



PARKING CASE STUDIES

Providing Specialized Services to the Hospitality Industry

Case Study 1: Profile

582 CONDO HOTEL RESORT

Operations Management	To Be Operated In House
Services Offered	Valet & Self Parking
Vehicle Storage Facility	1,075 Spaces in Surface Lots
Pre-project Gross Revenue	NA
Pre-project Hotel Gross Profit	NA

Case Study 1: Scope

OPPORTUNITIES

Developer faced challenges in the entitlement process with local city government and California Coastal Commission

Governing bodies were against charging the public for what were perceived as “public” services

Governing bodies were against the concept of access control as it restricted the public’s right to coastal access

Developer needed assistance with financial and operational planning depending on the entitlement process outcome

Case Study 1: Impact

OUR RESULTS

Created a parking plan for the development team for submission to the governing bodies

Developed a pro forma statement of operations with multiple models for different entitlement outcomes

Investigated all 100 oceanfront properties in the State of California to identify precedents for charging parking fees and using technology for access control

Advised development team throughout entitlement process

Case Study 2: Profile

657 ROOM URBAN HOTEL

Operations Management	Outsourced
Services Offered	Valet Parking Only
Vehicle Storage Facility	100 Spaces in Off-Site Garage
Pre-project Gross Revenue	\$950,000
Pre-project Hotel Gross Profit	\$24,000 (3%)

Case Study 2: Scope

OPPORTUNITIES

Sub-standard service level for a 4-star property

Lease agreement only yielded \$24,000 annually to the hotel

Off-site vehicle storage facility was not ideal for operation

Parking operator was non-compliant to contract terms

Case Study 2: Impact

OUR RESULTS

Managed RFP process to select high quality operator

Negotiated new agreement terms for greater lease payment

Secured different storage facilities for improved logistics

Collected and distributed \$200K in back incentive fees

Impact Gross Revenue	\$1,100,000 (+16%)
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Impact Hotel Gross Profit	\$225,000 (838%)
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Case Study 3: Profile

405 ROOM URBAN HOTEL

Operations Management	In House
Services Offered	Valet & Self Parking
Vehicle Storage Facility	200 Spaces in Off-Site Garage
Pre-project Gross Revenue	\$800,000
Pre-project Hotel Gross Profit	\$280,000 (35%)

Case Study 3: Scope

OPPORTUNITIES

Operation was underperforming and poorly managed

Excessive vehicle storage facility expense

Lack of standard operating procedures and processes

Front Desk Manager had oversight of parking department

Case Study 3: Impact

OUR RESULTS

Secured a different vehicle storage facility for valet parking

Implemented best practice processes and procedures

Installed Valet Parking Supervisor to manage operation

Impact Gross Revenue	\$900,000 (+13%)
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Impact Hotel Gross Profit	\$595,000 (+151%)
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Case Study 4: Profile

200 ROOM BEACH RESORT

Operations Management	In House
Services Offered	Valet & Self Parking
Vehicle Storage Facility	135 Spaces in Garage 215 Spaces in Surface Lot
Pre-project Gross Revenue	\$330,000
Pre-project Hotel Gross Profit	\$255,000 (77%)

Case Study 4: Scope

OPPORTUNITIES

Significant revenue control issues in valet parking operation

Ineffective self parking revenue control equipment

Lack of standard operating procedures and processes

Front Desk Manager had oversight of parking department

Case Study 4: Impact

OUR RESULTS

Developed and trained front desk and parking management on best practice operating processes and procedures

Improved self parking technology through R&M training

Enforced accountability through on-going auditing

Impact Gross Revenue	\$610,000 (+85%)
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Impact Hotel Gross Profit	\$475,000 (+86%)
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Contact Information

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