 - Miscellaneous	202.50	Backup included- Audio/video Artistry
6247 - Office Supplies	0.00	
6255 - Postage and Delivery	0.00	
6260 - Payroll Taxes	400.00	Associate wages
6265 - Printing and Reproduction	0.00	
6291 - Payroll Expenses	50.81	PayCom
6294 - Property Tax	0.00	
6300 - Repairs	1,425.11	Digital Warranty
6320 - Telephone and Fax	352.14	Backup included
6330 - Travel and Entertainment	0.00	
6560 - Salaries & Wages	5,000.00	Associate wages
6561 - Incentives	0.00	
6575 - Supervisor Expenses	1,500.00	
6600 - Other Personnel	0.00	
Total Expense	21,055.74	
Net Ordinary Income	20,835.05	
Other Income/Expense		
Other Expense		
Property Management Fee	2,000.00	
Total Other Expense	2,000.00	
Net Other Income	-2,000.00	
Net Income	18,835.05	
App Transaction Count		
899		



MEMPHIS LIGHT,
GAS AND WATER
DIVISION

Page 1 of 2

UTILITY BILL

Date: December 11, 2019

For: PREMIUM PARKING SERVICE, LLC

Amount Due: \$ 3,080.00

Due Date: December 31, 2019

Services at: [REDACTED]

Meter reader on site on
December 4, 2019 at 09:02.

Account Number: [REDACTED]

Summary

Previous Balance	\$ 2,543.00
Payments Received	2,543.00
Current Charges	
Electric	2,870.50
Other MLGW	135.87
Non-MLGW	73.83
Total Current Charges	3,080.00

Total Amount Due by December 31, 2019	\$ 3,080.00
If received later, amount due is \$3,122.16	

See detail on reverse side.

Service:

Days of Service	36
Average Utility Cost per Day:	\$ 85.56
Average Temperature:	47
Billing Cycle:	21
Next Reading Date:	January 2, 2020

Contact:

Non-MLGW	See back of bill.
General Information:	901-528-4270
Service requests, transfers,	Fax: 901-528-4547
billing inquiries	mlgwbsc@mlgw.org
Hours: Monday - Friday 8:00 AM - 4:30 PM	
Power Outages: (24 hours)	544-6500
Emergency only: (24 hours)	528-4465

My Account Access Code: [REDACTED]

Pay Online: www.mlgw.com

Pay By Phone: 1-866-315-0277

Payment Arrangements Online at
www.mlgw.com/payarrange

**PAYMENTS MUST BE RECEIVED BY 3:00 PM
CENTRAL TIME TO POST SAME BUSINESS DAY.**

Your dollar makes a difference with PLUS!
For as little as a dollar a month, help
someone in need. Sign up at www.mlgw.com

If paying in person, please present both portions of bill.

Please detach and retain in the enclosed envelope with payment.



MEMPHIS LIGHT,
GAS AND WATER
DIVISION

Please be sure return address appears in the
window of the envelope.
DO NOT USE STAPLES OR PAPERCLIPS.

Amount Due: \$ 3,080.00

Due Date: December 31, 2019

If received later, amount due is \$3,122.16

Account Number
[REDACTED]



PREMIUM PARKING SERVICE, LLC
1010 COMMON ST STE 2050
NEW ORLEANS LA 70112-2422

Memphis Light Gas and Water Division
P.O. Box 388

Memphis, TN 38145-0388

In-Season Payroll

Please see the proposed payroll schedule for the Town of Holden Beach below.

Premium Parking is proposing a part-time shared Account Manager with Kure Beach. Holden Beach will utilize a Full-Time Enforcement Manager who will be the onsite point of contact for the Town and a part time Enforcement Agent to assist with patrols throughout the parking facilities.

PARKING BUDGET LOCATION NAME: Town of Holden Beach 6/30/2021		PAYROLL											
Location: Town of Holden Beach Season: May 1 - Sep 30 Hours of Operation: 9:00a-5:00p M-Su		Schedule and Payroll Expense Worksheet											
Name/Position	Days	Schedule	M	T	W	T	F	S	S	Weekly Total	Per Pay Period	Rate	Per PP Total
In-Season May-Sept													
Parking Account Manager	5	TBD	0.00	0.00	4.00	4.00	4.00	4.00	4.00	20.00	40.00	\$24.04	961.60
Enforcement Supervisor	5	9:00a-5:00p	0.00	0.00	8.00	8.00	8.00	8.00	8.00	40.00	80.00	\$15.00	1,200.00
Enforcement Agent	5	TBD	8.00	8.00	0.00	0.00	4.00	4.00	4.00	28.00	56.00	\$12.00	672.00

PROPOSED PARKING RATES:

The rates below are based on the market rates being charged by nearby beach towns during season. We propose capping the All Day rate at \$25.00 after reviewing our data at Kure Beach. We anticipate this decision will generate an additional \$37,000 in revenue for the Town.

Of course, these rates are flexible and can be lowered if this is the Town's preference.

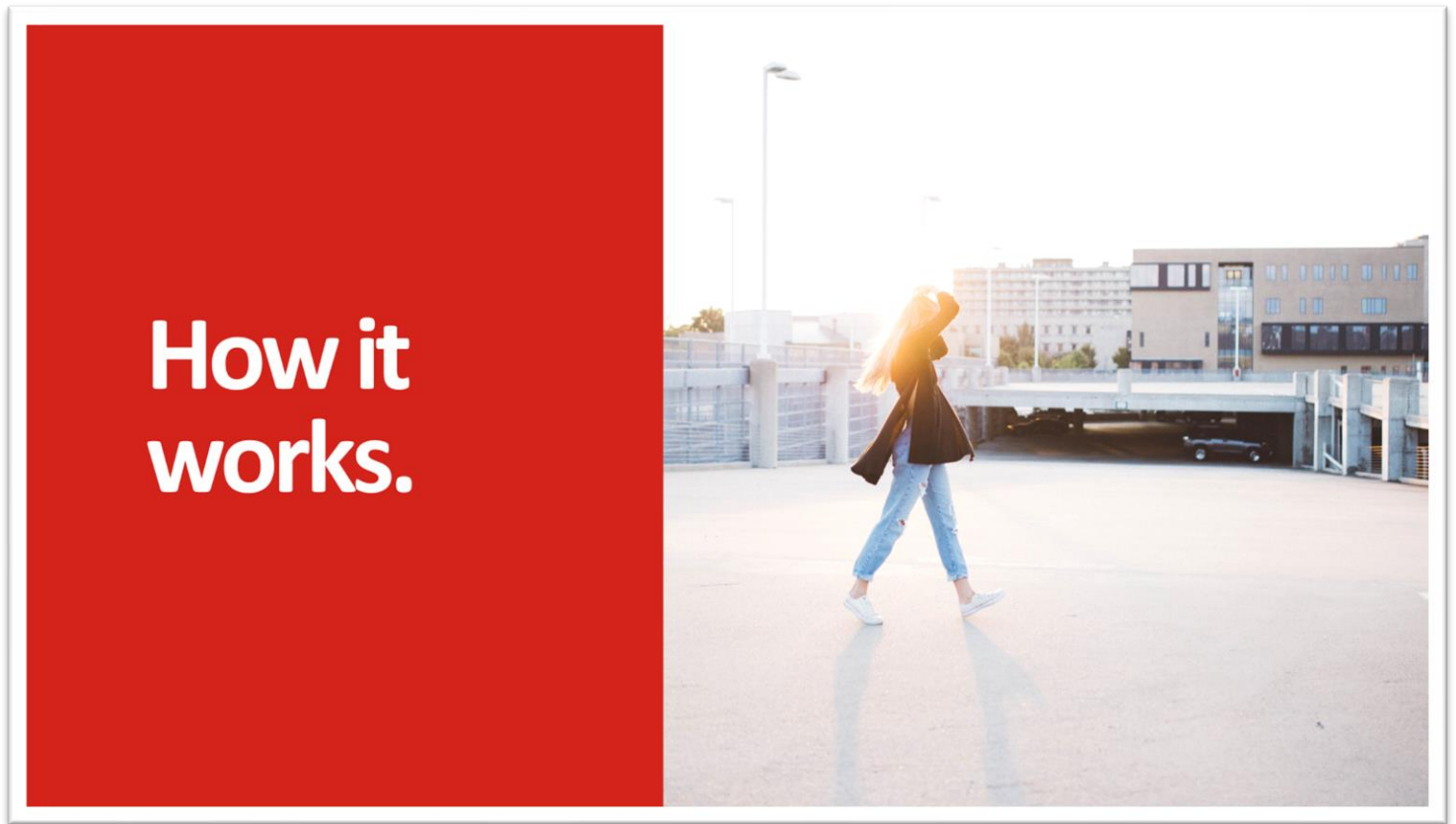
HOURLY RATES

1 Hour	\$5.00
2 Hours	\$10.00
3 Hours	\$15.00
4 Hours	\$20.00
All Day	\$25.00 (5+Hours)

PERMIT RATES

Seasonal Residents	\$20.00
Seasonal Non-Residents	\$200.00
Weekly Permits	\$100.00

Section 5 - Additional Information



GLIDEPARCS Full-Stack Platform.

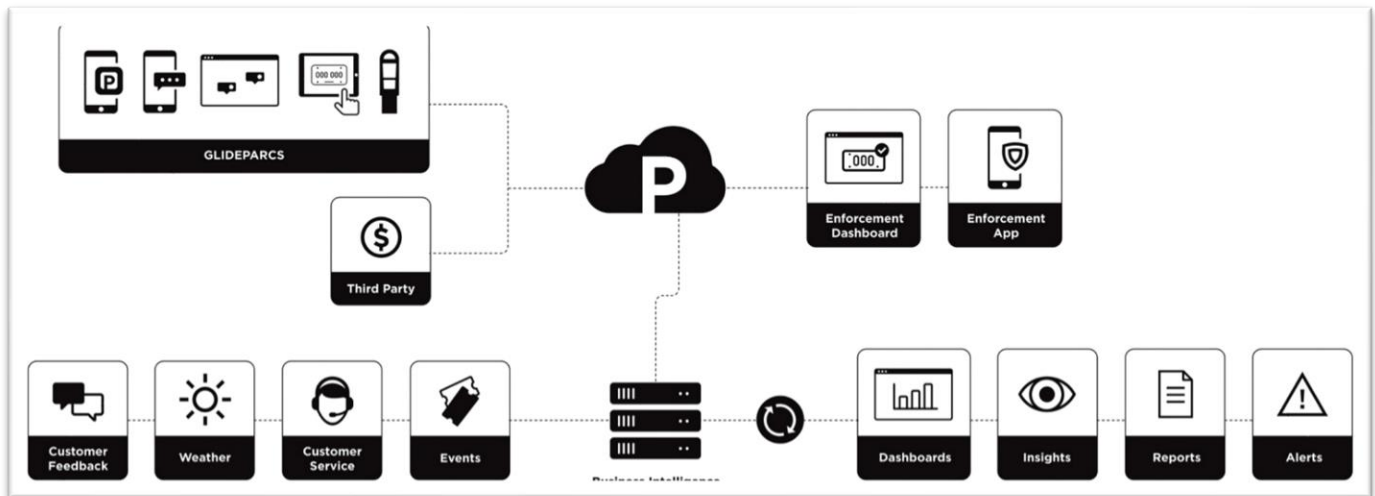
Product Overview

Premium Parking moves to modernize existing revenue control systems by introducing a fresh technology solution. GLIDEPARCS is a full-stack parking management platform that has been built internally by the Premium Parking team to centrally control all aspects of parking operations. As an end-to-end software solution, GLIDEPARCS is the “hub” for all parking facets, intended to serve as the consolidated warehouse for all parking data associated with a client’s parking program. Both proprietary payment & operational tools (such as Premium’s Text Pay, Camera Pay, Mobile App, and Monthly Permit payment solutions), as well as external systems (such as Pay Stations, License-Plate Recognition Systems, and Citation Management Solutions) connect to the GLIDEPARCS system creating a **single system of record** for both historical review and predictive analytics.

Our management system combines best practices with modern parking trends into one holistic system, allowing us to offer the most complete parking solution in the industry. With our system,

we can drive demand at our facilities using our marketing and analytic platforms, offering a variety of convenient payment methods to our visitors with systems for compliance.

We are extremely proactive in our management strategies, and our team works tirelessly to maximize the revenue potential. We firmly believe that our operations can always improve, and through our commitment to innovation, we ensure that our clients will always receive the most cutting-edge operational, marketing, and analytic strategies in the industry. The result will be a more enjoyable parking experience for all guests and a more profitable parking operation.



In operating in a gateless environment, the GLIDEPARCS platform relies upon the use of the license plate as the key access credential to identify valid parkers, and all customers must register their vehicle in the system.

- **The Monthly Cloud Permitting** register their vehicles' license plates when they set up their monthly account.
- **The Daily Parkers** pay in advance for their parking at a Pay Station or on Premium Parking's web-based platform prior to leaving the facility and boarding the train.
- **Any 3rd-Party Validated/Discounted Parkers** register with the third-party through several validation tools in an online account.

Upon returning to their vehicle, all parkers exit the location freely with no friction from a gate.

PARKING CONSTITUENTS

Premium's GLIDEPARCS operation will accommodate the various parking constituents frequenting a location in the following ways:

ANNUAL PARKERS

Annual parkers will be set up with an online account with the Premium Account Manager (PAM) solution, a component of GLIDEPARCS. Here they can manage their vehicles and update their license plates for proper enforcement & patrolling of the location(s), including enforcement of reserved spaces. Recurring payments for paid parking as well as any complimentary parking can be managed through PAM, allowing the parker to maintain their accounts through the Premium Parking mobile app or website.

COMPLIMENTARY/DISCOUNTED PARKERS

PAM accounts not only manage long-term access for more routine parkers but also accommodate special circumstances or any non-recurring validated parkers. This functionality can be provided through the use and access to Premium's Quick Validator tool.

With the Quick Validator, a Town of Holden Beach designated administrator enters a rider's license plate into the system and chooses the date & duration for which their stay is validated. The rider simply parks at the location without the need to perform any function.

At the end of each month, reports of all validations made can be provided to all required parties for reconciliation, invoicing, and payment/internal allocation.

SINGLE DAY/EVENT PARKERS

All other parkers pay for their parking through Premium's various payment options (Pay Machine, Premium Parking mobile app, Text Pay, Camera Pay, or calling Customer Service) prior to leaving the location.

Payments Summary.

Payments & Credentialing by Parker Type.



Long-Term Parkers

Monthly Subscriptions – online subscription eliminates need for physical credentials and allow parkers to seamlessly switch their vehicles by registering 3 plates per account.



Traditional Parkers

Pay Machine – not a fan of technology? Our state-of-the-art pay machines provide old school parkers an easy way to pay.



One-Time Parkers

TextPay – the easiest way for visitors to pay using their smartphone without downloading an app.



Frequent Parkers

Mobile App – the fastest and most convenient way to find, pay for, and extend parking sessions.



Event Parkers

Reservations – online and mobile reservations allow visitors to know exactly where they are going to park for their next meeting or event.



Business Parkers

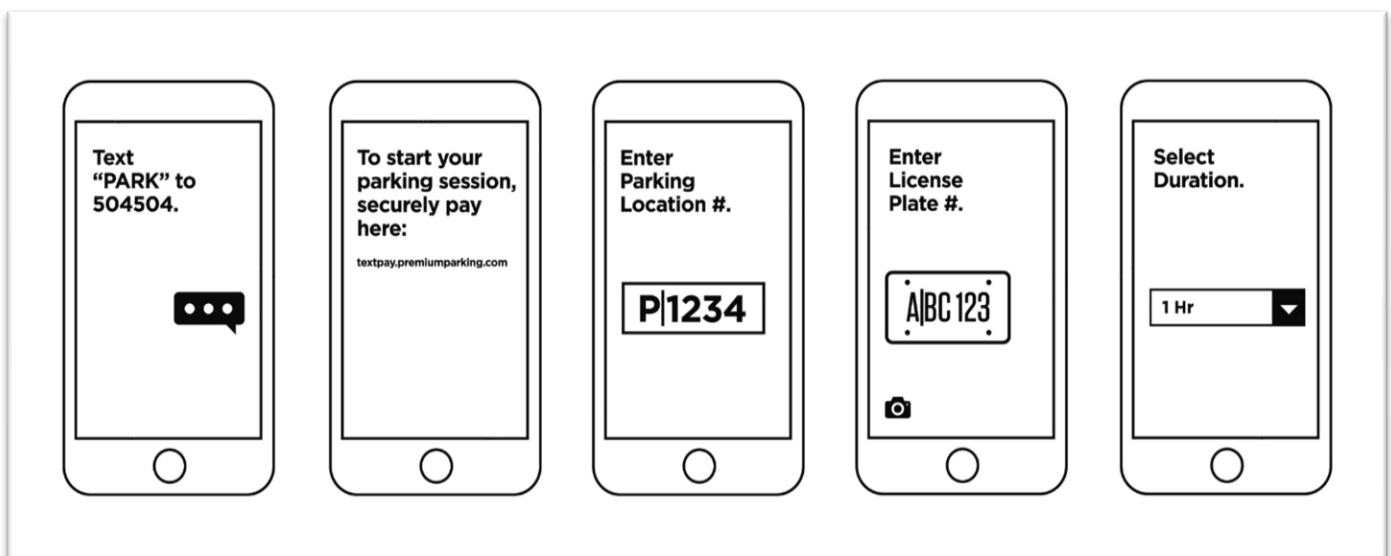
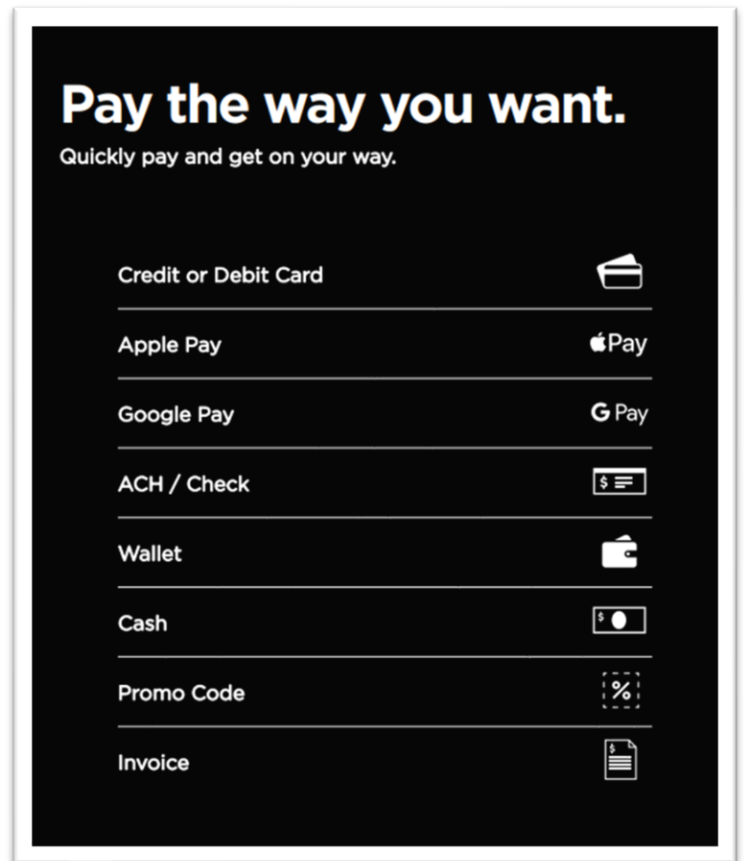
Cloud Permits & Validations – Discounted and validated parking options available for business, tenants, departments and third parties to utilize.

Payment Channels

Text Pay

The easiest way to pay without downloading an app.

Premium's Text Pay platform was released in 2017 to provide an easier way for infrequent customers to pay for their parking sessions using their smartphones. Let's face it: there's an app for everything. And though our mobile app has been offered since 2013, it was found that many parkers suffered "app fatigue", so we developed a way for parkers to send a text to pay for their parking. Parkers text our short code and we reply with a clickable, secure link that leads them through a simple workflow (see below). And by scanning your license plate and credit card with your phone's camera, the payment process can take less than 30 seconds. [VIDEO CLIP](#)



Camera Pay™

Use your camera to start parking.

Most mobile phones have QR code readers built-in to their camera app. Simply place the code in view and tap the link that appears. You're directed to our secure, mobile payment portal. Accept credit or debit cards, Apple Pay and Google Pay. No equipment required.

[VIDEO CLIP](#)

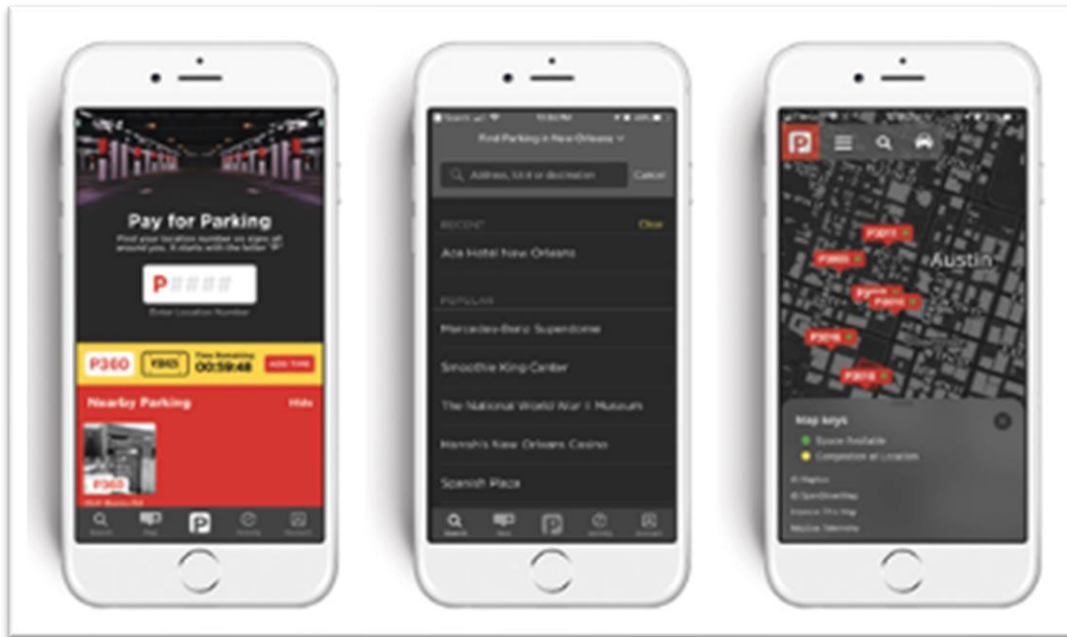


Premium Mobile App

The fastest way to pay for parking.

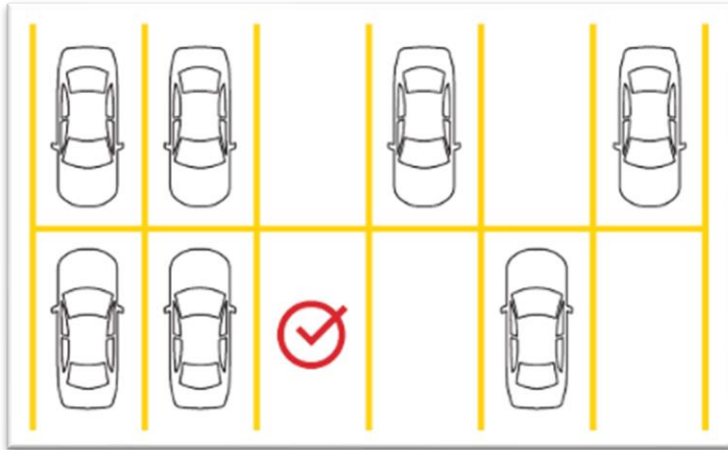
The Premium Parking mobile app (#1 rated parking operator app – Apple App Store) offers routine customers the fastest and most convenient way to find, pay for, and seamlessly extend their parking from anywhere. Parkers can instantly complete their transactions using their credit card without ever having to visit a pay machine. Most importantly, our app allows users to store and save multiple vehicles and credit cards within their account. Switching between vehicles is easy and completing transactions only takes a few clicks. The app is available for both Android and iOS devices. Our mobile app brings the point-of-purchase directly to the parker and is unlike any other solution in the industry.

VIDEO CLIP



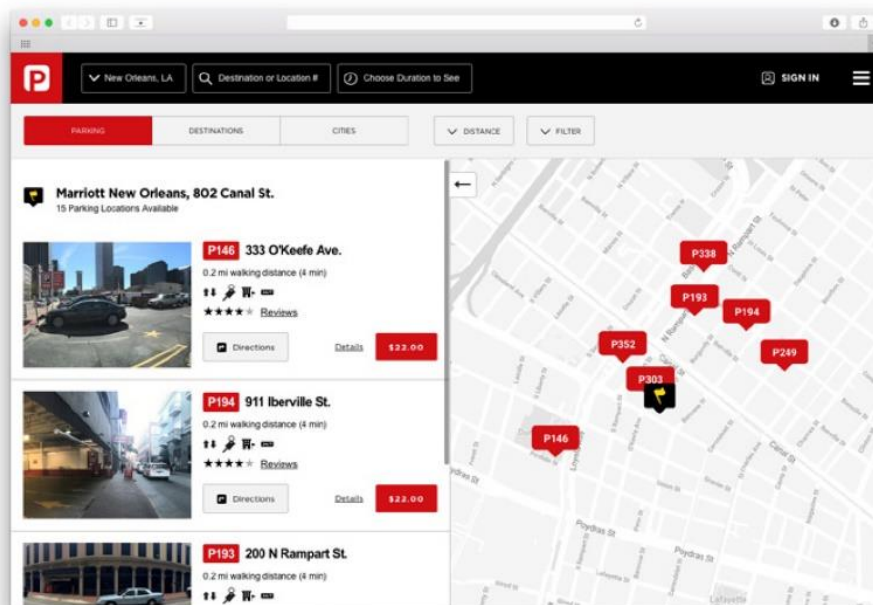
Event Reservations and Dedicated Web Pages

Plan ahead and reserve parking in advance.



<https://www.premiumparking.com/city/new-orleans/the-shops-at-canal-place>

By working closely with local destinations and venues, Premium can build a customized landing web page into the existing Premium Parking website as well as incorporate the option for customers to make parking reservations prior to arriving at or near their destination. Prepaid parking options have become very popular in conjunction with event venues. This stress-free, prepaid parking option not only improves the customer experience but also eliminates congestion both in drive lanes and at pay stations, significantly reducing the long queues leading up to a major event. Enabling the purchase of event tickets in conjunction with parking passes will also be explored within the web design.



Validations

Simple, Flexible, Controlled.

The GLIDEPARCS platform offers a variety of validation and discounting options. These possibilities allow third-parties (i.e. tenants or management company) to validate parking before, during, or after a parker's arrival. Premium's most-popular validation programs include:

Web Validation



Group Admins can validate online in-advance of or upon a visitor's arrival

Visitor "Check-In" Kiosk



On-site validation via self-service tablet (ideal for larger organizations with high volume visitor traffic)

Promo Codes



Provide a discount either in the form of a dollar amount (\$) or percentage (%) - up to the full cost. And with chaser coupons, a charge can be automatically credited if the parker paid in advance.

Outlook Validation



Send complimentary parking with meeting invites. Free Add-in is available for Microsoft Outlook.

Visitor Kiosk

Self-service validation.

As an additional option, we propose the use validator kiosks mounted inside retail or restaurants for special guests requiring a manual validation by an authorized representative. Promo Codes can also be utilized via email in calendar invites.



Example of Visitor Kiosk using iPad or iPad Mini

3 Ways to Validate.



In Advance

via Website



Upon Arrival

via Visitor Kiosk or Website



After Arrival

via Chaser Validations or Promo Codes

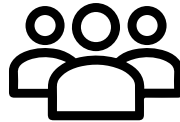
MONTHLY PARKING, CLOUD PERMITS™

Premium Parking manages over 25,000 accounts in its integrated parking permit system. With this system, the process for obtaining a monthly permit is completely virtualized.

How it works.



Ownership sets parking assignments & policies for clients and tenants.



Admins manage groups of parkers (employees, residents, and visitors).

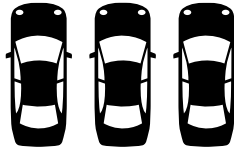


Parkers manage their user account.

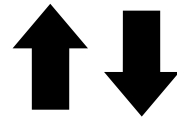
Seamless transitions with simple set-up.



Admins email invites to parkers for account set-up and credentialing.



Parkers add up to 3 vehicles per account. One on property at a time.

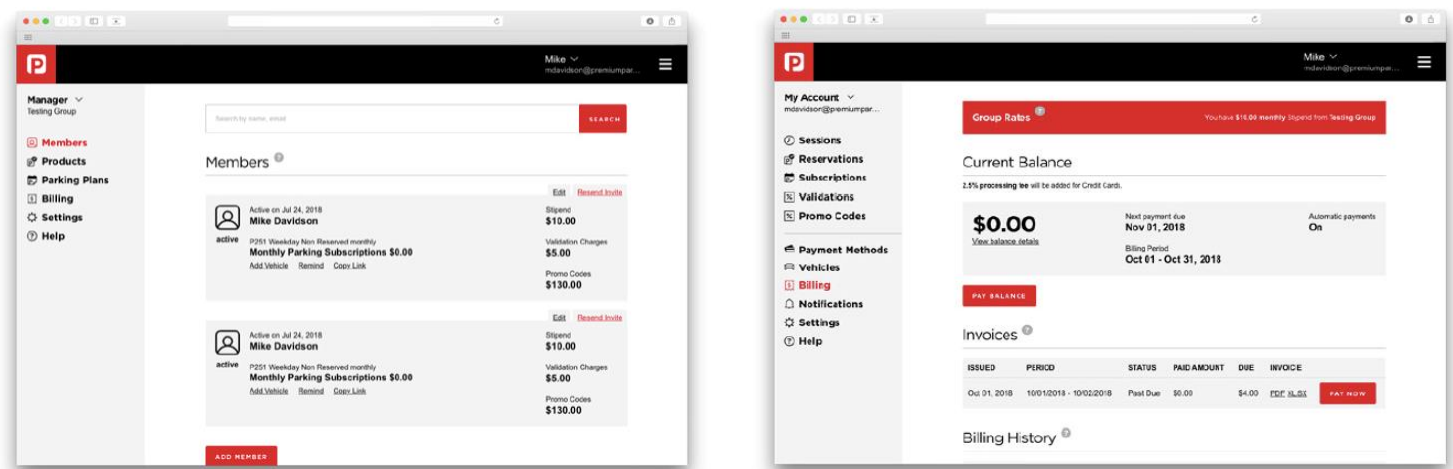


Parkers come and go freely.

The screenshot shows a red login screen with the text "Sign in to manage hourly parking, subscriptions, reservations and vehicles." at the top. Below this is a login form with two input fields: "Email" and "Password". To the right of the "Password" field is a right-pointing arrow button. Below the input fields is a link that says "Forgot Password?". At the bottom of the screen, there are two links: "Contact Us" and "View All About Premium Parking System (PDF)".

Premium's permit program, Cloud Permits™, provides industry-leading simplicity and flexibility in managing groups of parkers and individuals at different rates per special pricing arrangements or other agreements by parking location. The system was designed to allow each parker the ability to manage their own parking and vehicle information. A login credential with applicable permissions is created for all parkers based upon their hierarchical role. All credentialing is handled virtually, utilizing the License Plate Number as the unique identifier, and several payment options are offered including ACH, Credit Card, and Check (for large corporate accounts).

The system is built to support three (3) distinct, role-based access groups: The Client, The Group, and The User.



Client Portal: Provides facility managers with the ability to virtually manage groups of parkers at different locations. Various pricing structures, permissions, and agreements can be added to and customized for each Group (i.e. employees, contractors, long-term visitors, residents, etc.).

Group Admin: Allows a single corporate or recurring party (such as an office manager or admin) to add parkers to their designated "group account" and assign various parking products for the parkers to use in real-time. Similarly, a parker can be deactivated in real-time. Group Accounts can choose to pay for parking as a whole, qualify and validate individual parking, or have all or a portion of the parking fee borne by the individual parker(s). The status of each parker can also be tracked and monitored in this view.

User Profile: Allows parkers to manage their parking status across different parking access levels at various facilities. Parkers can add up to three (3) different vehicles and multiple payment options per account. Available on our app as well as online, there is no other company in the parking industry that offers as seamless a way for individual parkers to virtually manage monthly permits, event reservations, or daily parking.

ONLINE PARKING ADVANTAGES

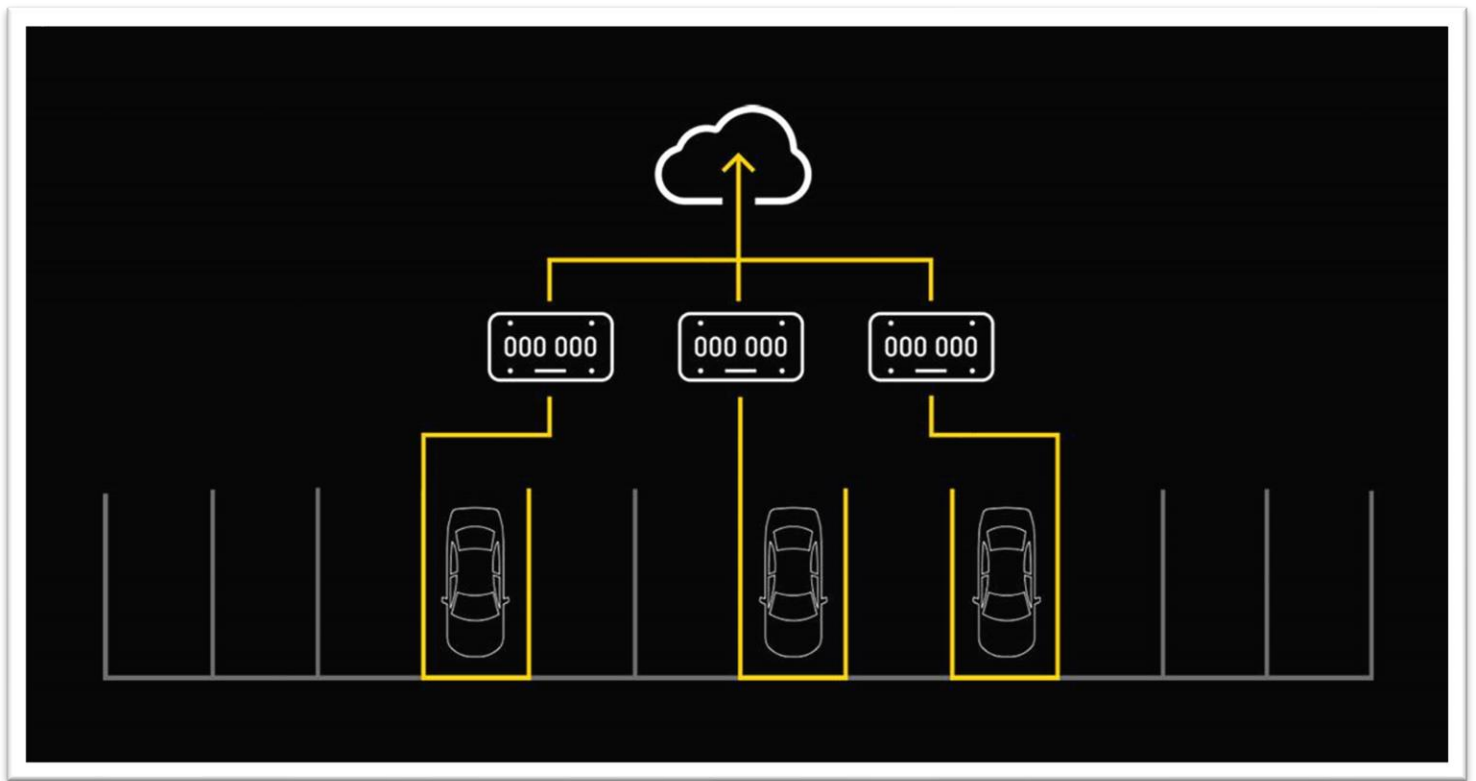
Our Cloud Permits™ program brings many benefits to both parkers and the lots, including:

Eliminates the paperwork associated with manual, monthly parking applications

Saves time and money associated with physical credentials; no need to send via snail mail or wait on parking staff

Allows parkers the flexibility to set-up or apply for an account online as well as manage license plate information in the comfort of their own environment

Offers an electronic form of communication to applicants and parkers regarding policy changes or updates as well as the status of their account.



ENFORCEMENT

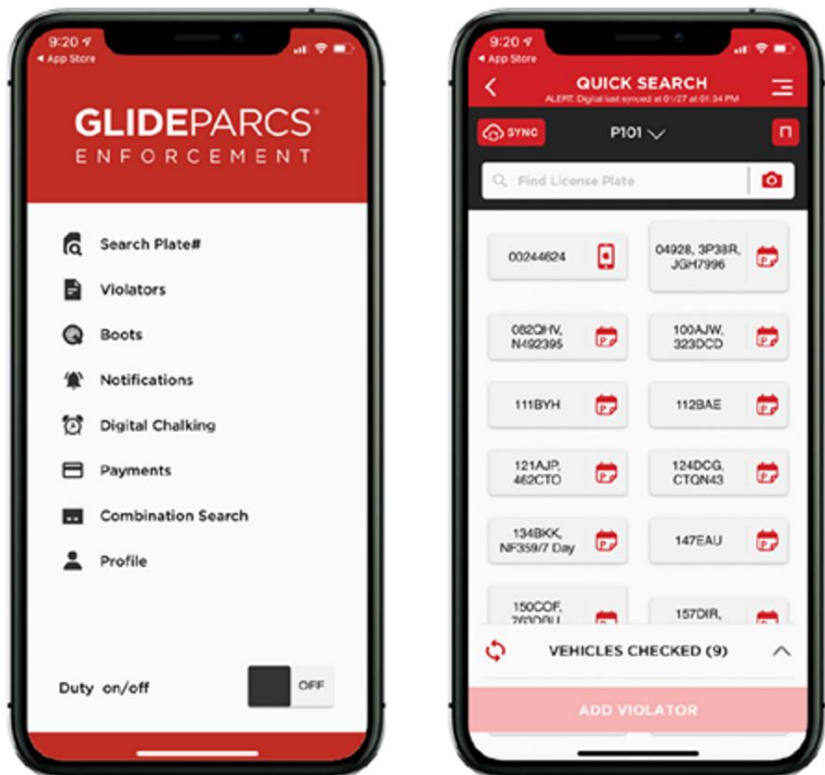
Compliance & Citation Management

Our user-friendly enforcement app provides real-time access to active parking sessions paid, utilizing the license plate as the credential portfolio wide.

Enforcement App

Enforcement App.

Real-time Violator Identification
Batch Photo Enforcement
Time-Based Digital Chalking
Ticket/Citation Issuance
Enforcement Tracking
Online Payments & Appeals



In compliance with all local ordinances, Parking Enforcement Agents can issue warnings, write citations, and even immobilize via self-removal “boot”, any vehicles that are not in compliance with the parking policies outlined for managed locations. Self-removal boots are integrated into GLIDEPARCS, allowing parkers to pay their fee by Text, remove the device themselves via a combination code, and quickly continue on their way. While booting is a customer-friendly alternative to towing and more efficient than issuing citations and managing collections, GLIDEPARCS can administer all enforcement practices within the guidelines provided by The Town of Holden Beach and in conformity with regulatory constraints. Parking Enforcement Agents

generally patrol the parking facilities, on average, 2-3 times per day. The Enforcement Agent monitor transaction volumes daily to generate a custom enforcement program that ensures parking compliance at every facility.

Violators can pay for all fees using cash, credit card, or by texting through their smartphone. The Text/Camera Pay options allows a convenient way to immediately pay a citation. Since implementing this simple payment option we are seeing a 65% payment rate on citations issued. If an individual believes they have been wrongfully cited, the customer can submit an appeal by visiting our enforcement website.

As an added benefit, Parking Enforcement Agents patrol the parking facilities providing an additional safety presence for parkers parking on these locations.

All of these enforcement procedures would be taught to Holden Beach stakeholders prior to commencement of software roll out.

A local towing service can also be exercised in extenuating circumstances.

Enforcement Options.







POSTCARD WARNINGS

CITATIONS

IMMOBILIZATION



FAIR, TRANSPARENT AND EFFECTIVE PARKING ENFORCEMENT.

Proven enforcement for 10+ years with 1M+ vehicles checked. We check 100,000+ vehicles per month and have proven there's a better way to enforce policies at parking facilities, residential developments and retail locations. Our solutions secure and monitor lots, garages and businesses without towing. With real-time violator identification via license plate, enforce only on confirmed violators with complete photo documentation. We deliver a better customer experience with complete visibility over who has access to your properties.

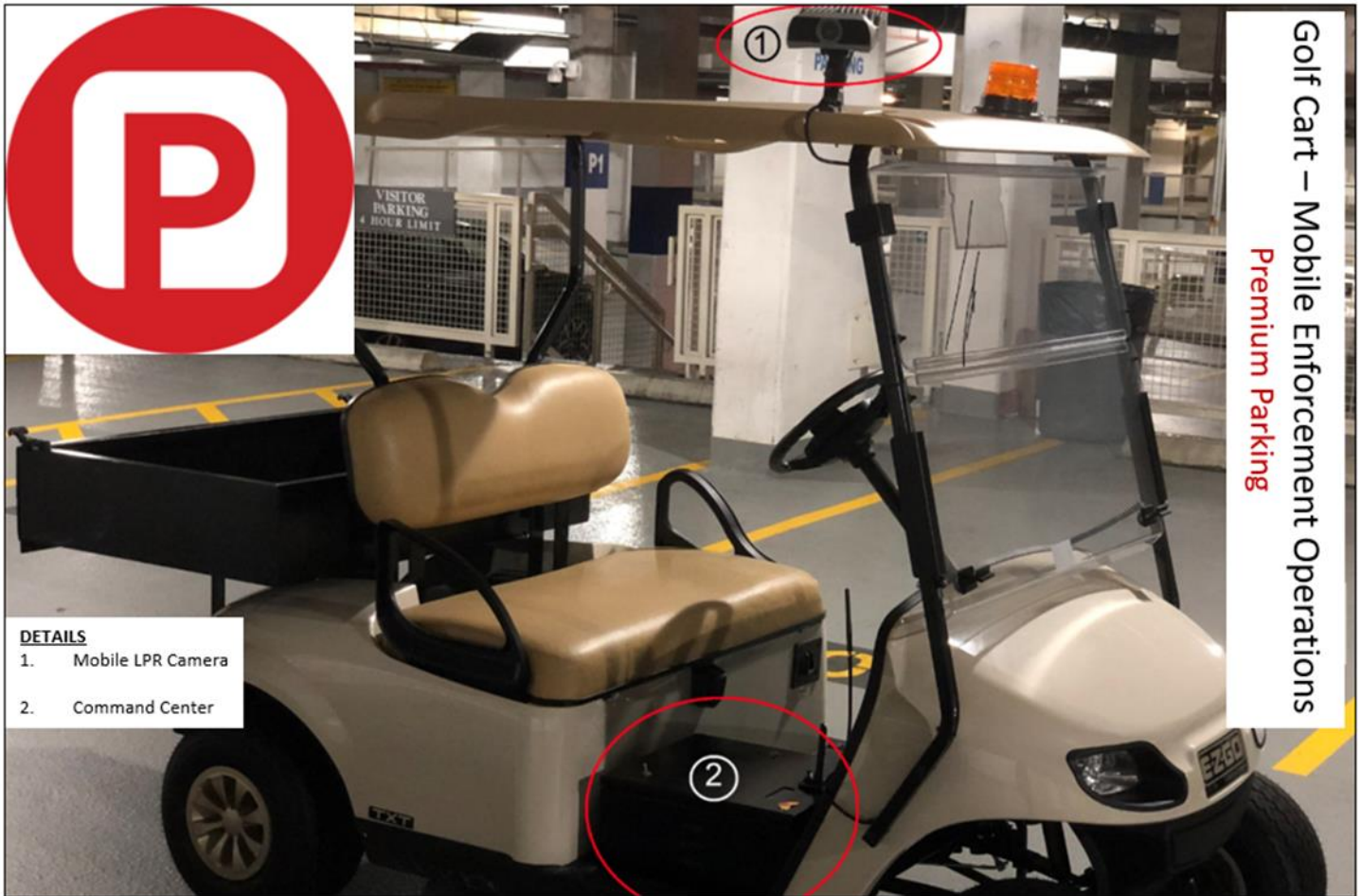
For a gateless operation to be successful, compliance must be fostered by strictly enforcing all parking policies in a respectful & professional manner.

Equally important is an effective and consistent presence at parking locations to ensure that customers do not encounter any difficulty with their experience and feel safe in their surroundings. Premium understands the significance of these requirements and provides our enforcement team that will exceed expectations.

If someone feels they have been unfairly ticketed they may appeal the ticket by submitting and appeal in our FreshDesk ticketing platform and an Account Manager or Market President will be in touch within 24-hours to resolve the appeal.

Optional Mobile LPR Cameras | Efficiency

Premium's enforcement software also integrates with mobile LPR cameras enabling enforcement officers the ability to check more license plates than by foot. Pricing is not included in this proposal but Premium is willing to fund the cost and amortize at the current rate a bank would charge if interested. The cost savings in labor would pay it back in a year.



Mobile-friendly Fine Payment Portal

TextPay ADMIRAL ENFORCEMENT

Immobilization Number
000000747

Location
P101

License Plate
ABJ123

Continue

TextPay ADMIRAL ENFORCEMENT

Boot Removal Fee: \$90.00
Unpaid Parking: \$26.00
Total: \$116.00

Payment Method

Card Number

CVV VISA

Billing Zip Code

Pay Now

Users can quickly pay via immobilization #.

Secure payment via credit/debit card.

Monitoring & Reporting.

Enforcement Dashboard.

- Violation Management
- Fine Payment Portal
- Appeals Management
- Reporting

ADMIRAL ENFORCEMENT

ALL BOOTS CITATIONS VIOLATIONS SEND MESSAGE ENFORCEMENT REPORTS

Vehicle Check

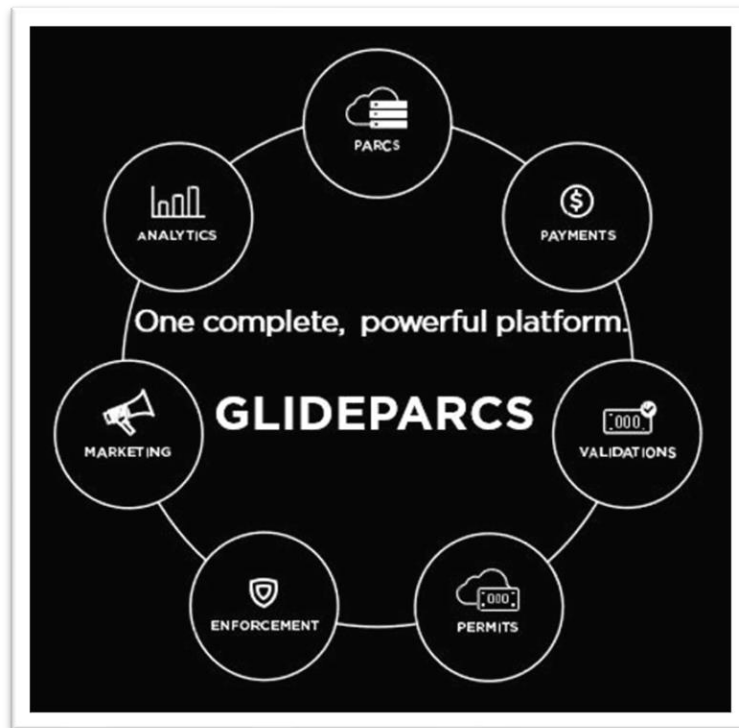
Officer: All Officers OFFICER: ADMIRAL P101

EXPORT REPORT SELECT REPORTS EXPORT

APPLICANT	LICENSE PLATE	LOCATION	ISSUED DATE	ISSUED TIME	EXPIRY DATE	EXPIRY TIME	APPROPRIATE
JOHN SMITH	7890	P101	06/16/2019	12:20 pm	06/16/2019 11:57 pm	06/16/2019 11:57 pm	
JOHN SMITH	543	P101	06/16/2019	12:20 pm	06/16/2019 11:58 pm	06/16/2019 11:58 pm	
JOHN SMITH	987654321	P101	06/16/2019	12:22 pm	06/16/2019 11:52 pm	06/16/2019 11:52 pm	

More Than Just A Revenue Control System

By building an account-based parking program through the GLIDEPARCS platform, much more can be achieved than simply collecting revenue. All facets of the operation become connected, providing a powerful tool for understanding various parker types.

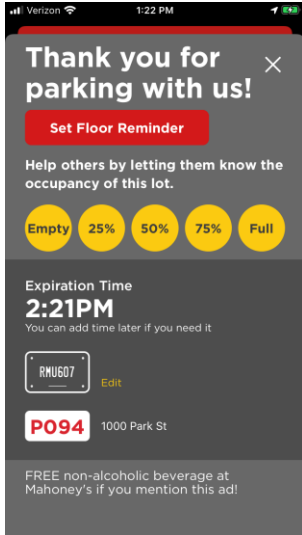


Equally important, GLIDEPARCS provides the ability to gain valuable insight through interaction with third-party data sources to offer feature-rich functionality such as:

- **Predictive Occupancy:** leveraging crowdsourcing from your customers.
- **Net Promoter Survey Scores:** tracking customer satisfaction through on-demand surveys.
- **Web & Mobile App Analytics:** identify utilization of mobile app and online data for payments collected.
- **Aggregators & Third-Party Providers:** allowing transactional level analysis for all revenues and payments.

Real-time Feedback.

Crowdsourced Occupancy Feature

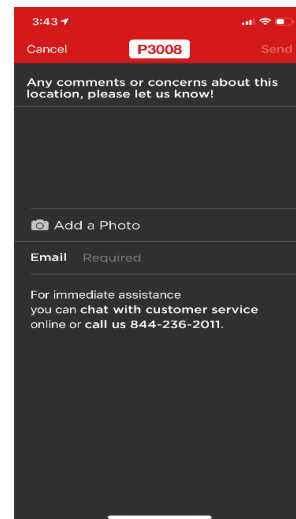


After paying for a parking session through Premium's mobile app, customers will be prompted to enter what they believe to be the location's occupancy. We then aggregate this data to provide future customers with the ability to check parking availability at a location prior to their arrival. By showing either a green (parking widely available) or yellow (expect parking congestion) identifier within the app for each location, Premium helps guide customers to more ample parking availability.

User Feedback via Mobile App



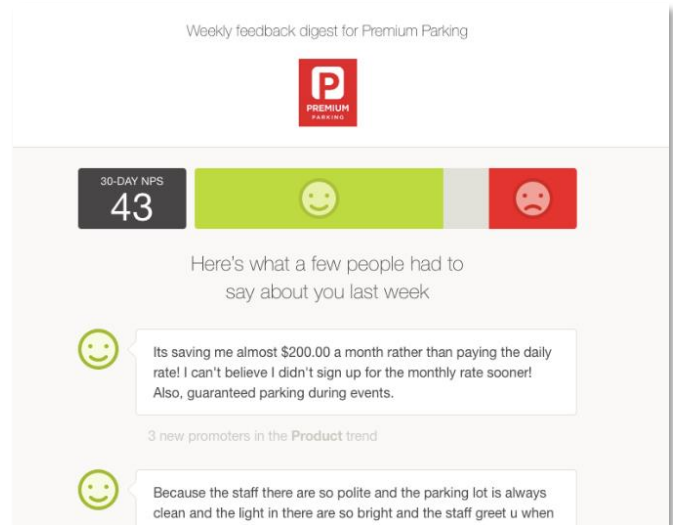
Users can report feedback instantly via App, even without starting a parking session.



Comments/feedback can be submitted along with photo documentation.

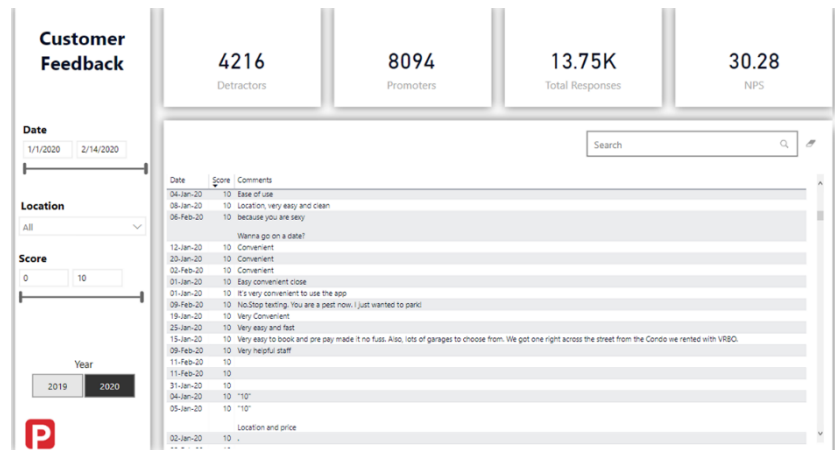
Customer Feedback Surveys

We continuously conduct ‘experiments’ with the purpose of finding new ways to make our innovative payment methods more customer-friendly and, in return, our clients more money. We pore through our customer data to identify trends, gaps in knowledge, and opportunities for growth. Where these experiments really shine is when we notice a gap in our understanding of the customer. We take what we know, and we take it to the streets – literally. We choose a location with an ideal customer cross-section, and we make one notable change – and thereafter chart the results.



Customer Service Training

Premium Parking engages in a mystery shop program and uses the results of these shop reports to assist local management and the executive team in how an external customer views Premium facilities. These shops are useful tools in creating coachable moments with the facility manager, documenting any successes in the operation, or identifying areas of concern.



Customer Service Center

Premium Parking operates a professional, in-house Customer Service Center. The Service Center provides phone, text, email, and online chat support 24/7/365. All conversations are tracked, recorded, and monitored to ensure that every customer receives the same exceptional customer service. We currently process more than 150,000 calls per year.

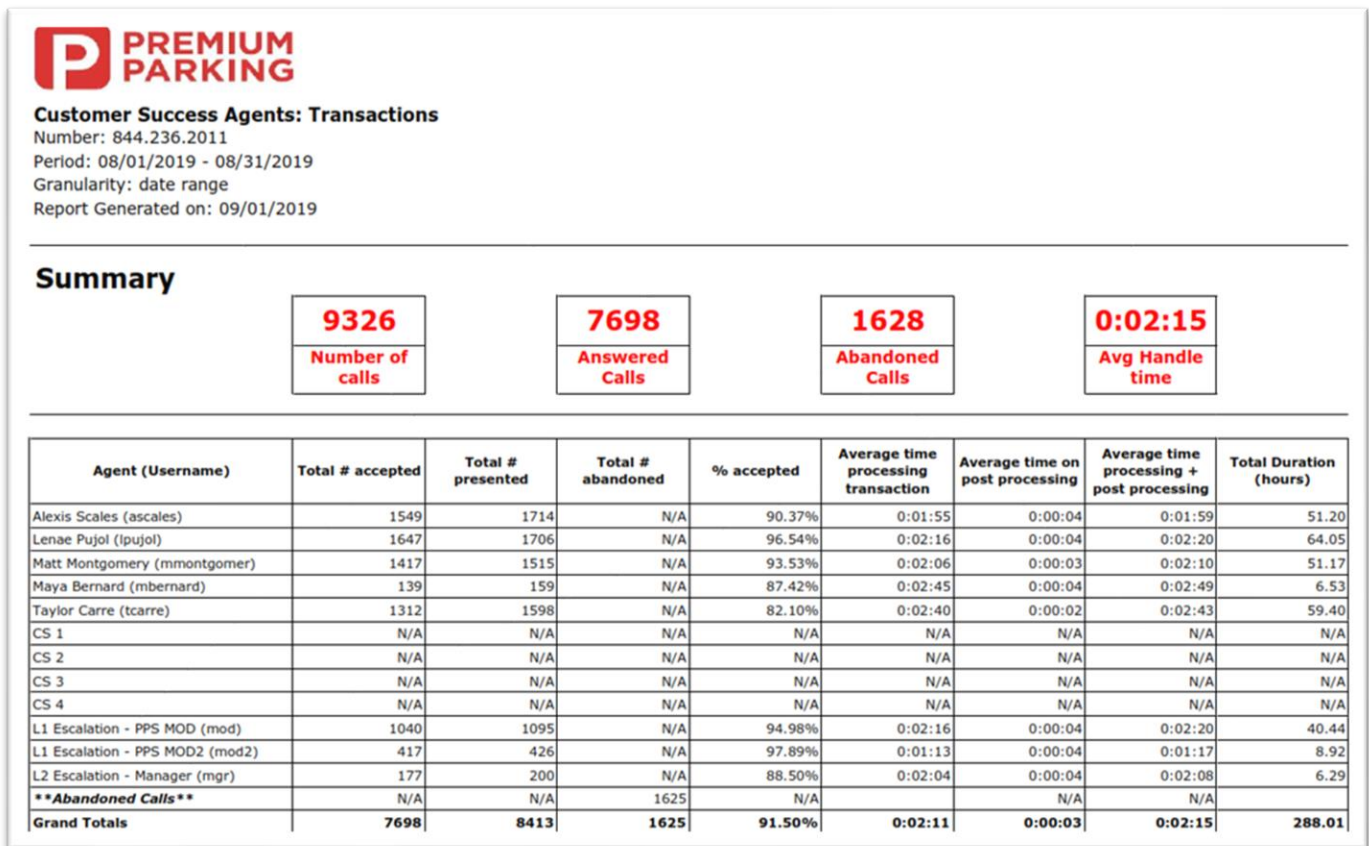


If our customer service representatives are unable to assist the customer or client, we also employ on-call Local Managers for consumers needing onsite assistance. We utilize the cloud-based customer service platform, Freshdesk, to help manage and monitor all customer requests and inquiries. This ticketing solution ensures that customers' challenges and questions are resolved quickly and consistently in a highly professional manner. The platform also allows our agents to work seamlessly in

solving any parking issues or answering questions from our parking guests. All calls are documented, and calls are recorded. Should any division of Holden Beach need documentation for audits, we are able to provide the detailed support memorialized through this system.

Our Freshdesk account can have an unlimited number of mailboxes, allowing us to access all our support emails in one place. Every ticket that comes to our helpdesk can be prioritized, categorized, and assigned automatically. Agents can collaborate on an issue using private notes. They can also prevent multiple agents from replying to the same query, using agent collision detection.

Below please find a dashboard screenshot to highlight the Freshdesk ticketing solution.



Customer Service Complaint Resolution

With the development of specific service level agreements with clients in advance of operational takeover, Premium proactively manages expectations with our clients & customers so that they know when they can expect a response and when their issue is resolved. All Freshdesk tickets that are logged for questions, service issues, or complaints are responded to within twenty-four (24) hours with either complete resolution or a plan with the individual on the timing and steps for resolution.

Consolidated Reporting & Analytics

Data from the GLIDEPARCS system will allow The Town of Holden Beach to continuously look for trends, optimize parking strategies, and adjust rates per individual locations by peak times or destinations served by the train.

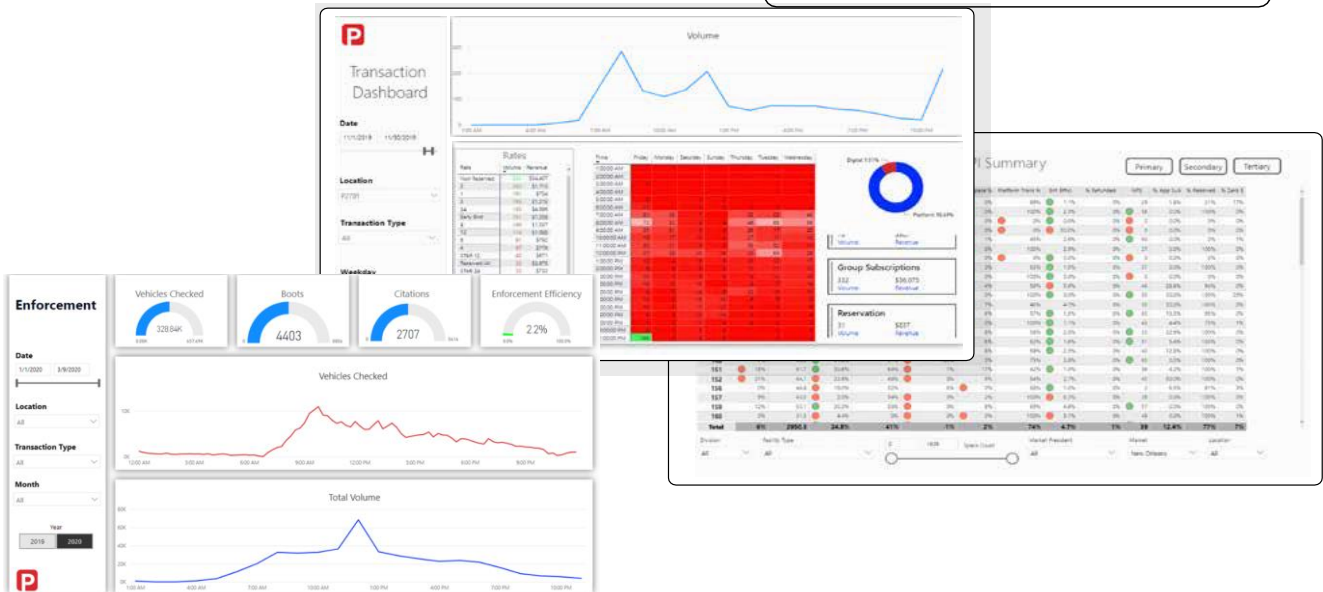
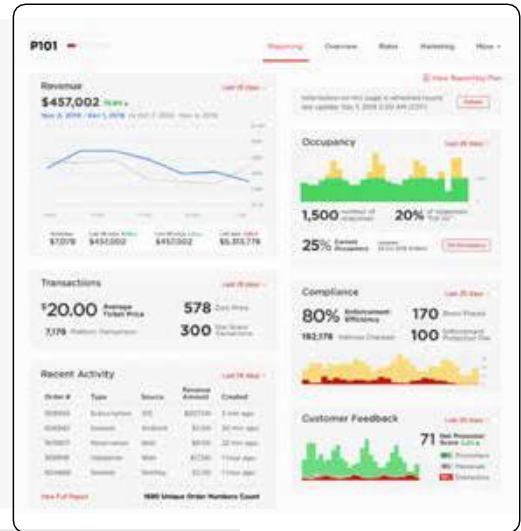
GLIDEPARCS's license-based tracking provides a level of data and understanding that most parking operators or patchwork systems cannot. With license plate verification, The Town of Holden Beach will be able to understand individual usage including where the vehicle parks, entry/

exit times, visit frequency, and other data that translates to educated price modeling and enhancements to increase net income.

GLIDEPARCS provides clients with real-time reporting through their online Client Dashboard. Premium will work with the Town of Holden Beach to determine which of its 85 KPIs should be tracked for their operations.

Notable KPIs include:

- Audit & Mystery Shop Scores
- Customer Net Promoter Scores & Feedback
- Enforcement Efficiency
- Average Transaction Price (daily, monthly, event)
- Platform Transaction Percentage (App/Text vs. Machine)
- Average Transaction Volume & Duration (daily, monthly, events)
- Average Occupancy
- Validation Activity



GLIDEPARCS CASE STUDIES | NORWALK & MIAMI

CASE STUDY / GLIDEPARCS FOR RETAIL

THE SONO COLLECTION

Norwalk, CT

Type: 8 Floor Garage
Space Count: 3000 (2900 self park & 100 valet)
Entry Count: 4
Exit Count: 4
Pay Machine Count: 18

Key Users.
Luxury Anchors (Nordstrom, Bloomingdale's), Retailers/Mall Tenants (Apple), Venues (Stripes), Restaurants, Events

Products.



GLIDEPARCS



CLOUD PERMITS



MOBILE PARKING



VISITOR KIOSKS



CASE STUDY / GLIDEPARCS FOR RETAIL

SHOPS AT MERRICK PARK

Coral Gables, FL

Type: 7 Floor Garage
Space Count: 1606
Entry Count: 2
Exit Count: 1
Pay Machine Count: 16

Key Users.
Luxury Mall Anchors (Neiman Marcus, Nordstrom), Retailers/Tenants (Crate&Barrel), Events, Venues, Restaurants, Residences, Visitors

Products.



GLIDEPARCS



CLOUD PERMITS



MOBILE PARKING



VISITOR KIOSKS



GLIDEPARCS CASE STUDIES | BALTIMORE & MEMPHIS

CASE STUDY / GLIDEPARCS FOR COMMERCIAL/MIXED-USE

HARBOR • POINT

Baltimore, MD

Type: 5 Floor Garage, 4 Single Level Garages, 2 Surface Lots, 1 Contractor Lot, On-Street (1600 spaces)

Space Count: 3200

Entry Count: 12 primary access points

Pay Machine Count: 10

Key Users.

Offices (Exelon, Morgan Stanley, WeWork, Beatty Development, John Hopkins), Residences (Bozzuto), Hotel (Canopy by Hilton), Retail (West Elm, Restaurants)

Products.



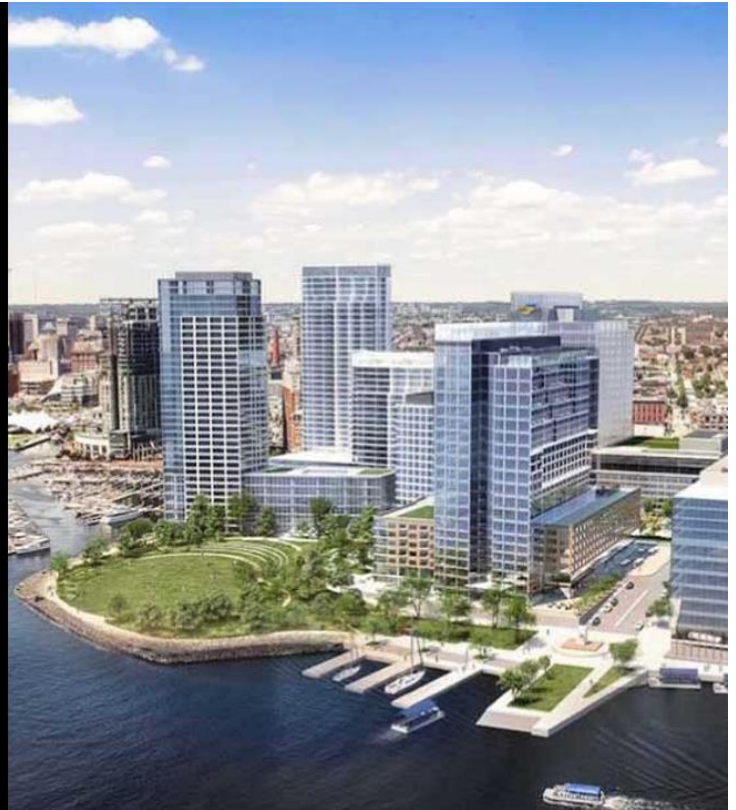
GLIDEPARCS



CLOUD PERMITS



MOBILE PARKING



CASE STUDY / GLIDEPARCS FOR MUNICIPAL



Memphis, TN

Type: 6 Municipal Garages & 2 Surface Lots

Space Count: 3612

Pay Machine Count: 15

Key Users.

Shelby County Government & Support Services, City of Memphis, City of Memphis Police, Hotels (Hu, Court Square Hospitality), Riverfront Events, Transient Visitors

Products.



GLIDEPARCS



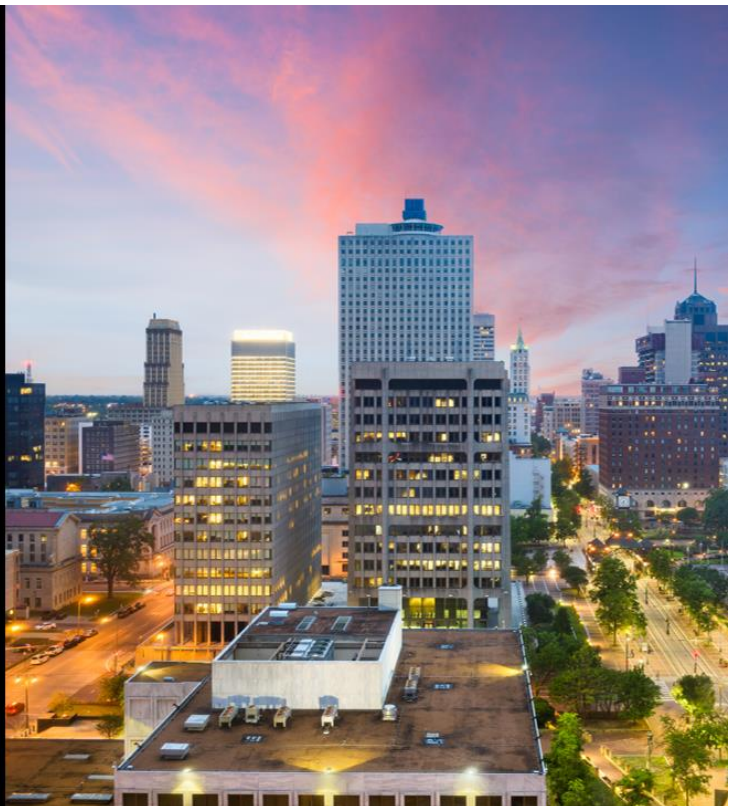
CLOUD PERMITS



MOBILE PARKING



VISITOR KIOSKS



REFERENCES.

Premium Parking is corporately headquartered in New Orleans, LA. Since expanding into new markets in 2012, Premium has demonstrated its ability to implement its proven value-maximizing operating system, GLIDEPARCS in over 120 “remote” locations, spanning 40+ additional markets. With each facility Premium operates with its proprietary technology stack (thus eliminating a host of 3rd-party partnerships that cause integration choke points), real estate owners have realized a significant increase in revenue and improved customer satisfaction. Both public and private sector references are provided below to showcase some of the financial successes Premium has been able to achieve with clients.

Town of Kure Beach, N.C.

Type of Property:	Municipal – 19 Locations in Town
Facility Address:	Kure Beach, NC
Contact:	Craig Bloszinsky, Mayor
Contact phone number:	919-225-1143
Contact email address:	c.bloszinsky@townofkurebeach.org
Transition Timeline (Planning to Takeover):	60 day
Dates of Service:	April 2021 – Present
Space Count:	632

Scope of Services

This operation includes on-street and off-street parking for seasonal beach and retail visitors from April - September. Through a competitive RFP process, Premium was chosen over several other operators due to their technology-centric parking solution. Premium designed a permit program consisting of selling public Cloud Permits, and discounted residential and employee parking passes, promo code validations, pay machines for guests not comfortable with mobile payments/reservations, clear egress/ingress signage, and a comprehensive enforcement program that allows for the collection of unpaid parking fees. This new program immediately solved the Town’s challenges regarding overcrowding, generating over \$350,000 in the first few months of paid parking operations, while organizing the Town’s parking assets with enforcement/compliance ambassador patrols.

Onboarding Video: <https://youtu.be/M8KN5RAOpaQ>

Oklahoma State Parks

Type of Property:	30 State Parks Parking & Admission
Facility Address:	State of Oklahoma
Contact:	Ben Davis, Deputy Director at Oklahoma Tourism and Recreation Department
Contact phone number:	405-412-4779
Contact email address:	Ben.Davis@travelok.com
Transition Timeline (Planning to Takeover):	60 day
Dates of Service:	May 2020 – Present
Space Count:	8,000

Scope of Services

This operation includes parking and admission for park visitors at 30 parks, with over 2.1 million visitors annually. Through a competitive RFP process, Premium was chosen over 20 other international operators due to their technology-centric parking solution and affordable pricing strategy. Premium designed a permit program consisting of selling Cloud Permits enabling discounted state resident passes, promo code validations, pay machines for visitors not comfortable with mobile payments/reservations, clear signage throughout the parks, and a comprehensive enforcement program that allows for the collection of unpaid parking fees. This new program generated over \$200,000 in the first month and is averaging over \$300,000+ monthly during season. The OK Parks went from free to paid with minimal pushback because the parks were in dire need to raise revenue to fund deferred maintenance projects and labor costs. Premium's solutions did not require any upfront capital costs, and Premium even funded the purchase of 27 pay machines, leasing them back to the parks over the term of the contract.

Oklahoma State Parks Ranger Video: <https://fb.watch/5xpiO6oo5k/>

City of New Orleans/New Orleans Building Corporation

Type of Property:	Commercial Surface Lots
Facility Address:	1111 Canal Street, New Orleans, LA
Contact:	Jeanette Delery
Contact phone number:	504-658-0926
Contact email address:	jedelery@nola.gov
Transition Timeline (Planning to Takeover):	30 days
Dates of Service:	June 2009 – Present
Space Count:	500+

Scope of Services

Premium currently manages almost a dozen parking locations for the City of New Orleans. These facilities service monthly customers, daily parkers for nearby businesses/restaurants, the federal government buildings, as well as the city's many visitors and tourists. Since being awarded these contracts, Premium has brought new life to each facility, significantly improving the parking experience for all visitors and overall profitability for the city. Premium managed these facilities for seven years and most recently renewed the contracts for an additional five.

Premium Parking's success servicing the City of New Orleans was recently confirmed after being awarded the management contract for over 500 parking spaces underneath the US-90 overpass. This particular area, which for decades was left vacant and underutilized, is now a clean, safe, and profitable parking facility for the City of New Orleans. Beyond providing a new affordable monthly parking option for downtown employees, the program has laid a foundation for continued revitalization for one of the city's most neglected areas.

City of Mobile, AL Cruise Terminal Garage

Type of Property:	Commercial Garage
Facility Address:	201 South Water Street, Mobile, AL
Contact:	Joseph Snowden, Waterfront Coordinator for Mobile Alabama Cruise Terminal
Contact phone number:	251-338-7447
Contact email address:	joseph.snowden@cityofmobile.org
Transition Timeline (Planning to Takeover):	60 day
Dates of Service:	February 2015 – Present
Space Count:	1,500

Scope of Services

This operation includes a 500-space garage and 300-space overflow parking lot for the 2,200 passenger Carnival Cruise Line at the Port of Mobile. Through a competitive RFP process, Premium was chosen over several other operators (including the incumbent) due to their technology-centric parking solution. Premium designed a gateless/prepay parking program consisting of an employee parking program for the entire operational staff, pay-on-foot stations for guests not comfortable with mobile payments/reservations, clear egress/ingress signage, and a comprehensive enforcement program that allows for the collection of unpaid parking fees after visitors have returned from cruises. This new program immediately solved the port's challenges regarding queuing/congestion on cruise days, saving them thousands in operating costs, and significantly improving the parking experience for cruise patrons.

Under Armour Global Headquarters

Type of Property:	Corporate Campus Parking Management
Facility Address:	Baltimore, MD
Contact:	Brendan Robinson, Director, Facilities and Operations Corporate Real Estate
Contact phone number:	667-400-2474
Contact email address:	brobinson1@underarmour.com
Transition Timeline (Planning to Takeover):	30 days
Dates of Service:	March 2019 – Present
Space Count:	2,100

Scope of Services

Under Armour (UA) issued a formal Request for Proposal process in order to secure tools to manage their Global Headquarters based in Baltimore, MD. Specifically, the UA team desired to find a flexible and cost-effective parking solution which provided excellent service to the UA's teammates, visitors, and community. With two separate corporate campuses and thirteen (13) parking garages & surfaces lots sprinkled throughout those campuses, UA had problems with facilitating (1) regular employee parking (2) parking for visitors and special events, and (3) the overall control of UA's parking lots while promoting traffic and pedestrian safety. Further, UA wanted to encourage compliance with their parking regulations in a fair, professional and friendly manner but had no comprehensive means to accommodate that goal. Through winning the RFP process, Premium was awarded the contract to help solve these challenges for UA. Premium installed its GLIDEPARCS parking management system across both campuses for UA and successfully achieved control of all facets of the parking program, including paid parking, complimentary parking for teammates, and extensive validation/check-in parking for visitors to the campuses. By introducing GLIDEPARCS, UA can now allow guests to validate at visitor kiosks; to credential teammates & vendors with its Cloud Permits module; and offers mobile payment channels to the public who chose to use sections of the UA's campus to pay for public parking. All these parking use cases are verified in real-time that the parkers on the campuses are following UA's parking policies. In addition, Premium provides UA several enforcement tools and options to address those individuals discovered to be out of compliance. The result has given the UA Facilities Team clear vision into the parking operation while providing much-improved space availability for visitors frequenting the corporate campuses.

Ochsner/LSU Health Shreveport

Type of Property:	Medical Campus Parking
Facility Address:	Shreveport, LA
Contact:	Riley Waddell, Chief of Staff/Senior Administrator for Ochsner LSU Health
Contact phone number:	(318) 518-3935
Contact email address:	riley.waddell@ochsner.org
Transition Timeline (Planning to Takeover):	30 days
Dates of Service:	January 2019 – Present
Space Count:	4,000

Scope of Services

Ochsner LSU Health's thriving medical campus comprises over 4,000 spaces across 37 designated parking facilities. The mix of multiple stakeholder groups includes patients and visitors, employees, students, partners and outside vendors. The challenge for the medical campus centered around the fact that the patient parking lots closest to the hospital were becoming completely full by early morning, thereby giving the perception that there was no available parking at the campus. By reorganizing parking policies with visitor validations and cloud-based permits for hospital team members, Premium was able to give the hospital immediate visibility into who is parking and if they are located in their designated locations. By introducing GLIDEPARCS, the hospital was able to allow guests to validate at visitor kiosks; to credential doctors, nurses, hospital staff/employees, and vendors for permit parking virtually; and to verify in real-time that all parkers on campus were in compliance with the parking policies, providing enforcement options to those discovered to be out of compliance. The result has given the hospital clear parking policies with designated zones for all stakeholders, much-needed space availability for patients & visitors, and real-time visibility with who is parking where on the entire campus.

Shops at Canal Place Garage & Jax Brewery Parking Lots

Type of Property:	Commercial Garage & Surface Lots
Facility Address:	600 Decatur Street, New Orleans, LA
Contact:	Michael Pousson, Vice President of Asset Management
Contact phone number:	504-581-4082
Contact email address:	mpousson@thebergerco.com
Transition Timeline (Planning to Takeover):	45 days
Dates of Service:	January 2014 – Present
Space Count:	2,000

Scope of Services

Premium manages the parking operations for One Canal Place, the 32-story skyscraper in Downtown New Orleans. The building is home to a three-level mall, the Westin Hotel, as well as over 650,000 square feet of class-A office space. Located along the Mississippi River, and in the heart of French Quarter, this 2,000-space garage also services tourists, the Audubon Aquarium of the Americas, a 9-screen movie theater, and Entergy's 360-seat Giant Screen Theater. Adjacent to the garage, Premium also manages eight surface parking lots, encompassing over 3,500 spaces. While events and festivals occur year-round, these locations most notably provide convenient and safe parking for Mardi Gras, New Orleans' historic two-week carnival celebration, and French Quarter Fest, a weekend music festival that attracts over a half million attendees annually.

In 2016, Premium converted all the French Quarter parking facilities to their gateless management solution, GLIDEPARCS. The conversion not only significantly reduced operating expenses for the client but also improved the parking experience for all visitors. Given the high-volume of parkers consistently visiting the French Quarter, the transition to a gateless parking environment has played a crucial role in the elimination of queuing at entry/egress and the overall reduction of congestion in the city's downtown core.

With an extremely diverse 24-hour customer base, Premium delivers round-the-clock maintenance and customer service, and simultaneously optimizes the lots' income, generating over \$9,800/space in Total Revenue.

Mud Island Garage

Type of Property:	Commercial Garage & Surface Lots
Facility Address:	125 N. Front Street, Memphis, TN
Contact:	Ruby Zielinski, Memphis River Parks Partnership
Contact phone number:	901-312-9190
Contact email address:	rzielinski@memphisriverparks.org
Dates of Service:	December 2018 – Present
Space Count:	600+

Scope of Services

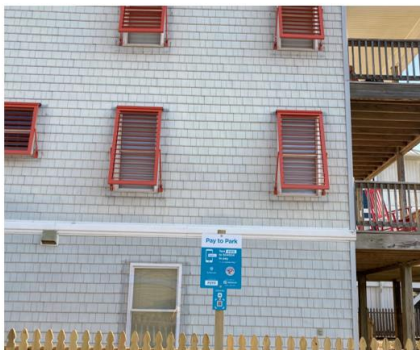
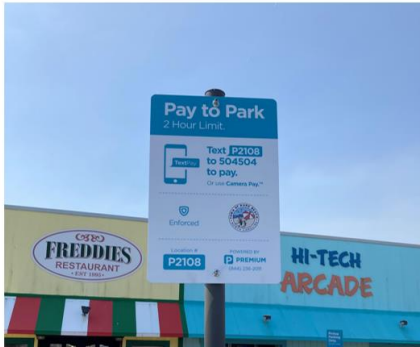
The Mud Island Garage, a 600+ multi-level facility, services many different types of customers ranging from those enjoying the parks, amphitheater, & Mississippi River Museum to those participating in Convention Center events to business employees working in offices along Front Street. Having been operating the location internally, the Memphis River Parks selected Premium to manage the facility with its GLIDEPARCS operating platform in order to improve revenue generation and give its wide customer base a more modern parking experience. In less than three (3) months under Premium's tenure, daily revenues at both the garage and surface lots have increased nearly 150%, while monthly permit parkers have been able to manage their accounts online and through a mobile app. As a result of the online permit system, Memphis River Parks was also able to eliminate significant internal overhead costs for handling the program.

Uniform Styles



Town of Kure Beach Sign & Pay Machine Examples

Premium plans to model our program on what was successfully implemented at Kure Beach. Below are some photos of our signs, pay machines, and local Team.



Section O - Cloud Computing Security Requirements.

1. Identity management

Provider must have its own identity management system to control access to information and computing resources. Please provide details of these controls.

AWS is our infrastructure. Heroku is our SAAS and handles the application IAM security access at the resource level. Here is their documentation:
<https://devcenter.heroku.com/articles/org-users-access>

2. Physical and personnel security

Provider must ensure that physical machines are adequately secure and that access to these machines as well as all relevant customer data is not only restricted but that access is documented. Please provide details of these controls.

For our application, our PAAS Heroku utilizes US located AWS physical infrastructure services for its physical equipment. As such, their physical access standards would apply to our applications. Information about their physical access controls can be found here:
https://aws.amazon.com/compliance/data-center/controls/#Physical_Access No one would be allowed access to the physical equipment where our data resides without AWS deeming a valid business case for doing so.

3. Application security

Provider must ensure that applications available as a service via the cloud are secure by implementing testing and acceptance procedures for outsourced or packaged application code. It also requires application security measures be in place in the production environment. Please provide details of these controls.

Known software vulnerabilities are identified via our coding repositories and development team is made aware via notifications. These patches are immediately put on the development schedule if of a urgent matter. If not they are handled on a weekly and monthly schedule. The updates and patches to our web applications and android app can be done immediately. The IOS app goes through the Apple deployment protocols which can take a handful of days to be approved. Additionally, we perform annual penetration testing of all our applications to uncover unknown vulnerabilities.

4. Security Certifications

Provide list of security certifications you hold along with a copy of each. Providers should hold ISO 27001 for security controls or SAS 70 Type II audits for physical security.

Our platform is provided by Heroku. We utilize Common Runtime, Heroku Postgres, and Heroku Redis. As our platform provider, they maintain ISO 27001, 27017, 27018, and SOC 1, 2, 3 compliance. <https://www.heroku.com/compliance>

Our system is cloud based using Amazon Web Services as an infrastructure, Heroku as a software platform, with our own custom software as a web application build on the platform. We broadly refer to this application as GLIDEPARCS. Heroku's security components is best explained here: <https://www.heroku.com/policy/security> Our application's internet security certificate (SSL/TLS) is handled automatically via a Heroku Automated Certificate Management (ACM) for an end to end encryption transmission. More information is available here: <https://devcenter.heroku.com/articles/automated-certificate-management> Regarding payment processing security, the GLIDEPARCS application does not handle any payment processing and it is completely token based outsourcing the processing entirely to Stripe. Stripe is a PCI service provider Level 1 and their security information can be found here: <https://stripe.com/docs/security/stripe>

5. Architecture and Software Isolation

The cloud provides services via an abstraction layer – a web portal. Behind this abstraction layer is a hidden world of complexity that includes firmware, hypervisors, operating systems, virtual machines, user portals, charge back and metering systems, provisioning, orchestration and other essential functions. Much of this functionality and its supporting software don't typically exist within IT infrastructures.

A. By adding new functionality and software to the architecture, what is known as an attack surface emerges. From a security and privacy perspective, it is important for the provider to detail how he will protect the Town's data from this. Please provide details of these controls.

Our platform provider handles much of the security layer as it pertains to protecting and limiting the attack surface. Heroku deploys Firewalls, DDos Mitigation, Spoofing and Sniffing Protections, Port Scanning prohibitions pertaining to network security. Isolated and ephemeral customer applications and isolated Postgres databases help provide data security. The system security Heroku provides manages up-to-date images prior to deployment, customer application isolation, and operating system access only allowed by Heroku staff. Heroku also manages disaster recover and backups. <https://www.heroku.com/policy/security>

B. Another area for concern is how the provider handles software isolation. This is how data is set-up and shared across databases and common application platforms, particularly in multi-tenant applications. All public sector cloud data must be isolated from shared systems, databases and applications. Please provide details of these controls.

GLIDEPARCS is its single application that has its database isolated from all other applications by design, even isolated between other Premium applications on Heroku. They utilize OS containerization with additional custom hardening to ensure that access is properly restricted for all customers. <https://devcenter.heroku.com/articles/dynos#isolation-and-security>

6. Data Storage & Protection

A. All public sector cloud data must reside in the continental U.S.

Confirmed <https://devcenter.heroku.com/articles/regions#default-regions>

B. Provide all locations of where the Town's data will be stored (geographical locations) to include hot sites in case the system failure.

Amazon Web Services - According to the "Amazon Atlas" document, Amazon operates in 38 facilities in Northern Virginia, eight in San Francisco, eight in Seattle, and seven in Oregon.

C. List the type of encryption used to secure the data

Premium utilizes multiple Standard Postgres databases. All production plans are encrypted at rest with AES-256, block-level storage encryption. Keys are managed by Amazon, and individual volume keys are stable for the lifetime of the volume. <https://devcenter.heroku.com/articles/heroku-postgres-production-tier-technical-characterization#data-encryption>

D. Detail how the data is protected against leaks

We use enterprise level resources (AWS and Heroku, Stripe for payment processing)

We use a reputable development team (Flatstack, <https://www.flatstack.com/>)

We use identity access management and least-privilege role-based access to data.

We mask all personally identifiable information to internal users and audit all access to PII

E. Provide a list of vendor employees and third parties that can access the Town's data

Flatstack development team admins - currently Arthur Zaharov, Arthur Shaydullin, and Sergey Antonov

F. Provide a copy of the procedure for regulating access to the data

We utilize role based and least privilege access at every level. At the development level only three developers have access to the database. The rest of the development team operates in a separate sandbox instance and the code is developed using sandbox data. Internal to Premium the CIO, the Product Team and the BI Department have access to the data by virtue of their role in the company. Access within the application itself is controlled by the

Flatstack admins mentioned above, the CIO and the Director of Product Management.

Premium Operations users can access data via a custom portal only and again it is based upon role and location. A user's role has privilege to see different portions of data based on operational requirements, and is restricted by location on the row-based access level.

G. Provide a list of formats that the data can be stored and converted

From the application portal data can be generated for export in excel or pdf format. At the database level, a backup can be generated and the export would be of the database cluster found here: <https://www.postgresql.org/docs/9.5/storage-file-layout.html>

H. Provide Data backup schedules

The Heroku platform performs daily continuous physical backups of the database and retains the backups automatically for four weeks. Further details on the continuous backup system can be found here: <https://devcenter.heroku.com/articles/heroku-postgres-data-safety-and-continuous-protection>

I. Provide the method by which the Town's data will be sanitized from your storage when the contract is terminated, to include backup copies

This would have to be complete manually by an administrator. Backups would be retained for four weeks and then over-written once four weeks had passed. An audit of the oldest database would be conducted to make sure that the data had been erased from the databases

J. Provide a copy of the vendor's disaster recovery plan

Our platform automatically restores customer applications and Heroku Postgres databases in the case of an outage. The Heroku platform is designed to dynamically deploy applications within the Heroku cloud, monitor for failures, and recover failed platform components including customer applications and databases.

The platform is designed for stability, scaling, and inherently mitigates common issues that lead to outages while maintaining recovery capabilities. Our platform maintains redundancy to prevent single points of failure, is able to replace failed components, and utilizes multiple data centers designed for resiliency. In the case of an outage, the platform is deployed across multiple data centers using current system images and data is restored from backups. Heroku reviews platform issues to understand the root cause, impact to customers, and improve the platform and processes.

K. Provide the process used to vet technicians

We do not employ technicians that service the cloud infrastructure. Those services are performed by AWS. Heroku technicians would pertain to the operating system level. As employees of Salesforce.com, they abide by their screening and hiring practices, which includes pre-employment background checks and agreement to company policies including security and acceptable use policies.

7. Data Availability

Provider must assure the Town that they will have regular and predictable access to their data and applications. The vendor will have a method of providing continued operations for the Town if the vendor's operations are suddenly shut down. Additionally, the provider must have a method to return all data to the Town if the provider goes out of business or is shut down. Please provide details of these controls.

So long as a contract is in effect, the Town will have access to their data in reasonably live fashion and to all applications. If a contract were to expire, or the business shut down

prematurely, there would be a period of at least a month where the platform and application access would afford the town an opportunity to gather any data it has access to, assuming that the data was not already shard prior to expiration.

8. Business continuity and data recovery

Provider must have business continuity and data recovery plans in place to ensure that service can be maintained in case of a disaster or an emergency and that any data loss will be recovered. These plans must be provided to the Town.

All GlidePARCS data is protected through continuous physical backups and can be retrieved at anytime through Rollbacks. Our data is also continuously replicated via a follower database. Both databases have continuous protection by persisting base backups and WAL files to AWS S3. Also, fork and follower databases are implemented by fetching persistent base backups and WAL files and replaying them on a fresh Postgres installation. Storing these physical backups in a highly available object store also enables us to recover entire databases in the event of hardware failure, data corruption or a large-scale service interruption.

9. Incident Response

A. Provide a copy of your incident response plan.

Records and Reports

We will maintain a strict policy on the retention of records and recognize that the Town may require special record retention procedures at its locations.

Public Relations Record

Premium takes customer complaints and inquiries very seriously. Whether the complaint is filed in person, by phone, or through an online review, Premium will quickly respond to resolve any issues. Our company policy is to respond immediately whenever possible, or within a 24-hour maximum time period upon receiving knowledge of a deficiency or complaint.

All complaints and deficiencies are logged and recorded in incident reports. The designated manager reviews all entries and confirms that the resolutions implemented followed our company's policies and procedures or that appropriate exceptions were taken into consideration during the process. The manager will then sign off when the logged entry has been resolved to the customer's satisfaction. Any complaints related to operational or personnel issues are directed to the operations or account

manager for resolution. If unable to resolve the issue in a mutually satisfactory manner, the customer will have the option to speak with the senior operations/account manager and, ultimately, to the regions market president for final resolution.

Operating Reports

Premium has an established Risk Management Department that oversees all claims and insurance related matters. Our risk manager's philosophy is to partner with our client's risk management or claims Department before incidents occur. This creates a working relationship between all parties involved.

Reporting procedures and insurance requirements are streamlined so that communication barriers are broken. All claims are reported to our RMD where they are processed quickly and efficiently. Premium will submit a report on every damage claim within 24 hours of the incident to the Town.

Insurance and claim costs are reduced as most functions are handled internally rather than outsourcing to third-party entities. These savings are passed along to our clients.

B. Provider must detail any circumstance that might cause our data to be inaccessible such as a subpoena, litigation, or e-discovery for another customer's data or services.
I do not know of a situation that would cause the data to be inaccessible.

10. Compliance & Privacy

A. All public sector cloud data must reside in the continental U.S.

According to the "Amazon Atlas" document, Amazon operates in 38 facilities in Northern Virginia, eight in San Francisco, eight in Seattle, and seven in Oregon.

B. Numerous regulations pertain to the storage and use of data, including federal laws and regulations such as FISMA, the National Archives and Records Management Act (NARMA), North Carolina Records Retention and Disposition Schedule, Payment Card Industry Data Security Standard (PCI DSS), the Health Insurance Portability and Accountability Act (HIPAA), and the Sarbanes-Oxley Act, among others. Many of these regulations require regular reporting and audit trails. Cloud providers must enable their customers to comply appropriately with these regulations. Please provide details of these controls.

Heroku's compliance strategy allows us to comply with this requirement:

<https://www.heroku.com/compliance> Additionally, we do deploy a robust audit trail service for the application should the need ever arise. Pertaining to PCI specifically, the GLIDEPARCS application does not handle any payment processing and it is

completely token based outsourcing the processing entirely to Stripe. Stripe is a PCI service provider Level 1 and their security information can be found here: <https://stripe.com/docs/security/stripe>

C. Provider must ensure that all critical data (credit card numbers, for example) are masked and that only authorized users have access to data in its entirety. Moreover, digital identities and credentials must be protected as should any data that the provider collects or produces about customer activity in the cloud. Please provide details of these controls.

We do not gather any credit card information other than the masked information provided by our credit card processor. Digital identities are all masked to our and access to any PII is specifically logged.

D. Town data will not be used for vendor advertising or other promotional purposes. Town data will not be sold to third parties. Please provide details of these controls.

Premium, at this time, does not sell any customer data, nor does it do vendor advertising. We currently do not have plans to do so, however if this policy were to change, Premium would take the measures to ensure that the Town would be excluded, per this requirement.

E. Provider has the ability to preserve, identify, collect, process, analyze and produce all forms of electronic files. All public sector cloud data must be discoverable in accordance with state and federal laws. Please provide details of these controls.

Robust reporting capabilities are available within the application to authorized users. If these capabilities were not adequate, we would take measure to comply to be in accordance with station and federal laws.

F. Provider must comply with North Carolina statutes when dealing with legal issues, such as Contracts and E-Discovery, which may vary by state. Providers must also comply with the North Carolina Municipal Records Retention and Disposition Schedule.

Compliant

G. In addition to producing logs and audit trails, provider must work with the Town to ensure that these logs and audit trails are properly secured, maintained for as long as the Town requires, and are accessible for the purposes of forensic investigation (e.g., e-Discovery). Please provide details of these controls.

We have the capability to comply with this requirement. However, the requirement needs to be explicitly defined as it pertains to the parking system so that we will be able to fulfill the proper log and auditing posterity.

H. Because so much of what's behind the cloud is hidden, the Town may need to conduct an audit or review past performance and certifications to gain a degree of trust as to what is going on within the infrastructure where our data will reside. It is critical that the provider allow for external audits. Many cloud providers do not allow customers to enter their data centers. In that case, it is important that they have provisions to allow external auditors to access the facilities. Please provide details of these controls.

Ernst & Young LLP perform independent audits of AWS facilities for SOC reporting purposes. Details on this can be found here: <https://aws.amazon.com/compliance/soc-faqs/>

VERIFICATION.

Third-Party Integrations to the Parking Ecosystem

Premium currently works with several parking hardware providers as critical integration partners for its GLIDEPARCS platform, accepting parking transactions into the data hub so that reporting, analytics, and enforcement can be performed in a seamless and efficient manner. These types of integrations are active in hundreds of Premium's operations across its existing markets. As connectivity through our Application Programming Interface (API) currently exists, Premium can also provide all its consolidated payment data to other parking service providers, accounting software systems, or other revenue control systems utilized by various departments with the the Town of Holden Beach.

The system includes a library of API end points for integration purposes with other third parties. The API system used is a RESTful API web service.

PCI Level 1 Payment Compliance

The Proposer complies with all PCI Level 1 security requirements in collaboration with its merchant service provider, Stripe, by tokenizing all personal credit card information utilized in the processing of any payment transactions. Stripe is the leader in processing of online payments. More on the strength of this merchant service provider can be found in the following link to their recent press announcement:

<https://www.cnbc.com/2020/04/16/stripe-raises-600-million-funding-round-at-36-billion-valuation.html>

Additionally, Premium works directly with Stripe, to perform all vulnerability testing between the systems. Please see the Stripe website for details that are performed for PCI Level 1 compliance certification: <https://stripe.com/docs/security/stripe>

Hosting Service Provider & Disaster Recovery Plan

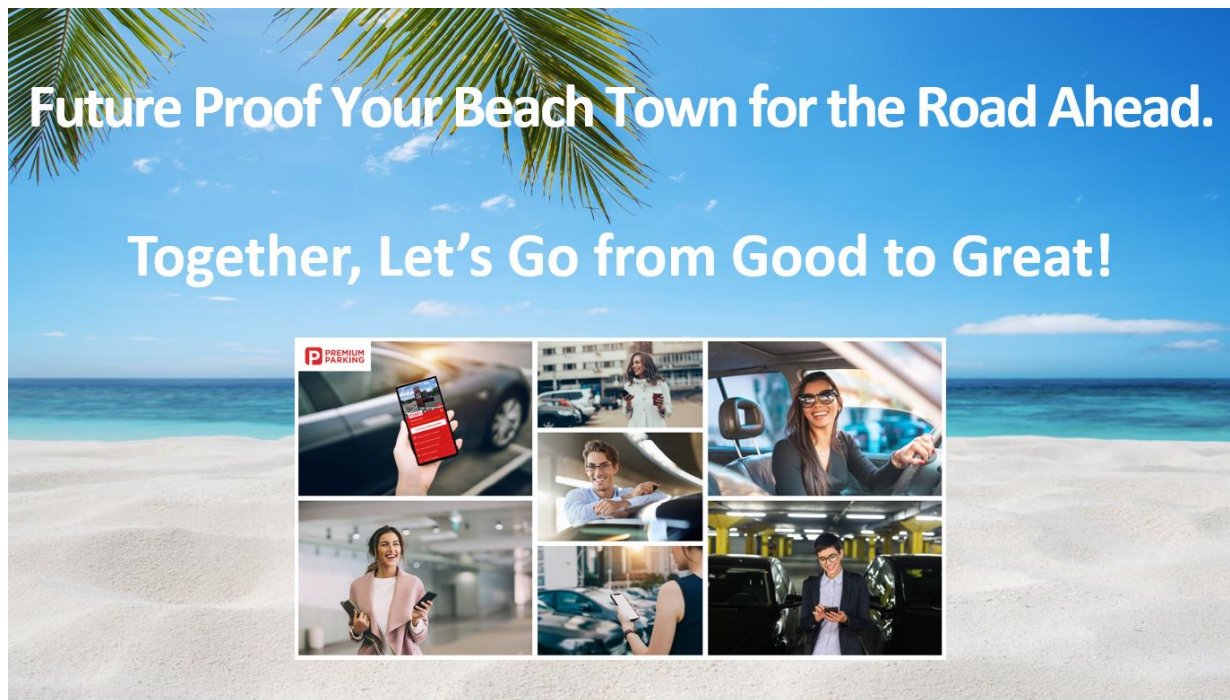
The host provider for our cloud-based solution is Heroku: <https://www.heroku.com/>

Our applications internet security certificate (SSL/TLS) is handled automatically via a Heroku Automated Certificate Management (ACM) for an end to end encryption transmission. More information is available here: <https://devcenter.heroku.com/articles/automated-certificate-management>

Heroku's physical infrastructure is hosted and managed within Amazon's secure data centers and utilize the Amazon Web Service (AWS) technology. Amazon continually manages risk and undergoes recurring assessments to ensure compliance with industry standards. Amazon's data center operations have been accredited under:

- ISO 27001
- SOC 1 and SOC 2/SSAE 16/ISAE 3402 (Previously SAS 70 Type II)
- PCI Level 1
- FISMA Moderate
- Sarbanes-Oxley (SOX)

Furthermore, Premium works in collaboration with Heroku to follow a prescribed data backup and recovery plan. Please refer to the following link for specific details covered with that plan: <https://devcenter.heroku.com/articles/heroku-postgres-backups>



GLIDEPARCS FULL STACK PACKAGE INCLUDES:

- ✓ [Camera Pay](#)
- ✓ [Text Pay](#)
- ✓ [Premium's Mobile App](#)
- ✓ [Reservations](#)
- ✓ Digital Validations
- ✓ [Cloud Permits](#)
- ✓ [Business Accounts](#)
- ✓ [Enforcement & Compliance](#)
- ✓ [Star Spaces](#)
- ✓ [Enterprise Analytics](#)
- ✓ [Flex Lots](#)

SUPPORT:

- ✓ Premium's Digital Marketing Team
- ✓ Market President & Local Account Manager
- ✓ Corporate Support Depts – IT, BI, Product, Customer Service, Training
- ✓ Digital Receipt Event/Store/Restaurant Promotion – Ex. Free Appetizer

Conclusion

Using Premium's GLIDEPARCS Platform to Manage Paid Parking for The Town of Holden Beach

Premium Parking has developed a parking management system that enables beach towns, to manage all aspects of the parking operation by utilizing ONE very robust platform, built by a parking management company. As Premium's roots are not grounded in a technology company's "proof of concept", our PARCS system was completely designed to create a smarter, better access and revenue control system. GLIDEPARCS comprehensively serves as a reservation, digital validation, cloud permit, and mobile payment system. It is a single source of reporting, allowing all data to be aggregated to a hub and then analyzed by an internal Business Intelligence team of parking professionals to ensure rates are optimal during peak and slower periods. Our enforcement application allows real-time verification of payments by license plate without the need for integration chokepoints created by multiple service providers (i.e. latency).

Lastly, GLIDEPARCS will help create a culture of compliance with our integrated enforcement application to optional fixed LPR cameras. While Enforcement Agents will patrol each lot regularly (typically 2 to 3 times per day) to ensure payment and policy adherence, the LPR system can also mail "parking invoices" directly to the homes of riders who fail to pay. Premium has found that 99.5% of parkers adhere to clearly signed payment & instructional policies but enforcement is necessary to maintain a culture of compliance.

In closing, we would be honored to be considered as the single source solutions provider for your parking operations. We know that you are seeking information from the industry on the most modern parking programs available, and we believe we have been able to strike the optimal balance with our operational culture and technological systems to deliver best-in-class service for both clients and parking consumers. Further, we have been successful in enhancing the parking experience while simultaneously improving financial returns for owners of parking assets. One reporting system, one point of contact, and one very simple to implement & administer, platform to manage your entire portfolio's parking program.

Thank you for your interest in Premium Parking!

We are very excited to compete for your business with this opportunity and we believe we have the most user-friendly, robust, and affordable technology platform in the parking industry, perfect for beach parking operations.

If you've made it this far, congratulations, we have your attention! We only ask to be invited to the short list with a seat at the table to present our innovative parking program to Town Council.

We encourage you to visit, our [website](#) to research additional products that will benefit your assets.

TIMOTHY HOPPENRATH

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premiumparking.com



Park the way you want.

Designed for real people. A few examples of our simple and flexible user flows.

First-time Parkers



TextPay

+



On-Demand

Frequent Parkers



App

+



On-Demand

Traditionalists



Pay Machine

+



On-Demand

Planners



Website

+



Reservation

Regulars



Website

+



Subscriptions

Offices & Tenants



Business Account

+



Subscriptions

Customers & Guests



Visitor Kiosk

+



Validations