Contract No.: 732-8911

ORIGINAL
DO NOT REMOVE
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Agreement to Supply: Beach Equipment Rental Concession

This agreement, made and entered into this the 30th day of January, 2004, by and between the **CITY OF FORT LAUDERDALE**, a municipal corporation of Florida, City Hall, Fort Lauderdale, FL 33301, hereafter called the "City" and

Name of **CONTRACTOR**: Beached Management, Inc.

Address: 1605 NE 17 Avenue City: Fort Lauderdale, State: FL Zip: 33305

A Corporation ☑ A Partnership ☐ An Individual ☐ Other:

authorized to do business in the State of Florida, hereinafter called the "Company." Witnesseth that: Whereas, the City did advertise and issue an Invitation to Bid (ITB) or Request for Proposal (RFP) for supplying the requirements of the City for the items and/or service listed above for a period of three (3) years and the Contractor submitted a bid which was accepted and approved by the City.

Formal authorization of this contract was adopted by the City Commission on: January 21, 2004 (Pur-1)

Now, therefore, for and in consideration of the premises and the mutual covenants herein contained, the parties covenant and agree as follows:

1. The Company agrees to sell to the City and the City agrees to buy from the Company, during the period beginning 03/01/04 and ending 02/28/07 for the requirements listed above and according to the following specifications, terms, convenants and conditions:

a. The Legal Advertisement, Invitaiton to Bid containing General Conditions, Instructions to Bidders, Information for Bidders, Special Conditions, Specification, addenda, and/or any other attachments forming a part of ITB/RFP Number 732-8911 and the Contractor's bid in response, form a part of this contract and by reference are made a part hereof.

b. In construing the rights and obligations between the parties, the order of priority in cases of conflict between the documents shall be as follows:

1) This contract Form G-110, Rev. 12/00
2) The City's ITB/RFP and all addenda thereto
3) Contractor's bid in response to the City's ITB/RFP

c. Warranty: The Company by executing this contract embodying the terms herein warrants that the product and/or service that is supplied to the City shall remain fully in accord with the specifications and be of the highest quality. In the event any product and/or service as supplied to the City is found to be defective or does not conform to specificaitons the City reserves the right to cancel that order upon written notice to the Contractor and to adjust billing accordingly.

d. Cancellation: The City may cancel this contract upon notice in writing should the Contractor fail to reasonably perform the service of furnishing the products and/or services as specified herein upon 30 days written notice. This applies to all items of goods or services.

e. Taxes Exempt: State Sales (#16-03-196479-54C) and Federal Excise (#59-600319) Taxes are normally exempt, however, certain transactions are taxable. Consult your tax practioner for guidance where necessary.

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f. Invoicing: Contractor will forward all invoices in duplicate for payment to the following: Finance Department, 100 N. Andrews Avenue, 6th Floor, Fort Lauderdale, FL 33301. If discount, other than prompt payment terms applies, such discount MUST appear on the invoice.

2. Contract Special Conditions: The following special conditions are made a part of and modify the standard provisions contained in this contract Form G-110.

3. Contract Summary:

a. Attachments:

Copy of vendor proposal, addendum#1 dated 7/22/03 and addendum #2 dated 8/11/03 and a blank copy of the bid specifications and addenda

b. Payment Terms: Per RFP

c. Delivery: Per RFP

d. Insurance: Yes ☑ No ☐

e. Performance Bond/Letter of Credit: Yes ☐ No ☑

f. Procurement Specialist's Initials: RE

4. Contractor's Phone Numbers: ***Office:*** (954) 520-4318 ***Mobile:***

5. Contractor's Fax Number: (954) 565-4093

6. Contractor's E-Mail Address: ***Website:***

City of Fort Lauderdale

~~By:~~

Assistant City Attorney (approved as to form)

Date:

By:

Assistant Director Administrative Services (Acting City Manager's Designee)
Auth: Sec. 2-180(8) of Code and Procurement Memo No. 04-03

Date: 3/10/2004

Contractor/Vendor

CHARLES B. PERRY

Name of Company Officer (please type or print)

By:

Authorized Officer's Signature

Title: PRESIDENT

Date: 2-27-2004

BEACHED MANAGEMENT, INC.

CITY OF FORT LAUDERDALE

PARKS & RECREATION DEPARTMENT

COPY

REQUEST FOR PROPOSAL

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City of Fort Lauderdale
Beach Services

BEACHED MANAGEMENT, INC.

1605 NE 17th Avenue • Ft. Lauderdale, FL 33305
954-520-4318 • 954-565-2954

September 26, 2003

Richard Ewell, CPPB
Procurement Specialist
City of Fort Lauderdale
100 N. Andrews Avenue
Fort Lauderdale, FL 33301

Re: Beach Equipment Rental Concession
RFP No. 732-8911

Dear Mr. Ewell:

Thank you for the opportunity to respond to RFP No. 732-8911 for the Beach Equipment Rent Concession on Fort Lauderdale Beach. As you may know, Beached Management, Inc. and the Perry family have enjoyed a 66-year partnership with the City of Fort Lauderdale in providing beach services on Fort Lauderdale beach. Our longevity and success is attributable to the following three principals:

1. Providing outstanding and courteous service that makes a day at the beach more enjoyable;

2. Offering high-quality beach equipment at a reasonable price; and

3. Returning a dependable and competitive revenue source to the City.

Over the years, we have witnessed and participated in an exciting renaissance on Fort Lauderdale Beach, and we know that maintaining the quality of beach services is critical to accomplishing the City's goals of beach revitalization. Based upon our years of outstanding service and our plans for further enhancing beach services in the future, we look forward to continuing in our successful partnership with the City of Fort Lauderdale.

Thank you for your thoughtful consideration of the enclosed proposal.

Yours very truly,

BEACHED MANAGEMENT, INC.

Charles B. Perry, President

INTRODUCTION

The Perry family has worked to enhance the beach experience for local residents and millions of visitors to Fort Lauderdale's beaches since 1937. John S. Perry, his wife, Charlotte, and sons, Charles and William, have literally dedicated their professional lives to providing the City of Fort Lauderdale with an efficient and courteous beach-equipment rental service that makes a day at Fort Lauderdale's beaches more enjoyable and memorable for local residents and tourists alike.

For more than 66 years the Perry family has been a dependable and loyal partner with the City of Fort Lauderdale. Through good times and bad, and the evolution the City's tourism industry, the Perrys have continuously worked to provide friendly, high-quality service that reflects positively on Fort Lauderdale.

Many residents, tourists and beach hotels and businesses have praised the service provided by the Perrys. And the Perrys have helped Fort Lauderdale to gain and maintain an international reputation for the beauty, accessibility and atmosphere of its beaches.

John S. Perry and his son, Charles

Over the years, the City has made very conscious decisions about the beach and beach-area experience it desires to offer its residents and visitors. Beached Management, Inc., the Perry family company, has successfully worked to develop and operate a concession designed to accurately reflect the desires of City officials.

Fort Lauderdale's beaches are unique. They are quiet and comfortable, in part because the City has long advocated minimal commercial intrusions on the privacy and serenity of beachgoers. Beached Management complements that image with

low-pressure, high-satisfaction, reasonably priced service that City residents and visitors appreciate and expect.

Beached Management realizes the beach-equipment rental concession is also an important source of revenue to the City and over the years the company has worked to increase sales and to increase annual revenues to the City. The company has already begun implementing new marketing strategies designed to appeal not only to tourists but to encourage local residents to "reconnect" with the beach.

The increased sales these plans are expected to produce have enabled Beach Management to significantly increase its annual revenue guarantee to the City and to commit to paying the entire annual concession fee in advance at the beginning of each year of the contract.

Through the years, the Perry family has played an active role in the civic activities of the City and Beached Management remains dedicated to fulfilling its corporate citizen's commitment to the City.

Everyone at Beached Management is enthusiastic about the opportunity to continue to serve the City and all of its residents and visitors, who love Fort Lauderdale's unique and beautiful beaches as much as they do.

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.
The undersigned declares that the only person(s), company or parties interested in the proposal as principals are named herein; that the proposal is made without collusion with any other person(s), company or parties submitting a proposal; that it is in all respects fair and in good faith, without collusion or fraud; and that the signer of the proposal has full authority to bind the principal proposer.

Proposal submitted by:

Name (printed) **Charles B. Perry** Title: **President**

Company: (Legal Registered) **Beached Management, Inc.**

Address: **1605 N.E. 17th Avenue**

City: **Fort Lauderdale** State: **Florida** Zip: **33305**

Telephone No. **(954) 520-4318** Fax No. **(954) 565-4093**

Signature _____ Date 9-26-03

Does your firm qualify for MBE or WBE status in accordance with Section 1.08 of General Conditions? **No** MBE _____ WBE _____

ADDENDUM ACKNOWLEDGMENT – Proposer acknowledges that the following addenda have been received and are included in his proposal:

Addendum No.	Date Issued
Number 1	July 22, 2003
Number 2	August 11, 2003

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: **None**

PART 1

COST INFORMATION

Over the years, the Perry family and Beached Management have consistently demonstrated that they are willing and able to produce greater revenues for the City than other bidders.

Also, for nearly 70 years, the Perry family has consistently paid its concession fees in full and on time.

For this contract, Beached Management has again demonstrated its commitment to the City by guaranteeing significant increases in annual fees and by committing to pay the full annual fee in advance each year or by the posting of a performance bond, whichever the City prefers.

This significant increase in annual fees to the City is made possible by Beached Management's new marketing plan and by the increased sales anticipated to be generated by new hotels and hotel/condo projects currently underway on the beach.

PROPOSAL PAGES – PART I: COST INFORMATION
732-8911

Annual concession fee payable to the City, to be paid in equal quarterly payments in advance:

Annual concession fee first contract year:*

Area A:	$ 25,000.00	(minimum acceptable $24,600)
Area B:	$ 25,000.00	(minimum acceptable $24,600)
Area C:	$ 75,000.00	(minimum acceptable $24,800)
Area D:	$ 75,000.00	(minimum acceptable $24,800)
Bahia-Mar South:	$ 28,500.00	(minimum acceptable $28,300)
Bahia-Mar North:	$ 21,500.00	(minimum acceptable $21,300)
Total:	$ 250,000.00	(minimum acceptable $148,400)

Annual concession fee second year contract:*

Area A:	$ 26,250.00	(minimum first year plus 5%)
Area B:	$ 26,250.00	(minimum first year plus 5%)
Area C:	$ 78,750.00	(minimum first year plus 5%)
Area D:	$ 78,750.00	(minimum first year plus 5%)
Bahia-Mar South:	$ 29,925.00	(minimum first year plus 5%)
Bahia-Mar North:	$ 22,575.00	(minimum first year plus 5%)
Total:	$ 262,500.00	(minimum first year plus 5%)

Annual concession fee third contract year:*

Area A:	$ 36,750.00	(minimum second year plus 5%)
Area B:	$ 36,750.00	(minimum second year plus 5%)
Area C:	$ 110,250.00	(minimum second year plus 5%)
Area D:	$ 110,250.00	(minimum second year plus 5%)
Bahia-Mar South:	$ 41,895.00	(minimum second year plus 5%)
Bahia-Mar North:	$ 31,605.00	(minimum second year plus 5%)
Total:	$ 367,500.00	(minimum second year plus 5%)

Grand total (all areas for initial 3-year contract term): $ 880,000.00*

All subsequent renewal terms shall require a minimum of 5% increase in annual concession fee for each area.*

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* **If the City prefers, Beached Management would offer an alternative concession fee of the annual fixed concession fee, or percentage fee of 30% of the gross concession revenues, whichever is greater, according to the annual certified gross revenue statement to be provided under the contract.**

PART II

TECHNICAL PROPOSAL

I. UNDERSTANDING OF THE CITY'S NEEDS FOR THE CONCESSION AND OVERALL APPROACH TO THOSE NEEDS

The beach-equipment rental concession is a key component of the Fort Lauderdale beach experience. City residents and visitors can more thoroughly appreciate a visit to the beach if they know they will have easy access to clean, comfortable and affordable beach chairs, umbrellas, cabanas and other items that increase the comfort and enjoyment of a day at the beach.

Fort Lauderdale's economy depends to a great extent on tourism. The beauty and accessibility of the beach are major attractions for tourists from around the world.

Fort Lauderdale is renowned for the great care and extensive planning it has devoted to optimize its beach experience. It is vital that those businesses operating on the beach understand the City's aims and goals and work hand-in-hand with the City to achieve them.

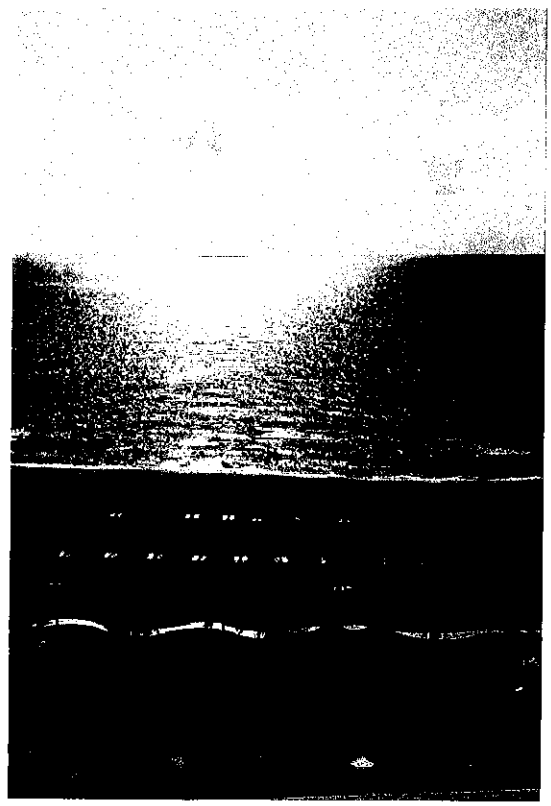
Beached Management has a strong reputation for its excellent working relationship with City administrators, lifeguards, the Beach Patrol, the Fort Lauderdale Police Department and beach cleanup crews.

As with all local governments, the City of Fort Lauderdale must maximize its potential revenues so that it relies less on property taxes while still providing the services its residents and visitors desire. Beached Management is committed to meeting the City's needs by operating a concession that provides a significant percentage of its gross income to the City.

Our enhanced marketing plan allows us to substantially increase our annual guaranteed fee to the City and will also attract more business and revenue for other City beach concessions and businesses on the beach.

The Beached Management marketing plan calls for working even more closely with other beach businesses, community groups and hoteliers, with a special emphasis on the new hotels and condo/hotels already in development.

However, Beached Management also realizes the importance of protecting the image of Fort Lauderdale's beaches as free from intrusive and bothersome advertising and the annoying "hawking" of products and services.



Our plans to increase sales involve increasing public awareness and ease of use of our services rather than employing pressure sales tactics or garish signs.

Beached Management personnel are clearly identifiable to the public with their uniform shirts and visors. They are eager to please and trained to generate sales through exceptional service without interfering with the relaxation and enjoyment of the beachgoer.

This marketing technique has been enhanced with new uniforms, a new logo, and increased advertising and community outreach designed to make hoteliers and tourists more aware of the rental services and to encourage local residents to "reconnect with the beach" and develop a greater appreciation for all the beach area has to offer.

PART II

TECHNICAL PROPOSAL

II. PROPOSED OPERATIONAL PLAN

A. CENTRAL THEME OF THE CONCESSION

The central theme of the Beached Management concession is to provide tourists and local residents with exceptional and courteous service – and safe, clean, comfortable and attractive beach equipment – at affordable prices.

The company has demonstrated over its many years of service that customers will return – and recommend the concession to family and friends – if they are treated courteously and the beach equipment is clean, in good repair, reasonably priced and always available when they want it.

Beached Management uses only top-of-the-line chairs, umbrellas and cabanas that are tasteful, colorful and complement the natural beauty of Fort Lauderdale's beaches, and the mood and design themes of the beach area.

The company's staff is highly trained, personable, well-spoken, friendly and courteous. They wear beach-appropriate uniforms of caps or visors, shirts and blue Bermuda-length shorts, and are easily identifiable, continuously patrolling their areas and eager to help any beach visitor, whether a customer or not. Staff members are quickly at the service of any beachgoer wishing to rent equipment but do not disturb or interfere with those who do not wish to rent equipment. And, of course, three members of the Perry family are on the beach themselves, supervising operations, every day.

New, attractive and colorful signs have been designed to clearly inform customers of pricing of beach equipment and hours of operations. Any signs will be made to the City's specifications and will conform to all applicable laws and regulations.

Newly designed sales receipts state current rates for all equipment rentals. The pre-numbered, duplicate receipt forms are printed with the company name, address and logo.

Beached Management is exploring the possibility of using handheld, computerized devices that will allow the use of credit cards as well as printing receipts and keeping electronic records. At this time, we have not identified such a device that will stand up reliably to the salt air, sand, rain and other elements the devices would routinely be exposed to.

BEACHED MANAGEMENT, INC.
RENTAL VOUCHER
NO RAIN CHECKS
NON-TRANSFERABLE
0001
$_____

Name: _____ Date: _____

Location: _____ ___Beach Chair ___Beach Umbrella

Cabanas: _____ Boogie Board/Floats_____ Misc: _____

ALL RENTALS WILL BE COLLECTED AT 4:30 P.M.
CAUTION: DO NOT ADJUST CHAIRS WHILE SITTING DOWN

BEACHED MANAGEMENT, INC.
RENTAL PRICE LIST
Beach Services

CHAISE LOUNGE	$5.00	FULL DAY
UMBRELLA	$10.00	FULL DAY
CABANA	$10.00	FULL DAY
BOOGIE BOARD/FLOATS	$5.00	HOUR

CONTACT PHONE # 954-828-5346

Front and back of new receipt forms.

B. Concession Marketing Plan

Fort Lauderdale Beach is experiencing a renaissance with new luxury hotels – such as the St. Regis and the W – either under construction or approved for construction in the near future.

The City is on the verge of fully realizing its carefully planned transformation from a Spring Break mecca to a modern, sophisticated destination for visitors from around the world.

BEACHED MANAGEMENT, INC.

The rebirth of the beach – added to the emergence of Las Olas Boulevard as a premiere nightlife and shopping area and the new, high-rise office suites and condominiums and apartments downtown – is the completion of a remarkable rebirth of Fort Lauderdale as a modern, sophisticated and beautiful city of the future.

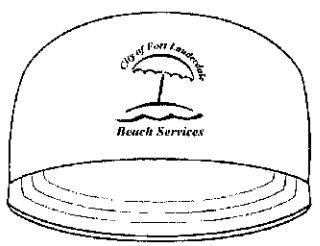
Beached Management is proud to have kept pace with the City in its continuous efforts to enhance its status as a premiere place to live, work and visit. The company buys only high-quality equipment, keeps equipment in top condition, hires courteous, well-spoken, neatly dressed staff, and provides the best customer service available on any beach in South Florida.

City of Fort Lauderdale

Beach Services

Beached Management has continuously updated its marketing plan with a recent focus to increase sales to tourists and to encourage local residents to "reconnect with the beach." A surprising number of local residents rarely visit the beach and we believe our high-quality equipment, great service and reasonable prices can be effectively marketed to encourage local residents to visit the beach more often.

In keeping with the City's wishes, Beached Management has always employed a low-key but efficient marketing plan. Beach personnel continuously patrol their areas and are easily recognizable and available to persons wishing to rent equipment but beachgoers are not approached unless they express interest in the displayed equipment.

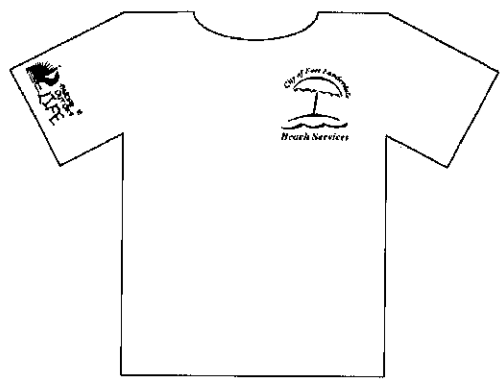


The mainstay of the company's marketing plan – and its entire business philosophy – is great service, high quality beach equipment and reasonable prices. Locals and frequent visitors who have used Beached Management's services become repeat customers and tell others about their positive experience. New

visitors often become customers after seeing the quality of the service and equipment that Beached Management offers.

Beached Management firmly believes that its job is to enhance – but in no way interfere with – the enjoyment of Fort Lauderdale's lovely and serene beaches. Along with protecting the natural environment, the City has worked diligently to create and protect a unique beach atmosphere, and Beached Management conducts itself in a manner that fits in with the beach experience the City has worked so hard to create.

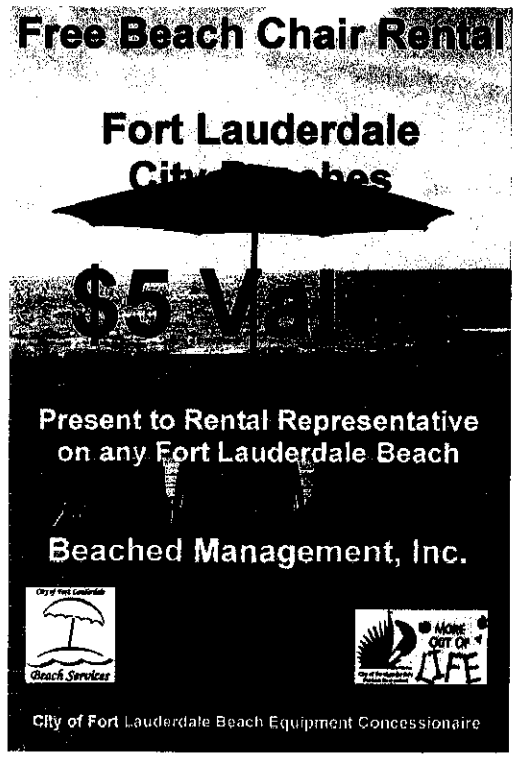
Without sacrificing those principles, and fully in keeping with the image the City has worked hard to create, Beached Management has begun implementation of an updated marketing plan to give its concession a fresher look and to generate the sales that support its significant revenue commitment to the City.



Marketing strategies already in place or in progress include:

- New Logo: Beached Management has a newly designed logo to be used to help identify and market the company's services.
- New Signage: Colorful and tasteful new signs, designed with the company and City logos, clearly state the name of the concessionaire, prices of rentals and hours of operation. They will be posted only with City approval and will conform with all City and other requirements.
- New Uniforms: Uniform caps or visors and shirts for all personnel, including supervisors, are emblazoned with the company and City logo. All personnel also wear neat, clean, blue Bermuda-length shorts.

- **New logo beach towels and visors: Attractive logo towels and visors will be available for sale.**
- **New rack cards: Colorful rack cards printed for distribution to hotels and visitor centers will carry information on pricing and locations.**
- **Frequent Tanners: The possibility of offering frequent beachgoers the option of monthly or yearly rental rates is being explored.**
- **Discounted rates for City of Fort Lauderdale residents are being considered.**
- **Hotel vouchers: Hotels will be offered the option of purchasing bulk rental vouchers that they can distribute or sell to guests.**
- **Discount Coupons: Promotional coupons for distribution at hotels and other locations.**



Sample layout of coupon for hotels, advertising and charitable organizations.

- **Advertising: Discount coupons will be printed in publications such as TravelHost magazine, the EastSider and other publications targeting both tourists and local residents.**
- **Free Coupons: Coupons for free rental equipment will be provided to charitable and other community organizations for distribution to contributors and others.**
- **Community Relations: Beached Management has always supported the beach community and actively participates in community organizations and events.**

As a strong supporter of the efforts of the Greater Fort Lauderdale Convention & Visitors Bureau, Beached Management has committed to have all of its managers and employees trained in the SUNSational service program to ensure they provide the most enjoyable beach experience possible for residents and visitors alike.

Sunsational Service™

Other organizations supported by Beached Management include:

- Central Beach Alliance
- Greater Fort Lauderdale Lodging & Hospitality Association
- Greater Fort Lauderdale Chamber of Commerce
- Beach Council
- Swim Fort Lauderdale
- Fort Lauderdale Lifeguard Competition sponsor

C. Days and Hours of Operation

Beached Management has beach chairs, umbrellas and cabanas set up and ready for customers from 9 a.m. until 5 p.m., seven days a week, 52 weeks a year, except during inclement weather or at the request of the City during certain special events. However, company personnel arrive before 9 a.m. and remain past 5 p.m. to make certain the area is clear of debris, to clean and maintain the equipment, to set up equipment in the morning and to properly and safely store all equipment in the evening.

D. MANAGEMENT PLANS AND STAFFING LEVELS

The Beached Management, Inc. owners and staff have 172 years of combined experience in providing beach-rental equipment on Fort Lauderdale beaches.

There is no substitute for an onsite owner/operator who is on the beach every day to supervise and manage the concession. The Beached Management staffing plan has always included an onsite owner/operator, three roving managers and five rental representatives. The company has very little personnel turnover and, consequently, all employees are highly trained and experienced.

- Charles Perry is the onsite owner-operator. He is on the beach at all times, traveling from location to location to ensure proper operations. He has 37 years of experience on Fort Lauderdale beaches and is a lifelong City resident.
- John S. Perry is an onsite manager. He has 66 years of experience on Fort Lauderdale beaches has been a City resident since 1937.
- William Perry is an onsite manager. He has 34 years of experience on Fort Lauderdale beaches and is a lifelong City resident.
- Greg Risley is an onsite manager. He has 10 years of experience and is a 25-year City resident.
- Robert Zamorano is a rental representative. He has eight years' experience.
- Dan Gauthier is a rental representative with five years of experience.
- Bob Christian is a rental representative with five years of experience.
- Jason Allen is a rental representative with four years of experience.
- Robert Vetter is a rental representative with three years of experience.

Charles B. Perry

Professional Experience

Charles B. Perry is a lifelong resident of Fort Lauderdale and has spent his entire professional life, the past 37 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 local 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.

Education

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

Community Involvement

- Greater Fort Lauderdale Convention & Visitors Bureau
- Central Beach Alliance
- Greater Fort Lauderdale Lodging & Hospitality Association
- Greater Fort Lauderdale Chamber of Commerce
- Beach Council
- Swim Fort Lauderdale
- Fort Lauderdale Lifeguard Competition sponsor

E. PLANS FOR MAINTENANCE, WASTE COLLECTION AND SECURITY

MAINTENANCE

Beach Management conducts daily inspections of all chairs, umbrellas and cabanas and immediately replaces or repairs any piece of equipment that is worn or damaged. All equipment is maintained in a like-new condition. Chairs are cleaned daily and checked for loose or worn strapping, umbrellas and cabanas are checked for excessive wear and all equipment is inspected daily for safety and ease of operation.

All equipment is stored in a safe and secure manner at the end of each day. Chairs are neatly stacked and locked on the permanent umbrella poles – both to secure the chairs and to prevent anyone from accidental injury during the night. Umbrellas and cabanas are folded and locked in the approved storage boxes.

WASTE COLLECTION

Beached Management staff patrol their areas of beach for any trash or debris at the beginning and end of each day and continually pick up any trash or debris throughout the day. All beach equipment is arranged and stored according to City guidelines and to allow City beach cleaning crews to operate their equipment efficiently. Beached Management believes that an important part of its job is helping the City maintain the beach in a clean and safe condition at all times.

SECURITY

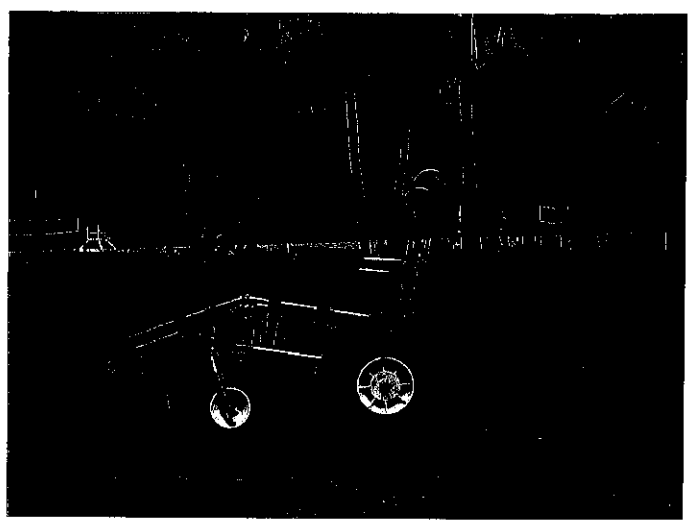
Beached Management works with the City to ensure security at the beach. Company staff members have established a good working relationship with the Fort Lauderdale Police Department's Beach Patrol Officers, Lifeguards and Fire-Rescue personnel.

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

The company's beach crews are all trained and experienced in assisting people in distress and reporting and helping to find lost children and personal property.

F. OTHER INFORMATION SUBMITTED FOR EVALUATION

Beach Management operates under the company philosophy that it is a partner with the City of Fort Lauderdale and all of the City departments that combine to serve and protect visitors to the City's beaches including the Parks and Recreation Department, Police Department, Fire-Rescue, Lifeguards and Environmental Protection.



Beached Management personnel utilize the City of Fort Lauderdale's beach wheel chair to transport any beach visitors in need of assistance.

The company operates strictly within City guidelines in helping the City operate and maintain its beaches.

Throughout the years, the City's vision of its beaches and how they should be marketed has changed and Beached Management's responsiveness has enabled it

to adapt well to the City's vision. As that vision continues to evolve in the future, Beach Management will again adapt and respond quickly to fulfill the City's wishes.

Much as the City's downtown, Riverfront and Las Olas areas have been transformed over the years, the Fort Lauderdale beach is changing with the addition of new luxury hotels and residences. Beached Management intends to be ready to meet the expectations of the increased beach visitors and their changing tastes and needs.

An example of Beached Management's flexibility is its updated marketing plan and its plans to help City residents "reconnect with the beach."

The new construction on the beach and the company's marketing efforts will result in more satisfied customers and increased revenue for the City, which is reflected in Beached Management's significant annual guarantee quoted earlier in this proposal.

PART II

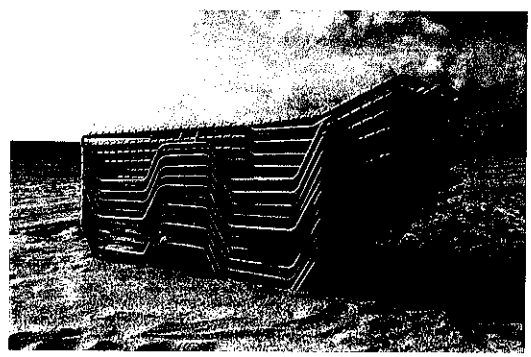
TECHNICAL PROPOSAL

III. TYPE AND QUANTITY OF EQUIPMENT AND PLAN FOR PLACEMENT

EQUIPMENT

(Please see Attachments 1 and 2)

The following beach equipment will be available. Numbers of items actually displayed on the beach will be decreased or increased based on the time of the year, weather and demand. It is Beached Management's intention to always have enough rental equipment on hand to satisfy the demands of the public while avoiding cluttering up the beach with unused equipment.



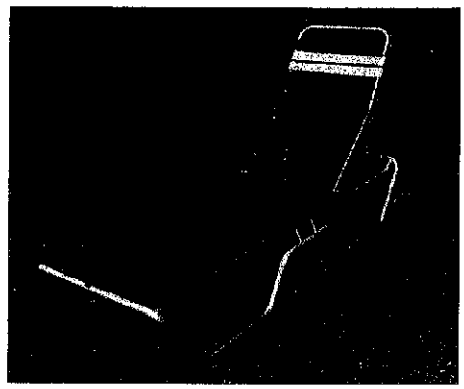
Beached Management purchases only attractive, comfortable, safe, top-of-the-line beach equipment, which is scrupulously maintained and replaced when needed.

Beach equipment to be available for rental:

- 1,600 new or like-new Tropitone 935Z Lounges (Attachment 1)
- 150 new or like-new large cabanas (Attachment 2)
- 405 new or like-new, large Fiberlite fiberglass umbrellas (Attachment 2)
- 100 boogie boards/floats
- Safe, plastic and rubber children's beach toys are proposed to be purchased and sold with permission of the City.
- Towels and pads are not rented for sanitary and health reasons. The high-end Tropitone Lounge eliminates the need for pads. Logo towels will only be provided for sale with the City's permission.

All equipment is either new or in like-new condition. If worn or damaged equipment cannot be repaired to like-new status, it is immediately replaced.

CHAISE LOUNGES

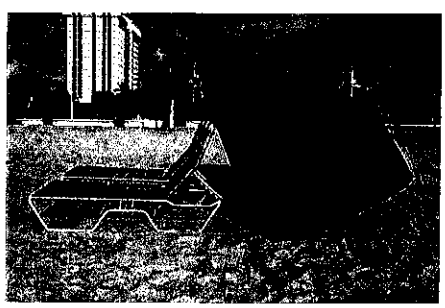


(Please see Attachment 1)

The Tropitone 935Z is a top-of-the-line beach chair by a high-quality manufacturer. It was chosen for the following reasons:

- Comfort: one of the most comfortable chairs on the market today, it is the choice of most top resorts worldwide.
- Safety: specially designed to not pinch fingers while adjusting and interlocking rear braces prevent slippage while adjusting height.
- Cleanliness: design and comfort eliminate need for pads or cushions, which can be unhealthy and unsanitary due to mold spores, germs, sweat and rain.
- Durability: it remains comfortable and attractive much longer than cheaper chairs and its aluminum welded frames will not rust.
- Weight: extremely light, enabling the customer to easily change positions.
- Design: can be stacked for easy storage so they are out of the way of beach cleaning crews and easily removed in case of storms or special events.

CABANAS



(Please see Attachment 2)

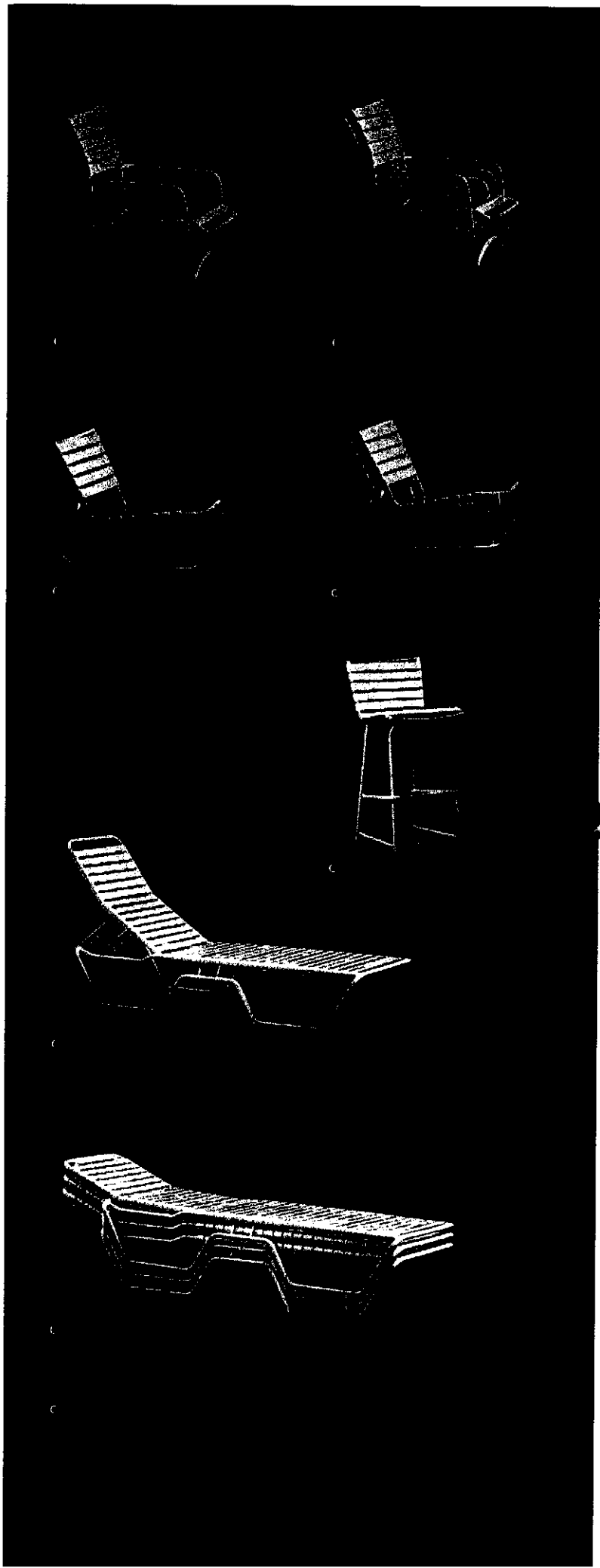
Large Cabanas were chosen because of their attractiveness, capacity, versatility, ease of use and safety. They can be easily adjusted to provide sun or shade and can accommodate as many as three chaise lounges or two chaises and a crib.

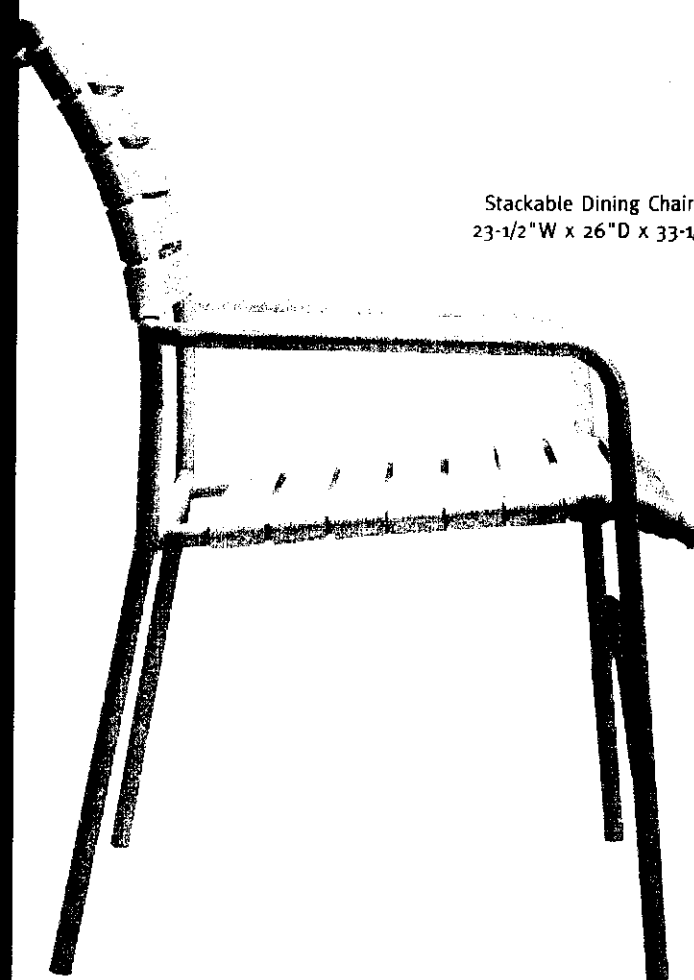
UMBRELLAS

(Please see Attachment 2)

Fiberlite umbrellas were chosen because of their attractiveness, safety, quality of construction and durability. They utilize fiberglass rather than metal

TROPI KAI

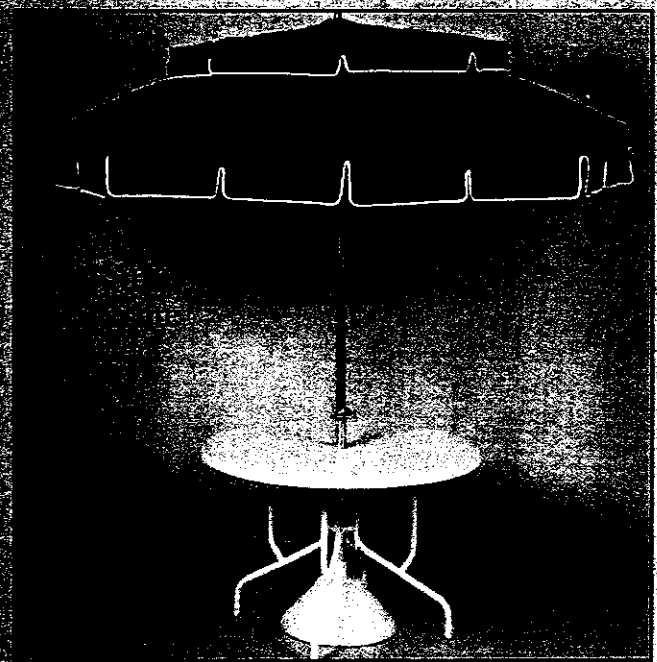


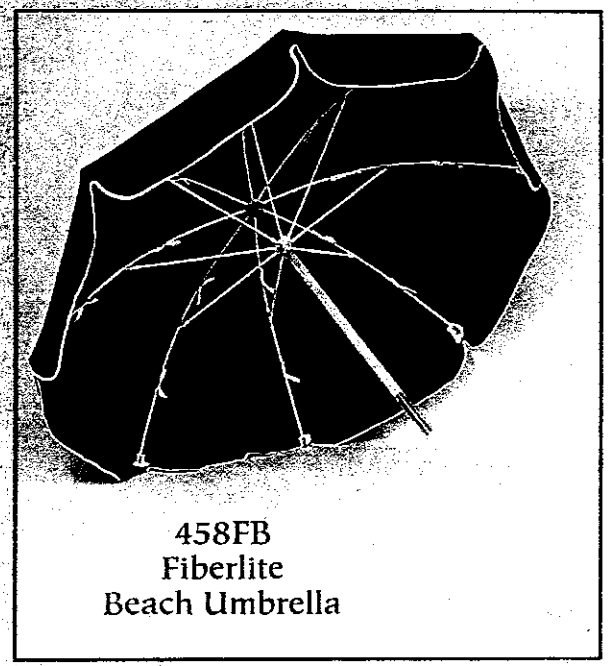


Stackable Dining Chair 924
23-1/2"W x 26"D x 33-1/2"H

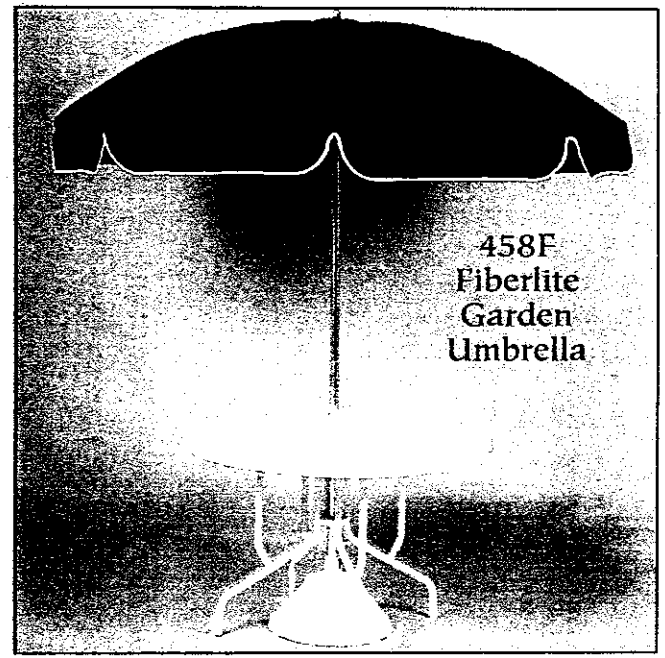
Attachment 1

FIBERLITE FIBERGLASS FRAME UMBRELLAS



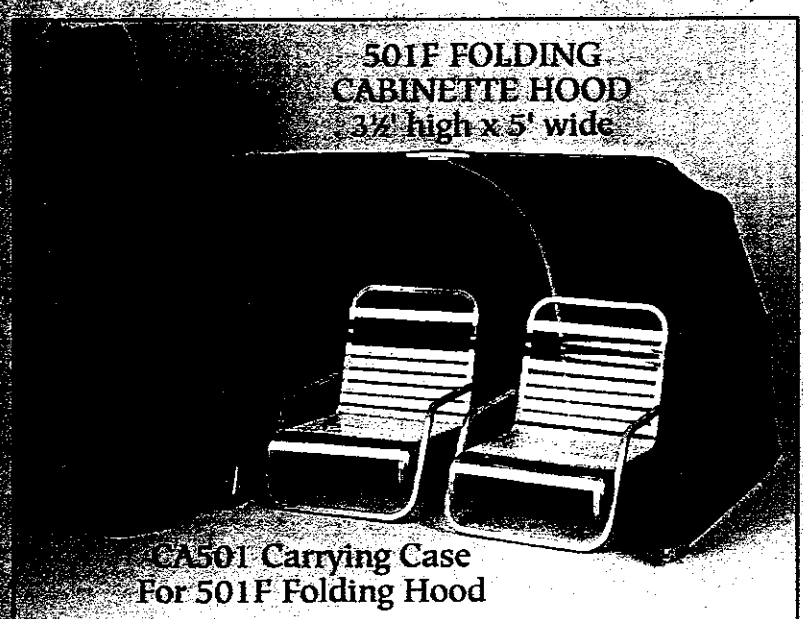


458FB
Fiberlite
Beach Umbrella



458F
Fiberlite
Garden
Umbrella

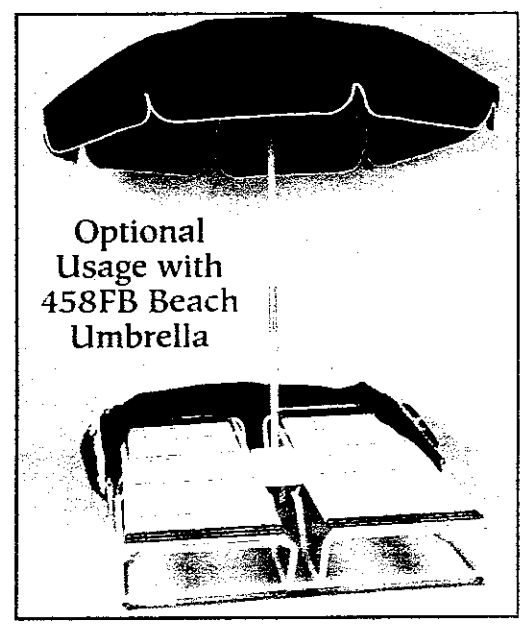
BEACH, CONCESSION FURNITURE



501F FOLDING
CABINETTE HOOD
3½' high x 5' wide

CA501 Carrying Case
For 501F Folding Hood

SA400 Locked Chaise Lounges
with Cabinette Hood



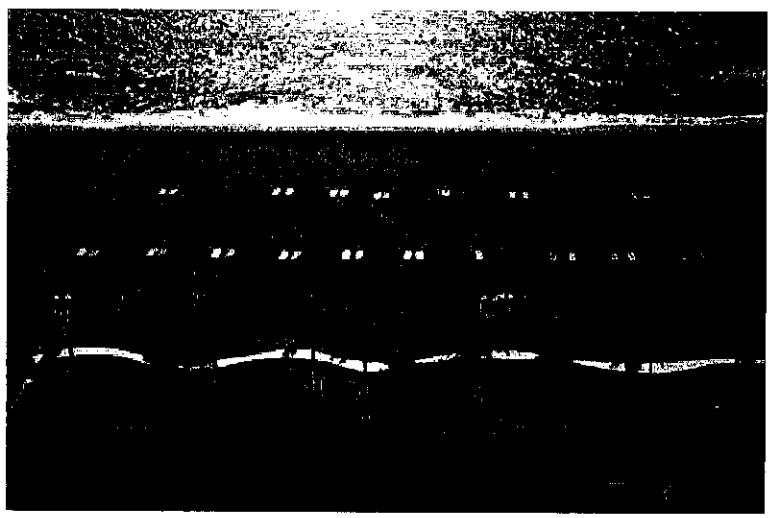
Optional
Usage with
458FB Beach
Umbrella

INFORMATION ON BACK OF SHEET

frames so they do not rust towels or clothing and maintain their shape.

All Beached Management equipment is free from any logos or advertising to avoid commercialization and to maintain the natural beauty of the beach.

PLACEMENT PLAN:



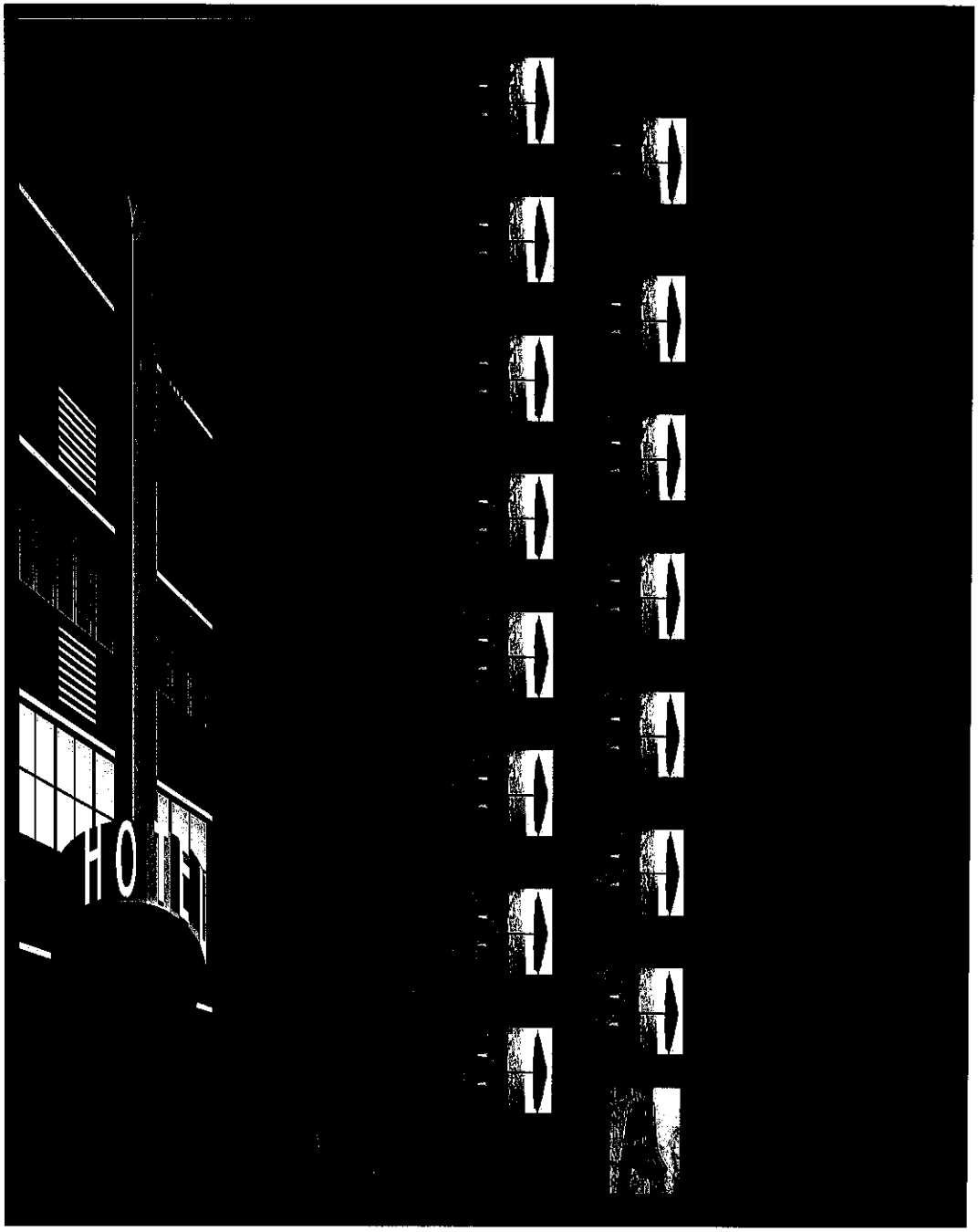
(Please see Attachments 3, 4 & 5)

All equipment will be placed according to City specifications in RFP #732-8911.

Beached Management has always demonstrated its sensitivity to the public's right to easy and full beach access. The beach-rental concession is operated as an enhancement to the public's free use of the beach and the placement of equipment and methods of marketing are designed to in no way impair the full use and enjoyment of the beach by beachgoers who do not wish to rent equipment.

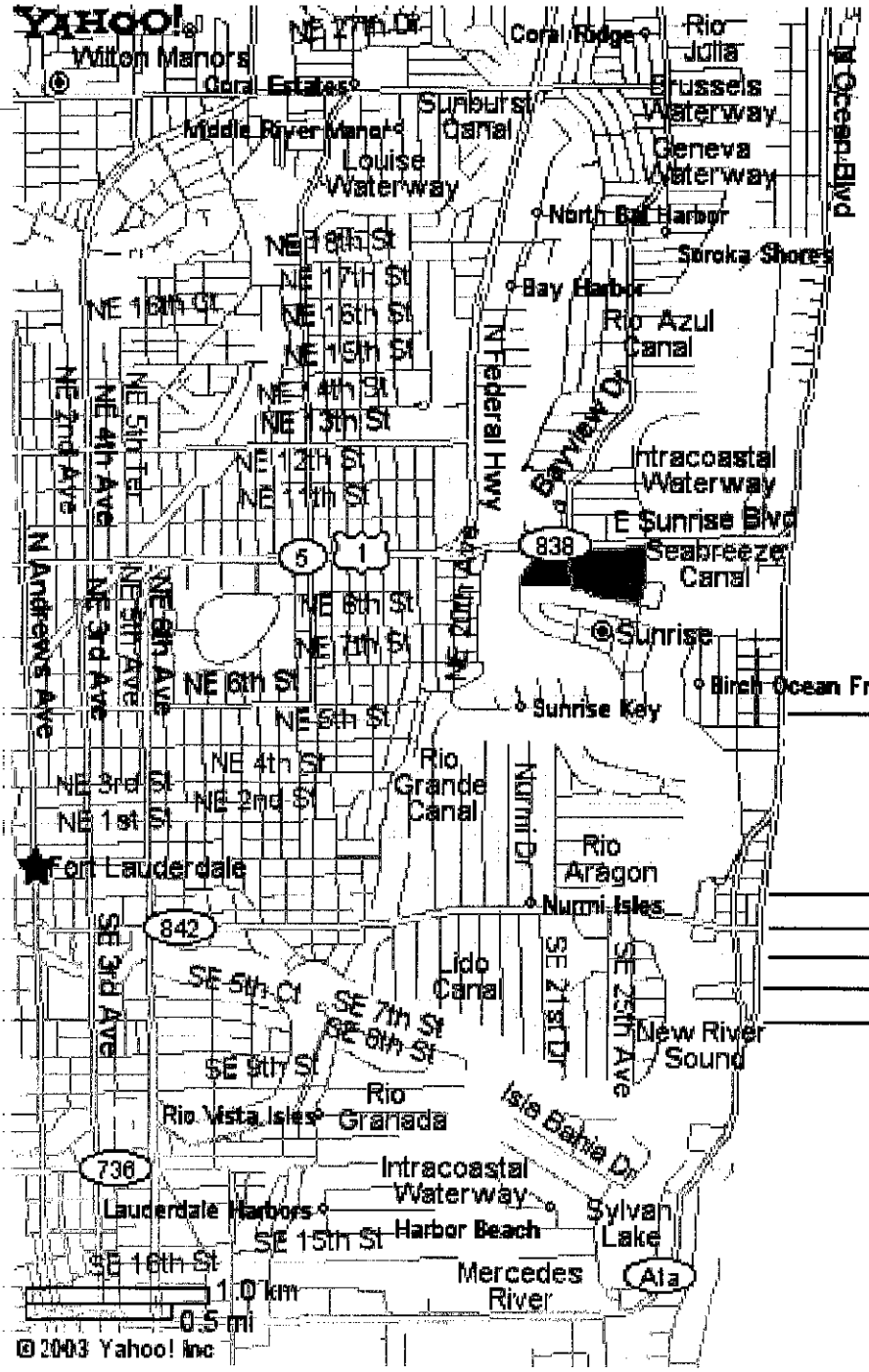
No equipment will intrude on or interfere with the public's access to the beach or ability to walk about and fully enjoy the beach.

Special care will be taken to in no way harm the natural dunes.



The proposed standard placement of beach equipment during peak season is 15 sets (two chairs plus umbrella or cabana) placed in two rows with a stack of extra chairs at the end. Additional equipment will be available if needed. To avoid cluttering the beach with unused equipment, fewer sets will be displayed if off season. At all times, sufficient equipment will be available to satisfy demand.

Attachment 3



Attachment 4

PEAK SEASON EQUIPMENT PLANS BY AREA

Area	Streets	Chaise Lounges	Umbrellas/Cabanas	Stacked Chairs
A	Las Olas South to Hall of Fame Dr.	120	60	40
B	Ponsettia North To Cortez	40	20	20
C	Castillo North to Sebastian	60	30	60
C	Granada North to Bayshore	60	30	40
D	Riomar North to Viramar	20	10	20
D	Windamar North to Terramar	20	10	20
D	Auramar North to Belmar	30	15	20
D	NE 9th North to Sunrise	60	30	20
Bahia Mar North		30	15	20
Total		1,110	555	490

All equipment will be neatly displayed in two interspersed rows, with two chaise lounges grouped with each umbrella or cabana.

Listed quantities of chaise lounges, umbrellas and cabanas will be available during peak season. To avoid giving the beach a "cluttered" look with unused equipment, lesser amounts of equipment will be displayed during off season or due to inclement weather. However, at all times, sufficient equipment is available to accommodate demand.

Attachment 5

PART II

TECHNICAL PROPOSAL

IV. RENTAL RATES FOR INITIAL CONTRACT YEAR.

Tropitone 935Z Chaise Lounge	$5.00 per day
Umbrella or Cabana	$10.00 per day
Boogie Board/Float	$5.00 per hour

Discounts are offered on all equipment depending on time of day, weather conditions and quantity of items rented.

Rental rates for chairs have remained the same for the last 20 years. The umbrella and cabana rental rates have increased once in 20 years. Rates are the same or less than for nearby communities.

Rates will not increase without written pre-approval by the City.

PART III

QUESTIONNAIRE

1Q. How many calendar days from award of contract would you need prior to initiating operations?

1A: Zero days. We are the current concessionaire and are fully operational.

2Q. Prior experience: Number of years experience the proposer has had in providing similar services:

2A: The Perry family has 66 years of experience serving Fort Lauderdale beaches. Beached Management's onsite owner/operator has 37 years experience serving Fort Lauderdale beaches.

3Q. List those persons who will have a management or senior position working with the City.

3A: Charles B. Perry, President of Beached Management, Inc., is responsible for management and marketing of the business, as well as daily onsite supervision of managers and rental representatives and all coordination with City officials. (See resume, page 15)

4Q. List clients for whom you have provided similar services in the last three years.

4A: Clients during the last three years are listed on following page.

5Q. List City of Fort Lauderdale agencies with which the proposer has had contracts or agreements during the past three (3) years:

5A: Parks and Recreation Department

BEACHED MANAGEMENT, INC.

CLIENTS DURING PAST THREE YEARS

CLIENT	CITY OF FORT LAUDERDALE	CITY OF POMPANO BEACH	CITY OF DEERFIELD BEACH	GILL HOTELS INC.	LAGO MAR RESORT & CLUB
AGENCY	PARKS & RECREATION DEPT.	PARKS & RECREATION DEPT.	PURCHASING DEPT.	SHERATON YANKEE CLIPPER RESORT	RESORT & CLUB
ADDRESS	100 N. ANDREWS AVE. FORT LAUDERDALE, FL 33301	P.O. BOX 1300 POMPANO BEACH, FL 33061	150 NE 2ND AVE. DEERFIELD BEACH, FL	1140 SEABREEZE BLVD. FORT LAUDERDALE, FL 33316	1700 S. OCEAN DR. FORT LAUDERDALE, FL 33316
TELEPHONE	954-828-5000	954-786-4184	954-480-4381	954-524-5551	954-523-6511
CONTACT	STU MARVIN AQUATICS SUPT.	MARK BEAUDREUX RECREATION MANAGER OF AQUATICS	DONNA COUNCIL	LINDA GILL JIM PANCALLO	WALTER BANKS
SERVICE DATES	1937-PRESENT	1989-1993 1995-PRESENT	1998-PRESENT	1999-PRESENT	JUNE 2000-JUNE 2003
SERVICES	BEACH EQUIPMENT RENTAL	BEACH EQUIPMENT RENTAL	BEACH EQUIPMENT RENTAL	BEACH EQUIPMENT RENTAL	BEACH EQUIPMENT RENTAL

6Q. Lawsuits pending or completed involving the corporation, partnership or individuals with more than ten percent (10%) interest:

6A: One law suit pending against company. The company has denied liability in this case and is being represented by its insurance carrier. Nikitas Logothatis v. Beached Management, Inc. Case No. 00-020277(11) in the 17th Judicial Circuit.

a. List all pending lawsuits which are concerned directly with the staff or part of your organization proposed for the contract: ***See Above.***

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.***

7Q. 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 the principals or stockholders.

7A: Beached Management, Inc. will make such records available for City review at a time and place convenient to the City.

Required insurance certificates attached.

8Q: 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.

8A: Proposer understands and agrees.

ACORD CERTIFICATE OF LIABILITY INSURANCE

PROD ID MS BEACH-1

DATE (MM/DD/YY) 09/24/03

PRODUCER

ogan Insurance Agency, Inc.
301 North 9th Avenue
ensacola FL 32503
hone: 850-438-1449 Fax: 850-438-0085

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW.

INSURED

Beached Management Inc
1605 NE 17th Avenue
Ft. Lauderdale FL 33305

INSURERS AFFORDING COVERAGE

INSURER A:	Essex Insurance Company
INSURER B:	
INSURER C:	
INSURER D:	
INSURER E:	

COVERAGES

THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. AGGREGATE LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

LTR	TYPE OF INSURANCE	POLICY NUMBER	POLICY EFFECTIVE DATE (MM/DD/YY)	POLICY EXPIRATION DATE (MM/DD/YY)	LIMITS	
	GENERAL LIABILITY					
X	COMMERCIAL GENERAL LIABILITY	03-0279	09/22/03	09/22/04	EACH OCCURRENCE	$ 300000
	CLAIMS MADE [X] OCCUR				FIRE DAMAGE (Any one fire)	$ EXCLUDED
					MED EXP (Any one person)	$ 1000
					PERSONAL & ADV INJURY	$ 300000
	GEN'L AGGREGATE LIMIT APPLIES PER:				GENERAL AGGREGATE	$ 1000000
	POLICY PRO-JECT LOC				PRODUCTS - COMP/OP AGG	$ EXCLUDED
	AUTOMOBILE LIABILITY					
	ANY AUTO				COMBINED SINGLE LIMIT (Ea accident)	$
	ALL OWNED AUTOS					
	SCHEDULED AUTOS				BODILY INJURY (Per person)	$
	HIRED AUTOS					
	NON-OWNED AUTOS				BODILY INJURY (Per accident)	$
					PROPERTY DAMAGE (Per accident)	$
	GARAGE LIABILITY					
	ANY AUTO				AUTO ONLY - EA ACCIDENT	$
					OTHER THAN AUTO ONLY: EA ACC	$
					AGG	$
	EXCESS LIABILITY					
	OCCUR CLAIMS MADE				EACH OCCURRENCE	$
					AGGREGATE	$
	DEDUCTIBLE					$
	RETENTION $					$
						$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY				WC STATU-TORY LIMITS / OTH-ER	
					E.L. EACH ACCIDENT	$
					E.L. DISEASE - EA EMPLOYEE	$
					E.L. DISEASE - POLICY LIMIT	$
	OTHER					

DESCRIPTION OF OPERATIONS/LOCATIONS/VEHICLES/EXCLUSIONS ADDED BY ENDORSEMENT/SPECIAL PROVISIONS

each Charis & Umbrellas Rented to Others

CERTIFICATE HOLDER | Y | ADDITIONAL INSURED; INSURER LETTER: ____

CITYOFF

City of Ft. Lauderdale
Purchasing Dept.
100 North Andrews Avenue
Ft. Lauderdale FL 33301

CANCELLATION

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, THE ISSUING INSURER WILL ENDEAVOR TO MAIL 10 DAYS WRITTEN NOTICE TO THE CERTIFICATE HOLDER NAMED TO THE LEFT, BUT FAILURE TO DO SO SHALL IMPOSE NO OBLIGATION OR LIABILITY OF ANY KIND UPON THE INSURER, ITS AGENTS OR REPRESENTATIVES.

Michael E Suskind Michael Suskind

© ACORD CORPORATION 1988

ACORD™ CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY) 3/3/2003

PRODUCER
LIWIN INSURANCE AGENCY INC.
2737 EAST OAKLAND PARK BLVD.
FT. LAUDERDALE, FL. 33306
954-345-7620

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW.

INSURED
BEACHED MANAGEMENT

1605 NE 17TH AVE
FT. LAUDERDALE, FL 33305
954 564-6676

INSURERS AFFORDING COVERAGE	NAIC#
INSURER A: JUA/TRAVELERS	
INSURER B:	
INSURER C:	
INSURER D:	
INSURER E:	

COVERAGES

THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. AGGREGATE LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

SR TR	ADD'L INSRD	TYPE OF INSURANCE	POLICY NUMBER	POLICY EFFECTIVE DATE (MM/DD/YY)	POLICY EXPIRATION DATE (MM/DD/YY)	LIMITS	
		GENERAL LIABILITY ☐ COMMERCIAL GENERAL LIABILITY ☐ CLAIMS MADE ☐ OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: ☐ POLICY ☐ PRO-JECT ☐ LOC				EACH OCCURRENCE	$
						DAMAGE TO RENTED PREMISES (Ea occurence)	$
						MED EXP (Any one person)	$
						PERSONAL & ADV INJURY	$
						GENERAL AGGREGATE	$
						PRODUCTS - COMP/OP AGG	$
		AUTOMOBILE LIABILITY ☐ ANY AUTO ☐ ALL OWNED AUTOS ☐ SCHEDULED AUTOS ☐ HIRED AUTOS ☐ NON-OWNED AUTOS				COMBINED SINGLE LIMIT (Ea accident)	$
						BODILY INJURY (Per person)	$
						BODILY INJURY (Per accident)	$
						PROPERTY DAMAGE (Per accident)	$
		GARAGE LIABILITY ☐ ANY AUTO				AUTO ONLY - EA ACCIDENT	$
						OTHER THAN AUTO ONLY: EA ACC	$
						AGG	$
		EXCESS/UMBRELLA LIABILITY ☐ OCCUR ☐ CLAIMS MADE ☐ DEDUCTIBLE ☐ RETENTION $				EACH OCCURRENCE	$
						AGGREGATE	$
							$
							$
							$
A		WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? If yes, describe under SPECIAL PROVISIONS below	BINDER#0104015	03/03/03	03/03/04	☐ WC STATUTORY LIMITS ☐ OTHER	
						E.L. EACH ACCIDENT	$ 100,000
						E.L. DISEASE - EA EMPLOYEE	$ 500,000
						E.L. DISEASE - POLICY LIMIT	$ 100,000
		OTHER					

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES / EXCLUSIONS ADDED BY ENDORSEMENT / SPECIAL PROVISIONS

CERTIFICATE HOLDER

CITY OF FT. LAUDERDALE
100 N. ANDREWS AVE #619
FT. LAUDERDALE, FL. 33301

CANCELLATION

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, THE ISSUING INSURER WILL ENDEAVOR TO MAIL 10 DAYS WRITTEN NOTICE TO THE CERTIFICATE HOLDER NAMED TO THE LEFT, BUT FAILURE TO DO SO SHALL IMPOSE NO OBLIGATION OR LIABILITY OF ANY KIND UPON THE INSURER, ITS AGENTS OR REPRESENTATIVES.

AUTHORIZED REPRESENTATIVE
Roslyn Litton

© ACORD CORPORATION 1988

CERTIFICATE OF INSURANCE

SUCH INSURANCE AS RESPECTS THE INTEREST OF THE CERTIFICATE HOLDER WILL NOT BE CANCELED OR OTHERWISE TERMINATED WITHOUT GIVING 10 DAYS PRIOR WRITTEN NOTICE TO THE CERTIFICATE HOLDER NAMED BELOW, BUT IN NO EVENT SHALL THIS CERTIFICATE BE VALID MORE THAN 30 DAYS FROM THE DATE WRITTEN. THIS CERTIFICATE OF INSURANCE DOES NOT CHANGE THE COVERAGE PROVIDED BY ANY POLICY DESCRIBED BELOW.

This certifies that: ☒ STATE FARM MUTUAL AUTOMOBILE INSURANCE COMPANY of Bloomington, Illinois, or
☐ STATE FARM FIRE AND CASUALTY COMPANY of Bloomington, Illinois
has coverage in force for the following Named Insured as shown below :

Named Insured: CHARLES B. PERRY

Address of Named Insured: 1605 NE 17TH AVENUE
FT. LAUDERDALE, FL 33305-3417

POLICY NUMBER	602 3563-C01-59F			
EFFECTIVE DATE OF POLICY	09/01/03			
DESCRIPTION OF VEHICLE	2001 FORD RANGER P/U			
LIABILITY COVERAGE	☒YES ☐NO	☐YES ☐NO	☐YES ☐NO	☐YES ☐NO
LIMITS OF LIABILITY a. Bodily Injury Each Person	$250,000.00			
a. Bodily Injury Each Accident	$500,000.00			
b. Property Damage	$100,000.00			
c. Bodily Injury & Property Damage Single Limit Each Accident				
PHYSICAL DAMAGE COVERAGES a. Comprehensive	☒YES ☐NO $100.00 Deductible	☐YES ☐NO ____ Deductible	☐YES ☐NO ____ Deductible	☐YES ☐NO ____ Deductible
b. Collision	☒YES ☐NO $250.00 Deductible	☐YES ☐NO ____ Deductible	☐YES ☐NO ____ Deductible	☐YES ☐NO ____ Deductible
EMPLOYER'S NON-OWNERSHIP COVERAGE	☐YES ☒NO	☐YES ☐NO	☐YES ☐NO	☐YES ☐NO
HIRED CAR COVERAGE	☐YES ☒NO	☐YES ☐NO	☐YES ☐NO	☐YES ☐NO

Chas W Forum
Signature of Authorized Representative

AGENT	1980	09/24/03
Title	Agent's Code Number	Date

Name and Address of Certificate Holder

CITY OF FORT LAUDERDALE
PURCHASING DEPARTMENT
100 N. ANDREWS AVENUE
FT. LAUDERDALE, FL 33301

Name and Address of Agent

CHAS. W. FORUM
910 E. BROWARD BOULEVARD
FT LAUDERDALE, FL 33301

Check if a permanent Certificate of Insurance for liability coverage is needed: ☒

Check if the Certificate Holder should be added as an Additional Insured: ☐

Remarks:

City of Fort Lauderdale • Procurement and Materials Management Division
100 N. Andrews Avenue, #619 • Fort Lauderdale, Florida 33301

ADDENDUM NO. 1

ITB 732-8911
BEACH EQUIPMENT RENTAL CONCESSION

ISSUED July 22, 2003

1. Page 10, Section 22: SALES TAX: This section is deleted in its entirety and replaced with:

   22. SALES TAX

   Florida State Sales Tax (Tax) is due on all transactions pursuant to Florida Statutes and the Rules in Chapter 12 of the Florida Administrative Code, (FAC) promulgated by the Florida Department of Revenue. At this time, the Tax is due on:

   Rental Fees - A Tax at the current rate of 6% is due on all rentals to the public. This tax is collected by the vendor and remitted to the Florida Department of Revenue utilizing the vendor's Sales Tax Identification Number.

   Sales Tax on Concession Payments to the City - A Tax at the current rate of 6% is due on all concession payments to the City. This tax is computed on the gross payment for right of occupancy due the City and is payable in conjunction with the rental payment. This tax must be separately stated on the vendor's payment to the City.

   Additonal detail may be reviewed at the Florida Department of Revenue's Website http://www.myflorida.com/dor/taxes/. The FAC may be reviewed at http://fac.dos.state.fl.us/.

2. Bid opening date has been rescheduled to 2:00 p.m. September 5, 2003.

All other terms, conditions, and specifications remain unchanged.

for

Kirk W. Buffington, C.P.M.
Manager, Procurement and Materials Management

Company Name: BEACHED MANAGEMENT, INC.
(please print)

Bidder's Signature: Pres.

Date: 9-26-03

City of Fort Lauderdale • Procurement and Materials Management Division
100 N. Andrews Avenue, #619 • Fort Lauderdale, Florida 33301

ADDENDUM NO. 2

RFP No. 732-8911
BEACH EQUIPMENT RENTAL CONCESSION

ISSUED August 11, 2003

The following changes and additions are made to this Request for Proposals:

1. Page 13, Section 05. Location of Services is changed as follows:

   The following areas are realigned due to the fact that Valencia Street no longer exists. All other areas will remain the same.

   Area A: Area with southern boundary line being the north boundary line of government lot 3, section 12, township 50 south, range 42 east, Broward County, Florida, and the northern boundary line being the south right-of-way line of Las Olas Boulevard extended to the waters of the Atlantic Ocean

   Area B: Area with southern boundary line being the north right-of-way line of Las Olas Boulevard extended to the waters of the Atlantic Ocean, and northern boundary line being the south right-of-way line of Cortez Street extended to the waters of the Atlantic Ocean.

   Area C: Area with southern boundary line being the north right-of-way line of Cortez Street extended to the waters of the Atlantic Ocean, and the northern boundary line being the south right-of-way of Rio Mar Street in the subdivision of Birch Ocean Front extended to the waters of the Atlantic Ocean.

   Maps of the above areas are available by calling Stu Marvin, Aquatic Complex & Beach Patrol Operations Manager, at 954-828-4581.

2. Page 15, Section 09. Advertising remains the same with the addition of:

   Rental rates shall be posted on signs within each area as described in Part IV, Section 05. Location of Services. Size and placement of signs shall be determined by the City of Fort Lauderdale.

3. The following section is added to Part IV – Technical Specifications/Scope of Services:

   16. RECEIPTS

   Receipts used by the Concessionaire shall be pre-numbered, in duplicate form, reference the name of the Concessionaire and the City of Fort Lauderdale and include the current rates.

City of Fort Lauderdale • Procurement and Materials Management Division
100 N. Andrews Avenue, #619 • Fort Lauderdale, Florida 33301

4. Page 16, Section 13. Employee Qualifications and Appearance remains the same with the addition of:

   Concessionaire staff should be clearly uniformed and/or display badges to reflect that they are representatives of the Contractor.

5. Report of Audit No. 02/03-XX-13 is hereby attached to the RFP as Attachment A.

6. The opening date of this Invitation to Bid has been changed to:

September 30, 2003, at 2:00 PM.

Please sign and return this addendum, either with your bid or under separate cover, on or before the revised opening date of this bid. If submitting this addendum under separate cover, please indicate the bid number and opening date on the face of your envelope in the lower left-hand corner. Bidders may retrieve their bids or send a corrected copy prior to the revised bid opening date.

All other terms, conditions and specifications remain unchanged.

Kirk Buffington, C.P.M.
Manager, Procurement and Materials Management

Company Name: BEACHED MANAGEMENT, INC.
(please print)

Bidder's Signature: [signature], Pres.

Date: 9-26-03

150 N.E. Second Avenue Deerfield Beach, Florida 33441-3598 Telephone (954) 480-4200 Fax (954) 480-4268

City of
DEERFIELD
BEACH

September 23, 2003

Mr. Charles Perry
Beached Management Corporation
Fort Lauderdale, Florida

Dear Mr. Perry:

The City of Deerfield Beach originally executed an agreement with your company to provide cabana services in June of 1998. The initial contract was for three years and in 2001 the City of Deerfield Beach renewed the contract for an additional three years. Beached Management has worked closely with the city during the last five years and they understand the impression that they convey to beachgoers directly reflects upon the image of our community. Beached Management has operated with professionalism, friendliness and politeness. Beached Management fully understands that the city's overall mission is to be the most dynamic South Florida coastal community and they have contributed to the achievement of this mission.

Sincerely,

Larry R. Deetjen
City Manager

LRD/ts

cm/letters/perryltr

Mayor
Albert R. Capellini, P.E.

Vice Mayor
Amadeo Trinchitella

Commissioners
Gwyndolen A. Clarke-Reed
Steve Gonot
Peggy Noland

City Manager
Larry R. Deetjen

InternetCoast

Deerfield Beach 2001 All-America City Finalist

Parks And Recreation Department
Mark Beaudreau, Recreation Manager
1801 NE 6 Street
Pompano Beach, FL 33060

Phone: (954)-786-4184
Fax: (954)-786-4113

City of Pompano Beach, Florida

July 8, 2003

Mr. Floyd Johnson, City Manager
City of Fort Lauderdale
City Hall - 100 N Andrews Avenue
Fort Lauderdale, FL 33301

Dear Mr. Johnson:

It is with great pleasure that I write this "Letter of Recommendation" for Beach Management, Inc. This reputable company has operated in the City of Pompano Beach since 1989. Their performance has been excellent since the inception of our original agreement and subsequent extension agreements. The company is dependable and reliable.

Furthermore the Perry family is synonymous with integrity, honesty and character. They provide outstanding customer service and are an asset to the beach.

If I can provide any further assistance please contact me at 954-786-4184.

Sincerely,

Mark A. Beaudreau

Mark Beaudreau
Recreation Manager-Aquatics

Cc: Jim Naugle, Mayor
Carlton Moore, Vice Mayor
Dean J. Trantilis, Commissioner
Cindi Hutchinson, Commissioner
Christine Teel, Commissioner
Charles Perry

The City of Pompano Beach is An Equal Opportunity Employer And Does Not Discriminate On The Basis Of Handicapped Status

440 Seabreeze Blvd.
Ft. Lauderdale, FL 33316

Doubletree Oceanfront

September 16, 2003

Mayor Jim Naugle and
City Commissioners
City of Ft. Lauderdale
100 N. Andrews Ave. 8th Floor
Ft. Lauderdale, FL 33301

Dear Mayor and Commissioners:

I am the General Manager of the Doubletree Oceanfront Hotel located on Ft. Lauderdale Beach. I am writing to recommend that Beach Management be retained to service the beach. They know the needs of the beach after many years of experience and have worked to make improvements in front of the Doubletree. Beach Management has improved the appearance of the beach and added equipment for guests. In addition, I have noticed similar improvements by Beach Management all along Ft. Lauderdale Beach.

I know that you all have the best interest of our beach in mind and I believe that Beach Management would best serve our collective interests in this aspect.

Best Regards,

William L. Cunningham, CHA
General Manager

Lago Mar
RESORT AND CLUB

July 31, 2003

Dear Charlie:

You and your company have provided Lago Mar with excellent service befitting that of a world class resort. I want to thank you for the past several years of helping Lago Mar live up to its reputation of having unsuppressed customer service.

The performance of Beached Management goes well beyond the provision and maintenance of top quality equipment. The importance of customer skills and dedication to our guests cannot be overvalued. Your company's contribution has been subject of numerous guest compliments over the years.

I strongly support your company's efforts to remain as the beach service provider at Fort Lauderdale Beach, and I am confident Beached Management will continue to serve the City well on the front lines of our hospitality and tourism industry.

Sincerely,

Walter Banks
President

Four Diamond Award

Conde Nast
Gold List

1700 SOUTH OCEAN LANE, FORT LAUDERDALE, FLORIDA 33316 • (954) 523-6511 FAX: (954) 524-6627 • WWW.LAGOMAR.COM

"On Beautiful Fort Lauderdale Beach"
Featuring Our Famous Waterfront Bar & Restaurant
Overlooking Fort Lauderdale's Largest Marina
3001 Harbor Drive (A1A) • Fort Lauderdale, Florida 33316
Telephone (954) 524-1555 • Fax (954) 764-5951
Toll Free USA 1-800-323-2244 • E-mail: BahiaCabana@hotmail.com
www.BahiaCabanaResort.com

September 17, 2003

Mayor Jim Naugle
& City Commissioners
CITY OF FORT LAUDERDALE
100 N. Andrews Ave., 8th Floor
Fort Lauderdale, FL 33301

Dear Commissioners:

I am writing on behalf of the **Perry family** and **Beached Management** who I have known for approximately 15 years.

I have worked with them in conjunction with many Sports events on the beach and always received excellent cooperation. They were extremely helpful and did everything possible to add to the success of special events. They are well respected for always being helpful and courteous to both locals and tourists.

Hopefully you will consider renewing Beach Management's contract.

With kind regards,

Linda Sue Marsh

Linda Sue Marsh

Best Western
Oceanside Inn

July 15, 2003

Mayor Jim Naugle
City of Fort Lauderdale
100 N. Andrews Ave., 8th floor
Fort Lauderdale, FL 33301

Dear Mayor Jim Naugle,

As a concerned resident of the City of Fort Lauderdale and General Manager of a Ft. Lauderdale Beach Hotel, I am writing to ask your consideration for retaining Beach Management's contract. I have used to their services numerous times, and find them to be courteous, helpful and dependable.

The operation of our public beach is very important to those of us who live here, and to visitors from around the world. Please vote for Beach Management and protect the excellent service we now enjoy on Fort Lauderdale Beach.

Sincerely,

Carolina Bello
Best Western Oceanside Inn

Cc: Commissioner Carlton B. Moore
Commissioner Dean J. Trantalis
Commissioner Christine Teel
Commissioner Cindi Hutchinson
President Charles B. Perry

1180 Seabreeze Boulevard • Ft. Lauderdale Beach, FL 33316
(954) 525-8115 • Fax: (954) 527-0957 • Direct Toll Free 1-(800) 367-1007 (U.S. & Canada)
www.bestwestern.com/oceansideinnftlauderdale

Silver Seas
BEACH CLUB

August 8, 2003

Commissioner Cindi Hutchinson
City Of Fort Lauderdale
100 N. Andrews Ave. 8th Floor
Fort Lauderdale, FL 33301

Dear Commissioner Hutchinson:

We have known John Perry and his family for approximately 15 years and have observed them treat their customers with the utmost respect and hospitality. I know that when I send my guests and owners from my resort to the Perry's, they will be well taken care of and receive great service and attention.

The beach service's operation is highly important to my resort and the Perry family runs their service on the beach with high regard for the city as well as it's tourists. They have gone beyond the call of duty and there is no substitution for this great success.

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

Yours truly,

Lori Messing

Lori Messing
Manager

101 North Atlantic Boulevard ■ Ft. Lauderdale, FL 33304 ■ (954) 467-2531 ■ Fax (954) 522-8724

Beach and Patio Furniture Inc.
Fiberlite Umbrellas Inc.
921 NW 8th Avenue, Ft. Lauderdale, FL 33311
954-462-6541 //// fax 954-522-9317

July 14, 2003

Mr. Floyd Johnson
City Manager, Ft Lauderdale
100 N Andrews Avenue
Ft Lauderdale, FL 33311

Dear Mr. Floyd Johnson,

Since the year 1974, we at Beach and Patio have been proud residents of the city of Fort Lauderdale. During our tenure in the city, we have developed esteemed relationships with some of the city's more prominent residents such as The Yankee Clipper Hotel, The Lago Mar Resort, The Bahia Mar Resort, The Marriott Harbor Beach, and The Pier 66 Resort. Our company has strived to maintain an honest, trustworthy, loyal and respectful approach with all our clientele and our reputation has grown in return.

This same reputation definitely precedes Mr. Charlie Perry and his beach concession business on Fort Lauderdale Beach. We have been working with Mr. Perry for close to twenty years now, and we can honestly saying nothing but superlatives about him as an individual and as a business. Charlie is a man of his word, and his words are filled with integrity and accountability. We at Beach and Patio feel very fortunate to have Mr. Perry and his family as valued patrons and friends of our business.

The city of Fort Lauderdale has done a remarkable image transformation from wild Spring Breakers to family oriented vacationers. This family image is enhanced by the presence of Mr. Charlie Perry and his concession business on Fort Lauderdale's beaches today and for many years to come. Beach and Patio works with numerous beach concession companies throughout the east coast but we can honestly say that few can compare with Mr. Charlie Perry and his company.

Please feel free to contact us at your convenience if you have any questions not addressed prior or if you might need any clarification. We thank you so much for your valuable time.

Sincerely yours,

Beach and Patio Inc.
Raymond Sweet, Owner

cc: Mayor Jim Naugle
Vice Mayor Carlton B. Moore
Commissioner Christine Teel
Commissioner Dean J. Trantalis
Commissioner Cindi Hutchinson
Mr. Charlie Perry

July 27, 2003

Mayor Jim Naugle
City of Fort Lauderdale
l00 N. Andrews Avenue
Ft. Lauderdale, Florida 33301

Hello Mayor Naugle,

In the past I have corresponded with you on two or three occasions. My previous letters were all in appreciation for the excellent service received from the Perry family who operate Beached Management, Inc. on Ft. Lauderdale beach.

At my request you also sent a greeting to John Perry on his 85th birthday. Mr. Perry is now 88 years of age and works the beach each day. In fact, John Perry has now registered over 70 years of service to his beloved beach.

Recently, on a routine call I found out that the chair/cabana business is up for bid once again. This letter is in relation to the bid and why I personally feel the Perry family deserves to continue their excellent service to the Ft. Lauderdale beach. It is my sincere hope that the intangibles that this family brings to the beach goers will always be considered by you.

It may be easy to under bid Beached Management and then take it out on the consumer. Beached Management has always operated on a fair and equitable cost to the beach goers. For instance, in the early 1960's we were charged only $3.00 to rent a chair. The cost now, 40 years later, is only $5.00 per chair. This is one measurement that serves as proof that they are fair in their prices.

In my opinion, and I am very prejudiced, Ft. Lauderdale beach is one of the "best" in the entire world. This is verified by the number of foreigners who visit Ft. Lauderdale annually. Even though we own a home in West Palm Beach, we drive 48 miles each way to go to your beach. We do this because of the total enjoyment and service we receive.

This outstanding beach service is offered to all age groups and beach goers from all walks of life. The Perry family treats everyone alike. There is no race, creed, or color in this beach service. This excellent care is extended to senior citizens and they have a wonderful approach when dealing with the college students. They do not get into confrontations with their customers.

It is very important for me to identify another intangible that directly relates to our family. Our son is in a high level coma and non-ambulatory. Beached Management has placed a cabana and chairs close to the handicapped ramp so we are able to bring him to the beach. They have also helped pull his wheelchair thru the sand and lift him into a beach recliner. This is just one of the many things they contribute that can't be measured in dollars and cents. This family is now and has always been "good will ambassadors" on this beach. We use this set-up with our son two or three times each week.

It is important to mention in this letter the words respect and loyalty. The Perry family, and their hired dedicated workers, have earned respect from the life guards, police, and clean-up crews. Tom Tapp, now retired, expressed, to me, several times the total value that Beach Management has contributed. Loyalty is a virtue that I admire in the Perry family. It is important to point out that they never "bad mouth" anyone. They accept the circumstances that can hurt their business, like inclement weather, with grace. When 911 happened tourism took a down spin. It hurt everyone's business but they kept their chins up and continued to be positive. They have great respect for you and the government of your city.

My wife and I are both retired Illinois school teachers. We started going to Ft. Lauderdale beach during our college days. We are very proud and deeply happy that our path in life crossed with the Perry family at the beach. They are in simple terms "just good people" and we cherish their friendship.

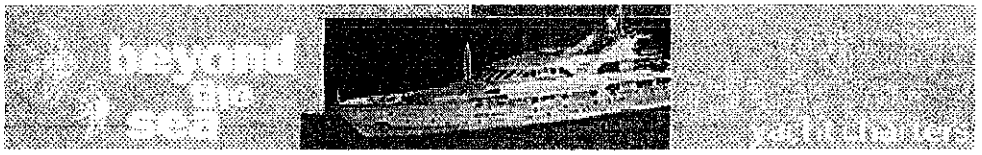
It is my understanding that the intangibles that I have mentioned are given full consideration during the bidding process. In my opinion, total service, dedication, loyalty, and respect, should always be a vital part of your final decision. It is always a deep hope of mine that someday, with all these dedicated years, that Beached Management and the Perry family will have earned some type of job security. They deserve this consideration. This writer served in the U.S. Navy where we would often use the words "we have earned our stripes". The Perry family and Beach Management have earned "their stripes". They deserve and should continue to serve the City of Fort Lauderdale on this beautiful beach that they really could call "home."

Proudly expressed with total sincerity,

Ted Trulock
1968 Illinois 26N
Dixon, Illinois 61021

Copy to:

Vice Mayor Carlton B. Moore
Commissioner Christine Teel
Commissioner Dean Trantalis
Commissioner Cindi Hutchinson



Paula Wills - Beyond the Sea Yacht Charters, Inc.
Luxury Yacht Vacations - Canal Barging in Europe
Villas & Private Island Vacations and Sales - Florida Real Estate
paula@beyondthesea.net www.beyondthesea.net
tel 954-524-4482 mail 1323 SE 17th St. #164 Ft. Lauderdale, FL 33316 USA

Vice Mayor Carleton Moore
City of Ft Lauderdale
100 N Andrews Ave, 8th Fl.
Ft Lauderdale, FL 33301

Dear Vice Mayor Moore,

I've been meaning to write this letter for about 10 years now....

I moved to Ft. Lauderdale in May 1991 after selling my two small ad agencies in the Midwest. I rented an apartment in Rio Vista. I finally made time to begin the search for my 'permanent beach' that June, and ended up at the Yankee Clipper/Ft. Lauderdale South Beach.

I grabbed a chair and eventually an attendant came over to collect $5. He was great- I was brand new in town, had a hundred questions, and he had a hundred answers. He even stopped by my chair later and allowed me round two of Ft Lauderdale Q & A.

I went back to that beach a few days later, and my new friend/attendant was there, and I felt so at home I just made that my permanent beach. I'd struck gold my first stop!

And sometime in that first week or so I met Charlie Perry- The Boss- who was not only every bit as hospitable as the other fellow, but, I was pretty sure, the happiest guy in Florida. What a warm, engaging, infectious guy!

Let me interject a little here- I was raised in hotels in St Louis, my agency specialized in hospitality and entertainment accounts...so I understand the particulars of tourism and hospitality marketing, and business.

And that's why I'm writing this fan letter.

What I witnessed at that beach was a demonstration of first-point-of-contact, good-will-Ambassadorship that no advertising campaign can create, and money can't buy. I'd tried! I'd spent a lifetime trying to sell stuff by producing and creating images, and here it was right before my eyes, with one huge difference- this guy was the real deal!

Over time I observed that beach had an enormous following of regulars- friends, snowbirds, business people- major players it turned out- who all eventually knew each other, who all choose that beach to relax and network. They are attracted there because of the Perry's special brand of service and hospitality.

Example: One morning my first Winter here I watched as Charlie and the gang scampered around reconfiguring the cabanas and chairs into strange clusters because they suspected some of their favorite snowbirds were due in soon. And indeed they showed up that day, *even though they were staying at Lauderdale by the Sea that year!!* And Charlie had their favorite drinks ordered, and these women were just so tickled to see 'the gang', and everybody broke out the baby pictures....it was amazing. And inspirational.

This is about much more than furniture rental!

Although I should add that I do produce a corporate function for 2000 guests during the Ft. Lauderdale Boat Show and I rent chairs from Charlie to deliver to the site. Out of the 60 or so vendors I employ, I always know at least my chairs will get there on time...

Needless to say, my life got too busy to beach-it as often, but I still go grab a chair once in a while just to make sure Charlie's still there; and I wave and honk when I see the other attendants, who still work for him (!!) when I drive down A1A...who wave and say hello back, and know my name...and I love that. It makes me feel rooted. Connected. Home. Even in this crazy, transient place.

And mostly it makes me happy to know that Ft Lauderdale Beach, our crown jewel, is still in the best hands.

And it should make *you* feel like the luckiest Chamber of Commerce, or Tourism Department, or City Government...in Florida.

I mean, have you been to some of the other beaches?? Where *are* the chair guys? Some beautiful beaches, but....don't get me started. Nothing like the well-oiled machine Beached Management offers.

What I want to say is this:

I have watched hundreds of businesses start and fail in my 12 years here- a lot of them due to unfortunate, and mistaken, 'bigger is better' thinking. From fixing things that weren't broke. By turning their backs on their local customer bases and expanding themselves right out of business. By selling out, or folding into, bigger, shinier, newer corporate enterprises that ultimately did not deliver. And to whom no one felt any loyalty or a connection.

So I would urge you, *please*. Do not even be tempted to gamble with the heart and soul of Ft. Lauderdale's beaches. Don't jeopardize your front line by making that same type of mistake.

Beached Management, and The Perry Family are an important part of Ft. Lauderdale history, it's present, and they need to be there in the future.

They are effective and faithful guardians of your most precious resource, and absolutely your best public relations reps!

KEEP THEM ON THE BEACH ALWAYS!

Thank you for listening,

Paula Wills
President
Beyond the Sea Yacht Charters, Inc.

Sophie's Café
101 N. Fort Laud. Beach Blvd.
Fort Lauderdale, Fl. 33304
954-525-0071

July 9, 2003

Mayor Jim Naugle
City of Fort Lauderdale
100 N. Andrews Ave., 8th Floor
Fort Lauderdale, FL 33301

Dear Mayor Naugle,

As the long-time proprietor of Sophie's Café on Fort Lauderdale Beach, I highly recommend that the city continue working with Beached Management. The Perry family and their employees are daily visitors at my beachfront café. Actually, I can't imagine a day at work without seeing and talking to my friends, John, Charlie and Billy.

I can tell you first hand that the Perry family and their company are an important part of the wonderful atmosphere at our city's beach. Every day, the Perrys and their employees go out of their way to make sure local residents and visitors alike enjoy a greeting from a friendly face and an offer of help if needed.

My livelihood depends on the success of our beach. As such, I could not imagine any better partners for myself or the city than the Perrys and Beached Management.

Sincerely,

JUAN C. SÖRENSEN

3 Balsam Road, Toronto
Ontario M4E 1P2

July 9, 2003

Mayor Jim Naugle
City of Fort Lauderdale
100 North Andrews Ave., 8th Floor
Fort Lauderdale, 33301
Florida

Dear Mayor Naugle,

For more than thirty years our family has avoided the Canadian winters by moving to our apartment in The Versailles condominium at 215 North Birch Road. Much of our time is spent on the beach and we have come to know and appreciate the Perry family and all that they have done to add to our comfort and enjoyment. We have always looked upon them as an institution; an essential part of Fort Lauderdale and the other Florida areas which they serve.

We have long held the highest regard for John Perry, who began making chairs available to visitors long before our first visit to the area. He could be counted on to be on hand each and every day and the only thing that has changed has been the variety of items he and his family now make available. I have always felt that many people decide to come to the beach because they know that chairs/umbrellas will be available to them.

Having contributed so much to the large increase in the Florida beach population, I was truly amazed to hear recently that the Perry family might lose the franchise that they have earned with so much effort over the years. I find it hard to believe that such an unfair and unjustified action could be taken and I sincerely hope it will not be.

Sincerely,

James C. McDaniel

P.S. It is very interesting to note that Governor Bush is in Toronto at this moment encouraging Canadians to visit your fine State. I am sure he would be grateful to the Perry's for helping to make Florida such a desirable destination.

Copy: Vice Mayor Carlton B. Moore
Commissioner Christine Teel
Commissioner Dean J. Trantalis
Commissioner Cindy Hutchinson

July 12, 2003

Dear Commissioner Trantalis

Fort Lauderdale has one of the most beautiful beaches in the world. I have been a resident of Fort Lauderdale since 1959 and have spent over half of my life on this beach.

In all these years, the one thing that has remained consistent with the beauty of this city's beach is the Perry family. The Perrys have been part of Fort Lauderdale beach for as long as I can remember. I have postcards with the Perrys amidst their rental chairs and umbrellas.

Since 1952, John Perry and his wife, Charlotte, have given folks a cheery welcome accompanied by a huge smile. It always made you feel good to come down to beach. You always knew you would be welcome and that someone was glad to see you. And if you liked, you could sit with John and Charlotte and discuss the events of the world, local politics or which restaurant is the best in town.

John and Charlotte Perry's sons, Charlie and Billy, now operate the family business, giving their parents a much deserved break. But you can still see John and Charlotte sitting under the green umbrella every day just north of Las Olas, literally surrounded by their friends and family.

The distinctive and friendly manner in which this family operates their beach rentals is a unique asset to Fort Lauderdale. This particular beach concession is very much a live advertisement for the City of Fort Lauderdale and could be featured by the Chamber of Commerce.

Whether you are in Fort Lauderdale for three days during Spring Break, or a family on vacation for a few weeks, it is refreshing to know you can still receive the personable and warm treatment from one of the oldest, family owned businesses in the city.

Sincerely,

Diane Strait

Diane Strait

City of Fort Lauderdale
Beach Services

BEACHED MANAGEMENT, INC.

1605 NE 17th Avenue • Ft. Lauderdale, FL 33305
954-520-4318 • 954-565-2954

ORIGINAL
BID

January 2, 2004

Mr. Kirk Buffington, C.P.M.
Assistant Director, Administrative Services
City of Fort Lauderdale
100 North Andrews Avenue, Room #619
Fort Lauderdale, FL 33301

Re: Request for Proposal No. 732-8911/ Beach Equipment Rental Concession Best and Final Offer

Dear Mr. Buffington:

Enclosed is the "Best and Final Offer" form requested by the City from proposers on the above referenced RFP for the Beach Equipment Rental Concession. In order to achieve these new numbers, Beached Management Inc. will seek permission from the City through negotiations to expand the mix of items and equipment that will be available for rent or sale. In addition, we have been discussing with existing and planned hoteliers ways to better serve the needs of their guests. Therefore, we will seek authority from the City to work closely with the City and beach hoteliers to optimize the beach experience for their guests. We have recently expended over $35,000 on marketing professionals to help launch our new marketing plan that is intended to integrate these initiatives on a more aggressive basis with the City's beach activities and the programs of the Greater Fort Lauderdale Lodging and Hospitality Association, the Chamber's Beach Council and the Convention and Visitors Bureau.

We look forward to continuing our strong tradition of service and our respect for the City's public beach environment.

Very truly yours,

Charles Perry
President

City of Fort Lauderdale • Procurement and Materials Management Division
100 N. Andrews Avenue, #619 • Fort Lauderdale, Florida 33301

December 8, 2003

ORIGINAL BID

Attn: Charles B. Perry, President
Beached Management, Inc.
1605 NE 17 Avenue
Fort Lauderdale, FL 33305

Reference: Request for Proposals #732-8911

Dear Bidder:

The City of Fort Lauderdale, Division of Procurement, is continuing to evaluate the responses received for RFP No.: 732-8911, **Beach Equipment Rental Concession.**

In order for us to maximize potential revenue to the City, and in accordance with Fort Lauderdale City Code Sec. 2-194 (f),

"Discussion with responsible offerors and revisions to proposals. Offerors shall be accorded fair and equal treatment with respect to any opportunity for discussion and revision of proposals and such revisions may be permitted through negotiations after submissions and prior to award for the purpose of obtaining best and final offers."

the City is requesting that each finalist submit a "Best and Final Offer" of the proposed concession fee to be paid to the City.

Award recommendation to the City Commission will be predicated upon the total concession fee for all areas for the initial three (3) year contract term. Inasmuch as the Request for Proposals contemplates a three (3) year agreement with the possibility of two (2) additional one-year agreements subject to the approval of both the City and the successful proposer, each finalist should base its best and final offer of proposed concession fees on a three (3) year agreement.

Attached you will find the form to be filled out and returned to the City. Do not use any other method to submit your information. The form will need to be returned via sealed bid envelope no later than 2:00 pm on December 15, 2003. Your submittal envelope must state the following information on the outside of the envelope:

RFP 732-8911
"Best and Final Offer"
Opening Date: 12/15/03

Sincerely,

Kirk W. Buffington, C.P.M.
Assistant Director, Administrative Services

City of Fort Lauderdale • Procurement and Materials Management Division
100 N. Andrews Avenue, #619 • Fort Lauderdale, Florida 33301

PRICE PROPOSAL PAGE
RFP #732-8911

PROPOSER NAME BEACHED MANAGEMENT, INC. [illegible] 1-5-04

Annual concession fee payable to the City, to be paid in equal quarterly payments in advance:

Annual concession fee first contract year:

Area A:	$ 24,600.—	(minimum acceptable $24,600)
Area B:	$ 24,600.—	(minimum acceptable $24,600)
Area C:	$ 260,000.—	(minimum acceptable $24,800)
Area D:	$ 30,000.—	(minimum acceptable $24,800)
Bahia-Mar South:	$ 43,300.—	(minimum acceptable $28,300)
Bahia-Mar North:	$ 21,300.—	(minimum acceptable $21,300)
Total:	$ 403,800.—	(minimum acceptable $148,400)

Annual concession fee second contract year:

Area A:	$ 25,830.—	(minimum first year plus 5%)
Area B:	$ 25,830.—	(minimum first year plus 5%)
Area C:	$ 273,000.—	(minimum first year plus 5%)
Area D:	$ 31,500.—	(minimum first year plus 5%)
Bahia-Mar South:	$ 45,465.—	(minimum first year plus 5%)
Bahia-Mar North:	$ 22,365.—	(minimum first year plus 5%)
Total:	$ 423,990.—	(minimum first year plus 5%)

City of Fort Lauderdale • Procurement and Materials Management Division
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Annual concession fee third contract year:

Area A:	$ 27,121.50	(minimum second year plus 5%)
Area B:	$ 27,121.50	(minimum second year plus 5%)
Area C:	$ 316,650.-	(minimum second year plus 5%)
Area D:	$ 33,075.-	(minimum second year plus 5%)
Bahia-Mar South:	$ 47 738.25	(minimum second year plus 5%)
Bahia-Mar North:	$ 23 483.25	(minimum second year plus 5%)
Total:	$ 475,189.50	(minimum second year plus 5%)

Grand Total (all areas for initial 3 year contract term): $ 1,302,979.50

All subsequent renewal terms shall require a minimum of 5% increase in annual concession fee for each area.

BEACHED MANAGEMENT, Inc. [signature], Pres

1-5-04

City of Fort Lauderdale • Procurement and Materials Management Division
100 N. Andrews Avenue, #619 • Fort Lauderdale, Florida 33301

BEST & FINAL OFFER, ADDENDUM NO. 1

RFP 732-8911

BEACH EQUIPMENT RENTAL CONCESSION

ISSUED DECEMBER 15, 2003

Opening date of the Best and Final Offers has been rescheduled to 2:00 p.m. January 5, 2004. The form will need to be returned via sealed bid envelope no later than 2:00 pm on that date. Your submittal envelope must state the following information on the outside of the envelope.

RFP 732-8911
"Best and Final Offer"
Opening Date: 1/5/04

All other terms, conditions, and specifications remain unchanged.

Sincerely,

Kirk Buffington

Kirk W. Buffington, C.P.M.
Assistant Director, Administrative Services

Company Name: BEACHED MANAGEMENT, INC.
(please print)

Bidder's Signature: [illegible]

Date: 1-5-2004