

Office of the President
Willis Holcombe Center
111 East Las Olas Boulevard, Fort Lauderdale, FL 33301
Phone: 954-201-7401/Fax 954-201-7357

CITY MANAGER

2015 FEB 23 PM 1:21

J. David Armstrong, Jr., President

February 16, 2015

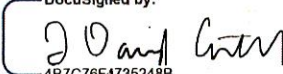
Mr. Lee Feldman
City Manager
City of Fort Lauderdale
100 N Andrews Avenue
Fort Lauderdale, FL 33301

Dear Mr. Feldman:

Broward College, The Restaurant People and Barton G., (The Culinary Institute Joint Venture, or (CIJV) have joined together to submit the attached proposal for the City's consideration for an exceptional restaurant/culinary school and events destination at the City's historic Riverhouse location. The one of a kind location offers the opportunity for a unique and matchless venue. The CIJV envisions a vibrant restored Riverhouse that maintains its historical value and can offer a first class dining experience, a one of a kind events venue and an opportunity for a culinary program that can meet the job demands of this growing field. The proposal envisions the several million dollars in restoration needed being shared between the City and the CIJV partnership. The restored Riverhouse is anticipated to become a destination that would help improve business and foot traffic in the Himmarshee Village/Las Olas Riverfront area and restore one of the community's true historic treasures in the Bryan homes.

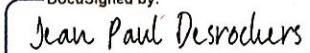
We look forward to working together with you to hopefully bring this public private partnership and true win-win opportunity for the City, to a reality.

Sincerely,

DocuSigned by:

4B7C76F4735248B...
J. David Armstrong Jr.
President
Broward College

DocuSigned by:

510957F6F38D4AC...
Tim Petrillo
President
The Restaurant People

DocuSigned by:

497A215179DC47E...
Jean Paul Desrochers
President
Barton G.

The Riverhouse Vision

A Remarkable Restaurant, Event and Culinary Institute Destination



February 20, 2015

The Riverhouse facility located in the Historic Bryan Homes were built in 1903 and present both a unique opportunity and set of challenges. The building's river-front, Himmarshee Village location and historic architecture make the property an ideal opportunity but only for a limited number of uses. Broward College, The Restaurant People and Barton G have formed a partnership and a unique business proposal that can provide one of the few viable opportunities for the parcel and a venture that can help to re-ignite the Himarshee Village Las Olas river front. However the proposal is not a three way partnership but rather a four way venture that will require the strong commitment, support and assistance of the City to be viable. The goals of the project are:

- 1.) To create a unique partnership of diverse and strong proven successful community entities that together can
 - a. Re-create a one of a kind venue that can formally educate future restaurateurs and event planners providing an unrivaled dining experience in a truly exceptional setting, and
 - b. through these ventures play a major role in the revitalization of the Las Olas Riverfront community creating an amenity and visitor destination that the City has always envisioned.

The Team:

Broward College

Broward College is one of 28 colleges within the Florida College System. The college graduates 10,000 students annually and has 150,000 alumni. With 67,000 currently attending students, the college is by far the most substantial higher education and workforce training institution in Broward County. The College was recently recognized as being one of the top ten colleges in the United States, is accredited through the Southern Association of Colleges and Schools and has a long standing record of successful partnerships with area businesses and local governments.

Nearly 1 million people have taken a class at Broward College - and more than 120,000 students from all walks of life have earned degrees - since the college opened in 1960. Broward College ranks fifth nationally among four-year institutions in awarding associate degrees, according to Community College Week. Broward College is ranked third in the U.S. in awarding associate degrees to minority students

overall — fourth in African American graduates and sixth in Hispanic degree-holders. The annual economic impact of Broward College is \$1billion. A student may see a return in future earnings of up to \$6.20 for every dollar he or she spends on a Broward College degree. Each year, 67,000 students choose 132 bachelor's, associate's and certificate programs and classes offered online and on-campus. Broward College boasts a student body representing more than 175 countries. Thirty-seven percent of Broward College's student body was born outside of the United States. Thirteen Broward College students have earned prestigious Jack Kent Cooke Undergraduate Transfer Scholarships since 2004 - no other college has more.

Barton G

An event design, production and hospitality company, Barton G. serves corporate, sports and social clients around the world with an extraordinary breadth of vertically integrated capabilities.

Its founder, Barton G. Weiss, is an internationally recognized event concept designer, restaurateur and culinary visionary. In his two-decade career, Weiss has created more than 20,000 events for corporate, sports and social clients and has become known around the globe as one of the industry's most innovative talents with an unlimited ability to surprise and inspire.

Weiss' clients include Fortune 100 and Fortune 500 companies, celebrities and professional sports clients such as the NFL, PGA, USGA, Ryder Cup and BMW Championship. He opened Barton G. The Restaurant in South Beach in 2002 and recently opened his second location in Los Angeles in June 2014. In 2010, Mr. Weiss took over operations of the former Versace Mansion on Miami Beach's Ocean Drive, rechristening the historic home—now a hotel, restaurant and venue—into The Villa By Barton G.

Weiss has appeared as a guest judge on Top Chef, and has been featured on Giada De Laurentiis Behind the Bash. He has been profiled and quoted extensively as an expert on party planning, events creation and restaurants in numerous publications, including The New York Times, The Wall Street Journal, USA Today, Departures magazine, Time magazine and Forbes magazine. He has also been featured on ABC's Nightline, CNN and CNBC. Weiss is a member of Town and Country magazine's Wedding Advisory Board. Barton is considered one of the industry's most innovative talents, always pushing the boundary of what is possible and bringing his unique brand of artistry to each event, as well as to his own restaurant experiences.

The Restaurant People

Founded in 1996, The Restaurant People (TRP) has grown to become South Florida's premier dining, hospitality and entertainment firm. The company currently owns and operates some of the hottest restaurants and nightlife venues in Fort Lauderdale, including Tarpon Bend Food & Tackle (opened in August 1999), YOLO and O Lounge (opened in 2008), Vibe Las Olas (opened in October 2010), S3 at the Hilton Fort Lauderdale Beach Resort (opened in May 2013) and Fork & Balls (opened in June 2014). The company is also responsible for bringing to life such other popular Fort Lauderdale restaurants as Himmarshee Bar & Grille and Side Bar (opened in August 1997 and March 2000, respectively), and The River House (opened in October 1998).

TRP's Executive Team is comprised of Tim Petrillo, president and co-founder; Peter Boulukos, Executive Chef and co-founder; and Alan Hooper, co-founder and Construction Development Manager. Petrillo is considered the dreamer of the operation. He pulls inspiration for new concepts from the world around him, identifies a market need, and develops a plan that fills the void and fits the market. Boulukos takes on the role as the taste maker, creating menus and adding flavor to every TRP concept. His career has taken him through monumental experiences including a successful time with the CIA, and various top chef positions at renowned restaurants across the country. Hooper is the one who gives shape to TRP's endeavors. Assisting in scouting locations and developing the structures to house these restaurants, Hooper's skill set puts action to the plans and builds the places that keep guests returning.

Together, the Executive Team of TRP has helped to breathe life back into Fort Lauderdale for more than 17 years, launching cutting-edge concepts that engage South Floridians, and delivering the most innovative culinary and entertainment experiences to Fort Lauderdale.

Together these three entities bring a significant combination of skills, talents and a history of success to the project. The partnership will herein after be referred to as the Culinary Institute Joint Venture or CIJV.

Proposal:

The CIJV proposal is multi-faceted and includes the idea of a culinary and hospitality institute, a fully functioning public restaurant, and a venue for special events. Students would be enrolled at the facility in a culinary, event planning and/or hospitality program supported by Broward College. The students would attend general education courses at the College's Downtown Center located on Las Olas Blvd.,

and would receive their lab work at the Riverhouse Restaurant operation. At the restaurant the students would learn hands on every facet of the restaurant business including greeting and seating at the front of the house, waiting tables, busing, bartending, kitchen prep, food preparation, inventory, accounting and business aspects, etc. The students would also receive experience in exceptionally high end special events planning and production, which is a unique opportunity unavailable to most other culinary programs. The association with two proven restaurateurs and high end special events production companies would provide the Broward College Culinary Institute instant recognition and a competitive advantage that would make the program a strong draw. The culinary institute would be focused on providing the general public with an open dining restaurant for lunch each day during the season and on weekends during the summer months.

The restaurant would operate as a traditional higher end for-profit venture for dinners through the seasonal months. During the summer the restaurant would commit to be open on days when there are significant downtown events, in conjunction with any larger productions at the Broward Performing Arts Center and will make a good faith effort to determine if opening the restaurant on Fridays, Saturdays and Sundays would be viable.

The venue would also play host to special events on an as-scheduled basis. Given the natural setting along the river for weddings, birthdays, bar and bat mitzvahs, and corporate dinners, a meaningful amount of business is expected in this area. The college is also creating a “collaborative lab” or a flexible meeting space for corporate strategic planning at the downtown facility. This venue could be marketed as part of the corporate retreat package providing additional event revenues.

Financials:

The substantial issue with the facility is the obvious need for significant initial restoration construction. It has been estimated by the previous tenant and separately by the college that the improvements would cost \$3.5 to as much as \$4.0M to restore the facility to the kind of venue that would provide a first class modern, safe experience for students, staff and the visiting public. The Culinary Institute joint venture proposes to invest \$1.5M and would look to the City to put \$2M into the facility toward facility restoration. The CIJV would be responsible for design and construction of all improvements. The design for the facility improvements would be subject to the review and approval of the City. The City would agree to make it best efforts to expedite any required permit reviews and issuance associated with the restoration of the facility and construction of the culinary institute and restaurant.

In return for the CIJV capital investment in the City's property, it is proposed that CIJV would enter into an initial twenty (20) year lease term at \$1 per year and would have three (3) options to extend the lease for additional periods of ten (10) years each, at the same lease rate. As part of the lease, CIJV would have access and rights to use the docks fronting the property, the Gazebo on or adjacent to the property and the lands surrounding the roundabout at the southern terminus of Nugent Avenue.

The City would be responsible for all maintenance of the exterior of the building including roof. The City would also be responsible for HVAC, all plumbing outside of the meters and valves, property insurance and exterior landscaping and landscape irrigation. CIJV would be responsible for all interior maintenance, casualty insurance, as well as operating costs including electric, water, sewer and cable.

Parking:

The City would agree as part of the lease to CIJV, to remove the Shippey House and allow full access and use of the underlying lot for parking. The CIJV would likely operate a valet parking service that would have full access and use of this lot for parking and would be fully responsible and insured for said service. Further the City would agree to work in partnership with CIJV to approach either the DDA or County in an attempt to work out discounted agreements for parking at either of the parking garage facilities should additional parking be needed.

Promotion:

The City would agree to promote the CIJV Culinary Institute in any and all event materials for City sponsored events on the Riverwalk area and the CIJV would agree to promote all such upcoming City events in Riverhouse Culinary Institute facility.

Conclusion:

CIJV believes that the Riverhouse if used for a culinary institute/restaurant and special events destinations can be an integral spark in revitalizing and restoring traffic to the Las Olas Riverfront area. The combined partnership of Broward College, The Restaurant People, Barton G and the City of Fort Lauderdale is a strong group with all of the skills and proven track record needed to make this vision a reality. CIJV stands ready to discuss this proposal further and to move this to more formal agreements as soon as possible.