



Success Summary

Hospitality Property Management Sector



HARD ROCK CHOOSES GEER'S OUT OF TWELVE POTENTIAL VENDORS

to provide an environmentally sensitive solution for the care and cleaning of their exterior property and parking areas.

Located off I-4 at North Orient Road and Hillsborough Avenue about 10 minutes east of downtown Tampa, the Seminole Hard Rock Hotel & Casino is Florida's ultimate stage to play. Opened in 2004 with 178,000 square feet of gaming action, the Seminole Hard Rock has, among many other things, Florida's largest smoke-free poker room. For the fourth year in a row, the American Automobile Association (AAA) has awarded this 250-luxury room hotel its prestigious Four Diamond rating. The property features a wide variety of critically-acclaimed restaurants, including Tampa's premier steak house Council Oak Steaks & Seafood. Garage parking is free and valet parking is also available. Therein lies one of the major challenges.



The property operates 24/7 and has over two million square feet of parking space as well as a very large exterior common area. Hard Rock's management needed to find a reliable vendor to clean these areas properly but at the same time, observe the strict environmental regulations necessary due to the nature of their location while not impeding customer flow or access.

Challenge:

Tampa's premier entertainment destination operates 24 hours a day, seven days a week and has over two million square feet of parking area. Hard Rock needed to find an exterior property management firm that could handle their needs and the regulations.

Solution:

Hard Rock evaluated 12 vendors in a RFP process. They chose Geer's Diversified because they showed the best TCO and were so confident in their custom solution that they demonstrated it on the property for a full week before the contract was awarded!

Benefits:

- Hard Rock now enjoys excellent, reliable service that uses advanced technology to ensure regulatory compliance as well as total customer satisfaction.
- The property now has real time access to local Geer's management personnel that have the ability to handle any need or issue immediately.



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GO GREEN, GO GEER'S

After a RFP process where twelve vendors competed for the contract, Geer's Diversified was selected as the best business decision. It wasn't a "low bid" win but a lowest total cost of ownership one. Geer's demonstrated their ability to handle operational requirements while observing all the federal, state and local environmental regulations.



Over Two Million Square Feet of Parking - As seen in the Google Earth picture above, there are over 1.6 million sq. ft. of parking deck area (yellow outline), 376 thousand sq. ft. of asphalt parking area (blue outline) and 132 thousand sq. ft. of concrete RV/Bus parking (red outline) at the facility that are bordered by environmentally sensitive areas.

Geer's uses an indigenously designed and manufactured heated pressure cleaning equipment with reclamation capability. These systems are highly efficient and protect the environment from wash water runoff while complying with governmental storm drain and water usage regulations. Our simple, economical and effective mobile wash water recovery system makes sure that the Seminole Hard Rock Hotel and Casino is compliant with EPA, DEP and SWFWMD regulations while keeping the property looking like the four diamond resort that it is.

