

REIMAGINED
PARKING

Stadium and Large Event Parking

Leasing | Management Partnerships | Technology

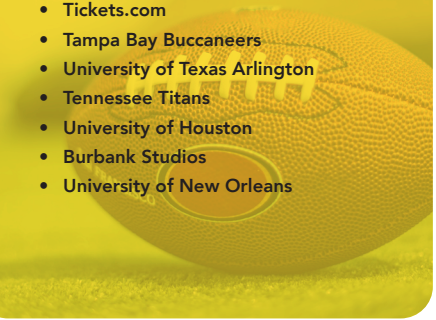
impark LANIER PARKING REPUBLIC PARKING AmeriPark pk1 ARK ONE

1M+
Annual Transactions

96%
Customer Satisfaction at Stadiums

Experience

- Super Bowl 52 Host Committee VIP
- Raymond James Stadium
- Historic Rose Bowl
- Fiserv Forum
- Ticketmaster
- Tickets.com
- Tampa Bay Buccaneers
- University of Texas Arlington
- Tennessee Titans
- University of Houston
- Burbank Studios
- University of New Orleans



EVEN PARKING NEEDS A PLAYBOOK

Reimagined Parking provides turnkey parking and transportation services for sports venues across North America. As the leader in parking management and technology solutions with a focus on customer service, we work to underscore the fans' positive stadium experience. Whether it's the first or last event of the season, our staff, procedures, and attitudes ensure fans receive consistent and excellent service every time.

We have a proven track record of increasing fan satisfaction scores while substantially improving our clients' net parking revenues without increasing rates!

We are proud to represent stadium and arena owners with an all-star team of parking and technology-savvy managers who are experts in their field.

A WORD FROM OUR CLIENTS

Impark (part of Reimagined Parking) has served as an excellent partner by consistently rising to every challenge while providing insights and acting proactively to avoid or minimize future issues. Their reputation and performance have proven to be an asset to our organization.

Chris Brown
Vice President, Guest Experience & Venue Services - Citi Field

citi FIELD



Industry Affiliations

Reimagined Parking is a valued member of the International Association of Venue Managers.



VALUE-ADDED SERVICES

Parking Ambassadors

Our parking ambassadors know they are responsible for a customer's first and last impression of our venue. They greet guests warmly, handle transactions efficiently, move traffic seamlessly, and control high-traffic volumes effectively at event times.

Training

Reimagined Parking has developed a highly specialized stadium and arena training program, Every Fan Every Time, to ensure staff are equipped with the necessary skills to provide ultimate fan satisfaction. They are also taught proper sanitation procedures to prevent health hazards and are required to participate in the DHS/TSA's counter-terrorism training course, First Observer, so they can recognize suspicious activity and report incidents to the proper authority.

Technology

Reimagined Parking offers technology solutions that provide full accountability and convenient parking experiences. Our handheld technology provides support for offline processing, credit card EMV chips, short transaction times, real-time vehicle counting, auditing, and reporting. We also provide on-site support, pre-booking, receipts, antivrius protection, and automatic upgrades, creating a seamless experience for fans.

Cash Handling

Accepting cash transactions increases the chance of internal theft unless strict controls and active audit procedures are in place. Unlike most parking companies, Reimagined Parking maintains a separate team of field auditors who report directly to our director of loss prevention. As a recognized industry leader in revenue integrity and client revenue protection, we spend over $1 million annually on internal investigation and revenue control enforcement.

Stadium Wayfinding

Reimagined Parking is the only North American parking company with comprehensive in-house sign production facilities. We design, produce, and install a wide range of parking-oriented signage. Our packages are consistently branded, cost effective, and impactful.

Traffic Management

Reimagined Parking works with the city, state department of transportation, police, and fans to coordinate and manage a smooth traffic flow during events. We also work with management to redesign parking facility layouts and signage for maximum impact and improved vehicular movement.

Valet

Reimagined Parking provides VIP valet services to deliver a premium experience to your biggest fans! We evaluate demand and layout to optimize your facility by providing signage design, driver training, a clean and safe pick-up and drop-off area, and improved revenue controls so everyone goes home a winner.

Shuttle

Not all stadium and arena parking facilities are created equal. Reimagined Parking offers fans and staff timely shuttle services to remote facilities when inventory and availability are at a minimum. We provide regularly scheduled runs 1.5 hours prior to game time so your fans are never late!

Payment Card Security

Reimagined Parking takes PCI compliance very seriously and maintains the highest levels of accreditation in the parking industry. We maintain a dedicated team focused specifically on risk mitigation to fully protect our clients and customers.

The Reimagined Parking family of nationally recognized brands – Impark, Lanier, Republic Parking, AmeriPark, and Park One – is the world's leading people-driven, tech-powered, parking solutions provider. Our workforce of 6,500 manages 2,500 high-density parking facilities across 275 North American cities, generating 34 million digital transactions annually.

Reimagined Parking is by every metric the industry leader in parking management, valet shuttle, ground transportation, and parking technology products and services, with a portfolio of high-profile commercial real estate, retail, hospitality, airport, event, healthcare, municipal, and education locations across North America.

For more information, please visit **reimaginedparking.com.**

REIMAGINED PARKING

MARKETS WE SERVE

- Stadium and Arena
- Airport
- Commercial
- Education
- Gaming
- Healthcare
- Hospitality
- Municipal
- Residential
- Retail

ACCREDITED PARKING ORGANIZATION®
WITH DISTINCTION
Accredited through 2029