



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:

I am writing to you to urge you to select the joint venture headed by B.E.A.C.H.E.S. Foundation for the contract to provide concession services on Haulover Beach.

I believe I am in a very unique position to be able to evaluate the strengths of B.E.A.C.H.E.S. Foundation and the benefits of selecting them for the concession contract because:

- My professional career has been dedicated to understanding marketing and tourism especially with regard to Sunny Isles Beach and the factors that benefit our city, such as the clothing-optional beach at Haulover Beach
- I am very familiar with The BEACHES Foundation and the work it has done to protect and improve Haulover Beach and its facilities
- I personally know the Executive Director of B.E.A.C.H.E.S., Shirley Mason, very well, and I can attest to her dedication to Haulover Beach and its users

As you know, the City of Sunny Isles Beach is contiguous with Haulover Beach Park's world famous designated clothing-optional beach, which abuts our ocean side city line and is used extensively by our city residents. It is also clear to me that tourists come to the area from all over the world specifically to use the clothing-optional section of Haulover Beach.

Since the clothing-optional beach has existed, our community, which has a large tourist-based economy and is an international vacation destination, has been enjoying all the benefits that a million additional beach visitors each year have brought to our area. As a business and tourist-related industry association, we keep a pulse on all the components of the community. Weekly, we answer questions from many, many people. We also respond to numerous inquiries for a clothing-optional beach and lodging arrangements close to the beach.



Based on our experience with Haulover Beach and its visitors, B.E.A.C.H.E.S Foundation has been a very significant factor in optimizing the experience of beach users. Shirley Mason and B.E.A.C.H.E.S clearly know their customers better than any other vendor possibly could. Clearly, they can provide the best customer service, because they know their customers and have had extensive experience providing service to them for 20 years.

Our experience is that the clothing-optional portion of the beach has provided a significant economic benefit to Sunny Isles Beach. There is no doubt that Haulover Beach's naturist visitors have been responsible for increases in sales and resort taxes for the City of Sunny Isles Beach and the surrounding areas because of the increased business seen in our hotels, restaurants and shops. These increases have also resulted in increased employment for the hospitality industry catering to those tourists and other beach visitors.

Shirley Mason and B.E.A.C.H.E.S Foundation are thoroughly qualified to continue to protect and improve the beach, and to provide outstanding customer service to beach users. They have proven that they know the local and international naturist tourist market and how to reach them and they have provided reliable service for over 20 years. If they are granted the concession contract, they will obviously be even better positioned to continue their excellent work.

Sincerely,

A handwritten signature in black ink that reads "Ibis Romero".

Ibis Romero, CTC
Executive Director
Sunny Isles Beach Tourism and Marketing Council