

# CASE STUDY

## Queens Center Mall

Elmhurst, NY

For Macerich Properties, Propark provides parking management services for the Queens Center Mall in Elmhurst, NY. Macerich is one of the country's leading owners, operators and developers of major retail real estate.

The Queens Center Mall is one of the most productive malls in the country, and serves millions of visitors annually. Parking is the first and last experience that visitors encounter, so providing a high level of customer service and an efficient parking experience is paramount. The parking includes a two building, 1,903- space complex . Propark parks an average of 3,000 cars each weekday, 6,000 cars per weekend day, and approximately 8,000 vehicles each day during holidays. Queens Center parking garages average a gross yearly revenue of approximately \$7,000,000.

Under Propark's skilled management, and the continued dedication of our front line staff, the parking operation at



- A 4.2% increase in net operating income
- A 29.7% reduction in expenses
- Significant improvement in customer satisfaction by our customer service oriented staff

**Propark's management of the Queens Center parking facilities has resulted in significant improvements in customer service, profitability, and expense reduction. Our results at this substantial property showcases our ability to manage a large scale urban retail operation.**

