

A yellow rectangular graphic with a thin border, positioned behind the main text.

Town of Holden Beach Parking Solution.



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

**Welcome
parkers
with open
arms.**





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.

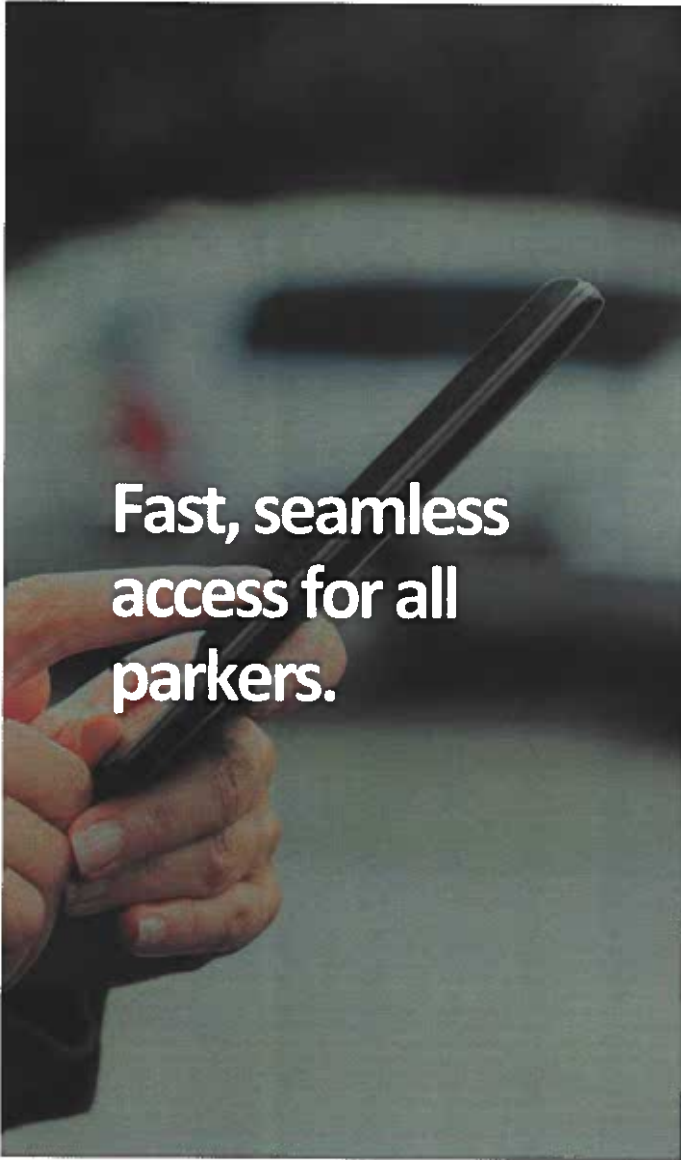


BEATTY • DEVELOPMENT



Brookfield
Properties

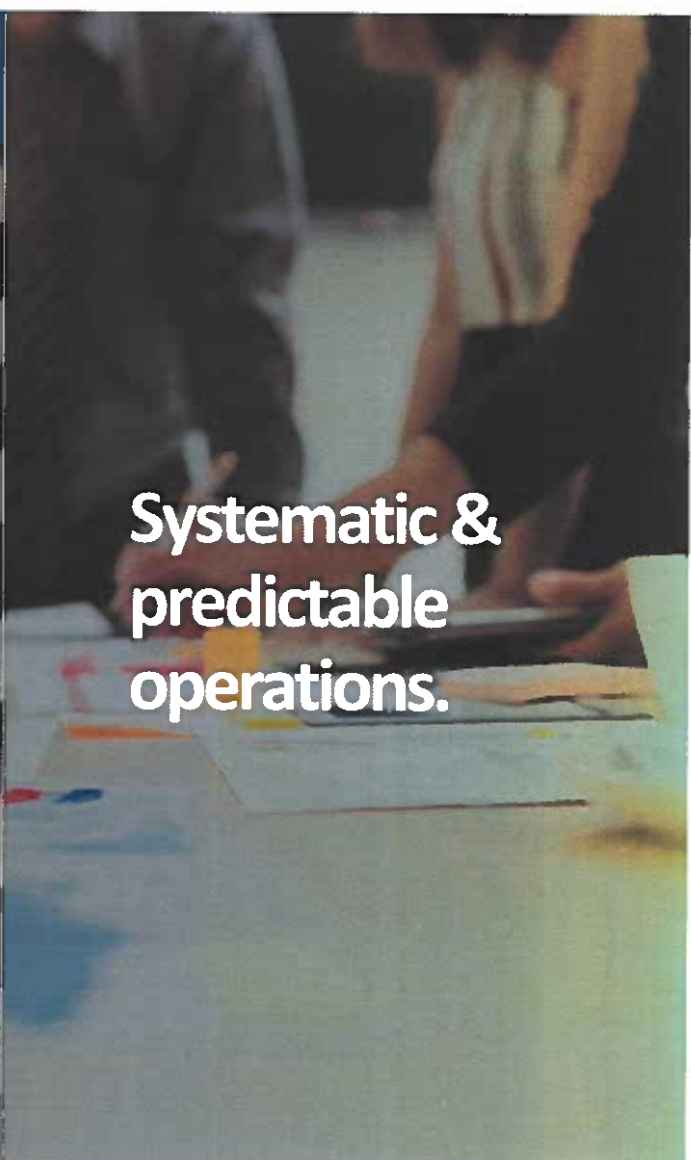




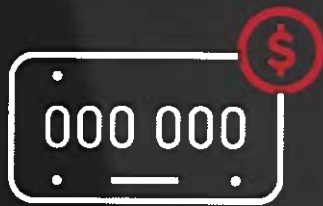
**Fast, seamless
access for all
parkers.**



**Efficient, flexible
& transparent.**



**Systematic &
predictable
operations.**



**Register your License Plate.
Pay in Advance.**



PARKER WORKFLOWS

Location #

P1234

**Pay Before
Walking Away.**



Text **P1234
to 504504
to pay.**

P PREMIUM
PARKING

Location #

P1234

Camera Pay.TM

Use your camera app to start parking.



Simple multi-channel workflows.



TextPay



**Mobile
App**



Website



**Pay
Machine**



**Visitor
Kiosk**



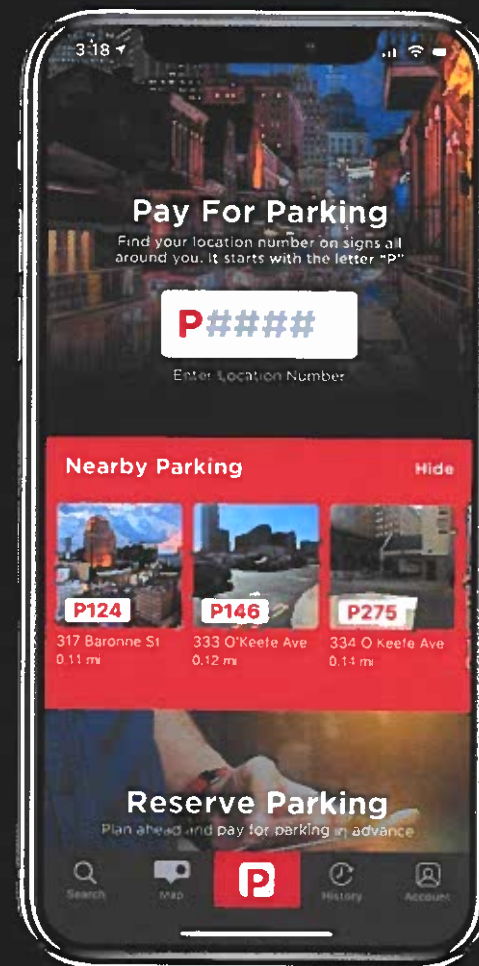
**Camera
Pay**



**Customer
Service**



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



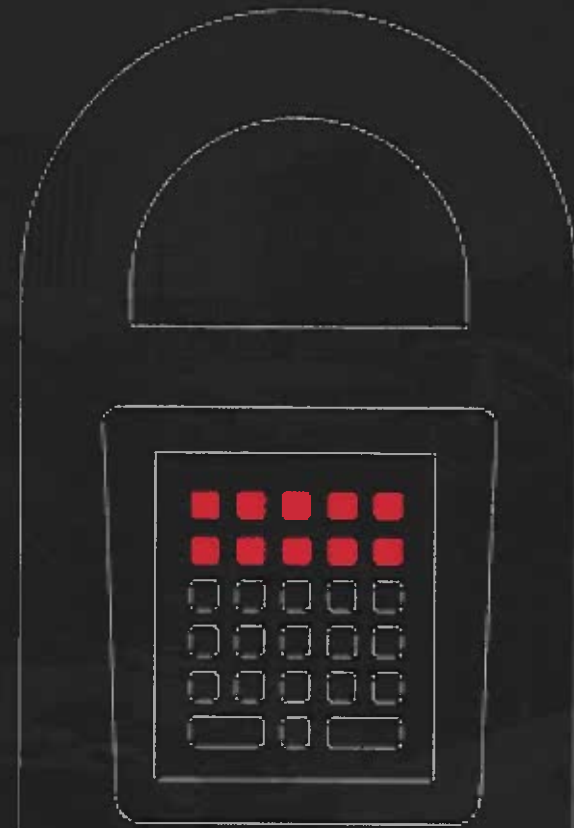
Crowdsourced Occupancy.



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

Address, Location & or Destination

HOLDEN BEACH, NC

Whether you are a resident of Pensacola or just passing through, downtown makes it a special place to park and we will always have a space for you.






Just Visiting?

Welcome to Pensacola! We know there is so much to do and so many places to go. Through our website, you can search popular destinations and book your parking in advance. We want you to enjoy your time in the city and not worry about parking. Book parking in advance through our website, download our app or use our convenient QR code option for the most convenient way to park in your city.

Commuter?

Work/Downtown? Our monthly subscription plans may be the perfect option for you.

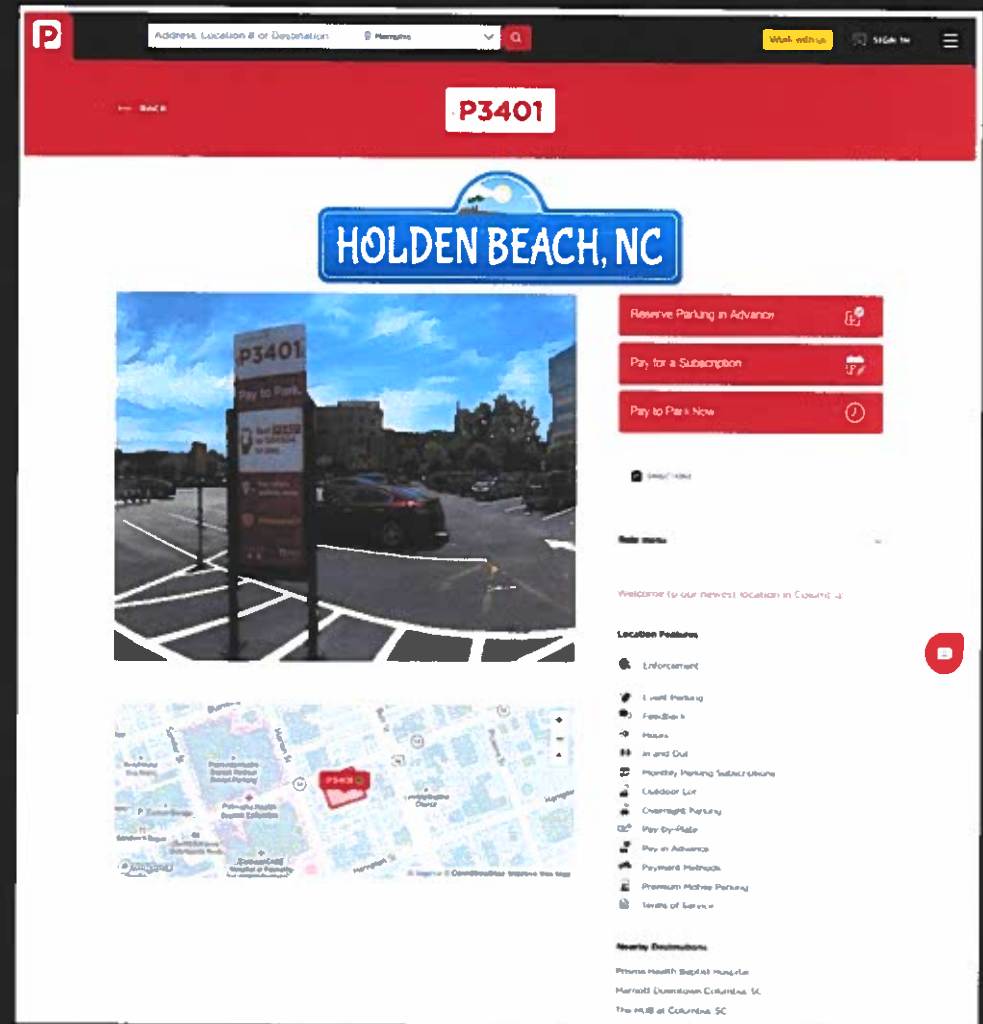
Popular Destinations

- 
Saenger Theatre
110 S. Beach Blvd, Pensacola, FL 32502
- 
Vinyl Music Hall
7 South Pensacola Street, Pensacola, FL 32502
- 
Pensacola Symphony Orchestra
175 E. Pensacola St, Pensacola, FL 32502
- 
AJ Fresco
503 S. Beach Blvd, Pensacola, FL 32502
- 
Jackson's Steakhouse
4401 North Pensacola Street, Pensacola, FL 32503

[SEE MORE](#) →

Custom Web Pages. Example.

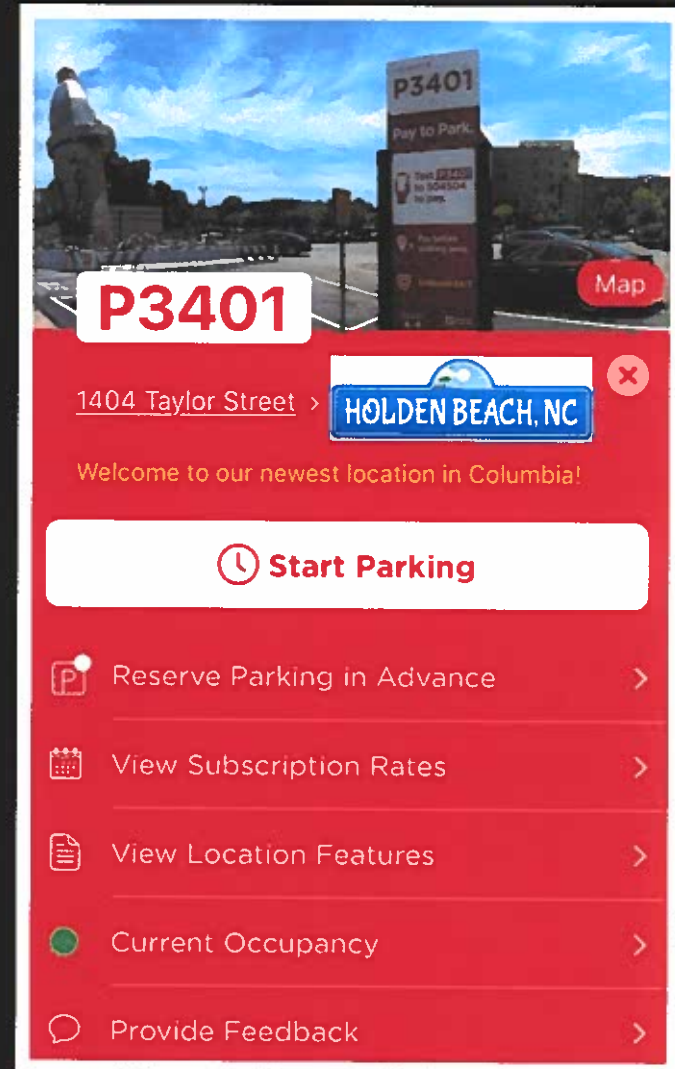
1. Reserve Parking in Advance
2. Buy Parking Permits (Subscription)
3. View Pricing
4. Location Key Features
5. Google Map Directions



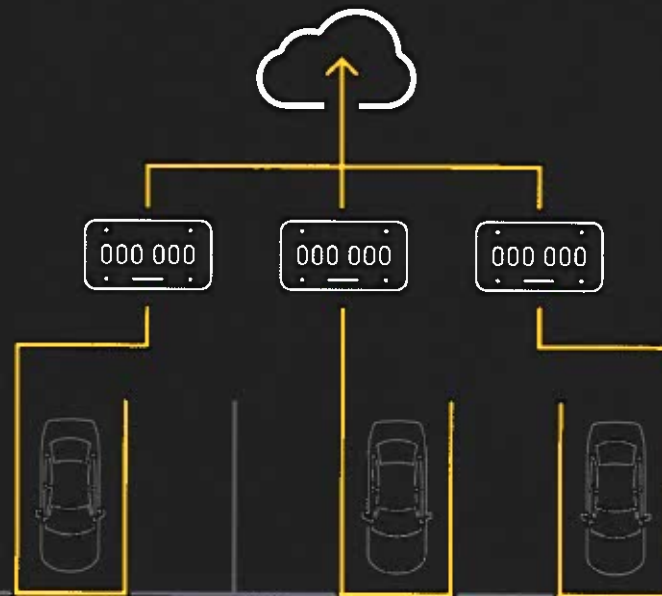
Example.

Custom Branded Mobile Application.

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



Permits for Residents & Annual Passes. Cloud Permits.[®]



Account Setup.



Email Invite.



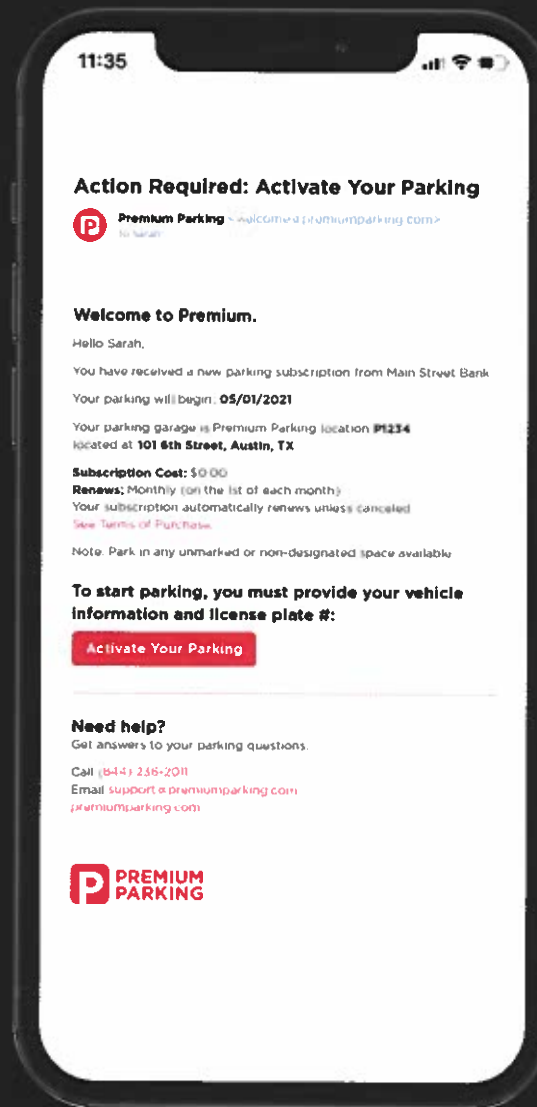
Activation.



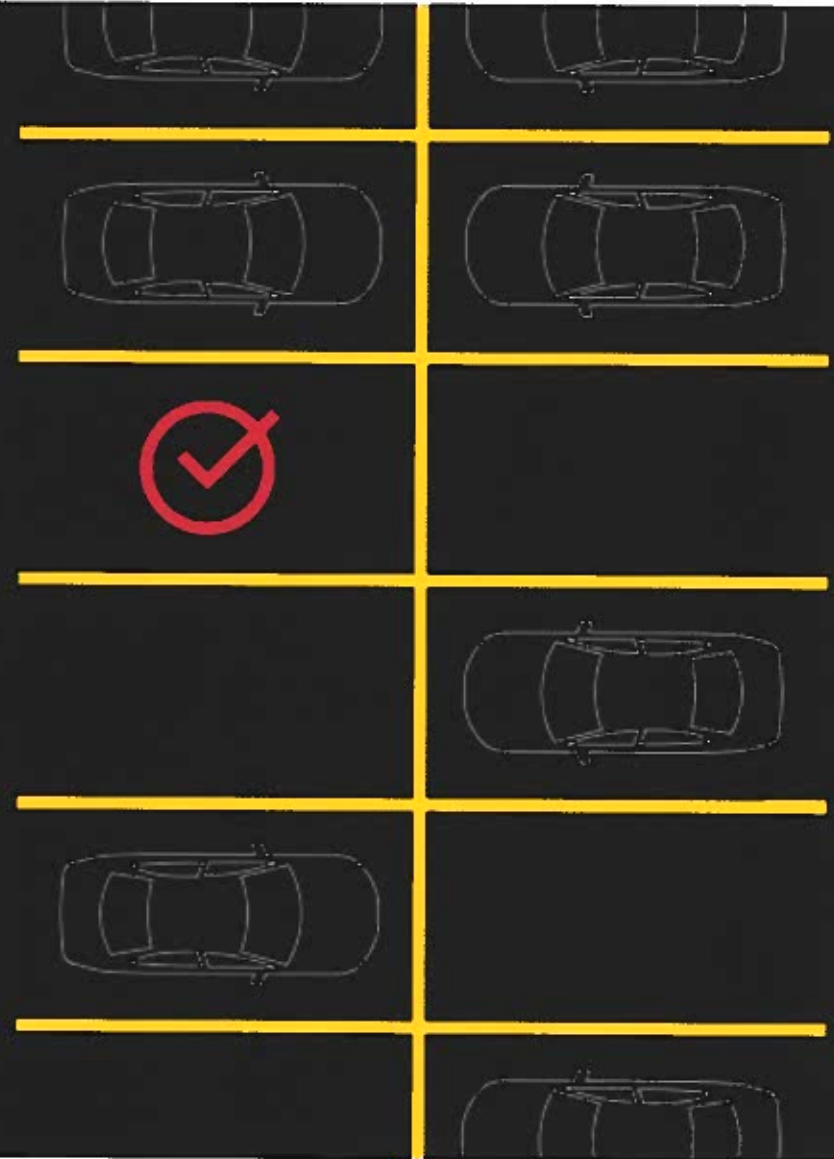
Park.

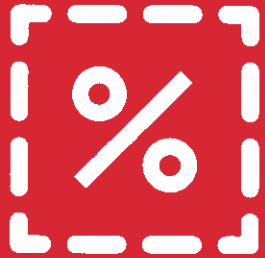


Email or App Account Activation.



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**
18441 236-209

 **Camera
Pay™**

 **HOLDEN BEACH, NC**

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

 **HOLDEN BEACH, NC**

Example Signage.



Location #

P1234

**Pay Before
Walking Away.**



Text **P1234**
to 504504
to pay.

Enforced 24/7

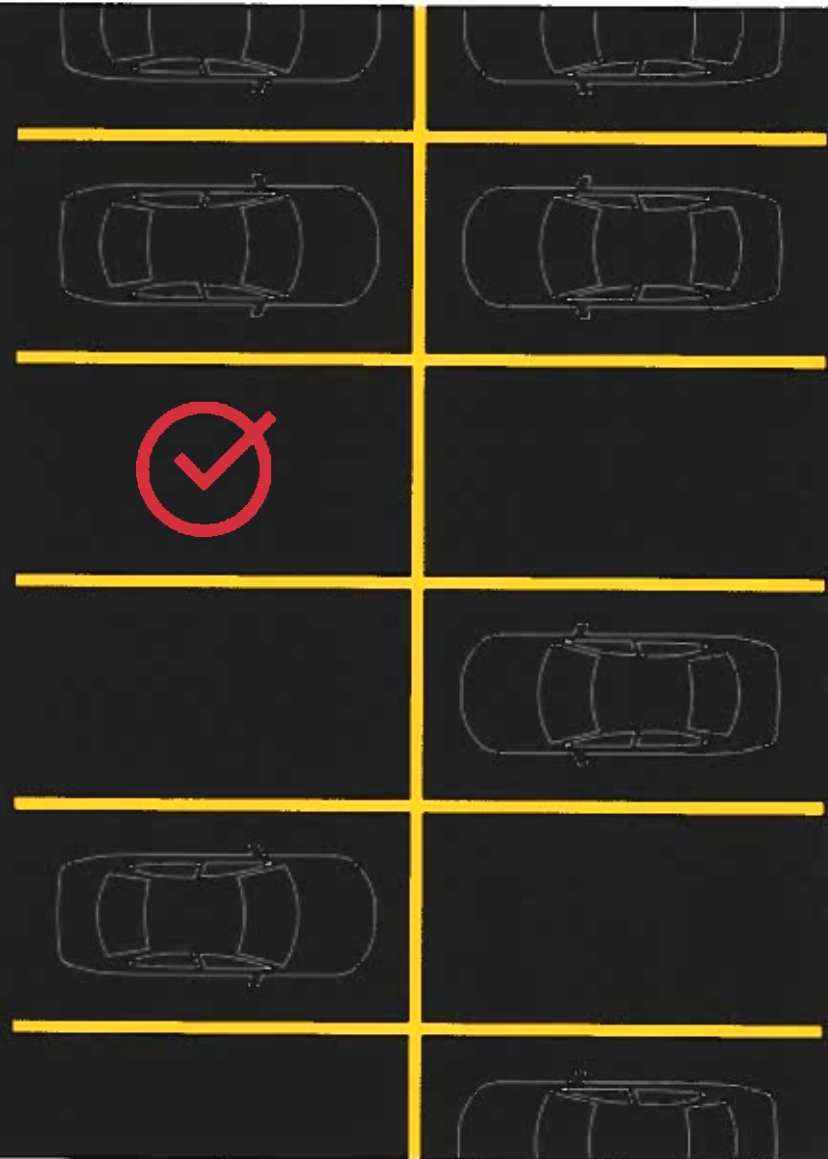
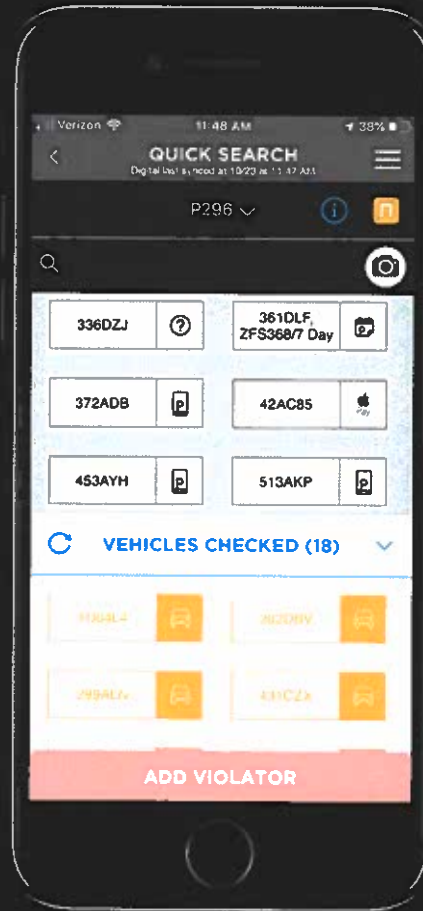


(844) 236-2011



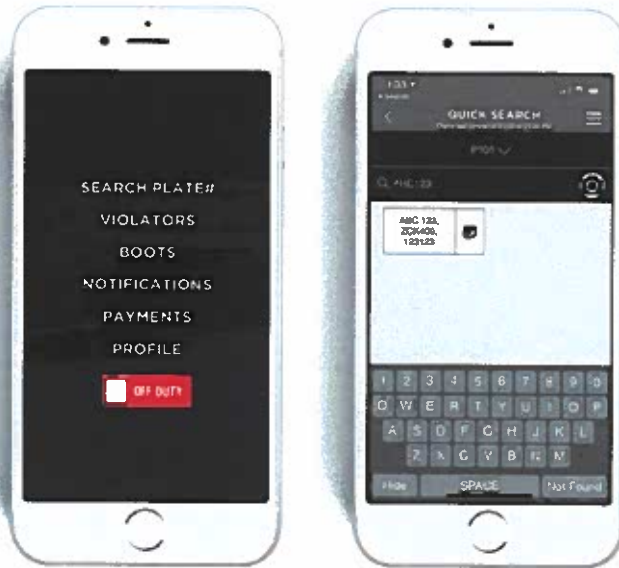
**Camera
Pay.**

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.



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

- Failure to pay for parking.
- Expired parking session.
- Parked in reserved space.
- Occupying two car spaces.
- Parked in traffic lane, not delineated parking stall.
- Parked in "NO PARKING" zone.
- Parking in designated fire lane.
- No credential or hang tag displayed.
- Other _____

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

Further action will be taken for repeat violators. Multiple offenders may be booked.

If you have questions or need assistance registering your vehicle, please contact us at support@premiumparking.com.

POSTCARD WARNINGS

PARKING VIOLATION

Admiral Enforcement
1122 Calmarie Street, New Orleans, LA 70130
504.304.0880

CITATION# 01695
 VIOLATION: Plate Not in System

Date	Time	Location
01/11/19	5:56 PM	P146
License Plate	State	333 O'Keefe Ave
IF854	LA	
Make	Color	Type
Toy	Black	Sed

Enforcement Agent	Fine	Unpaid Parking	SUBTOTAL
Amiracion	\$50.00	\$14.00*	\$64.00**
if paid after 10 days		if paid after 20 days	
\$70.00* chur 1/21/20		\$86.00* duo 1/31/20	

CITATION NOT PAID AFTER 30 DAYS WILL BE REFERRED TO COLLECTION
 UNPAID PARKING FEES SUBJECT TO CHANGE BASED ON ADDITIONAL TIME ON PROPERTY
 ** TAX NOT INCLUDED

Pay by Phone
Scan with your phone's camera.



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

To appeal, please visit admiraleenforcement.com/appeal

CITATIONS

IMMOBILIZATION NOTICE

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

The maximum charge is \$90.00 plus unpaid parking fees which will be assessed in addition to the towing fee.

Any attempt to remove the tag lock or drive the vehicle will cause damage. Violator is responsible for damage to this tag lock and their vehicle.

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

IMMOBILIZATION NOTICE

Date: 08/18/2020 Time: 09:53 AM
 Make/Type: GMC SUV Color: Gray
 License Plate: /32DIF Location: P338
 Violation: 490's Passport

****FOR REMOVAL****

TEXT TO PAY
 (202) 902-6891

Enforcement Agent	Fine	Unpaid Parking	Subtotal
Amiracion	\$50.00	\$14.00*	\$64.00**
if paid after 10 days		if paid after 20 days	
\$70.00* chur 1/21/20		\$86.00* duo 1/31/20	

Subtotal: \$120.00**

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

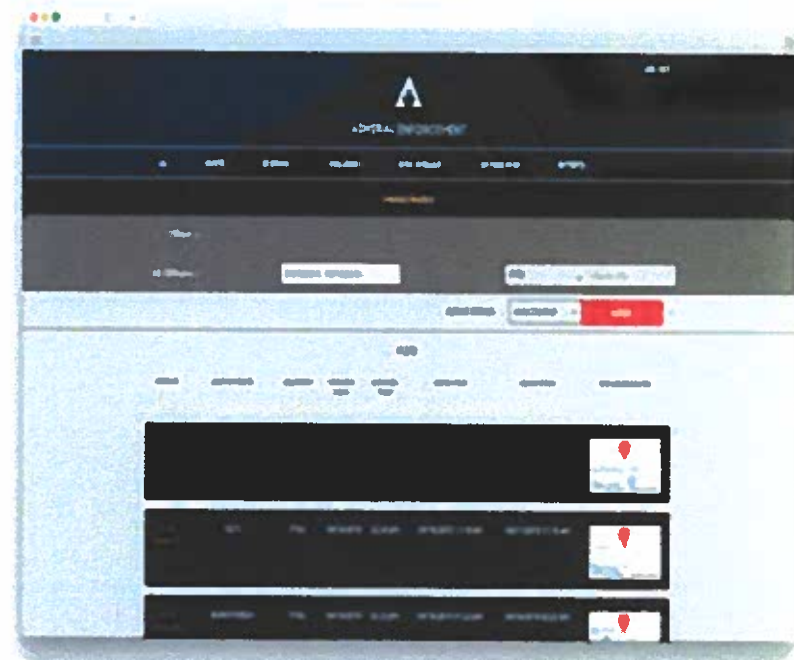
IMMOBILIZATION



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.

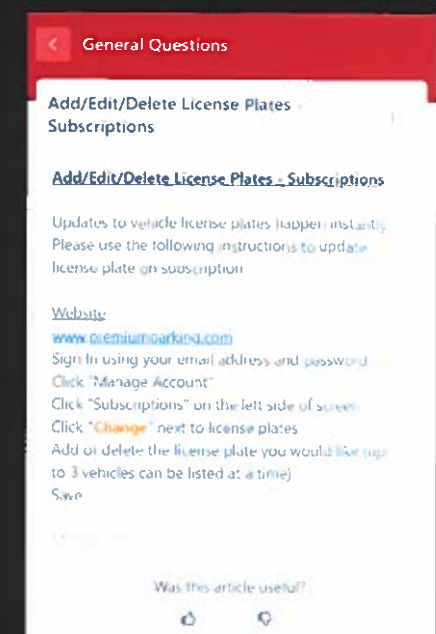
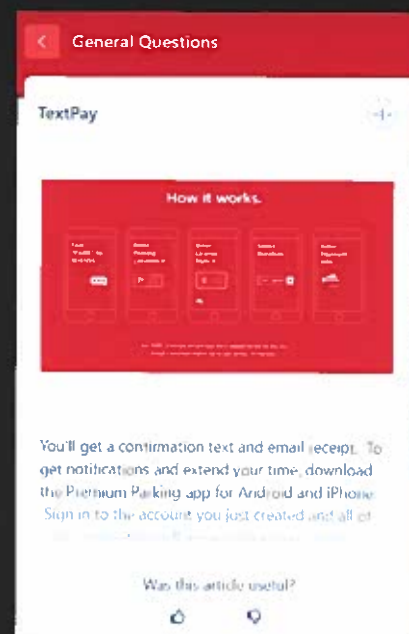
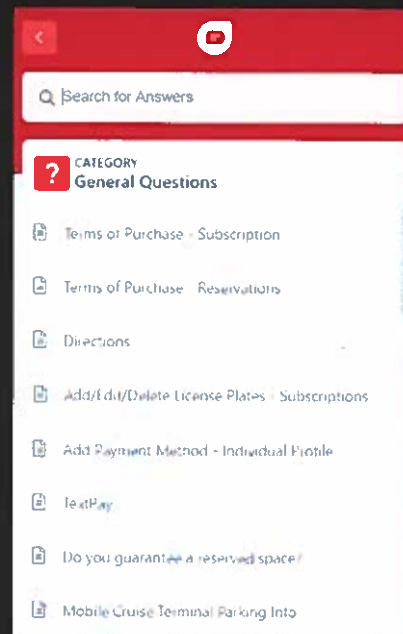
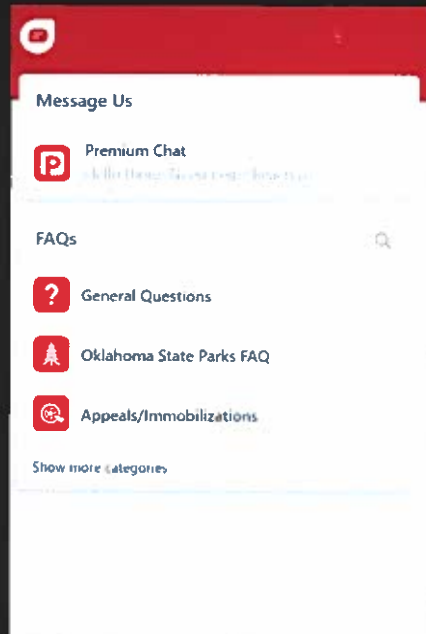
- 1. Day Trippers - Public Paid Parking**
- 2. Businesses - 2 Hours Free w/ Time Based Restrictions**
- 3. Residents & Employees - Free & Discounted Permits**
- 4. ADA - Free with Valid Permit**

Town of Holden Beach Parking Guide.

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



Help & Chat Bots.



Flex Lots.

Private Lot Beach Parking Overflow Solution.

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

Flex Lots™

BY PREMIUM PARKING



How it works.



Complimentary parking for your actual customers



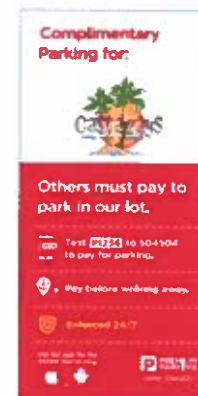
Others must pay to park.



Text location number to 504504 to pay.

Signage.

Customizable signage for your business.



Management.

Set Your Own Strategy - From light to 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 HOPPENRATH
M 240 688 6903 | thoppenrath@premiumparking.com
Market President, Charleston
Tel: (844) 236-2011 | premiumparking.com





Data & Reporting.

Client Dashboard with Real-Time Data.



Transactions



Customer Feedback



Net Promoter Score



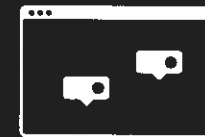
Subscriptions



Compliance



Revenues

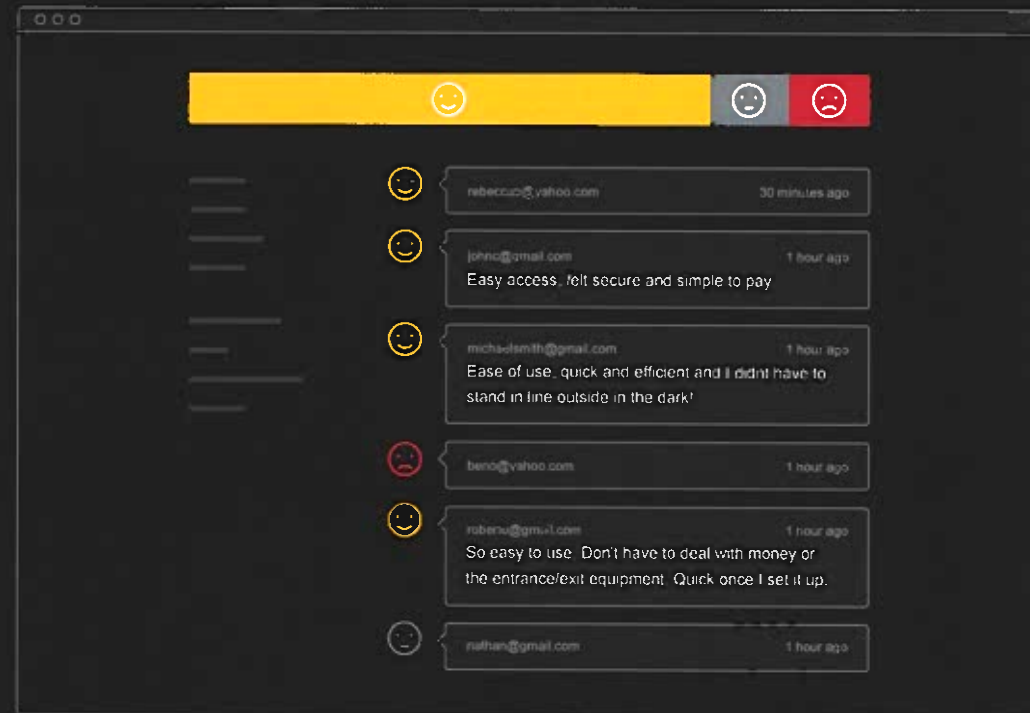


Occupancy



Reservations

Transparent Customer Feedback Surveys.



Communication.

Scheduled Meetings.

- Monthly
- Quarterly
- Annual



Monthly Statement.

Revenue

Daily	58,500.00
Monthly	30,000.00
Sales Tax	(1,895.00)

Total Revenue	\$79,605.00
----------------------	--------------------

Client Expenses

Fixed Operating Fee	-4,172.00
Incentive Fee	-921.00
Credit Card Fees	-1,592.10
Transaction Fees	
Reservation Fees	-263.22
Platform Fees	-274.22

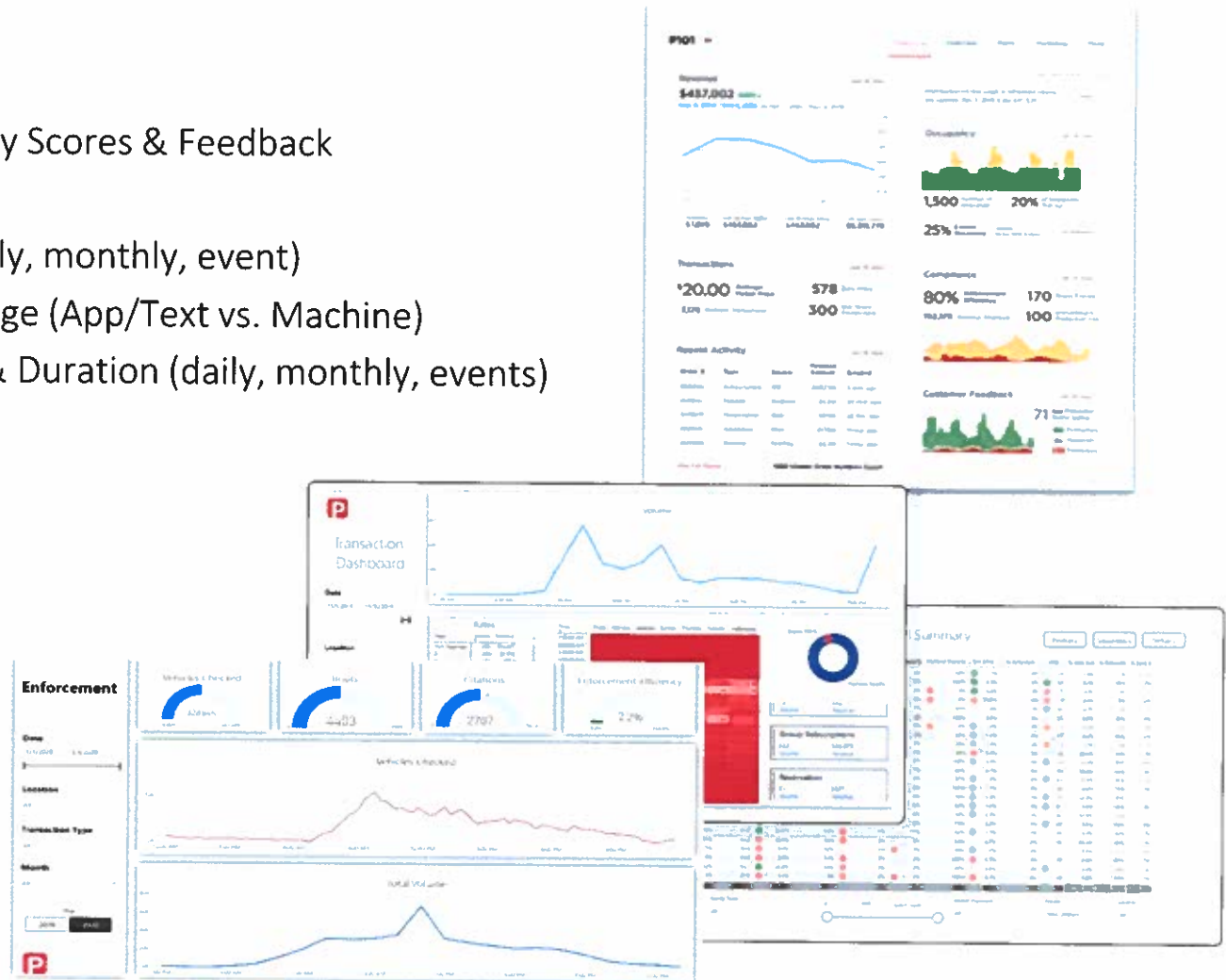
Total Client Expenses	-7,222.54
------------------------------	------------------

Net to Client	\$72,382.46
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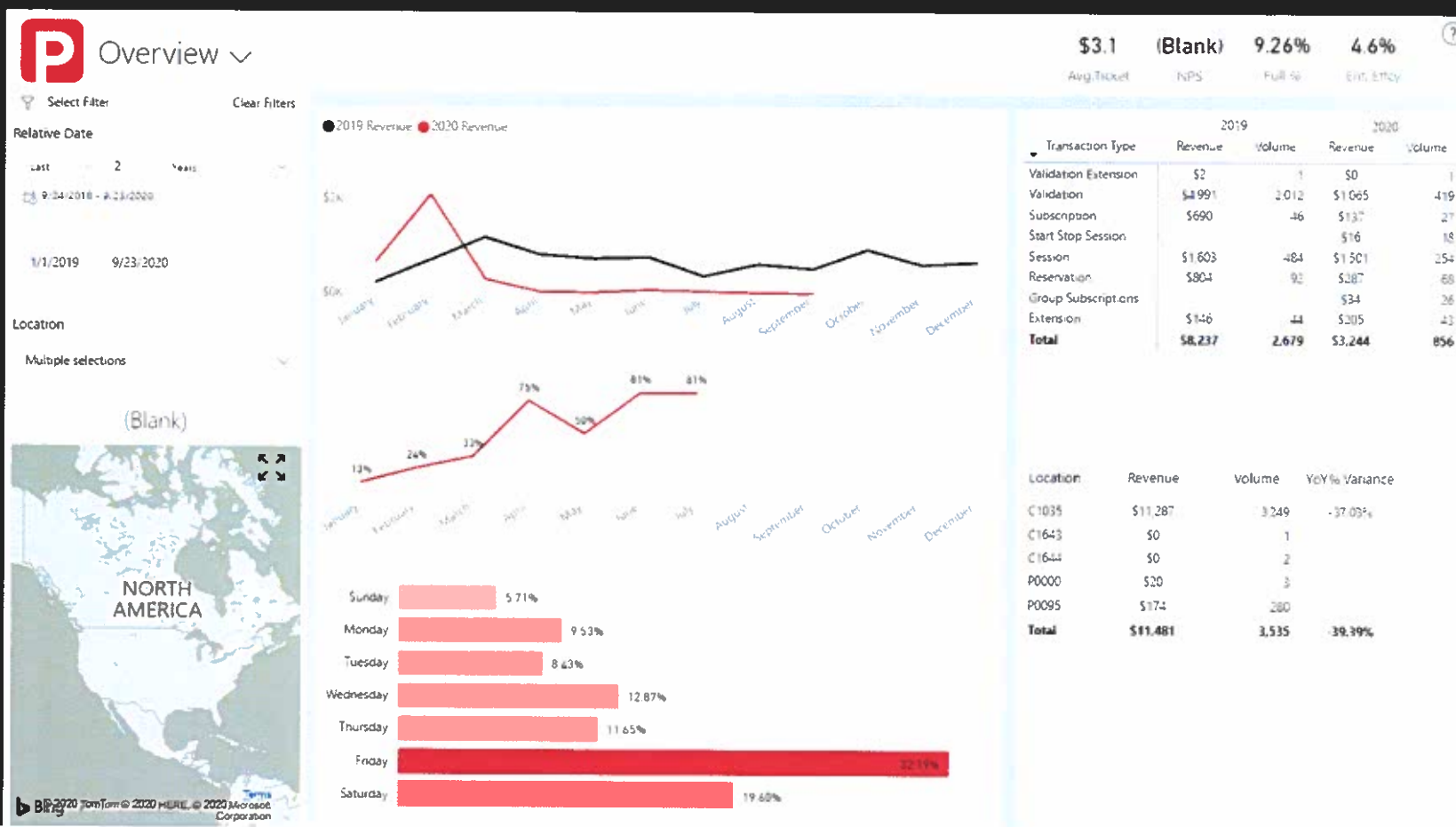


KPI Reporting.

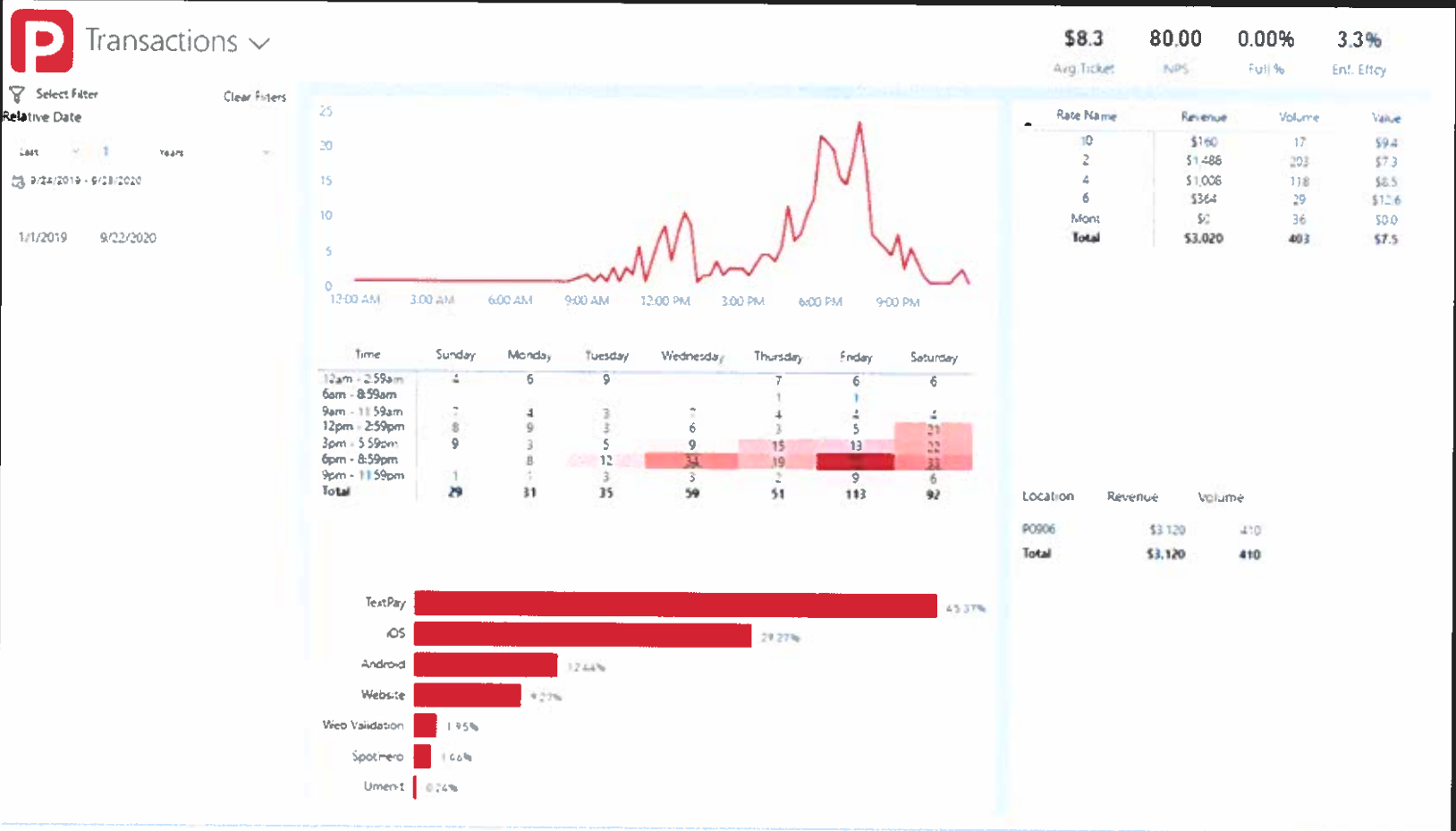
- Customer Net Promoter Survey Scores & Feedback
- Enforcement Efficiency
- Average Transaction Price (daily, monthly, event)
- Platform Transaction Percentage (App/Text vs. Machine)
- Average Transaction Volume & Duration (daily, monthly, events)
- Average Occupancy
- Validation Activity



Client Dashboard Example.



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!

