



City Commission

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Lewis J. Thaler
Vice Mayor

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City Clerk

Office of the Mayor and Commissioners of Sunny Isles Beach

January 18, 2011

Honorable Carlos Alvarez, Mayor Miami-Dade County and
The Miami-Dade Board of County Commissioners
111 Northwest First Street, 29th Floor
Miami, Florida 33128

SUBJECT: Support for B.E.A.C.H.E.S. Concession Services at Haulover Beach

Dear Honorable Mayor and Commissioners:

As you may know, Miami-Dade County RFP No. 757 requests proposals for providing concession services to the users of Haulover Beach. We are writing in support of the joint venture proposal submitted by **B.E.A.C.H.E.S. Foundation Institute, Inc.** (Shirley Mason, Founder and Executive Director) and **Kissing Pelicans Inc.**, (Robert Hoadley, owner of the Pelican Restaurant at the Newport Pier).

Shirley Mason is also the founder of the world-famous clothing-optional beach at Haulover Park. For nearly 20 years she and a group of leaders and supporters have volunteered on a daily basis to mentor this beach, using their professional time and financial resources, working tirelessly to protect and improve Haulover Beach Park for our community. We are grateful that the City of Sunny Isles Beach has been a primary beneficiary of this international tourist destination that they created.

All of their work has been done for free by the organization's volunteer leaders and volunteer supporters. This organization deserves our thanks, and it deserves to be awarded the concession contract. No other responder to this RFP has worked like this for the people of Miami-Dade and the millions of tourists who come to Miami solely because of this beach. Work by B.E.A.C.H.E.S. and its affiliates have had the following results:

- Trip Advisor ranks Haulover Beach as the 3rd most popular destination in Miami
- County revenues from parking fees have increased 450% since Shirley's group became involved
- Businesses in Sunny Isles Beach report an increase in customers from the beach
- Hotels in Sunny Isles Beach report that many of their guests come specifically because of Haulover Beach
- Condominium association presidents report that many residents in their buildings bought their units specifically because of Haulover Beach



Because B.E.A.C.H.E.S. leaders have worked so hard to create, improve and protect Haulover Beach, they know Haulover beach users better than any other organization possibly could. They have proven their commitment to serving their customers, and they will continue to reinvest their profits back into Haulover Beach improvement and amenities. Other vendors will simply take their profits home at the end of the day.

We believe B.E.A.C.H.E.S. and its team has proven themselves over the past 20 years with a track record that makes them the strongest applicant. This team has earned this concession contract through hard work, skill, dedication, knowledge, experience and imagination. The joint venture team includes the following:

- B.E.A.C.H.E.S. Foundation – which has 5 years of concession experience on-site at Haulover Beach as a Miami-Dade Programming Partner
- Shirley Mason – who created the Haulover Beach Ambassador Program whose 36 official volunteer Ambassadors monitor the beach and educate beach users
- Robert Hoadley – who has 36 years of experience in the food/beverage service industry, and 14 years experience in beach equipment rental service on Miami Beach and Sunny Isles Beach for beach-front hotels.
- A large, multi-facility international hotel and resort corporation with years of experience creating high-end resorts and providing outstanding customer service

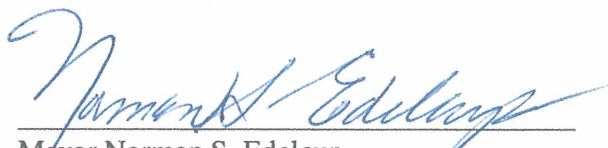
In summary, we believe the joint venture headed by B.E.A.C.H.E.S. should win this contract because:

- They deserve to win it
- They have the business experience, financial stability, human resources, and capital resources that are necessary for this project
- They have created the strongest team to provide the best services to Haulover Beach, the surrounding communities, and Miami-Dade County

We hope you will agree. Thank you for your consideration of our thoughts.

Sincerely,





Mayor Norman S. Edelcup



Vice Mayor Lewis J. Thaler



Commissioner Isaac Aelion



Commissioner Jeanette Gatto

C: Greg Nicklas
Shirley Mason