

## REFERENCE – CASE STUDIES

Parking Concepts achieves results which exceed our new client's expectations on a continual basis. We pride ourselves on our proactive / forward thinking approach to parking operations management which historically provides our valued clients with improved revenues, decreased expenses and a greater return on their investment. Our spirit of partnership with our clients and active involvement make the difference...we do not desire to be the largest parking operator...rather the best!

### The City of Beverly Hills

#### ***Narrative:***

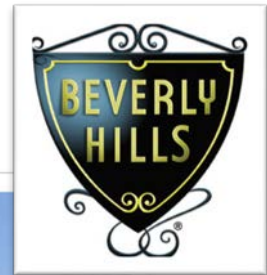
Commencement of Operations – Aug 2013

PCI provides parking services for the City of Beverly Hills' largest and most vibrant, in terms of activity, parking facilities. In addition, PCI handles all of the City's monthly parking and ensures that the City's expansive system of SkiData PARCS is operating efficiently. PCI also provides valet service to the Walis Annenberg Center for Performing Arts – the City's cultural icon that is home to much of the Westside's live entertainment.

#### ***Results:***

PCI has tightened controls and provided a service and results-oriented front-line management team to ensure that both hospitality and integrity are hallmarks of our operations. In the last 3 months, PCI has exceeded the City's own budgeted revenue figures of \$817,000 by close to 50%, resulting in actual revenue figures of \$1,211,700! In the month of January 2014 alone, the City had budgeted \$272,500 for revenue; PCI reported \$395,000 – a positive increase of 45%.

Our successes and philosophy were reported in the February issue of the National Parking Associations (NPA) ***Parking*** magazine.



#### **Contacts:**

Ms. Genevieve Row  
Parking Services Manager  
**City of Beverly Hills**  
345 Foothill Road  
Beverly Hills, CA 90210  
grow@beverlyhills.org  
(310) 285-2478