

### A Tale of Two Cities

In this issue of Diamond Dialog, we take a closer look at two “gateway” cities that successfully combine city and airport parking along with storage.

**ANCHORAGE, ALASKA** is the entrance to thousands of miles of unexplored wilderness and unparalleled travel adventures. It is also home to Diamond Parking’s city and airport parking operations. Diamond started parking cars in Anchorage in 1974, the same year that construction began on the Trans-Alaska Pipeline System. Investment in oil and gas exploration has long fueled the 49th state. The same is true today, says Anchorage City Manager Matt Samuel. “Anchorage is growing steadily with new people moving into the area. As a result, we continue to maintain a position of relative economic strength.” Matt notes that the 2011 census pegs the city’s population at approximately 295,600 not counting the occasional moose or elk that wanders into town. By 2014, according to the Anchorage Economic Development Corp., the population is expected to top 309,000. Matt says that Diamond’s parking operations are focused mostly in downtown. “It’s a compact center that’s easy to get around. Parking demand comes from a strong business sector, plus the presence of many Federal Agencies. This is supplemented by the leisure side with many popular restaurants and bars, a



Matt Samuel, Anchorage City Manager

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**SPOKANE, WASHINGTON** is the gateway to the “Inland Empire.” It is the second largest city in the state with an estimated population of nearly 210,000. “Diamond Parking started city operations in 1968,” says Dan Geiger, Regional Vice President for Spokane, Coeur d’ Alene, and Sandpoint, Idaho and the Spokane Park N’ Jet.

“We are the premier parking company for the Inland Northwest region. We’ve expanded our operations to coincide with Spokane’s economic diversification from farms, and forests to encompass other industries including high tech and biotech sectors.”

Dan notes that Diamond’s portfolio is diverse. It includes managing twenty space surface parking lots all the way up to overseeing parking for the Spokane Convention Center and everything in between. Dan is especially excited about a voter-approved plan to expand the Convention Center that



Left to right: Joe McCollum, Assistant Manager and Len Urgeleit, General Manager

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## A Tale of Two Cities – ANCHORAGE, ALASKA

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shopping mall and performing arts center.” Matt is gearing up for the busy summer tourist season and spearheading efforts to explore expanding beyond downtown. “The demand is there outside the downtown core in the University and Medical districts.” Matt joined Diamond Parking in 2012. Born in the United Kingdom, he spent 20 years working in food retail in the UK and Ireland. He says his biggest challenge is Mother Nature. “We have snow on the ground five months of the year. You can do your best planning but challenges always arise.” Matt notes that Diamond Parking is involved in sponsoring civic events in Anchorage such as Summer Solstice Festival, the Ice Festival and the two week “Fur Rondy Festival, which coincides with the start of the famous Iditarod Race in March.”

Away from Downtown and close proximity to Ted Stevens International Airport, Diamond

operates Airport Parking and Storage. General Manager Denise Hibbeln says it’s a busy hub for business and leisure parkers. “We have one thousand parking spaces with 250 covered. I would say nearly fifty percent of our business customer’s

work on the north slope.” Denise notes that her focus is squarely on providing the best customer experience possible. “We run two shuttles 24/7. We pick up our guests at their vehicle and assist them with luggage. We really don’t compete with the airport because our level of service and amenities is so much higher.” Another plus is Diamond’s state of the art car wash that was completed in 2011. “There isn’t a better one in Anchorage,” adds Denise proudly. Storage is another asset offered by Diamond Airport Parking in Anchorage. Denise

says that some Alaskans who live in the “bush”, a term often used to describe parts of rural Alaska, will permanently park a vehicle in storage. Other seasonal travelers, commonly referred to as “snow birds” will put away a vehicle in heated storage units as large as 10 x 20 feet. Before joining Diamond Parking in 2007 and assuming her duties as General Manager of Airport Operations, Denise spent over twenty years in Alaska’s travel business. “I love what I do. Everyone feels like family. We operate a clean, safe and organized operation.”



Left to right: Chance Atwood, Assistant Manager; Chris Miletich, Director of Marketing; Denise Hibbeln, General Manager; Adam Perry, Operations Manager.

## AHEAD OF THE CURVE



### **Mussa Abdusalam**

*Parking Attendant, United Parking, Seattle, WA*

I just wanted to comment that one of your employees far exceeded customer service. I was late to an appointment in the Norton Building and accidentally left my smart key in my pocket... he knew this as I ran off and quickly parked my Lexus in a safe location prior to it shutting off. He was very polite and helpful and represented your company well.

Best Regards, Mark

*Mark Sims, President  
FikesProducts.com*

Shining a spotlight on Anchorage, Alaska and Spokane Washington, as our lead stories brought to mind the important role that cities play in the success of Diamond Parking and why strategic urban development matters. Cities are important generators of wealth, employment and productivity. Cities continually develop and implement new strategies to attract a diverse mix of innovative investments. Similarly at Diamond Parking, our urban parking operations promote growth, job creation and innovation. Because we provide downtown workers and visitors with places to park, we are actively involved in downtown associations and partnerships, contributing ideas to achieve sustainable parking systems. It's a fact that convenient parking to city services, restaurants, shops and businesses promotes economic viability, enhances livability in downtown neighborhoods and keeps the urban environment vibrant. Our city parking facilities serve as an active mixed-use resource to keep people connected. Additionally, like city governments, we work on a wide range of issues in order to provide the best customer service possible. We recognize that cities are at the threshold of unprecedented technological changes and that mobility needs are evolving. As a result, we have implemented cashless, electronic and mobile payment platforms. Our advanced parking technologies are revolutionizing our industry through automatic vehicle identification and wireless sensing devices for traffic management. Daily, we strive to provide our landlords, property managers, developers and building owners with solutions that maximize revenues while minimizing costs. With over eighty years of parking expertise in urban regions, we know that there is simply no substitute for experience.



Jon Diamond

## Diamond Parking in Alberta

Diamond Parking is excited to announce its June opening in the Calgary market. Diamond Parking first opened in Edmonton, Alberta in 2006. Full parking management services are offered including management of pay operations on surface lots, garages and complete parking patrol services. We look forward to meeting new owners and property managers in Calgary and the surrounding area.

In Edmonton, the City of Edmonton and Katz Group, owner of the NHL Edmonton Oilers have announced the completion of a funding agreement that will see a new arena with seating for 19,000. It will also include a winter garden entertainment area together with associated hotels, resident and office developments. The \$600 million dollar arena complex will begin construction in spring 2014 with completion in 2016.

The added value of projects in the immediate area is expected to cost in excess of \$2 billion dollars as they are built in the upcoming years. The impact on regenerating the city center is anticipated to be dramatic. The city center will be invigorated with new traffic day and night, seven days a week.



Artist Rendering of Arena

In addition to the arena, the government of Alberta has started construction on the \$340 million dollar new Royal Alberta Provincial Museum. It will open just east of the new Arena in 2016.

Diamond Parking continues to grow and offer parking management solutions to our many and varied customers throughout Edmonton. We look forward to servicing the patrons of these new projects.

## A Tale of Two Cities – SPOKANE, WASHINGTON

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would add 90,000 square feet of exhibit hall space, meeting room and support facilities. “We’ve operated their parking since 1995. This new expansion project will increase the number of parking spaces as well as visitor access. We feel honored to be a part of this major development in downtown Spokane.” Dan says that Diamond is also involved in community events providing parking along the parade route for Spokane’s nationally acclaimed Lilac Festival in May. Dan joined Diamond Parking in 1977 and has grown with the company over three and one half

Spokane  
Convention  
Center



decades. He continues to work closely with landlords throughout Spokane County and in Coeur d’Alene, and Sandpoint, Idaho. He also oversees operations at Diamond’s busy Spokane Park N’ Jet.

“We operate two types of parking at the Park N’ Jet. We feature valet that is used primarily by our corporate clients. We also offer self parking for one thousand vehicles,” says General Manager Len Urgeleit.

Len says Diamond has designed its valet program to provide VIP services to business people while they are traveling to save them time in their busy schedules. “We have many people that leave their laundry and dry cleaning with us while they are away on business. We make sure it’s clean, pressed and packaged when they return,” notes Len. Valet customers are also first off the three shuttles that operate twenty-four seven. In winter, their vehicles are

defrosted and warm for their return. In summer, the air conditioning is turned on when they arrive at their car. Len adds that Diamond’s self parkers also enjoy conveniences such as being picked up at their self park space and quickly transported to their connections. “Our self parkers don’t have to drag their luggage to a station and then wait for a shuttle. We drive right to their car and assist them with their luggage. In winter, we will also help them remove excess snow.”

In addition to valet and self park, Diamond also offers one thousand units of storage in a full array of sizes. Like Anchorage, Len says customers can keep their cars under cover while travelling as well as choose to lock them inside large storage units sometimes for months at a time. “We get snowbirds that head south for the winter. They return knowing that their vehicle is safe and dry.” Len joined Diamond Parking in July of 2009. He began his parking career with Diamond as area supervisor and was promoted to assistant manager before being appointed General Manager of Diamond’s Park N’ Jet in November of 2012.



# DIAMOND ANNIVERSARIES

We want to congratulate those employees who are celebrating 10 or more years with Diamond Parking. Thank you for your dedication!

## 20+ Years

Susan Zink	Corporate Office	27 years
Lynnette	Seattle Attended	24 years
Elpidio Tabalbag	Seattle Attended	23 years
Biruk Mitiku	Seattle Attended	20 years

## 15+ Years

Herman Raap	Coeur d'Alene	19 years
Belay Assefa	Seattle Attended	18 years
Michael Neely	Spokane	16 years
Peggy Lee	Vancouver, BC	16 years
Sergey Verkhovodov	Spokane	15 years
Redi Zeray	Seattle Attended	15 years

## 10+ Years

Michael Tefferi	Seattle Self Park	13 years
Solomon Tekeste	Seattle Attended	13 years
Aster Zersenai	Seattle Attended	12 years
Gebreyesus Lisanu	Seattle Self Park	12 years
Alfredo Andrada	Honolulu	12 years
Sofonias Estifanos	United Parking	11 years
Theresa Malufau	Honolulu	11 years
Samson Andebrhan	United Parking	11 years
Richard McNellis	SLC Park & Jet	10 years
Jose Rosas	SLC Park & Jet	10 years

# DIAMOND FEEDBACK

## We welcome your comments:

Diamond Dialog is published by Diamond Parking. For comments and suggestions please write to us at: [dialog@diamondparking.com](mailto:dialog@diamondparking.com).



Scan code with a smart phone

To learn more about the Diamond Difference visit

[www.diamondparking.com](http://www.diamondparking.com)

## Employment Opportunities

Diamond Parking is a full-service parking operator which prides itself on the quality of its employees. We do everything possible to accommodate our clients and make sure each and every client is satisfied.

Such exceptional service can only be delivered by hiring the brightest and hardest working people in the industry.

If you are interested in joining Diamond Parking, please e-mail your resume to: [hr@diamondparking.com](mailto:hr@diamondparking.com).

Diamond Parking is an equal opportunity employer.

# ACTIONLINE

**WHAT DO YOU THINK?** Your observations, ideas and opinions are very important to us. Whether you are a landlord, customer or employee, you can use Actionline to provide comments, suggestions or observations; to ask questions, voice concerns, report situations, or to forward information that you feel may need attention.

Actionline is served by an independent communication services firm. Through this service, you may provide your personal contact information and receive a response directly from Diamond Parking. Or, you may provide your personal contact information, request to remain anonymous to the company, and receive a reply through the Actionline service.

You may contact Actionline by e-mail at [ask@actionline.com](mailto:ask@actionline.com), by telephone at 1-800-426-0426 (day or night, toll-free) or by using a postage-paid mailer available at any Diamond Parking field office.



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**1-800-340-PARK**

To learn more about the **Diamond Difference**  
visit [www.diamondparking.com](http://www.diamondparking.com)

**We hope you enjoy reading our latest newsletter**

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**1 MISSION** HELPING YOU REALIZE YOUR PROPERTY'S FULL POTENTIAL.

**Bring us your parking challenge.  
We'll find the best solution.**

**EXPERIENCED.**

We draw on the substance and depth of decades of experience to assist property owners and building managers to develop comprehensive plans for maximizing their parking potential.

**WE'VE GOT YOU COVERED.**

From parking facilities in every conceivable size of commercial buildings to major hotels, shopping centers, hospitals, sports arenas, multilevel garages and 'Park N Fly' facilities – we've done it. And we can excel for you too.

**MENU OF OPERATIONS:**

- Monthly Parking
- Daily Parking
- After Hours Parking
- Event Parking
- Valet Parking
- Garage Management
- Hotel Parking Management

- Municipal Parking Enforcement
- Consulting
- Hospital Parking Management
- Enforcement & Checking Services
- Revenue Control
- Staffing