

Corporate Office
1100 Spring Street
Suite 800
Atlanta, GA 30309
404-525-5959
www.aaaparking.com

Thank you

"We are honored you have given us an opportunity to earn your business."

Thank you for taking time to learn more about AAA Parking. We look forward to exceeding your expectations. Our entire team takes great pride in our reputation and service delivery and together we share a desire to establish a long-term partnership. You will find that AAA Parking's reputation in the industry is unrivaled and that we have never lost sight of what's most important in our business; providing exceptional parking services to our guests while driving value and profit for our partners. It's this type of simplicity and attention to service detail that has allowed AAA Parking to thrive for 60 years.

Company Profile & History

"Stabile, flexible & diverse partners that are nimble & decisive."

AAA Parking was established in 1956 by George E. Williams in Atlanta, Georgia. The company's unique emphasis on relationship building and quality service quickly pushed AAA Parking to the forefront of the industry.

Acquired by Selig Enterprises (www.seligenterprises.com) in 1981, AAA Parking's success continued to soar. Over sixty years later, the company boasts an impressive roster of blue-chip clients and a debt-free balance sheet. Despite the company's exponential growth, AAA

Parking maintains its core values, emphasizing a commitment to customer service, employee growth and relational business practices. Although Atlanta remains the corporate home of AAA Parking, Regional Offices in Plantation, Florida (2007) and Los Angeles, California (2013) were opened to support our rapid growth in these gateway markets.

Additionally, our team provides parking management services in twenty-seven cities across the country. From Miami to New York to Los Angeles, AAA Parking operates over 250 properties, employs more than 2500 employees & manages over 95,000 parking spaces daily.



Just a Few AAA Parking's National Clients

"Serving a niche market of selected luxury properties."

AAA Parking provides parking consulting, management and staffing services to hundreds of hotel, hospital, commercial, retail, convention center, condominium, university & special events clients across the U.S.



Strategic Vertical Markets

"A diverse company of experts."



Implementation, Local Support & Operational Plan

"Local experience and strong leadership to drive results."



Upon award of any new contract, AAA Parking immediately assembles a corporate task force team to assist with the initial transition, opening and implementation of our operating plan. The breadth of local support and infrastructure clearly distinguishes us from any of our competitors. Our on-site team will be led by a dedicated salaried manager who will coordinate all of the details of the daily operation. During this period, our local Human Resources team will begin recruiting and hiring our new team. AAA Parking will submit a detailed new hire training, orientation and implementation plan and supporting timeline at your request.

From Atlanta, Georgia...

“Metro Atlanta’s oldest and most established parking company.”

AAA Parking was founded sixty years ago in Atlanta, the City we still proudly call our home and corporate headquarters. With many years of existence comes many years of experience in the Atlanta metropolitan area. The company has been in business longer than any other existing parking company, and we operate parking for the region’s most prestigious hotels, office buildings, hospitals, stadiums, performing arts venues, and event operations for hundreds of public and private events annually. AAA Parking employs over 1,000 people in the region and maintains its corporate office at 12th and Spring Street in Midtown. Additionally, most of the company executives and management team reside within ten miles of Downtown Atlanta.

We are members of Atlanta Convention & Visitors Bureau, Central Atlanta Progress, Midtown Alliance, Cobb County Chamber of Commerce, BOMA Atlanta, International Association of Venue Managers and other organizations that provide insight to citywide conventions, festivals and large-scale events, and travel and tourism trends that affect our parking operations and staffing requirements. Our management team is widely experienced in the hospitality and parking industries and closely monitor and incorporate the latest parking technology into our operations.


Most importantly, AAA Parking and our parent company, Selig Enterprises, are invested in the community. AAA Parking is the only major parking company based in Atlanta and Selig Enterprises is a commercial real estate leader and one of few based in the City. Both companies understand the local dynamics of their industries and will provide the most knowledgeable insight of the Atlanta market.

...to 27 Metropolitan Markets Nationwide.

“Leveraging our collective resources in the market to gain efficiencies.”

AAA Parking operates in many gateway markets throughout the United States. Once our team establishes a presence in a new market, we immediately pour into the local community. By establishing preferred relationships at the local Chamber of Commerce, Convention & Visitor’s Bureau, with local garages and surface lots and other national vendor partners, AAA Parking quickly assimilates to our new environment.

You’ll currently find AAA Parking operations in 27 cities around the country, including Miami/Fort Lauderdale, West Palm Beach, Marco Island/Naples, Tampa, Orlando, Kissimmee, Daytona Beach, Jacksonville (FL), Atlanta, Smyrna, Alpharetta, Savannah (GA), Birmingham, Montgomery, Auburn (AL), Chattanooga (TN), Charlotte (NC), Washington, DC/Alexandria/Arlington (VA), Philadelphia, Pittsburgh (PA), White Plains, Syracuse (NY), St. Louis (MO), Chicago (IL), Houston (TX), Los Angeles, Santa Monica, San Diego/La Jolla, and Yountville/Napa/Sonoma (CA).



AAA Parking
2500+ Employees

120+ Salaried
Leadership &
Support

ATL Corporate
Office
3 Regional Offices

Technology

“Utilizing state-of-the-art equipment to meet your property specific needs.”

Multi-Space Parking Meters

AAA Parking proposes to install ten (10) Parkeon Strada TPAL multi-space parking meters to control the 137 on-street parking spaces. To provide a good customer service experience, we suggest the placement of one (1) parking meter on each side of the street where parking spaces are available.

With over forty years of experience and 200,000 multi-space meters installed worldwide, of which 32,000 are in the US and Canada, Parkeon is the largest most trusted manufacturer of multi-space parking meters. There are over 400 Parkeon parking meters in the City of Atlanta, making Parkeon equipment the most common from a user familiarity standpoint.

The Strada TPAL is Parkeon’s latest model and features an easy to understand user interface with large 7” full color display. The graphical color display allows easy communication to the end user through images, graphics and animations.

The Strada TPAL can be configured for Pay-by-Plate, Pay & Display or Pay-by-Space. The proposed parking meters will be configured to accept debit and credit card payments only and will be solar powered. Two-way wireless communication is handled via a cellular modem, allowing for real-time communication of all transactions, alerts, and alarms to the Parkeon back-office parking management system, “myParkfolio”. Credit card transactions are communicated wirelessly in real-time allowing for quick authorization or denial of the payment.

Additional literature and cost information on the proposed multi-space parking meters is provided for review under separate cover, herein.

Citation Management

AAA Parking has worked with T2 Systems for over 10 years to develop various customized parking solutions and proposes to deploy T2 Systems software and handheld hardware for citation management. AAA Parking and T2 Systems will develop a citation management system that is both effective and user friendly. Parkeon parking meters can also integrate with the T2 Flex citation management system to allow seamless collection of citations. Citation payments can also be paid online or sent in via mail.



and

for

AAA Parking continues to be a front runner in utilizing new technology. With an eye toward revenue enhancement, AAA Parking has the knowledge and experience to evaluate new methods and determine where capital expenditure can produce revenue savings without compromising customer satisfaction. Our team partners with **Service Tracking Systems (STS)** (www.servicetrackingsystems.net), the industry

leader in automated valet technology. **STS** utilizes progressive technology and wireless handheld devices that seamlessly interface with most hotel's PMS system. In addition to adding a robust Valet Text retrieval and payment system, **STS's** CVPS.net allows countless accountability and report features that maximize revenue collection while mitigating attrition and theft.



As part of our standard proposal, AAA Parking will fund a capital investment to equip your property with this technology. AAA Parking has worked together with **STS** across the country on over fifty customized and unique equipment installations, from simple small-scale operations to large multi-million dollar projects.

All equipment is PCI compliant and has been vetted with almost every major hotel brand. **STS** and AAA Parking enjoy a healthy relationship built on a similar core culture. The experience and relationship AAA Parking shares with our equipment vendors creates great synergy and efficiencies that will immediately benefit your property.

The STS system utilizes software that is PCI compliant and is approved to interface with most hotel PMS system's allowing for auto-posting of all overnight Valet Parking charges to guest's folios.



Online Data Management System (ODMS)

“Strong internal controls to ensure financial security & real-time reporting.”

In 2010, AAA Parking launched a robust new Online Data Management System (**ODMS**) which included a proprietary Revenue Management System (RMS). The system revolutionized the company’s systems for revenue reporting and continues to be developed to adapt to the requirements of the parking industry and ever-evolving standards of accounting. All properties utilize the **ODMS** system to report shift and daily revenues, validations, vehicle inventories and other critical data which integrates with the company’s SAP accounting system for billing, monthly accounts, and accounts receivables. **ODMS** is currently in place at all AAA Parking managed properties and has many unique proprietary features.



Insurance & Damage Claims

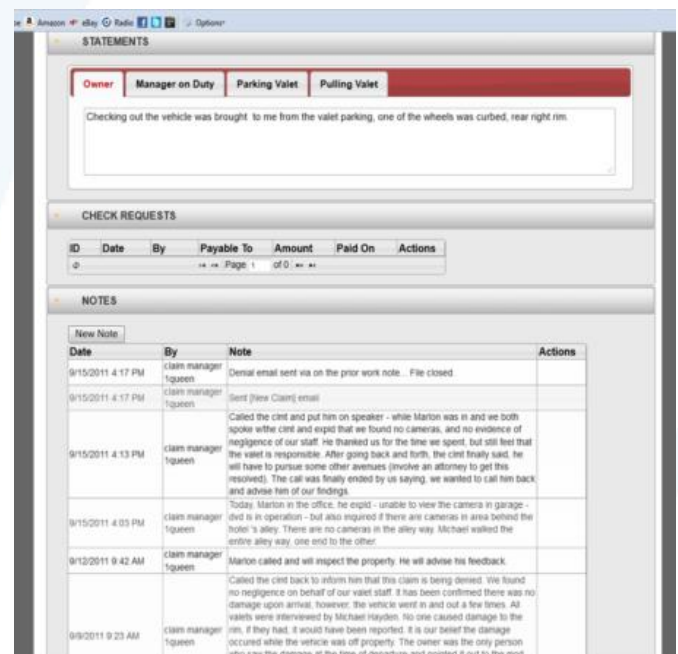
“A proven partner with a legacy of fulfilling commitments.”

AAA Parking maintains an \$11 million umbrella insurance policy through **Travelers Insurance**. We carry the highest level of insurance coverage in the business and are confident that our coverage amounts far exceed industry requirements. In the event an issue occurs at one of our facilities, our dedicated team of claims handlers are available around the clock to assist guests navigate through the process.

Our Claims Portal (powered by ODMS) also allows authorized users to access to detailed claim information for their property. Claims can be researched by claimant, type of damage, by claim number, by date or by the individual parking the vehicle.

A few unique features include:

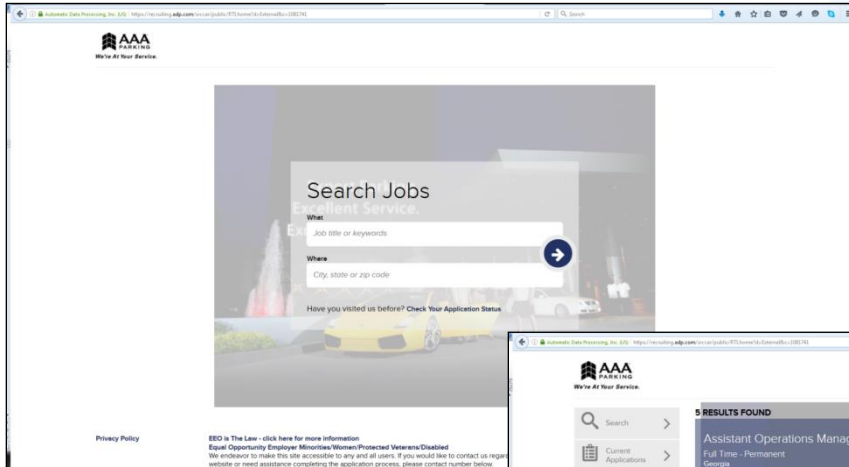
- A chronological log of any interaction with the claimant
These interactions are time stamped by the system so there is no question about the time any conversations took place or e-mails were sent out
- Copies of any e-mails sent to the claimant
- Copies of the ticket(s) used in the transaction with the claimant
- Copies of repair estimates
- Copies of check request(s) where applicable



Employee Hiring Process

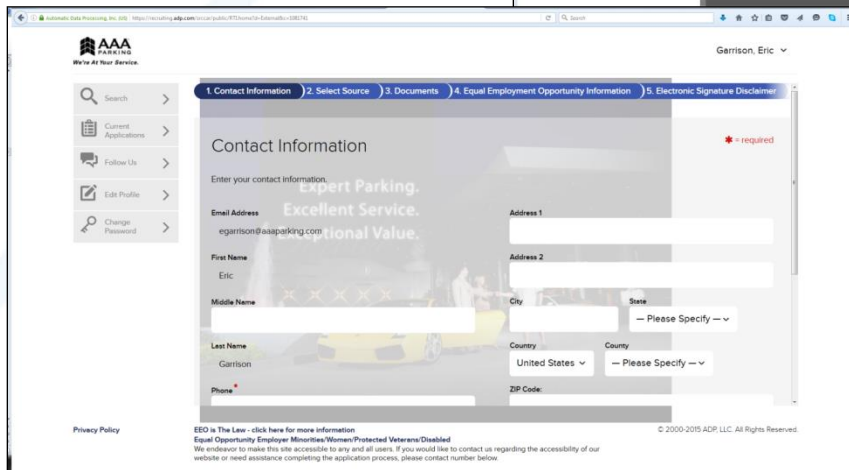
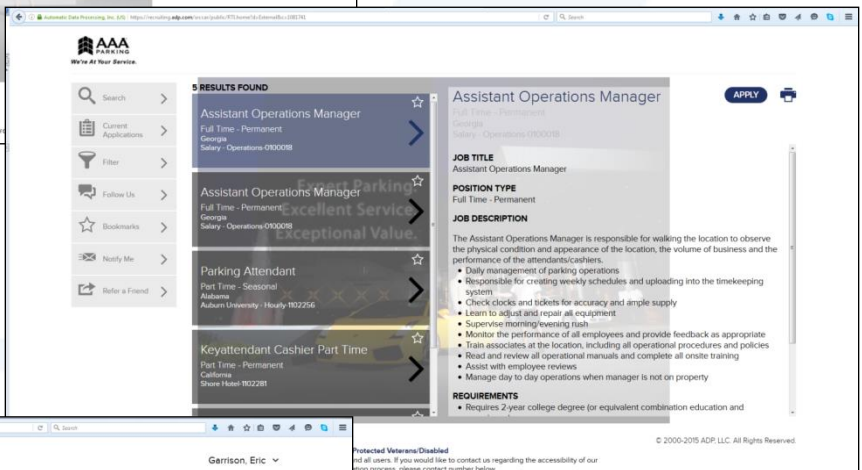
“Our selective process attracts the strongest professionals in the industry.”

AAA Parking utilizes ADP’s High Volume/Virtual Edge software system for job posting, employee recruiting, employee on-boarding, and document administration and storage.



Candidates are directed to our website to complete an online application for employment. They are required to answer a variety of questions which determine if the applicant is qualified for advancement to a personal

interview. Qualified applications are reviewed by Human Resources and the operations manager, who determine if the candidate would be an appropriate fit for the location.



Applicants are then required to pass a drug screen administered by a contracted screening clinic located within the applicant’s local area. The applicant must also pass a criminal background check in order to proceed. Successful results are processed through the ADP on-boarding system and the

candidate is then available for hire. All necessary federal and state forms and company policy acknowledgements are completed online, within the employee profile initiated during the application process. Operational procedures, job requirements and general information are also required to be acknowledged by the employee online before the candidate may begin work. Note that several forms still require a “wet” signature, which must be collected prior to the applicant beginning work.



At your Service

“Tenured hospitality executives who are passionate about service.”

AAA Parking’s commitment to service resonates through every facet of organization. With company programs like the AAA Basics of Service, AAA Parking Leadership and our weekly employee recognition program, our focus on providing exceptional and consistent service is unmatched in the industry.

The AAA Parking Pledge:

We pledge to provide superior service while maintaining the highest standards of quality, honesty and professionalism.

Through our unwavering dedication to detail and customer satisfaction, AAA Parking Associates will continue to set the standard for professionalism in the parking industry.



The Triple A's of Service:

Attitude
Assistance
Appearance

6 Golden Rules of Valet Parking:

1. Ask guest for their name and write it on the parking ticket.
2. Check vehicle for existing damage and note it on the parking ticket.
3. Complete all other information on the parking ticket:
 - Parking space number
 - Vehicle make and color
 - Year in talk
4. Do not speed, obey the posted speed limit.
 - a. Do not put the keys in your pocket, use a carabiner.
5. When damage happens, stop and secure the vehicle and report immediately to your supervisor.

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www.aaaparking.com
www.facebook.com/aaaparking
www.twitter.com/aaaparking

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Attitude

We will provide positive customer service in our interactions with guests. We will take the lead. We will not wait for the guest to approach us, but we approach the guest first and offer our assistance in any way. And guests always receive better than requested responses.

We will have a smile on our face. Nothing is greater sign of hospitality than a genuine smile. When you are working we are the guest and the smile on our face will reflect this and say to our guest: "We are glad to have you here."

We will offer sincere greetings and always say, "Thank you" to our customers.
"Nice to see you today."
"How was your trip to the city?"
"How was your trip to the AA's account?"
"Thank you for driving with us."
"Drive safe and have a great day."
"Please come back and see us..."

We will greet the guest's name often. We will make it a point to find the guest's name from their luggage or to simply say, "Hi, we have your name on the guest on the list and we'll have your car ready for you." "Hi, your name is on the list, we'll have your car ready for you."

We will provide directions when appropriate. When our guests are lost, we will provide them with directions to their room.

Assistance

We will use the 15-5 rule. When a guest approaches us we will stop any conversation that we are involved in and our 15-5 rule is:
All 5 feet, leave our contact and smile. All 5 feet and say "Good morning, good afternoon" or "Good evening."

We will open guest's doors. When guests arrive we will open the passenger door as well as the driver's door as a sign of welcome to the property. We will ask the guest, "Is there an umbrella, guest or having the restaurant, the bar or banquet facilities."

We will assist with coats and baggage. When guests arrive we will offer a coat hanger in the back of the car, we will remove it for the guest and stored the guest with the coat. We will also offer hand luggage for the guest.

We will keep our uniforms clean and crisp, including an appropriate name tag. The name tag in the only our uniform is representative of the care we take in doing our job. It is important that we are not concerned about the condition of our appearance. Guests will think we don't care about their cars and will believe.

We will be clean shaven and properly groomed. Just like uniforms, the cleanliness of our grooming is a reflection of our attitude towards our job. Men will have beards shaved to meet the standards. And our hair styles will be in accordance with the employee handbook.

We will post-up properly when meeting and assist guests. When we are in between assignments, we will not gather around the guest or our guest areas. Instead, we will "post-up" properly, anticipating the arrival of the next guest.

We will keep our garages, offices, and outdoor areas neat and clean. Just like the uniform appearance and the grooming condition of our work area reflects our attitude towards the service we provide. As a team we will make every effort to keep our work areas neat and clean. When signs and signs are on the ground, we will just pick it up and not worry about who put it there.

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AAA Parking Service Standards Employee Wallet Card

Results that matter

“We don't just talk the talk.”

Our dedication to service goes beyond classroom training programs and industry cliché. AAA Parking is fully engaged with all of our clients in their quest to achieve superior consistent guest experiences.

This is only accomplished when your partners embrace the hotel's mission as if it were their own.



In addition to our own internal audits and those provided through our partners, AAA Parking has a national 'Mystery Shopper' program administered

by A Closer look (www.a-closer-look.com). A Closer Look conducts comprehensive unannounced property audits quarterly at each AAA Parking account across the country. The results are routed electronically to our Executive Committee who evaluates the results and shares with our onsite team and our respective client. Detailed online ranking and reports are used to benchmark our top performing accounts and to recognize our employees that are providing exceptional service on a daily basis.

Environmentally Conscious Operations

"Reducing waste and raising awareness."



As long as vehicular travel exists, the need to park cars will continue. AAA Parking is committed to significantly reducing our carbon footprint by implementing changes to our operations, promoting conservation to our customers and moving towards greener parking on a daily basis.

AAA Parking's eco-friendly initiatives continue to evolve as new technology is introduced into the market. A significant technology development over the last decade is the improvement and increased production of electric-powered passenger cars. Electric cars are incredibly fuel-efficient, with their average fossil fuel use equivalence of more than 40 MPG in the United States. Most importantly, the electrical grid is powered in part by cleaner burning natural gas, and zero-emissions hydro, solar and wind power, drastically decreasing the carbon footprint of car travel. Many of our operations now offer designated and preferred parking spaces for electric vehicles and most offer free charging service to parking customers who choose this option. Additionally, a growing number of AAA Parking managed facilities also offer rate discounts for electric and hybrid vehicles.



Within our garage facilities, AAA Parking continues to install energy-efficient lighting fixtures, most of which utilize LEDs that have a much longer life-span and are up to 80% more efficient than incandescent bulbs. Additional energy conservation efforts in our facilities include the use of solar power for free-standing/island parking access and electronic pay stations and partnerships with "waterless" car detailing services.

In all of our offices, AAA Parking participates in "Single-Stream" recycling programs, where virtually all trash is recycled. Waste sorting technology has improved drastically to allow for a simple two-container system, one for any and all paper, plastic and metals, and a second for any food and organic waste.

To further reduce our paper use, AAA Parking offers clients and parking customers' paperless reports, statements and invoices via our online services. AAA Parking has also completed an extensive paper recycling program, beginning with more than 120 cubic yards of stored paper documents.



AAA Parking FAQ's

"A few things you should know."

Name, Address & Officers of the Firm

Selig Parking, Inc. d/b/a AAA Parking

1100 Spring Street NW, Suite 800
Atlanta, GA 30308

Phone: 404.525.5959
Web: www.aaparking.com



Kris Bowen, President
Greg Lewis, Chairman
Mason Mehrjerdian, Executive Vice President
Mac Chaudhry, Vice President
Erika Bryant, Vice President of Human Resources
Jeff Crane, Vice President of Finance

Name, Address & Officers of Ownership

AAA Parking is a wholly-owned subsidiary of Selig Enterprises, Inc., an Atlanta-based commercial real estate investment, holding and management company.

Selig Enterprises, Inc.

1100 Spring Street, NW, Suite 550
Atlanta, Georgia 30309

Phone: 404.876.5511
Web: www.seligenterprises.com



S. Stephen Selig, III, President and Chairman
Cathy Selig, Vice President
Jo Ann Chitty, Vice President
Kenneth Clayman, Senior Vice President/Corporate Secretary



AAA Parking is a privately held company formed in 1956, incorporated in 1958, and became a subsidiary of Selig Enterprises (www.seligenterprises.com), Inc. in 1981. Selig Enterprises, Inc., is located at 1100 Spring Street, Suite 550, Atlanta, Georgia, 30309.

Executive Summary

“The choice is simple really....passionate partners that only win when you win!”

Thank you for taking time to learn more about AAA Parking.

Our team understands that every project is unique and each asset requires a tailored proposal. All AAA Parking agreements are customized to reflect the specific conditions for each specific property. Terms vary based on size and geographic location of the property, market conditions, operational nuances, logistics, rates, capital equipment investments, services provided and specific client requests, among many other factors.

Since 1956, AAA Parking has maintained a tradition of commitment and service. As one of the oldest and most established parking management companies in the United States, we have a history of excellence that it unsurpassed. AAA has a perfect contractual performance record having never failed on any contract or management agreement in our history. Our team is comprised of career hotel executives, tenured managers and the best parking employees in the industry.

We look forward to working with you!

