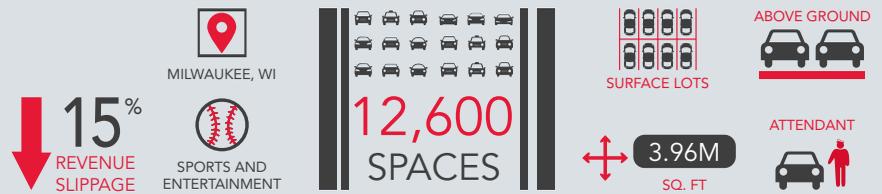




CASE STUDY

MILLER PARK MILWAUKEE BREWERS



CHALLENGE

- Cash handling and counting procedures were inconsistent and tickets were lost before audit.
- Understaffing resulted in long queues, inefficient traffic control, and unhappy fans.
- Bottlenecks and poor traffic control resulted in frequent backups and sluggish ingress/egress.
- Employees parked in premium spaces, leaving fans to park a quarter of a mile away.
- Inventory mismanagement led to parking being regularly oversold.

APPROACH

- Implemented new cash handling policies, counting procedures and initiated regular cash drops.
- Increased ticket size and added a detachable portion that could be exchanged for a free soft drink at a designated driver booth to increase customer satisfaction.
- Scheduled employees based on projected attendance and demand for cashiers.
- Redesigned parking gate system and partnered with the Department of Transportation, Milwaukee Police, and other third parties to improve ingress/egress.
- Worked with the City of Milwaukee to relax on-street parking restrictions for employees.
- Tracked advanced sales and counted spaces on game day to establish when to close sales.

RESULTS

- Reduced slippage by 15% with new ticket design and better loss prevention methods.
- Improved efficiencies and lowered labor costs through enhanced staff scheduling.
- Improved safety and traffic flow by redesigning gate system and adding police presence.
- Created 60–75 on-street parking spaces by working with the City of Milwaukee.
- Reduced instances of oversold parking through more effective inventory management.

Impark has been one of our most valued and trusted partners. They have done a tremendous job in making customers feel welcome when they arrive on-site by providing great customer service. Their attention to detail with revenue controls and suggestions on improving our parking operations have allowed us to consistently provide first-rate service to all our fans.

Bob Hallas,
VP – Stadium Operations

The management team at Impark has been very flexible in adjusting to our ongoing changes. Impark works well with our finance team by staying within a strict budget and providing the club quick and accurate revenue reporting. With the large game day staff it takes to handle nearly 13,000 parking spots, we have been very satisfied with the customer service they have provided our guests along with quickly handling issues when they arise.

Matt Lehmann,
Senior Manager of Event Services