

**CONTRACT
COPY**

**Boucher Brothers Beach Management
Fort Lauderdale, LLC**

**Request for Proposal
785-10058**

BEACH EQUIPMENT RENTAL CONCESSION

**Opens: June 19, 2008
2:00 p.m.**



Venice of America

City of Fort Lauderdale

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PROPOSAL SIGNATURE PAGE

TO: The City of Fort Lauderdale

The below signed 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 RFP. 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 proposal.

Proposal submitted by:

Name (printed) **Charles B. Perry**

Title: **President**

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

Address: **420 Lincoln Road, Suite 265**

City State Zip: **Miami Beach, FL 33139**

Telephone No. **305 535 8177** FAX No. **305 538 3288**

Signature:  Date: 6-19-08

Does your firm qualify for MBE or WBE status In accordance with Section 1.08 of General Conditions? **NO** MBE **NO** WBE **NO**

VARIANCES: State any variations to specifications, terms and conditions in the space provided below or reference in the space provided below all variances contained on other pages of RFP, attachments or proposal pages. No variations or exceptions by the Proposer will be deemed to be part of the proposal submitted unless such variation or exception is listed and contained within the proposal documents and referenced in the space provided below. If no statement is contained in the below space, it is hereby implied that your proposal complies with the full scope of this RFP.

Variances:

Reference pages of Variances: 29 and 77.

**Please see the following page for the corporate description of the company.*

NON-COLLUSION STATEMENT:

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

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

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

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

3.3. City employees may not contract with the City through any corporation or business entity in which they or their immediate family members hold a controlling financial interest (e.g. ownership of five (5) percent or more).

3.4. Immediate family members (spouse, parents and children) are also prohibited from contracting with the City subject to the same general rules.

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

NAME

RELATIONSHIPS

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



Corporate Description

Boucher Brothers Beach Management Fort Lauderdale, LLC (the "Company") is a Florida limited liability company. The Company is a joint venture created and owned by the principals of Boucher Brothers Management, Inc., a Florida corporation (James Boucher, Michael Boucher, Perry Boucher, Steven Boucher, and Vito Holding LLC), and Beached Management, Inc., a Florida corporation (Charles Perry and William Perry). The Company will operate as a full integration of the personnel and resources of the joint venturers. The Company's principals intend to support the Company's efforts in relation to this proposal with their financial resources and background of experience as measured by the standing and accomplishments of their respective companies, Boucher Brothers Management, Inc. (and its owner-affiliated companies) and Beached Management, Inc. As such, the Company herein submits the combined respective record of experience and financial statements of Boucher Brothers Management, Inc. (and its owner-affiliated companies) and Beached Management, Inc. in response to the City's RFP # 785-10058.

**PROPOSAL PAGES – PART I: COST INFORMATION
785-10058**

Year One:

Annual concession fee:

\$255,000 (minimum acceptable \$250,000)

Year Two:

Annual concession fee:

\$300,000 (minimum acceptable \$250,000)

Year Three:

Annual concession fee:

\$330,000 (minimum acceptable \$250,000)

PROPOSAL PAGES PART II TECHNICAL PROPOSAL

The following issues should be fully responded to in your proposal in concise narrative form. Additional sheets should be used, but they should reference each issue and be presented in the same order.

- I. Understanding of the City's needs for the concession and your overall approach to those needs.
- II. Your proposed operational plan, to include
 - A. Concession Area Site Plan.
 - B. Storage Plan including on site and off site storage and any vehicle usage.
 - C. Hurricane preparedness/evacuation plan
 - D. Management and staffing plan.
 - E. Written policy and procedure for internal controls to record sales for Concession Area(s) income.
 - F. Beach Maintenance plan of Concession Area(s)
 - G. Concession marketing plans
 - H. Method proposed to anchor umbrellas, market umbrellas, and windbreaker/clamshells
 - I. Any other information you feel will assist the City in evaluating your proposal
- III. Provide in your proposal the type and quantity of equipment that you plan to provide for rental including specifications. Photos or brochures of the equipment will be helpful in evaluation.
- IV. List your proposed rental rates for each Contract year. Describe equipment and list proposed rates for an hour, more than an hour, half day, full day and any other rental arrangements.

PROPOSAL PAGES PART III QUESTIONNAIRE

1. How many calendar days from award of contract would you need prior to initiating operations?
30 days
2. Prior Experience:
Number of years experience the proposer has had in providing similar services: **61** years
3. List those persons who will have a management or senior position working with the City if you are awarded the contract. List name, title or position and duties. A resume or summary of experience and qualifications must accompany your proposal. Please See **Key Individuals Assigned To This Project (see Attachments pages 43-56)**
4. List all contracts currently held for providing similar services. Provide agency name, address, telephone number, contact person, and date service was provided. If services provided differs from the one presented in your proposal, please delineate such differences. **Please See Beach Equipment Concessions Currently Managed (see Attachments, pages 84-93)**
5. List clients for whom you have provided similar services in the last three years. Provide agency name, address, telephone number, contact person, and date service was provided. If services provided differs from the one presented in your proposal, please delineate such differences. **Please See Beach Equipment Concessions Managed Within Last 3 Years (see Attachments, pages 94-97)**
6. List those City of Fort Lauderdale agencies with which the proposer has had contracts or agreements during the past three (3) years:
Please See Additional City of Fort Lauderdale Contracts (see Attachments, page 130)
7. Lawsuits (any) pending or completed involving the corporation, partnership or individuals with more than ten percent (10%) interest: **Yes**
 - a. List all pending lawsuits which are concerned directly with the staff or part of your organization proposed for the contract:
 - **Nedie C. Anastal v. Boucher Brothers Management, Inc., Case No. 07-23342, in the Circuit Court for the Eleventh Judicial Circuit in and for Miami-Dade county, Florida.**
 - **Royal Palm Hotel Property LLC d/b/a Royal Crowne Plaza Resort Miami Beach v. Boucher Brothers Management Inc. Miami-Dade Circuit Court Case No. 06-23482 CA24.**
 - **Erick Herrera v. Boucher Brothers Management, Inc. Case No. 07-35744CA 02.**
 - b. List all judgments from lawsuits in the last 5 years which are concerned directly with the staff or part of your organization proposed for the contract. **None**
8. Attach a Balance Sheet and Statement of Profit and Loss of the proposing firm from the preceding calendar or fiscal year, certified by either an appropriate Corporate Officer, or an independent Certified Public Accountant. If proposing firm is a privately held corporation, providing such records, for City review, at a time and place convenient to the City, will satisfy this requirement. If the proposing firm is a newly formed corporate entity, the City may require a personal guarantee of performance by principals or stockholders. **Financial Statements and Corporate Tax Returns for all Boucher Brothers and Beach Management entities are available for review by City of Fort Lauderdale officials at Mallah Furman and Company. Contact Arthur Unger on 305-371-6200 or George Platt and Stephen Tilbrook at Shutts & Bowen LLP on 954-524-5505.**

The proposer understands that the information contained in these Proposal Pages is to be relied upon by the City in awarding the proposed Agreement, and such information is warranted by the proposer to be true. The proposer agrees to furnish such additional information, prior to acceptance of any proposal, relating to the qualifications of the proposer, as may be required by the City.

Introduction

Boucher Brothers Beach Management Fort Lauderdale, LLC is a company formed in recognition of the benefit of 2 highly successful beach management companies coming together in unity and offering years of experience in the industry.

Beached Management, Inc. and Boucher Brothers Management, Inc. recognize the benefit of each others expertise in the Beach management arena and have formed a partnership.

Beached Management, Inc. is owned by the Perry Family, a family that has operated the concession and worked to provide a comfortable beach experience for millions of visitors to Fort Lauderdale's beaches since 1937. They have 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 enjoyable and memorable for residents and tourists alike.

Boucher Brothers Management, Inc. is owned by James, Michael, Steve and Perry Boucher, and Vic Damone. The four brothers grew up in South Florida and have over 20 years experience in the Beach management industry. Boucher Brothers Management, Inc. has provided 5 star service to many of South Florida's leading hotels and condominium properties as well as municipal beach contracts in Miami Beach and Virginia Beach, Virginia, which has provided them with a wealth of understanding of the needs of a municipal beach concession.

It is a great privilege to have the opportunity to respond to RFP 785-10058 for the Fort Lauderdale Beach Concession. Beached Management Inc. has enjoyed a 70 year partnership with the City of Fort Lauderdale in providing beach service on Fort Lauderdale Beach. Boucher Brothers Management, Inc. was honored to serve as the City of Fort Lauderdale's Watersports Concessionaire for many years.

We feel sure that with the extensive experience of both companies coupled with our passion for service, Boucher Brothers Beach Management Fort Lauderdale, LLC can provide a guest experience second to none. Given the opportunity to be Fort Lauderdale's beach service vendor we would wholeheartedly commit ourselves to improving the quality of service locals and tourists experience on your beautiful beach.

We are very grateful to have had the opportunity to present this bid to you and we thank you for your time and consideration.

I
Understanding
the city's needs
for the concession
and overall approach
to these needs

Understanding the City's Needs for the Concession and Overall Approach to These Needs

Over the past 20 + years, the City has made a series of conscious decisions about the beach and beach area experience it wants to offer to its citizens and visitors. As the Concessionaire, the Perry family has worked closely with City officials and staff to successfully develop and operate a concession designed to accurately reflect the goals and objectives of City officials.

We believe the needs and requirements of the City of Fort Lauderdale and what we specialize in is a beach service that is supported by:

- Experienced, trained, professional, courteous and knowledgeable staff
- Knowledge of the area and the type of visitors who frequent the area
- Sensitivity to resident needs
- The best and most durable equipment
- Efficient plans for movement of equipment on both a daily basis and in case of emergency
- Thorough plans for cash collection and handling
- Ability to boost revenue
- Safe working procedures and environment
- Creative approach to new services
- Ability to promote and market the Fort Lauderdale Beach area as a 5 star destination
- Creation and maintenance of customer service levels that ensure repeat business
- Awareness and respect for our natural resources and environment

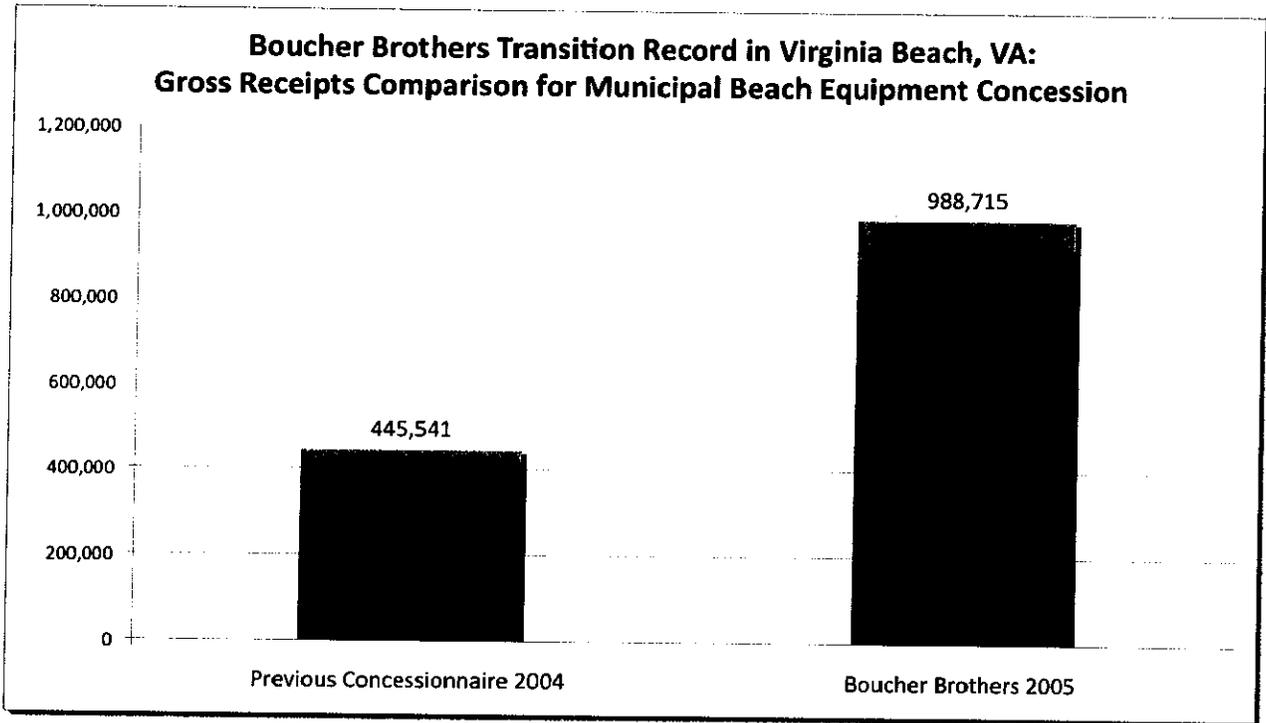
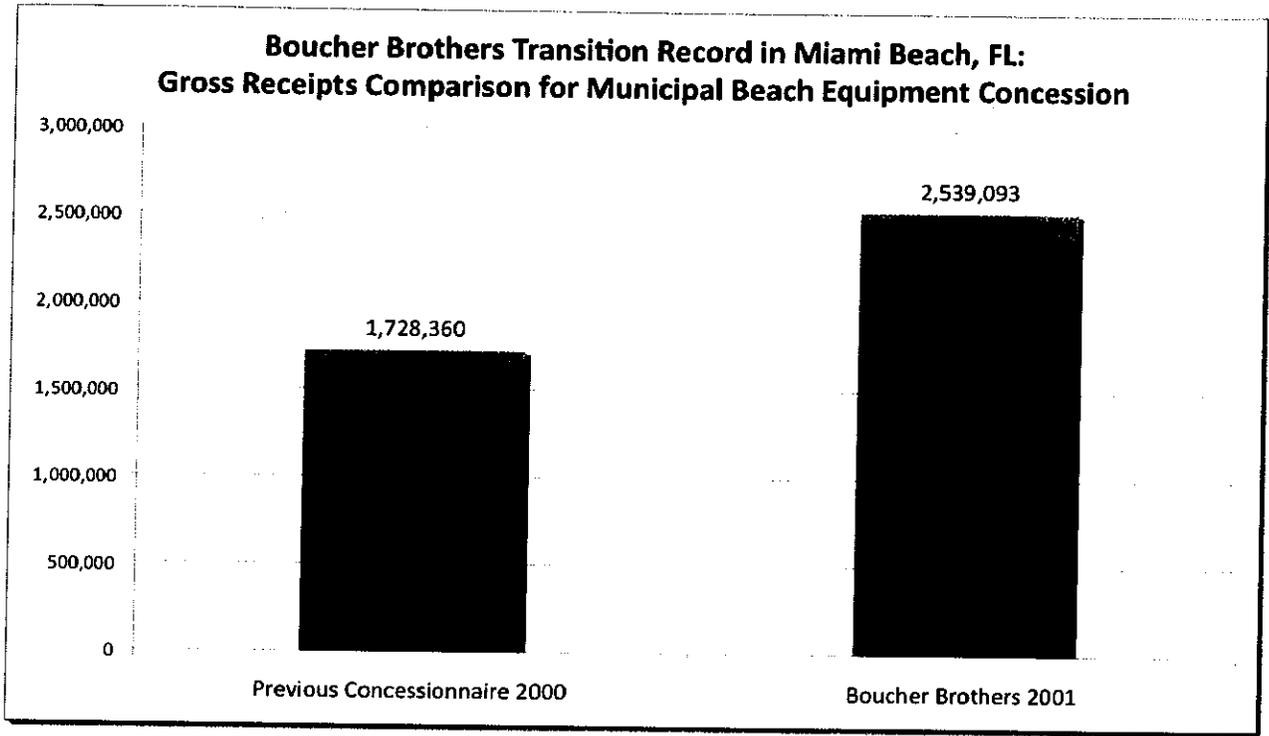
In an effort to achieve our goal to enhance the beach experience for all beach patrons, we are committed to purchase up to \$500,000 in new equipment (See Equipment Schedule attached, pages 74-76). Boucher Brothers Beach Management will staff the beach with quality personnel who will share in a bonus incentive program. Boucher Brothers Beach Management is proud to have the financial capacity to make the substantial investment in this contract. (Please refer to page 131 for the letter indicating Boucher Brothers Beach Management \$1.1 million project facility from Wachovia Bank for this contract). The staff members we have to draw upon have a combined experience of over 80 years. They are a valuable group of talented individuals with a true passion for service. In addition to compensating our line level staff members competitively, we will be relocating one of our finest supervisors to manage the daily beach operations. In our many years of experience we have come to realize that employee satisfaction is something that can never be compromised, because ultimately, it affects the level of customer service guests experience.

We are very grateful to have had the opportunity to present this bid to you and we thank you for your time and consideration.

Visioning Process

Should Boucher Brothers Beach Management be privileged to be awarded this contract, it is highly recommended that a two-day Visioning Process take place. Representatives of appropriate City departments, residence groups, hoteliers, local tourism officials, Boucher Brothers, Perry Brothers and other important stakeholders would take part in the process.

The Visioning Process will afford the City and Boucher Brothers Beach Management the opportunity to shape a plan with incremental phases for implementation of enhanced services provided for in the RFP. While the RFP provides guidelines, the Visioning Process will allow all involved parties to sit down together and determine specific goals. Of primary importance is to stabilize the operations, then cultivate and enhance services within a time period of 60 days.



Capital Investment in Equipment

Boucher Brothers Beach Management is prepared to make a large capital investment for the purchase of equipment. Section III of this response details the type and quantity of high quality equipment we intend to place into service in Fort Lauderdale. Boucher Brothers Beach Management commits to spend up to \$500,000 in Fort Lauderdale.

Central Theme of the Concession

Fort Lauderdale has re-established itself as the "Venice of America," and the time has come for the City to provide residents and tourists with a fresh, new delivery of five-star hospitality on its beaches.

This is exactly what Boucher Brothers Beach Management intends to offer at its concession sites – IMPROVED equipment and services, with exacting attention to detail, including:

- Personalized, concierge-like service
- Upgraded equipment
- Enhanced activities for residents and tourists
- Relationships with hoteliers
- A proactive marketing approach

As a proud five time recipient of the "International 5 Star Diamond Award" from The American Academy of Hospitality Sciences (See Attachment, page 98), Boucher Brothers adhere to a stringent philosophy based on five-star quality of products and services.

The overall goal is to extend five-star hospitality to the beach so that the Fort Lauderdale beachfront is a must-see destination for both residents and tourists.

Fort Lauderdale is a world class city. The products and services offered on its beaches must be world class as well.

Concession Marketing Plans

Boucher Brothers Beach Management Fort Lauderdale, LLC is committed to a proactive approach to marketing the beachfront concession sites. This includes working in concert with City staff as well as appropriate representatives of resident groups, hoteliers, local tourism officials and other important stakeholders to accommodate needs and provide added value marketing to the City of Fort Lauderdale.

(See Attachments, pages 65-72)

II
Proposed
Operational Plan

Statement of Equipment Set-up and Areas

All placement Areas and Set ups will be in accordance with the guidelines set out in RFP 785-10058.

- 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 10 padded chairs, one on each side of the umbrella. Site plan demonstrates 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 number of 125 chairs with pads shall be set up daily.
- 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.

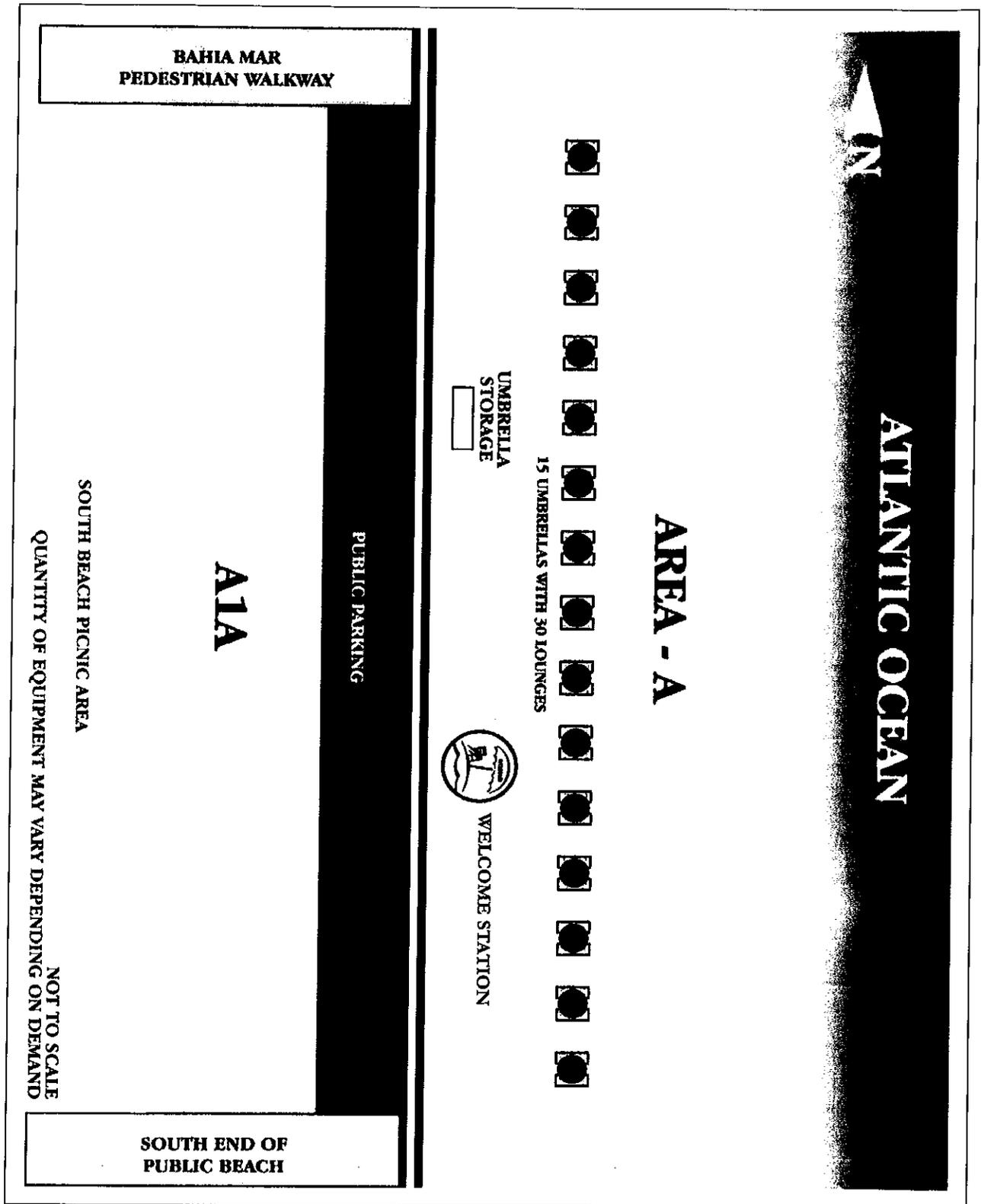
The following pages will outline the proposed plans for each individual concession area.

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.

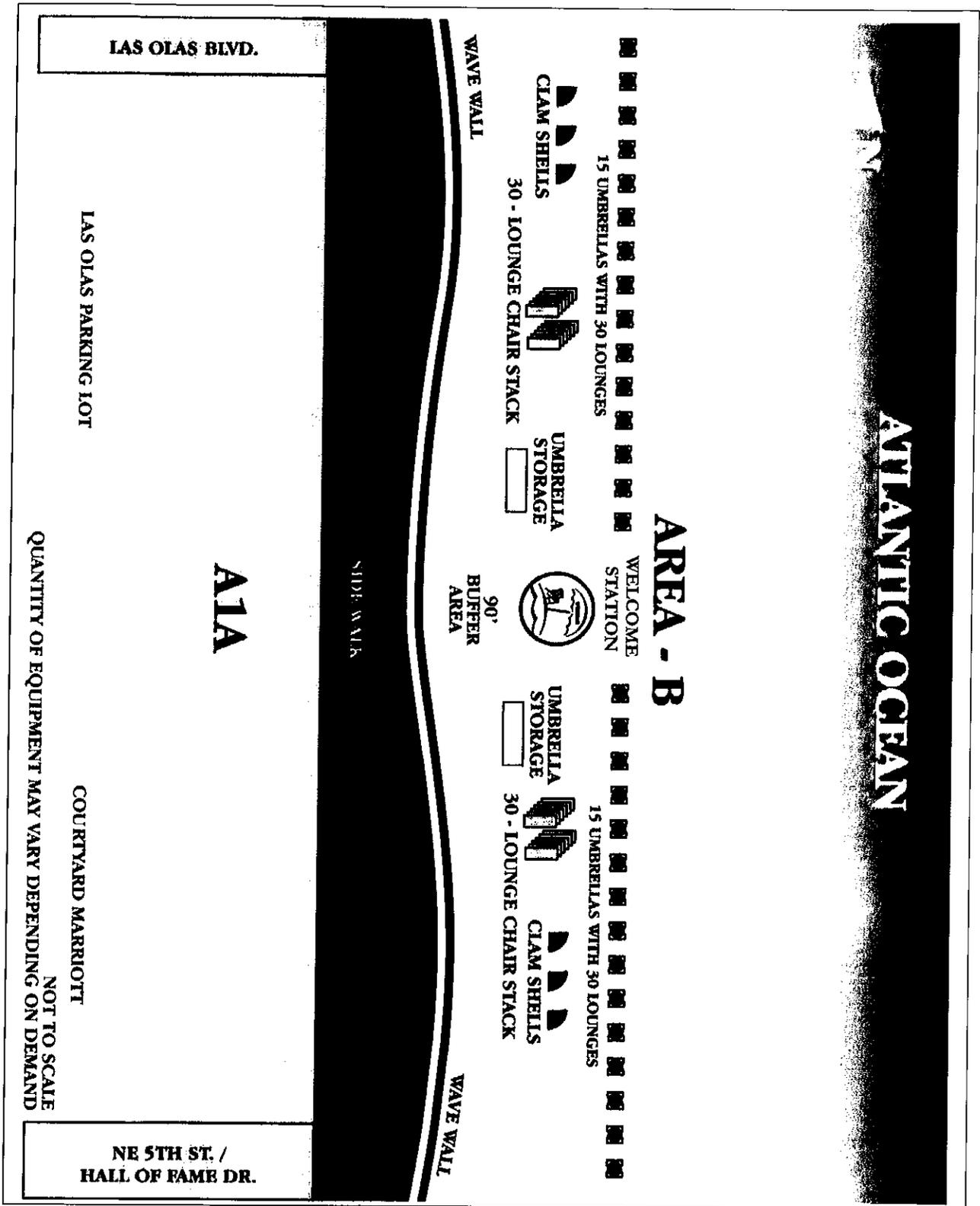
No equipment shall be placed on or within those portions of the beach where a lifeguard stand is currently located including the area extending from the eastern most boundary of Atlantic Blvd/Fort Lauderdale Beach Blvd/A1A to the shore line and bounded by a line 90 feet north of the lifeguard stand and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

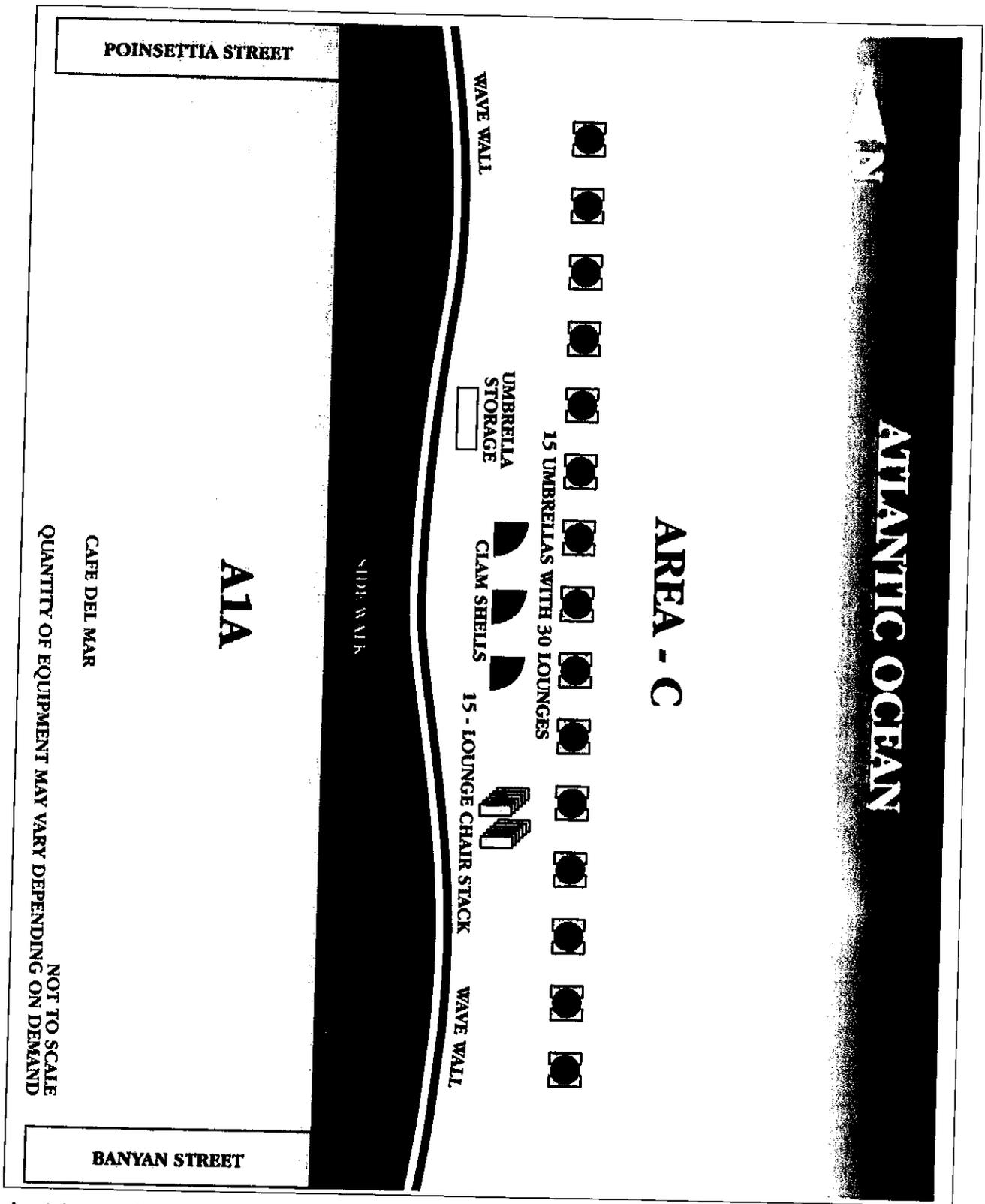
Each Concession Area shall have a minimum of one "Welcome Station," defined as an area consisting of a single high beach chair and market umbrella placed at the approximate midpoint of a Buffer Area between Placement Areas, approximately 12 feet from the eastern most boundary of Atlantic Blvd/Fort Lauderdale 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.



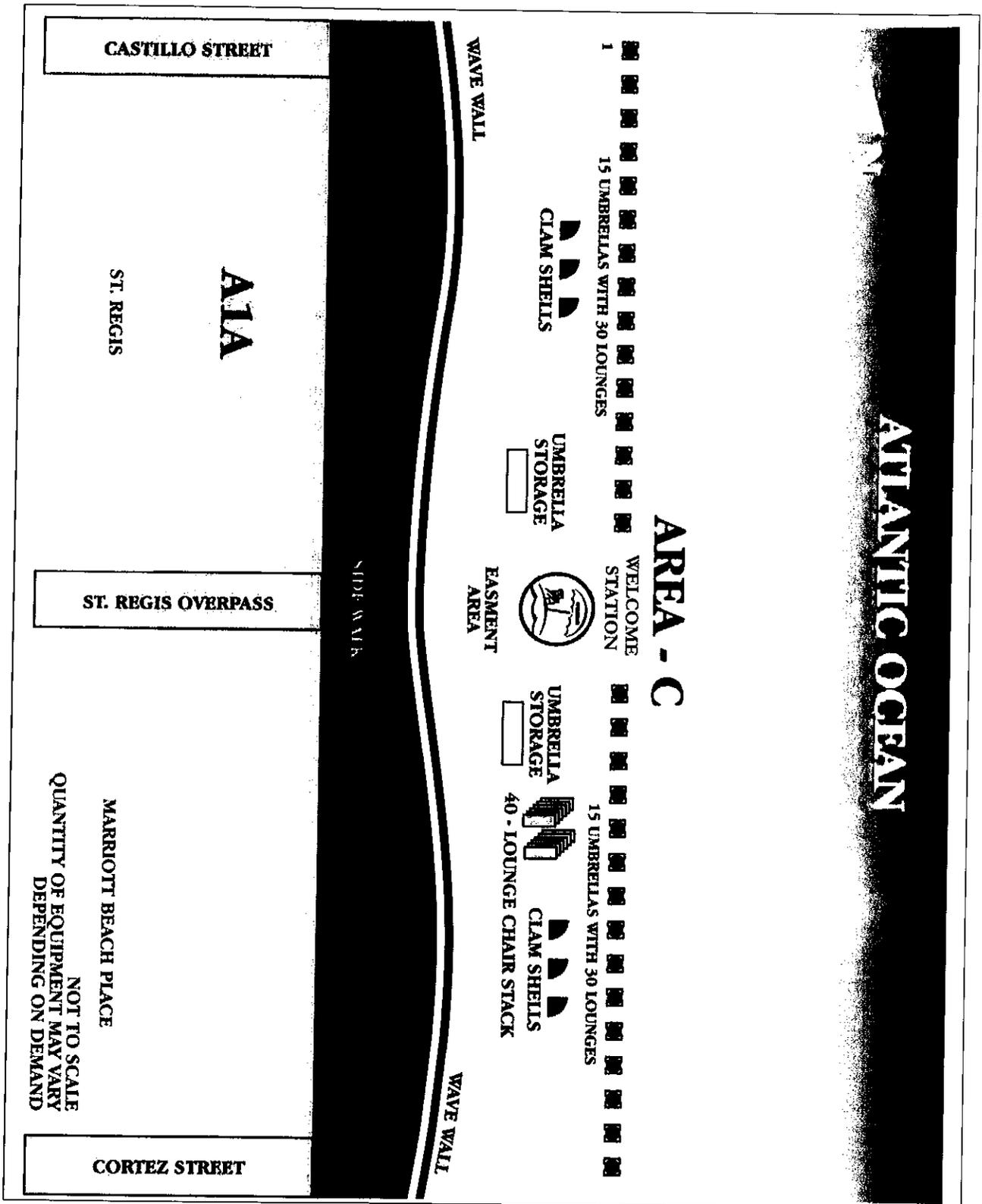
A minimum of the first 10 lounge chairs from North to South will be padded.



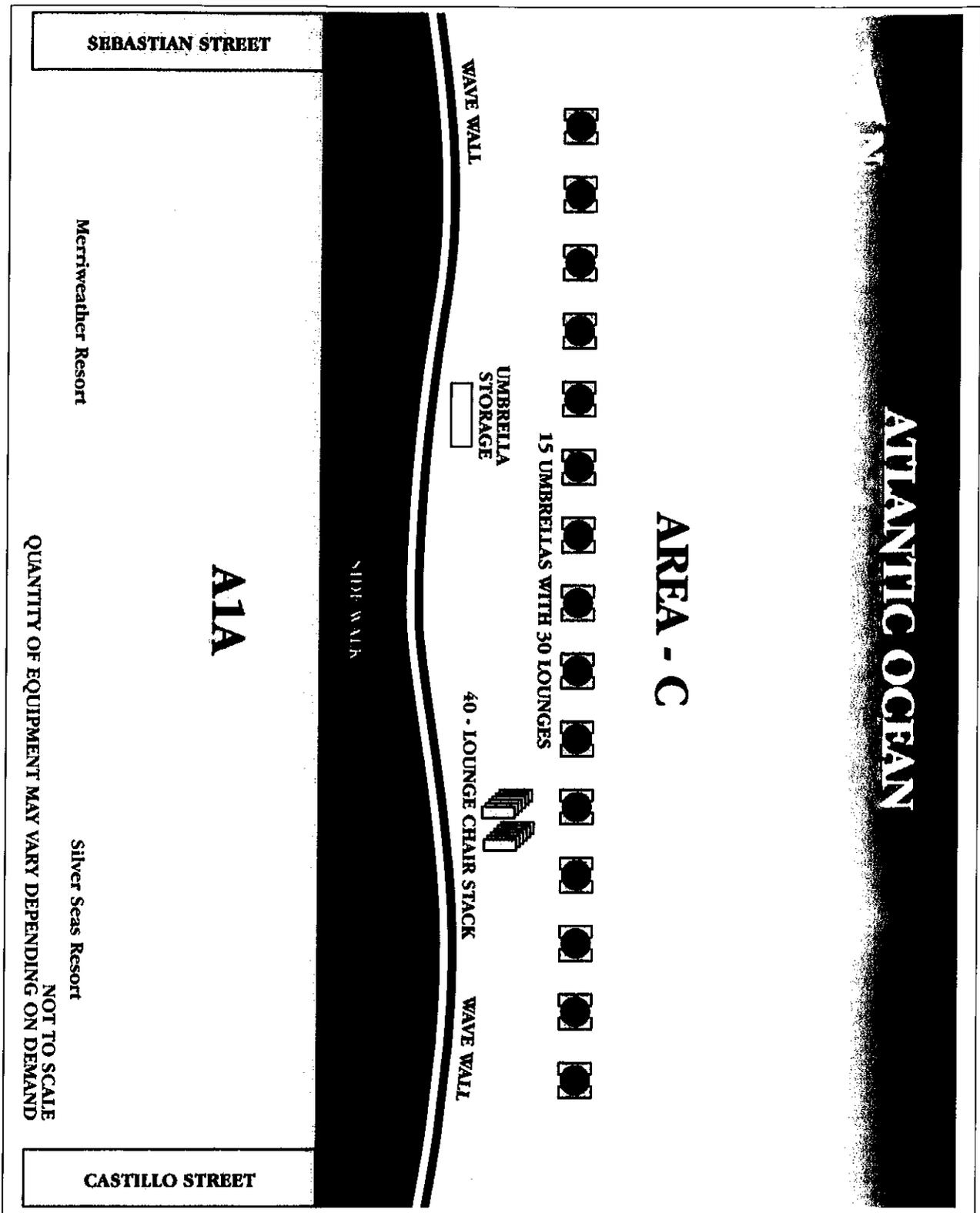
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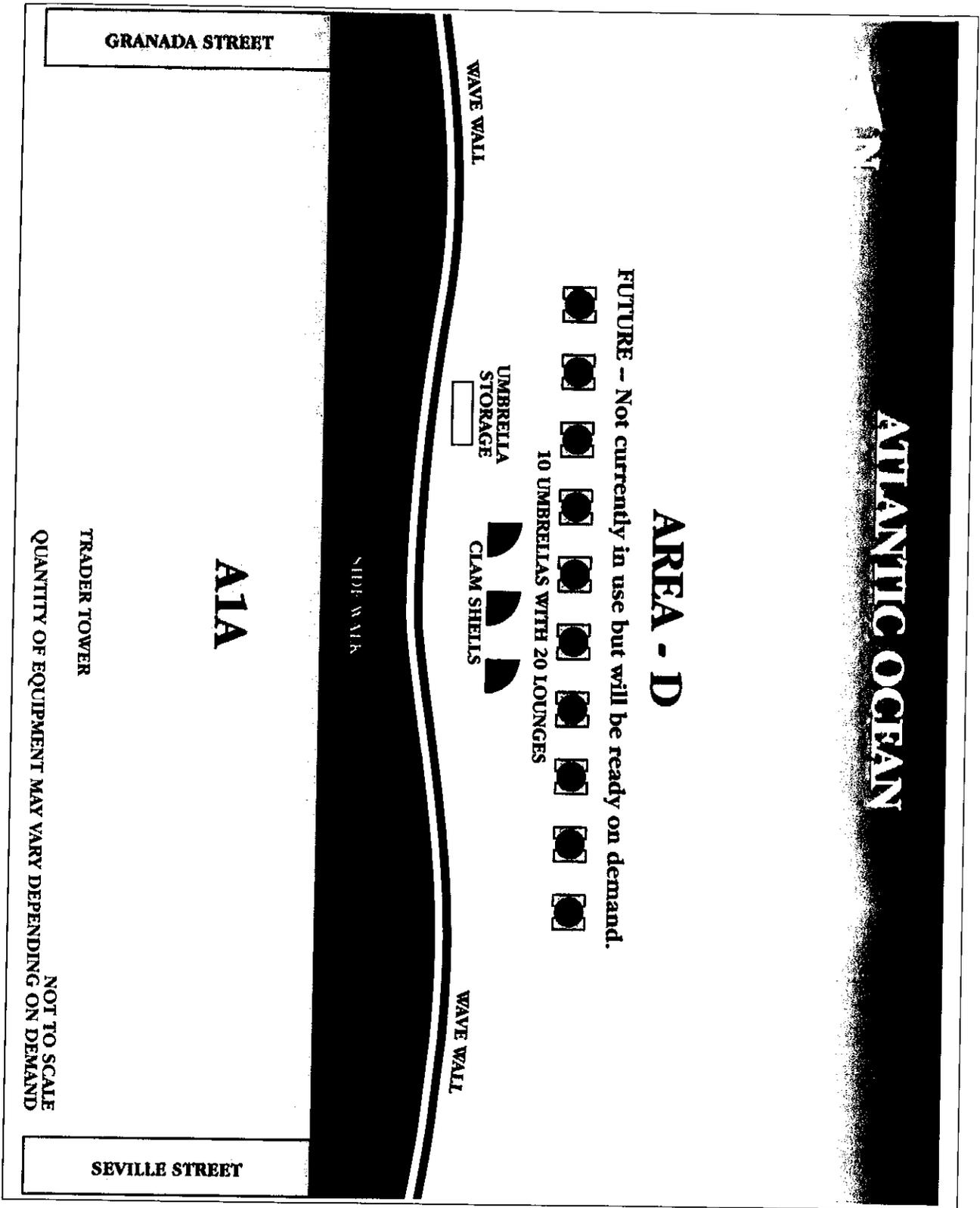
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FUTURE - Not currently in use but will be ready on demand.

AREA - D

10 UMBRELLAS WITH 20 LOUNGES

UMBRELLA STORAGE

CLAM SHELLS

WAVE WALL

WAVE WALL

SIDE WALK

A1A

TRADER TOWER

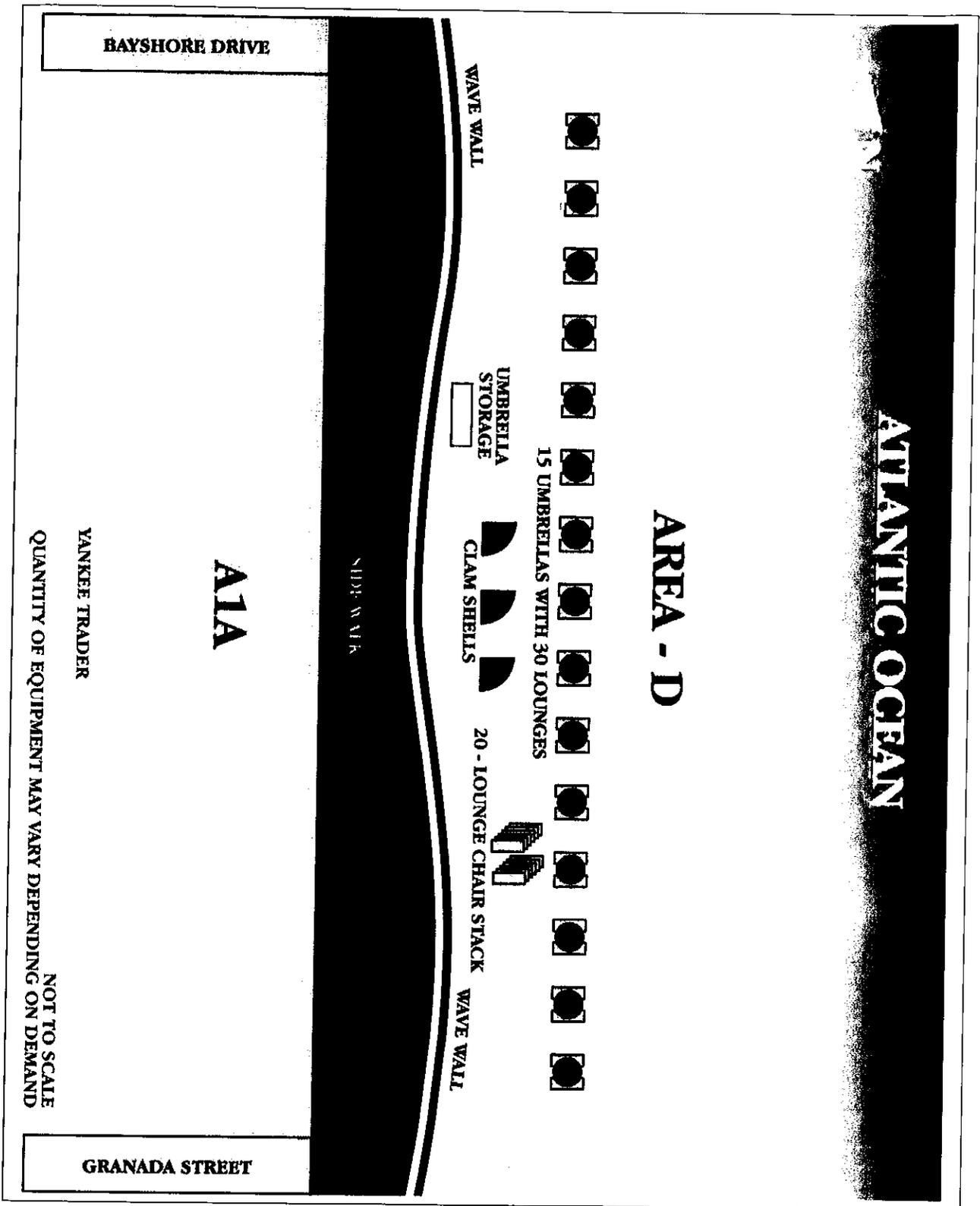
QUANTITY OF EQUIPMENT MAY VARY DEPENDING ON DEMAND
NOT TO SCALE

SEVILLE STREET

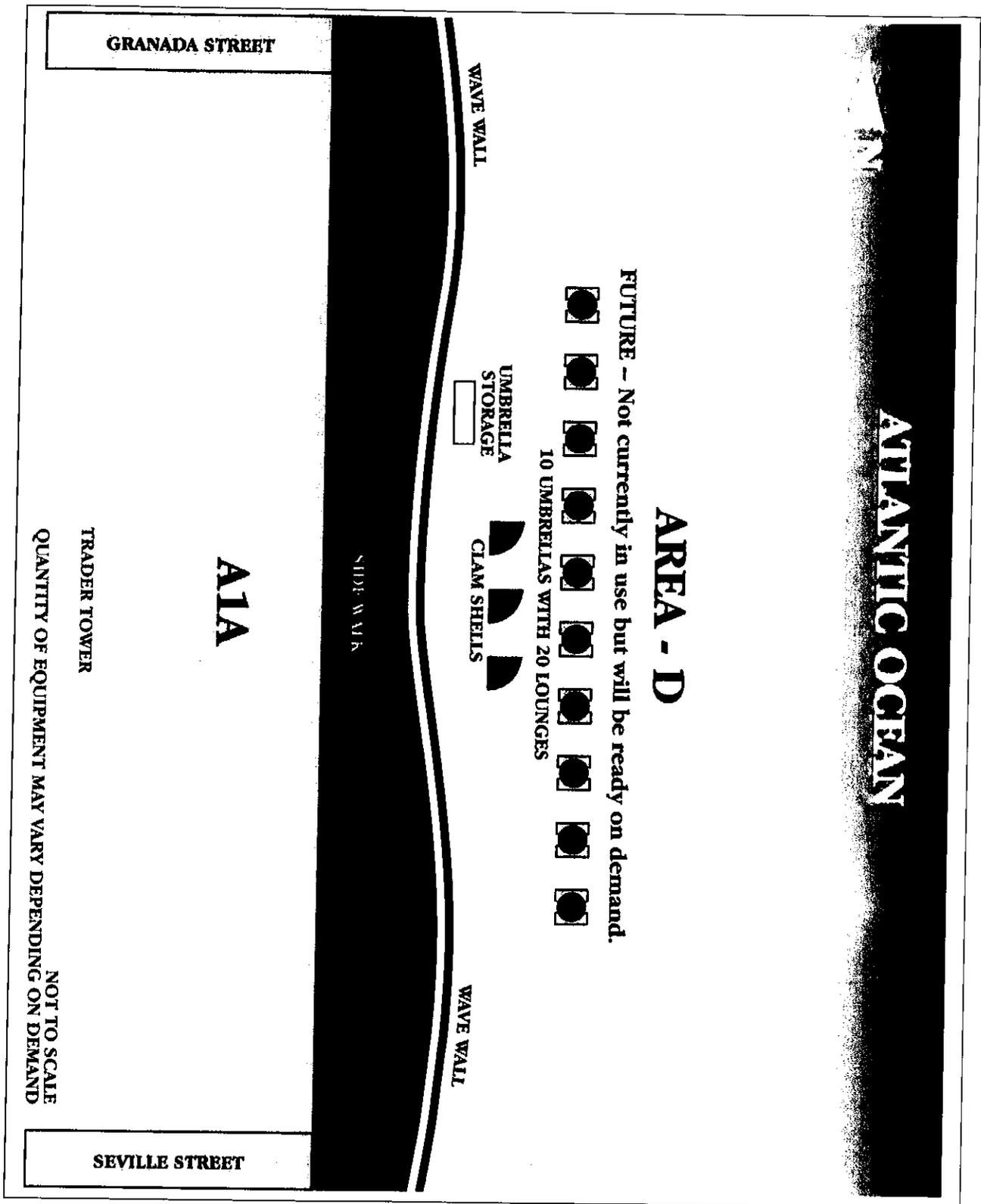
GRANADA STREET

ATLANTIC OCEAN

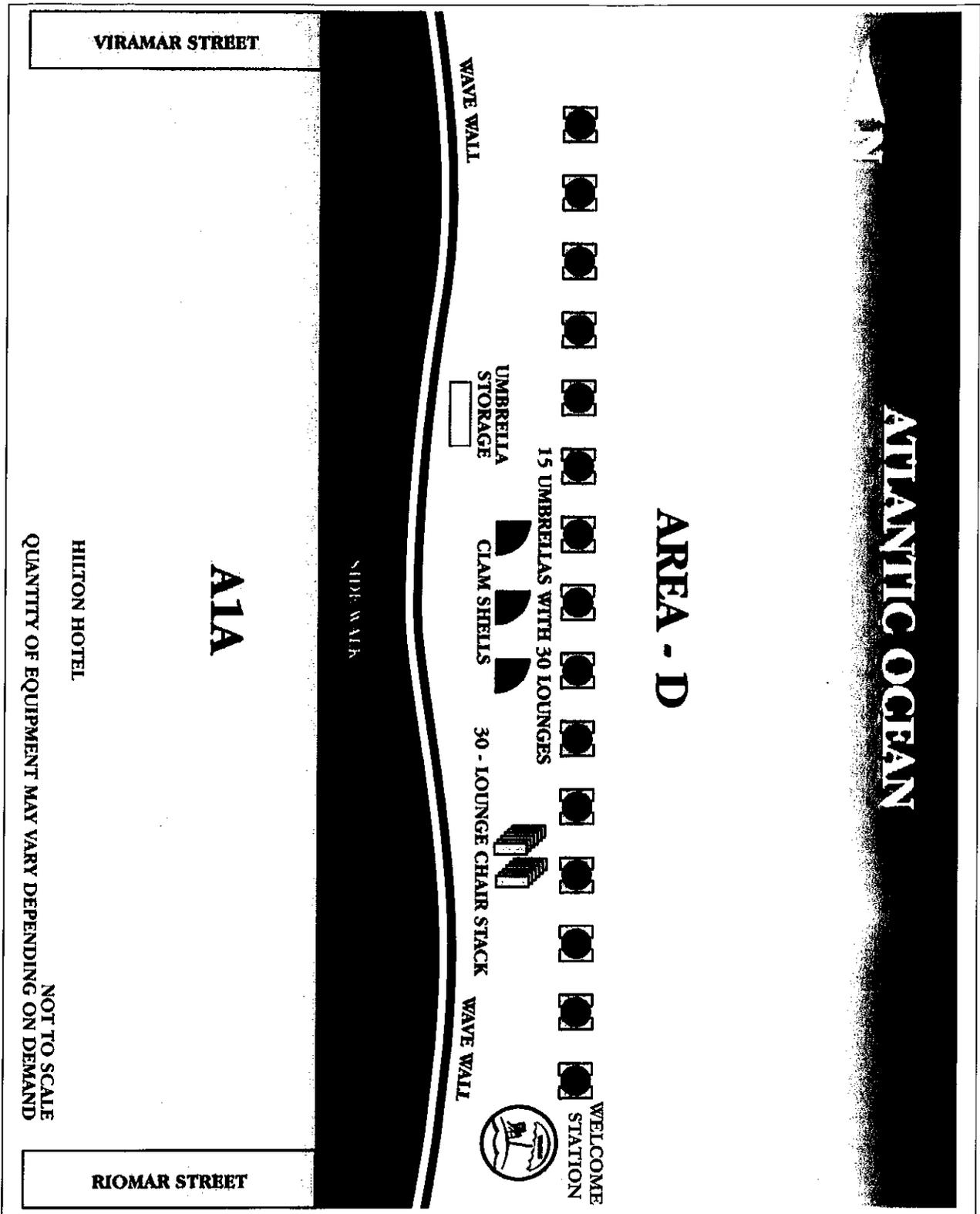
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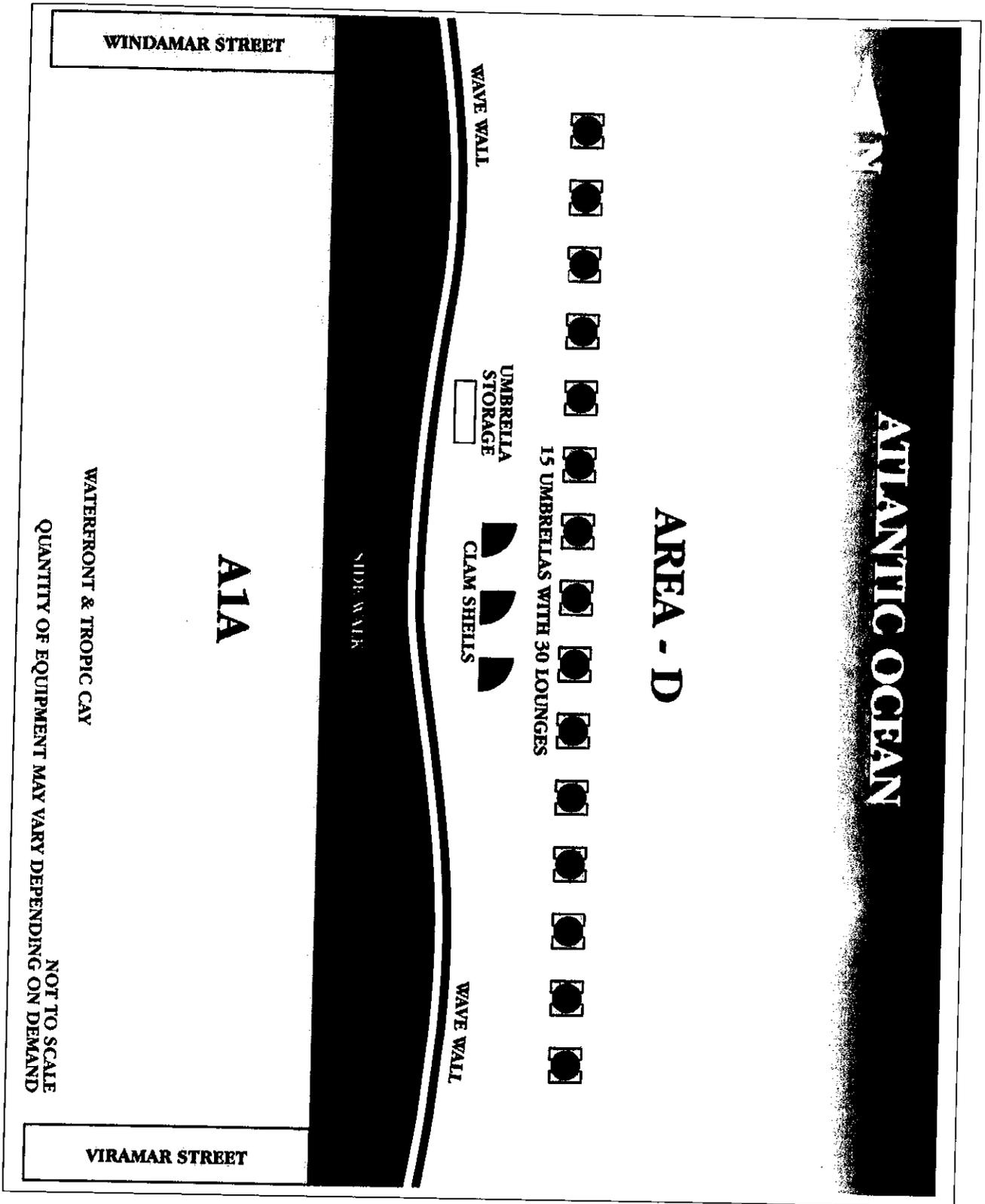
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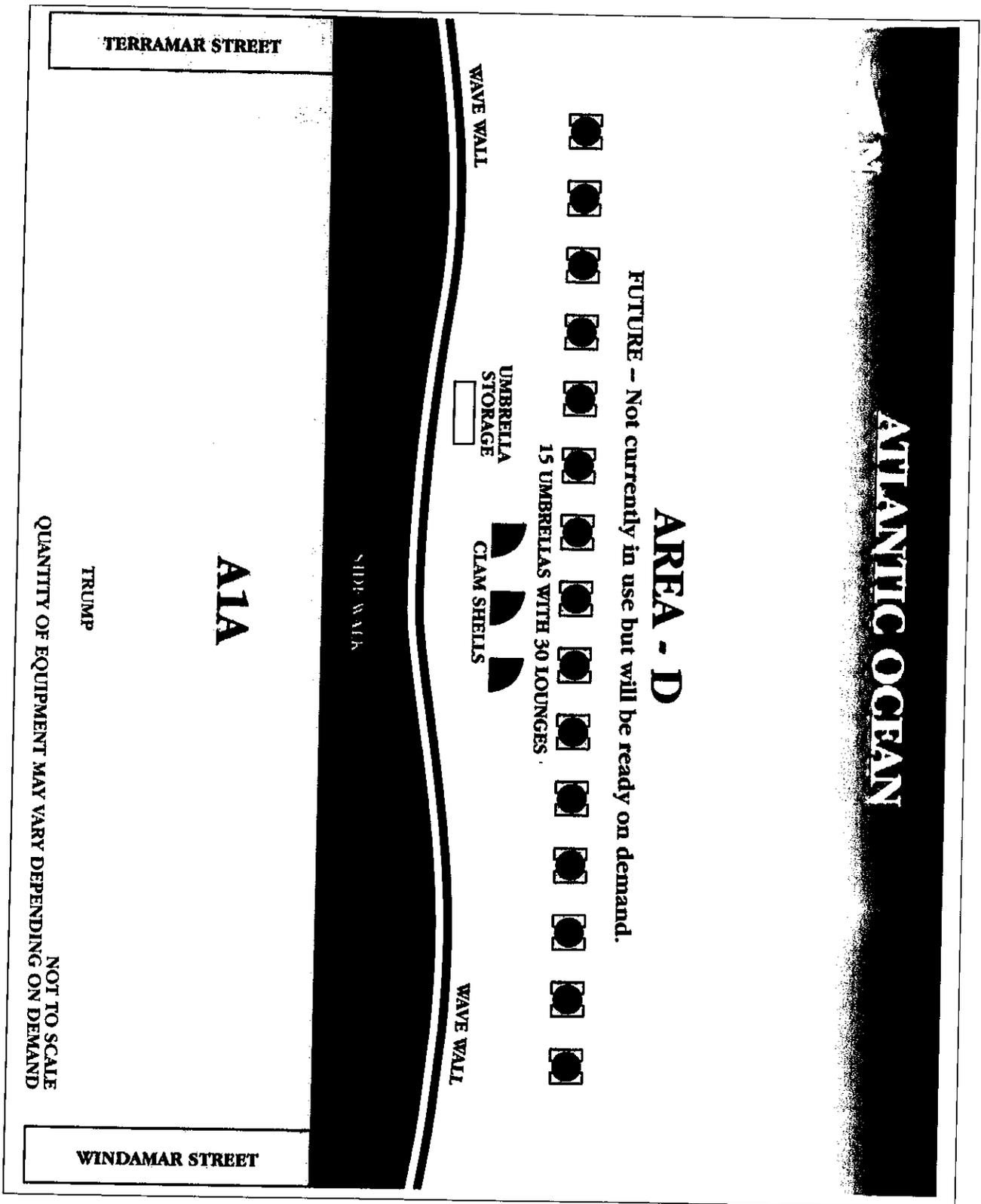
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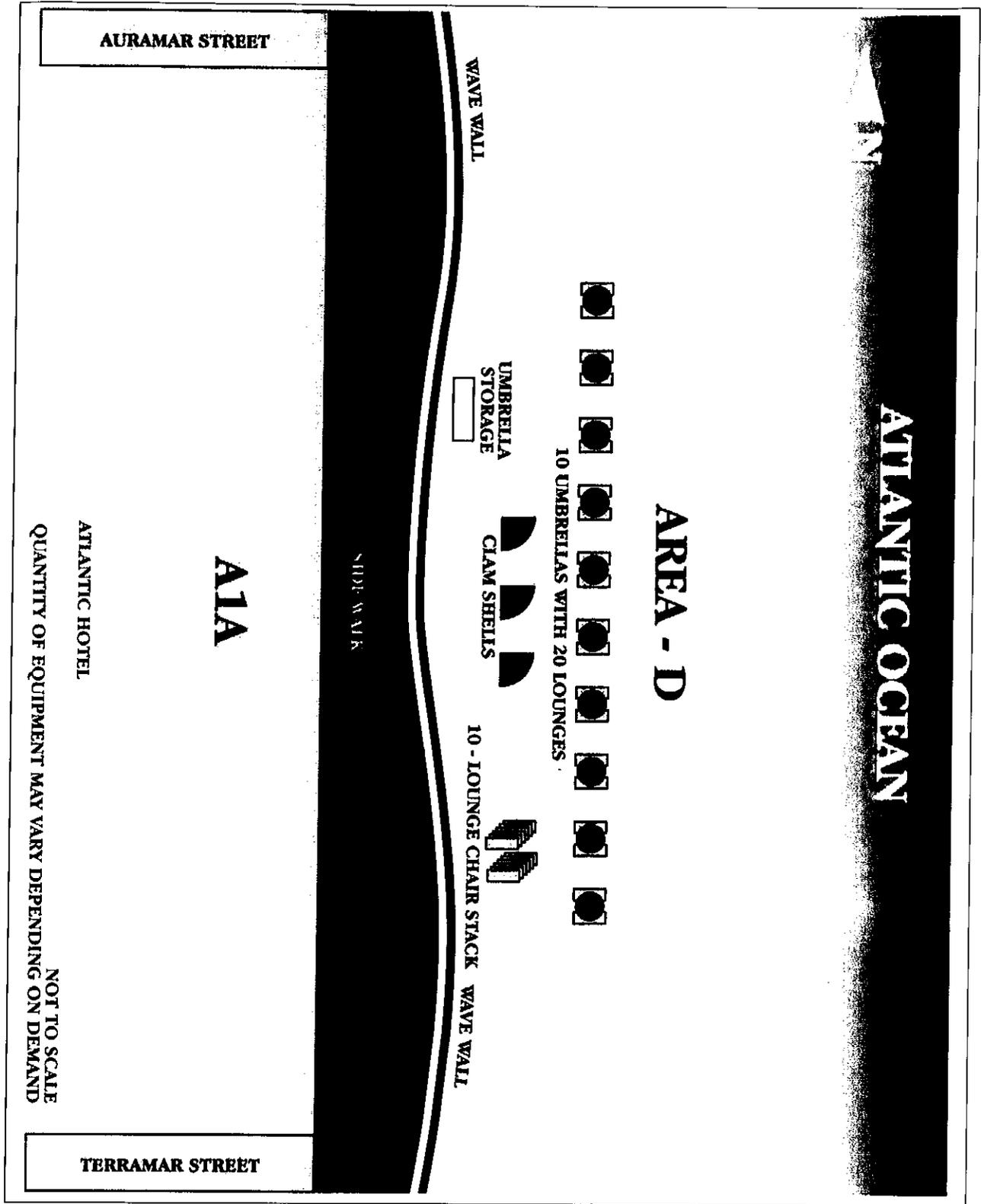
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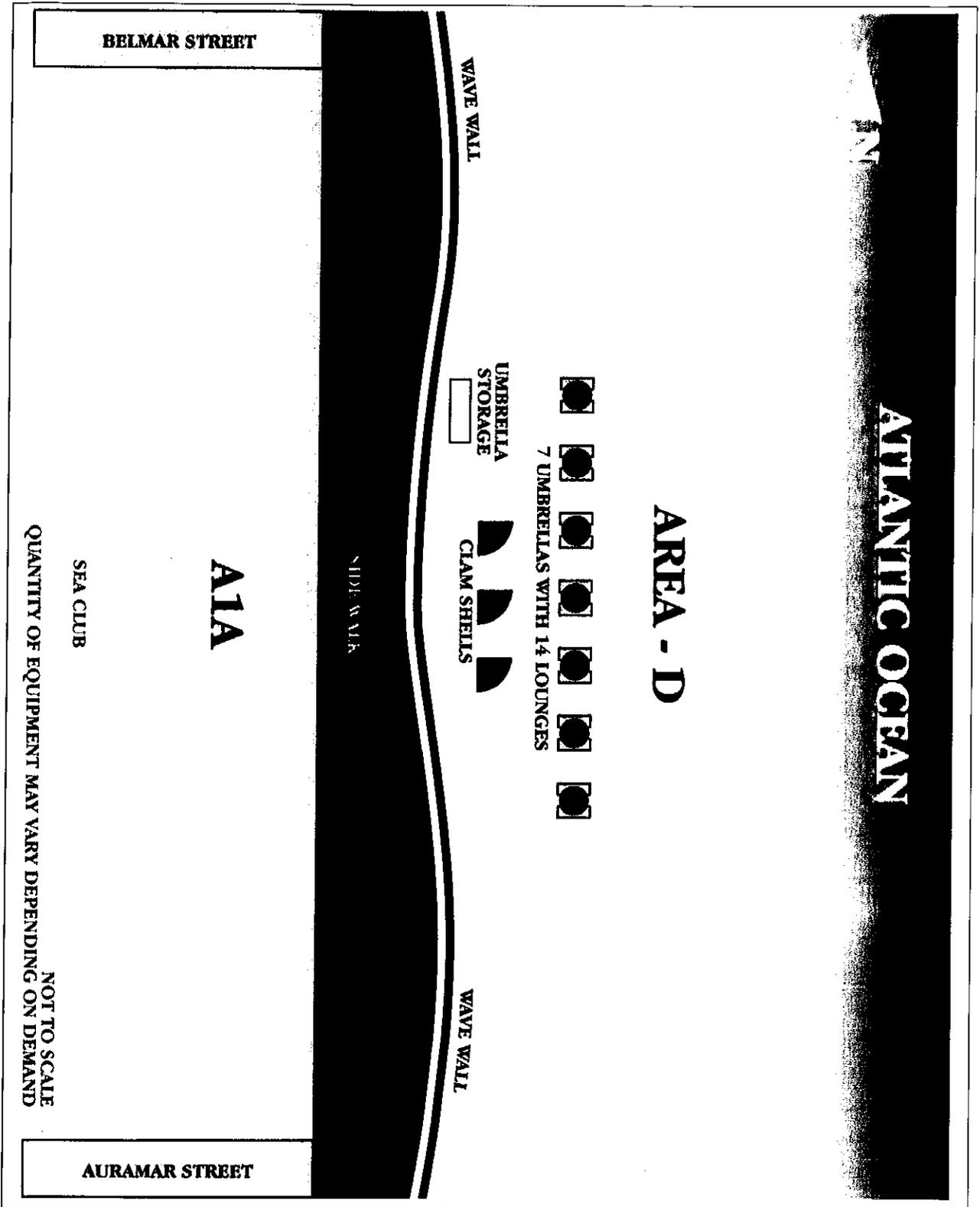
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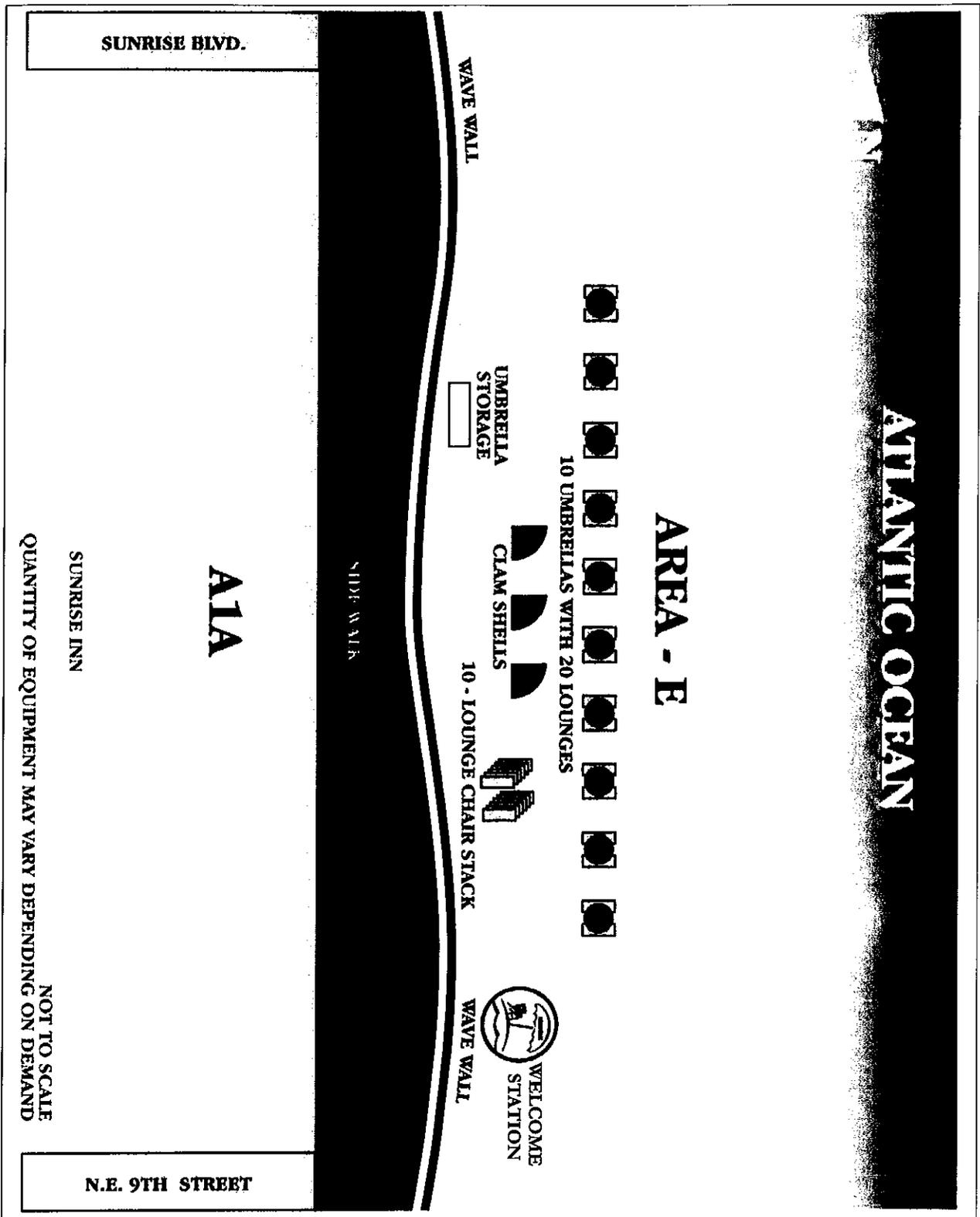
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Storage Plan

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 15 storage boxes made by Taylor Made 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. 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.

Lounge pads will be removed daily via truck and/or trailer, and stored at the harbor Park Warehouses, located at 921 Southeast 20th Street, Fort Lauderdale, and at hotels located across from the adjacent beach areas, including but not limited to the St. Regis, the Sheraton Yankee Clipper, and The Atlantic. Arrangements have been made with the general managers of these establishments to honor this commitment (please see lease agreement from Harbor park warehouses and letter from Yankee Trader on pages 30-33).



Vehicles used in transporting equipment will include:

- One (1) 2001 Ford Ranger XCT Pickup Truck
- One (1) 2006 for Ranger 4x4 XLT Pickup Truck
- One (1) Horizon Trailer (left in warehouse)
- One (a) All-Terrain Vehicle – trailered to and from warehouse daily.

Harbor Park Warehouse, LLC
923 S.E. 20th Street
Fort Lauderdale, FL 33316

Month to Month Warehouse Rental Agreement

THIS AGREEMENT entered into this 14 day of Sept 07, between HARBOR PARK WAREHOUSE, LLC., hereinafter called the Landlord, and ~~Ocean Beach, Inc~~ the tenant;

Witnesseth: That said Landlord does this day rent unto said Tenant, and said Tenant does hereby here and takes as tenant under said Landlord, Space No. C15 in Building C located at 923 S.E. 20th St Ft. Laud. Fl. 33316

To be used and occupied by the tenant for the purpose of storage beginning the 14 day of Sept, 2007 at and for the agreed total monthly rental of 375. Dollars, including sales tax and utility service fees automatically renewing for monthly periods, until either shall give the other fifteen (15) days notice to vacate.

Rent payments are for the whole month and WILL NOT BE PRORATED FOR ANY PART THEREOF except at start of agreement in order to bring payments to first of each month.

All rent payments to be made to Harbor Park Warehouse, LLC on or before the first day of each and every month in advance, without demand, to P.O. Box 22478, Fort Lauderdale, Florida 33335.

Tenant has deposited the sum of 375. Dollars with Landlord, said sum representing deposit for the faithful performance of and compliance with all terms and conditions of this Agreement, or if Tenant is dispossessed from the premises or abandons the premises prior to the expiration of this agreement, then the aforesaid sum of 375. Dollars shall be retained by Landlord as fixed, liquidated and agreed damages for payment of disbursements, costs and expenses that Landlord may incur in regaining possession of the premises. **TENANT ACKNOWLEDGES THAT THIS IS IN FACT A DEPOSIT AGAINST DAMAGE TO THE UNIT AND/OR OTHER LIQUIDATING DAMAGES. IT IS NOT TO BE USED FOR PRE-PAID RENT.**

Tenant hereby grants to Landlord a lien interest in the property stored on the premises to secure the payment of all rents and other charges due pursuant to this Agreement.

LANDLORD REMEDIES – In the event Tenant violates any term of this Agreement or any installment of rent remains unpaid for thirty (30) days, it is agreed that such default and failure to pay shall create a conclusive presumption that the property and material stored in and about the rented premises has been abandoned and that tenant has abandoned his rights under this Agreement. Landlord may thereupon enter the rented premises and remove all property found therein.

As mentioned, Tenant acknowledges that if the rent has not received by the thirtieth (30th) of the month, Landlord will assume that Tenant has abandoned his goods and Landlord will immediately make arrangements to dispose of them. The proceeds, if any, will be liquidating damages.

Tenant agrees to defend, indemnify and hold Landlord harmless of any claims resulting from Landlord's activities in relation to the property stored in and about the rented property in and about the rented premises after such property has been deemed abandoned.

All personal property placed or moved in the premises above described shall be at the risk of Tenant or owner thereof; Landlord shall not be liable for any damage to or theft of said property; or to the tenant/owner arising from the bursting or leaking of water pipes, storm damage, or act of God, or from any act of negligence of any co-tenant or occupants of the building or of any other person whomsoever.

NOTE: All rents are due and payable, without demand, on the first (1ST) day of the month and ARE DELINQUENT AND SUBJECT TO A \$25 PER SPACE DELINQUENCY IF NOT PAID BY THE FIFTH (5TH) AND A \$50 PER SPACE DELINQUENCY IF NOT PAID BY THE FIFTEENTH (15TH) OF THE MONTH.

All tenants who have in their warehouse space either a refrigerator, freezer, dehumidifier, fan or excessive lighting will be charged an additional monthly rate of 50. dollars to cover electricity charges.

Tenant shall comply with and execute all rules, orders and regulations for the prevention of fires at Tenant's own cost and expense. No petroleum products, explosives, firearms, volatile or flammable chemicals or any other property which would materially increase the hazard of fire shall be stored on the premises. Each bay is required to have a fire extinguisher with a minimum rating of 2A-10BC.

INSURANCE ON CONTENTS IS THE SOLE RESPONSIBILITY OF THE TENANT.

Tenant agrees not to allow any vehicles, trailers, equipment, materials, inventory, or any property of any kind whatsoever to remain outside the Leased Premises, either temporarily or for storage purposes.

Tenant shall be responsible for and shall promptly pay to Landlord any charges for damage to any of Landlord's property which has been caused by Tenant and/or friends-guests-clients of Tenant.

Tenant agrees that any additions or improvements to the premises shall become the property of the Landlord and remain upon the premises as a part thereof, at discretion of Landlord; however, Tenant cannot make any alterations or additions to premises without written consent of Landlord.

Tenant shall not assign this Agreement or sublet the Rented Premise without prior written consent of the Landlord endorsed hereon.

Tenant agrees to keep the Rented Premises in a good state of repair during the term of this Agreement and return premises to Landlord at the expiration of this Agreement in the same condition as the Rented Premises are at the beginning of the term, fair wear excepted. Tenant shall be responsible for all necessary clean-ups and repair expenses and/or Landlord may deduct such expenses from the deposit held by Landlord.

The dumpsters provided at Harbor Park Warehouses are for the use of all tenants. Only trash generated at Harbor Park Warehouses may be put in these dumpsters.

It is hereby agreed by and between lessee and lessor that in the event that lessee shall surrender or abandon the premises located at 923 S.E. 20ST Ft. LAUD. FL 33316



Sheraton Yankee Clipper Hotel

1140 Seabreeze Boulevard
Fort Lauderdale, Florida 33316

March 14, 2008

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

RE: Storage

Dear Jay,

This letter serves to confirm our agreement of storage space. Both the Sheraton Yankee Clipper and Trader Hotels will continue to make storage space available for lounge chairs, pads, and trailers. We do not anticipate this changing in the foreseeable future.

Should you have any questions please feel free to contact me.

Sincerely,

**Amaury J. Piedra
Complex General Manager**

AJP:dv

Set Up Plan

Our Beach supervisor will commence work before the start time of 10 am to collect the lounge pads from the storage area, load the trailer and deliver to each location.

The supervisor will unload pads to each area

- Area A: minimum of 10
- Area B: minimum of 10
- Area C: minimum of 10
- Area D: minimum of 10
- Area E: minimum of 10

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.

Throughout the day if the beach attendant feels he is running low on pads and more are needed, the beach attendant will contact the supervisor who will load more pads and make another delivery.

At 4pm the supervisor will begin collection of the pads and load them on to the trailer to return 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 load the trailer with pads and begin to close area by storing the umbrellas and windbreakers/clamshells and then stacking the chairs away in a neat and orderly fashion and securing them on the beach.

Boucher Brothers 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. These trailers are normally kept in a storage location at the Sheraton Yankee Clipper, 1140 Seabreeze Blvd, in Fort Lauderdale, Florida.

Boucher Brothers Beach Management has four options for storage facilities.

- Harbor Park Warehouses, 923 Southeast 20th Street, Bay c-15, Fort Lauderdale, Florida
- 1617 Northeast 17th Terrace, Fort Lauderdale
- Sheraton Yankee Clipper, 1140 Seabreeze Blvd, in Fort Lauderdale, Florida
- Multicon Development, warehouse space, 1633 Northeast 14th Ave, Fort Lauderdale

With these options available Boucher Brothers Beach Management is well prepared to handle any unforeseen circumstances, including a hurricane, to remove its beach equipment safely.

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 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 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 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.

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:

700 chairs
700 pads
350 umbrellas
50 clamshells
15 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
150 Pads
2 Storage Units

Per trip the smaller trailer can accommodate either:

50 Lounge Chairs
100 Pads
70 Umbrellas

Large trailer 1 would complete:

4 trips to remove storage units
1 trip to remove clamshells
2 trips to remove pads
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
5 trips to remove pads

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
150 pads = 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
200 Luxury Pads
20 Day Beds
20 Day Bed Pads

Trailer Capacities

Per trip the trailer will be able to accommodate either:

50 chairs
70 pads
10 day beds
20 day bed pads

The trailer would complete:

4 trips to remove Luxury chairs
3 trips to remove luxury pads
2 trips to remove day beds
1 trip to remove day bed pads

A total of 10 trips

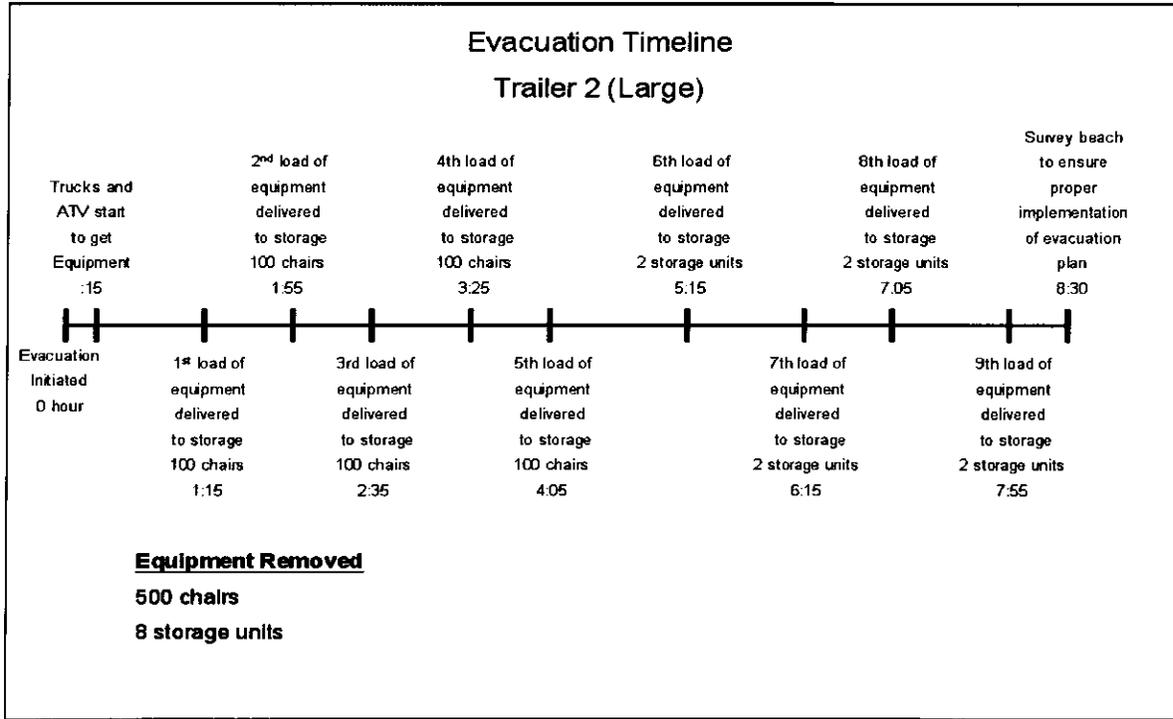
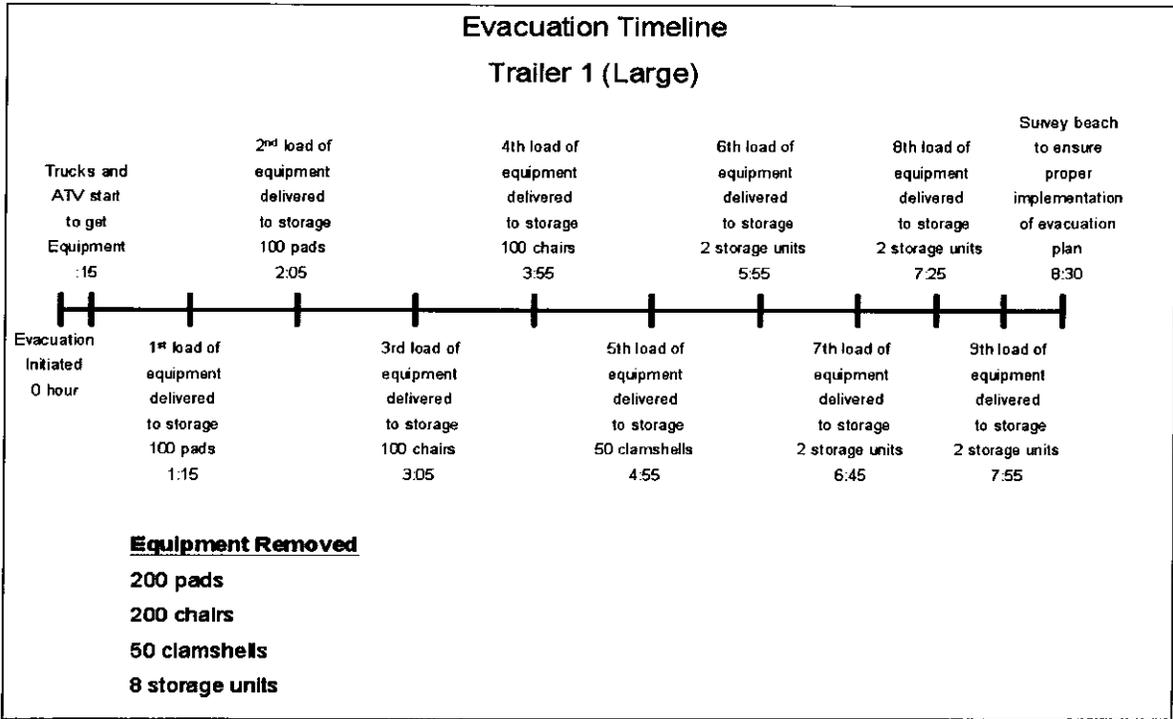
Load/Unload times

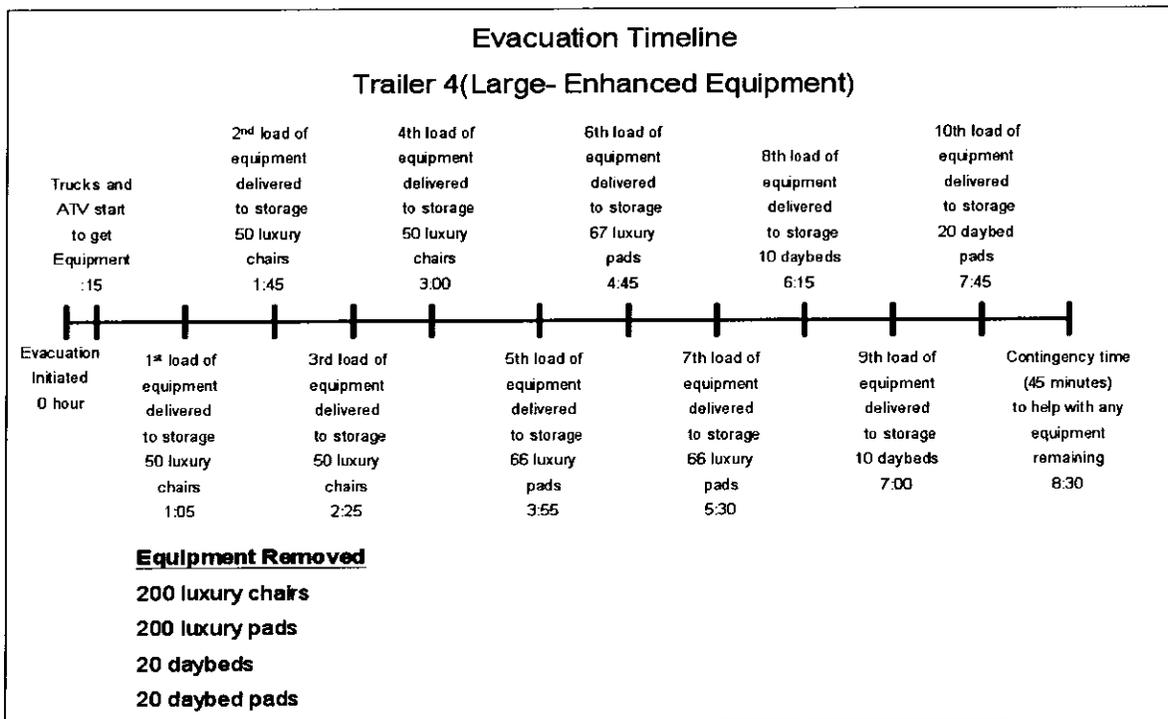
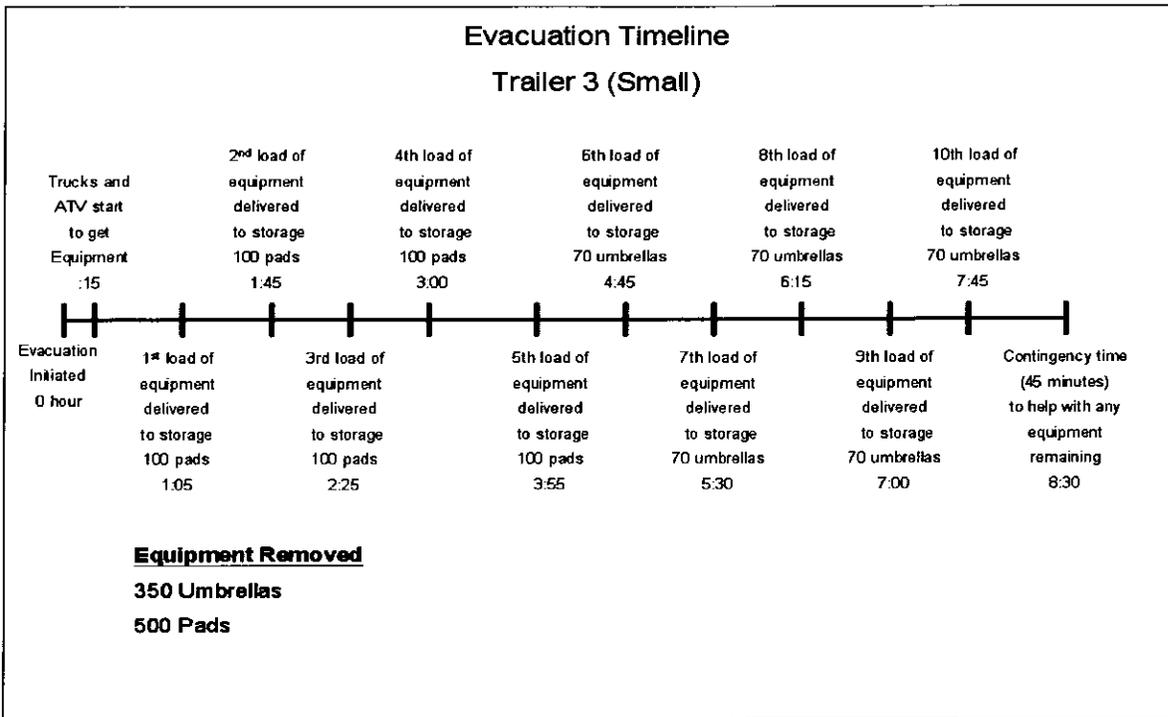
40 chairs = 5 minutes
60 cushion = 5 minutes
10 day beds = 3 minutes
20 day bed pads = 3 minutes

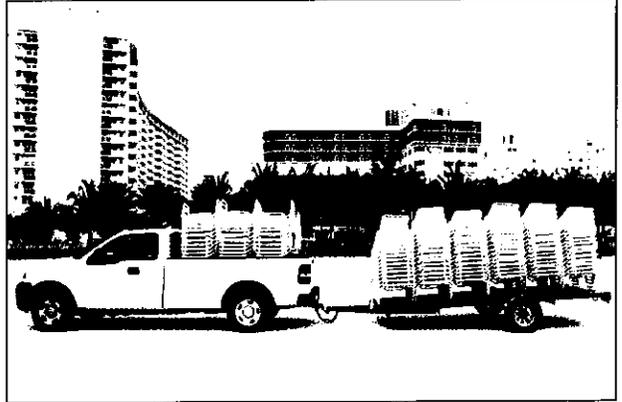
This evacuation process is estimated to take between 7 and 8 hours

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

Evacuation Timelines







Management and Staffing Plan

Days and Hours of Operation

The beach concession site will be open seven days a week from 10:00 AM to 5:00 PM.

Management Plans and Staffing Levels

Charles Perry 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.

William Perry will oversee the daily operations along with Charles Perry. These two will have very similar roles. William will also fill in as Supervisor on Luclaudel's day off.

Luclaudel Faustin, who will report to Charlie and William, 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 the next page).

Boucher Brothers Beach Management and their staff have a totaled combined experience of over 200 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 off the beach.

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. Although all employees have already undergone various hospitality training programs, all staff will undergo "Sunsational Service Training" – Provided by Hospitality Excellence Inc. Any new staff will also be entered in to this training program. It is the responsibility of attendant to fulfill any reasonable request. 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.

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. The pads will be housed in a secured facility off the beach. Boucher Brothers staff will use a trailer to shuttle the pads to the storage area.

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.

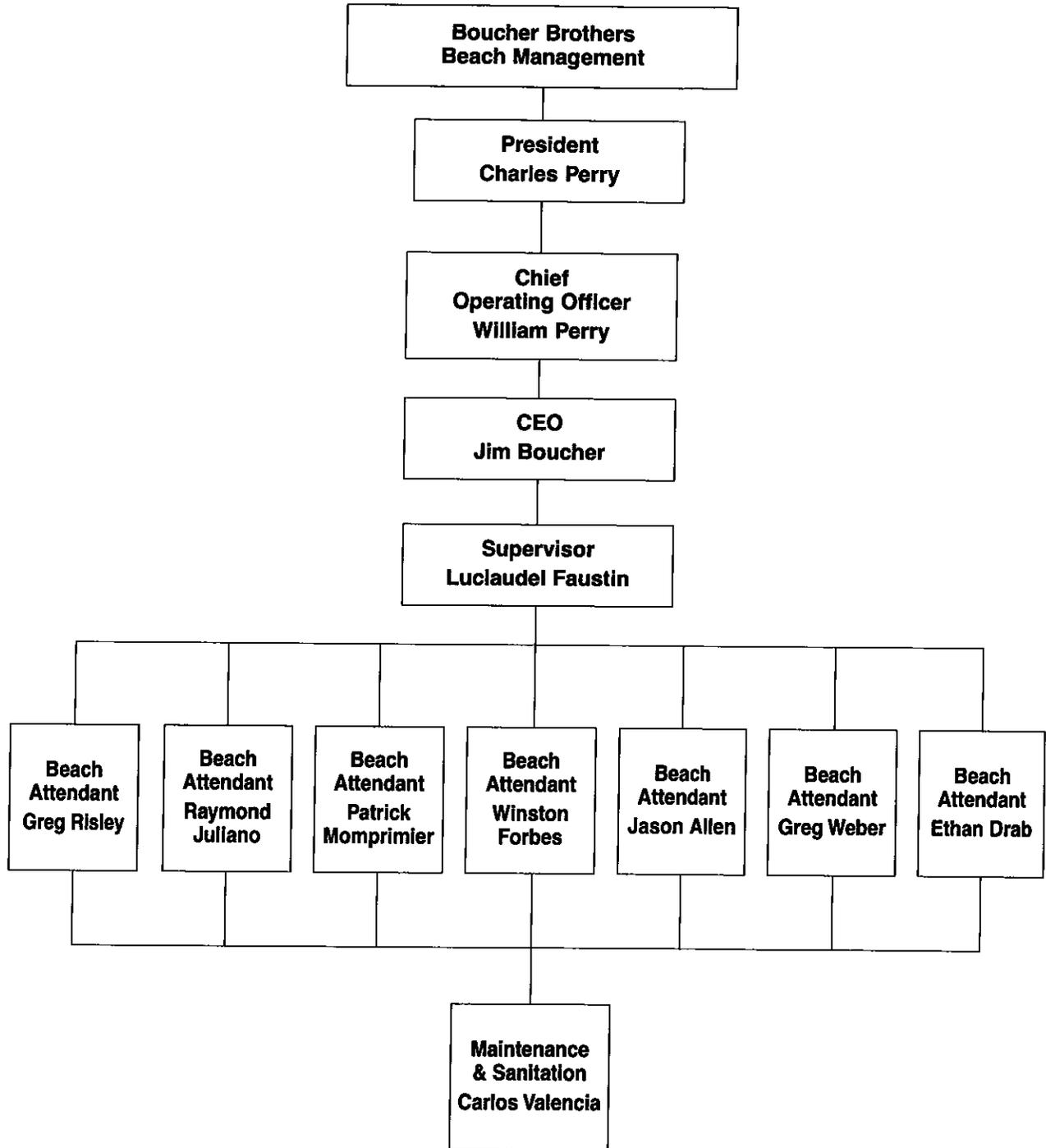
However, should the City choose an alternative plan in its Visioning process (page 9), Proposer is amenable to working within the framework as requested by the City.

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. While mustaches are permissible, beards are not. 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 41 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
- Greater Fort Lauderdale Chamber of Commerce
- Beach Council
- Swim Fort Lauderdale
- Fort Lauderdale Lifeguard Competition Sponsor



Charles Perry

William Perry – Chief Operating Officer

Responsibilities on This Project

Chief Operating Officer,
Implement and Oversee
Policies and Procedures
Implement and oversee
Training Procedures
Implement and Oversee
Customer Service Training

Residence

Fort Lauderdale

Education

Fort Lauderdale High School

Experience on Similar Projects

William Perry is a lifelong resident of Fort Lauderdale and has spent his entire professional life, the past 38 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
- Greater Fort Lauderdale Chamber of Commerce
- Beach Council
- Swim Fort Lauderdale
- Fort Lauderdale Lifeguard Competition Sponsor



William Perry

James Boucher – CEO

Responsibilities on This Project

Business & Strategy
Development

Residence

Aventura, Florida

Education

Nova Southeastern University
Bachelor of Science Degree

Professional Experience

1988 to Present

Boucher Brothers Management
Chief Executive Officer

- Responsible for business development and expansion
- Purchase equipment, evaluating competitive pricing and service
- Coordinate all marketing and promotion for the company
- Oversee production of corporate collateral materials
- Manage Inventory Control
- Coordinate legal and accounting functions
- Set up and manage bookkeeping and accounting policies and procedures
- Group sales, cultivation of corporate events
- Prepare proposals for municipal contracts and bids
- Conduct demographic research for cultivation of new markets
- Design and conduct customer satisfaction surveys, and prepare results analyses and reports

Specialized Training and/or Certification

CPR – First Aid – Advanced
Life Rescue – Advanced Life
Aquatic Rescue

Community Involvement

- Trustee Fort Lauderdale Chamber of commerce
- Governor Emeritus Miami Beach Chamber of Commerce
- Executive Board/Pillar Board/Board of Governors, Miami Beach Chamber of Commerce
- Executive Board Member of Greater Miami and the Beaches Hotel/Motel Association
- Government Affairs Committee, Miami Beach Chamber of Commerce
- Member and Director of Miami Beach Kiwanis Club – honored in 2007
- Title sponsor of Miami Beach Chamber of Commerce Annual Golf Tournament
- Title sponsor to the Transplant Foundation/ Greater Miami and the Beaches Hotel Motel association
- Recipient of the Diamond Palm Award 07 and the James McDonnell Award 06 Miami Beach Chamber of Commerce
- Nominated by the Academy of Hospitality and Tourism 2008



James Boucher

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 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

Regional Beach Supervisor
"Lummas Park"

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

Equipment Schedule

Consolidated Operational Plan Equipment & Services

Standard Equipment

Chairs.....700
Umbrellas.....350
Windbreakers/Clamshells ...50
ADAyes
Pads700

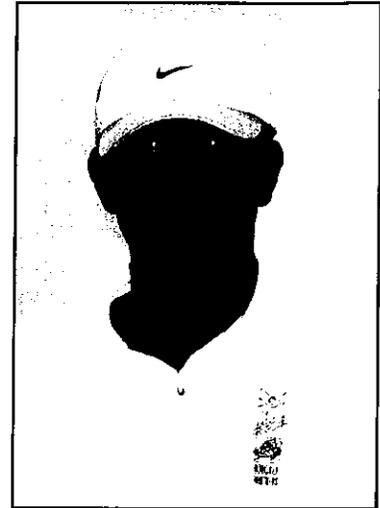
Luxury Oasis

Chairs.....200
Pads.....200
Windbreakers/Clamshells ...20

Set-up and Breakdown Time

8am – 6pm

Nextel Security Phones.....Yes



Luclaudel Faustin

Greg Risley – Beach Attendant

Responsibilities on This Project

Beach Attendant
Reports to Luclaudel Faustin

Residence

Fort Lauderdale

Education

Coral Springs High School

Experience on Similar Projects

16 years with Beached Managementt

Equipment Schedule

*Consolidated Operational Plan
Equipment & Services*

Standard Equipment

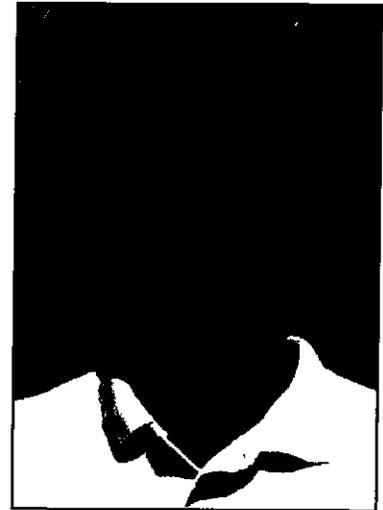
Chairs.....
Umbrellas.....
Windbreakers/Clamshells
Pads.....

Luxury Oasis

Chairs.....
Pads.....
Windbreakers/Clamshells

Set-up and Breakdown Time

10am – 5:00pm



Gregg Risley

Raymond Juliano – Beach Attendant

Responsibilities on This Project

Beach Attendant
Reports to Luclaudel Faustin

Residence

Boca Raton

Education

Aviation Training, NY

Training

Edge at Delano Hotel South Beach

Experience on Similar Projects

1998 to Present

Boucher Brothers

Embassy Suites Hotel,
Deerfield Beach
Supervisor at Beachfront
Concession Site

- Set up and maintain beach concession site area
- Distribute and collect towels
- Set up chairs and umbrellas
- Greet guests and cater to their needs at the concession site

45 chairs, 25 umbrellas,
10 windbreakers/clamshells

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

Nextel Security Phones Yes



Raymond Juliano

Patrick Mompremier – Beach Attendant

Responsibilities on This Project

Beach Attendant
Reports to Luclaudel Faustin

Residence

North Miami

Education

Scotcherer High School Haiti
Mecrolipo College Haiti

Training

Edge at Delano Hotel South Beach

Experience on Similar Projects 2007 to present

Boucher Brothers

Pool and Beach Supervisor at Sheraton Yankee Clipper

- Oversee set up of beach equipment
- Oversee set up of two pool decks
- Ensure that guests needs at both pool and beach area are met
- Submit weekly schedules
- process payroll
- Responsible for a staff of 10
- Dealt with daily guest enquiries

300 chairs, 75 umbrellas, 10 windbreakers/clamshells

2004 - 2007

Boucher Brothers

Pool Attendant at Fontainebleau Miami Beach

- Oversee pool area and children's water park area
- Maintained daily inventory of games, rafts and pool equipment
- Dealt with Daily guest enquiries

1999 – 2004

Boucher Brothers

Beach Attendant at Holiday Inn Miami Beach

- Set up of beach equipment
- Collect cash from Beach guest
- Maintain area
- Answer Beach guest questions

1994 – 2004

Boucher Brothers

Beach Attendant at Roney Palace Miami Beach

- Oversee set up of beach equipment
- Oversee pool operation
- Responsible for meeting sales targets on sun care products and games/rafts
- Process payroll
- Submit staff schedules
- Responsible for staff of 12



Patrick Mompremier

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

Nextel Security PhonesYes

Winston Forbes – Beach Attendant

Responsibilities on This Project

Beach Attendant
Reports to Luclaudel Faustin

Residence

Fort Lauderdale

Education

Ocho Rios High School
Jamaica

Training

Edge at Delano Hotel South Beach

Experience on Similar Projects

2007 to present

Boucher Brothers

Beach Attendant at Sheraton Yankee Clipper

- Set up beach equipment
- Collect cash from Beach guest
- Maintain area
- Answer Beach guest questions

300 chairs, 75 umbrellas, 10 windbreakers/clamshells

1991 - 2007

Boucher Brothers

Beach Attendant at the Holiday Inn South Beach

- Responsible for the daily operation of the concession site
- Supervise and manage 20 employess
- Collected Daily Revenues from the concessions on a daily basis
- Managed all water sports activities and equipment rental
- Set up children's play area

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

Nextel Security PhonesYes



Winston Forbes

Jason Allen – Beach Attendant

Responsibilities on This Project

Beach Attendant
Reports to Luclaudel Faustin

Residence

Fort Lauderdale

Education

Graduate from Florida State University with a degree in Finance

Experience on Similar Projects

9 years experience with Beached Management

Equipment Schedule

*Consolidated Operational Plan
Equipment & Services*

Standard Equipment

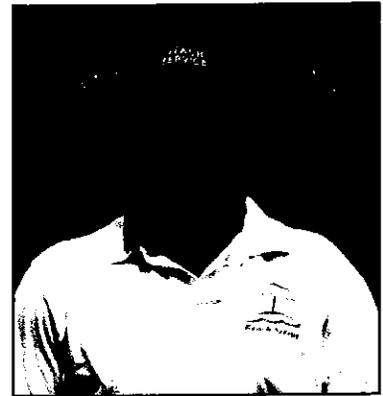
- Chairs.....
- Umbrellas.....
- Windbreakers/Clamshells
- Pads.....

Luxury Oasis

- Chairs.....
- Pads.....
- Windbreakers/Clamshells

Set-up and Breakdown Time

10am – 5:00pm



Jason Allen

Ethan Drab – Beach Attendant

Responsibilities on This Project

Beach Attendant
Reports to Luclaudel Faustin

Residence

Fort Lauderdale

Education

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

Experience on Similar Projects

Approximately 2 years experience

Equipment Schedule

*Consolidated Operational Plan
Equipment & Services*

Standard Equipment

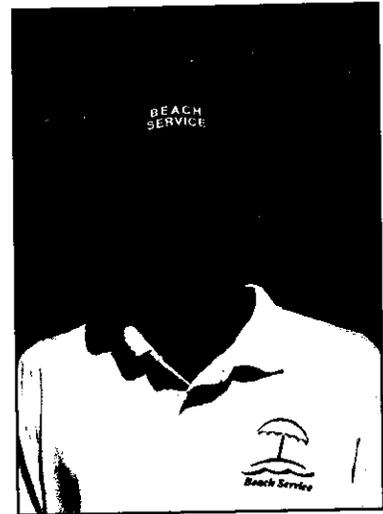
- Chairs.....
- Umbrellas.....
- Windbreakers/Clamshells
- Pads.....

Luxury Oasis

- Chairs.....
- Pads.....
- Windbreakers/Clamshells

Set-up and Breakdown Time

10am – 5:00pm



Ethan Drab

Greg Weber – Beach Attendant

Responsibilities on This Project

Beach Attendant
Reports to Luclaudel Faustin

Residence

Fort Lauderdale

Education

Attended University of Alabama at Birmingham

3 years college in Business Management

Experience on Similar Projects

1 year prior experience in Fort Myers Beach Florida

1 year 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



Greg Weber

Angela Chang – Rotating Staff

Responsibilities on This Project

Area: A, B, C, D, E
(Rotating Staff Member) – To replace main attendant on day off.

Residence

Aventura

Education

UTM (Ecuador)

Training

Edge at Delano Hotel South Beach

Experience on Similar Projects

2007 to present

Boucher Brothers

Beach Attendant Loews Miami Beach Hotel

- Greet Guests
- Coordinate the Attendants
- In charge of set up

December 2006 to March

Acqualina Amenities

- Executing amenities. Every hour there is a different amenity that is distributed to every guest.

2004 to November 2006

Sagamore Hotel

- Greet Guests
- Coordinate the Attendants
- In charge of set up

Lummus Park

Beach Attendant

- Greet Guests
- Coordinate the Attendants
- In charge of set up

July 2001 to August 2001

Marriott South Beach Pool Attendant

- Greet Guests
- Coordinate the Attendants
- In charge of set up

Set-up and Breakdown Time

10am – 5pm

Nextel Security PhonesYes



Angela Chang

Jenny Maldonado – Rotating Staff

Responsibilities on This Project

Area: A, B, C, D, E

(Rotating Staff Member) – To replace main attendant on day off.

Residence

Surfside

Education

Universidad International del Ecuador (Ecuador)

Training

Edge at Delano Hotel South Beach

Experience on Similar Projects

2006 to present

Boucher Brothers

Beach Attendant Lummus Park Miami Beach

- Greet Guests
- Coordinate the Attendants
- In charge of set up

Set-up and Breakdown Time

10am – 5pm

Nextel Security PhonesYes



Jenny Maldonado

Carlos Valencia – Maintenance Supervisor

Responsibilities on this project

Maintenance supervisor
Overseeing all maintenance of equipment

Residence
North Miami

Education
Garcilaso University – Peru

Training
Edge at Delano Hotel South Beach

Experience on Similar Projects

2006 – Present

Boucher Brothers

- Maintenance supervisor
- Receives work orders
 - Processes repairs
 - Maintains all equipment
 - Driver for delivery of new equipment
 - Delivers extra equipment to locations
 - Assists in miscellaneous tasks

2002 – 2006

Bass Pro shop

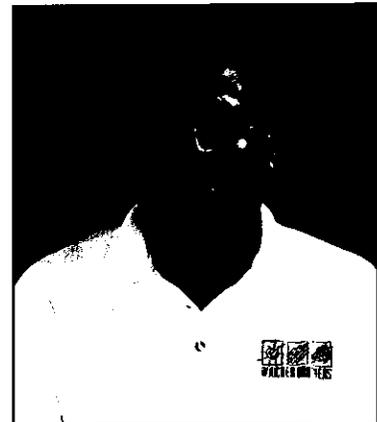
Mechanic/Driver

- Oversee Shipping and receiving
- Ordering supplies
- Responsible for inventory levels
- Pick up orders
- Deliver Orders
- Maintain and repair any equipment

Start/Finish time

9am – 6pm

Nextel Security Phones...Yes



Carlos Valencia

Boucher Brothers Beach Management Fort Lauderdale, LLC Written Policy and Procedure for Internal Control

1. Each day the attendant will receive an Attendant Daily Collection Sheet (See pages 58-59). He/she will fill in his/her name, the section and the date.
2. Upon servicing a guest the beach attendant will fill in the number of chairs, umbrellas, clamshell, or daybeds rented by each customer on the Attendant Daily Collection Sheet. The attendant will also include the amount of cash collected, the chair/umbrella numbers, location and the time of the rental on this sheet. The attendant will do this for each customer they service.
3. The attendant will provide the guest with a receipt which will be a 2-part receipt that has a sequence number at the top, he/she will collect money and give receipt. Receipts will have the equipment and prices pre-printed on the sheet. The attendant simply fills in the quantity of equipment used and the total of the sale. The attendant will give one copy to the guest and we will keep the original.
4. The beach supervisor will periodically check the Attendant's Daily Collection Sheet and ensure that all equipment that is being used has been accounted for on the sheet by counting each and every piece of beach equipment being used. The supervisor will periodically write descriptions of customers and check at a later time if equipment has been re-rented to determine that no equipment has been re-rented and not accounted for on the sheet. These periodic checks will be done during each cash collection by the supervisor as well as other various times during the day. The supervisor will use a bicycle to travel from area to area unless other means are approved by the city. Possible alternatives include golf carts and Segways.
5. Up to five times, a day the beach supervisor will collect cash from each beach attendant. During this time the supervisor will add up all the rentals on the Attendant Daily Collection Sheet and will write these totals down in the Supervisor count column of this sheet. The supervisor will then write these totals as well as the amount of cash collected on the Supervisor Daily Collection Sheet (See page 59). The supervisor will make sure that the totals for the beach equipment rented match the actual cash collected. The name of the attendant, opening time, closing time and the time of the collections will also be included on the Supervisor Daily Collection Sheet. After all this information is recorded the attendant will sign this sheet. The attendant's signature certifies the amount of money and for what equipment the supervisor has collected. It will be the attendant's responsibility to count the cash before the supervisor collects it and ensure that that correct total is written on the Supervisor Daily Collection Sheet.
6. After the supervisor makes each collection he will return to the office, located at The Sheraton Yankee Clipper in Fort Lauderdale Beach and place the money in the drop safe. Charles and William Perry will have the only access to the safe.
7. At the end of each day the supervisor will put all of the sales information for the day on to the Excel Monthly Collection Summary Sheet (See page 59). The Monthly Collection Summary will track the number of rentals for each different kind of equipment as well as the cash collected at each section. The supervisor will then prepare a deposit slip, make the deposit at the bank and receive a validated deposit receipt. All validated deposit receipts are kept and filed.
8. To make it more convenient for the customer Boucher Brothers Beach Management will accept MasterCard, Visa, American Express and Discover credit card for payment. The attendant will make an imprint of the credit card on a credit card sales slip and phone the supervisor to receive authorization. The supervisor will input the information in a wireless credit card terminal, receive an authorization number and relay that number to the attendant. Proper identification will also be required for credit card purchases.

BEACHED MANAGEMENT, INC.		0544
RENTAL VOUCHER		
NO RAIN CHECKS NON-TRANSFERABLE		\$ _____
Name _____	Date _____	
Location _____	Beach Chair _____	Beach Umbrella _____
Cabana _____	Boogie Board/Floats _____	Misc _____
Pad _____		
ALL RENTALS WILL BE COLLECTED AT 4:30 P.M.		
CAUTION: DO NOT ADJUST CHAIRS WHILE SITTING DOWN		
Area _____		

BEACHED MANAGEMENT, INC.		
RENTAL PRICE LIST		
CHAISE LOUNGE	\$10.00	PER DAY
UMBRELLA	\$15.00	PER DAY
CABANA	\$15.00	PER DAY
PAD	\$10.00	PER DAY
BOOGIE BOARD/FLOATS	\$7.00	HOUR
FLAT RATE - NO EXCEPTIONS		
CONTACT PHONE #954-520-4318		
954-828-5000		

The above illustrations are proforma

BOUCHER BROTHERS BEACH MANAGEMENT FORT LAUDERDALE, LLC

Supervisor: _____ Supervisor Daily Collection Sheet Date: _____

Section A

	Chairs	Umb.	Clamshell	Daybed	Sale Amt	Time	Employee
open:							
closed:							

Section A

	Chairs	Umb.	Clamshell	Daybed	Sale Amt	Time	Employee
open:							
closed:							

Section B

	Chairs	Umb.	Clamshell	Daybed	Sale Amt	Time	Employee
open:							
closed:							

Section B

	Chairs	Umb.	Clamshell	Daybed	Sale Amt	Time	Employee
open:							
closed:							

Section C

	Chairs	Umb.	Clamshell	Daybed	Sale Amt	Time	Employee
open:							
closed:							

Comments and Deductions

Employee Lunches	
Employee Drinks	

BOUCHER BROTHERS BEACH MANAGEMENT FORT LAUDERDALE, LLC

Monthly Collection Summary

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

Daily Rentals

		Section A				Section B				Section C				Section D				Section E				
		Cash	CC	total	total																	
Monday	3-Mar																					
	chairs			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0	
	umbrella			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0	
	Clamshell			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0	
	Lux Chr			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0	
	Daybed			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0	
	total			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0	
	chairs			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0	
	umbrella			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0	
	Clamshell			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0	
Lux Chr			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0		
Daybed			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0		
total			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0		
Tuesday	4-Mar																					
	chairs			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0	
	umbrella			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0	
	Clamshell			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0	
	Lux Chr			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0	
	Daybed			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0	
	total			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0	
	chairs			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0	
	umbrella			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0	
	Clamshell			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0	
Lux Chr			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0		
Daybed			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0		
total			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0		
Wednesday	5-Mar																					
	chairs			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0	
	umbrella			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0	
	Clamshell			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0	
	Lux Chr			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0	
	Daybed			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0	
	total			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0	
	chairs			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0	
	umbrella			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0	
	Clamshell			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0	
Lux Chr			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0		
Daybed			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0		
total			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0		
Thursday	6-Mar																					
	chairs			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0	
	umbrella			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0	
	Clamshell			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0	
	Lux Chr			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0	
	Daybed			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0	
	total			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0	
	chairs			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0	
	umbrella			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0	
	Clamshell			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0	
Lux Chr			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0		
Daybed			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0		
total			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0			0.0	0.0		

Rest of the month would continue in spreadsheet.

Beach Maintenance Plan of Concession Area

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

Boucher Brothers Beach Management will provide trash receptacles where needed. These receptacles will be no larger than 13 gallons subject to city approval for design, type and location. Every opening and closing each attendant will be responsible for making sure his/her area is totally clean. Throughout the day attendants will also clean the beach as the need arises. The maintenance worker will be responsible for sanitation pick up. Three times a day he will check trash receptacles. If trash needs to be removed he will do so. If the beach attendant ever sees that trash receptacles are full in between trash pick ups he/she will call the maintenance worker for pick up.

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

Plans for Maintenance, Waste Collection and Security

Daily Maintenance and Cleanup

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

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

Garbage receptacles will be purchased and placed in the desired areas as required by the City.

Communications

Concession staff will have Nextel personal communicators, allowing for direct access to communicate with other concession staff and/or locations.

Security

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

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

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

Emergency Removal of Equipment from Premises

Boucher Brothers Beach Management realizes the critical significance of having a comprehensive, manageable evacuation plan. Whether it be because of unsafe weather conditions, large scale special events or any other situation that may arise, Boucher Brothers will be able to quickly, safely remove and store all equipment in a secure location off the beach. The Evacuation plan is presented in full detail on pages 35-39.

Environmental and Ecological Systems

The operation of beachfront concessions must include a balance between the needs of those who utilize our beaches and the preservation of our natural assets. As a family based organization, we take environmental responsibility very seriously.

Despite the demands and high expectations we encounter in the delivery of goods and services, we gratefully support and protect the integrity of the natural elements and surroundings which provide our livelihood. For that reason Boucher Brothers Beach Management is proud to have teamed up with ECOMB (Environmental Coalition of Miami Beach) and have recently teamed up with the Butt Bag Systems, Inc. on the "Keep Our Beaches Clean" aerial banner project. We look for every opportunity to protect and preserve our beaches.



March 28, 2008

To whom it may concern,

Boucher Brothers management has actively supported ECOMB for several years.

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

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

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

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

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

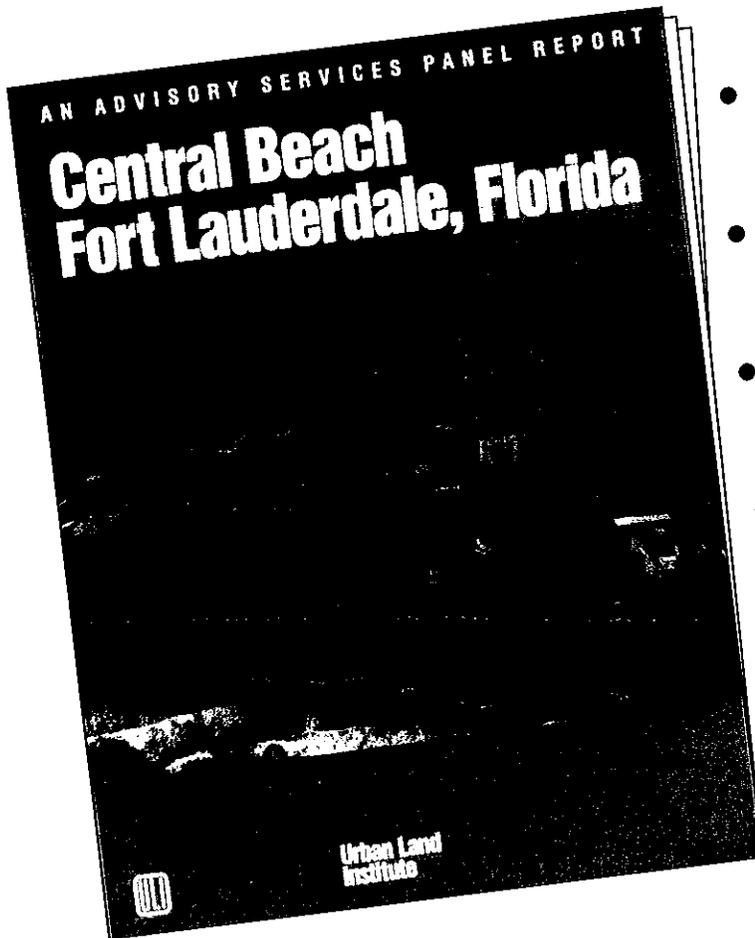
If I can be of further assistance please do not hesitate to contact me.

Sincerely

Luiz Rodrigues
Executive Director
ECOMB

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

Concession Marketing Plan



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

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

We have over 60 years experience working with some of South Florida's and Virginia Beach's finest hotels and have a keen sense of what it takes to successfully market concession services to the hotel guests. This is an area that has not been cultivated in Fort Lauderdale. Boucher Brothers Beach Management has served the needs of hotel guests of all different types. From the high end guest in South Beach's most expensive hotels to the blue collar worker typical of Virginia Beach, Boucher Brothers Beach Management has given customers the type of experience that makes them want to come back day after day and year after year.

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

For more than 20 years, the Boucher Brothers – Perry, Steven, Michael and Jim – and the Perry Brothers Charles and William have been operating and managing successful beachfront concessions at some of the finest municipal properties, hotels and condominiums in South Florida and Virginia Beach. The cornerstone of their success is in the relationships that they have forged with those who operate the hotel and condominium properties, as well as with the other residents and tourists who frequent the beach concession sites.

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

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

For the past six years, Boucher Brothers Management has operated the beach rental concessions for the City of Miami Beach, covering the high-traffic, 17-block area of South Beach. We have also operated the beach rental concessions for the City of Virginia Beach for the last 3 years in their high-traffic area of the oceanfront which covers 42 blocks. Both operations have produced measurable results and received stellar reviews from both the public and private sectors for their accomplishments, with a noticeable enhancement in the level of goods and services provided. This coupled with Beached Management's extensive experience in serving the Fort Lauderdale beach area can only ensure outstanding service.

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

Increasing Hotel Profitability

As people demand a higher standard of excellence for their leisure time, Boucher Brothers Management has responded by creating programs for those who seek – and expect – five-star quality and an enhanced level of products and services, whether a resident visiting the beach or a family on vacation.

Boucher Brothers Management has a strong record of cultivating and forging new relationships between the hotels and the beach, and now Boucher Brothers Beach Management is prepared to bring this strategy to the Fort Lauderdale beach area. In reality, Boucher Brothers Beach Management works on behalf of the hotels, providing concierge-level services, added value to the guests and increased profitability to the hotels.

The Amenity Charge is just one of the programs that assists hotels in their marketing efforts. With the Amenity Charge, the hotels may offer guests the option of daily use of beach equipment. This will include everything from lounges, umbrellas and windbreakers/clamshells to towels and sun-screen. This provides an added benefit to both hotel properties and their guests, generating additional revenue to the hotel and additional, easily accessible amenities for the guest.

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

Hotels that currently enjoy a profitable Amenity Charge relationship with Boucher Brothers Beach Management include the Delano, Hotel Victor, Park Central, Ritz Carlton, Sagamore, The Astor, The Hotel, The Shore Club, The Strand and The Tides on Miami Beach. We also provide these services to the guests at the Embassy Suites in Deerfield Beach.

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

Activities for Residents and Visitors

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

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

Residents Appreciation Program

Boucher Brothers Beach Management feels that the City of Fort Lauderdale residents Boucher Brothers Beach Management proposes to have discount plans for residents as well as certain other groups. It is proposed that there will be a City of Fort Lauderdale Resident Discount Card and a City of Fort Lauderdale Annual Pass. The Discount Card will allow residents to get all beach equipment at a discounted rate. Discount Card's will be valid for the current calendar year. The Discount Card will have the resident's name, address and photo along with the year that the pass is for. The Annual Pass will allow residents to purchase specific amounts equipment and have use of that equipment for the entire year at a greatly reduced rate. Each resident's Annual Pass will list the resident's name, address, photo, the expiration date and amount of equipment they are entitled to. All passes will be good for 1 year from the date of purchase. Having photos included on these cards will eliminate unauthorized use of these cards. Cards will be available at the Boucher Brothers Beach Management office during normal business hours. Applications will be available online so that applicants can fill them out at their leisure before bringing them to the office.

Boucher Brothers Beach Management will also propose to offer a City of Fort Lauderdale Employee Discount Card as well as a Senior Citizen Discount Card. These discount cards will be similar to the Resident Discount Card and can be obtained the same way.

Recreational Facilities

There can be little doubt about the value of enhancing the activities that are offered on the Fort Lauderdale beaches.

Boucher Brothers Management currently operates watersports equipment rental concession sites at beachfronts throughout South Florida. This relevant experience adds to our broad familiarity with the variety of recreational facilities and activities that may be appropriate to Fort Lauderdale beach, providing

additional operational flexibility to respond to any conclusions that may result from the Visioning Process. Boucher Brothers Beach Management believes that additional investment in expanding the scope of recreational facilities and activities will establish quality standards that will make Fort Lauderdale's beach a more attractive destination than the many other beach cities along AIA. Similar to Boucher Brothers Beach Management conclusions – the most recent ULI Report concerning Fort Lauderdale's Central Beach recommends that additional facilities at the Fort Lauderdale Beach area include recreational concessions that sell or rent bikes, roller blades, beach umbrellas and chairs, environmentally friendly jet skis, kayaks, rafts, kites, surfboards, paragliding, diving, and other recreational services and merchandise. Boucher Brothers Beach Management is prepared to offer well-designed concession sites to meet these and other needs of Fort Lauderdale's beach guests.

Catering to the Convention and Meetings Marketplace

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

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

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

Boucher Brothers Beach Management has a program in place to implement activities and services that will make a day at the beach filled with activities to entertain and **retain** business visitors. This is sorely lacking at the present time.

Group Beach Events

Boucher Brothers Management has been playing a major role in Teambuilding activities for small businesses, large companies, and family reunions for over two decades. We provide dynamic and effective teambuilding programs for local, domestic, and international groups. We work very closely with Sales and Conference Service Managers at individual hotels, with individual Corporations, Incentive Houses, Meeting Planners, Travel Agents, Destination Management Companies, Hotel and Motel Associations and Chambers of Commerce to meet the Teambuilding and Leisure needs of prospective clients. During the last 20 years of serving the tourism and corporate market we have worked with over 1,000 groups at over 50 hotel properties along the East Coast. Some of our repeat clients include:

- Bank of America
- Citi Group Financial
- Coca Cola
- Dunn and Bradstreet
- Hugo Boss
- Frito-Lay
- Oakley
- General Electric (GE)
- Genentech
- Mellon Financial
- IBM
- Miami Dolphins
- Orange Bowl
- Pernod Ricard USA
- Proctor and Gamble
- Prudential

The Teambuilding and Leisure Group event market has become overwhelmingly popular in the last five years or so. Often clients will select a destination, **like Fort Lauderdale**, based on the available teambuilding and/or beach recreation and activity available to their group. This service is an added benefit to any city, as it brings about a greater awareness of the city and interest in its hotels. Teambuilding is considered to be a cutting edge service that is sought out by hundreds of corporate groups yearly.

Currently we work closely with the Convention and Visitors Bureau and Chambers of Commerce because clients request Teambuilding and Recreational services at the onset of their destination information gathering process.

Boucher Brothers Beach Management organizes professional, fun, and memorable events. A Beach Attendant can be assigned to tend to the group, provide them with amenities, and satisfy their beach needs.

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



Experience the Camaraderie of Team Building & Corporate Events



Whether you need to fill in downtime throughout your meeting agenda or simply want to treat your employees to a fun-filled corporate event, we can make it happen!



- Beach Olympics
- Survival Games
- Obstacle Courses
- Sand Sculpting
- Half Hour Overboard
- Waterfront Group Tours
- Picnicking
- Kayaking
- Beach Boat Ride

Over 50 additional events to choose from!

Call today for your customized proposal:
Sales: (305) 218-6610 or (305) 535-8177
www.boucherbrothers.com



Naturally, Boucher Brothers Beach Management would adhere to all city rules and regulations. All group events are organized in a non-obtrusive fashion. We handle all group events remaining mindful of the comfort and wellbeing of other beach patrons. During the past 20 years our experience together with that of the city of Miami Beach, our hotel partners, and our repeat clients all have been very positive.

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

Enhanced Product Offerings For New Equipment And Capital Expenditures

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

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

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

Each concession attendant is fully trained in interpersonal skills having completed several of various hospitality courses conducted by the numerous top flight hotel clients we are proud to service. Each concession attendant also will complete the "Sunsational Service" program offered by the Greater Fort Lauderdale

Convention & Visitors Bureau. Boucher Brothers Beach Management attendants will put their hospitality training to use as they greet beach visitors near the concession area and ask if they would like beach equipment, or if they can be helped in any way. To the extent beach guests would like products, Boucher Brothers Beach Management attendants will deliver the desired items to the guests. To the extent beach guests would like services, Boucher Brothers Beach Management attendants will provide or otherwise arrange the desired services.

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

Preserving Our Most Valuable Asset

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

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

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

A Phased-In Approach

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

Added Value Marketing

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

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

At the end of each day consumers appreciate it when added value and an enhanced level of quality in services and products are offered to them. With more than 20 years of serving the leisure needs of residents and visitors alike, we have a solid track record of producing quality marketing programs to enhance the services they offer.

Method to Anchor Equipment

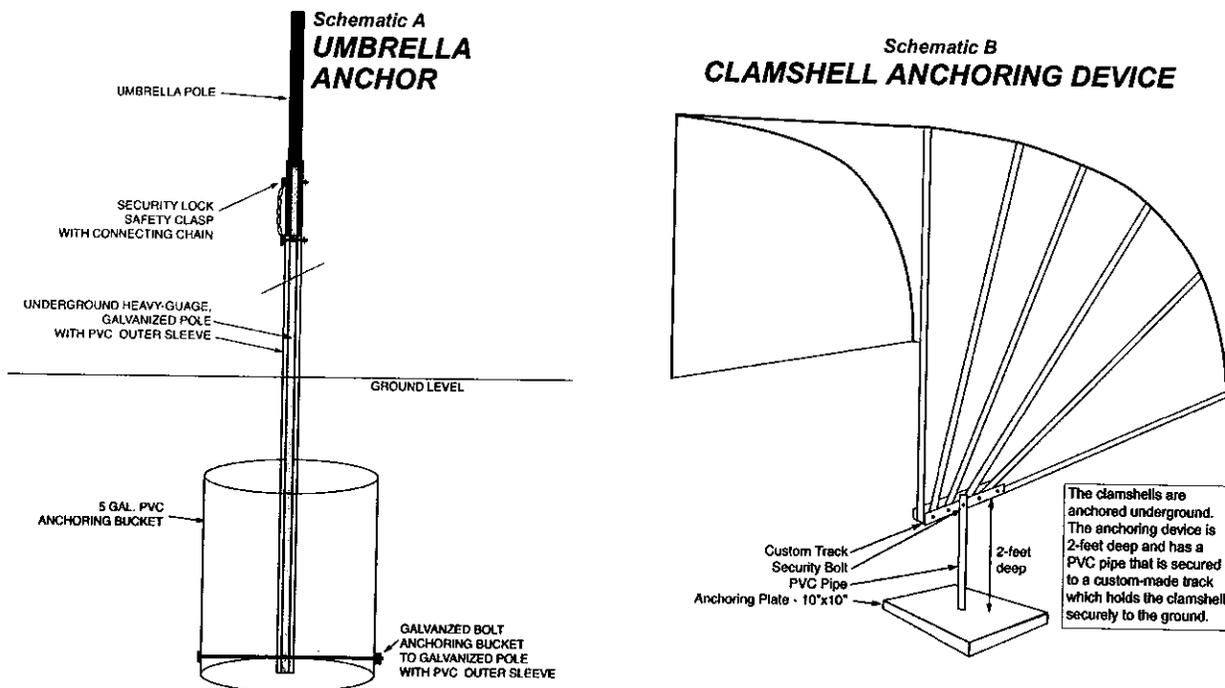
UMBRELLAS (Please refer to schematic A below)

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

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

WINDBREAKER/CLAMSHELLS (Please refer to schematic B below)

At either end of each windbreaker/clamshell, stainless steel metal ribs can be found, which are attached to a securing boot. The boot consists of a custom track into which the ribs fit, the bottom of which is bolted to a PVC pipe attached to an 8"x8" square aluminum plate. This mechanism is buried 2 feet in the ground. With both ends of the clamshell buried in the ground, this system ensures that the clamshell will not blow out of the ground, nor can it be easily removed by the general public.



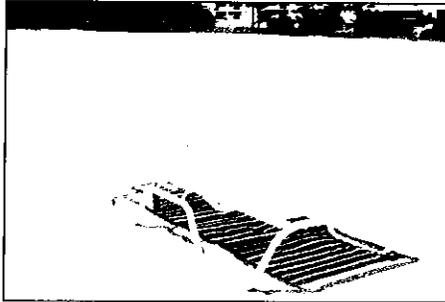
III
The
Equipment Schedule

Equipment Schedule

Item: Standard Chair

Description: The aluminum chair is vinyl-strapped, multi-welded at stress points and treated with powder coated paint. The three-inch pads are made of durable Sunbrella fabric.

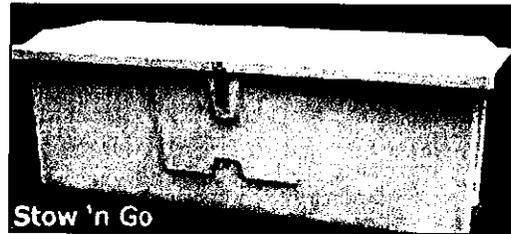
Quantity: 700



Item: Storage Unit

Description: 72" wide x 26" deep x 27" high. Made by TaylorMade Products (or the equivalent thereof).

Quantity: 15



Item: Umbrellas

Description: The oversized umbrellas are constructed of durable Sunbrella fabric with wood poles placed in a metal sleeve.

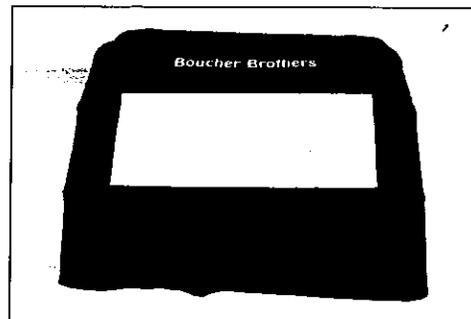
Quantity: 350



Item: Windbreakers/Clamshells

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

Quantity: 50

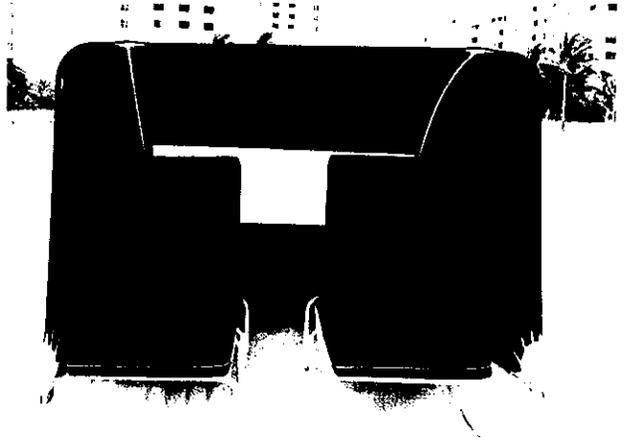


All equipment is manufactured by one of the largest equipment suppliers in the United States. All proposed equipment type is currently in use and has been time tested. All proposed equipment will last at least the duration of the initial contract period and will be maintained accordingly for sanitation and aesthetics.

Full set up of two luxury chairs and umbrella



Full set up of two luxury chairs and windbreaker/clamshell

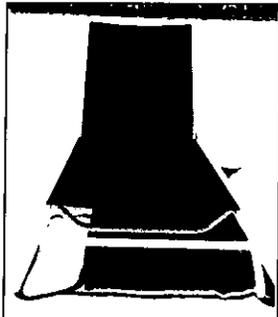


Enhanced Equipment Schedule

Item: Luxury Chair, Pad & Amenities

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

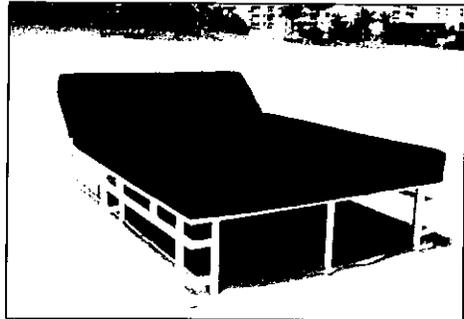
Quantity: 200



Item: Day Bed

Description: Aluminum Base 7' x 5-1/2' with an adjustable backrest multi-welded at stress points and treated with powder coated paint. An 8" inch pad is placed on top, which is made of durable Sunbrella fabric then covered with a toweling terry cloth cover.

Quantity:



Variance 1 – All-Terrain Vehicle

We propose using an all-terrain vehicle on the beach for quick emergency response, trash collection and deployment of equipment.

Variance Summary

Variance 1 – All-Terrain Vehicle

We propose using an all-terrain vehicle on the beach for quick emergency response, trash collection and deployment of equipment.

Variance 2 – Products to Prevent Dehydration and Other Heat Related Injuries

Boucher Brothers Beach Management Fort Lauderdale, LLC ("BBBMFL"), pursuant to Part III, Section 02 of the RFP requests that the City afford BBBMFL the opportunity, if it is the successful proposer, to present a plan to the City that would allow the sale of non-alcoholic rehydration beverages and suntan/sun block products on the parts of the City's public beach where the concession will be operated. This variance proposal to sell these products is separate from BBBMFL's proposal on the base specifications of the RFP and the Added Amenities Plan portion of the RFP which parts of the BBBMFL are not in any way contingent on the City's acceptance of this variance proposal; and, is intended that subsequent to award of the contract, if determined by the City to be appropriate, that the City allow BBBMFL to present a non-alcoholic rehydration beverage and suntan/sun block plan to the City that would include: rehydration beverages; suntan and sun block products; method of sale; clean up, disposal and recycling of plastic bottles associated with the sale of rehydration beverages; a specific proposal for added revenues to be paid to the City under an approved plan that would allow and regulate the sale of these products.

It is the strong belief of BBBMFL that the City's consideration of the plan will further the City's commitment to a five (5) star, world class beach. BBBMFL is the logical choice to carry out such a plan given its presence as the beach concessionaire.

IV
Proposed
Rental Rates

Public Rental Rates

Chair.....	\$12.00
Umbrella.....	\$20.00
Windbreaker/Clamshell.....	\$15.00

Luxury Oasis Section

Luxury Chair	\$15.00
Umbrella.....	\$20.00
Windbreaker/Clamshell.....	\$15.00
Day Bed	\$40.00

Rates remain the same for full day, half day and any portion of a day.
Prices are subject to change with city approval.

Proposer's Experience and Past Performance

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



*Charles Perry
Member/President*



*William Perry
Member/ Chief Operating Officer*



*James Boucher
Member/CEO*



*Michael Boucher
Member/Vice President*



*Steven Boucher
Member/Vice President*



*Perry Boucher
Member/Chief Financial Officer*

James, Michael, Steven and Perry Boucher and Charles and William Perry have been operating and managing beachfront and pool concessions at some of the finest hotels and beaches in South Florida for over 60 years.

Relevant Experience

- Cater to patrons in excess of 10,000 hotel rooms at 30 hotels
- Caters to residents of 515 condominium units
- Number of chairs: 8,522
- Number of umbrellas: 2,500
- Number of clamshells/windbreakers: 300
- Provides concession services to 60 blocks of Public Sector beach.

Each of the brothers 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

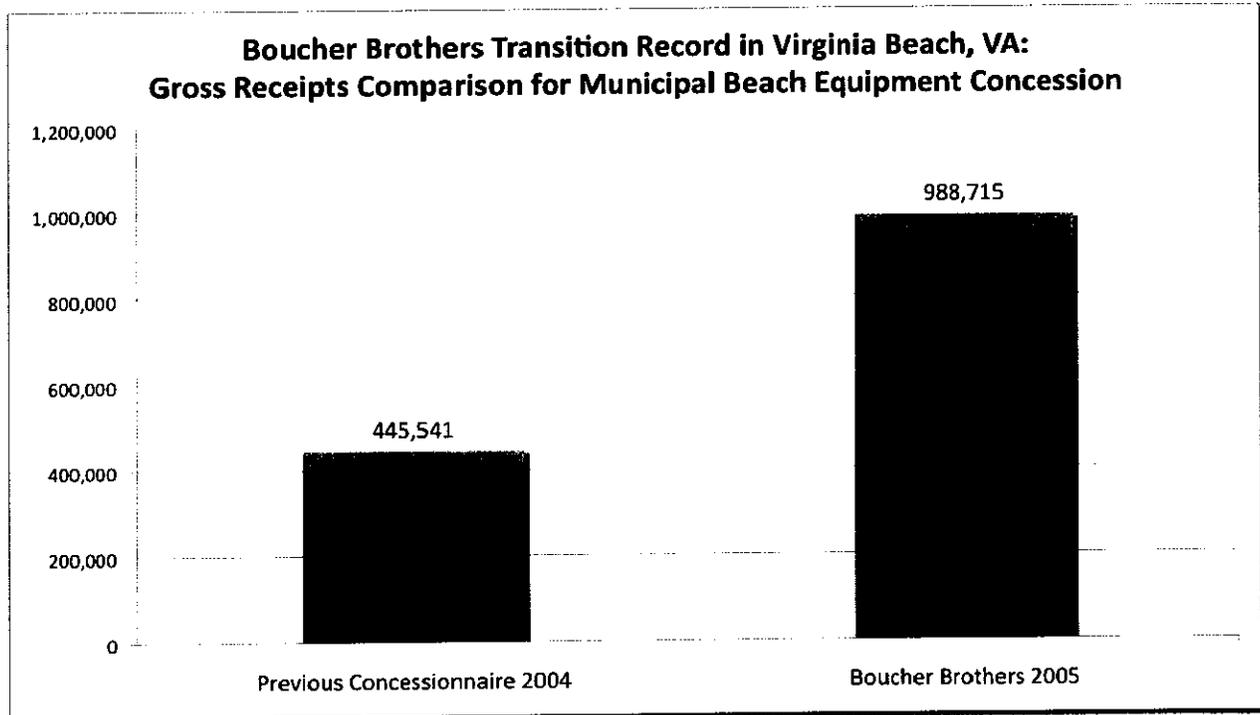
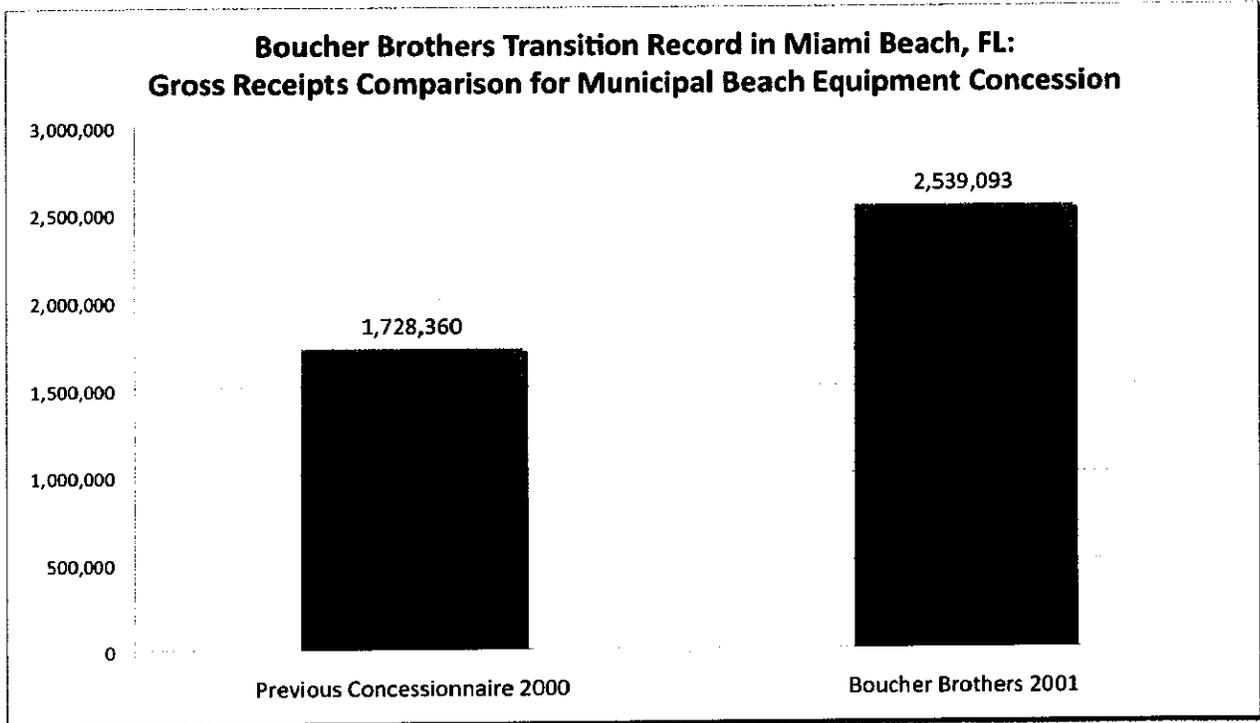
250, with a 10% seasonal adjustment

Geographic Markets Served

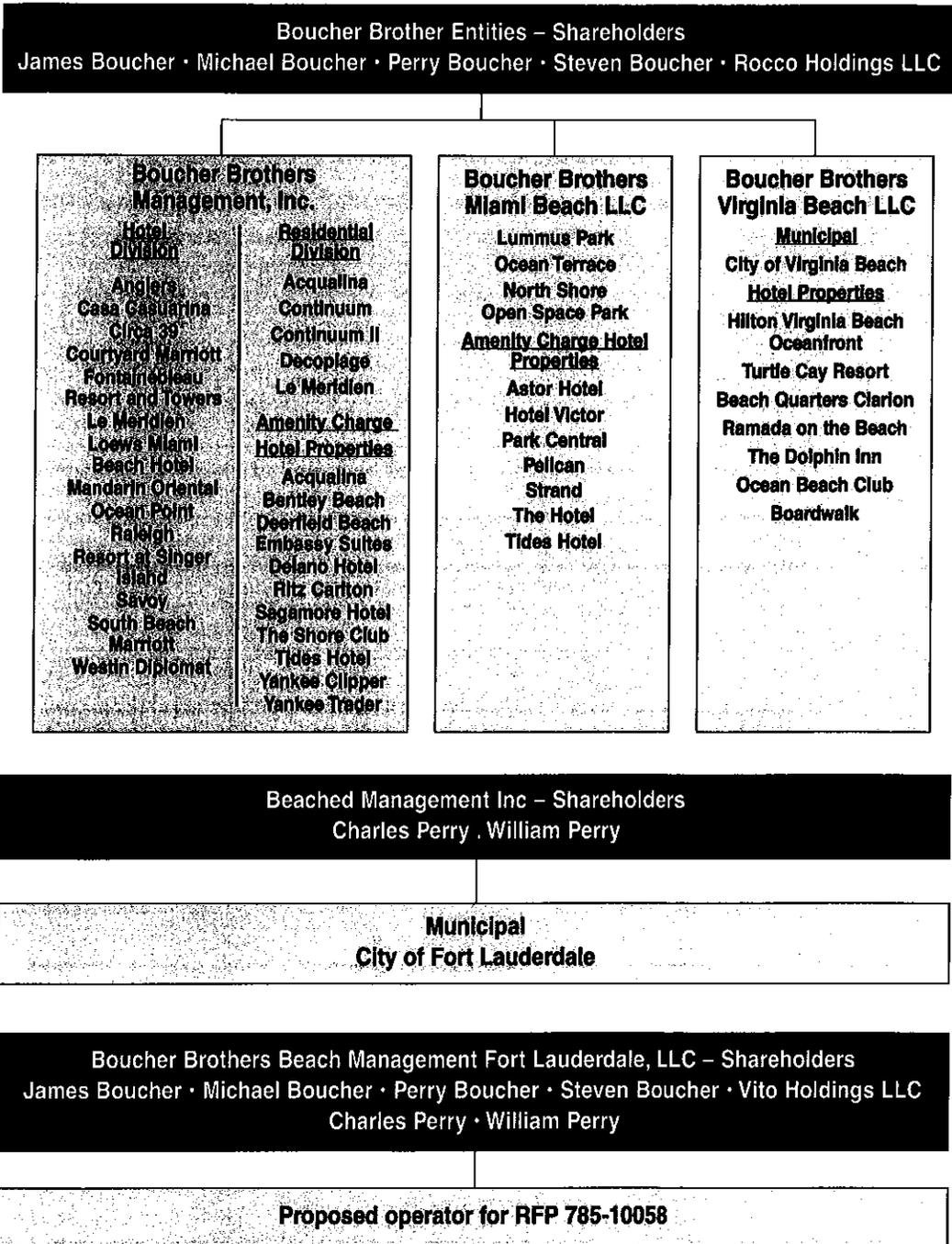
Fort Lauderdale, Hollywood, Pompano Beach, Deerfield Beach, Sunny Isles, Miami Beach, Singer Island and Virginia Beach

Demographic Markets Served

Residents, hotel guests and visitors



Ownership Flowchart



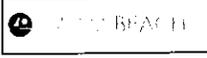
Philanthropic Endeavors

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

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

- | | |
|--|---|
| <ul style="list-style-type: none"> • Fort Lauderdale Chamber of Commerce (Trustee Member) • Greater Miami & the Beaches Hotel Association (Board Member) • Miami Beach Chamber of Commerce (Executive Board Member, Governor Emeritus & Pillar Trustee) • Greater Miami Convention and Visitors Bureau (Member) • Key Biscayne Chamber of Commerce (Member) • Miami Beach Kiwanis Club (Board of Directors) – The Boucher family specially recognized March 2008 • Miami Beach Police Athletic League (Member) • Police Benevolent Association (Member) • Miami Beach Golf Tournament – Title sponsor 2008. 13 year sponsor • Dade Human Rights (Contributor) • Special Olympics (Contributor) Michael Boucher is Chairman of “Inspire Greatness” event April 2008 • Red Cross (Contributor) • Children Autism Foundation (Contributor) • Neighbors 4 Neighbors (Contributor) • Mount Sinai Medical Center Foundation (Founder) • Mapet Foundation (Contributor) • David Posnack Hebrew Day school (Contributor) • Dade Christian School Foundation (Contributor) • Cystic Fibrosis Foundation (Contributor) • City of Deerfield Beach/Ocean Rescue (Contributor) | <ul style="list-style-type: none"> • Children's Miracle Network (Contributor) • Broward County PBA (Contributor) • Big Brothers Big Sisters of Greater Miami (Contributor) • Bay Point School (Contributor) • American Cancer Society (Contributor) • Make a Wish Foundation (Contributor) • Transplant Foundation Inc. (Contributor) Title Golf Sponsor • Hope for Kids (Contributor) • Leo Foundation (Contributor) • March of Dimes (Contributor) • National Multiple Sclerosis Society (Contributor) • Nativity Catholic School (Contributor) • Ocean Drive Improvement Association (Contributor) • Parkway Christian Society (Contributor) • Pines Police Athletic Center (Contributor) • Reach for the Stars Foundation (Contributor) • Replant Broward Foundation (Contributor) • South Florida Hispanic Chamber Foundation (Contributor) • St John Neumann Catholic Church (Contributor) |
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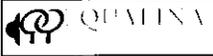
Beach Equipment Concessions Currently Managed or Operated

		City of Virginia Beach		YANKEE CLIPPER
Hotel Name	City of Fort Lauderdale	Lummus Park	Yankee Clipper	
Address	Parks and Recreation Department 100 N. Andrews Avenue Fort Lauderdale, FL	1st-41st Street & 56th-57th Street Virginia Beach, VA Miami Beach, FL	Ocean Terrace North Shore Open Space 5th – 14th Street	1140 Seabreeze Blvd Fort Lauderdale, FL
Facility Owner's representative	Catherine McCaffrey	Mike Eason	Cecilia Velasco / Robert Rebeso	Amaury Piedra
Telephone Number	954 828 5000	757 385 6639	305 673 7000 x6443	954 524 5551
Number of Rooms	N/A	N/A	N/A	500
Starting Date	Mar 03	May-05	Nov-01	Jan-06
Concession				
Pool Deck	No	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	Yes	Yes
Lotions	No	Yes	Yes	Yes
Water sports	No	No	Yes	No
Number of chairs	500	1400	2,200	100
Number of Umbrellas	150	800	700	50
Number of Windbreakers/ Clamshells	0	200	50	10

Beach Equipment Concessions Currently Managed or Operated

	YANKEE TRADER	THE WESTIN DIPLOMAT		
Hotel Name		Westin Diplomat	Embassy Suites	Resort at Singer Island
Address	321 N. Ft Lauderdale Beach Blvd Fort Lauderdale, FL	3555 S. Ocean Drive Hollywood, FL	950 S.E 20th Ave Deerfield Beach, FL	3800 North Ocean Singer Island, FL
Facility Owner's representative	Amaury Piedra	Laurence Walters	Michael Long	Ron Lamers
Telephone Number	954 467 1111	954 602 6000	954 426 0478	561 340 1700
Number of Rooms	460	995	244	231
Starting Date	Jan-06	Jun-07	Apr-97	Apr-07
<u>Concession</u>				
Pool Deck	Yes	No	Yes	No
Beach	No	Yes	Yes	Yes
<u>Type of Concession</u>				
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	No
Number of chairs	No	300	200	150
Number of Umbrellas	50	120	50	50
Number of Windbreakers/ Clamshells	10	10	12	10

Beach Equipment Concessions Currently Managed or Operated

			<i>Le MERIDIEN</i>	
Hotel Name	Acqualina	Doubletree Ocean Point	Le Meridian	Loews Hote
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	Florent Gateau	Chris LaFontain	Terry Bechtold	Shaun Hauver
Telephone Number	305 918 8000	786 528 2500	305 503 6000	305 604 1601
Number of Rooms	285	169	206	800
Starting Date	May-06	Dec-07	Jun-05	Dec-98
<u>Concession</u>				
Pool Deck	Yes	Yes	Yes	No
Beach	Yes	Yes	Yes	Yes
<u>Type of Concession</u>				
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	Yes
Number of chairs	300	100	200	600
Number of Umbrellas	120	50	50	300
Number of Windbreakers/ Clamshells	10	10	12	20

Beach Equipment Concessions Currently Managed or Operated

				
Hotel Name	Fontainebleau Hilton	Ritz Carlton Hotel	Delano Hotel	Shore Club
Address	4441 Collins Avenue Miami Beach, FL	1 Lincoln Road Miami Beach, FL	1685 Collins Avenue Miami Beach, FL	1901 Collins Avenue Miami Beach, FL
Facility Owner's representative	Adam Klein	Jessica Rivera	Mark Tamis	Tim Nardi
Telephone Number	305 538 2000	786 276 4000	305 672 2000	305 695 3100
Number of Rooms	876	375	195	322
Starting Date	Nov-97	Dec-04	Jun-97	Aug-02
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	400	300	250	200
Number of Umbrellas	150	150	125	100
Number of Windbreakers/ Clamshells	40	16	20	20

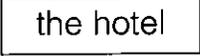
Beach Equipment Concessions Currently Managed or Operated

				
Hotel Name	Marriott South Beach	Raleigh Hotel	Sagamore Hotel	Bentley Beach
Address	1601 Collins Avenue Miami Beach, FL	1775 Collins Avenue Miami Beach, FL	1671 Collins Avenue Miami Beach, FL	510 Ocean Drive Miami Beach, FL
Facility Owner's representative	Peggy Benau	Alistair Maclean	Henny Shaffer	Marcio Azevedo
Telephone Number	305 536 7700	305 612 1144	305 535 8088	305 938 4600
Number of Rooms	236	105	93	84
Starting Date	Jun-00	Oct-07	Dec-05	Mar-04
Concession				
Pool Deck	Yes	No	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	No
Number of chairs	200	100	100	100
Number of Umbrellas	50	50	35	50
Number of Windbreakers/ Clamshells	12	8	10	8

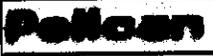
Beach Equipment Concessions Currently Managed or Operated

				
Hotel Name	Savoy Hotel	Park Central	Courtyard Marriott	Hotel Victor
Address	455 Ocean Drive Miami Beach, FL	640 Ocean Drive Miami Beach, FL	3925 Collins Avenue Miami Beach, FL	1144 Ocean Drive Miami Beach, FL
Facility Owner's representative	Patrick Goddard	Marlo Cortney	Laura Sarnichols	Carlos Sarmiento
Telephone Number	305 396 8167	305 796 6589	305 538 3373	305 428 1234
Number of Rooms	75	125	263	90
Starting Date	May-06	Aug-05	Oct-04	Feb-05
Concession				
Pool Deck	Yes	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	Yes	No	No
Number of chairs	100	100	100	60
Number of Umbrellas	50	50	30	30
Number of Windbreakers/ Clamshells	10	10	10	6 6

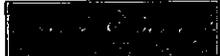
Beach Equipment Concessions Currently Managed or Operated

				
Hotel Name	Tides	The Hotel	Astor Hotel	Strand Hotel
Address	1220 Ocean Drive Miami Beach, FL	801 Collins Avenue Miami Beach, FL	956 Washington Avenue Miami Beach, FL	1052 Ocean Drive Miami Beach, FL
Facility Owner's representative	Shan Kanagasingham	Marlo Cortney	Armando Hernandez	Armando Hernandez
Telephone Number	305 604 5070	305 531 2222	305 531 8081	305 538 9830
Number of Rooms	46	53	40	70
Starting Date	Oct-05	Aug-05	Jan-07	Jan-07
<u>Concession</u>				
Pool Deck	No	No	Yes	Yes
Beach	Yes	Yes	Yes	Yes
<u>Type of Concession</u>				
Chairs	Yes	Yes	Yes	Yes
Umbrellas	Yes	Yes	Yes	Yes
Windbreakers/Clamshells	Yes	Yes	Yes	Yes
Lotions	Yes	Yes	Yes	Yes
Water sports	No	Yes	No	No
Number of chairs	60	60	40	40
Number of Umbrellas	30	30	15	15
Number of Windbreakers/ Clamshells	6	6	4	4

Beach Equipment Concessions Currently Managed or Operated

				
Hotel Name	Anglers Hotel	Pelican	Mandarin Oriental	Casa Casuarina
Address	660 Washington Avenue Miami Beach, FL	826 Ocean Drive Miami Beach, FL	500 Brickell Key Drive Miami Beach, FL	1116 Ocean Drive Miami Beach, FL
Facility Owner's representative	Keith Space	Vanessa Rivera	Jill Demone	Mike Newkirk
Telephone Number	305 534 9600	305 673 3373	305 913 8383	305 672 6604
Number of Rooms	30	30	326	12
Starting Date	Aug-07	Aug-02	Jan-07	Jul-05
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	No	No
Number of chairs	40	30	30	30
Number of Umbrellas	15	10	15	15
Number of Windbreakers/ Clamshells	4	10	6	6

Beach Equipment Concessions Currently Managed or Operated

			DECOPLAGE	
Hotel Name	Circa 39	Continuum	Decoplage	Quintess
Address	3900 Collins Avenue Miami Beach, FL	1 South Pointe Drive Miami Beach, FL	100 Lincoln Road Miami Beach, FL	2618 Arthur Street Hollywood, FL
Facility Owner's representative	Frank Holstertag	Stephanie Snyder	Kim Pinillos	Leanne Zaleski
Telephone Number	305 538 4900	305 938 4240	305 672 3594	954 854-0076
Number of Rooms	82	314	648	House rentals
Starting Date	an-07	Dec 02	Jul 07	Jul 06
<u>Concession</u>				
Pool Deck	No	Yes	No	No
Beach	Yes	Yes	Yes	Yes
<u>Type of Concession</u>				
Chairs	Yes	Yes	Yes equipment at several of our locations.	Quintess uses
Umbrellas	Yes	Yes	Yes	
Windbreakers/Clamshells	Yes	Yes	Yes	
Lotions	Yes	Yes	Yes	
Water sports	No	No	No	
Number of chairs	60	100	100	
Number of Umbrellas	30	50	50	
Number of Windbreakers/ Clamshells	10	10	10	

Beach Equipment Concessions Currently Managed or Operated

				
Hotel Name	Villazzo			
Address	119 Washington Avenue #504t Miami Beach, FLFL			
Facility Owner's representative	Rodrigo Figueroa			
Telephone Number	786-925-8900			
Number of Rooms	House rentals			
Starting Date	Mar 03			
End Date	Jan 07			
<u>Concession</u>				
Pool Deck	No			
Beach	Yes			
<u>Type of Concession</u>				
Chairs	Villazzo uses equipment at several of our loations.			
Umbrellas				
Windbreakers/Clamshells				
Lotions				
Water sports				
Number of chairs				
Number of Umbrellas				
Number of Windbreakers/Clamshells				

Beach Equipment Concessions Managed or Operated Within Last 3 Years

				
Hotel Name	Casa Grande	The Regent Hotel	Betsy Ross Hotel	Crowne Plaza
Address	834 Ocean Drive Miami Beach, FL	1458 Ocean Drive Miami Beach, FL	1440 Ocean Drive Miami Beach, FL	1545 Collins Avenue Miami Beach, FL
Facility Owner's representative	Mark Alvarez	Masato Kominami	Henny Schaefer	Bobby Bryant
Telephone Number	305 672 7003	305 672 4554	305 531 3934	305 604 5700
Number of Rooms	38	110	99	422
Starting Date	Feb 02	May 07	Mar 07	May 02
End Date	Apr 06	Nov 07	Closed 06/07 Renovations	Sep 06
Concession				
Pool Deck	No	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	No	No	Yes
Water sports	No	No	No	No
Number of chairs	75	50	50	300
Number of Umbrellas	25	20	20	100
Number of Windbreakers/ Clamshells	10	4	4	30

Beach Equipment Concessions Managed or Operated Within Last 3 Years

	RITZ PLAZA	SURFCOMBER	SETAI HOTEL	 t
Hotel Name	Ritz Plaza	Surfcomber	Setai Hotel	t
Address	1701 Collins Avenue Miami Beach, FL	1717 Collins Avenue Miami Beach, FL	2009 Collins Avenue Miami Beach, FL	2201 Collins Avenue Miami Beach, FL
Facility Owner's representative	Greg White	George Isaac	Florent Gatau	Claire Callen
Telephone Number	305 534 3500	305 779 3804	786 497 0049	305 534 1511
Number of Rooms	132	185	108	355
Starting Date	Apr 01	May 99	Dec 04	Aug 94
End Date	Mar 07 Closed for Renovation	Jun 06	Oct 05	Jun 06 Sold-Closed for Renovation
Concession				
Pool Deck	No	Yes	Yes	Yes
Beach	Yes	Yes	No	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	120	120	200	300
Number of Umbrellas	40	40	60	100
Number of Windbreakers/ Clamshells	10	10	10	20

Beach Equipment Concessions Managed or Operated Within Last 3 Years

				
Hotel Name	Roney Palace Hotel	Ocean Palms	The Bath Club	City of Pompano Beach
Address	2399 Collins Avenue Miami Beach, FL	3101 S. Ocean Drive Miami Beach, FL	5937 Collins Avenue Miami Beach, FL	Parks and Recreation Department P.O. Box 1300 Pompano Beach, FL
Facility Owner's representative	Jerry Phelps	Gudrin Serमारinkovic	Cleon Mallett	Mark Beaudreux
Telephone Number	305 531 8811	954 630 8888	305 861 1470	954 786 4184
Number of Rooms	585	125	250	N/A
Starting Date	Feb 02	Jul 07	Jul 06	1995
End Date	March 05 closed for renovations	Nov 07	Nov 07	2008
<u>Concession</u>				
Pool Deck	Yes	Yes	No	No
Beach	Yes	Yes	Yes	Yes
<u>Type of Concession</u>				
Chairs	Yes	Yes	Yes	Yes
Umbrellas	Yes	Yes	Yes	Yes
Windbreakers/Clamshells	Yes	Yes	Yes	No
Lotions	Yes	Yes	No	No
Water sports	No	No	No	No
Number of chairs	300	50	40	75
Number of Umbrellas	100	25	20	20
Number of Windbreakers/ Clamshells	20	6	6	0

Beach Equipment Concessions Managed or Operated Within Last 3 Years

				
Hotel Name	City of Deerfield Beach			
Address	Purchasing Department 150 NE 2nd Avenue Deerfield Beach, FL			
Facility Owner's representative	Donna Council			
Telephone Number	954 480-4381			
Number of Rooms	N/A			
Starting Date	Mar 98			
End Date	2007			
<u>Concession</u>				
Pool Deck	No			
Beach	Yes			
<u>Type of Concession</u>				
Chairs	Yes			
Umbrellas	Yes			
Windbreakers/Clamshells	No			
Lotions	No			
Water sports	No			
Number of chairs	150			
Number of Umbrellas	30			
Number of Windbreakers/ Clamshells	0			



Star Diamond Award

March 18, 2008

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

Dear Mr. Boucher,

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

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

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

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

We wish you continued success.

Sincerely,

A handwritten signature in black ink, appearing to read "Joseph D. Cinque".

Joseph D. Cinque
President, AAHS

The American Academy of Hospitality Sciences
240 Central Park South New York NY 10019
Tel: +1-212-582-5812
Fax: +1-212-582-2969
Email: award@stardiamondaward.com
www.stardiamondaward.com

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



March 18, 2008

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

To Whom It May Concern:

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

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

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

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

Sincerely,

A handwritten signature in black ink, appearing to read "Mike Eason".

Mike Eason
Resort Administrator



MIAMI BEACH

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

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

March 21, 2008

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

RE: BOUCHER BROTHERS MIAMI BEACH, LLC

Dear Mr. Gretsas:

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

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

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

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

Sincerely,

Tim Hemstreet
Assistant City Manager

TH/cg

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



Sheraton Yankee Clipper Hotel
1140 Seabreeze Boulevard
Fort Lauderdale, Florida 33316

March 28, 2008

To Whom It May Concern:

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

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

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

Regards,

Linda M. DeStasio
Hotel Manager
Sheraton Yankee Clipper Hotel

T 954 524 5551
F 954 245 3899
sheraton.com



Sheraton Yankee Trader Hotel

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

March 28, 2008

To Whom It May Concern:

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

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

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

Regards,

Jorge Madrigal
Hotel Manager
Sheraton Yankee Trader Hotel



March 11, 2008

To Whom It May Concern

It has come to our attention that the city of Fort Lauderdale is looking at providers of beach rentals and services, and I would highly recommend Boucher Brothers Management, Inc.

As a real estate development and property management company operating in South Florida, I strongly feel the City of Fort Lauderdale needs a company known for its quality and dependability for almost 20 years. Their website is <http://www.boucherbrothers.com>.

The Boucher Brothers have a wonderful reputation for integrity, and are thorough and professional. I have no hesitation in endorsing their services. We intend to use their firm for our flagship property, Trump Las Olas Beach Resort, soon to open in the Fort Lauderdale area and look forward to a mutually rewarding relationship.

If you need any further information, please call me.

Sincerely,



Ray Parelo
Partner

TRUMP
Las Olas
BEACH RESORT

515 Seabreeze Boulevard, Suite 101 • Fort Lauderdale, FL 33316 • 877.TRUMP.01 (877-878-6701) • fax 954-463-1073 • www.trumplasolas.com

GOLD KEY | PHR

H O T E L S & R E S O R T S

March 18, 2008

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

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

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

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

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

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

Sincerely,

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

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



Hilton

Virginia Beach Oceanfront

March 18, 2008

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

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

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

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

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

Thank you,

A handwritten signature in cursive script, appearing to read 'Terry Lavey'.

Terry Lavey
Managing Director
Hilton Virginia Beach Oceanfront

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

OCEAN BEACH CLUB

March 17, 2008

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

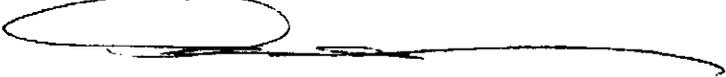
To: Honorable Mayor Jim Naugle
Honorable Vice Mayor Carlton Moore
Honorable Commissioner Cindi Hutchinson
Honorable Commissioner Charlotte Rodstrom
Honorable Commissioner Christine Teele

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

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

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

Sincerely,



Skip Hammerman
Resort Manager
Ocean Beach Club

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

BOARDWALK

RESORT HOTEL AND VILLAS

March 18, 2008

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

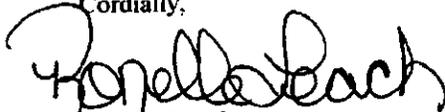
To: Honorable Mayor Jim Naugle
Honorable Vice Mayor Carlton Moore
Honorable Commissioner Cindi Hutchinson
Honorable Commissioner Charlotte Rodstrom
Honorable Commissioner Christine Teele

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

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

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

Cordially,



Ronelle Leach
Resort Manager
Boardwalk Resort Hotel & Villas



March 14, 2008

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

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

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

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

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

Sincerely,

A handwritten signature in black ink that reads 'Bob Von Esmarch'. The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Bob Von Esmarch
General Manager
Ramada on the Beach

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



TURTLE CAY RESORT

March 20, 2008

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

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

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

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

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

Sincerely,

A handwritten signature in black ink, appearing to read 'Ben Soto', written over a circular stamp that also contains the name 'Ben Soto'.

Vice President of Resort Operations
Turtle Cay Resort

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

beach quarters

March 19, 2008

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

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

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

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

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

Sincerely,



Clay Rice
Resort Manager
Beach Quarters Clarion Resort

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



March 13, 2008

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

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

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

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

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

Sincerely,

Kelly Byrd
General Manager
Dolphin Inn

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

March 27, 2008

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

Dear Mayor Naugle,

On behalf of the Board of Governors and myself I would like to share with you how very fortunate we are to have Boucher Brothers Management as Pillar Trustee members of the Miami Beach Chamber of Commerce. Their involvement on a philanthropic and executive level throughout the last 15 years has been exceptional and most valuable.

The Boucher Brothers have supported not only our members but the entire City of Miami Beach with a Five Star quality of service through their personable staff and creative and innovative Watersports, Pool, Beach, and Group Event Management with attention to safety and the environment. This company has outlasted and outshined others before them and even recent companies attempting to provide their services. Their extensive experience with the hotel industry has allowed them to easily translate and provide the resort experience to the everyday beach guest. Their business insight, dedication, and civic marketing approach have positioned these talented young men leaps and bounds above the rest.

Our Board of Governors is proud to have honored Jim Boucher who serves on our Board of Governors as a Governor Emeritus with two very prestigious awards he received, the James McDonnell Award in 2006 that was created to recognize an individual on the Board who best exemplifies the mark of excellence. The Boucher Brothers also received the Diamond Palm Business Award in November 2007. This award was created to recognize those businesses that have proven to be outstanding in the ability to achieve success.

Every city deserves four brothers named Jim, Michael, Steve and Perry!

Warm Personal Regards,

Wendy E. Kallergis
President/CEO



2007 - 2008 EXECUTIVE BOARD OF GOVERNORS
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James Boucher, Boucher Brothers Management
Michael Goldberg, Colonial Bank
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Harold Rosen, Rosen & Switkes Attorneys
Bob Steinfeld, AXA Advisors
Alexander Tachmes, Shutts & Bowen

CHAIR EMERITUS
Eva Barreto, Ocean Bank

1920 MERIDIAN AVE
MIAMI BEACH, FL 33139

P 305.674.1300
F 305.538.4336
W miamibeachchamber.com

March 25, 2008

TO WHOM IT MAY CONCERN:

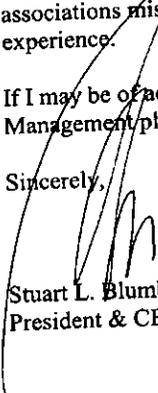
In my position as President/CEO of The Greater Miami & The Beaches Hotel Association I'm writing this letter of recommendation on behalf of Boucher Brothers Management. I have personally known Jim, Michael, Perry and Steven Boucher since the inception of their business nearly 20 years ago. I have watched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

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

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

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

Sincerely,


Stuart L. Blumberg
President & CEO

Greater Miami & The Beaches
HOTELASSOCIATION

407 LINCOLN ROAD, SUITE 100, MIAMI BEACH, FLORIDA 33139
(305) 531-3553 (800) SEE-MIAMI (800) 531-3553 (305) 531-8954 FAX
<http://www.gmbha.org> e-mail: hotelier@msn.com



THE RESORT
AT SINGER ISLAND
Florida

March 11, 2008

The Resort at Singer Island
3800 North Ocean Drive
Singer Island, FL 33404
Re: Boucher Brothers Management, Inc.

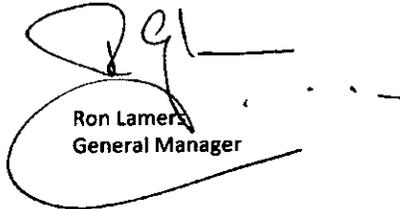
To Whom It May Concern:

I'd like to take this time to extend a few thought on Boucher Brothers Management's performance.

The representatives located onsite perform and execute significant professionalism, excellent guidance, and enthusiasm to all guests and staff members of The Resort at Singer Island. On many occasions, we've received wonderful reviews regarding service, presentation, and accommodating our Resort guests.

Corporate Management of Boucher Brothers has always been a pleasure to deal with and share our mission of ultimate guest satisfaction.

I would highly recommend Boucher Brothers Management, Inc. for any future projects they would be a tremendous asset to any business.



Ron Lamers
General Manager



THE LUXURY COLLECTION™

3800 North Ocean Drive, Singer Island, Florida 33404 Tel: (561) 340-1700 Fax: (561) 340-1705
luxurycollection.com/singerisland

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

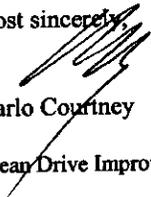
March 26, 2008

Re: **Boucher Brothers Beach Services**

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

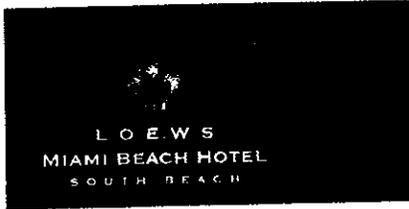
Their organization from top to bottom is highly professional and the Ocean Drive Association is always reminded of the great service provided to residents, hotel guests and visitors to our area. Boucher Brothers staff always goes above and beyond when it comes to keeping our beach clean and working closely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

Most sincerely,



Marlo Courtney

Ocean Drive Improvement Association



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

Shawn C. Hauver
Managing Director

March 24, 2008

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

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

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

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

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

Sincerely,

Shawn Hauver

/mbr

- Annapolis
- Denver
- Los Angeles
- Miami Beach**
- Montreal
- Nashville
- New Orleans
- New York City
- Orlando
- Philadelphia
- Québec City
- San Diego
- Tucson
- Washington DC

DELANO

11 March 2008

Dear City of Fort Lauderdale,

The Boucher Brothers have provided all Beach and Pool Services at Delano and Delano Beach for the last 10 years... Their commitment to providing an engaging experience to the Delano guest has only strengthened during this long standing partnership... The Beach and Pool experience is tantamount to the day time experience at Delano and is an integral part of the formula that has allowed Delano to maintain its market leading status in South Florida...

Feel free to call me with any questions ...

All the best,



Mark

Mark Tamis
General Manager
Delano
Area Vice President
Morgans Hotel Group
1685 Collins Avenue
Miami Beach FL 33140

1775 COLLINS AVENUE
MIAMI BEACH FL 33139



PHONE 305 534 6300
TELEFAX 305 538 3140

THE RALEIGH

ON THE OCEAN

Miami, March 21, 2008

To Whom It May Concern,

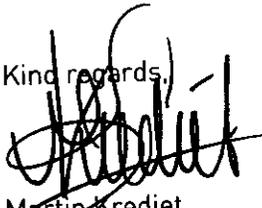
It is with great pleasure that I write this letter of recommendation for Boucher Brothers Management, Inc (BBM). I have had the opportunity to get to know the brothers personally and professionally which has been a true pleasure.

BBM provides excellent services for the Raleigh Hotel with a wide range of services including teambuilding programs for our group business. Their professionalism and attention to detail have been extremely helpful to raise our level of service. Their staff is always courteous, professional and attentive and willing to take that extra step to accommodate a guest request.

Acquiring BBM's services for the Raleigh hotel has been a great asset to our hotel and if our sister property The Standard Miami had a beach- a contract would have been signed for that property as well-!

Please do not hesitate to contact me if you have any further questions.

Kind regards,



Martin Krediet
Director, Sales



ACQUALINA

March 21, 2008

To Whom It May Concern:

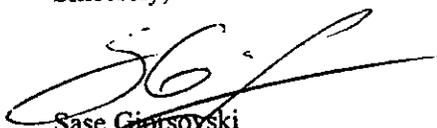
RE: Boucher Brothers Management, Inc.

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

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

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

Sincerely,



Sase Gjorsovski
Resort Manager



March 20, 2008

To Whom It May Concern:

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

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

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

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

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

Thank you for your attention to this matter.

Sincere regards,

A handwritten signature in black ink, appearing to read 'Chris Lafontaine'.

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



Official Sponsor of the U.S. Olympic Team



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



Pelican
miami**beach**

March 21, 2008

To Whom It May Concern:

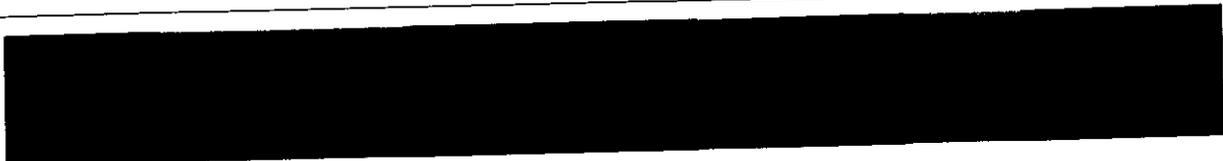
Boucher Brothers Management, Inc. is the company that provides beach services for our guests that stay in our hotel. They provide the chairs and umbrellas on the beach and any type of beach activity that our guests would like to enjoy while staying in Miami Beach. This company has been with us from the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

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

Thank you,

Michele Merlo CEO
Pelican On Ocean Inc.

826 ocean drive, miami beach, FL 33139 usa
phone 305 673 3373 fax 305 673 3255
www.pelicanhotel.com



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

March 26, 2008

Dear Mayor Naugle,

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

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

Respectfully

Daniele S. Lomoriello, CHA
Managing Director Hotels
Goldman Properties

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

801 collins avenue miami beach florida 33139 telephone 305 531 2222 fax 305 531 3222
e-mail: info@thehoteloofsouthbeach.com website address: http://thehoteloofsouthbeach.com

640 OCEAN DRIVE
MIAMI BEACH
FLORIDA 33139
THEPARKCENTRAL.COM



THE PARK CENTRAL
MIAMI BEACH

PHONE 305 538 1611
RESV. 1 800 727 5236
FAX 305 534 7520
GOLDMANPROPERTIES.COM

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

March 26, 2008

Dear Mayor Naugle,

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

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

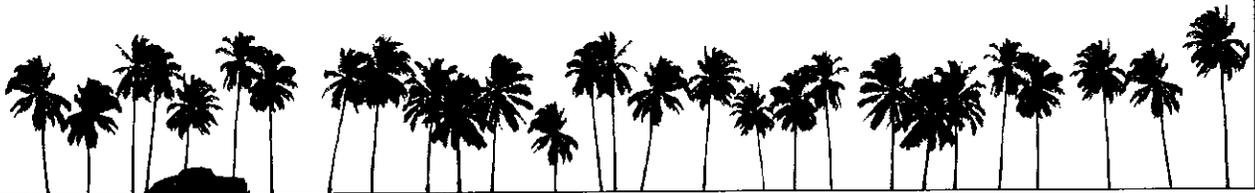
It has also been our observation that the level of cleanliness, overall organization and collaborative spirit has improved dramatically since the Boucher Brothers have been operating.

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

Sincerely

Daniele S. Lomoriello, CHA
Managing Director Hotels
Goldman Properties

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





Special Olympics
Florida
Miami-Dade County

March 26, 2008

To Whom It May Concern:

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

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

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

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

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

Sincerely,

A handwritten signature in black ink, appearing to read 'Mark E. Thompson', written over a horizontal line.

Mark E. Thompson
Executive Director

THE WESTIN DIPLOMAT
RESORT & SPA
Hollywood, Florida

March 24, 2008

Letter of Recommendation
Boucher Brothers Management, Inc.

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

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

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

Sincerely,



Mark Kukulski
General Manager
The Westin Diplomat Resort & Spa
The Diplomat Golf Resort & Spa

MMK/lms

EXHIBIT B (1)
1575 SOUTH OCEAN BLVD. FORT LAUDERDALE, FL 33304
TEL: (954) 302-6100 FAX: (954) 302-4751
WESTIN WWW.WESTINRESORTS.COM OR CALL 1-800-WESTIN-1

Le MERIDIEN
SUNNY ISLES BEACH18683 Collins Avenue
Sunny Isles Beach, FL 33160 USATel +1 305 503 6000
Fax +1 305 503 6001
www.lemeridien.com/miami

March 24, 2008

To Whom It May Concern:

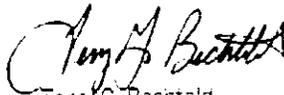
The hotel and resort business is one where guests are continually critiquing the services and comparing them to locations all over the world. To be considered better, we have to provide consistent upscale services that create positive and memorable moments. At resorts, the beach experience is critical to the guests' overall stay.

I have had the opportunity to experience the services of Boucher Brother's from a guest perspective and also as a client. Here at Le Méridien Sunny Isles Beach, our guests have enjoyed the sand and sun with the services provided by Boucher Brother's and their team who work so seamlessly with the resort that our guests would not know that this is an outside company contracted to provide these services. As a company, they understand the importance of achieving the property's service standards and creating an experience that brings our guests back for future stays.

From a financial standpoint, it makes sense to have a company like Boucher Brother's manage this area of our resort. They have the ability to easily flex staffing from season to season. The support provided to the property from the area team on up to Michael Boucher himself is noticeable.

As the General Manager of Le Méridien Sunny Isles Beach I would highly recommend Boucher Brother's to any location interested in outsourcing their beach and pool facilities.

Sincerely,

Terry G. Bechtold
General Manager

PALMSPLACE
HOTEL CONDO SPA
AT THE PALMS LAS VEGAS

March 18, 2008

Dear Madam or Sir:

I offer this letter of recommendation on behalf of Boucher Brothers Management.

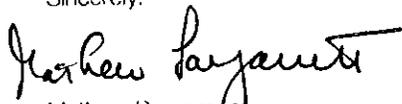
This talented organization has been a part of Morgans Hotel Group for nearly 13 years and their service is essential to our properties. I had the pleasure to work with them for 7 years during my tenure as the Hotel Manager at the Delano in 2001 and, as recent as 2002 -2006, as the General Manager of The Shore Club.

The 20 plus years of experience that Boucher Brothers offers is unmatched in the beach service industry and it completely defines them as the experts. Their experience is most noticeable in the way in which they provide our guests with outstanding customer service, as well as their ability to drive numbers to the bottom line. Year after year the Boucher Brothers exceed the previous year's profit totals. They have been able to achieve this level of success by utilizing their creativity and implementing additional sales opportunities such as the Upscale Sections, Sun Care products, Children's Play Area, and Corporate Group Events.

Boucher Brothers Management is comprised of four talented, hard working brothers, a core group of dedicated professional managers, and a large team of well trained staff members with a heart for service. The Boucher Brothers team pays great attention to detail and have excellent policies and procedures that allows us to work together in unison when focusing on providing exceptional guest service internally and externally. Their Cash Handling Procedures are effective and efficient for handling large quantities of cash. Because of this their revenue numbers are high and their lost revenue totals are record low. All their revenue information is backed up by detailed comprehensive Financial Reports.

Lastly, I would like to offer that the Boucher Brothers are very involved with the day to day operation at our property and this is uncommon with vendors. We greatly appreciated and needed their personal attention. It is a pleasure to do business with them. I recommend Boucher Brothers Management to any organization considering partnering with them. Should you have any additional questions or require further information please feel free to contact me at your convenience.

Sincerely,



Matthew Pargament
General Manager



March 18, 2008

To Whom It May Concern:

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

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

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

Sincerely,

A handwritten signature in black ink, appearing to read "Patrick Goddard".

Patrick Goddard, CHA
General Manager, the Savoy Hotel
President & Managing Director, Ocean Blue Hospitality LLC
www.savoymiami.com
www.obhospitality.com



March 29, 2008

To Whom It May Concern:

On behalf of our hotel, I would like to recommend Boucher Brothers Management and their services to you. The Boucher Brothers have created a seamless transition from our hotel to the beach. They have a dedicated staff, fully trained in customer service, and accomplish a wonderful beach experience for our guests daily.

From the start of managing the beach, the Boucher Brothers have increased levels of sales and customer service; in addition, the four brothers have been a presence at our establishment on a daily basis making sure our property is being properly managed.

I would like to refer Boucher Brothers Management to you. They provide an extremely valuable service and would make a great addition to any establishment.

Your call is most welcome if you have any questions or require additional information.

Sincerely,

A handwritten signature in cursive script, appearing to read "AK".

Adam Klein
Director of Hotel Operations

4441 COLLINS AVENUE, MIAMI BEACH, FL 33140 T 305.538.2000 F 305.535.3286 W WWW.FONTAINEBLEAU.COM

Contracts Performed for City of Fort Lauderdale

Contract No. 702-895 Motorized Watercraft Concessions (2004-2007)

Contract No. 732-8911 Beach Equipment Rental Concessions (2003-Present)

Letter of Financial Stability

Wachovia Bank, N.A.
FL7525
3601 PGA Boulevard
Suite 200
Palm Beach Gardens, FL 33410

Tel 561 472-6600
Fax 561 472-6670
800 659-6651

WACHOVIA WEALTH MANAGEMENT

June 18, 2008

Department of Procurement Management
City of Fort Lauderdale
Purchasing Division
100 North Andrews Avenue, Room 619
Fort Lauderdale, FL 33301

To Whom It May Concern:

Please be advised that there is an approved credit facility for \$1,100,000.00 in place. These funds are available to the Boucher Brothers Beach Management Fort Lauderdale, LLC for capital expenses and working capital for the City of Fort Lauderdale Beach Motorized Watercraft Beach Concession 785-10058.

Should you need any additional information, please feel free to contact our office at (561) 820-1177. As always, it is a pleasure to be of service.

Sincerely,



Gordon Anthony
Vice President
Wachovia Wealth Management

C:\LETTERS\BOUCHER\DOC

Miami Beach City Manager Letter to Commission

CITY OF MIAMI BEACH
Office of the City Manager
Letter to Commission No. 34-2003

To: Mayor David Dermer and
Members of the City Commission

Date: February 4, 2003

From: Jorge M. Gonzalez
City Manager

A handwritten signature in cursive script, appearing to read "Jorge", written over the printed name.

Subject: Boucher Brothers Miami Beach LLC Initial Contract Year Revenue Summary

On October 17, 2001, the Mayor and City Commission adopted Resolution 2001-24646, approving a Concession Agreement between the City of Miami Beach and Boucher Brothers Miami Beach, LLC (Boucher Brothers) for the operation and management of beachfront concessions on the beaches seaward of Lummus Park, Ocean Terrace, and North Shore Open Space Park. The Concession Agreement commenced on November 5, 2001.

Concession operations permitted include sale of food (no cooking and/or heating) and beverage, rental of lounge chairs and umbrellas and watersport rentals (e.g. wave runners).

As requested by Commissioner Garcia, and the Mayor and City Commission, at the December 11, 2002, City Commission meeting, attached is the preliminary first year revenue summary based on amounts submitted by Boucher Brothers. Said revenue summary includes a comparison with the previous concession operator, Penrod Brothers, Inc., for the comparable prior year period.

The Boucher Brothers Concession Agreement provides that Boucher remit to the City the greater of a yearly minimum guarantee of \$442,500 (\$412,500 for beach equipment and food & beverage + \$30,000 for watersports), or a percentage of gross sales and rentals as follows:

- 15% of its gross food and beverage sales up to \$750,000, and then on a sliding scale in 1% increments (from 16% to 25%), as sales exceed \$750,000 (in \$250,000 increments (from \$750,001 thru \$3,250,000), respectively
- 20% of its gross beach equipment rentals
- 20% of its gross watersport rentals

Below please find a comparison of the year end sales totals based on amounts submitted by Boucher Brothers for the months of November 2001 through October 2002, and those

submitted by Penrod Brothers for the comparable prior year period (November 2000 through October 2001), net of sales and resort taxes.

	Boucher Brothers 11/01-10/02	Penrod Brothers 11/00-10/01	Difference
Sales Net of Sales and Resort Taxes	\$2,539,093	\$1,728,360	\$810,733
Revenue to City	\$ 471,755	\$ 259,254	\$212,501

Please note that the Penrod Brothers Concession Agreement, as amended and extended, provided that during their last year of operation, Penrod would remit to the City the greater of a minimum yearly guarantee of \$9,600 (\$800 per month), or fifteen percent (15%) of their gross sales for beach equipment rentals, food and beverage sales, and watersport rentals.

In reviewing these numbers with Boucher Brothers, they stated that revenues could have been greater, had they not been operating under what they considered to be unfavorable circumstances, such as the post-September 11, 2001, environment and slow economic conditions (see attached letter from James Boucher).

Nonetheless, Boucher Brothers reports that the gross revenues generated by them for the first contract year exceed those of the prior concessionaire by \$810,733, respectively a 47% increase over prior year's revenues as reported by Penrod Brothers.

Generally, the Boucher Brothers have provided good levels of service and customer satisfaction. They have been responsive to our requests and inquiries and have developed a good working relationship with the City and businesses on Ocean Drive. Overall, their performance has exceeded my expectations and they continue to demonstrate a willingness to partner with the City. Attached is a letter I received from the Boucher Brothers summarizing their observations over the past year.

Should you have any questions or need any additional information, please feel free to contact me.

JMG:CMC:JD:rlr
Attachment

c: Christina M. Cuervo, Assistant City Manager
Jose Damien, Asset Manager

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Beachfront Concession Revenue Comparison

Operator>>>>>>>	BOUCHER (11/01 thru 10/02)		PENROD 11/00 thru 10/01)	
MONTH	Net Sales	Total to CMB	Net Sales	Total to CMB
November	\$115,717	\$21,708	\$127,702	\$19,155
December	\$104,174	\$19,629	\$60,603	\$9,090
January	\$162,033	\$30,446	\$122,146	\$18,322
February	\$152,656	\$28,644	\$189,105	\$28,366
March	\$461,199	\$85,133	\$259,148	\$38,872
April	\$315,874	\$58,875	\$201,402	\$30,210
May	\$248,652	\$46,208	\$151,998	\$22,800
June	\$133,212	\$24,896	\$144,983	\$21,748
July	\$263,206	\$48,728	\$185,802	\$27,870
August	\$264,166	\$48,565	\$165,033	\$24,755
September	\$161,294	\$29,696	\$79,918	\$11,988
October	\$156,910	\$29,228	\$40,520	\$6,078
TOTALS	\$2,539,093	\$471,755	\$1,728,360	\$259,254

* Sales reflected in reports submitted by respective concessionaire, not inclusive of State sales tax, or resort tax.