

CASE STUDY

Golden State Warriors/ Oracle Arena

Oakland, CA

The Bay Area's only professional basketball team, the Golden State Warriors are known both for the excitement they generate on the court and the incredible fan base that supports them. Propark America is excited to once again serve these fans for the 2016-2017 NBA season.



Under the skilled management of Propark, Oracle Arena has experienced substantial growth in bottom line revenue at the parking facilities, year over year, for sporting events, concerts and family shows. Since taking over in 2011, Propark implemented handheld device technology to accept credit card payments at the lot and to expedite the fan arrival process.

- The Propark Mantra is "Run Fast, Drive Slow"; getting fans out of the lot at the end of the game quickly and safely is our number one priority.
- Streamlining the parking process through careful planning, continuous dialogue and precise execution allow for a seamless experience for the Warrior fan base.
- Propark worked with Oracle management and presented their plan to reshape an adjacent VIP Lot to accommodate a recent loss of space, while still maintaining the expected high service levels to both VIP and Valet guests.

Our Mission: Park 10,000 cars in the most friendly and efficient manner possible. We accomplish this with our experienced management team and up-to-date technology platforms.

