

THE COSMOPOLITAN HOTEL AND CASINO

Las Vegas, NV

20/20 served as the PARCS consultant on a project to implement paid parking at the Cosmopolitan Hotel and Casino on the Las Vegas Strip. Phase 1 of the project consisted of a feasibility analysis for the implementation of paid parking. This included identification of objectives, a parking rate analysis, parking revenue forecasts, lane and equipment quantity calculations, parking technology assessment and recommendations, infrastructure impact analysis, and probable costs of implementation. Phase 2 consisted of RFP development and procurement assistance, as well as construction phase services including development of acceptance testing procedures and four phases of acceptance testing.

The Cosmopolitan selected Sentry Control Systems to implement a SKIDATA PARCS. The system went live in May of 2017 and consists of entry lanes, automated exit lanes, cash/credit card pay-on-foot stations, and credit card only pay-on-foot stations. Credit card payments are processed through P2PE EMV credit card terminals provided by Payment Express. Parking operations are based in a remote central command center with access to the PARCS workstations, VoIP intercom consoles and CCTV camera monitors with pan-tilt-zoom capability.

The system features multiple integrations that allow guests, customers, and employees of The Cosmopolitan to access parking using hotel room keys, employee vehicle license plates, Identity® loyalty club cards, contractor/vendor barcode badges, and traditional transient tickets. License plate numbers are automatically tied to all credential types at entry. Upon exit, LPR cameras read the license plate and automatically raise the gate for vehicles that are registered or used a valid credential at entry, as well as for customers that have pre-paid their parking fee at a pay-on-foot station.

