



July 24, 2014

Re: South Beach Concession - Request for Proposal

OFFICE OF THE CITY  
MANAGER

**Renee C. Miller**  
City Manager

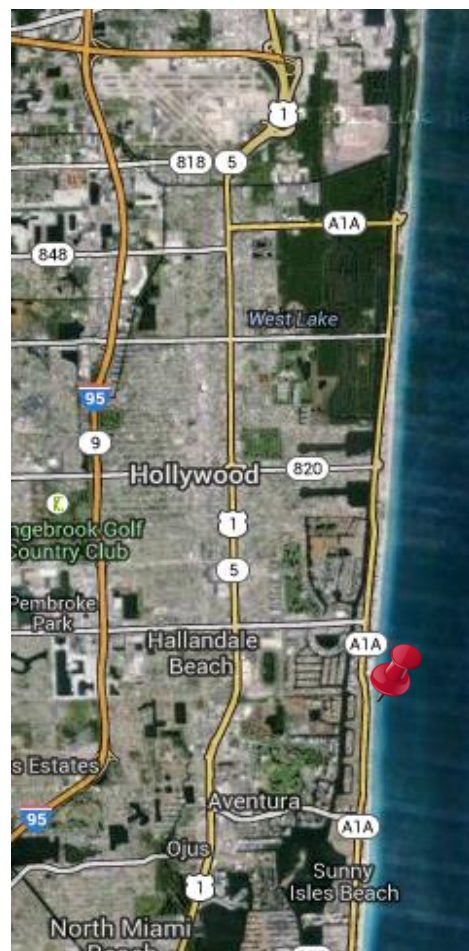
The City of Hallandale Beach is excited to announce a new restaurant opportunity in the completely redesigned and redeveloped South City Beach Park. Centrally located on S. Ocean Drive, north of Golden Beach/Sunny Isles and south of Hollywood/Dania Beach, the new space is an ideal location for a food and beverage service establishment on the beach, with ample parking and walking distance to over 20 condominiums along A1A.

The new park and restaurant will attract patrons of all ages. Included in the upgraded park are over 100 public parking spaces, new playground, sand volleyball court, state-of-the-art bocce ball courts, open green space, playground, and a large dual purpose pavilion/stage.

The interior space is currently designed to provide the restaurant with the ability to design and build-out the interior space to meet the needs of the restaurant's operations. Restrooms facilities with a changing area are attached, as well as an additional 400+ square feet of outdoor dining area.

The City is requesting interested parties to submit a response to the attached Request for Proposal. Within the attached is included more detailed information about the project and format to submit a proposal.

Simultaneously, to the City's redevelopment of the beach location, in partnership with the Florida Department of Transportation, the City is upgrading A1A with a new streetscape design to compliment the new park and A1A corridor.



400 S. Federal Highway  
Hallandale Beach, FL 33009  
Ph (954) 457-1300  
Fax (954) 457-1454

Attached to this letter please find the Request for Proposal divided into the following Exhibits:

- **Exhibit I** – Providing the Scope of Services, format of response proposals, evaluation criteria, and other additional information such as timeline and due dates
- **Exhibit II** – Setting forth all terms and conditions of the RFP as well as the required forms to be submitted with response proposals.
- **Exhibit III** – Providing more detailed information on the Local Vendor Preference and Community Benefit Plan criteria, documentation, and points
- **Exhibit A** - Site plan of the Facility
- **Exhibit B** - Building layout

We look forward to reviewing the proposals and the beginning of a long term future partnership.

Sincerely,



Jennifer Frastai  
Assistant City Manager



*Rendering of the South Beach Park Building*