



**CITY OF FORT LAUDERDALE
City Commission Agenda Memo
CONFERENCE MEETING**

#25-1057

TO: Honorable Mayor & Members of the
Fort Lauderdale City Commission

FROM: Rickelle Williams City Manager

DATE: December 16, 2025

TITLE: Holiday Park Parking Update - Presentation of the Unsolicited Proposals
and the Evaluation Findings - **(Commission Districts 1, 2, 3 and 4)**

The intent of this agenda item is to provide the City Commission with additional information prior to the December 16, 2025, City Commission Regular Meeting agenda item to rank the unsolicited proposals (CAM #25-1221). City staff will present on the project history and project considerations, the City's consultant - PFM Financial Advisors (PFM) - will present its evaluation findings, and each proposer will present on its qualifications, experience, project scope, and methodology.

To address growing parking demand, in 2023 City staff initiated a Design Criteria Package (DCP) for a new parking structure in Holiday Park and presented parking concept options to the City Commission on January 22, 2025 (CAM #25-0032). Following this update, the Commission feedback was to advance concepts for a surface parking lot on the south parcel. Subsequently, City staff suspended efforts to design and construct a parking garage.

On March 7, 2025, the City received an unsolicited proposal from Holiday Park Parking Partners LLC. A revised proposal was submitted on April 10, 2025.

On May 5, 2025, the City received a second unsolicited proposal from Park Place Garages LLC. Both proposals met the statutory definition of a "qualifying project" under Section 255.065, Florida Statutes, and each included the required \$25,000 application fee.

On May 20, 2025, during the City Commission Conference Meeting, staff presented an update on Holiday Park parking initiative which included a high-level overview of the two (2) unsolicited proposals (CAM #25-0571). The City Commission requested that City staff further evaluate the unsolicited proposals and provide an analysis prior to the City Commission's summer recess.

City staff met with representatives from Holiday Park Parking Partners LLC on June 6, 2025, and with representatives from Park Place Garages LLC on June 10, 2025. The

meetings focused on the key aspects of the proposals, general business terms, and ensuring a mutual understanding of the timelines and deliverables. City staff provided the City Commission with an update on the unsolicited proposal evaluation status (CAM #25-0656) at the June 30, 2025, City Commission Conference Meeting.

On June 30, 2025, during the City Commission Conference Meeting, the City Commission requested that City staff prepare a walk-on resolution for the June 30, 2025, City Commission Regular Meeting to accept the two (2) existing unsolicited proposals and establish a forty-five (45)-day competition period following the initial date of publication. The walk-on resolution (CAM #25-0550) was approved that evening. The forty-five (45)-day competition period began on Tuesday, July 8, 2025, and officially closed on Friday, August 22, 2025, at 5:00 p.m. The City received one (1) additional proposal from G3 Development and one (1) revised proposal from Park Place Garages LLC during the competition period. On August 25, 2025, staff advised the City Commission of the three (3) unsolicited proposals via Letter to the Commission No. 25-155 and also shared that the proposals had been made available online on the City's project website.

The City selected PFM Financial Advisors (PFM) to conduct the third-party analysis of the three (3) unsolicited proposals.

Strategic Connections

This is a FY 2026 Commission Priority, advancing Public Spaces and Community Initiatives.

This item supports the 2029 Strategic Plan, specifically advancing:

- The Public Places Focus Area, Goal 5: Build a beautiful and welcoming community.

This item advances the Fast Forward Fort Lauderdale 2035 Vision Plan: We Are Here.

This item supports the Advance Fort Lauderdale 2040 Comprehensive Plan specifically advancing:

- The Public Places Focus Area
- The Parks, Recreation & Open Spaces Element
- Goal 1: Be a community where persons of all ages are able to partake in a fun and healthy lifestyle

Attachments

Exhibit 1 – City Presentation

Exhibit 2 – PFM Presentation

Exhibit 3 – G3 Development Unsolicited Proposal

Exhibit 4 – G3 Development Presentation

Exhibit 5 – Holiday Park Parking Partners LLC Unsolicited Proposal

Exhibit 6 – Holiday Park Parking Partners LLC Presentation

Exhibit 7 – Park Place Garages LLC Revised Unsolicited Proposal

Exhibit 8 – Park Place Garages LLC Presentation

Prepared by: Ben Rogers, Assistant City Manager

Charter Officer: Rickelle Williams, City Manager