



**DECA's 62st Annual
State Career Development Conference**

Team Decision Making Event
2008 Case Study

Your team of consultants has been hired by GO ANYWHERE PARKING to develop a plan to increase the occupancy rate of their largest parking garage in the downtown area of a major metropolitan city. The garage is located in the heart of the downtown area, and is very close to many popular attractions, as well as several office buildings. This is often the closest garage to many outdoor events hosted by the city that attract millions of visitors each year.

Even with close proximity and pricing that is very competitive for the market, the 9,000 space garage rarely exceeds a 70% occupancy rate. City ordinances make creative signage a challenge, and with the garage being underground, this can make the challenge felt even more.

Your team is to develop a comprehensive campaign to increase occupancy in the garage for the work week, special events, and tourists visiting in the evenings and on weekends. This could include any of a variety of methods, but it's important to keep in mind that the cost of the campaign should not come close to or exceeds the revenue that would be brought in by increased parking occupancy.

Your team will be evaluated during your 20 minute planning period, and then have 10 minutes to present your proposal to the company's owners. They may ask you a few questions after your presentation.