



PARKING MANAGEMENT SERVICES INC

918 Gravier St. | New Orleans, LA 70112

www.ParkingMgmtServices.com

info@parkingmgmtservices.com



Established in 1989 by Thomas R. Gigliotti, Jr.

The history of Parking Management Services is one of continued success and growth. Founded by Thomas R. Gigliotti, Jr. in 1989, the company has expanded operations nationally and currently operates the hospitality parking operations of more than 95 major hotels across the country.

The company also provides other hospitality services to many of these hotel accounts, such as Bell, Door, Shuttle Transportation, Self Parking, Garage Management and much more.

Parking Management Services now employs over one thousand employees and has reached revenues in excess of \$90 million annually. The mission of the company is delivering exceptional service and exceeding guest expectations.

Thomas "Tom" Gigliotti, Jr. has remained fully engaged in the company's operations, working with the employees in every capacity. As a result, Tom's business model has built dedication, commitment, loyalty and continued success. Each city where the company operates has a City Manager with equity ownership in that location's operations.

In addition, Parking Management Services awards more bonus pay to its managers than many other companies in the industry. We know that our people represent us both to our clients and their guests, and it is important that they are rewarded for their efforts.

Thomas Gigliotti
President/CEO & Founder



Park Hyatt



PROFESSIONALLY OPERATING HOTEL/HOSPITALITY PROPERTIES FROM BOUTIQUE TO LARGE CONVENTION HOTELS

Theatres • Hospitals • Garages • Self Parking

Here are some of our client locations:



Fairmont, Scottsdale, Arizona



Intercontinental, New Orleans, Louisiana



Hyatt Regency at The Arch, St. Louis, Missouri



Grand Galvez, Galveston, Texas



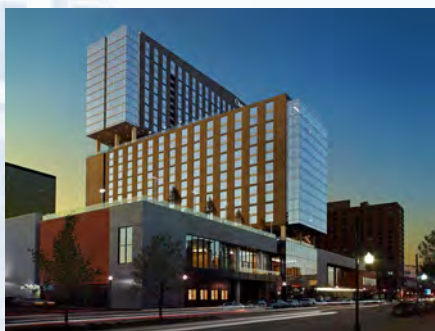
Grove Park Inn, Asheville, North Carolina



Westin, Houston, Texas

CLIENT LOCATIONS ACROSS THE UNITED STATES

While the various hotels shown on these pages are only a small selection of the more than 95 properties we serve across the country, we are proud of each location that is part of the company's client family.



Omni Louisville Hotel, Louisville, KY



Kinley Hotel, Chattanooga, Tennessee



Fairmont, Dallas, Texas



Omni CNN Center, Atlanta, Georgia



Embassy Suites, Las Vegas, Nevada



Holiday Inn Disney Springs, Orlando, FL



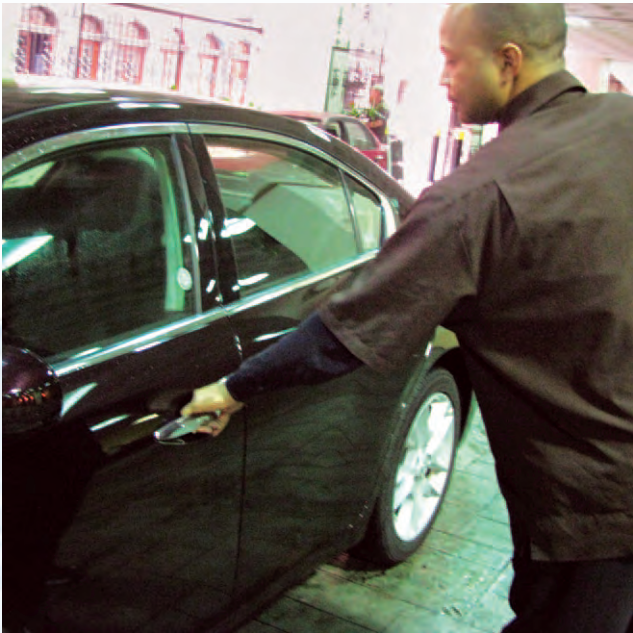
Sheraton, Birmingham, Alabama



Hilton Garden Inn, Jackson, MS

Your hotel deserves the very best hospitality parking operator. We will be happy to meet with you to thoroughly discuss your hotel's needs and prepare a proposal.

EXCELLENCE IN SERVICE STANDARDS TARGETING EACH CLIENT'S CRITERIA



Realizing that every hospitality brand and each property has very specific service delivery demands, Parking Management Services trains its employees to understand the importance of each of the service delivery standards at all client properties.

Teamwork and dedication to total guest satisfaction



SERVICE DELIVERY



Training at Parking Management Services continues on a daily, weekly and monthly basis to keep our employees performing with top knowledge and professionalism.



SERVICE DELIVERY. Disney, Hyatt, Marriott, Fairmont, Sheraton, Sonesta, Holiday Inn, Wyndham, Omni, Hilton and many more hotels have benefited from the Service Delivery Training that meets and exceeds every brand's specific demands.

The result: noticeably exceptional service on arrival and departure.

GUEST RELATIONS

In addition to Safety and Service Delivery Training, **every employee** attends Guest Relations and Claims Handling Training. These two skill sets can save a guest or lose a guest forever. We regard all four of these training areas as key to delivering exceptional service.

Exceptional service is the cornerstone of our business, and when we strive to meet and exceed our client expectations daily. Our accounting and control policies will monitor and keep **profitability high** for our clients and our company. Simply stated, we maintain high standards without a mountain of corporate **red tape**.



GUEST RELATIONS. We know our employees will encounter a range of guests—from delightful to disgruntled. Many will present mild to extreme challenges to our employees, and we prepare them to meet any guest need. Our Guest Relations Training includes in-class use of material from the American Hotel and Lodging Association, videos and testing workbooks, along with our own role-playing exercises to meet and resolve the challenges that will be part of the job.

BELL SERVICE/DOOR SERVICE

As a partner to the hospitality industry, Parking Management Services' entire culture is based on service excellence. As our company has grown to offer clients a full range of related parking services, we remain committed to exceptional customer care.

■ Bell Services

Parking Management Services understands our clients and their guests' needs and expectations. Our staff assigned to bell services are trained to understand the importance of exceeding guests' expectations from the moment they arrive at the hotel door until they enter their room. These first interactions form the guests' first impressions of the hotel.

Training is completed in our classroom, and we urge our hotel client partners to allow our staff to add specific training that clearly demonstrates the individual hotel's standards.

The synergy between our valet and bell staff promotes superior guest service and a stronger bottom line through the reduction of labor duplications.



■ Door Service:

For hotels requiring door service, once again, Parking Management Services can meet and exceed expectations for this added level of service.

While we train all employees to deliver an exemplary welcome to guests on arrival, we incorporate custom training specific to different hotel brands. Our clients find that including door service in the front of house operations reduces unnecessary labor costs.

GARAGE AND SELF PARKING MANAGEMENT

Parking Management Services takes great pride in the services delivered to our clients, and we are especially grateful for the complimentary and positive comments that come from all of our valued client relationships.

We are well aware that parking space for any hotel or related hospitality operation is essential to the success of that business. Parking Management Services has secured garages and parking lots nationally to accommodate the needs of its clients.

Founder and CEO, Tom Gigliotti is a strong advocate of simple, cost-effective technology that delivers the maximum control of costs and revenues. It is this continued strategy that has built our solid growth and financial strength.

For you, we can deliver the very best of service and the very best at the bottom line. The giant corporations or the smaller, less successful companies might attempt to put on a grand sales show to capture your account — go with the straightforward, tried and proven **winner!** We want your account and will earn your trust as we build your **profits**.



Commerce Garage



Clarke Garage

Parking Management Services owns and operates several parking garages and parking lots across the country.

WHAT HOTEL EXECUTIVES ARE SAYING

Thomas Gigliotti
President/CEO & Founder



To: Whom it May Concern
CC: Parking Management Services
Subject: Parking Management Services

I had the privilege of working with Parking Management Services, under the leadership of Dominic Russo, for over three years as the Director of Rooms at the Hyatt Regency Indianapolis. Throughout my time at the hotel PMS did a fantastic job of staffing the valet and doorman operation. They always had a knack for finding the best talent to shine as the first impression of the Hyatt Regency Indianapolis. They consistently scored well on customer service surveys, and secret shops. Working with the PMS team to prepare for big events was especially easy and was always delivered in the way that we planned. The professionalism of their supervisors, and more importantly, Dominic Russo always provided insight as to how their operation is running and on how we could perform even better. If I had a choice, I would always welcome PMS into my operations.

Sincerely,

Jeff Thompson
Director of Rooms
Hyatt Regency Indianapolis



EMBASSY SUITES

Atlanta - at Centennial Olympic Park
267 Marietta Street, Atlanta, GA 30313
atlantacentennialpark.embassysuites.com

To whom it may concern,
It is my pleasure to write to you today about Parking Management Services, Vendor, Partner and Friend.

Back in 2000, when I first was introduced to Parking Management Services (P.M.S) I thought they were just another parking provider and I thought I would give them a couple of minutes of my time to pitch their services. During our meeting, I was very impressed with their understanding of not only the parking business, but more importantly how it can impact my operation. I signed up with P.M.S. in 2000 in Orlando, FL. I left the Orlando market in 2003 and landed in Atlanta, GA where I did not have a need for a partnership with a parking company so our partnership was severed at that time. In 2007 I started at the Embassy Suites at the Atlanta Airport and P.M.S was our parking vendor. They did a wonderful job handling the parking needs of the hotel and servicing of our guests. In April 2014 I joined the Embassy Suites Hotel at Centennial Olympic Park and again had the pleasure of working with P.M.S. They have been our parking vendor since 1999 and the hotel has been happy with them since then.

P.M.S delivers on the service they promise. Being in the hospitality industry, Customer Service is our number 1 priority and P.M.S. knows how to deliver customer service. Over the past several years, I have come to know many of the P.M.S employees and each and every one of them have a very professional, outgoing, caring and friendly attitude.

I have been pleased with their management, staff and service standards and would recommend them to other hotels and/or businesses in need of first class services.

Frank Phair
General Manager



TO WHOM IT MAY CONCERN:

I am delighted to provide a personal and business reference for Mr. Tom Gigliotti, President of Parking Management Services.

I understand PMS is hoping to become the preferred parking provider within the Marriott Texas Market. PMS has been a great partner here in New Orleans, consistently providing a high level of customer service.

Tom has been very successful in nurturing long-term relationships, built on a commitment to understanding the customer's needs and exceeding expectations. He is very engaged in the successful operation of our New Orleans Marriott parking operation. He is personally committed to supporting our Marriott brand standards throughout his operations and has an excellent record with regard to overall customer satisfaction. An added bonus ... our partnership with PMS has resulted in significantly increased revenue for the hotel.

Tom also strongly believes in community involvement and has been a tremendous contributor to our Marriott New Orleans hotels' efforts as leaders in community service.

I wholeheartedly lend my support to Tom and his company, and wish him much success in the Texas market.

Regards,

Robert Bray
General Manager

New Orleans Marriott
555 Canal Street
New Orleans, Louisiana 70130
504/553-5600

Robert Bray
General Manager



Re: Recommendation Letter for Parking Management Services

Currently, I am the Managing Director of the 1070 room Omni Hotel at CNN Center and I started working with Parking Management Services in 2005 when we outsourced our valet parking and door attendants at the Omni Jacksonville Hotel where I was the General Manager. I have only very positive things to say about my experience with PMS, their Senior Leadership, and their local city management.

I have a very complicated parking operation here in Atlanta as we have only 350 parking spots for a 1070 room hotel and often when there are concerts, football games, and special events my hotel can have over 900 transient guests - which equates to 900 cars. Our Valet Manager here works very closely with our operations team and other parking facilities that they operate in ATL, and surrounding cities to ensure that they have enough staff on to handle the volume - often requiring 60-80 valet attendants.

PMS's Senior Management is also closely involved and makes themselves easily accessible to our team. Often, when we are extremely busy we will have the City Manager, Assistant City Manager and their RVP here assisting in the drive.

After working with PMS for the past 9 years at two of our hotels, I would highly recommend them based on my personal experience.

Sincerely,

Scott Stuckey
General Manager

SS/dj

The Omni at CNN Center
100 CNN Center • Atlanta, GA • 30303
(404) 659-0000 • (404) 525-5050 fax
www.omnihotels.com



To Whom It May Concern:

It is my pleasure to provide a personal and business reference to Thomas R. Gigliotti, Jr. and Parking Management Services, Inc. ("PMSI").

I am aware that PMSI is currently pursuing a national marketing campaign, with a strong focus in your area. PMSI has been an excellent partner of HRI Lodging for many years, consistently providing the highest level of customer service.

Tom has successfully developed long-term relationships, built on a commitment to understanding the customers' needs, and exceeding their expectations. He is very engaged in every aspect of his business. He is personally committed to supporting the brand standards of Hilton, Hilton Garden Inn and Hyatt, which has resulted in an excellent record with regard to overall customer satisfaction. As an added bonus, the PMSI business model has generated significant increased revenue for our properties.

I wholeheartedly lend my support to Tom and his company, and wish him much success with his latest endeavors.

If you have any questions, please do not hesitate to contact me at (504) 566-3049 or ggutierrez@hriproperties.com.

Best regards,

Gary Gutierrez
President, HRI Lodging

812 GRAVIER STREET, STE 200 • NEW ORLEANS, LA 70112
TEL: (504) 566-3049 • FAX: (504) 525-3932
WWW.HRILODGING.COM

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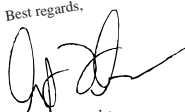
I am aware that PMSI is currently pursuing a national marketing campaign, with a strong focus in your area. PMSI has been an excellent partner of Omni Hotels & Resorts for many years, consistently providing the highest level of customer service.

Tom has successfully developed long-term relationships, built on a commitment to understanding the customers' needs, and exceeding their expectations. He is very engaged in every aspect of his business. He is personally committed to supporting the brand standards of Omni Hotels & Resorts, which has resulted in an excellent record with regard to overall customer satisfaction. As an added bonus, the PMSI business model has generated significant increased revenue for our properties.

I wholeheartedly lend my support to Tom and his company, and wish him much success with his latest endeavors.

If you have any questions, please do not hesitate to contact me.

Best regards,



Gary B. Froeba
Managing Director

Omni Royal Orleans
621 St. Louis Street
Louisiana 70130

To Whom It May Concern:

It is my pleasure to provide a personal and business reference to Thomas R. Gigliotti, Jr. and Parking Management Services, Inc. ("PMSI").

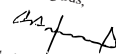
I am aware that PMSI is currently pursuing a national marketing campaign, with a strong focus in your area. PMSI has been an excellent partner of The New Orleans Hotel Collection for many years, consistently providing the highest level of customer service.

Tom has successfully developed long-term relationships, built on a commitment to understanding the customers' needs, and exceeding their expectations. He is very engaged in every aspect of his business. He is personally committed to supporting the brand standards of The New Orleans Hotel Collection, which has resulted in an excellent record with regard to overall customer satisfaction. As an added bonus, the PMSI business model has generated significant increased revenue for our properties.

I wholeheartedly lend my support to Tom and his company, and wish him much success with his latest endeavors.

If you have any questions, please do not hesitate to contact me.

Best regards,



Craig A. Hulford
Area General Manager

1380 Port of New Orleans Place • New Orleans, LA 70130 •



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To whom it may concern,

I am writing this letter to serve as a letter of reference for Parking Management Services. I would highly recommend them as a Guest Service/Valet Parking Management team.

I have worked with several similar companies during my tenure in the hotel industry. Their follow-up, communication, and attention to detail are outstanding. I was very fortunate to Chris Cantrell overseeing several of my busy driveway operations at multiple properties. He has, from day one, been able to assimilate to my cultures and standards. He has embraced my guest service goals and through his leadership has improved the arrival and departure experience in ever driveway and restaurant.

Parking Management Services was responsible for various staffing needs at my properties which included; doormen valet parkers, and bellmen. They have not missed a beat in their 24-hour operation. One of the biggest challenges that I had prior, to hiring Parking Management Services, was trying to manage an extremely busy driveway with limited parking availability while maintaining a smooth and friendly experience for our guests. The PMS team was able to accomplish this and receives almost daily positive comment cards from our guests.

The PMS team has a specific guest service culture that it rare in the valet parking industry. They have their own internal service standards that far surpass most other Four and Five Diamond service levels. Their unique meet and greet techniques have earned them extensive positive regards from both our overnight guests and catering guests. The PMS team has parked almost hundreds of thousands of cars for my properties. I sleep very well at night knowing that the team is a direct extension of my hotel and its customer service beliefs. From the time the doorman waves and greets the guest upon arrival until the time the valet greets the guest with a bottle of water upon departure the experience is seamless and positive.

Chris and his large team have always been available to complete or assist in any extra projects outside of his scope of duties knowing that it was always for the good of the hotel. I feel that Parking Management Services would be a great asset to any company. Please do not hesitate to call if you have any questions or if you would like further information.

Sincerely,



Ronen Aviram
Director of Operations
The Fairmont Dallas

SAFETY TRAINING

A key element of our safety training reminds employees that when we welcome a guest to a hotel, we take possession of their vehicle — a seemingly perfunctory task, but a car is the second most expensive investment that most families or individuals will ever purchase. In many cases, the vehicle that the guest entrusts to us also contains valuable personal articles. Safety training is a key element of our guest services.



The Smith System: Drive Different.

The Smith System has proven itself as the most effective custom training tool in the world. The **Smith5Keys™** is the basis of our safety training, creating consistent and lasting results.

The Smith5Keys™

1. **Aim High In Steering®**
Looking further ahead than other drivers
2. **Get The Big Picture®**
Seeing more around you than other drivers
3. **Keep Your Eyes Moving®**
Being more aware than other drivers
4. **Leave Yourself An Out®**
Positioning in traffic better than other drivers
5. **Make Sure They See You®**
Making yourself more visible than other drivers

Driver Training is of great importance in any situation that requires our employees to operate a guest vehicle. In some of our cities, employees must drive the guest vehicle as far as 4 to 10 blocks in order to secure the vehicle in the nearest garage. Whether the distance is long or short, **safety training** is key to avoiding accidents that can cause personal injury and damage to vehicles.

SAFETY TRAINING



The first and only telematics solutions fully integrated with on-road driver training



The **Smith System Training** has reduced our guest claims significantly, in turn relieving stress on the employee, the hotel, the guest, and increasing bottom line profit. If you would like more information on The Smith System, see the Smith website at www.smith-system.com.

In addition to the Smith Training, we also require each employee to repeat most training every three months and the more complex training every six months. Continual training keeps our employees confident in the delivery of service excellence and safety.

BEYOND BASIC TRAINING

Although we are adamant about keeping things simple, we also know that our supervisors and managers want to move ahead in their careers. With this in mind, and to further assist our supervisors and managers in the specifics of leadership and overall management knowledge, we have scheduled for all of them take part in our company-sponsored management leadership training. The following is a summary of the various training classes that are both mandatory and optional. Our company is committed to working with all our staff to enhance their development in their specific jobs and their personal lives.

TEAM BUILDING / MOTIVATION

PREPARING SCHEDULES / EFFECTIVE STAFFING

YOU IN THE ROLE OF SUPERVISOR

IMPROVING COMMUNICATION SKILLS WITH YOUR TEAM

LEADERSHIP / CAN YOU EFFECTIVELY LEAD YOUR STAFF

UNDERSTANDING TIME MANAGEMENT / TIME AND PAYROLL

HANDLING PROBLEMS AND CONFLICT

IMPROVING STAFF PERFORMANCE

SENIOR MANAGERS WORKING WITH THE DIFFICULT GUEST

SENIOR MANAGERS AND THE DAILY AUDIT

SENIOR MANAGERS WRITING THE DAMAGE REPORT ON A GUEST AUTO

SENIOR MANAGERS AND WORKING WITH THE INJURED STAFF MEMBER

We consider training to be a key to success. Having confident staff members allows them to know they can complete a job effectively.

THE RULE OF SIX

Six Operational Rules Delivering Service Excellence:

- 1 BY HAND, CLIP, BOARD** — No lost keys! Keys should never be set down, placed in your pocket or on the seat in another vehicle. Caution! The single key and keyless entry keys must be placed on a key ring if possible or secured by wrapping the key in the parking ticket and wrapping a rubber band around the key. Remember!—most keys are not lost, they may have the wrong ticket number or might be tangled with another key or set of keys.
- 2 GUEST RECOGNITION** — Don't give away the wrong vehicle! Check and verify the guest's name and ticket number. Rental vehicles can be confusing when the rental companies issue multiples of the same make, model, and color. Be sure that you have checked the guest's claim ticket and name.
- 3 WRITE LOCATION NUMBERS AND YOUR INITIALS BIG AND CLEAR** — You must make sure that you always write the correct location number on all vehicles you park. Your initials must be on the ticket and must be big and clear. The guest is trusting you with one of the most valuable items they own. If you have difficulty in finding a vehicle, let your manager know immediately and tell the guest there will be a slight delay. Communication is of utmost importance.
- 4 ALL KEYS OUT OF ALL VEHICLES AT ALL TIMES** — No keys are to ever be left in any vehicle for any reason. If you are delivering a vehicle to a guest and the guest is not waiting for the vehicle, cross out the location number and mark P/U so the key will not be given to another valet to deliver. This causes confusion.
- 5 ALWAYS ISSUE A TICKET IN EXCHANGE FOR THE VEHICLE KEYS** — Company policy and Rule 5 is very clear about the issue of parking tickets. You must always issue a ticket to every vehicle.
- 6 ZERO CLAIMS!** With proper training, we are convinced that there is little or no reason for a claim. Any claim is investigated to the fullest. We have cameras in every garage and most hotels have cameras on their ramps. In addition, we take seriously any accident/claim that may occur. Careless operation or any other act of negligence will result in termination. Cell phones are never permitted while driving a guest vehicle. Never!
 - a. Inspect every vehicle for damage.
 - b. Do not park any RV's, motorcycles, handicap vehicles, moving trucks, buses, etc.
 - c. Take only the vehicle key and remote or key fob. Ask the guest to keep all others.
 - d. Request the guest to remove all valuable articles from their vehicle.
 - e. Turn radio off, lights on, and roll down the driver's side window.
 - f. Put your seat belt on. Adjust mirrors and seat to safely operate the vehicle.
 - g. Make sure the guest and passengers have exited the vehicle before moving.
 - h. Be cautious when pulling into traffic. Always look in the direction you will turn.

- i. Obey all traffic signals. Always yield to avoid a collision.
- j. Use headlights and wipers when necessary.
- k. Never tailgate and never speed.
- l. Adjust your speed and distance during inclement weather.
- m. Signal at least 20 feet before turning or changing lanes.
- n. Check your blind spot before changing lanes.
- o. Never drive oversized vehicles when you assist at another hotel.
- p. Use caution in the garage, and honk horn when going around turns.
- q. **Take your time when parking.** Most claims happen when you are parking a vehicle. Use side mirrors and rearview mirrors. Look for poles and objects that are close to where you are parking the vehicle. Three-point turns are mandatory when parking. Be sure to have the vehicle 100% straight with the parking spot before backing in. Before you get out of the vehicle, be sure the wheels are straight.
- r. **Turn lights off.**
- s. **Lock the vehicle.**
- t. **When delivering a vehicle in a passenger zone, check for oncoming traffic before opening the door.**
- u. **Only a valet is authorized to drive a guest vehicle.**
- v. **Never drive in such a manner that would compromise the company's reputation or your safety or the safety of others.**
- w. **Never walk or run into blind spots of traffic carelessly.**
- x. **When lifting heavy items, never use your back. Use your legs.**
- y. **When you deliver a guest vehicle in a passenger zone you must use caution when passing a vehicle that is currently in that passenger zone to be sure that he/she is not pulling out. These are most often cabs/taxis.**
- z. **Run fast and cautiously; drive slow and safe.**



CLAIMS HANDLING

Training every employee to work with guest claims professionally

We keep our company policies as simple as possible and emphasize relationship building so that we never become a cold and impersonal corporate operation.

Parking Management Services works with the guest and the hotel or hospitality client to bring about a quick and fair resolution. While our competitors will require guests to jump through their many corporate hoops, we resolve claims **without red tape** — in most cases, the same day the claim is made —rapid response and no outsourcing.

Every employee is trained in assisting guests who need to file a claim. Our supervisors and managers are well qualified to work with the hotel and the guest to keep communication open and positive so that the claim can be resolved to the satisfaction of all involved.

LOWEST CLAIMS %
IN THE INDUSTRY

1.7% Annual
OF TOTAL VALET REVENUE
OVER THE PAST 5 YEARS

We are passionate about
SERVICE EXCELLENCE
and it's demonstrated in our claims record


RESPONDING
TO A GUEST CLAIM GUARANTEED
IMMEDIATE

We experience the fewest claims in our industry. When we have a guest claim, it is handled immediately.

COMMUNICATION AND QUICK RESPONSE
CONTINUED GUEST CONTACT UNTIL A COMPLETE RESOLVE
FOLLOW UP AFTER SATISFACTORY RESOLUTION.

We handle all claims with absolute professionalism while showing empathy to the guest.

Our **first** goal is to avoid the need for a claim, and our effective training keeps our claims to sales ration minimal.



We invite you to complete our information request online so that we can prepare a detailed proposal to operate your parking needs.

Parking Management Services Inc.

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