

Submitted to:
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Brookfield Properties



PARKING FACILITY
REQUEST FOR PROPOSAL

FOR

PARKING OPERATIONS

AT

HOUSTON CENTER
HOUSTON, TEXAS

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**PARKING
OPERATOR
INFORMATION**



h) Marketing Capabilities

h) Marketing Capabilities

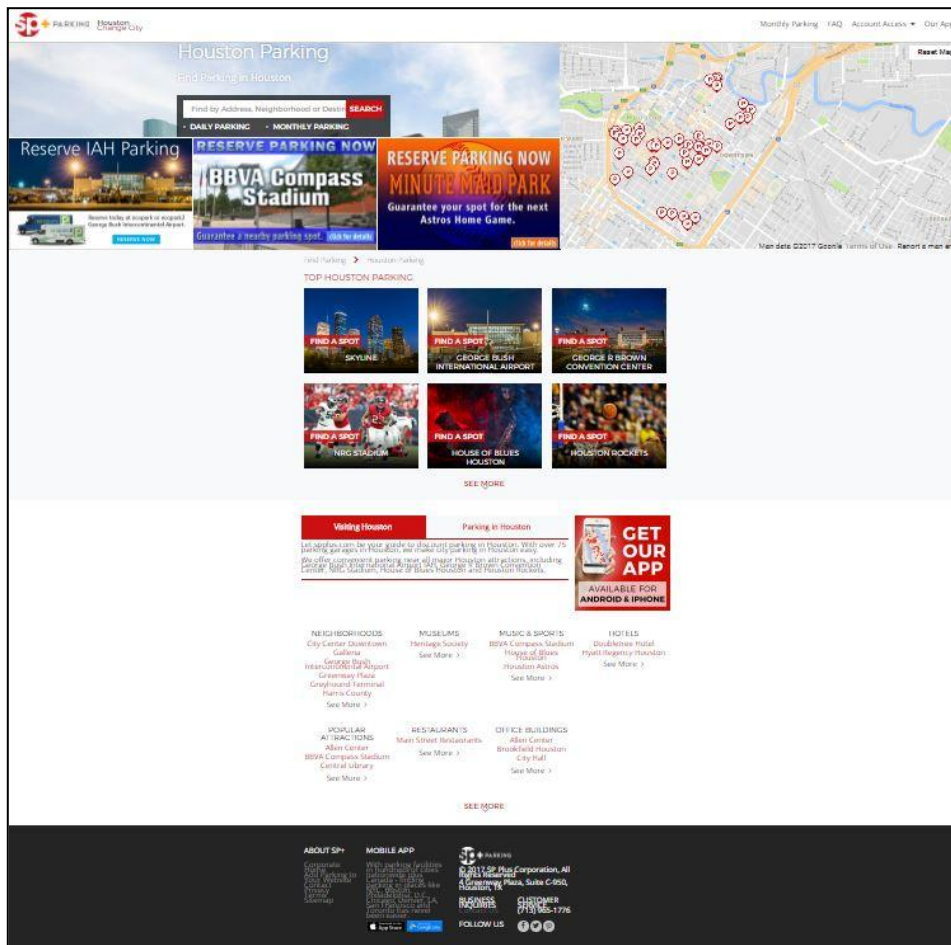
The SP+ Marketing Services Commitment

With the continued expansion of online capabilities, consumers today expect that their B2C interactions leverage the most up-to-date user interfaces and experiences. To ensure maximum financial performance, **SP+** provides its clients with cutting edge best-in-class marketing and customer service support.

In addition to advanced platforms and marketing capabilities, **SP+** has assembled an internal marketing support staff whose members have multiple years of experience in developing and implementing digital and traditional marketing programs.

SP+ City Website Integration

One of the major vehicles available to support direct to consumer marketing efforts is the **SP+** city website platform. A city specific website with custom content is maintained for the City of Houston - HoustonParking.spplus.com, with all Houston Center facilities currently listed on the site.



Houston City site

Placement on the city site allows for the presentation of Houston Center facilities to consumers who are conducting general searches for parking, searching for parking related to entertainment and event venues, or accessing the **SP+** city website directly.

The website placements for Houston Center are further enhanced through integration with **SP+**'s promotional programs, as well as through linking program with popular area destinations.

Marketing programs include:

- + Search marketing
- + Social media
- + Email marketing campaigns
- + Local listing
- + Website promotions

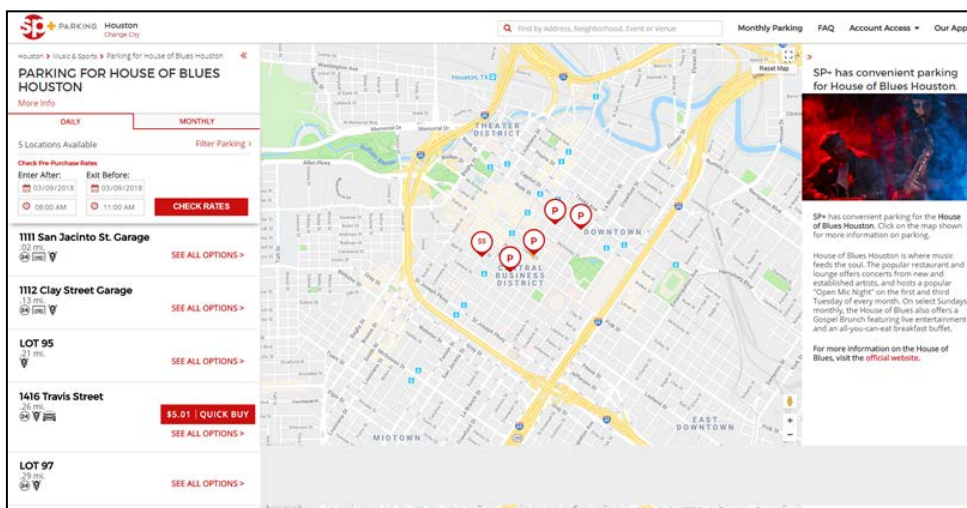
To further enhance exposure local partnerships, event promotions and partner linking programs are used to supplement these activities.

In addition to location listings on the **SP+** city website, dedicated attraction pages are developed to specifically promote Houston Center parking. The attraction pages are designed with custom content for improved organic search performance, and can be used to promote and directly sell Houston Center parking as well as parking for popular destinations and special events for which the Houston Center is an option. The Houston city website actively promotes and sells monthly, daily, and event parking.

Attraction page examples:

+ **House of Blues Houston**

<https://houstonparking.spplus.com/Music-Venues/Houston-House-of-Blues-Parking.html>

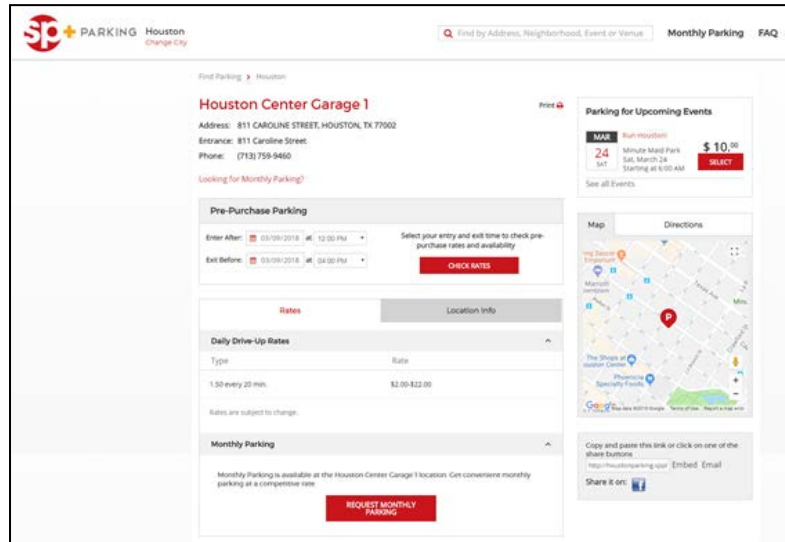


+ **Houston Center**

<https://houstonparking.spplus.com/Destinations/Houston-Center-Parking.html>

Each Houston Center facility has a dedicated location page that communicates all the necessary information including address, hours of operation, rates, promotions, payment options, and directions.

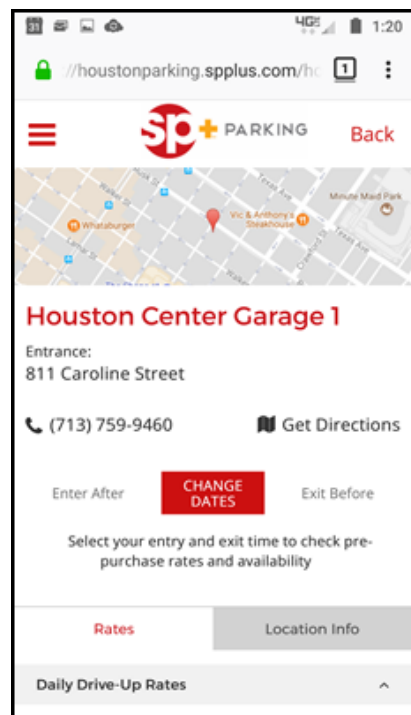
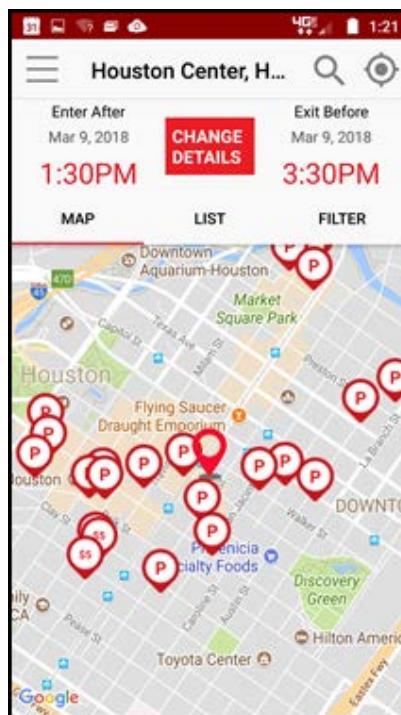
We have the ability to add promotional offers and discounts; as well as direct links for online pre-purchase daily, event, and monthly parking. In addition, email and print capabilities allow for the easy access of location information.



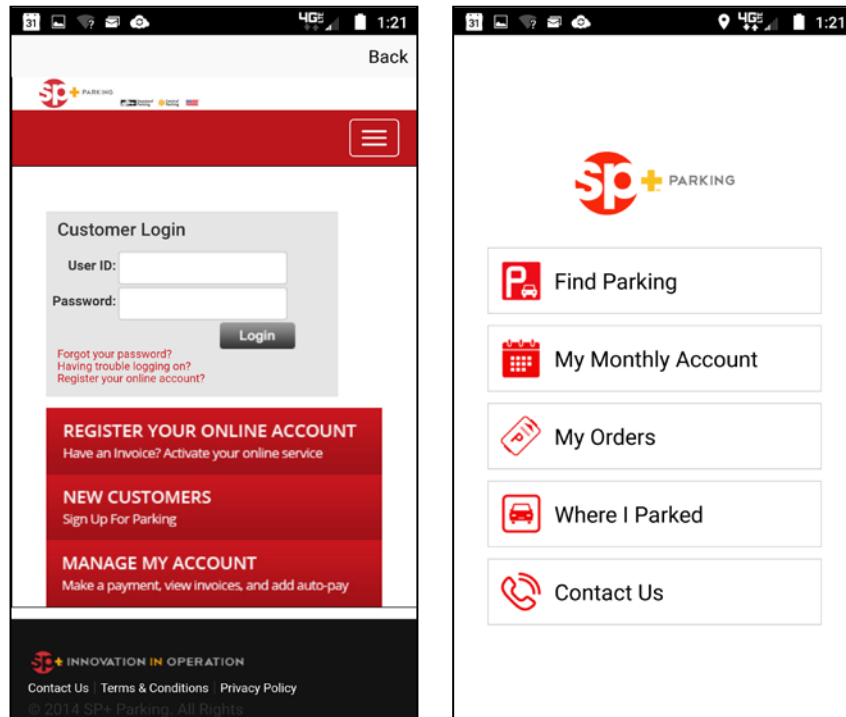
Houston Center dedicated location page

Mobile Apps/Optimized Mobile Website

Through the use of a responsive design website for an improved user experience, along with a custom **SP+** mobile app that provides a unique user interface, **SP+** provides the access necessary for today's mobile society.



Mobile app sample pages



Mobile app sample pages (cont.)

With over 50% of users accessing company information and conducting ecommerce through their mobile devices, it is now a requirement for companies to provide an exceptional mobile experience.

With GPS-based location identification, take-me-there turn-by-turn directions, address search, and “where I parked” reminders, the responsive design website and mobile apps will allow for real time presentation of Houston Center facilities to this key segment of parkers. In addition, direct access to online sales capabilities for monthly, event and daily parking provides real-time pre-sale of parking for the on-the-go consumer.

Monthly parkers can also access their accounts through the mobile app, allowing them to view account information and monthly invoices, as well as update their account and pay their bill through their mobile device.

As an added benefit, the text-ahead feature allows the capability for monthly, visitor and daily parkers to text ahead for retrieval of their vehicle.

Linking Programs

Exclusive Parking Rates for Patients of Koala Health and Wellness Centers!

Koala Health and Wellness Centers has partnered with SP+ Parking to bring you convenient and affordable parking at the 1600 Smith garage (connected to 1600 Smith office building where Koala is located). Simply pull a ticket upon entering the garage and present it to the Koala receptionist who will validate your ticket to receive the discount. Upon exit the ticket reader will recognize the validation and charge you the discounted rate per below:

- \$3.00 for each 20 minutes up to 1 hour
- \$9.00 for the first hour
- \$10.00 for 61 minutes up to 2 hours
- After 2 hours, add \$3.00 for each additional 20 minutes
- Full day - \$30.00

There is no advanced registration required. Simply park at the garage and present your ticket to the receptionist during normal business hours for validation. It's that simple! Save time and money when you park in our covered garage. You can avoid inclement weather too.

Website links play an important role in driving website traffic and generating monthly and daily parking sales revenue. Working with local event organizers and businesses, **SP+** can provide enhanced capabilities to effectively promote parking for the Houston Center. In Houston, **SP+** has worked with many event organizers and businesses to promote parking including the Koala Health and Wellness Center, Pride Parade, Houston Rodeo, as well as Park and Ride programs with the METRORail.

HEB THANKSGIVING DAY PARADE

Join us November 24, 2016!

The Houston Thanksgiving Day Parade began in 1942 when Santa arrived at Union Station and rode his sleigh to the downtown Foley's Store then the Thanksgiving Day parade has gone through a few changes but today it remains a 87 year-old holiday tradition showcasing the Houston community and celebrating parade-goers living the events on Thanksgiving morning. Join us again this year as we embrace the holiday spirit on Thursday, November 24, 2016 with the 87th Annual HEB Thanksgiving Day Parade.

Parade Marshals

Simone Oles and Simone Ransoul
View all the 2016 Parade Participants

The Thanksgiving Day parade is a morning showcase of international floats, high-flying balloons, marching bands, artist entries and live entertainment. The parade will begin at 9:00 am at Center at Lamar, north to Miller, across Wilcox, south to Paces, west to Louisiana, north to Clay, across Smith, and north to end at Smith and Dallas.

- Musical Parade Lights Contest
- Light up "What the World Needs Now is Love"
- Headline 2016 Parade Performers

Parking is available in SP+ Parking lots at 2000 Smith, 1800 Smith, 701 Jefferson and 300 Jefferson for a fee. Additionally the Theater District Parking Garage is a parking option for a fee. HEB/ETC buses will be running on holiday schedule. Spectator access along the parade route is free and open to the public. Be sure to bring your chairs and blankets so you can enjoy the parade in comfort. Food trucks and vendors will be available along the parade route.

- 1800 Smith
- 1800 Smith
- 701 Jefferson
- 300 Jefferson

In addition, **SP+** provides local merchants access to a downloadable parking widgets for placement on their websites. This provides area merchant with an easy way to promote convenient parking at the Houston Center. The **SP+** Field Operations team works to engage local merchants in the area encouraging them to add parking links to their websites.

SP+ has also developed employee parking programs that can be marketed and promoted to local area business incenting them to refer their employees to park at Houston Center. These programs can have incremental benefits beyond monthly parking that provide a greater value proposition. Additional benefits are designed to capture a greater share of wallet and create a more valuable monthly parking relationship.

SP+ Marketing Services will work with the **SP+ Houston Field Operations** team to solicit and implement employee parking and local merchant linking programs for businesses in the area.

SP+ PARKING Houston

Partners & Press

Add Parking Info to Your Website in Three Easy Steps!

SPPlus.com is happy to offer this FREE service to web-enabled businesses, organizations and groups. Simply follow these three steps to create a web banner which you can post on your website and direct your customers to an interactive map showing your location and the surrounding SP+ garages. Convenient parking will encourage customers to visit your location!

Create Your SP+ Button ▶▶ **Preview Your Button**

STEP 1: Enter Your Company Name

Business Name:

Address of Shop:

STEP 2: Enter an address to search and select a location

Address:

STEP 3: Customize Design

Button Style:

Button Size:

Branding:

Only show parking locations within:

Get My Code

HOUSTON DASH

Download the RideMETRO app - It has everything you need. Plan your trip, get service updates and much more.

Mobile Ticketing app - Included in the RideMETRO app is our Q-Mobile Ticketing app. Purchase tickets for you and your whole group directly from your smartphone.

Get up-to-the-minute alerts - The RideMETRO app also includes @METROHouAlerts, which provides realtime service alerts and updates on Twitter.

METRO is proud of the fact that 100 percent of its vehicles are ADA-accessible. We also offer paratransit service via [LISTEN](#) or call 713-225-0119 for additional information.

Need parking? Parking areas close to BBVA Compass Stadium, SP+ Parking. Learn about [parking alerts](#) or detours that might affect your trip to this event.

2017 HOME SCHEDULE

SATURDAY, JULY 22, 7:30 P.M.
BOSTON BREAKERS
SUNDAY, AUG. 13, 7:30 P.M.
F.C. KANSAS CITY
SUNDAY, AUG. 27, 7:00 P.M.
NORTH CAROLINA COURAGE
SUNDAY, SEPT. 3, 7:00 P.M.
SEATTLE REIGN F.C.
SATURDAY, SEPT. 23, 5:00 P.M.
CHICAGO RED STARS

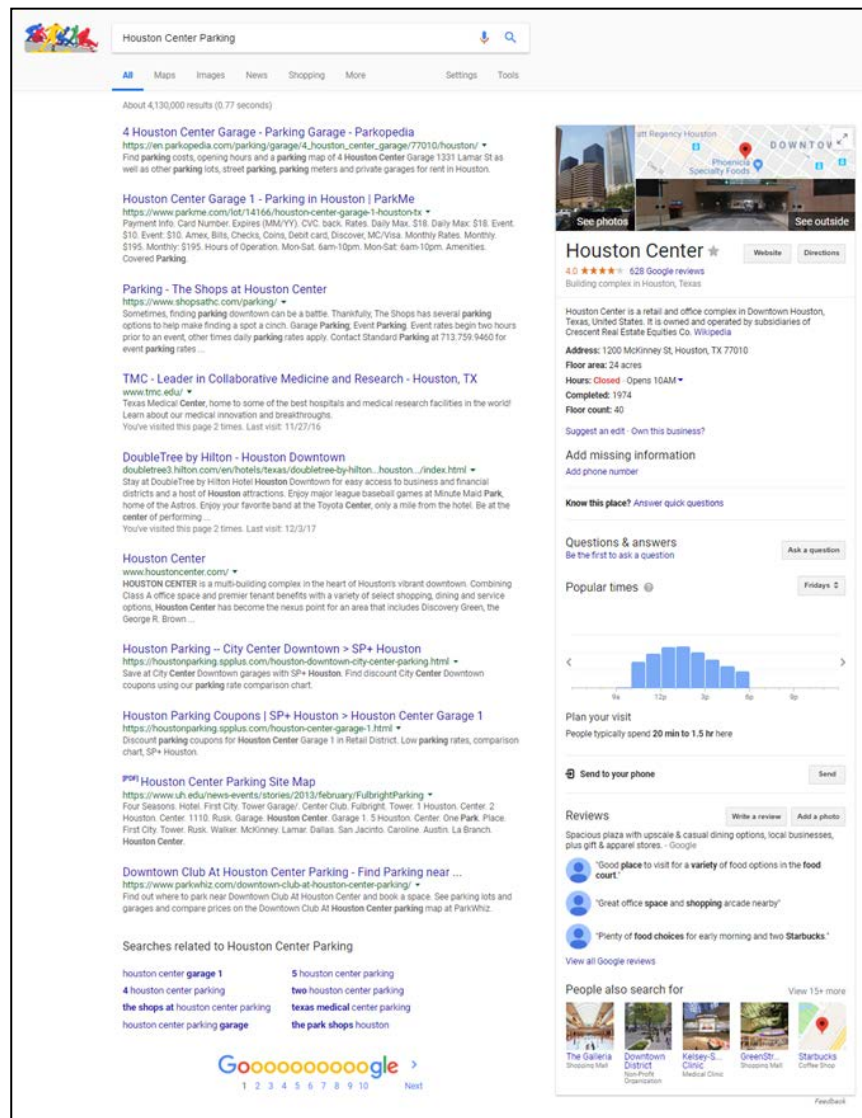
Digital Marketing Support

The **SP+** in house digital marketing team with assistance from outside agencies provides a full suite of digital marketing programs to support client activities.

+ Local Search Listing

Ensuring that the Houston Center is prominently included in local search listings is an important component to successful promotion of parking for the location.

Through its enterprise relationship with Yext, the **SP+ Marketing Services** team works to correct all content in local search listing and ensure that the data is accurately maintained across over 100 digital services supporting 200+ apps, maps, directories and search engines including Google, Apple Maps, Yahoo, and Bing.

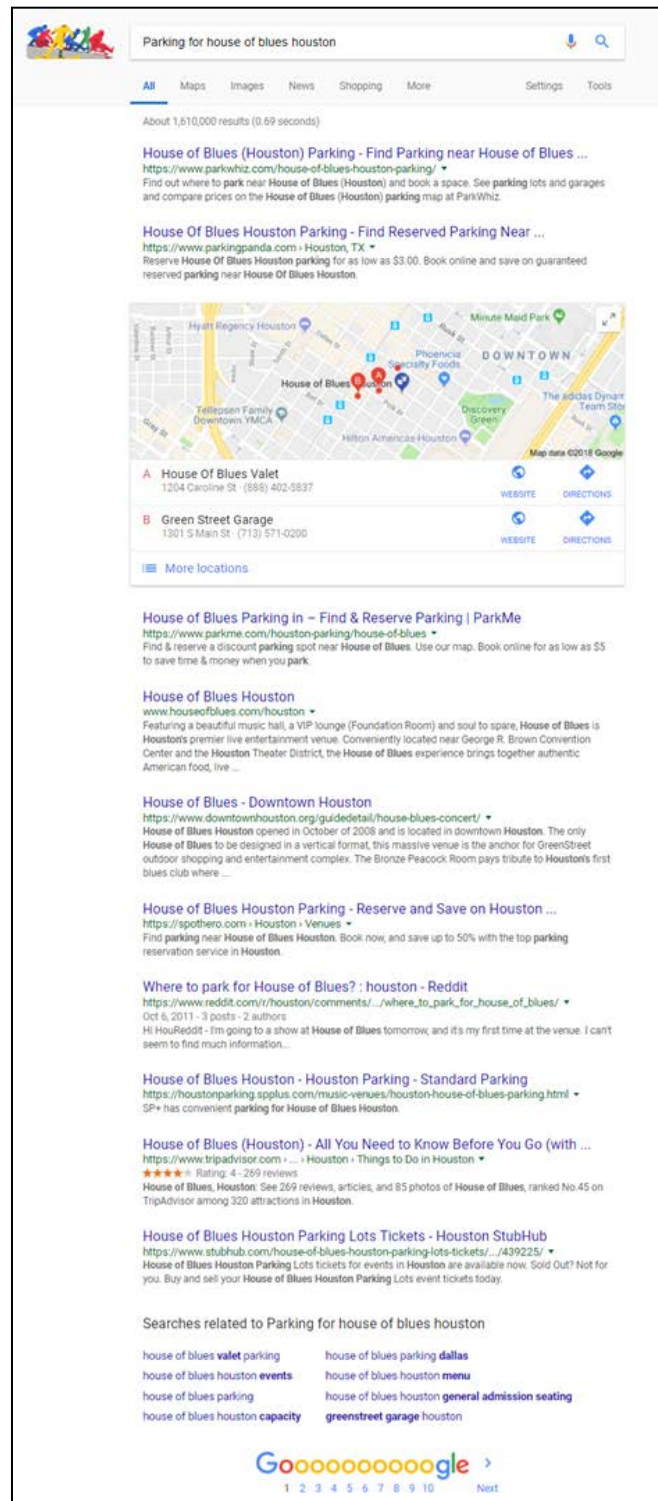


Google search results example

+ Search Marketing

In today's marketplace increased access to the internet through mobile devices and computers have consumers searching online to meet all of their information and purchasing needs. Parking is no exception with hundreds of thousands of parking searches initiated each day in major cities.

Utilizing both organic and paid search strategies, **SP+ Marketing Services** will work with the **SP+ Field Operations** team along with the **Houston Center** to take full advantage of this direct to consumer marketing channel. Through segmentation of monthly, visitor and daily parkers, along with effective targeting for search marketing activities, **SP+** will implement programs that drive improved business performance.



Search marketing example

+ Social Media

Understanding the growing need to participate in social media activities, **SP+ Marketing Services** works with internal field teams and property management to develop effective social media campaigns promoting parking at Houston Center.

Utilizing both social posts and social ad placements, **SP+** will assist Houston Center in reaching target audiences.

In addition, social channels are leveraged for promotional and offer activities, brand and product messaging and as an ongoing communication tool with existing and potential customers. For Houston Center support can be provided through an integrated effort with the Houston Center's Marketing team or **SP+** can support these efforts independently.



Social Media posts & campaign examples

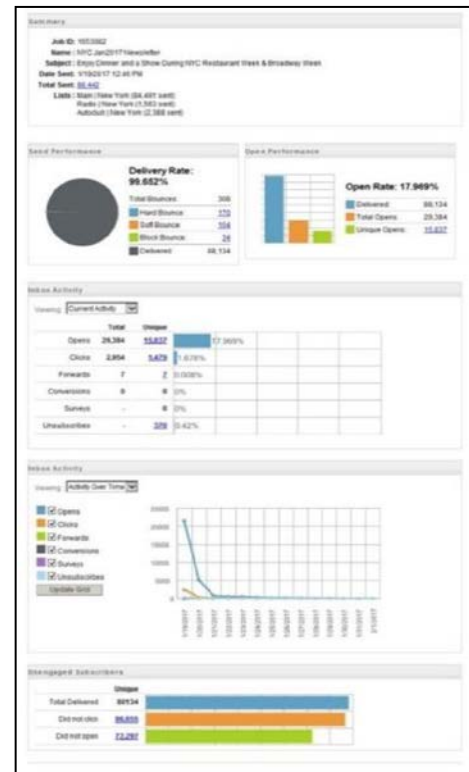
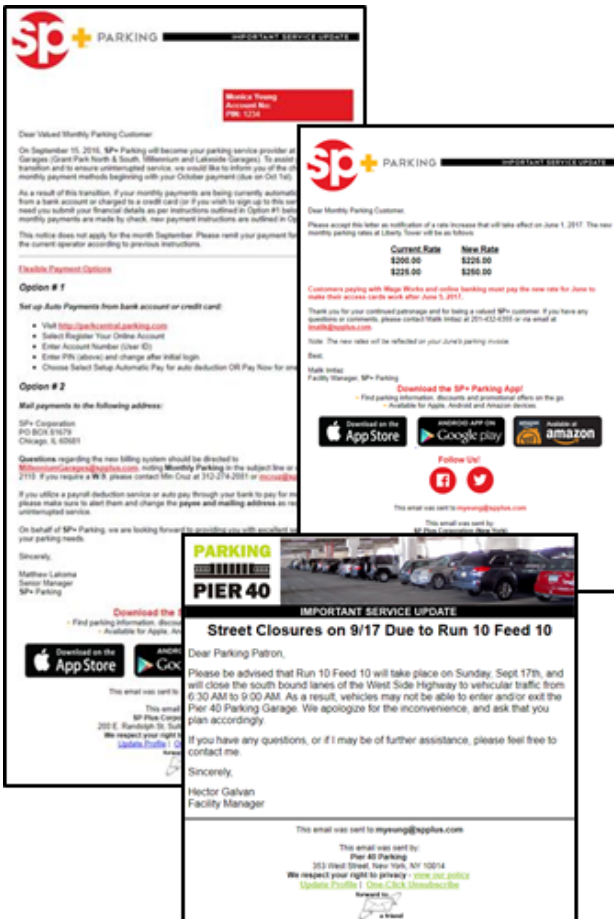
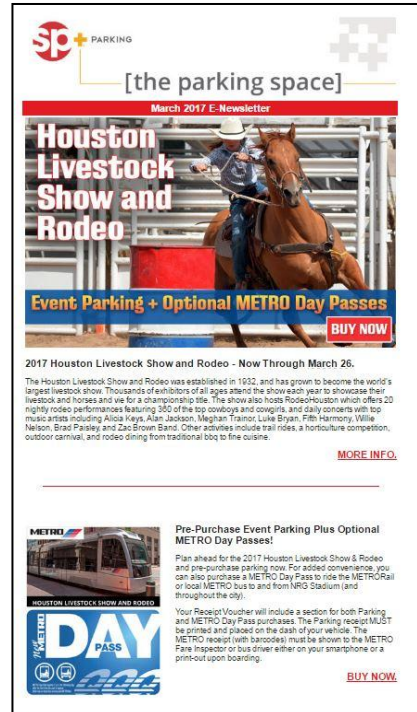
+ Email Marketing

While social marketing channels have generated appropriate attention as a cost-effective way to reach consumers, email marketing continues to be the channel of choice for receiving important information and offers.

SP+ Marketing Services has developed sophisticated email marketing support capabilities working with our vendor, Exact Target.

Through consumer self-selection and effective targeting, **SP+** has developed custom email marketing programs that drive results for the Houston Center.

These programs are not only used to promote and sell monthly and daily parking, they can also keep monthly parking customers informed on garage activity, area events and monthly parking rate changes.



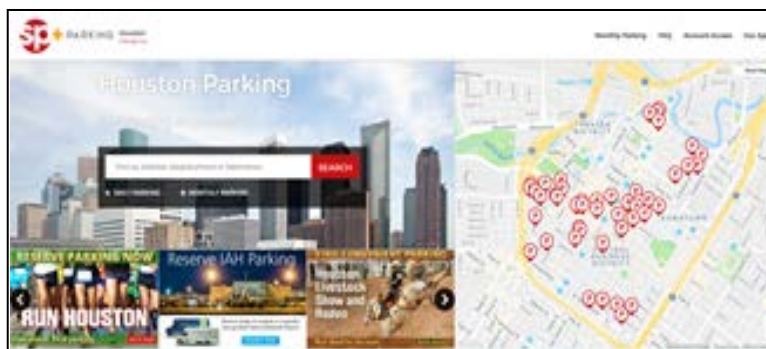
Email marketing examples and metrics

Event Promotions

The **SP+** Regional Marketing Manager in Houston works with local event organizers and community organizations to position the Houston Center as a preferred parking option for their events. By engaging with the event community, **SP+** is able to develop exclusive partnerships that often include placement of parking links on the event websites that directly connect consumers with **SP+** parking options. In those cases where relationships are not established, **SP+** will promote the events directly and drive consumers to custom landing pages it develops on the **SP+** Houston city website.

+ *Run Houston!—March 24, 2018*

Run Houston is a series of races created to showcase unique venues throughout Houston. The race is held at Minute Maid Park and **SP+** is currently promoting event parking at HCG1 on the **SP+** Houston city website and through social media channels. The event is supported with online advanced parking purchases.



The event landing page can be found on the **SP+** Houston City website at: <https://houstonparking.spplus.com/Events/Houston-Run-Minute-Maid-Park-Parking.html>

+ St. Patrick's Day Parade—March 17, 2018

The Houston St. Patrick's Day Parade has historically been one of the largest in the U.S. and each year, includes over 100 entries to delight the Irish and Irish-at-heart. **SP+** is currently promoting parking for HCG1 on the **SP+** Houston city site and selling online via Parkmobile.



+ Houston Creole Festival and Mardi Gras Parade—February 27, 2018

The Houston Creole Festival and Mardi Gras Parade were held on February 27, 2018. Locals and visitors of all ages enjoyed a float-filled Mardi Gras parade, accompanied by a festival celebrating the cultural richness of Creole heritage. **SP+** promoted the event on the **SP+** Houston city site and sold parking online. We also partnered with the event organizers to promote parking via a linking program and social media.



Houston Creole Festival and Mardi Gras Parade social media posts

Online Sales

For many parkers, knowing they will have a parking spot waiting for them when they reach their final destination is a comforting thought.

Whether attending an important doctor’s appointment or parking and using the METRORail to attend an event at BVBA Compass Stadium, Houston museums, the Zoo, or Reliant Stadium, reserving a parking space can be a real advantage.

Through the **SP+** Houston city website, we can provide parkers with the ability to pre-purchase daily and event parking, as well as METRORail passes in a bundled package available online through our partnership with METRO.

Internal systems also provide access to monthly parking sales. The capabilities have been implemented on desktop, the responsive design mobile site, and mobile app platforms. This allows users to access these capabilities whenever and wherever they choose.

With the appropriate equipment at the locations, the entire online sales parking process—searching for parking, identifying a location, purchase online and at locations redemption—can be completed on the user’s mobile device.

Distribution Channel Strategy

SP+ will assess and develop expanded distribution channel strategies specifically designed to assist Houston Center in maximizing traffic and revenue to the facilities. In support of this strategy, **SP+ Marketing Services** implements an integrated distribution channel approach that takes advantage of a diverse mix of internal and external channel options.

By integrating **SP+** internal marketing and sales channels with the appropriate external partner channels, **SP+** is able to expand consumer reach and exposure for the Houston Center. After careful analysis and assessment of the local market, area competition, and channel options available, **SP+** will identify the channel mix that will be most effective in supporting the marketing and sale of parking for Houston Center. We will also identify the appropriate products to be offered through each channel. Recommended channels include:

- + **SP+** Houston City website
- + 3rd party parking websites
- + Client website integration

Logistical Support

Using its multiplatform capabilities, **SP+** can provide logistical support to Houston Center for both parking and traffic flow in and around a facility or across a city. **SP+** can provide logistical support as part of its marketing and promotion solutions by using online information that informs visitors of the best places to park for the various destinations, using mobile device platforms that offer real-time access to turn-by-turn directions, and using custom routing capabilities that can be integrated into the online sales process. These activities not only provide logistical support within the city, they also improve the overall parker experience.

Marketing Services Fees

SP+ Marketing Services has developed an extremely cost-effective fee structure for the services we provide. Services are priced based on the types provided and are included in either bundled or a-la-carte pricing depending on the packages of services requested.

Client support on the **SP+** branded platforms is priced under a monthly marketing services fee and is determined based on the specific support provided. This includes placement on the **SP+** Houston City site as well as participation in all general digital marketing programs implemented in the city by **SP+**. ***For Brookfield, we waive this fee.***

Using our economies of scale, **SP+ Marketing Services** can also deliver custom digital marketing solutions at competitive prices. These dedicated services are priced individually based on the digital channels selected, e.g. paid search, email, social ads, local listings and 3rd party applications. **SP+ Marketing Services** works individual with all clients to determine the correct mix for custom programs along with the appropriate pricing.



k) Custom Report Capabilities

k) Custom Report Capabilities

The **SP+** Houston team is very familiar with Brookfield's reporting from monthly and annual reports to our quarterly meetings. We work closely with Renee Dowell on reports and every other aspect of the operations. We are proud to be able to deliver our reports electronically but also pride ourselves in maintaining monthly meeting with Property Managers to review the reports and future activities.

The Houston Center team has implemented each of the custom reports we have at Allen Center. This includes:

- + The budget in the Brookfield format
- + Score Card
- + Dashboard
- + The Monthly report
- + CARS reports
- + Diversity and Oversell reports
- + Rate surveys

Client View[®]

Our Client View[®] is a fully-secured Internet-based system that gives Houston Center the flexibility and convenience to access and download monthly financials and detailed backup reports, including:

- + **Statement of Revenue & Expense**
- + **Labor Analysis Report**
 - Employee Name
 - Pay Date
 - Hours Worked
 - Total Earnings (regular and overtime)
 - Employer Payroll Taxes
 - Workers Compensation Cost
- + **Revenue Summary Report**
 - Revenue Data by Day
 - All Revenue Types (transient, meter, monthly, validation, coupon, miscellaneous)
 - Sales Tax Data
 - Average Ticket Data
 - Tickets Issued
 - Tickets Collected
 - Weekly and Monthly Summaries

- + **General Journal Report (detail that supports Statement of Revenue & Expense)**
 - General Ledger Reference
 - Vendor Reference
 - Invoice Number
- + **13-Month Trend Analysis**
- + **CARS Reporting**

The system also provides line item drill down capability (general ledger detail, vendor reference and scanned image of invoices), rolling 24-month historical data and the ability to convert reports to Microsoft Excel files.

Financial Reports

State-of-the-art information systems allow us to supply all the information you need to stay on top of facility performance. We can provide standard monthly reports covering:

- + Budgets by month, quarter, and year
- + Monthly P&L reporting vs. budget by month, quarter, and year
- + Revenue detail reporting
- + Payroll, overtime, and benefit detail reporting
- + Insurance claim analysis reporting
- + Monthly ledger detail reporting
- + Invoice copies
- + Online inquiry between corporate and local offices
- + Monthly rate survey
- + Dashboards & scorecards
- + Accrual accounting
- + Monthly, quarterly and annual variances

Sample Monthly Reports

This is part of a sample reporting package but you can access the full report online or we will be glad to send it to you.

1110 RUSK GARAGE
Statement of Revenue & Expense
January 2018

	CURRENT MONTH			YEAR-TO-DATE			ANNUAL BUDGET	YEAR END
	Actual	Budget	Variance	Actual	Budget	Variance	Total	EST.
ACCT# ACCT# REVENUES:								
30520 Monthly Parking	79,228.41	72,404.00	6,824.41	155,325.16	144,808.00	10,517.16	888,848.00	879,365.16
30520 Discounted/Free Parkin	1,200.00	35,160.00	(33,960.00)	15,857.16	35,160.00	(19,302.84)	386,760.00	367,257.16
Total Gross Revenue	80,428.41	107,564.00	(27,135.59)	170,982.32	179,968.00	(8,985.68)	1,255,608.00	1,246,622.32
30594 Less Parking Tax	(4,941.65)	(5,518.00)	576.35	(9,770.91)	(11,038.00)	1,265.09	(86,216.00)	(84,950.91)
30595 Less Free & Discounted	(1,200.00)	(35,160.00)	33,960.00	(15,657.16)	(35,160.00)	19,502.84	(386,760.00)	(367,257.16)
Net Revenue	74,286.76	66,886.00	7,400.76	145,554.25	133,772.00	11,782.25	802,632.00	814,414.25
Bal.-Beg. of Mth-Month	(5,970.04)	.00	(5,970.04)	(5,970.04)	.00	(5,970.04)	.00	(5,970.04)
Bal.-End of Mth-Month	(20,451.24)	.00	(20,451.24)	(20,451.24)	.00	(20,451.24)	.00	(20,451.24)
Net Difference	14,481.20	.00	14,481.20	14,481.20	.00	14,481.20	.00	14,481.20
Total Cash Deposited	88,767.96	66,886.00	21,881.96	160,035.45	133,772.00	26,263.45	802,632.00	828,895.45
OPERATING EXPENSES								
50001 Payroll	6,185.37	11,434.00	5,248.63	11,512.95	22,998.00	11,485.05	145,006.00	133,520.95
50001 Payroll Taxes	615.56	1,364.00	748.44	1,124.88	2,758.00	1,633.12	17,312.00	15,678.88
50001 Worker's Comp	386.59	715.00	328.41	719.57	1,428.00	708.43	9,056.00	8,347.57
50001 Group Insurance	951.18	810.00	(141.18)	951.18	810.00	(141.18)	9,526.00	9,366.80
50001 Profit Sharing	150.35	286.00	135.65	273.81	286.00	12.19	3,338.00	3,325.81
Total Payroll	8,289.05	14,609.00	6,319.95	14,582.39	28,280.00	13,697.61	184,240.00	170,240.01
OTHER EXPENSES								
50595 Administrative	1,611.09	474.00	(1,137.09)	3,235.16	766.00	(2,469.16)	5,506.00	7,975.16
50595 Accounting	78.96	.00	(78.96)	181.16	.00	(181.16)	.00	181.16
50520 Base Management Fee	1,065.00	1,065.00	.00	1,065.00	1,065.00	.00	12,780.00	12,780.00
50520 Incentive Management F	.00	.00	.00	.00	.00	.00	2,556.00	.00
50568 Data Processing & Post	.00	.00	.00	.00	25.00	25.00	25.00	.00
50588 Telephone	281.39	700.00	438.61	281.39	700.00	438.61	8,400.00	7,860.07
50583 Bank Charges	19.00	175.00	156.00	19.00	175.00	156.00	2,100.00	1,769.00
50583 Credit Card Fees	393.79	150.00	(243.79)	393.79	150.00	(243.79)	1,800.00	1,893.79
50595 Auto Mileage	.00	.00	.00	.00	.00	.00	.00	21.00
50044 Repairs/Maintenance	3,549.99	3,390.00	(159.99)	8,403.21	9,914.00	1,510.79	77,362.00	75,851.21

Statement of Revenue & Expense

1110 RUSK GARAGE
Daily Revenue Summary
January 2018

DT	Day	Monthly	Total Rev	Tax	Net Rev	Issued	Coll	Var
01	MON	260.00	260.00	19.82	240.18			
02	TUE	14,900.00	14,900.00	1,127.84	13,672.06			
03	WED	2,862.50	2,862.50	202.92	2,459.68			
04	THU	7,280.00	7,280.00	554.83	6,725.17			
05	FRI	34,727.11	34,727.11	579.79	34,147.32			
06	SAT							
07	SUN							
WEEK 1								
RUN TOTAL		59,729.61	59,729.61	2,485.30	57,244.31			
08	MON	1,302.50	1,302.50	99.27	1,203.23			
09	TUE	807.50	807.50	61.54	745.96			
10	WED	2,502.50	2,502.50	190.72	2,311.78			
11	THU	1,572.50	1,572.50	119.84	1,452.66			
12	FRI	612.50	612.50	46.68	565.82			
13	SAT							
14	SUN							
WEEK 2								
RUN TOTAL		6,797.50	6,797.50	516.05	6,279.45			
15	MON	130.00	130.00	9.91	120.09			
16	TUE	290.00	290.00	19.82	240.18			
17	WED	390.00	390.00	29.72	360.28			
18	THU	15,827.50	15,827.50	1,206.25	14,621.25			
19	FRI	2,335.00	2,335.00	177.86	2,157.04			
20	SAT							
21	SUN							
WEEK 3								
RUN TOTAL		18,942.50	18,942.50	1,443.68	17,498.84			
22	MON	260.00	260.00	19.82	240.18			
23	TUE	1,985.00	1,985.00	151.28	1,833.72			
24	WED	217.50	217.50	16.56	200.94			
25	THU	3,962.50	3,962.50	304.26	3,658.22			
26	FRI	175.00	175.00	13.34	161.66			
27	SAT	260.00	260.00	19.82	240.18			
28	SUN	130.00	130.00	9.91	120.09			
WEEK 4								
RUN TOTAL		7,020.00	7,020.00	535.03	6,484.97			
29	MON	62,489.61	62,489.61	4,862.04	57,627.57			
30	TUE	1,170.00	1,170.00	89.17	1,080.83			
31	WED	610.00	610.00	46.46	563.51			
WEEK 5								
RUN TOTAL		1,390.00	1,390.00	105.94	1,284.06			
ADJUSTMENT								
ADJUSTED TOTAL		95,659.61	95,659.61	5,223.64	90,435.97			
BUDGET								
VARIANCE		95,659.61	95,659.61	5,223.64	90,435.97			

Daily Revenue Summary

1110 RUSK GARAGE
General Journal
January 2018

Vendor/Reference	Invoice/Comments/Description	Amount
Monthly Parking		
REV	DAILY REVENUE COLLECTIONS	79,228.41
	Total:	\$79,228.41
Discounted/Free Parkin		
AKLOS	JAN 15 FREE AND DISCOUNT	1,200.00
	Total:	\$1,200.00
Less Parking Tax		
REV	DAILY REVENUE COLLECTIONS	4,941.65
	Total:	\$4,941.65
Less Free & Discounted		
AKLOS	JAN 15 FREE AND DISCOUNT	1,200.00
	Total:	\$1,200.00
Payroll		
AKLOS	DEC Payroll Accrual	853.20
AKLOS	Allocate 01.15 Payroll	1,867.83
AKLOS	JAN Payroll Accrual	1,253.85
AKLOS	Allocate 01.15 Payroll	26.97
AKLOS	Allocate 01.15 Payroll	433.71
AKLOS	Allocate 01.15 Payroll	485.77
AKLOS	Allocate 01.15 Payroll	171.74
AKLOS	Allocate 01.15 Payroll	2,507.20
PY2000	PAYROLL LABOR DISTRIBUTION POR	171.50
	Total:	\$8,165.37
Payroll Taxes		
AKLOS	DEC Payroll Accrual	65.27
AKLOS	Allocate 01.15 Payroll	411.36
AKLOS	JAN Payroll Accrual	126.76
AKLOS	Allocate 01.15 Payroll	97.48
AKLOS	Allocate 01.15 Payroll	29.39
PY2000	PAYROLL EMPLOYER LIABILITY POR	15.82
	Total:	\$815.56
Worker's Comp		
AKLOS	DEC Payroll Accrual	53.33

General Journal



SP+ also has the Score Card that we use at Allen Center, which has been implemented at Houston Center.

Brookfield Properties - Parking Dashboard

Location Name: **Houston Center Garage One**

Date: **02/17**

Operator: **SP+**

Location Number: **0427-7024**

Operations Yes: **1000 (Y)**

Equipment: **2500**

Software Version: **1001-1008 19**

Spacex: **1300**

Reserved: **0**

ADA: **0**

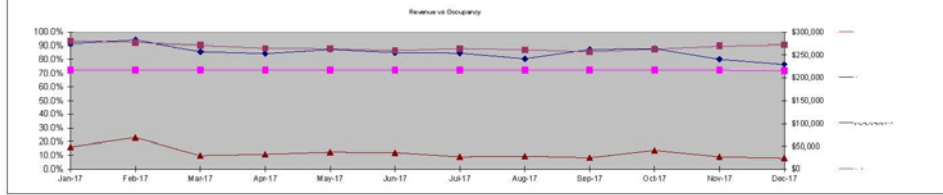
Tandem: **N/A**

Altes: **N/A**

Other: **0**

Overall: **0**

Capacity: **1300**



Occupancy	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	2017	2016	2015	
Rev Occ	84.4%	84.4%	84.3%	84.3%	84.3%	84.3%	84.3%	84.3%	84.3%	84.3%	84.3%	84.3%	84.3%	84.3%	84.3%	84.3%

Truncated Tickets										Coupon and Other Revenue					Months Billing			Months Accounts Receivable					
2017	Issued	Collected	Uncollected	Lost %	Equipment Gross Revenue	Manual Gross Revenue	Truncated Value To	Free & Discounted	Free & Discounted Value	Other Revenue	Pre-paid Coupons	Redeemed Coupons Value	Online Trx	Online Sales	Online Value To	# Parkers	Months Prev	Big Due	1-30	30-60	60-90	Over 90	
Jan	3,455	3,270	185	5.35%	\$ 27,028	\$ 25,100	\$ 14,96	34	\$ 348	\$10,000	\$11,000	\$19,532.00	\$ 8,620.00	0	\$0	--	1,588	\$200,439	\$110,562	\$75,110	\$25,907	\$4,006	\$9,479
Feb	4,256	3,907	349	8.20%	\$ 27,427	\$ 47,940	\$ 17,73	21	\$ 418	\$10,000	\$11,000	\$12,260.00	\$ 8,862.00	0	\$0	--	1,574	\$277,081	\$122,795	\$94,777	\$13,435	\$3,350	\$11,226
Mar	2,430	2,259	171	7.04%	\$ 28,081	\$ 600	\$ 12,07	19	\$ 242	\$10,000	\$11,000	\$14,640.13	\$ 9,895.00	0	\$0	--	1,543	\$271,147	\$70,185	\$34,423	\$20,041	\$2,929	\$12,787
Apr	2,678	2,560	118	4.41%	\$ 25,133	\$ 7,450	\$ 12,73	13	\$ 175	\$10,000	\$11,000	\$19,274.00	\$ 9,029.00	0	\$0	--	1,521	\$265,038	\$96,607	\$38,880	\$24,387	\$7,530	\$27,891
May	3,016	2,820	196	6.49%	\$ 29,086	\$ 7,810	\$ 13,25	25	\$ 320	\$10,000	\$11,000	\$16,378.65	\$ 9,878.00	0	\$0	--	1,520	\$264,148	\$136,434	\$83,104	\$15,284	\$11,290	\$32,746
Jun	2,960	2,745	215	7.26%	\$ 29,917	\$ 6,210	\$ 13,16	24	\$ 326	\$10,000	\$11,000	\$15,332.00	\$ 10,286.00	0	\$0	--	1,496	\$259,784	\$122,760	\$80,799	\$6,466	\$743	\$34,758
Jul	2,223	2,116	107	4.81%	\$ 22,623	\$ 4,140	\$ 12,65	15	\$ 120	\$10,000	\$11,000	\$9,584.00	\$ 7,399.00	0	\$0	--	1,517	\$264,198	\$145,791	\$53,843	\$36,497	\$2,033	\$36,019
Aug	2,265	2,240	25	1.10%	\$ 24,338	\$ 3,000	\$ 12,45	14	\$ 114	\$10,000	\$11,000	\$11,814.00	\$ 8,787.00	0	\$0	--	1,504	\$261,096	\$45,575	\$22,198	\$6,498	\$321	\$14,691
Sep	2,073	1,912	161	7.77%	\$ 22,405	\$ 2,130	\$ 12,83	5	\$ 98	\$10,000	\$11,000	\$18,952.30	\$ 8,726.00	0	\$0	--	1,500	\$256,879	\$51,224	\$34,676	\$1,505	\$1,878	\$16,066
Oct	3,136	2,917	219	6.99%	\$ 28,444	\$ 12,450	\$ 14,02	8	\$ 161	\$10,000	\$11,000	\$18,280.45	\$ 9,091.00	0	\$0	--	1,553	\$262,094	\$39,692	\$32,376	\$317	\$2,315	\$10,140
Nov	2,427	2,210	217	8.94%	\$ 26,218	\$ 220	\$ 11,96	20	\$ 223	\$10,000	\$11,000	\$12,074.54	\$ 9,365.00	0	\$0	--	1,570	\$268,395	\$62,446	\$47,880	\$6,008	\$267	\$8,825
Dec	3,424	3,350	74	2.16%	\$ 23,560	\$ 7,240	\$ 13,73	20	\$ 173	\$10,000	\$11,000	\$11,324.00	\$ 8,454.00	0	\$0	--	1,552	\$272,201	\$77,343	\$71,190	\$5,547	\$385	\$227
Total	34,673	32,243	2,430	6.99%	\$ 298,957	\$ 107,000	\$ 132,400	208	\$ 1,617	\$10,000	\$11,000	\$183,717	\$ 120,809.00	0	\$0	--	1,540	\$3,264,873	\$1,268,644	\$687,044	\$172,229	\$17,209	\$133,709

RATES

Rate Change History	Rate	From	To	Amount	%
Hourly Rate Increase		\$ 0.00	\$ 0.00	\$ 0.00	0.00%
Monthly Rate Increase	\$15.00%	\$15.00	\$15.00	\$10.00	5.41%
Daily Rate Increase		\$ 0.00	\$ 0.00	\$ 0.00	0.00%
		\$ 0.00	\$ 0.00	\$ 0.00	0.00%
		\$ 0.00	\$ 0.00	\$ 0.00	0.00%

Monthly Rates	Lowest Increment	Validation Books
Monthly Free	\$ 0.00	
Monthly Free	\$15.00	20 Minutes \$ 0.00
Monthly Tandem	N/A	Hour \$ 0.00
Monthly (B/Night)	N/A	Night \$ 0.00
Monthly (B/Night)	N/A	Weekend \$ 0.00
Monthly (B/Night)	N/A	Special Rate
Monthly Other	N/A	

MANUAL GATE OVERRIDE USAGE

All operating days within the calendar month:

Card #	Card Type	#	# of
Yamaha	Remote	19	39
Eastman	Remote	36	39
Felton	Remote	3	26
Tara	Remote	2	0
Miguel	Remote	6	1
Jin	Remote	1	0

PAYROLL

Payroll Labor Table

	Actuals Monthly	Budget Monthly	Actuals YTD	Budget YTD	Fav/Dis Fav	Var YTD %
Hourly Manager	\$3,476	\$13,709	\$61,224	42,242	-19,000	-44.94%
Benefits	\$5,148	\$2,461	\$32,009	29,565	-2,444	-8.27%
Taxes/Other	\$1,632	\$2,827	\$36,713	39,488	-2,775	-7.02%
Total	\$12,600	\$24,671	\$129,946	\$111,295	-18,651	-14.93%

COMMENTS Occupancy continues to increase, boosted by non-tenant parkers and Texaco Star Residents. Many companies may not pay exactly on the EOM due date, leading to high 0-30 balances. Event Revenue is included in the Manual Gate Revenue. There was no December event parking in HCG1. Super Bowl in February caused the massive increase in Tickets Issued.

Score Card



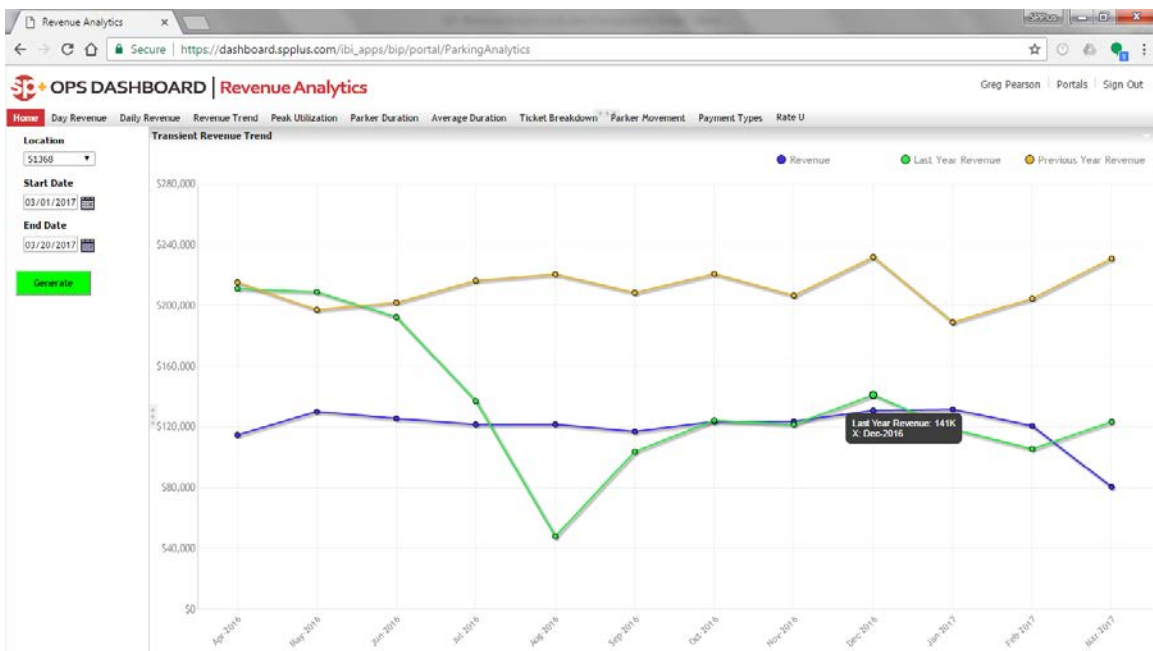
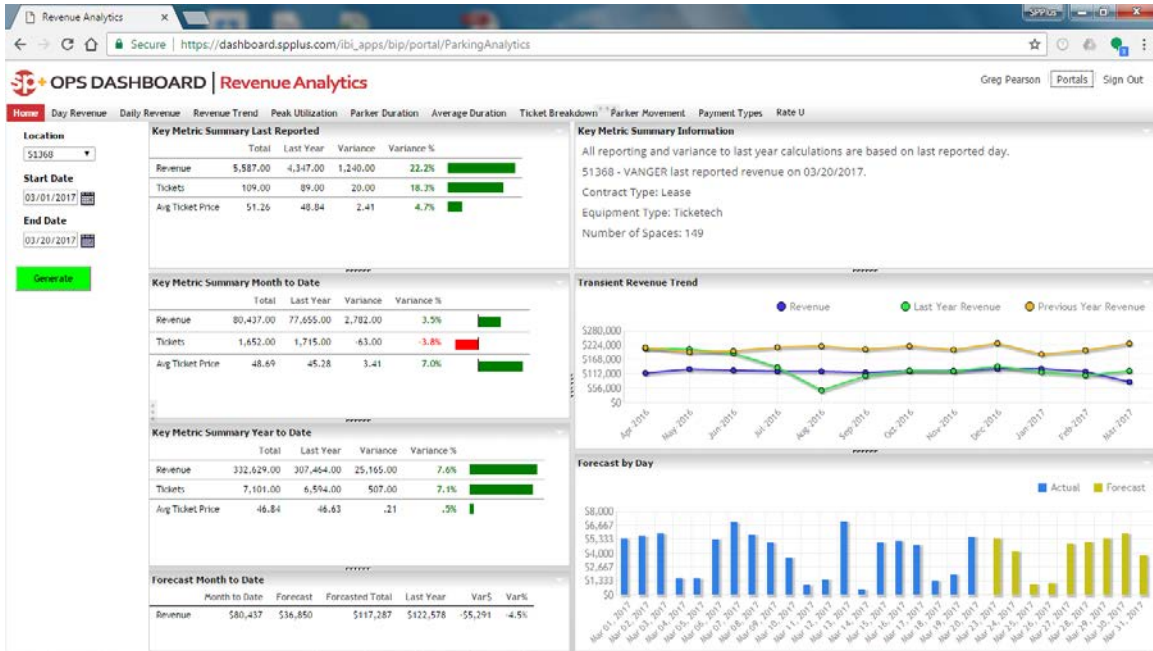
SP+ is conducting Monthly Rate surveys and communicating them in the format we use at Allen Center.

LOCATION	PARKING CO	Contact #	NUMBER SPACES	UNRESERVED RATE	RESERVED RATE	RESERVED RATE MP	Special Rate (floor top)	RATE STRUCTURE	MAXIMUM RATE	E-BIRD RATE
Allen Center	SP Plus	713-757-0019	3,070	\$200.00	\$300.00	\$331.00	NA	\$3 EVERY 20 MIN.	\$30.00	NA
Mkt Center	SP Plus	713-757-0019	2,200	\$185.00	\$275.00	\$285.00 (large vehicle)	NA	\$3 EVERY 20 MIN.	\$30.00	NA
1000 Smith	SP Plus	713-951-7420	2,850	\$200.00	\$283.00	\$350.00	\$105.00	\$3 EVERY 20 MIN.	\$30.00	NA
Heritage Clay	SP Plus	713-757-0019	1,147	\$238.15 (w/tao)	\$378.88 (w/tao)	NA	NA	\$3 EVERY 20 MIN.	\$30.00	NA
Chase Center	Winpark	713-223-0441	1,889	\$205.00	\$270.00 Lease Driven	LEASE DRIVEN	NA	\$5.00 EVERY 20 MIN.	\$40.00	NA
Houston Center Garage One	SP Plus	713-759-9480	1,256	\$185.00	\$315.00	NA	NA	\$1.50 EVERY 20 MIN.	\$18.00	NA
Five Houston Center	ABM Parking	713-425-4450	1,219	\$254	\$388	NA	NA	\$5.00 EVERY HR.	\$25.00	NA
1400 Louisiana	ABM Parking	713-750-0565	1,088	\$146.14	\$211.08	NA	NA	\$3.00 PER 20 MIN.	\$25.00	NA
777 Clay Garage	Wedge	713-739-6589	1,132	\$180.00	\$275.00	NA	\$108.00	\$5.00 EVERY HOUR	\$25.00	M-F 8am-12am \$15.00
Regency Garage	Legacy Parking	713-207-7671	2,680	\$120-\$156	NA	NA	\$108.00	\$2.00 EVERY 20 MIN.	\$20.00	NA
1100 Louisiana	Winpark	713-650-1986	2,229	\$260.00	\$310.00	\$410.00	NA	\$3.00 EVERY 20 MIN.	\$30.00	\$10 nights & wknds
1311 Louisiana	Larier Parking	713-980-4763	1,695	\$200.00	Tenant's Only	Third - Depends on Tenant Lease	NA	\$3.00 ea 20 MIN.	\$38.00	\$10 on wknds; on fri after 6
McKinney Place	Platinum Parking	713-571-6300	1,100	\$210.00	\$260.00	NA	NA	\$4 each 30 min	\$18	NA
One City Centre Fannin	SP Plus	713-659-9621	811	\$200.00	\$250.00	NA	NA	\$3 each 30 min	\$18	NA
Walker @ Main	Legacy Parking	832-236-8872	1001	\$151.00	\$280.00	NA	NA	10 First 30 min; after \$5 each 30 min	\$35	NA
1001 McKinney	Platinum Parking	832-250-9825	109	\$175.00	\$225.00	NA	NA	\$1 ever 20 min	\$15	NA
KDR	SP Plus	713-655-0732	1,510	\$180.00	\$284.00	NA	NA	\$3 EVERY 20 MIN.	\$30.00	\$12 All Day
900 Bell	Luz Parking	NA	850	\$70.00	\$8.00	NA	NA	\$5.00	\$6.00	NA
600 Jefferson	Platinum	713-940-7275	505	\$175.00	\$275.00	NA	NA	\$2 EVERY 20 MIN.	\$25.00	\$10 before 8a out 12p
500 Jefferson	SP Plus	713-655-0732	280	\$180.00	\$284.00	NA	NA	\$3 EVERY 20 MIN.	\$30.00	\$9 All Day
Allen Center I	SP Plus	713-757-0019	89	\$350.00	NA	NA	NA	CONTRACT ONLY	NA	NA
Allen Center II	SP Plus	713-757-0019	141	\$350.00	NA	NA	NA	CONTRACT ONLY	NA	NA
Allen Center III	SP Plus	713-757-0019	191	\$350.00	NA	NA	NA	CONTRACT ONLY	NA	NA
Fullbright (Formerly Houston III)	SP Plus	713-651-0217	283	\$210.00	\$315.00	NA	NA	CONTRACT ONLY	NA	NA
1225 Louisiana	SP Plus	713-757-0019	319	\$175.00	\$255.00	NA	NA	\$10 EVERY HOUR	\$25.00	NA
1201 Louisiana	SP Plus	713-757-0019	143	\$255.00	\$352.00	NA	NA	CONTRACT ONLY	NA	NA
One Shell Plaza	Winpark	713-228-5050	304	\$245.00 + tax	\$310.00 + tax	NA	NA	CONTRACT ONLY	CONTRACT ONLY	NA
Bank of America	Winpark	713-224-6025	306	TENANTS ONLY \$235	TENANTS ONLY \$400	NA	NA	\$5.00 EVERY HR.	\$40.00	NA
Chase Tower (lease driven)	Winpark	713-437-7055	1,689	\$205.00	\$370.00	Lease Driven	NA	First 10 min free, \$5 every 20 min	\$40.00	NA
Wells Fargo	Larier Parking	713-980-4763	400	\$328 (w/tao)	\$328.00	\$544.50	NA	\$10.00 every 30 min	\$50.00	NA
Pennzoil	Legacy	512-917-0037	525	\$238.00	\$308.00	NA	NA	CONTRACT ONLY	NA	NA
Heritage Plaza	SP Plus	713-757-0019	808	\$238.15 (w/tao)	\$378.88 (w/tao)	\$487.13 (w/tao)	NA	CONTRACT ONLY	NA	NA
Two Houston Center	SP Plus	713-759-9480	494	\$210.00	\$315.00	NA	NA	\$1.50 EVERY 20 MIN.	\$18.00	NA
Four Houston Center	SP Plus	713-759-9480	517	\$200.00	\$315.00	NA	NA	\$2.50 first 2 hr, \$5 2nd hr, \$2 after	\$18.00	NA
Cadence Center	Winpark	713-237-5750	950	TENANT ONLY	TENANT ONLY	NA	NA	N/A	N/A	NA
Two Shell Plaza (8111 Louisiana)	Winpark	713-228-5050	988	\$216 (w/tao)	\$267 (w/tao)	NA	NA	\$2.00 EVERY 20 MIN.	\$24.00	NA
Reliant Energy Plaza	Larier Parking	713-659-0289	1,200	\$250.00	\$350.00	\$450.00	NA	\$15 and \$5 increase every 1/2 hr	\$45.00	NA
One City Centre Main	SP Plus	713-659-9621	750	\$210.00	\$315.00	NA	NA	\$3 each 30 min	\$18	NA
811 Main St (BG Group)	Legacy Parking	713-236-8826	950	\$232.74	\$303.10	NA	NA	10 First 30 min; after \$5 each 30 min	\$40	NA
1111 Main St	Park First	713-980-7275	480	\$170.00	NA	NA	NA	\$5 First 15 min, \$1 ever 15 afterward	\$16	10
1111 Fannin	Winpark	713-228-2908	84	TENANT ONLY	TENANT ONLY	NA	NA	\$4 each 15 min	\$20	NA
First City Tower	SP Plus	713-654-9005	2083	\$210 - \$256	\$334.00	NA	NA	\$1.50 each 30 Min	\$18	NA
	Total Spaces		42,081							
	Averages			\$214	\$288	\$417	\$107		\$27	

Monthly Rate Survey

Home:

- + Revenue, tickets and average ticket price
- + Information about the location like type, spaces or last day reported
- + 12 month revenue trend compared to prior years
- + Forecasted revenue for the remainder of month based on historical values
- + Note you can maximize any of the reports to full screen for a better view
- + Hover over the chart to see the numerical value



Day Revenue:

- + Revenue by day of week compared to equivalent day last year
- + Tickets by day of week compared to equivalent day last year
- + Average Ticket Price by day of week compared to equivalent day last year
- + Day of week report showing variances to last year



Daily Revenue:

- + Revenue amount graphed by days selected
- + Tickets and average ticket price graphed by days selected



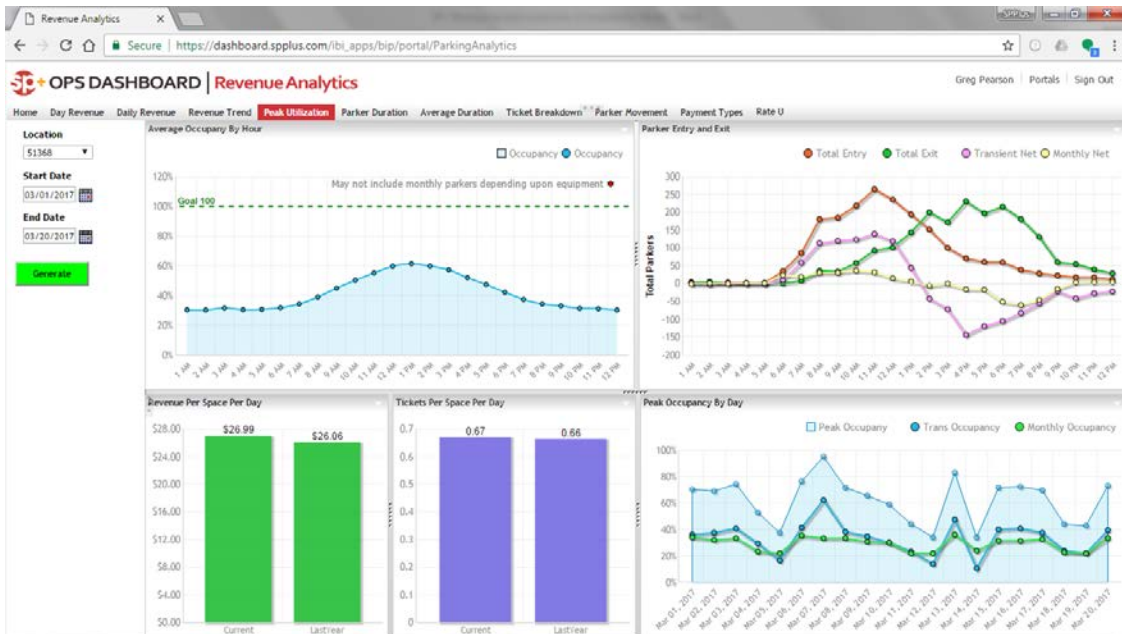
Revenue Trend:

- + Revenue by month for last 24 months based on end date
- + Tickets and average ticket prices by month for last 24 months



Peak Utilization:

- + Average occupancy by hour (limited use for Digital)
- + Average revenue and tickets per space per day
- + Parker entry and exit by type and hour
- + Peak occupancy by day (limited use for Digital)



Parker Duration:

- + Total duration per ticket by type and hour
- + Total duration variance to last year
- + Duration by hour report variance report



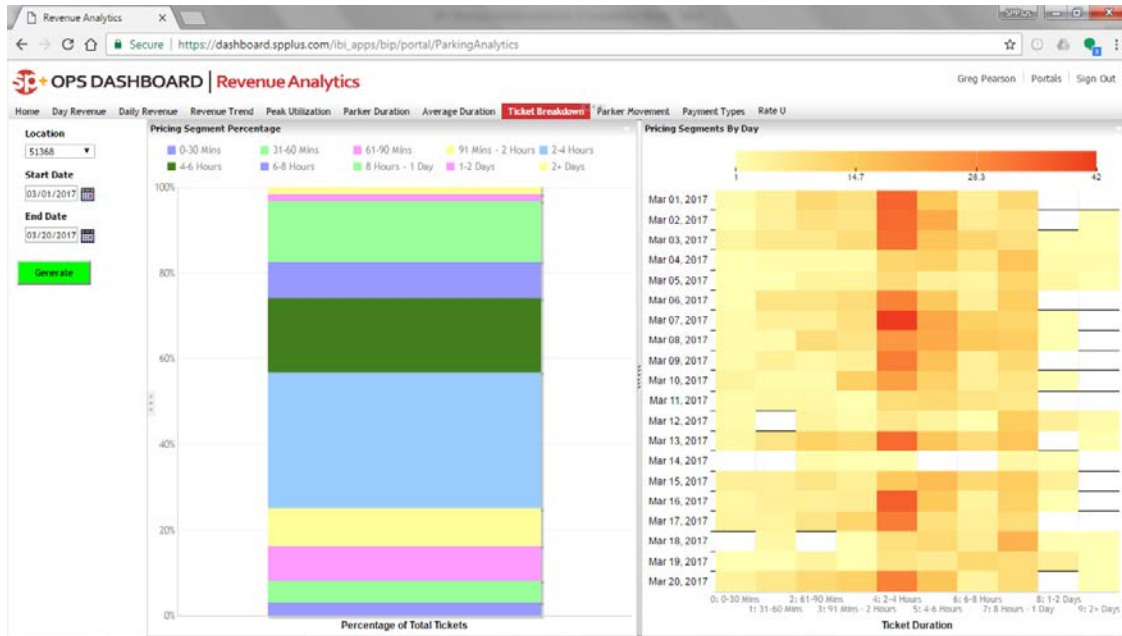
Average Duration:

- + Average parker duration by day selected
- + Number of tickets



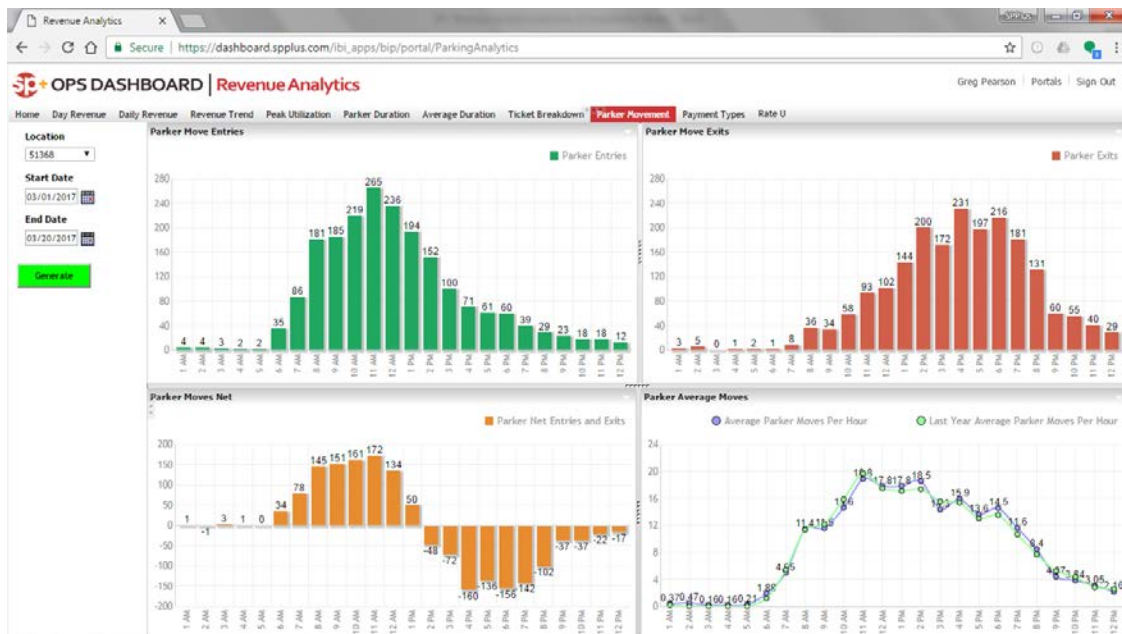
Ticket Breakdown:

- + Price segmentation as a percentage by time buckets
- + Price segmentation heat map across days selected



Parker Movement:

- + Total parker entries by hour for days selected
- + Total parker exits by hour for days selected
- + Total net parker activity by hour for days selected
- + Average parker movement by hour compared to last year



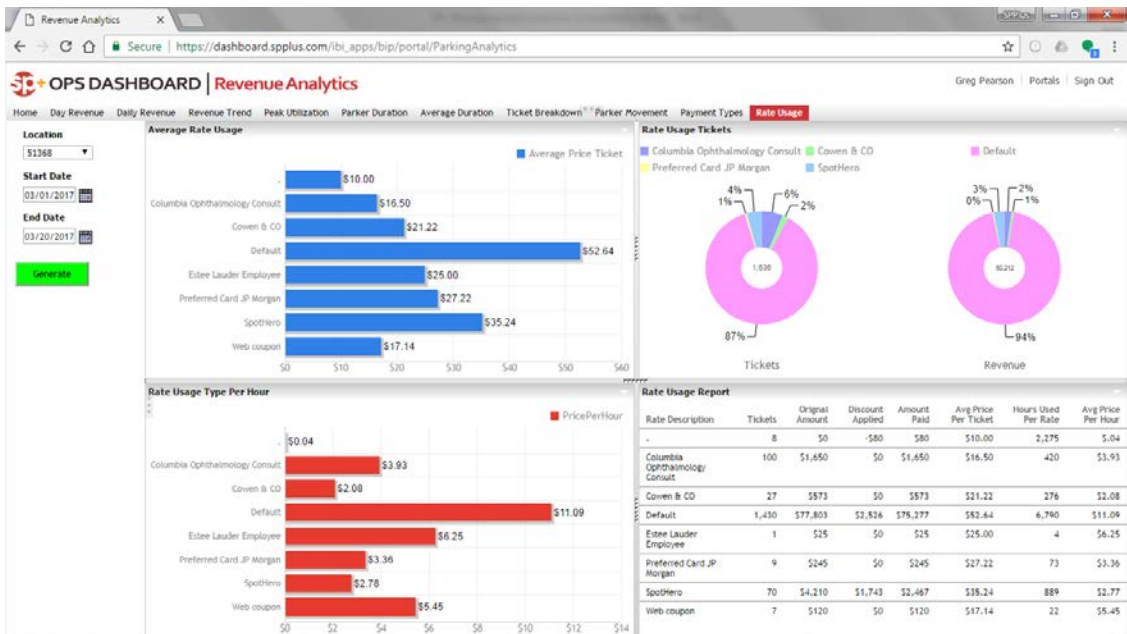
Payment Types:

- + Percentage of revenue and tickets per payment type
- + Average ticket price per payment type
- + Payment type report breakdown



Rate Usage (TicketTech Only):

- + Average ticket price per rate type
- + Average ticket price per hour per rate type
- + Top 5 rate usage by percent of revenue and tickets
- + Rate report detail



Benefits:

- + Graphical representation of transaction data from PARCS equipment
- + Insight into how location is being used by customers
- + Identify patterns and potential opportunities to improve operations
- + Analyze trends and usage to optimize rates or staffing levels
- + Unique competitive advantage to have internal analytics



PARKING

Jay Layden and Sue Keenan
Regional Managers

