



Valet Services in Old Town

CITY COUNCIL- SEPTEMBER 21, 2026

Request for Proposal

- The City issued a request for proposals (RFP 2-27-027) for Old Town valet services on June 24, 2026 with a deadline submission of July 16, 2026.
- One (1) submission was received
- The following Evaluation criterion were considered:

CRITERIA	WEIGHT
Operational Approach and Staffing Plan	25%
Relevant Experience and Qualifications	20%
Key Personnel and References	15%
Customer Service and Safety Program	10%
Price	30%
Total	100%

Summary of Services

- Twelve (12) month contract with Elite Valet Services; Beginning in October
- Hours of Operation: Thursday-Saturday; 5p-12a
- Two (2) valet personnel on Thursdays; Three (3) valet personnel on Fridays and Saturdays; One on-site supervisor at all times
- Pick up/Drop off location: on-street parking stalls at intersection of Ellison St./Wilson St. (near Heritage Museum)
- Service is free to general public. Tips are accepted, but not required
- Cost: \$63,000 (\$5,250/month)

NOTE: Cost would be a one (1) time expense funded from TIF as a supplemental in FY2027 budget

Professional Experience

Plaza at Preston Center- Dallas, TX

Watters Creek Village- Allen, TX

West Plano Village- Plano, TX

Shops at Central Park- Bedford, TX

Omni Hotel- Fort Worth, TX

George Bush Presidential Center- Dallas, TX



Approve a contract in the amount of \$63,000 with Elite Valet Services for valet parking for a period of twelve (12) months



Deny

Staff recommends approval as presented

Questions / Comments

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