

Blue Moon Outdoor Center

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#4704
Fort Lauderdale, FL 33304

Item #	Line Item	Notes	Unit Price	Qty/Unit	Attch. Docs
12592-525--01-01	Percentage of monthly gross concession receipts net of sales tax	Supplier Product Code: Watersports Concession - Blue Moon Outdoor Adventures	First Offer - 25.00%	1 / each	25.00% Y
Supplier Total					\$0.00

Blue Moon Outdoor Center

Item: **Percentage of monthly gross concession receipts net of sales tax**

Attachments

Response to BID 12592-525 Blue Moon Outdoor Adventures.pdf

Response to BID for Watersports Activities Rental Concession
(Motorized & Non-Motorized)

Due: November 16th 2021



Prepared by
Blue Moon Outdoor Center LLC DBA Blue Moon Outdoor Adventures
Lauren Ridley
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4.2.2 Executive Summary

General information

Business Name: Blue Moon Outdoor Center LLC DBA Blue Moon Outdoor Adventures

Mailing Address: 1201 N Federal HWY 4704 Fort Lauderdale FL 33304

Phone: 954-781-0073

Website: www.bluemoonkayak.com

Contact: Lauren Ridley 954-299-5134 lauren@bluemoonoutdoor.com

Business Hours: 7 Days a week 9am to Sunset (Summers as late as 8pm, Winters 5pm)

Business Location: Local business HQ in Fort Lauderdale at George English Park 1101 Bayview Drive Fort Lauderdale FL 33304

Business Incorporated: December 2nd, 2004

Office Location: George English Park and Marina 1101 Bayview Drive Fort Lauderdale FL 33304

Parent Company: Blue Moon Outdoor Center LLC

Business License: Blue Moon Outdoor Center is Authorized to work in the State of Florida, see sunbiz doc attached.

Document Number L04000086992

FEI/EIN Number 84-2691014

Summary

We thank the City of Fort Lauderdale for the opportunity to respond to the Solicitation 12592-525 to continue Watersports Activities Rental Concession (non-motorized and motorized) and grow with both non-motorized and motorized rentals and tours at George English Park and Coontie Hatchee Park.

All ideas and concepts expressed in this proposal are open to discussion and negotiation with the City of Fort Lauderdale and are not meant to be the final business plan but rather as an initial presentation of ideas for revenue generation. Furthermore, we understand that changes within increase and decrease of level of service may be required if market conditions necessitate upon approval from the City of Fort Lauderdale.

Blue Moon Outdoor Center LLC DBA Blue Moon Outdoor Adventures (BMOA) has been operating state and city concessions for watersports activities in South Florida since 2004. Contracts included Oleta River State Park – North Miami, John U Lloyd State Park—Hollywood, City of Wilton manors, City of Hollywood and the City of Fort Lauderdale. Currently BMOA is the incumbent for this bid since 2017 and additionally holds contracts for the City of Oakland Park and Broward County Ren-Fest as well as a commercial location in Monroe County.

BMOA is seeking a five (5) year contract with two (2) one (1) year renewal options. BMOA will operate both non-motorized and motorized (Jet Ski/Efoils) out of George English Park Boat Ramp at 1101 Bayview Drive Fort Lauderdale FL 33304 and non-motorized activities from Coontie Hatchee park at 1116 SW 15th Ave, Fort Lauderdale, FL 33312. George English Park will remain the main location and headquarters for BMOA's continued operations and Coontie Hatchee will be an added satellite location.

BMOA's primary work scope is and will continue to be non-motorized sports activities including kayak, canoe, paddleboarding, and waterbikes rentals, tours, and classes. BMOA also proposes to add summer

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and winter camp programming for Sailing and Rowing camps and Private Lessons as additional non-motorized activities. BMOA plans to invite subcontractors to assist with this contract for Jet Ski rentals (tours), and waterbikes. All subcontractors will report directly to BMOA and BMOA will maintain these relationships to provide a seamless appearance for customers on location. BMOA will also provide monthly reviews of the subcontractors to ensure they are meeting the high-quality standards that BMOA and the City of Fort Lauderdale strive for.

BMOA would also like to include pontoon boat rentals and tours as well as eFoils to this solicitation if the city allows it.

BMOA is offering the City of Fort Lauderdale 25% of net sales from all activities in the parks listed above, as requested by the City of Fort Lauderdale. BMOA will also offer up to \$75,000 in capital improvements between both park locations. Capital improvements will include permanent storage solutions for both non-motorized and motorized equipment, two directional kiosks for the park patrons, eco-friendly restoration and renourishments to the beach and grass areas by the launching area at George English, ADA walkway and ramp to the water for launching kayaks, floating docks for jet ski storage and the chase boat, a 6'x8' addition to the tiki hut for jet ski check-in, and a changing station and porta john for the West side of George English Park for Park patrons.

Blue Moon Outdoor Adventures has the experience and the vision for George English Park to meet the needs of park patrons by providing access to high quality watersports activities and will be the best provider to continue serving the City of Fort Lauderdale. Below are main highlights of why the City of Fort Lauderdale should award Blue Moon Outdoor Adventures this contract again

- *Best for the City*—There will be no interruption of service to residents
- *Validated Highest Quality Provider*—Excellent 5 Star ratings across all review platforms, unlike other providers in the City of Fort Lauderdale
- *3rd Party Approval and Validation*—Greater Fort Lauderdale Convention & Visitors Bureau (GFLCVB) chose BMOA as the Exclusive Kayak and Paddleboard tour provider for the for Media, Travel Agents, and VIP Clients
- *Eco-tourism*—BMOA has a proven priority to focus on eco-tourism and “*Leave No Trace*” ethics which is extremely popular with our residents (See recent photo below City officials and residents)



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- *BMOA started George English watersports up from scratch into a successful concession for the City of Fort Lauderdale*—BMOA has the proven ability to grow the concession at this site
- *Owner has a MS Ed (Sport Administration)*—which background has been proven to be innovating and successful ensuring the continued mature and responsible growth of the concession
- *“WearIt” Florida*—Owner and BMOA has extensive training with American Canoe Association (ACA) and supports the *“WearIt Florida”* campaign by mandating all customers to always wear PFDs
- As the incumbent of the original 2017 and 2018 contract,—BMOA has gained extensive knowledge of George English Park and surrounding waterways which enables BMOA uniquely suited to understand both the advantages and limitations of the site

We look forward to continuing our partnership with the City of Fort Lauderdale and bring enhanced services to George English Park & Coontie Hatchee Facilities. With our 20+ years of experience and qualifications, we are confident that we will continue to be successful in servicing the local community and our visitors to the Greater Fort Lauderdale area.



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4.2.3 Experience and Qualifications

Overview of Blue Moon Outdoor Center LLC

Blue Moon Outdoor Center has been in business since 2004, previously known as Full Moon Kayak Co. established in 2001. The business has a total of 20 years of kayak and paddleboard vendor service experiences with the city, county, and state parks of Florida. See detailed dates and locations listed below. December 2017, Blue Moon Outdoor Adventures was created as a D/B/A to serve the City of Fort Lauderdale agreement.

BMOA and its staff have expert knowledge as the incumbent on George English Park and its surrounding waterways of the Middle River, The Seven Isles, Victoria Park, the New River and the Intracoastal Waterways (ICW). All staff are trained to know key landmarks on the water to help customers either in person or over the phone as needed in addition to providing maps, tides, and weather conditions to all customers. Not only is safety a top priority for BMOA and its staff but we strive to provide a “White Glove” service to our customers with the TOP Customer Service and additionally will be adding the NEW Sunational Service Training for all staff once it become available in 2022 to all staff and subcontractors.

BMOA has a deep connection with the City of Fort Lauderdale and its environment. We participate in monthly waterway cleanups throughout Broward and always educate our paddlers to help make a difference in fighting against water pollution issues and “Leave No Trace” ethics. We hire expert marine biologist as specialty tour guides and train all our guides when they are on a tour to include in our interpretation of information that help educate. Programs like including a recycle bin next to the trash barrel, hand out samples of reef safe sunscreen and many others are constantly being done at Blue Moon.

Full Moon Kayak Co. 2001 – 2004
 City of Fort Lauderdale, City of Wilton Manors, City of Hollywood, School Board of Broward County

- Kayak guided tours – eco-tours and full moon kayak tours
- Kayak youth program
- Kayak instructional classes
- Special event for water related activities

Blue Moon Outdoor Center, LLC 2004 - 2015
 Oleta River Florida State park – Official Concessionaire

- Kayak, canoe, paddle board and Mountain bike rentals
- Guided tours & instructional classes for kayak, paddle board and mountain bike
- Retail Merchandise sales - pre-packaged
- Vending machine service
- Restaurant Management- Historic Blue Marlin Fish House
- Event Management Services
- Film Shoot Management (Burn Notice, The Glades and more)

Blue Moon Outdoor Center D/B/A 2010 - 2012
 Loggerhead Café
 John U Lloyd State park - Official Concessionaire

- Kayak, canoe, paddle board, and Mountain bike rentals

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- Guided tours & instructional classes kayak, paddle board, and mountain bike
- Retail Merchandise sales - pre-packaged
- Vending machine service
- Restaurant Management
- Event Management services
- Film Shoot Management Services (Burn Notice, and more)

Blue Moon Outdoor Center D/B/A 2017 – current

Blue Moon Outdoor Adventures

City of Fort Lauderdale Official Concessionaire at George English Park

- Kayak and paddleboard rentals
- Guided kayak tours for corporate clients, private events, and summer camps
- Special events with non-profit organizations
- Event Sponsors for City Events such as Pirate Festival, Local Sports Teams, etc.

Blue Moon Outdoor Center D/B/A 2019-current

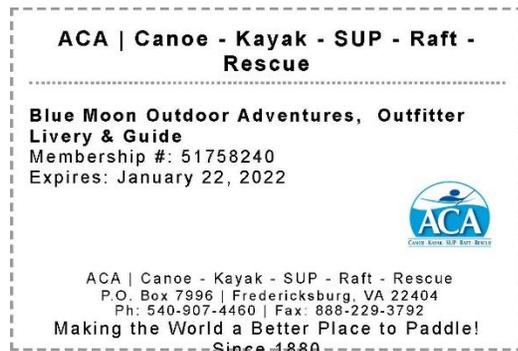
Blue Moon Kayak Key West

- Commercial leased location for Kayak and Paddle board Rentals and Tours
- Vendor and sponsor for big events such as the Key West Poker Run, Fantasy Fest, and Alligator Lighthouse swim and paddle.
- Adopted Cow Key Channel to maintain and clean throughout the year
- Partner with Reef Relief for waterway clean ups
- Partnered with Lauderdale Jet Ski Adventures for Dock space in Sept 2021

Blue Moon Outdoor Center LLC 2020-current

Ren-fest Vendor via Broward County

- Exclusive watersports contract for gaming activities
- Provide Pirate Themed Kayaking and Canoes for games of all ages



Owner, Lauren Ridley

City of Fort Lauderdale resident 33316

Summary

Small business owner; Premier leader in customer service as an Award Recipient of the Sunsational Service Award, Top ranked sales representative, and leader. Leverages resources to successfully build and grow new businesses and partnerships. Has successfully expanded BMOA to hold two additional government contracts and a commercial location in Key West since 2019.

**Education**

Strayer University, Jack Welch Management School 2015

FedEx Business Certificate

University of Miami 2011

Master of Science in Education, Sport Administration

George Mason University 2010

Bachelor of Arts in Music, substantial Coursework in Education

Related Experience

Blue Moon Outdoor Adventures 2017 - Present

Owner and Lead Tour Guide Ft. Lauderdale, FL

- Lead Tour Guide and Instructor
- Lead on Sales, Marketing and Partnerships relationships and materials
- Manages Day to Day operations
- Manages and Hires all staff hiring, training, and advancement – 7-10 people

Blue Moon Kayak Key West 2019 – Present

Owner

- Established a commercial location in Key West, Florida on Stock Island
- Grassroot marketing to boutique hotels
- Cornered the Airbnb market for Kayaking in the lower keys
- Built new website, designed new tour options
- Trained and hired Staff
- Survived Covid as a new business in the Keys

Blue Moon Outdoor Center 2011 – 2014

Corporate Event & Catering Sales Director North Miami, FL

- Created, followed up leads for new corporate clients and executed quotes
- Cold called to Destination Management Companies (DMCs), hotel concierge, and past clients
- Created new marketing materials for catering, corporate events, and DMCs to increase sales and bookings

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- Planned detailed event timelines
- Supervised all event day staff
- Created detailed cost analysis to show profits
- Tour guide and event facilitator
- Planned FAM trips with DMCs and hotels sales force

Atlantic Kayak Co. 2003 – 2005

Kayaking Sales Associate, Tour Guide, Instructor Ft Washington, MD

- Sold fiberglass, polyurethane and plastic kayaks, canoes and paddleboards.
- Worked as a Rental Associate
- Became an ACA Certified Instructor and Tour Guide
- Booked and executed tours and classes

Other Sales Experience

- FedEx Services 2012 – 2015
- Orange Bowl Committee 2010 – 2011

Skills and Qualifications

- Goal oriented, adaptable, organized, and dependable/responsive
- Self-starter, fast learner, adaptable and requires no supervision.
- Excellent working in teams and providing training and mentorship to fellow coworkers and staff

Certifications and Associations

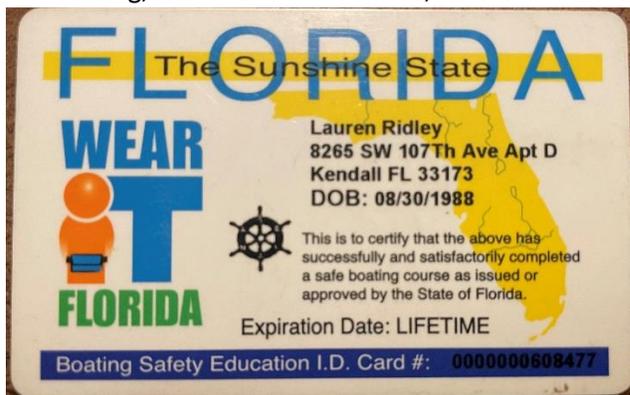
- First Aid, CPR, AED Certified 2004 – Present
- ACA Level 3 River Safety & Rescue trained 2004 – Present
- USRowing Member and Coach

USPORT, University of Miami, Class President 2010-2011

- Organized annual ethics debate and leadership forums with top Sport Industry Professionals from PGA, NOVA, FAU, FIU, UM, and Miami Dolphins

Coaching Rowing

- D1 Women's Rowing, University of Miami, Graduate Assistant Coach 2010 – 2011
- D1 Rowing Team, George Mason University, Athlete and Coach for Novice 2007 – 2010
- Rowing, West Potomac High School, Novice Head Coach for Boy & Girls Team 2008 – 2010
- Rowing, Alexandria Boat House, Master's AM Novice Coach 2008 – 2010







Other Experienced leaders on the team include:

Tovah Johnson, General Manager for BMOA, Park Ranger for Broward County



Jeremy Beller, Business Owner, 200-ton Captain, Jet Ski operator and Guide



MPT

Certificate Number: 165-21-19-01 Completion Date: 19-May-2021

Certificate of Proficiency

Basic Training Refresher / Update

MARTPT 68

This is to certify that: **Jeremy Vanderslice Beller**
 Date of Birth: 21-Jan-1985 USA
 Student Identification Number: 14401

FOR INTERNATIONAL PORT AND FLAG STATE CONTROL REFERENCE

STCW Basic Training Refresher

USCG APPROVAL PROVISIONS:
 This candidate has successfully completed the United States Coast Guard Approved Course listed above. This course is approved to meet the provisions listed below and may be approved or accepted for significantly equivalent or similar provisions by other international maritime administrations as they deem appropriate.

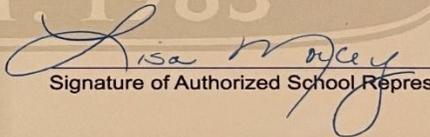
Has successfully completed the Basic Training Refresher course satisfying the continued competency requirements for STCW Basic Training in STCW, as amended 2010, Basic Training in Section A-VI/1, 46 CFR 11.302(e) and 46 CFR 12.602(e), AND, all of the tasks from the National Assessment Guidelines found in NVIC 08-14. Applicants are not required to present completed Record of Assessment Sheets when applying for an STCW endorsement.

MCA APPROVAL PROVISIONS:
 Has successfully completed a programme of training approved by the Maritime and Coastguard Agency (MCA) as meeting the requirements specified in MSN 1865 (M), Regulation VI of the STCW Convention and Code 1978 as amended, for the updating of Personal Survival Techniques-(STCW Table A-VI/1-1) and Fire Prevention and Fire Fighting (STCW Table A-VI/1-2), and the Merchant Navy Training Board guidelines.

This course covers all 4 elements of Basic Training (PST - STCW Table A-VI/1-1, Basic Firefighting - STCW Table A-VI/1-2, Elementary First Aid/CPR) - STCW Table A-VI/1-3 and PSSR - STCW Table A-VI/1-4) to satisfy the requirements of the different flag States

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Signature of Authorized School Representative

Lisa Morley
Executive V.P.

MARITIME PROFESSIONAL TRAINING

Maritime Professional Training - Masters, Mates and Engineers, Inc.
 1915 South Andrews Avenue, Fort Lauderdale, FL 33316
 Ph: +1.954.525.1014 Fax: +1.954.764.0431
 www.MPTusa.com info@MPTusa.com

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Chad Thomas, Business Owner, Jet Ski Guide



Don Harris, Business Owner, 200-ton Captain, Sailing endorsement, Sailing instructor

Gio Serrano, Ocean Rescue Lieutenant Paramedic for Fort Lauderdale

Jessica LeNior, Miami Dade Fire Rescue and Diver

4.2.4 Approach to Scope of Work

Narrative

Blue Moon Outdoor Adventures (BMOA) plans to continue operating premier services to residents and tourists alike at George English Park by providing non-motorized watersports to include: kayak, paddleboard, and waterbikes. BMOA plans to add additional non-motorized activities such as sailing and rowing programming as well and motorized activities to include efoils and jetskis. BMOA will additionally expand Kayak and Paddleboard services to Coontie Hatchee park as well.

BMOA is currently operating this contract at George English Park, so this would not be an additional burden on the business or it's other contracts and commercial locations. In 2022, we plan to go green for our waivers using Where Wolf, enhance our booking platform with a new website and FareHabor integrations for reservations to create a seamless process for all customers. We will provide enough equipment for a minimum of 50 people on Kayaks, 20 people on paddleboards, 15 Waterbikes, and 8 jet skis.

Timeline of work

BMOA will commence this contract starting April 2022 or as soon as the City allows. Since there is no transition and our operations are already in place, there will be no interruption of services, only growth and expansion of the motorized watersports.

April 2022 – June 2022 Trial period for new services

Jet Skis will be added and will initially use trailers and the West boat ramp to launch customers daily during the trial period.

After the trial period, BMOA proposes a Mobi-Mat ramp to the water on the beach to not impede public use for the boat ramps to launch the jet skis from the beach. This will be a temporary solution until the final implementation of floating docks is approved and installed at the park. (See maps for designs).

Final stage within one year of implementation, JetDock or EZ Dock will be installed for storage and function of Jetskis and the chase boat. This will take up less space inside of the park, reduce traffic on boat ramps, make equipment more accessible for guests and provide for a safer environment for customers by avoiding trailer use and boat ramps.

New summer camp programing will be implemented in Summer of 2023 for Sailing and Rowing. These will be introductory programs that will give insight to these competitive sports and serve as feeder programs into other clubs in the area. Each program will be run by certified coaches and instructors. We currently already have these instructors on staff with BMOA, Don Harris for Sailing and Lauren Ridley for Rowing.

Capital Improvements

BMOA propose up to \$75,000 in capital improvements to George English Park and Coontie Hatchee park combined.

1. Eco-Friendly Grass and Beach Nourishment to launch area. Up to \$16,000

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BMOA proposes installing approve turf to grass hill above the sandy beach area to maintain an enticing appearance to park patrons and customers. Due to High traffic of equipment and guests, grass is not able to withstand the constant traffic. Turf would mitigate this problem and provide a more pleasant look to the work area.

BMOA also plans to renourish the sand for the beach area at least twice throughout the contract as approved by DEP with approved contractors.

Sample Turf photo provided by Artificial Grass Pros who specializes in sport fields and landscaping



2. Tiki Hut enhancement \$3,000

BMOA proposes a small extension for Jet Ski customers to check in with a small seating area for guests who are waiting. This will be attached/adjacent to the current tiki hut. Approximately 6' x 8' (six by eight feet).

Also a new sign within in the Tiki Hut to encompass all prices and services offered will also be updated and displayed.



Sample image. Will use Tikihuts.com again for permits and construction the addition.

3. Park Map Kiosks \$2,000

BMOA proposes two directional maps of George English Park being installed as kiosks to help customers and park patrons navigate the park. On this map will include the tennis center, tennis

courts, basketball courts, fitness trails, both public boat launches, parking and the concessionaire launch site. Sample:



4. Coontie Hatchee Facilities \$4,000

New Kayak/paddleboard racks and small kiosk for check in will be installed for storage at Coontie Hatchee park.



5. ADA Mobile Mat \$4,000

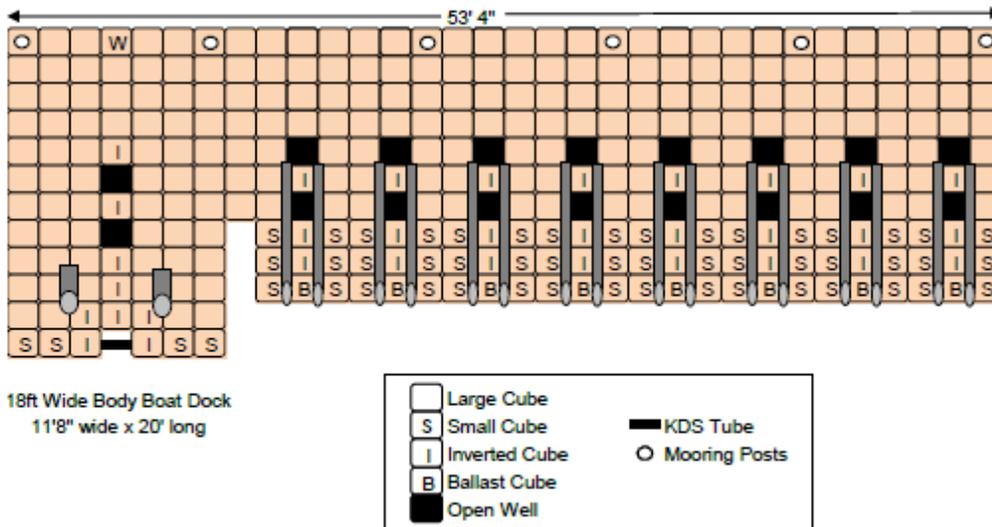
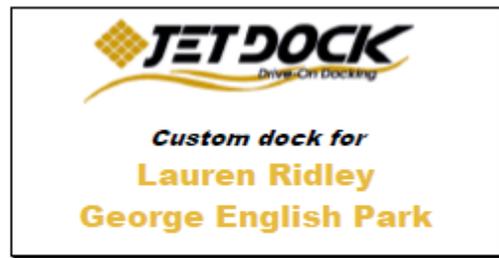
BMOA propose to install an ADA Mobile Mat from the sidewalk along the Tiki hut to the beach for customers that may need additional assistance to the use of our equipment.

BMOA also proposes a second mat installation for Jet Ski customers and Jet Ski trailer use on the south end of the beach.



6. Floating Dock installation \$40,000

BMOA proposes that Floating docks be installed for long term storage and use of the Jet Skis and the Chase Vessel. See map for potential installation location along the beach. We propose this location because there are no impediment issues with Mangroves or affecting any customers using any of the already existing docks or boat ramps.



Equipment

Non-motorized equipment:

Ocean Kayak	Malibu 11.5 Single Kayak	20
Ocean Kayak	Malibu Two Tandem Kayak	12
Ocean Kayak	Malibu Two XL Tandem Kayak	12
Pulse	Rec-Tec Paddleboard	15
Carlise	Magic Plus Paddles	75
MTI Adventure wear	PFDs various sizes	100
Schiller Bikes	S1-C	15
Laser	4.7 Race	10
Oarboard	Fitness Row SUP 13'	5

All Tour guides and coaches will have Red or Orange Vests to be easily identifiable. All customers will be in Blue PFDs.

See images of equipment below (colors will be as depicted below or as close to as changes are made by manufacturers at their discretion):



Ocean Kayak Malibu 11.5 Sunrise Color



Ocean Kayak Malibu Two/XL



Pulse Rec-Tech Geod 11.5 Paddleboard



Carlisle Magic Plus Paddles



MTI Livery Sport Jackets (Red for Guides)



Schiller Waterbikes



Laser 4.7 Race Sail Boat



Oarboard Fitness 13' SUP

Motorized/Jet Ski Equipment

Yamaha	VX	8
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MTI Adventure wear	Various sizes	15
Ford	F150	1
Trailers	4 place Ski trailers	2
Identifying Flags		8

All Tour guides will have Red or Orange Vest to be easily identifiable. All customers will be in Blue PFDs.
See images of equipment below:



Yamaha VX 2022 New Ski (only comes in Green)



White Ford F150 for pulling trailers



4 Place Jet Ski Trailer



Flags to be affixed to Jetskis to identify them from 150m as requested in proposal

Chase Vessel will be either a 17' Boston Whaler or an additional Ski on dock ready to go whichever is easiest and fastest for the rescue at hand.

Rental procedures

Customers will book online using FareHarbor online booking platform or walk up. Customers will be required to sign an electronic waiver prior to using any equipment. Customers must possess a Government Issued Photo ID with a matching credit card to participate in any rental. IDs will be scanned into Where wolf to attached to their electronic waiver. This will help record keeping, and avoid chargebacks, fraud and any claims.

Customers under 18 (minors) will be required to have a parent/guardian present to sign their waiver for them. Customers must be 14 years of age to go without a parent or guardian in the same equipment or 16 years of age to rent completely on their own with no parent/guardian with them during their rental.

The following instructions are given to all renters for paddlesports:

1. PFDs (Personal Flotation Devices) with whistles are to be worn at all times.
2. How to paddle correctly forward, backward and to stop.
3. How to sit/stand correctly use the equipment they rented.
4. What to do if you fall into the water, how to get back in kayak or paddle board
5. Map is provided and explained along with tides and wind that may affect their route (See below)
6. Instructions on emergency take out for bad weather or if any health conditions arise and show emergency numbers to call (911 or us)
7. Boat traffic instructions/ways of the water

When the customer returns, staff will clean and sanitize all equipment (Kayak, paddle, PFD, and whistle) after each use.

See map for customers below:

NW Loop - Ask for more details

Blue Moon Outdoor Adventures

George English Park
1101 Bayview Drive
Fort Lauderdale, FL 33304
(954) 781-0073

- Boat traffic may occur, paddle to the side (not in the middle of the waterway)
- Please wear your life vest at all times
- All rentals shall return before sunset (or late fee will apply)
- Get off the water during lightning storms
- Dial 911 for Emergencies

•••• = Bridge

Launch Site

George English Park
Tennis Center
Restrooms

Birch State Park

Sunrise Bridge

Sunrise Blvd

Galleria Mall

Stay West

NE 20th Ave

Sunrise Key

Intracoastal Waterway

Atlantic Ocean

A1A

Emergency Take-Out Victoria Park

Broward Blvd

Mangroves

Las Olas Blvd

Las Olas Bridge

New River

Sandbar (low tide)

Intracoastal Waterway

Victoria Park Rd

Middle River

Blue Moon ADVENTURES

Boat traffic may occur, paddle to the side (not in the middle of the waterway) • Please wear your life vest at all times • All rentals shall return before sunset (or late fee)

Get off the water during lightning storms • Dial 911 for Emergencies • Boat traffic may occur, paddle to the side (not middle)

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Jet Ski Rental Instructions

- Customer will have the option to book online on our current FareHarbor booking platform or in person. No cash excepted for rental payments. Deposits will be held on a Valid Credit Card that Matches their Government ID.
- If booking online, customer will have requirements to complete the Boater safety course, safety video and liability waivers plus email to links with all pre mentioned items as well as direction for each ride
- Customers will be directed on what to bring: Valid Government Issued Photo I.D.'s For All Adults 16+ One Credit Card Per Reservation, Towel, Sunscreen, Bathing Suit, Sun Protective Clothing (Sun Shirt), Floating Straps for Sunglasses (Recommended), Waterproof Camera (Recommended).
- In any form of booking Guest Will Be Denied If, They possess or are under the influence of drugs or alcohol, have any existing medical conditions that put them or others at risk, are 3 years of age and younger, are over 18 years of age and do not have a valid government issued photo I.D. and credit card, Operator of jet ski does not have a basic understanding of the English language.
- Red safety lanyard (key) is always attached to the Jet Ski driver
- Two guests are allowed per Jet Ski and cannot exceed a total combined weight of 400 lbs (225 kg)
- Once riders have completed all pre mentioned items they will be directed to an guide for their rental. This guide will reiterate the Boaters Safety Course, demonstrate and explain operation of the Jet Ski, recovery of the Jet ski in case of a flip and rules of the route of the waterways they will travel in and how to stay in order with the guide, fit the customer with the proper sized life jacket with a whistle attached and attach the red safety lanyard before launching.

Paddlesports Tour Procedures

Customers will book online using FareHarbor online booking platform or walk up. Customers will be required to sign an electronic waiver prior to using any equipment. Customers must possess a Government Issued Photo ID with a matching credit card to participate in any rental.

Customers under 18 (minors) will be required to have a parent/guardian present to sign their waiver for them. During Guided tours or Camps a minor must be 7 years or older to operate their own kayak or paddleboard, otherwise they will be paired with another family member, another minor in the group, a chaperone or if need a guide/instructor.

Safety Briefings are given for every tour (paddlesports) to include the following below:

1. Introduction to all guides
2. PFDs (Personal Flotation Devices) with whistles are to be worn at all times.
3. How to paddle correctly forward, backward and to stop.
4. How to sit/stand correctly use the equipment they rented.
5. What to do if you fall into the water, how to get back in kayak or paddle board
6. Boat traffic instructions/ways of the water

Guide script and instructions:

Tour Guide Arrival Time: 1 hour prior to start of tour

- Set up proper equipment for yourself
 - All guides should have a dry bag with a small first aid kit
 - Headlamp for night trips
 - Waterproof case for your phone, take customer photos or use for emergencies
 - Tow line/rope, whistle, first aid kit
 - Extra drybag or use the same drybag as above for potential guest items, car keys, phone, wallets - small items. Everything else lock up in the car.
 - Water for yourself & guests (coconut water for guests)
- Set up proper equipment for your guests
 - Tandem or single kayaks - get headcount from Fareharbor
 - Know the names of the main guests to greet upon arrival
 - Have waiver clipboard set aside away from rental customers if busy

When Guests Arrive:

Greet them!

“Hello, I’m Lauren, and I will be your guide today. Let’s get you all checked in today and have you fill out our waivers.”

<Hand them clipboard and pen, if rental staff are not busy they may help you with this process but on busy days during season this is the guides job to have all paperwork filled out and customers checked in on fareharbor, if they booked online they’re waiver should already be completed in wherewolf just scan their photo ID>

“Go ahead and fill out each section here, name, birthdate, address, phone and email, and your additional guests can go on the lines below. Up to 4 adults on each waiver and two children at the bottom if they are under 18. Thank you”

<as they fill out the form you can begin sizing for life jackets and introduce and learn the names of the other guests>

“I am going to hand each one of you a life jacket, please do not pass it to the person next to you they are sized differently and I will hand the correct one for you. Please put it on and snap all the clips together for me and follow me.”

<Walk down away from tiki hut to where the paddles are>

“Who has paddled before?”

Get an idea of skill level, but still everyone gets a paddle lesson regardless.

“Ok, great. Well even if you have paddled before doesn’t mean you know what you're doing. So we will start from the basics today and get everyone on the same page. Everyone please grab a paddle and spread out for a quick paddle lesson before we get on the water. All of them are the same length so don’t worry about that.”

Give them time to spread out and start to see who is holding the paddle correctly and make quick corrections as you

“All our paddles have the word Carlise on them in gold. You should be able to read it and it should be at the top of your blade. The blade will have a cut coming down and into you for a soft entrance into the water. If you had it the other way it would be a dig with the corner of the blade, so make sure that is on top. Space your hands about shoulder width apart. If you want to really check correctly, place the paddle on top of your head and make right angles with your elbow with the shaft to get the proper positioning. When you place your hands on the shaft, your knuckles will be in line with the blade so the blade makes a right angle as it enters the water”

<Show them as you tell them these instructions and correct as needed. Before touching anyone make sure to ask for permission, especially with COVID>

“Great job everyone! Everyone will get the hang of it on the water but if you need extra help or instruction let me know, I am here for you!”

“Quick few safety tips and then we can hit the water.

1. We will be in a no wake zone, but that does not mean no boaters, so please be mindful of where you are and follow me as I instruct you to either the left or right sides of the waterways.
2. If for some reason you do flip over, remain calm! Grab your paddle and your boat and wait for me. I will help flip it over and get you back in. Friends and family please steer clear of helping so you don't accidentally hit them in the head.
3. Finally! I am here for you so if you have any questions about something you see or want to go by a house or yacht for extra pictures again, I am here for you let me know and we will do our best to make it happen.”

Jet Ski Tour Instructions

- Customer will have the option to book online on our current FareHarbor booking platform or in person. No cash excepted for rental payments. Deposits will be held on a Valid Credit Card that Matches their Government ID.
- If booking online, customer will have requirements to complete the Boater safety course, safety video and liability waivers plus email to links with all aforementioned items as well as direction for each ride
- Customers will be directed on what to bring: Valid Government Issued Photo I.D.'s For All Adults 16+ One Credit Card Per Reservation, Towel, Sunscreen, Bathing Suit, Sun Protective Clothing (Sun Shirt), Floating Straps for Sunglasses (Recommended), Waterproof Camera (Recommended).
- In any form of booking, Guests will be denied if they possess or are under the influence of drugs or alcohol, have any existing medical conditions that put them or others at risk, are 3 years of age and younger, are over 18 years of age and do not have a valid government issued photo I.D. and credit card, Operator of jet ski does not have a basic understanding of the English language.
- Red safety lanyard (key) is attached to the Jet Ski driver at all times

Watersports Activities Rental Concession (Motorized & Non- Motorized) Response to Bid 12592-252

- Two guests are allowed per Jet Ski and cannot exceed a total combined weight of 400 lbs (225 kg)
- Once riders have completed all aforementioned items, they will be directed to an instructor for their rental. This guide will reiterate the Boaters Safety Course, demonstrate, and explain operation of the Jet Ski, recovery of the Jet ski in case of a flip and rules of the route of the waterways they are allowed to travel in, and fit the customer with the proper sized life jacket with a whistle attached and attach the red safety lanyard before launching.

Other guidelines include:

- Guests 4-13 years of age cannot drive a jet ski. But can be a passenger if someone 18 or older is on the jet ski with them. This person must present valid Photo ID and either be born before 1988 or complete the Boater's Safety Course and pass the Test. Parent/Guardian must present valid Photo ID and sign waiver at check-in. Customers 14-15 years of age can drive or be passenger if someone 18 or older is on the jet ski with them. This person must present valid Photo ID and either be born before 1988 or complete Boater's Safety Test. Natural Parent must present valid Photo ID and sign waiver at check-in.
- Guests 16-17 years can drive their own jet ski if 1. Valid Government Issued Photo ID is presented, 2. Boater's Safety Test is completed AND 3. Parent/Guardian must present valid Photo ID and sign waiver at check-in. *If 2 minors (16-17 years old) want to share a jet ski, both must meet requirements.
- Guests 16-17 years can drive or be a passenger on a jet ski if 1. Someone 18 or older is on the jet ski with them (This person must present Photo ID, be born before 1988 or complete Boater's Safety Test) AND 3. Parent/Guardian must present Photo ID and sign waiver at check-in.
- Guests 18+ can drive jet ski if 1. Valid Government Issued Photo ID is presented AND 2. Born before 1988 or completes a Boater's Safety Test. Can be a passenger on a jet ski if Valid Government Issued Photo ID is presented. *If 2 adults want to share a jet ski, only one must meet requirements (all adult guests must present Valid Government Issued Photo ID)
- If guess decides to walk in a photo Id will be required for each rider to begin check in process. There will be 2 IPads available to complete Liability waivers, safety video and boater's safety course if needed.

Guide safety briefing/ emergency procedures for Jet Skis

Guide will receive guest and begin safety briefing. Briefing will include safe operation and handling of skis, hand signals, emergency procedures, speed zones, safety equipment and basic rules of the road.

Safe operation and handling

- Skis are equipped with the IBR system (reverse) guest will be directed this is their left handle and simply hold down to reverse. Right hand will be throttle hold down to go forward. Guest will be notified that on the ski there is a red chord with a clip and that ski will not start unless it is inserted. this is a kill switch it functions as an emergency engine cut off if the rider jumps or is thrown from the ski. If this happens guest are directed to remain calm swim to back of ski where there is a boarding step and pull themselves aboard. If rider is having a hard time, they are directed to gain the attention of the guide if not already by waiving of arms, shouting or one

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long whistle blow for assistance. Once rider is back on ski lanyard is reattached, they are good to resume safe operation. The final control guest will be informed with is the green start button located on the inside of right throttle. push to start. Guest will then be directed that once engine is started guide will give them a slight push so they may begin to move backwards and away from dock or trailer. Once in the water guest are directed to remain within 100 ft of launching site and maintain idle speed un till all skis including guide is in water.

Safety Equipment

- On each life jacket is a whistle, riders are directed for any reason they may need to contact guide this is the best way. 1 long blast for assistance and three (3) continual short loud blasts followed by a pause for emergency until guide is aware of situation. Guest will then be directed to under there seat. Under each seat is a U.S.C.G. approved Fire Extinguisher. In case of fire onboard riders own ski, they are directed to evacuate ski and immediately swim away from ski up or side current while giving the three short loud blasts of whistles to the group. Riders are directed, under no circumstance shall they attempt to extinguish a fire onboard of their ski or another. They will be informed this will be entirely up to guide weather or not to attempt to extinguish. Next riders will be informed than in the foreword glove box contains vessel registration which will be required if stopped by any authorities and need to be presented.

Inclement weather

- If foul weather is imminent, guide(s) will make the call to direct group either back to the dock in the same manner they arrived at their current location or decide to take safe cover.
- In the event of a sinking riders are instructed to evacuate vessel, stay calm and swim away while giving the three (3) short loud blasts of whistle. Guide will assist riders and recruit if needed.
- In the event of an extreme emergency such as collision, heart attack or any other life-threatening incident, riders are urged to vigilant eye on the water at all times and if there is such a sighting to give the emergency signal in order to gain guides attention at which time guide will assess the situation and contact the proper authorities need be on his/her cellular device. In the event a guide is injured or unctuous, riders are informed to call 911 or give the emergency signal to anyone passing by along with waiving of the arms over their heads.

Riders are then given instructions on hand signals.

- STOP, right or left arm straight in the air with closed fist.
- GO, right or left arm raised hand open with foreword and back motion.
- EMERGENCY OR ASSISTANCE, both hands raised with continual left to right movements allowing arms to overlap.

Safe distance

- Riders are also given instruction on safe distance from themselves and others. At slow speeds minimum of 3 skis apart and at cruising speed minimum of 10 skis apart. Riders are also instructed to always maintain at least 70ft apart from any other vessel or structure.

Basic rules of the road

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- Riders are instructed on Basic Rules Of The Road such as, passing oncoming vessels on the oncoming vessels leftside if possible, to avoid collision. And passing vessels on the right side if vessel is heading in same direction. Also red right return is instructed for channel markers. EX when returning to dock red is on your right green is on your left. Riders are instructed to stay clear of all vessels as we as jet skis are last on the pecking chart.

Returning to dock

- Riders are instructed once returning to the dock to allow guide to dock his/her craft first and allow him/her to assist with slowly easing jetski onto trailer or dock. Once all riders watercraft are secure they may only then exit the ski and collect their belongings. Life jackets and whistles are then collected to be sanitized, and rinsed, and skis will either be fueled up for the next trip or washed and flushed.

A. Concession Area site plan

Ariel View of the West Side of George English Park where the concessionaire, BMOA, is currently operating.

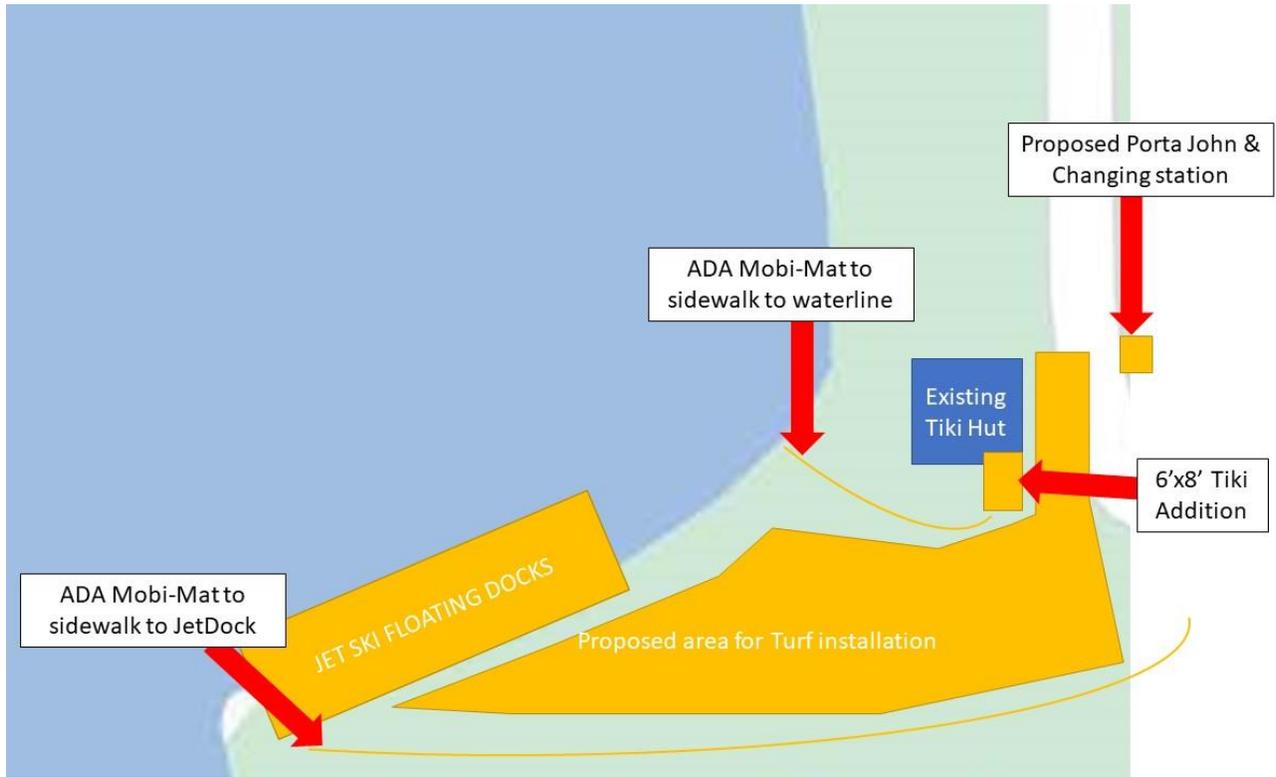
Blue Squares = Current structures and storage

Yellow Squares = new proposed changes



See zoomed in maps below.

Beach Area of George English



Storage Area near West Boat ramp



Coontie Hatchee Park Site Plan

▲ = Snipe Flags



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B. Daily Maintenance plan for concession area

Grounds

- George English Park grounds including the beach will be walked through daily to ensure clean appearance, environmentally clean footprint and safe access to all operating and storage areas.
- All equipment and gear shall be organized in order to keep up new high standard of appearances in the park and shall appear orderly during and after hours of operation.

Safety equipment

- Life jackets shall be washed, rinsed, and dried daily. Spray shall consist of mild antibacterial solution to prevent spread of mold, bacteria and viruses.
- Whistles shall be sprayed after every use and rinsed and dried daily. Spray shall consist of mild antibacterial solution to prevent spread of mold, bacteria and viruses.

Fresh water access and use

- Phase 1 Water shall be collected in a water tank that will be housed in work truck. Said water will be filled from water access at west boat ramp.
- Phase 2 and 3 water shall be rerouted from sprinkler system to kiosk area so may be accessed throughout beach area while maintaining full sprinkler operation.
- Water shall be used to clean, flush and sanitize all equipment and rental gear.
- Water will be offered to park guest for rinsing themselves and any personal belongings.

Kayak/Paddleboard maintenance

- All equipment will be inspected daily for any cracks, leaks, or breaking parts to be replaced onsite.
- All equipment will be rinsed daily to remove salt that would cause an corrosion on metal parts of any and all equipment.
- All equipment will be stored inside or under cover to prevent long term sun damage and cracking of equipment.

Jet Skis maintenance and prevention

- Each morning and evening bilge compartments shall be inspected for any fuel, oil or coolant leaks to ensure no contaminant will enter any natural environment. If leaks are to be found oil pads and shop vacs will be used to contain and clean any contaminants in bilge area. oil rags from such incidences will be disposed properly in accordance of section 62-710.201(1) Florida Statues. Filters for such incidences will be disposed properly in accordance of section 2-710.850 Florida Statues. Any bulk oil that might be removed shall also be disposed of in accordance of section 403.75 through 403.769 Florida Statues.

Fueling shall be done as part of a two-part process.

- A fuel container shall be mounted in bed of truck no greater than 200 gallons in accordance with section 206.20 (1-7) Florida Statues. Tank will be filled as needed Across the street from park at 7-Eleven 1040 Bayview drive, Fort Lauderdale, Florida.

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- Fuel shall be transported from truck container into 5-gallon gas cans down to jet skis. Once there a shaker syphon shall be used to transport fuel from 5-gallon containers into jet skis to ensure no spillage.

C. Storage Plan – onsite and offsite and any vehicle usage

George English Park

As the incumbent BMOA currently has a 40’ storage container with a fenced in area with additional equipment in racks and an enclosed trailer for additional storage. This will remain in place.

BMOA is proposing to buy annual parking passes for each Jet Ski Trailer and Truck for the park, to be store in parking spaces on the far NW of the boat ramp parking lot, closest to all other stored items.

All Equipment will be stored on site. See map for storage areas below.



D. Hurricane Preparedness

This plan is to be used in the case of an imminent hurricane strike affecting the Broward area. Please read through completely before taking any actions. If you have any questions, please call Lauren Ridley (954-299-5134).

Follow the steps in order.

Step 1. Five days prior to the possibility of a hurricane affecting BMOA, management must meet to review this plan and discuss implementing it. The result of this meeting will be communicated to park management or store manager, as to coordinate joint actions with the park. After this meeting Blue Moon is on 'Hurricane watch'. If the storm is imminent, we must start preparation.

Step 2. Fuel all vehicles and move to safe location (indoor garage is preferable). Lauren will coordinate locations for any required offsite storage. Area surrounding the Building: A general survey shall be conducted around the building following the announcement of an impending hurricane. Loose items should be secured or brought inside to prevent loss or damage by wind.

Step 3. Begin general preparation checklist attached to this document. Retail store should be checked and "storm ready" by the staff in accordance with the guide attached. Kayak Gear Preparation: All kayaks shall be moved to the yard and chained to the rack to avoid flying in the wind and/or filled with water. Paddles, PFD's and seat backs shall be moved into the containers and the store.

When a hurricane warning is issued, implement activities to suspend operations at BMOA. Plan to shut down within three hours of initial hurricane warning.

1. Remove any equipment or supplies stored or mounted in outdoor locations once a warning or watch is announced (based on ease of removal and setup).

2. Check emergency phone numbers. Update emergency notification list.

3. Check radio, TV and internet resources for news and updates on the storm.

After the storm passes:

- Do not return to BMOA prior to speaking with a manager. Upon given the go ahead to return to BMOA avoid using tap water, wear closed toe shoes, gloves.
- Contact park manager to notify of downed power lines, broken water mains, etc.
- Do not touch fallen electrical wires
- Proceed to inventory and document with photographs any damage sustained by BMOA facilities of equipment.
- Document missing equipment and damages to BMOA property.
- Proceed to unpack and ready BMOA for operations.
- Assist park personnel in restoring park to opening

Watersports Activities Rental Concession (Motorized & Non- Motorized) Response to Bid 12592-252

E. Internal Controls

BMOA and contractors will be using FareHarbor for all point of Sale moving forward and will only be accepting credit cards as a form of payment. By not allowing cash there is less error between customers, employees, and reporting. All payments and expenses are filed into QuickBooks and Accounting Firm in Coral Springs, Wolfson CPA firm for additional internal auditing.

Section L has sample reports and additional information.

F. Concession Marketing Plans

Blue Moon Outdoor Adventures utilizes paper, electronic and word of mouth advertising.

Paper:

BMOA has printed brochures in all hotels on Fort Lauderdale beach, a kiosk on Fort Lauderdale Beach, hands out brochures at special events, press releases and announcements to Sun Sentinel via our writer Emmet and the Miami New Times, also displaying flyers and announcements onsite at George English Park.

Electronic:

BMOA uses social media (Facebook, Instagram, Twitter, Nextdoor, Eventbrite, Eventsy), email campaigns with Mail Chimp, Google Ads, City of Fort Lauderdale Resources (website & Playbook), Fort Lauderdale Convention Bureau via Sunny.org and Port Everglades, Resellers such as Viator, AirBNB, KAYAK.com, Cruiselines, Groupon, Match.com, Destination Management Companies, Private Concierge, Electronic Concierge Desks at the Plunge Hotel and the Marriott Harbor Beach.

Word of Mouth:

By receiving five (5) Star reviews, word of mouth marketing travels from our current customers to new ones often, Concierge desks also recommend us as the number one tour provider in the City of Fort Lauderdale. In addition, we cross promote through our other locations in Oakland Park, Deerfield – Renfest, and Key West. BMOA on its own has a well-known reputation of being a premier provider of watersports activities in the Tri-County Area for the past 20 years.

SAMPLE Rack cards for hotels and distribution



Watersports Activities Rental Concession (Motorized & Non- Motorized) Response to Bid 12592-252

Special Events also help marketing and find new customers. Our Special Events may include but are not limited to the following:

- New Year's Day Polar Plunge Paddle (January)
- Sweetheart Paddle (February)
- St. Paddy's Paddle (March)
- Easter Egg Hunt on the water (April)
- Sink-o De Mayo Paddle Party (May)
- Fourth of July Spectacular Paddle Party (July)
- Persied Meteor Shower Tours (August)
- FLIBS Kayak Tour (October)
- Turkey Paddle (November)
- Winterfest Boat Parade Watch Party (December)
- Holiday Lights and Carolling (December)
- New Year's Eve Celebration (December)
- Monthly Full Moon Tours
- SUP Yoga Classes

Proposed Signage for the park

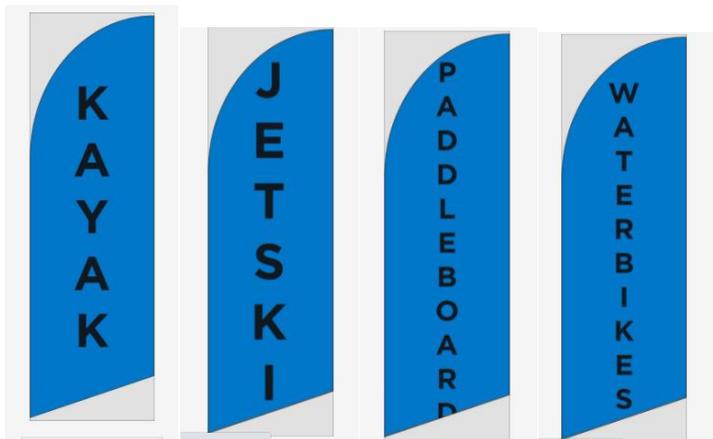
Signage justification: Throughout George English park. Similar vendors on A1A on the beach and US1 are using Snipe flags. BMOA asks for the same permissions. In addition, customers are often unable to find the concession due to construction in the park which will continue through 2022 for both boat ramps and sewer main pipes. Also, there is only one address for the park, which is the Tennis Center. Often Staff have to direct customers from the Tennis Center to the Boat Ramp area. Signage would allow customers more information and enhance their experience by making our location easier to find.

BMOA proposes the following signs and locations throughout the park:



-  = Snipe Flags
-  = Park Map Kiosks
-  = Directional Signage

Snipe Flags 10' x 2.5', Six (6) in George English, Four (4) additional in Coontie Hatchee



- 4 x Kayak
- 2 x Jet Ski
- 3 x Paddleboard
- 1 x Waterbikes

2 Permanent Directional Signs, brown with white Text, traditional Parks and Recreation signage.



2 Park Map Kiosks (Capital Improvement)



BMOA Currently has 3 A-Frames in the park as well to help customer locate us. These will remain in Place. 1 on Sunrise BLVD, 1 inside the parking lot in front of the Tiki Hut, and 1 at the entrance of George English park & Boat Ramp lot.

G. Management and Staffing plan

Blue Moon Outdoor Adventures will be responsible for staffing the kiosks check in locations for all watersports activities to provide cohesion and continuity for customers. Each Staff member or Contractor will undergo background checks, customer service training, watersports safety and rescue training, and tour guide training programs developed by Sunny.org Sunsational Training, ACA Watersports, USCG boaters Safety, and American Red Cross First Aid and AED Training programs as required by the City of Fort Lauderdale and local authorities.

Blue Moon Outdoor Adventures will manage all Subcontractors in association with this proposal to ensure they follow all training guidelines for staffing and customer service experiences. BMOA will implement a Subcontractor Evaluation to be submitted monthly with paperwork to the City. See form below.

BMOA will have one (1) Manager that will oversee rental attendants and tour guides for both BMOA and subcontractors. This manager will be onsite a minimum of 4 days a week.

BMOA will have 8-10 part time rental attendants that will rotate throughout the week providing exceptional customer service to all park patrons and customers alike.

BMOA will have 8-10 trained tour guides and instructors that are able to provide instruction on any and all non-motorized equipment on a daily basis.

BMOA will have three (3) lead instructors for Summer Camp Programming each specializing in the activity they will lead, Paddling, Sailing, Rowing.

BMOA will have professional and certified lifeguards for summer camp programming as required by City and County authorities for youth programming. Lifeguards come from the City of Fort Lauderdale Beach Rescue appointed by LT Gio Serrano. BMOA has had a solid partnership with the beach lifeguards for the past four (4) years.

Jet Ski operations will have at least one (1) full time rental attendant dedicated to its operations, who will be responsible for phone calls, checking guest in. He/She will ensure that all guests have proper identification, boater's safety course if needed and completed safety and liability waivers as well as safety equipment including life jackets and whistles and if requested dry bags. Rental attendant will also direct guest to short safety video which will also be done in person by guide.

Jet ski operations will also run with at least one (1) full time guide. Guide will be responsible for ensuring again correct fitting of life jackets and whistles. guide will run through proper and safe operation of watercraft and emergency procedures such as event of fire onboard, sinking, injured operator or passenger and severe weather. guide will also go over planned destination for the trip and will inform guest on hand signals such as stop, go and emergency. guide will then instruct operators of safe procedure to departing trailer/floating dock as well as safe return to trailer/floating dock and correct spacing of watercraft for slow and fast operation. while underway guide will continue to give verbal and physical instruction on legal and safe speeds, operation and spacing of watercraft.

Subcontractor Monthly Evaluation Form

BLUE MOON OUTDOOR ADVENTURES SUBCONTRACTOR PERFORMANCE EVALUATION				
<p>Instructions: Use this form to evaluate the overall performance of subcontractor you are currently working with. Include all information associated with the subcontractor and apply a performance rating. Definitions are provided below. Be factual and do not include unsubstantiated opinions. Evaluations are recommended each month to report all levels of service (exceptional, satisfactory or unsatisfactory). Subcontractors receiving an overall unsatisfactory rating will be informed of the rating by the BMOA and they will be placed on probation for 30 days to improve the rating. If not improved in 30 days the subcontractor will be terminated.</p>				
Subcontractor Name:			Evaluation Period:	
Date:			Scope of Work:	
DEFINITIONS OF PERFORMANCE RATINGS				
<p style="text-align: center;"><u>EXCEPTIONAL</u></p> <p>Exceeds contractual requirements. The actions taken by the vendor met the contractual requirements and the scopes of services were accomplished.</p>	<p style="text-align: center;"><u>SATISFACTORY</u></p> <p>Meets contractual requirements. The actions taken by the vendor were Satisfactory.</p>	<p style="text-align: center;"><u>UNSATISFACTORY</u></p> <p>Does not meet contractual requirements, and recovery is not likely in a timely manner. The vendor's corrective actions appear or were ineffective.</p>	<p style="text-align: center;"><u>N/A</u></p> <p>Not Applicable</p>	<p style="text-align: center;"><u>INSUFFICIENT INFORMATION TO RATE</u></p> <p>There is not sufficient information to rate performance.</p>
PERFORMANCE RATING			COMMENTS (Attach additional sheets if necessary)	
Work performed in compliance with contract terms.	<input type="checkbox"/> Exceptional <input type="checkbox"/> Satisfactory <input type="checkbox"/> Unsatisfactory <input type="checkbox"/> N/A <input type="checkbox"/> Insufficient info. to rate			
Materials, supplies and equipment meets compliance with City requirements	<input type="checkbox"/> Exceptional <input type="checkbox"/> Satisfactory <input type="checkbox"/> Unsatisfactory <input type="checkbox"/> N/A <input type="checkbox"/> Insufficient info. to rate			
Staff availability	<input type="checkbox"/> Exceptional <input type="checkbox"/> Satisfactory <input type="checkbox"/> Unsatisfactory <input type="checkbox"/> N/A <input type="checkbox"/> Insufficient info. to rate			
Timeliness of work	<input type="checkbox"/> Exceptional <input type="checkbox"/> Satisfactory <input type="checkbox"/> Unsatisfactory <input type="checkbox"/> N/A <input type="checkbox"/> Insufficient info. to rate			

PERFORMANCE RATING		COMMENTS (Attach additional sheets if necessary)
Staff professionalism	<input type="checkbox"/> Exceptional <input type="checkbox"/> Satisfactory <input type="checkbox"/> Unsatisfactory <input type="checkbox"/> N/A <input type="checkbox"/> Insufficient info. to rate	
Customer service	<input type="checkbox"/> Exceptional <input type="checkbox"/> Satisfactory <input type="checkbox"/> Unsatisfactory <input type="checkbox"/> N/A <input type="checkbox"/> Insufficient info. to rate	
Quality of work and ratings	<input type="checkbox"/> Exceptional <input type="checkbox"/> Satisfactory <input type="checkbox"/> Unsatisfactory <input type="checkbox"/> N/A <input type="checkbox"/> Insufficient info. to rate	
Communication and Accessibility	<input type="checkbox"/> Exceptional <input type="checkbox"/> Satisfactory <input type="checkbox"/> Unsatisfactory <input type="checkbox"/> N/A <input type="checkbox"/> Insufficient info. to rate	
Prompt and effective correction of situations and conditions	<input type="checkbox"/> Exceptional <input type="checkbox"/> Satisfactory <input type="checkbox"/> Unsatisfactory <input type="checkbox"/> N/A <input type="checkbox"/> Insufficient info. to rate	
Contractor compliance with Insurance	<input type="checkbox"/> Exceptional <input type="checkbox"/> Satisfactory <input type="checkbox"/> Unsatisfactory <input type="checkbox"/> N/A <input type="checkbox"/> Insufficient info. to rate	
Documentation records, receipts, invoices and computer generated reports received in a timely manner and in compliance with contract specifications every month.	<input type="checkbox"/> Exceptional <input type="checkbox"/> Satisfactory <input type="checkbox"/> Unsatisfactory <input type="checkbox"/> N/A <input type="checkbox"/> Insufficient info. to rate	
Would you recommend using this firm again?	<input type="checkbox"/> Yes <input type="checkbox"/> No	(Explain)

OVERALL PERFORMANCE

- Exceptional
- Satisfactory
- Unsatisfactory

Watersports Activities Rental Concession (Motorized & Non- Motorized)

Response to Bid 12592-252

Resolutions for unsatisfactory performance should be documented in the subcontractor reply section below and should be reviewed by the BMOA

Subcontractor REPLY: *Send directly to Lauren via email lauren@bluemoonoutdoor.com*

Print Subcontractor Name: _____ Title: _____

Signature: _____ Date: _____

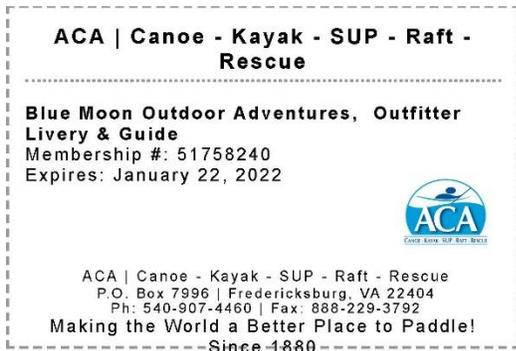
BMOA Additional Notes:

BMOA Supervisor: _____ Title: _____

Signature: _____ Date: _____

H. Currently Held Certifications and Licenses (also Listed under experience)

Blue Moon Outdoor Center LLC is a certified ACA Outdoor Livery Member



CPR, First Aid & AED Certified Staff





ACA Certified Trainer and Instructor – Lauren Ridley

US Rowing LEVEL II Certified Coach and Instructor – Lauren Ridley



Concept2 Rower Certified Trainer – Lauren Ridley



USCG 100 Ton Captain – Jeremy Beller, Owner/Partner of Lauderdale Jetski Adventures





US Boaters Safety Course – Lauren Ridley and Chad Thomas (Additional staff currently in training)



US SAILING Experienced Coach and 100 Ton Captain – Don Harris

Certified City of Fort Lauderdale Lifeguards – Gio Serrano, Jessica LeNior (Miami-Dade Fire Rescue and Dive Recovery Team)

I. Nametags



Magnetic Name tags will be made for all employees in addition to always wearing our dryfit Crew Shirts while on site.



J. Written and Verbal Safety Briefing on PFD use

All Customers will be properly sized for Cost Guard Approved Personal Floatation Devices with a whistle attached.

All Customers will be informed that PFDs are to be worn properly with all three clips closed at all times during their rental and/or tour.

These policies support the WearIt Florida program implemented by FWC. BMOA is the only kayak and paddleboard company that enforces mandatory use of PFDs at all times regardless of age or skill.



Lead Tour Guide and Biologist going over PFD Safety guidelines with guests before going on the water

K. Written and verbal rescue protocol for personnel

There are several levels or rescues that may be required. All staff are trained upon hiring all safety and rescue procedures. All rescues are taught from American Canoe Association Education and training, and U.S. Coast Guard Boater's Safety Training Courses.

1. Flipped over—Man Overboard (MOB)

In the case that a customer is in the water, they are instructed calmly how to recover their equipment and reboard their vessel. Once the customer is out of the water staff will inquire as to any injuries that may occurred. If the customer is unharmed, the excursion may continue. If the customer has sustained an injury, return to land to fill out an incident report and administer first aid if needed. If the injury required paramedics call 911 to our immediate location if it is not possible to return to land.

2. Lost or Missing Customer

Protocol for a missing or late customer is to call the phone number for that guest within 15 minutes of the customers expected return time. If the customer responds, the situation is resolved, and they are late. If the customer does not respond we proceed to calling them every ten minutes to try to get a response. If the customer is reached, we try to help them navigate back to the park on their own. If this is not possible, the chase vessel will retrieve the customer. If we can not reach the customer still at 30 minutes, we do a visual inspection from land to see if we can see the customer from specific points in the city and call other vendors in the area for sightings. If a customer is not seen at this time, then a chase vessel will go in search of the customer. At the 1 hour mark, park rangers, and marine officials will be notified to assist in the search for a guest. If customers are not located, Coast Guard is notified as the search continues and we follow protocol they require for Search and Rescue. An incident report is filed once City personnel are notified of a missing customer.

L. Internal Controls & Sample reports

BMOA and contractors will be using FareHarbor for all point of Sale moving forward and will only be accepting credit cards as a form of payment. By not allowing cash there is less error between customers, employees, and reporting. All payments and expenses are filed into QuickBooks and Accounting Firm in Coral Springs, Wolfson CPA firm for additional internal auditing.

See Sample report from BMOA

MONTHLY REPORT OF PROGRAM SERVICE PROVIDER GROSS SALES

(Due by the 5th day of the following month)

Park: GEORGE ENGLISH PARK, 1101 BAYVIEW DR FORT LAUDERDALE FL 33304

Provider: Blue Moon Outdoor Adventures – Watersports Activities

Period Covered: _____

Sales Total: _____

Less Refunds: _____

Less Discounts: _____

Gross Sales Total: _____

Monthly Commission

25% of Gross Sales _____

Certification: I certify that this monthly sales statement is true and correct and is based upon actual gross receipts for the period covered and recorded in the accounting records available for review/audit by the City of Fort Lauderdale Parks and Recreation.

Signature of Program Service Provider

Date

Printed Name

Watersports Activities Rental Concession (Motorized & Non- Motorized)

Response to Bid 12592-252

Sample Report to support data exported monthly from FareHarbor. All subcontractors will also submit this report.

SAMPLE REPORT Availability	Item	Payment type	Sales		Processing Fee	Net	Tax Paid	Payment Count	Refund Count
			Gross	Net					
12/3/21 @ 10am - 12pm	Seven Isles of Fort Lauderdale Tour	Credit card	\$139.10	\$136.16	(\$2.94)	\$136.16	\$9.10	1	0
12/13/21 @ 2pm - 4pm	Seven Isles of Fort Lauderdale Tour	Credit card	\$139.10	\$136.16	(\$2.94)	\$136.16	\$9.10	1	0
12/18/21 @ 6pm - 8pm	Full Moon Night Tour	Credit card	\$107.00	\$104.67	(\$2.33)	\$104.67	\$7.00	1	0
12/21/21 @ 4pm - 6pm	Seven Isles of Fort Lauderdale Tour	Affiliate	\$214.02	\$214.02	\$0.00	\$214.02	\$14.01	1	0
12/28/21 @ 10am - 12pm	Seven Isles of Fort Lauderdale Tour	Affiliate	\$214.02	\$214.02	\$0.00	\$214.02	\$14.01	1	0
12/28/21 @ 2pm - 4pm	Seven Isles of Fort Lauderdale Tour	Credit card	\$278.20	\$272.61	(\$5.59)	\$272.61	\$18.20	1	0
6 availabilities	2 items	2 payment types	\$1,091.44	\$1,077.64	(\$13.80)	\$1,077.64	\$71.42	6	0

See Sample report for Subcontractors to BMOA

MONTHLY REPORT OF SUBCONTRACTOR GROSS SALES

(Due by 2nd of each month to Blue Moon Outdoor Adventures)

Park: GEORGE ENGLISH PARK, 1101 BAYVIEW DR FORT LAUDERDALE FL 33304

Provider: Lauderdale Jet Ski Adventures

Period Covered:	_____
Sales Total:	_____
Less Refunds:	_____
Less Discounts:	_____
Gross Sales Total:	_____
Monthly Commission	
25% of Gross Sales	_____

Certification: I certify that this monthly sales statement is true and correct and is based upon actual gross receipts for the period covered and recorded in the accounting records available for review/audit by the City of Fort Lauderdale Parks and Recreation.

_____	_____
Signature of Subcontractor	Date

 Printed Name

M. Additional Information

Green Initiatives

Blue Moon Outdoor Adventures strives to *Leave No Trace*. All tour guides and staff help our Leave No Trace initiative by doing daily clean ups inside the park as well as on the water during tours. In addition, we work with Jorg Hruschka with the City of Fort Lauderdale Volunteer Coordinator to supply donated equipment for monthly waterway cleanups throughout the City. BMOA recently supported the City of Fort Lauderdale and Paddle with a Purpose by donating equipment for up to 50 people for Make a Difference Day for volunteers to come and clean our waterways. BMOA intends to continue these efforts. Other locations for Blue Moon in the state BMOA has adopted waterways to dedicate their time to cleaning.



Photo: Paddle with a Purpose Day Proclamation with BMOA on Dec 8th



Photo: Samuel Delevoe Park Waterway Clean up

BMOA will be transitioning all services to reservations online using FareHarbor. This new process will also allow customers to sign waivers electronically in advance by using an integrated service provided why Where Wolf. This also helps reduce our paper footprint and automates the system for customers to allow for a quicker and smoother check in process.



Watersports Activities Rental Concession (Motorized & Non- Motorized) Response to Bid 12592-252

Additional Opportunities for Consideration:

We have strong experience in retail sales and plan to offer basics to enhance the customers overall experience once we have the greeting station on location as a welcome station as part of our capital improvements.

- Merchandise: Custom printed T-shirts, hats, waterproof bags
- Sundries: personal hygiene, sunscreen etc.
- Beverages: water, coconut water, Gatorade, sodas, etc. (*Vending Machines as well)
- Prepackaged Snacks: nuts, Alligator jerky, dried fruit. (*Vending Machines as well)

If we are able and can get access from the County and City we also plan to add electricity, Wifi, and water access by using a desalination kit to the main Tiki Hut and Beach area.

Watersports Activities Rental Concession (Motorized & Non- Motorized) Response to Bid 12592-252

4.2.3 Rental Rates

BMOA will provide rentals and guided tours. Below are rates for self-guided rentals only.

Non-motorized rentals require full payment prior to the start of the activity, but no additional deposit is needed.

Jetskis will require a security deposit of One Hundred Dollars (\$100). Price for Jet Skis include PFD, whistle, and Fuel.

2022 Rates	1 hour	2 hours	3 hours	½ day	Full day
Kayak	\$20	\$30	\$40	\$50	\$65
Tandem Kayak	\$30	\$40	\$50	\$60	\$75
Paddleboard	\$40	\$50	\$60	\$70	\$85
Waterbike	\$65	\$80	\$90	\$100	\$120
Jetski (1 person)	\$140	\$295			
Jetski (2 ppl)	+\$10	+\$10			

2023 Rates	1 hour	2 hours	3 hours	½ day	Full day
Kayak	\$25	\$35	\$45	\$55	\$70
Tandem Kayak	\$35	\$45	\$55	\$65	\$80
Paddleboard	\$45	\$55	\$65	\$75	\$90
Waterbike	\$70	\$85	\$95	\$105	\$125
Jetski (1 person)	\$155	\$305			
Jetski (2 ppl)	+\$10	+\$10			

2024 Rates	1 hour	2 hours	3 hours	½ day	Full day
Kayak	\$25	\$35	\$45	\$55	\$70
Tandem Kayak	\$35	\$45	\$55	\$65	\$80
Paddleboard	\$45	\$55	\$65	\$75	\$90
Waterbike	\$70	\$85	\$95	\$105	\$125
Jetski (1 person)	\$160	\$315			
Jetski (2 ppl)	+\$10	+\$10			

2025 Rates	1 hour	2 hours	3 hours	½ day	Full day
Kayak	\$25	\$35	\$45	\$55	\$70
Tandem Kayak	\$35	\$45	\$55	\$65	\$80
Paddleboard	\$45	\$55	\$65	\$75	\$90
Waterbike	\$70	\$85	\$95	\$105	\$125
Jetski (1 person)	\$165	\$315			
Jetski (2 ppl)	+\$10	+\$10			

2026 Rates	1 hour	2 hours	3 hours	½ day	Full day
Kayak	\$25	\$35	\$45	\$55	\$70

Watersports Activities Rental Concession (Motorized & Non- Motorized) Response to Bid 12592-252

Tandem Kayak	\$35	\$45	\$55	\$65	\$80
Paddleboard	\$45	\$55	\$65	\$75	\$90
Waterbike	\$70	\$85	\$95	\$105	\$125
Jetski (1 person)	\$165	\$315			
Jetski (2 ppl)	+\$10	+\$10			

Renewal year rates

2027 Rates	1 hour	2 hours	3 hours	½ day	Full day
Kayak	\$30	\$40	\$50	\$60	\$75
Tandem Kayak	\$40	\$50	\$60	\$70	\$85
Paddleboard	\$45	\$55	\$65	\$75	\$90
Waterbike	\$75	\$85	\$95	\$105	\$125
Jetski (1 person)	\$165	\$315			
Jetski (2 ppl)	+\$10	+\$10			

2028 Rates	1 hour	2 hours	3 hours	½ day	Full day
Kayak	\$30	\$40	\$50	\$60	\$75
Tandem Kayak	\$40	\$50	\$60	\$70	\$85
Paddleboard	\$45	\$55	\$65	\$75	\$90
Waterbike	\$75	\$85	\$95	\$105	\$125
Jetski (1 person)	\$165	\$315			
Jetski (2 ppl)	+\$10	+\$10			

BMOA will offer guided tours with professional tours guides or professional instruction and classes under the following rate schedules.

Kayak and Paddleboard tours

Year	1 Hour Tour/Lesson	2 Hour Tour/Lesson	3 Hour Tour Lesson
2022	\$49	\$69	\$89
2023	\$49	\$69	\$89
2024	\$49	\$69	\$89
2025	\$55	\$75	\$89
2026	\$55	\$75	\$89
2027/2028	\$55	\$75	\$89

Waterbikes

Year	1 Hour Tour/Lesson	2 Hour Tour/Lesson	3 Hour Tour/Lesson
2022	\$80	\$95	\$120
2023	\$80	\$95	\$120
2024	\$80	\$95	\$120
2025	\$100	\$115	\$135
2026	\$100	\$115	\$135

Watersports Activities Rental Concession (Motorized & Non- Motorized)

Response to Bid 12592-252

2027/2028	\$100	\$115	\$135
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Jet Ski tours

Year	1 Hour Tour/Lesson	2 Hour Tour/Lesson
2022	\$165	\$310
2023	\$170	\$315
2024	\$175	\$320
2025	\$180	\$330
2026	\$180	\$330
2027/2028	\$180	\$330

Summer Camp and Nonprofit Programming rates for non-motorized activities. Lifeguards will be present during these activities.

Kayaking & Paddleboarding

Year	Camps & Youth Groups (2 hrs)
2022	\$25
2023	\$25
2024	\$28
2025	\$28
2026	\$30
2027/2028	\$30

Sailing & Rowing

Summer camp program will be in two-week Sessions and will offer three (3) sessions each Summer. There will be pricing for Resident and non-residents. These camps will be exclusive beginner program intended for students to be able to join more advanced sailing and/or Rowing camps in the area after this program. Each program will be capped at 15 students. Camp time offerings will be 9-4pm Mon-Fri

Year	Resident	Non-Resident
2022	\$499	\$599
2023	\$499	\$599
2024	\$599	\$699
2025	\$599	\$699
2026	\$599	\$699
2027/2028	\$599	\$699

4.2.5 References

City of Oakland Park, Parks and Leisure Services
Chris Casale, Director of Parks and Leisure Services
3650 N.E. 12th Avenue, Oakland Park, FL 33334
954-600-3101
christopher.casale@oaklandparkfl.gov

Scope of Work: Blue Moon was contracted to be the Instructor and service provider for after school programming to help fight obesity and bring awareness to children by use of watersports, kayaks and paddleboards. Contract executed for 2021-2022 with annual renewals. This contract was initially delayed due to COVID. The original intention was to start this program in 2020. Cost of this program annually over 54 sessions of instruction is approximately \$20,000.

Bobby Rodriguez Productions/ FL Ren-Fest, Broward County
Bobby Rodriguez, Owner
800 NW 57th Pl. Fort Lauderdale, FL 33309
954-771-7117
br@ren-fest.com

Scope of work: Blue Moon was contracted to be the exclusive watersport activity at Quiet Waters Park for the Ren-Fest, a 6 week contract operating on weekends only. Blue Moon Was Contracted in 2020 for this event, due to COVID it did not operate in 2021, but Blue Moon has secured the 2022 contract for this coming season. Cost of program approximately \$8,000.

Dear Realty / Island Center
Richard Dear, Owner
5016 5th Ave, Key West, FL 33040
941-504-5348
richard@dearrealty.com

Scope of work: Blue Moon has a commercial location at Richard's commercial property in Key West. We have a similar Annual contract based on commission. While Blue Moon has been there, we have provided Kayak and Paddleboard rentals and tours, and brought in a new higher performing contractor for Jet Skis. This is the same subcontract BMOA will be using in Fort Lauderdale as well due to our existing relationship. We have also built a store front for BMOA. Cost of program between both companies is approximately \$62,000 and will grow each year.

References for subcontractors regarding motorized services:

Kevin Quark, GM Hilton Marina
1881 S.E. 17th Street, Fort Lauderdale, FL 33316
(954)-873-3157
kq@usmarinagroup.com

Watersports Activities Rental Concession (Motorized & Non- Motorized) Response to Bid 12592-252

Scope of work: Lauderdale Adventures was contracted to come on site and perform bareboat and non-bareboat charters. Locations included Bahia Mar Marina and Hilton Marina from 2018 to present. Bareboat charters take guest around Fort Lauderdale to locations such as New River, Whisky Creek and the Triangle Sand Bar. All charters come equipped with 2 paddle boards and floating fun dock. Guest are educated on safe boating, wildlife and clean boating practices. Cost of the program is approximately \$12,000.

4.2.6 Minority/Women (M/WBE) Participation

Blue Moon Outdoor Center, LLC has been certified in the past as Women Owned Business & Woman owned Small Business. BMOA is in the process of renewing this certification, it is an annual process, and BMOA still meets the requirements of the WOB/WOSB certifications.

Duns number 007448016

CAGE 80Z52

Blue Moon Outdoor Center LLC

CLAIMED
 1120 NW 51st St, Fort Lauderdale, FL - 33309, USA
 (954) 328-5231 colleen@bluemoonoutdoor.com

DUNS:	007448016	Known Exclusion:	No
CAGE:	80Z52	Delinquent Federal Debt:	No
Start Date:	Dec 01 2004	Accepts Govt. Credit Card:	Yes

Registration Status: ACTIVE

Point of Contact
GOVERNMENT BUSINESS POC
 Name: Colleen Guido
 Email: colleen@bluemoonoutdoor.com
 Phone: (954) 328-5231
 Address: 1931 Cordova Road #226, Fort Lauderdale, FL - 33316, USA

ELECTRONIC BUSINESS POC
 Name: Colleen Guido
 Email: colleen@bluemoonoutdoor.com
 Phone: (954) 328-5231
 Address: 1931 Cordova Road #226, Fort Lauderdale, FL - 33316, USA

SAM Information
 Listed on SAM: Yes
 SAM Status: ACTIVE
 Purpose of Registration: ALL_AWARDS
 SAM Expires on: Thu Jan 17 2019

Certifications
 A2 Woman Owned Business
 8W Woman Owned Small Business
 2X For Profit Organization
 27 Self Certified Small Disadvantaged Business

Watersports Activities Rental Concession (Motorized & Non- Motorized) Response to Bid 12592-252

4.2.7 Subcontractors

BMOA has interviewed and vetted several Jet Ski companies to find the correct match as a subcontractor for this solicitation. Lauderdale Jet Ski Adventures has been selected as the most responsible and professional company in the local area to partner with BMOA to carry out the Motorized portion of the bid. Lauderdale Jet Ski Adventures also owns Lauderdale Adventures for pontoon boat rentals and charters and would also provide those services if approved by the City of Fort Lauderdale.

Lauderdale Jet Ski Adventures main points of contact are Chad Thomas and Jeremy Beller.

Chad Thomas

Jeremy Beller

419-340-2730

954-817-1868

chadt2015@yahoo.com

jeremyb_7903@yahoo.com

BMOA has asked Blue Ocean Water Bikes to join our non-motorized fleet by providing Water Bike tours and rentals from George English and Coontie Hatchee parks. The Main point of Contact is Matthew Brown.

Mathew Brown

305-763-2680

blueoceanwaterbikes@gmail.com

4.2.8 Required Forms

A. Proposal certification

City of Fort Lauderdale

Bid 12592-525

BID/PROPOSAL CERTIFICATION

Please Note: It is the sole responsibility of the bidder to ensure that his bid is submitted electronically through www.BidSync.com prior to the bid opening date and time listed. Paper bid submittals will not be accepted. 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) Blue Moon Outdoor Center LLC EIN (Optional): 84-2091014

Address: 1201 N. Federal Hwy # 4704

City: Fort Lauderdale State: FL Zip: 33304

Telephone No.: 954 751 0073 FAX No.: Email: Lauren@bluemoonoutdoor.com

Delivery: Calendar days after receipt of Purchase Order (section 1.02 of General Conditions): N/A

Total Bid Discount (section 1.05 of General Conditions): N/A

Check box if your firm qualifies for MBE / SBE / WBE (section 1.09 of General Conditions): [checked]

ADDENDUM ACKNOWLEDGEMENT - Proposer acknowledges that the following addenda have been received and are included in the proposal:

Table with 6 columns: Addendum No., Date Issued, Addendum No., Date Issued, Addendum No., Date Issued. All entries are N/A.

VARIANCES: If you take exception or have variances to any term, condition, specification, scope of service, or requirement in this competitive solicitation you must specify such exception or variance in the space provided below or reference in the space provided below all variances contained on other pages within your response. Additional pages may be attached if necessary. No exceptions or variances will be deemed to be part of the response submitted unless such is listed and contained in the space provided below. The City does not, by virtue of submitting a variance, necessarily accept any variances. If no statement is contained in the below space, it is hereby implied that your response is in full compliance with this competitive solicitation. If you do not have variances, simply mark N/A. You must also click the "Take Exception" button.

would like to add bare boat rentals and charters of pontoons, efoils, sailing, and rowing, and water bikes

The below signatory hereby agrees to furnish the following article(s) or services at the price(s) and terms stated subject to all instructions, conditions, specifications addenda, legal advertisement, and conditions contained in the bid/proposal. I have read all attachments including the specifications and fully understand what is required. By submitting this signed proposal, I will accept a contract if approved by the City and such acceptance covers all terms, conditions, and specifications of this bid/proposal. The below signatory also hereby agrees, by virtue of submitting or attempting to submit a response, that in no event shall the City's liability for respondent's direct, indirect, incidental, consequential, special or exemplary damages, expenses, or lost profits arising out of this competitive solicitation process, including but not limited to public advertisement, bid conferences, site visits, evaluations, oral presentations, or award proceedings exceed the amount of Five Hundred Dollars (\$500.00). This limitation shall not apply to claims arising under any provision of indemnification or the City's protest ordinance contained in this competitive solicitation.

Submitted by:

Lauren Ridley (Name printed), 11/15/2021 (Date)

(Signature), Owner (Title)

revised 04/2020

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B. Revenue Proposal

City of Fort Lauderdale

Bid 12592-525

SECTION VI - REVENUE PROPOSAL PAGE

Proposer Name: DBA Blue Moon Outdoor Adventures

Proposer agrees to supply the services at the fees bid below in accordance with the terms, conditions and specifications contained in this RFP.

Percentage in the amount of 25 % of monthly gross concession receipts net of sales tax. (Preferred minimum is 25% of monthly gross concession receipts net of sales tax)

List below the improvements you propose to introduce during the contract term. Improvements can be directed towards increasing sales and revenue to the City, to further satisfy your patrons, improve the aesthetics of the Concession Area or design a concession building.

up to \$75,000-

List below each proposed improvement and the cost to provide Floating Dock \$40,000 it. Attach an additional sheet if necessary.

<u>Artificial Grass and Beach Nourishment</u>	\$	<u>16,000-</u>
<u>Tiki Hut Addition</u>	\$	<u>3,000-</u>
<u>Park Map Kiosks</u>	\$	<u>2,000-</u>
<u>Coonzie Hatchee Storage</u>	\$	<u>4,000-</u>
<u>ADA mobi-mats</u>		<u>4,000-</u>

List below all equipment that will be utilized for the concession and their current value. List all rental equipment (code with an R), the chase/tow vessels(s) (code with a C), and accessory equipment such as trucks trailers etc. (code with an A). Please provide one set of color photographs of equipment for this concession, attached to this proposal section. Proposed markings of equipment must be included in the photographs (see Section 3.6 – Rental Equipment.)

<u>Description</u>	<u>Code (R/C/A)</u>	<u>Qty.</u>	<u>Total Value</u>
<u>Ocean kayaks</u>	<u>R</u>	<u>44</u>	<u>\$ 30,800</u>
<u>Pulse Paddleboards</u>	<u>R</u>	<u>15</u>	<u>\$ 13,500</u>
<u>Carlise Paddles</u>	<u>R</u>	<u>75</u>	<u>\$ 5,625</u>
<u>MTI PFDS</u>	<u>R</u>	<u>100</u>	<u>\$ 4,000</u>
<u>Schiller Bikes</u>	<u>R</u>	<u>15</u>	<u>\$ 75,000</u>
<u>Laser Sailboats</u>	<u>R</u>	<u>10</u>	<u>\$ 50,000</u>
<u>Carboard Sybs</u>	<u>R</u>	<u>5</u>	<u>\$ 6,000</u>
<u>Yamaha VX</u>	<u>R</u>	<u>8</u>	<u>\$ 72,000</u>
<u>(use additional sheets if necessary)</u>			
<u>Boston Whaler 17'</u>	<u>C</u>	<u>1</u>	<u>15,000</u>
<u>Ford F150</u>	<u>A</u>	<u>1</u>	<u>20,000</u>
<u>Jet ski trailers</u>	<u>A</u>	<u>2</u>	<u>10,000</u>

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City of Fort Lauderdale

Bid 12592-525

Submitted by:

Lauren Ridley
Name (printed)


Signature

11/15/2021
Date

Owner
Title

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C. Non-Collusion Statement

City of Fort Lauderdale

Bid 12592-525

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.

<u>NAME</u>	<u>RELATIONSHIPS</u>
_____	_____
_____	_____
NONE	_____

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.



 Authorized Signature

 Lauren Ridley

 Name (Printed)

owner

 Title
 11/15/2021

 Date

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D. Non-Discrimination Certification Form

City of Fort Lauderdale

Bid 12592-525

**CONTRACTOR'S CERTIFICATE OF COMPLIANCE WITH
NON-DISCRIMINATION PROVISIONS OF THE CONTRACT**

The completed and signed form should be returned with the Contractor's submittal. If not provided with submittal, the Contractor must submit within three business days of City's request. Contractor may be deemed non-responsive for failure to fully comply within stated timeframes.

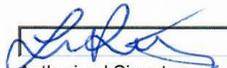
Pursuant to City Ordinance Sec. 2-17(a)(i)(ii), bidders must certify compliance with the Non-Discrimination provision of the ordinance.

- (a) Contractors doing business with the City shall not discriminate against their employees based on the employee's race, color, religion, gender (including identity or expression), marital status, sexual orientation, national origin, age, disability or any other protected classification as defined by applicable law.

Contracts. Every Contract exceeding \$100,000, or otherwise exempt from this section shall contain language that obligates the Contractor to comply with the applicable provisions of this section.

The Contract shall include provisions for the following:

- (i) The Contractor certifies and represents that it will comply with this section during the entire term of the contract.
- (ii) The failure of the Contractor to comply with this section shall be deemed to be a material breach of the contract, entitling the City to pursue any remedy stated below or any remedy provided under applicable law.


 Authorized Signature

Lauren Ridley, owner
 Print Name and Title

11/15/2021
 Date

E. Local Business Preference

City of Fort Lauderdale and Broward County Business



CITY OF FORT LAUDERDALE BUSINESS TAX YEAR 2021-2022



Business Tax Division

700 NW 19TH AVE. | FORT LAUDERDALE, FL 33311 | (954) 828 - 5195

Business ID: BL-1700925**Business Name:** BLUE MOON OUTDOOR ADVENTURE**Business Address:** 1201 N FEDERAL HWY # 4704

BLUE MOON OUTDOOR ADVENTURE
1201 N FEDERAL HWY # 4704
FORT LAUDERDALE FL 33304

TAX CATEGORIES

419402 RENTAL SVC-NOT IN CONNECTION W/MRCH

423600 TOUR ORGANIZER

Contact: BLUE MOON OUTDOOR ADVENTURE**Business Email:** Info@Bluemoonoutdoor.Com

- This Receipt is issued for the period commencing October 1st and ending September 30th of the years shown above.
- If you have closed or moved out of the city, please email businesstax@fortlauderdale.gov and include the Business ID #.
- A transfer of business location within city limits is subject to zoning approval. Complete a Business Tax Transfer Application online to obtain the necessary approval. A transfer fee of 10% of the Business Tax fee applies, not less than \$3.00, no more than \$25.00.
- If you have sold your business, please email a copy of the Bill of Sale to businesstax@fortlauderdale.gov and include the Business ID #. A transfer of ownership will incur a transfer fee of 10% of the Business Tax fee, not less than \$3.00, no more than \$25.00.

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.

700 NW 19TH AVE.
Fort Lauderdale, FL 33311
TEL 954 828 5195
WWW.FORTLAUDERDALE.GOV

F. Disadvantaged Business Enterprise Preference

Blue Moon Outdoor Center LLC**CLAIMED**

1120 NW 51st St, Fort Lauderdale, FL - 33309, USA
 (954) 328-5231 colleen@bluemoonoutdoor.com

DUNS:	007448016	Known Exclusion:	No
CAGE:	80Z52	Delinquent Federal Debt:	No
Start Date:	Dec 01 2004	Accepts Govt. Credit Card:	Yes

/

Registration Status: ACTIVE**Point of Contact****GOVERNMENT BUSINESS POC**

Name: Colleen Guido
 Email: colleen@bluemoonoutdoor.com
 Phone: (954) 328-5231
 Address: 1931 Cordova Road #226, Fort
 Lauderdale, FL - 33316, USA

ELECTRONIC BUSINESS POC

Name: Colleen Guido
 Email: colleen@bluemoonoutdoor.com
 Phone: (954) 328-5231
 Address: 1931 Cordova Road #226, Fort
 Lauderdale, FL - 33316, USA

SAM Information

Listed on SAM: Yes
 SAM Status: ACTIVE
 Purpose of
 Registration: ALL_AWARDS
 SAM Expires on: Thu Jan 17 2019

Certifications

A2 Woman Owned Business
 8W Woman Owned Small Business
 2X For Profit Organization
 27 Self Certified Small Disadvantaged Business

G. Contract Payment Method – Online via credit card.

H. E-Verify Statement

City of Fort Lauderdale

Bid 12592-525

E-VERIFY AFFIRMATION STATEMENT

RFP/Bid /Contract No: 12592-525

Project Description: Watersports Activities Rental concession (motorized & non motorized)

Contractor/Proposer/Bidder acknowledges and agrees to utilize the U.S. Department of Homeland Security's E-Verify System to verify the employment eligibility of,

- (a) all persons employed by Contractor/Proposer/Bidder to perform employment duties within Florida during the term of the Contract, and,
- (b) all persons (including subcontractors/vendors) assigned by Contractor/Proposer/Bidder to perform work pursuant to the Contract.

The Contractor/Proposer/Bidder acknowledges and agrees that use of the U.S. Department of Homeland Security's E-Verify System during the term of the Contract is a condition of the Contract.

Contractor/Proposer/ Bidder Company Name: Blue Moon Outdoor Center LLC DBA Blue Moon Outdoor Adventures

Authorized Company Person's Signature: [Signature]

Authorized Company Person's Title: Owner

Date: 11/15/2021

I. Sample Insurance Certificate



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
01/03/2021

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 have ADDITIONAL INSURED provisions or 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).

PRODUCER K&K Insurance Group, Inc. 1712 Magnavox Way Fort Wayne IN 46804		CONTACT NAME: Seth Isch PHONE (A/C, No, Ext): 877-783-1161 FAX (A/C, No): 800-363-3694 E-MAIL: OandG@kandkinsurance.com ADDRESS: PRODUCER CUSTOMER ID:	
INSURED Blue Moon Outdoor Center LLC DBA: Blue Moon Outdoor Adventures 1201 N Federal HWY 4704 Fort Lauderdale, FL 33304 A Member of the Sports, Leisure & Entertainment RPG		INSURER(S) AFFORDING COVERAGE INSURER A: Nationwide Mutual Insurance Company NAIC # 23787 INSURER B: INSURER C: INSURER D: INSURER E: INSURER F:	

COVERAGES CERTIFICATE NUMBER: W01875888 REVISION NUMBER:

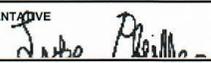
THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE 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.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC <input checked="" type="checkbox"/> OTHER: MEMBER	X		6BRPA0000031565200	01/15/2021 12:01 AM EDT	01/15/2022 12:01 AM	EACH OCCURRENCE \$1,000,000 DAMAGE TO RENTED PREMISES (Ea Occurrence) \$300,000 MED EXP (Any one person) EXCLUDED PERSONAL & ADV INJURY \$1,000,000 GENERAL AGGREGATE \$5,000,000 PRODUCTS - COMP/OP AGG \$1,000,000 PROFESSIONAL LIABILITY LEGAL LIAB TO PARTICIPANTS
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> NOT PROVIDED WHILE IN HAWAII <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> NON-OWNED AUTOS ONLY						COMBINED SINGLE LIMIT (Ea accident) BODILY INJURY (Per person) BODILY INJURY (Per accident) PROPERTY DAMAGE (Per accident)
	UMBRELLA LIAB <input type="checkbox"/> OCCUR EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED <input type="checkbox"/> RETENTION						EACH OCCURRENCE AGGREGATE
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/ EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) <input type="checkbox"/> If yes, describe under DESCRIPTION OF OPERATIONS below	N/A					<input type="checkbox"/> PER STATUTE <input type="checkbox"/> OTHER E.L. EACH ACCIDENT E.L. DISEASE - EA EMPLOYEE E.L. DISEASE - POLICY LIMIT
	MEDICAL PAYMENTS FOR PARTICIPANTS						PRIMARY MEDICAL EXCESS MEDICAL

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)
 Eco Tours, Kayak/Canoe/Raft/Tube/Paddle & Surf Board Rental Operations Class I, II, III rivers, flatwater (non-guided/guided), Livery, shuttle or transport services for your own operations, Paddlefit, Paddling Schools, Paddling/Paddleboarding (includes stand-up paddleboarding), Retail Sales (must be 80% or less of total revenues), Shoreline Sailing (less than 1 mile from shore and must be 10% or less of total revenues), Snorkeling (must be 10% or less of total revenues), Surfing
 Certificate holder is added as an additional insured, but only for liability caused, in whole or in part, by the acts or omissions of the named insured. Coverage does not extend to the negligence or errors & omissions of the additional insured.

CERTIFICATE HOLDER City of Fort Lauderdale - Risk Division 100 N Andrews Ave Fort Lauderdale, FL 33301 (Owner, Manager or lessor of the premises)	CANCELLATION 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
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Coverage is only extended to U.S. events and activities.
 ** NOTICE TO TEXAS INSURED: The insurer for the purchasing group may not be subject to all the insurance laws and regulations of the State of Texas

CERTIFICATE OF INSURANCE				DATE (MM/DD/YY) 10/14/2021
PRODUCER AND THE NAMED INSURED Evolution Insurance Brokers, LLC. 8722 S. Harrison St. Sandy, UT 84070 (801) 304-5500		THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE OF INSURANCE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND, OR ALTER THE COVERAGE AFFORDED BY THE INSURANCE POLICIES BELOW.		
INSURED Lauderdale Jet Ski Adventures LLC DBA: Key West Jet Ski Adventures 801 Seabreeze Blvd Fort Lauderdale, FL 33316		INSURERS AFFORDING COVERAGE INSURER A: Prime Insurance Company INSURER B: INSURER C: INSURER D: INSURER E: - Company #12588		
"LIMITS SHOWN ARE THOSE IN EFFECT AS OF POLICY INCEPTION"				
COVERAGES The policies of insurance listed below have been issued to the insured named above for the policy 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. Aggregate limits shown may have been reduced by paid claims.				
TYPE OF INSURANCE	POLICY NUMBER	POLICY EFFECTIVE DATE (MM/DD/YY)	POLICY EXPIRATION DATE (MM/DD/YY)	LIMITS
<input checked="" type="checkbox"/> Commercial Liability <input checked="" type="checkbox"/> Claims Made <input checked="" type="checkbox"/> Exclude Products <input checked="" type="checkbox"/> Exclude Completed Operations	SC21042052	4/21/2021	4/21/2022	\$500,000 Per Person \$1,000,000 Per Accident \$1,000,000 Policy Aggregate
<input type="checkbox"/> Commercial Auto Liability Any Auto All Owned Autos Scheduled Autos Hired Autos Non-Owned Autos Drive Away Specifically Described Autos				
<input type="checkbox"/> Commercial Garage Liability G.K.L.L. O.T.R.P.D. D.O.C. Cargo On Hook Employee Dishonesty Wrongful Repossession Claims Made Exclude Products Exclude Completed Operations				
<input type="checkbox"/> Excess Liability <input type="checkbox"/> Claims Made				
OTHER				
DESCRIPTION OF OPERATION/LOCATIONS/VEHICLES/EXCLUSIONS ADDED BY ENDORSEMENT/SPECIAL PROVISIONS Coverage is limited to only insured activities or operations identified in the Policy. Rental - Personal Watercraft & Jet-Skis - Receipts, Rental - Personal Watercraft & Jet-Skis - Per unit., Guided Tours - Jet Ski Tours.				
<input checked="" type="checkbox"/> CERTIFICATE HOLDER Dear Key West, LLC 5016 5th Ave Key West, FL 33040 UDA-F-030 14FEB2020	<input checked="" type="checkbox"/> ADDITIONAL INSURED	<input type="checkbox"/> LOSS PAYEE SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, THE ISSUING INSURER WILL ENDEAVOR TO MAIL 0 DAYS WRITTEN NOTICE TO THE CERTIFICATE HOLDER NAMED TO THE LEFT, BUT FAILURE TO DO SO SHALL IMPOSE NO OBLIGATION OR LIABILITY OF ANY KIND UPON THE INSURER, ITS AGENTS OR REPRESENTATIVES. AUTHORIZED REPRESENTATIVE 		

J. W-9

Form **W-9**
(Rev. October 2018)
Department of the Treasury
Internal Revenue Service

Request for Taxpayer Identification Number and Certification

Give Form to the requester. Do not send to the IRS.

Go to www.irs.gov/FormW9 for instructions and the latest information.

Print or type. See Specific Instructions on page 3.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.
Blue Moon Outdoor Center LLC

2 Business name/disregarded entity name, if different from above
Blue Moon Outdoor Adventures

3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only **one** of the following seven boxes.

Individual/sole proprietor or single-member LLC C Corporation S Corporation Partnership Trust/estate

Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ _____

Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is **not** disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.

Other (see instructions) ▶ _____

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):
Exempt payee code (if any) _____
Exemption from FATCA reporting code (if any) _____
(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.) See instructions.
1201 N Federal HWY 4704

6 City, state, and ZIP code
Fort Lauderdale, FL, 33304

7 List account number(s) here (optional)

Requester's name and address (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number

				-					
--	--	--	--	---	--	--	--	--	--

or

Employer identification number

8	4	-	2	6	9	1	0	1	4
---	---	---	---	---	---	---	---	---	---

Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here Signature of U.S. person ▶  Date ▶ **11/15/2021**

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
 - Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
 - Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
 - Form 1099-S (proceeds from real estate transactions)
 - Form 1099-K (merchant card and third party network transactions)
 - Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
 - Form 1099-C (canceled debt)
 - Form 1099-A (acquisition or abandonment of secured property)
- Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.
- If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.*

K. Active Status from Division of Corporation – Sunbiz

DIVISION OF CORPORATIONS



[Department of State](#) / [Division of Corporations](#) / [Search Records](#) / [Search by Registered Agent Name](#) /

Detail by Registered Agent Name

Florida Limited Liability Company
 BLUE MOON OUTDOOR CENTER LLC

Filing Information

Document Number L04000086992
FEI/EIN Number 84-2691014
Date Filed 12/02/2004
State FL
Status ACTIVE
Last Event LC STMNT OF RA/RO CHG
Event Date Filed 08/23/2019
Event Effective Date NONE

Principal Address

1101 BAYVIEW DR
 FORT LAUDERDALE, FL 33304

Changed: 08/23/2019

Mailing Address

1201 N Federal Highway
 4704
 Fort Lauderdale, FL 33304

Changed: 01/08/2019

Registered Agent Name & Address

RIDLEY, Lauren
 1201 N Federal Highway
 4704
 Fort Lauderdale, FL 33304

Name Changed: 08/23/2019

Address Changed: 01/08/2019

Authorized Person(s) Detail

Name & Address

Title Owner

Ridley, Lauren Elizabeth
 1201 N Federal Highway
 4704
 FORT LAUDERDALE, FL 33304

Annual Reports

Report Year	Filed Date
2019	01/08/2019
2020	01/21/2020
2021	01/04/2021

Document Images

01/04/2021 -- ANNUAL REPORT	View image in PDF format
01/21/2020 -- ANNUAL REPORT	View image in PDF format
08/23/2019 -- CORLCRACHG	View image in PDF format
01/08/2019 -- ANNUAL REPORT	View image in PDF format
03/06/2018 -- ANNUAL REPORT	View image in PDF format
03/19/2017 -- ANNUAL REPORT	View image in PDF format
04/12/2016 -- ANNUAL REPORT	View image in PDF format
09/07/2015 -- AMENDED ANNUAL REPORT	View image in PDF format
03/01/2015 -- ANNUAL REPORT	View image in PDF format
02/25/2014 -- ANNUAL REPORT	View image in PDF format
01/17/2013 -- ANNUAL REPORT	View image in PDF format
04/28/2012 -- ANNUAL REPORT	View image in PDF format
01/05/2011 -- ANNUAL REPORT	View image in PDF format
04/07/2010 -- ANNUAL REPORT	View image in PDF format
03/23/2009 -- ANNUAL REPORT	View image in PDF format
02/11/2008 -- ANNUAL REPORT	View image in PDF format
04/11/2007 -- ANNUAL REPORT	View image in PDF format
01/30/2006 -- ANNUAL REPORT	View image in PDF format
03/10/2005 -- ANNUAL REPORT	View image in PDF format
12/02/2004 -- Florida Limited Liability	View image in PDF format

Florida Department of State, Division of Corporations

5.2.2 Weighted Criteria Index		
Weighted Criteria Areas	TOC Section Where Addressed	Page Numbers Where Addressed
ABILITY TO MEET OBJECTIVES		
Understands overall needs of the City as presented in the proposed plan, including but not limited to proposed equipment, concession area site plan and maintenance of area, marketing plan, etc....	Approach to Scope of Work, Rates	Pg. 16-61 Pg. 62-64
QUALIFICATIONS		
Experience, qualifications and references of the proposing firm and personnel assigned, proposed plan for management, staffing and operation of concession under this contract.	Executive Summary, Narrative, Experience & Qualifications, References, Management & Staffing	Pg. 4-6 Pg. 16-30 Pg. 7-15 Pg. 65-66 Pg. 43-46
Quality of daily/overnight storage plan and hurricane preparedness plan.	Narrative, Site Plan, Daily Maintenance, Storage Plan, Hurricane Preparedness/Evacuation Plan, Revenue Proposal	Pg. 16-19 Pg. 31-33 Pg. 34-35 Pg. 36 Pg. 37 Pg. 70
Safety Plan/Rescue Procedures including, but not limited to, pre- ride rental instructions, person flotation device instructions and rescue protocols.	Narrative, Safety Briefings, Rescue Protocol	Pg. 23-30 Pg. 54 Pg. 55
Annual Guaranteed minimum concession fees proposed	Executive Summary, Revenue Proposal	Pg. 4-6 Pg. 70