

CASE STUDY

TD Garden

Boston, MA

Propark Takes on Boston's largest Sporting Event Venue and brings our "A" Game (the only game we know).



The North Station Garage is 1,275-space event facility hosting parking for 200 major events annually including the Bruins and Celtics, as well as concerts, the circus, and many other large scale events. Propark transitioned this facility in June 2012 and went straight to work improving the customer service, facility appearance, and parking programs to enhance operations. During our event season our entire regional support team was on hand working events and greeting game day attendees along with the on-site staff to ensure that our loyal sports fans saw and felt the improvements. In addition to the service improvements Propark has been hard at work with property management implementing a new fully automated SkiData revenue control system as well as a host of other esthetic upgrades including LED lighting, Code Blue call stations, and remote camera monitoring throughout.

- In our first full season, as a result of increased marketing, combined with an improved reputation for efficiency and professionalism, event parking attendance increased by 16.73% in volume.
- Event revenues over the same period increased by 33.4%- this during a year which saw a partial season lockout of the NHL and a reduced Celtics playoff run.

Total Revenue

