

SMILE. ENGAGE. HELP



COLORADO



TOWN OF FRISCO REQUEST FOR PROPOSALS PARKING MANAGEMENT
INTERSTATE PARKING COMPANY

March 25th, 2022

The Interstate Parking of Colorado Focus for the Frisco Bay Marina and Main Street



Dear Logan,

Interstate Parking of Colorado is thrilled to submit the enclosed proposal for our all-inclusive parking management proposal provided by your local Summit County team. Interstate Parking's goal is to create a seamless, fun, and easy parking experience similar to our 42 locations across Summit County we operate. **What have we done to accomplish this?** We have assembled and created a tremendously talented, established and knowledgeable team of Summit County Ambassadors equipped with the very best technologies, fully committed to "wowing" our customers.



On a busy weekend we easily interact with over 15,000 customers in our operations throughout Summit County. We stress and ensure that every experience must be a positive reflection on our wonderful Town through constant communication and training. Our success is repeated daily in simple interactions such as below. We have created an entire solution branded as Park Frisco Marina OR Park Frisco (subject to your approval) and supported by our local and knowledgeable Town Ambassadors that delivers the same positive customer experience consistently at each of our parking spaces in Town. How?

- We have curated an effectual parking management solution with the goal of reducing congestion in the Marina and Main St. With this explicit goal, the plan is systemically organized to increase public safety, reduce emissions, and a leave every customer with a "Wow!".
- Our philosophy of education and community outreach provides customers the opportunity to become familiar with the parking system before encountering a violation.
- Through community engagement and constant compliance review, increased parking inventory will allow residents, businesses, and visitors to engage in their Marina and downtown Frisco activities with ease; confident in the knowledge they can park easily near their destination.
- A management team that is dedicated to the success of the program every step of the way. Our managers are available from day 1 to answer any questions or address concerns. We have extensive experience guiding and leading communities through the implementation of a managed parking program.



2022 RFP – TOWN OF FRISCO BAY MARINA AND MAIN STREET

- Industry leading comprehensive data analytics are provided to assess progress for key performance indicators such as turnover, length of stay, and occupancy.
- We secured the URL parkfrisco.com OR parkfrisco.com- both an easy-to-use website that provides unending information about Frisco that we will update constantly with our in-house web designer.
- Constant communication with all departments in Town from Planning, to PD, to Public Works, to the Town office; we are constantly working to ensure we are meeting the Town's stated goals.
- Our Summit County Customer Care Center located in the middle of Town on Main Street is staffed by Breckenridge specific mobility professionals available seven days a week during ski season to answer customer enquiries via a 1-833 number, widely available email address, and our website. Our commitment to same day response is illustrated by the below responses in our proposal by our customer care professionals
- Through our extensive training program outlined below - Smile, Engage, Help - we have created a team of parking ambassadors 50 strong who know Summit County and our various technologies inside out.
- Interstate Parking embraces technology and we are constantly upgrading our LPR, vehicles, kiosks, app, permits, and website to meet and exceed the ever-changing needs of our customers
- In our remote environment we have local technicians who have the ability to service, install and complete software upgrades on our kiosks, apps, website and permitting programs in house at no additional cost to the Town. Our renowned asset protection renewal plan ensures we have no equipment downtime.
- Interstate Parking has created an awesome work environment where many of our Customer Experience Managers listed below have grown with us and our Smile, Engage, Help training program outlined below over the last 5 plus years. We are committed to hiring and promoting from locals within our organization.
 - Shelby Schwendeman, our General Manager, started as an Ambassador and knows the Town's operation better than anyone. We regularly create team building events such as boating on Lake Dillon and our upcoming season ending ski/tubing day where we will award our fifth and sixth Ambassadors of the Year voted on by their peers (previous winners pictured in the proposal). Each winner receives \$1,000 cash from Interstate Parking of Colorado LLC.

We have read and understand all the requirements of The Frisco Bay Marina's RFP.

Sincerely,

Gareth Lloyd

Gareth Lloyd- Authorized Official of Interstate Parking
Operating Partner/Executive Vice President
720.646.0261
gllloyd@intersateparking.com



2022 RFP – TOWN OF FRISCO BAY MARINA AND MAIN STREET

QUALIFICATIONS AND COMPANY OVERVIEW

Interstate Parking Company
1610 Wynkoop St, Suite 600
Denver, CO 80202
www.interstateparking.com

Primary Contact
Gareth Lloyd
(P) 720-646-0261
(E) glloyd@interstateparking.com

COMPANY HISTORY

Interstate Parking Company was formed in 2009 by experienced and entrepreneurial parking and real estate professionals including Tony Janowicz, Paul Schnettler and Douglas Hoskin with combined experience of over 90 years in the industry.



Interstate operates over 265 locations with approximately 66,000 stalls and over 350 team members including locations throughout Minnesota, Wisconsin, Indiana, North Dakota, Colorado, California, Utah, Washington, and Georgia. Our principals own approximately 2 million square feet of commercial real estate throughout Minnesota and Wisconsin. Our rapid growth is due to our proven track record of substantially increasing net profits for our clients immediately after assuming operations. We achieve these results by implementing customized state-of-the-art on-site and back-office technologies to create the most efficient, customer-friendly parking operations possible.

In 2015, we formed Interflight Parking Company to facilitate the development and deployment of advanced parking solutions to address the unique challenges of airport parking operations. Interflight is solely focused on delivering a fresh combination of smart technology, unparalleled customer service programs and proven operating techniques tailored specifically for airport parking systems.



Interstate Development Partners is our affiliated real estate development company focused on creating value through adaptive re-use and new construction developments in urban core areas. Our typical project profile focuses on mixed use, transit-oriented developments with high density public programming aimed at promoting vibrant, active downtown neighborhoods. Along with our management expertise, our combined management and development activities result in creating substantial value for our clients as we operate through the lens of real estate owners.

MUNICIPAL FOCUSED ORGANIZATIONAL STRUCTURE

A major advantage for Interstate Parking's clients is our unique organizational structure that combines a boutique company's entrepreneurial operating approach with the fiscal integrity and financial resources of a major institutional grade corporation with a specific focus on our Municipal Specialty Services.

This means our clients and our daily parking customers benefit from superior local customer service and direct daily involvement by Interstate's owners and senior management that is typically lost in the organizational layers of our much larger national competitors. These benefits come without sacrificing the accountability and financial integrity that would otherwise be cost prohibitive for most regional and local operators.



2022 RFP – TOWN OF FRISCO BAY MARINA AND MAIN STREET

WE ARE THE EXPERT'S MUNICIPALITIES RELY ON FOR NEW MANAGED PARKING OPERATIONS

Town of Breckenridge, Colorado implemented paid parking less than 12 months before hiring Interstate.



Interstate Parking is the first private parking operator hired by Town of Breckenridge for operation of its parking portfolio. Approximately one year before hiring Interstate, the Town of Breckenridge implemented paid parking internally through efforts from multiple Town departments including the Police, Public Works, and the Assistant Town Manager.

The City of Idaho Springs, Colorado hired Interstate Parking to implement a comprehensive managed paid parking program from scratch.



Interstate Parking developed and implemented the managed paid parking system for the City of Idaho Springs from scratch. Prior to Interstate developing the program, the City's On-Street parking spaces were congested with long-term use by area employees leaving no space for visitor and residential parking. Interstate's custom developed turnkey operation has resulted in substantial increases in retail activity, elimination of residential complaints and convenient, free and discounted parking for employees.

Town of Crested Butte, CO hired Interstate Parking to implement a cohesive parking management program based upon resident and visitor demand.



Interstate Parking worked in collaboration with the Town of Crested Butte to design, implement, and operate successful summer enforcement and residential permit programs. Crested Butte surged in popularity and congestion in the years prior to implementing IP's traffic management solution. Businesses saw upwards of a 30% increase to revenue in the first season.

Town of Morrison, CO hired interstate parking to implement a new paid parking program that addressed spillover impact from a local concert venue.



Outstanding results were achieved in a short period of time once Interstate Parking provided the Town of Morrison with a traffic solution - engineered along with the Town of Morrison Staff. Stakeholders across the board were impressed with the results.



2022 RFP – TOWN OF FRISCO BAY MARINA AND MAIN STREET

The Town of Green Mountain Falls, CO hired Interstate Parking to design and implement a parking management plan that specifically addressed concerns related to hiking in the area.



Prior to hiring Interstate Parking, Green Mountain Falls was experiencing severe congestion due to the popularity of a nearby hiking trail. Through implementation, Interstate Parking resolved the congestion issue, provided solutions for all stakeholders, and contributed to the overall preservation of the historic town.

City of Duluth, Minnesota operated in-house until hiring Interstate as a private operator for the first time in history.



Interstate Parking has operated the City of Duluth’s municipal parking portfolio since early 2012. Prior to 2012, the City of Duluth operated its parking enterprise internally through efforts from multiple city departments. Through a competitive RFP process, Interstate was selected to develop, implement, and manage a comprehensive parking system including the creation and leadership of the Duluth Parking Advisory Committee (reports to the newly formed Parking Commission) and the system’s Guiding Principles.

City of Fargo, North Dakota operated by a local firm until hiring Interstate Parking as the first professional parking management firm.



Interstate Parking has operated the City of Fargo’s municipal parking portfolio since January 2015. Prior to 2015, the City of Fargo contracted with various local property management firms for operation of the off-street parking and operating the On-Street operations within the police department. Interstate was hired to create and implement a new comprehensive parking system integrating all off-street and On-Street operations into one unified program.

ALL-INCLUSIVE MUNICIPAL IN-HOUSE SERVICES

Our focus on providing our industry exclusive “All-Inclusive Municipal Managed Parking Solutions” is founded in our ability to create, implement, operate, and provide continual improvement in all of our municipal operations through our in-house array of comprehensive support services. This results in an efficient, guest experience-focused on-site operations team supported by the industry’s best functional area experts from our corporate services support team as illustrated here.



Specialty Markets Served

- ✓ Municipalities
- ✓ Destination Travel
- ✓ Cultural Venues
- ✓ Mixed Use Retail
- ✓ Office
- ✓ Airports
- ✓ Stadiums & Arenas



2022 RFP – TOWN OF FRISCO BAY MARINA AND MAIN STREET

DIRECT SERVICE TEAM TO FRISCO - The following team members will be directly involved in the development, implementation and continued operation of our proposed services for Frisco Bay Marina and Main Street.

KEY PERSONNEL

The following is our proposed management plan for Frisco, CO. They will be responsible for all the key objectives for the Town. A major advantage for Interstate Parking's clients is our unique organizational structure that combines a small company's entrepreneurial operating approach with the fiscal integrity and financial resources of a major institutional grade corporation. Our senior management team takes a "hands-on" approach with the local team that is lost in the organizational layers of our larger national competitors.



Gareth Lloyd (Frisco Bay Marina Strategic Planning Executive)

Operating Partner/Executive Vice President

1992 – 1998 Imperial Parking, US & Canada
1998 – 2002 Interpark, Denver, Colorado
2002 – 2009 Parkway Corp, US & Canada
2009 – 2016 Precise Parkinlink/GoPark
2016 – Present Interstate Parking Company of Colorado

In 2016 Gareth started Interstate Parking of Colorado LLC. We have grown to 75 locations in the Mountains using our proven business model of unrivaled customer service and user-friendly technologies. Our commitment is to create an "easy and fun" guest experience for the mobility plans in the fantastic

mountain communities we are proud members of; such as Breckenridge, Idaho Springs, Keystone, Solitude, Denver and Northstar.

Gareth began his parking career 24 years ago for Imperial Parking in Toronto. After his quick succession to Operations Manager responsible for 110 locations, Gareth assumed the role of City Manager for Chicago where he oversaw the acquisition of a \$42 million parking asset. In 1998, Gareth joined Interpark and relocated to Denver. In his role as Market Officer in Denver, Gareth underwrote the purchase and operation of Mile High Parking and leveraged parking technology and targeted marketing to double Interpark's Denver portfolio.

In 2002, Gareth became the General Manager for Parkway in Toronto and New York State where his vision and embracement of technology resulted in extraordinary expense savings, revenue enhancements and staff retention earning him many accolades. In 2009, Gareth became the Vice President for Precise Parklink with over 600 locations across Canada. Gareth created, in conjunction with his respected industry partners, Interstate of Colorado in May 2016.

Gareth resides in Evergreen, Colorado with his wife Kristen and two kids John and Abigail.



2022 RFP – TOWN OF FRISCO BAY MARINA AND MAIN STREET



Jessica Hindmarch (Frisco Bay Marina Client Relationship Executive)

Regional Director

2007 – 2010 Republic Parking
2010 – 2014 Lanier Parking
2014 – 2016 Spring Branch Independent School District
2016 – Present Interstate Parking Company

Jessica joined the Interstate Parking team in January of 2016 from Houston, TX. She comes with a wealth of parking knowledge and experience running various hospital parking operations in the Texas Medical Center and the largest hospital valet operation for MD Anderson. She has also overseen a variety of operations which include- Valet Services, Municipalities, Mixed Use, Residential and Commercial parking.

In 2014, Jessica joined the Spring Branch Independent School district as the Purchasing Manager, responsible for district wide contract negotiations, bids and services. Under her leadership, the district received the 2014 TASBO Award of Merit for Purchasing and Operations with Recognized Status. Jessica holds a Bachelor's Degree of Science in Organizational Psychology from the University of Houston.

Jessica resides in Denver with her Goldendoodle, Rupert.

Jessica has assisted and led a team with several municipality startups, where managed parking was implemented from the ground up. Her expertise lies in Community Outreach, Council Meetings, Public Engagement, Traffic studies, and day to day involvement with the Town/City. Successful launch programs include Town of Breckenridge, Idaho Springs, Morrison, Green Mountain Falls and Crested Butte.



Shelby Schwendeman (Frisco Bay Marina Project Leader & Main Contact)

General Manager

2012 - 2017 Montana State University, Bozeman, MT
2017 - 2018 Printing for Less, Livingston, MT
2018 Vail Resorts, Keystone, CO
2018 - 2019 Christy Sports Admin, Breckenridge, CO
2019 - Present Interstate Parking Company of Colorado, Breckenridge, CO

In the spring of 2017, Shelby graduated from Montana State University - Bozeman with a Bachelor of Science in Marketing, Management, and Entrepreneurship. After efforts to pursue a professional career in her hometown of Bozeman, MT, she moved to Breckenridge to start a new adventure in Colorado where she could continue her love for skiing and music in a new environment with hopes to find a job that best suited her.

The position of Customer Solutions Coordinator fell into Shelby's lap within a year of her new life in Colorado. Within three months with Interstate Parking, she was promoted to Customer Solutions Manager due to her excellent analytical, operations management, and customer service skill set. Less than one year in the new management role, she applied for and was awarded the position of General Manager.



2022 RFP – TOWN OF FRISCO BAY MARINA AND MAIN STREET

The position of General Manager allows Shelby's quantitative and analytical skills to integrate with her love for the Town of Breckenridge as well as all of what and who resides there. Her goals are to utilize the newest technologies to create an effortless mobile experience for all those in Breckenridge. Constantly thinking of new ideas to streamline efficiency, she takes into consideration the experiences and recommendations of both her colleagues and her peers.

Shelby has assisted and played a key role in startup strategy and development with the Town of Green Mountain Falls, the Town of Morrison, the Town of Idaho Springs, the Town of Crested Butte, Solitude Ski Resort, Northstar California Resort, Crystal Mountain Resort, Sundance Mountain Resort, Quandary Peak Trailhead, and Alta Ski Resort as well as six private locations in Breckenridge, CO. She prides herself by assisting and the finalization of the Town of Breckenridge management plan and continually providing operations and analytics to match the current market demands, needs, and wants. She also works closely with all existing operations to ensure both client and customer success.

"Working with Shelby over the past two years has been a true pleasure. She is detail oriented, receptive to feedback, able to offer her personal and professional insights in a format that is easy to understand for someone that is not in her industry on a daily basis. I feel comfortable putting my trust in Shelby as I know she has our best interests in mind. She has thought through potential issues before they occur and is eager to solve for them before they are actually an issue. Her problem solving skills, ability to get things done quickly, and caring demeanor make her an incredible asset to her business and the people she works with".

**Matt Hulseley, Senior Manager
Breck Resort Parking & Transportation**



Kyle Ottinger (Frisco Bay Marina Project Implementation Support Services)

Customer Experience Manager

2006 - 2010 Belmont University, Nashville, TN

2010 - 2012 Third Way Center, Denver, CO

2012 - 2016 Summit County Communications, Frisco, CO

2016 - 2018 Frisco Police Department, Frisco, CO

2018 - 2019 Thermal Mechanics, Kansas City, KS

2020 - 2021 Server at Frisco Bay Marina Island Grill

2019 – Present Interstate Parking, Breckenridge, CO



2022 RFP – TOWN OF FRISCO BAY MARINA AND MAIN STREET

Born and raised in St. Louis, Missouri, Kyle fell in love with the Rocky Mountains at an early age on his family's annual ski trip. He attended Belmont University in Nashville, TN and received his Bachelor's in Business Administration before relocating to Colorado. Kyle's early career was as a mental health counselor for adolescents.

Kyle accepted a position with Summit County Government at the Communications Center, answering 911 calls and dispatching for local first responders. He was quickly promoted to Certified Training Officer, Quality Assurance Agent, and On-Call Supervisor. He maintains his relationships with the local first-response agencies, ensuring that ground operations are aligned with local emergency responses. Kyle then accepted the position of Community Service Officer with the Frisco Police Department. Within this position he became intricately familiar with state and local laws regarding parking and traffic. **His experience with Frisco PD and as a server with the Island Grill will be an incredible asset throughout the implementation process.**

Kyle has led the implementation of the Optimal Space Utilization and Data Analytics Program in many of Interstate Parking's markets including Crested Butte, Breckenridge, Morrison, Green Mountain Falls, Idaho Springs, Solitude, Northstar, Manitou Springs, and Denver. Kyle has been the primary manager for the implementation of the Town of Crested Butte, the Town of Alta, and Alta Resort.

"Kyle – Thanks for your responsiveness this year regarding parking. As residents, we have like the parking plan for locals. For the first time, we are able to leave and then return to find a space near our house. It is also easy when we have guests to simply email you the license tag. No hassles are good. Good luck in your future".

Crested Butte Resident



Louise Gericke (Frisco Bay Marina Project Implementation Support Services)

Customer Solutions Manager

2007 - 2008 Central Michigan University, MI
2008 - 2010 Old Dominion University, VA
2010 - 2012 Associates in Emergency Care, VA
2013 - 2015 Manager - Lost Dog Cafe, VA
2015 - 2017 Assistant Manager - Breck Sports, CO
2017 - 2018 Bartender - Angel's Hollow, CO, Rock Bottom Brewery, CO
2019 - Present Interstate Parking Company, CO and UT

Louise graduated from Old Dominion University with a Bachelor of Science in Psychology in 2010 and earned her Paramedic Certification in 2012. Hiking the Appalachian Trail solidified her love for the great outdoors and set out to conquer the Colorado Trail and the Pacific Crest Trail through Oregon and Washington. She fell in love with Breckenridge while on the trail and moved to the mountains in 2015.



2022 RFP – TOWN OF FRISCO BAY MARINA AND MAIN STREET

An ambassador position with Breck Park was offered to Louise in March 2019. She became a Town Supervisor that summer and went on to be part of the Installation team that set up both Northstar in California and Solitude in Utah. In the winter of 2019/2020, Louise managed the new paid parking at Solitude Mountain. She acquired new networking skills by meeting CEOs and Managers of different resorts while trying to find new properties to expand the company's reach.

She accepted the position of Customer Solutions Manager in October 2020. This was an opportunity to learn new aspects of the business and expand her knowledge of the inner workings of Town and the Resort. It was also a step in the right direction to calling Breckenridge her long-term home.

Louise has assisted in the startup of multiple ski resorts, including Northstar, Solitude, Sundance, Alta, Breckenridge, and Keystone as well as multiple private locations in Breckenridge. She prides herself on her excellent communication skills and understanding of operations start to finish.



Tony Janowiec (Frisco Bay Marina Operations Executive)

President & CEO

1998 – 2005 Imperial Parking, US
2009 – Current Interstate Parking Company

“Tony brings an unbelievable level of knowledge, a willingness to understand what’s happening in your community and what you need, and then being able to tailor a response around that...”

**Shannon Haynes, Assistant Town Manager
Town of Breckenridge, Colorado**

Tony began his parking centric real estate career over 19 years ago as a valet while attending college. He continued his parking career, rising through the ranks, with a national management company for nine years. In late 2005, Tony left the parking industry and developed a new biofuel technology company for several years. In late 2009, Tony returned to real estate and formed Interstate Parking Company in Milwaukee, Wisconsin. Under Tony's leadership, Interstate Parking rapidly expanded throughout the upper Midwest including several Midwestern markets including Denver, Breckenridge, Minneapolis/St. Paul, Fargo, Duluth, Milwaukee and Indianapolis.

Tony is experienced in a wide spectrum of parking asset ownership and development including mixed use shared parking, hospitality and healthcare sectors, large scale event venues and central business district operations. He is an expert in the renovation and long-term deferred maintenance of parking assets as well as the development, underwriting, financing, and construction of existing and new projects.

In addition to his involvement at Interstate Parking, Tony is a founder of Interstate Development Partners, a value-add urban redevelopment real estate investment firm where he currently serves as President and Chief



2022 RFP – TOWN OF FRISCO BAY MARINA AND MAIN STREET

Manager. Through Interstate Development Partners, Tony is actively involved in the mixed-use development of over \$200 million of community focused urban repurposing and new construction projects in Minneapolis and Milwaukee.

Tony is originally from Minnesota and graduated from the Carlson School of Management at the University of Minnesota majoring in Entrepreneurial Management. He currently resides in Milwaukee, Wisconsin with his wife Abby and their two children Katy and Will.



Paul Schnettler (Frisco Bay Marina Operations Executive)
Chief Operating Officer

1989 – 2001 Imperial Parking, US
2001 – 2010 President/Principal - Premier Parking
2010 – Present Principal – Interstate Parking

Paul Schnettler began his parking career in 1989 as a garage manager and ascended through several leadership positions with a national firm before starting his own company, Premier Parking in 2001. Under Paul's leadership and commitment to delivering quality over quantity,

Paul grew Premier Parking to one of the largest operations in the Twin Cities marketplace. Paul is experienced in all types of parking operations including large scale event parking, municipal on-street and off-street, airport, residential, hospitality, healthcare and central business district multi-level parking structures. Paul is considered an industry expert in the areas of parking technology. In 2010, Paul became a partner at Interstate Parking through the merger of Premier Parking and Interstate Parking and is a founder of Interstate Development Partners. Paul serves as Executive Vice President and Partner for both companies.

Paul is the former President of the Minnesota Association of Parking Professionals; is a member of the Minneapolis Downtown Council; several Building Owners and Managers Association (BOMA); St. Paul and MN Chambers of Commerce; National Parking Association; and several others.



Jon Meck (Frisco Bay Marina Accounting and Audit)

Director of Accounting & Controller

Jon Meck joined the Interstate Parking family in 2018. He has over 15 years of knowledge and experience in accounting. Previously, he held a position as the Accounting Manager at Mortara Instrument, where he successfully managed a team for the financial month-end close of a company with \$80 million in revenue. In addition, Jon is an expert in using efficient and effective systems and processes. During his time at American Dental Partners Inc. (ADPI), Jon served as a Finance Representative on the conversion team to strategically help transit current employees to use their new system. He has an extensive knowledge of using Microsoft Excel, Outlook, Word, PowerPoint, SAP, Syteline, Epicor, Great Plains, FAS by Sage, Concur Solutions, ARCS, IBM Cognos TM1 Reporting, NetSuite, and Avid.

Jon earned his bachelor's degree in Business Administration—Accounting from Marquette University and earned his Master's in Management—Professional Accounting from the University of Wisconsin-Milwaukee. He currently resides in Greendale, Wisconsin.



2022 RFP – TOWN OF FRISCO BAY MARINA AND MAIN STREET



John Allain (Frisco Bay Marina On-Boarding, Recruitment and Custom Training Program Development)

Director of Human Resources

John joined the Interstate Parking family in 2019 as the Director of Human Resources after working in a similar capacity for more than 15 years at several Milwaukee-area real estate development and property management firms including Continental Properties, Colliers International | Wisconsin, and Fiduciary Real Estate Development.

In addition to a commitment to finding balance between employee and employer needs, and a passion for system redesign and process improvement, John brings experience across the full human resource function. This includes talent acquisition, performance and talent management, training and development, succession planning, compensation and benefits, culture, and employer branding.

John began his career as a retail site analyst and, as a certified human resources professional (SPHR, SHRM-SCP), is able to tap into a wide variety of professional experiences including comprehensive land use planner, grant writer, community development educator, and marketing director.

John and his wife Jo Ann live in Caledonia and have two adult sons (Zack and Josh) who are almost entirely off the family payroll.



Sharon Rizzo

Director of Marketing and Communications

Sharon Rizzo is an accomplished brand marketing strategist who has directed award-winning campaigns for Fortune 100 companies, global brands and non-profit organizations. She began her career at powerhouse ad agencies Saatchi & Saatchi NY and J. Walter Thompson Chicago. In addition to managing high-profile consumer accounts in the beverage, apparel, travel and non-profit sectors, Sharon also supervised B2B

advertising for a highly esteemed insurance company. It was that experience that led her to a fifteen-year career at the Allstate Insurance Company, where she created and led reputation building programs through brand marketing, national and local advertising, and corporate relations. In 2016 she opened Sharon Rizzo & Associates, a brand marketing agency specializing in insurance sales and marketing collateral. More recently, Sharon developed, executed, and scaled high impact multi-channel B2B programs for legal services organizations.

“Sharon is a rare breed in today’s marketing and communications marketplace. With the simultaneous ability to drive the right, incisive brand building strategy and relentlessly execute it to attain measurable and highly effective results...”

Michael Robinson

Chairman & CEO

The Montgomery Strategies Group, LLC



2022 RFP – TOWN OF FRISCO BAY MARINA AND MAIN STREET

SMILE. ENGAGE. HELP

Our customer service approach trains Ambassadors to provide an exceptional parking experience as Ambassadors and are dedicated to “wowing” every customer through a very simple philosophy – Smile. Engage. Help.

When interacting with customers, Ambassadors follow these three steps:

1. **Smile** when approaching a guest
2. Actively **Engage** the guest at the appropriate distance.
3. **Help** 100% of our guests by answering questions, suggesting places to see, and fully resolving any issues.



In training, Ambassadors will learn how to genuinely relate to customers, facilitate problem de-escalation and resolution, and answer ANY questions they may have all to ensure a positive experience with each interaction!

DEVELOPING ASSOCIATES AS LEADERS

Interstate’s DAAL (Developing Associates As Leaders) program provides our team members and managers with a very effective tool to drive career development activities. DAAL is a key component of our team member development toolkit available to manager across the organization.

- ✓ Customized, market and role specific training is provided locally within each market.
- ✓ Team members are supported by a standardized performance feedback and career development tools.
- ✓ DAAL is a competency-based assessment that helps front-line to middle management determine employee career and development plans.
- ✓ DAAL is efficient, focused, simple, and immediately actionable.
- ✓ DAAL, is based on DEAL (Developing Employees As Leaders), an employee development assessment created by Avant Leadership, a Milwaukee-based team of experienced business psychologists.





SUMMIT COUNTY CUSTOMER CARE TEAM

FRIENDLY LOCAL PEOPLE

Ambassadors are required to obtain 48 hours of operational and customer service training to ensure the best customer experience possible. All employees are locals and provide additional value to customers by being able to provide the best local tips, ex: best happy hour or restaurant! All employees are provided with a training manual as well as a “Cheat Sheet” to assist them in each lot/location. Our ambassadors ensure they are always portraying our company motto: Smile, Engage, Help.



Interstate Parking – Parking Ambassador Customer Service Approach, Responsibilities and Procedures Overview

At Interstate Parking, we strive to provide the best guest experience possible! We understand that parking can be a stressful time for some. As a Parking Ambassador, our job is to make the parking process smooth and user friendly. When approaching a guest follow these three steps: *Smile* when approaching a guest. *Actively Engage* the guest at the appropriate distance. Help one hundred percent of our guests. An Ambassador may do this by answering questions, suggesting places to see, and resolving any discrepancies brought to your attention in the appropriate manner. Remember, if you don't know the answer, ask a supervisor or a manager!

Thank you so much Shelby! This is a huge weight off my shoulders.

It was indeed a pretty wild week to be driving into Colorado! However, I'm happy that the turbulence brought some fresh snow as I had heard that the mountains were in dire need of it prior.

Anyways, I hope you're having an okay Wednesday :)

Thanks again.

Thabks so much, really appreciate the help and fast response. That doesn't happen often so I really appreciate your time. Take care!

Thank you so much for helping and replying quickly. I was really upset!! I appreciate your help!

Shelby you just made my week!
I'll pay for it now.
Thank you so much for working with me on this.
Cheers,
Pip



2022 RFP – TOWN OF FRISCO BAY MARINA AND MAIN STREET

SUMMIT COUNTY AMBASSADOR TEAM





SUMMIT COUNTY CUSTOMER CARE TEAM

Summit County Customer Care located in Breckenridge provides a 24-hour customer experience. Our devoted local team knows all the insider information for Breckenridge and Summit County. The Customer Care Team can provide insight and assist on all parking in Frisco as well favorite shops, restaurants, events, and outdoor activities. We serve as an uniform service provider who can help in every aspect possible in Frisco, CO. Smile, Engage, Help. is a constant with our Customer Care Team.

Our Customer Care Team prides themselves on their expertise around the Summit County Community. They understand all aspects of parking for locals, business owners, employees, and visitors from parking permits, overnight parking, and the best parking in town. We manage the vast majority of the parking in Summit County.



Thank you so much for your help with this. I will be more careful in the future to get the correct lot number when parking. We will definitely be coming back. We usually come twice a month to Breckenridge.

Hi Shelby -

I just wanted to know that I so appreciated your quick response and professionalism. That factored into our decision to return to Breckenridge yesterday. We parked in the Gondola lot and had a fabulous day!

I have learned my lesson about skiing weekends (don't!) but plan to return to ski more weekdays.

Thank you again!

Susan Lomenick

Your group is amazing! Thank you thank you! Gina.



2022 RFP – TOWN OF FRISCO BAY MARINA AND MAIN STREET

THE CUSTOMER CARE TEAM ASSISTS WITH THE FOLLOWING:

- Permits
- Appeals
- Refunds Across All Platforms
- General Information and recommendations for all of Summit County
 - Parking
 - Boating
 - Skiing
 - Attractions
 - Restaurants
 - Travel
- One off scenario
- Payments
- Collections
- Operations



Thank you all for the wonderful customer service!! :)

Sent From My Sparkly iPhone

Shelby...you're amazing! Thank you again for being so helpful and understanding. This is fantastic news.

Thank you!
James

That's awesome Louise, thank you so much! I Will keep an eye out for the refund. Many thanks, stay safe, and we will see you again next year.

Louise,

Thank you so much for the prompt response! I will be sure to follow the parking rules going forward, and thank you for the tip about using the Passport parking app.

Have a great day,
David

Thank you so much, Shelby! Really appreciate it and will definitely make sure I am paying for the correct zone going forward.

Appreciate your help, and hope you have a great day too!

Thanks again,
Anna



2022 RFP – TOWN OF FRISCO BAY MARINA AND MAIN STREET

LOCAL DEDICATED STAFFING

The Town of Frisco team will be led by our incredibly experienced management team, and will consist of direct local ownership, managers, parking ambassadors and customer service support specialists. Our team of locals provide extensive knowledge of Frisco and it's surrounding areas. Our management team has considerable expertise with Frisco Town Code, the residential and visitor population, and the unique needs for traffic management inside the Town of Frisco such as the Frisco BBQ, Concerts in the Park, and the Fourth of July Parade.

Interstate Parking will utilize new and existing relationships between the management team and the Town of Frisco to facilitate a smooth transition for the Town, residents, businesses, employees and visitors to a parking management system that benefits all stakeholders.

AMBASSADORS

Parking Ambassadors are visible members of the Interstate Parking team and their presence and actions at street level are a direct representation of our brand. As a result of their important role, Parking Ambassadors employed by Interstate Parking receive extensive training on a variety of subject matter. For example:

- Customer service
- Infraction violation issuance
- Conflict mitigation and de-escalation
- Internal communication
- Preventative maintenance on revenue control equipment
- Traffic control and direction assistance
- Educating the public about all areas Town of Breckenridge



We are big believers in educating the public on their parking and permit options. Our customized websites provide a solution to every potential parking question in Frisco.

Park Frisco has the ability to provide real time website updates to meet ever changing environment to provide the best customer experience possible.

LOCAL ESTABLISHED TEAM

90% of Interstate Parking's year-round, highly trained, core team resides in Summit County with multiple team members living in Frisco. Each member has chosen the area because we love the beauty and adventure that surrounds us. All team members are fluent in the attractions, activities, and recommendations that make Summit County unique.

Interstate Parking strives to provide superior customer service regarding parking and our beloved home on the Ten-Mile Range.



2022 RFP – TOWN OF FRISCO BAY MARINA AND MAIN STREET

POSITIVE AND IMPACTFUL REPRESENTATION IN SUMMIT COUNTY

HIGH COUNTRY CONSERVATION CENTER

Interstate Parking has sponsored the High-Country Conservation Center's "Party for the Planet" in 2020 and in 2021. Our staff values the beautiful environment we live in by supporting and interacting in all "green" and eco-friendly initiatives.



COLORADO PARKS FOUNDATION

Interstate Parking vehicle license plate supports the Colorado Park Foundation with an annual donation. Interstate Parking is committed to preserving the natural beauty that surrounds us as well as supporting programs in place to help do so.



PROTECT OUR RIVERS

Interstate Parking vehicle license plate supports the Colorado Protect our River with an annual donation and supports environmentally friendly programs throughout Summit County and the state of Colorado.





METHODOLOGY & APPROACH

SIGNAGE: COHESIVE AND RECOGNIZABLE BRANDING THROUGHOUT ALL OUTLETS

Our proven full signage and branding package implementation provides customers a cohesive and easily recognizable customer experience. We understand that our signage and branding is one of the first, last, and everywhere in between customer experiences in Frisco. We ensure customers are satisfied with their effortless parking experience and ultimately with the beautiful town of Frisco.

** Logo and design subject to Town's approval and can be updated at any time.



**THANK YOU
FOR PARKING
WITH US!**

PARKFRISCOMARINA.COM



**DID YOU
REMEMBER TO
PAY FOR
PARKING?**

PARKFRISCOMARINA.COM



PAY OVERNIGHT PARKING 2 AM - 6 AM
NO CAR CAMPING
PAYMENT OR PERMIT REQUIRED DURING ALL LOT
HOURS OF OPERATION
INTERSTATE PARKING AND PROPERTY OWNERS ARE
NOT RESPONSIBLE FOR LOST, STOLEN,
OR FORGOTTEN ITEMS
PLEASE USE CAUTION - ADVERSE CONDITIONS
MAY EXIST
NO SOLICITING
UNAUTHORIZED VEHICLES WILL BE TOWED AT
OWNER'S EXPENSE

PARKFRISCOMARINA.COM



**LOT FULL
PLEASE USE
FRUIT STAND
LOT**



PARKFRISCOMARINA.COM



**CREDIT CARD
ONLY**

**PLEASE PAY IN ADVANCE AT
PAY STATION OR
MOBILE DEVICE**

PARKFRISCOMARINA.COM



TAP N EXPLORE



SCAN TO PAY

*REMEMBER YOUR
LICENSE PLATE NUMBER*

PARKFRISCOMARINA.COM



2022 RFP – TOWN OF FRISCO BAY MARINA AND MAIN STREET

For overnight guests utilizing the Fruit Stand, Park Frisco will monitor vehicles on a daily basis to assess overnight compliance for vehicles utilizing the free 24-hour parking. For those who are approved beyond the additional 24 hours, we will maintain a permit list, approved by the Marina Manager, to accommodate guests staying in their boats. Interstate will provide data on optimal permit utilization and the impact on inventory.



PUBLIC PARKING

RATES RECOMMENDATIONS AND PEAK PRICING:

We would recommend the following:

- First 30 minutes free always – must register for free parking session

Monday to Thursday:

\$.75 a half hour with a \$10 maximum

Friday-Sunday and Holidays:

\$.75 a half hour for the first 3 hours, \$2.50 a half hour thereafter to a maximum of \$15.

Our goal is to reach 92% occupancy at peak time so there is always space for boaters, visitors and employees. We will work with you constantly to obtain maximum space utilization through ongoing real time data analytics using our state-of-the-art license plate technology.

Interstate Parking will work directly with the Town of Frisco for collaboration of parking rates, event rates, regulations, and permits on an ongoing basis to ensure needs and demands are met.

Interstate Parking has the ability to update rates during peak times, such as: weekends, events, holidays, or projected travel patterns. ***Interstate will recommend event pricing to the Town subject to their approval**

Agreed upon by Interstate Parking Company- The Town of Frisco shall not be liable for any costs or expenses incurred for preparation of proposals submitted in response to this RFP or for any other cost incurred prior to issuance of a formal Notice to Proceed. Proposers shall not include such expenses as part of the price proposed. The Town shall be held harmless and free from any and all liability, claims or expenses whatsoever incurred by, or on behalf of, any person or organization responding to this RFP.



PARKFRISCOMARINA.COM



2022 RFP – TOWN OF FRISCO BAY MARINA AND MAIN STREET

PERMITS

Park Frisco Marina will provide the following digital permits – based on license plate number – subject to approval and collaboration with the Town of Frisco. Permits can be specified by permit holder type, location, cost, and potential discounts. Permits can be applied for online at parkfriscomarina.com or parkfrisco.com. Permit sales can be limited or unlimited per permit type. Permits would be valid from issue date through end of season, September 10th, 2022 (can be adjusted if requested).

Interstate Parking will recommend permit pricing options with the Town of Frisco to serve all permit holders, similarly to our operations in Breckenridge.

SCOFFLAW

Park Frisco Marina can provide real time updates lists for both VIPs and repeat violators – directly integrated and updated into our technology in real time.

DISCOUNT CODES

Park Frisco Marina can provide discount codes on day parking, overnight parking, parking permits, and multi-day passes. These discount codes will be available on all associated technologies. Discount codes are applied upon checkout.

Discount Codes can have multiple time uses or one time uses, across multiple parking zones/rates or one specifically, and can have any expiration date desired.

To best accommodate those who rent space all season from the Marina, Interstate Parking has the ability to provide each approved customer with a unique code, valid for X number of uses, that will waive the parking fee when the customer registers a parking session. The Marina may also distribute single use codes to those who have an all-day boat rental that bypass the monetary maximum. These codes would be subject to availability and would not act as a reservation.

VEHICLE LOT COUNTS

Park Frisco ambassadors have the ability to manage and track the number of vehicles in a specific area at a specific time during any day. We will provide the Town occupancy reports with all of the collected data.



2022 RFP – TOWN OF FRISCO BAY MARINA AND MAIN STREET

TAP N EXPLORE APP-LESS MOBILE PAYMENT & SOLAR POWERED KIOSKS CATER TO ALL CUSTOMER PROFILES

We propose the installation of our highly flexible 100% contactless, QR code based mobile payment system. With no requirement to download yet another mobile app. Also, as an alternative for those that are less tech savvy, we will install green, solar powered kiosks.



- Tap N Explore signage maintains a clean streetscape/landscape and intuitive user experience without the need to download an app or create an online account
- **Reservations** could also be available through the ParkFriscoMarina.com OR ParkFrisco.com website
- Supplemental solar-powered kiosks are also proposed to serve customers who may be unfamiliar or uncomfortable utilizing their mobile device to pay through Tap N Explore.
- Extend parking time seamlessly via phone from the Tiki restaurant via alerts on expiration.
- We have the luxury to apply any discount codes you would like via Tap N Explore- it is SEAMLESS! Lots of fun ideas we can implement for discount codes via our technology.

No App Download!



All technology used by Interstate Parking provides the ability to update rates and regulations on demand based on events, traffic patterns, holidays, etc. Signage will be added to all solar powered kiosk locations to ensure all customers understand how to pay for parking at the kiosk – instructions prompted on the digital screen as well. Tap N Explore stickers will be added to the kiosks to ensure all methods of payment are available for customers.



TAP N EXPLORE



SCAN TO PAY

*REMEMBER YOUR
LICENSE PLATE NUMBER*

PARKFRISCOMARINA.COM

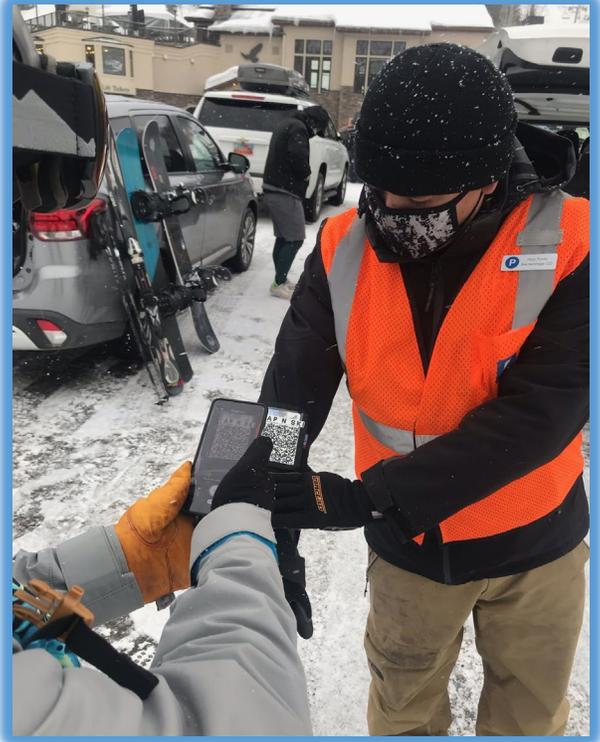


2022 RFP – TOWN OF FRISCO BAY MARINA AND MAIN STREET

MOBILE ENFORCEMENT TECHNOLOGY SOLUTION

Park Frisco Ambassadors and Customer Care Team are trained professionals with mobile enforcement technology.

- Ability to attach high resolution pictures to citation file and prints directly on citation
 - Ability to add additional pictures for Customer Care Team use and review
- Smartphone based mobile app- and Bluetooth printer result in low cost of up-front equipment purchase
- Used throughout Interstate Parking portfolio
- Proven in many municipality and ski industry parking operations
- Access to real-time payment and permit information
- Online adjudication module integrated within Park Frisco Marina's website
- Ability to access parker and permit history





2022 RFP – TOWN OF FRISCO BAY MARINA AND MAIN STREET

PARKFRISCOMARINA.COM OR PARKFRISCO.COM WEBSITE | FEATURING ONLINE PERMITS AND RESERVATIONS

We propose to develop and maintain a fully featured website for the Frisco Bay Marina parking system as we have developed for our other custom branded municipal operations, we will include the following features to the website:

- We have **secured** both the www.parkfriscomarina.com AND www.parkfrisco.com URL in advance to preserve these for use by Park Frisco team.
- Information pages including comprehensive information about the parking system
- Interactive instructions for using Tap N Explore, Kiosks, Reservations and Boater/Employee Permitting
- Interstate e-mail address & customer response local phone number responded to by our 24/7 Customer Care Center located in Breckenridge
- Customizable contact forms for boaters, service and construction and monthly contract parking permit application
- Online citation payment and appeals portal
 - Citation payments can be made 24/7 365 at parkfriscomarina.com or parkfrisco.com
 - Appeals can be made within 10 days of the citation issued
 - All appeals are decided upon within 24 hours by the Summit County Customer Care Team
- Integration of Survey Monkey (or comparable web-based survey program) survey forms as may be created for customer surveys by Interstate
- Capability to host compatible informational videos, alerts, notices, advertisements, and presentations
- External webhooks for posting information on other area governmental, travel and tourism websites
- Listing of special event parking information including event information and links to event websites, if applicable

RESERVATIONS – REDUCE CONGESTION AND OFFER A FAVORITE CUSTOMER AMENITY

Enabling our unique advance reservation feature within the ParkFriscoMarina.com OR ParkFrisco.com website allows users to plan for a day on the marina with less stress and anxiety and the ability to avoid high congestion ingress periods! The features of our advanced reservation system are as follows:

- Priced at a premium to the regular daily rates generates additional revenue for the Town
- Limited reserved spaces allocated at certain lots only
- Users simply pre-register at least one day before their visit for any location offering reservations
- Users must redeem space by a pre-determined time otherwise the space is returned to the general pool.
- Receive rave reviews from users who can avoid the congestion and still get a front row spot – everyone wins!





2022 RFP – TOWN OF FRISCO BAY MARINA AND MAIN STREET

PAPERLESS ONLINE PERMITTING IS SIMPLE AND ENVIRONMENTALLY SUSTAINABLE

Our online permitting portal (shown on the following page) makes residential, business, employee, construction, special event and virtually any other type of year-round, seasonal, and temporary parking permits simple and efficient. The following images illustrate the simple procedure for resident permits where a resident can apply from any web-enabled device.

Proof of residency or employment is verified by our customer service team based upon pre-approved documents set forth by the Town of Frisco and are uploaded directly by the resident as part of their application process making a trip to the Customer Service Center or printing and mailing documents a thing of the past!

We can even cross reference addresses against Short Term Rental addresses to ensure abuse of resident permits is avoided.

PARKING PERMITS

BUY PARKING PERMITS ONLINE:

- BUY PARKING PERMIT
- EMPLOYEE PERMITS
- RESIDENTIAL PERMITS
- BUSINESS PERMITS
- UPHILL ACCESS PERMIT

PARKING PERMITS

2020 / 2021 PERMIT HIGHLIGHTS:

- **APPLY ONLINE STARTING OCTOBER 1st** - [CLICK HERE.](#)
- Permit Prices remain unchanged.
- Parking permits are annual and are valid through October 1, 2020 to October 31, 2021.
- Breck Park offers a variety of parking permit options that best suit your needs:
 - Employee Parking Permits
 - Residential Parking Permits
 - Guest Parking Permits
 - Business Parking Permits

HOW DO YOU GET A PERMIT?

- **APPLY ONLINE STARTING OCTOBER 1st**

TYPES OF PERMITS:

- EMPLOYEE PARKING PERMITS**
- RESIDENTIAL PARKING PERMITS**
- BUSINESS PARKING PERMITS**
- BRECKENRIDGE SKI RESORT EMPLOYEE PERMIT**

PERMITS GO ON SALE OCT 1

Buy Parking Permits Online

Town of Breckenridge, CO Permits

Already have an account? **Log In**

Need an account? **Sign Up**

Why do I have to create an account to buy a parking permit?

The first time you use the online permit system you are required to create and verify your account before you are eligible to purchase or apply for parking permits. We follow the industry standard of account creation using an email address or phone number along with two step authentication. We take information security seriously and ensure that your personal, vehicle and billing information are protected.

By creating an account in our system you get access to:

- Email Reminders
- Application Status Viewing
- Secure Information Storage
- Faster Renewals
- Permit/Vehicle Management

If you have any additional questions, please go to our [Help](#) page to view FAQs and contact information.

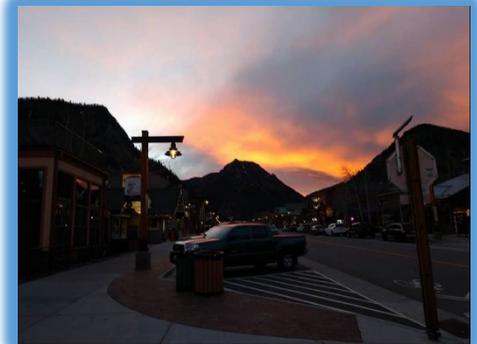
Copyright 2021 | [Terms of Service](#) | [Privacy Policy](#)



LOCAL AMBASSADOR APPROACH ENSURES EXCEPTIONAL CUSTOMER EXPERIENCE

The daily field operations and customer facing experience is operated by our experienced and trained Park Frisco Marina Ambassador team based on our proven Smile-Engage-Help guest service program. Our ambassadors are trained not only in providing exceptional service and assistance to all stakeholders but also in Travel Demand Management techniques; all Ambassadors focus on the following daily objectives to ensure a smooth operation meeting the goals and objectives of Frisco:

- **Smile.Engage.Help** guest services program attributes
- Maintaining and updating dynamic wayfinding system throughout peak ingress periods
- Monitoring turnover through our real-time occupancy system
- Managing traffic patterns based upon demand changes and parking system occupancy
- Conducting community outreach addressing specific needs of individual stakeholders
- Providing informational, directional and FAQ assistance to residents, workers, and visitors
- Staffing of ParFriscoMarina.com or ParkFrisco.com Customer Care Center
- Maintain signage and perform general maintenance duties
- Perform enforcement procedures



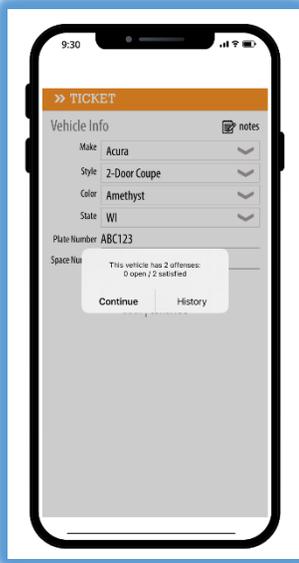


2022 RFP – TOWN OF FRISCO BAY MARINA AND MAIN STREET

LICENSE PLATE RECOGNITION (LPR) INTEGRATED ENFORCEMENT TECHNOLOGY

Our goal is to issue as few citations as possible and through our highly visible, user friendly and intuitive parking system proposed within this section, we are confident that our citation issuance rate will be far less than industry norms as follows based on our success of using this system in other municipalities similar to Frisco Bay Marina:

**Education
Over
Enforcement!**



Our License Plate Recognition (LPR) mobile enforcement is fully integrated with the Tap N Explore, Permitting, Reservations, and Kiosks to ensure all payments are accounted for when enforcing paid parking policies. In addition, our system is capable of enforcing any parking policies set forth by the Town of Frisco in addition to paid parking.

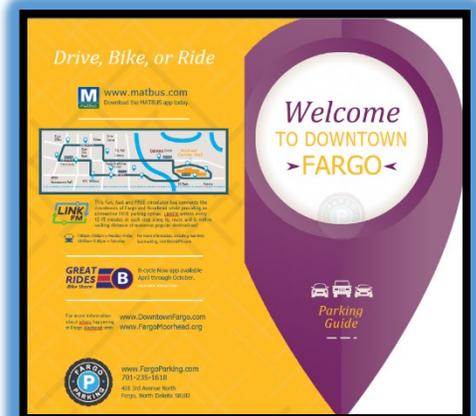
AMBASSADOR MOBILE LPR HANDHELD UNIT – Each Ambassador is equipped with our handheld mobile LPR enforcement device which allows an Ambassador to check payment and permitting status in real-time by capturing the license plate of any vehicle. The history of the license plate including payment status of any outstanding citations is shown to the Ambassador and, if warranted, immobilization or towing can be activated through the application as well. Our handheld LPR enforcement is a single device for an Ambassador to manage occupancy, check license plate status, issue a citation and coordinate escalation.

“WELCOME” CITATION A FRIENDLY AND EDUCATIONAL INTRODUCTION TO FRISCO MARINA PARKING

We recommend incorporating our “Welcome Citation” within the first 30 days of the parking program as a friendly approach to educating a customer’s first-time infraction of the parking policies. Issued based on license plate numbers that have no prior infractions, our in-house marketing team will custom design the Welcome Citation to Frisco Bay Marina branding and can include information such as the following:

- Parking system information
- Discounts within Town
- Marina special events calendar
- Any other information desired by the Town

The image shown here is an example of our custom designed Welcome Citation utilized in our Fargo, North Dakota parking system.



COLLECTIONS

Interstate Parking utilized a local Colorado collections agency to ensure citations over 90 days old are paid. This collections process and procedure is highly accepted in Summit County as it is already used in all Summit County regulations. Interstate Parking sees over a 70% paid citation rate for citations over 90 days old.



THE INTERSTATE FOCUS

CUSTOMIZED PARK FRISCO MARINA BRANDING

Included in our All-Inclusive Managed Services is unlimited access to our in-house marketing and branding services at no additional cost to Frisco Bay Marina. As illustrated throughout this proposal, we have extensive in-house capabilities to create and maintain a comprehensive customized brand for the Frisco Bay Marina parking system. Our in-house marketing and digital branding capabilities include:

- Website development and maintenance, website hosting administration including PCI compliance
 - We have secured www.parkfriscomarina.com and parkfrisco.com for use by Frisco Bay Marina as a preventative strategy against opportunistic URL brokers who buy up domains when an RFP is issued
- Logo and brand standards development and administration (*logo shown in this proposal is an example and we will work with Frisco Bay Marina staff to design and review final logo and brand standards*)
- Apparel design and procurement within brand standards
- Custom vehicle vinyl wraps or decal designs and project management of installation (utilizing local print/installation vendor)
- Email, web and digital media campaign development and management
- Custom branded storefront design, development, and project management



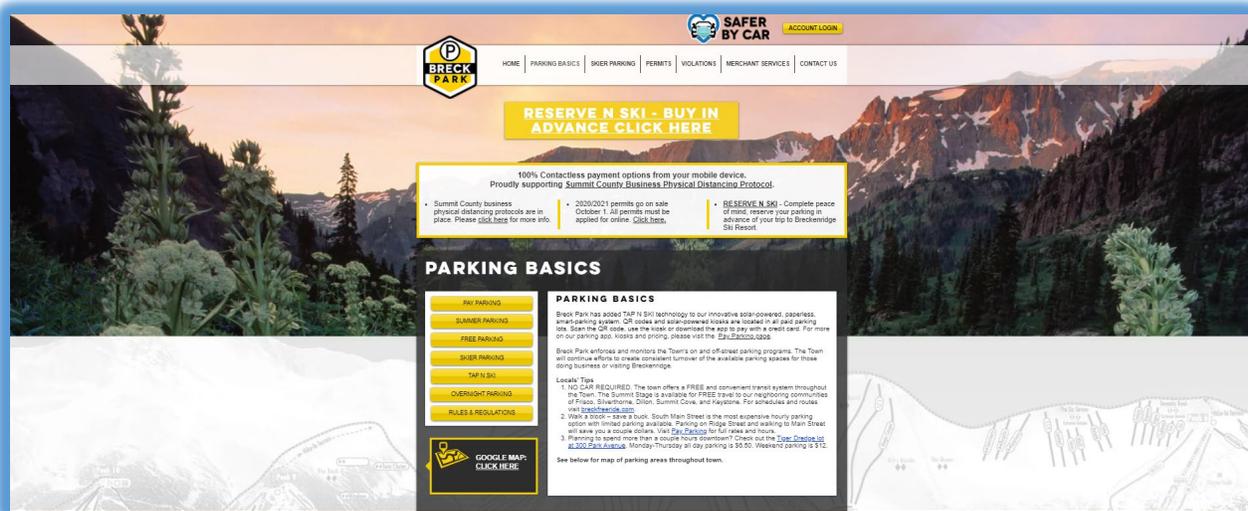
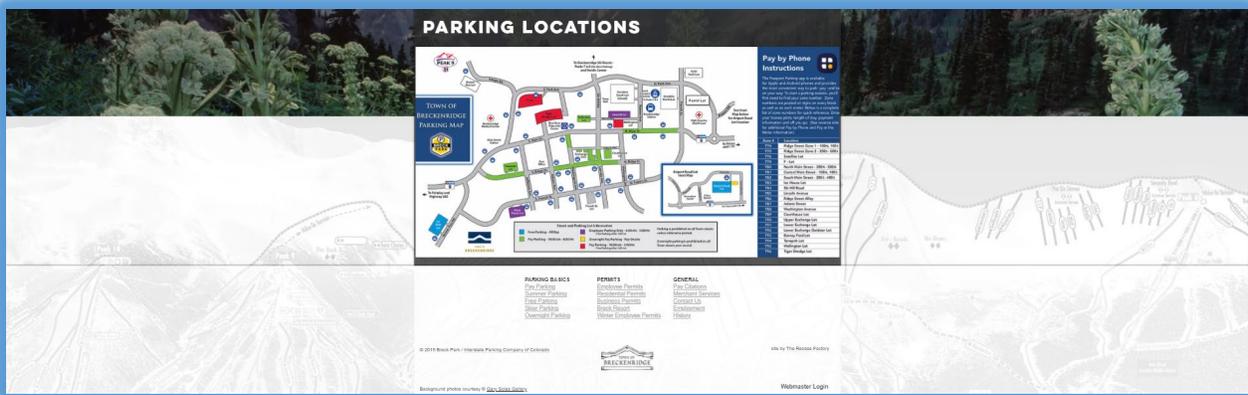
We recognize that parking is a gateway to the Town of Frisco's downtown experience (often, both the first and last experience for visitors). Our proposed management services focus on continuing to implement proven technologies and operating methodologies to leverage downtown economic vibrancy and provide exceptional, friendly service to Breckenridge's residents, workers, and visitors. Our goal is to fully integrate parking for the Town, creating an "Optimal Parking Experience" that reflects the allure of the Town of Frisco.

Interstate of Colorado LLC is determined that when 25,000 vehicles pass Highway 9 at Main St in July that each one of them will encounter a fast, courteous "parking experience" that gets them where they want to be quickly so they can enjoy all of the beauty that Frisco has to offer.



2022 RFP – TOWN OF FRISCO BAY MARINA AND MAIN STREET

Interstate Parking recognizes the critical role public parking plays in the downtown economy. We take great pride in enhancing parking systems and look forward to a great partnership with the Town of Frisco. Each municipality is unique, and we view ourselves as a future partner to the Town of Frisco and see parking operations as an opportunity to help the town continue to reach and exceed its goals. Our understanding of the requirements of the RFP, our on-site review of the Town’s parking assets and experience in community outreach lead us to believe we are the perfect partner for the Town of Frisco to enhance a truly vibrant integrated community. Along with our in-depth review of the Town of Frisco parking studies and the Town’s historical agendas and minutes, we believe the following summarizes the goals for the Town’s parking operation.





2022 RFP – TOWN OF FRISCO BAY MARINA AND MAIN STREET

ENHANCING THE TOWN OF FRISCO PARKING EXPERIENCE WILL CONTRIBUTE TO ARGUABLE ON OF THE MOST VIBRANT DOWNTOWN MAIN STREETS IN THE COUNTRY

Interstate Parking's Traffic Management plan carefully considers all unique factors and best practices to facilitate an efficient system that contributes to the magnificence that is Frisco Main St. In line with the Town of Frisco's Vision, Mission, Values, and Commitment, we share the ideals that lay the foundation for a vibrant, modern, and sustainable community.

SYNCHRONIZATION BETWEEN ON-STREET AND OFF-STREET PARKING AND PRIVATE PARKING

Interstate Parking can efficiently and effectively manage all parking locations and contracts. For Example, the Town of Breckenridge. Breck Park manages 17 private contracts in both parking lots and parking garages as well as On-Street and off-street parking for the Town of Breckenridge. Breck Park management (shared Summit County management) works together with all parking contracts to ensure all parking in Breck aligns and is available for both guests and locals.

MAXIMIZE PUBLIC APPEAL

Our friendly uniformed Town Ambassadors are always available for customer assistance. Together with our recommendations for a dedicated Town of Frisco parking website, with our variety of communication options (web, email, telephone, text) we will continue to enhance the customer appeal for the managed parking services for the Town of Frisco.

EXEMPLARY CUSTOMER SERVICE

Our commitment to capable, local customer service and same day response policy guarantees unparalleled levels of customer service 24 hours a day.

Our Town Ambassadors provide additional Summit County information to ensure the best customer service possible.

OPTIMIZE CUSTOMER SERVICE THROUGH TECHNOLOGY & IMPROVED PARKING ALTERNATIVES

Given Interstate Parking's constant involvement in the business, we are constantly looking to find the best technologies. Our constant understanding of development and the intricacies of the parking business we will constantly strive to make parking in the entire Town integrated with the goal of creating an optimal experience.

RIGOROUS FINANCIAL CONTROLS

Our significant depth in back-office accountability services and public audit experience is perfect for the Town of Frisco by providing the financial controls required by a sophisticated and intricate organization.



2022 RFP – TOWN OF FRISCO BAY MARINA AND MAIN STREET

SUMMIT COUNTY | IN THE KNOW

Interstate Parking has great relationships with the following businesses/groups in the greater Summit County area:

- Breck Police Department
- Breck Town Hall
- Breck Public Works
- Breck Streets Department
- Breck Signs Department
- Breck Town Council
- Breckenridge Mayor Mamula
- Breck Ski Resort
- Keystone Ski Resort
- Buffalo Dakota Garage at Keystone
- Copper Mountain
- Arapahoe Basin Ski Area
- Loveland Ski Area
- Main Street Station
- The Village at Breckenridge
- The Cedars
- Beaver Run
- Town of Dillon
- City Market Plaza
- 331 N Main Street
- Bank of the West
- Breckenridge Grand Vacations
- Starbucks Breckenridge
- Ed Bello Properties
- Crested Butte
- City of Idaho Springs
- Eldora Ski Area
- Stan Miller
- Vail Resorts
- LaserGraphics
- Breck Tourism Office
- Breck Create
- Upper Village
- Breckenridge Lands
- Postal Lot
- Breck Free Ride
- Summit Stage
- Breckenridge Outdoor Education Center
- Summit Embroidery





2022 RFP – TOWN OF FRISCO BAY MARINA AND MAIN STREET

SALES & MARKETING

Unlike other parking operators, Interstate Parking is the only one that has an in-house sales & marketing team. Our main objective is to develop programs to maximize customer satisfaction as well as drive traffic and promote our inventory. We understand that each location has its own specific goals and unique selling proposition. Interstate Parking Sales & Marketing generates effective sales plans for each property to achieve those goals while maximizing revenue. Following are our 5 P's of marketing we utilize:

- Price – Dynamic Pricing Based on Real Time Data
- Promotion
- Partnerships
- People – Dedicated Sales & Marketing and Customer Service
- Possibilities

DYNAMIC PRICING BASED ON REAL-TIME DATA

We take pride in our ability to analyze rate data daily. This assists us with optimizing rate bands to grow revenue. We are leading the way with dynamic pricing models. We review historical data and real-time data as well as the competition to ensure we are priced correctly. Traffic and occupancy dictate how we adjust rates.

- We monitor units and revenue daily, with our dashboard view (as shown on the right), comparing both to the previous year as well as the previous month
- We monitor special event data to ensure we set optimal pricing
- We track rate changes against historical data (shown below) to ensure we are seeing the increase in revenue we expect



*Our Dynamic Pricing & Unique Marketing has **Increased Revenue by over 35%** for Special Events*

Month to Date	
08-01-2019 -> 08-24-2019	
Tickets	Dollars
367579	\$3,022,624

MTD Same Day Comparisons			
Prev Mo - Equal Day Compare			
07-14-2019 -> 07-26-2019			
237188	\$1,656,824		
130391	\$1,365,800		
55%	82%		
Prev Yr - Equal Day Compare			
08-03-2018 -> 08-25-2018			
340351	\$2,747,840		
27228	\$274,784		
8%	10%		

Calendar Month Comparisons			
Prior Month: July			
07-01-2019 -> 07-31-2019			
354456	\$2,492,299		
13123	\$530,325		
4%	21%		
Prior Year: August			
08-01-2018 -> 08-31-2018			
465789	\$3,580,339		
(98210)	(\$557,715)		
-21%	-16%		



2022 RFP – TOWN OF FRISCO BAY MARINA AND MAIN STREET

PROMOTION

At Interstate Parking, we routinely challenge ourselves to create new and innovative promotion techniques. Our goal in promoting any facility is not to create a façade of gimmicks but rather to boldly communicate to our targeted customer base why they should park in our facility and not at one of our competitor's. Every campaign we run has a strict Return on Investment review. We purposely limit the number of mass communication campaigns for that purpose. Instead we run:

- Boosted social posts
- Targeted email campaigns
- Face-to-face contact
- List facilities on 3rd party sellers



While we prefer to use our own sales platforms, we understand there is some value in utilizing third-party sellers. We capitalize on their broader reach to increase our client's revenue. Once we have the customer, we attract them back to our platform.

We will continue to target specific groups we can meet face-to-face at their offices or trade shows. This has given us the most success with monthly parking initiatives.

We understand the value of our brand, so we implement our signage package on each location we operate. When people see the Interstate Parking shield, they instantly recognize their vehicle will be safe and the rate will be competitive with others in the market.

PARTNERSHIPS

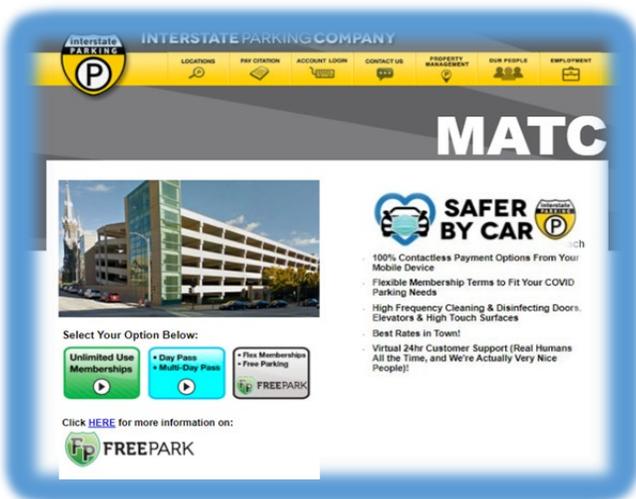
Not only do we target specific groups to promote to, we also target specific groups to partner with. We look at the traffic drivers in the area and reach out to form a partnership.

Interstate Parking doesn't take a "cookie-cutter" approach with these partnerships. We determine their needs and adapt to what will work for both parties.

We have been successful with:

- Corporate validation programs
- Pre-sold parking option for entertainment venues
- Preferred parking for restaurants and event venues
- Off-market rates with special groups with our cloud-based reservation and loyalty systems

These partners will drive traffic to our locations in exchange for a mutually agreed upon deal (discount to customers, revenue share, etc.)





2022 RFP – TOWN OF FRISCO BAY MARINA AND MAIN STREET

DEDICATED LOCAL TEAM

At Interstate Parking we view ourselves as a Sales & Marketing company whose product is parking. Considering our locations are automated, it can be easy to lose track of our customers, miss opportunities to gain new customers, and retain our regular patrons. We take extra strides to remain connected and accessible to our customers. This clear understanding of parking services translates into our customer service philosophy as reflected in our customer commitment in our brand values:



We value our people and regularly award Ambassador of The Year awards based on the votes of our teammates. Smile, Engage, Help is what we are all about. We regularly hold team bonding events such as pontoon boating on Lake Dillon and our upcoming year end ski outing. There is a reason many of our teammates have been with us for over 5 years. We create a family atmosphere that is constantly evolving and creating new opportunities for our unbelievable people.

Customer Service

— BRAND VALUES —

WHEN PARKING AT OUR LOCATIONS:

- 24 hour parking facility assistance
- Well maintained and inviting environment
- Informative and highly visible signage
- Modern and user-friendly technology
- Wide range of traditional and cutting-edge payment options

WHEN COMMUNICATING WITH US:

- Local customer service
- Same business day response and 24 hour issue resolution with no run around
- Modern communication options for contacting us
- Well trained, competent staff who take ownership in providing exceptional service
- Customized solutions for unique parking needs



2022 RFP – TOWN OF FRISCO BAY MARINA AND MAIN STREET

ENDLESS POSSIBILITIES

We will continue to explore unique ways to utilize our locations outside of parking. We have had:

- Car shows
- Concerts
- Dance performances
- Bike races
- Drive-in movie theaters
- Pop-up bakery
- More to come!

These events increase the awareness of the available parking options when customers are looking for future needs. Either for work, dining out, or special events.





FINANCIAL AND OPERATIONAL REPORTING INTERSTATE PARKING PROPOSES A 100% CASHLESS SYSTEM AT THE TOWN OF FRISCO AND FRISCO BAY MARINA

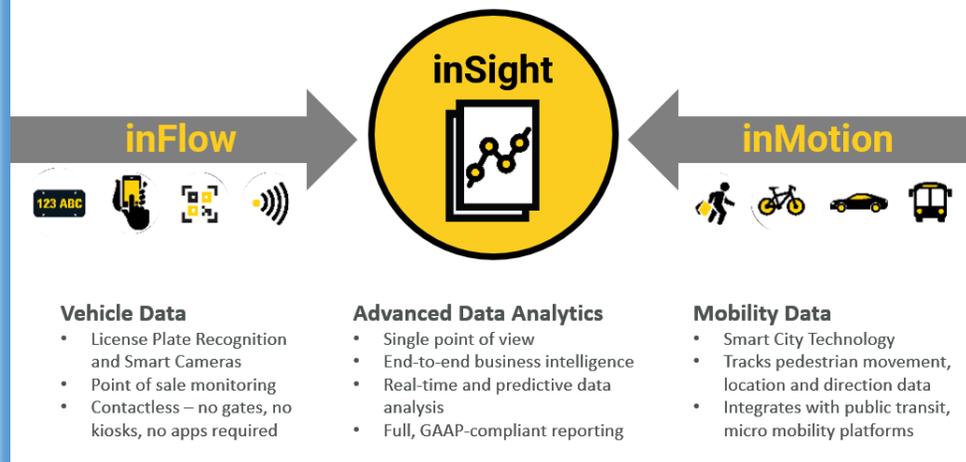
Over the past ten years, cash payment transactions have dwindled with increased utilization of credit card incentive programs, more convenient digital forms of payments, and an increase in online consumer transactions. Over the past two years, cash usage reached an all-time low based on an increased desire for consumers to have contactless payment options.



During this same time, Interstate Parking has strategically and successfully transitioned to nearly 100% of our locations to cashless operations resulting in an equal (or better) consumer experience, expedited service times, increased revenue security and reduced labor costs for our clients. As an example, our municipal operations at the Town of Breckenridge, City of Idaho Springs, Town of Morrison, and Town of Alta are all 100% cashless.

We would propose the system at The Town of Frisco transition to a cashless payment environment, however, if there is a need to keep limited cash acceptance, we have included our comprehensive revenue control procedures pertaining to cash acceptance in the Internal Audit section below.

Leveraging Advanced Data to Achieve Desired Strategic Outcomes





2022 RFP – TOWN OF FRISCO BAY MARINA AND MAIN STREET

EXECUTIVE REVENUE DASHBOARD – giving a high-level view of revenue and sources by date





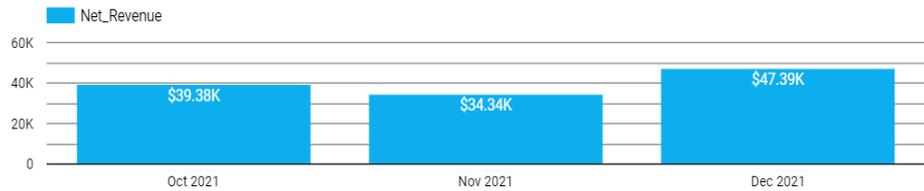
2022 RFP – TOWN OF FRISCO BAY MARINA AND MAIN STREET

LOCATION REPORT – real-time look at transaction counts and revenue for each location by date

Revenue

\$121,099.60

↓ -14.6%



Source / Transactions / Revenue

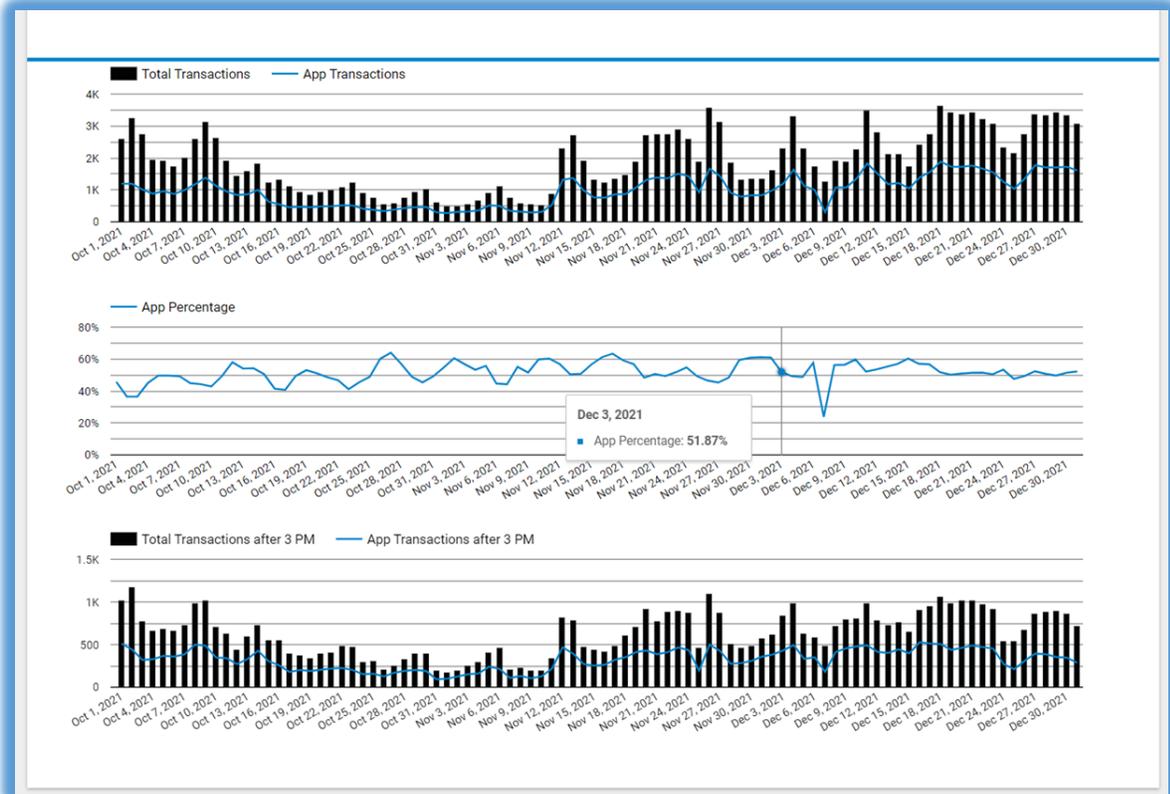
Date	Location	Parkeon		Passport		Grand total	
		Transactions	Revenue	Transactions	Revenue	Transactions	Revenue
Oct 2021	Main Street	10,569	\$22,722.00	8,228	\$16,654.10	18,797	\$39,376.10
Nov 2021	Main Street	8,764	\$18,546.00	8,007	\$15,792.15	16,771	\$34,338.15
Dec 2021	Main Street	10,306	\$25,073.00	8,263	\$22,312.35	18,569	\$47,385.35

Grand total		29,639	\$66,341.00	24,498	\$54,758.60	54,137	\$121,099.60
--------------------	--	--------	-------------	--------	-------------	--------	--------------



2022 RFP – TOWN OF FRISCO BAY MARINA AND MAIN STREET

TECHNOLOGY AND USAGE REPORTS – breaking down transactions & revenue by each revenue channel by location

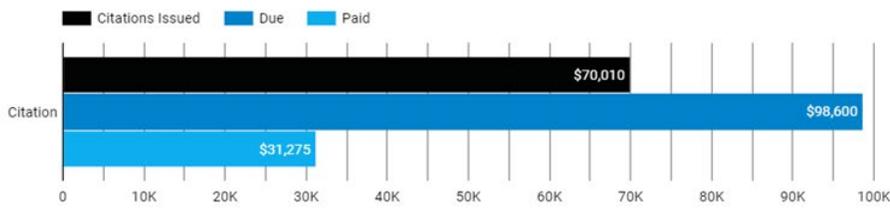




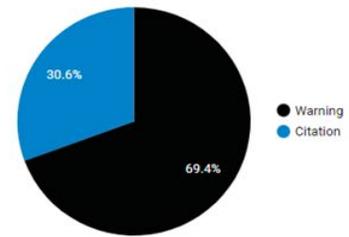
2022 RFP – TOWN OF FRISCO BAY MARINA AND MAIN STREET

COMPLIANCE REPORTS – monitor compliance by location and date seeing citations issued, paid, resolved, and dismissed

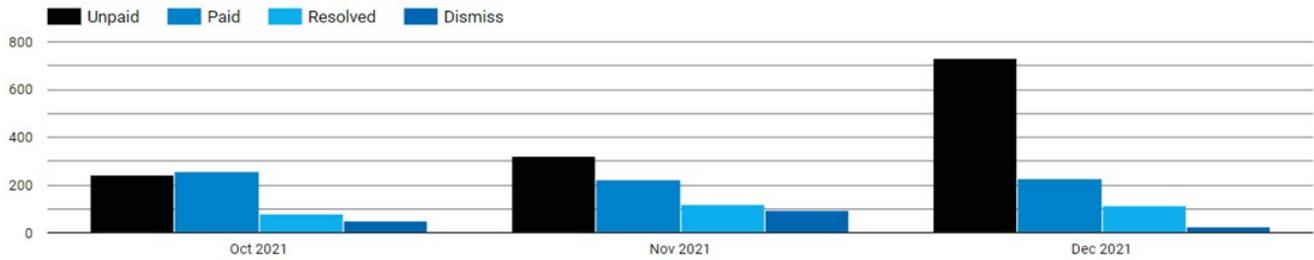
Citation Payment Status



Citation vs Warnings



Citation Ticket Status



Issue_Date (Date & Time) / Transactions

	Oct 2021	Nov 2021	Dec 2021	Gran...
Citation	625	758	1,097	2,480
Warning	1,573	1,942	2,101	5,616



2022 RFP – TOWN OF FRISCO BAY MARINA AND MAIN STREET

MONTHLY REPORTING

A monthly report will be prepared by Interstate Parking and submitted to Frisco on or before the 15th of the following month. Interstate Parking's Monthly Parking Report will include the following:

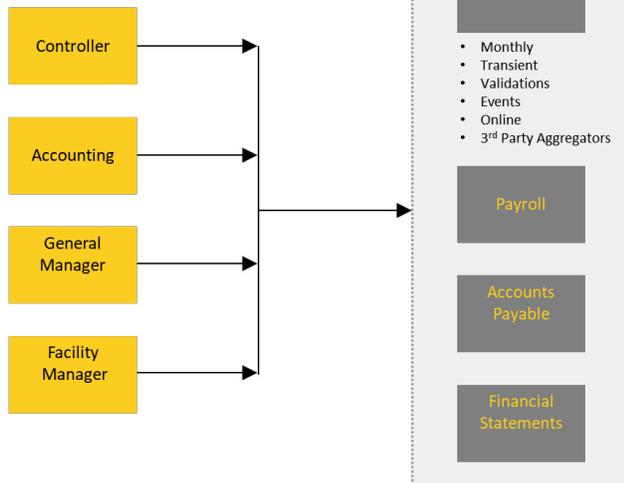
- Cover Report
- Cover Letter
- General Ledger Income Statement
- Actual vs Budget Variance Analysis Report
- Accounts Receivable and Aging Schedules
- Variable Rent Schedules (if applicable)
- Accounts Payable Invoice Detail
- Performance related data reports
- Other specified reports requested by Frisco Bay Marina including those identified in Schedule "C" of the draft Agreement

BOOKKEEPING AND ACCOUNTING

Interstate Parking has extensive experience and expertise in accounting and records management through the application of US generally accepted accounting principles (GAAP). Our accounting department includes a robust internal control system including full segregation of duties, securing of company assets, monitoring of cash, reconciliation of accounts and ledger balances, and a multi-levelled financial review.

Four Levels of Financial Review

Accountable for Review



Utilizing industry tailored accounting software and policies, Interstate can provide exceptional records management, with a detailed policy in effect for all its accounting functions. Original records of entry are maintained by Interstate Parking in the garage office and digitally sent to the corporate office where they are reviewed, stored, and maintained. All records are given a unique transaction ID that allows the location name, numerical series, and specific lane on the dispenser ticket to be tracked and reconciled daily. All documents and records can be recalled and are available for Frisco Bay Marina's review at any time upon request.



2022 RFP – TOWN OF FRISCO BAY MARINA AND MAIN STREET

GENERAL LEDGER

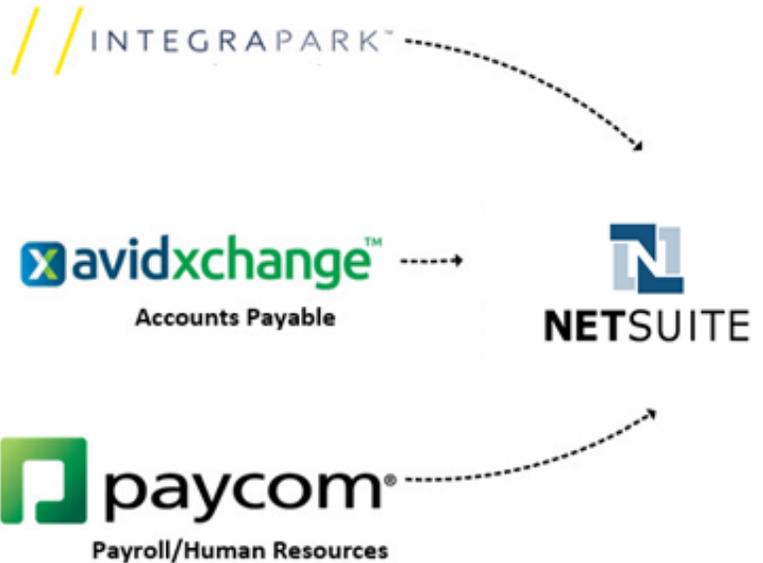
Interstate Parking utilizes a subledger specialized for the parking industry, Integrapark. This allows Interstate to digitally track, manage, and audit all financial data seamlessly to the general ledger system (Oracle NetSuite).

Interstate's Internal Audit department reviews revenue postings and revenue recognition within the subledger and general ledger. The Milwaukee corporate office accounting staff is responsible for all monthly and yearly financial closings and account balance reconciliations. In addition, the recording of all other general ledger transactions and preparation of monthly parking reports are compiled by the accounting team and available in the corporate office for review at any time.

After all transactions have been posted, Interstate Parking incorporates a four-level review of the monthly parking reports by the General Manager, Accountant, Regional Vice President and Controller. Once all reviews have been completed, monthly reporting packages are assembled.



General Ledger & Systems



PURCHASING/COST MANAGEMENT & CASH DISTRIBUTION

Interstate Parking Company's management team has proven experience in making parking lot operations highly efficient and cost competitive. All major and local suppliers are constantly evaluated to ensure they remain highly cost effective while maintaining high levels of support.

Invoices are submitted daily and electronically to our Accounts Payable system, AvidXchange. This system utilizes an accounts payable workflow system for invoice processing, including the following:

- Multi-layered review and approval of each invoice by the Facility Manager, and General Manager to ensure services have been performed
- Local market Accountant review ensures account coding and release for payment

Our policy is to pay vendors promptly upon invoice receipt to take advantage of all discounts offered, and further provide the ability to negotiate additional discounts and price reductions due to favorable payment terms.





2022 RFP – TOWN OF FRISCO BAY MARINA AND MAIN STREET

TICKET ACCOUNTING & INVENTORY

IPC's parking systems engages in detailed accounting and inventory tracking, including the following:

- Unique transaction numbers generated upon entrance to garage which is printed on the ticket.
- Upon exit, the ticket is read by the parking revenue system and the fee calculated and charged based on length of stay. We accept multiple payment options for our customers to pay including: Cash, Credit/Debit, Validation tickets, contactless payment, and 3rd party parking aggregators (SpotHero, Passport, Honk, etc.).



- The receipts are recorded to the subledger software daily and all collections reconciled with the bank to ensure revenue security.
- The tickets, bill of lading and the master ticket log are then stored in a locked storeroom, in sequential order, and proper controls are maintained to utilize them within the daily operations
- The "used" tickets are then returned through the pay station upon exit and then to the local garage office for audit.

PARKING FEE COLLECTION & PCI COMPLIANCE

Interstate Parking uses secure and effective cash management policies and practices for revenue received for our parking facilities including the following:

- A monitored and secure cash room
- Policies on counting and reconciling of cash to machine generated reports
- Use of armored car pickups for bank deposits ensure that cash is safeguarded through the entire process
- The accounting department ensures that all parking funds are controlled, recorded, and accounted for timely, reconciling receipts against expected deposits.

We offer many types of payment methods, including the following:

- Credit/debit cards
- ACH and Pre-Authorized Debits
- Wallet-based (Google Pay/Apple Pay)
- Checks are accepted only for monthly parking payments





2022 RFP – TOWN OF FRISCO BAY MARINA AND MAIN STREET



For credit card processing, our preferred merchant account provider is Elavon, but we also have relationships with other merchant providers. This experience provides us with the ability to work with different providers within an effective control environment. We have the expertise to handle any combination of equipment vendors and card processors required by Frisco Bay Marina.

We are familiar with the unique nature of PCI compliance issues within the parking industry and experience in ensuring a strong system of internal controls around card processing and minimizing liability for our clients. Interstate's internal accounting and information technology systems are currently PCI compliant, and we will add the Frisco Bay Marina locations to our PCI manager account for vulnerability scanning and compliance with PCI/DSS requirements.



In addition to the payment methods listed above, Interstate currently has both pre and post validation accounts with existing customers and can easily transfer those processes to Frisco Bay Marina's approved customers.

INTERNAL AUDIT

Interstate Parking has a team of internal auditors that review and audit all ticket data and revenue postings. The Internal Audit (IA) department is responsible for writing procedures for all aspects of Interstate's policies and internal controls across the organization. IA will document and address any discrepancies found within a system, process, or procedure. Based on the findings, the IA department proposes any necessary changes to the process, procedure, and/or system.

The Internal Audit department relies on the local manager to provide on-site operational audits daily. The on-site manager will fully review each virtual day on-site, based on the following procedural guidelines:



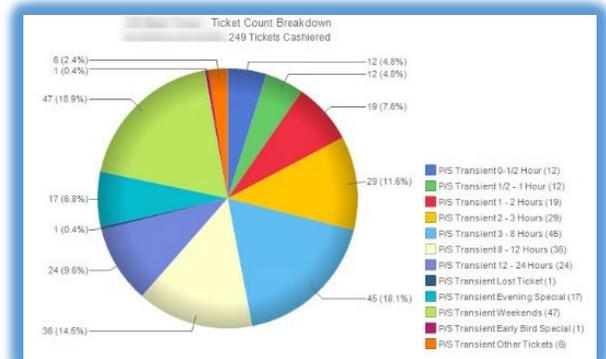
2022 RFP – TOWN OF FRISCO BAY MARINA AND MAIN STREET

- Verification of physical ticket inventories and stock
- Verification of opening and closing parking data/tickets
- Reconciliation of any unaccounted for, missing, or lost tickets
- Communicate all discrepancies found to Internal Audit Department and General Manager
- Produce a Composite Cashier Report within our revenue tracking database that includes the following data:

- Tickets Issued
 - Opened Tickets (pulled)
 - Closed Tickets (paid)
- Tickets Returned
 - Paid Tickets
 - Voided Tickets
 - Monthly Parker Sign-Outs (Contract parkers who forgot their access cards)
 - Validated Tickets Redeemed
 - Passes Redeemed (non-cash)
 - Found Tickets (tickets found in the facility)
 - Anti-Passback Violations (compared against Monthly Parker Sign-Outs)
 - Manual Gate Vends (exits manually tendered by Security and Remote Monitoring)
 - Others (any other items such as new monthly cards issued, and any other exits not covered above)

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 Ticket \$6.00 Total \$6.00
2	3 8 Tickets \$137.00 Total \$137.00	4 10 Tickets \$168.00 Total \$168.00	5 5 Tickets \$90.00 Total \$90.00	6 10 Tickets \$177.00 Total \$177.00	7 5 Tickets \$82.00 Total \$82.00	8 4 Tickets \$24.00 Total \$24.00
9 2 Tickets \$12.00 Total \$12.00	10 10 Tickets \$151.00 Total \$151.00	11 5 Tickets \$82.00 Total \$82.00	12 8 Tickets \$145.00 Total \$145.00	13 10 Tickets \$157.00 Total \$157.00	14 5 Tickets \$82.00 Total \$82.00	15 2 Tickets \$12.00 Total \$12.00
16 1 Ticket \$6.00 Total \$6.00	17 4 Tickets \$72.00 Total \$72.00	18 8 Tickets \$153.00 Total \$153.00	19 6 Tickets \$106.00 Total \$106.00	20 2 Tickets \$38.00 Total \$38.00	21 3 Tickets \$58.00 Total \$58.00	22 3 Tickets \$37.00 Total \$37.00
23 5 Tickets \$74.00 Total \$74.00	24 8 Tickets \$147.00 Total \$147.00	25 14 Tickets \$273.00 Total \$273.00	26 11 Tickets \$184.00 Total \$184.00	27 8 Tickets \$134.00 Total \$134.00	28 2 Tickets \$38.00 Total \$38.00	29 19 Tickets \$177.00 Total \$177.00
30 23 Tickets \$270.00 Total \$270.00	31 25 Tickets \$498.00 Total \$498.00	Month Totals: Ticket Value \$4,039.00, Total Revenue \$4,039.00				

- Daily Revenue
 - Number of Tickets sold by Rate type
 - Total Collections received
 - Cash
 - Credit/Debit
 - Validations Redeemed
 - Review and ensure the accuracy of all the daily parking financial data (above) within the sub-ledger program



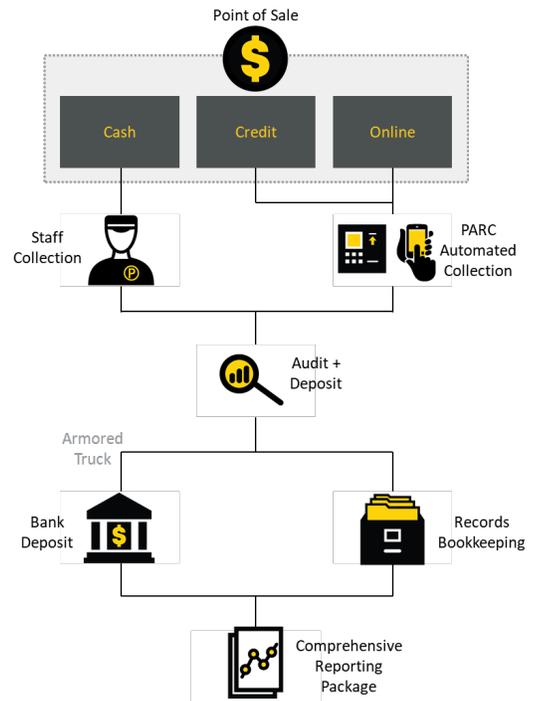


2022 RFP – TOWN OF FRISCO BAY MARINA AND MAIN STREET

REVENUE SECURITY & CASH MANAGEMENT

A bank deposit is prepared and deposited a minimum of once per week from the facilities office to the bank. We recommend, and have included in our annual budget, utilizing an armored courier service to transport the deposit to the bank as directed by Frisco Bay Marina.

A major feature of our cash management process is that we have the ability to eliminate the on-site cash room entirely and replaced it with a secured vault for intermediate storage of locked pay station cassettes and change bins. We implement this process through the engagement of an armored car pickup, enhanced controls, and a minor equipment investment. With this system, all cash cassettes and change bins cycle between the pay station, the on-site secured vault, and the off-site secured Loomis cash room via armored courier. This process increases revenue security and substantially reduces operating expenses related to cash management. The result is a system of accountability and efficiency that provides segregation of cash handling duties and daily identification, while reviewing and auditing any discrepancies throughout the entire process.





2022 RFP – TOWN OF FRISCO BAY MARINA AND MAIN STREET

REVENUE SHARE & BID ALTERNATE FEE FOR THE MAIN STREET PARKING ENFORCEMENT

All-Inclusive Revenue Share, based on approved rates and managed parking program approved by the Town, this format creates a customer service and revenue optimization-oriented approach and has been very successful in several of our town operations similar in size and scope to Town of Frisco. Maximizing revenue requires exceptional customer service and active engagement throughout the community to promote parking utilization and creation of customized parking programs throughout the community to meet the ever-changing demand profile and a revenue share format creates perfect alignment with operating the Town of Frisco.

PROPOSED FEE:

SUMMER MONTHS – FRISCO BAY MARINA AND MAIN STREET

Interstate Parking proposes a revenue split on a % breakpoint scale of the net revenue. This incentivizes our Park Frisco team to ensure we maximize demand at all times.

1st breakpoint- \$0- 89,960- 17%

2nd breakpoint- \$89,961- 187,052- 32%

3rd breakpoint- \$187,053 and over - 50%

Interstate Parking of Colorado will provide a complete, turnkey solution all subject to your approval:

- 5-7 leading edge solar powered kiosks (210 installed across Colorado)
- Tap n Explore QR code payments signs/stickers from the convenience of your cell phone- access to event line ups or anything you so desire.
- LOCAL, friendly, knowledgeable, on street ambassadors who will direct customers to the local shops and restaurants.
- Park Frisco website that will become a focal point for mobility in the Community
- Consistent, professional branding of Frisco through all user experiences- website, uniforms, vehicles, signage, 24/7 local customer care center

Like we have done with Park Idaho Springs and Park Morrison, the Town of Frisco will have the final say on all parking rates, permit zones, paid zones, employee permits, signage, branding and technology upgrades.

Interstate Parking of Colorado will provide the complete capital investment and our industry, renowned on street ambassadors at no cost to the Town. The same solution that we have implemented at over 70 locations across our wonderful State.

We are locally, owned and operated and we are committed solely to "wowing" everyone who visits your iconic Town!

Interstate Parking will patrol the Frisco downtown Main Street for free during the patrolled hours of the Frisco Bay Marina.

WINTER MONTHS – FRISCO BAY MARINA CLOSED - Interstate Parking will patrol area of Frisco downtown Main Street for a monthly fee of \$1149.



LOCAL COLORADO TOWN REFERENCES

“A PROVEN TRACK RECORD OF WORKING WITH LOCAL CLIENTS TO ACCOMPLISH THEIR GOALS USING OUR SMILE, ENGAGE, HELP TEAM.”



City of Idaho Springs (Management)

(Total of 700 on street, surface lots and residential)

Andrew Marsh- City Administrator Idaho Springs

P:303.567.4421

E: admin@idahosprings.com

Similar to the Town of Frisco, the City came to us on a summer trial in Spring of 2019. We have provided all technologies, branding, permits, staffing and customer service at parkidahosprings.com. Our customer feedback page is something our/your team is very proud of. ***The City of Idaho Springs is based on a revenue share as Interstate Parking covers all capital startup costs and all ongoing annual expenses.



Town of Breckenridge Colorado

Mayor Eric Mamla

P:970.485.2969

E: mamula@colorado.net

Our second account in Summit County in the Town had operated in-house, before we took over 4 years ago. Our relationship has progressed over time like we hope to do with the Town of Jackson. We work on all aspects of the greater mobility plan for the Town. Recently our development team developed, resurfaced and provided all signage, technology, staffing planning and zoning to open North Gondola, to a brand-new state of the art surface lot within walking distance to the Gondola. This has had a tremendously positive impact on Town congestion given

the South Gondola surface lot has disappeared (350 parking spaces) due to the construction of the new garage we are consulting on. ***The Town of Breckenridge is a flat management fee due to The Town already having all the infrastructure in place.



2022 RFP – TOWN OF FRISCO BAY MARINA AND MAIN STREET



Town of Green Mountain Falls Town Manager Angie Spring

***The Town of Green Mountain Falls is based on a revenue share as Interstate Parking covers all capital startup costs and all ongoing annual expenses.

Green Mountain Falls started working with Interstate Parking in early 2021. We entered into a 2-year agreement with Interstate for parking management services during our high tourism months. Our first season with Interstate has confirmed that we made the right choice by going with them as our parking vendor. Interstate tailored their services to meet our specific community's needs, and we appreciate that Interstate remains flexible as we adapt the program due to evolving community needs. They are very responsive, highly professional, and proactive. They provide excellent customer service to our residents and visitors and are just all around great to work with. Some community members went from a place of contention and even outrage about the idea of parking to giving the parking program accolades, and some even are saying the parking program is "brilliant" after only our first season with Interstate.



Town of Crested Butte

Troy P Russ
Community Development Director
Town of Crested Butte
507 Maroon Ave
PO BOX 39
Crested Butte, CO 81224
(P) 970-349-5338

We have worked with Crested Butte since 2017 to implement their managed parking program- Park Crested Butte.com that went live this Spring. After numerous community outreach and Town council meetings over 4 years and two Optimal Space, Data Analytics surveys we implemented a plan to positive public response that increased turnover on Elk Avenue and 3rd Street to 7x and eliminated congestion. ***The Town of Crested Butte is based on a revenue share



2022 RFP – TOWN OF FRISCO BAY MARINA AND MAIN STREET



Town of Morrison

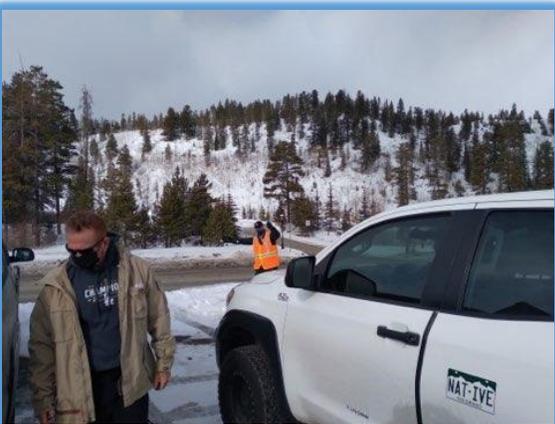
Kara Winters
Town Manager
(P) 303-697-8749
kara@morisonco.us

Kara approached us with her concerns about over demand for parking in her Iconic Mountain community in the late winter of 2021. Amid Covid we implemented a trial, managed parking plan to maximize the use of their limited 160 parking spaces that help service the world-renowned Red Rocks Amphitheater that seats 9,525. The Town recently extended with us last month and we regularly service 625 customers a day, at an average ticket of only \$2.15. We have generated substantial revenues that will be reinvested in the community- see parkmorrison.com. ***The Town of Morrison is based on a revenue share as Interstate Parking covers all capital startup costs and all ongoing annual expenses.



2022 RFP – TOWN OF FRISCO BAY MARINA AND MAIN STREET

**A DAY IN THE LIFE OF A SUMMIT COUNTY PARKING AMBASSADOR | COMMITTED TO A POSITIVE EXPERIENCE FOR ALL IN SUMMIT COUNTY.
“SMILE. ENGAGE. HELP IS WHAT WE ARE ALL ABOUT!”**





2022 RFP – TOWN OF FRISCO BAY MARINA AND MAIN STREET

