

CASE STUDY

Pier Sixty-Six | Fort Lauderdale

Propark's Data-Driven Approach to Building a Luxury Team

**100% positions
filled by
opening day**

**450+ qualified
candidates in
talent pipeline**

**Market-
informed
strategy**

The Challenge

Pier Sixty-Six set out to redefine luxury hospitality on a sprawling 32-acre waterfront campus in Fort Lauderdale, FL. As a new development with no legacy parking operation, the property required a partner who could design and deliver a guest experience that matched the elegance and sophistication of its brand from day one.

The Solution

Propark conducted a comprehensive market study, analyzing local pay rates and competitive benchmarks. The research revealed that average pay rates in the area were lower than those in comparable industries, which could limit the property's ability to attract the talent needed for a five-star service environment. To address this, Propark recommended a compensation strategy to strengthen the property's position in the job market and appeal to top-tier candidates. The client supported this approach, recognizing that securing the right team was essential to creating a seamless guest arrival experience.

The Results

From opening day, Propark delivered polished, high-touch valet operations that supported the property's luxury positioning. The strategic staffing model resulted in a robust talent pipeline, with 100% of the positions filled by opening day and more than 450 qualified applicants available for ongoing recruitment. The operation launched with the right team, the right preparation, and the right mindset — ensuring that Pier Sixty-Six offered a guest experience as refined as its brand.