



Fred Bredemeyer
12000 S. Biscayne Boulevard
Suite 707
Miami, FL 33181
(305) 891-1762
Fred@Park1.com

Centralized Valet Contract

Response to Request for Proposals
RFP 2018-011
May 15, 2018
COPY



May 15, 2018

RE: RFP 2018-011 | Centralized Valet Contract

Park One is pleased to present its proposal to provide valet parking management services for the City of Coral Gables, Florida.

As the largest provider of valet parking in services in South Florida, our unmatched local presence combined with our resources and experience in event parking management will maximize the service levels for the valet operations throughout the downtown. The City of Coral Gables will benefit greatly from our ongoing experience in this regard, as our local team understands clearly what it takes to facilitate seamless parking and traffic operations on and around a valet-centric system. Further, operating under the Citizens Parking umbrella, we will provide the City with comprehensive, ongoing executive-level management support and municipal subject matter expertise.

We greatly appreciate this opportunity to be of service to the City of Coral Gables, Florida and its residents and visitors. Should you have any questions regarding this submittal, please do not hesitate to contact us for an immediate response.

Sincerely,

Fred Bredemeyer

President

Park One

(305) 891-1762

Fred@Park1.com

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CITY OF CORAL GABLES, FL

2800 SW 72nd Avenue, Miami, FL 33155
 Finance Department / Procurement Division
 Tel: 305-460-5102 / Fax: 305-261-1601

PROPOSER'S ACKNOWLEDGEMENT

RFP Title: Centralized Valet Contract	Sealed response submittals must be received prior to 2:00 p.m., Tuesday, May 15, 2018 , by the Procurement Office, located at 2800 S.W. 72 nd Avenue, Miami, FL 33155; and are to remain valid for 120 calendar days. Submittals received after the specified date and time will be returned unopened.
RFP No. 2018-011 A cone of silence is in effect with respect to this RFP. The Cone of Silence prohibits certain communication between potential vendors and the City. For further information, please refer to the City Code Section 2-1059 of the City of Coral Gables Procurement Code.	Contact: Eduardo Hernandez Title: Procurement Specialist Telephone: 305-460-5108 Facsimile: 305-261-1601 Email: ehernandez2@coralgables.com / contracts@coralgables.com

Proposer Name: Park One of Florida, LLC	FEIN or SS Number: 65-0966917
Complete Mailing Address: 12000 Biscayne Blvd., Ste. 707 Miami, FL 33181	Telephone No.: (305) 891-0060 Cellular No.: (305) 496-2990
Indicate type of organization below: Corporation: <input checked="" type="checkbox"/> Partnership: <input type="checkbox"/> Individual: <input type="checkbox"/> Other: <input type="checkbox"/>	Fax No.: (305) 891-1905 Email: Fred@Park1.com
Bid Bond / Security Bond (if applicable) <input type="checkbox"/> N/A <input type="checkbox"/> %	

ATTENTION: THIS FORM ALONG WITH ALL REQUIRED RFP FORMS MUST BE COMPLETED, SIGNED (PREFERABLY IN BLUE INK), AND SUBMITTED WITH THE RESPONSE PRIOR TO THE SUBMITTAL DEADLINE. FAILURE TO DO SO MAY DEEM PROPOSER NON-RESPONSIVE.

THE PROPOSER CERTIFIES THAT THIS SUBMITTAL IS BASED UPON ALL CONDITIONS AS LISTED IN THE RFP DOCUMENTS AND THAT THE PROPOSER HAS MADE NO CHANGES IN THE RFP DOCUMENT AS RECEIVED. THE PROPOSER FURTHER AGREES IF THE RFP IS ACCEPTED, THE PROPOSER WILL EXECUTE AN APPROPRIATE AGREEMENT FOR THE PURPOSE OF ESTABLISHING A FORMAL CONTRACTUAL RELATIONSHIP BETWEEN THE PROPOSER AND THE CITY OF CORAL GABLES FOR THE PERFORMANCE OF ALL REQUIREMENTS TO WHICH THIS RFP PERTAINS. FURTHER, BY SIGNING BELOW PREFERABLY IN **BLUE INK**, ALL RFP PAGES ARE ACKNOWLEDGED AND ACCEPTED AS WELL AS ANY SPECIAL INSTRUCTION SHEET(S) IF APPLICABLE. THE UNDERSIGNED HEREBY DECLARES (OR CERTIFIES) ACKNOWLEDGEMENT OF THESE REQUIREMENTS AND THAT HE/SHE IS AUTHORIZED TO BIND PERFORMANCE OF THIS RFP FOR THE ABOVE PROPOSER.

Fred Hernandez
 Authorized Name and Signature _____ Title _____ Date 5/9/2018

CORAL GABLES LOCAL PREFERENCE ACKNOWLEDGEMENT. (Check the box if you are asserting you qualify. A valid Coral Gables business tax receipt must be submitted as proof of qualification.) Please refer to Ordinance 2009-53, § 2, 11-17-2009/Procurement Code Sec. 2-777

SOLICITATION SUBMISSION CHECKLIST

Request for Proposals (RFP) No. 2018-011

COMPANY NAME: (Please Print): Park One of Florida, LLC
Phone: (305) 891-0060 Email: Fred@Park1.com

Please provide the PAGE NUMBER in the blanks provided as to where compliance information is located in your Submittal for each of the required submittal items listed below:

SUBMITTAL - SECTION I: TITLE PAGE, TABLE OF CONTENTS, REQUIRED FORMS, AND MINIMUM QUALIFICATION REQUIREMENTS.

- 1) Title Page: Show the RFP number and title, the name of your firm, address, telephone number, name of contact person, e-mail address, and date. 1
- 2) Provide a Table of Contents in accordance with and in the same order as the respective "Sections" listed below. Clearly identify the material by section and page number. 3
- 3) Fill out, sign, and submit the Proposer's Acknowledgement Form. 4
- 4) Fill out and submit the Solicitation Submission Check List. 5
- 5) Fill out, sign, notarize (as applicable), and submit the Proposer's Affidavit and Schedules A through I. 7
- 6) Minimum Qualification Requirements: submit detailed verifiable information affirmatively documenting compliance with the Minimum Qualifications Requirements shown in Section 3. 20

SUBMITTAL - SECTION II: PROPOSER'S QUALIFICATIONS

(i) FOR PROPOSER:

- 1) Provide a complete history and description of your company, including, but not limited to, the number of years in business, size, number of employees, office location where work is to be performed, copy of applicable licenses/certifications, credentials, capabilities and capacity to meet the City's needs. 23
- 2) Describe the Proposer's relevant experience and proven track record, during the past seven (7) years, in providing similar scope of services to public sector agencies, particularly to municipal/local governments 26
- 3) Provide financial statements, in a sealed envelope, for the last two (2) complete fiscal years. Such statements should include, at a minimum, balance sheets (statements of financial position) and statements of profit and loss (statement of net income). Statements shall be certified by an Independent Certified Public Accountant. Separate Attachment

(ii) FOR KEY PERSONNEL:

- 1) Provide a summary of the qualifications, copy of applicable licenses/certifications, and experience of all proposed key personnel. Include resumes (listing experience, education, licenses/certifications) for your proposed key personnel and specify the role and responsibilities of each team member in providing the services outlined in the RFP. 28
- 2) Provide an organizational chart of all key personnel that will be used. For each key team member, please describe the experience in providing the services solicited herein. 32

SUBMITTAL - SECTION III: PROJECT UNDERSTANDING, PROPOSED APPROACH, AND METHODOLOGY

- 1) Describe in detail, your approach to perform the services solicited herein. Include detailed information, as applicable, which addresses, but need not be limited to: understanding of the RFP scope and requirements, implementation plan, strategies for assuring assigned work is completed on time and communication with City staff. Indicate how the Proposer intends to positively and innovatively work with the City in providing the services outlined in this RFP. 35.
- 2) Provide recent, current and projected workload for the Proposer and key personnel assigned to the City's account. Explain how this potential contract will fit into the Proposer's workload. 41.
- 3) Pursuant to the scope of services and your understanding of the proposed operations, provide recommendations related to marketing, equipment (including key stands, umbrellas and kiosks), uniforms, collateral materials and the use of technology to improve efficiency. 43

SUBMITTAL – SECTION IV: PAST PERFORMANCE AND REFERENCES

- 1) Provide a minimum of three (3) references (but no more than five (5) from contracts of a similar scope and nature as being requested by the City in the past seven (7) years. Please include: (1) client name, (2) address, (3) contact name, (4) contact telephone number, (5) contact email address, (6) term of contract (start and end date), (7) contract amount, (8) services provided. **DO NOT include work/services performed for the City of Coral Gables or City employees as reference.** 58
- 2) Provide a list with contact information of public sector clients, if any, that have discontinued use of Proposer's services within the past two (2) years and indicate the reasons for the same. The City reserves the right to contact any reference as part of the evaluation process. 63 (N/A)

SUBMITTAL – SECTION V: PRICE PROPOSAL

- 1) Provide pricing utilizing the Price Proposal form under Section 8. 65

-- NOTICE --

BEFORE SUBMITTING YOUR RFP RESPONSE MAKE SURE YOU:

- 1. Carefully read and have a clear understanding of the RFP, including the Scope of Services and enclosed Professional Services Agreement (*draft*).
- 2. Carefully follow the Submission Requirements outlined in Section 6 of the RFP.
- 3. Prepare and submit **ONE ORIGINAL RESPONSE** and seven (7) **COPIES** with **ONE (1) digital copy** on a CD or flash drive.
- 4. Clearly mark the following on the outside of your submittal package: RFP Number, RFP Title, Proposer's Name and Return Address, Submittal Deadline.
- 5. Make sure your Response is submitted prior to the submittal deadline. **Late responses will not be accepted.**

FAILURE TO SUBMIT THIS CHECKLIST AND THE REQUESTED DOCUMENTATION MAY RENDER YOUR RESPONSE SUBMITTAL NON-RESPONSIVE AND CONSTITUTE GROUNDS FOR REJECTION. THIS PAGE IS TO BE RETURNED WITH YOUR RESPONSE PACKAGE.

PROPOSER'S AFFIDAVIT

SUBMITTED TO:

City of Coral Gables
Procurement Division
2800 SW 72 Avenue
Miami, Florida 33155

The undersigned acknowledges and understands the information contained in response to this RFP Schedules A through H shall be relied upon by Owner awarding the contract and such information is warranted by Proposer to be true and correct. The discovery of any omission or misstatements that materially affects the Proposer to perform under the contract shall be cause for the City to reject the solicitation submittal, and if necessary, terminate the award and/or contract. I further certify that the undersigned name(s) and official signatures of those persons are authorized as (*Owner, Partner, Officer, Representative or Agent of the Proposer that has submitted the attached Response*). Schedules A through H are subject to Local, State and Federal laws (as applicable); both criminal and civil.

- SCHEDULE A – CERTIFICATE OF PROPOSER
- SCHEDULE B – NON-COLLUSION AND CONTINGENT FEE AFFIDAVIT
- SCHEDULE C – DRUG-FREE STATEMENT
- SCHEDULE D – PROPOSER'S QUALIFICATION STATEMENT
- SCHEDULE E – CODE OF ETHICS, CONFLICT OF INTEREST, AND CODE OF SILENCE
- SCHEDULE F – AMERICANS WITH DISABILITIES ACT (ADA)
- SCHEDULE G – PUBLIC ENTITY CRIMES
- SCHEDULE H – ACKNOWLEDGEMENT OF ADDENDA

This affidavit is to be furnished to the City of Coral Gables with its RFP response. It is to be filled in, executed by the Proposer and notarized. If the Response is made by a Corporation, then it should be executed by its Chief Officer. This document MUST be submitted with the Response.

Fredrick Bredemeyer  President 5/10/18
 Authorized Name and Signature Title Date

STATE OF Florida
COUNTY OF Miami-Dade

On this 10th day of May, 2018, before me the undersigned Notary Public of the State of Florida, personally appeared Frederick Bredemeyer
(Name(s) of individual(s) who appeared before Notary

And whose name(s) is/are subscribes to within the instrument(s), and acknowledges it's execution.

[Signature]
NOTARY PUBLIC, STATE OF FL

DAVID X ALANEZ
(Name of notary Public; Print, Stamp or Type as Commissioned.)



NOTARY PUBLIC
SEAL OF OFFICE:

Personally know to me, or Produced Identification:

(Type of Identification Produced)

SCHEDULE "A" - CITY OF CORAL GABLES - CERTIFICATE OF PROPOSER

Neither I, nor the firm, hereby represent has:

- a. employed or retained for a commission, percentage brokerage, contingent fee, or other consideration, any firm or person (other than a bona fide employee working solely for me or the Proposer) to solicit or secure this contract.
- b. agreed, as an express or implied condition for obtaining this contract, to employ or retain the services of any firm or person in connection with carrying out the contract, or
- c. paid, or agreed to pay, to any firm, organization or person (other than a bona fide employee working solely for me or the Proposer) any fee, contribution, donation or consideration of any kind for, or in connection with, procuring or carrying out the contract except as here expressly stated (if any):

SCHEDULE "B" - CITY OF CORAL GABLES - NON-COLLUSION AND CONTINGENT FEE AFFIDAVIT

1. He/she is the _____
(Owner, Partner, Officer, Representative or Agent)

of the Proposer that has submitted the attached Response.

2. He/she is fully informed with respect to the preparation and contents of the attached Response and of all pertinent circumstances respecting such Response;

3. Said Response is made without any connection or common interest in the profits with any other persons making any Response to this solicitation. Said Response is on our part in all respects fair and without collusion or fraud. No head of any department, any employee or any officer of the City of Coral Gables is directly or indirectly interested therein. If any relatives of Proposer's officers or employees are employed by the City, indicate name and relationship below.

Name: _____ Relationship: _____

Name: _____ Relationship: _____

4. No lobbyist or other Proposer is to be paid on a contingent or percentage fee basis in connection with the award of this Contract.

SCHEDULE "C" CITY OF CORAL GABLES - VENDOR DRUG-FREE STATEMENT

Preference may be given to vendors submitting a certification with their bid/proposal certifying they have a drug- free workplace in accordance with Section 287.087, Florida Statutes. This requirement affects all public entities of the State and becomes effective January 1, 1991. The special condition is as follows:

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
2. Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
3. Give each employee engaged in providing the commodities or contractual services that are under solicitation a copy of the statement specified in subsection (1).
4. In the statement specified in subsection (1), notify the employees that, as a condition of working on the commodities or contractual services that are under solicitation, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of chapter 893 or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after such conviction.
5. Impose a sanction on, or require the satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employee's community, by any employee who is so convicted.
6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section. As the person authorized to sign the statement, I certify that this form complies fully with the above requirements.

The company submitting this solicitation has established a Drug Free work place program in accordance with Sate Statute 287.087

SCHEDULE "D" CITY OF CORAL GABLES – PROPOSER'S QUALIFICATION STATEMENT

The undersigned declares the truth and correctness of all statements and all answers to questions made hereinafter:

Company Name: Park One of Florida

Address: 12000 Biscayne Blvd Suite 707

Street City State Zip Code

Telephone No: (305)891-0060 Fax No: (305)891-1905 Email: info@park1.com

How many years has your organization been in business under its present name? Years

If Proposer is operating under Fictitious Name, submit evidence of compliance with Florida Fictitious Name Statute:

Under what former names has your business operated? : N/A

At what address was that business located? N/A

Are You Certified? Yes X No If Yes, ATTACH COPY of Certification.

Are You Licensed? Yes X No If Yes, ATTACH COPY of License

Has your company or its senior officers ever declared bankruptcy?

Yes No X If yes, explain:

Please identify each incident within the last five (5) years where (a) a civil, criminal, administrative, other similar proceeding was filed or is pending, if such proceeding arises from or is a dispute concerning the Proposer's rights, remedies or duties under a contract for the same or similar type services to be provided under this RFP:

 N/A

Have you ever been debarred or suspended from doing business with any government entity?

Yes No X If Yes, explain

SCHEDULE "E" CITY OF CORAL GABLES – CODE OF ETHICS, CONFLICT OF INTEREST, AND CONE OF SILENCE

THESE SECTIONS OF THE CITY CODE CAN BE FOUND ON THE CITY'S WEBSITE, UNDER GOVERNMENT, CITY DEPARTMENT, PROCUREMENT, PROCUREMENT CODE (CITY CODE CHAPTER 2 ARTICLE VIII); SEC 2-1023; SEC 2-606; AND SEC 2-1027, RESPECTIVELY.

IT IS HEREBY ACKNOWLEDGED THAT THE ABOVE NOTED SECTIONS OF THE CITY OF CORAL GABLES CITY CODE ARE TO BE ADHERED TO PURSUANT TO THIS SOLICITATION.

SCHEDULE "F" CITY OF CORAL GABLES - AMERICANS WITH DISABILITIES ACT (ADA) DISABILITY NONDISCRIMINATION STATEMENT

I understand that the above named firm, corporation or organization is in compliance with and agreed to continue to comply with, and assure that any sub-contractor, or third party contractor under this project complies with all applicable requirements of the laws listed below including, but not limited to, those provisions pertaining to employment, provision of programs and service, transportation, communications, access to facilities, renovations, and new construction.

The American with Disabilities Act of 1990 (ADA), Pub. L. 101-336, 104 Stat 327, 42 U.S.C. 12101,12213 and 47 U.S.C. Sections 225 and 661 including Title I, Employment; Title 11, Public Services; Title III, Public Accommodations and Services Operated by Private Entities; Title IV, Telecommunications; and Title V, Miscellaneous Provisions.

The Florida Americans with Disabilities Accessibility Implementation Act of 1993, Sections 5553.501-553.513, Florida Statutes

The Rehabilitation Act of 1973, 229 U.S.C. Section 794

The Federal Transit Act, as amended, 49 U.S.C. Section 1612

The Fair Housing Act as amended, 42 U.S.C. Section 3601-3631

SCHEDULE "G" CITY OF CORAL GABLES - STATEMENT PURSUANT TO SECTION 287.133 (3) (a), FLORIDA STATUTES, ON PUBLIC ENTITY CRIMES

1. I understand that a "public entity crime" as define in Paragraph 287.133(1)(g), **Florida Statutes**, means a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity or with an agency or political subdivision of any other state or of the United States, including, but not limited to, any Proposal or contract for goods or services to be provided to any public entity or an agency or political subdivision of any other state or of the United States and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misrepresentation.
2. I understand that "convicted" or "conviction" as defined in Paragraph 287.133(1)(b), **Florida Statutes**, means a finding of guilt or a conviction of a public entity crime, with or without an adjudication of guilt, in any federal or state trial court of record relating to charges brought by indictment or information after July 1, 1989, as a result of a jury verdict, non-jury trial, or entry of a plea of guilty or nolo contendere.

3. I understand that an "affiliate" as defined in Paragraph 287.133(1)(a), **Florida Statutes**, means:

1. A predecessor or successor of a person convicted of a public entity crime; or 2. An entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public entity crime. The term "affiliate" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in the management of an affiliate. The ownership by one person of shares constituting a controlling interest in another person, or a pooling of equipment or income among persons when not for fair market value under an arm's length agreement, shall be a prima facie case that one person controls another person. A person who knowingly enters into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding 36 months shall be considered an affiliate.

4. I understand that a "person" as defined in Paragraph 287.133(1)(e), **Florida Statutes**, means any natural person or entity organized under the laws of any state or of the United States with the legal power to enter into a binding contract and which Proposals or applies to Proposal on contracts for the provision of goods or services let by a public entity, or which otherwise transacts or applies to transact business with a public entity. The term "person" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in management of an entity.

5. Based on information and belief, the statement which I have marked below is true in relation to the entity submitting this sworn statement. **[Indicate which statement applies.]**

Neither the entity submitting this sworn statement, nor any of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, nor any affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989.

The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, or an affiliate of the entity has been charged with and convicted of a public entity subsequent to July 1, 1989.

The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989. However, there has been subsequent proceeding before a Hearing Officer of the State of Florida, Division of Administrative Hearings and the Final Order entered by the Hearing Officer determined that it was not in the public interest to place the entity submitting this sworn statement on the convicted vendor list.

[attach a copy of the final order]

I UNDERSTAND THAT THE SUBMISSION OF THIS FORM TO THE CONTRACTING OFFICER FOR THE PUBLIC ENTITY IS FOR THAT PUBLIC ENTITY ONLY AND, THAT THIS FORM IS VALID THROUGH DECEMBER 31 OF THE CALENDAR YEAR IN WHICH IT IS FILED. I ALSO UNDERSTAND THAT I AM REQUIRED TO INFORM THE PUBLIC ENTITY PRIOR TO ENTERING INTO A CONTRACT IN EXCESS OF THE THRESHOLD AMOUNT PROVIDED IN SECTION 287.017, FLORIDA STATUTES FOR CATEGORY TWO OF ANY CHANGE IN THE INFORMATION CONTAINED IN THIS FORM.

SCHEDULE "H" CITY OF CORAL GABLES - ACKNOWLEDGEMENT OF ADDENDA

1. The undersigned agrees, if this RFP is accepted, to enter in a Contract with the CITY to perform and furnish all work as specified or indicated in the RFP and Contract Documents within the Contract time indicated in the RFP and in accordance with the other terms and conditions of the solicitation and contract documents.
2. Acknowledgement is hereby made of the following Addenda, if any (identified by number) received since issuance of the Request for Proposal.

Addendum No. 1 Date 4/9/2018 Addendum No. _____ Date _____

Addendum No. _____ Date _____ Addendum No. _____ Date _____

Addendum No. _____ Date _____ Addendum No. _____ Date _____

001693

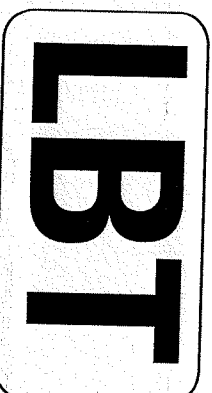
Local Business Tax Receipt

Miami-Dade County, State of Florida
-THIS IS NOT A BILL - DO NOT PAY

4012621

BUSINESS NAME/LOCATION
PARK ONE OF FLORIDA LLC
12000 BISCAYNE BLVD #707
MIAMI FL 33181

RECEIPT NO.
RENEWAL
4187696



EXPIRES
SEPTEMBER 30, 2018

Must be displayed at place of business
Pursuant to County Code
Chapter 8A - Art. 9 & 10

OWNER
PARK ONE OF FLORIDA LLC
Employee(s) 10

SEC. TYPE OF BUSINESS
213 SERVICE BUSINESS

PAYMENT RECEIVED
BY TAX COLLECTOR
\$75.00 08/01/2017
CREDIT CARD-17-051457

This Local Business Tax Receipt only confirms payment of the Local Business Tax. The Receipt is not a license, permit, or a certification of the holder's qualifications to do business. Holder must comply with any governmental or nongovernmental regulatory laws and requirements which apply to the business.

The RECEIPT NO. above must be displayed on all commercial vehicles - Miami-Dade Code Sec 6a-276.

For more information, visit www.miamidade.gov/taxcollector

2018 FLORIDA LIMITED LIABILITY COMPANY ANNUAL REPORT

DOCUMENT# L99000008742

FILED
Jan 15, 2018
Secretary of State
CC1692139952

Entity Name: PARK ONE OF FLORIDA, LLC

Current Principal Place of Business:

12000 BISCAYNE BLVD
STE 707
MIAMI, FL 33181

Current Mailing Address:

12000 BISCAYNE BLVD
STE 707
MIAMI, FL 33181 US

FEI Number: 65-0966917

Certificate of Status Desired: Yes

Name and Address of Current Registered Agent:

ROSENTHAL, ALEX
2115 N. COMMERCE PARKWAY
WESTON, FL 33326 US

The above named entity submits this statement for the purpose of changing its registered office or registered agent, or both, in the State of Florida.

SIGNATURE: _____

Electronic Signature of Registered Agent

Date

Authorized Person(s) Detail :

Title	MGR	Title	AUTHORIZED REPRESENTATIVE
Name	LANIER PARKING HOLDINGS, INC	Name	BREDEMEYER, FRED
Address	233 PEACHTREE STREET NE STE 260C	Address	12000 BISCAYNE BLVD STE 707
City-State-Zip:	ATLANTA GA 30303	City-State-Zip:	MIAMI FL 33181

I hereby certify that the information indicated on this report or supplemental report is true and accurate and that my electronic signature shall have the same legal effect as if made under oath; that I am a managing member or manager of the limited liability company or the receiver or trustee empowered to execute this report as required by Chapter 605, Florida Statutes; and that my name appears above, or on an attachment with all other like empowered.

SIGNATURE: ANA KOTT

DIRECTOR OF FINANCE 01/15/2018

Electronic Signature of Signing Authorized Person(s) Detail

Date



**CITY OF CORAL GABLES
REQUIRED COVER SHEET & CHECK LIST WHEN EVIDENCING INSURANCE**

The City Beautiful™

This check list was developed to identify the documents required when an entity and/or an individual is evidencing insurance to the City. All applicable boxes must be checked. This form, and other related insurance documents are available @ www.coralgables.com. Under City Departments tab, click on Human Resources, then the Risk Management Division Page.

▶▶▶▶ **THIS FORM MUST BE SUBMITTED WHEN EVIDENCING INSURANCE TO THE CITY** ▶▶▶▶

Full Legal Name (as shown on the agreement or permit with the City): PAULONE of Florida

City Department (that you are working with or that is issuing a permit):

City Employee (contract manager or employee issuing permit):

The name & phone # of the individual who completed this check list: DAVID AMARZ 305-910-1704

The date this check list was completed in its entirety: 5/11/18

A Certificate of Insurance is attached and the following information is contained therein:

The named insured listed on the Certificate of Insurance exactly matches the name of the individual and/or entity that is required to evidence insurance to the City.

The Certificate Holder section of the Certificate of Insurance reads as follows:
 City of Coral Gables • Insurance Compliance
 PO Box 100085 - CE • Duluth, GA 30096

The special provisions section of the Certificate of Insurance contains language affirming that:
 1) Endorsements have been issued to all required insurance policies naming the City of Coral Gables as an additional insured on a primary and non-contributory basis (except workers compensation & professional liability insurance) and;
 2) That all policies evidenced to the City contain a waiver of subrogation endorsement and;
 3) That all policies have been endorsed to ensure that the City receives the same Florida statutorily required notice of cancellation that an insurance company provides the first named insured of the policy.

IF COVERAGE IS REQUIRED FOR THE LINES OF INSURANCE BELOW, THEN THE DOCUMENTS LISTED MUST ALSO BE ATTACHED TO THE CERTIFICATE OF INSURANCE EVIDENCED TO THE CITY

Copies of the following **Commercial General Liability Endorsements** (or a copy of the section of the insurance policy that provides this coverage) are attached to this check list:

Endorsement (or a copy of the policy) naming the City of Coral Gables as an Additional Insured on a Primary and Non-Contributory Basis.

Waiver of Subrogation Endorsement (or a copy of the policy) in favor of the City.

Endorsement providing the City with the same Florida statutorily required notice of cancellation that an insurance company provides the first named insured of the policy.

Copies of the following **Automobile Liability Endorsements** (or a copy of the section of the insurance policy that provides this coverage) are attached to this check list:

Endorsement (or a copy of the policy) naming the City of Coral Gables as an Additional Insured on a Primary and Non-Contributory Basis.

Waiver of Subrogation Endorsement (or a copy of the policy) in favor of the City.

Endorsement providing the City with the same Florida statutorily required notice of cancellation that an insurance company provides the first named insured of the policy.

Copies of the following **Workers Compensation Endorsements** (or a copy of the section of the insurance policy that provides this coverage) are attached to this check list:

Waiver of Subrogation Endorsement (or a copy of the policy) in favor of the City.

Endorsement providing the City with the same Florida statutorily required notice of cancellation that an insurance company provides the first named insured of the policy.



CERTIFICATE OF LIABILITY INSURANCE

DATE(MM/DD/YYYY)
04/12/2018

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsements(s).

PRODUCER
Aon Risk Services, Inc of Florida
1001 Brickell Bay Drive
Suite 1100
Miami FL 33131 USA

CONTACT
NAME:
PHONE (A/C. No. Ext): (866) 283-7122 FAX NO.: (800) 363-0105
E-MAIL ADDRESS:
INSURER(S) AFFORDING COVERAGE NAIC #

INSURED
Park One of Florida, LLC
12000 Biscayne Blvd., Suite 707
Miami FL 33181 USA

INSURER A: Arch Insurance Company 11150
INSURER B: Arch Indemnity Insurance Company 30830
INSURER C: Everest National Insurance Co 10120
INSURER D: Navigators Insurance Co 42307
INSURER E:
INSURER F:

COVERAGES

CERTIFICATE NUMBER: 570070833833

REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS. Limits shown are as requested.

INRS LN	TYPE OF INSURANCE	ADDITIONAL SUBROGATION WAIVED	POLICY NUMBER	INITIAL POLICY DATE	INITIAL POLICY EXPIRY DATE	LIMITS
A	COMMERCIAL GENERAL LIABILITY CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR		31GPP0511002 SIR applies per policy terms & conditions	08/31/2017	08/31/2018	EACH OCCURRENCE \$1,000,000 DAMAGE TO RENTED PREMISES (ea occurrence) \$1,000,000 MED EXP (Any one person) Excluded PERSONAL & ADV INJURY \$1,000,000 GENERAL AGGREGATE \$3,000,000 PRODUCTS - COMP/OP/AGG \$2,000,000
A	AUTOMOBILE LIABILITY ANY AUTO <input checked="" type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> NON-OWNED AUTOS ONLY <input type="checkbox"/>		31CAB0511202	08/31/2017	08/31/2018	COMBINED SINGLE LIMIT (ea accident) \$2,000,000 BODILY INJURY (Per person) BODILY INJURY (Per accident) PROPERTY DAMAGE (Per accident)
C	UMBRELLA LIAB EXCESS LIAB	<input checked="" type="checkbox"/> OCCUR	XCSEX00070171	08/31/2017	08/31/2018	EACH OCCURRENCE \$10,000,000 AGGREGATE \$10,000,000
A	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR / PARTNER / EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) Types: describe order of operations below	DED <input checked="" type="checkbox"/> RETENTION \$10,000	31WC10510702 AOS 34WC10510802 CA, NY, TX	08/31/2017	08/31/2018	PER STATUTE <input checked="" type="checkbox"/> OTHER <input type="checkbox"/> E.L. EACH ACCIDENT \$1,000,000 E.L. DISEASE-EA EMPLOYEE \$1,000,000 E.L. DISEASE-POLICY LIMIT \$1,000,000

DESCRIPTION OF OPERATIONS/LOCATIONS/VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)
Re: Location: Valet Parking Concession - Proposal # RFP 2018-166-WG.
The City of Miami Beach is included as additional insured in accordance with the policy provisions of the general liability, automobile liability and garage & physical damage policies. 30 day notice of cancellation except for 10 days for non-payment of premium.

CERTIFICATE HOLDER

City of Miami Beach
1700 Convention Center Drive
Miami Beach FL 33139 USA

CANCELLATION

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE



ADDITIONAL REMARKS SCHEDULE

AGENCY Aon Risk Services, Inc of Florida		NAMED INSURED Park One of Florida, LLC	
POLICY NUMBER See Certificate Number: 570070833833		EFFECTIVE DATE:	
CARRIER See Certificate Number: 570070833833	NAIC CODE		

ADDITIONAL REMARKS

THIS ADDITIONAL REMARKS FORM IS A SCHEDULE TO ACORD FORM,
FORM NUMBER: ACORD 25 **FORM TITLE:** Certificate of Liability Insurance

GARAGEKEEPERS COVERAGE

Policy Number: 31CAB0511402
 Effective Dates: August 31, 2017 - August 31, 2018
 Underwriting Company: Arch Insurance Company
 Comprehensive Limit of Insurance: \$1,000,000
 Comprehensive Deductible for All Perils for Each Customers Auto: \$100,000
 Collision Limit of Insurance: \$1,000,000
 Collision Deductible For Each Customer's Auto: \$100,000
 Owned Autos: Physical Damage Limits are Actual Cash Value or Cost to Repair, whichever is less.
 Hired Autos: Physical Damage Limits are Actual Cash Value or Cost to Repair or Replace or the Limit shown (if any).
 Legal Liability: Lanier and Park One
 Direct Primary: Ameripark

3.0: MINIMUM QUALIFICATION REQUIREMENTS

The following represent the minimum qualification requirements for a Proposer to be deemed responsive by the City, and Proposer shall satisfy each of the following minimum requirements cited below. Each of these minimum qualifications must be addressed in detail in its submittal to determine Proposer's responsiveness. Failure to meet each of the following qualification requirements, and/or failure to provide sufficient detail and/or documentation in its submittal to determine responsiveness by the City, will result in the submittal being deemed non-responsive.

(A) PROPOSER SHALL:

- (1) Be regularly engaged in the business of providing the goods and/or services similar in scope and size as described in the Request for Proposals "Scope of Services" for a minimum of seven (7) years.

Founded in 1998, Park One is South Florida's largest parking company with extensive experience in all facets of parking and related services. Park One provides full service management and operational capabilities, consulting as well as other associated services for parking operations. With our Corporate Office located in South Florida, Park One has evolved from a single service provider to a group with a wide range of services in the residential, hospitality, commercial office, retail shopping center and hospital sectors. The company has designed and planned the parking operation for several high end projects and facilities such as:

- Retail Centers
- Luxury Residential Properties
- Commercial Office Garages
- Luxury Hotels & Resorts
- Municipalities
- Large Event Venues and Stadiums
- Healthcare Facilities and Medical Complexes

These demanding facilities require a unique management approach and are all oriented towards a high level of customer service.

Park One also has experience in the design of parking facilities and in house expertise to provide demand analysis, site selection, financial feasibility studies, and forecasting revenue and operating costs. Our experience with the latest innovations and the predictable issues allows Park One to add significant value to any project, and to provide the most cost effective, reliable and productive operating plans and systems.

Park One has developed systematic controls, automated accounting systems, and comprehensive facility management programs. These solutions enable the company to evaluate the needs of every client on a multi-faceted basis and develop industry leading, economically efficient solutions that define success in today's demanding parking services industry.

- (2) Provide proof of active status or documentation evidencing Proposer is currently seeking active status with the Florida Department of State, Division of Corporation.

For Park One's proof of active status with the Florida Department of State, Division of Corporate, please see our response to Appendix B, "Proposer's Affidavit."

(B) KEY PERSONNEL:

- (1) Contract Manager: The Contract Manager must have a minimum of five (5) years of documented experience in Valet Parking Operations. The Contract Manager must also be a permanent staff employee of the Proposer.

Jonathan Tovar, Regional Manager/our Proposed Contract Manager for the City of Coral Gables valet parking operation, has more than fifteen years of documented experience in Valet Parking Operations. Please see Jonathan's biography in Section II, "Experience & Qualifications."

- (2) On-Site Manager: The On-Site Manager must have a minimum of five (5) years of documented experience in Valet Parking Operations.

Our Proposed On-Site Manager for the City of Coral Gables valet parking operation, Sebastian Ramirez, has more than seven years of documented experience in Valet Parking Operations. For Sebastian's resume, please see Section II, "Experience & Qualifications."

Experience & Qualifications

COMPANY BACKGROUND

Founded in 1998, Park One is South Florida's largest parking company with extensive experience in all facets of parking and related services. Park One provides full service management and operational capabilities, consulting as well as other associated services for parking operations. With our Corporate Office located in South Florida, Park One has evolved from a single service provider to a group with a wide range of services in the residential, hospitality, commercial office, retail shopping center and hospital sectors. The company has designed and planned the parking operation for several high end projects and facilities such as:

- *Retail Centers*
- *Luxury Residential Properties*
- *Commercial Office Garages*
- *Luxury Hotels & Resorts*
- *Municipalities*
- *Large Event Venues and Stadiums*
- *Healthcare Facilities and Medical Complexes*

These demanding facilities require a unique management approach and are all oriented towards a high level of customer service.

Park One also has experience in the design of parking facilities and in house expertise to provide demand analysis, site selection, financial feasibility studies, and forecasting revenue and operating costs. Our experience with the latest innovations and the predictable issues allows Park One to add significant value to any project, and to provide the most cost effective, reliable and productive operating plans and systems.

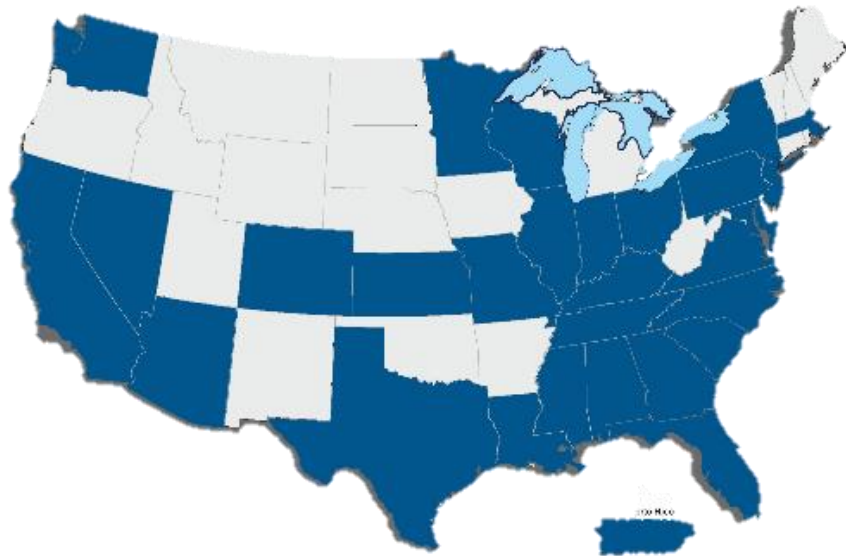
Park One has developed systematic controls, automated accounting systems, and comprehensive facility management programs. These solutions enable the company to evaluate the needs of every client on a multi-faceted basis and develop industry leading, economically efficient solutions that define success in today's demanding parking services industry.



A CITIZENS COMPANY

In 2014, Park One joined Citizens Parking, a platform of leading parking operating companies in the United States. The Citizens platform includes Citizens ICON Holdings and Citizens Lanier Holdings. Citizens ICON Holdings includes two premier parking brands: ICON Parking and Quik Park, both based in New York City. Citizens Lanier Holdings includes three premier parking brands: Park One, Lanier Parking Solutions, and AmeriPark.

Together, we operate over 1,200 locations with as many as 8,000 employees across the country, with revenue under management exceeding \$750 million.



WHY PARK ONE?

- Client retention rate of 98.7%
- Asset management approach to parking
- Recruitment & training of exceptional people
- Cutting edge technology
- Green initiatives & sustainability
- Capital strength backed by Citizens & \$15MM line of credit





SUPPORT & CAPACITY

LOCAL OFFICE

Work for the City of Coral Gables valet parking operation will be performed from our corporate headquarters located in Miami at:

12000 Biscayne Blvd.
Ste. 707
Miami, FL 33181

CREDENTIALS

Park One has provided applicable licenses and certifications in Appendix B, "Proposer's Affidavit."

FINANCIAL STRENGTH

As requested, please see our audited financial statements in the provided separate, sealed envelope (labeled as such).

EXPERIENCE

As the leading valet parking operator in South Florida, there is no operator more qualified than Park One to manage the City of Coral Gables valet parking operation. In addition, please see a representative sample of municipal operations in which members of our team have supported, participated in, and/or spearheaded:

PARK ONE OPERATIONS

- Biltmore Hotel, Coral Gables
- Hyatt Regency, Coral Gables
- Aventura Mall, Aventura
- CityPlace, Doral
- Bal Harbour Shops, Bal Harbour
- Dolphin Mall, Sweetwater
- Arsht Center for the Performing Arts, Miami
- Perez Art Museum, Miami
- Acqualina Resort and Spa (Forbes 5-Star), Sunny Isles
- Miami Marriott Marquis, Miami
- JW Marriott Marquis, Miami
- The Standard Hotel, Miami Beach
- The Nautilus Hotel, Miami Beach
- YVE Hotel, Miami
- SLS Lux, Miami
- SLS Brickell, Miami
- City of Sunny Isles Beach, Sunny Isles
- Miami Parking Authority, Miami

SISTER COMPANY OPERATIONS

- Shops at Merrick Park, Coral Gables
- Design District, Miami
- City of Delray Beach, Del Ray Beach
- City of Wilton Manors, Wilton Manors

AVENTURA MALL

The Standard



JW MARRIOTT®



Bal Harbour Shops



PARKING TECHNOLOGY

Along with its sister companies, Park One offers clients turnkey project management consultation for the procurement and installation of new Parking Access and Revenue Control Systems (PARCS). Through our parent company, Citizens Parking, clients are able to take advantage of the significant savings through our relationships with the largest PARCS manufacturers in the world. On average, clients save 20-40% off the MSRP of equipment by utilizing our services.

Park One will use TEZ SMS valet technology at the City of Coral Gables valet operation. The SMS system is text-based with an in-depth back office program that allows users to receive a broad spectrum of data, allowing for expansive reporting capabilities. We utilize this technology at various operations across the country, including over 25 locations in South Florida. The following are a few examples of these installations.

- **Aventura Mall** – Park One uses SMS technology at Aventura Mall where we have 5 valet service areas and collect more than \$1 million annually.
- **CityPlace Doral** – Park One services CityPlace Doral where we manage more than 2,000 parking spaces in two garages and two valet services areas. The valet system is controlled with SMS technology that provides excellent customer service benefits and revenue control of more than \$500k of valet revenue.
- **SLS Lux, SLS Brickell, & the Standard Hotel** – Park One manages several hotels with SMS technology including these three.



OUR TEAM



Fred Bredemeyer

President

Park One President, Frederick Bredemeyer, CAPP, is a 25 year parking veteran with extensive municipal and private parking experience. Fred gained a broad base of experience as a commercial parking operator, parking consultant and then as Chief Operating Officer of the Miami Parking Authority. Recognized in 2008 as the International Institute's Parking Professional of the Year, Mr. Bredemeyer recently joined Park One to oversee all aspects of the company's operations. Fred has managed parking facilities throughout the country and specifically in South Florida for the City of Miami, the City of Miami Beach, the City of Coral Gables, The University of Miami as well as many private owners and property management firms. He has been actively involved in the Miami area parking market for nearly 20 years. Fred has consulted on numerous projects locally for operational improvements, acquisition due diligence and owner representative services. Mr. Bredemeyer is a dedicated child advocate currently serving as Board President of Kristi House, a nonprofit organization dedicated to helping child victims of sexual abuse.



Ana Kott

Senior Director of Finance

After working more than 10 years in the software industry, Ana Kott joined Park One of Florida as Controller in November of 2006. In her tenure, Ana has made major changes that primed Park One to become the leading parking service provider in South Florida. Her accomplishments include changing banking relationships, migrating the accounting software, implementing a Time & Attendance and Payroll system. She also spearheaded the initiative to switch from manual payroll process to a web-based, all-inclusive solution that streamlines the billing/collection process, reduces overtime expenses and provides operations managers with financial tools to understand and improve the profitability of their accounts. Prior to joining Park One, Ana served as Financial Controller of the Americas for Temenos Group AG, a publicly traded, banking Software Company headquartered in Switzerland. While with Temenos, she oversaw the financial operation of the offices in USA, Mexico, Ecuador, Peru, and Argentina. Ana began her career working on the corporate finance team of Softtek, an IT company operating in America, Europe, and Asia offering software development among other IT services.



Sara Vasquez
Director of Human Resources

Since joining Park One as a Senior Accountant in May 2013, Sara achieved the role of Manager of Human Resources. She combines her accounting and financial background experience with HR acumen to lead human resource initiatives for Park One. Sara has gained more than a decade of experience in accounting. She has worked as a Junior Accountant for a fragrance company, Public Accounting Staff Auditor, and a Senior Accountant for a textile company conglomerate. Sara has served in the United States Navy for 4 years. She was awarded several medals for her exemplary service, including The Armed Forces Expeditionary Medal for services related to time in conflict, and the Navy Achievement Medal for the professional achievement in the superior performance of her duties while serving as Military Pay Specialist. Sara holds a Bachelor in Business Administration, majoring in Accounting from Baruch College, City University Of New York.



Jonathan Tovar
Regional Manager

After gaining hotel experience at The Ritz Carlton in Key Biscayne, Jonathan was recruited by Park One in 2003 to open The Trump International Sonesta Beach Resort in Sunny Isles. He was then promoted to Area Manager of the Miami Beach Area, and subsequently advanced to his current position of Regional Manager. Jonathan handles a variety of properties throughout the South/West Dade, and Key Biscayne. Included are shopping malls, luxury hotels, class A office buildings, and luxury condominiums, totaling more than 50 properties and 500 employees. Jonathan holds an A.S. degree in Hospitality Management at Miami Dade College.

Please see the following page for the resume of our proposed on-site manager for the City of Coral Gables parking operation, Sebastian Ramirez.

SEBASTIAN RAMIREZ

Proposed Manager – City of Coral Gables Centralized Valet Contract

PROFILE

- **Communication/Bilingual** – Able to talk to others effectively and clearly in both English and Spanish.
- **Service Orientation** – Actively looking for ways to help people, focusing on the customer's and client's needs.
- **Planning & Execution** – With extensive experience in various administrative roles such as event coordination, planning and logistics. I can understand and interpret instructions associated with different aspects of a business objective and/or project.
- **Oral Comprehension** – Having worked with several people at different levels, has provided me the ability to listen to and understand information and ideas presented through meetings and presentations.
- **Judgment & Decision Making** – While understanding the business objectives and customer needs, I apply critical thinking and problem solving techniques in order to consistently project and apply solutions to improve the company needs.
- **Management Skills** – Well prepared and trained to improve and protect revenue. Great communication skills with team members and client's associates.
- **Additional Areas of Strength:**
 - Ability to build strong relations with team members and customers.
 - Brainstorming and mocking up constructive ideas
 - Organization and Management
 - Pleasant personality and interpersonal skills.
 - Technical and administrative skills
 - Effective sales experience
- **Troubleshooting** – Exceptional troubleshooting skills and attention to detail. Able to quickly inspect, test and locate a problem. Thoroughly, accurately and efficiently corrects the defect or problem. Bilingual: English and Spanish.
- **Technology** – Strong computer skills. Microsoft Office, MAC OS X software, Windows, Social Media Software, CC Batch, CVPS, PMS.
- **Flexibility** – Proven ability to utilize current techniques, new methodologies and analytical data to meet and/or exceed internal and client demands, expectations and deadlines. Able to communicate and present ideas to clients and complete projects on-time.

PROFESSIONAL EXPERIENCE

Park One

Manager – Hyatt Regency Coral Gables, 2016 – Present

- Responsible for the parking operations at the Hyatt Regency. This includes administrative duties for the parking garage open to the public, parking tenants from the entire office building and Valet parking services offered to the Hotel guest.
- Responsible for controlling all revenue collected for the parking operation at the Hotel.
 - Responsible for projecting and attracting more revenue.
 - Plan and coordinate for events happening at the hotel.
 - Responsible for 15 staff members' performance to fulfill the client needs.
 - Responsible for payroll duties for all employees related with the operation.
 - Responsible for the relationships with all the clients including hotel management, guest and parking tenants.

USA Parking

Manager – Hyatt Centric South Beach Hotel, Courtyard Marriott, & Hidden Hall Hotel, 2015 – 2016

Responsible to coordinate Valet, Bell-services, Package Receiving and Concierge operations at The Hyatt Centric South Beach. Also, overseeing operations at The Hidden Hall Hotel and Courtyard Marriott.

- Responsible for hiring and training new team members in all aspects and areas that the hotel demands to provide

- an optimal customer service experience.
- Payroll.
- Responsible for over 35 staff members from 3 hotels to complete their job correctly
- Responsible to provide optimal training to staff on valet parking operations and customer service to avoid claims
- Responsible to review property's parking revenue to make sure for improvement.
- Plan and operate events and hotel daily operations related with parking and Bell-services.
- Make sure all our team members proactively approach, greet and acknowledge all customers in a friendly, professional manner and provide quick, responsive customer service.
- Provide professional response in any complicated condition, such as, assisting guest with car claims for damages or taking guest pressure when unhappy with service provided.

Manager – Courtyard South Beach, Blue Moon, Winter Heaven Hotels, 2013 – 2015

Responsible to coordinate all activities related to the Valet operation, such as leading the whole staff members; runners, bellman and cashiers.

- Responsible to review property's parking revenue to make sure for improvement.
- Plan and operate events and hotel daily operations related with parking and Bell-services.
- Maintain great relations with our client and their guest.
- Well trained for lost prevention management.
- Provide professional response in any hard condition, such as, assisting guest with car claims for damages or taking guest pressure when unhappy with service provided.

AAA Parking

Supervisor – South Beach Marriott, 2011 – 2013

Responsible for assisting the Operations Manager in overseeing and coordinating all activities related to the Valet operation, such as leading the whole staff members; runners, bellman and cashiers.

- Proactively approach, greet and acknowledge all customers in a friendly, professional manner and provide quick, responsive customer service.
- Responsible for between 4 to 7 staff members to complete their job correctly
- In charge of vehicles inventory parked in the property with a very detailed report of every car condition.
- Responsible for using the PMS Hotel computer system to charge manually every car to each designated room, and write notes related to parking.
- Provide professional response in any hard condition, such as, assisting guest with car claims for damages or taking guest pressure when unhappy with service provided.

The H Restaurant

Restaurant/Event Manager, 2009 – 2011

Responsible for wide variety of functional areas such as supervising, helping others to keep their ideas on track, and see that everyone works together. Also, to make and start productive results right away; organizing caterings and performing a strong service to customers.

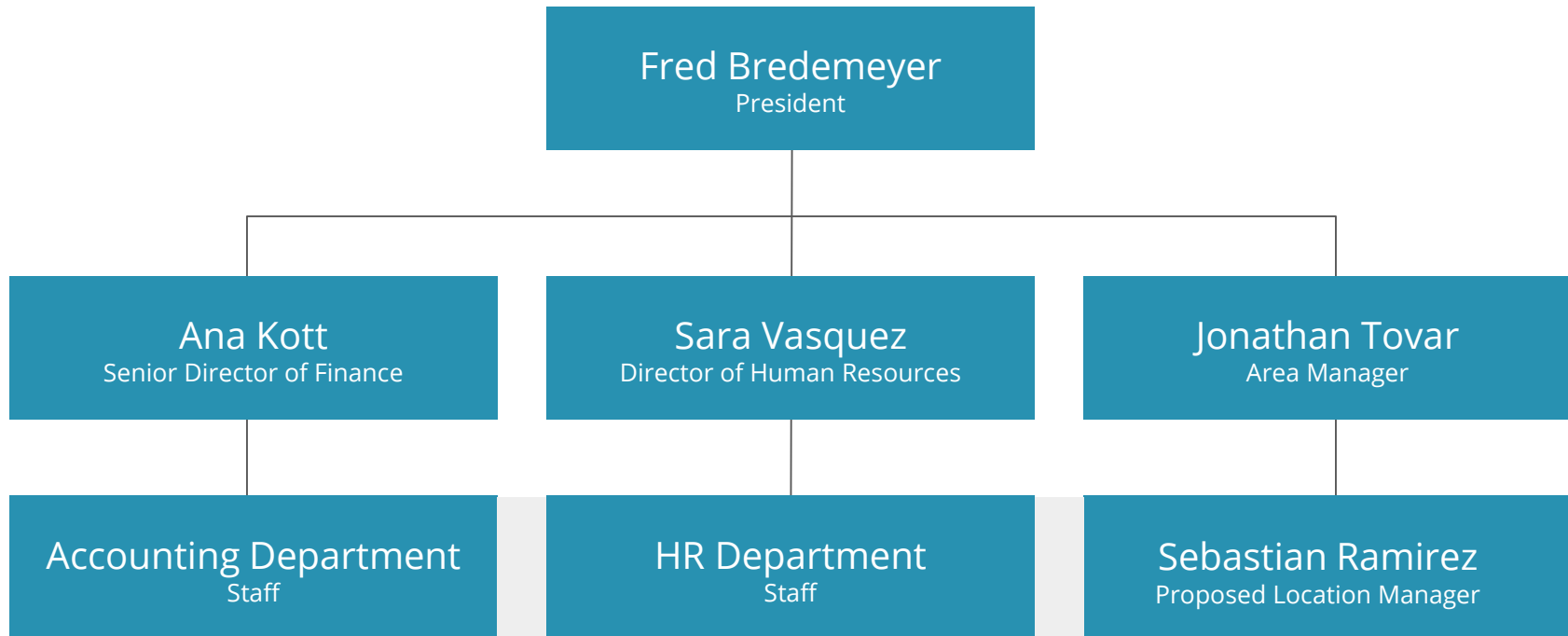
- In charge of food service; room, beach, and breakfast service to The Sole Hotel, in Sunny Isles. As well as, Jade beach and Jade Ocean food service.
- Taking orders for waiters keeping a strong sales idea, when having a special customer or server is not able to do it.
- Settle credit cards and cash from the whole day at the end of each night.
- Interacted closely with French and American Chefs in order to maintain the costumers well informed about the exclusive cuisine mainly from French roots.

EDUCATION & CERTIFICATIONS

Manager in Training Program, Standard Parking University, 2014; Nursing Degree AA, Broward College, Ft. Lauderdale, FL, 2010; First Responder Healthcare, 2015; CPR Training, 2015; Licensed EMT, 2015; Certified Paramedic, 2016; Licensed Paramedic, 2017.

ORGANIZATIONAL STRUCTURE

We understand that the operations at the City of Coral Gables will require a multi-levelled support structure—executive management, senior management, and an on-site team. With our corporate headquarters located in Miami, executive and senior management personnel will be available to the City at a moment's notice.



ADDITIONAL SUPPORT

Park One, operating under the Citizens Parking umbrella, will provide the City with comprehensive, ongoing executive-level management support in relation to Municipal Subject Matter Expertise.



Steve Resnick
Senior Vice President – Municipal Division

Steve Resnick, CAPP (Certified Administrator of Public Parking through the International Parking Institute and the University of Virginia), joined the Citizen's team in 2016 as Senior Vice President of our dedicated municipal parking division; serving the Company's public sector clients exclusively. A proven leader and facilitator, Steve has more than twenty-three (23) years of experience in the parking industry, and has acted in a variety of professional capacities thereto. He was responsible for several notable contract awards (public and private sector) while working at SP+ Corporation, as Vice President of Business Development, and Vice President of Municipal Services, respectively. Steve has been actively involved in a number of civic, charitable and professional organizations, including BOMA, IREM and ICSC. He is a past Board Member of the Santa Monica Chamber of Commerce, and participated in its Parking Task Force and Government Affairs Committee. Steve also served on the Board of Directors for the Capital City Partnership, a public-private partnership in St. Paul, MN that consisted of over fifty (50) of the Twin Cities' largest corporations.



Isaiah Mouw
Vice President – Municipal Division

Isaiah Mouw, CAPP, CPP, LEED GA, has worked in the parking industry for eleven (11) years, and has managed nearly every facet of parking management in a municipal setting; on and off-street, as well as possessing a comprehensive background in citation management. In his role as Vice President of Municipal Operations, Isaiah supports the Municipal Division that serves the various brands within the Citizens Parking family of brands. An industry Ambassador and frequent public speaker and author, Isaiah serves on the International Parking Institute's Advisory Council as a member of the Technology Committee, and also serves on the Board of Directors for the IPI CAPP Board. In 2015, he was recognized by the National Parking Association as a "40 Under 40" recipient; recognizing the best and brightest young parking professionals in the industry, and in 2014, Isaiah was awarded the Chairman's Award from the International Parking Institute. Isaiah earned a Master of Business Administration (MBA) from the University of Tennessee at Chattanooga. In 2013, he was commissioned as a Kentucky Colonel by the Commonwealth of Kentucky.

Project Understanding, Proposed Approach, & Methodology

OVERVIEW OF OUR APPROACH

RECRUITING

In order to provide quality service, experienced and highly trained attendees will be hired and trained to run a professional valet operation focused on providing the outstanding level of customer service the City deserves and expects. All scheduled staff will be approved by the City Manager based on protocols established in the RFP. This includes Driver License and all required screening, along with training protocols.

WHAT GETS MEASURED GETS DONE

Park One will establish metrics for all aspects of the operation and will work with you to develop a program of customer surveys and financial matrices to baseline the current valet operation. Additionally, Park One will maintain accountability through employment of an outsourced secret shopper program. We will report monthly on these results to measure our success and use these findings to continually improve the financial performance and customer experience.

REVENUE CONTROLS

Park One uses sound revenue control procedures to ensure 100% revenue retention. State-of-the-art control solutions will be used to calculate, track and record all revenues generated. Park One also employs a field audit unit who maintain stringent financial controls with zero tolerance for discrepancies. All financial information will be fully transparent with the City Manager and Convention Center Operations Management.

PEAK LOADS & CUSTOMER PERCEPTION OF DELIVERY TIMES

Park One will develop and implement peak period operating procedures and make certain management is aware when these loads occur so staff can react accordingly during peak times. We will work with the City to determine when these loads occur to ensure faster valet customer delivery time. We will also be implementing the SMS system which will improve vehicle retrieval times and provide a higher level of service.



OPERATING PLAN

Park One will develop a Centralized Valet district from Giralda to Valencia and Le Jeune to Douglas. Customers will be able to valet their car at any station within this 16 block zone and pick up their car at any other valet station. We anticipate there to be between 10 - 12 valet stands located throughout the district and we will consult with the City who will have the right to increase or decrease the number of valet stands in consultation with Park One.

BRANDING OF SERVICE

Park One will brand the valet service in accordance with approved uniforms and signage. The uniforms presented herein are a sample and the City will retain final authority over the actual branding concept. Park One will provide all valet staff with uniforms and ID badges as approved by the City and these badges will be clearly visible at all times while working. Uniforms will be well maintained and in good condition any-time an employee is working.

UNIQUE TRAINING

Park One services some of the most prestigious venues in South Florida and for each we develop unique training and service protocols. We propose to develop a standardized greeting and customer experience that will be used to welcome customers to the City and thank them as they leave. Park One is working with Forbes to create a customized service program that we will apply to our training for the City of Coral Gables. This training program will ensure that all of our employees understand the requirements of Forbes service levels and that we will use these high standards as our service expectations. Park One is working with Forbes to create a customized service program that we will apply to our training for the City of Coral Gables. Park One valets will act as an ambassadors to the downtown with sufficient knowledge to provide directions to key destinations.

MARKETING

Park One will market the Centralized Valet program in Coral Gables to residents and regional customers through our existing network of clients and patrons in Coral Gables. We will also work with local businesses and through the Coral Gables Chamber of Commerce to ensure that the service is well advertised and that people are familiar with service areas.

STAFFING

Staffing at all valet stands will be maintained to ensure that Park One will greet patrons and take possession of their vehicles within three (3) minutes average of arrival of each patron, and the Park One will return their vehicles to the patrons within ten (10) minutes average of each patron's request for the vehicle. Operator will have a MOD at all times valet services are being provided. The MOD will be downtown, accessible by the City and available to respond to any valet ramp at all times. The schedule on the following page is an example of the staffing levels proposed.

MISCELLANEOUS

Park One will have discrete bar codes printed on Valet Tickets or other City approved technology to provide clear accounting and audit controls for monthly billing purposes. Park One will obtain a valet permit and pay for ramping spaces pursuant to City code; \$15.00 per space per day. Key boards will be maintained within the garages where valet storage occurs. Park One will maintain a phone and/or radio system to communicate between storage locations and all valet ramps. We proposed to maintain a neat and orderly operation at all times and we will be solely responsible for the necessary services to properly maintain the premises being used for valet parking services.

TRANSITION

Park One's dedicated professionals know how important a truly seamless transition is to your business. We have handled numerous transitions for our clients — all with great sensitivity and care. We begin every job knowing that a successful startup is essential to building credibility and confidence with our clients and customers. That's why our goal, during any transition period, is to do anything in our power to not disrupt your every-day business.

Our transition process is systematic and methodical. Park One uses a comprehensive transition checklist to ensure that every detail of the transition is covered. As soon as new business is awarded, the transition team meets with the business development executive to discuss the scope of the project, understand all the details and client concerns, and to begin execution of the checklist. A timeline for completion of projects is developed, based on the lead-time given prior to start-up. Transition team meetings are held weekly and the checklist and timeline are updated regularly to share information with all parties involved in the transition. The local transition team stays in communication with the client through status updates and to discuss any questions, concerns, or problems that arise. The local team will also work with the client to develop a communication plan for parker groups regarding the transition. Details of our transition process include:

- A thorough review of your facility to determine your specific needs
- Preparation of a written timetable with measurable goals
- A transition management team specifically assigned to your business
- Performance of site-specific analysis and survey
- Development of a detailed instruction and training manual
- Selective recruiting and careful screening
- Testing and review of procedural knowledge



30 DAYS PRE-TRANSITION

The transition process starts with the notification that we will assume management of the parking operation. At that point, the Transitions & Acquisitions Manager, Toni Caffey, will convene the transition team into a series of meetings and communications to ensure that no item is overlooked.

Park One's transition team will work with the City of Coral Gables to collect all current parker information. Additionally, Park One will work with the outgoing operator to receive the latest aged receivables to be built into the accounting database. During this period, the transition team will also look for ways to improve the current operation's overall performance. Interventions include, but are not limited to, training and development, work-flow redesign, process improvement, and re-organization. Once the location staff is hired, the talent development team will assist location management in orienting new employees. New employees will learn Park One's policies and procedures and will also receive instruction in customer service standards specific to the City of Coral Gables valet operation.

"STARTUP DAY/OPENING DAY"

On the first day of operation at the new location, additional management support will be on hand to greet arriving parkers to ensure efficiency and provide support to the hourly staff as they perform their new job duties. We will also observe and coach the hourly staff to ensure exceptional service.

During the first week of operation, the Transition Manager, Toni Caffey, is on-site to ensure that the back of the house functions (billing, office management, etc.) are running smoothly. Additional on-the-job training is provided for staff as questions arise during actual operation. As always, national support is available to location management to handle any issues that may arise.

30 DAYS POST-TRANSITION

The transition phase does not end at the actual takeover of management of the project. During the first 30 days after the transition, the Project Manager and General Manager will develop a customized solution for the projects. Park One will perform a thorough review of the operations, including equipment and technology needs, and create a flexible, concise and comprehensive operating plan. The General Manager, supported by the corporate office team, will begin to implement policies and processes needed to make the project as efficient as possible.

60 DAYS POST-TRANSITION

During this period, the Project Manager will create the customized on-site operations manual. The operations manual consists of the policies and procedures that are required to make the operation a success. The operations manual is utilized in the on-going training program for the team members at the project. Additionally, the performance improvement interventions implemented by the organizational development group will be re-evaluated. This evaluation studies whether a change was made, and if the change was lasting. A measurement of the return-on-investment (ROI) on the improvement project will also be completed.

90 DAYS POST-TRANSITION

At 90 days, the processes should be fully in place and the project operating efficiently. At this point, Park One's team of internal auditors will perform a complete audit using Park One's in-depth audit forms. Thereafter, the location will be audited a minimum of once per year.

After the audit is complete, an audit review is coordinated by Executive Personnel. Key Personnel will schedule a meeting with the Property Management to discuss the operational and financial performance over the past three months. Any concerns will be addressed at this time, with follow-up meetings scheduled as necessary.

See the following page for our Sample GANTT Chart.

CUSTOMER SERVICE & TRAINING

CUSTOMER SERVICE STANDARDS

Park One's customer service model consists of the following:

- **Attitude** is the first step to creating the Park One Experience, and is by far the most important part of the process. Exceptional service is about creating positive experiences for our customers.
- **Attention** to the Customer is the next step of the process. To create a positive customer experience, our employees must pay attention to the customer's needs. As part of paying attention to the customer, we have instituted the "20-10 Rule." If someone gets within 20 feet of a Park One employee, they get a smile and a wave. If a person gets within 10 feet of an Park One employee, they get a smile, a wave, and a friendly "Hello."
- **Appearance** is the final part of the A+ Customer Experience. We recognize that customer perceptions are important, making appearance critical. Our employees are expected to be in proper uniform and follow grooming guidelines that present a neat, clean, and professional image to the public.

TRAINING

All team members will be properly screened, subjected to behavioral interviewing techniques, pass a series of background checks including DMV checks, and pass a driving and physical test. All training will be customized to the City of Coral Gables parking operation. Park One's training program is outlined below:

- **Orientation** – All employees must attend a two hour Orientation class before beginning work. Orientation is administered either in a "classroom" setting to groups of employees, or via computer-aided learning to employees in more remote locations. The class focuses on the company Mission Statement, Core Values and Service Standards, the basics of customer service, company policies, and operating procedures.
- **On-the-Job Training** – After the class, our employees will then be oriented on location. One-on-one training from peers and managers is the most effective means to ensure that proper customer service standards ("Greet, Serve, & Send") and operating practices are followed.
- **Custom Valet Training & Certification** – Our valets go through a customized valet training program that focuses on safety, service delivery, and customer interaction. Each new prospective valet cannot work alone until he/she passes a written test and is certified by the Certified Valet Trainer (CVT).
- **Input from the City** – Park One will work with the City to coordinate an on-site training session for all staff members to review the operating plan and offer final training details that include: vehicle permitting, ingress and egress patterns, emergency policies and procedures, and inclement weather plan. Park One welcomes the City to attend the training session to ensure all details of the operation have been addressed. It is also recommended that our employees go through the City of Coral Gables's standard orientation/training session as well to further help them understand the City's brand standards.

STAFFING

STAFFING PLAN

Park One will develop a Centralized Valet district from Giralda to Valencia and Le Jeune to Douglas. Customers will be able to valet their car at any station within this 16 block zone and pick up their car at any other valet station. We anticipate there to be between 10 - 12 valet stands located throughout the district and we will consult with the City who will have the right to increase or decrease the number of valet stands in consultation with Park One. The following schedule is an example of the staffing levels and Park One will work with the City to adjust staffing levels as necessary while maintaining the minimum service requirements specified in the RFP. Each ramp will always have a ramp supervisor and a minimum of one valet attendant for all operating hours.

Our staffing plan for the City of Coral Gables valet operation is provided on the following page.

EVENT STAFFING

Park One has extensive experience managing high-traffic event-style environments, from major stadiums to local venues like Adrienne Arsht Performing Arts Center in Miami. From this experience we have learned to schedule to a science, with forensic data that helps adjust staffing for future events. Our key goals in our staffing plan include:

- Expeditious arrival and departure times for our guests
- Customer Service at the highest level leaving a tremendous first impression and last departure experience
- Maintaining a safe and clean environment for both our guests and staff
- Appearance and grooming standards commensurate with the highest luxury properties that we operate
- Financial controls and accountability at every step of the process



Coral Gables Centralized Valet

5/15/2018

Schedule	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Total Hrs.
Project Manager								
Station 1 - Giralda Av.								
Ramp Sup. (1)	11am - 11pm	11am - 11pm	11am - 11pm	Flex	11am - 11pm	11am - 2am	11am - 2am	40
Attendants (1)	11am - 6pm	11am - 6pm	11am - 6pm	11am - 11pm	11am - 6pm	11am - 6pm	11am - 6pm	90
Attendants (1)	6pm - 11pm	6pm - 11pm	6pm - 11pm	6pm - 11pm	6pm - 11pm	6pm - 11pm	6pm - 11pm	49
Attendants (2)	4pm - 11pm	4pm - 11pm	4pm - 11pm	4pm - 11pm	4pm - 11pm	4pm - 2am	4pm - 2am	35
Station 2 - Aragon Av.								
Ramp Sup. (1)	11am - 11pm	11am - 11pm	11am - 11pm	11am - 11pm	11am - 11pm	11am - 2am	11am - 2am	40
Attendants (1)	11am - 6pm	11am - 6pm	11am - 6pm	11am - 6pm	11am - 6pm	11am - 6pm	11am - 6pm	90
Attendants (1)	6pm - 11pm	6pm - 11pm	6pm - 11pm	6pm - 11pm	6pm - 11pm	6pm - 11pm	6pm - 11pm	49
Attendants (2)	4pm - 11pm	4pm - 11pm	4pm - 11pm	4pm - 11pm	4pm - 11pm	4pm - 2am	4pm - 2am	35
Station 3 - Giralda (2)								
Ramp Sup. (1)	11am - 11pm	11am - 11pm	11am - 11pm	11am - 11pm	11am - 11pm	11am - 2am	11am - 2am	40
Attendants (1)	11am - 6pm	11am - 6pm	11am - 6pm	11am - 6pm	11am - 6pm	11am - 6pm	11am - 6pm	90
Attendants (1)	6pm - 11pm	6pm - 11pm	6pm - 11pm	6pm - 11pm	6pm - 11pm	6pm - 11pm	6pm - 11pm	49
Attendants (2)	4pm - 11pm	4pm - 11pm	4pm - 11pm	4pm - 11pm	4pm - 11pm	4pm - 2am	4pm - 2am	35
Station 4 - Ponce								
Ramp Sup. (1)	11am - 11pm	11am - 11pm	11am - 11pm	11am - 11pm	11am - 11pm	11am - 2am	11am - 2am	40
Attendants (1)	11am - 6pm	11am - 6pm	11am - 6pm	11am - 6pm	11am - 6pm	11am - 6pm	11am - 6pm	90
Attendants (1)	6pm - 11pm	6pm - 11pm	6pm - 11pm	6pm - 11pm	6pm - 11pm	6pm - 11pm	6pm - 11pm	49
Attendants (2)	4pm - 11pm	4pm - 11pm	4pm - 11pm	4pm - 11pm	4pm - 11pm	4pm - 2am	4pm - 2am	35
Station 5 - Galliano								
Ramp Sup. (1)	11am - 11pm	11am - 11pm	11am - 11pm	11am - 11pm	11am - 11pm	11am - 2am	11am - 2am	40
Attendants (1)	11am - 6pm	11am - 6pm	11am - 6pm	11am - 6pm	11am - 6pm	11am - 6pm	11am - 6pm	90
Attendants (1)	6pm - 11pm	6pm - 11pm	6pm - 11pm	6pm - 11pm	6pm - 11pm	6pm - 11pm	6pm - 11pm	49
Attendants (2)	4pm - 11pm	4pm - 11pm	4pm - 11pm	4pm - 11pm	4pm - 11pm	4pm - 2am	4pm - 2am	35
Station 6 - Aragon								
Ramp Sup. (1)	11am - 11pm	11am - 11pm	11am - 11pm	11am - 11pm	11am - 11pm	11am - 2am	11am - 2am	40
Attendants (1)	11am - 6pm	11am - 6pm	11am - 6pm	11am - 6pm	11am - 6pm	11am - 6pm	11am - 6pm	90
Attendants (1)	6pm - 11pm	6pm - 11pm	6pm - 11pm	6pm - 11pm	6pm - 11pm	6pm - 11pm	6pm - 11pm	49
Attendants (2)	4pm - 11pm	4pm - 11pm	4pm - 11pm	4pm - 11pm	4pm - 11pm	4pm - 2am	4pm - 2am	35
Station 7 - Andalusia								
Ramp Sup. (1)	11am - 11pm	11am - 11pm	11am - 11pm	11am - 11pm	11am - 11pm	11am - 2am	11am - 2am	40
Attendants (1)	11am - 6pm	11am - 6pm	11am - 6pm	11am - 6pm	11am - 6pm	11am - 6pm	11am - 6pm	90
Attendants (1)	6pm - 11pm	6pm - 11pm	6pm - 11pm	6pm - 11pm	6pm - 11pm	6pm - 11pm	6pm - 11pm	49
Attendants (2)	4pm - 11pm	4pm - 11pm	4pm - 11pm	4pm - 11pm	4pm - 11pm	4pm - 2am	4pm - 2am	35
Station 8 - Andalusia (2)								
Ramp Sup. (1)	11am - 11pm	11am - 11pm	11am - 11pm	11am - 11pm	11am - 11pm	11am - 2am	11am - 2am	40
Attendants (1)	11am - 6pm	11am - 6pm	11am - 6pm	11am - 6pm	11am - 6pm	11am - 6pm	11am - 6pm	90
Attendants (1)	6pm - 11pm	6pm - 11pm	6pm - 11pm	6pm - 11pm	6pm - 11pm	6pm - 11pm	6pm - 11pm	49
Attendants (2)	4pm - 11pm	4pm - 11pm	4pm - 11pm	4pm - 11pm	4pm - 11pm	4pm - 2am	4pm - 2am	35
Station 9 - Valencia								
Ramp Sup. (1)	11am - 11pm	11am - 11pm	11am - 11pm	11am - 11pm	11am - 11pm	11am - 2am	11am - 2am	40
Attendants (1)	11am - 6pm	11am - 6pm	11am - 6pm	11am - 6pm	11am - 6pm	11am - 6pm	11am - 6pm	90
Attendants (1)	6pm - 11pm	6pm - 11pm	6pm - 11pm	6pm - 11pm	6pm - 11pm	6pm - 11pm	6pm - 11pm	49
Attendants (2)	4pm - 11pm	4pm - 11pm	4pm - 11pm	4pm - 11pm	4pm - 11pm	4pm - 2am	4pm - 2am	35
Station 10 - TBD								
Ramp Sup. (1)	11am - 11pm	11am - 11pm	11am - 11pm	11am - 11pm	11am - 11pm	11am - 2am	11am - 2am	40
Attendants (1)	11am - 6pm	11am - 6pm	11am - 6pm	11am - 6pm	11am - 6pm	11am - 6pm	11am - 6pm	90
Attendants (1)	6pm - 11pm	6pm - 11pm	6pm - 11pm	6pm - 11pm	6pm - 11pm	6pm - 11pm	6pm - 11pm	49
Attendants (2)	4pm - 11pm	4pm - 11pm	4pm - 11pm	4pm - 11pm	4pm - 11pm	4pm - 2am	4pm - 2am	35
							Subtotal Approximate Hours	2,180

EQUIPMENT

TEZ SMS VALET

We will utilize TEZ SMS Valet at the City of Coral Gables valet parking operation. The SMS system is text-based with an in-depth back office program which allows users to receive a broad spectrum of data, allowing for greater reporting capabilities.

Tablets are used to collect vehicle and customer information upon arrival. After drop off, the customers receive a “Welcome” text. When the customers are ready for their car, they reply “Car” to the “Welcome” text. The tablet then notifies the valet and also notifies the client when the vehicle is ready.

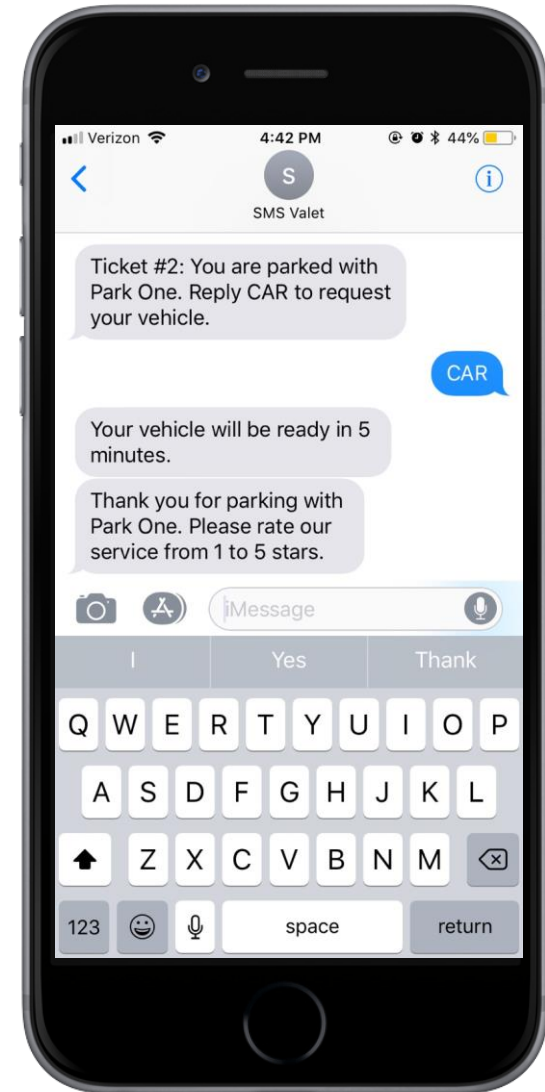
Benefits of SMS Valet include:

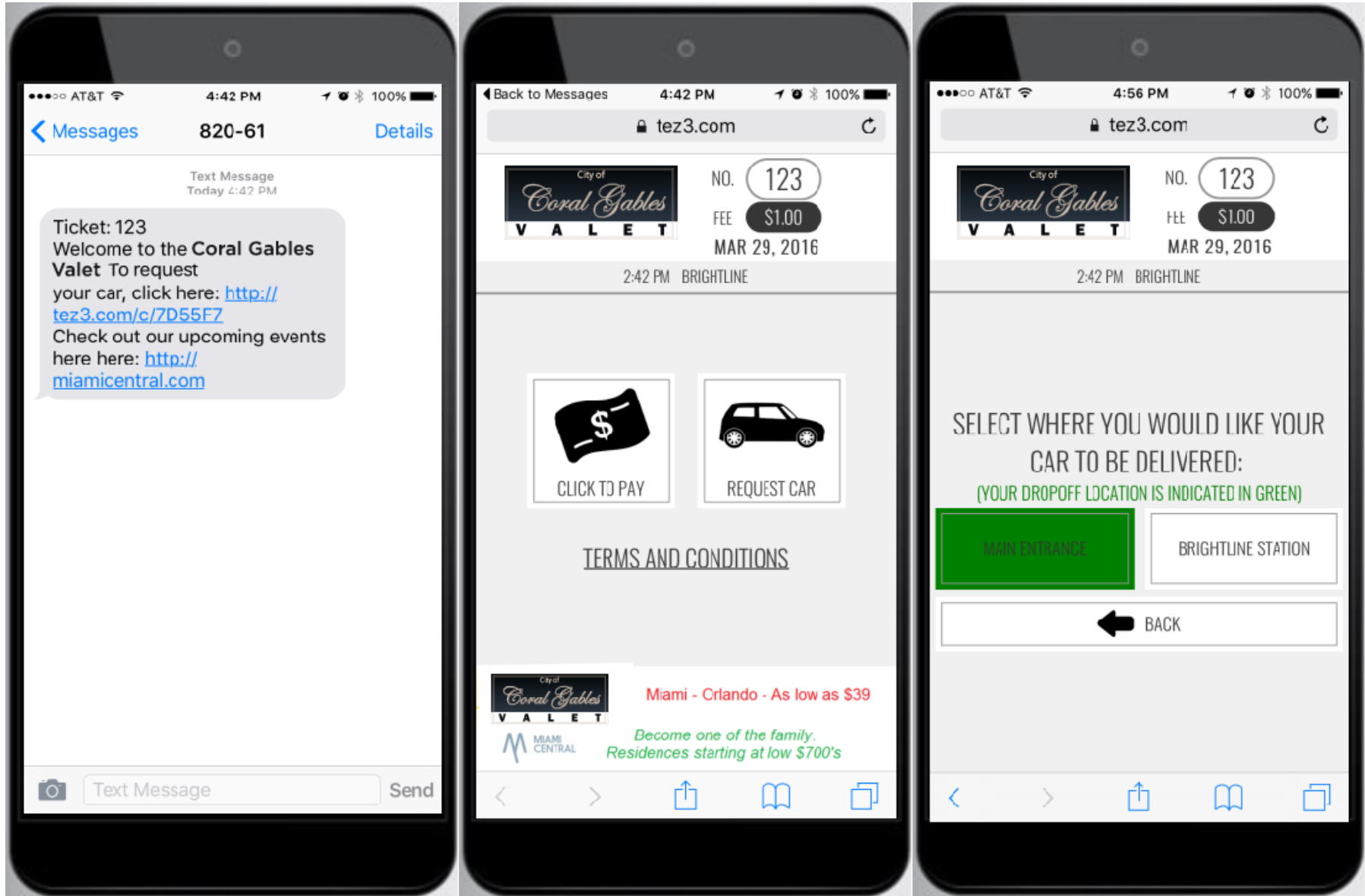
- Prevents long lines from forming in high-traffic areas
- Eliminates paper waste
- Allows for collection of guest names/vehicles for guest recognition
- Utilizes pre-printed bar-coded sequential tickets
- VIN scanning for inventory and guest recognition purposes
- Text ahead for vehicle retrieval
- Credit card acceptance with electronic receipts
- Validation program management

REFUNDS

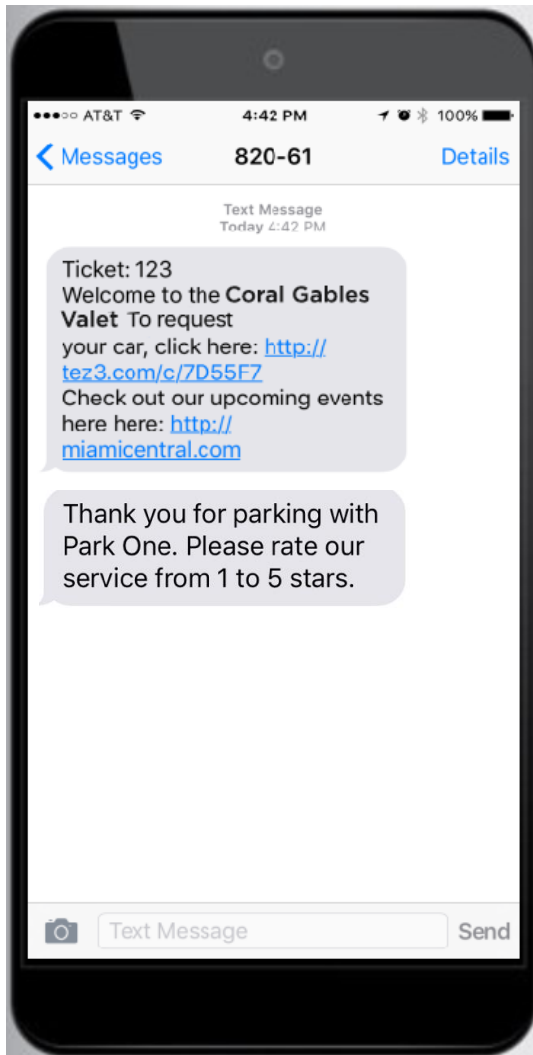
TEZ SMS Valet offers a convenient refund issuance system. Should the circumstance arise, we will log in to the TEZ SMS Valet portal customized specifically for the City of Coral Gables valet parking operation and search for the corresponding ticket (search categories include location, date range, customer name, vehicle make, model, color, etc.). Once the ticket is located, the portal displays a simple button feature for which we can use to issue both full or partial refunds. All transactions (including refunds) are tracked for reporting purposes.

For more information about TEZ SMS Valet’s abilities, please see the following page.









Location	Date	Time	Ticket Number	Reply
XXXX	8/12/2015	5:08 PM	110	5, smooth system
XXXX	8/12/2015	6:26 PM	121	5
XXXX	8/12/2015	6:26 PM	114	4
XXXX	8/12/2015	6:27 PM	111	Excellent !
XXXX	8/12/2015	7:03 PM	117	5
XXXX	8/12/2015	1:49 PM	468	
XXXX	8/12/2015	2:36 PM	469	5 your Valley gentleman was very nice and taught me how to use your new app nice person get employee good job on hiring
XXXX	8/14/2015	2:02 PM	468	5555555!!! Oh my goodness!!! The best valet experience ever! Perfection! Love this change!!!
XXXX	8/14/2015	8:20 PM	463	1
XXXX	8/14/2015	8:47 PM	474	4
XXXX	8/15/2015	12:20 PM	111	5 - very friendly and courteous staff thank you!!

MARKETING

BRANDED DIGITAL STRATEGY

We believe that the City of Coral Gables would benefit greatly from a branded digital marketing strategy. We will work with the City to create a digital asset ownership program designed to increase measurable car count and expand the City's digital footprint while encouraging customer loyalty.

Attraction/Event Parking Guide & App

- Google-approved responsive configuration
- Custom branding & content
- Businesses, attractions, & events regularly updated
- Parking location's prices, coupons, & reserved integration
- Special offer email sign-up integration
- Built-in SEO for guaranteed Google page 1 ranking
- Matching Android and iOS compatible app with distribution

Paid Search Marketing

- Presence across Google, Bing, Yahoo, AOL & more
- Geo-targeted to local users & high performing feeder markets
- Multi campaign strategy for events, businesses & attractions
- Unique desktop & mobile campaign strategies
- Ongoing keyword research & advanced bidding strategy
- ROI reporting includes visitors, direction & coupon prints

Mobile & GPS Advertising

- Targeted advertising on Waze, Google Maps & other mapping platforms
- Ability for users to save & forward ads for later use
- Programmatic buying by location & car ownership data
- Delivery across mobile news sites
- Cutting edge AMP creative implementation

Parking Proximity Alerts

- Reach potential parkers within 400 yards with offers & directions
- Compatible with Android & iOS
- Unlimited iBeacon & geo-fencing capabilities
- Message deliverability to mobile phone home screens
- Frequency controls as to not overwhelm current customers & prospects

Mobile Wallet Loyalty Program

Studies show that more than 50% of American consumers have used smartphone mobile wallet apps such as Apple Wallet and Google Pay. In addition to offering customers a convenient and secure way to pay, mobile wallets provide business owners with a prime opportunity to engage users through loyalty programs.

We believe the City of Coral Gables is a prime candidate for a mobile wallet loyalty program. Details regarding mobile wallets and corresponding loyalty programs are provided below:

- Apple Wallet and Google Pay compatible
- Mobile payment integration
- Personalized push messaging at scheduled times
- Email, web, and SMS distribution components
- Deliver coupons and special offers based on customer behavior

DEDICATED PARKING WEBSITE

Park One can work with the City to create a dedicated website for the City of Coral Gables valet parking operation to help drive additional revenue through search engine optimization. Preliminary ideas for this website include the following:

- Customizable menu bar
- Custom widget to sell parking for special events.
- Scrolling headers allowing for marketing various nearby locations and attractions, integration with social media accounts
- Rates page designed for easy adjustments
- Monthly parking portal
- Special offers, maps, directions, and contact information

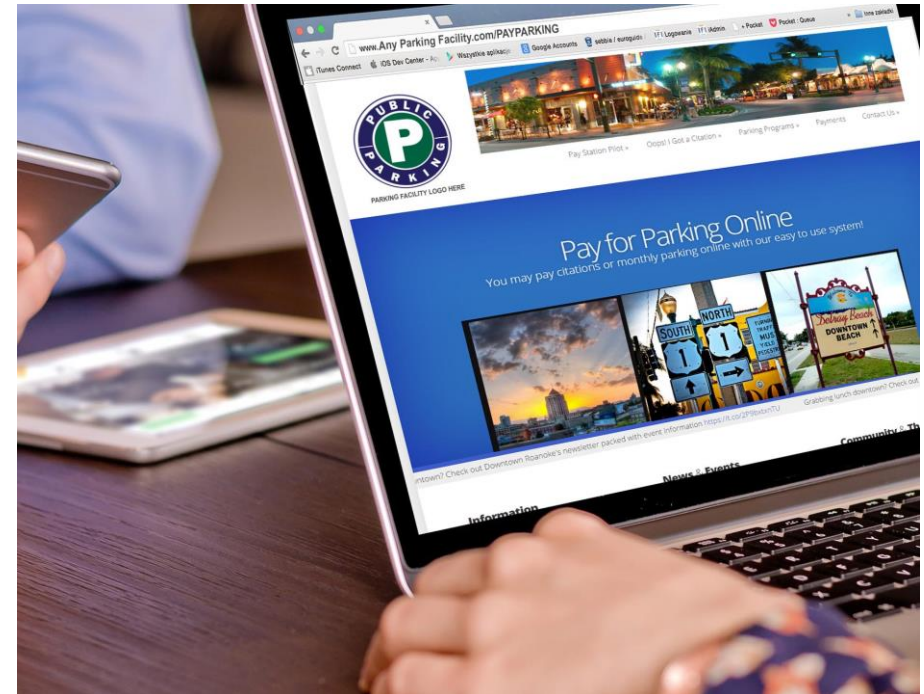
Please visit www.citycommonsparking.com and www.peachtreecenterparking.com for a first-hand look at our website design capabilities.

PARKING AGGREGATORS

Park One can focus on the integration of various parking aggregators that would provide additional payment options for visitors in the area. Parking aggregators are used to list parking facilities in downtown environments like Coral Gables. Aggregators help drive traffic to parking facilities in exchange for a small commission for parkers who arrive via their website.

We recently built a national relationship with two parking aggregators: Parking Panda and Park Whiz. These websites and mobile apps market our locations to thousands of users daily. Park One uses these systems to promote available parking at our locations and provide online pre-sells of parking for events and activities at our parking facilities.

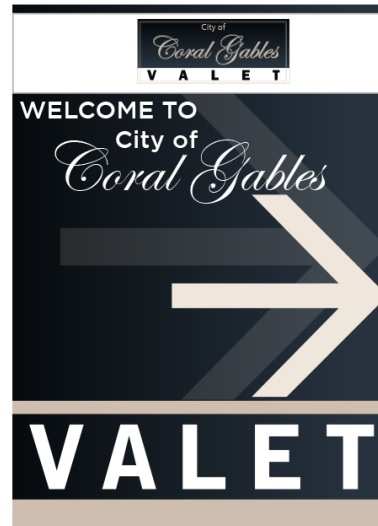
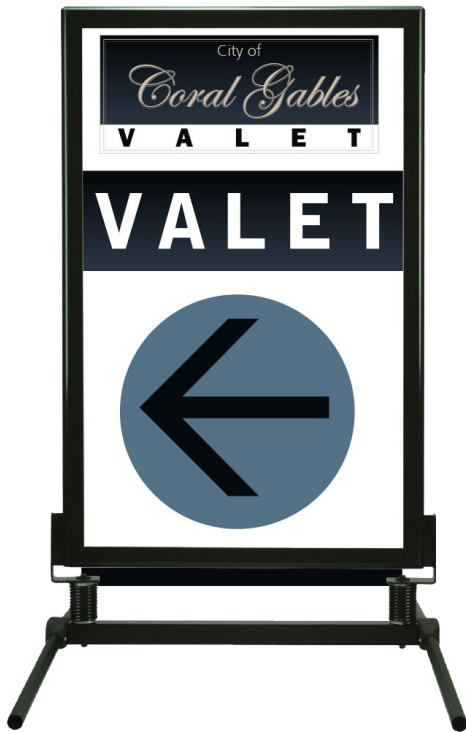
With the use of parking aggregators, Park One is able to bring in an added \$5,000,000 for our clients annually.



SIGNAGE & BRANDING

Signage is an important factor in a successful parking operation. Signage is important for both directing traffic flow and educating parkers about all parking operations at the operation. Should the City wish to explore a new signage program for the City of Coral Gables valet parking operation, Park One can provide graphic design services free of charge. Sample concepts are provided herein. All signage is subject to input and approval by the City.





CLIENT ANALYTICS

Park One can provide the City with full access to facility data analytics, which is unprecedented in the parking industry. The City will be able to access all areas of data related to the parking operation, including straightforward comparisons of day-to-day, month-to-month, and year-to-year revenue and expense categories.

By committing to this level of transparency and accountability, Park One is confident in our partnership with the City of Coral Gables. Our client-facing dashboard can be integrated with most parking equipment using an open API, and can be accessed from any computer or smartphone via a secure connection. The convenient nature of these customized reporting analytics give Park One the necessary tools to maximize profits and service levels with the click of a button.

MONTHLY FINANCIAL REPORTING

Our recently relaunched monthly reporting portal will provide the City with instant access to their financial statements and other necessary backup. Some features that we are proud to offer include customizable dashboards, “drill-down” capabilities to expense backup, trend analysis and much more! In addition, the City will have the ability to reference prior month’s reports all in the same portal.

ESTABLISHING KEY PERFORMANCE INDICATORS

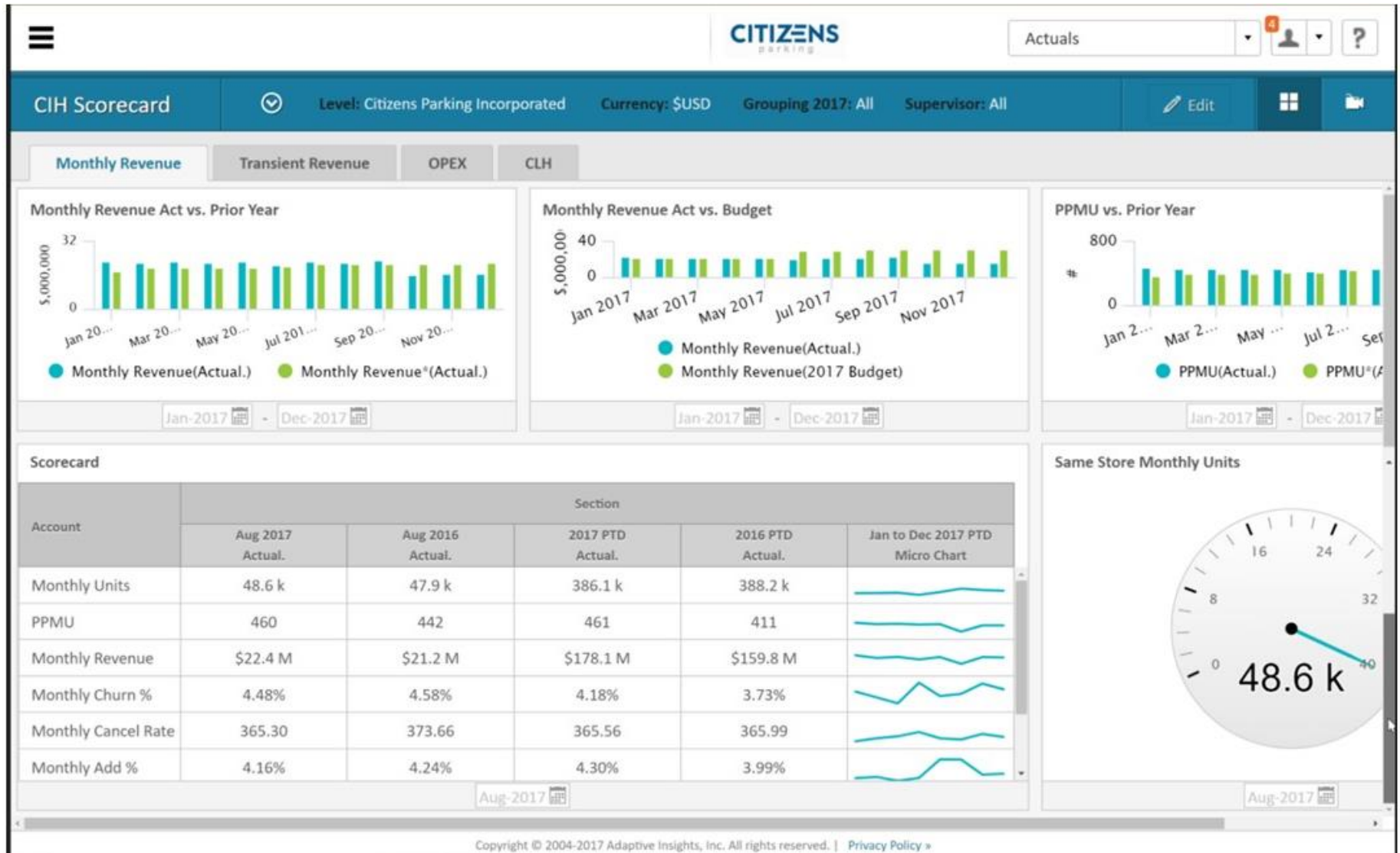
Park One will create a custom dashboard (example on the following page) tailored to your operation, with specific Key Performance Indicators (KPIs) taken into consideration. Examples of KPIs include:

- Historical revenue and expense trend analysis
- Expenses as a percentage of revenue
- Average ticket price
- Monthly parker analysis
- Location monthly operating profit comparisons
- Labor trends as a percent of revenue

UTILIZATION

Park One management utilizes the analytics to compare predicted and actual occupancy levels and monthly parker utilization, allowing for adjustments to improve marketing efforts, pricing, and customer service initiatives. Providing full access to the parking asset analytics, Park One will foster consistent and open communication with the City in a transparent business partnership. Accordingly, Park One management will meet with the City on a regular basis to discuss trends and ways to improve profitability and the customer experience.

See the following pages for examples of our client dashboard reporting mechanisms. As aforementioned, these analytics will be customized to the City of Coral Gables valet parking operation.





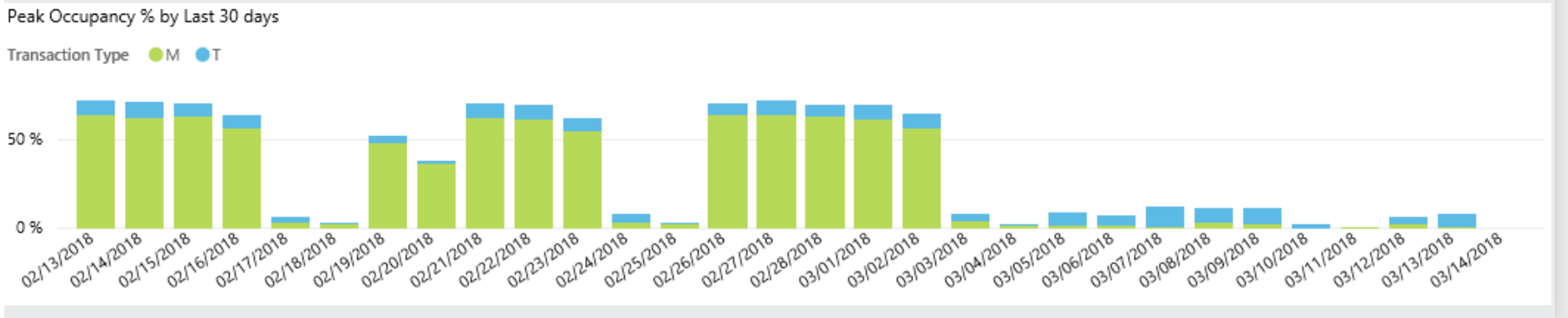
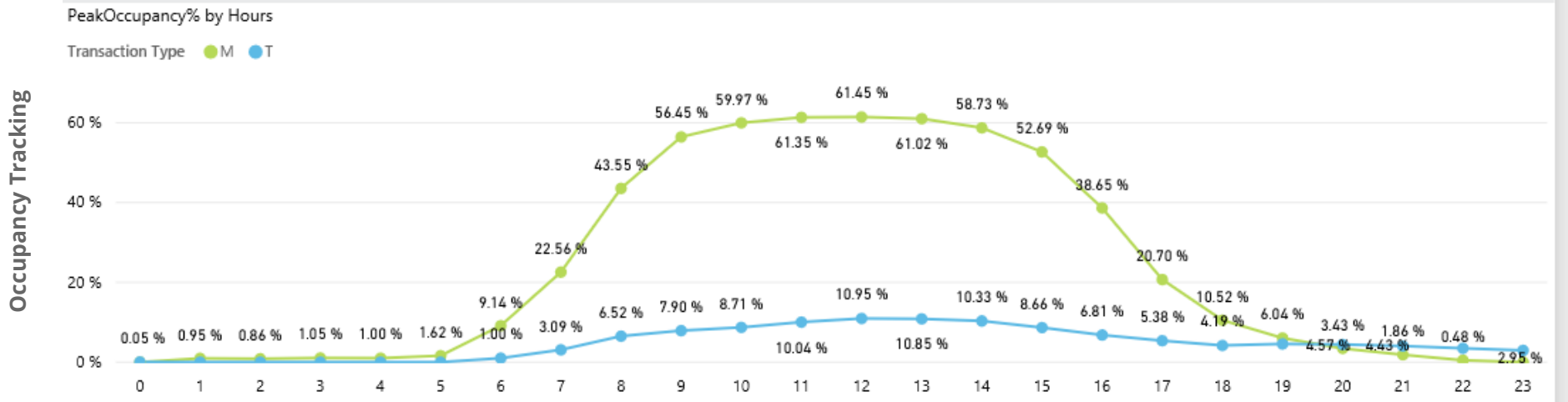
Instructions:

- Select single location on Locations Slicer
- Select single date on Date Slicer

Date:

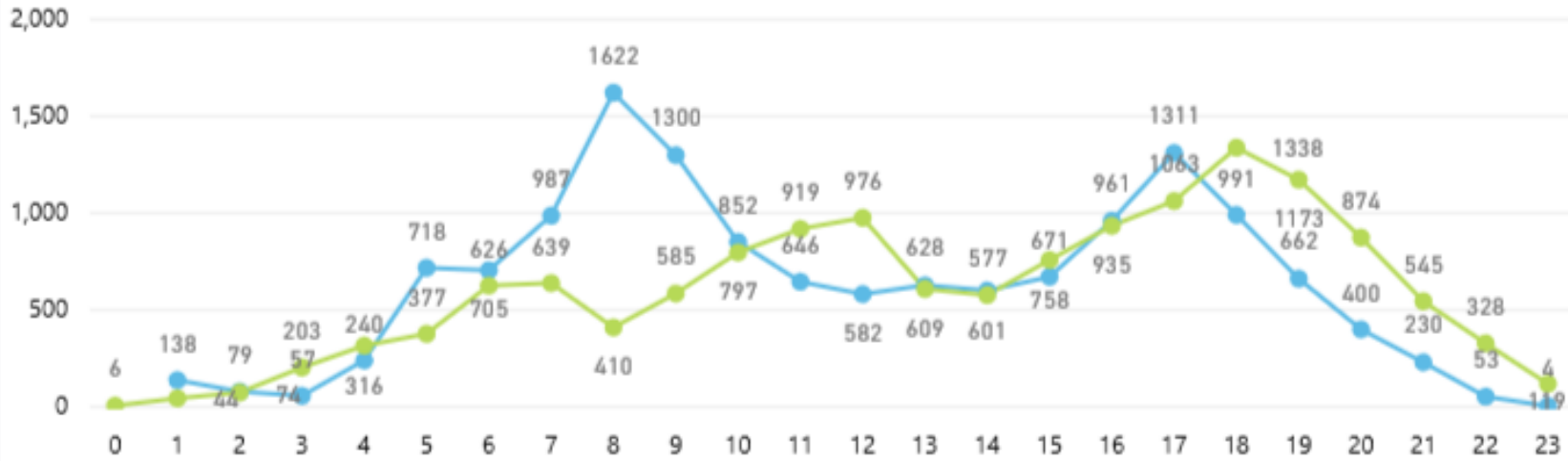
Peak Occupancy All %: 69.82%

Max Count All: 1K

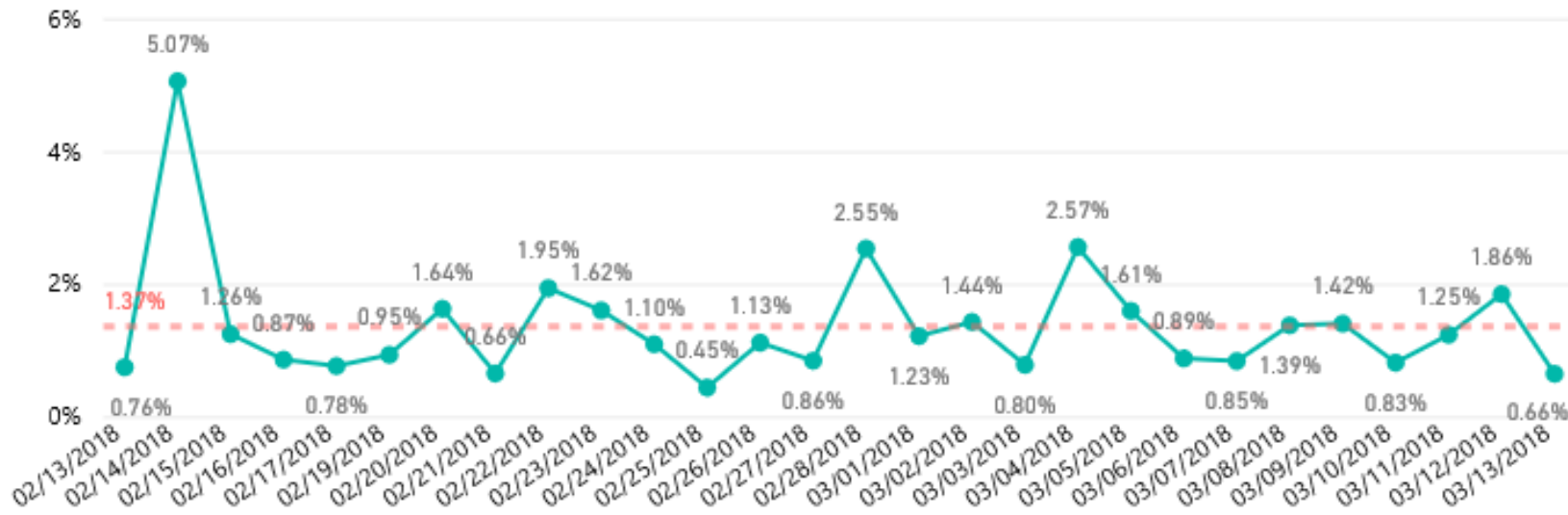


Hourly Entry/Exit Trends

Direction ● Entry ● Exit



Unaccounted Tickets% by Last 30 days

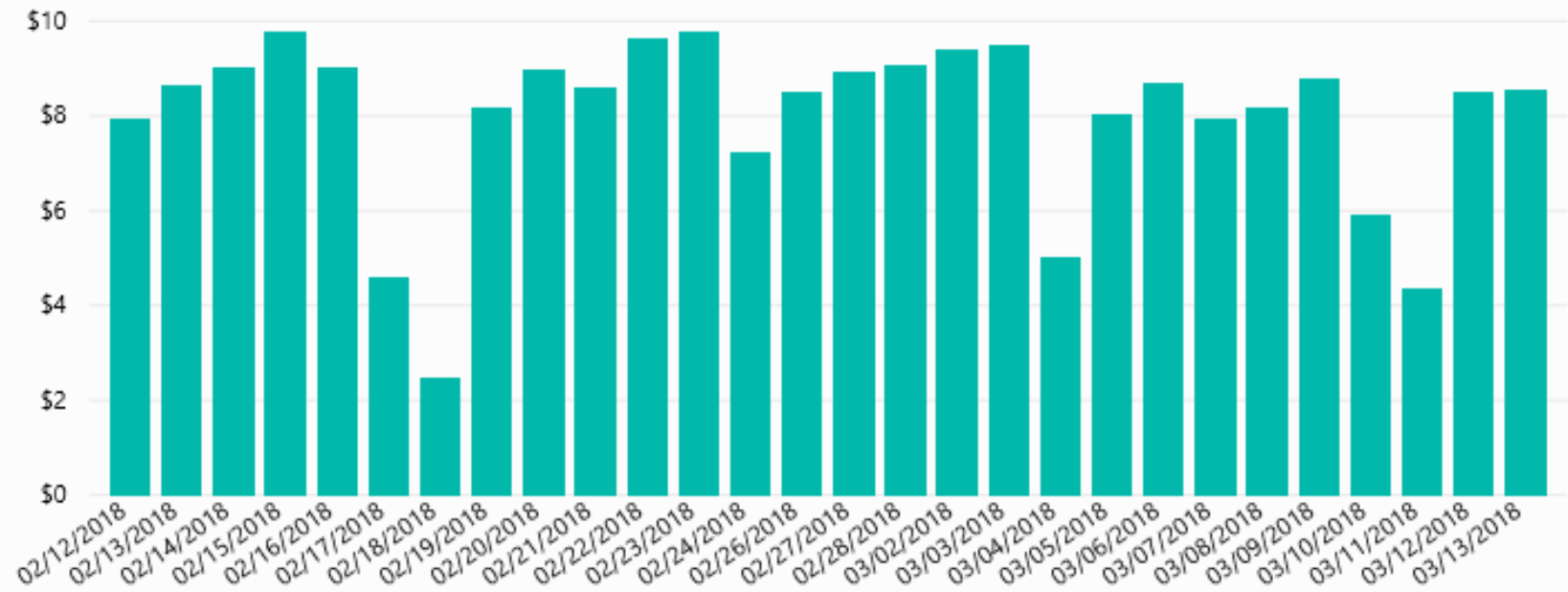


Net Revenue by Day



Revenue Analysis

Average Ticket Price Per Day



PAST PERFORMANCE & REFERENCES

REFERENCES

Please see below for a sample of Park One's experience providing valet services for high-profile locations in South Florida. Following, we have provided various references from our municipal sector facilitated through the Citizens brand. We are confident that our combination of experience in the South Florida area along with our dedicated municipal division for added subject matter expertise will lead to both financial and service-based success at the City of Coral Gables valet parking operation.



Adrienne Arsht Center

1300 Biscayne Blvd., Miami, FL 33132

We began operations at Adrienne Arsht Center when the facility opened in October of 2006. This valet operation is event-centric, where we park up to 1,200 cars per week for roughly 300 events per year. We utilize the FLASH Valet System at the Adrienne Arsht Center parking operation, taking cash, card, and pre-paid valet vouchers as payment.

Term of Contract: October 2006 – Present

Contract Amount: \$250,000

Ken Harris, *Vice President – Operations*

(786) 468-2233

kharris@arshtcenter.org



Perez Art Museum

1300 Biscayne Blvd., Miami, FL 33132

Park One began operations at Perez Art Museum in October of 2013. The operation consists of both self-park and event valet components. We utilize SKIDATA equipment for the self-parking function as we park upwards of 17,000 cars per month. Park One maintains a 100% client satisfaction rating in regards to customer service as we have met/exceeded our revenue goal each year to date.

Term of Contract: October 2013 – Present

Contract Amount: \$2,000,000

James Sharpe, *Facility Director*

(786) 345-5652

jsharp@pamm.org

Section IV: Past Performance & References

1) References



Marlins Park

501 Marlins Way, Miami, FL 33132

Park One began operations at Marlins Park at the beginning of the 2018 baseball season. We partnered with the venue to implement a VIP Valet Parking option for premium ticket holders for 50 home games. We utilize FLASH Valet System at Marlins Park, resulting in ultimate convenience levels for VIP ticket holders.

Term of Contract: March 2018 – Present

Contract Amount: \$100,000

Michael McKeon, *Director of Parking*

(305) 480-1587

mmckeon@marlins.com



Biltmore Hotel

1200 Anastasia Ave., Coral Gables, FL 33134

We began managing the Biltmore Hotel in Coral Gables in January of 2006. We utilize FLASH Valet equipment at this valet-centric location.

Term of Contract: January 2006 – Present

Contract Amount: \$1,200,000

Matthias Kammerer, *Managing Director*

(305) 913-3114

mkammerer@biltmorehotel.com



Hyatt Regency Coral Gables

50 Alhambra Plaza, Coral Gables, FL 33134

Park One began operations at Hyatt Regency Coral Gables in January of 2014. We utilize FLASH Valet equipment at this valet-centric location.

Term of Contract: January 2014 – Present

Contract Amount: \$750,000

Mario Terran, *General Manager*

(305) 447-6075

mario.terran@hyatt.com



Mayfair Garage

3390 Mary St., Miami, FL 33133

Park One was awarded the parking contract for Mayfair in the Grove in Miami, Florida over ten years ago. This 952-space facility is self-park only, equipped with Federal APD parking technology.

Term of Contract: January 2008 – Present

Contract Amount: \$900,000

Olaf Kohrsmeyer, *Senior Property Manager*

olaf@whalou.com

Park One has not had any public sector clients that have discontinued use of Proposer's services within the past two (2) years.

Section IV: Past Performance & References

1) References / 2) Terminated Contracts

PRICE PROPOSAL

Request For Proposal (RFP) No 2018-011

Centralized Valet Contract

BID PRICING FORM

Proposer Name: Park One of Florida, LLC

FEIN: 65-0966917

Description	Unit Price
Proposed valet parking cost per vehicle to customer.	\$ <u>8</u> *

Park One proposes a rate of \$8 per vehicle, with a rate of \$10 per vehicle for special events.



Park One of Florida
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(305) 891-0060
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