



CITY OF ISLE OF PALMS

PARKING MANAGEMENT
APRIL 4, 2023

Presented by Pivot Parking



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- About Us
- Who is Pivot
- Experience
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PARK FAST...PARK EASY...PARK SAFE



Who is Pivot?

- 60+ years combined parking management experience
- Local, South Carolina based company
 - Regional office - Greenville, SC
 - District Manager based in Charleston
- **30 locations including (SC, NC & VA)**
 - North Myrtle Beach, SC (Municipal)
 - Surfside Beach, SC (Municipal)
 - **Surf City, NC (Municipal)**
 - **Wrightsville Beach, NC (Municipal)**
 - **Carolina Beach, NC (Municipal)**
 - **Morrison Yard Residence & Office Garage (private)**
- **Coastal On-street Speciality**
- **100 Pivotal Players employed**



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Vision & Mission

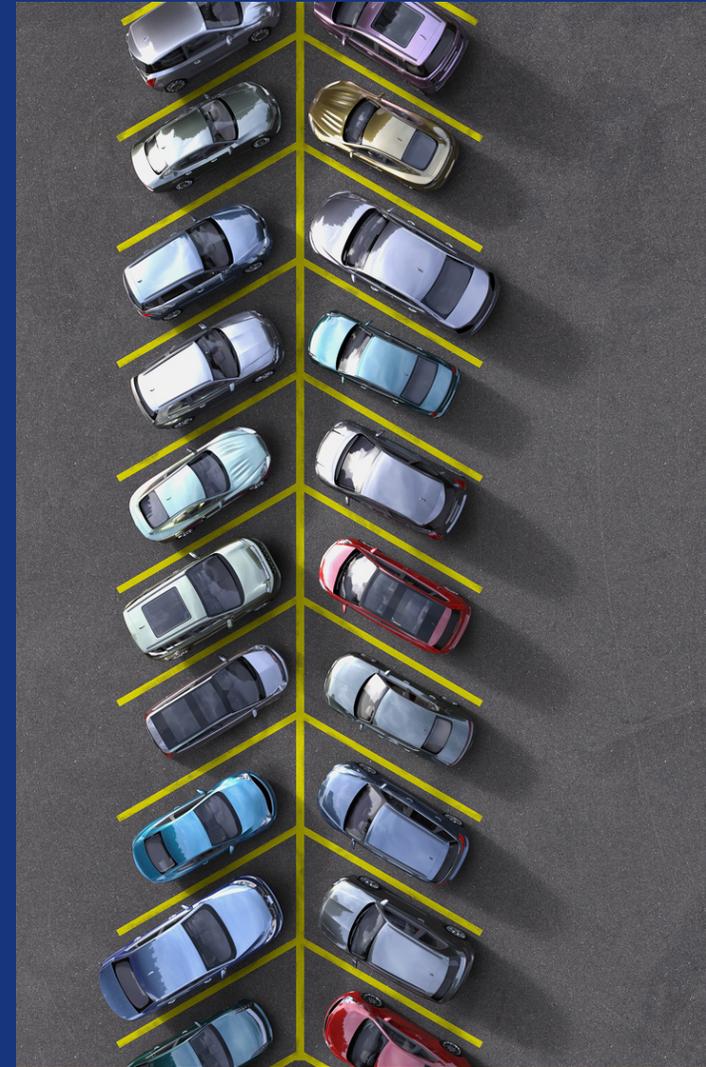
Our Vision

To provide parking management solutions that guide clients & customers to
Park Fast...Park Easy...Park Safe!

Our Mission

Our mission is to serve our clients and customers with the best in value service standards while exhibiting our core values daily. Our company is built upon our expertise in the parking industry which allow our team to provide exquisite service and results to all.

Our mission is obtained by using our core values as our guiding criteria.



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Our Executive Team



**Scott
Diggs**

Co-Founder/CEO
30+ Yr Parking Veteran



**Paul
Adkison**

Co-Founder
30+ Yr Serial Entrepreneur



**Tina
Reid**

Executive VP
17+ Yr Parking Veteran



**Brandon
Lauterbach**

Executive VP
20+Yr Parking Veteran



Our Senior Operations Team



Jared Glass, CPP
District Manager
SC Coastal



Corinne Zurcher, CPP
District Manager
North Carolina



Francisco Cano
District Manager
SC/NC



Anna Naples
Accounting Director



Jordan Dobbins
Staff Accountant



Sam Watson
Accounting Clerk



Josh Yates
Operations Mgr



Steven Zurcher
Operations Mgr



Noah Batson
Asst. Ops Mgr



Alesia Fulk
Ops Mgr

Experience



Wrightsville Beach ,NC On-Street

- **Number of spaces - 1835**
- **Services Provided:**
 - On-street Parking Management
 - Text 2 Park/Flowbird App & Parkeon Paystations
 - Enforcement via IPS & LPR - Vigilant
 - Residential Permit Program, Contractor Pass & Re-Entry Pass Management
 - Equipment Procurement & Installation

Carolina Beach,NC On-Street



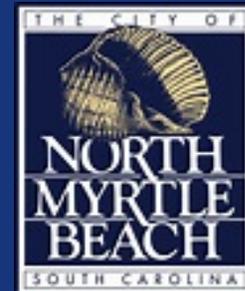
- **Number of spaces - 1300**
- **Services Provided:**
 - On-street Parking Management
 - Text 2 Park & Parkeon Paystations
 - Enforcement via IPS & LPR - Vigilant
 - Residential Permit Program, Contractor Pass & Re-Entry Pass Management
 - Equipment Procurement & Installation
 - Freeman Park attendants & pass sales



Surfside Beach, SC On-Street

- **Number of spaces- 600**
- **Services Provided:**
 - On-street Parking Management (equipment-less)
 - Text 2 Park/Parkmobile
 - Enforcement via IPS & LPR - Vigilant
 - Residential & Non-residential Permit Program
 - Season Pass sales

North Myrtle Beach, SC On-Street



- **Number of spaces- 2217**
- **Services Provided:**
 - On-street Parking Management
 - Text 2 Park/Passport App & Parkeon Paystations
 - Enforcement via IPS & LPR - Vigilant
 - Residential & Non-resident Permit Program

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Experience



Surf City, NC On-Street

- **Number of spaces- 900**
- **Services Provided:**
 - On-street Parking Management
 - Text 2 Park
 - Enforcement via IPS & LPR - Vigilant
 - Residential Permit Program, Contractor Pass &
 - Re-Entry Pass Management
 - Season Pass sales



Metropolitan Garage Wilmington, NC

- **Metropolitan Garage at Riverwalk**
 - (starting 5/22)
 - Mixed Use parking garage supporting residential, public parking and events for Downtown Wilmington and the Live Oak Pavilion



Camperdown Mixed- Use Development Greenville, SC

- **Number of spaces - 800**
- **Camperdown Garage & River Garage(3 facilities)**
- **Valet services onsite**
Hotel/residential/restaurant/office
- **Completing first year of operations after taking over from large national parking firm**



Morrison Yard Garages (office & residential) Charleston, SC

- **Number of spaces - 800**
- **Class A office parking**
- **Residential & Transient**
- **TIBA PARCS Equipment**
- **Began operations 3/2023**

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Experience

Other Locations currently being Managed by Pivot Parking

- Landmark Garage
- Heritage Green Garage
- Grand Bohemian Valet
- St. George Greek Church
- John Wesley Church
- Mcbee Avenue Lot 1 and 2
- Buncombe St. Methodist Church
- University St. Lot
- Liberty Square Garage
- One Monument Garage
- The Edison Parking Garage
- 2nd Presbyterian Garage
- The Current
- Davenport Garage
- Mutual Garage
- C&C Realty Surface Lot



15,000 spaces managed

Managed 22MM in gross sales
in 2022



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What is Parking Management



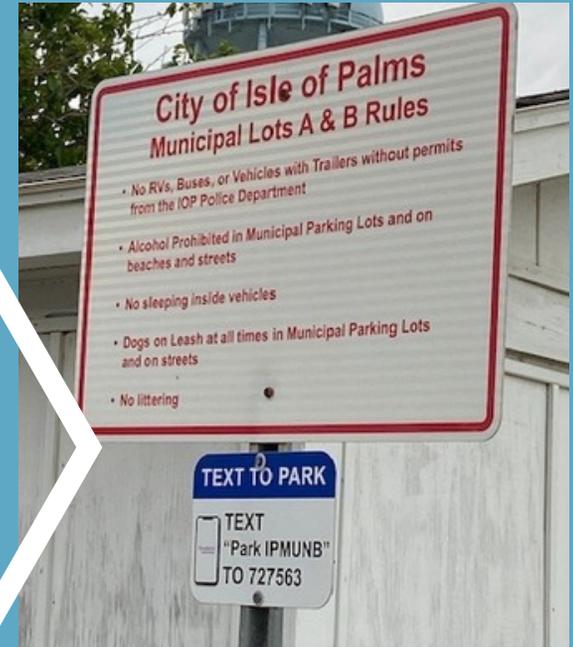
Parking Management is implementing industry best practices with tried and true experience for defined scope of work, while aligning strategies to accomplish goals that should include outcomes of creating efficient parking environments for customers and financially sound net income scenarios for clients.



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On-Street Operations

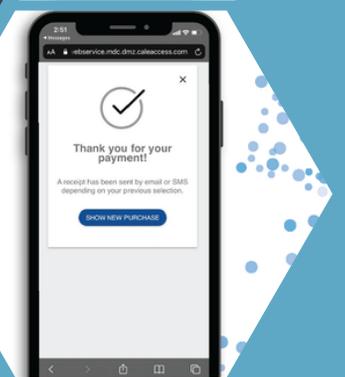
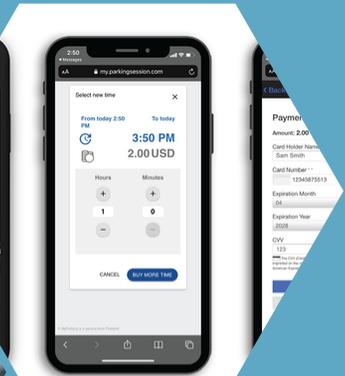
- On-Street Payment Options
- Enforcement with LPR
- Enforcement Zones
- Citation Portal/ Collection Letters
- Equipment Maintenance
- Signage Updates & Maintenance



On-Street Pay by Cell Options

Option 1: Pay via Text Options

- Continue with Text to Park options
- Continue with current -
 - Flowbird Text to Park OR
 - Convert to Text 2 Park
- Both offer no app to download
- Both are Quick & convenient
- Text 2 Pay offers QR code
- Expiration text reminders
- Longer duration of stay vs meters/paystations & apps



TEXT2PARK

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On-Street Pay by Cell Options

How to Use the App:
flowbird

 Download the Flowbird app

 Create an account
You can use your email, or quick login using Facebook

Find where you're parking on the map

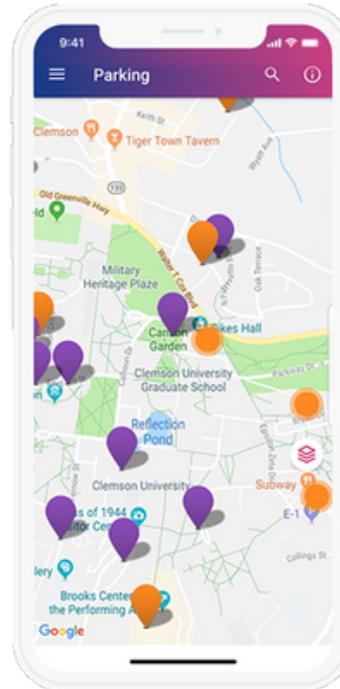
Choose parking duration

 Enter credit card details
You'll only have to do this once!

 Click "Pay" and begin parking!

 You can return to the app at any time to extend parking duration

Option 2: Pay via App Options



On-Street Pay via Paystation

How It Works:

Pay-by-Plate Kiosks:

1. Press start button on keypad to begin
2. Enter plate number
3. Insert coins or card and follow on-screen instructions
4. Press green button to complete transaction



Current: Pay & Display

**Recommended: Pay via License
Plate**



As Paystations age out, option to convert
paid parking environment to equipment-less

Onstreet Enforcement & Staffing



T2 SYSTEMS

Passport



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License Plate Recognition

- Greater efficiency of operations
- Increased revenue
- Virtual Permitting capabilities
- Reduced labor costs
- Data collections that allows for real time asses
- Predictability forecasting
- Real time dashboard analytics
- Mobile LPR component



The LPR unit provided by Pivot, will have full capabilities to complete occupancy reports, based on authorized and unauthorized hits of License plates. It can also be installed on a Golf cart or Vehicle.

Pivot Parking is offering to provide 1 LPR vehicle/golf cart unit at no cost to the City.

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Enforcement Routes



JOB DUTIES WILL ALSO ENTAIL ANY ISSUES PERTAINING TO THE ON-STREET EQUIPMENT.

ON WEEKENDS, THE DUTIES WILL BE THE RESPONSIBILITY OF THE WEEKEND SUPERVISOR.

THE ENFORCEMENT ROUTES AND COLLECTION ROUTES WILL BE BROKEN INTO 3 ZONES. THESE ZONES WILL BE ASSIGNED DAILY TO EMPLOYEES TO ASSURE PROPER COVERAGE.



Permit Management

Carolina Beach, NC



- Resident Digital Permits(LPR)
- Resident Hurricane Re-entry Permits
- Freeman Park Annual Passes
- Business & Contractor Passes

Wrightsville Beach, NC



- Resident Hangtags
- Re-entry Decals
- Contractor Permits



North Myrtle Beach, SC

- Resident Digital Registrations (LPR)
- Golf Cart Registrations
- Horry County Registrations



FREE PARKING DECAL PROGRAM

- North Myrtle Beach residents with a vehicle registered to their North Myrtle Beach address may apply for a complimentary parking decal. Limit two (2) per household. No fee.
- North Myrtle Beach nonresident property owners may apply for a complimentary decal for their personal vehicle. Limit one
- per property. Proof of residential property ownership is required. No fee.

Apply by bringing your driver's license and vehicle registration to Park NMB. Golfcarts must be registered with the SCDMV at the applicant's North Myrtle Beach address.

Surfside Beach, SC

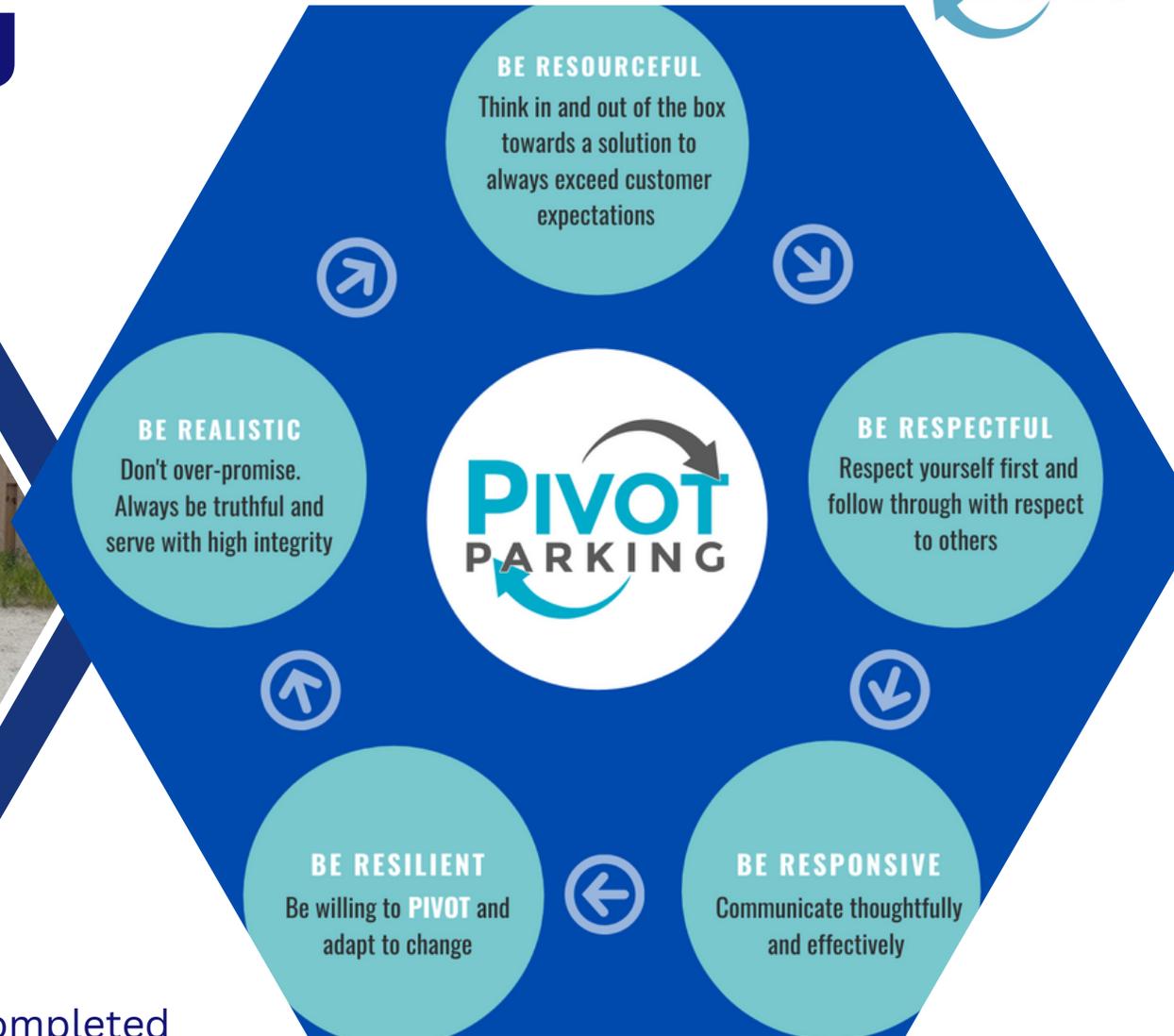
- Resident Digital Registrations (LPR)
- Golf Cart Registrations
- Season Pass Registrations
- Non Resident Registrations



Staffing



- Background checks & MVR checks completed
- Hi-Viz - DOT compliant uniforms
- Vehicle & Golf Cart certifications



Core Values

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STAFFING POSITION RESPONSIBILITIES

Manager/Asst Manager

- Recruit/Hire/Train/Schedule/Supervise all location staff
- Primary point of contact for client
- Be the liaison for all public communications
- Ensure project is maintained as per contractual requirements
- Control financial obligations as per contractual requirements
- Administer proper guidance and direction to staff relative to operational protocols
- Prepare all operational reports
- Prepare & review all financial reports
- Maintain parking equipment in daily working order.

Enforcement Ambassadors

- Patrol designated zones
- Issue citations in accordance with local ordinances
- Assist customers with payment information and local information
- Assist troubleshooting malfunctioning equipment and reporting to maintenance of malfunctions
- Scan vehicles for animals, children or other distressed persons that may need emergency services and call for assistance
- Maintain visual outlook for issues related to safety, destruction of public property, vagrancy and loitering and report to law enforcement when necessary
- Complete any required paperwork at end of shift

Office Administrator

- Assist Manger and Asst Manager as requested
- Assist customers via telephone/email/in-person for questions, payments and registrations
- Complete reports as required for contractual requirements
- Oversee office management duties to include supply ordering
- Assist with residential/contractor pass purchase/registrations



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Collections & Reporting

Pivot Parking, LLC Sample Profit Loss Budget vs. Actual January through September 2020

| Ordinary Income/Expense | Current Month | | | | YTD Totals | | | |
|--|--------------------|--------------------|--------------------|----------------|---------------------|---------------------|---------------------|----------------|
| | Sep 20 | Budget | \$ Variance | % Variance | Jan - Sep 20 | Budget | \$ Variance | % Variance |
| Income | | | | | | | | |
| 4000-00 - Revenues | | | | | | | | |
| 4000-10 - Card Activation/Replacements | \$40.00 | \$20.00 | \$20.00 | 100.00% | \$500.00 | \$180.00 | \$320.00 | 177.78% |
| 4000-50 - Monthly Parking | \$83,788.30 | \$41,553.00 | \$22,235.30 | 53.51% | \$421,794.58 | \$373,977.00 | \$47,817.58 | 12.79% |
| 4000-70 - Self Park | \$23,625.00 | \$30,998.00 | (\$7,373.00) | -23.79% | \$282,111.00 | \$325,091.00 | (\$42,980.00) | -13.22% |
| Total 4000-00 - Revenues | \$97,453.30 | \$72,571.00 | \$14,882.30 | 20.51% | \$704,405.58 | \$699,248.00 | \$5,157.58 | 0.74% |
| Total Income | \$97,453.30 | \$72,571.00 | \$14,882.30 | 20.51% | \$704,405.58 | \$699,248.00 | \$5,157.58 | 0.74% |
| Gross Profit | \$97,453.30 | \$72,571.00 | \$14,882.30 | 20.51% | \$704,405.58 | \$699,248.00 | \$5,157.58 | 0.74% |
| Expense | | | | | | | | |
| 6000-00 - Payroll Expenses | | | | | | | | |
| 6000-45 - Wages-Maintenance | \$1,575.49 | \$1,695.00 | (\$119.51) | -7.05% | \$14,257.34 | \$15,255.00 | (\$997.66) | -6.54% |
| 6000-50 - Wages-Management | \$1,346.16 | \$1,250.00 | \$96.16 | 7.69% | \$15,273.96 | \$15,269.00 | \$4.96 | 0.03% |
| 6000-80 - Payroll Processing | \$2.70 | \$33.46 | (\$30.76) | -91.93% | \$80.34 | \$502.00 | (\$421.66) | -84.00% |
| 6000-89 - Taxes, Benefits & WIC | \$948.92 | \$688.37 | \$160.55 | 23.32% | \$6,102.20 | \$5,492.00 | \$610.20 | 11.11% |
| Total 6000-00 - Payroll Expenses | \$3,773.27 | \$3,666.83 | \$106.44 | 2.90% | \$35,713.94 | \$36,518.00 | (\$804.06) | -2.20% |
| 6100-00 - Professional Fees | | | | | | | | |
| 6100-15 - Accounting Services | \$200.00 | \$200.00 | \$0.00 | 0.00% | \$1,800.00 | \$1,800.00 | \$0.00 | 0.00% |
| 6100-25 - Audit Services | \$175.00 | \$150.00 | \$25.00 | 16.67% | \$1,575.00 | \$1,350.00 | \$225.00 | 16.67% |
| 6100-65 - Legal Services | \$500.00 | \$250.00 | \$250.00 | 100.00% | \$100.00 | \$1,000.00 | (\$900.00) | -90.00% |
| 6100-80 - Tax Services | \$100.00 | \$25.00 | \$75.00 | 300.00% | \$100.00 | \$300.00 | (\$200.00) | -66.67% |
| Total 6100-00 - Professional Fees | \$975.00 | \$625.00 | \$350.00 | 56.00% | \$3,575.00 | \$4,450.00 | (\$875.00) | -19.66% |
| 6300-00 - IT & Related | | | | | | | | |
| 6300-05 - Access Cards | \$425.00 | \$500.00 | (\$75.00) | -15.00% | \$850.00 | \$1,500.00 | (\$650.00) | -43.33% |
| 6300-20 - Hosted Solutions | \$75.00 | \$100.00 | (\$25.00) | -25.00% | \$675.00 | \$900.00 | (\$225.00) | -25.00% |
| 6300-55 - Software | \$175.00 | \$50.00 | \$125.00 | 251.70% | \$175.00 | \$450.00 | (\$274.00) | -60.92% |
| Total 6300-00 - IT & Related | \$675.00 | \$650.00 | \$25.00 | 3.86% | \$1,700.00 | \$2,850.00 | (\$1,149.00) | -40.32% |
| 6400-00 - Operating Expenses | | | | | | | | |
| 6401-25 - Office Supplies | \$125.88 | \$1,000.00 | (\$874.12) | -87.41% | \$575.35 | \$900.00 | (\$324.65) | -36.07% |
| 6401-35 - Operating Supplies | \$1,635.95 | \$150.00 | \$1,485.95 | 990.63% | \$2,535.56 | \$1,350.00 | \$1,185.56 | 87.82% |
| 6402-15 - Signage | \$512.95 | \$150.00 | \$362.95 | 241.97% | \$1,275.78 | \$1,350.00 | (\$74.22) | -5.50% |
| 6402-20 - Snow Removal | \$500.00 | \$1,000.00 | (\$500.00) | -50.00% | \$500.00 | \$5,000.00 | (\$4,500.00) | -90.00% |
| 6402-60 - Utilities | \$1,025.33 | \$1,000.00 | \$25.33 | 2.53% | \$8,075.23 | \$9,000.00 | (\$924.77) | -10.28% |
| Total 6400-00 - Operating Expenses | \$3,800.11 | \$3,300.00 | \$500.11 | 15.15% | \$12,961.92 | \$17,600.00 | (\$4,638.08) | -26.35% |
| 6500-00 - Repair & Maintenance Expenses | | | | | | | | |
| 6500-30 - Electrical | \$125.30 | \$350.00 | (\$224.70) | -64.20% | \$2,536.88 | \$3,150.00 | (\$613.12) | -19.46% |
| 6500-39 - Equipment Repairs | \$223.44 | \$275.00 | (\$51.56) | -18.75% | \$2,675.78 | \$2,475.00 | \$200.78 | 8.11% |
| 6500-55 - HVAC Repairs | \$0.00 | \$75.00 | (\$75.00) | -100.00% | \$550.00 | \$675.00 | (\$125.00) | -18.52% |
| Total 6500-00 - Repair & Maintenance Ex | \$348.74 | \$700.00 | (\$351.26) | -50.18% | \$5,762.66 | \$6,300.00 | (\$537.34) | -8.53% |
| 6700-00 - Telecommunication Expenses | | | | | | | | |
| 6700-10 - Cellular Telephone | \$75.00 | \$75.00 | \$0.00 | 0.00% | \$675.00 | \$675.00 | \$0.00 | 0.00% |
| 6700-25 - Internet | \$100.00 | \$175.00 | (\$75.00) | -42.86% | \$900.00 | \$1,575.00 | (\$675.00) | -42.86% |
| Total 6700-00 - Telecommunication Expe | \$175.00 | \$250.00 | (\$75.00) | -30.00% | \$1,575.00 | \$2,250.00 | (\$675.00) | -30.00% |
| 6900-00 - Other Expenses | | | | | | | | |
| 6900-15 - Administrative Fees | \$375.00 | \$425.00 | (\$50.00) | -11.76% | \$3,375.00 | \$3,825.00 | (\$450.00) | -11.76% |
| 6900-35 - Banking Fees | \$55.00 | \$75.00 | (\$20.00) | -26.67% | \$495.00 | \$675.00 | (\$180.00) | -26.67% |
| 6900-25 - Base Management Fee | \$1,025.00 | \$1,025.00 | \$0.00 | 0.00% | \$9,225.00 | \$9,225.00 | \$0.00 | 0.00% |
| 6900-85 - Credit Card Fees | \$975.88 | \$1,025.00 | (\$49.12) | -4.79% | \$9,176.88 | \$9,225.00 | (\$48.12) | -0.52% |
| 6902-60 - Postage | \$10.81 | \$35.00 | (\$24.19) | -69.11% | \$128.95 | \$315.00 | (\$186.05) | -59.06% |
| Total 6900-00 - Other Expenses | \$2,441.68 | \$2,585.00 | (\$143.32) | -5.54% | \$22,400.83 | \$23,265.00 | (\$864.17) | -3.71% |
| Total Expense | \$12,189.66 | \$11,770.83 | \$412.83 | 3.51% | \$83,690.10 | \$83,233.00 | \$457.10 | 0.55% |
| Net Ordinary Income | \$75,263.64 | \$60,794.17 | \$14,469.47 | 23.80% | \$620,715.48 | \$606,015.00 | \$14,700.48 | 2.43% |





Pivot Parking on behalf of

1040-TEST-00000001-10000000

DELINQUENT VIOLATION CITATION NOTICE

NOTICE SUMMARY

Notice Date: **02/19/2022**
Citation Number: **ABC123**
Total Amount Due Now: **\$400.00**

John Smith
1234 Main St.
Apt. 1A
Cincinnati, OH 45203

| License | State | Exp. | VIN | Make | Color |
|---------|-------|---------|------|------|-------|
| ABC123 | OH | 06/2022 | 1234 | CHEV | RED |

PAYMENT INSTRUCTIONS

TO PAY BY CREDIT CARD (additional service fee may apply)
Pay online: <https://carolina-beach.citationportal.com>

TO PAY BY MAIL:
1. Send check or money order. NO CASH. (US funds only)
2. Print citation number on your payment.
3. To ensure proper credit, return the bottom portion of this notice with your payment.
4. Make payable to: Town of Carolina Beach

NOTICE DETAIL

| Citation # | Location | Date / Time | Code Sections Violation | Amount |
|---------------|------------------|---------------------|---------------------------------------|----------|
| TEST-00000001 | East/Vietwaiklee | 11/18/2021 07:00 PM | 25-110(a)(1) P - Upon Sidewalk/Parway | \$100.00 |

The Town of Carolina Beach intends to submit below fees to a Collections agency specializing in debt Collections.

Additionally, you are further advised that in accordance with Town policy, a local collection assistance fee of 35% of total debt owed will be added to the account described below if, indeed, it is submitted for collections.

You may forgo additional fees by paying the full amount of the citation(s) listed below within 30 days of the postmarked date of this notice. You may pay the listed outstanding citation by check or money order, deliver it for mailing with postage prepaid, and properly address it to the Town.

You may also call the Parking Office at (910) 458-4614 to request payment via telephone with a credit card.

PLEASE RETURN THIS PORTION WITH YOUR PAYMENT - USE THE ENCLOSED ENVELOPE

| Citation # | Date | Issuing Agency | Total Due | License | State | Exp. | VIN | Make | Color |
|------------|------------|------------------------|-----------|---------|-------|---------|------|------|-------|
| ABC123 | 02/12/2022 | Town of Carolina Beach | \$400.00 | ABC123 | OH | 06/2022 | 1234 | CHEV | RED |

Notice Date: **02/19/2022**
Total Amount Due Now: **\$400.00**

John Smith
1234 Main St.
Apt. 1A
Cincinnati, OH 45203

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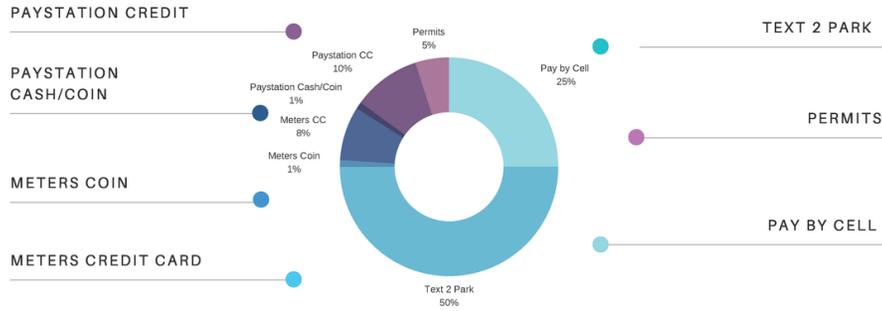
Analytics

Sample Quarterly/Year End Reporting/ Presentation Slides

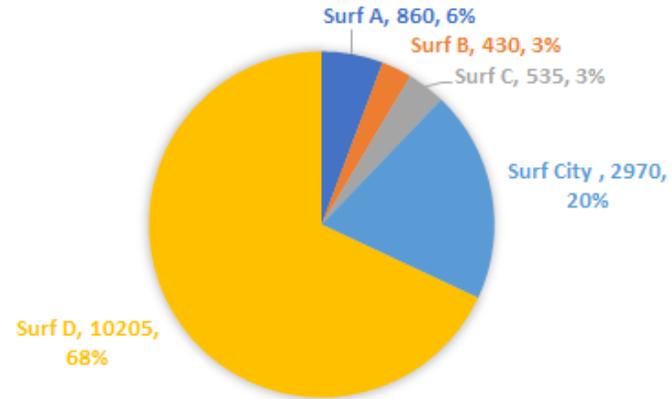


PERCENTAGE OF REVENUE PER PLATFORM

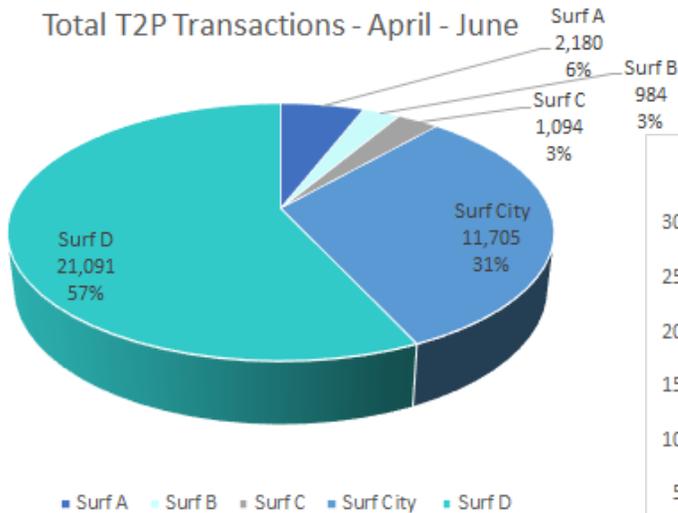
On-Street



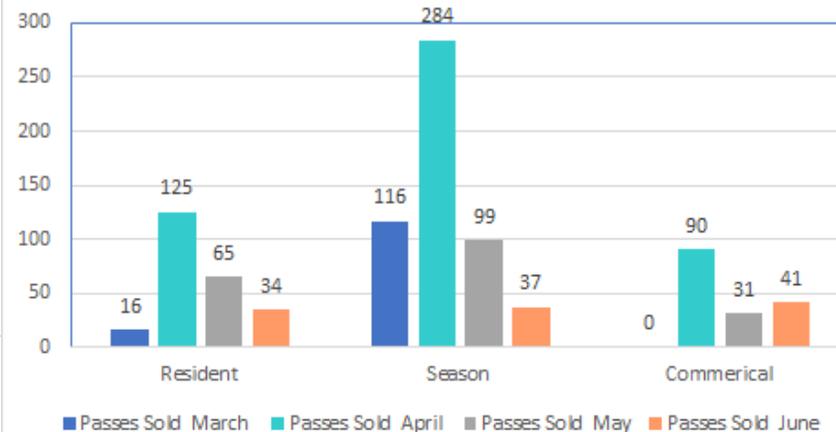
MAY



Total T2P Transactions - April - June

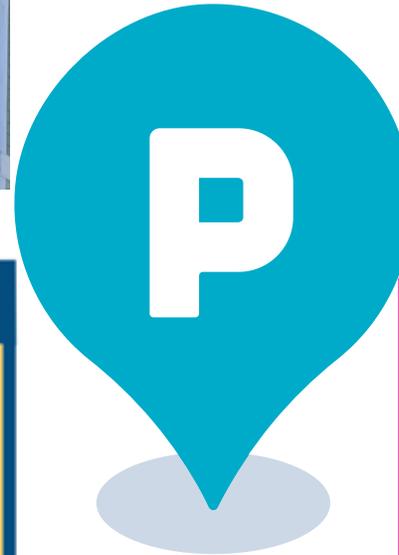


Passes Sold Per Month (March - June)

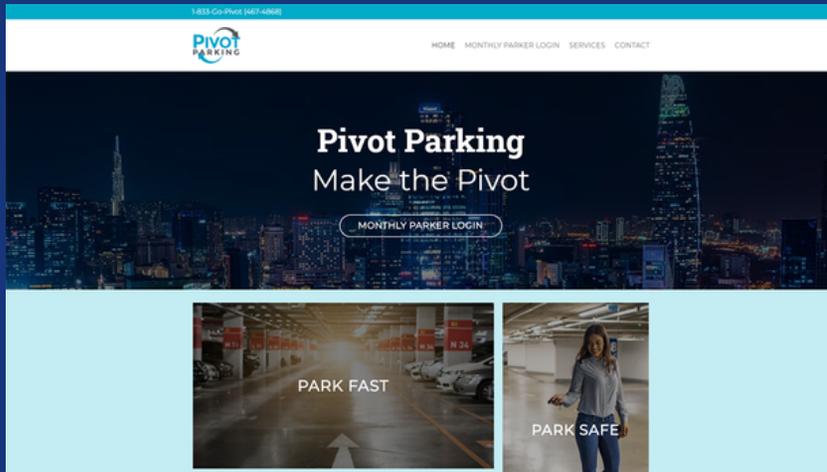


Signage

- Cohesive
- Payment options
- Informative
- Wayfinding

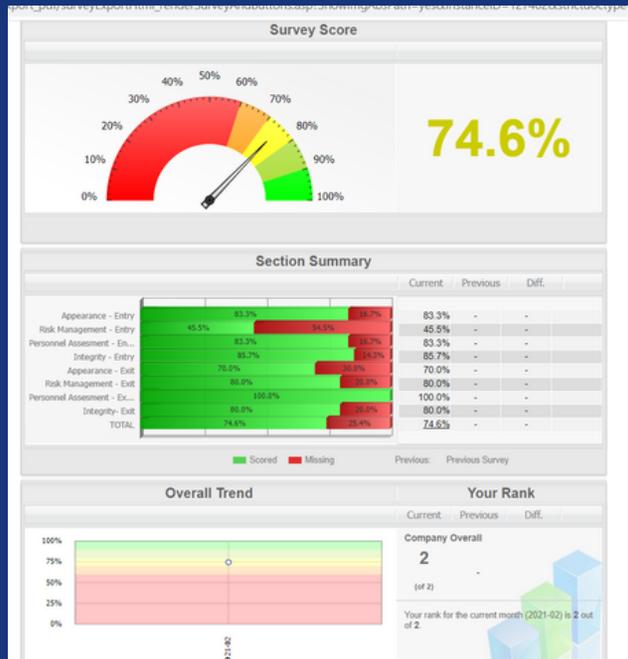


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Additional Services

- Dedicated Parking Website
- Consulting
- Social Media Advertising
- Fixed Camera Enforcement
- EV charging Stations



Pivot Parking on Instagram: "We are offering convenient parking during the General Assembly in Richmond, Va. Starting today till February 24."



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Proposed Fee Structure



Financial Offering Option 1

Base Management Fee = \$810.00/month
+
Incentive Management Fee = 6.25% of gross
revenue above \$750,000

Under a management fee arrangement, normal & customary
operational expenses would be paid directly out of gross
revenues.

NOTE: Pivot Parking is not making any recommendations to change rate structure or hour of enforcement in either financial offering. We believe it to be in the best interest of the city to allow Pivot to obtain crucial data and present this data to your council at the end of 2023 to make better decisions for 2024.

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Proposed Fee Structure

Financial Offering Option 2

29.5% of GROSS REVENUES

The all inclusive fee (29.5%) is expected to cover expenses related to day to day operations including: labor, insurance, repair & maintenance (with limits), software fees, administrative/accounting services. With this arrangement, Pivot bears a greater financial risk.

Under a gross revenue share model, expenses are paid directly by Pivot Parking based on contract guidelines.

NOTE: Pivot Parking is not making any recommendations to change rate structure or hour of enforcement in either financial offering. We believe it to be in the best interest of the city to allow Pivot to obtain crucial data and present this data to your council at the end of 2023 to make better decisions for 2024.

PARK FAST...PARK EASY...PARK SAFE

Proposal Budget Exceptions

Transitional Expenses are one time startup costs associated with starting a new parking management service. These items are not expensed in the 12-month proforma since they are not reoccurring expenses.

| Transition Expenses | | |
|-------------------------------|------------|---------------------|
| Description | Unit Cost | Total Cost |
| Enforcement Printers | \$ 795.00 | \$ 3,180.00 |
| Initial uniforms | | \$ 1,200.00 |
| Computers | \$1,500.00 | \$ 3,000.00 |
| initial ticket stock | \$1,200.00 | \$ 1,200.00 |
| Initial recruiting/background | | \$ 600.00 |
| office set up | | \$ 2,500.00 |
| Misc | | \$ 1,000.00 |
| | | \$ 12,680.00 |

Transitional Expenses are deemed as one time start up costs. All expenses to be paid as a Transitional Operating Advance. Pivot will also require a two Month pre-paid operating advance.

The below expenses are not included in the 12 month budget and need further discussion

- Golf Cart/Vehicle Purchase/lease & operational maintenance
- Flowbird & Text2Park convenience fees- assuming fees are incurred by customers
- Parking office lease/furniture/copier-printer
- Dedicated Parking Website & monthly hosting fees
- Any updated/replacement signage
- Online Permit Portal



ARE YOU READY TO PIVOT?

Thank you allowing Pivot Parking to provide this comprehensive proposal for parking management services for City of Isle of Palms. We hope you find this summary of our proposal inclusive of the evaluation criteria factors. Our vision is to provide the most up to date technology combined with the highest level of service to meet the objectives of your paid parking program.

Website: WWW.PIVOTPARKING.COM



"Parking is NOT Rocket Science but there is a Science to it"

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