



LETTER TO THE COMMISSION

LTC No: 25-278

TO: Honorable Mayor and Members of the Fort Lauderdale City Commission
FROM: Rickelle Williams, City Manager *RW*
DATE: December 15, 2025
SUBJECT: **Holiday Park Parking Unsolicited Proposal – Proposer Feedback
(CAM #25-1057 and CAM #25-1221)**

The purpose of this Letter to the Commission (LTC) is to advise the City Commission that the City received feedback from Park Place Garages LLC (Park Place) regarding the contents of the Holiday Park Parking initiative agenda items for the December 16, 2025, City Commission meetings (Conference Meeting - CAM #25-1057 and Regular Meeting - CAM #25-1221).

The Park Place feedback includes two (2) focal areas:

1. Park Place identified that the PFM executive summary omitted the recognition of Garfield Public Private as the lead developer. City staff acknowledge that the PFM presentation includes Garfield Public Private in the appendix section but did not clearly identify it within the executive summary section. Garfield Public Private, led by Ray Garfield, serves as a lead developer for the Park Place team.
2. Park Place identified what it believes are inaccuracies referenced within the PFM and City presentations. Specifically, the analysis did not include the surface parking lot considerations and therefore skewed the cost figures. City staff reviewed the concern and determined that the PFM and City presentations accurately reflect the Park Place proposal contents. However, the following information is being shared with the City Commission in advance of the Park Place presentation on December 16, 2025.

The Park Place revised proposal (August 22, 2025) cover letter included the following statement:

“Our parking solution meets parking demand while serving multiple users, including The Parker, FTL War Memorial venues, and park visitors and reflects the City’s priorities by incorporating additional paved parking along the south side of 8th street”.

Subsequently, the cover letter and the proposal contents included a cost per space

breakdown of \$39,899 for the parking garage, but was silent about the cost of, and the number of, spaces included in the paved parking lot. The cost per space was calculated by utilizing the total garage cost (\$39.3 million) divided by the total number of garage parking spaces (985 spaces).

Total Cost	Garage Spaces	Cost Per Space
\$39,300,000	985	\$39,899

In discussion with Park Place, the cost per space calculation within its proposal is reflective of 985 parking spaces and did not originally include the 300-space surface parking lot. The request from Park Place is for the City to update its proposal contents to reflect the additional cost associated with the surface parking lot with the additional 300 parking spaces. Utilizing this information, the cost per space (for the garage and surface lot parking spaces combined) is calculated at \$31,517.

Total Cost	Garage Spaces	Cost Per Space
\$40,500,000	1,285	\$31,517

For more information on the Holiday Park Parking initiative, please contact Ben Rogers, Assistant City Manager, at brogers@fortlauderdale.gov or (954) 828-3781.

c: Shari McCartney, City Attorney
David R. Soloman, City Clerk
Patrick Reilly, City Auditor
City Manager's Office
Department Directors