

January 26th 2023

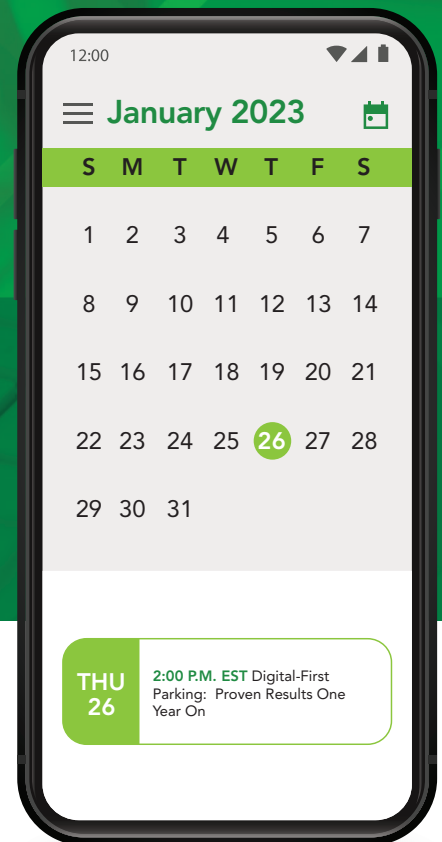
Virtual National Webinar for CAMA Members

Digital-First Parking: Proven Results One Year On

Hosted by: HotSpot Parking

Thursday, January 26th, 2023 / 2:00 p.m. to 3:00 p.m. EST

Speaker: Phillip Curley, Head of HotSpot



**Who Can Attend
this Webinar?**

CAMA Members, Their Employees, and Elected Officials. Non-Members are also welcome to attend.



**Who Will Benefit
from this Webinar?**

CAO's, Clerks, and By-law, Finance and Economic Development Department Employees



Registration Cost

**FREE but registration is required
(see link below)**

One year since we presented to CAMA about Digital-First Parking Programs, they continue to prove the highest return on investment. Whether creating a new revenue stream, expanding an existing program, or simply reducing hardware upgrades, digital parking solutions are solving these problems with very little expenditure. Since last year, HotSpot's approach to digital-first parking has seen success in multiple Municipalities across Canada. For example, saving the City of Saint John approximately \$24,000 in expensive EMV hardware upgrades; and Pickering Ontario saved approximately \$700,000 in parking infrastructure, while processing over thousands of transactions this summer.

Following 2022's CAMA webinar hosted with HotSpot and Jasper, Head of HotSpot Parking, Phillip Curley returns to share another experience and lessons learned. Alongside our partner's Teresa Olsen, County Clerk, and Jim Millson, Supervisor of By-Law, from Norfolk County, Ontario. Norfolk County's popular beaches are a tourist haven for residents around the GTA. Norfolk initiated a digital-first pilot program to create new revenue, manage demand, and recoup funds for the infrastructure being used. Join us to talk numbers, highs, lows, considerations, Council, and how digital solutions can adapt to all parking scenarios.

About the speaker

**Phillip Curley, CEO
HotSpot Parking**

Since founding HotSpot Parking in 2013, Phillip has grown HotSpot to an International multi-million-dollar business, by solving mobility issues across Canada and the US. International engineering firm, Arcadis IBI recently acquired HotSpot to enhance its technology and transportation practices with Phillip and his Executive Team's leadership. Phillip has a strong track record of innovation with municipal clients and has worked hand in hand with city leaders to build the future of their communities.



[Click here to Register](#)

**For general inquires or if you
have any questions about
this session contact Rachel
Nason, Senior Sales Manager
at 506-292-2271 or
rachel.nason@ibigroup.com**

