



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

#25-0656

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

FROM: Rickelle Williams, City Manager

DATE: June 30, 2025

TITLE: Holiday Park Parking Unsolicited Proposals Update - **(Commission District 2)**

As part of the 2020 Parks Bond, the City of Fort Lauderdale planned to implement various improvements, including constructing a small, multi-story parking facility at Holiday Park. The Parks Bond allocated \$20,000,000 toward Holiday Park Improvements; however, the majority of the funding was utilized for park improvements and is no longer available to construct a parking garage.

Since approval of the 2020 Parks Bond, Holiday Park has experienced significant growth and increased demand. Specifically, the Parker Playhouse and War Memorial Auditorium were renovated and reopened, and the Florida Panthers opened the Baptist Health IcePlex inclusive of a new training facility, public ice-skating facility, restaurant, and common gathering area. Additionally, the Young Men's Christian Association of South Florida, Inc. (YMCA), in partnership with Broward Health, is finalizing development plans to construct a community and fitness complex and emergency medical facility at Holiday Park adjacent to the Parker Playhouse.

The increase in parking demand has created a need for a larger parking facility. On July 25, 2023, the Procurement Services Division issued Request for Qualifications No. 157 to identify a consultant to deliver a Holiday Park Parking Garage Design Criteria Package. On June 4, 2024, the City awarded the project to Bermello, Ajamil & Partners, Inc. (CAM #24-0465)

On January 22, 2025, City staff provided the City Commission with an update on the Design Criteria Package that highlighted five (5) potential concepts. The City Commission provided direction to advance the surface parking lot concept.

On March 7, 2025, the City received an unsolicited proposal from Holiday Park Parking Partners LLC, for a parking garage at Holiday Park. The proposer submitted a revised proposal on April 10, 2025.

On May 5, 2025, the City received a second unsolicited proposal, submitted by Park Place

Garages LLC, to construct a parking garage at Holiday Park.

During the May 20, 2025, City Commission Conference Meeting, staff provided an update on the design criteria package efforts and an overview of the two (2) unsolicited proposals. The City Commission provided direction to further evaluate the unsolicited proposals.

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.

The intent of the presentation is to provide the City Commission with additional project information and seek direction regarding the unsolicited proposals.

Attachments

Exhibit 1 – Presentation

Exhibit 2 – Holiday Park Parking Partners LLC - April 10, 2025, Unsolicited Proposal

Exhibit 3 – Park Place Garages LLC - May 5, 2025, Unsolicited Proposal

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Charter Officer: Rickelle Williams, City Manager