### **Diaron Lake - Beach Attendant**

### Responsibilities on This Project

Beach Attendant Reports to Jason Allen

### Residence

**Coral Springs** 

### Training

Boucher Brothers Beach Management Ft. Lauderdale Beach

### Experience on Similar Projects

1 year

### **Equipment Schedule**

Consolidated Operational Plan Equipment & Services

Standard Equipment

Chairs

Umbrellas

Windbreakers/Clamshells

Pads

**Luxury Oasis** 

Chairs

Pads

Windbreakers/Clamshells

Set-up and Breakdown Time

10am - 5:00pm



Diaron Lake

### **Ed Carneiro – Beach Attendant**

### Responsibilities on This Project

Beach Attendant Reports to Jason Allen

### Residence

Fort Lauderdale

### **Training**

Boucher Brothers Beach Management Ft. Lauderdale Beach

**Experience on Similar Projects** 2 years

### **Equipment Schedule**

Consolidated Operational Plan Equipment & Services

Standard Equipment

Chairs

Umbrellas

Windbreakers/Clamshells

Pads

**Luxury Oasis** 

Chairs

Pads

Windbreakers/Clamshells

Set-up and Breakdown Time

10am - 5:00pm



Ed Carneiro

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### Joseph Jacksene – Beach Attendant

### Responsibilities on This Project

Beach Attendant Reports to Jason Allen

### Residence

**Coral Springs** 

### Training

Boucher Brothers Beach Management Ft. Lauderdale Beach

### Experience on Similar Projects

3 years

### **Equipment Schedule**

Consolidated Operational Plan Equipment & Services

Standard Equipment Standard Equipment

Chairs

Umbrellas

Windbreakers/Clamshells

Pads

Luxury Oasis

Chairs

Pads

Windbreakers/Clamshells

Set-up and Breakdown Time

10am - 5:00pm



Joseph Jacksene

We can have an additional 20 or more employees that we can deploy in an hour's notice.

BOUCHER BROTHERS BEACH MANAGEMENT FOR LAUDERDALE, LLC

RENTAL VOUCHER

NO RAIN CHECKS NON-TRANSFERABLE

## Boucher Brothers Beach Management Written Policy and Procedure for Internal Control

- 1. Each day the attendant will receive an Attendant Daily Collection Sheet (See page 43). He/she will fill in his/her name, the section and the date.
- 2. Upon servicing a guest the beach attendant will fill in the number of chairs, umbrellas, clamshell, or daybeds rented by each customer on the Attendant Daily Collection Sheet. The attendant will also include the amount of cash collected, the chair/umbrella numbers, location and the time of the rental on this sheet. The attendant will do this for each customer they service.
- 3. The attendant will provide the guest with a receipt which will be a 2-part receipt that has a sequence number at the top, he/she will collect money and give receipt. Receipts will have the equipment and prices pre-printed on the sheet. The attendant simply fills in the quantity of equipment used and the total of the sale. The attendant will give one copy to the guest and we will keep the original.

4.	The beach supervisor will periodically check the Attendant's Daily
	Collection Sheet and ensure that all equipment that is being used has
	been accounted for on the sheet by counting each and every piece
	of beach equipment being used. The supervisor will periodically write

	OT T DOWN	
ALL RENTALS WILL BE C		
CAUTION: DO NOT ADJUST CH	AIKS WHILE SITT	ING DOWN
BOUCHER BROTHERS BEACH		
MANAGEMENT FOR LAUDERDA	LE, LLC	
Will will be the best of the b	LL, LLC	
RENTAL PRICE LIST		
	-1 1	
CHAISE LOUNGE	\$12.00	PER DAY
UMBRELLA	\$20.00	PER DAY
CABANA	\$15.00	PER DAY
DAY BED	\$40.00	PER DAY
LUVIDV LOUNCE	\$15.00	DED DAY

FLAT RATE – NO EXCEPTIONS CONTACT PHONE # 954-520-4318

\_\_\_ Luxury Lounge: \_\_

\_Date:

\_\_\_\_\_ Beach Chair \_\_\_\_\_ Beach Umbrella

\_\_\_Misc: \_

- descriptions of customers and check at a later time if equipment has been re-rented to determine that no equipment has been re-rented and not accounted for on the sheet. These periodic checks will be done during each cash collection by the supervisor as well as other various times during the day. The supervisor will use a bicycle to travel from area to area unless other means are approved by the city. Possible alternatives include golf carts and Segways.
- 5. Up to five times, a day the beach supervisor will collect cash from each beach attendant. During this time the supervisor will add up all the rentals on the Attendant Daily Collection Sheet and will write these totals down in the Supervisor count column of this sheet. The supervisor will then write these totals as well as the amount of cash collected on the Supervisor Daily Collection Sheet (See page 45). The supervisor will make sure that the totals for the beach equipment rented match the actual cash collected. The name of the attendant, opening time, closing time and the time of the collections will also be included on the Supervisor Daily Collection Sheet. After all this information is recorded the attendant will sign this sheet. The attendant's signature certifies the amount of money and for what equipment the supervisor has collected. It will be the attendant's responsibility to count the cash before the supervisor collects it and ensure that that correct total is written on the Supervisor Daily Collection Sheet.
- 6. At the end of each day the supervisor will put all of the sales information for the day on to the Excel Monthly Collection Summary Sheet (See page 44). The Monthly Collection Summary will track the number of rentals for each different kind of equipment as well as the cash collected at each section. The supervisor will then prepare a deposit slip, make the deposit at the bank and receive a validated deposit receipt. All validated deposit receipts are kept and filed.
- 7. To make it more convenient for the customer Boucher Brothers Beach Management will accept MasterCard, Visa, American Express and Discover credit card for payment. The attendant will make an imprint of the credit card on a credit card sales slip and phone the supervisor to receive authorization. The supervisor will input the information in a wireless credit card terminal, receive an authorization number and relay that number to the attendant. Proper identification will also be required for credit card purchases.

# **Boucher Brothers Beach Management**ATTENDANT DAILY COLLECTION SHEET

EMPLOYEE: SECTION: DATE:

Chair \$15	Umbrella \$20	Clamshell \$20	Sale Amt	Supervisor	Chair # Umbrella # and Location	Time	Sign

				Boud	her B	roth	ers Be	each Mana	gem	ent,	LLC				
Supervisor:					S	Superv	y Collection	Sheet			Date:	_			
Section A	Chairs	Umb.	Clamshell	Daybed	Sale Amt	Time	Employee	Section A	Chairs	Umb.	Clamshell	Daybed	Sale Amt	Time	Employee
open:								open:							
closed:								closed:							
Section B	Chairs	Umb.	Clamshell	Daybed	Sale Amt	Time	Employee	Section B	Chairs	Umb.	Clamshell	Daybed	Sale Amt	Time	Employee
open:								open:							
closed:								closed:							
Section C	Chairs	Umb.	Clamshell	Daybed	Sale Amt	Time	Employee	Comments and	Deductio	ns					
open:															
closed:															
Employee Lunches															
Employee Drinks															

Boucher Brothers Beach Management, LLC												
Monthly Collection Summary												
		Weather	Beach Rentals	Beach Rentalt	Total	Monthly	Bank		chairs	umbrellas	luxury chairs	daybeds
			Cash	Credit Card	Revenue	Total	Deposit	Comments	rented	rented	rented	rented
Saturday	03/02/12											
Sunday	03/03/12											
Monday	03/04/12											
Tuesday	03/05/12											
Wednesday	03/06/12											
Thursday	03/07/12											
Friday	03/08/12											
Saturday	03/09/12											
Sunday	03/10/12											
Monday	03/11/12											
Tuesday	03/12/12											
Wednesday	03/13/12											
Thursday	03/14/12											
Friday	03/15/12											
Saturday	03/16/12											
Sunday	03/17/12											
Monday	03/18/12											
Tuesday	03/19/12											
Wednesday	03/20/12											
Thursday	03/21/12											
Friday	03/22/12											
Saturday	03/23/12											
Sunday	03/24/12											
Monday	03/25/12											
Tuesday	03/26/12											
Wednesday	03/27/12											
Thursday	03/28/12											
Friday	03/29/12											
Saturday	03/30/12											
Sunday	03/31/12											
Monday	04/01/12											
	TOTALS											

### **Daily Rentals**

			Se	ection A			Section B				Section C				Section D					Section E			
		Cash	CC	total	total	Cash	CC	total	total	Cash	CC	total	total	T	Cash	CC	total	total	Cash	CC	total	total	
	chairs			0.0	0.0			0.0	0.0			0.0	0.0	П			0.0	0.0			0.0	0.0	
	umbrella			0.0	0.0			0.0	0.0			0.0	0.0	$\sqcap$			0.0	0.0	П		0.0	0.0	
	Clamshell			0.0	0.0			0.0	0.0			0.0	0.0	Ħ			0.0	0.0			0.0	0.0	
	Lux Chr			0.0	0.0			0.0	0.0			0.0	0.0	Т	7		0.0	0.0			0.0	0.0	
	Daybed			0.0	0.0			0.0	0.0			0.0	0.0	П			0.0	0.0			0.0	0.0	
	total			0.0	0.0			0.0	0.0			0.0	0.0	$\Box$			0.0	0.0			0.0	0.0	
Monday	3-Mar								A11111				3500	П									
	chairs			0.0	0.0			0.0	0.0			0.0	0.0	Т	9		0.0	0.0			0.0	0.0	
	umbrella			0.0	0.0			0.0	0.0			0.0	0.0	П			0.0	0.0			0.0	0.0	
	Clamshell			0.0	0.0			0.0	0.0			0.0	0.0	П			0,0	0.0			0.0	0.0	
	Lux Chr			0.0	0.0			0.0	0.0			0.0	0.0	П			0.0	0.0			0.0	0.0	
	Daybed			0.0	0.0			0.0	0.0			0.0	0.0	П	1		0.0	0.0			0.0	0.0	
	total			0.0	0.0			0.0	0.0			0.0	0.0	П			0.0	0.0			0.0	0.0	
Tuesday	4-Mar			a cecusa o	190000			0 20000	8000 P			×10000	3897	П			4000	10000			The Park Control	08240	
	chairs			0.0	0.0			0.0	0.0			0.0	0.0	П			0.0	0.0			0.0	0.0	
	umbrella			0.0	0.0			0.0	0.0			0.0	0.0	П	4		0.0	0.0		1	0.0	0.0	
	Clamshell			0.0	0.0			0.0	0.0			0.0	0.0	П			0.0	0.0			0.0	0.0	
	Lux Chr			0.0	0.0			0.0	0.0			0.0	0.0	П			0,0	0.0			0.0	0.0	
	Daybed			0.0	0.0			0.0	0.0			0.0	0.0	П			0.0	0.0			0.0	0.0	
	total			0.0	0.0			0.0	0.0	2		0.0	0.0		( )		0.0	0.0			0.0	0.0	
ednesday	5-Mar													П									
	chairs			0.0	0.0			0.0	0.0			0.0	0.0	П			0.0	0.0			0.0	0.0	
	umbrella			0.0	0.0			0.0	0.0			0.0	0.0	П			0.0	0.0			0.0	0.0	
	Clamshell			0.0	0.0			0.0	0.0	2		0.0	0.0		9		0.0	0.0			0.0	0.0	
	Lux Chr			0.0	0.0			0.0	0.0			0.0	0.0				0.0	0.0			0.0	0.0	
	Daybed			0.0	0.0			0.0	0.0			0.0	0.0				0.0	0.0			0.0	0.0	
	total			0.0	0.0			0.0	0.0			0.0	0.0	П			0.0	0.0			0.0	0.0	
hursday	6-Mar											9											
	chairs			0.0	0.0			0.0	0.0			0.0	0.0	П			0.0	0.0			0.0	0.0	
	umbrella			0.0	0.0			0.0	0.0			0.0	0.0				0.0	0.0			0.0	0.0	
	Clamshell			0.0	0.0			0.0	0.0			0.0	0.0				0.0	0.0			0.0	0.0	
	Lux Chr		9	0.0	0.0			0.0	0.0	2		0.0	0.0		1		0.0	0.0			0.0	0.0	
	Daybed			0.0	0.0			0.0	0.0			0.0	0.0	П			0.0	0.0			0.0	0.0	
	total			0.0	0.0			0.0	0.0	20 43 4		0.0	0.0				0.0	0.0			0.0	0.0	

### **Beach Maintenance Plan of Concession Area**

Boucher Brothers Beach Management realizes the importance of a detailed maintenance and sanitation plan and knows the plan itself is only as good as its implementation. Boucher Brothers Beach Management will have an employee that is solely responsible for maintenance and sanitation. It will be the Beach Attendant's responsibility to make sure that all equipment in his/her area is in proper working order. Any equipment that is broken, ripped, has been vandalized or is in any other way less than acceptable for use by the public will be placed next to the storage area and the attendant will call the maintenance worker to pick it up. The supervisor will make sure that all attendants are checking the equipment daily to ensure that it is in acceptable condition. Once the maintenance worker has picked up damaged equipment it will be brought to a work area where it will either be repaired by him or sent out for repair. No equipment will be repaired on the beach unless it is a very minor repair (for example, replacing a screw). Once the equipment has been repaired it will be brought back to the section that it was removed from.

Every opening and closing each attendant will be responsible for making sure his/her area is totally clean. Throughout the day attendants will also clean the beach as the need arises. The maintenance worker will be responsible for sanitation pick up.

Boucher Brothers Beach Management stresses to its employees the importance of having a clean beach with equipment in the proper working order. With the proper implementation of this plan beachgoers will be able to enjoy their day with exceptional equipment in a clean, friendly environment.

### **Plans for Maintenance, Waste Collection and Security**

### Daily Maintenance and Cleanup

During the morning set-up, beach attendants will begin their day by cleaning the entire area. All trash and litter will be discarded, and a net will be used to dispose of smaller trash such as cigarettes. Following a thorough cleaning, the sand will be raked, and the beach attendants will then begin to set up the equipment.

The attendant at each concession site will be responsible for cleaning the beach area at regular intervals throughout the day. Following a careful inspection of the site, the beach attendant will clean the beach, making sure that there is no debris left behind.

#### **Communications**

Concession staff will have cell phones, allowing for direct access to communicate with other concession staff and/or locations.

### Security

As part of its uncompromising commitment to service, the company will work with the City to promote safety and security at the beach. Company staff members have established a good working relationship with the Fort Lauderdale Police Department's beach patrol officers, lifeguards and fire-rescue personnel.

Boucher Brothers Beach Management personnel all have cell phones or walkie-talkies and are trained to quickly notify the proper authorities in the event of an emergency. Company employees have assisted law enforcement many times in the identification and apprehension of pickpockets, thieves and other criminals on the beach.

The company's beach crews are all trained and experienced in assisting people in distress, including reporting and helping to find lost children and personal property. Boucher Brothers Beach Management's philosophy is that it is a true partner with the City of Fort Lauderdale and that it is on the beach to serve the public to the best of its ability, to enhance the image of the City and its beaches and to promote rental activity necessary to fulfill its revenue commitment to the City. This philosophy also extends to a commitment to continually enhancing service with beach hoteliers.

### Emergency Removal of Equipment from Premises

Boucher Brothers Beach Management realizes the critical significance of having a comprehensive, manageable evacuation plan. Whether it be because of unsafe weather conditions, large scale special events or any other situation that may arise, Boucher Brothers Beach Management will be able to quickly, safely remove and store all equipment in a secure location off the beach. The Evacuation plan is presented in full detail on pages 23-28.

### Sustainability

Boucher Brothers Beach Management understands the importance of protecting and conserving the City's most important asset. Clean beaches and healthy coastal ecosystems are a main economic driver for Fort Lauderdale, as well as for the beach concessionaire. Maintaining the beaches is not just good business, it is our social responsibility. Both of these family companies were raised on the beach and are dedicated to the protection and conservation of coastlines. These are not just recreation areas but doorsteps to fragile ecosystems with roots that bind our families. Maintaining the balance between encouraging beach recreation and protecting the coastal environment requires constant maintenance and perseverance. Our attendants are trained not just to keep their beaches clean, but to appreciate the importance of this principle.

Boucher Brothers Beach Management is proud to partner with Environmental Coalition of Miami Beach (ECOMB) in helping to protect our coastlines. Additionally, Boucher Brothers Beach Management participated in the "Keep Our Beaches Clean" aerial banner project, with Butt Bagf Systems, Inc.

Boucher Brothers Beach Management understand and supports the City, County, State, and Federal guidelines related to the protection of plants and animals, many of which are listed as endangered or threatened. We are committed to following all appropriate and procedures in accordance with the law for the protection of the flora and fauna which inhabit our beaches.



March 28, 2008

To whom it may concern,

Boucher Brothers management has actively supported ECOMB for several years.

ECOMB is a Florida 501 (c) (3) not-for-profit volunteer-based corporation founded in 1994 in the City of Miami Beach. The organization is dedicated to educating Miami-Dade County's residents and visitors to adopt responsible environmental behaviors and to raising their awareness to our surrounding ecosystems.

The Boucher Brothers have willingly given both time and money to contribute to the success of promoting the preservation of our environment.

They were, and are, actively involved in several of our campaigns such as the "Clean Beaches Campaign" and "Eco Art Gallery by the Sea", in which their staff have been active participants. They have been strong advocates of clean beaches and support us in all of our initiatives to keep our beaches clean and helping to ensure they stayed free of cigarette butts and other debris.

The Boucher Brothers have also supported us to in our community efforts to preserve and restore other local habitats, such as mangroves, near-shore coral reefs sand dunes and Biscayne Bay islands.

I would have no hesitation in confirming that Boucher Brothers management is a forward thinking company that understands the importance of our ecological systems and environment.

If I can be of further assistance please do not hesitate to contact me.

Sincerely

Luiz Rodrigues Executive Director

**ECOMB** 

ECOMB • PO Box 398891 • Miami Beach, FI 33239 • T. 305.534.3825 • E. ecomb@ecomb.org • www.ecomb.org



November 16, 2011

To whom it may concern,

I am writing this letter in support of the Boucher Brothers Management (BBM).

The BBM and ECOMB have been active partners on a variety of community environmental projects for the last 10 years. Their staff have willingly given both time and money to contribute to the success of promoting the preservation of our local environment, such as protecting and preserving our beaches: one of Miami-Dade County most valuable resources.

Examples of their support includes providing t-shirts, raffle prizes and logistical support for our annual Big Sweep Beach Cleanup Competition; assisting in brokering a sponsorship agreement with a local hotel towards towards the conservation of the Flagler Monument Island; and sponsoring three litter bins as part of our Eco Art Gallery By The Sea Campaign – a litter prevention campaign fusing arts and the environment.

I thank the Boucher Brothers Management for their past and on-going support and have no hesitation in confirming that the BBM is a forward thinking community-oriented company that understands the importance of our ecological systems and environment.

If I can be of further assistance please do not hesitate to contact me.

Sincerely

Luiz Rodrigues Executive Director

ЕСОМВ

210 Second Street Miami Beach, Fl 33139

T. 305.534.3825 | M. 786.853.1855

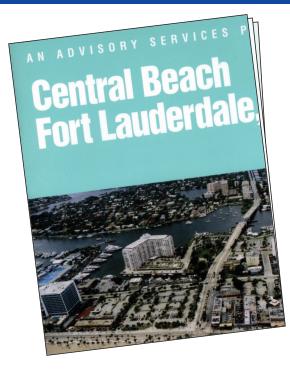
<u>luiz@ecomb.org</u> | www.ecomb.org

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ECOMB is a Florida 501 (c)3 not-for-profit volunteer-based corporation founded in 1994 in the City of Miami Beach. The organization is dedicated to educating Miami-Dade County's residents and visitors to adopt responsible environmental behaviors and to raising their awareness to our surrounding ecosystems.

ECOMB · Environmental Coalition of Miami & the Beaches • 210 Second Street • Miami Beach • Florida • 33139 Telephone: 305.534.3825 • Fax: 208.979.2806 • E-mail: ecomb@ecomb.org

### **Concession Marketing Plan**



Like Fort Lauderdale-Hollywood International Airport and Port Everglades, Fort Lauderdale Beach is and should be viewed as a vital and important economic engine for our community. As such, Boucher Brothers Beach Management recognizes and is committed to working with the City and other stakeholders to improve upon and execute a market strategy to better promote our beach resources. Consistent with the conclusions of the Urban Land Institute's most recent Advisory Services Panel Report on "Central Beach: Fort Lauderdale, Florida," Boucher Brothers Beach Management will invest the time and money to promote Fort Lauderdale Beach.

We have over 150 years of combined experience experience working with some of South Florida's, Virginia Beach's and Chicago's finest hotels and have a keen sense of what it takes to successfully market concession services to the hotel guests. This is an area that has not been cultivated in Fort Lauderdale. Boucher Brothers Beach Management has served the needs of hotel guests of all different types. From the high end guest in South Beach's most expensive hotels to the blue collar worker typical of Virginia Beach, Boucher Brothers Beach Management has given customers the type of experience that makes them want to come back day after day and year after year.

- Increase revenue for the City of Fort Lauderdale
- Improve quality of life enhancements for residents
- Serve the needs of the Marketplace
- Provide new equipment
   Provide compatible activities
- Provide more choices of service
- Eco-friendly maintenance & clean-up
- Set an example for philanthropic participation
- Increase hotel profits
- Form a marketing alliance with the Fort Lauderdale Convention & Visitors Bureau
- Trip Advisor

The Fort Lauderdale community has a wonderful natural asset in its beach. While it is especially true among visitors that one can hardly think of "Fort Lauderdale" without also thinking "beach," the fact is that despite this close association, the Fort Lauderdale community has terrific unrealized potential in its beach that continues to lie dormant. Boucher Brothers Beach Management is mindful of this great value Fort Lauderdale has in its beach and will work actively and affirmatively to promote the beach as a destination. Boucher Brothers Beach Management will integrate its marketing and promotional efforts with the numerous stakeholders who share an interest in seeing Fort Lauderdale's beach more prominently and effectively promoted.

For the past 15 years, Boucher Brothers Beach Management has operated the beach rental concessions for the City of Miami Beach, covering the high-traffic, 17-block area of South Beach. We have operated the beach rental concessions for the City of Virginia Beach for the last 11 years in their high-traffic area of the oceanfront which covers 42 blocks. Both operations have produced measurable results and received stellar reviews from both the public and private sectors for their accomplishments, with a noticeable enhancement in the level of goods and services provided. This coupled with Beached Management's extensive experience in serving the Fort Lauderdale beach area can only ensure outstanding service.

The fundamental ingredient in the company's success is its ability to provide a concierge level of service to all visitors at the public beaches they serve. Boucher Brothers Beach Management makes extending the availability of five-star hotel hospitality to all beach users the hallmark of its success as a concession operator.

This intensive focus on delivering excellent guest service is precisely what Boucher Brothers Beach Management intend to provide if it is privileged to serve the City of Fort Lauderdale under the proposed beach concession contract.

Fort Lauderdale has progressed, truly re-establishing itself as the "Venice of America" we realize the basic services provided to those who frequesnt the beach must change with the changing demographics and the growing demands of a competitive marketplace.

### **Proposed Amenities**

Boucher Brothers Beach Management's record of success has been built on extending the hospitality of

the hotel from poolside to surfside. As guests demand a higher standard of excellence for their leisure time, Boucher Brothers Beach Management has responded by providing a concierge level of service – at the pool deck, the beachfront and the equipment rental concessions.

The Amenity Charge is one of the innovations that Boucher Brothers Beach Management offers its hotel partners, whether they are directly on A1A or further west in the surrounding area.

Seeking to increase their profit margins and improve the services they can offer their guests, many hotels have evaluated the Boucher Brothers Beach Management amenity charge program and decided to enter into an amenity charge arrangement with Boucher Brothers Beach Management. Under the amenity charge program, a hotel contracts with Boucher Brothers Beach Management with the objective of providing simplified, discounted access for its guests to the various beachfront amenities offered by Boucher Brothers Beach Management, including beachfront chairs, umbrellas, windbreakers/ clamshells, and other amenities. In exchange for this guest access, hotels agree to pay Boucher Brothers Beach Management a fixed amount per occupied room. Typically, the hotels add a reasonable margin to the agreed charge and pass it through to their quests in the form of a nonoptional additional room charge that appears as a line item on their quests' daily room bill. Hotels are free to decide the particular mix of amenities they would like to provide their guests, and hotels choose everything from standard chairs and umbrellas to providing their guests upgraded access to the Oasis Section, which is an enhanced luxury equipment section. The amenities also can include other products and services, such as towels, newspapers, sunscreen, cold washcloths and board games.

This arrangement is of great benefit to Boucher Brothers Beach Management and its municipal partners because it provides, rain or shine, a guaranteed revenue stream. Equally important, Boucher Brothers Beach Management has found that the amenity charge program actually encourages guests to visit and spend significant time on the beach, and the additional concentration of beach visitors has tended to make the beach an even more popular destination, drawing ever increasing numbers of people to the beach to enjoy its beauty and the high quality services they learn to expect. The amenity charge program is also of substantial benefit to Boucher

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Brothers Beach Management's hotel partners because not only is it an additional profit center for them, but it enables the participating hotels to adjust their market profile and position themselves to prospective guests as a hotel that offers an expanded range of amenities and guest services, while it leaves guests with a higher level of satisfaction because of their perception that the goods and services are provided by the hotel at no charge to them.

Hotels that currently enjoy a profitable amenity charge relationship with Boucher Brothers Beach Management are the Sonesta, Hilton, W Hotel, and and Ritz Carlton in Fort Lauderdale; The Embassy Suites in Deerfield Beach; Fontainebleau Resort, Acqualina and Marenas Resort in Sunny Isles; and The Delano, Shore Club, Sagamore, W Hotel Sobe and Ritz Carlton in Miami Beach.

Hotels that participate in the amenity charge program within the City of Miami Beach contract area "Lummus Park" are; Park Central, The Hotel, Hotel Victor, Pelican Hotel, Z Ocean Hotel, Betsy Ross, Breakwater Hotel, Edison Hotel, Congress Hotel and The Tides.

Hotels are also able to include other services and products within the amenity charge and charge the guest accordingly. Many hotels are able to charge a marginal cost per day and maintain a considerable profit margin to the bottom line. With the 10% offered to the City, the residual profit multiplied by the number of room nights adds to significant bottom line profits to hotels and the City of Fort Lauderdale.

The guest will appreciate both the convenience and the value of the amenity charge, as compared to daily fees for goods and services if they had to obtain them on the beach.

At the Delano in Miami Beach, for example, the hotel includes amenities at both the pool and the beach in their Amenity Charge relationship with Boucher Brothers Beach Management. In addition to providing two chairs and an umbrella per room, a concession staff member provides personalized guest services, including cold facial towels every three hours, aloe vera gel, ice pops, magazines, board games and watersports.

### **Additional Amenity Proposal**

### **Activities for Residents and Visitors**

Boucher Brothers Beach Management believes that a more coordinated effort among hotel owners, the City, and the beach concession operator to create a more family friendly environment, including providing more child-friendly activities can help satisfy unmet market needs pertaining to Fort Lauderdale's beach. Boucher Brothers Beach Management intends to promote such coordination and introduce more family friendly activities.

The Fort Lauderdale public beaches offer an excellent opportunity to introduce activities and services that will enhance the overall area as a popular destination for families – those who live in the area and those who are visiting, whether for a weekend escape or a month-long vacation.

## **Catering to the Convention and Meetings Marketplace**

While the City and the County spend a great deal of time and money marketing Fort Lauderdale as an ideal destination for conventions and meetings, very little is done to complete the connection between convention and meeting visitors and Fort Lauderdale's most valued asset – its beaches.

Partnering with the business community and the Greater Fort Lauderdale Convention and Visitor's Bureau is an integral part of Boucher Brothers Beach Management's marketing strategy, and this is an important market for Fort Lauderdale to cultivate and retain.

Just as visitors are drawn to attractions such as the Swimming Hall of Fame, Butterfly World or Las Olas Boulevard, there should be a concerted effort to market the beach area as a destination for those who are here on business, yet have a day or halfday to spend for leisure time.

Boucher Brothers Beach Management is able supplement any business vacation with the desired rest and relaxation that will motivate visitors to return to Fort Lauderdale with Family and friends for vacations as well as business trips.

13 of 79

### Additional Amenity Proposal (continued)

### **Group Beach Events**

Boucher Brothers Beach Management has been playing a major role in Teambuilding activities for small businesses, large companies, and family reunions for over two decades. We provide dynamic and effective teambuilding programs for local, domestic, and international groups. We work very closely with Sales and Conference Service Managers at individual hotels, with individual Corporations, Incentive Houses, Meeting Planners, Travel Agents, Destination Management Companies, Hotel and Motel Associations and Chambers of Commerce to meet the Teambuilding and Leisure needs of prospective clients. During the last 25 years of serving the tourism and corporate market we have worked with over 1,000 groups at over 50 hotel properties along the East Coast. Some of our repeat clients include:

- Bank of America
- Citi Group Financial
- Coca Cola
- Dunn and Bradstreet
- Hugo Boss
- Frito-Lay
- Oakley
- General Electric (GE)

- Genentech
- Mellon Financial
- IBM
- Miami Dolphins
- Orange Bowl
- Pernod Ricard USA
- Proctor and Gamble
- Prudential

The Teambuilding and Leisure Group event market has become overwhelmingly popular in the last five years or so. Often clients will select a destination based on the available teambuilding and/or beach recreation and activity available to their group. This service is an added benefit to any city, as it brings about a greater awareness of the city and interest in its hotels. Teambuilding is considered to be a cutting edge service that is sought out by hundreds of corporate groups yearly. Currently we work closely with the Convention and Visitors Bureau and Chambers of Commerce because clients request Teambuilding and Recreational services at the onset of their destination information gathering process.

Boucher Brothers Beach Management organizes professional, fun, and memorable events. We can designate an area for groups with bright colored beach needs. Clients can request to have some or all of the following leisure activities to complete their "day at the beach" experience:

- Waverunner Recreational Riding
- Waverunner Guided Tours
- Banana Boat Rides
- Kavaks
- Parasailing
- Deep Sea Fishing
- Volleyball Court

- Soccer Court
- Bocce Ball
- Horseshoes
- Chaise Lounge chairs
- Beach Beds
- Big Umbrellas
- Sun Windbreakers/ Clamshells

Teambuilding programs are comprised of lighthearted activities in a beach setting, which serves to break down barriers inherent in the workplace, fostering healthier relationships in a fun and tropical environment. Activities are designed to enhance effective teamwork and create bonds that last long after the games and laughter are over. The activities provided simulate problem-solving, trust, cooperation, mutual support, commitment, open and effective communication, and accountability. All activities are geared towards reinforcing a winning attitude towards a common goal with non-stop laughter. Some of our Teambuilding programs include:

- Beach Olympics
- Survivor Island
- Pirate Treasure Hunt
- Volleyball Tournament
- Build Your Own Boat
- Sand Sculpting
- Scavenger Hunt

Naturally, Boucher Brothers Beach Management would adhere to all city rules and regulations. All group events are organized in a non-obtrusive fashion. Typical events are held in a condensed area on the beach and last between 1 and 3 hours. We handle all group events remaining mindful of the comfort and wellbeing of other patrons. During the past 25 years our experience together with that of the city of Miami Beach, our hotel partners, and our repeat clients all have been very positive.

We currently work closely with many hotels and businesses that serve the convention and meetings industry, tailoring activities and programs for their attendees. Marketing information about the beach as a destination for fun-filled activities should be a part of every convention and business meeting packet. We are experienced and knowledgeable in servicing this market and is prepared to offer this added benefit to optimize enjoyment of Fort Lauderdale's beach areas.

### Additional Amenity Proposal (continued)



## **Enhanced Product Offerings For New Equipment And Capital Expenditures**

In addition to standard chair set-ups currently priced at 12 dollars, Boucher Brothers Beach Management will offer a Luxury Oasis Service with an umbrella and chairs that are padded. Small tables will be placed between the two lounge chairs, and adult board games such as backgammon and chess will be available.

Experience has shown that many people desire the upgraded beach equipment at the Luxury Oasis and are willing to pay fifteen dollars for the added luxury.

For children there will be a play area with complimentary toys. Attendants will deliver cold washcloths to Oasis patrons at varying intervals throughout the day, and aloe will be dispensed to service the entire oasis area.

Each concession attendant is fully trained in interpersonal skills having completed several of various hospitality courses conducted by the numerous top flight hotel clients we are proud to service. Each concession attendant also will complete the "Sunsational Service" program offered by the Greater Fort Lauderdale Convention & Visitors Bureau. Boucher Brothers Beach Management attendants will put their hospitality training to use as they greet beach visitors near the concession area and ask if they would like beach equipment, or if they can be helped in any way. To the extent beach guests would like products, Boucher Brothers Beach Management attendants will deliver the desired items to the guests. To the extent beach





guests would like services, Boucher Brothers Beach Management attendants will provide or otherwise arrange the desired services.

Special, concierge-level of attention to guests is what will differentiate Fort Lauderdale's beach service and establish a favorable impression in the minds of the guests based on their enjoyable experiences. Boucher Brothers Beach Management intends to provide this level of attention.

### Preserving Our Most Valuable Asset

Boucher Brothers Beach Management finds that managing beachfront concessions is a special trust. Boucher Brothers Beach Management believes that managing the concession is not merely about maximizing revenue opportunities but, equally important, is also about protecting and preserving the beach as a natural resource. Boucher Brothers Beach Management, therefore, adopts a balanced sensitivity to the needs and desires of tourists as well as local residents, while maintaining a concern for the beach environment.

Boucher Brothers Beach Management places a great deal of emphasis on maintaining the natural beauty of the beach area, from working with world-class designers for aesthetic appeal to training personnel in the care and maintenance of the area.

By providing baseline goods and services along with high quality beachfront products and services at all beachfront concession sites, we will optimize the potential of this natural asset.

### A Phased-In Approach

Beginning on the first day of the contract period.

Boucher Brothers Beach Management is able to provide the full extent of basic services as required by the RFP. As already discussed, Boucher Brothers Beach Management believes that a Visioning Process to be completed prior to the beginning of the contract period would be a useful exercise for the City and other appropriate stakeholders to explore and agree upon the details of how best to implement the vision of providing a world-class beach experience to Fort Lauderdale's beach guests. As a by-product of the Visioning Process, Boucher Brothers Beach Management expects to embrace a mutually agreeable phased approach to implementing the various optional additional enhanced services contemplated in this RFP response. Boucher Brothers Beach Management expects the phase-in period to last no longer than 60 days following the beginning of the contract period.

### **Added Value Marketing**

There are numerous avenues for optimizing marketing and promotional opportunities of the Fort Lauderdale Beach area, which are not currently being met on Fort Lauderdale Beach. Boucher Brothers Beach Management believes in taking a proactive marketing approach to the operation of beachfront concession sites and welcomes the opportunity of working in concert with the Convention & Visitors Bureau, for example, to develop and implement promotional programs. This could range from providing discount coupons for equipment rental, to frequent beach goer discounts.

Currently we utilize various advertising vehicles to market their services. These include the internet, local visitor's guides, newsletters, program books and newspapers. With a successful, multi-tiered media strategy, we have been able to make the most of South Florida's greatest assets, offering activities and leisure on the sand and under the sun.

At the end of each day consumers appreciate it when added value and an enhanced level of quality in services and products are offered to them. With almost 30 years of serving the leisure needs of residents and visitors alike, we have a solid track record of producing quality marketing programs to enhance the services they offer.

### **Method to Anchor Equipment**

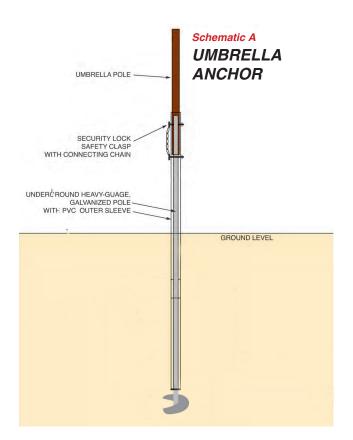
### **UMBRELLAS** (Please refer to schematic A below)

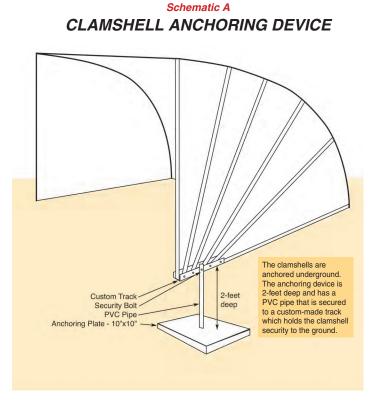
All umbrellas will be secured in the ground in the following manner:

- 1) Galvanized 1" pipe with a 1/2" white PVC sleeve is secured with galvanized bolts to a white 5-gallon bucket.
- 2) Pipe with sleeve has a stainless steel eyebolt with stainless steel swivel. Safety catch is bolted to top of 1" pipe.
- 3 Auger pipe is spun approx. 2-3 feet into the ground.
- 4) Attached to eyebolt is a stainless steel chain which feeds through stainless steel eyebolt attached to each umbrella.
- 5 Umbrella is then secured to chain with individual lock, and safety catch is clipped to chain.
- 6) The lock prevents anyone from removing umbrella from pole, and safety clip acts as a secondary safety mechanism, in the event the lock should become unlocked. This syst em ensures the umbrellas will remain stationary and secure at all times.

### WINDBREAKER/CLAMSHELLS (Please refer to schematic B below)

At either end of each windbreaker/clamshell, stainless steel metal ribs can be found, which are attached to a securing boot. The boot consists of a custom track into which the ribs fit, the bottom of which is bolted to a PVC pipe attached to an 8" x 8" square aluminum plate. This mechanism is buried 2 feet in the ground. With both ends of the clamshell buried in the ground, this system ensures that the clamshell will not blow out of the ground, nor can it be easily removed by the general public.





### **Uniforms Agreement Plan**











### **Beverage Service**

All inventory and ice machine are stored at a nearby secure storage room. Each morning beverage carts will retrieve ice and beverages from storage facility. Each morning the beverages and ice would be delivered to each Welcome Station. We will have coolers at each Lounge & Umbrella Welcome Station on the beach. Throughout the day the beach attendant would sell drinks to beachgoers. The beach attendant would be in communication with the beach manager to replenish beverages should the occasion arise. The City will receive 10% of the gross revenue from the sale of beverages.





Discarded cans and plastic bottles will be thrown away in a garbage receptacle and empty on a daily basis and taken away via the beverage cart to a private recycle bin.





### **Boucher Brothers Beach Management**

-	0	
	BOUCHER BROTHERS	

<u> </u>	Dail	y Beve	rage Sa	les Repo	ort			
ROUGHER MA		Name						
BROTHERS THE						•		
		Date				Location		
BEVERAGE SALES								
Item	Start Inv	Add Inv	Add Inv	End Inv	Credit	Sold	Price	Total
Beverage 1								
Beverage 2								
Beverage 3								
Beverage 4								
Beverage 5								
Beverage 6								
Beverage 7								
Beverage 12								
Beverage 13								
Beverage 14								
Beverage 15								
Beverage 16								
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P	rices include 6	% sales tax	<b>(</b>					
Credit Det	ails		_			Total Sales	5	\$
			1	Employee	9			
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### **Public Rental Rates**

Chair	\$12.00
Umbrella	\$20.00
Windbreaker/Clamshell	\$20.00
Luxury Chair	\$15.00
Day Bed	\$100.00

The following is a schedule of proposed pricing for each of the five years of the contract.

Boucher Brothers Beach Management reserves the right to change the following prices with a 30-day written notice to the City of Fort Lauderdale.

Chair	\$15.00
Umbrella	\$25.00
Windbreaker/Clamshell	\$25.00
Luxury Chair	\$18.00
Day Bed	\$100.00

Rates remain the same for full day, half day and any portion of a day.

Prices are subject to change with city approval.

### **Equipment Schedule**

All proposed equipment is manufactured the United States and meets industry leading standards for durability, comfort, aesthetics, life cycle, and maintenance. Proposed equipment will meet equivalent standards of the specifications outlined in the RFP.

### **Item:** Standard Sling Chair



- Material: Aluminum Powder Coated Frame using Tiger Drylac or Equal on Round .063 Aluminum Extrusion. Stackable Chaise.
- Sand Blasted and Treated before Electrostatic Powder Coat application.
- 2" Virgin Polyvinyl Chloride, a Carrott not a Raddish. Virgin Means Pure Solid Vinyl Color Pellets not scrap. Non Virgin Vinyl will turn color when exposed to UV and Salt for long periods.
- Double Wrapped 2" Virgin PVC Strap Held in Place with Nylon Punch Pin for Maximum Strength and Durability.
- Dimensions: 24" W x 78.5" D x 12" H
- "TIG" Complete Circumference
   Deep Penetrating Welded Joints with
   Aluminum Skids for Sand Use.
- Frame Warranty: Lifetime on Welds and Extrusion, 5 years on Powder Coat Finish.
- Back Frame Extrusion Recessed to Avoid Finger / Hand Pinching.
- Argon Clean Air Gas For "TIG" Welding Environmentally Approved.

### **Item:** Padded Sling Chair



- Material: Aluminum Powder Coated Frame using Tiger Drylac or Equal on Round .063 Aluminum Extrusion. Stackable Chaise.
- Sand Blasted & Treated before Electrostatic Powder Coat application.
- Standard Sling or Padded Sling option w/Reticulated Quick-Dry Open Cell Foam Between Batyline or Equal Woven Polyester Dipped Polyvinyl Chloride. Warp and Fill of Woven Sling Fabric same for Maximum Seating Bounce Back.
- Dimensions: 24" W x 78.5" D x 12" H
- "TIG" Complete Circumference Deep Penetrating Welded Joints with Aluminum Skids for Beach use.
- Frame Warranty: Lifetime on Welds and Extrusion, 5 years on Powder Coated Finish.
- Back Frame Extrusion Recessed to Avoid Finger / Hand Pinching.
- Argon Clean Air Gas For "TIG" Welding Environmentally Approved.

### **Item:** Lounge Chair



Millennia EZ SPAN™ Armless Chaise Lounge 9532RB Ribbon Segment (shown) 9532WV Wave Segment 42" H x 27.5" W x 82.5" D Seat 14.5" H Weight: 24.0 lbs Stack Qty: 15 Also available with C9532 Full Pad

### **Item:** Windbreakers/Clamshells

Description: The sturdy canvas windbreaker/ clamshell is 72-inches by five-feet, in a semi-circular config- uration. The four-panel structure is collapsible and is supported by a PVC spanner bar.

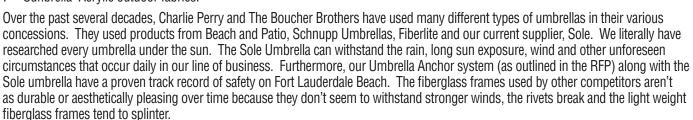


### **Equipment Schedule**

### *Item:* Umbrellas

Our Beach umbrellas are high quality commercial umbrellas. They are manufactured in Europe and the United States using raw materials of the highest quality, and high craftsmanship.

- 1 The WOODEN POLE is made of North American White Ash Used in tool handles and baseball bats, it has excellent shock, impact and toughness resistance.
- 2 The HUBS, CAP and components are Heavy Duty Nylon Unbreakable with a hammer.
- 3 The FRAME is German-made Spring Steel. Zinc-plated and powder-coated.
- 4 The JOINTS are Heavy Duty "Bayonet" type.
- 5 The bushing is anodized aluminum
- 6 The FASTENERS are Stainless Steel.
- 7 Sunbrella Acrylic outdoor fabrics.



Our success depends on how good our equipment is. In our professional opinion, the "Sole" Umbrella works best with our anchoring system and is therefore the safest, most durable and aesthetically pleasing umbrella in the marketplace and that is why it's our preferred umbrella.

### **Item:** Luxury Chair, Pad & Amenities

Description: The luxury "Oasis" includes two chairs that include the durable pad made with sunbrella fabric with a table placed between them. Board games will be provided for adults and a play area with complimentary toys for children. Attendants will deliver cold washcloths and aloe at varying intervals throughout the day.



### Item: Day Bed

Description: Aluminum Base, 7' x 5-1/2' with an adjustable

backrest multi-weldedat stress points and treated with powder coated paint.

An 8" inch pad is placed on top, which is made of durable Sunbrella fabric then covered with a toweling terry cloth cover.

## Full Set up of two luxury chairs and umbrella



## Full Set up of two luxury chairs and windbreaker / clamshell



### Item: Storage Unit

*Description:* 72" wide x 26" deep x 27" high.

Made by TaylorMade Products (or the equivalent thereof).



### **Equipment Schedule**

Our Beach cabanas are made to be the highest Heavy Duty commercial cabanas around. We manufacture them using raw materials of the highest quality, and high craftsmanship.

- 1 The frame is made out of Anodized Aluminum Rod and Channel. Same Aluminum alloy used in railway cars, bridges, wheels and other parts where the high corrosion resistance, high retention of shape after forming, and strength is most desirable.
- 2 The "FEET" are made of anodized aluminum channel.
- 3 The FASTENERS are Stainless Steel.
- 4 The Canopies are made of Sunbrella Acrylic outdoor fabrics.
- 5 The MESH panel is made of highly durable Textilene mesh material. This adds to the cool comfort and is "not see thru".
- 6 The shape is wide and slightly rounded with an open face in the front. This provides excellent shade with an increased wind barrier.



Our Beach Cabanas are made to last in the beach environments. Salt, humidity, wind and handling by attendants. The frames are made to last many tens of years, 20, 30. The canopies can be changed when worn out or to change colors. This design is very ENVIOROMENTALLY FRIENDLY. Every part can be recycle.

THE WESTIN BEACH RESORT & SPA, FORT LAUDERDALE
321 N Fort Lauderdale Beach Blvd, Fort Lauderdale, FL 33304-4204 United States
T 954.467.1111 F 954.462.2342
westin.com/fortlauderdalebeach

February 7, 2017

#### To Whom It May Concern:

It is with great pleasure that I write this letter of recommendation on behalf of the Boucher Brothers.

The Boucher Brothers currently manage the two and half mile beach rental operation here on Fort Lauderdale Beach. Beyond Fort Lauderdale, Boucher Brothers have extensive hospitality experience, specifically in the luxury-level sector. Boucher Brothers fully understand what a hotel guest desires on their vacation and how to help facilitate their return to Fort Lauderdale Beach. The professional opportunity to have uniformed service, lounge chairs, children's toys and equipment, drink/towel service and other amenities would allow an enrichment of the guest experience, keeping guests coming back year after year.

WESTIN'
HOTELS & RESORTS

In my experience, any service offered has been executed to the standards that we expect our own staff to uphold. In addition, the Boucher Brothers has always responded in a timely manner to any customer issues. The Westin Fort Lauderdale Beach Resort is indebted to the Boucher Brothers for bringing this unparalleled service and quality to our guests.

We are thankful that they are part of our Team, and I would highly recommend them to any municipal or private entity.

Sincerely,

Bruce Roy

General Manager



Dear Sir/Madam,

It is my absolute pleasure to recommend Boucher Brothers and Charlie Perry to continue to service the Fort Lauderdale beach. The Boucher Brothers and Hilton Fort Lauderdale Beach Resort have enjoyed a strong partnership for over 10 years.

Boucher Brothers have and continue to be a valuable asset to our hotel guests. They employ dependable and incredibly hard-working employees. Their experience and knowledge of the beach safety procedures coupled with exceptional customer service has earned them a great reputation in this area.

Without a doubt, I confidently recommend the Boucher Brothers to continue to service the Fort Lauderdale beach.

Please feel free to contact me should you like to discuss this further. I'd be happy to expand on my recommendation.

Regards,

John Allan General Manager

HILTON FORT LAUDERDALE BEACH RESORT



AMERICAS . EUROPE . MIDDAR EAST . AFRICA . ASIA . AUSTRALASIA



### Merriweather Resort

February 3, 2017

Mayor Jack Seiler City of Fort Lauderdale 100 N Andrews Avenue Fort Lauderdale, FL 33301

Dear Mayor Jack Seiler:

I, Mary Jo Whitehurst, Resort Manager of The Merriweather Resort, know and have been doing business with the Perry family for 30 years. I have found Charlie Perry to be very concerned about our beach and he provides a high level of service to my guests, residents and visitors alike.

I strongly urge you to award your beach concession contract to Boucher Brothers Beach Management, so that the City of Fort Lauderdale can continue to have a reliable, courteous and dependable beach service. One that we have relied on in the past and continue to do so in the future.

Please contact me with any questions.

Sincerely,

Mary(Jo Whitehurst

Manager

Merriweather Resort

115 N. Fort Lauderdale Beach Blvd. Fort Lauderdale, FL 33304

phone: 954-462-5356 fax: 954-462-8365 MerriweatherResort.com

mwftlaud@bellsouth.net

### Silver Seas Beach Club

101 N. Fort Lauderdale Beach Blvd. Fort Lauderdale, Florida 33304

February 4, 2017

Mayor Jack Seiler City of Fort Lauderdale 100 N. Andrews Avenue Fort Lauderdale FL 33301

Mayor Jack Seiler:

As a concerned resident of Fort Lauderdale and General Manager of a Ft. Lauderdale Resort, I am writing to ask your consideration for retaining Boucher Brothers Beach Managements contract. We have known Charlie Perry for approximately 25 years and have observed them treat their customer with the utmost respect and hospitality. I know that when I send my guests and owners from my resort to Charlies' company they will be well taken care of and receive great service and attention.

The beach service's operation is highly important to my resort and Charlie Perry runs this service on the beach with high regard for the City as well as its tourists. His company has gone beyond call of duty and there is no substitution for this great success.

Please do not hesitate to call me if I can provide you with any further information

Yours truly,

Carlos De Armas Silver Seas Beach Club Resort Manager



Star Diamond Hward

March 18, 2008

Mr. James Boucher Boucher Brothers Management, Inc. 420 Lincoln Road, Suite 265 Miami Beach, Florida 33139

Dear Mr. Boucher,

The American Academy is pleased to inform you that Boucher Brothers Management, Inc. has been selected for the fifth consecutive year to be the recipient of our coveted and prestigious International Five Star Diamond Award.

It gives us great pleasure to honor you and your entire staff at Boucher Brothers Management, Inc for your exceptional effort in enhancing the overall quality of commitment to hospitality and service.

We are proud to recognize the dedication of excellence maintained by your fine organization. These outstanding accomplishments enhance the representation of our hospitality industry worldwide.

The American Academy of Hospitality Sciences once again commends Boucher Brothers Management, Inc as being a most extraordinary organization in every aspect of its operation.

We wish you continued success.

Sincerely,

Joseph D. Cinque President, AAHS

The American Academy of Hospitality Sciences 240 Central Park South New York NY 10019

Tel: +1-212-582-5812 Fax: +1-212-582-2969

Email: award@stardiamondaward.com

www.stardiamondaward.com

Worldwide: New York-Palm Beach-Côte d'Azur-Athens-Beijing



March 18, 2008

The Honorable Mayor Jim Naugle
The Honorable Vice Mayor Carlton Moore
The Honorable Commissioner Cindi Hutchinson
The Honorable Commissioner Charlotte Rodstrom
The Honorable Commissioner Christine Teele
City of Fort Lauderdale
100 N. Andrews Avenue
Fort Lauderdale, FL 33301

To Whom It May Concern:

It is with great pleasure that I write this letter of recommendation on behalf of the Boucher Brothers. Several years ago, the City of Virginia Beach ended its long term relationship with a beach equipment rental company and established an open procurement process to select a new operator.

Several companies were interviewed; however, the Boucher Brothers were awarded the bid based upon their experience and reputation for providing quality service. The Boucher Brothers currently manage the two and half mile beach rental operation between April and October. They have made several rental equipment and service recommendations that have improved the overall experience of our visitors.

In addition, the Boucher Brothers have always responded in a timely manner to any customer issues. During the last three years their audited financial statements have shown an increase in sales each year.

I would highly recommend them to any municipal or private entity.

Sincerely,

Mike Eason Resort Administrator

2101 Parks Avenue, Suite 502 | Virginia Beach, VA 23451 | ph (757) 385-4800 | fx (757) 422-3666



City of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida 33139, www.miamibeachfl.gov

Office of the City Manager Tel: 305-673-7010 , Fax: 305-673-7782

March 21, 2008

City Manager
City of Fort Lauderdale
100 N Andrews Ave
Fort Lauderdale, FL 33301

RE: BOUCHER BROTHERS MIAMI BEACH, LLC

I am writing to you regarding Boucher Brothers Miami Beach, LLC (Boucher Brothers) who have served as the City's Beachfront Concessionaires since November 5, 2001. Pursuant to the adoption of Resolution 2001-24646, the Boucher Brothers have performed very well in the operation and management of the City's beachfront concessions on the beaches seaward of Lummus Park, Ocean Terrace and North Shore Open Space Park.

As the City's Concessionaires, the Boucher Brothers have provided consistent and excellent levels of service and customer satisfaction. They have been responsive to the City's requests and inquiries and have developed a good working relationship with the City's departments and oversight committees, as well as businesses on Ocean Drive and other organizations with community interests. As I am certain is the case in Fort Lauderdale, the beach is the City's premier natural resource, as well as an attraction for tourism, and the Boucher Brothers have been able to successfully balance the need for environmental concern with economic development.

As a constant presence on the beachfront, the Boucher Brothers have assisted the City by providing immediate communication of concerns related to life safety, illegal activity and special event coordination. I have direct oversight over the Office of Asset Management, which manages the Concession Agreement, and I personally meet with the Boucher Brothers on a quarterly basis to discuss their performance and issues relating to their Agreement. Overall, their performance has exceeded my expectations and they continue to demonstrate a willingness to partner with the City and offer quality services that are commensurate with a world class tourist environment.

Please feel free to contact me if I may be of further assistance with regard to the Boucher Brothers.

Sincerely,

Tim Hemstreet Assistant City Manager

TH/cg

We are committed to providing excellent public service and safety to all who live, work, and play in our vibrant, tropical, historic community.



### Sheraton Yankee Clipper Hotel

1140 Seabreeze Boulevard Fort Lauderdale, Florida 33316

March 28, 2008

To Whom It May Concern:

I'd like to take this opportunity to give this letter of recommendation for the Boucher Brothers, our Pool and Beach Vendor at the Sheraton Yankee Clipper Hotel.

We have partnered with the Boucher Brothers for the last two years and have had excellent results from them. Their team is one of professional and courteous individuals who strive to take care of our guests. We know that we can rely on them for whatever comes our way for our guest on the Beach and our Pool Deck.

If you have any questions regarding their services, please feel free to let me know.

Regards,

Hotel Manager

Sheraton Yankee Clipper Hotel



#### Sheraton Yankee Trader Hotel

321 N. Fort Lauderdale Beach Blvd Fort Lauderdale, Florida 33304

March 28, 2008

To Whom It May Concern:

I'd like to take this opportunity to give this letter of recommendation for the Boucher Brothers, our Pool Vendor at the Sheraton Yankee Trader Hotel.

We have partnered with the Boucher Brothers for the last two years and have had excellent results from them. Their team is one of professional and courteous individuals who strive to take care of our guests. We know that we can rely on them for whatever comes our way for our guests while they enjoy the pool facilities.

If you have any questions regarding their services, please feel free to let me know.

Regards,

Jorge Madrigal

Hotel Manager

Sheraton Yankee Trader Hotel

T 954 467 1111 F 954 462 2342 sheraton.com/yankeetrader



March 18, 2008

City of Fort Lauderdale 100 N Andrews Avenue Fort Lauderdale, FL 33301

To: Honorable Mayor Jim Naugle, Honorable Vice Mayor Carlton Moore, Honorable Commissioner Cindi Hutchinson, Honorable Commissioner Charlotte Rodstrom, Honorable Commissioner Christine Teele

I am writing this letter in reference to the outstanding performance my hotel company and the City of Virginia Beach has experienced as a result of the Boucher Brothers contract management of the Beach Services in Virginia Beach, Virginia. A few years ago, I traveled to Florida and was impressed by the services that the Boucher Brothers provided for the upper-tier hotels and the public beaches. So, upon my return, I was determined to convince the City of Virginia Beach that this type of service would enhance the guest experience and once again raise the bar on the expectations of the community. I recommended, supported and facilitated the hiring of the Boucher Brothers to transform the public beach area of the Virginia Beach Oceanfront.

Prior to the Boucher Brothers coming to Virginia Beach, Beach Services had remained unchanged for over forty years. The same operator held the franchise license during this entire period and, as a result, his investment in equipment (2 wooden chairs and an umbrella), personnel and services were both minimal and did not satisfy the market need or demand. In concordance with the development of high-quality hotels on Atlantic Avenue, the company has propelled and supported Virginia Beach to expect a higher level of service. The professional opportunity to have uniformed service, rent cabanas, lounge chairs, children's toys and equipment, drink/towel service and other amenities has allowed an enrichment of the guest experience, keeping guests coming back year after year. In addition, it entices Virginia Beach residents to further and more frequently enjoy "their" beach.

The Virginia Beach Oceanfront is indebted to the Boucher Brothers for bringing this unparalleled service and quality to our guests. Most recently, Virginia Beach was named the "Least Stressful Metropolitan City." We think the Boucher Brothers contributed to that recognition.

As a developer, resident and business owner, I believe and stand behind the Boucher Brothers for any market in which they desire to expand their operations.

Sincerely,

Bruce Thompson Chief Executive Officer Gold Key/PHR Hotels & Resorts

932 Laskin Road • Virginia Beach, Virginia 23451 • 757-491-3000 FAX: 757-437-8342



March 18, 2008

City of Fort Lauderdale 100 N Andrews Avenue Fort Lauderdale, FL 33301

To: Honorable Mayor Jim Naugle

Honorable Vice Mayor Carlton Moore Honorable Commissioner Cindi Hutchinson Honorable Commissioner Charlotte Rodstrom Honorable Commissioner Christine Teele

As the newest luxury hotel in Virginia Beach, the Hilton Virginia Beach Oceanfront has already "raised the bar" for service since it's opening in 2005. Our partnership with the Boucher Brothers and Sunrise Beach Services has always been in the plan and has delivered.

It is apparent that this company has extensive hospitality experience, specifically in the luxury-level sector. The Boucher Brothers fully understand what a hotel guest desires in their vacation and how to incite their return to the Hilton Virginia Beach Oceanfront. Considering that our clients are exceptionally discerning, we often are wary of partnerships providing a service, for fear that the quality service level will not be maintained.

The Boucher Brothers have treated our investment as their own. Any service offered has been executed to the standards that we expect our own staff to uphold. We are thankful that they are part of our team at the Hilton Virginia Beach Oceanfront and intend to include them in our future, as we continue to change the face of Virginia Beach, VA.

Thank you,

Terry Lavey

Managing Director

Hilton Virginia Beach Oceanfront

3001 Atlantic Avenue • Virginia Beach, Virginia 23451 • 757-213-3002 FAX: 757-213-3019

### OCEAN BEACHCLUB

March 17, 2008

City of Fort Lauderdale 100 N Andrews Avenue Fort Lauderdale, FL 33301

To: Honorable Mayor Jim Naugle

Honorable Vice Mayor Carlton Moore Honorable Commissioner Cindi Hutchinson Honorable Commissioner Charlotte Rodstrom Honorable Commissioner Christine Teele

Since the opening of the Ocean Beach Club in Virginia Beach, I have been nothing but impressed with the Boucher Brothers. They quickly became a part of the family by providing top services like the cabanas, padded loungers and cool towels for our guests. In our mission to "raise the bar" at the Virginia Beach Oceanfront, the Boucher Brothers have been integral. To us, it is not just the services they provide, but the courtesy and friendliness by which the guests are served.

Several companies claim to bring more to the table in the area of hotel/resort guest service; the Boucher Brothers have followed through on their promises and exceeded the expectations of our staff and our guests. They have truly enriched the experience of those visiting the Virginia Beach Oceanfront.

We have just expanded the Ocean Beach Club by constructing an additional tower (to total 200+ five-star timeshare units). We are fully committed to continuing work with the Boucher Brothers. They have proven their commitment to the individual hotels and resorts and to the Virginia Beach Oceanfront as a whole.

Sincerely,

Skip Hammerman Resort Manager Ocean Beach Club

1601 Atlantic Avenue • Virginia Beach, Virginia 23451 • 757-213-5409 FAX: 757-213-7099



March 18, 2008

City of Fort Lauderdale 100 N Andrews Avenue Fort Lauderdale, FL 33301

To: Honorable Mayor Jim Naugle

Honorable Vice Mayor Carlton Moore Honorable Commissioner Cindi Hutchinson Honorable Commissioner Charlotte Rodstrom Honorable Commissioner Christine Teele

The Boardwalk Resort Hotel & Villas is located on the Virginia Beach Oceanfront and 16<sup>th</sup> Street. When our resort was built, the intention was to provide a top-quality timeshare resort with a full-service restaurant, concierge, indoor pool and many other amenities that, we believe, set us apart from the competition. Upon the opening of the resort, we fulfilled all of those intentions and expectations.

However, we did underestimate the amount of space needed to allow our guests to "spread out" and enjoy this luxurious experience. So, our guests spend a significant amount of time outside and, understandably, on the sand. The Boucher Brothers were an integral part in rounding out the guest experience. They provided something that we, solely, could not provide to the guest under our current business model.

By providing the toy and beach equipment rentals, the padded lounge chairs and cabanas, and even a bottled water or sunscreen for the entire family, the Boucher Brothers have really taken the Virginia Beach experience up a notch. We, at the Boardwalk Resort Hotel & Villas are able to focus on our property activities and amenities, knowing that the Boucher Brothers are taking care of our guest when they are on the sand. We appreciate the effort, energy and excellence in guest service that this company has provided.

Cordially,

Ronelle Leach Resort Manager

Boardwalk Resort Hotel & Villas

1601 Atlantic Avenue • Virginia Beach, Virginia 23451 • 757-213-3099 FAX: 757-217-1048



March 14, 2008

City of Fort Lauderdale 100 N Andrews Avenue Fort Lauderdale, FL 33301

To: Honorable Mayor Jim Naugle

Honorable Vice Mayor Carlton Moore Honorable Commissioner Cindi Hutchinson Honorable Commissioner Charlotte Rodstrom Honorable Commissioner Christine Teele

The Ramada on the Beach in Virginia Beach, VA has been a staple in the community. Specifically in the area of group business and restaurant patrons, the Ramada has always been proud of the services and high-quality experience we provide. With the amazing growth in visitation and even building density, we realize that we still need to be set apart from competitors.

Recently, Virginia Beach was touted in the Guinness Book of World Records as the "World's Longest Pleasure Beach." Running more than 40 streets long, the Boucher Brothers have brought new amenities to the public beach without sacrificing the quality at each individual resorts. The Boucher Brothers treat each client as if they are their only one. In this time of increased visitation, it is easy to compromise service levels to increase client bases or revenue streams. The Boucher Brothers actively analyze each situation to ensure top service is given to each hotel guest or beachgoer.

We thank the Boucher Brothers for expanding their client base, while still treating each and every guest like a VIP.

Sincerely.

Bob Von Esmarch General Manager Ramada on the Beach

615 Atlantic Avenue • Virginia Beach, Virginia 23451 • 757-491-3677 FAX: 757-437-0470



March 20, 2008

City of Fort Lauderdale 100 N Andrews Avenue Fort Lauderdale, FL 33301

To: Honorable Mayor Jim Naugle

Honorable Vice Mayor Carlton Moore Honorable Commissioner Cindi Hutchinson Honorable Commissioner Charlotte Rodstrom Honorable Commissioner Christine Teele

My name is Ben Soto and I am the Vice President of Resort Operations presiding over Turtle Cay Resort in Virginia Beach, Virginia. I have been at the Turtle Cay for just over a year now, but have already seen how the Boucher Brothers have impacted the business.

My resort is in a unique situation because it is on Atlantic Avenue, but is not oceanfront. We have a wonderful pool and many other amenities, but no balconies facing the ocean. So, in order for my guests to get out on the beach, they have to walk a short distance. Though many people believe it's "worth the walk," when they choose our resort, it still is occasionally inconvenient.

The Boucher Brothers provide top-quality service to the guest, but more importantly, they are always fully stocked with anything that they might forget! Oftentimes, it is disheartening to reach the beach for the first time and realize that your trusty sun block and People Magazine is left back in the room. Instead of putting all clothing on and sometimes dragging the kids back, the Boucher Brothers are happy to provide you with the supplies you need to keep your time at the beach comfortable, convenient, and fun. The Turtle Cay Resort always appreciates the work the Boucher Brothers do and will continue to promote their services on the Virginia Beach Oceanfront.

Sincerely.

Vice President of Resort Operations

Turtle Cay Resort

600 Atlantic Avenue • Virginia Beach, Virginia 23451 • 757-222-3303 FAX: 757-437-9104



March 19, 2008

City of Fort Lauderdale 100 N Andrews Avenue Fort Lauderdale, FL 33301

To: Honorable Mayor Jim Naugle

Honorable Vice Mayor Carlton Moore Honorable Commissioner Cindi Hutchinson Honorable Commissioner Charlotte Rodstrom Honorable Commissioner Christine Teele

The Beach Quarters Clarion Resort has been in operation for many years. In addition, the resort has more amenities than any other resort on the Oceanfront. From a sauna and hot tub to a full activities area w/ tennis courts and a rooftop pool, there is always plenty to do.

Adding value to our resort, the Boucher Brothers have incorporated even more amenities and luxuries that help our resort guests have a vacation that is unequivocally the best they've ever had.

Though we feel like, individually, that we offer enough to have a substantial return percentage, the Boucher Brothers have certainly increased the guest satisfaction at our property. In addition, because we have a personal relationship with those who actually perform the services on the beach, we have a considerable comfort level and an environment of teamwork that is unparalleled in any other place that I have worked and managed. They are truly an asset to Virginia Beach, Virginia.

Sincerely,

Clay Rice Resort Manager

Beach Quarters Clarion Resort

501 Atlantic Avenue • Virginia Beach, Virginia 23451 • 757-222-3334 FAX: 757-491-2379



March 13, 2008

City of Fort Lauderdale 100 N Andrews Avenue Fort Lauderdale, FL 33301

To: Honorable Mayor Jim Naugle

Honorable Vice Mayor Carlton Moore Honorable Commissioner Cindi Hutchinson Honorable Commissioner Charlotte Rodstrom Honorable Commissioner Christine Teele

The Virginia Beach Oceanfront area is quickly expanding. To date, the Dolphin Inn has been known as a "boutique" independent hotel property that pays specific attention to each guest. Having only 55 rooms, it's not too difficult to know your returning guests by name. Our guests, particularly, are expecting certain luxuries that are not found at certain flagship hotels and resorts.

So, we are then held to a higher standard. The Boucher Brothers have allowed that luxury to extend out to the beachfront where our guests gather. Because we offer in inside the walls and the Boucher Brothers cover the beach, together we are creating the memories for these guests, families, and friends to continue to vacation here and become part of our loyalty base.

The Boucher Brothers have supported us in our mission to bring personal, five-star service to our guests on the Virginia Beach Oceanfront. This is a team effort that has proven successful over the past several years.

Sincerely,

Kelly Byrd General Manager Dolphin Inn

1705 Atlantic Avenue • Virginia Beach, Virginia 23451 • 757-491-1420 FAX: 757-425-8390

### Ocean Drive Improvement Association 804 Ocean Drive Tel. 305 531-4411 Miami Beach, Florida 33139 Fax 305 673-3106

March 26, 2008

#### Re: Boucher Brothers Beach Services

Please be advised that the Boucher Brothers organization has been operating at Lummus Park Beach in our Historic Miami Beach neighborhood for seven years.

Their organization from top to bottom is highly professional and the Ocean Drive Association is always reminded of the great service provided to residents, hotel guests and visitors to our area. Boucher Brothers staff always goes above and beyond when it comes to keeping our beach clean and working closely with hotels and businesses in the neighborhood.

Most sincerely,

Marlo Courtney

Ocean Drive Improvement Association



1601 Collins Avenue Miami Beach, FL 33139 Direct (305) 604-5431 Hotel (305) 604-1601 Fax (305) 604-5732 shauver@loewshotels.com www.loewshotels.com

Shawn C. Hauver Managing Director

March 24, 2008

The Honorable Mayor Jim Naugle
The Honorable Vice Mayor Carlton Moore
The Honorable Commissioner Cindi Hutchinson
The Honorable Commissioner Charlotte Rodstrom
The Honorable Commissioner Christine Teele
City of Fort Lauderdale
100 N. Andrews Avenue
Fort Lauderdale, Fl 33301

I understand that you have met with the Boucher Brothers and are considering their services.

We have worked with Jim, Michael, Perry and Steve and their team for the past 10 years, and it is our pleasure to recommend them. Both professional and thorough, the Boucher Brothers have been an invaluable asset to our hotel and guests. At opening, they met with many challenges and surpassed them all to institute a high quality operation for our hotel, while keeping their word and accomplishing all that they had promised to offer, while producing a consistent revenue stream for the hotel.

Our hotel is frequently the location of some of the largest meetings on Miami Beach, and their dedication in catering to such a large and eclectic group of guests, housed in our 800 rooms, has always proven to be both responsive and competent.

If you need any further information, please feel free to contact me.

Sincerely,

Shawn Hauver

/mbr

Annapolis

Denver

Los Angeles

Miami Beach

Montréal

Nashville

New Orleans

New York City

Orlando

Philadelphia

Québec City

San Diego

Tucsor

Washington DC



March 21, 2008

To Whom It May Concern:

RE: Boucher Brothers Management, Inc.

I had the opportunity to work with Boucher Brothers Management with respect to their services, their integrity and the value that Boucher Brothers has brought in terms of profit and customer service.

From all accounts the owners have been very pleased with the professionalism and the outstanding quality of service they have provided to us.

I would indeed recommend Michael Boucher and his firm to any prospective client.

Sincerely,

Sase Gjorsovski Resort Manager

17875 COLLINS AVENUE, SUNNY ISLES BEACH, FL 33160 PHONE: 305 918 8000 FAX: 305 918 8100 WWW.ACQUALINA.COM



March 20, 2008

To Whom It May Concern:

Please consider this letter a full and complete endorsement and letter of recommendation for the beach services provided by Boucher Brothers Management, Inc. Prior to entering a service agreement with Boucher Brothers Management in December 2007, the Doubletree Ocean Point Resort and Spa had been utilizing the services of another beach service company. Frequently my day was interrupted by having to deal with issues relating to poor or rude experiences as related by our guests regarding the staff of the beach service.

Thankfully, we decided to end that arrangement and from the moment that I contacted Mr. Michael Boucher, I have been impressed by the professional caliber and commitment to quality of the entire Boucher Brothers organization.

Without fail, each day his staff has reliably provided an exceptional beach experience through their hard work, willingness to provide assistance and their friendly demeanor. They have mastered the art of hospitality and have proven to be a tremendous asset to our guest experience and a significant upgrade over the previous service, as our repeat guests regularly let me know.

It is with full confidence that I am able to wholeheartedly support Boucher Brothers Management in their endeavors to grow their business.

Should you have any questions regarding this letter or if I might provide any further information regarding the extraordinary abilities of Boucher Brothers Management, please feel free to contact me at your convenience.

Thank you for your attention to this matter.

Sincere regards

Chris Lafontaine
Director of Operations
Doubletree Ocean Point Resort and Spa
17375 Collins Avenue
Sunny Isles Beach, FL 33160
(786) 528-2518



Official Sponsor of the U.S. Olympic Team



17375 Collins Ave., Sunny Isles Beach, FL 33160
Toll Free: 1 866 OCEANPT Direct Line: 786 528 2500
Fax: 786 528 2536
www.oceanpointresort.com
Reservations: www.doubletree.com or 1-800-222-TREE



March 21, 2008

To Whom It May Concern:

Boucher Brothers Management, Inc. is the company that provides beach services for our guests that stay in our hotel. They provide the chairs and umbrellas on the beach and any type of beach activity that our guests would like to enjoy while staying in Miami Beach. This company has been with us from the beginning of our opening in 1994. We rely on their professionalism and integrity to represent our hotel, The Pelican. I would highly recommend this company to represent any hotel looking for high level of services for their guests. We appreciate Boucher Brothers Management in terms of helping us with customer service and profit for our business.

Please don't hesitate to call with any questions or concerns you may have.

Thank you,

Michele Merlo CEO Peliean On Ocean Inc.

> 826 ocean drive, miami beach, FL 33139 usa phone 305 673 3373 fax 305 673 3255

www.pelicanhotel.com



The Honorable Mayor Jim Naugle City of Fort Lauderdale 100 N. Andrews Avenue Fort Lauderdale, FL 33301

March 26, 2008

#### Dear Mayor Naugle,

"The Hotel" has been relying upon the "Boucher Brothers" services for several years with very positive results. Our guests have consistently offered great praises regarding the treatment received at "the beach" and the convenience of the services provided.

The quality of our guests experience is paramount in order to fulfill our hospitality promise and the Boucher Brothers have demonstrated to be prepared and adequately equipped to successfully complete this task of high importance not only to our organization, but to the Community at large.

Respectfully

Daniele S. Lomoriello, CHA Managing Director Hotels Goldman Properties

Cc: The Honorable Vice Mayor Carlton Moore The Honorable Commissioner Cindi Hutchinson The Honorable Commissioner Charlotte Rodstrom The Honorable Commissioner Christine Teele

801 collins avenue miami beach florida 33139 telephone 305 531 2222 fax 305 531 3222 e-mail: info@thehotelofsouthbeach.com website address: http://thehotelofsouthbeach.com 640 OCEAN DRIVE
MIAMI BEACH
FLORIDA 33139
THEPARKCENTRAL.COM



PHONE 305 538 1611

RESV. 1 800 727 5236

FAX 305 534 7520

GOLDMANPROPERTIES.COM

The Honorable Mayor Jim Naugle City of Fort Lauderdale 100 N. Andrews Avenue Fort Lauderdale, FL 33301

March 26, 2008

Dear Mayor Naugle,

Over the past five years we have come to appreciate the services provided to our hotel guests by the "Boucher Brothers".

The intimate environment of our facility allows for endless opportunities for guest interactions. It has been very comforting receiving, on a regular basis, complimentary comments regarding the beach experience and the great value that it offers.

It has also been our observation that the level of cleanliness, overall organization and collaborative spirit has improved dramatically since the Boucher Brothers have been operating.

Ensuring a quality experience for the many visitors and residents frequenting our beaches is of the utmost importance to our businesses as well as our wonderful destination. The Boucher Brothers have been an integral part of this process and have proven to have the desire and the capabilities necessary to succeed.

Sincerely

Daniele'S Lomoriello, CHA Managing Director Hotels Goldman Properties

Cc: The Honorable Vice Mayor Carlton Moore The Honorable Commissioner Cindi Hutchinson The Honorable Commissioner Charlotte Rodstrom The Honorable Commissioner Christine Teele





# **Special Olympics**Florida Miami-Dade County

March 26, 2008

To Whom It May Concern:

It is my pleasure to recommend Boucher Brothers Management regarding any proposal this community minded company is submitting.

As a long-time resident of Miami Beach, I have seen first-hand how the beautiful beach areas of South Beach have become enhanced with all of the amenities that the Boucher Brothers offer to those in need of chairs, umbrellas, food, and fun.

As Executive Director of Special Olympics Miami-Dade County, I have seen first-hand the care that this company places in their community. This comes from personal conversations that have revealed the small gestures to individuals in need that nobody ever hears about. It also comes from the annual financial support and personal involvement that Boucher Brothers Management provides to our program and the 3,000 intellectually disabled athletes we serve.

This year Michael Boucher, along with his wife Heather, is co-chairing our annual Inspire Greatness Awards gala, our largest fundraising event of the year. When asked to chair, there was not a question of what was involved, just a sincere answer yes.

I would be happy to further discuss the integrity of this company. I know that a relationship with Boucher Brothers Management will exceed expectations. They have exceeded mine to the benefit of those we serve.

Sincerely,

Mark E. Thompson Executive Director

### THE WESTIN DIPLOMAT

Hollywood, Florida

March 24, 2008

Letter of Recommendation Boucher Brothers Management, Inc.

I would like to take this opportunity to recommend an important preferred provider, Boucher Brothers, who actually functions as a partner with us at The Westin Diplomat Resort & Spa. The Boucher Brothers have been handling our Beach services and activities since June 2007.

The Boucher Brothers and staff share our Diplomat tradition and take great pride in offering the highest levels of service to both our transient and group guests that visit our Resort. The Boucher Brothers staff works alongside with our Managers and Pool Ambassadors to provide excellent service to our guest.

Please do not hesitate to contact me personally in the event you would like any additional information that might assist you with your determination regarding selecting a preferred provider.

Sincerely.

Mark Kukulski General Manager

The Westin Diplomat Resort & Spa The Diplomat Golf Resort & Spa

MMK/lms

EXECUTIVE OFFICE 3555 SOUTH OCEAN DRIVE, HOLLYWOOD, FL 33019 TEL: (954) 602-6000 FAX: (954) 602-8251

VISIT WWW.DIPLOMATRESORT.COM OR CALL 1-800-WESTIN-1



March 18, 2008

To Whom It May Concern:

I am pleased to write this letter of recommendation on behalf of Boucher Brothers Management. We have had the good fortune of working with the Brothers and their staff for 2 years and their service is invaluable to our hotel. Their 20 years of experience in the hotel and beach service industry sets them apart from the rest. Their professionalism and experience is apparent in the way they service our guests and tourists, as well as in their ability to drive revenue. Every year the Boucher Brothers set out to exceed the previous year's revenue totals and so far they have been successful at achieving this goal. They are very creative and have implemented up-selling opportunities such as the Luxury Sections, Sun Care products, Children's Play Area, Corporate Teambuilding, etc.

The Boucher Brothers are business savvy and have tremendous work ethics, which they pass down to their staff of professionals through customer service geared training. They pay great attention to detail and have efficient policies and procedures, which allows us to have a blended service transition from the hotel to the beach. Their Cash Handling Procedures allow them to handle large amounts of cash with minimal or no loss due to theft or mishandling, and this has led to noticeable financial success for our property. Additionally, I would like to point out that their Financial Statements are comprehensive and impeccable.

The Boucher Brothers have a hands-on approach to running their business and this has been priceless to us, as they are always available personally when we have needed their attention. It is a great pleasure to do business with them. It would be difficult to get by without their staff and the important service they offer. I highly recommend Boucher Brothers Management to any establishment Should you have any questions regarding this letter please do not hesitate to contact me.

Sincerely

Patrick Goddard, CHA

General Manager, the Savoy Hotel

President & Managing Director, Ocean Blue Hospitality LLC

www.savoymiami.com www.obhospitality.com



January 18, 2011

To whom it may concern

This will acknowledge that Boucher Brothers Management Inc. has had a concession agreement with The Ritz-Carlton, South Beach since December 2003 for the operation of our beach and water sports.

We have had a professional and cooperative relationship from the beginning and have found their organization to be helpful with our Ritz-Carlton clientele and all employees have conducted themselves in a 5 star manner. They are very reliable, extremely ethical, and very easy to work. We have also received many favorable guest comments regarding their services.

I have no problem in highly recommending Boucher Brothers Management to any prospective hotel looking for assistance with their beach programs.

Please feel free to call me if you have any questions.

Timur Senturk General Manager

Sincerely,



ONE LINCOLN ROAD, MIAMI BEACH, FLORIDA 33139 • (786) 276-4000



FONTAINEBLEAU MIAMI BEACH 305 538 2000 4441 COLLINS AVENUE MIAMI BEACH FL 33140 FONTAINEBLEAU.COM

January 18, 2011

To Whom It May Concern;

This letter is to express how pleased we here at Fontainebleau have been, and continue to be, with the services provided by Boucher Brothers Management.

Boucher Brothers Management is in its thirteenth year of providing comprehensive waterfront services to Fontainebleau's guests, including beach chair and umbrella rental and setup, food service, and on-the-water activities such as waverunner rentals and tours, banana boat rides, and parasailing. Their staff exemplifies the Fontainebleau fundamental of treating our guests with warmth and friendliness, and they are unfailingly upbeat and presentable.

The Boucher Brothers management/administrative team is wonderful to work with. They visit regularly to make sure operations are running smoothly, and we always look forward to seeing them, even if it's just to say "hello." They operate with integrity and have been excellent partners for Fontainebleau.

It gives me great pleasure to recommend Boucher Brothers Management for all of your waterfront recreational needs.

Sincerely,

Jøhn Rolfs

resident and General Manager



January 13th, 2011

Boucher Brothers Management, Inc. 420 Lincoln Road, Suite 265 Miami Beach, FL 33139

#### To Whom It May Concern:

On behalf of Marriott South Beach, I would like to recommend the services of Boucher Brothers Management for beach and pool operations. The Boucher Brothers have been working with us since opening in 2000. They have been a committed partner to our operation since then.

Please allow me to stress the excellent service and integrity the Boucher Brothers have brought to Marriott South Beach. In terms of customer service, I have to highlight their attention to detail and their follow up above all.

I highly recommend Boucher Brothers Management, and am confident in saying you will be more than pleased with their services.

If there is anything further you would like to discuss, please do not hesitate to contact me personally, at (786) 276-2004.

Sincerely,

Sam Crooke General Manager

Marriott South Beach

w south beach 2201 collins avenue miami beach, florida 33139 305 938 3000

ENFLORE WHO TELS.COM

SOUTH BEACH

January 13, 2011

To Whom It May Concern:

It gives me great pleasure to recommend Boucher Brothers Management, who is currently our WET and Beach operator.

Boucher Brothers has been with the W South Beach since its pre and post opening and has been a key contributor to the success of our WET and Beach area. Always professional, upbeat and courteous, the Boucher Brothers staff has greeted countless numbers of guests with a smile and great efficiency. They are liked and respected by all their colleagues.

Steven Boucher is always available with an open ear and we can count on him for anything we need. He communicates effectively as the liaison between W South Beach and his staff. Him and his staff always have a "take charge" attitude and it is contagious amongst others.

We highly encourage any hotel or venue wishing to utilize any pool, beach, or water sport activities to partner with Boucher Brothers.

Best Regards,

Albert L. Mertz Hotel Manager

#### DELANO

January 13, 2011

To Whom It May Concern:

Boucher Brothers Management has been managing the Delano pool and beach operations since 1997. They also oversee our beach and pool operation at The Shore Club and our newest property the Mondrian. Boucher Brothers Management has been an incredible asset and business partner in that time and has helped to maintain the integrity of the pool and beach experience. We would highly recommend Boucher Brothers Management as a business partner with your organization and are confident that they will bring the same level of professionalism and partnership to your organization.

Should you have specific question about Boucher Brothers Management, please do not hesitate to contact me directly.

All the best

JP Oliver

Regional Vice President General Manager Delano

A MORGANS HOTEL

1685 COLLINS AVENUE MIAMI BEACH FL 33139 PHONE 305 672 2000 FAX 305 532 0099

MORGANSHOTELGROUP.COM



January 18, 2011

To Whom It May Concern:

In my position as President/CEO of the Greater Miami & The Beaches Hotel Association I am writing this letter of recommendation on behalf of Boucher Brothers Management. Their involvement on a philanthropic and executive level throughout the last 18 years has been exceptional and most valuable. They have grown in the industry by means of slowly and steadily gaining the trust and respect of prominent hoteliers, local business owners, and leaders of vital community organization. Their extraordinary service and invaluable experience has afforded them the opportunity to venture from private clients (hotels and condominiums) to public clients (cities of Miami Beach and Virginia Beach, V.A).

Throughout the past 20 years the GMBHA has personally recommended and introduced the Boucher Brothers to several hotel owners and General Managers that have utilized (and continue to utilize) their pool/beach service with complete satisfaction. Their dedication, attention to detail, and hands on approach to their business has made all the difference between them and their predecessors. Tourists and locals are tended to and enjoy the beach in a comfortable, clean, and well-managed manner environment. Whether beach patrons are hotel guests or not, they are treated with unprecedented personal service. The City of Miami Beach has benefited greatly from Boucher Brother Services.

I am proud to be amongst the advocates of this fine company. Jim Boucher has been a member of GMBHA Board for many years and he and his brothers support our associations mission to unify our industry countrywide and provide and enhance visitor experience.

If I may be of additional service in providing information about Boucher Brothers Management please do not hesitate to contact me.

Sincerely,

Wendy E. Kallergis President/CEO



#### City of Virginia Beach

VBgov.com

STRATEGIC GROWTH AREA RESORT MANAGEMENT, SPECIAL EVENTS AND PARKING MANAGEMENT (757)-385-4800 FAX (757) 422-3666 TTY: 711 TOWNE BANK BUILDING 2101 PARKS AVENUE, SUITE 502 VIRGINIA BEACH, VA 23451

November 1, 2011

The Honorable Mayor John P. "Jack" Seiler
The Honorable Vice Mayor Bobby B. DuBose
The Honorable Commissioner Bruce G. Roberts
The Honorable Commissioner Charlotte E. Rodstrom
The Honorable Commissioner Romney Rogers
City of Fort Lauderdale
100 N. Andrews Avenue
Fort Lauderdale, FL 33301

Dear Honorable Mayor and Commissioners:

It is with great pleasure that I write this letter of recommendation on behalf of the Boucher Brothers.

They are currently under their second five-year franchise with the City of Virginia Beach. The Boucher Brothers were awarded the franchise based upon their experience and reputation for providing quality service. They currently manage the two and half mile beach rental operation between April and October. Because of several rental equipment and service recommendations the overall experience of our visitors has improved.

In addition, the Boucher Brothers have always responded in a timely manner to any customer issues. During the last six years their audited financial statements have shown an increase in sales each year.

I would highly recommend them to any municipal or private entity.

Sincerely,

W. Michael Eason Resort Administrator

WME/abb



November 15, 2011

To Whom It May Concern,

The Miami Beach Chamber of Commerce is very pleased to support the efforts of the Boucher Brothers Management, Inc. and attest to the excellence in their professional services and performance.

They have been longstanding members of the Chamber, served in leadership roles, and have contributed to the efforts of the Chamber through donations of time and services to further its mission. More specifically they have been the primary force behind the major efforts supporting the Chamber's Education Foundation which directly supports the International Baccalaureate program of Miami Beach High School.

Their work with the beachfront Hotels and the City beachfront concessions has been more than a business venture. The Boucher Brothers have been responsible for maintaining our biggest asset, our beach, in a safe and clean manner. They consistently participate in the efforts of the City to find ways to bring attention to maintenance efforts and work with all initiatives to service the stakeholders whether they are the local residents, hotels or special events.

I personally have supervised their work in my previous role of Asset Manager for the City of Miami Beach where I managed the contract they hold with the City. During that time the Boucher Brothers proved themselves to be invested partners in their business ventures rather than contracted vendors.

We consider the Boucher Brothers to be highly regarded partners in the City of Miami Beach and would recommend them without reservation in any venture they pursue.

2011-2012

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Stuart Weintraub — The Richmond Hotel

BOARD OF GOVERNORS

Bob Balsam, Global Spectrum Larry Barditch - Warren Henry Auto JC Carey, Coastal Car Worldwide Doug Carrillo, Morgans Hotel Group Brandon Cauff, Tristar Capital Charles Citrin, Citrin Financial Shannon Crowell, Jones Lang LaSalle Americas, Inc Shella Duffy Lehrman, Tropic Survival Rolee Eggerts, Best Buy JR Fenton, Jackson Agency Robert Finvarb, Marriott Courtyard - South Beach Laurent Fraticelli, Soho Beach House Sase Gjorsovski, Acqualina Resort & Spa on the Beach Isadore Havenick, Magic City Casino Alexander P. Heckler, LSN Partners Ken Hendel, Gallery Art Chris Hevia, Continental Group, Inc Daryl Johnson, Xcel Wines and Spirits Kobi Karp, Kobi Karp Architecture Ron Katz, KM Plaza Construction Jeff Klein, Fontainebleau Miami Beach Matthew Krieger, Bratter Krieger LLP Cristian LaCapra, Miami Dolphins Maria Mayer, Carlton Fields Vanessa Menkes, The Opium Group Albert Mertz, SLS Hotels Jirmy Morales, Stearns Weaver Miller Weissler Alhadeff Sitters Robert Newman, National Planning Corporation Brett Orlando, Equinox Stevan Pardo, Pardo and Gainsburg, P.A Jay Parker, Esg. Clear Title Group Fatima Perez, Akerman Senterfit Dr. Brian Shriner, Dean of Hospitality and Tourism, FIU Cliff Schulman, Weiss Serota Helfman, P.A David Siguaw, Eden Roc Renaissance Resort & Spa-Steven D. Sonenreich, Mount Sinai Medical Cente Jason Starkman, Epicure Market David Tornek, Meat Market Lyle Stern, Koniver Stern Group

CORPORATE EMERITUS

Joshua Wallack, Mango's Tropical Café

Jorge Gonzalez, City National Bank of Florida Maria Johnston, AT&T Florida Aletha Player, Florida Power and Light Steven D. Sonenreich, Mount Sinai Medical Center

Chief Operating Officer

Sincerely

Miami Beach Chamber of Commerce

1920 Meridian Avenue | Miami Beach, FL 33139 | 305.674.1300



March 25, 2008

#### TO WHOM IT MAY CONCERN:

In my position as President/CEO of The Greater Miami & The Beaches Hotel Association I'm writing this letter of recommendation on behalf of Boucher Brothers Management. I have personally known Jim, Michael, Perry and Steven Boucher since the inception of their business nearly 20 years ago. I have watched them grow in the industry by means of slowly and steadily gaining the trust and respect of prominent hoteliers, local business owners, and leaders of vital community organizations. Their extraordinary service and invaluable experience has afforded them the opportunity to venture from private clients (hotels and condominiums) to public clients (cities of Miami Beach and Virginia Beach, VA.).

Throughout the past 20 years I have personally recommended and introduced the Boucher Brothers to several hotel owners and General Managers that have utilized (and continue to utilize) their pool/beach service with complete satisfaction. Their dedication, attention to detail, and hands on approach to their business has made all the difference between them and their predecessors. Tourists and locals are tended to and enjoy the beach in a comfortable, clean, and well-managed environment. Whether beach patrons are hotel guests or not, they are treated with unprecedented personal service. The City of Miami Beach has benefited greatly from the Boucher Brothers services.

I'm proud to be amongst the advocates of this fine company. Jim Boucher has been a member of the CMBHA Board for many years and he and his brothers support our associations mission to unify our industry countrywide and provide an enhanced visitor experience.

If I may be of additional service in providing information about Boucher Brothers Management/please do not hesitate to contact me.

Sincerely.

Stuart L. Blumberg President & CEO



407 LINCOLN ROAD, SUITE 10G, MIAMI BEACH, FLORIDA 33139 (305) 531-3553 (800) SEE-MIAMI (800) 531-3553 (305) 531-8954 FAX http://www.gmbha.org e-mail: hotelier@msn.com



E 1910 512 NE 3rd Avenue, Fort Lauderdale, Florida 33301 • 954-462-6000 • Fax: 954-527-8766 • www.ftlchamber.com

November 16, 2011

To Whom It May Concern:

The Greater Fort Lauderdale Chamber of Commerce is pleased to support the efforts of the Boucher Brothers Management, and can attest first hand to the fine customer service this company provides on the beach.

We have seen a dramatic improvement to beach amenities and this service should continue with the Boucher Brothers.

We can also share with you that the Boucher Brothers have been and continue to be active Trustee members of the Chamber, contributing annually to our golf tournament and making it a huge success.

We consider the Boucher Brothers to be highly regarded partners in the City of Fort Lauderdale and wholeheartedly recommend they continue to provide a quality experience on the Fort Lauderdale beachfront.

Sincerely,

Daniel H. Lindblade, CAE President and CEO

Dan Lmilblade

### phr

PROFESSIONAL HOSPITALITY RESOURCES

November 18, 2011

City of Fort Lauderdale 100 N Andrews Avenue Fort Lauderdale, FL 33301

To: Mayor John P. "Jack" Seiler
Honorable Commissioner Bruce G. Roberts
Honorable Commissioner Charlotte E. Rodstrom
Honorable Commissioner Bobby B. DuBose
Honorable Commissioner Romney Rogers

Located on premium oceanfront properties, the Ramada on the Beach, as well as the Hilton Virginia Beach Oceanfront have enjoyed a prosperous working relationship with the Boucher Brothers and Sunrise Beach Services.

With the beach being a primary attraction, we have worked with this company to create a special hospitality experience, specifically in the luxury-level sector. The Boucher Brothers fully understand what a hotel guest desires in their vacation and how to incite their return to our properties.

The Boucher Brothers have treated our investment as their own. Any service offered has been executed to the standards that we expect our own staff to uphold. We are thankful that they are part of our team at the Hilton Virginia Beach Oceanfront and the Ramada on the Beach and intend to include them in our future, as we continue to change the face of Virginia Beach, VA.

Thank you,

Vice President of Operations

Professional Hospital Resources, Inc.

932 Laskin Road • Virginia Beach, Virginia 23451 • 757-491-3000

#### **Philanthropic Endeavors**

The Brothers have always made a concerted effort to give back to the communities they serve, through offering new programming and services, and partnering with local charitable and civic organizations as well as government agencies.

Some of the Charities and Civic organizations we work with are:

- Fort Lauderdale Chamber of Commerce (Trustee Member)
- Greater Miami & the Beaches Hotel Association (Board Member)
- Miami Beach Chamber of Commerce (Executive Board Member, Governor Emeritus & Pillar Trustee)
- Greater Miami Convention and Visitors Bureau (Member)
- Key Biscayne Chamber of Commerce (Member)
- Miami Beach Kiwanis Club (Board of Directors)
   The Boucher family specially recognized
   March 2008
- Miami Beach Police Athletic League (Member)
- Police Benevolent Association (Member)
- Miami Beach Golf Tournament Title sponsor 2008. 13 year sponsor
- Dade Human Rights (Contributor)
- Special Olympics (Contributor) Michael Boucher is Chairman of "Inspire Greatness" event April 2008
- Red Cross (Contributor)
- Children Autism Foundation (Contributor)
- Neighbors 4 Neighbors (Contributor)
- Mount Sinai Medical Center Foundation (Founder)
- Mapet Foundation (Contributor)
- David Posnack Hebrew Day school (Contributor)
- Dade Christian School Foundation (Contributor)
- Cystic Fibrosis Foundation (Contributor)
- City of Deerfield Beach/Ocean Rescue (Contributor)

- Children's Miracle Network (Contributor)
- Broward County PBA (Contributor)
- Big Brothers Big Sisters of Greater Miami (Contributor)
- Bay Point School (Contributor)
- American Cancer Society (Contributor)
- Make a Wish Foundation (Contributor)
- Transplant Foundation Inc. (Contributor) Title Golf Sponsor
- Hope for Kids (Contributor)
- Leo Foundation (Contributor)
- March of Dimes (Contributor)
- National Multiple Sclerosis Society (Contributor)
- Nativity Catholic School (Contributor)
- Ocean Drive Improvement Association (Contributor)
- Parkway Christian Society (Contributor)
- Pines Police Athletic Center (Contributor)
- Reach for the Stars Foundation (Contributor)
- Replant Broward Foundation (Contributor)
- South Florida Hispanic Chamber Foundation (Contributor)
- St John Neumann Catholic Church (Contributor)
- National Lifeguard Association
- Hollywood Chamber of Commerce
- Alonzo Mourning Family Foundation (Board Member)

#### **BID/PROPOSAL CERTIFICATION**

<u>Please Note:</u> If responding to this solicitation through BidSync, the electronic version of the bid response will prevail, unless a paper version is clearly marked **by the bidder** in some manner to indicate that it will supplant the electronic version. All fields below must be completed. If the field does not apply to you, please note N/A in that field.

If you are a foreign corporation, you may be required to obtain a certificate of authority from the department of state, in accordance with Florida Statute §607.1501 (visit http://www.dos.state.fl.us/).

Company: (Legal Registration) Boucher Brothers Beach Management Fort Lauderdale, LLC

Address: 1605	N.E. 17th Av	enue								
City: Fort La	uderdale				_State: _	FL	_Zip:	333	05	
Telephone No	954-520-431	BFAX No	954-565-4	4093	_Email:	perry	928@b	ellsou	th.net	
Delivery: Calend	ar days after recei	pt of Purchas	e Order ( <b>se</b>	ction 1.0	2 of Gen	eral Con	ditions):			
	nt <b>(section 1.05 o</b> ualify for MBE or V						N	IBE	WBE	
ADDENDUM AC included in the p	KNOWLEDGEME roposal:	NT - Propose	er acknowle	dges tha	t the folio	owing add	enda ha	ve been	received an	nd ar
Addendum No.	Date Issued		um No. D							
#1	1-13-17		<u>1-26-1</u> 7) _			#4			2-23-17)	
#2 #3	<u>1-13-17</u> 1-13-17	(made on	2-6-17) 2-23-17)	79	_	#5	(n	na <u>de on</u>	<u>2-28</u> -17)	
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all instructions, of have read all att proposal I will a specifications of a response, that exemplary dama to public adverti- amount of Five	tory hereby agrees conditions, specific achments includir accept a contract this bid/proposal. in no event shall iges, expenses, or sement, bid confe Hundred Dollars or the City's protes	cations addering the specific if approved The below signification the City's lial lost profits a rences, site (\$500.00).	nda, legal accations and by the Ci- gnatory also cility for respirising out of visits, evalutions limitation.	dvertisem fully und ty and s hereby a pondent's f this con lations, o	ent, and lerstand such acc agrees, b s direct, i apetitive ral prese not apply	condition what is re eptance ( y virtue of ndirect, in solicitations, y to claim	s contail equired covers a submitti cidental, n process or award	ned in the By subneal	ne bid/propo- nitting this s , conditions empting to s uential, spec ng but not li dings excee	sal. signe , an subm cial c imite
Submitted by:  Charles  Name (printed)  2-23	B. PERRL	)——		Signatu		3	) <del>-</del>			
Date:	, , , ,			Title	TRAI.	DENT				

Fill out the qualifications for this agency. \( \screen \) Click here

#### Addendum # 1 - made on Jan 26, 2017 12:51:52 PM EST

Description/Bid Comments: (Information was added)

Removed Documents: Local Preference Certification.doc

Removed Documents: Contractor Payment by P-Card Form.doc.docx

Removed Documents: 375-11842 Beach Equipment Rental Concession 1-13.docx

New Documents: 375-11842 Beach Equipment Rental Concession 1-26.docx

New Documents: 11842 Addendum No 1..doc

#### Addendum # 2 - made on Feb 06, 2017 12:41:46 PM EST

Description/Bid Comments: (Information was added)

Removed Documents: 11842 Addendum No 1..doc

New Documents: 11842 Addendum No 1..doc New Documents: 11842 Addendum No 2.doc

New Documents: 375-11842 Beach Equipment Rental Concession Sign in Sheet.pdf

#### Addendum # 3 - made on Feb 13, 2017 3:12:37 PM EST

Previous Bid End Date:Feb 14, 2017 2:00:00 PM New Bid End Date:Feb 28, 2017 2:00:00 PM

EST

Description/Bid Comments: (Information was added)

New Documents: 11842 Addendum No 3.doc

#### Addendum # 4 - made on Feb 23, 2017 4:34:09 PM EST

Description/Bid Comments: (Information was added)

New Documents: FTL Beach Chair Concession 2016 102416 11x17.pdf

New Documents: FTL Beach Chair Concession2016 Split Window102416 11x17.pdf

#### Addendum # 5 - made on Feb 28, 2017 1:16:53 PM EST

Previous Bid End Date:Feb 28, 2017 2:00:00 PM New Bid End Date:Mar 03, 2017 2:00:00 PM EST

201

Description/Bid Comments: (Information was added)

New Documents: 11842\_Addendum No 4.doc

#### **SECTION VI - PROPOSAL PAGE**

Proposer Name: Boucher Brothers Beach Management Fort Lauderdale, LLC
Proposer agrees to supply the products and services at the prices bid below in accordance with the terms, conditions and specifications contained in this RFP.
Year One: Guaranteed annual franchise fee:
\$ 413,250.00 (minimum acceptable \$363,250)
Year Two: Guaranteed Annual franchise fee:
\$(minimum acceptable \$381,400)
Year Three: Guaranteed Annual franchise fee:
\$(minimum acceptable \$400,500)
Year Four: Guaranteed Annual franchise fee:
\$(minimum acceptable \$420,500)
Year Five: Guaranteed Annual franchise fee:
\$(minimum acceptable \$441,500)
Total five (5) year annual franchise fee:
\$(minimum acceptable (\$2,007,150)
Name (printed)  Signature
2-23-17 President
Date Title

#### **NON-COLLUSION STATEMENT:**

By signing this offer, the vendor/contractor certifies that this offer is made independently and *free* from collusion. Vendor shall disclose below any City of Fort Lauderdale, FL officer or employee, or any relative of any such officer or employee who is an officer or director of, or has a material interest in, the vendor's business, who is in a position to influence this procurement.

Any City of Fort Lauderdale, FL officer or employee who has any input into the writing of specifications or requirements, solicitation of offers, decision to award, evaluation of offers, or any other activity pertinent to this procurement is presumed, for purposes hereof, to be in a position to influence this procurement.

For purposes hereof, a person has a material interest if they directly or indirectly own more than 5 percent of the total assets or capital stock of any business entity, or if they otherwise stand to personally gain if the contract is awarded to this vendor.

In accordance with City of Fort Lauderdale, FL Policy and Standards Manual, 6.10.8.3,

- 3.3. City employees may not contract with the City through any corporation or business entity in which they or their immediate family members hold a controlling financial interest (e.g. ownership of five (5) percent or more).
- 3.4. Immediate family members (spouse, parents and children) are also prohibited from contracting with the City subject to the same general rules.

Failure of a vendor to disclose any relationship described herein shall be reason for debarment in accordance with the provisions of the City Procurement Code.

NAME	RELATIONSHIPS

In the event the vendor does not indicate any names, the City shall interpret this to mean that the vendor has indicated that no such relationships exist.

MB/2 2-23-17



#### CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY) 01/27/2017

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 if SUBROGATION IS WAIVED, subject this certificate does not confer rights to	to the te	rms and conditions of the	ne policy, c	ertain p	olicies may	NAL INSURED prequire an ende	provisions or orsement. A	be endorsed. statement on
PRODUCER					J Baumwoll			
StateFarm Chuck Forum Agency			PHONE (A/C, No, Ext):	954-46	3-1488		FAX (A/C, No): 954	-463-2713
910 E Broward Blvd			ADDRESS:	nannette(	@chuckforum	i.com		7
Ft Lauderdale, Fl. 3330	1			INS	URER(S) AFFOR	DING COVERAGE		NAIC#
<u> </u>			INSURER A:	State Fa	rm Mutual Au	ıtomobile İnsurar	nce Company	25178
INSURED			INSURER B:					* **
Perry, Charles			INSURER C:					
1605 NE 17 Ave			INSURER D:					
Ft Lauderdale, Fl. 33305			INSURER E :					
COVED LOCAL CERT	TIFICATE	MIMPED.	INSURER F :			REVISION NUN	ADED.	
THIS IS TO CERTIFY THAT THE POLICIES INDICATED. NOTWITHSTANDING ANY RECERTIFICATE MAY BE ISSUED OR MAY EXCLUSIONS AND CONDITIONS OF SUCH	OF INSUI EQUIREME PERTAIN, POLICIES.	NT, TERM OR CONDITION THE INSURANCE AFFORD LIMITS SHOWN MAY HAVE	OF ANY CO ED BY THE BEEN REDU	ONTRACT POLICIE ICED BY I	THE INSURI OR OTHER S DESCRIBE PAID CLAIMS.	ED NAMED ABOV	VE FOR THE F	O WHICH THIS
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DED RETENTION \$						LDED I	\$	
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CERTIFICATE HOLDER			CANCELL	ATION				
SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.								
3			AUTHORIZED	REPRESE	TATUE SU	umud		
			9	6.19	88-2015 ACC	ORD CORPORA	ATION All ri	ahts reserved.

ACORD 25 (2016/03)

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1001486 132849.12 03-16-2016



#### CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY) 2/25/2016

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 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 noider in lieu of such endorsement(s).			***	
PRODUCER	CONTACT NAME:			
Risk Management Underwriters, Inc.	PHONE (A/C, No. Ext):630-	928-4700	FAX (A/C, No):	•
1420 Kensington Road Suite 114	1 E SEAR		//USolutions.com	
IOak Brook IL 60523	ADDRESS: NIVIOC		ORDING COVERAGE	NAIC#
	INSURER A :Tech			42376
INSURED 1227	INSURER B :Weso			25011
Cohesive Networks, Inc. Alt Empl:	INSURER C :			
BOUCHER BROTHERS MANAGEMENT, INC.	INSURER D :			
/4224 /West Henderson Blvd Tampa FL 33629	INSURER E :			ĺ
1611pa / E 00020	INSURER F:			
COVERAGES CERTIFICATE NUMBER: 103	8611136		REVISION NUMBER:	
THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BY INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR COCERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN IN	ONDITION OF ANY CONTRAC AFFORDED BY THE POLIC MAY HAVE BEEN REDUCED B	OT OR OTHER SIES DESCRIBE BY PAID CLAIMS	DOCUMENT WITH RESPECT TO ED HEREIN IS SUBJECT TO ALI S.	O WHICH THIS
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OFFICERMEMBER EXCLUDED?			EL DISEASE - EA EMPLOYEE \$1,000	
if yes, describe under DESCRIPTION OF OPERATIONS below		] [	E.L. DISEASE - POLICY LIMIT   \$1,000	
		1		
ESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional	Remarks Schedule, If more space is	required)		
ocation Coverage Period: 3/1/2016 - 3/1/2017				
overage is provided for only those employees leased to but not		Clinate #222	4E	
OUCHER BROTHERS MANAGEMENT, INC. 1451 Ocean Drive	,whathi beach, FL,33 139	-CII <del>C</del> III #2204	+5	
ERTIFICATE HOLDER	CANCELLATION			
CITY OF FT LAUDERDALE.		DATE THEF	SCRIBED POLICIES BE CANCELL REOF, NOTICE WILL BE DEI PROVISIONS.	
100 N ANDREWS AVE FT LAUDERDALE FL 33301				
I I ENOBERDALE I E 3000 I	AUTHORIZED REPRESEN	ITATIVE		

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ACORD 25 (2010/05)

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#### CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY) 6/14/2016

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(les) must 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).

certificate noider in	Heu of Such e	endorsement(s).			
PRODUCER			CONTACT Maria Benitez		
Jackson Insuran	ce Agency		PHONE (AIC. No. Ext): (305) 824-3464	FAX (A/C, No): (305) 8	22-8535
2075 West 76th	\$t		E-MAIL ADDRESS: mbenitez@jacksonagency.com	n.	
			INSURER(S) AFFORDING COVERAGE		NAIC #
Hialeah	FL	33016	INSURER A AIX Specialty Insurance C	0.	
INSURED			INSURER B: Travelers Insurance Co.		
Boucher Brother	s Manageme	int Inc.	INSURER C:Starstone Specialty Insur	ance Co.	
1451 Ocean Drive	2		INSURER D:Prime Insurance Co.		12588
Suite 205			INSURER E Essex Insurance Co.		
Miami Beach	FL	33139	INSURER F:		
COVERAGES		CERTIFICATE NUMBER:16-17 BB	Management Inc REVISION NU	MBER:	
THIS IS TO CERTIFY	THAT THE POL	ICIES OF INSURANCE LISTED BELOW H	IAVE BEEN ISSUED TO THE INSURED NAMED ABO	VE FOR THE PO	LICY PERIOD

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.

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							Medical payments-Emergency	\$	10,000
	X UMBRELLA LIAB CCCUR	1	1	26386D162ALI	,		SACH OCCURRENCE	\$	5,000,000
С	EXCESS LIAB CLAIMS-MADE			Scheduled Locations Only		Ĺ	AGGREGATE	\$	5,000,000
	DED X RETENTION\$ 0				6/13/2016	6/13/2017	Products/Completed Ops	\$	5,000,000
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY Y/N	J	j		]		PER OTH- STATUTE ER		
	ANY PROPRIETOR/PARTNER/EXECUTIVE	ALA	İ				E.L, EACH ACCIDENT	\$	
- 1	(Mandatory In NH)		Ì			L	E.L. DISEASE - EA EMPLOYEE	\$	
	If yes, describe under DESCRIPTION OF OPERATIONS below		<u> </u>				E.L. DISEASE - POLICY LIMIT	\$	
D	Personal Watercraft	(	Ís	SC1603519-0	3/6/2016	3/6/2017	Per Accident		2,000,000
E	Inland Marine		] 1	IMS35171	7/11/2015	7/11/2016	Misc Property		1,709,090
	THE COURT OF THE C								

DESCRIPTION OF OPERATIONS/LOCATIONS/VEHICLES (ACORD 101, Additional Remarks Schedule, may be effected I more space is required).

Certificate Holder is listed as additional insured with respects to General Liability when required by contract subject to the terms, conditions, and exclusions of the policy.

CERTIFICATE HOLDER	CANCELLATION
City of Fort Lauderdale 100 North Andrews Ave Fort Lauderdale, FL 33301	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
	Ed Jackson/MARIAB

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### FORT LAUDERDALE BUSINESS TAX YEAR 2016-2017

BUSINESS TAX DIVISION 100 N. Andrews Avenue, 1st Floor, Fort Lauderdale, Florida 33301 (954) 828-5195

Business Name: BOUCHER BROTHERS BEACH MFT FTL LLC Business ID: 9900872 Business Address: 1605 NE 17 AVE
Tax Category: RENTAL SVC-NOT IN CONNECTION WARRENTANTED TO THE RENTAL SVC-NOT IN CONNECTION WARRENT TO THE RENTAL SVC-NOT IN CONNECTION WARRENT TO THE RENTAL SVC-NOT IN CONNECTION WARRENT TO THE RENTAL SVC-NOT IN CONNECTION WARRENT TO THE RENTAL SVC-NOT IN CONNECTION WARRENT TO THE RENTAL SVC-NOT TO Fee:

> BOUCHER BROTHERS BEACH MFT FTL LLC CHARLES PERRY 1605 NE 17 AVE FORT LAUDERDALE, FL 33305

#### \*\*\*DETACH AND POST THIS RECEIPT IN A CONSPICUOUS PLACE\*\*\*

Business ID:
Tax Number:
Business Name:
Business Address:
Business Owner:

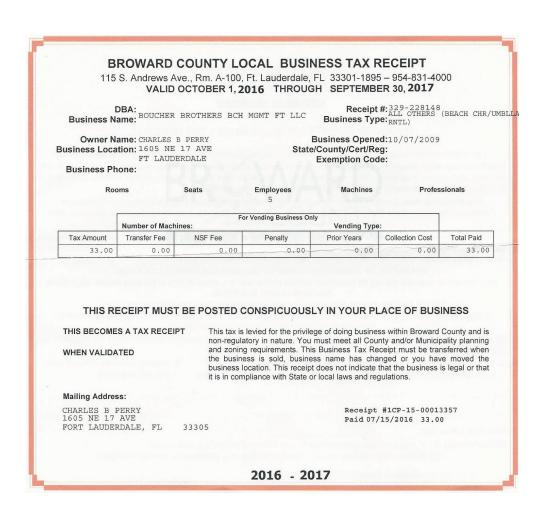
9900872
730182
BOUCHER BROTHERS BEACH MFT FTL LLC
1605 NE 17 AVE
PERRY, CHARLES

- This Receipt is issued for the period commencing October 1st and ending September 30th of the years shown above.
- If you have moved out of the city, please provide a written statement.
- A transfer of business location within the city limits is subject to zoning approval. Please complete a Business Tax Transfer Application and bring it to our office to obtain the necessary approval.
- A Transfer fee applies of 10% of the annual business tax fee. The fee shall not be less than \$3.00, nor greater than \$25.00.
- If you have sold your business, please provide us with a copy of the Bill of Sale.

Please be advised that this issuance of a Business Tax Receipt establishes that the business you intend to conduct is a use permitted by the City Zoning Code for the location at which you intend to operate. The issuance of a Business Tax Receipt in no way certifies that the property located at this address is in compliance with other provisions of the City Code of Ordinances.

> **BUSINESS TAX DIVISION** 100 N. Andrews Avenue, 1st Floor, Fort Lauderdale, Florida 33301 TEL (954)828-5195 FAX (954)828-5881 WWW.FORTLAUDERDALE.GOV

Rev. 5/20/2016



#### 2017 FLORIDA LIMITED LIABILITY COMPANY ANNUAL REPORT

DOCUMENT# L08000055470

**Entity Name: BOUCHER BROTHERS BEACH MANAGEMENT FORT** 

LAUDERDALE, LLC

**FILED** Feb 08, 2017 **Secretary of State** CC3350551479

**Current Principal Place of Business:** 

1605 NE 17TH AVENUE FORT LAUDERDALE, FL 33305

**Current Mailing Address:** 

1605 NE 17TH AVENUE FORT LAUDERDALE, FL 33305

FEI Number: 26-3102768

Certificate of Status Desired: No

Name and Address of Current Registered Agent:

WATTS-FITZGERALD, ABIGAIL C % HUNTON & WILLIAMS LLP 1111 BRICKELL AVENUE, STE. 2500 MIAMI, FL 33131 US

The above named entity submits this statement for the purpose of changing its registered office or registered agent, or both, in the State of Florida.

SIGNATURE:

Electronic Signature of Registered Agent

Date

Authorized Person(s) Detail:

Title Name

Title

VΡ

PERRY, CHARLES

Name

BOUCHER, MICHAEL

Address

1605 NE 17TH AVENUE

Address

1605 NE 17TH AVENUE

City-State-Zip: FORT LAUDERDALE FL 33305

City-State-Zip:

FORT LAUDERDALE FL 33305

Title

VP

Name

BOUCHER, PERRY

Address

1605 NE 17TH AVENUE

City-State-Zip: FORT LAUDERDALE FL 33305

I hereby certify that the information indicated on this report or supplemental report is true and accurate and that my electronic signature shall have the same legal effect as if made under oath; that I am a managing member or manager of the limited liability company or the receiver or trustee empowered to execute this report as required by Chapter 605, Florida Statutes; and that my name appears above, or on an attachment with all other like empowered.

SIGNATURE: CHARLES B. PERRY

**PRESIDENT** 

02/08/2017

Electronic Signature of Signing Authorized Person(s) Detail

Date



#### **ADDENDUM NO. 1**

RFP No. 375-11842

TITLE: Beach Equipment Rental Concession

ISSUED: January 13, 2017

This addendum is being issued to make the following changes:

- Updated Bid Specification to correct the Frame Finish Color from "Parchment" to "Sonora" in Section 3.6 – Equipment - A. Beach Lounge Chair.
- 2. Corrected percentage in Section 3.18 Additional Amenities
- 3. Removed references of Local Business Preference Sections 2.18, and 4.2.8 Required Form.
- 4. Removed "Contract Payment Method by P Card" Form
- 5. All other terms, conditions and specification remain unchanged.

Ginah Joseph Procurement Specialist II

Boucher Brothers BEACH MANAJEMENT FORT LANDERDALE, LLC
(Please print)

Bidder's Signature:

Company Name:

Date: 2-23-17



#### **ADDENDUM NO. 2**

RFP No. 375-11842

TITLE: Beach Equipment Rental Concession

ISSUED: January 13, 2017

This addendum is being issued to make the following changes:

- 1. Uploaded "Sign-in Sheet"
- 2. Corrected "Issued Date" on Addendum No. 1
- 3. All other terms, conditions and specification remain unchanged.

Ginah Joseph Procurement Specialist II

Company Name:

Boucher Brothers BEACH MANASEMENT FORT LANDERDALE	MC
(Please print)	

Bidder's Signature:

Date: 2-23-17



#### **ADDENDUM NO. 3**

RFP No. 375-11842

TITLE: Beach Equipment Rental Concession

ISSUED: January 13, 2017

This addendum is being issued to make the following changes:

- 1. Extended RFP End Date to February 28th, 2017 at 2:00 pm
- 2. All other terms, conditions and specification remain unchanged.

Ginah Joseph Procurement Specialist II

Company Name:

Boucher	Brothers	BEACH	MANAGEMENT	Fort LASSACOale	LLC
			(Please print)	,	

Bidder's Signature:

Date: 2-23-17

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#### **ADDENDUM NO. 4**

RFP No. 375-11842

TITLE: Beach Equipment Rental Concession

ISSUED: February 28th, 2017

This addendum is being issued to make the following changes:

- 1. Extended RFP End Date to March 3, 2017 at 2:00 pm
- 2. All other terms, conditions and specification remain unchanged.

James Hemphill Sr. Procurement Specialist

Company Name:

Bocker Brothers	BEACH MANAGEMENT	Fort LAUSERDAK LLC
	(Please print)	•

Bidder's Signature:

Date: 3-1-1-



