

## MEMORANDUM / MINUTES

To: Hartford Parking Authority Commissioners

From: Paddi LeShane, Committee Chair  
Mark K. McGovern, Chief Executive Officer

Re: Marketing Report

Date: November 14, 2012

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The Marketing Committee did not meet in November, but wish to report on the following activities:

### **Promotions and Partnerships:**

- UCONN – A promotional partnership agreement with UCONN Athletics Department and IMG is now fully executed, following review and approval by Corporation Counsel. A promotion advertising event rates for Huskies Basketball at HPA garages is being displayed and announced at all games.
- On-street Parking Promotion –A 11/8/12 press release announced details about HPA’s “Park on us” promotion for Parking Ambassadors offering free at-meter parking randomly to on-street parkers using Business for Downtown Hartford’s Park, Shop and Dine card to pay meters. Parking Tips cards are being distributed and demonstrations of meter operation are being given during these patron interactions.
- UHART – A second promotional partnership agreement with University of Hartford Athletics Department has also been fully executed. With each new monthly parker registration for Morgan Street Garage, new parker will be presented with two (2) free tickets to any four (4) Hartford Hawks basketball games and a Hartford Hawks building banner will be installed at MSG. HPA’s “your place for a space” message will be announced and displayed at each home game in the season and a trivia contest held during each game will offer a \$25 BFDH Park, Shop and Dine Gift Card (sponsored by HPA), to each winner.

### **Newsletter**

HPA’s second edition e-newsletter is ready for distribution to a list of 446 interested parties collected from previous promotions as well as direct subscriptions from HPA’s website. An “unsubscribe” option is available in the body of the newsletter, however, to date, there have only been four (4) unsubscribe requests.