



City of San Antonio

Agenda Memorandum

File Number:

Agenda Item Number: 35

Agenda Date: August 8, 2024

In Control: City Council A Session

DEPARTMENT: Convention and Sports Facilities

DEPARTMENT HEAD: Patricia Muzquiz Cantor

COUNCIL DISTRICTS IMPACTED: District 2

SUBJECT:

Event Parking Booking Services at Alamodome

SUMMARY:

An ordinance authorizing a Professional Services Agreement with Arrive Mobility, d/b/a Flash Parking to provide off-site Event Parking Booking Services to the Alamodome during event days for a three-year term with two, one-year renewal options. This is a revenue agreement valued at an estimated \$10,000 in annual commissions with an estimated total revenue contract value of up to \$50,000 to the City of San Antonio. Revenues generated from this agreement will be deposited in the Community and Visitor Facilities Fund.

BACKGROUND INFORMATION:

Envisioned as a community gathering place for San Antonio and visitors, the Alamodome is a 65,000 seat multi-purpose sports and entertainment facility that hosts events such as concerts, boxing, cheer competitions, motor sports, ice shows, conventions, community events, civic events, soccer, basketball and football games. Per year, the Alamodome averages 120 event used days and since its opening ceremony, the Alamodome has welcomed over 34 million attendees.

One of the important tasks for destination facility venue management is to identify and improve

services to elevate the patron experience. The Convention & Sports Facilities (CSF) vision is to position the Alamodome as a preferred facility venue and destination by providing innovative technology that delivers reduced traffic congestion, convenience and increased parking revenue to the City of San Antonio.

The Alamodome solicited informal bids for “Event Parking Booking Services” during the month of June 2024. Two informal bids were received, and ArriveMobility, d/b/a Flash Parking proposal was recommended for contract award by CSF/Alamodome staff based on their experience, background, and qualifications, proposed plan, and estimated revenue to the City. The Finance Department, and Procurement Division assisted by ensuring compliance with City procurement policies and procedures.

Arrive Mobility, d/b/aFlash Parking will assist the City of San Antonio in providing services that enable Alamodome patrons to find and book parking prior to arriving at their event via the Arrive Mobility, Inc./Flash Parking websites (www.parkwhiz.com and www.bestparking.com) and mobile applications (collectively the “Arrive Mobility, Inc. Sites”), and third-party e-commerce platforms. Arrive Mobility, Inc./Flash Parking has brought together the best-in-class technology providers in the Parking Industry. Additionally, Flash Parking Event System combines several of Flash Parking’s products and capabilities into a unique solution for future events at the Alamodome. The overall goals to this partnership include:

Improved Parking Experience

- Providing seamless ingress to an event, modern digital payments, and connectivity to new services like payments in vehicles and mobile payment devices.

Reduced Traffic Congestion and Increase Revenue

- Tap into off-site parking space inventory via Parkwhiz; providing enhanced revenue protection and enforcement
- Purchase parking spaces via ticketing platforms that utilizes digital widget and email platform; making parking lots and parking garages discoverable and accessible in ticketing platforms.
- Have up to date directions with Google, Waze and Apple maps integrations.

ISSUE:

To assist in staying competitive within the destination facility venue industry and to improve the patrons experience by reducing traffic congestion on events at the Alamodome, CSF/Alamodome is requesting authorization to award a professional services agreement to Arrive Mobility, d/b/a Flash Parking. If approved by City Council, the partnership with Arrive, d/b/a Flash Parking and the City of San Antonio would begin on August 12, 2024.

The primary services and activities performed by Arrive Mobility, Inc./Flash Parking under this agreement include the following:

- Arrive Mobility/Flash Parking will provide the Alamodome with unique links to be posted on and included in its website, email marketing and campaigns, social marketing, etc. that directs customers to Arrive Mobility/Flash Parking Sites for purchase of parking reservations.

- During the term of this Agreement, Arrive Mobility d/b/a Flash Parking will pay City 20 percent (%) of the Arrive Mobility/Flash Parking net revenue of qualifying transactions generated through the affiliate links.
- Arrive Mobility/Flash Parking will work with certain third-party e-commerce ticket platforms to provide parking options as an upsell to customers who are purchasing event tickets from the ticket.
- Arrive Mobility/Flash Parking will provide Alamodome access to transaction history and balance information.
- Arrive Mobility/Flash Parking will be responsible for all aspects of order processing and fulfillment of all purchases and bookings. Along with providing customer service, Arrive Mobility, d/b/a Flash Parking handles all transaction logistics including payments, cancellations, and refunds.

ALTERNATIVES:

Alternatives to approving the agreement as presented with Arrive Mobility, d/b/a Flash Parking would be to approve the contract with changes in the scope of work, or to postpone or deny approval. Postponement or failure to approve this ordinance request will delay the opportunity to maximize the guest experience, reduce traffic congestion, and increase revenue to the Alamodome.

FISCAL IMPACT:

This Ordinance authorizes the execution of a Professional Service Agreement with Arrive Mobility, d/b/a Flash Parking, to provide Event Parking Booking Services for the Convention & Sports Facilities Department at the Alamodome. Annual commissions are estimated to be \$10,000 to the City of San Antonio. This agreement is estimated to generate approximately \$50,000.00 in total contract commissions to the City over the three-year initial term and the two, one-year renewal options of the agreement. Revenues generated from this agreement will be deposited into the Community and Visitor Facilities Fund.

RECOMMENDATION:

Staff recommends approval of the authorization to award a professional services agreement to Arrive Mobility, d/b/a/ Flash Parking for off-site Event Parking Booking Services to assist in reducing traffic congestion and improving the patron experience at Alamodome events.