



**TOWN OF HOLDEN BEACH
PARKING COMMITTEE
HOLDEN BEACH TOWN HALL – PUBLIC ASSEMBLY
FRIDAY, MARCH 5, 2021 - 10:00 A.M.**

1. Call to Order
2. Public Comments
3. Paid Parking Solutions Presentations
 - a. Otto Connect – Jim Varner
 - b. Premium Parking – Timothy Hoppenrath
4. Report on US Wildlife Boat Ramp – Chief Dixon
5. Adjournment

*** Due to the Town of Holden Beach's State of Emergency Restrictions and Governor Cooper's Safer at Home Order, in person public attendance is prohibited. The meeting will be livestreamed on the Town's Facebook page. Visit <https://www.facebook.com/holdenbeachtownhall/> to watch the livestream. Public comments can be submitted to heather@hbtownhall.com or deposited in the Town's drop box at Town Hall prior to 9:00 a.m. on March 5, 2021.**

Otto Connect, Inc.

Mobile Solutions for Parking, Communities, Sport



Introduction



- Our mission is to provide value to our customers via automated, mobile solutions that tackle the most challenging problems for small to medium size groups, communities, and sports leagues.
- Our **CAST** solutions provide dedicated in-app communication, schedules, and updates with event and activity registration and secure payment of fees.
- Otto Connect, Inc. is a small team of dedicated professionals who have worked together for an average of 15 years – providing automated solutions.

What is SurfCAST?

- SurfCAST is a bundled/customized mobile app management solution that can independently support:
 - ParkingCAST – a parking management and payment solution
 - CommunityCAST – a team or group communication and scheduling solution with immediate, on-the-app notices
 - SportsCAST – and end-to-end, easy-to-use, sports management solution
- **TODAY – we are focused only on the Parking solution**
 - Community and Sports may be follow-on opportunities if desired



Life is better at the beach.

Parking Solutions need to meet the needs of the various Stakeholders



Internal Stakeholders:

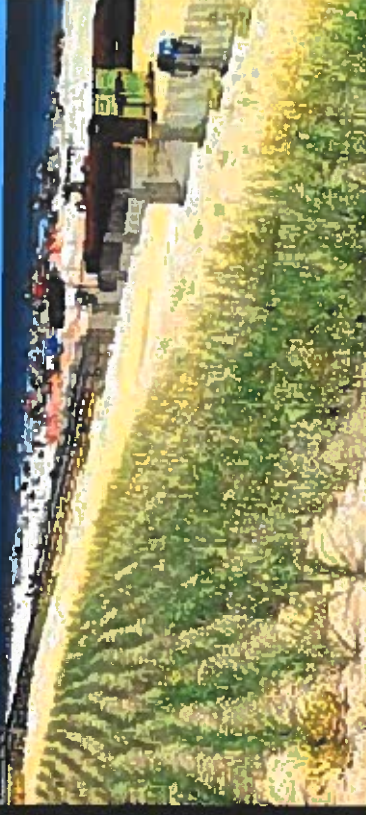
- ✓ City managers
- ✓ City planners
- ✓ Chief of police



External Stakeholders:

- ✓ Residents
- ✓ Visitors
- ✓ Day trippers
- ✓ Community at large

And successfully balance the wants vs. needs of the community



Can your city afford suboptimizing revenue generating opportunities beyond taxes?

What are beach parking challenges?

- Congestion/traffic flow
- Resident permits
- Pricing structure – daily vs. seasonal
- Enforcement
- Collections management
- Payment methods
- Kiosk maintenance



Our goal is to reduce or eliminate risk and investments

- Capital investments in meters and kiosks
- Manual interventions
- Upgrades for secure payment methods
- Failure in salt-air environments

Via leveraging technology available with smart phones

- Mobile App solutions





 SurfCAST by otto

 ParkingCAST by otto

Bundled or a la carte

otto
CONNECT



- **SurfCAST** can bundle any of the **CAST** products into a single, easy-to-use, mobile-based application.
 - Note: Any **CAST** product can be delivered a la carte or bundled with **SurfCAST**.
- Focused on Coastal Communities – **SurfCAST** solves the most pressing problems for Parking and Communication

Parking**CAST**
Community**CAST**
Sports**CAST**



Core Features

- **Communication**
 - Immediate, on the app, notifications and communication
 - To your community, group/team, or specific individuals – including polling/feedback
- **Scheduling**
 - Coordination of Events, Activities, Games, Meetings
 - Immediate notification of changes, cancellations, etc.
- **Registration**
 - Join the appropriate or interested **CAST** groups
 - Associate and register for specific teams and activities
- **Payment**
 - Secure payment of fees and dues from the app for associated activities
 - Resident/Employee vs. Visitor – seasonal/daily/hourly rates

Parking App

- This is a mobile app-based solution for smart phones & tablets
 - Download the app via Apple or Android devices
 - Register your ID, Car/LP#, payment – and go on your way
 - Optional Zone/Parking Lot tracking for utilization via payment step or enforcement
 - If Payment – an extra step to enter the zone
 - If Enforcement – automatic when scanned by officers
 - If different zone pricing is implemented – then zone input is required with payment

General Features

- Free or reduced fee option for residents and employees
- Easy pay from your mobile device
- Remote parking time extensions
- Customizable notifications delivered via the app
- Store up to n cars in your account (town selectable)
- Android & Apple iOS (minimum version levels will be required)
- Secure payment methods available including Credit Card, Debit Card, PayPal
- Dedicated customer support

1-Stop-Shop for Parking

Our intention is to provide a 1-stop-shop Option for all related Parking activities as required by Ordinances, Laws, and Town policy.

- Fast path to revenue for the community with no up-front costs (except signage)
- Parking Management and Control
- Seasonal rates
- Enforcement options (to offload local police department)

1-Stop-Shop for Parking

1. Free App download – covering Zone and Parking Fee
 - a. Resident – Free
 - b. Seasonal Rates – with selectable period (week, year)
 - c. Seasonally adjustable rates – including 4x4 beach access
 - d. Week/Day/Hourly rates
2. Simple, all inclusive fees
3. Enforcement: Ticketing and Payment
 - a. Optional Same Day Ticket Forgiveness (via the App)
4. Customized Reports – based on needs of the city
5. Auditable Database of all fees, tickets, and payments
6. Customer inquiries via the app
7. Customer feedback via the app
8. Links to Utilities (residency verification) → Potential for future utility payments
9. Links to City Police → Repeat violators for towing or tire boot
10. Certified/Background checked employees

A la carte Parking options

BASIC Parking Option

Access to the App and web backed

- Free App download
- Customer defined parking rates
- Simple, all inclusive fees
 - % of collections
 - fixed fee/year
- Enforcement Enabled for Town
 - Citation/Tickets
 - Warnings
 - Fee collection and tracking
- Monthly reports
- Dashboard and detail access

Optional added Features

- Park by Mail
- “Same Day Ticket Forgiveness”
- Links for residency verification
- Emergency Re-entry pass integrated
 - Differentiated by roles (i.e. resident, emergency first responders, contractors, etc.)
- Equipment (scanning/printing)
- Emergency Notices
- Polling/Feedback

Customization



Opening
screen



Hourly, daily,
seasonal rates



Parking zone
definitions



Selectible
Features

Pricing



Demonstration

- Ease of Use
 - = Mobile App
 - = Dashboard

Summary

- Paid Parking with Feature and Pricing options – with or without enforcement
 - Without enforcement still provides access for town personnel to scan and enforce parking permit requirements
- Special Permits: Employees, Businesses, Turtle Patrol, other?
- Residents (long term renters) – free or reduced cost annual rates
 - Verification to be determined by the Town
- Golf Carts – if Registered – treated the same as cars
- Hourly, Daily, Weekly, Seasonal Rates – customized
- Area or Zone type – different rate options (i.e., downtown, beach access, pier, remote)
- Park by Mail – for anyone without a smart phone
- "Same Day Ticket Forgiveness" feature
- Payments via CC/DC/PayPal
- Future Options in process
 - Local Donations for charities, fund raisers, non-profits
 - Local Ads/Discounts to promote the community

Concept Backup

Basic Concept to Park

Resident Setup:

1. Establish Residency
2. Approve Ts & Cs
3. Setup Account
4. Register Cars

DONE

- Can park in any approved lot or zone anytime without charge or having to log into the app

Visitor Setup:

1. Setup Account
2. Approve Ts & Cs
3. Register Car
4. Set Payment Method
5. Park
 - a. Pick Zone
 - b. Confirm Payment Method
 - c. Pick Duration
 - d. Pay

DONE

Visitor 2nd time + Parking:

1. Park
 - a. Pick Zone
 - b. Confirm Payment Method
 - c. Pick Duration
 - d. Pay

DONE

If "Park by Mail" → just park and we will leave an invoice/parking fee notice for payment

Enforcement

Fully support by Otto – with enablement for Police Dept (if desired). EO = Enforcement Officer

Performed by Parking Attendant – via scan (or manual entry) of the License Plate #

- Compared to the Otto Database for compliance:
 - Resident:
 - If registered resident – note date/time/zone/EO
 - If not registered – warning/citation process
 - Visitor:
 - Confirmed valid parking pass/permit – note date/time/zone/EO
 - No valid pass/permit – warning/citation process

Side Street violations – as determined by the Town

Proposed Warning/Citation Process Rollout

- Phase 1
 - Issue a warning for 1st time violations for all areas (zones and side streets)
 - Issue a citation for 2nd time violations
- Phase 2
 - Issue a citation for all violations
- Each notice to include picture and auditable reference to date/time/zone/EO – and reference to the warning (1st time) or citation details
- NOTE: some issues to be referred to Police Dept
 - Handicap violation
 - Blocked Fire Hydrant
 - ... other TBD

Web-based Dashboard (example)



Parking Reports

Financials (Current Month)

By Category	Number	\$\$	SC \$\$ (est)
- Hourly	7	\$175.00	(70 %) \$122.50
- Day	0	\$0.00	(70 %) \$0.00
- Week	0	\$0.00	(70 %) \$0.00
- Seasonal	0	\$0.00	(70 %) \$0.00
- Pay by Mail	0	\$0.00	(50 %) \$0.00

Financials (YTD)

By Category	Number	\$\$	SC \$\$ (est)
- Hourly	7	\$175.00	(70 %) \$122.50
- Day	0	\$0.00	(70 %) \$0.00
- Week	0	\$0.00	(70 %) \$0.00
- Seasonal	0	\$0.00	(70 %) \$0.00
- Pay by Mail	0	\$0.00	(50 %) \$0.00

Parking Fees

Typical Parking Rates

- Standard Lots
 - Hour \$5
 - Day \$20
 - Week \$80
 - Year \$250
- Park by Mail Lot
 - Day \$25
- Violations
 - Daily = \$50
- Residents Free
- Seasonal Passes for City Employees at a free or discounted rate (optional)

Otto Fees – as a percentage of fees collected:

- No surcharges, No hidden fees, All Inclusive
- No up-front fees

Dates/Times:

March 1 – Oct 31

Hours:

9:00AM – 5:00PM

- * Fees dependent on number of parking spaces, parking rates, and level of services.

Discussion

Backup – Otto Connect, Inc.

Who we are and What we do

WHO:

Otto Connect, Inc. is a subsidiary of **The Otto Project, LLC**

- Software and Business professionals
 - Focused on taking an IDEA and developing an Enterprise level SOLUTION
- Experience: IBM, BNT/DCT, Lenovo, Cisco, Security First Corp
 - Delivery of high-end automation and security solutions (Networking, Telco, Security, etc.)
 - Includes IBM as our primary customer (both as DCT and SFC)

WHAT:

- **The Otto Project, LLC** – provides Consulting, Business, Due-Diligence, Product Development – “**Ottomation**” via software solutions
- **Otto Connect, Inc.** - Specializes in mobile apps for community of interest management and communication – including Parking.

Leadership Team

- 125+ Years of experience in product engineering solutions



Jim Varner
President & CEO



Dave Irons
COO



Aysegul Berenson
CFO



Trevor Brown
CTO



Marc Stracuzza
VP - Product



Jeanne Pugh
Program Director



Marc Nicholls
VP – Sales
& Business Dev.



Jose Cifuentes
Sr. Software
Engineer



Janine Wald
VP - Marketing

Board of Directors for Otto Connect, Inc.



Jim Varner
Chairman



Dave Irons
Secretary



Aysegul Berenson
Finance



Al Reyes



Paul Russert

How to Contact Us...

EAST COAST – Raleigh/Wilmington NC

- **Jim Varner** – President and CEO
 - jim@ottoconnect.us
 - 919-271-2296
- **Dave Irons** – COO
 - dave@theottoproject.com
 - 919-889-0464
- **Marc Nicholls** –VP: Sales & BD
 - marc.n@theottoproject.com
 - 919-418-6119

WEST COAST – Irvine, CA

- **Janine Wald** – VP: Marketing
 - janine@theottoproject.com
 - 714-330-3153
- **Aysegul Berenson** – CFO
 - aysegul@theottoproject.com
 - 949-315-5615

<https://www.ottoconnect.us/>

<https://www.theottoproject.com/>

Town of Holden Beach Parking Solution.



**Welcome
parkers
with open
arms.**



- 1. Who We Are.**
- 2. Parker Experience.**
- 3. Implementation Plan.**
- 4. Data & Reporting.**
- 5. Proposal Summary.**



45+
Markets

390+
Locations



**“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.**





Premium is the leader in gateless,
digital parking.

We deliver world-class parking solutions.



B E A T T Y • D E V E L O P M E N T



Brookfield
Properties

canal place





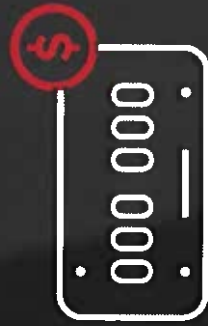
**Fast, seamless
access for all
parkers.**



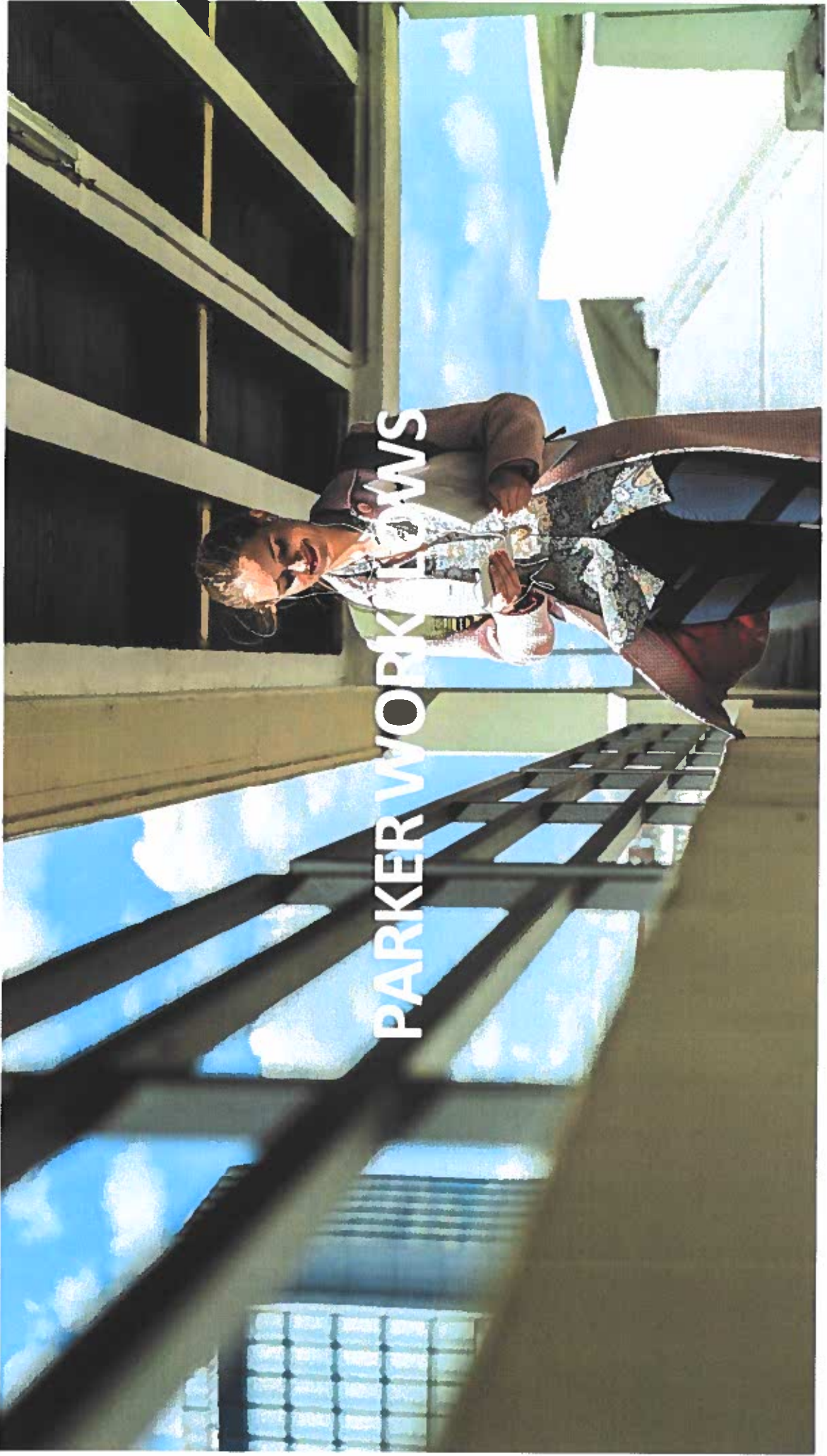
**Efficient, flexible
& transparent.**



**Systematic &
predictable
operations.**



Register your License Plate.
Pay in Advance.



PARKER WORK FLOWS

Location #

P1234

**Pay Before
Walking Away.**



**Text P1234
to 504504
to pay.**



Location #

P1234

Camera Pay.TM

Use your camera app to start parking.



P PREMIUM
PARKING

Simple multi-channel workflows.



TextPay



Mobile
App



Website



Pay
Machine



Visitor
Kiosk



Camera
Pay



Customer
Service



For our regular
customers...
**The fastest way
to pay.**



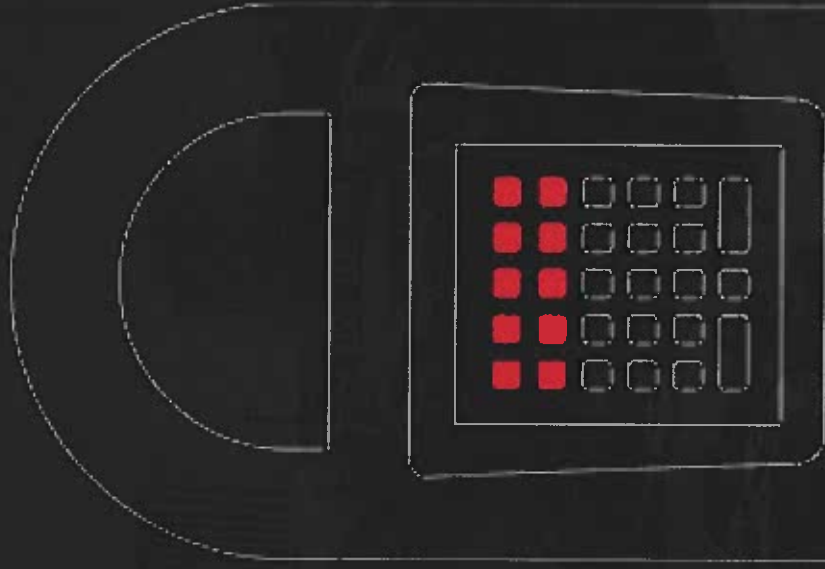
Crowdsourced Occupancy.



**Planners &
Events.
Online
Reservations.**



Traditional Parkers.
Use a Pay Machine.



Talk to a Person.
24/7 Customer Service.





PREMIUM PARKING



SIGN IN



Park and explore your city.

▼ New Orleans, LA

Destination or Location #

↑



Parking Nearby.

- Branded Destination Page
- Nearby Lot Directions & Info
- Eco-Green Friendly
- Event Parking

The screenshot shows a mobile application interface with a top navigation bar containing a red 'P' icon, a search bar with 'Address, Location # or Destination', a 'Nearby' dropdown, and a 'Steps In' indicator. Below the navigation bar is a large image of a street scene with people and buildings. To the right of the image is a 'Popular Destinations' section with a grid of six items: Saenger Theatre, Vinyl Music Hall, Jacksonville Speakhouse, Al Fresco, and two others. Each item includes a small image and text. At the bottom of the screen is a 'Holden Beach, NC' section with a blue header, a paragraph of text, and a 'View Map' button.

Popular Destinations

- Saenger Theatre**
100 S. Franklin Street
- Vinyl Music Hall**
2 South Franklin Street
- Jacksonville Speakhouse**
400 North Franklin Street
- Al Fresco**
505 S. Franklin Street
- Fresco**
100 S. Franklin Street
- Penacola Symphony Orchestra**
100 S. Franklin Street

HOLDEN BEACH, NC

Whether you are a resident of Penacola or just passing through, Penacola Park is a great place to park, and we will always have a space for you.

Are You?

We know there is no place to be and we have the right place for you. Through our mobile app, you can search popular destinations and book your parking in advance. No need to worry about your time in the city and not about parking. Book parking in advance through our mobile app and we will always have a space for you.

Work Downtown? Our monthly subscription is the perfect solution for you.

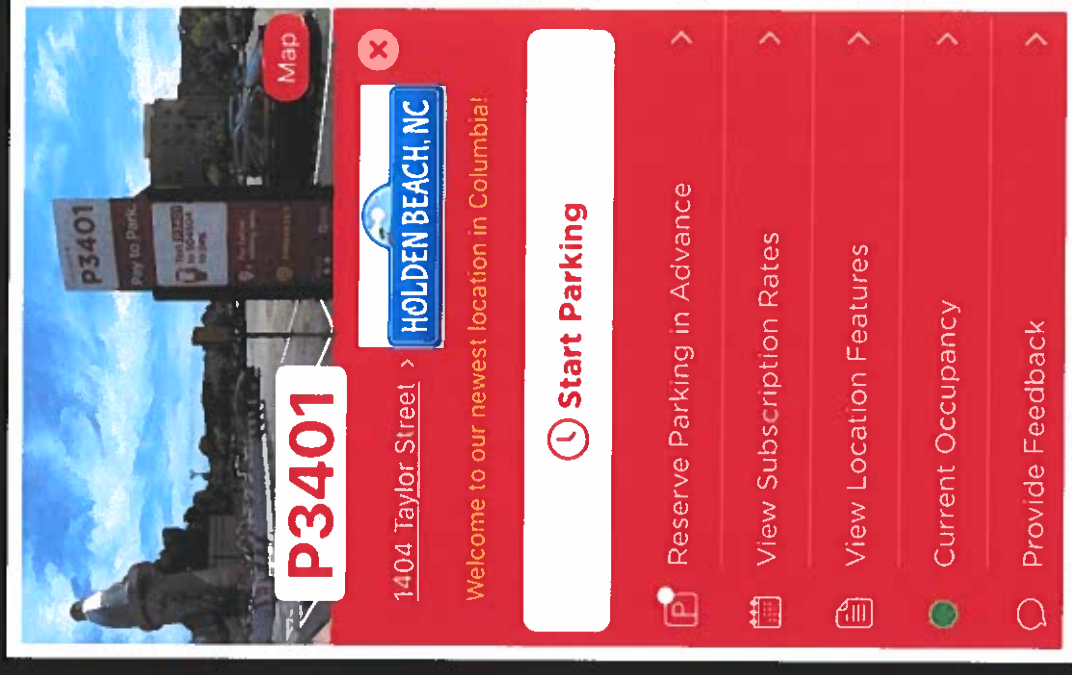
Custom Web Pages. Example.

1. Reserve Parking in Advance
2. Buy Parking Permits (Subscription)
3. View Pricing
4. Location Key Features
5. Google Map Directions

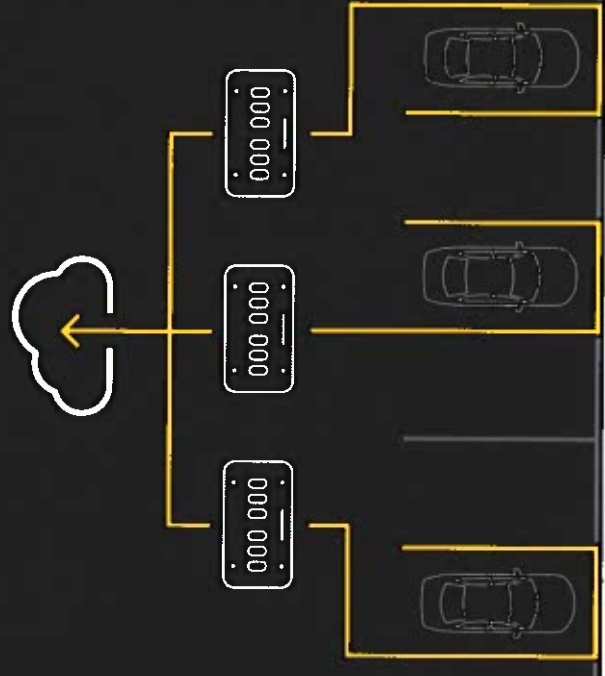


Example. Custom Branded Mobile Application.

- Touch-Free Payment Option
- Occupancy
- Feedback
- Google Map Navigation



Permits for Residents & Annual Passes. **Cloud Permits.**



Account Setup.



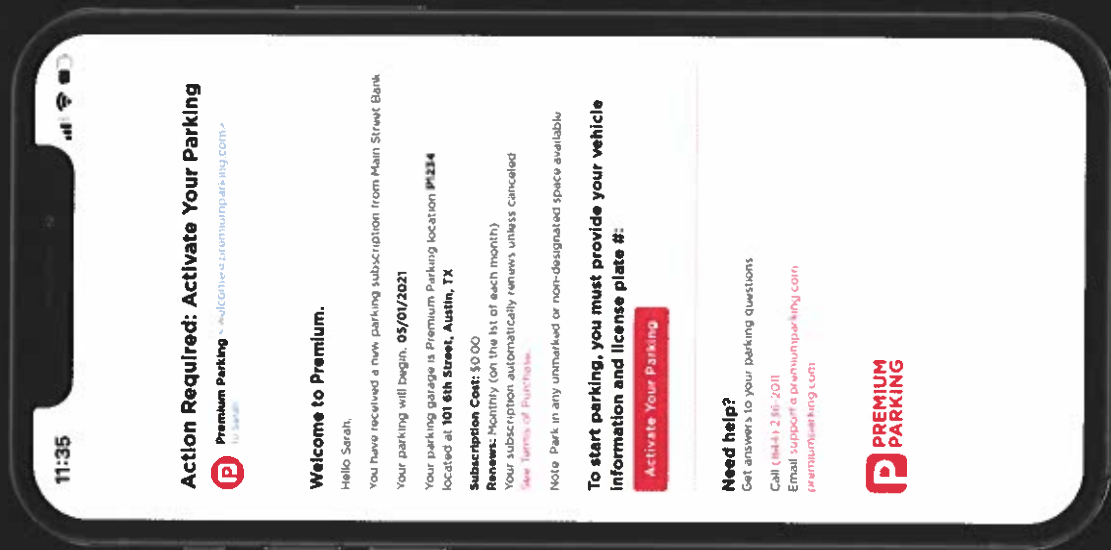
Email Invite.

Activation.

Park.



Email or App Account Activation.



Visitors,
Customers & Guests.
Validations.





Promo Codes Discounts.

Free parking session.

Promo Code: 0000000000

Location: P400 (333 Canal Street, New Orleans)
Duration: Up to 5 hours
Expires: 12/31/2024

For discount on a new parking session, select 'Apply Promo Code' at checkout.



2 complimentary parking sessions.

Promo Code: 0000000000

Location: P400 (333 Canal Street, New Orleans)
Duration: Up to 5 hours
Expires: 12/31/2024

For discount on a new parking session, select 'Apply Promo Code' at checkout.



50% off your next parking session.

Promo Code: 0000000000

Location: P400 (333 Canal Street, New Orleans)
Duration: Up to 5 hours
Valid: 10:00am to 8:00pm
Expires: 12/31/2024

For discount on a new parking session, select 'Apply Promo Code' at checkout.



Implementation & Support.



IMPLEMENTATION SUMMARY.

50 days

Contract Execution

45 days

Recruit. Hire. Train.

30 days

Public Relations Roll Out

20 days

Build Back End & Web Pages

20 days

Order Sign Package

10 days

Meet Key Retailers

10 days

Install Signs

10 days

Training

0 days

Activation Team Go Live

SIGNS INSTRUCTIONAL & COMPLIANCE.

INSTRUCTIONAL - PAYMENTS

Location #
P4601

**Pay Before
Walking Away.**

 **Text P4601
to 504504
to pay.**

Enforced 24/7

Pay Machine
Located at Main Entrance Park Office.
Remember your license plate #

**PREMIUM
PARKING**
08/01/12-06/2016

**Camera
Pay™**



Parking Pass funding used for
improvements to this state
park and the preservation of
the park's natural resources.

COMPLIANCE - CUSTOM TEXT

WARNING

ENFORCED
AUTHORIZED PARKERS ONLY.
ALL UNAUTHORIZED VEHICLES
WILL BE TICKETED, BOOTED, OR
TOWED AT OPERATOR'S EXPENSE.

ENFORCEMENT FEE \$75
PLUS UNPAID PARKING FEES

ADMIRAL ENFORCEMENT
855-465-7800



Example Signage.



← US-421 Kure Beach, North Carolina

Location #
P1234

**Pay Before
Walking Away.**

 Text **P1234**
to **504504**
to pay.

Enforced 24/7

 **PREMIUM
PARKING**
(844) 236-3011

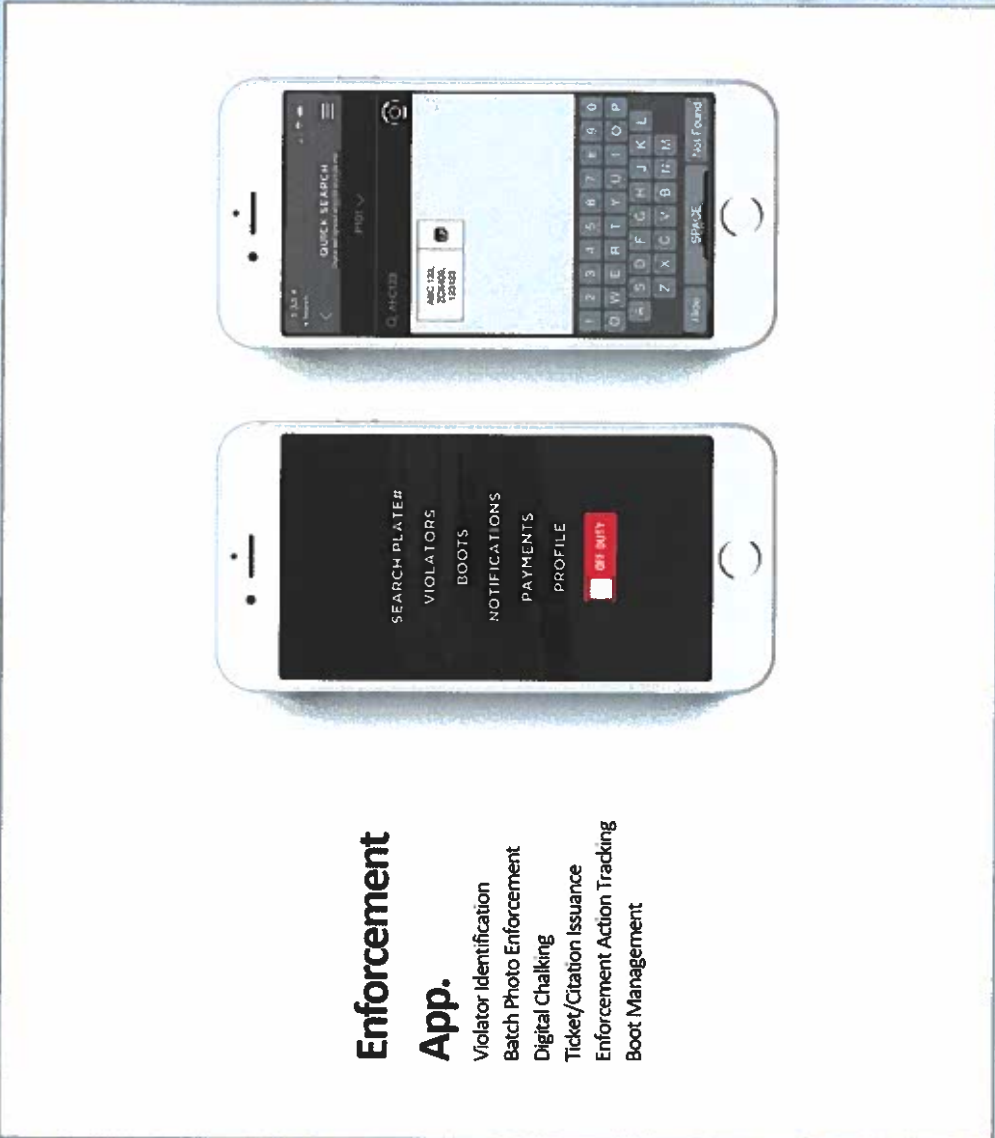
 **Camera
Pay.**

Compliance Checks.



Enforcement App.

- Violator Identification
- Batch Photo Enforcement
- Digital Chalking
- Ticket/Citation Issuance
- Enforcement Action Tracking
- Boot Management



Message Options.

WARNING:

You are parked in violation of our parking regulations.



PREMIUM
PARKING

POSTCARD WARNINGS

Parking or traffic violation for which your license plate has been recorded.

1. Failure to pay for parking.
2. Expired parking session.
3. Parked in reserved space.
4. Occupying two car spaces.
5. Parked in traffic lane, not designated parking stall.
6. Parked in "NO PARKING" zone.
7. Parked in designated fire lane.
8. No credential or hang tag displayed.
9. Other _____

VEHICLE MAKE _____ MODEL _____
 COLOR _____ LICENSE PLATE # _____
 STATE _____ SPACE # _____
 PPS ASSOCIATION _____ DATE _____

Further details will be taken for regular violations. Multiple offenders may be booted.

If you have questions or need assistance (anytime) just write: admiral@admiralparking.com

CITATIONS

PARKING VIOLATION
 Admiral Enforcement
 1122 Claiborne Street, New Orleans, LA 70130
 504-304-0880

CITATION# 01895

Date	Time	Location
01/11/19	5:56 PM	P146
License Plate	State	333 O'Keefe Ave
IF854	LA	

Make	Color	Type	Year
Toyota	Black	Sed	2014

J. Anderson \$50.00 | **Legal Parking** \$18.00* | **Max Total** \$68.00*
 * If paid after 18 days \$76.00* due 1/21/20
 ** If paid after 30 days \$86.00* due 1/31/20

CITATION NOT PAID AFTER 30 DAYS WILL BE REISSUED TO COLLECTION
 UNPAID PARKING FEES SUBJECT TO CHARGE BASED ON CURRENT RATES
 ** TAX NOT INCLUDED

Pay by Phone
 Scan with your phone's camera

Not working?
 Text #895 to (202) 902-6891

To appeal, please visit
admiralparking.com/appeal

IMMOBILIZATION NOTICE

Date	Time	Location
08/18/2020	09:53 AM	
Make/Plat	Color	City
GMC SUV		Gretna
License Plate	Year	State
7920IF	2017	LA
Vehicle	Year	State
2017	2017	LA

******FOR REMOVAL******
TEXT TO PAY
 (202) 902-6891

Removal Fee: \$100.00
 Towing Fee: \$150.00
 Storage Fee: \$10.00
SUBTOTAL \$360.00*
 *Taxes and other fees apply. See website for details.

Admiral Enforcement
 1122 Claiborne Street
 New Orleans, LA 70130
 504-304-0880

DO NOT ATTEMPT TO MOVE THIS VEHICLE! THIS VEHICLE IS IMMOBILIZED!

The maximum charge is \$50.00 plus appeal fee and fees which will be assessed in addition to the posting fee. Any attempt to remove the vehicle or drive the vehicle will cause damage. Vehicle is responsible for damage to not the lock up their vehicle.

FOR FASTEST REMOVAL, TEXT "REMOVE" TO (202) 902-6891.

IMMOBILIZATION



Enforcement Management.

Enforcement

Dashboard.

Violation Management

Fine Payment Portal

Appeals Management

Reporting



Town of Holden Beach Operations Team.



PREMIUM'S LOCAL TEAM

Tim Hoppenrath, CPP – Market President

Manages operational team and client relationship

Account Manager

Assigned as the day-to-day contact

Assistant Manager

Directs daily operations

Enforcement Supervisor

Patrols & supervises enforcement & compliance

Enforcement Ambassador

Assists parkers & issues citations

Porter

Cleans lots and public sidewalk areas

CORPORATE HQ

Executive Advisor – Strategy & Best Practices

Marketing – Promos & Communications

Customer Support – Implementation, Email, Web & Phone

Business Intelligence – Insights & Analytics

HR/Training – Hiring, Staffing, Training & Systems

Product – Platform, Apps & Integrations

Accounting – Monthly Reporting & Financials

IT – Data Security & Technology

Sample Parking Rate Policies.

1. Day Trippers - Public Paid Parking
2. Businesses - 2 Hours Free w/ Time Based Restrictions
3. Residents & Employees - Free & Discounted Permits
4. ADA - Free with Valid Permit

Town of Holden Beach Parking Guide.

- Policies & Procedures
- Citation Payment Instructions
- General Lot Information
- Contact Information



2021 Season

PARKING GUIDE



Help & Chat Bots.



Message Us

P Premium Chat
Add the Premium Chat app to your phone

FAQs

? General Questions

A Oklahoma State Parks FAQ

🔄 Appeals/Immobilizations

Show more categories

Search for Answers

? General Questions

- Terms of Purchase - Subscription
- Terms of Purchase - Reservations
- Directions
- Add/Edit/Delete License Plates - Subscriptions
- Add Payment Method - Individual Profile
- TextPay
- Do you guarantee a reserved space?
- Mobile Cruise Terminal Parking Info

General Questions

TextPay

How it works:

You'll get a confirmation text and email receipt. To get notifications and extend your time, download the Premium Parking app for Android and iPhone. Sign in to the account you just created and all of your reservations are ready to go.

Was this article useful?

General Questions

Add/Edit/Delete License Plates - Subscriptions

Add/Edit/Delete License Plates - Subscriptions

Updates to vehicle license plates happen instantly. Please use the following instructions to update license plate on subscription.

Website: www.okemobilization.com

Sign in using your email address and password.

Click "Manage Account"

Click "Subscriptions" on the left side of screen.

Click "Change" next to license plates.

Add or delete the license plate you would like to remove. Up to 3 vehicles can be listed at a time!

Step

Was this article useful?

Flex Lots.

Private Lot Beach Parking Overflow Solution.

- Business Parking PR Solution
- Control Customer & Employee Parking
- Monetize Spaces
- Shared Citation Revenue



How it works.



Complimentary parking for your actual customers



Others must pay to park



Text location number to 504504 to pay

Signage.

Customizable signage for your business.



Management.

Set Your Own Strategy - From tight access, you drive the policies to create a culture of compliance

Flexible Enforcement - Whether you self-manage, partner with a third-party or use Premium's preferred vendors staffing and schedules match your operations

Reporting & Payment - Track usage in real time, view and download history and get automated monthly payments

Get in touch.

TIM HOPPEMATH

M 240 688 6903 | thoppemath@premiumparking.com
Market President, Charleston
Tel: (864) 236-2011 | premiumparking.com



Data & Reporting.

Client Dashboard with Real-Time Data.



Transactions



Customer Feedback



Net Promoter Score



Subscriptions



Compliance



Revenues

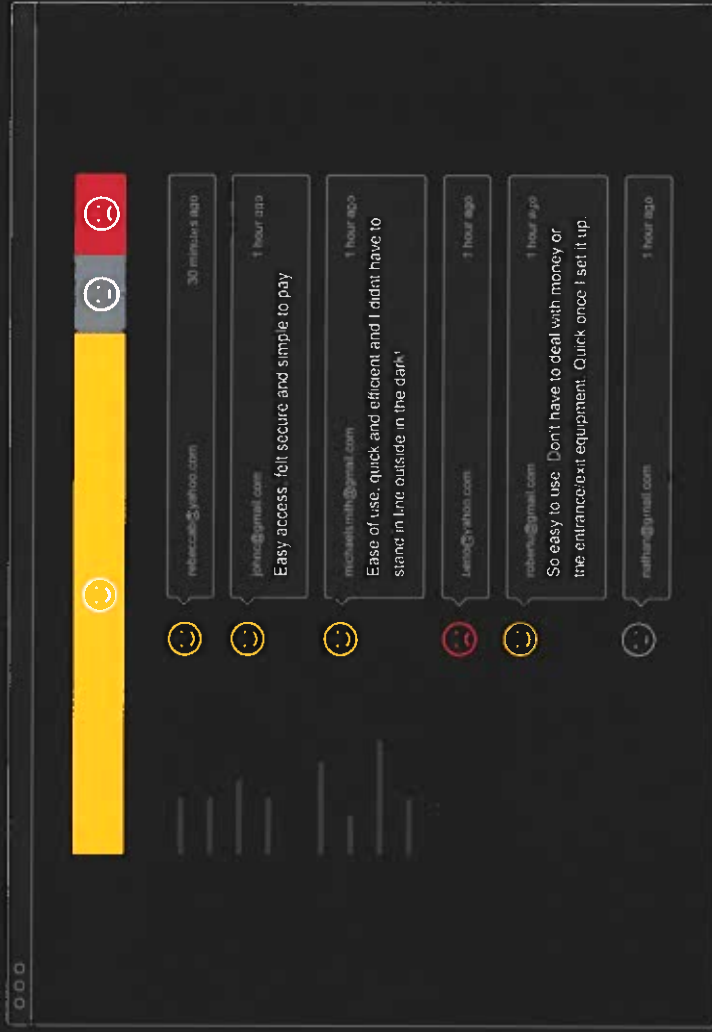


Occupancy



Reservations

Transparent Customer Feedback Surveys.



Communication.

Scheduled Meetings.

- Monthly
- Quarterly
- Annual



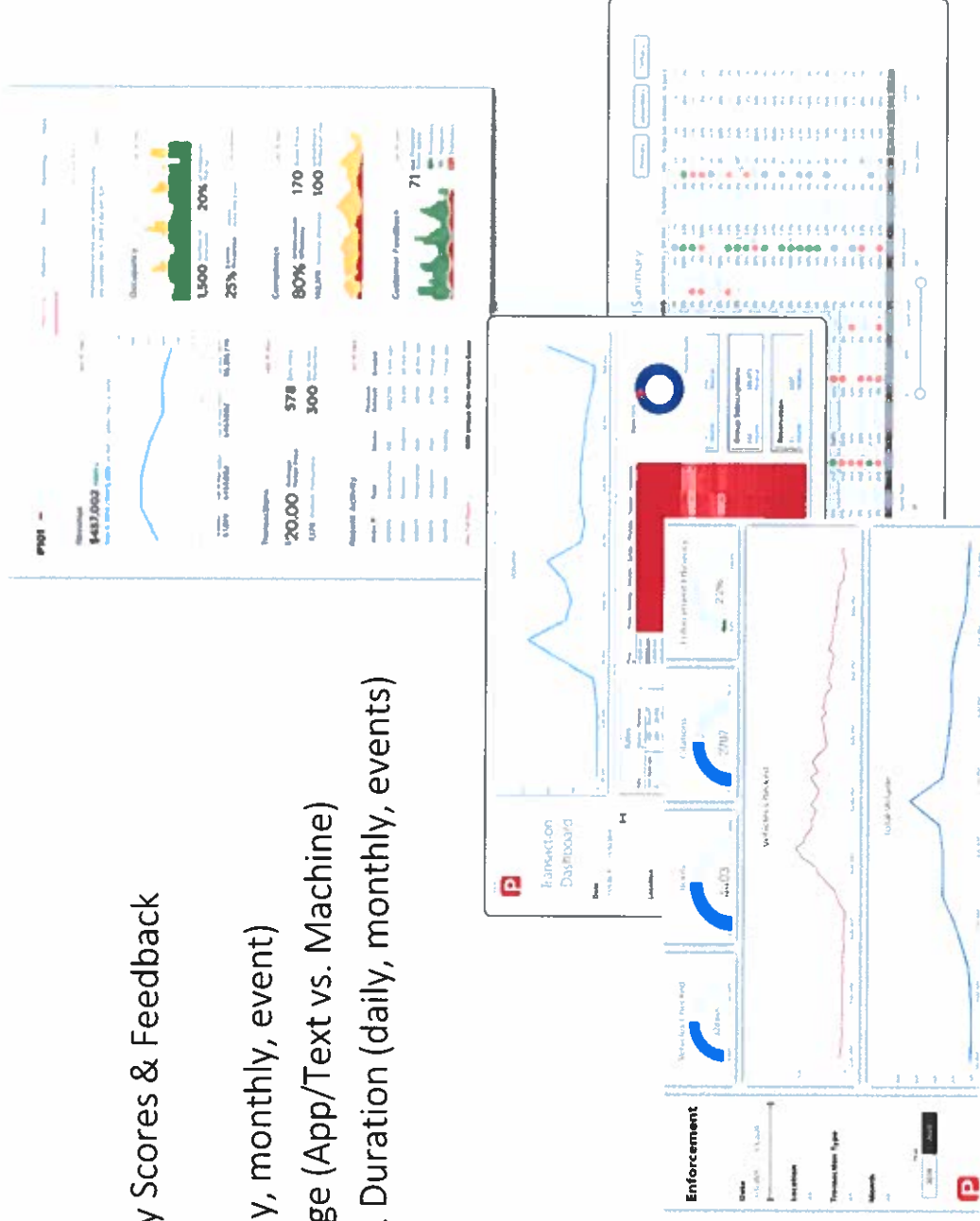


Monthly Statement.

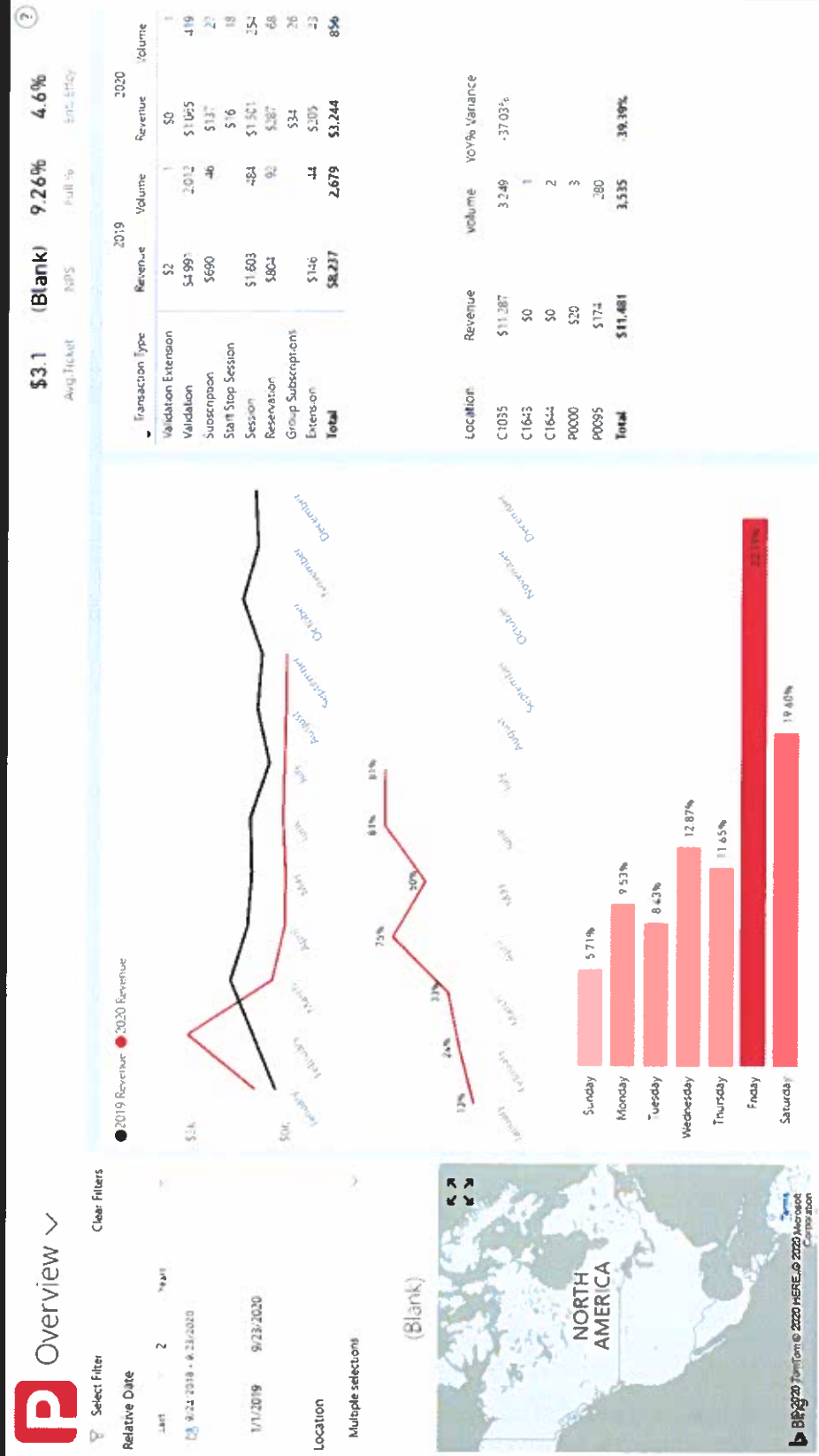
Revenue	
Daily	58,500.00
Monthly	30,000.00
Sales To	(11,893.00)
Total Revenue	\$79,605.00
Client Expenses	
Fixed Operating Fee	-4,172.00
Incentive Fee	-921.00
Credit Card Fees	-1,582.10
Transaction Fees	
Reservation Fees	-263.22
Platform Fees	-274.22
Total Client Expenses	-7,222.54
Net to Client	\$72,382.46

KPI Reporting.

- Customer Net Promoter Survey 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



Client Dashboard Example.



● 2019 Revenue ● 2020 Revenue

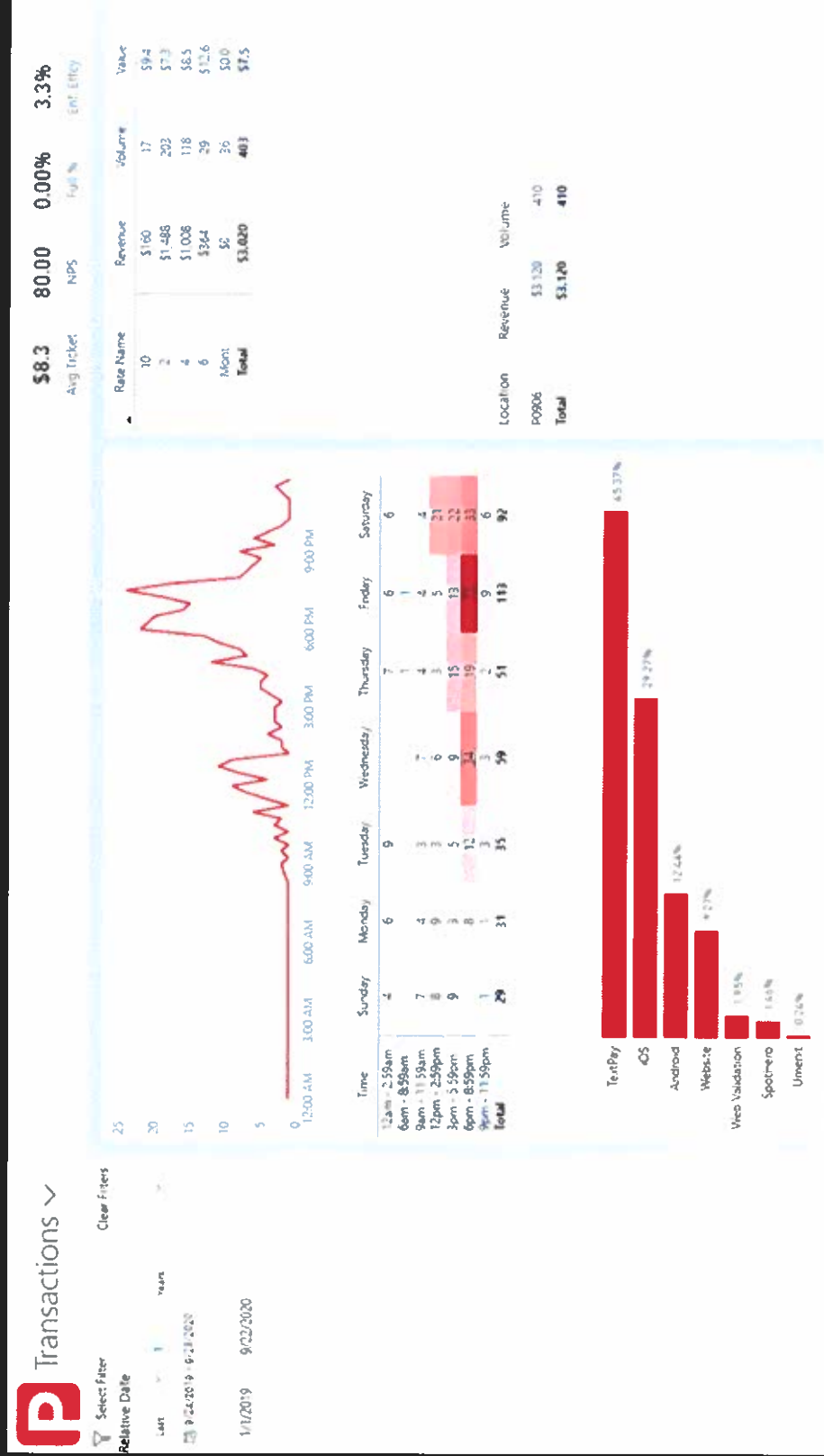
Day	Percentage
Sunday	19.40%
Monday	12.87%
Tuesday	11.65%
Wednesday	8.43%
Thursday	9.53%
Friday	7.4%
Saturday	5.71%

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NORTH AMERICA

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Client Dashboard Example.



Value Summary.

Premium's Value Proposition.

Management Fee Model

No Upfront Capital Investment &
Proven ROI

Public Relations & Business Solutions

Savings Opportunities

Future-Proof Parking for the Road Ahead.

Together, Let's Go from Good to Great!



Thank you.

