

CASE STUDY

Canopy Airport Parking

Denver, CO

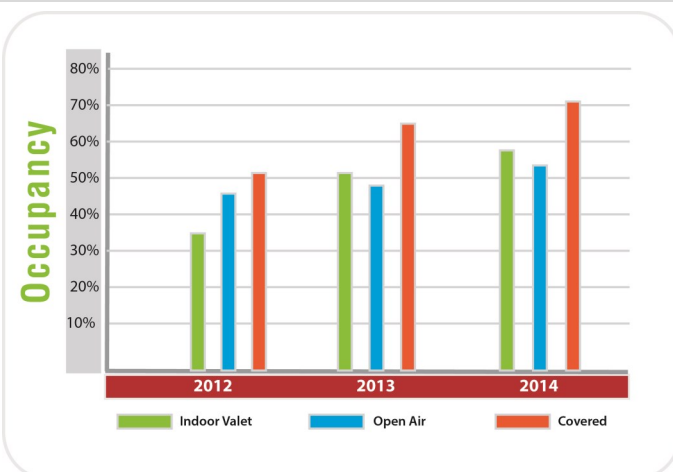


We set out to build the most sustainable parking lot on planet Earth and it became Canopy Airport Parking, **the award-winning 4,500-space near-airport carpark** at Denver International Airport. Certified LEED Gold by the U.S. Green Building Council and Parksmart certified, Canopy is recognized by the International Parking Institute as the most sustainable garage of the year and won the National Parking Association's 2012 Innovation Award for the Innovative Sustainability Project of the Year. Beyond pioneering parking sustainability, Canopy's business model succeeded; occupancy has skyrocketed since opening in 2010 with revenues well above projected levels.

- Canopy offer indoor valet service, covered parking and open air parking.
- Effective marketing strategies included direct mailings, email broadcasts, movie theater ads, Denver professional and college sports teams partnerships and continued community-based outreach programs through Canopy Cares initiatives.
- Canopy is powered by solar and wind farms, heated and cooled geothermally, has asphalt made from recycled shingles and was built using recycled steel.
- Canopy prides itself on embracing local and national foundations and charities. We are active participants with Komen Colorado and do a holiday season fill-the-bus toy drive with all toys collected going directly to Children's Hospital Colorado. For every campaign we wrap several of our shuttles with beautiful graphics touting our efforts and bringing the message to thousands of people each day.



Propark developed the 5280 loyalty rewards program where with a swipe of their card members earn points redeemable for free days, car detailing and other services.



The US Green Building Council and The Green Parking Council have recognized Canopy as a sustainability leader in the parking world.



Canopy occupancy levels continue to increase due to our sustainability initiatives, great service and involvement in the local community.

www.canopyairportparking.com

