

CASE STUDY



Community Congregational Church, Manitou Springs, CO



BACKGROUND

The church wanted to better control over their parking asset and the ability to create a new revenue stream by charging for public parking. All of this while maintaining discounted rates to various visitor groups based on the day and time of their visit.

The church's needs appeared to require four workflows due. However, by creatively leveraging Parking Base's QR and Discount Codes, we streamlined their new parking management system into just two workflows—making the experience simple and efficient for both church administrators and their guests.

CHALLENGE	PARKING BASE SOLUTION
Customized control over parking lot asset.	<ul style="list-style-type: none">• Created a user-friendly Scan and Text to Pay workflows.• Implemented new LPR enforcement cameras and reporting.
Generate public parking revenue while maintaining discounted rates for three groups.	<ul style="list-style-type: none">• Single QR code and Zone used by all groups: public, parishioners and non-profit visitors.• Custom discount code for parishioners and visitors; easily changed to prevent misuse.

RESULTS

- Maintained parishioner/non-profit discounted parking while creating a new revenue stream by enabling public parking in off-use times.
- Seamless user experience for parishioners and non-profit group parking.
- Better control and visibility into parking patterns, use, and misuse.

