

City of Stuart

Request for Proposal (RFP) No. 2019 - 204

Downtown Valet Parking Services Pilot Program

Due Date: Oct 11, 2019, 2:30pm

Submitted by:

The Parking Solution

Scott Jackson & Raj Patel

Table of Contents

Proposal		Page
Letter of Transmittal		3
Corporate Structure and Location	**(Tab 1)**	4
Experience	**(Tab 2)**	8
Business Plan	**(Tab 3)**	9
Pricing Proposal	**(Tab 4)**	14
Insurance	**(Tab 5)**	15
Other information	**(Tab 6)**	16
Addenda	**(Tab 7)**	—

Oct 2nd, 2019

City of Stuart
RFP 2019-204

RE: Downtown Valet Parking Services Pilot Program

The Parking Solution & Valet Company, LLC., DBA **The Parking Solution**, is pleased to provide you with our proposal to deliver parking management services for **Downtown Stuart**.

Our proposal is focused on partnering with you to achieve key objectives aimed at ensuring your parking lot is operated in a professional and organized fashion while working to maximize revenue and ensure a pleasurable experience for all utilizing our services.

We are ideally suited to work with you because our company has been running parking services for **Downtown Stuart** for the previous four years without incident.

The search for a valet company that can suit all your needs is an important decision and **The Parking Solution** feels it possesses the knowledge, manpower and experience that are required to create a first-rate experience for **Downtown Stuart**.

The Parking Solution will create a positive, efficient, valet parking system for anyone who comes to **Downtown Stuart**. This will be accomplished by using our trained and professional management and attendant staff and our hands-on ownership team.

Scott Jackson, President

Raj Patel, Vice President
& Locations Manager

Corporate Structure & Location

The Parking Solution and Valet Co. LLC, was formed in 2011 by two individuals with deep parking experience. Scott Jackson and Raj Patel, who collectively held over 25 years of parking experience, desired to start their own company committed to the highest level of customer service, staffed with highly trained employees, and backed to provide financial stability.



The Parking Solution founders have a wealth of experience in providing parking services to condos, hotels, hospitals, country clubs, restaurants, sporting events, night clubs, theaters, banquet facilities, and private events. They have built an excellent reputation in the South Florida market by meeting and exceeding the expectations of our clients.

Mr. Jackson and Mr. Patel brought on partners and a board of directors in 2013 who could not only provide financial assistance to help **The Parking Solution** grow but also had experience in building and operating service companies.

<u>Scott Jackson</u> - Founder & President

Scott Jackson is the founder and current President of **The Parking Solution**. Scott has over twenty years experience in the parking industry. Scott's experience started in the late 90's when he got a job as a valet parking attendant. Within two years Scott held his first management position, he was charged with running the valet parking operations for a large south Florida mall. Scott went on the become an Area Manager for many years before joining Raj to form T**he Parking Solution**. Scott has developed an excellent reputation with clients and competitors alike and is widely recognized in the Florida parking industry.

Raj Patel - Vice President & Locations Manager

Raj is a founder and current Vice president of **The Parking Solution**. Raj also holds the title of Locations Manager and is in charge of running the day to day operations at a majority of our south Florida locations.
Raj's experience started in the mid 90's when he was hired as a valet parking attendant at a local golf course. Raj worked his way into a management position at a huge resort and spa within his first year. Raj was named General Manager of the south Florida valet company in his third year and retained that position until joining forces with Scott and starting their own company. Raj is responsible for starting new accounts, training our staff and development of our employees while ensuring high levels of satisfaction from our clients and customers.

Our Board of Directors:

Mr. Donald C. Tomasso

Currently Mr. Tomasso is the Chairman and co-owner of Metro Offices, a cutting edge workspace solutions company in the Washington,D.C. metro area. He is also Co-Founder and President of Scarlet Oak Investments, LLC.

Previously Mr. Tomasso has served in a wide array of positions with a number of nationally-renowned businesses. He was President of NorthStar Healthcare Income, Inc. and an advisor of NorthStar Healthcare Income Advisor, LLC, after having been a Senior Advisor to Wakefield Capital Management, Inc, the predecessor of NorthStar Healthcare, and Managing Member of Wakefield Capital, LLC. Mr. Tomasso was President of Manor Care Health Services as well as having served in a number of executive management positions at the Marriott Corp. for over 15 years.

Mr.Tomasso is a member of the board of Washington College in Chestertown, MD and a member of the Dean's Advisory Board of the Lebow College of Business at Drexel University, his Alma Mater.

Kathleen Buchanan

President, CEO, co-founder and co-owner of Metro Offices. Under Ms. Buchanan's leadership Metro Offices has steadily evolved into a leading provider of innovative workspace solutions for small and large-scale businesses, as well as government agencies and contractors at nine premier locations.

Prior to starting Metro Offices, Ms. Buchanan was employed by Commercial Office Management Corp. where she worked her way up to President, then she doubled the number of locations of the company and opened one international location.

Ms. Buchanan has twice been honored by the National Foundation for Women Business Owners, has been the recipient of the Brava Award, and Washington Business Journal featured her as a Woman Executive in the Metro Area.

Metro Offices has been named to the INC. 5000 list of the fastest-growing companies, Smart CEO 100 Best-Run companies, and Bank of America and Washington Business Journal's Top 25 Women-Owned businesses.

James "Jamie" Jackson

Mr. Jackson is currently a partner in Metro Offices headquartered in the Metropolitan Washington, D.C. marketplace providing outsourced workspace to commercial and government clients, as well as serving as the managing partner of the ownership group of The Parking Solution whose main office is in Florida.

Mr. Jackson began in the savings and loan industry which led to his appointment by President Ronald Regan to the Federal Home Loan Bank Board. This board also provided oversight for the Federal Savings and Loan Deposit Insurance Corporation, and it served as the Board of Directors of Freddie Mac.

Mr. Jackson was CEO of Commonwealth Mortgage Corp. He chaired the Federal Reserve Advisory Committee on the Mortgage Industry. He served as President of Oak Tree Capital, managing real estate and Savings and Loans for the OTC. At Computer Sciences Corp. he served as Mid-Atlantic Practice Director of the Financial Service Practice.

At CSC, Mr. Jackson was awarded Client Developer of the Year recognition.

Experience

The Parking Solution was formed in 2011 by two individuals with deep parking experience. Scott Jackson and Raj Patel, who collectively held over 25 years of parking experience, desired to start their own company committed to the highest level of customer service and staffed with highly trained employees.

The Parking Solution provides parking services for a variety of business types and clients. **The Parking Solution** also does over 200 private events a year including weddings, meetings, galas and such.
Below is a partial list of clients:

Client	**Contract Start**
Brick & Barrel Pub, North Palm	June 2019
Lynora's, Jupiter	March 2018
Papi Chulo's, Jupiter	January 2019
Amrit Resort & Residences, Singer Island	August 2019
Indian Crossroads Plaza, Stuart	October 2018
Eden House Condo, Miami	January 2016
Courvoisier Court Condo, Miami	January 2016
City Palms Condo, West Palm Beach	December 2012
Fiorella Building, Stuart	September 2018
Frigate's Waterfront, North Palm Beach	August 2012
Frigate's Waterfront, Melbourne	September 2019
Sinai Residences, Boca Raton	November 2015
Palmetto Place Condo, Boca Raton	October 2017
The Carlisle, Lantana	July 2018
Jewish Federation of Palm Beach, Boca Raton	September 2013
City of Stuart, Stuart	November 2015
LouRonzo's Italian Fusion, Stuart	April 2015
Mondo WoodFire Grill, Stuart	March 2018
Dinallo's, Stuart	February 2016
Fresh Catch, Stuart	October 2017
Atlantic Symphony Orchestra, Stuart	December 2015
Blue Typhoon Bar & Grill, Jacksonville	June 2016

1. Operations

A. Management: Hands on management will decide staffing needs. If more staffing is required due to volume we can pull valets from close locations to help out until the rush is over. Customers will pull up to our valet podium and receive a parking ticket (3-part ticket, the other parts of ticket are placed on key ring and inside drivers window). When customers return they will approach podium and hand their ticket to a valet to retrieve their car. We estimate a wait time of less than three minutes due to proximity of lot compared to valet podium location and traffic flow.

B. Customer Service: We train our team on service, our procedures and known hazards at that particular location.

We are in constant contact with our clients, we want to know any known issues that need to be addressed, any employees that might not fit with that location, any special functions or higher than normal attendance that might require additional valets or management. We strive to be proactive and not reactive.



Accountability. We know there are always problems and issues with any operation. We will always be accountable for our actions & operations and if mistakes are made we will fix them, not with excuses but with actions. We will deal with issues that arise immediately. The key is to always learn from our mistakes and not repeat them.

We believe that we consider and plan for every possible situation; however, our experiences over the years in the parking industry indicate to us that something new will occur to challenge our staff. We carefully plan and train management and onsite employees which is detailed specifically in our plan. We believe that our operating plan provides a blend of traditional, personalized, professional services with concentration on revenue control.

C. Safety: Hazards need to be evaluated and eliminated to make that responsibility easier on our employees. We have written and practical tests that new employees must pass and a mentor program employees must go through before they are ready to work at our locations.

D: Security: Keys are placed in a locking professional key podium

E. Reporting: **The Parking Solution** will provide weekly reports detailing number of customers serviced each day, records of all income and expenses, any complaints received and the resolution of complaint, estimated customer wait times and staffing levels for each day of service.

2. Location

A: Counter; We buy professional valet podiums that lock and can hold hundreds of keys in an easy, efficient manner.

B. Signage; We work with our clients on the designs and wordage to put on signage that will be on the valet podium, we have stock signs and custom signs.



C. Traffic Control; Cones and signs will be used to show customers how the traffic will flow.

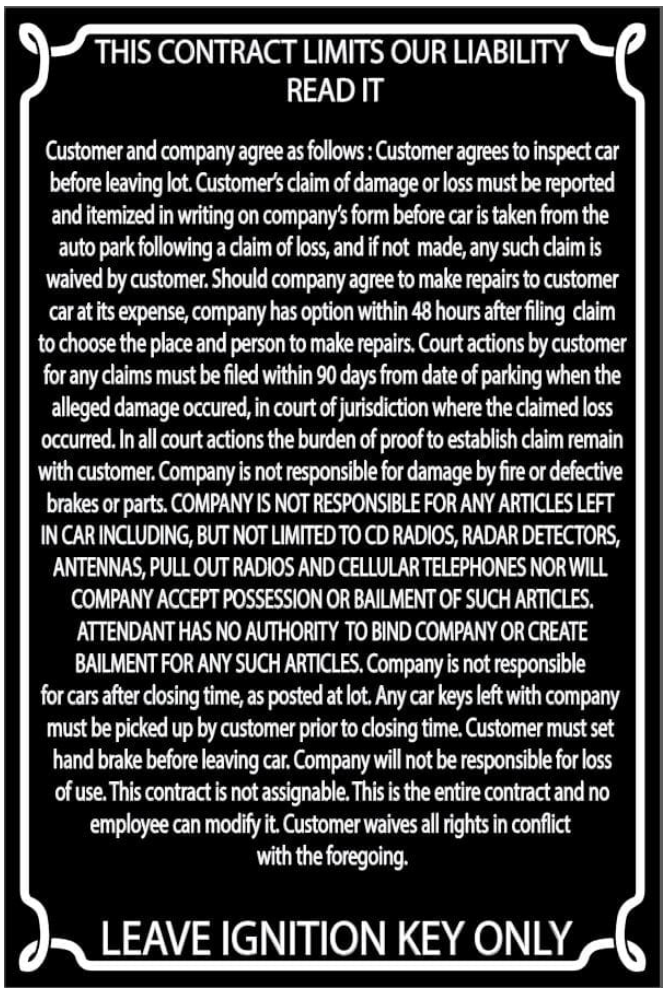
D. Maintenance; **The Parking Solution** shall be responsible for maintenance, repairs and cleaning of the valet podium and valet area.

3. Personnel

A. Training; We have written and practical tests that new employees must pass and a mentor program employees must go through before they are ready to work at our locations.

B. Staffing; Staffing will be based on anticipated volume.

C. Staff: **The Parking Solution** will ensure that all employees maintain a current Florida drivers license, have no outstanding warrants, have never been convicted of a DUI. The company and not individual employees will be responsible for bond against theft, embezzlement and other losses of customer vehicles and personal property, within reason. This contract is on our podiums and on our valet tickets.



4. Pricing

A. Rates: **The Parking Solution** proposes charging $5.00 per parked car to customers.

B. Vouchers: Shall await City's direction on vouchers



Price Proposal and Forms



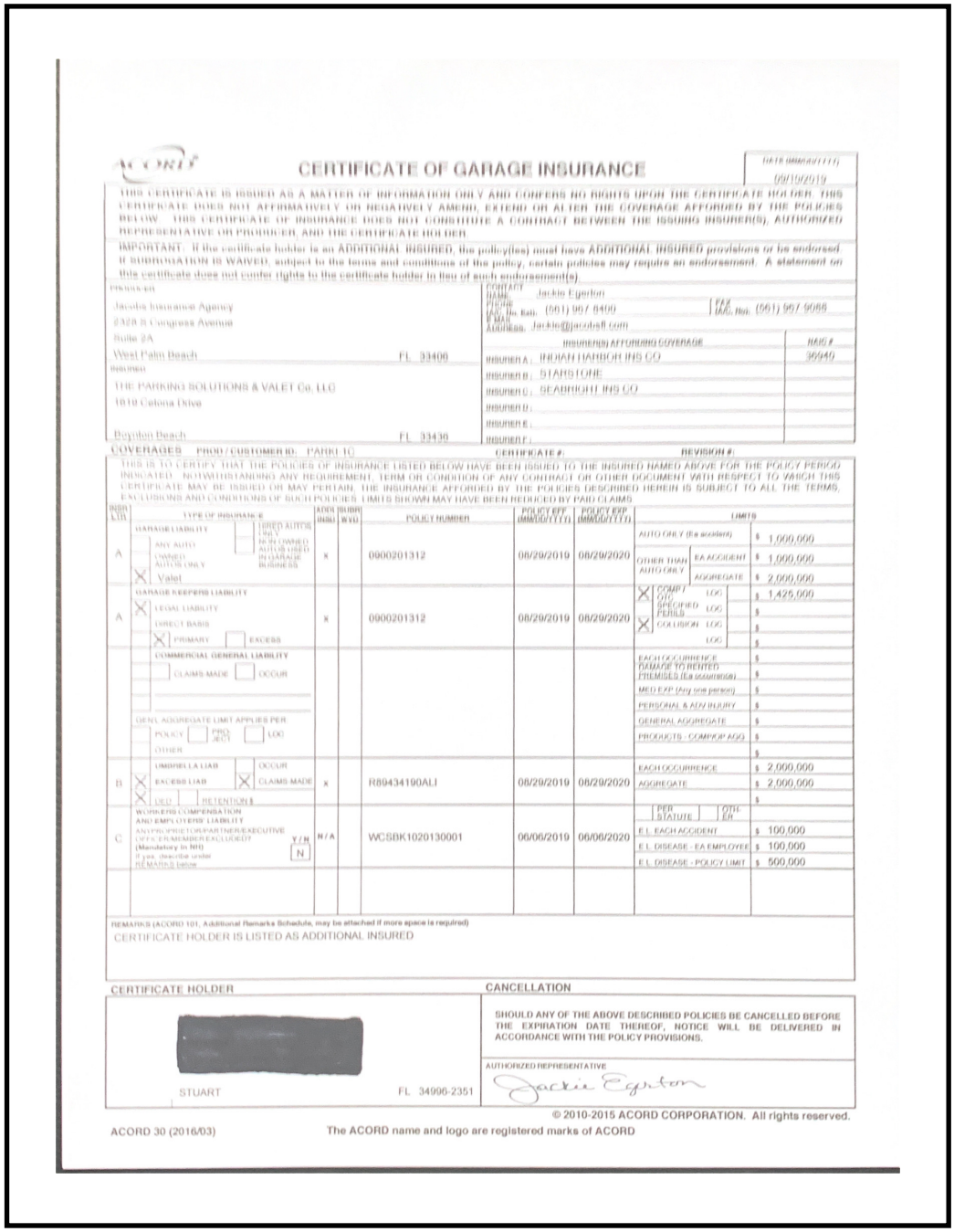
The Parking Solution proposes charging customers of valet services $5.00 per car.

We propose paying to the City a fee, flat rate, of $150 per month. In addition to this fee **The Parking Solution** will split revenue with the City nightly after 40 full rate cars are parked. **The Parking Solution** will use revenue from first 40 cars parked nightly to pay employees, costs, insurance and hopefully make a profit. After the first 40 paid customers we will split revenue evenly with the City, $2.50 for each customer to City and TPS. The more successful this parking service is the more money the City will make but this structure ensures that **The Parking Solution** has a better chance of not losing money.

1. Monthly Fee Paid: $150.00

2. Revenue split >40 paid customers nightly

Insurance



CERTIFICATE OF GARAGE INSURANCE

DATE (MM/DD/YYYY): 09/10/2019

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 endorsement(s).

PRODUCER
Jacobs Insurance Agency
2328 S Congress Avenue
Suite 2A
West Palm Beach FL 33406

CONTACT NAME: Jackie Egerton
PHONE (A/C, No, Ext): (561) 967-8400 FAX (A/C, No): (561) 967-9088
E-MAIL ADDRESS: Jackie@jacobsfl.com

INSURER(S) AFFORDING COVERAGE — NAIC #
INSURER A: INDIAN HARBOR INS CO — 36940
INSURER B: STARSTONE
INSURER C: SEABRIGHT INS CO
INSURER D:
INSURER E:
INSURER F:

INSURED
THE PARKING SOLUTIONS & VALET Co, LLC
1819 Celona Drive
Boynton Beach FL 33436

COVERAGES — PROD / CUSTOMER ID: PARKI 10 — CERTIFICATE #: — REVISION #:

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.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	
A	GARAGE LIABILITY: ANY AUTO; OWNED AUTOS ONLY; HIRED AUTOS ONLY; NON-OWNED AUTOS USED IN GARAGE BUSINESS; X Valet	x		0900201312	08/29/2019	08/29/2020	AUTO ONLY (Ea accident)	$ 1,000,000
							OTHER THAN AUTO ONLY: EA ACCIDENT	$ 1,000,000
							AGGREGATE	$ 2,000,000
A	GARAGE KEEPERS LIABILITY: X LEGAL LIABILITY; DIRECT BASIS; X PRIMARY; EXCESS	x		0900201312	08/29/2019	08/29/2020	X COMP / OTC; SPECIFIED PERILS; X COLLISION — LOC	$ 1,425,000
	COMMERCIAL GENERAL LIABILITY: CLAIMS MADE; OCCUR						EACH OCCURRENCE	$
							DAMAGE TO RENTED PREMISES (Ea occurrence)	$
							MED EXP (Any one person)	$
							PERSONAL & ADV INJURY	$
	GEN'L AGGREGATE LIMIT APPLIES PER: POLICY; PRO-JECT; LOC; OTHER						GENERAL AGGREGATE	$
							PRODUCTS - COMP/OP AGG	$
B	UMBRELLA LIAB; X EXCESS LIAB: OCCUR; X CLAIMS MADE; X DED; RETENTION $	x		R89434190ALI	08/29/2019	08/29/2020	EACH OCCURRENCE	$ 2,000,000
							AGGREGATE	$ 2,000,000
C	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY: ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) Y/N: N; If yes, describe under REMARKS below	N/A		WCSBK1020130001	06/06/2019	06/06/2020	PER STATUTE; OTH-ER	
							E.L. EACH ACCIDENT	$ 100,000
							E.L. DISEASE - EA EMPLOYEE	$ 100,000
							E.L. DISEASE - POLICY LIMIT	$ 500,000

REMARKS (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)
CERTIFICATE HOLDER IS LISTED AS ADDITIONAL INSURED

CERTIFICATE HOLDER
[redacted]
STUART FL 34996-2351

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
Jackie Egerton

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Other Information

The Parking Solution has been providing parking services for Downtown Stuart for four years now, we have the experience and we know the staffing needs to run this operation. **The Parking Solutions** record in running the Downtown operations is spotless.

The Parking Solution has made little to no money on Downtown parking the last two years due to lot allocated being full more often than not before we start working and thus limiting the amount of cars we can park. This proposed new lot is a much better option, however allowing cars to stay in lot after 5pm is self defeating. This lot will be mostly full to full at 5pm everyday and allowing cars to stay in those spots for up to 3 hours will not work very well. We strongly urge that this policy be changed to run a successful valet parking operation.