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KNOWLEDGE OF  
THE SITE & LOCAL  
CONDITIONS



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## KNOWLEDGE OF THE SITE & LOCAL CONDITIONS

FINFROCK brings a thorough understanding of the City of Hollywood, Broward County, and South Florida's regulatory, environmental, and logistical landscape—especially as it relates to complex urban development in coastal communities. Our team has successfully delivered projects in areas prone to high winds, flooding, and coastal corrosion, demonstrating our ability to design and build resilient structures that meet stringent building codes and perform under extreme environmental conditions. A prime example is the Cocoa Beach Parking Garage, located directly adjacent to the Atlantic Ocean, which incorporated corrosion-resistant materials and systems to mitigate saltwater exposure and ensure long-term durability. Additionally, the Hyatt House Hotel in Naples, constructed by FINFROCK, has withstood multiple hurricane events since completion—further validating our expertise in coastal zone construction and hurricane-prone areas.

Equally important to this proposal is our team's in-depth knowledge of local permitting, codes, and construction requirements, which we bring through our teaming partners and established relationships. FINFROCK is joined by Miller Legg & Associates, a highly regarded South Florida-based civil engineering firm with more than 30 years of experience working directly with the City of Hollywood. Miller Legg will provide civil engineering, landscape architecture, surveying, and Subsurface Utility Engineering (SUE) services on this project. Miller Legg has knowledge and connections for all necessary permitting steps through Broward County Resilient Environment Department (BCRED), Florida Department of Environmental Protection (FDEP, Florida Department of Transportation (FDOT), and the City of Hollywood Engineering Department. Their extensive local permitting experience—including recent work on parking lots, greenways/trails, and stormwater management for municipal projects in Hollywood—ensures a seamless approval process and understanding of how to efficiently move through the City and County for approvals as well as quicker design timelines.

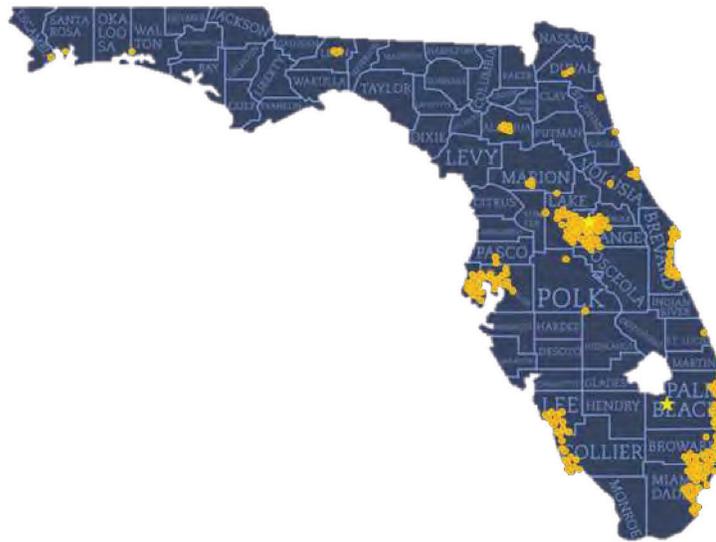
To support our outreach and local subcontractor engagement, FINFROCK has also partnered with The Merchant Strategy, a woman-owned firm with two decades of experience in government relations and public outreach throughout South Florida. Their involvement will help us reach and include local subcontractors and

stakeholders through community-focused engagement strategies. FINFROCK’s own procurement process prioritizes quality and local participation, ensuring we work with subcontractors and suppliers who understand the region and are capable of delivering work that meets FINFROCK’s standards. Combined with our proven track record in constrained urban sites—such as projects at Port Canaveral, high-density mixed-use developments, and downtown locations—this team is exceptionally equipped to overcome complex logistical challenges while maintaining public safety and minimizing disruption to the surrounding community.

## A PROVEN FLORIDA PARTNER

FINFROCK specializes in designing and building parking garages throughout Florida—it’s what we do and have always done. Our extensive portfolio spans the entire state, as shown in the map below, highlighting not only our strong local presence but also our deep understanding of the permitting, zoning, and development processes specific to Florida.

### LOCAL CODE EXPERTISE



Our team brings a strong understanding of the City of Hollywood’s development environment, informed by local expertise and real project experience. Miller Legg, a key member of our team, has successfully worked within the City on multiple assignments and brings invaluable familiarity with municipal processes, permitting requirements, and community expectations.

This insight allows us to approach the project with a clear understanding of the City’s design priorities, regulatory landscape, and infrastructure needs. Combined with FINFROCK’s extensive experience delivering complex parking solutions across Florida, our team is well-positioned to meet the City’s goals through a thoughtful, collaborative, and locally informed approach.

### SUBCONTRACTOR MARKET KNOWLEDGE

With decades of experience building across Florida, our team has developed strong, long-standing relationships with local subcontractors and suppliers. This deep network allows us to accurately assess current market conditions, control costs, and engage trusted partners who align with our high standards for quality and safety. Through the use of platforms like BuildingConnected, our proprietary in-house subcontractor database, and the community engagement expertise of The Merchant Strategy, we further expand our outreach and ensure we’re connecting with the most qualified local trade partners. This approach strengthens our ability to deliver successful projects that reflect local priorities and maximize value for all stakeholders.

## PROVEN TRACK RECORD IN TIGHT URBAN SITES

We're no strangers to challenging, constrained sites. For example, our MDC Wolfson garage project in downtown Miami required precise logistics, staging, and sequencing to minimize disruption in a dense urban environment. Our team's expertise in erection planning and project coordination allowed us to safely deliver the project without impacting surrounding operations. Another prime example is the Wildwood parking garage, which also sat on a limited footprint. Our knowledge of local site constraints and proactive planning ensured smooth construction.



Below are two images showcasing our capabilities on similar constrained sites. One shows our crew installing rigid inclusions on a Delray Beach parking garage, which was constructed directly adjacent to an existing building. FINFROCK built the 500 N. Orange Parking Garage in Downtown Orlando, which was wedged between a historic structure to the north and a renovated office building to the south—further proof of our ability to plan and build within delicate site contexts.



# UNDERSTANDING OF THE CITY OF HOLLYWOOD'S SPECIFIC REQUIREMENTS

We are well-versed in incorporating features that align with the City of Hollywood's operational, technological, and sustainability goals. Our team has successfully delivered similar elements on past projects, including:

## FACILITY OPERATIONS AND SUPPORT SPACES

- Designated office space on-site for parking operations personnel, complete with climate control, utility access, and network connectivity
- Secure rooms for storing signage, equipment, and enforcement or maintenance supplies

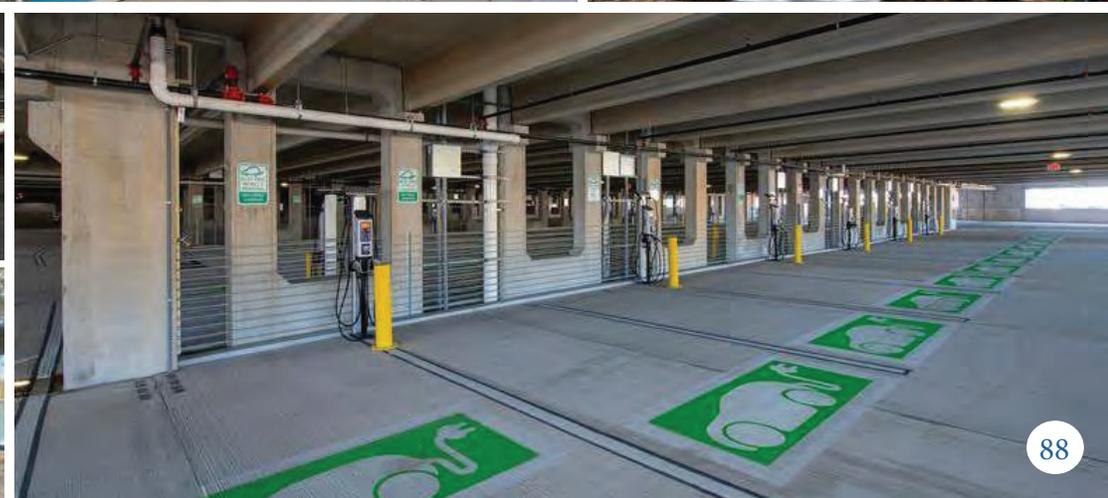
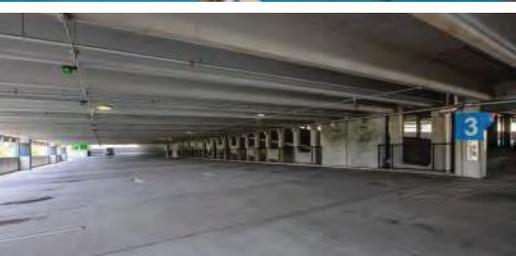
## INTEGRATED TECHNOLOGY AND ENFORCEMENT TOOLS

- Implementation of LPR (License Plate Recognition) systems, including Flock Safety cameras to assist local law enforcement
- Fixed LPR units at key garage entry and exit points to enable automated monitoring and enforcement
- Real-time parking availability tools, such as space indicators and directional LED signage
- Floor-level display boards showing the number of available spaces per level
- Multi-space pay kiosks or pay-on-foot stations compatible with credit cards, mobile apps, and contactless payment options

## SAFETY AND SUSTAINABLE INFRASTRUCTURE

- A comprehensive security camera system covering all garage access points, stairwells, and public zones
- Installation of 4–6 EV charging stations, with infrastructure in place to easily expand charging capacity as demand grows

With our unmatched experience in Florida, our commitment to precision and safety, and our proven ability to deliver garages that meet the unique operational and civic needs of local governments, FINFROCK is the ideal partner for your next parking solution.



# TAB G

## REFERENCES - VENDOR REFERENCE FORM

# VENDOR REFERENCE FORM

## VENDOR REFERENCE FORM

City of Hollywood Solicitation #: RFQ-335-5-WV  
 Reference for: FINFROCK

Organization/Firm Name providing reference: City of Wildwood  
 Organization/Firm Contact Title:  
 Name: Jason F. McHugh  
 Email: jmchugh@wildwood-fl.gov Phone: 352.330.1330 x125  
 Name of Referenced Project: 2024 -2024 Contract No: \_\_\_\_\_  
 Date Services were provided: \_\_\_\_\_ Project Amount: \$6,315,602  
 Referenced Vendor's role in Project:  Prime Vendor  Subcontractor/  
 Subconsultant  
 Would you use the Vendor again?  Yes  No. Please specify in additional comments

Description of services provided by Vendor (provide additional sheet if necessary):  
Construction of a Parking garage (Design-Build)

Please rate your experience with the Vendor	Need Improvement	Satisfactory	Excellent	Not Applicable
<b>Vendor's Quality of Service</b>				
a. Responsive	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Accuracy	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Deliverables	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Vendor's Organization:</b>				
a. Staff expertise	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Professionalism	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Staff turnover	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Timeliness/Cost Control of:</b>				
a. Project	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Deliverables	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Additional Comments (provide additional sheet if necessary):

**\*\*\*\*THIS SECTION FOR CITY USE ONLY\*\*\*\***

Verified via:	Email: <input checked="" type="checkbox"/>	Verbal: <input type="checkbox"/>	Mail: <input type="checkbox"/>
Verified by:	Name: <u>Jason McHugh</u>	Title: <u>City Manager</u>	Date: <u>7/30/2023</u>
	Department: <u>Executive</u>		

# VENDOR REFERENCE FORM

**VENDOR REFERENCE FORM**

City of Hollywood Solicitation #: \_\_\_\_\_  
 Reference for: \_\_\_\_\_

Organization/Firm Name providing references: \_\_\_\_\_

Organization/Firm Contact Name: William Crowe, P.E. Title: Vice President, Engineering and Const.  
 Email: bcrowe@portcanaveral.com Phone: 321-364-3208  
 Name of Referenced Project: Northside Parking Garages C&B Contract No: 22-038  
 Date Services were provided: 8/23 to 11/24 Project Amount: \$67,462,951.03

Referenced Vendor's role in Project:  Prime Vendor  Subcontractor/ Subconsultant  
 Would you use the Vendor again?  Yes  No. Please specify in additional comments

Description of services provided by Vendor (provide additional sheet if necessary):  
Construction of a 2000 and a 1000 space parking garages (3000 total) in the northside cruise terminal area of Port Canaveral.

Please rate your experience with the Vendor	Need Improvement	Satisfactory	Excellent	Not Applicable
<b>Vendor's Quality of Service</b>				
a. Responsive	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Accuracy	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Deliverables	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Vendor's Organization</b>				
a. Staff expertise	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Professionalism	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Staff turnover	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Timeliness/Cost Control of:</b>				
a. Project	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Deliverables	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Additional Comments (provide additional sheet if necessary):  
I would gladly work with Finrock again.

**\*\*\*THIS SECTION FOR CITY USE ONLY\*\*\***

Verified via:	Email:	<input type="checkbox"/>	Verbal:	<input type="checkbox"/>	Mail:	<input type="checkbox"/>
Verified by:	Name:				Title:	
	Department:				Date:	

\*Note: Although FINFROCK was formally listed as a subcontractor to Ivey's Construction for the Port Canaveral CT-3 project, our scope encompassed the complete turnkey design-build delivery of the parking garage within our defined footprint. This included architectural design, structural engineering, precast manufacturing, and construction. The nature and extent of our responsibilities positioned FINFROCK in a role closely aligned with that of a prime contractor for the garage component of the project.



# VENDOR REFERENCE FORM

## VENDOR REFERENCE FORM

City of Hollywood Solicitation #: RFQ-335-5-WV  
 Reference for: FINFROCK

Organization/Firm Name providing reference: City of Cocoa Beach  
 Organization/Firm Contact Name: Wayne Carragino Title: City Manager  
 Email: wcarragino@aol.com Phone: 321-604-0601  
 Name of Referenced Project: Cocoa Beach Parking Garage Contract No: \_\_\_\_\_  
 Date Services were provided: 2018 - 2019 Project Amount: \$5,185,000

Referenced Vendor's role in Project:  Prime Vendor  Subcontractor/ Subconsultant  
 Would you use the Vendor again?  Yes  No. Please specify in additional comments

**Description of services provided by Vendor (provide additional sheet if necessary):**  
 FINFROCK completed our project on time and in budget. Professionalism and staff support were outstanding. We would not hesitate to use FINFROCK again !!

Please rate your experience with the Vendor	Need Improvement	Satisfactory	Excellent	Not Applicable
<b>Vendor's Quality of Service</b>				
a. Responsive	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Accuracy	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Deliverables	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Vendor's Organization:</b>				
a. Staff expertise	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Professionalism	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Staff turnover	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Timeliness/Cost Control of:</b>				
a. Project	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Deliverables	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

**Additional Comments (provide additional sheet if necessary):**

**\*\*\*\*THIS SECTION FOR CITY USE ONLY\*\*\*\***

Verified via:	Email:	<input type="checkbox"/>	Verbal:	<input type="checkbox"/>	Mail:	<input type="checkbox"/>
Verified by:	Name:				Title:	
	Department:				Date:	



SUB CONSULTANT  
INFORMATION



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H

## SUBCONSULTANT INFORMATION



As the lead Design-Build, FINFROCK has assembled a qualified and experienced team to successfully deliver the City of Hollywood's parking structure project. In support of this effort, FINFROCK has partnered with two key subconsultants: Miller Legg and The Merchant Strategy.

Miller Legg will provide a full suite of services including civil engineering, landscape architecture, surveying, and subsurface utility engineering (SUE). With deep experience working in the City of Hollywood, Miller Legg brings valuable insight into local site conditions, permitting requirements, and coordination with city departments and utility providers. Their multidisciplinary approach will help streamline project development and reduce unforeseen issues during design and construction.

The Merchant Strategy will lead community outreach and public engagement, leveraging their strong background in managing public communications within the City of Hollywood. Their work will support transparent, consistent engagement with stakeholders and the surrounding community throughout all phases of the project.

These subconsultants have been thoughtfully selected for their specialized expertise and local knowledge. FINFROCK will serve as the single point of responsibility, maintaining direct oversight and coordination of all subconsultant activities.



## Miller Legg Overview

Miller Legg & Associates, Inc. (dba Miller Legg) is a Florida-based, award-winning consulting firm with over 60 years of experience providing civil engineering, surveying and SUE, landscape architecture, planning, and environmental consulting services. Headquartered in Sunrise with offices in Miami, Port St. Lucie, and Tampa, the firm employs a team of 48 professionals and has completed projects across municipal, county, state, federal, and private sectors. Their expertise includes utilities and drainage design, transportation and lighting improvements, landscape and irrigation planning, as well as surveying for various development types and construction stages.

With a longstanding relationship with the City of Hollywood spanning more than 30 years, Miller Legg has delivered a wide range of civil and surveying services throughout the community. Recent projects include stormwater design and permitting, parking lot improvements, greenways/trails, and schematic landscape and hardscape planning at the Hollywood Beach Golf Course and Clubhouse. Their deep understanding of municipal processes and stakeholder coordination makes them a strong partner in delivering successful public sector projects.

1. ■ Company Name: Miller Legg
  - Address: 13680 N.W. 5th Street, Ste. 200, Sunrise, FL 33325
  - Telephone: P 954-436-7000
  - Email Address: CPasquale@millerlegg.com
  - Primary Contact: Cara Pasquale

## 2. 3. 4. Years in Business & Licenses



## 5. Professional Licenses & Certifications

Miller Legg and its assigned key professional staff for Civil Engineering, Landscape Architecture and Surveying / SUE services possess all required licenses and certifications to undertake and complete the City of Hollywood Design/Build for the Harrison Street Parking Garage project.



## The Merchant Strategy Overview

The Merchant Strategy, Inc. (TMS) is a woman-owned small business headquartered in West Palm Beach, Florida, with additional offices in Fort Lauderdale, Ocala, and Little River, South Carolina. Founded in 2003 and led by company president and former State Representative Sharon Merchant, TMS specializes in government and community relations, public involvement, and stakeholder outreach. The firm brings over 20 years of experience navigating complex regulatory environments, helping clients build support, mitigate opposition, and communicate effectively with the public and elected officials.

TMS serves a diverse client base, including municipal governments, nonprofit organizations, and industry leaders across sectors such as transportation, engineering, construction, health care, and education. The firm's public involvement team is known for its responsiveness and results-driven approach, offering services ranging from media relations and social media management to stakeholder engagement and public meeting logistics. TMS holds multiple certifications, including DBE, ACDBE, SWBE, CBE, and MWBE from a variety of local, state, and regional agencies.

1. ■ Company Name: The Merchant Strategy
  - Address: 5255 NW. 33rd Ave. Ft Lauderdale, FL 33309
  - Telephone: P 786-314-8697
  - Email Address: cheryl@themerchantstrategy.com
  - Primary Contact: Cheryl Scott

## 2. 3. 4. Years in Business & Licenses

**BROWARD COUNTY LOCAL BUSINESS TAX RECEIPT**  
 115 S. Andrews Ave., Rm. A-100, Ft. Lauderdale, FL 33301-1895 – 954-357-4829  
 VALID OCTOBER 1, 2024 THROUGH SEPTEMBER 30, 2025

Business Name: MERCHANT STRATEGY INC THE  
 Receipt #: 327-312941  
 Business Type: (BUSINESS/FINANCIAL/CONSULTANT/COMMUNITY RELATIONS)

Owner Name: CHRIS MADSEN - MAD 4 MARKETING  
 Business Opened: 02/01/2021

Business Location: 5255 NW 33 AVE  
 FT LAUDERDALE  
 State/Country/Cert/Reg:  
 Exemption Code:

Business Phone: 561-713-7695

Rooms	Seats	Employees	Machines	Professionals
		4		

For Vending Business Only				Vending Type:		
Tax Amount	Transfer Fee	NSF Fee	Penalty	Prior Years	Collection Cost	Total Paid
33.00	0.00	0.00	0.00	0.00	0.00	33.00

Receipt Fee: 33.00  
 Packing/Processing/Canning Employees: 0.00

**THIS RECEIPT MUST BE POSTED CONSPICUOUSLY IN YOUR PLACE OF BUSINESS**

**THIS BECOMES A TAX RECEIPT** WHEN VALIDATED

This tax is levied for the privilege of doing business within Broward County and is non-regulatory in nature. You must meet all County and/or Municipality planning and zoning requirements. This Business Tax Receipt must be transferred when the business is sold, business name has changed or you have moved the business location. This receipt does not indicate that the business is legal or that it is in compliance with State or local laws and regulations.



## 5. Professional Licenses & Certifications

The Merchant Strategy provides outreach services, which do not require professional licensing or specific certifications to perform. However, the firm maintains all applicable business credentials, including a current Broward County Business Tax Receipt/Occupational License. In addition, The Merchant Strategy holds active certifications as both a Broward County Certified Business Enterprise (CBE) and Small Business Enterprise (SBE), and is in good standing.

# TAB I

FINANCIAL  
RESOURCES



# FINANCIAL SUMMARY STATEMENT

Confidential – FINFROCK’s Statement of Position

Certification has been uploaded to the confidential section of OpenGov for review.



July 18, 2025

City of Hollywood  
2600 Hollywood Blvd.  
Hollywood, FL 33020

Re: Finrock Construction, LLC.

To Whom It May Concern,

I am the bonding agent for Finrock Construction. I have handled their bond program for 20+ years. They are bonded through the Federal Insurance Company (a member of the Chubb Group of Insurance Companies), which has a Best's Key rating of A++, XV and a Treasury Listing of \$462,516,000.

Although maximum bonding limits haven't been established, Finrock is approved for single bonds exceeding \$400 million and an overall bond program of more than \$900 million, with about \$600 million of that capacity still available.

This letter is not an assumption of liability, nor is it a bid bond or performance bond. It is issued only as a bonding reference from us as requested by our client. Any arrangement for surety credit is a matter between Finrock and the surety and subject to their underwriting requirements at the time any request is made.

If you have further questions or require additional information, please call me at (407) 843-1120.

Sincerely,  
**Johnson and Company**

Brett A. Ragland  
Vice President



TAB  
J

LEGAL PROCEEDINGS  
& PERFORMANCE

## FINFROCK®

08/05/2025

City of Hollywood  
2600 Hollywood Blvd,  
Hollywood, FL 33020

Subject: Disclosure of Liquidated Damages, Terminations, and Legal Proceedings

To Whom It May Concern,

FINFROCK is pleased to submit the following information in response to your request regarding liquidated damages, contract terminations, and legal proceedings over the past five years.

### Liquidated Damages & Terminations

FINFROCK has **not paid any liquidated damages** and has **not been terminated for default or for cause** on any project. While we have had a few projects where the developer was unable to finalize their land acquisition or close financing—leading to project cancellations—**none of these contract terminations were due to any actions or defaults on the part of FINFROCK.**

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### Legal Proceedings (Last Five Years)

#### 1. Arbitrations

FINFROCK has had **no construction-related arbitration demands** filed by or against the company within the past five years.

#### 2. Lawsuits

FINFROCK has been involved in one construction-related lawsuit within the past five years. The case involves alleged construction defects and water intrusion, filed by the owner of an apartment project. The matter is currently in the early stages of discovery. FINFROCK strongly disputes the claims and maintains that the building was constructed in full compliance with industry standards. The company believes that any issues are the result of deferred or unperformed maintenance by the owner. While Finfrock continues to vehemently defend its position against all of the allegations contained in this matter, there were no allegations which relate to the parking garage scope of work.

#### 3. Other Proceedings (NLRB/OSHA)

Finfrock Construction, LLC has no NLRB or OSHA lawsuits, proceedings or hearings

#### 4. Bankruptcies

None

#### 5. Contract Terminations

No contracts involving FINFROCK have been terminated for cause or default. A few projects were canceled due to developers being unable to complete land acquisitions or secure financing. These cancellations were not a result of any performance issues on FINFROCK's part.

#### 6. Bonding

FINFROCK has never had to use bonding funds to complete a project or to pay any subconsultants or suppliers.

**EXPERIENCE A NEW WAY TO BUILD /** 2400 Apopka Boulevard Apopka, FL 32703