

Boucher Brothers Beach Management Fort Lauderdale, LLC

**Request for Proposal
375-11842**

BEACH EQUIPMENT RENTAL CONCESSION

F O R T L A U D E R D A L E

B E A C H



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Executive Summary

Boucher Brothers Beach Management Fort Lauderdale, LLC, hereafter referred to as “Boucher Brothers Beach Management”, is a partnership of two highly successful beach management companies recognizing the benefit of joining together to offer the City of Fort Lauderdale our mutual years of experience, resources and capabilities.

Beached Management, Inc. is owned by the Perry Family, who have operated the beach concession in Fort Lauderdale since 1937. The long and storied partnership between the Perry Family and the City has provided millions of visitors to Fort Lauderdale beaches with a pleasurable and memorable experience. This family has dedicated their entire professional lives to providing the City of Fort Lauderdale with an efficient and courteous beach-equipment rental service that makes Fort Lauderdale’s beaches more comfortable for residents and tourists to enjoy. The longevity of this partnership is based on Beached Management’s commitment to the quality of the experience of those who come to enjoy Fort Lauderdale’s most important asset with friendly, personal, and courteous service.

Boucher Brothers Management Inc. is also a family-owned company that has been providing the tourism industry with pool, beach, water sports, large corporate group events and food and beverage services for almost 30 years. Growing up and working on the beach, the Boucher family’s recreational adventures evolved into their own family business. They now provide highly regarded concessions to some of the finest hotels and properties; serving a total of over 100 hotels and condominium properties and 45 blocks of public beach throughout Florida’s east and west coasts, 50 blocks of public beach in Virginia Beach, Virginia and four beaches and 6 blocks of public beach on Lake Michigan, in Chicago, Illinois. The Boucher Brothers have established an incomparable track record for providing exceptional service to hotels and properties from three to five stars.

Throughout their years of experience, Boucher Brothers have dedicated themselves to guest satisfaction and outstanding customer service. This dedication is engrained in personnel who are equally committed to meeting customer needs and exceeding beachgoers expectations. The Boucher Brothers manage the busiest volume of water sports channels in the United States adhering to the strictest safety training standards and guidelines for motorized and non-motorized water sports equipment. They maintain an incomparable safety record, and at all times have a designated chase wave runner in the ocean during recreational rentals and tours for renter protection and safeguarding.

The Boucher Brothers have the elite privilege to have won the 5 Star Diamond Award from the American Academy of Hospitality Sciences for the last 15 years. Boucher Brothers Beach Management consistently exceeds the expectations of some of the finest hotels’ most scrutinizing guests, providing them with pool, beach, water sports, corporate group event experiences and food and beverage service for corporate and leisure travelers seeking and expecting five-star quality service in all aspects of their recreation experience.

It is a great privilege to have the opportunity to respond to RFP 375-11842 for the Fort Lauderdale Beach Equipment Rental Concession. Beached Management Inc. has enjoyed an 81 year partnership with the City of Fort Lauderdale in providing the Beach Equipment Rental Concession service on Fort Lauderdale Beach. Boucher Brothers Management, Inc. has also been honored to serve as the City of Fort Lauderdale’s Watersports Concessionaire for many years. We have never been in litigation with the City of Fort Lauderdale and we are not in arrears or in default with the City.

Together, Boucher Brothers Beach Management is confident the extensive experience and resources of the combined companies, coupled with our passion for service, can provide the City of Fort Lauderdale with an unparalleled guest experience.

Given the opportunity to serve as Fort Lauderdale’s Beach Equipment Rental Concession vendor, our fortified partnership commits to improving the quality of service and experience to locals and tourists on the beautiful beaches of Fort Lauderdale, while increasing revenues and expanding services for the City. We are very grateful to have the opportunity to present this bid to you and thank you for your time and consideration.

Experience and Past Qualifications



Charles Perry
Member/President



James Boucher
Member/Chief Executive Officer



Michael Boucher
Member/Chief Operating Officer



Steven Boucher
Member/Vice President



Perry Boucher
Member/Vice President

Boucher Brothers Beach Management Fort Lauderdale, LLC a sole purpose corporation

James, Michael, Steven and Perry Boucher and Charles Perry have been operating and managing beachfront and pool concessions at some of the finest hotels and beaches in South Florida for over 65 years. We have the ability to meet time and budget requirements under this RFP.

Relevant Experience

- Cater to patrons in excess of 20,000 hotel rooms at 100 hotels
- Caters to residents of 2,015 condo units at six condo buildings
- Number of chairs: 20,000
- Number of umbrellas: 8,000
- Number of clamshells/windbreakers: 300
- Provides concession services to 80 blocks of Public Sector beach.

Each of the principals is fully qualified, cross-trained and experienced in hiring, training and supervision of staff; and overseeing all aspects of day-to-day operations and maintenance of concession facilities.

Employees

Over 900, with a 10% seasonal adjustment

Geographic Markets Served

Fort Lauderdale Beach, Hollywood Beach, Pompano Beach, Deerfield Beach, Sunny Isles Beach, Miami Beach, Singer Island, Haulover, Boca Raton, Virginia Beach, Chicago, IL (Lake Michigan) and San Diego, California.

Demographic Markets Served

Residents, hotel guests and visitors

Company Info

Boucher Brothers Beach Management Fort Lauderdale, LLC
1605 NE 17 Ave Fort Lauderdale, FL 33305
Contact: Charles Perry, President
Phone: 954-520-4138
Fax: 954-565-4093
Miami Office: 305-535-8177
Email: perry928@bellsouth.net
Website: boucherbrothers.com





Ownership Flowchart







Beach Equipment Concessions Currently Managed or Operated

	City of Fort Lauderdale	City of Virginia Beach	Chicago, IL	Miami-Dade County
Hotel Name			Park District	Haulover Park
Address	Parks and Recreation Department 100 N. Andrews Avenue Fort Lauderdale, FL	1st-41st Street & 56th-57th Street Virginia Beach, VA	Park Concession Management LLC 7059 S. Shore Drive Chicago, IL 60649	Parks and Recreation Department 275 N.W. 2nd Street Miami, FL 33128
Facility Owner's representative	Phil Thornberg Laura Voet	Mike Eason	Tracy McKenzie	Jessica Tyrrell
Telephone Number	954-828-5000	954-828-5000	312-456-7028	305-755-7872
Number of Rooms			N/A	N/A
Starting Date	September 2008 – Through the Present	May 5, 2005	May 5, 2011	May 1, 2010 – Through the Present
Concession				
Pool Deck	No	No	No	No
Beach	Yes	Yes	Yes	Yes
Type of Concession				
Chairs	Yes	Yes	Yes	Yes
Umbrellas	Yes	Yes	Yes	Yes
Windbreakers/Clamshells	Yes	Yes	No	No
Lotions	No	Yes	No	Yes
Water sports	No	No	No	No
Number of chairs	500	1400	625	250
Number of Umbrellas	150	800	250	125
Number of Windbreakers/ Clamshells	0	200	0	0





Beach Equipment Concessions Currently Managed or Operated

				
Hotel Name	Lummus Park	B Ocean	Westin Diplomat	Embassy Suites
Address	Ocean Terrace North Shore Open Space 5th – 14th Street Miami Beach, FL	Clipper Beach Resort 1140 Seabreeze Blvd Fort Lauderdale, FL	3555 S. Ocean Drive Hollywood, FL	950 S.E. 20th Ave. Deerfield Beach, FL
Facility Owner's representative	Mark Milisits	Jean Capps	Ed Walls	Heather Strauss
Telephone Number	305-673-7000 x6443	954-524-5551	954-602-6000	954-426-0478
Number of Rooms	N/A	500	995	244
Starting Date	November 2001	January 2006	June 2007	April 1997
Concession				
Pool Deck	No	Yes	No	Yes
Beach	Yes	Yes	Yes	Yes
Type of Concession				
Chairs	Yes	Yes	Yes	Yes
Umbrellas	Yes	Yes	Yes	Yes
Windbreakers/Clamshells	Yes	Yes	Yes	Yes
Lotions	Yes	Yes	Yes	Yes
Water sports	Yes	No	No	No
Number of chairs	2,200	300	500	150
Number of Umbrellas	700	125	200	75
Number of Windbreakers/ Clamshells	50	10	10	12





Beach Equipment Concessions Currently Managed or Operated

				
Hotel Name	Acqualina	Doubletree Ocean Point	Marenas Beach Resort & Spa	Loews Hotel
Address	17875 Collins Avenue Sunny Isles, FL	17375 Collins Avenue Sunny Isles, FL	18683 Collins Avenue Sunny Isles, FL	1601 Collins Avenue Miami Beach, FL
Facility Owner's representative	Deborah Fleming	Susan Rachek	Rikki Boparai	Alex Tonarelli
Telephone Number	305-918-8000	786-528-2500	305-503-6000	305-604-1601
Number of Rooms	285	169	206	800
Starting Date	May 2006	December 2007	June 2005	December 1998
Concession				
Pool Deck	Yes	Yes	Yes	No
Beach	Yes	Yes	Yes	Yes
Type of Concession				
Chairs	Yes	Yes	Yes	Yes
Umbrellas	Yes	Yes	Yes	Yes
Windbreakers/Clamshells	Yes	Yes	Yes	Yes
Lotions	Yes	Yes	Yes	Yes
Water sports	No	No	No	Yes
Number of chairs	400	250	400	700
Number of Umbrellas	200	100	150	250
Number of Windbreakers/ Clamshells	10	10	12	20



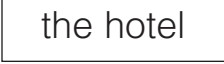

Beach Equipment Concessions Currently Managed or Operated

				
Hotel Name	Fontainebleau	Ritz Carlton Hotel	Delano Hotel	Shore Club
Address	4441 Collins Avenue Miami Beach, VFL	1 Lincoln Road Miami Beach, FL	1685 Collins Avenue Miami Beach, FL	1901 Collins Avenue Miami Beach, FL
Facility Owner's representative	Phil Goldfarb	Sase Gjorsorski	Thomas Meding	Jesper Soerenson
Telephone Number	305-538-2000	305-609-7775	305-672-2000	305-695-3100
Number of Rooms	876	375	195	322
Starting Date	November 1997	December 2004	June 1997	August 2002
Concession				
Pool Deck	Yes	No	Yes	Yes
Beach	Yes	Yes	Yes	Yes
Type of Concession				
Chairs	Yes	Yes	Yes	Yes
Umbrellas	Yes	Yes	Yes	Yes
Windbreakers/Clamshells	Yes	Yes	Yes	Yes
Lotions	Yes	Yes	Yes	No
Water sports	Yes	No	No	No
Number of chairs	800	400	250	300
Number of Umbrellas	250	200	125	150
Number of Windbreakers/ Clamshells	40	16	20	20



Beach Equipment Concessions Currently Managed or Operated

				
Hotel Name	Marriott South Beach	Sagamore Hotel	Savoy Hotel	Celino Hotel
Address	1601 Collins Avenue Miami Beach, FL	1671 Collins Avenue Miami Beach, FL	455 Ocean Drive Miami Beach, FL	640 Ocean Drive Miami Beach, FL
Facility Owner's representative	Shawn Gracey	Bruce Siegel	Gary Hyre	Lucy Martin
Telephone Number	305-536-7700	305-535-8088	305-396-8167	305-769-6589
Number of Rooms	236	93	75	125
Starting Date	June 2000	December 2005	May 2006	August 2005
Concession				
Pool Deck	Yes	Yes	Yes	No
Beach	Yes	Yes	Yes	Yes
Type of Concession				
Chairs	Yes	Yes	Yes	Yes
Umbrellas	Yes	Yes	Yes	Yes
Windbreakers/Clamshells	Yes	Yes	Yes	Yes
Lotions	Yes	Yes	Yes	Yes
Water sports	No	No	No	Yes
Number of chairs	300	150	150	350
Number of Umbrellas	125	75	75	150
Number of Windbreakers/ Clamshells	12	10	10	10

Beach Equipment Concessions Currently Managed or Operated

				
Hotel Name	Courtyard Marriott	Tides	The Hotel	Pelican
Address	3925 Collins Avenue Miami Beach, FL	1220 Ocean Drive Miami Beach, FL	801 Collins Avenue Miami Beach, FL	826 Ocean Drive Miami Beach, FL
Facility Owner's representative	Steve Keup	Ari Pearl	Marlo Cortney	Vanessa Rivera
Telephone Number	305-538-3373	305 604 5070	305-531-2222	305-673-3373
Number of Rooms	263	46	53	30
Starting Date	October 2004	October 2005	August 2005	August 2002
Concession				
Pool Deck	No	No	No	No
Beach	Yes	Yes	Yes	Yes
Type of Concession				
Chairs	Yes	Yes	Yes	Yes
Umbrellas	Yes	Yes	Yes	Yes
Windbreakers/Clamshells	Yes	Yes	Yes	Yes
Lotions	Yes	Yes	Yes	Yes
Water sports	No	No	Yes	No
Number of chairs	150	100	50	100
Number of Umbrellas	75	50	25	50
Number of Windbreakers/ Clamshells	10	6	6	10

Beach Equipment Concessions Currently Managed or Operated

		DECOPLAGE		ROYAL PALM
Hotel Name	Continuum	Decoplage	Betsy Ross Hotel	Royal Palm
Address	1 South Pointe Drive Miami Beach, FL	100 Lincoln Road Miami Beach, FL	1440 Ocean Drive Miami Beach, FL	1545 Collins Avenue Miami Beach, FL
Facility Owner's representative	Keith Marks	Kim Pinillos	Jeff Leiman	Gerald Barrack
Telephone Number	786-999-5898	305-672-3594	305-531-3934	305-604-5700
Number of Rooms	314	648	99	422
Starting Date	December 2002	July 2007	March 2007	May 2002
End Date			Closed June 2007 Renovations	September 2006
Concession				
Pool Deck	Yes	No	No	Yes
Beach	Yes	Yes	Yes	Yes
Type of Concession				
Chairs	Yes	Yes	Yes	Yes
Umbrellas	Yes	Yes	Yes	Yes
Windbreakers/Clamshells	Yes	Yes	No	Yes
Lotions	Yes	Yes	No	Yes
Water sports	No	No	No	No
Number of chairs	200	200	200	300
Number of Umbrellas	100	100	100	100
Number of Windbreakers/ Clamshells	10	10	4	30

Beach Equipment Concessions Currently Managed or Operated

	W HOTEL SOUTH BEACH	1 HOTEL	RITZ CARLTON FT. LAUDERDALE
Hotel Name	W Hotel South Beach	1 Hotel	Ritz Carlton Fort Lauderdale
Address	2201 Collins Avenue Miami Beach, FL	2399 Collins Avenue Miami Beach, FL	1 N. Ft. Lauderdale Beach Blvd. Ft. Lauderdale, FL
Facility Owner's representative	Rick Veno	Milton Sgarhi	Greg Cook
Telephone Number	305-534-1511	305-531-8811	954-465-2300
Number of Rooms	355	585	
Starting Date	August 2001	February 2002	
End Date	June 2006 Sold – Closed for Renovations	March 2005 Closed for Renovations	
Concession			
Pool Deck	Yes	Yes	
Beach	Yes	Yes	
Type of Concession			
Chairs	Yes	Yes	
Umbrellas	Yes	Yes	
Windbreakers/Clamshells	Yes	Yes	
Lotions	Yes	Yes	
Water sports	Yes	No	
Number of chairs	500	500	
Number of Umbrellas	200	250	
Number of Windbreakers/ Clamshells	20	20	

Statement of Equipment Set-up and Areas

All placement Areas and Set ups will be in accordance with the guidelines set out in RFP 375-11842.

- Equipment may be placed 20' from the eastern most boundary from Atlantic Blvd/Fort Lauderdale Beach Blvd/A1A, and no more than 30 feet west of the high water mark.
- Equipment shall be placed in straight rows, of equal length, from north to south for a maximum distance of approximately 240 feet.
- Beach umbrellas shall be placed a minimum distance of 16' apart with no more than 15 umbrellas in any row.
- One chair may be placed on either side of each beach umbrella.
- The initial daily set up in each placement area shall include at least one row of a minimum of 5 umbrellas with a minimum of 4 padded chairs, one on each side of the umbrella. Site plan must demonstrate where chairs with and without pads will be placed.
- Windbreaker/clamshell shall be placed so that there is a minimum clearance of 12' between each windbreaker/clamshell on all sides. All windbreakers/clamshells shall include two chairs.
- A minimum of one (1) staff/concession personnel member shall be stationed at each concession area who may serve as the equipment attendant and representative at the Welcome Station.

The following pages outline the proposed plans for each individual concession area.

Each Placement Area shall be separated by a Buffer Area, defined as an area where no beach equipment may be placed, of a minimum distance of 90 feet.

No equipment shall be placed on or within those portions of the beach where a lifeguard stand is currently located including the area extending from the eastern most boundary of Atlantic Blvd/Fort Lauderdale Beach Blvd/A1A to the shore line and bounded by a line 90 feet north of the lifeguard stand and bounded by a line 90 feet to the south of the lifeguard stand.

No equipment shall be placed within those portions of the beach where there exists a beach access point (evidenced by a designed break in the beach wall) from the eastern most boundary of Atlantic Blvd/Fort Lauderdale Beach Blvd/A1A to the shore line and bounded by a line 20 feet to the north of the northern boundary of the break and 20 feet to the south of the southern boundary of the break.

Each Concession Area shall have a minimum of one "Welcome Station," defined as an area consisting of a single high beach chair and market umbrella placed at the approximate midpoint of a Buffer Area between Placement Areas, approximately 12 feet from the eastern most boundary of Atlantic Blvd/Fort Lauderdale Beach Blvd/A1A. High beach chair shall be positioned facing West toward Atlantic Blvd/Fort Lauderdale Beach Blvd/A1A. Each "Welcome Station" must be staffed by a competent person at all times while the concession is in operation.

Concession Area Site Plan

The beach attendant will set chairs and place appropriate pads on the chairs.

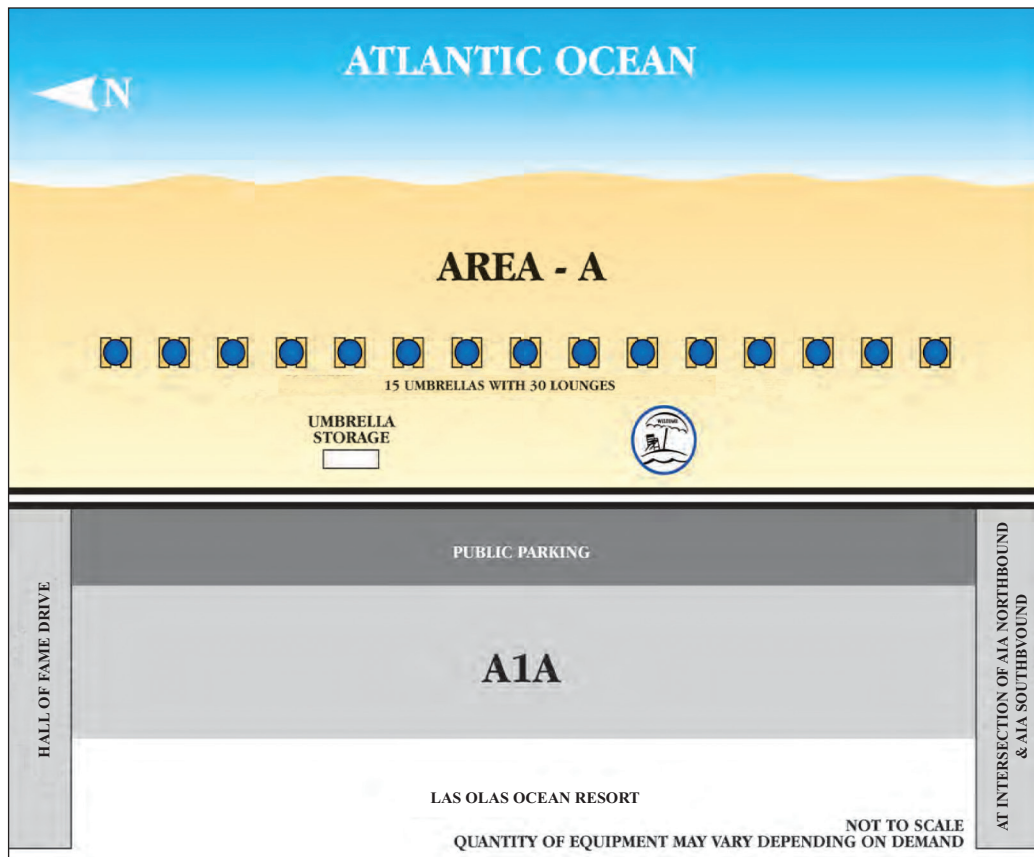
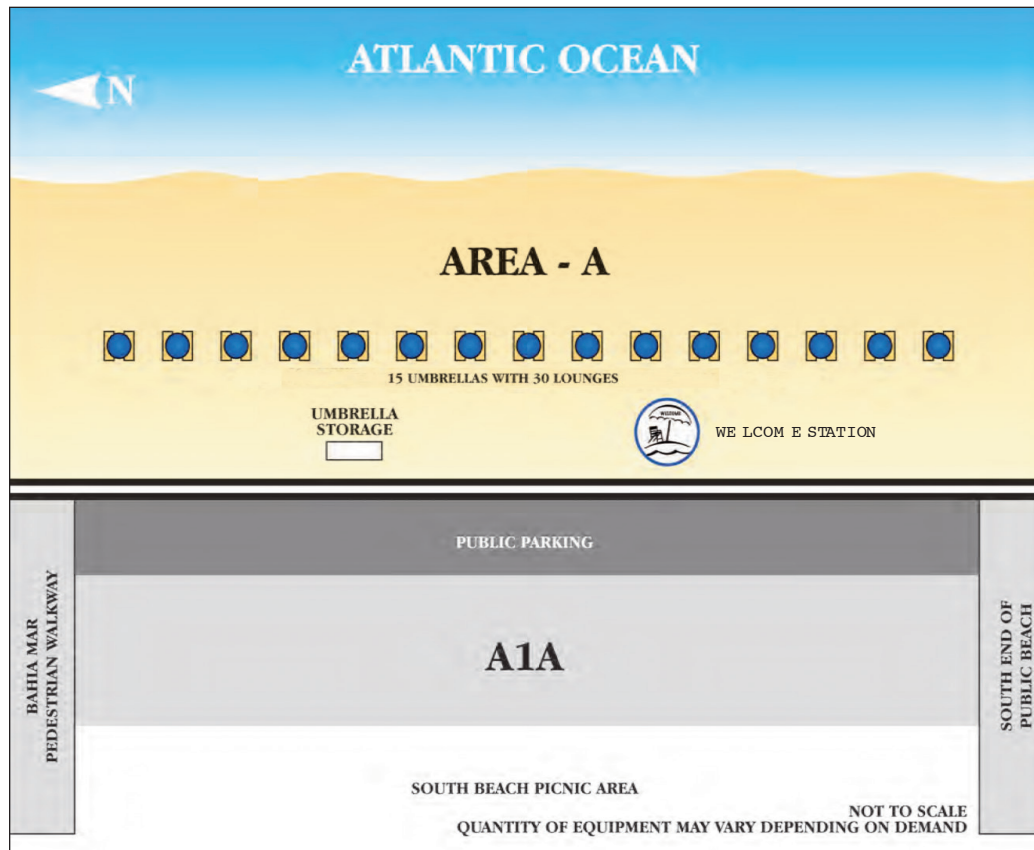
One umbrella will be placed between each pair of chairs.

The windbreakers/clamshells will be set up according to the wind direction.

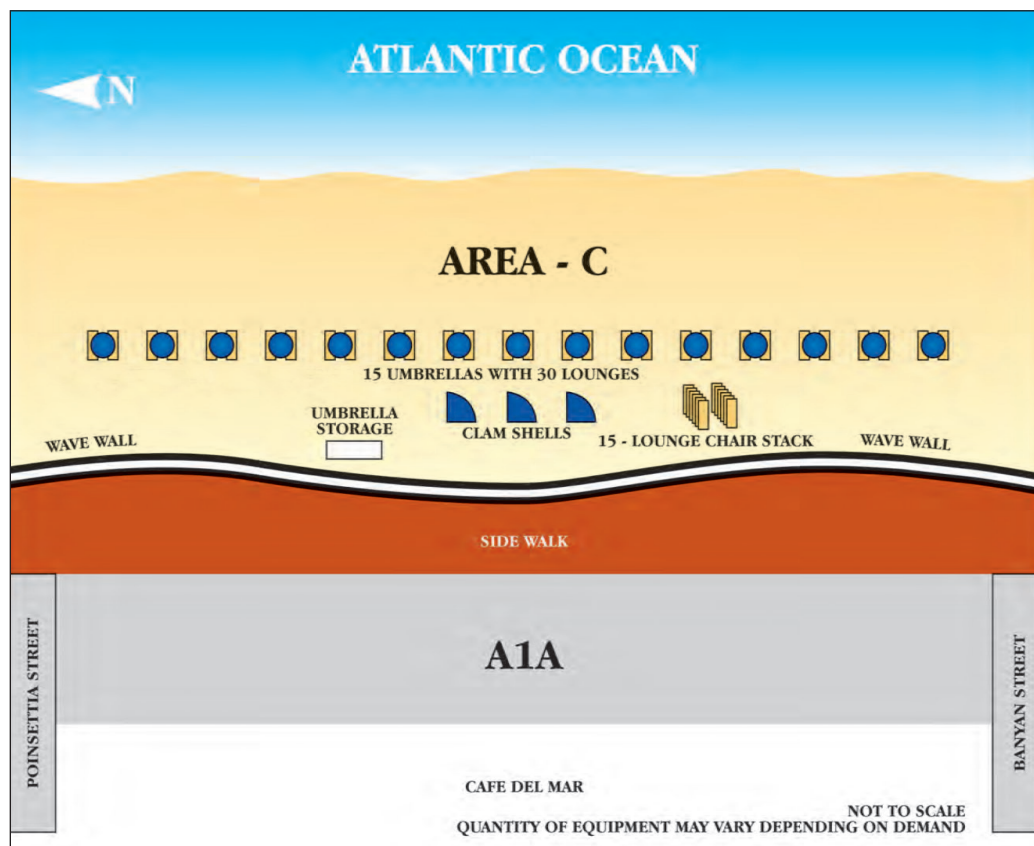
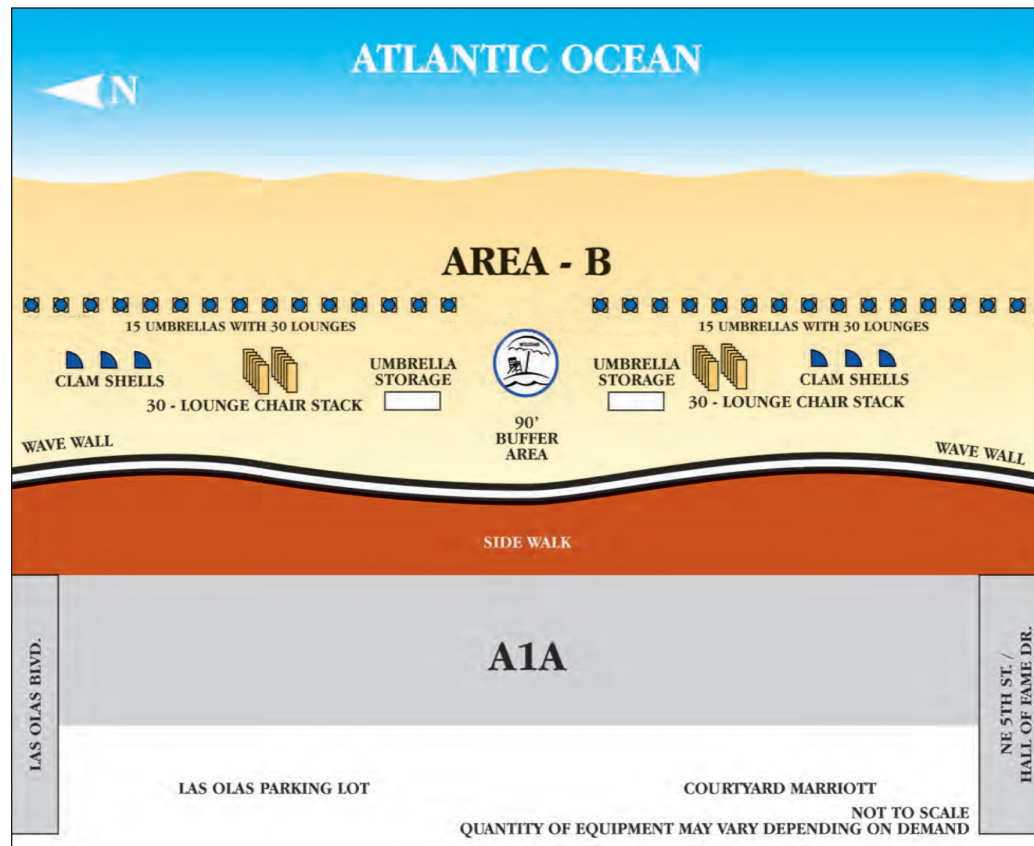
Once all equipment is set, the beach attendant will set up the welcome station and prepare to receive beach guests.

At 4pm the supervisor will begin collection of equipment to return them to the storage area. The time of collection may be brought forward at the discretion of supervisor due to inclement weather or other reasons deemed necessary.

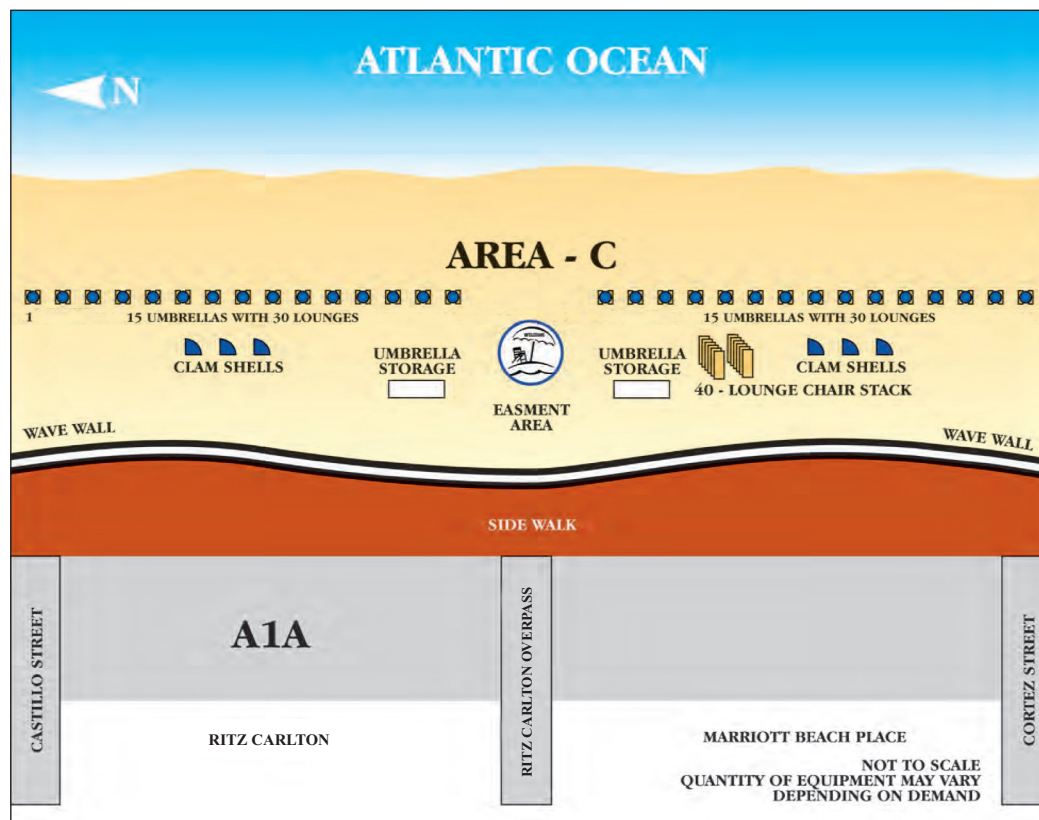
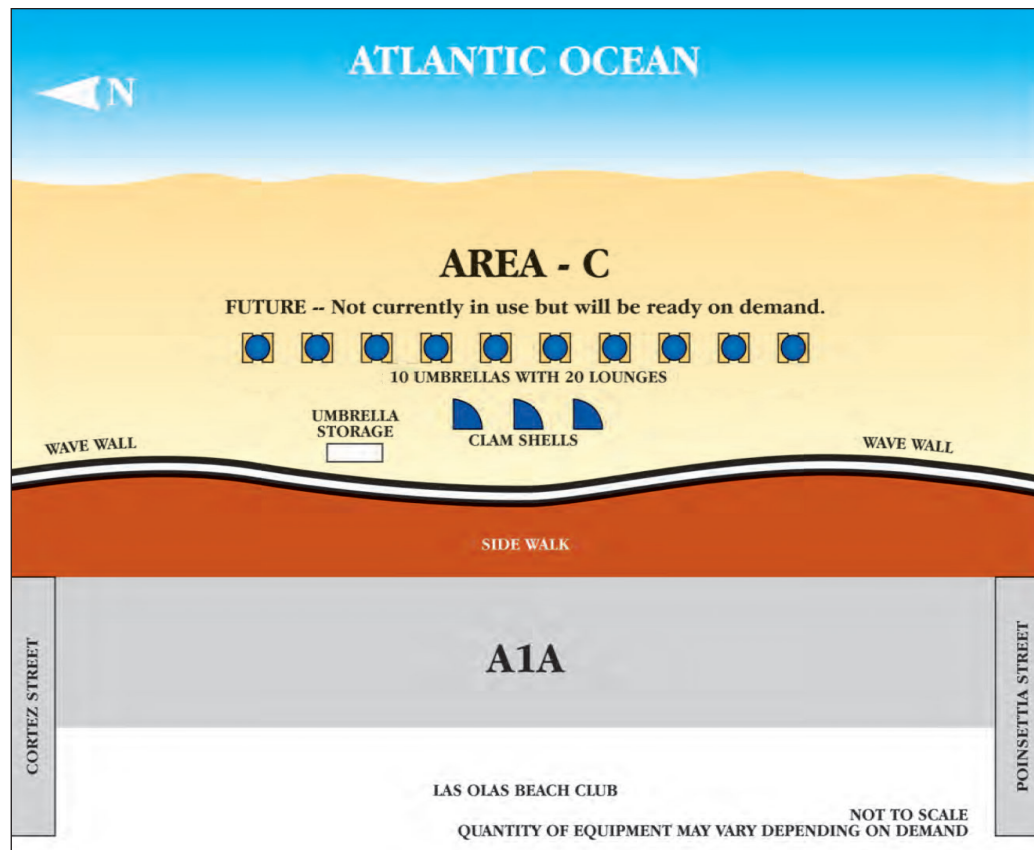
The beach attendant will help close the concession area by storing and securing the equipment in a neat and orderly fashion on the beach. Those items not allowed to be stored on the beach will be taken to an offsite facility



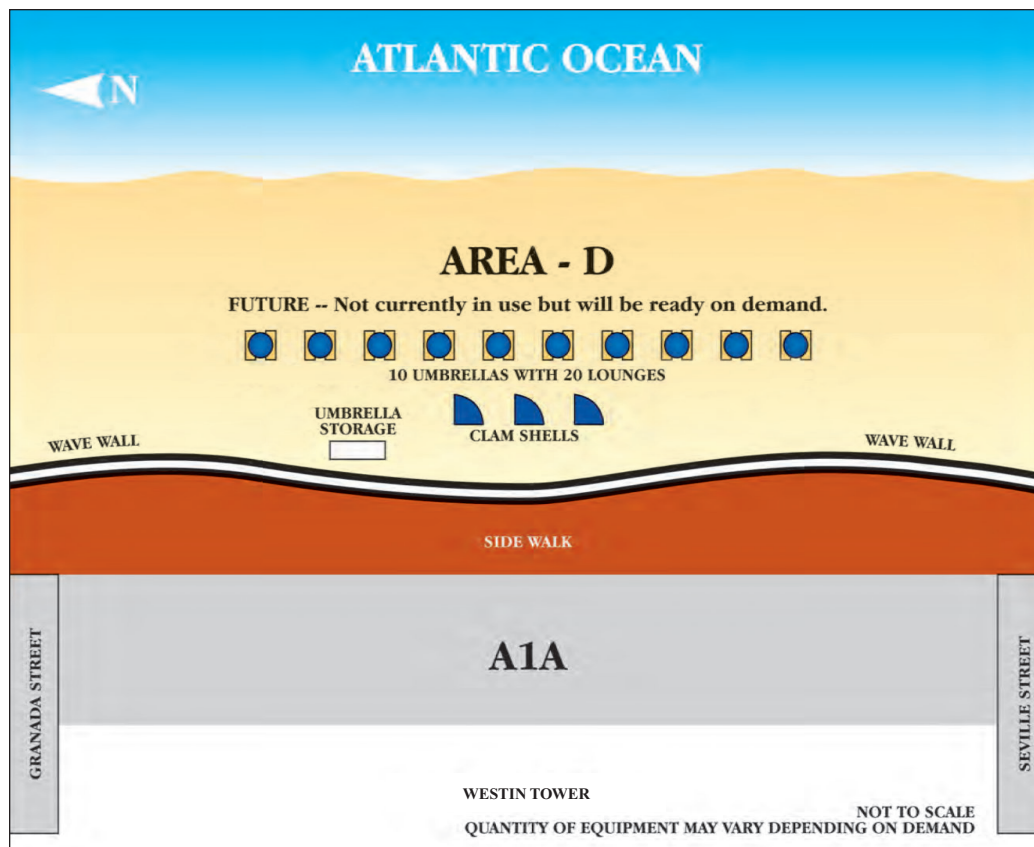
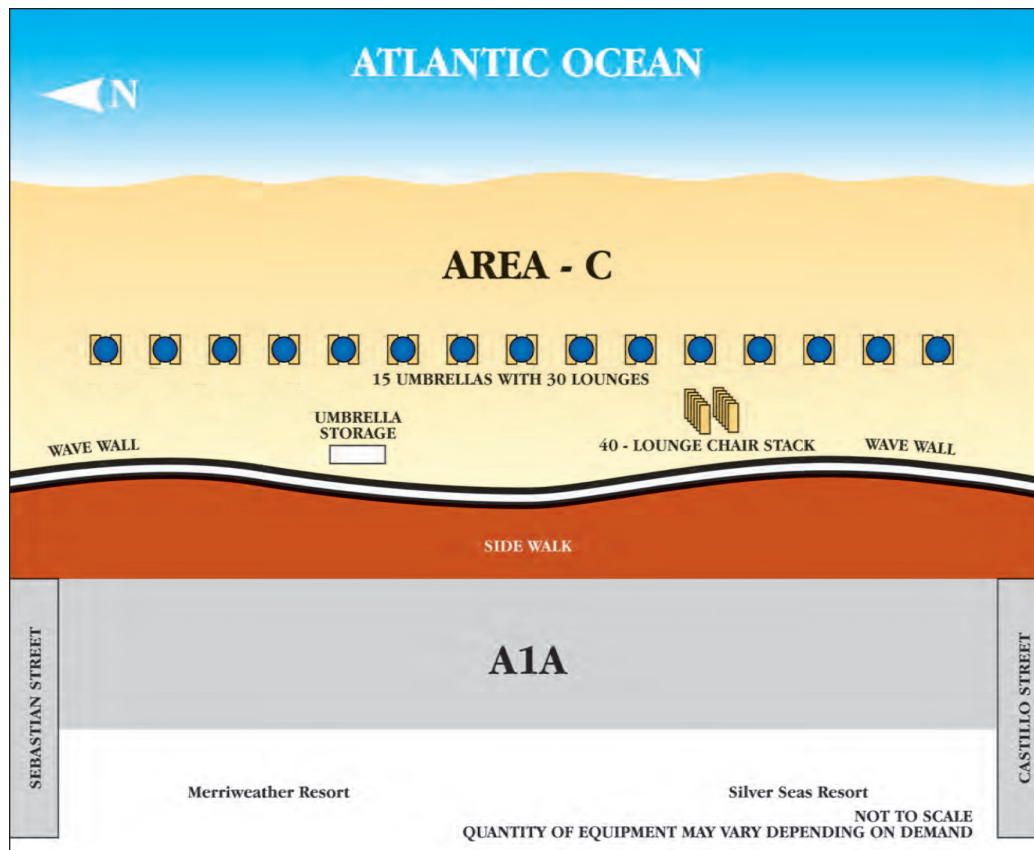
A minimum of 4 padded chairs will be available for rent in each area.



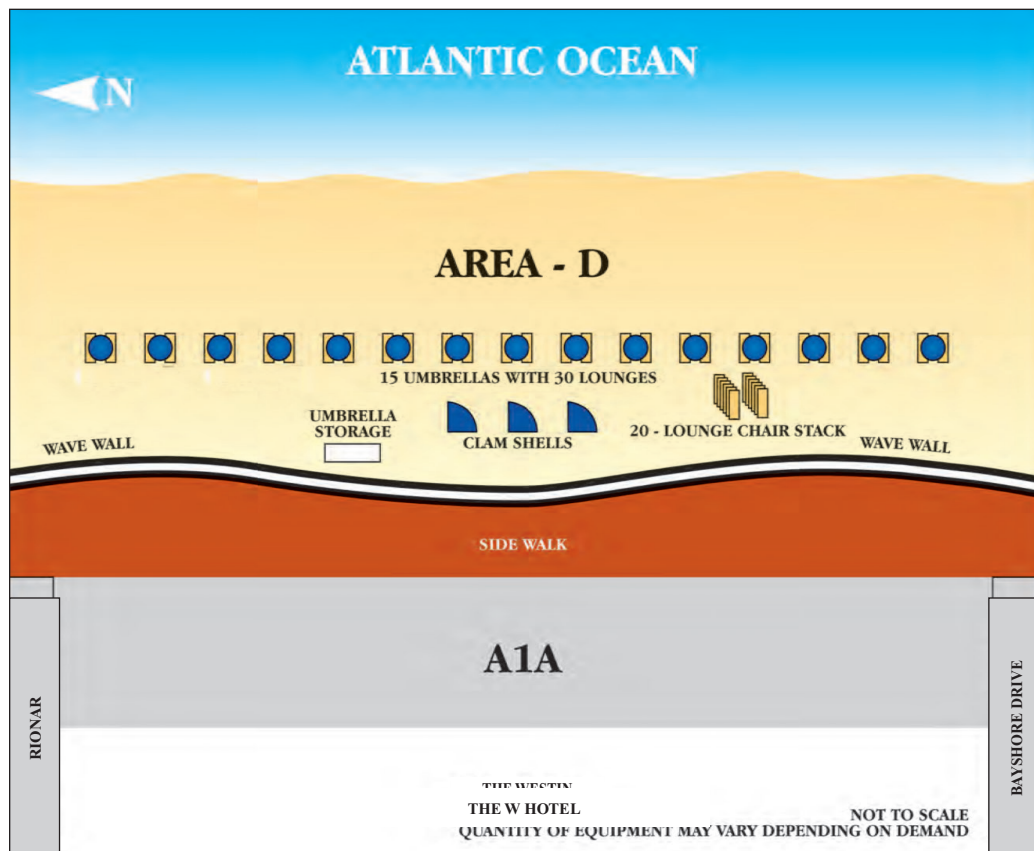
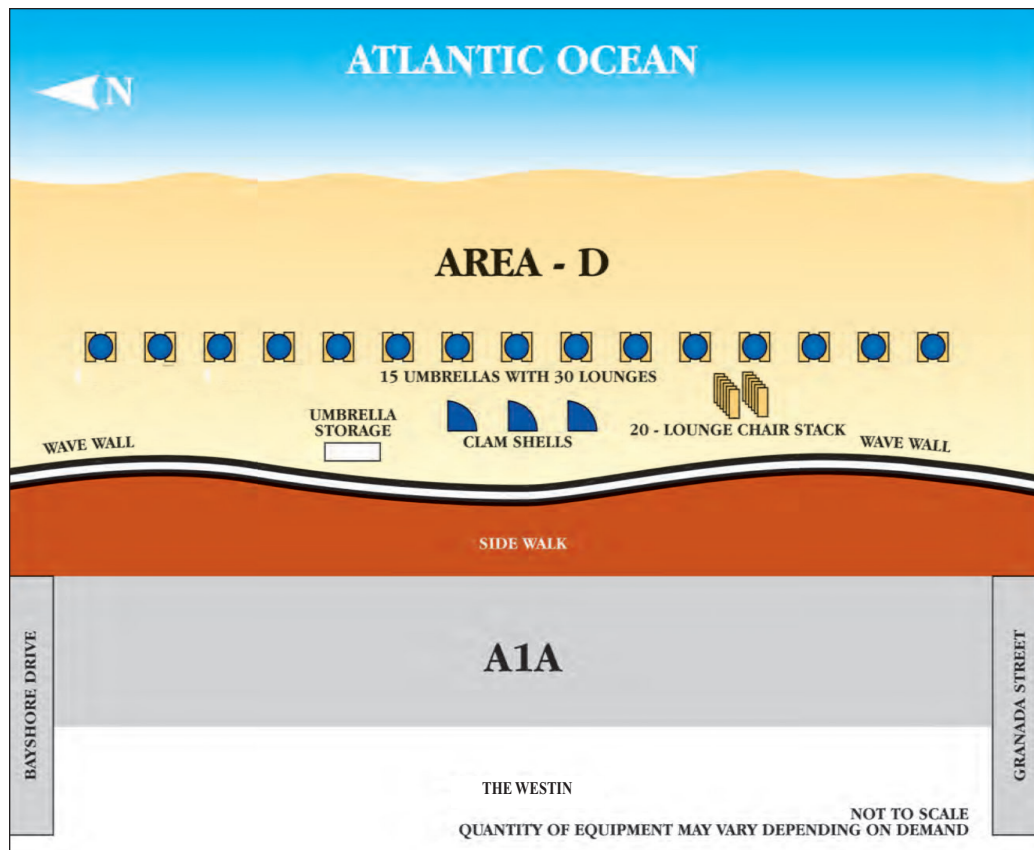
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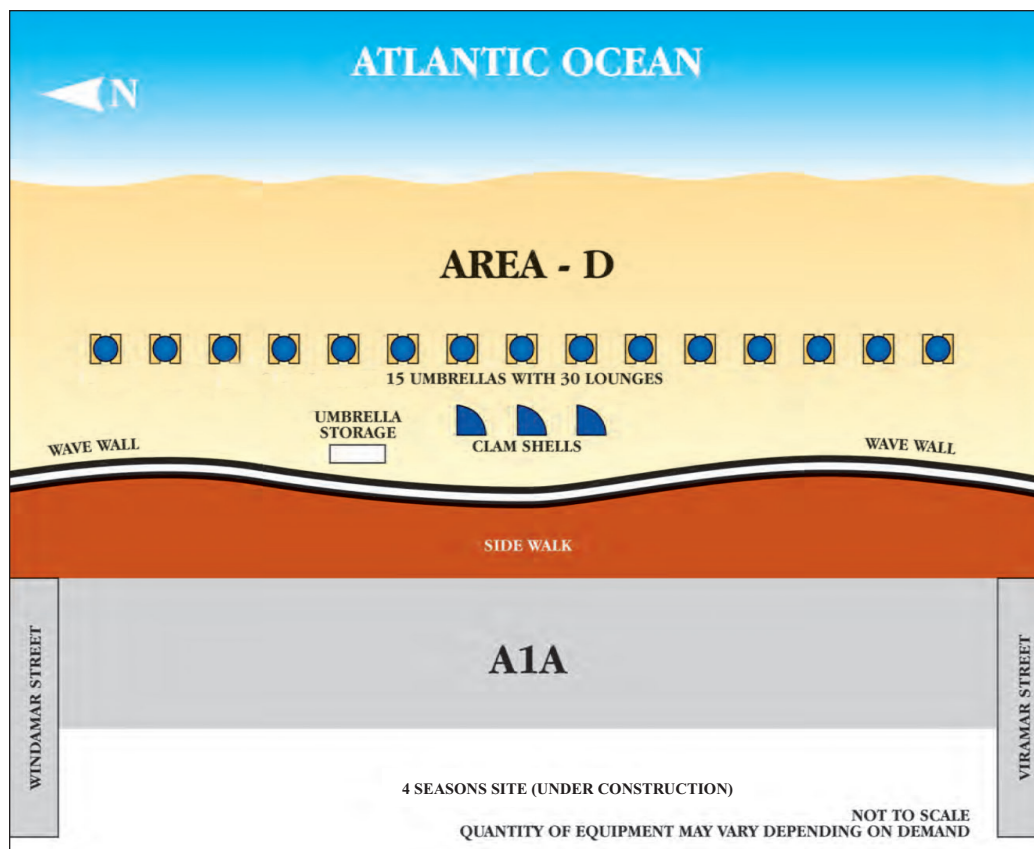
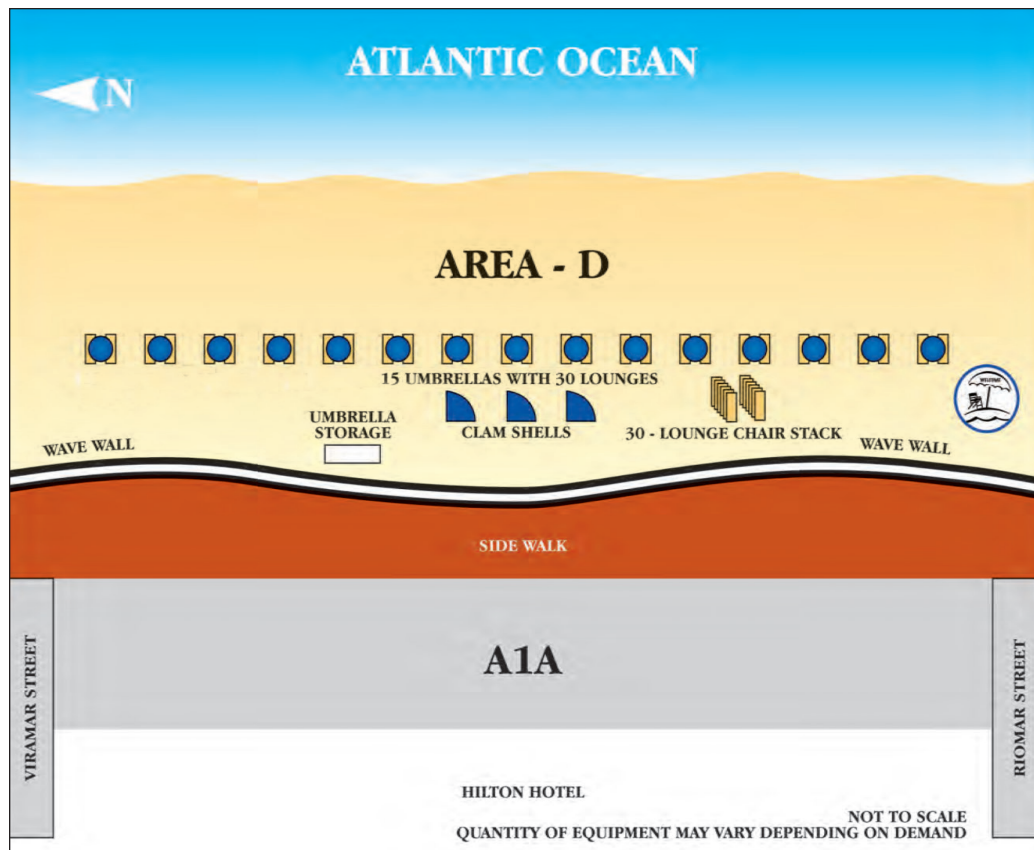
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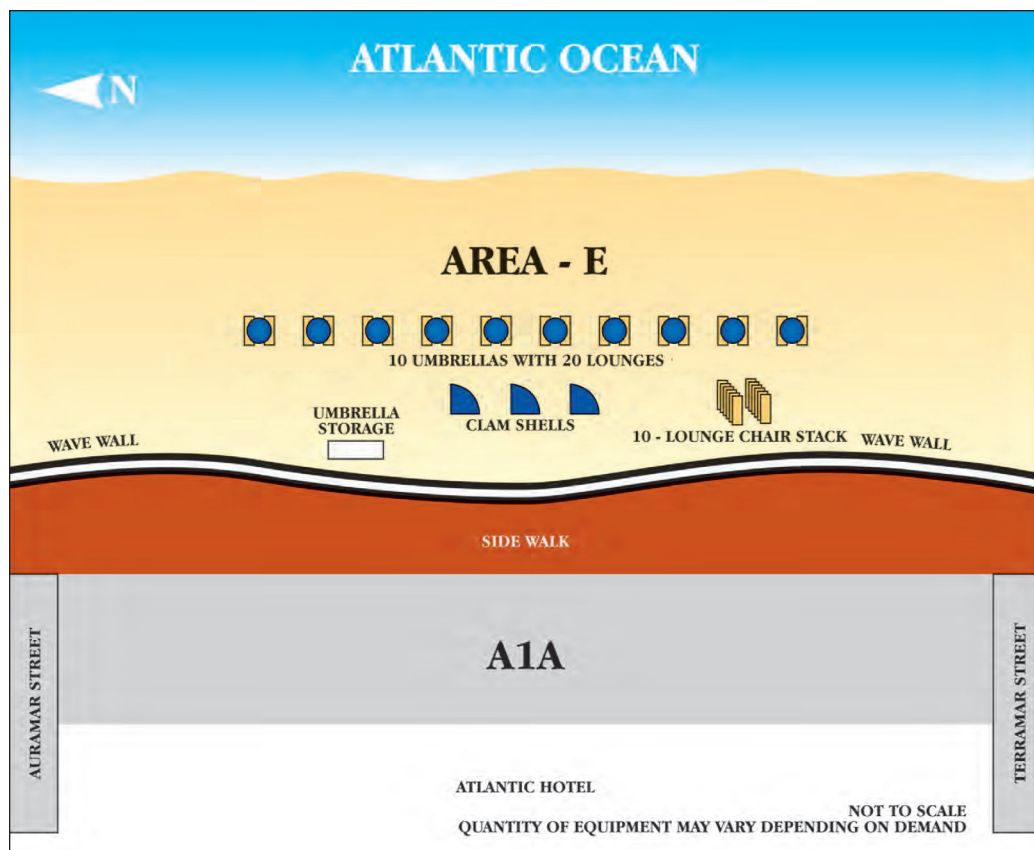
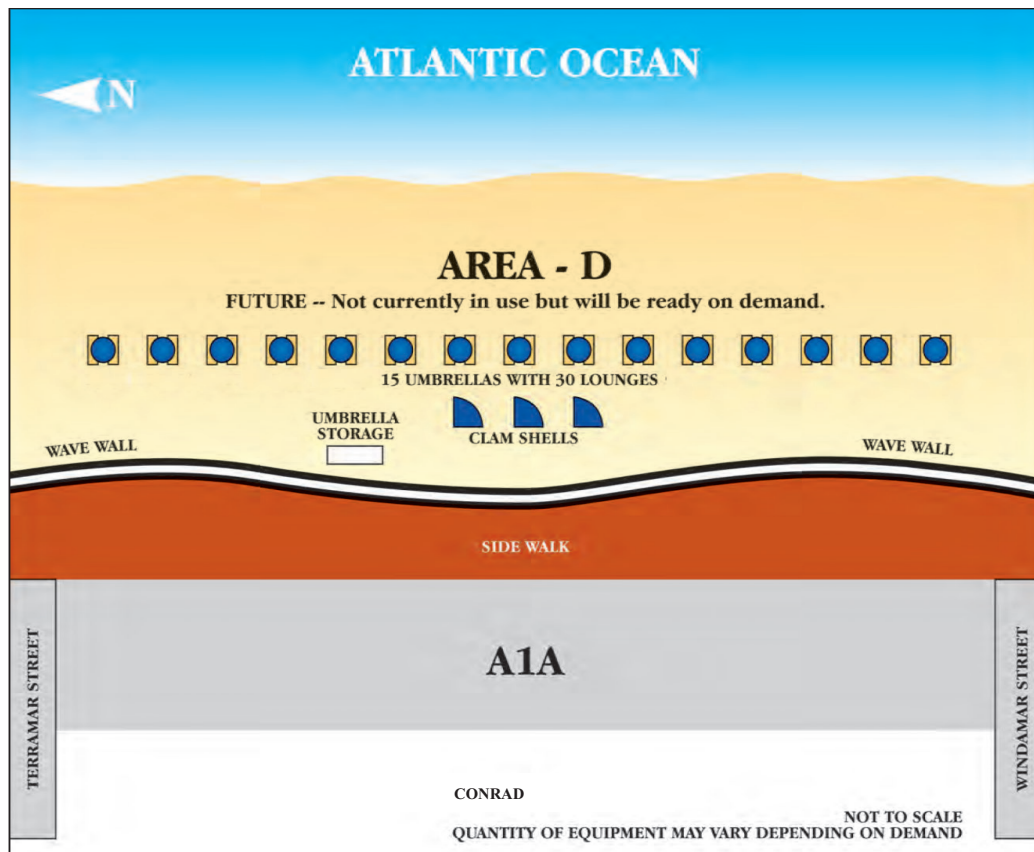
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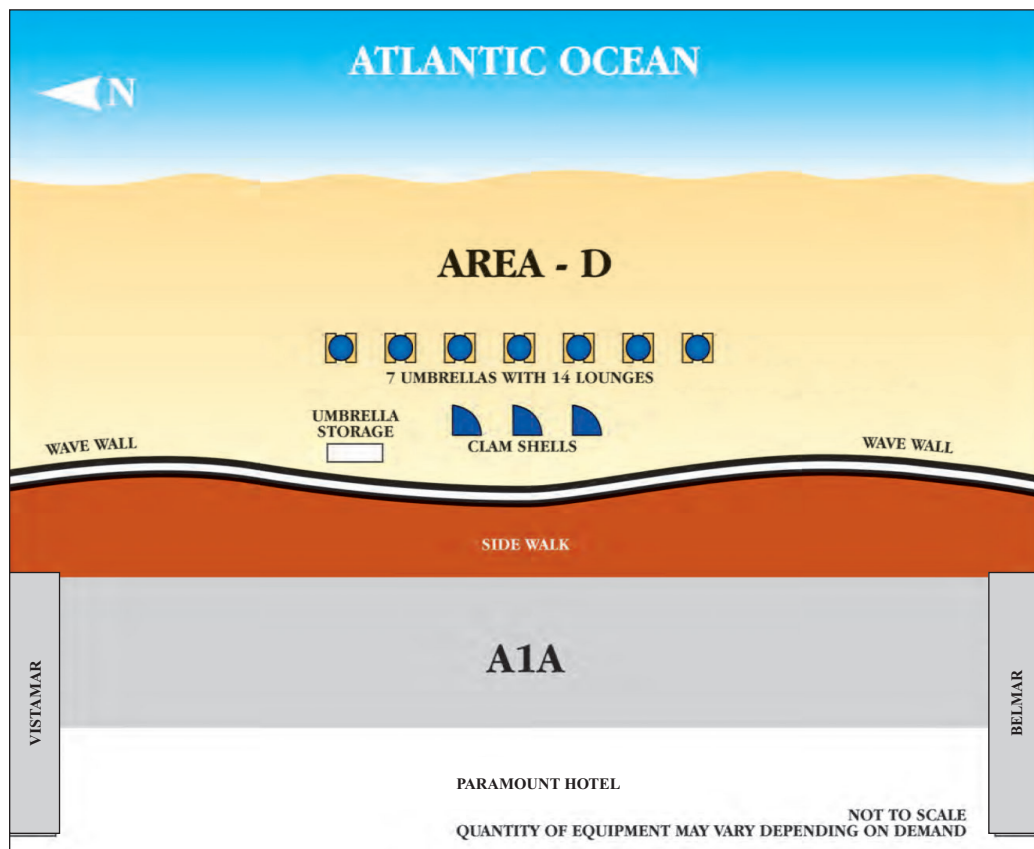
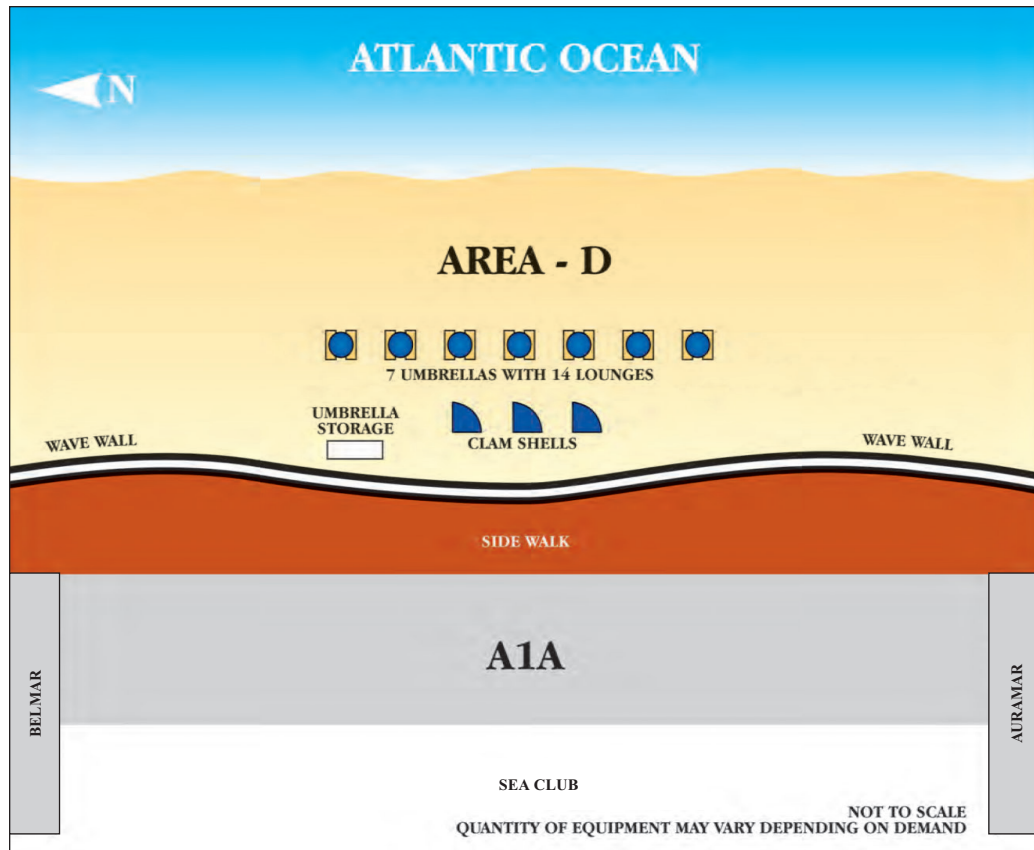
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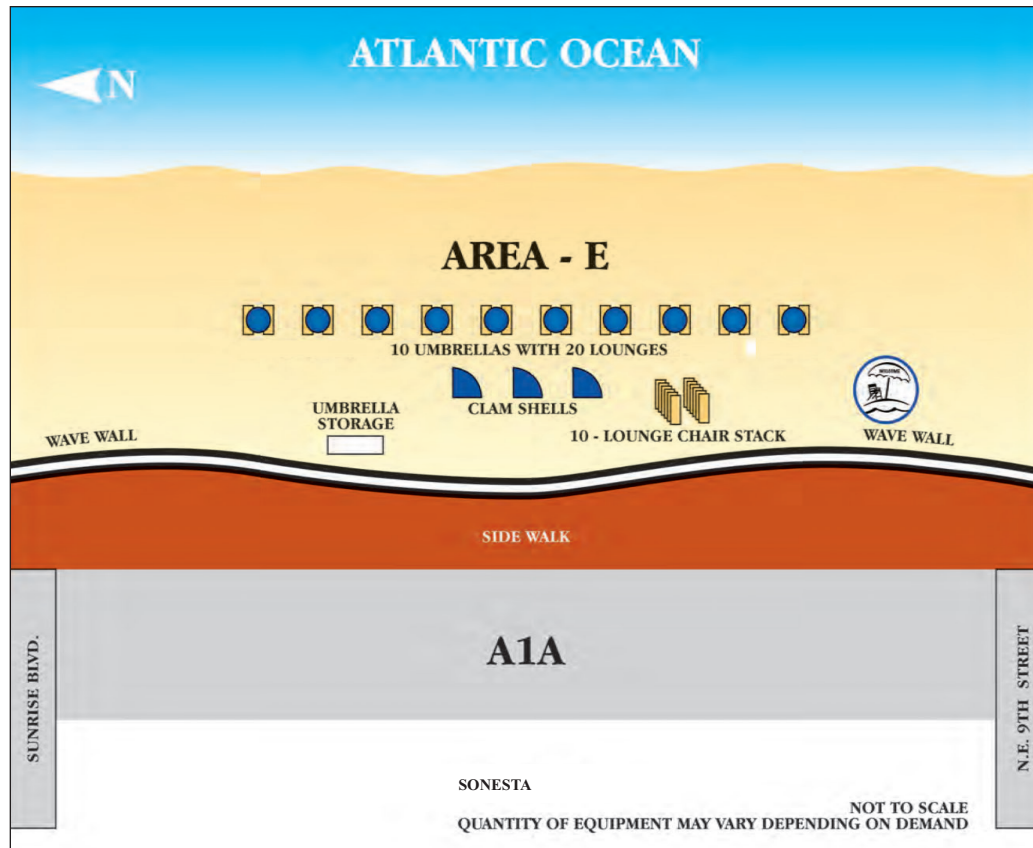
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A minimum of 4 padded chairs will be available for rent in each area.

Storage Plan

The concession area site plans on the preceding pages show where equipment and storage boxes will be placed in each designated area. Number of units may vary depending on specific time of year and demand.

Stacked chairs will be on either or both ends of umbrella/clamshell line, or within 10' in front or behind of umbrella/clamshell line, to ensure a clear path for lifeguard/emergency and beach cleaning equipment vehicles.

Boucher Brothers Beach Management will utilize approximately 35 storage boxes made by C&M Marine Products (or the equivalent thereof), sized at 72"W x 26"D x 27"H. These storage units will hold the umbrellas for each designated site within the rental areas, as specified in the RFP. The C5M Marine Products are equivalent to a Taylor made fiberglass dock box. See additional schematics for complete details of beach equipment storage box placements.

Beach equipment is secured daily, at the end of each business day with 2 lounge chairs locked to the permanent umbrella poles.

The area will be maintained and cleaned to ensure equipment is kept in good condition. The Supervisor will oversee this area and check on the cleanliness and organization of equipment on a daily basis.

Vehicles used in transporting equipment will include:

One (1) 2014 Tacoma Pickup Truck

One (1) Horizon Trailer (left in warehouse)

The Beverage Cart is stored at the Westin Hotel.



Boucher Brothers Beach Management Hurricane Preparedness / Evacuation Plan

Fort Lauderdale Beach

In addition to moving the chairs, umbrellas and windbreakers/clamshells off the beach we will also move all the on-beach storage facilities. Moving of all equipment and storage facilities will typically start to take place within 15 minutes after the evacuation is put in to effect. This process will take from 7 to 8-1/2 hours. The storage units will be moved to one of Boucher Brothers Beach Management's off-beach storage locations. The umbrella bases will remain on the beach as they are anchored under the sand, unless the City of Fort Lauderdale deem it to be necessary to be removed. This can be discussed in the visioning process. Additionally, Boucher Brothers Beach Management owns 3 flat bed trailers which will aid in the transporting of equipment off the beach in case of a hurricane watch. These trailers will be used to move the lounge pads, lounge chairs, beach umbrellas, windbreakers/clamshells, and storage units from the beach to the storage area.

Boucher Brothers Beach Management has the following options for storage facilities.

- 4059-4061 NE 8th Terrace, Oakland Park, Florida
- 1617 Northeast 17th Terrace, Fort Lauderdale, Florida
- Numerous beachfront hotels

Situational Awareness

- Boucher Brothers Beach Management has a trained Evacuation Team comprised of 12 team members from its staff. There is 1 team member responsible for charting any disturbances on the Atlantic Ocean, particularly the Caribbean zone, during Hurricane Season. This is the same person responsible for tracking and reporting all inclement weather for water sports and beach rental purposes year-round. One team member is stationed in the main office and the other two are stationed out in the field. It is this team member who will report to the President of the company (Charles Perry) whenever a hurricane watch is in effect for South Florida.
- Once Charles Perry has been advised that a hurricane watch has been issued for the South Florida area by the National Hurricane Center, it is he who will communicate with the city and act upon their decision to implement the Evacuation Plan.
- In order to be fully informed of any developments relating to the hurricane, there is an Evacuation Team member who is responsible for monitoring any information, recommendations or updates released by the Broward Office of Emergency Management and the Emergency Operations Center. This team member is also responsible for monitoring the EOC's Evacuation Zone Map.

Action Plan

- Within minutes after our Evacuation Plan is called into effect, the Chief Operating Officer is contacted. The Chief Operating Officer then contacts the supervisor with the decision to evacuate. The Supervisor then contacts all Boucher Brothers Beach Management Beach Staff under their supervision and informs them that the Evacuation Plan is in effect.
- Within minutes after receiving word that we are evacuating, the Attendants immediately close down all concessions where beach rentals and sales operations take place.
- Boucher Brothers Beach Management is not only responsible for assisting in the moving of all beach equipment during a hurricane watch evacuation, but also of informing all beach patrons of the situation. Once all sales/rental operations are shut down, Boucher Brothers Beach Management staff and Evacuation Team members will advise the people on the beach that, for their safety, they should leave and evacuate the beach area. This will typically start to take place within 15 minutes after Evacuation Plan is implemented and will continue throughout the entire evacuation process.
- During the evacuation process, Boucher Brothers Beach Management Staff at Fort Lauderdale Beach will be supervised and provided with guidance by their Supervisor, and the Supervisor will be instructed by the Chief Operating Officer.

Hurricane Equipment Removal Procedure #1

Boucher Brothers Beach Management has a contract with Tropical Trailer Leasing. Within 24 hours Tropical Trailer Leasing will deliver three (3) semi-tractor trailers with drivers that will be used to load all beach chaise lounges, all beach umbrellas and cabanas, all beach storage boxes and all beach umbrella and cabana anchors. This process takes approximately five (5) hours. Once trailers are loaded, they are then taken to Tropical Trailer's storage facility or Truck Stop 84 or Anglers Avenue Marina.



Hurricane Equipment Removal Procedure #2 / Breakdown of Evacuation Process

In preparation for this RFP, Boucher Brothers Beach Management tested its evacuation process and achieved performance consistent with the following data, with a margin of time added for contingency purposes.

The standard equipment area consists of:

1200 chairs
350 umbrellas
50 clamshells
35 storage units

We will have 2 large trailers and 1 small trailers assigned to evacuate this equipment

Trailer Capacities

Per trip the large trailer can accommodate either:

100 Lounge Chairs
50 Clamshells
2 Storage Units

Per trip the smaller trailer can accommodate either:

50 Lounge Chairs
70 Umbrellas

Large trailer 1 would complete:

4 trips to remove storage units
1 trip to remove clamshells
2 trips to remove lounge chairs.

A total of 9 trips

Large trailer 2 would complete:

4 trips to remove storage units
5 trips to remove chairs

A total of 9 trips

The small trailer would complete:

5 trips to remove umbrellas

A total of 10 trips

Load/Unload times

Each large trailers will have 6 people working to help load and unload. The estimated times to load and unload are:

100 chairs = 10 minutes
2 storage units = 10 minutes
50 clamshells = 10 minutes
70 umbrellas = 5 minutes

The small trailer will have 2 people working to help load and unload. The estimated time to load and unload are:

70 umbrellas = 5 minutes.
100 pads = 10 minutes

The entire evacuation process is estimated to take between 7 and 8-1/2 hours.

If the enhanced luxury oasis equipment is approved by the city we will have another Large trailer and 4 people assigned to remove this equipment.

Luxury Oasis Section

200 Luxury Chairs
20 Day Beds
20 Day Bed Pads

Trailer Capacities

Per trip the trailer will be able to accommodate either:

50 chairs
10 day beds
20 day bed pads

The trailer would complete:

4 trips to remove Luxury chairs
2 trips to remove day beds
1 trip to remove day bed pads
A total of 10 trips

Load/Unload times

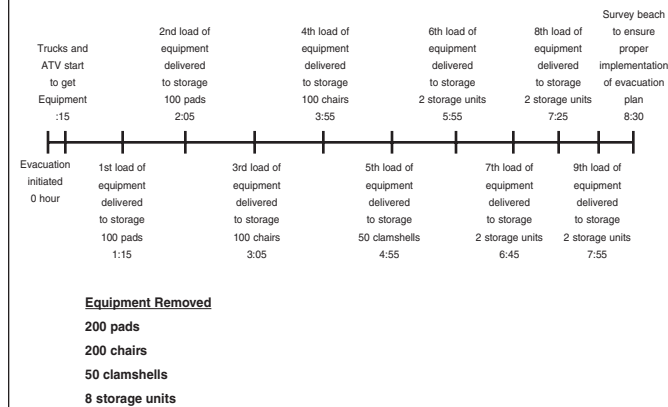
40 chairs = 5 minutes
60 cushion = 5 minutes
10 day beds = 3 minutes
20 day bed pads = 3 minutes

This evacuation process is estimated to take between 7 and 8 hours

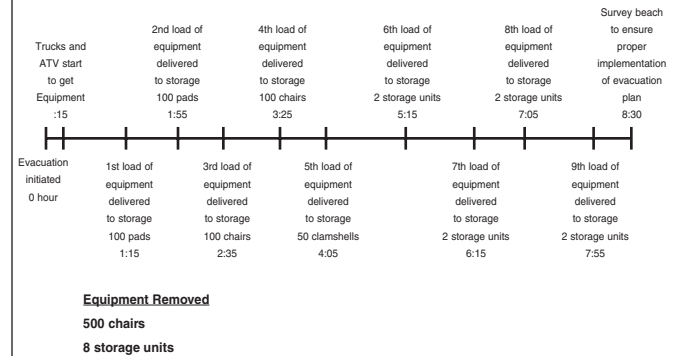
This breakdown depicts the maximum quantity of equipment and accounts for all possible circumstances.

Evacuation Timelines

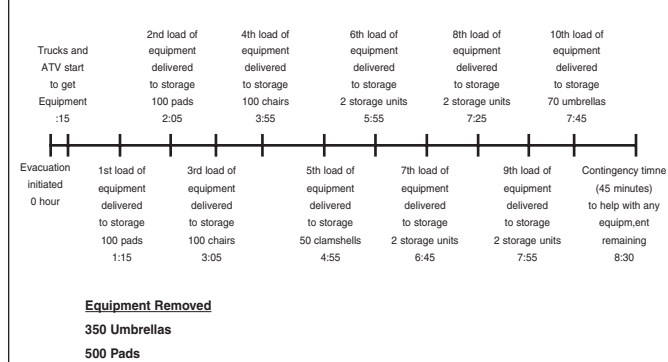
Evacuation Timeline
Trailer 1 (Large)



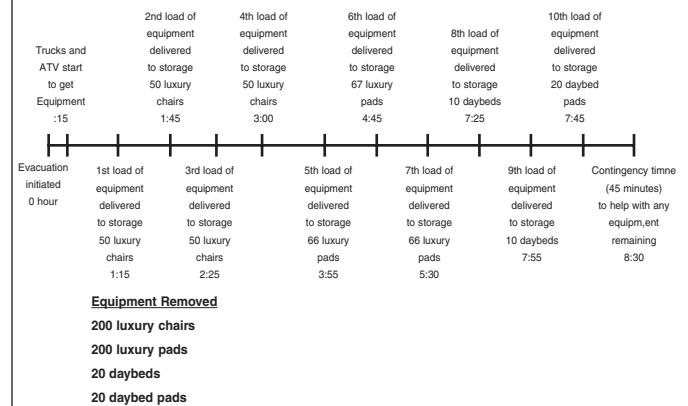
Evacuation Timeline
Trailer 2 (Large)



Evacuation Timeline
Trailer 3 (Small)



Evacuation Timeline
Trailer 4 (Large – Enhanced Equipment)



Proof of Ownership of Hurricane Storage Facility.

Oakland Park Warehouses, LLC

3900 N.E. 5th Avenue, Oakland Park, FL 33334

Tel: (954)566-1588 Fax: (954)566-1599

Tenant Rules and Regulations

Page 1 of 3

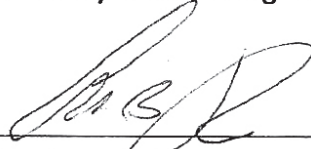
1. **Tenant Acknowledges** that rent is payable in advance. **Rent is due on the first** of every month of tenancy. **A Ten Percent (10%) Late Fee** will be assessed if rent is not in the office by the 5th of each month. *Late rent is grounds for termination of lease.*
2. **Tenant Acknowledges** that the **Security Deposit** is in fact a deposit. It is not to be used as rent. Deposits will be refunded provided there is no damage, and only if thirty (30) days notice to vacate has been given to Lessor (OPW) in writing on the first of the month. Keys must be returned to the office upon vacating.
3. **Tenant Acknowledges** that he/she is responsible for utilities.
4. **Tenant Acknowledges** that returned checks, for any reason, will result in a thirty dollar (\$30.00) charge.
5. **Tenant Agrees** to pay for any damages to property for which he/she is responsible.
6. **Tenant May Not** store **material, vehicles, boats, trash, or debris outside of his/her unit** owned and operated by Lessor (OPW). **Tenant agrees to pay for his/her own trash removal.** If at any time Lessor must clear debris from the area, **Tenant will be charged. If Tenant refuses to pay for this removal, he/she will be given notice that his/her tenancy has been terminated and will be required to vacate.**
7. **Tenant Acknowledges** that Lessor (OPW) is not responsible for theft or damages to contents or personal property moved in or placed in the described premises. Insurance on contents is the sole responsibility of Tenant.
8. **Tenant May Not** assign or sublet the unit or any part thereof. Tenant may not make any alterations therein. All additions thereto, as well as fixtures or improvements which may be made by Tenant – without written consent of the Lessor (OPW), and except for movable equipment and furnishings – shall become the property of Lessor and remain upon the premises as a part thereof, to be surrendered by Tenant with the premises at termination of lease.

9. **Tenant Acknowledges** that entry locks are re-keyed by the Lessor (OPW) for every new tenancy. These locks are mastered and a copy of the Tenant's key is held by the Lessor. If Tenant desires or needs a lock change it must be done by OPW at the Tenant's expense of sixty dollars (\$60.00). No exceptions!
10. **Tenant Agrees** to Proper Use. Oakland Park Warehouses rents flexible space for both commercial use and/or storage. Commercial users are required by ordinance to secure an occupational license for their particular use and trash collection as required by the city. Any tenant not in compliance with the city's ordinances will be asked to vacate immediately and forfeit the applicable deposits on their tenancy. City of Oakland Park Zoning prohibits any use that is considered residential.
11. **Tenant Acknowledges** that vehicles which appear to be deserted or not fully operable will be towed at Tenant's expense. Tenants are provided with parking in front of their unit(s) only.
12. **Tenant Acknowledges** that parking space is designated as appropriate for the unit(s) that is rented. This space is for vehicles used in transit and not for storage. All vehicles must be tagged.
13. **Tenant is Responsible** for enterprise and material on premises as a result of his/her business, and acknowledges the associated responsibility as set by any controlling government. Tenant agrees to follow and be held accountable for proper permits, inspections, and record keeping for any and all enterprise.
14. **Tenant Acknowledges** that Lessor (OPW) or any of its agents shall have the right to enter said premises during reasonable hours to examine and make repairs or alterations as may be deemed necessary. This includes placing and showing a "For Rent" sign thirty (30) days prior to Tenant vacating. Management will make every effort to inform Tenant before entering.

Any tenant who does not adhere to the above rules and regulations, for the betterment of the premises and the welfare of the other tenants, will be asked to vacate the premises and forfeit all security deposit.

Page 3 of 3

Tenant has read, understands, and agrees to page one, two, and three of "Tenant Rules and Regulations" as witnessed by Tenant's signature and date below.

Tenant Signature Date 3-11-16Tenant Phone # 954-520-4318Bay Address 405944061 NE 81stMonthly Rent (inc. tax) 650.00Security Deposit 1300.00Payment Received Date of Tenancy 3/11/12Tenancy Type: Lease or Month to Month John S. Washburn/Michael Maguire Date *Managing Members, Oakland Park Warehouses, LLC*Notes:

Management and Staffing Plan

Days and Hours of Operation

The beach concession site will be open seven days a week. From October to May operating hours will be from 10:00 a.m. to 5 p.m. From June to September operating hours will be from 10:00 a.m. to 6:00 p.m.

Management Plans and Staffing Levels

Charles Perry and Al Ortiz will oversee all operations of the concession sites and will be a hands-on member of the team with a daily presence on site. A Broward County resident, Charles knows the market and has extensive experience in all aspects of concession site operations and management.

Jason Allen, who will report to Charles Perry and Al Ortiz, will directly supervise the five concession areas, and each concession site will have an experienced attendant assigned to it.

Boucher Brothers Beach Management will have a full-time representative whose responsibility is to inspect and oversee the maintenance and clean up of the beach concession site areas. On the weekends, there will be two people assigned for cleanup and maintenance of the concession site and surrounding beachfront areas. (Please refer to the operational flow chart on page 31). Boucher Brothers Beach Management's staff will collect and package bottles from the beach area, daily. Recycle bins will be emptied nightly.

Boucher Brothers Beach Management and their staff have a totaled combined experience of over 150 years in the Beach Rental Equipment industry.

There is no substitute for an onsite owner/operator who is on the beach every day to supervise and manage the concession.

Daily Procedures

Arrangements have been made for all staff to park their personal vehicles off-site at an area hotel. Each day, all of the pads and certain miscellaneous equipment will be housed in secured facilities.

At the beginning of each day attendants will place chairs neatly in two rows, with two chairs placed side by side. Where necessary, the chairs will have a pad placed on top of it and an umbrella will be set up between each pair of chairs. Some of the chairs will be set up with a windbreaker/clamshell in lieu of an umbrella. Each pair of chairs will be spaced three feet apart, and each row will be spaced ten feet apart, allowing for comfort and privacy for the guests.

All lounge chairs will be numbered and it will be the attendant's responsibility to account for all rentals immediately and to collect all rental payments throughout the day. The beach attendant will use a fanny pack to store cash collections in, to ensure cash is always on them until the supervisor comes to collect it. The attendant will provide the guest with a receipt which will be a 2-part receipt that has a sequenced number at the top, he/she will collect money and give the receipt. Receipts will have the equipment and prices pre-printed on the sheet. The attendant simply fills in the quantity of equipment used and the total of the sale. The attendant will give one copy to the guest and we will keep the original. In the event that the customer does not want an umbrella, the attendant will remove it.

Personal Attention

Each attendant will be fully trained in interpersonal skills so as to be courteous and approachable. All employees go through an in-house hospitality training program. It is the responsibility of an attendant to fulfill any reasonable request from a guest. When guests approach the welcome station the beach attendant will greet them, answer any questions and escort them to the chair where he will set it up for them. If a guest seats themselves while the attendant is busy the attendant will approach the guest as soon as is possible and inform them of the rates. Should the guest not wish to stay and rent a chair, the guest will be under no obligation to pay. A guest should never wait more than 5 minutes to be attended to. A Supervisor will verify rentals every hour throughout the day. During these inspections the Supervisor will inspect the area to ensure that the area is clean and well organized.

(continued on next page)

At the end of each workday, staff attendants at each concession site will carefully stack the chairs, with the collapsible windbreakers/clamshells placed atop the chairs. Each section will have a work storage unit to house the umbrellas. This unit will conform to standards and specifications as set forth by the City.

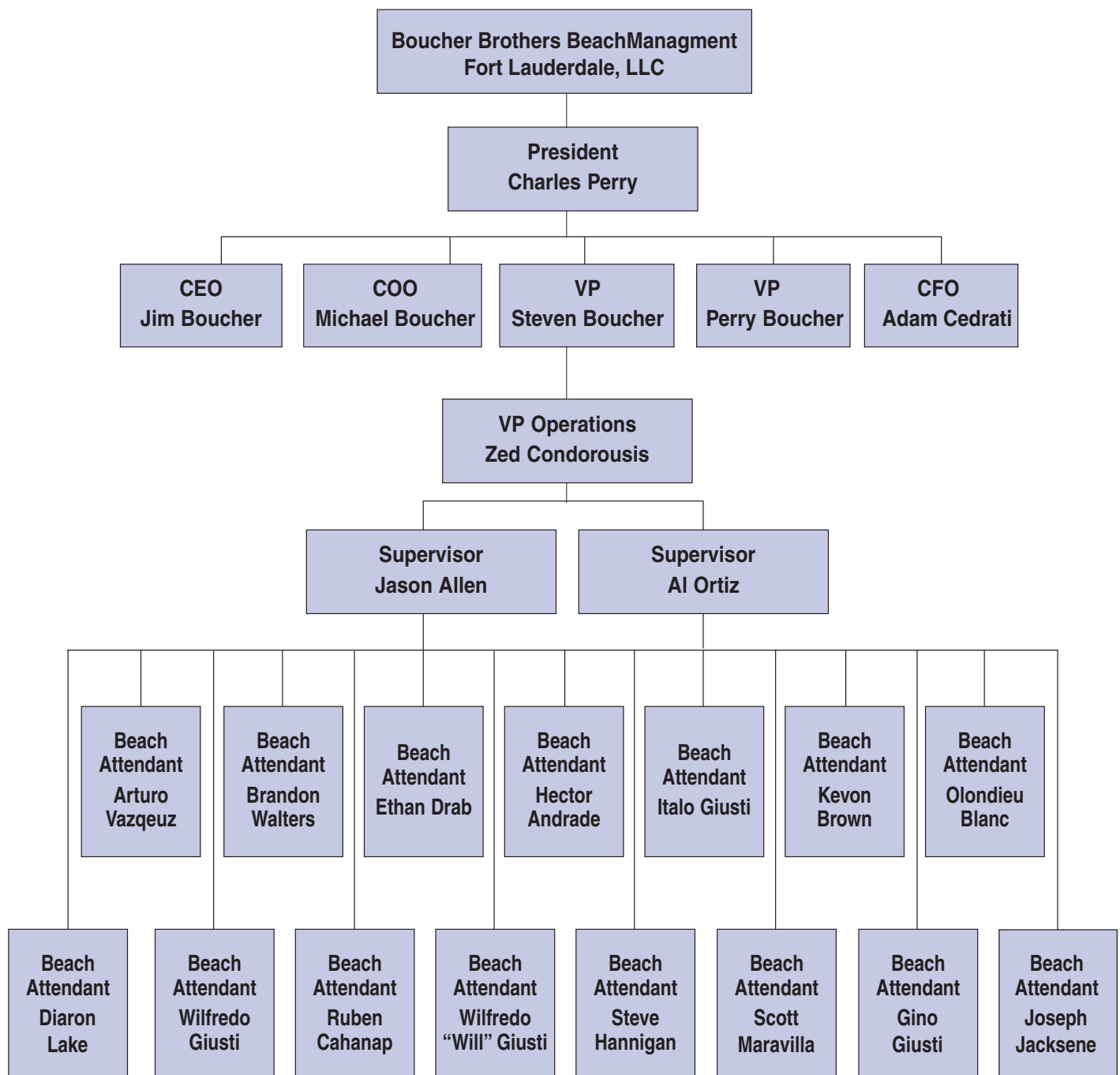
Boucher Brothers Beach Management has found that the most effective and efficient process for the daily beach concession set-up is to pre-arrange the chairs and umbrellas at the onset of each day.

Boucher Brothers Beach Management feels that hawking or in any other way disturbing guests that do not wish to rent equipment is a completely unacceptable way to attract business, and thus will never implore such techniques.

Dress Code

From front line staff to support personnel to management, all Boucher Brothers Beach Management service personnel will be easily recognizable, as the company has a strict code of dress for all staff. Taking the lead from the top quality hotels they serve, the company ensures that each and every employee has a professional appearance, with uniforms identifying him or her as a member of the beach service team. All staff will have a shirt with their name on it and will go through an FDLE background screening before being allowed to work on the beach. Each and every staff member is an ambassador of the City, representing the best we have to offer.

Operational Flowchart



Charles Perry – President

Responsibilities on This Project

President/Onsite Operator,
Overseeing all operations of the
Beach Equipment concession sites

Residence

Fort Lauderdale, Florida

Education

Fort Lauderdale High School
Broward Community College,
Associate Degree in Business
Florida Atlantic University,
Bachelor's Degree in Business
Administration/Marketing

Professional Experience

Charles B. Perry is a lifelong
resident of Fort Lauderdale and
has spent his entire professional
life, the past 49 years, serving
visitors to Fort Lauderdale's
beaches. Since 1937, his family
has operated beach equipment
rental concessions on Fort
Lauderdale City beaches, the

beaches of neighboring cities, and
for several quality resorts.

- Beached Management Inc.,
Principal Owner/Onsite
Operator, 1984 to present.
Concessionaire for rental
beach equipment on City of
Fort Lauderdale beaches, City
of Deerfield Beach, City of
Pompano Beach, and various
Fort Lauderdale private resorts.
- Ocean Beach Service, 1970
to 1984. Family-owned
business founded by Charles
Perry's father, John S. Perry.
Concessionaire for rental
beach equipment on City of
Fort Lauderdale beaches and
various Fort Lauderdale private
resorts.

Community Involvement

- Greater Fort Lauderdale
Convention & Visitors Bureau
- Central Beach Alliance



Charles Perry

- Greater Fort Lauderdale
Chamber of Commerce
- Beach Council
- Swim Fort Lauderdale
- Fort Lauderdale Lifeguard
Competition Sponsor

Jason Allen – Beach Attendant

Responsibilities on This Project

Beach Supervisor
Reports to Charlie Perry

Residence

Fort Lauderdale

Education

Graduate from Florida State
University with a degree in
Finance

Experience on Similar Projects

12 years experience with Beached
Management

Equipment Schedule

Consolidated Operational Plan Equipment & Services

Standard Equipment

Chairs
Umbrellas
Windbreakers/Clamshells
Pads

Luxury Oasis

Chairs
Pads
Windbreakers/Clamshells

Set-up and Breakdown Time

10am – 5:00pm



Jason Allen

Al Ortiz, Operations Manager***Responsibilities on This Project***

Oversee operations, reports to Michael Boucher

Boucher Brothers Beach Management

April 2010 – Present, Director of Operations

- Oversee pool and beach operations from Miami Beach to Palm Beach
- Oversee payroll and scheduling according to budget parameters
- Responsible for staffing
- Responsible for enforcing all standards, procedures and guidelines set forth by Boucher Brothers Beach Management
- Responsible for ensuring all staff in proper uniform
- Attend regular meetings with all property executive management
- Responsible for the collection of all property management fees and all monies at all property locations
- Responsible for the accurate accounting of all monies collected

All State Insurance Company

1997-2010, Office Manager

Turnberry Isle Resort

1989-2005, Assistant Bell Captain

Education

- Ottawa University 1988-1990
- Miami Beach High School 1984-1988

Awards:

- Turnberry Isle Resort Employee of the Year 1992
- Turnberry Isle Resort Employee of the Month 8 times during tenure
- All State Insurance Company Sales and Customer Service consecutive awards 1997-2008



Al Ortiz

Luclaudel Faustin – Supervisor

Responsibilities on This Project

Supervisor, overseeing all aspects of the Beach Equipment Concession sites Reports to William and Charles Perry

Residence

North Miami

Education

Florida International University
Miami Springs Senior High

Training

Edge at Delano Hotel South Beach

Experience on Similar Projects

2007 to Present

Boucher Brothers Beach Management

Beach Manager

Westin Diplomat Resort & Spa

- Oversee Beach Set Up
- Facilitates group events

- Responsible for staff scheduling
- Manages a staff of 7
- Processes payroll
- Oversees Daily rental and sales changes

2001 – 2007

Boucher Brothers Beach Management

Regional Beach Supervisor
“Lummus Park”

- Cash collection
- Oversee Beach Set Up
- Schedules staff of 100 employees
- In charge of evacuation process



Luclaudel Faustin

Gino Giusti – Beach Attendant

Responsibilities on This Project

Beach Attendant
Reports to Jason Allen

Residence

Fort Lauderdale

Training

Boucher Brothers Beach Management, Ft. Lauderdale
Ft. Lauderdale Beach

Experience on Similar Projects

6 years

Equipment Schedule

Consolidated Operational Plan Equipment & Services

Standard Equipment

Chairs
Umbrellas
Windbreakers/Clamshells
Pads

Luxury Oasis

Chairs
Pads
Windbreakers/Clamshells

Set-up and Breakdown Time

10am – 5:00pm



Gino Giusti

Ethan Drab – Beach Attendant

Responsibilities on This Project

Beach Attendant
Reports to Jason Allen

Residence

Fort Lauderdale

Education

Attended Akron University
with courses in Hospitality
Management and Sports
Exercise Science and did an
internship in this field in Ohio

Experience on Similar Projects

10 years

Equipment Schedule

Consolidated Operational Plan Equipment & Services

Standard Equipment

Chairs
Umbrellas
Windbreakers/Clamshells
Pads

Luxury Oasis

Chairs
Pads
Windbreakers/Clamshells

Set-up and Breakdown Time

10am – 5:00pm



Ethan Drab

Arturo Vazquez – Beach Attendant

Responsibilities on This Project

Beach Attendant
Reports to Jason Allen

Residence

Ft. Lauderdale, Florida

Training

Boucher Brothers Beach
Management
Management, Ft. Lauderdale
Ft. Lauderdale Beach

Experience on Similar Projects

Equipment Schedule

Consolidated Operational Plan Equipment & Services

Standard Equipment

Chairs
Umbrellas
Windbreakers/Clamshells
Pads

Luxury Oasis

Chairs
Pads
Windbreakers/Clamshells

Set-up and Breakdown Time

10am – 5:00pm



Arturo Vazquez

Brandon Walters – Beach Attendant

Responsibilities on This Project

Beach Attendant
Reports to Jason Allen

Residence

Fort Lauderdale

Training

Boucher Brothers Beach
Management
Ft. Lauderdale Beach

Experience on Similar Projects

5 years

Equipment Schedule

*Consolidated Operational Plan
Equipment & Services*

Standard Equipment

Chairs
Umbrellas
Windbreakers/Clamshells
Pads

Luxury Oasis

Chairs
Pads
Windbreakers/Clamshells

Set-up and Breakdown Time

10am – 5:00pm



Brandon Walters

Hector Andrade – Beach Attendant

Responsibilities on This Project

Beach Attendant
Reports to Jason Allen

Residence

Fort Lauderdale

Training

Boucher Brothers Beach
Management
Ft. Lauderdale Beach

Experience on Similar Projects

6 years

Equipment Schedule

*Consolidated Operational Plan
Equipment & Services*

Standard Equipment

Chairs
Umbrellas
Windbreakers/Clamshells
Pads

Luxury Oasis

Chairs
Pads
Windbreakers/Clamshells

Set-up and Breakdown Time

10am – 5:00pm



Hector Andrade

Italo Giusti – Beach Attendant

Responsibilities on This Project

Beach Attendant
Reports to Jason Allen

Residence

Fort Lauderdale

Training

Boucher Brothers Beach
Management
Ft. Lauderdale Beach

Experience on Similar Projects

8 years

Equipment Schedule

*Consolidated Operational Plan
Equipment & Services*

Standard Equipment

Chairs
Umbrellas
Windbreakers/Clamshells
Pads

Luxury Oasis

Chairs
Pads
Windbreakers/Clamshells

Set-up and Breakdown Time

10am – 5:00pm



Italo Giusti

Kevon Brown – Beach Attendant

Responsibilities on This Project

Beach Attendant
Reports to Jason Allen

Residence

Ft. Lauderdale, Florida

Training

Boucher Brothers Beach
Management
Ft. Lauderdale Beach

Experience on Similar Projects

8 years

Equipment Schedule

*Consolidated Operational Plan
Equipment & Services*

Standard Equipment

Chairs
Umbrellas
Windbreakers/Clamshells
Pads

Luxury Oasis

Chairs
Pads
Windbreakers/Clamshells

Set-up and Breakdown Time

10am – 5:00pm



Kevon Brown

Olondieu Blanc– Beach Attendant

Responsibilities on This Project

Beach Attendant
Reports to Jason Allen

Residence

North Miami

Training

Boucher Brothers Beach
Management, Ft. Lauderdale
Ft. Lauderdale Beach

Boucher Brothers Beach
Management
Miami Beach

Sheraton Ft. Lauderdale Beach
Hotel
Beach Attendant

Experience on Similar Projects

19 years

Equipment Schedule

Consolidated Operational Plan Equipment & Services

Standard Equipment

Chairs
Umbrellas
Windbreakers/Clamshells
Pads

Luxury Oasis

Chairs
Pads
Windbreakers/Clamshells

Set-up and Breakdown Time

10am – 5:00pm



Olondieu Blanc

Wilfredo Giusti – Beach Attendant

Responsibilities on This Project

Beach Attendant
Reports to Jason Allen

Residence

Coral Springs

Training

Boucher Brothers Beach
Management
Ft. Lauderdale Beach

Experience on Similar Projects

9 years

Equipment Schedule

Consolidated Operational Plan Equipment & Services

Standard Equipment

Chairs
Umbrellas
Windbreakers/Clamshells
Pads

Luxury Oasis

Chairs
Pads
Windbreakers/Clamshells

Set-up and Breakdown Time

10am – 5:00pm



Wilfredo Giusti

Will Giusti Jr. – Beach Attendant

Responsibilities on This Project

Beach Attendant
Reports to Jason Allen

Residence

Coral Springs

Training

Boucher Brothers Beach
Management
Ft. Lauderdale Beach

Experience on Similar Projects

8 years

Equipment Schedule

*Consolidated Operational Plan
Equipment & Services*

Standard Equipment

Chairs
Umbrellas
Windbreakers/Clamshells
Pads

Luxury Oasis

Chairs
Pads
Windbreakers/Clamshells

Set-up and Breakdown Time

10am – 5:00pm



Will Giusti Jr.

Steve Hannigan – Beach Attendant

Responsibilities on This Project

Beach Attendant
Reports to Jason Allen

Residence

Fort Lauderdale

Training

Boucher Brothers Beach
Management
Ft. Lauderdale Beach

Experience on Similar Projects

8 years

Equipment Schedule

*Consolidated Operational Plan
Equipment & Services*

Standard Equipment

Chairs
Umbrellas
Windbreakers/Clamshells
Pads

Luxury Oasis

Chairs
Pads
Windbreakers/Clamshells

Set-up and Breakdown Time

10am – 5:00pm



Steve Hannigan

Ruben Cahanap – Beach Attendant

Responsibilities on This Project

Beach Attendant
Reports to Jason Allen

Residence

Coral Springs

Training

Boucher Brothers Beach
Management
Ft. Lauderdale Beach

Experience on Similar Projects

8 years

Equipment Schedule

*Consolidated Operational Plan
Equipment & Services*

Standard Equipment

Standard Equipment

Chairs
Umbrellas
Windbreakers/Clamshells
Pads

Luxury Oasis

Chairs
Pads
Windbreakers/Clamshells

Set-up and Breakdown Time

10am – 5:00pm



Ruben Cahanap

David Yepez – Beach Attendant

Responsibilities on This Project

Beach Attendant
Reports to Jason Allen

Residence

Fort Lauderdale

Training

Boucher Brothers Beach
Management
Ft. Lauderdale Beach

Experience on Similar Projects

2 years

Equipment Schedule

*Consolidated Operational Plan
Equipment & Services*

Standard Equipment

Chairs
Umbrellas
Windbreakers/Clamshells
Pads

Luxury Oasis

Chairs
Pads
Windbreakers/Clamshells

Set-up and Breakdown Time

10am – 5:00pm



David Yepez