

# PARKING MANAGEMENT CASE STUDY

## Citigroup Center



## How a Fresh Look Led to a 45% Revenue Increase at Citigroup Center

Sometimes the biggest gains come from looking closer at what's already in motion. At Citigroup Center in Downtown Miami, TruPark's leadership team didn't reinvent the wheel—they refined it. With a fresh perspective and a focus on continuous improvement, the team dug into the details of day-to-day operations to find new opportunities hiding in plain sight.

### Continuous Improvement in Action

This wasn't about starting over. TruPark had long managed the garage, but leadership & staffing changes brought renewed focus to performance, accountability, and service. The team reviewed everything—staffing patterns, pricing strategy, and traffic flow—and quickly saw ways to make a strong operation even better.

Staffing schedules were realigned to eliminate a mid-day coverage gap that slowed traffic. With better structure came better energy: the onsite team became more responsive, professional, and engaged. Monthly parkers felt the difference immediately—entry lines moved faster, and the overall experience felt smoother and friendlier.

The team also took a hard look at transient pricing, adjusting the rate table to reflect true market demand. That precision led to a 13% increase in transient revenue, proving that the right data drives better performance. TruPark also reopened event operations that had been dormant under prior leadership, generating new revenue for ownership.

*"We've been working with TruPark for several years, and their partnership has consistently streamlined our parking operations and driven a notable increase in revenue at Citigroup Center."*

*- Ana Castro, General Manager, CP Group*

### Getting Innovative, Getting Results

TruPark initiated a comprehensive parker access-to-billing audit, identifying discrepancies that had never been reviewed by prior leadership. Coupled with a new SIXT Rent a Car partnership, the team introduced an additional revenue stream and maximized garage efficiency.

**The results spoke for themselves: total revenue up 45% year-over-year, NOI up 67.95%, and the property exceeded its annual budget within nine months.**

### PERFORMANCE HIGHLIGHTS

- 45% year-over-year revenue increase
- 67.95% lift in NOI
- Exceeded annual budget within nine months
- +13% transient revenue from strategic rate alignment
- Reopened event operations for incremental revenue
- Added SIXT Rent a Car as a new revenue channel
- Faster entry + improved customer experience for monthly parkers

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