

## CASE STUDY



# Drives Revenue and Enhances Game-Day Experience

**17% parking attendance increase**

**Remote management tech installed**

**Seamless fan experience**

### The Challenge

Since 2012, Propark Mobility has managed parking at TD Garden, New England's largest sports and entertainment venue. Home to the NBA's Celtics, the NHL's Bruins, and more than 200 major events annually, TD Garden welcomes over 3.5 million visitors every year. When searching for a parking management company to oversee their North Station Garage, located directly beneath the arena, TD Garden selected Propark to help achieve their goals of driving revenue and strengthening the fan experience through innovative technology solutions, streamlined parking processes, and enhanced customer service.

### The Solution

Propark immediately implemented new, fully automated revenue control systems to streamline the parking experience. Additionally, we enhanced safety by installing energy-efficient LED lighting, Code Blue call stations, and remote monitoring technologies throughout the facility. With customer service as our top priority, Propark's entire regional support team provides hands-on help during peak event season to greet game-day attendees and ensure efficient ingress and egress.

### The Results

Propark's enhancements immediately improved service while increasing revenue and reducing expenses at the North Station Garage. In addition to service improvements, event parking attendance increased by 17% in volume, ingress and egress efficiency improved, and the installation of remote technology facilitated a seamless parking process, which strengthened the fan experience.