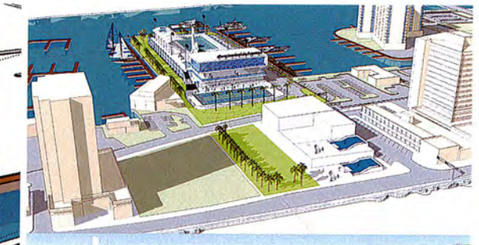


Submitted To:

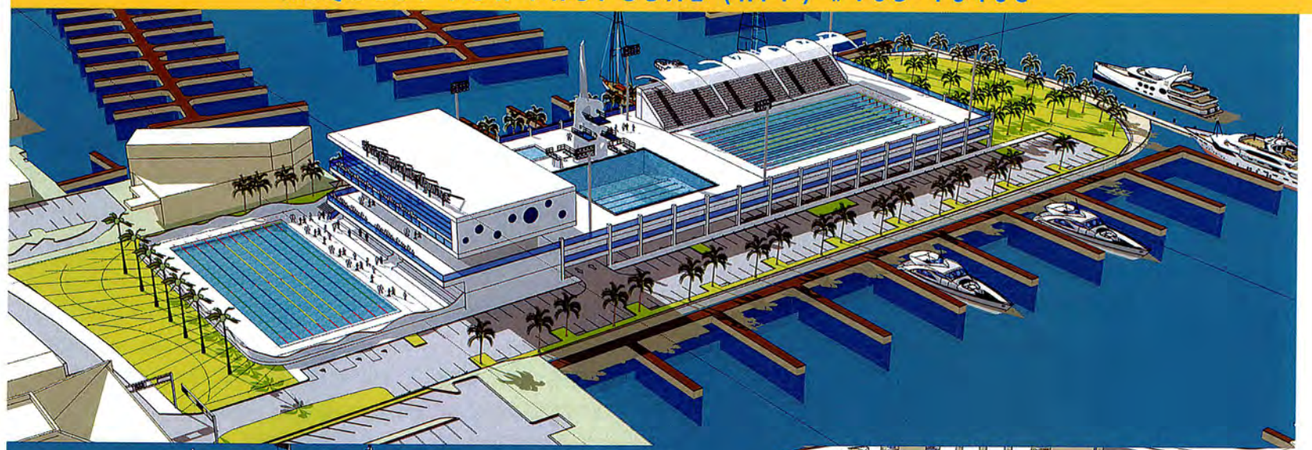
City of Fort Lauderdale
Procurement Services Department
100 N. Andrews Avenue, Suite 619
Fort Lauderdale, FL 33301

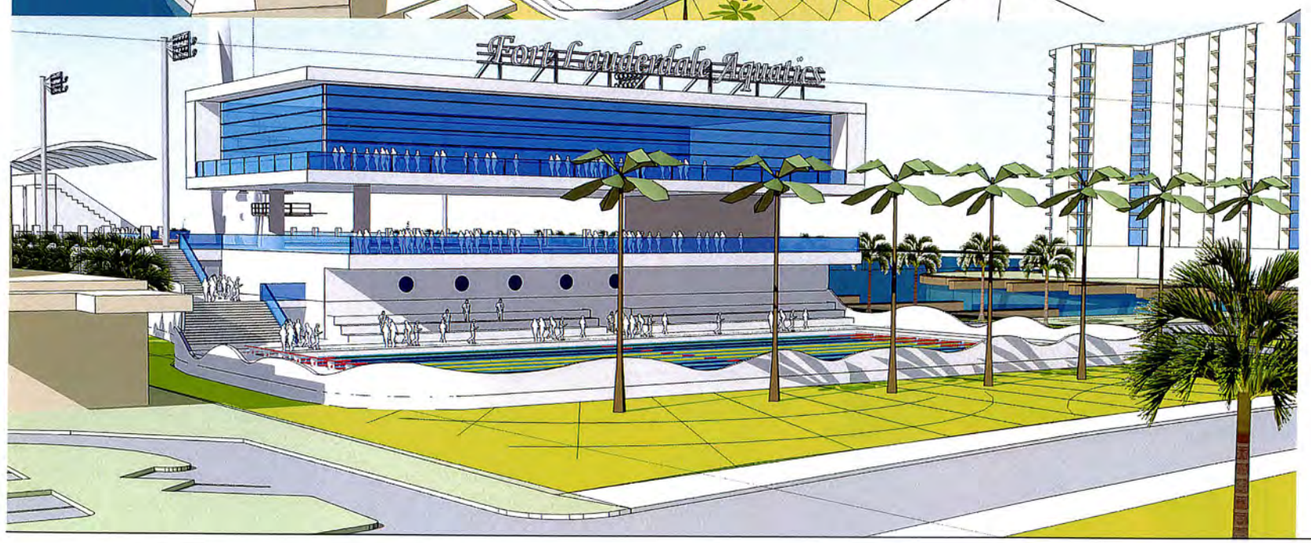
REVISED
REDEVELOPMENT OF THE FORT LAUDERDALE AQUATIC CENTER

Design-Builder/Proposer:

RECREATIONAL DESIGN & CONSTRUCTION, INC.
3990 North Powerline Road
Fort Lauderdale, FL 33309
Contact: Joseph C. Cerrone, III, President
PH: (954) 566-3885
EMAIL: joe@recreationaldesign.com

Design Team Members:
Zyscovich Architects
Wave House
Counsilman-Hunsaker, PA
Corzo Castella Carballo Thompson Salman, PA
Aquadynamics Design Group, Inc.
Lakdas/Yohalem Engineering, Inc.
Loucks Engineering, Inc.
Construction Consultants of Florida, Inc.
USA Parking





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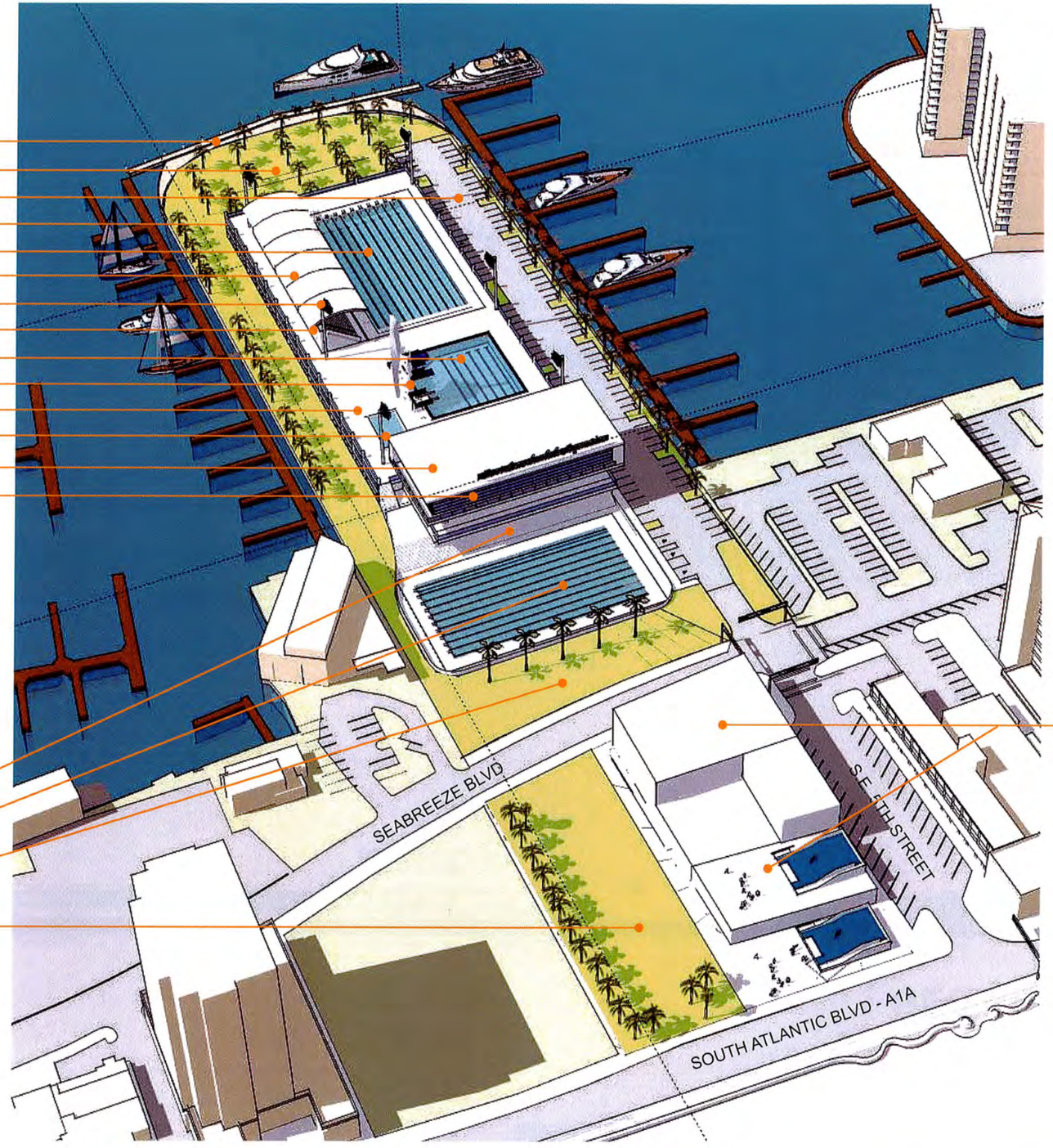
7. Ron Jon Development Budget
8. Letter of Commitment from Ron Jon Surf Shop
9. Private Financing Letter

RECREATIONAL DESIGN & CONSTRUCTION, INC.

PUBLIC IMPROVEMENT COMPONENTS

MARINA DOCK FACILITY
WATERFRONT PUBLIC PARK
SURFACE LEVEL PARKING (+/- 250 SPACES)
PARKING STRUCTURE 2ND LEVEL (+/- 100 SPACES)
FINA COMPETITION POOL (53m x 25m)
COMPETITION POOL GRANDSTAND SEATING (2,040 SEATS)
CANOPY SHADE STRUCTURE
LOCKERS, RESTROOMS, STORAGE UNDER BLEACHERS
FINA DIVE POOL (25m x 25m) - WITH BLEACHER SEATING
DIVE PLATFORMS, SPRINGBOARDS, ACCLIMATION SPA
POOL DECK UPPER AND LOWER COMBINED (60,000 SF)
INSTRUCTIONAL POOL
INTERNATIONAL SWIMMING HALL OF FAME
BATH HOUSE FACILITY BUILDING INCLUDES:
OFFICE SPACE
SWIM TEAM OFFICES
DIVE TEAM OFFICES
SWIM AND DIVE MEET OPERATIONS
WEIGHT - TRAINING ROOMS
RECREATIONAL ROOMS
MEETING - CONFERENCE ROOMS
LOCKER ROOMS
RESTROOMS
EQUIPMENT SPACE
OCEAN RESCUE HEADQUATERS
CONCESSIONS
LOWER LEVEL GRANDSTAND SEATING
RENOVATED EXISTING 50m POOL
NEW PUBLIC PLAZA
EXISTING DC ALEXANDER PARK

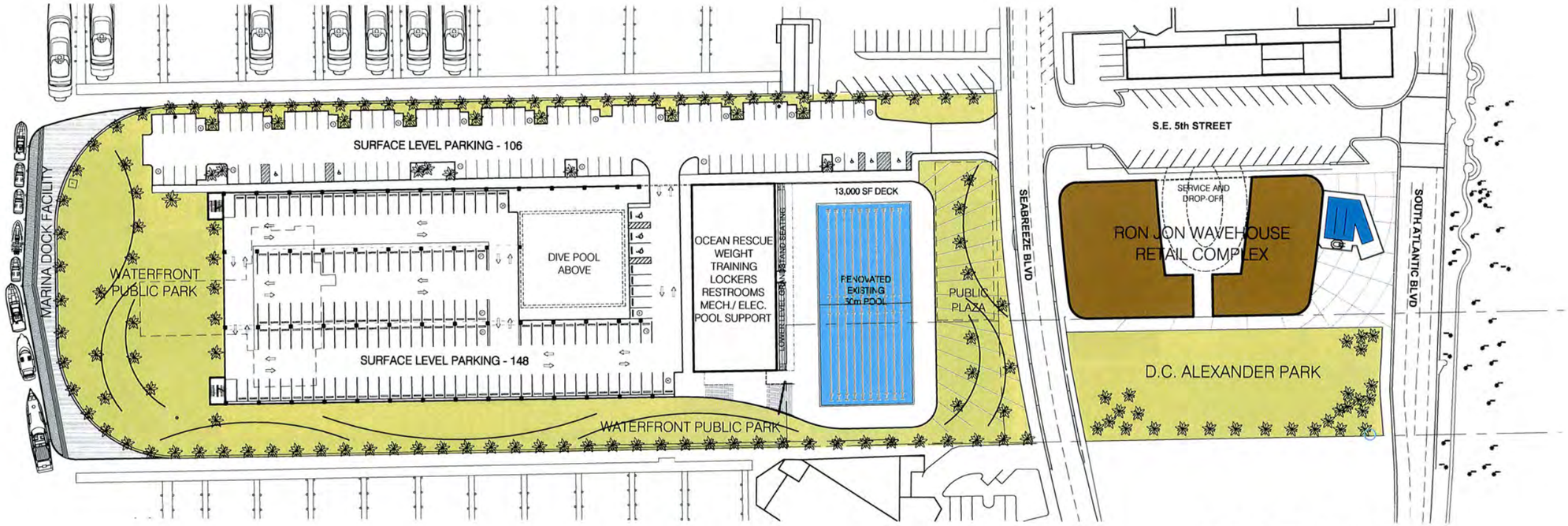


PRIVATE DEVELOPMENT COMPONENTS

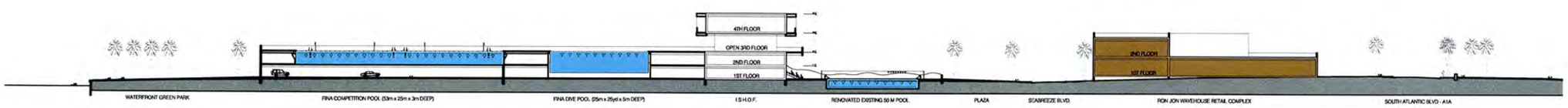
RON JON WAVEHOUSE RETAIL COMPLEX

ZYSCOVICH ARCHITECTS
BUILDINGS INTERIORS LANDSCAPES CITIES

FORT LAUDERDALE AQUATIC CENTER
501 SEABREEZE BLVD, FORT LAUDERDALE, FLORIDA



1ST FLOOR



SECTION

NORTH

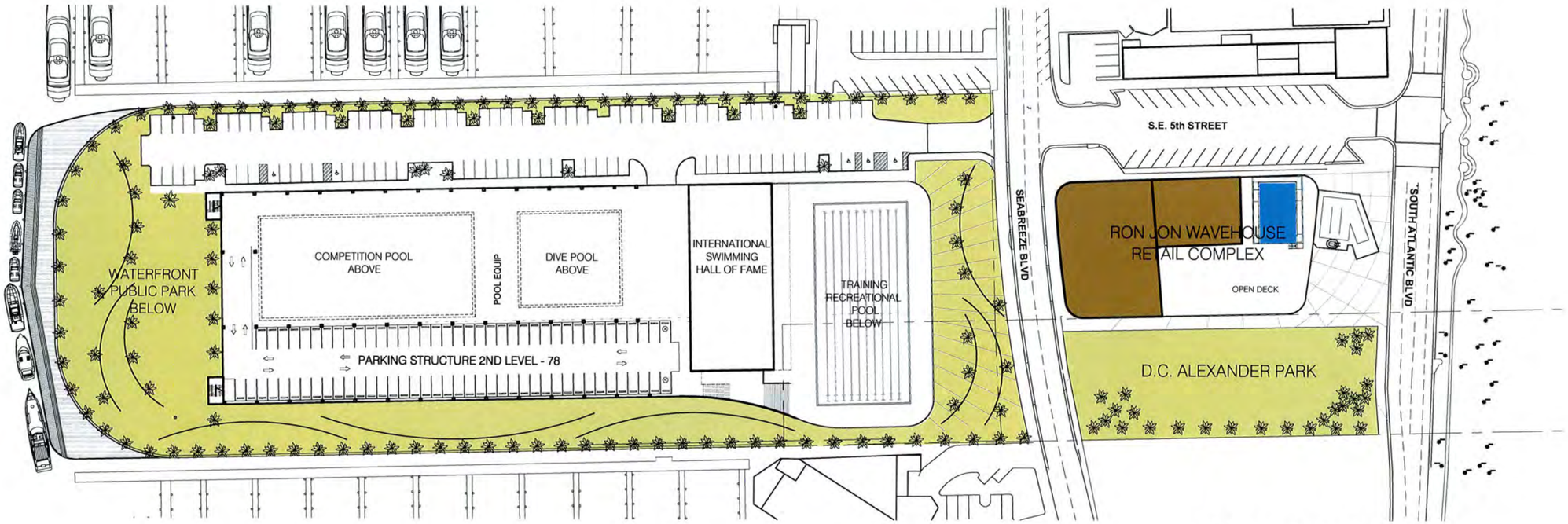
FIRST LEVEL FLOOR PLAN

ZYSCOVICH ARCHITECTS
100 N Biscayne Blvd , 27th Fl
Miami , FL 33132-2304
t 305. 372.3323
f 305. 577.4521
e info@zyscovich.com
w www.zyscovich.com

FORT LAUDERDALE AQUATIC CENTER

501 SEABREEZE BLVD, FORT LAUDERDALE, FLORIDA

SEPT. 19, 2011



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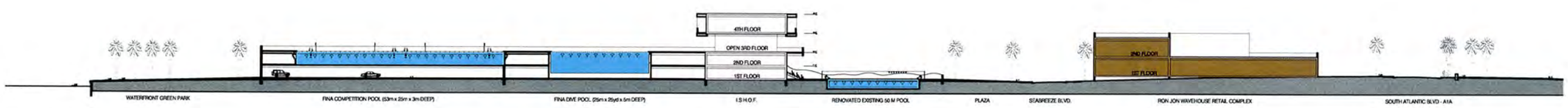

SECTION

NORTH

SECOND LEVEL FLOOR PLAN

ZYSCOVICH ARCHITECTS
100 N Biscayne Blvd. 27th Fl
Miami, FL 33132-2304
t 305.372.5323
f 305.577.4521
e info@zyscovich.com
w www.zyscovich.com

FORT LAUDERDALE AQUATIC CENTER

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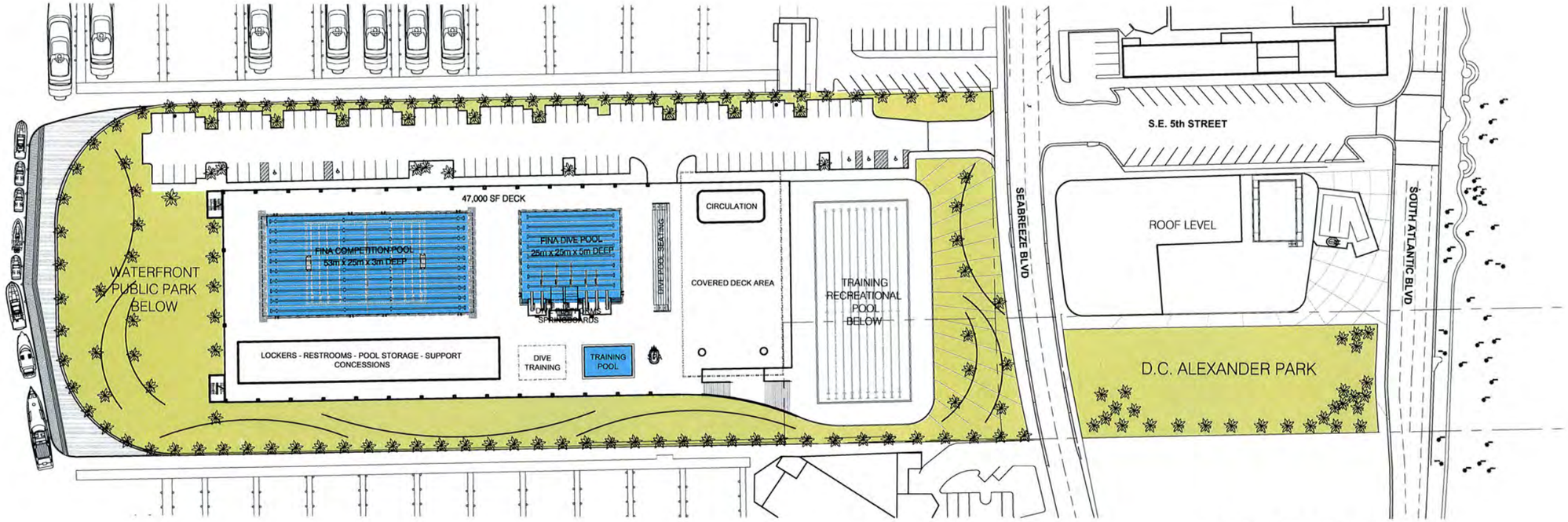
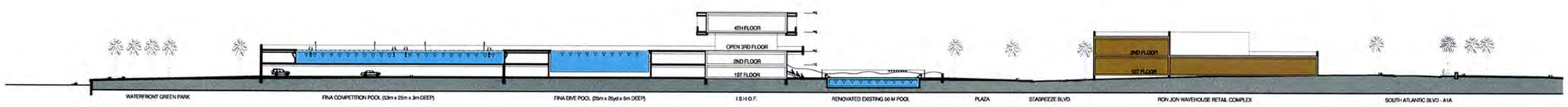
SEPT. 19, 2011



3RD FLOOR



SECTION

NORTH

THIRD LEVEL FLOOR PLAN

ZYSCOVICH ARCHITECTS

100 N Biscayne Blvd. 27th Fl | Miami, FL 33132-2304 | t 305.372.3222 | f 305.577.4321 | e info@zyscovich.com | w www.zyscovich.com

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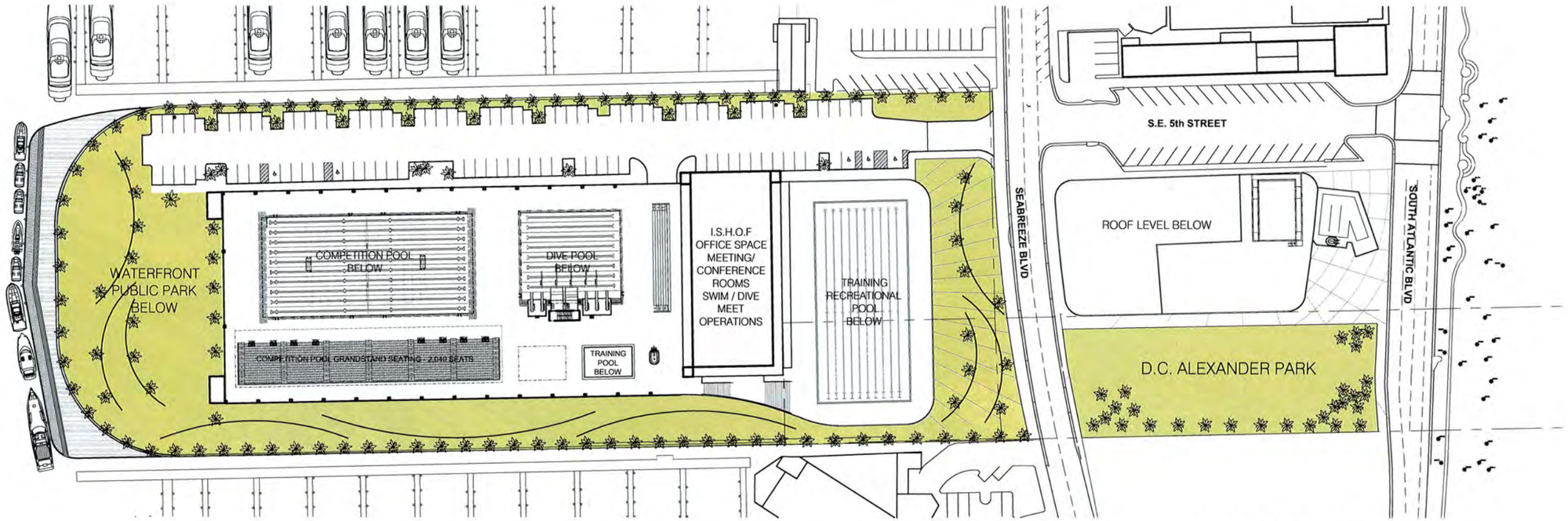
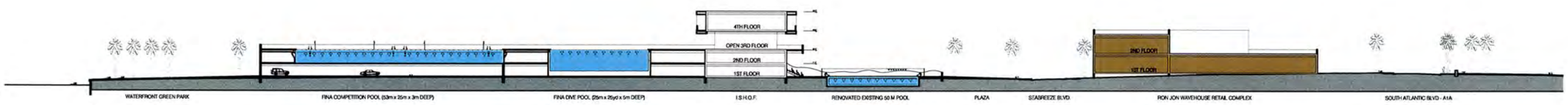
SEPT. 19, 2011



4TH FLOOR



SECTION

NORTH

FOURTH LEVEL FLOOR PLAN

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FORT LAUDERDALE AQUATIC CENTER

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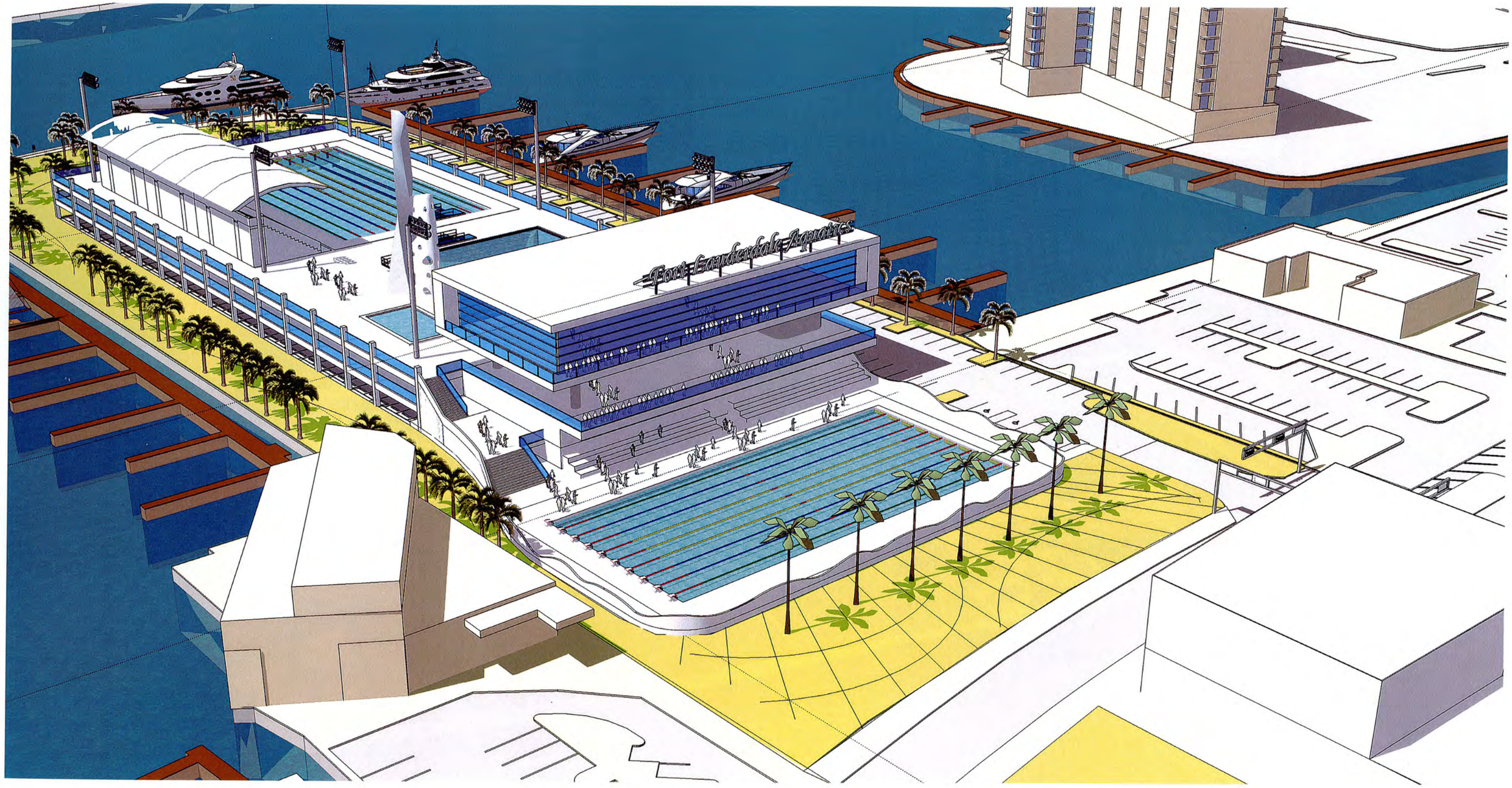

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FORT LAUDERDALE AQUATIC CENTER

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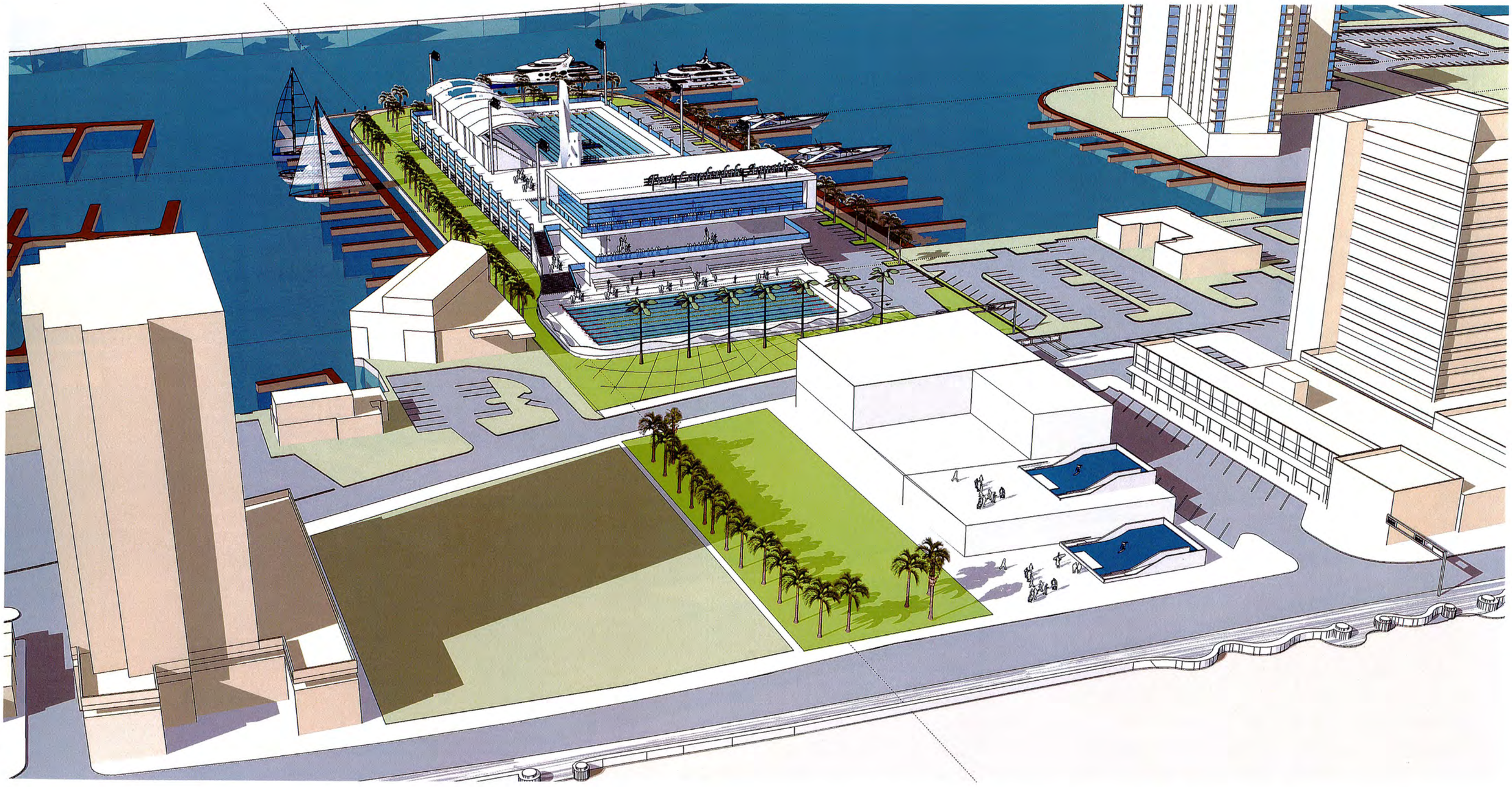

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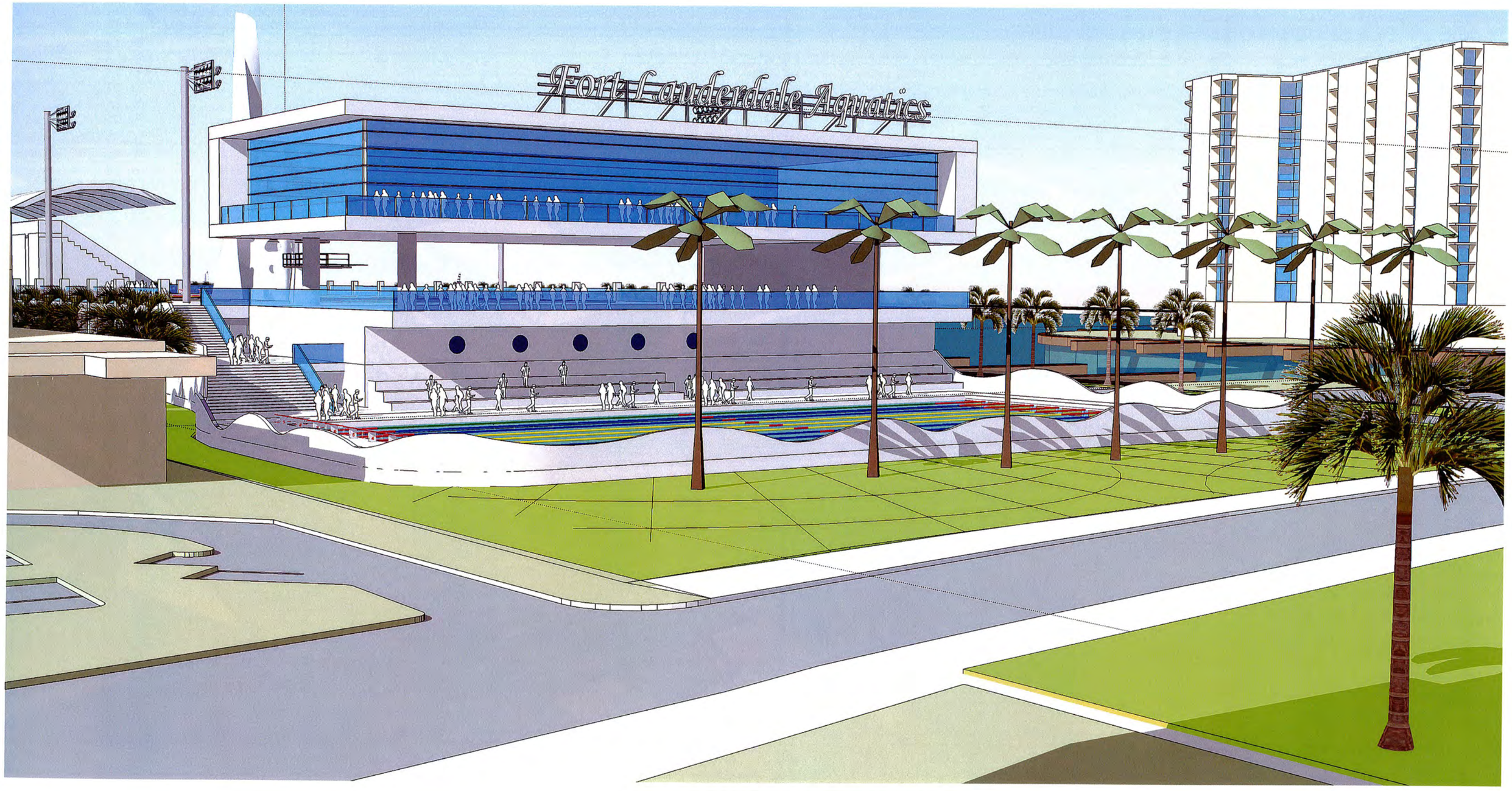

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FORT LAUDERDALE AQUATIC CENTER

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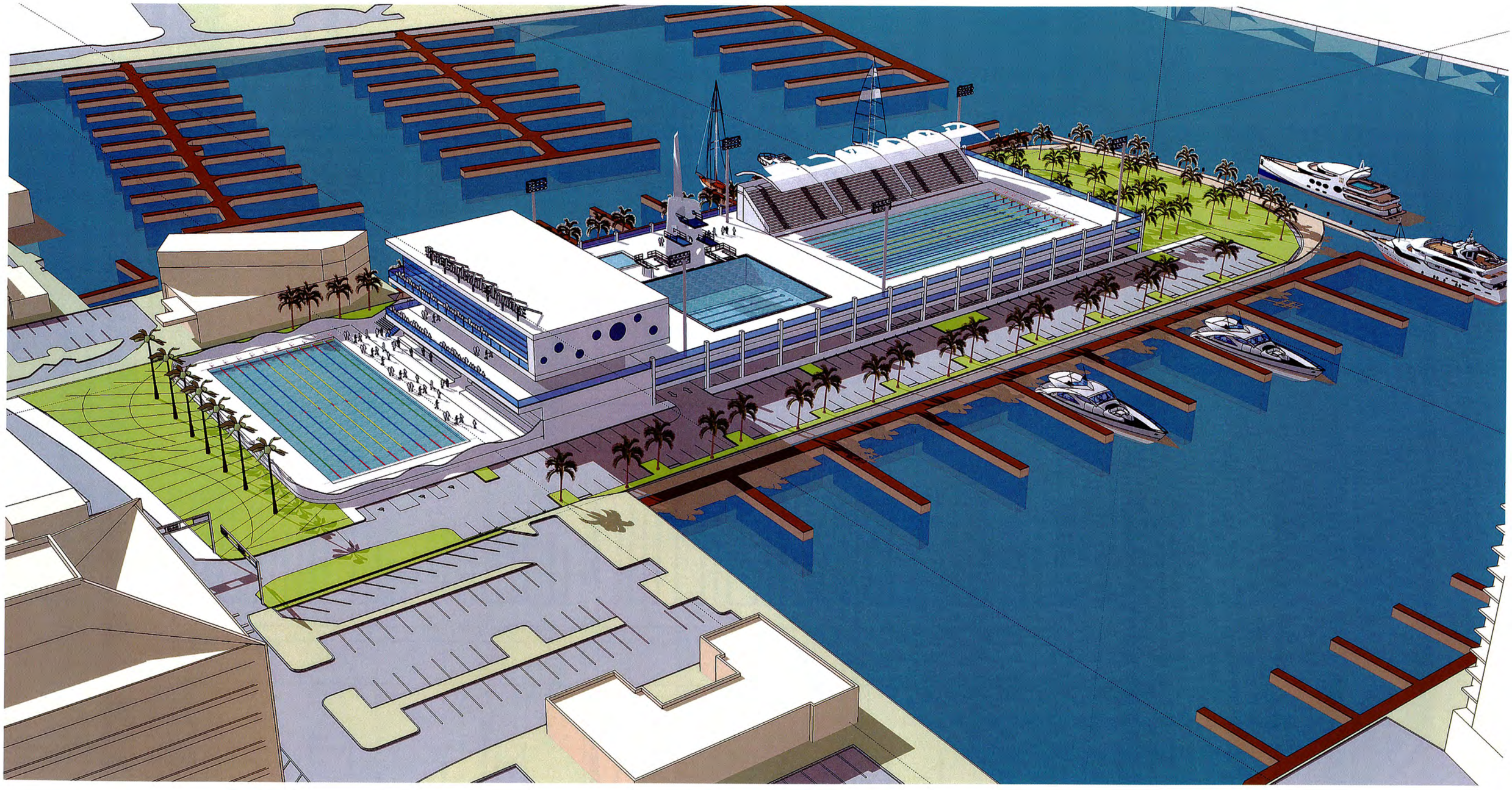

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FORT LAUDERDALE AQUATIC CENTER

501 SEABREEZE BLVD, FORT LAUDERDALE, FLORIDA

RECREATIONAL DESIGN & CONSTRUCTION, INC.

ZYSCOVICH ARCHITECTS

FORT LAUDERDALE AQUATIC COMPLEX BENEFITS MATRIX OF RE-DESIGN

CITY OF FORT LAUDERDALE (R.F.P.) REQUIREMENTS

PUBLIC IMPROVEMENT COMPONENTS:	SF
FINA COMPETITION POOL (53m x 25m)	14,268
FINA COMPETITION POOL (53m x 25m)	14,268
FINA DIVE POOL (25m x 25m)	6,150
DIVE TOWER (1,3,5,7.5,10m PLATFORMS)	
SEVERAL 1m - 3m SPRINGBOARDS	
ACCLIMATION POOL / SPA	100
INSTRUCTIONAL POOL (20' x 40')	800
POOL DECK (60,000 SF)	60,000
GRANDSTANDS (COMP. POOL)	
GRANDSTANDS (DIVE POOL)	
GRANDSTANDS (WARM-UP POOL)	
SWIM HALL OF FAME MUSEUM	
BATH HOUSE FACLITY:	
OFFICE SPACE	
LOCKERS	
RESTROOMS	
EQUIPMENT SPACE	
ATHLETE LOCKER ROOMS	
SWIM TEAM OFFICES	
DIVE TEAM OFFICES	
SWIM + DIVE MEET OPERATIONS OFFICES	
WEIGHT + TRAINING ROOMS	
RECREATIONAL ROOMS	
MEETING / CONFERENCE ROOM	

ADDITIONAL COMPONENTS:	SF
OCEAN RESCUE HEADQUATERS	
MARINA FACILITY / DOCK INTERCOASTAL	
PARKING STRUCTURE	

PRIVATE DEVELOPMENT COMPONENTS:	SF
RETAIL / CONCESSION SPACE	
WATER THEME COMPONENT	

RDC ORIGINAL SUBMITTED PROPOSAL

PUBLIC IMPROVEMENT COMPONENTS:	SF
FINA COMPETITION POOL (53m x 25m)	14,268
FINA COMPETITION POOL (53m x 25m)	14,268
FINA DIVE POOL (25m x 25yd)	6,150
DIVE TOWER (1,3,5,7.5,10m PLATFORMS)	
(2) 1m - (3) 3m SPRINGBOARDS	
ACCLIMATION POOL / SPA	100
INSTRUCTIONAL POOL (20' x 50')	1,000
POOL DECK (46,000 SF)	46,000
GRANDSTANDS (2,040 @ COMP. POOL)	10,000
GRANDSTANDS (540 @ DIVE POOL)	4,500
GRANDSTANDS (250 @ WARM-UP POOL)	1,500
CANOPY SHADE STRUCTURE	20,000
SWIM HALL OF FAME MUSEUM	16,400
BATH HOUSE FACLITY:	26,300
OFFICE SPACE	
LOCKERS	
RESTROOMS	
POOL EQUIPMENT STORAGE	
ATHLETE LOCKER ROOMS	
SWIM TEAM OFFICES	
DIVE TEAM OFFICES	
SWIM + DIVE MEET OPERATIONS OFFICES	
WEIGHT + TRAINING ROOMS	
RECREATIONAL ROOMS	
MEETING / CONFERENCE ROOM	
OUTDOOR SUB-TOTAL	117,786
INDOOR SUB-TOTAL	42,700

ADDITIONAL COMPONENTS:	SF
OCEAN RESCUE HEADQUATERS	2,400
MARINA FACILITY / DOCK INTERCOASTAL	8,740
PARKING STRUCTURE (349 PKG. SPACES)	160,500
GROUND LEVEL PARKING (86 SPACES)	46,800
LINEAR PARK (WATER EDGE OF PROPERTY)	15,000
AQUA THEATER DIVE TOWER	
DRY DIVE TRAINING OUTDOOR	1,200
BANQUETTE HALL	9,000
DC ALEXANDER PARK:	23,700
- SPLASHPARK / STAGE / CONCESSIONS	
- RESTROOMS/ SEATING / LANDSCAPE	
OUTDOOR SUB-TOTAL	48,640
INDOOR SUB-TOTAL	11,400

PRIVATE DEVELOPMENT COMPONENTS:	SF
RETAIL SHOP SPACES (A1A BEACHSIDE)	12,470
INTERCOASTAL RESTAURANT	9,100
WAVEHOUSE COMPLEX:	
WAVEHOUSE (BEACH RESTAURANT)	13,000
WAVEHOUSE (OPEN DECK - WAVE POOLS)	44,800
WAVEHOUSE (BRIDGE RESTAURANT)	18,630
SUB-TOTAL	**76,430**
OUTDOOR SUB-TOTAL	44,800
INDOOR SUB-TOTAL	53,200
TOTAL OUTDOOR PROGRAM SPACE	**277,146**
TOTAL INDOOR A/C BUILD-OUT SPACE	**96,570**
TOTAL PARKING STRUCTURE ABOVE GRADE	**160,500**
TOTAL GROUND LEVEL PARKING	**46,800**

REVISED FLAC MASTERPLAN PROPOSAL

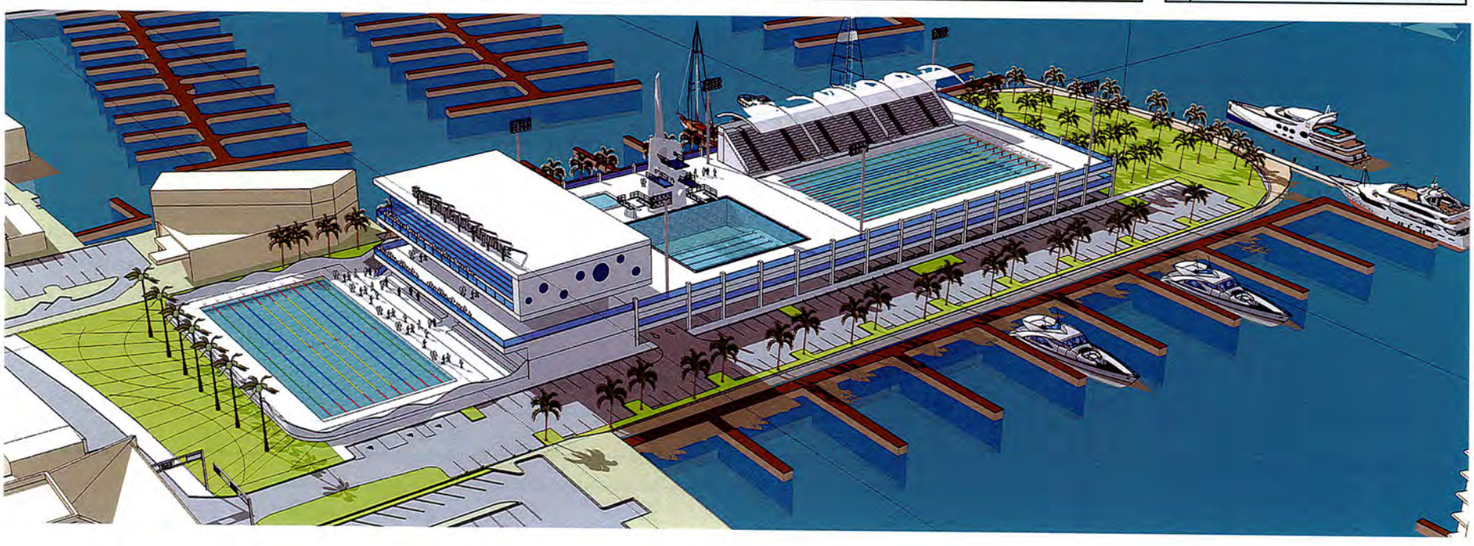
PUBLIC IMPROVEMENT COMPONENTS:	SF
REVITALIZE EXISTING 50m POOL	
FINA COMPETITION POOL (53m x 25m)	14,268
FINA DIVE POOL (25m x 25yd)	6,150
DIVE TOWER (1,3,5,7.5,10m PLATFORMS)	
(2) 1m - (3) 3m SPRINGBOARDS	
ACCLIMATION POOL / SPA	100
INSTRUCTIONAL POOL (20' x 50')	1,000
POOL DECK	60,000
GRANDSTANDS (2,040 @ COMP. POOL)	10,000
GRANDSTANDS (540 @ DIVE POOL)	2,000
GRANDSTANDS (250 @ WARM-UP POOL)	1,500
CANOPY SHADE STRUCTURE	12,000
SWIM HALL OF FAME MUSEUM	16,400
BATH HOUSE FACLITY:	26,300
OFFICE SPACE	
LOCKERS	
RESTROOMS	
POOL EQUIPMENT STORAGE	
ATHLETE LOCKER ROOMS	
SWIM TEAM OFFICES	
DIVE TEAM OFFICES	
SWIM + DIVE MEET OPERATIONS OFFICES	
WEIGHT + TRAINING ROOMS	
RECREATIONAL ROOMS	
MEETING / CONFERENCE ROOM	
OUTDOOR SUB-TOTAL	107,018
INDOOR SUB-TOTAL	42,700

ADDITIONAL COMPONENTS:	SF
OCEAN RESCUE HEADQUATERS	2,400
MARINA FACILITY / DOCK INTERCOASTAL	8,740
PARKING STRUCTURE (+/- 100 SPACES)	47,000
GROUND LEVEL PARKING (+/- 250 SPACES)	95,000
WATERFRONT PARK - OPEN GREEN SPACE	54,000
	0
	0
	0
	0
OUTDOOR SUB-TOTAL	204,740
INDOOR SUB-TOTAL	2,400

PRIVATE DEVELOPMENT COMPONENTS:	SF
RON JON RETAIL:	18,500
1ST FLOOR RETAIL (10,000 SF)	
2ND FLOOR RETAIL (8,500 SF)	
RON JON/WAVEHOUSE COMPLEX:	
1ST FLOOR OPEN DECK + POOL (6,500 SF)	6,500
1ST FLOOR RETAIL (7,500 SF)	7,500
2ND FLOOR OPEN DECK + POOL (7,200 SF)	7,200
2ND FLOOR RESTAURANT (7,200 SF)	7,200
SUB-TOTAL	**28,400**
OUTDOOR SUB-TOTAL	13,700
INDOOR SUB-TOTAL	33,200
TOTAL OUTDOOR PROGRAM SPACE	**325,458**
TOTAL INDOOR A/C BUILD-OUT SPACE	**78,300**
TOTAL PARKING STRUCTURE ABOVE GRADE	**47,000**
TOTAL GROUND LEVEL PARKING	**95,000**

REVISED PROPOSAL BENEFITS

PUBLIC IMPROVEMENT COMPONENTS:
RE-USE EXISTING POOL/LOWER COST
ABOVE GRADE- NO DEWATERING/LOWER COST
ABOVE GRADE- NO DEWATERING/LOWER COST
SAME
LARGER DECK
SAME
CHANGE TO BLEACHER STYLE SEATING/LOWER COST
SAME
REDUCE SIZE AND COMPLEXITY/LOWER COST
SAME
SAME
REDUCED/LOWER COST
MAINTAIN RFP PROGRAM
SAME
DELETED/LOWER COST
REDUCED STRUCTURE/LOWER COST
BULK OF PARKING ON GRADE/LOWER COST
INCREASED GREEN SPACE - CONNECT INTERCOASTAL TO OCEAN/PUBLIC BENEFIT
DELETED-SINGLE TOWER MEETS ALL NEEDS/LOWER COST
COULD INCLUDE AT POOL DECK
OPTIONAL - FUTURE IF NEEDED
NO IMPROVEMENTS/OPTIONAL FUTURE
DELETED/LOWER COST & LESS IMPACT
DELETED/LOWER COST & LESS IMPACT
SUBSTANTIALLY MORE PUBLIC GREENSPACE
DELETED/LESS IMPACT
SIGNIFICANTLY REDUCED/LESS IMPACT
REDUCED
REDUCED
78%
29%
203%



Fort Lauderdale Aquatic Complex Cost Estimates

Item	PUBLIC IMPROVEMENTS Pools and Aquatics Support Building & HOF Shell	Parking Garage
Design Fees		
Aquatic Engineering	$ 275,000	$ -
Scheduling	$ 20,000	$ 3,000
Architectural Fees	$ 325,000	$ 210,000
Structural Engineer	$ 210,000	$ 125,000
Civil Engineer	$ 198,000	$ 20,000
Environmental Engineer	$ 45,000	$ 5,000
Traffic Engineer	$ 40,000	$ -
Mechanical Engineer	$ 175,000	$ 75,000
Electrical Engineer	$ 75,000	$ 45,000
Landscaping Architect	$ 85,000	$ 10,000
Master Planning	$ 85,000	$ -
Construction Admin	$ 135,000	$ 55,000
Irrigation Engineer	$ 30,000	$ 4,000
LEED Documentation and Commissioning	$ 225,000	$ 65,000
Design Fees Sub Total	**$ 1,923,000**	**$ 617,000**
General Conditions		
Pre Construction services	$ 246,720	$ 75,000
General Condition	$ 986,525	$ 428,500
Permits and Fees	$ 175,000	$ 35,000
Surveys and Geotechnical Testing	$ 70,000	$ 15,000
General Conditions Sub Total	**$ 1,478,245**	**$ 553,500**
Site Work and Utilities		
MOT	$ 55,000	
Demolition and Recycling	$ 453,918	
Earthwork and Grading	$ 396,573	
Drainage	$ 395,850	$ 6,500
Sewer	$ 162,250	
Water and Fire Mains	$ 288,000	$ 5,500
Walkways and Pavers	$ 95,565	$ 8,000
Asphalt Paving	$ 171,710	
Landscaping, Trees and Sod	$ 350,424	
Irrigation,& Pumps Equipment	$ 85,000	
Site Electric and Electrical Service	$ 576,711	
Irrigation	$ 108,000	
Site Work and Utilities Sub Total	**$ 3,139,001**	**$ 20,000**
53m Competition Pool		
Pool Shell and Mrytha System	$ 987,850	
Surge Tank	$ 64,000	
Filtration System	$ 205,200	
Pool Heating System	$ 345,500	
Pool Piping and Valves	$ 137,500	
Water Chemistry Controller	$ 55,750	
Pool Moveable Floor	$ 985,000	
1.5m Movable Bulkhead	$ 595,000	
Pool Furnishings (Starting block, Lift Chairs)	$ 63,850	
Pool Covers & Storage Reels	$ 54,650	
53M Competition Pool Sub Total	**$ 3,494,300**	**$ -**
Remodel Existing Pool		
Pool Shell and Structure Restoration	$ 295,000	
Surge Tank	$ 37,200	
Filtration System	$ 120,500	
Pool Piping and Valves	$ 125,000	
Water Chemistry Controller	$ 37,500	
Pool Furnishings (Starting block, Lift Chairs)	$ 34,500	
Pool Heaters Restoration	$ 75,000	
Pool Covers & Storage Reels	$ 54,650	
Remodel Existing Pool Sub Total	**$ 779,350**	**$ -**
Dive Pool & Acclimation Spa		
Pool Shell and Mrytha System	$ 995,235	
10m Dive Tower Structure/ Lighting	$ 525,200	

Surge Tank	$	48,500		
Filtration System	$	146,000		
Dive Pool Heating System	$	165,000		
Pool Piping and Valves	$	75,000		
Water Chemistry Controller	$	27,500		
Dive Pool Misc Furnishings	$	20,500		
Pool Covers & Storage Reels	$	39,000		
Sparer System	$	125,000		
Dive Pool Sub Total	**$**	**2,166,935**	**$**	**-**
Instructional Pool				
Pool Shell and Mrytha System	$	265,000		
Surge Tank	$	15,000		
Filtration System	$	60,000		
Pool Heating System	$	86,000		
Pool Piping and Valves	$	55,000		
Water Chemistry Controller	$	12,500		
Misc Pool Furnishing	$	10,000		
Pool Covers & Storage Reels	$	18,500		
Instructional Pool Sub Total	**$**	**522,000**	**$**	**-**
Grandstand,Concession & Restrooms				
Upper Grand Stand Structure	$	320,000		
Restroom and Concession areas	$	275,000		
Ground Floor Pool Deck Bleachers, Seating Planks	$	162,300		
Bleachers Cover Canopy	$	1,050,500		
Waterproofing	$	38,000		
Grand Stand Railings	$	55,000		
Grand Stand Lighting	$	95,000		
Grandstand Sub Total	**$**	**1,995,800**	**$**	**-**
Pool Deck				
Pool Scoreboards & Timing System	$	238,000		
Pool Deck Ground FL	$	97,500		
High Mast Sports Pool Lighting	$	585,000		
Site Furnishings	$	75,000		
Shade Shelters Canopies	$	150,000		
Pool Deck Railings	$	52,620		
Upper Deck Enclosure	$	47,440		
Pool Deck Sub Total	**$**	**1,245,560**	**$**	**-**
Building Structure_ Four Stories				
Piling and Foundations	$	355,000		
Building Concrete and Masonry	$	875,000		
Precast Joists & Beams	$	350,000		
Roofing and Lightweight Concrete	$	355,000		
Hollow Metal Doors and Hardware	$	115,300		
Glazing	$	330,755		
Exterior Stucco	$	97,525		
Exterior Painting	$	55,000		
Signage	$	80,000		
Elevators	$	330,000		
Fire Protection	$	125,000		
Hvac Equipment	$	525,333		
Plumbing Misc Rough Ins / Roof Drains	$	97,000		
Electric, Misc Lighting, Alarm Roughs	$	225,700		
Building Structure Sub Total	**$**	**3,916,613**		
Building Interiors & Build Outs				
First Floor Build Out (Support Office , Restrooms, Storage)	$	795,000		
Second Floor Build Out (HOF Museum)	$	-		
Third Floor Open (Plaza Furnishings)	$	150,000		
Forth Floor (Meeting Rooms, Coach Support Staff Offices)	$	825,000		
Building Interiors Sub Total	**$**	**1,770,000**		
Parking Garage Structure				
Parking Garage Structure			$	4,042,000
Parking Garage Structure Sub Total	**$**	**-**	**$**	**4,042,000**
ESTIMATE GRAND TOTALS PUBLIC IMPROVEMENTS	**$**	**22,430,804.00**		
ESTIMATE GRAND TOTALS PARKING GARAGE				**$ 5,232,684.00**

RON JON @ WAVEHOUSE

Fort Lauderdale Aquatic Complex Cost Estimates

Item	PRIVATE DEVELOPMENT
Design Fees	
Scheduling	$ 5,000
Architectural Fees	$ 205,000
Structural Engineer	$ 55,000
Civil Engineer	$ 95,000
Traffic Engineer	$ 20,000
Mechanical Engineer	$ 60,000
Electrical Engineer	$ 28,000
Landscaping Architect	$ 40,000
Master Planning	$ 25,000
Construction Admin	$ 50,000
Irrigation Engineer	$ 20,000
LEEDS Documentation and Commissioning	$ 75,000
Design Fees Sub Total	**$ 678,000**
General Conditions	
Pre Construction services	$ 125,000
General Condition	$ 418,000
Permits and Fees	$ 75,000
Surveys and Geotechnical Testing	$ 30,000
General Conditions Sub Total	**$ 648,000**
Site Work and Utilities	
MOT	$ 25,000
Demolition and Recycling	$ 25,000
Earthwork and Grading	$ 210,000
Drainage	$ 105,000
Sewer	$ 34,000
Water and Fire Mains	$ 30,000
Walkways and Pavers	$ 48,000
Asphalt Paving	$ 70,000
Landscaping, Trees and Sod	$ 70,000
Irrigation,& Pumps Equipment	$ 45,000
Site Work and Utilities Sub Total	**$ 662,000**
Building / Retails Areas	
Piling and Foundations	$ 268,500
Building Concrete and Masonry	$ 895,000
Precast Joists & Beams	$ 220,000
Roofing and Lightweight Concrete	$ 222,300
Hollow Metal Doors and Hardware	$ 32,000
Glazing	$ 230,050
Exterior Stucco	$ 62,000
Exterior Painting	$ 55,000
Interior Finihses	$ 500,000
Signage	$ 15,000
Building FF&E	$ 160,000
Elevators	$ 150,000
Fire Protection	$ 88,500
Hvac Equipment	$ 495,000
Plumbing Misc Rough Ins / Roof Drains	$ 170,000
Electricals	$ 460,000
Building Structure Sub Total	**$ 4,023,350**
Flow Rider & Flow Barrel	
Flow Rider	$ 1,125,000
Flow Barrel	$ 2,550,000
Concrete Decks / Plaza	$ 72,500
Flow Rider Sub Total	**$ 3,747,500**
ESTIMATE GRAND TOTALS PRIVATE DEVELOPMENT	**$ 9,758,850.00**

RON JON SURF SHOP

September 14, 2011

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

Re: Fort Lauderdale Aquatic Center Redevelopment

Dear Mr. Feldman:

It is my pleasure to write this letter to you on behalf of Ron Jon Surf Shop and our President, Debbie Harvey. Over the past several months, our company has worked with Tom Lochtefeld, CEO of Wave House®, for the symbiotic development of a Ron Jon Surf Shop in concert with a Wave House surf lifestyle and entertainment center to be located adjacent our existing store in Orlando, Florida. We believe this symbiotic retail/lifestyle model would be a perfect fit for your proposed Fort Lauderdale Aquatic Complex refurbishment.

Debbie was raised in Fort Lauderdale and is aware of the site's history and its storied past. We have had a presence in the greater Fort Lauderdale area for over ten (10) years. We are interested in expanding our presence to a quality location on Fort Lauderdale beach and feel your venue has excellent potential. Just imagine the marketing power and tourist draw created by locating the aquatics facility, International Hall of Fame, Wave House and Ron Jon's all in one venue.

We are excited by the possibility of bringing a new family entertainment and retail concept to Fort Lauderdale. Undoubtedly, it will serve to redevelop this historic venue. Conditioned upon project approval, financial feasibility, and our board's approval, we would be very interested in pursuing the execution of a long-term lease with Recreational Design and Construction, the project's lead developer.

We look forward to discussing this exciting concept with you in the future.

Respectfully,

Thomas E. O'Keefe
Executive Vice President, CFO

3850 S. Banana River Blvd., Cocoa Beach, FL 32931 Phone: (321) 799-8888 Fax: (321) 799-8805 www.ronjons.com

Ron Jon Surf Shop®

Ron Jon Surf Shop® was founded in 1959 on the Jersey shore when a bright young man named Ron DiMenna was discovering the sport of surfing. We like to say it all started with a surfboard…

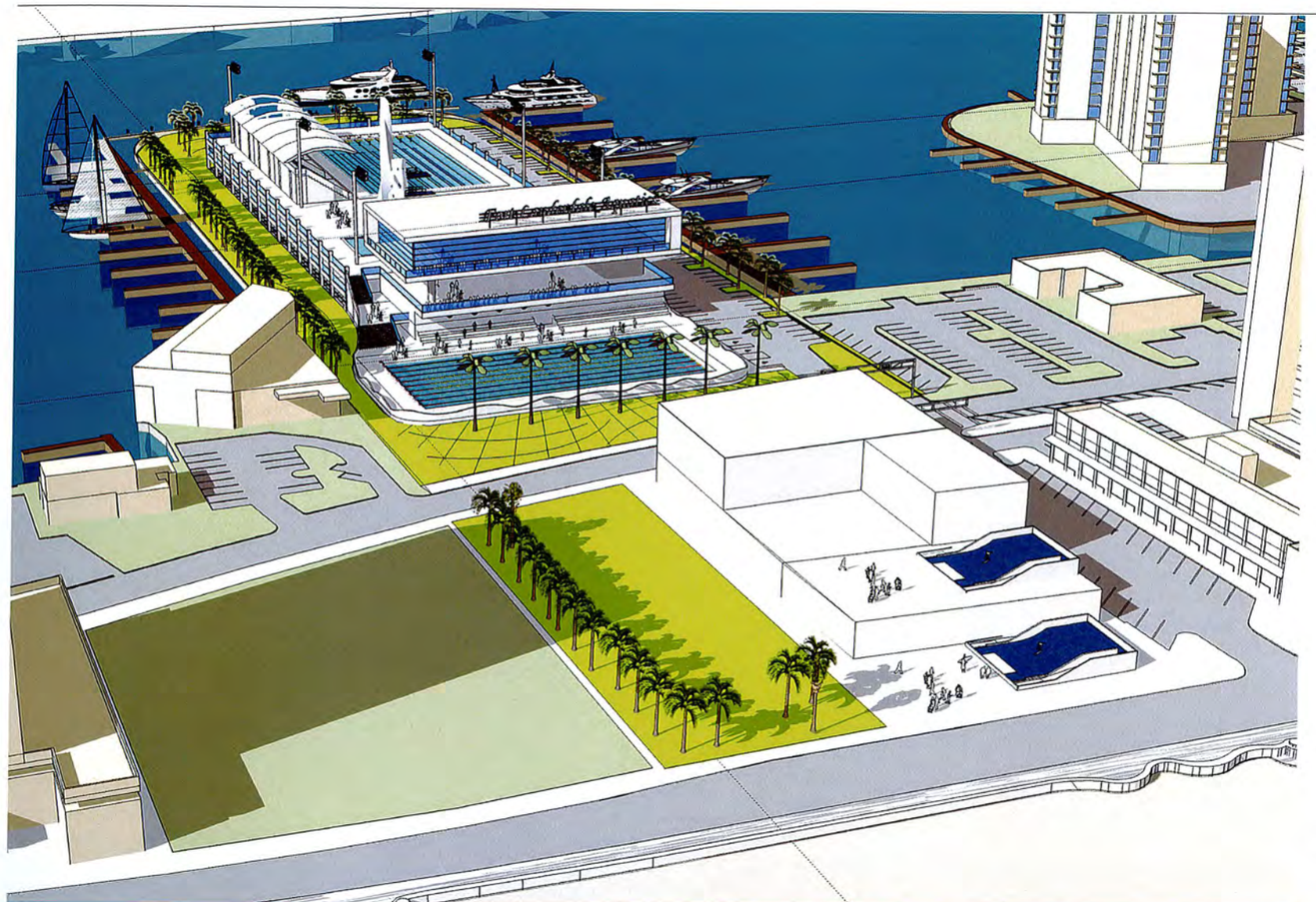
Today, Ron Jon Surf Shop® is a world-famous mecca for surfers and offers the surf, beach and active lifestyle to visitors from around the world. Ron Jon® represents the beach and beyond.

The original Ron Jon Surf Shop® on Long Beach Island, New Jersey is now a four-level surf emporium filled with a colossal selection of active lifestyle apparel and board sports equipment.

The flagship store in Cocoa Beach, Florida, is open 24 hours a day, 365 days a year. It is an entire campus encompassing more than two acres, and is overflowing with more surfwear, sportswear and beach gear than is available in any other single venue. The addition of stores in Fort Lauderdale, Orlando, Key West, Fort Myers and Panama City Beach, Florida, and two stores in Myrtle Beach, South Carolina, brings the Ron Jon® mystique to loyal followers in these areas.

Over the years it has been our goal and our pleasure to share our love of the beach with our guests. No other surf retailer has the loyal following from generation to generation or the word of mouth promotion that Ron Jon has gathered over the last 50 years, from millions of domestic and international visitors. A visit to Ron Jon® has become a generational family tradition.

It has been our passion to extend and share our brand through our Ron Jon Surf Grill®, Ron Jon Cape Caribe Resort® in Cape Canaveral, our retail-licensing program, (with our newest licensee opening in Las Vegas next month), – and now hopefully, our synergistic relationship with Wave House® at Ron Jon Surf Shop®.



RON JON @ WAVEHOUSE

RECREATIONAL
DESIGN &
CONSTRUCTION, INC.

September 30, 2011

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

Re: **Financing the private portion of the redevelopment of the Fort Lauderdale Aquatic Center**

Dear Mr. Feldman:

During the last 18 months, I have met with a number of prospective equity partners. Many have enjoyed watching the project's progress and are intrigued by the Ron Jon Surf Shop retail operations potential. The consensus is Ron Jon can only enhance the success of the Fort Lauderdale Aquatic Center.

Thor Equities – who presently have interests on Fort Lauderdale Beach – believe the FLAC project has unprecedented potential. They are excited about the Ron Jon project because it dovetails with their vision for urban development. Thor Equities, through their Urban Property Funds, has expressed a high level of interest in funding this project and is willing to issue a letter of commitment when the deal structure is clearly defined.

We are confident that once the city has entered into negotiations with Recreational Design & Construction the funding source will be finalized.

Respectfully,
Recreational Design & Construction

Joseph C. Cerrone III
President