



RESPONSE TO  
REQUEST FOR PROPOSALS  
Solicitation # RFP – 344-25-GJ  
City of Hollywood, Florida

BEACH CONCESSIONAIRE SERVICES

RFP ISSUANCE DATE: October 1, 2025  
RFP SUBMITTAL DATE: November 25, 2025



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  - Company overview included detailing national and regional scope, proximity of our Miami Beach headquarters to the City of Hollywood, firm structure, range of services, and how our capabilities align with the City’s objectives.
  
  - Litigation disclosure included confirming no current or recent litigation affecting performance.
  
- **PROPOSER’S QUALIFICATIONS AND EXPERIENCE** **09**
  - Complete staffing plan provided with roles, job descriptions, and weekly allocation of hours.
  
  - Current municipal and resort operations detailed, including client names, locations, and staff counts.
  
  - Financial viability demonstrated through three years of company financial statements confirming stability and capacity to perform.
  
- **PROPOSER’S APPROACH AND METHODOLOGY TO SCOPE OF WORK** **21**
  - Detailed operational plan addressing setup, supervision, safety, and customer service protocols.
  
  - Full list of equipment provided, including cabanas, beach chairs, umbrellas, and watersports.
  
  - Color photographs and specifications for all equipment included.
  
  - SORVs and trailers fully described with images and safety compliance details.
  
  - Rental fee schedule provided showing standard rates and 25% discount for City residents.

- Additional service enhancements described, including eco-friendly initiatives and accessibility accommodations.
- **TOTAL REVENUE ABOVE MINIMUM GUARANTEED ANNUAL CONCESSION FEES/FEE SCHEDULE** **53**
  - Completed Fee Schedule provided in the City’s required format.
  - Five-year guaranteed concession payment schedule and renewal options included.
- **REFERENCES AND PAST PERFORMANCE** **54**
  - Verified references included demonstrating strong performance in similar large-scale beach concession operations.
  - Documented history of successful contracts and positive partnerships with public agencies.
- **LOCAL VENDOR PREFERENCE** **61**
  - Copy of Business Tax Receipt



## Executive Summary

November 13, 2025

City of Hollywood, FL—Request for Proposal— RFP-344-25-GJ

Boucher Brothers Hollywood Beach, LLC., is pleased to submit this proposal in response to the City of Hollywood’s Request for Proposals RFP-344-25-GJ for Beach Concessionaire Services. Boucher Brothers has established itself as a trusted leader in providing professional, safe, and guest-focused beach operations that complement and enhance each community we serve.

Boucher Brothers affiliated companies were founded in 1987 and headquartered in Miami Beach, Florida, and is a family-owned and locally managed company that employs more than 1,200 hospitality professionals throughout the US. The company through affiliates currently operates concessions for more than one hundred municipalities and resort/condo partners, including the City of Hollywood, the City of Miami Beach, the City of Fort Lauderdale, the City of Pompano Beach, the City of Siesta Key, City of Venice Beach, and Miami-Dade County- Haulover Park, and the City of Virginia Beach. This extensive operational experience demonstrates our ability to successfully balance public access, regulatory compliance, environmental protection, and high-quality service delivery along some of the most visited beaches in the nation.

Boucher Brothers is committed to continuing to operate the City of Hollywood’s beach concession in full accordance with all requirements outlined in the RFP. Our standards emphasize consistent customer service, safety, and efficiency. Each staff member will be uniformed, trained, and supervised to uphold a welcoming and family-friendly environment while ensuring that all equipment and activities comply with City standards. The company’s training program incorporates Forbes Travel Guide service principles, ensuring that every guest interaction reflects the City’s commitment to quality and professionalism.



With over three decades of continuous operations, Boucher Brothers has never been terminated or found non-compliant in any municipal contract. Our record of transparency, reliability, and accountability has earned the trust of our partners and reflects our dedication to long-term public relationships. We understand that Hollywood Beach is both a vital public



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amenity and an essential part of the City’s cultural and economic identity. Boucher Brothers’ CEO and CFO are long-term residents of the City of Hollywood and collectively we take great pride in being part of this community and are committed to continuing a partnership that enhances its beauty, accessibility, and visitor experience.

Boucher Brothers Hollywood Beach, LLC. respectfully offers this proposal as a complete, responsible, and responsive submission that meets all requirements of RFP-344-25-GJ. We truly believe that the proposal below as well as our past performance demonstrates that we are fully capable of meeting all of the requirements of the solicitation and proposed contractual terms, as well as possessing the financial and technical ability to perform in good faith all the requirements of the concession services. We look forward to the opportunity to continue our long-standing relationship with the City of Hollywood and to deliver the highest standard of beach concession management in support of the City’s vision for excellence on its iconic shoreline.

The following individuals are authorized to make representation on behalf of Boucher Brothers:

- James Boucher, Chief Executive Officer and President
- Michael Boucher, Chief Operating Officer and Vice President
- Steven Boucher, Vice President
- Perry Boucher, Vice President and Secretary
- Adam Cedrati, Chief Financial Officer
- Aaron Tandy, General Counsel

The aforementioned individuals can be reached at the Corporate Office, 1451 Ocean Drive, Suite 205, Miami Beach, FL 33139 or via telephone at (305) 535-8177.

Boucher Brothers certifies compliance with all RFP-344-25-GJ requirements, including the City’s Non-Collusion Statement, Debarment Certification, Drug-Free Workplace Program, and Gift Policy. In addition, Boucher Brothers maintains its own comprehensive Corporate Ethics and Conduct Policy, which governs all employee and management behavior across operations. This policy reinforces our commitment to integrity, transparency, and adherence to the highest ethical standards in every aspect of our business and municipal partnerships.

Sincerely,

Perry Boucher  
Vice President  
Boucher Brothers

## PROPOSERS PROFILE

### a. Organizational Scope

Boucher Brothers is a regional organization headquartered in South Florida, with operational reach extending across Florida’s Atlantic and Gulf coasts and into select locations in California and Virginia Beach. Founded in 1987, the company has grown into one of the largest and most respected providers of beachfront hospitality and recreation management services in the region. While Boucher Brothers operates in multiple states, our core business and leadership is based in Florida, where we have cultivated strong, long-term partnerships with municipal governments, resort/condo properties, and local communities.

### b. Office Locations

Boucher Brothers’ corporate headquarters is located at 1451 Ocean Drive, Suite 205, Miami Beach, Florida 33139, approximately twenty miles south of the City of Hollywood. We also have a support office located at 1093 N.E. 79<sup>th</sup> Street, Miami FL, 33138, approximately fourteen miles south of the City of Hollywood. Additionally, Boucher Brothers has a satellite office located at 2501 N. Ocean Drive, located directly adjacent to City of Hollywood’s public beach. All work for this agreement will be managed and supervised directly from these headquarters, which serves as the administrative, operational, and logistical center for all our South Florida beach operations. The proximity of our office allows for



immediate oversight, responsive coordination, and on-site management at Hollywood Beach as needed. Aside from on-site management, Boucher Brothers will also provide a dedicated area operations director who will oversee the entirety of beach operations.

**c. Firm Overview**

Boucher Brothers Hollywood Beach, LLC. and its affiliates are privately owned, family-operated Florida corporations employing more than 1,200 full-time and seasonal hospitality professionals. The company’s management team includes experienced executives in operations, safety, finance, and guest services, supported by a regional network of field supervisors and concession managers.



The firm provides a comprehensive range of waterfront hospitality services, including the rental and management of beach equipment such as chairs, umbrellas, cabanas and daybeds; watercraft and jet ski concessions; food and beverage services; pool management; and beachfront event programming. These services are currently provided across our municipalities and major resorts and condominiums throughout the region.

Boucher Brothers’ capabilities directly support the objectives of the City of Hollywood by providing a proven and fully compliant concession operation designed to enhance the visitor experience, preserve

public access, and uphold the City’s commitment to professionalism and safety. Our extensive experience managing beachfront operations under municipal license agreements demonstrates our ability to operate efficiently within public settings, ensure regulatory compliance, maintain safety standards, and deliver exceptional service quality to both residents and tourists. We are privileged to have the opportunity to draw resources from the various Boucher Brothers entities.

The company’s operational philosophy emphasizes hospitality excellence, environmental stewardship, and community partnership. Every team member is trained under a comprehensive program that incorporates Forbes Travel Guide service standards, ensuring a consistent, guest-centered approach that reflects positively on the City of Hollywood.

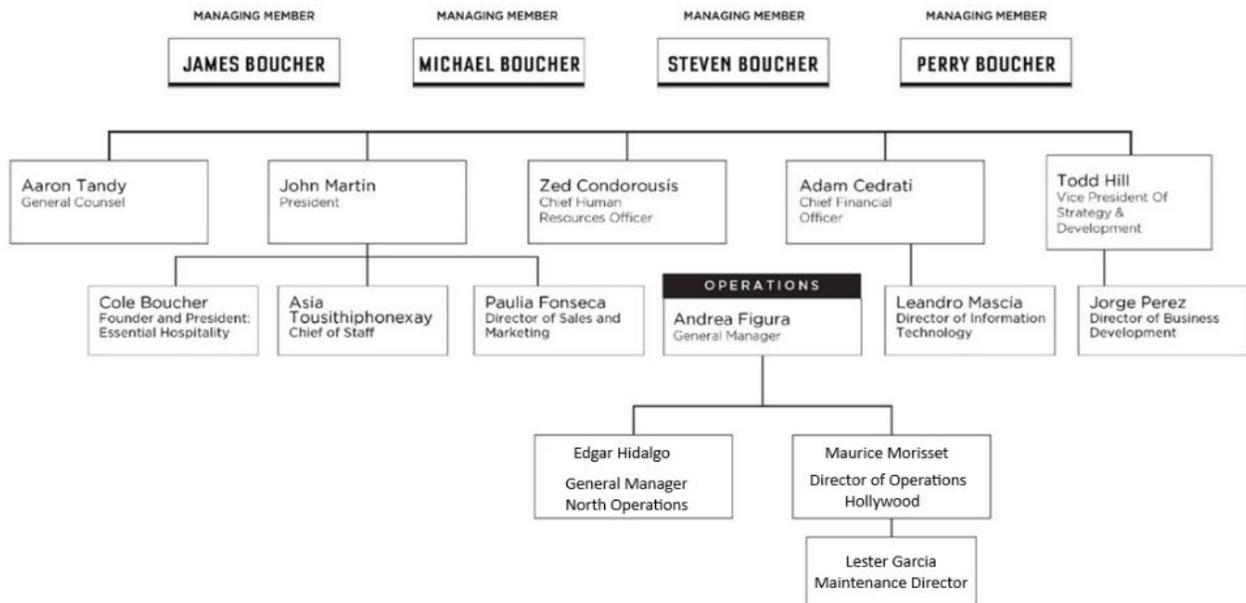
**d. Litigation Disclosure**

Boucher Brothers Hollywood Beach, LLC. confirms that it has not been involved in any litigation within the past five (5) years that would adversely affect its ability to perform the services outlined in this proposal. There is no pending litigation related to the company’s performance on any similar contracts. The firm maintains an unblemished record of compliance and positive standing with the City of Hollywood.



**PROPOSER’S QUALIFICATIONS AND EXPERIENCE**

**KEY PERSONNEL: BOUCHER BROTHERS**  
 BIDDER, BEACH AND POOL OPERATOR



## KEY PERSONNEL: BOUCHER BROTHERS

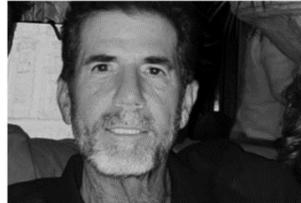


### JAMES BOUCHER

PRESIDENT AND CHIEF EXECUTIVE OFFICER

James Boucher is the President and visionary Chief Executive Officer of Boucher Brothers, a luxury beach-based hospitality group. Founded more than 30 years ago, in Miami Beach, the company specializes in a variety of outlets including pool, beach, food and beverage, water sports and team building activities. In his role as CEO, Boucher crafts the company's overarching vision and mission, ensuring that each facet of the business aligns with its core values and strategic goals. He believes in a future where hospitality integrates seamlessly with cutting-edge technology and sustainable practices, delivering unforgettable experiences that leave a minimal ecological footprint. Under his dynamic leadership, the company has experienced rapid growth and innovation, propelling its reputation for delivering exceptional guest experiences across its diverse portfolio.

In addition to his day-to-day responsibilities for Boucher Brothers, Mr. Boucher serves as Board of Governors for the Miami Beach Chamber.



### MICHAEL BOUCHER

CHIEF OPERATING OFFICER AND CHIEF BUSINESS DEVELOPMENT OFFICER

Michael Boucher serves a dual role as the Chief Operating Officer and Chief Business Development Officer of Boucher Brothers, marking his position as an influential figure in the hospitality industry. In these roles, Michael combines strategic thinking and a hands-on approach to effectively drive the company's growth and operations.

As the COO, Michael oversees the development of strategic initiatives, aligning them with business priorities and implementing systems to track their progress. Leveraging his industry experience, he successfully identifies emerging markets and capitalizes on business development opportunities. In his capacity as CBDO, Michael hones his expertise in fostering new partnerships and strengthening existing relationships to secure and enhance recurring revenue streams. His forward-thinking approach has led to numerous successful expansions and innovative service offerings, which consistently exceed guest expectations. Michael's combined roles allow him to be intimately involved in every aspect of the business, from operational efficiency to strategic business development. His unique insight into the company's workings empowers him to streamline processes and improve performance. His strategic vision and relentless commitment to excellence have been instrumental in shaping Boucher Brothers into a leading hospitality management company.

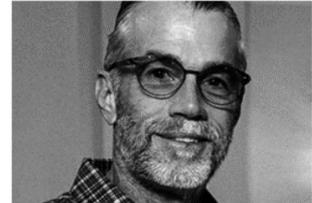


### STEVEN BOUCHER

CHIEF COMPLIANCE AND IMPLEMENTATION OFFICER

Steve Boucher, the Chief Compliance and Implementation Officer of Boucher Brothers, is an industry stalwart, pioneering public-private partnerships, and nurturing community involvement. Steve is a powerhouse leader, structuring teams to deliver world-class service and addressing organizational challenges with tact and expertise. His role is marked by developing and leading an exceptional senior management team. He emphasizes strategic analysis and planning, fostering a culture of continual learning and growth within the organization. Steve is also instrumental in developing thought leadership, initiating discussions around emerging practice areas and specific topics that keep Boucher Brothers at the forefront of industry trends.

Never one to rest on laurels, Steve is consistently on the lookout for best practices that can be adopted within the organization. He is dedicated to improving internal systems, considering future needs and fiscal realities. Steve also provides critical analytical support, enhancing internal management reporting capabilities to drive informed decision-making. Under Steve's direction, Boucher Brothers navigates the world of compliance with acumen, while also making a significant impact on local communities.



### PERRY BOUCHER

CHIEF INVESTMENT OFFICER

Perry Boucher, the Chief Investment Officer of Boucher Brothers, specializes in Acquisitions, Mergers, and Asset Management, laying a solid foundation for the company's growth trajectory. Perry provides valuable advice to the CEO and other senior management members on financial planning, budgeting, and cash flow, setting a clear course for the company's financial trajectory. His ability to present complex financial issues in an easily digestible manner makes him an asset at shareholder meetings, where he communicates critical financial matters. Perry contributes to shaping the organization's strategic goals and objectives, thus playing a significant role in managing the company. Externally, Perry is the face of the company during banking and lease negotiations, ensuring the best outcomes for Boucher Brothers. His wide range of responsibilities includes the planning, coordination, and execution of the annual budget process. Perry assesses potential risks, formulates financial policies, identifies promising investment opportunities, and manages assets, displaying his financial acumen.

The Boucher Brothers’ various corporate entities are currently providing beach and waterfront concession services in diverse locations. Our portfolio of management services includes:

- Nine (9) municipal contracts: City of Hollywood; Miami Beach/Lummas Park, Ocean Terrace; Miami Beach/21st Street & 46th Street Beach and Concession stands; Miami Dade County-Haulover Beach; Fort Lauderdale; City of Pompano Beach; Siesta Beach Park (Sarasota County); Venice, FL; and Virginia Beach.
- Contracted by over 110 hotels and condominiums to provide concession services.
- Serving patrons in excess of 15,000 hotel rooms.
- Catering to residents of 5,300 condominium units at eight condominium buildings.
- Providing food and beverage services across multiple locations that produce combined annual revenues in excess of \$10 Million Dollars.
- Providing in excess of 18,000 chairs.
- Providing concession services to 80 blocks of public beaches.
- Operating beach concessions in over 25 cities of which 23 are located in Florida, include the following locations:
  - Bal Harbour, FL
  - Boca Raton, FL
  - Clearwater, FL
  - Daytona, FL
  - Fernandina Beach, FL
  - Fort Lauderdale, FL
  - Hallandale, FL
  - Hollywood, FL
  - Jenson Beach, FL
  - Longboat Key, FL
  - Manalapan, FL
  - Miami Beach, FL
  - Miami, FL
  - Naples, FL
  - Palm Beach, FL
  - Pompano Beach, FL
  - San Diego, CA
  - Sarasota, FL



- Siesta Key, FL
- St. Augustine, FL
- St. Petersburg, FL
- Sunny Isles Beach, FL
- Venice, FL
- Virginia Beach, VA

In addition to our current portfolio, we have been privileged to provide consulting services and participate in hotel and concession openings in the following markets:

CONSULTING



**Ritz-Carlton Turks & Caicos**  
Pool, Beach, and F&B Training  
April 2024



**The Ritz-Carlton O'ahu, Turtle Bay  
(Previously Turtle Bay Resort)**  
Pool & Beach Training  
July 2023



**The Tampa EDITION**  
Pool and F&B Training  
September 2022



**The St. Regis Bahia Beach Resort,  
Puerto Rico**  
Pool and F&B Training  
September 2022



**The Abu Dhabi EDITION**  
Pool, Beach, and F&B Training  
October 2018



**The Bodrum EDITION**  
Pool, Beach, and F&B Training  
October 2017



**The Sanya EDITION**  
Pool, Beach, and F&B Training  
November 2016

We have also partnered with the Miami Marlins to provide customer service training to their concession personnel. Please refer to the following link for a copy of Major League Baseball’s press release. (<https://www.mlb.com/press-release/boucher-brothers-joins-the-marlins-family>)

## Boucher Brothers joins the Marlins family

The renowned local leader in hospitality management teams up with the Miami Marlins for enhancing guest services and fan experiences

Our experience and relationships with concessions range from small boutique hotel concession services which cater to a luxury market, to managing large public municipal beach concession operations. Over the years, we have developed procedures and corresponding written policies and management tools enabling us to professionally manage varying demographics, levels of service, populations, and beach conditions. Throughout our various entities and locations, we employ a labor force in excess of 1,200 team members comprised of directors, managers, accountants, administrative staff, operational personnel, and beach attendants.



**a. Staffing Plan**

Boucher Brothers will assign a dedicated on-site management team and a fully trained operations staff to the City of Hollywood’s Beach Concessionaire Services. Staffing levels will be scaled seasonally to ensure consistent coverage, responsiveness, and optimal service quality throughout the year.

The proposed staffing plan includes approximately 20 to 35 full-time and seasonal employees, with direct oversight from an Area Director, Area Operations Manager and a Site Supervisor who will be based locally and report directly to Boucher Brothers’ corporate headquarters in Miami Beach. With over eight years

of experience managing Hollywood’s public beaches, Boucher Brothers has developed a proven staffing model that effectively meets operational demands year-round and adapts to seasonal fluctuations in beach activity.

Estimated staffing breakdown:

- Area Director (1): Provides executive-level oversight of the entire Hollywood Beach operation, ensuring alignment with Boucher Brothers’ corporate standards, service excellence goals, and contractual compliance. The Area Director supports the Area Operations Manager, facilitates coordination between city officials and corporate leadership, and ensures operational efficiency across all concession locations. Estimated at 25 hours per week.
- Area Operations Manager (2): Responsible for overall management of concession operations, coordination with the City’s Parks, Recreation and Cultural Arts Department, employee supervision, and compliance with the License Agreement. Estimated at 50 hours per week.
- Site Supervisor (1–2): Oversees daily beach setup, safety compliance, and customer service performance. Responsible for scheduling, equipment checks, and supervision of staff. Estimated at 40 hours per week.
- Beach Attendants (25–30): Responsible for guest interaction, equipment setup, rentals, and customer assistance. Estimated at 35–40 hours per week per attendant.
- Maintenance Technicians (2): Responsible for storage management, repair, and upkeep of all beach equipment, ensuring compliance with City standards and safety regulations. Estimated at 40 hours per week.
- Administrative Support (1): Provides payroll, hiring, and accounting support from the Miami Beach office. Estimated at 15 hours per week.

All employees undergo Boucher Brothers’ in-house training program, which emphasizes customer service, safety, hospitality standards, and environmental responsibility.

#### **b. Current Operations**

Boucher Brothers Hollywood Beach, LLC., and its affiliates currently manage over one hundred active concession and hospitality agreements across Florida and along the eastern seaboard. Each operation is staffed by trained local teams and supported by regional management from our Miami Beach headquarters.

We feel that the City of Hollywood would continue to be well served by and could rely on Boucher Brothers in all professional service and contractual compliance areas, and that we would be the perfect fit to operate the City’s Concession services. The following is a summary of the Boucher Brother’s impeccable reputation in the municipal spaces:

- Boucher Brothers has never been terminated during a contract by a municipal client.
- Boucher Brothers has never been threatened with a termination in mid-contract by a municipal

client.

- Boucher Brothers has never changed its product rental rates without obtaining prior approval by the municipal partner.
- Boucher Brothers has never charged a price that is different than what was approved by the city.
- Boucher Brothers has never been charged with contractual noncompliance of a contract by a municipal client, nor has Boucher Brothers ever been the subject of a City Commission action item to address contractual compliance and possible termination.
- Boucher Brothers has never had a renewal option declined by a municipal client.

Current Agreements:

<b>Partners</b>	<b>City of Operations</b>	<b>Staffing Levels (Seasonally Adjusted)</b>
City of Hollywood	Hollywood, FL	25-35
City of Miami Beach	Miami, FL	30-45
City of Fort Lauderdale	Fort Lauderdale, FL	20-30
City of Pompano Beach	Pompano Beach, FL	10-20
City of Venice Beach	Venice Beach, FL	15-20
City of Siesta Beach	Siesta Beach, FL	20-30
City of Virginia Beach	Virginia Beach, VA	20-30
1 Hotel South Beach	Miami Beach, FL	6-8
321 Ocean	Miami Beach, FL	6-8
72 Park	Miami Beach, FL	4-6
AC Hotel Miami	Miami, FL	9-14
AC Hotel Fort Lauderdale Beach	Fort Lauderdale, FL	6-8
Acqualina Resort & Spa on the Beach	Sunny Isles Beach, FL	4-6
Altair Bay Harbor Islands	Bay Harbor Islands, FL	4-6
Andaz Miami Beach	Miami Beach, FL	6-8
Atlantic Hotel Fort Lauderdale	Fort Lauderdale, FL	6-8
Aqua Hotel Miami Beach	Miami Beach, FL	4-6
ArteCity Miami Beach	Miami Beach, FL	4-6
Auberge Fort Lauderdale	Fort Lauderdale, FL	6-8
B Ocean Resort Fort Lauderdale	Fort Lauderdale, FL	9-14
Bahia Mar Fort Lauderdale Beach	Fort Lauderdale, FL	6-8
Balmoral Bal Harbour	Bal Harbour, FL	4-6
Beach Haus Surfside	Surfside, FL	4-6



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Beach House Suites St. Pete Beach	St. Pete Beach, FL	4-6
Berkeley Park Miami Beach	Miami Beach, FL	4-6
Berkeley Shores Miami Beach	Miami Beach, FL	4-6
The Betsy South Beach	Miami Beach, FL	4-6
Boca Beach Club Boca Raton	Boca Raton, FL	4-6
Boulan Hotel Miami Beach	Miami Beach, FL	4-6
Broadmoor Miami Beach	Miami Beach, FL	4-6
Cadillac Miami Beach	Miami Beach, FL	9-14
Casa Boutique Miami Beach	Miami Beach, FL	4-6
Castle Beach Club Miami Beach	Miami Beach, FL	4-6
Cavalier Hotel Miami Beach	Miami Beach, FL	4-6
Conrad Fort Lauderdale	Fort Lauderdale, FL	6-8
Continuum Condominium Miami Beach	Miami Beach, FL	15-25
Costa Hollywood	Hollywood, FL	4-6
Courtyard Oceanside Fort Lauderdale	Fort Lauderdale, FL	6-8
Crest Hotel Miami Beach	Miami Beach, FL	4-6
Dalmar Hotel Fort Lauderdale	Fort Lauderdale, FL	6-8
Decoplage Hotel Miami Beach	Miami Beach, FL	4-6
Diplomat Beach Resort Hollywood	Hollywood, FL	6-8
Don CeSar Hotel St. Pete Beach	St. Pete Beach, FL	6-8
E11even Hotel Miami	Miami, FL	4-6
East Miami	Miami, FL	6-8
EAU Palm Beach Resort & Spa	Manalapan, FL	6-8
Edgewater Naples	Naples, FL	9-14
Edition Miami Beach	Miami Beach, FL	15-25
El Paseo Miami Beach	Miami Beach, FL	6-8
Esme Hotel Miami Beach	Miami Beach, FL	4-6
Estates at Acqualina Sunny Isles Beach	Sunny Isles Beach, FL	4-6
Fontainebleau Miami Beach	Miami Beach, FL	15-25
Found Hotel Miami Beach	Miami Beach, FL	6-8
Four Seasons Fort Lauderdale	Fort Lauderdale, FL	6-8
Four Seasons Palm Beach	Palm Beach, FL	9-14
Gabriel South Beach	Miami Beach, FL	4-6
Gaia Residences Hallandale Beach	Hallandale Beach, FL	4-6
Gale Miami	Miami, FL	4-6



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Gale South Beach	Miami Beach, FL	4-6
Greystone Miami Beach	Miami Beach, FL	4-6
Hallandale Beach Club	Hallandale Beach, FL	15-20
Hard Rock Guitar Hotel Hollywood	Hollywood, FL	6-8
Hilton Cabana Miami Beach	Miami Beach, FL	6-8
Hilton Clearwater Beach	Clearwater Beach, FL	15-25
Hilton Fort Lauderdale Beach Resort	Fort Lauderdale, FL	6-8
Hollywood Marriott	Hollywood, FL	6-8
Hotel Del Coronado	Coronado, CA	9-14
Hotel Maren Fort Lauderdale	Fort Lauderdale, FL	6-8
Hutchinson Shores Beach Resort Jensen Beach	Jensen Beach, FL	6-8
Hyatt Centric Miami Beach	Miami Beach, FL	6-8
JW Marriott Clearwater Beach	Clearwater Beach, FL	15-25
JW Marriott Marco Island	Marco Island, FL	15-25
Kasa Collins Miami Beach	Miami Beach, FL	4-6
Kasa Impala Miami Beach	Miami Beach, FL	4-6
Kasa La Flora Miami Beach	Miami Beach, FL	4-6
Kimpton Anglers Hotel Miami Beach	Miami Beach, FL	4-6
Kimpton Fort Lauderdale Beach Resort	Fort Lauderdale, FL	4-6
Kimpton Palomar South Beach	Miami Beach, FL	4-6
Lago Mar Beach Resort & Club	Fort Lauderdale, FL	9-14
Loews Miami Beach Hotel	Miami Beach, FL	15-25
Maison Grande Miami Beach	Miami Beach, FL	6-8
Mansion at Acqualina Sunny Isles Beach	Sunny Isles Beach, FL	6-8
Marriott BeachPlace Towers	Fort Lauderdale, FL	4-6
Marriott Harbor Beach Fort Lauderdale	Fort Lauderdale, FL	15-25
Marriott Virginia Beach Oceanfront	Virginia Beach, VA	15-25
Miami Beach Marina	Miami Beach, FL	6-8
Mondrian South Beach Miami Beach	Miami Beach, FL	6-8
Moxy South Beach Miami	Miami Beach, FL	9-14
Mr. C's Hotel Coconut Grove	Coconut Grove, FL	9-14
Murano at Portofino	Miami Beach, FL	6-8
National Hotel Miami Beach	Miami Beach, FL	4-6
Nautilus by Arlo Miami Beach	Miami Beach, FL	9-14



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Newport Beach Resort Sunny Isles	Sunny Isles Beach, FL	6-8
Nobu Eden Roc Miami Beach	Miami Beach, FL	15-25
Ocean Beach Club Resort Virginia Beach	Virginia Beach, VA	4-6
Ocean Reef Club Key Largo	Key Largo, FL	6-8
Oceansurf Miami Beach	Miami Beach, FL	4-6
Paramount Fort Lauderdale	Fort Lauderdale, FL	6-8
Pelican Hotel Miami Beach	Miami Beach, FL	4-6
Plymouth Hotel Miami Beach	Miami Beach, FL	4-6
PMG Miami	Miami, FL	6-8
Ritz Carlton Amelia Island	Amelia Island, FL	15-20
Ritz Carlton Bal Harbour	Bal Harbour, FL	20-25
Ritz Carlton Fort Lauderdale	Fort Lauderdale, FL	6-8
Ritz Carlton Sarasota	Sarasota, FL	9-14
Ritz Carlton South Beach	Miami Beach, FL	15-17
Riviere Miami Beach	Miami Beach, FL	4-6
Royal Atlantic Resort Miami Beach	Miami Beach, FL	4-6
Sagamore Miami Beach	Miami Beach, FL	6-8
Shelborne South Beach	Miami Beach, FL	6-8
Shore Club South Beach	Miami Beach, FL	6-8
Soho House Miami Beach	Miami Beach, FL	15-25
Sonesta Fort Lauderdale Beach Resort	Fort Lauderdale, FL	6-8
South Beach Hotel Miami Beach	Miami Beach, FL	4-6
St. Regis Bal Harbour Resort	Bal Harbour, FL	15-25
Stanton South Beach	Miami Beach, FL	15-25
Surfcomber Hotel Miami Beach	Miami Beach, FL	6-8
The Dalmar Hotel Fort Lauderdale	Fort Lauderdale, FL	6-8
The Meridian Hotel Miami Beach	Miami Beach, FL	6-8
The Royal Palm South Beach Miami	Miami Beach, FL	9-14
The Tony Hotel Miami Beach	Miami Beach, FL	6-8
Tiffany House Fort Lauderdale	Fort Lauderdale, FL	4-6
Triton Towers Miami Beach	Miami Beach, FL	4-6
Trump National Doral Miami	Doral, FL	4-6
Uma Hotel Miami Beach	Miami Beach, FL	6-8
Viceroy Fort Lauderdale	Fort Lauderdale, FL	6-8
W Fort Lauderdale Beach	Fort Lauderdale, FL	6-8



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W South Beach Miami	Miami Beach, FL	18-25
Waldorf Astoria Hotel & Residences Miami	Miami, FL	6-8
Waldorf Towers Miami Beach	Miami Beach, FL	4-6
Westin Fort Lauderdale Beach Resort	Fort Lauderdale, FL	4-6
Winter Haven Miami Beach	Miami Beach, FL	6-8
YOTEL Miami	Miami, FL	4-6
Zota Beach Resort Longboat Key	Longboat Key, FL	6-8
JEM Residences Miami	Miami, FL	4-6

These active agreements demonstrate our firm’s ability to manage high-volume beachfront operations, coordinate with multiple government agencies, and maintain consistent service quality across geographically diverse sites. Each of these operations follows strict safety, environmental, and operational standards that are directly applicable to the City of Hollywood’s expectations for this RFP.

**c. Financial Viability**

Boucher Brothers Hollywood Beach, LLC., possesses the financial strength and long-term stability required to fulfill all obligations under this agreement. Boucher Brothers has operated continuously since 1987 with a proven record of fiscal responsibility and growth.

Boucher Brothers will provide a Payment and Performance Bond equal to the first year’s annual concession fee and maintain all insurance coverages as outlined in the RFP, including General Liability, Automobile, and Workers’ Compensation. A copy of the existing bond has been added on the following page.

Platte River Insurance Company  
2121 North California Blvd, Suite 300  
Walnut Creek, CA 94596-3572

### Continuation Certificate

Platte River Insurance Company (hereinafter called the Company)  
hereby continues in force its Bond No 41367499  
sum of \*\*\*ONE HUNDRED SEVENTY EIGHT THOUSAND SIX HUNDRED EIGHTY AND 00/100\*\*\*\* Dollars (\$ \$178,680.00 )  
on behalf of Boucher Brothers Hollywood Beach, LLC  
in favor of City of Hollywood, Florida  
for the (extended) term beginning on 11/29/2024 , and  
ending on 11/29/2025 subject to all the covenants and conditions of  
said bond, and this and all continuations thereof being one continuous contract.

This Continuation is executed upon the expressed condition that the Company's liability under said Bond and this and all continuations thereof shall in no event exceed the sum of \*\*\*ONE HUNDRED SEVENTY EIGHT THOUSAND SIX HUNDRED EIGHTY AND 00/100\*\*\*\* Dollars (\$ \$178,680.00 ).

Platte River Insurance Company

By:   
Shahesta Philips, Attorney-in-fact



Boucher Brothers has provided three consecutive years of financial documentation as part of this submission to demonstrate the company’s liquidity, solvency, and ability to sustain large-scale operations. These forms were submitted via the confidential/ proprietary upload process. Boucher Brothers believes that these materials are exempt under Florida Statute 119.07(d) because (a) the information relates to competitive interests, the disclosure of which would impair the competitive business of Boucher Brothers; (b) the information contains trade secrets as defined in Florida Statute 688.002(4) and Boucher Brothers has undertaken reasonable efforts to maintain its secrecy and confidentiality; and/or (c) is financial information being used to determine Boucher Brothers’ financial adequacy as a prospective bidder and is therefore exempt.

Boucher Brothers will provide monthly reporting and cooperate fully with all City performance audits and inspections.

It is acknowledged that Concessionaire has implemented an electronic and primarily cashless Point of Sale system (the “POS System”) to provide greater control and monitoring through the implementation of the SQUARE® POS software licensed by Concessionaire. The Concessionaire shall provide up to two (2) City employees from the Office of Parks and Recreations and Cultural Arts (the current administrator of this Agreement) (the “POS Employees”) the log-in credentials for the POS System so that they will have access for purposes of monitoring Concessionaire’s performance in real time.

## **PROPOSER’S APPROACH AND METHODOLOGY TO SCOPE OF WORK**

Boucher Brothers and its affiliates have developed a proven and comprehensive operational model for managing beachfront concessions that balance efficiency, safety, guest satisfaction, and regulatory compliance. Our approach is specifically tailored to the City of Hollywood’s expectations outlined in RFP–344-25-GJ and draws from over three decades of experience operating similar public concessions throughout Florida.

All services will be executed by trained hospitality professionals under direct supervision, ensuring daily adherence to City standards and consistent communication with the Parks, Recreation, and Cultural Arts Department. The following outlines our approach to the key areas of work required under this solicitation.

### **Days and Hours of Operation**

The beach concession site will be open seven days a week. From September to March operating hours will be from 9:00 a.m. to 5 p.m. From April to August operating hours will be from 9:00 a.m. to 7:00 p.m.

### **Management Plans and Staffing Levels**

Boucher Brothers will assign a full-time, on-site Operations Manager responsible for the daily supervision, inspection, and coordination of all concession activities along Hollywood Beach. This individual will serve as the primary point of contact for the City of Hollywood and will ensure that all services are performed

safely, efficiently, and in accordance with City standards and environmental regulations. The Operations Manager will oversee the complete setup, operation, and takedown of beach equipment each day and will ensure the concession area remains clean, orderly, and visually appealing to both residents and visitors.

In addition to the Operations Manager, Boucher Brothers will employ a dedicated maintenance and support team to perform ongoing beach services, equipment inspections, storage management, and general upkeep. Each morning before operations begin, staff will conduct a site inspection checklist addressing cleanliness, equipment condition, and safety compliance. Any issues identified will be corrected immediately to maintain uninterrupted service.

To ensure exceptional customer service and efficient operation at every designated area, each beach location will be staffed with one (1) to three (3) Beach Attendants, depending on seasonal demand and beach activity levels. These attendants will be responsible for guest interaction, equipment setup and removal, rental transactions, and maintaining the overall appearance and functionality of the concession area. Attendants will receive extensive customer service training and will act as brand ambassadors, ensuring every guest enjoys a consistent, high-quality beach experience.

On weekends and during periods of high visitor activity, two additional personnel will be assigned to focus exclusively on beach cleanup and concession area maintenance, ensuring that the site remains free of



debris and aesthetically consistent with the City's image standards. These individuals will patrol the concession area and adjacent beachfront zones throughout the day, collecting refuse, aligning equipment,

and monitoring guest use to ensure safety and comfort.

The staffing plan will remain flexible to accommodate seasonal and event-based fluctuations in beach attendance. During peak months staffing levels will increase proportionally to maintain the same high level of service. Boucher Brothers' corporate operations team and local management will continuously evaluate staffing efficiency, response times, and customer satisfaction to make immediate adjustments when needed.

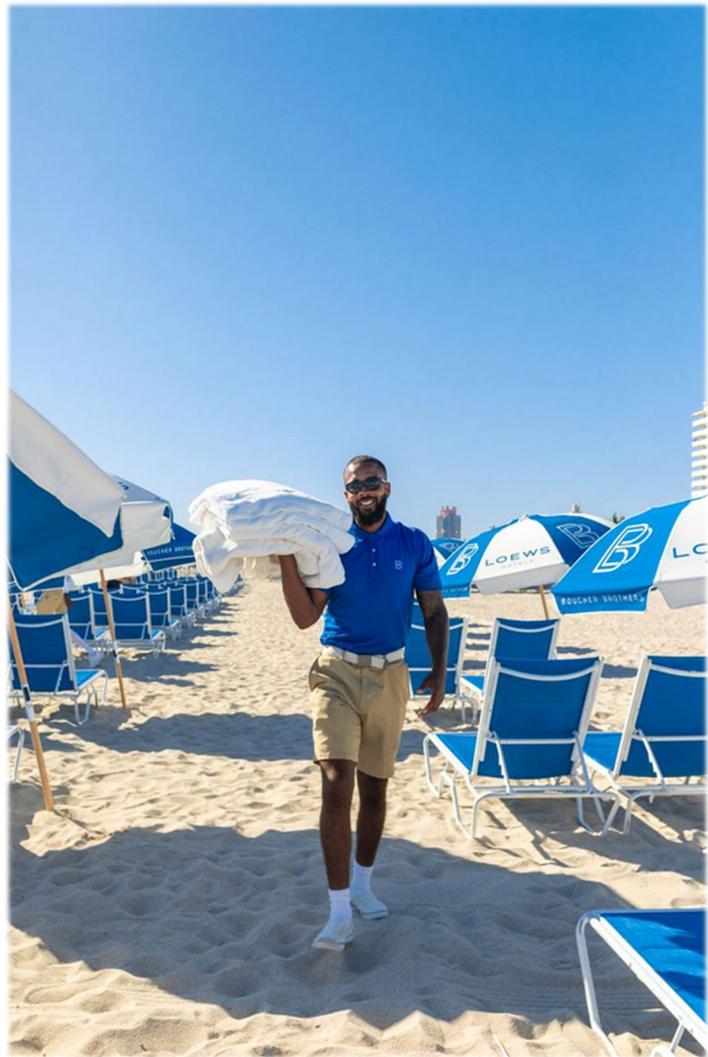
All personnel assigned to Hollywood Beach will receive comprehensive training under Boucher Brothers' Forbes Travel Guide–based service program, which emphasizes attentiveness, professionalism, and guest care.

Through this management and staffing structure, Boucher Brothers ensures consistent quality, accountability, and responsiveness in all aspects of concession operations, reinforcing our long-standing reputation for operational excellence along Florida's coastline.

### Daily Procedures

Through many years of operating Hollywood's beaches, Boucher Brothers has found that the most effective and efficient process for the daily beach concession set-up is to pre-arrange the chairs and umbrellas at the onset of each day. All placement areas and set ups will be in accordance with the guidelines set out in RFP.

- Equipment shall not exceed the eastern boundary of the lifeguard towers and to the west boundary ten (10) feet each of the Boardwalk wall.
- Equipment will also be placed in straight rows, of equal length, from north to south with maximum distance as required by the City of Hollywood.



- One chair may be placed on either side of each beach umbrella.
- The initial daily setup in each placement area shall include at least one row of a minimum of 5 umbrellas with a minimum of 4 chairs, one on each side of the umbrella.
- Cabanas shall be placed so that there is a minimum clearance of 6' between each cabana on all sides. All cabanas shall include two chairs.
- A minimum of one (1) staff/concession personnel member shall be stationed at each concession area who may serve as the equipment attendant and representative at the welcome station.
- Each area shall be separated by a Buffer Area, defined as an area where no beach equipment may be placed, of a minimum distance of 90 feet. No equipment shall be placed on or within those portions of the beach where a lifeguard stand is currently located.
- Each concession area shall have a minimum of one Welcome Station, defined as an area consisting of a single podium and market umbrella placed at the approximate midpoint of a Buffer Area, or a concession hut.

If the City of Hollywood chooses an alternative plan of operation, Boucher Brothers will work within the framework as requested by the City of Hollywood.

Each day, our equipment will be housed in storage bins located within the concession area. At the beginning of each day attendants will place chairs neatly in rows, with two chairs placed side by side. Where necessary, an umbrella will be set up between each pair of chairs. Some of the chairs will be set up with a cabana in lieu of an umbrella. Daybeds will be set up in the front row for optimal views. Each pair of chairs will be spaced three feet apart, and each row will be spaced ten feet apart, allowing for comfort and privacy for the guests.

### **Operational Methods – Watersports Concession**

Boucher Brothers will have a full-time Safety Coordinator whose responsibility is to inspect and oversee the maintenance and clean-up of all watersports operations, including jet skis, wave runners, and surrounding beachfront areas. The Safety Coordinator will ensure that all activities comply with local, state, and federal safety regulations and that all equipment is maintained in optimal condition. In addition, all guests participating in watersports activities are required to view Boucher Brothers' safety orientation video and complete a liability waiver prior to participation. These safety videos outline proper operating procedures, hazard awareness, and emergency protocols, ensuring that every participant fully understands the rules and risks associated with watercraft use. This process reinforces our commitment to guest safety, operational accountability, and compliance with industry best practices.

### **Daily Procedures**

1. Each day, all of the motorized and non-motorized watersports will be delivered to the Concession by truck and trailer. The Jet skis/wave runners and kayaks and paddleboards, if permitted, will be stored on single and/or dual trailers.

2. The Watercraft Supervisor and Safety Coordinator will clean the Concession area and remove any existing debris.
3. They will then set up the welcome station, prepare paperwork, and review online reservation calendar.
4. Once the welcome station has been set, the Safety Coordinator will perform the daily inspection and checklist for all equipment.
5. During the safety check, fuel lines, hoses, all electrical devices, and FL numbers will be inspected.
6. Following inspection, watersports equipment will be hosed and cleaned thoroughly.
7. Watercraft attendant will set up life vest rack.
8. Next, the watercraft attendant will clearly mark the channel by deploying buoys (if applicable)
9. Upon a guest's arrival, the Watercraft attendant will greet them, and review online portal to confirm reservation.
10. If the guest does not have an existing reservation, the attendant will communicate all rates, and assist the guests with completing the online booking, from the iPad located at the welcome station. The attendant will check the guest's photo ID simultaneously during the online booking process. All sales will be processed utilizing the online booking system.
11. Following payment processing, the Safety Coordinator will verify completion of online waiver and issue the Boat Safety test for all persons born after Jan 1, 1988.
12. Next, Safety Coordinator will supply guest with life vest, explaining the safety procedures, and educate our guest on restrictive areas while the attendant deploys the Jet Ski into the water.
13. The attendant will assist the guest with loading and escort/guide said guest out through idle speed zone and suggest tourist attraction to visit.
14. If the guest travels outside the permitted boundaries, a watercraft attendant will go out to the end of the Channel on the Chase Vessel to ensure the guest remains within the boundaries and is operating safely. Upon expiration of the riding time the attendant on the Chase Vessel will call them in using a whistle.

#### Guest Engagement Sequence for Recreational Rides

Great day everyone! My name is \_\_\_\_\_ and I will be explaining the boundaries and guidelines for your wave runner rental today!

At the moment, we are standing at the shoreline. When you get on your wave runner, the first things you're going to see in front of you are the orange buoys out on either side of you. These buoys create your channel. You are going to leave through this channel and return through this channel at the end of your rental SLOWLY at an idle speed. This means no more than five miles per hour. Once you pass the last set of orange buoys, you may start to speed up.

As far as your boundaries for the riding zone go, you are allowed to ride up to half a mile north, and half a mile south. Out in to open water, you are allowed to ride up to a mile west. (At this point, it would be a good idea to point to some form of landmark to give an approximate estimate as to how far half a mile

and a mile would be for the customer).

Now, safety is our absolute number one priority here. With that being said, you absolutely **MUST** wear your life jacket at **ALL TIMES** while you are on your wave runner. This is a Florida State Law. Our other rule with regards to your safety is that you maintain a safe distance of **AT LEAST 100 yards AWAY** from everything else in the water. This includes other wave runners, boats, kayaks, paddleboards, any kind of other vessels, swimmers, etc. Again, this rule is simply for **YOUR** safety!



Now at this point, do you have any questions or concerns that you'd like to express? If not, then let's get you set up with your rental!

### **Explaining Wave Runner Operations (Script for Safety Coordinator)**

Great day everyone! My name is \_\_\_\_\_ and I will be your safety coordinator for today! I will explain how to operate your vessel and answer any sort of questions you have in regards to your rental today.

Now, in order to get on your wave runner, you are going to step on from the back like so: (demonstrates how to board vessel). Whoever is going to be driving must get on first; passengers may only ride behind the driver.

This is your safety lanyard (hold up the lanyard). This lanyard acts as both your key as well as your shut off cord or “kill switch” as we call it. Drivers must always wear this lanyard around your wrist. If you were to fall off of your wave runner, the lanyard will disconnect and shut off the engine immediately. Keep an eye on your lanyard and make sure it doesn’t become tangled; if the lanyard pulls out unexpectedly, the engine will stop and you will come forward, similar to slamming the brakes on your car abruptly. Once you get back on the wave runner, just re-attach the lanyard like so (demonstrate wear to attach the lanyard on the wave runner).

The start and stop buttons for the engine are located on the right handlebar of the wave runner. Once your lanyard is attached, push the green button to start the engine. To stop the engine, push the red button that is underneath the green one. These wave runners accelerate using the throttle on the right handlebar, similar to pulling a trigger. In order to accelerate, pull on the throttle like so (demonstrate using the throttle).

Now, we have two VERY IMPORTANT things to keep in mind for operating the wave runners. In order to steer the wave runner, you MUST be pulling on the throttle to some extent. Therefore, DO NOT RELEASE



THE THROTTLE IF YOU ARE TRYING TO STEER THE WAVE RUNNER. The other very important thing to know is that these wave runners DO NOT have brakes on them. If you would like to stop, you must slowly release the throttle until you become settled in the water. Again, to turn off the engine, just push the red button that is on the right handlebar.

If for any reason you feel like you need assistance with your wave runner, simply stop your engine with the red button, and wave your arms above your head. You also have whistles attached to your life jackets so you may use those to get my attention as well. I am here as your safety coordinator after all, and I will be in the water at all times in case anything should happen.

When your rental time is done, I will be the one to signal you to come back in through the channel, so you don't have to worry about keeping track of time.

At this point, does anybody have any questions? If not, let's get you all started with your rental.

#### Hurricane/Storm Procedures

Evacuations or removals occur in varying degrees and not all are hurricane or tropical storm related.

All require anticipation and preparation, with the following goals in no particular order:

1. Not interfere with City's ongoing activities/plans.
2. Cause as little inconvenience to beachgoers as possible.
3. Remove and store equipment in a manner that allows the fastest restoration of beach concession operations.
4. Coordinate with Beach Safety and especially Beach Maintenance for scheduling.
5. Understanding of restrictions in place during Turtle Season and procedures to be followed for special permission or waivers.
6. Forecasts of sustained high wind events may require a pre-emptive movement of equipment. The type and amount of equipment to be relocated or removed and stored will be determined by a number of factors.
  - Force of wind
  - Direction of wind
  - Duration of Event
  - Tide levels
  - Time of year

Boucher Brothers has done various levels of evacuation dating back to Hurricane Andrew in 1992 through Hurricane Milton in 2024. We know what works and what does not as a result of over 35 years of first hand experience operating in Florida's beaches with 8 of those years being in the City of Hollywood.

We are able to remove and store all rental equipment in approximately four (4) hours on short notice. The concession stands are built to Dade County Hurricane Code and are designed to be easily moved with minimal assistance for Beach Maintenance.

#### Storage Plan

Beach equipment is secured daily, at the end of each workday, staff attendants at each concession site will carefully stack the chairs, with the collapsible cabanas placed atop the chairs. Each section will have a work storage unit to house the umbrellas, if and how permissible by the City. Any and all storage will be handled in conformance to standards and specifications as set forth by the City.

Boucher Brothers Beach will utilize approximately 35 low profile storage boxes made by C&M Marine Products (or the equivalent thereof), sized at 72"W x 26"D x 27"H. These storage units will hold umbrellas for each designated site within the rental areas. See additional schematics for complete details of beach equipment storage box placements. The area will be maintained and cleaned to ensure equipment is kept in good condition. The Supervisor will oversee this area and check on the cleanliness and organization of equipment on a daily basis.



**Service to Customers**

All our employees go through a rigorous training process and are trained with the enclosed 12-point “Boucher Brothers Keys to Success” which stresses a positive and professional attitude and train our beach ambassadors to use correct vocabulary terms to ensure that Boucher Brothers’ staff consistently and respectfully communicate with our customers. We have also partnered with Forbes and conduct ongoing training with all team members.

**Keys to Success**

**1. Why be good when you can be GREAT**

Being great is a choice. Every day with Boucher Brothers is a GREAT day. We chose to make it that way.

**2. Our equipment and our service is our brand. Protect them with everything you have.**

Our organization’s expansion is based off the level of service we provide to our guests and the equipment they are able to enjoy.

**3. Every guest. Every time. No exceptions. No excuses.**

Whether you’re the first or last guest we will provide a unique and memorable experience. We are committed to our standards, no matter what the time of circumstances is.

**4. All eyes on us. On or off the beach.**

We are the biggest and best at what we do. The whole city knows us and is constantly watching what we do. You represent something bigger than you. Something that has been GREAT for decades. Remember that.

**5. We are one with our partners. What’s important to them is important to us.**

Our partners are our priority. We are here for them and ALWAYS keep their best interests in mind.

**6. Leadership is a choice. Titles don’t make leaders, actions do.**

Our company is FULL of leaders, at every level of the organization. Anyone can hold a title. It takes a



leader to initiate change and uphold our standards.

**7. Never compromise. Take pride in your craft. A small deal is a big deal.**

We are here today because we did not settle, because we stuck to our standards. Every set up, every guest interaction, every team member matters to us. This is your craft. Continue to raise the bar and never fall back!

**8. Dress the way you would like to be addressed.**

We are not the beach and pool crew. We are professionals. We are hoteliers. We are the best and the brightest in the industry- come to work looking like it!

**9. We depend on you. Be on time, all the time.**

Being late shows your team that you're alright with placing your weight (duties) on their shoulders. Every team member plays their part in Boucher Brothers. Never let your team down. We depend on you!



**10. WWS- watch winds and skies**

Our backs should never be turned away from the beach. It can take a matter of seconds to ruin a reputation or a life! Always watch your equipment. Safety first. ALWAYS.

**11. No snails on our trails. It's your house. Take care of it.**

Our beaches are our home, whether it's our trash or someone else's we never walk past our areas and leave garbage on the ground. A clean beach is a happy beach!

**12. Family sticks together. One team One dream.**

We have each other's back every time, ALL the time. We are here during good and bad times! None of us is as strong as all of us! We are the Boucher family!

**Forbes Pillars**



**BOUCHER BROTHERS FORBES PILLARS**



<b>REPRESENT PROFESSIONALLY</b>	<b>ENGAGEMENT</b>	<b>EXPERTISE</b>
<ul style="list-style-type: none"> <li>• Smile</li> <li>• Make eye contact</li> <li>• Maintain an engaging expression</li> <li>• Well positioned with an alert posture. Avoid hands in pocket, folded arms, and grouping.</li> <li>• Listen and avoid interrupting the guest</li> <li>• Genuine sense of interest</li> <li>• Show concern and empathy</li> <li>• Self control in challenging interactions</li> <li>• Well groomed</li> <li>• Immaculate uniforms</li> <li>• Avoid excessive chatting amongst staff</li> <li>• Avoid drinking, eating, smoking in guest view</li> <li>• Polite and gracious tone of voice</li> </ul>	<ul style="list-style-type: none"> <li>• 10 x 5 Rule (including guest in line): Smile and make eye contact with all guest within 10 feet of you. Verbally greet all guest within 5 feet of you as a form of acknowledgment</li> <li>• Appropriate pace throughout interaction</li> <li>• Naturally utilize the guest name minimum of 2 times</li> <li>• Personalize interaction</li> <li>• Close interactions with sincere farewell and show appreciation</li> </ul>	<ul style="list-style-type: none"> <li>• Staff is thoughtful and intuitive, demonstrating anticipatory service. At no point in time should the guest request service</li> <li>• Staff avoids phrase fragments and slang</li> <li>• Channels of communication amongst staff are consistent and complete. Guest should not repeat request at any time.</li> <li>• Staff is well informed about the requirements within their department</li> <li>• Staff is well informed about all outlets in their resort. Readily capable of answering any guest questions.</li> <li>• Staff is attentive but not intrusive</li> <li>• Staff does not decline any request without offering an appropriate alternative</li> </ul>

We employ role-play strategies in training our staff, presenting several issues so they know how to handle Almost any guest situation. Furthermore, we do not hire employees; we hire “Beach Ambassadors. Our ambassadors will be trained in the culture of the City. Our ambassadors will have the ability to assist tourists regarding local restaurants, knowledge of the area and attractions as well as fun facts about the City of Hollywood itself. Our goal is to exceed our guests’ expectations at every service level.

Additionally, each ambassador will be fully trained in interpersonal skills to be courteous and approachable. It is the responsibility of the ambassador to fulfill any reasonable request. When guests approach the welcome station, the beach ambassador will greet them, answer any questions, and escort them to the chair where ambassador will set it up for them. If a guest seats himself or herself while the ambassador is busy, the ambassador will approach the guest as soon as is possible and inform them of the rates. Should the guest not wish to stay and rent a chair, the guest will be under no obligation to pay. A guest should never wait more than five minutes to be attended to. A supervisor will verify rentals throughout the day. During these inspections the supervisor will inspect the area to ensure that the area is clean and well organized. Boucher Brothers believes that hawking or in any other way disturbing guests that do not wish to rent equipment is a completely unacceptable way to attract business and will therefore never employ such techniques.

BOUCHER  BROTHERS

 **STEPS OF SERVICE** 

- 1. GREET THE GUEST IN A GREAT WAY**
- 2. OBTAIN AND UTILIZE THE GUESTS LAST NAME NATURALLY IN CONVERSATION**
- 3. ENSURE OUR GUEST IS AWARE OF THE VARIOUS WAYS THEY CAN SPEND THEIR THE DAY ON THE BEACH**
- 4. OFFER ALL OF OUR AMENITIES, F&B, WATERSPORTS, LOTIONS TO OUR GUESTS**
- 5. INVEST IN YOUR GUEST!**



## The American Academy of Hospitality Sciences

The common theme throughout our response is service. It's what we are known for and what we do best. Our commitment to service and know-how of being an excellent partner to the public beaches we service is why we will exceed the Minimum Qualifications required in this RFP. As a good partner, our beach concession areas will be set up timely, with clean cut easily identifiable employees who will remain in uniform throughout the entire day. Our employees will be well trained, courteous, and subjected to an electronic verification and background check prior to employment on our beaches. We will obey all rules and regulations within our potential contract and will work with the City should special events be granted on the beach. We have a history of proper governance and contractual compliance. We take pressure off the municipalities and counties we work with because we comply with all material aspects of the contracts we are privileged to operate. Running a beach concession is easy, complying with the details of a contract is hard for most, but is second nature for us.



**Forbes Affiliation**

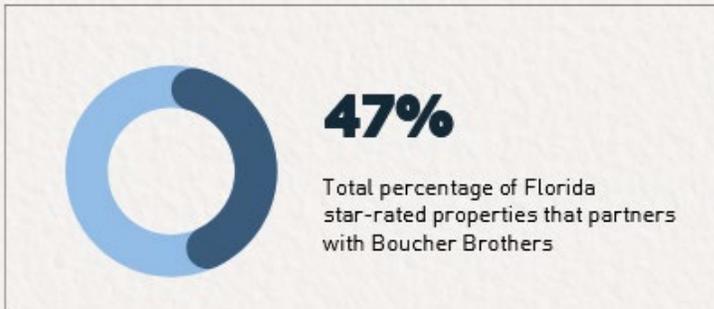
Boucher Brothers is proud to maintain an exclusive partnership with Forbes Travel Guide, the global authority on luxury hospitality service standards. Through this relationship, Boucher Brothers integrates Forbes Travel Guide’s world-renowned training principles into every aspect of our operations, ensuring that our service delivery consistently meets the highest benchmarks in the hospitality industry.

All Boucher Brothers team members from frontline attendants to management personnel receive comprehensive training designed in alignment with Forbes Travel Guide’s Five-Star Service Standards. These standards emphasize attentiveness, professionalism, and a genuine commitment to guest satisfaction.

By adopting Forbes’ training methodology across our entire organization, Boucher Brothers guarantees that every guest interaction reflects excellence, consistency, and care.

**2025 FORBES STATS**

**FLORIDA**



Our exclusive affiliation with Forbes Travel Guide reinforces our long-standing commitment to service excellence, hospitality leadership, and continuous improvement. This partnership not only sets us apart as a premier provider of beachfront concession and hospitality services but also ensures that the City of Hollywood and its visitors experience a level of service that embodies both professionalism and genuine warmth.

**a. Equipment to Be Provided**

We take pride in providing equipment of the highest quality and crisp appearance and propose to offer sand chairs, umbrellas, cabanas, and Daybeds. Quality equipment will attract more customers and will increase revenues. All proposed equipment will

last at least the duration of the initial contract period and will be maintained accordingly for sanitation and aesthetics. If we are privilege enough to be awarded this RFP, we would be willing to co-brand our equipment with the Hotels and City’s logo subject to City approval. Any equipment not meeting or exceeding the standards will be removed from operations immediately. All current and new equipment

complies with the exacting standards set forth in the RFP.

Boucher Brothers will provide all required beach concession equipment as well as all support and operational items necessary for safe, efficient service. All equipment will meet or exceed the standards described in Section 4.4 of the RFP and are further described below in section b. Equipment Photographs and Specifications.

**b. Equipment Photographs and Specifications**

See the following pages for equipment images and product specifications



## Lounge Chairs



**Specs:**

<b>Weight</b>	25 lbs.
<b>Dimensions</b>	79 × 24 × 12 in
<b>Color</b>	White finish frame with Royal Blue Fabric

## Umbrellas



**Specs:**

<b>Weight</b>	13 lbs.
<b>Shade Dimension</b>	6.5'
<b>Height</b>	93"
<b>Color</b>	Wooden Poles with Royal Blue Fabric

## Cabanas



### Specs:

<b>Weight</b>	25 lbs.
<b>Dimensions</b>	59" X 87"
<b>Color</b>	Royal Blue Fabric

## Daybeds



### Specs:

<b>Weight</b>	155 lbs.
<b>Dimensions</b>	59" X 87"
<b>Color</b>	Royal Blue Fabric with White Frame Finish

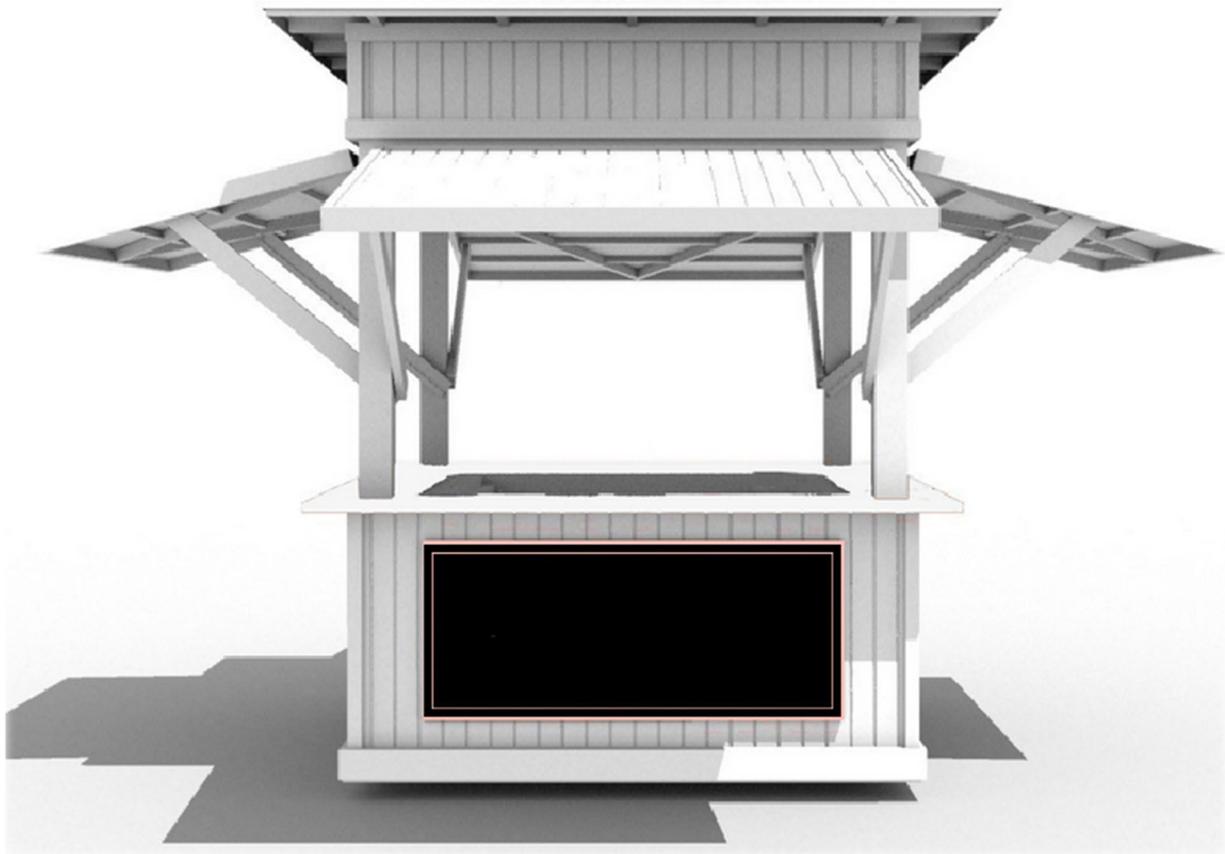
## Sand Chairs



### Specs:

<b>Weight</b>	22 lbs.
<b>Dimensions</b>	43" x 39" x 24.5"
<b>Color</b>	Royal Blue Fabric with White Frame Finish

## Concession huts



**Specs:**

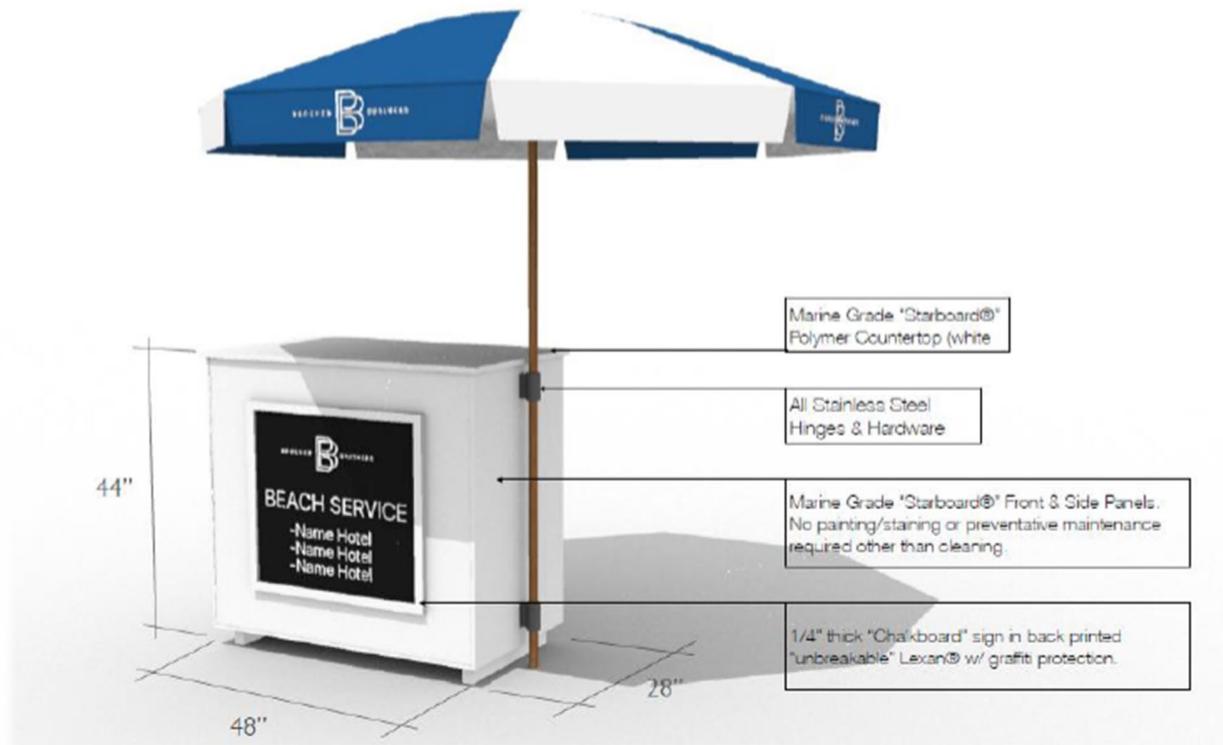
**Dimensions**

8'-0" x 8'-0" x 10'-6" (varies at roofline)

**Color**

Brown (May change with City approval)

## Podium



### Specs:

<b>Dimensions:</b>	28" x 48" X 44"
<b>Color</b>	White with black chalk board

## Storage Boxes



### Specs:

<b>Dimensions:</b>	72" x 26" x 27"
<b>Color</b>	White

## Wave Runner



### Specs:

<b>Length:</b>	10'11"
<b>Color</b>	White / Grey / Turquoise
<b>Seating Capacity</b>	1-3 persons
<b>Dry Weight</b>	701 lbs

**c. SORV's and Trailers**

**Vehicles**

Boucher Brothers will utilize up to two (2) Small Off-Road Vehicles (SORVs) to support daily beach concession operations for the City of Hollywood. No more than two (2) trailers will be used for the daily operations. Each SORV meets all City operational and safety requirements and is limited to 5 mph. Color photographs and specifications are attached herein.



**CARRYALL 1500**

**ALL-AROUND  
HIGH-PERFORMANCE MACHINE**

The perfect combination of muscle and flexibility packed on a rustproof, aircraft-grade aluminum frame.

POWER	CAPACITY	SPEED	SEATS
Kawasaki® 20.1 hp (15.0 kW) gas	1450 lb (658 kg) 1900 lb (862 kg)	19 mph (31 kph)	2

SORV Details:

- Make and Model: Club Car CARRYALL 1500
- Engine: Kawasaki® 20.1 hp (15.0 kW) gas
- Drive System: On-Demand True All-Wheel Drive
- Payload Capacity: 1,500 lbs
- Seating Capacity: 2 people
- Color: Grey
- Safety Features: Roll-over protection, LED lighting, backup alarm, and low-pressure sand-rated tires



## Suzuki King Quad 500AXi

<b>Engine</b>	493cc (30.1 cubic in.), 4-stroke, liquid-cooled, 4-valve, OHC single cylinder
<b>Bore x Stroke</b>	87.5 mm x 82.0 mm (3.40 in. x 3.20 in.)
<b>Compression Ratio</b>	9.9:1
<b>Fuel System</b>	Suzuki electronic fuel injection
<b>Starter</b>	Electric
<b>Lubrication</b>	Wet sump

### SORV Details:

- Make and Model: Suzuki KingQuad 500AXi
- Engine: 493 cc, single-cylinder, SOHC, liquid-cooled, four-stroke Suzuki
- Drive System: 4WD
- Towing Capacity: 1,322 lbs
- Seating Capacity: 1 person
- Color: Flame Red
- Safety / Utility Features: Independent double A-arm suspension front protective guards

## Trailers



## Wave Runner Beach Trailer

### Trailer Details:

- Material: Galvanized steel (rust-resistant for saltwater use)
- Design: Two-axle beach dolly with extended tongue
- Winch System: Manual hand-crank winch with strap
- Hull Support: Flat bunk-style support rails for PWC hulls
- Hardware: Marine-grade fasteners
- Dimensions:
  - Overall Length: 12 ft
  - Overall Width: 4 ft
  - Height: 3.5 ft to winch post
  - Bunk Width: 20 in
- Load Capacity: 1,400 lbs (1 wave runner)
- Trailer Weight: 120 lbs

Staff Uniform

Associates must come to work every day in the proper uniform, which consists of white sneakers with socks, walking shorts, belt, and uniform shirt. A company issued hat or visor may be worn.

In order to maintain a professional appearance and compliance with the dress code, the following standards must be adhered to:

1. Associates must take pride in their uniform, as it is an important part of the Boucher Brothers Management identity.
2. Associates must be in full uniform while on duty.
3. Uniforms should be clean, pressed and in good condition at all times and may not be worn off duty.
4. Shirts must always be tucked in and collars worn down. Attendants may wear a plain white t-shirt for set-up and/or clean up, however, a shirt must be worn at all times.
5. Appropriate shoes must be worn at all times; No bare feet.
6. Wedding bands, engagement rings and simple, unobtrusive watches may be worn.



**d. Rental Fee Schedule**

Boucher Brothers is committed to maintaining fair, transparent, and competitive rental pricing while ensuring compliance with the City of Hollywood’s requirements. The following rental fee schedule represents the standard public rates for beach concession equipment to be offered under this agreement.

Equipment Type	Standard Rate	Discounted Rate for the City of Hollywood Residents (25%)
Umbrellas	\$30.00	\$22.50
Lounge Chairs	\$20.00	\$15.00
Sand Chairs	\$15.00	\$11.25
Daybeds	\$75.00 – \$250.00 (seasonally adjusted)	\$56.25 – \$187.50
Jet Ski Rentals	\$90.00 per hour	\$67.50 per hour

All rates will remain consistent with prevailing market conditions and are subject to minor seasonal adjustments to account for peak and off-peak demand. Boucher Brothers will provide a 25% discount to all verified City of Hollywood residents, as required by the RFP.

All rental fees include full setup and breakdown service provided by trained Boucher Brothers staff. Pricing will be clearly displayed at the concession locations.

The company will maintain consistent communication with the City of Hollywood regarding any proposed rate changes or promotional pricing to ensure full transparency and compliance with the License Agreement.

**e. Additional Services**

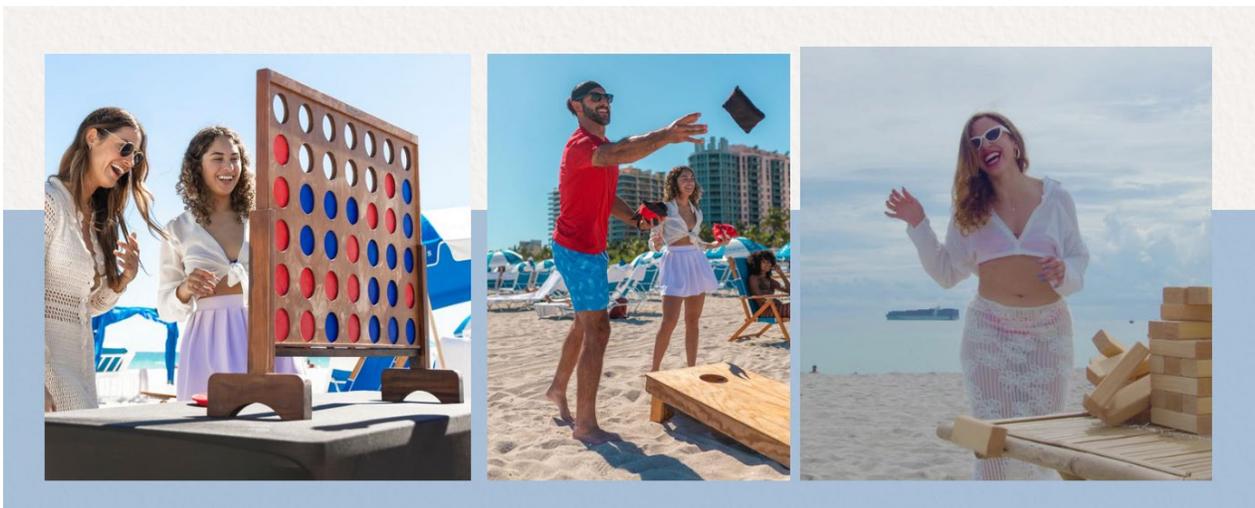
Boucher Brothers is committed to continuing to offer an inclusive, and family-friendly atmosphere along Hollywood Beach by offering amenities designed to enhance the overall visitor experience while aligning with the



City's values of accessibility, hospitality, and community engagement.

Boucher Brothers takes pride in operating as an environmentally conscious concessionaire. The company uses sustainable equipment, supports beach clean-ups in partnership with local organizations, and strictly adheres to all turtle nesting protection regulations. All lighting, storage, and maintenance operations comply with the Florida Fish and Wildlife Conservation Commission guidelines and the City's environmental standards.

As part of our operations under this License Agreement, Boucher Brothers will incorporate dedicated Kids' Play Areas strategically located within the concession zone. These areas will feature interactive sand features, beach games, sand buckets, and related recreational items designed to engage children and families in safe, creative play. All materials will be lightweight, non-toxic, and environmentally safe, encouraging positive beach experiences and fostering a sense of community enjoyment.



Boucher Brothers will also implement a Weekly Senior Discount Day, during which all seniors will receive a 35% discount on any rental item, including chairs, umbrellas, and cabanas. This initiative reflects our commitment to inclusivity and accessibility by ensuring that all residents and visitors, regardless of age, can enjoy Hollywood Beach comfortably and affordably.

Additionally, Boucher Brothers will contribute a total of \$12,500, distributed evenly over the term of the agreement, to support community initiatives. These funds may be directed toward the Sand Dune Restoration Project, Sea Turtle Awareness programs, City of Hollywood Lifeguard support, beach clean-up efforts, and/or senior-focused community initiatives.



City of Hollywood, Florida

Solicitation # RFP – 344-25-GJ

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As part of our service delivery and commitment to environmental stewardship, all Boucher Brothers team members will be trained to promote and actively participate in our “Take 3 for the Sea” initiative. This program encourages beach patrons to join us in preserving the shoreline by removing three pieces of litter or debris each time they visit the beach. Our staff will model this behavior daily, educating guests on how small, consistent actions collectively make a significant impact on the health of our marine ecosystems. Through this initiative, Boucher Brothers fosters a shared sense of responsibility between our team and the community, supporting the City of Hollywood’s sustainability goals and ensuring that its beaches remain clean, safe, and beautiful for generations to come.

### **Hotel Partner Amenities**

The Hotel partner program is one of the innovations that Boucher Brothers offers its hotel and condo partners, whether they are directly on the beach or further inland in the surrounding area.

Seeking to increase their profit margins and improve the services they can offer their guests, many hotels have evaluated the Boucher Brothers resort fee program and decided to enter into an amenity charge arrangement with Boucher Brothers. Under the amenity charge program, a hotel contracts with Boucher Brothers with the objective of providing simplified resort-style access for its guests to the various beachfront amenities offered by Boucher Brothers. This has been a great benefit to the Hotels, tourists, and the city alike.

**TOTAL REVENUE ABOVE MINIMUM GUARANTEED ANNUAL CONCESSION FEE/FEE SCHEDULE**

RFP-344-25-GJ  
 Beach Concessionaire Services  
 Fee Schedule

As part of the proposal submission, each Proposer shall complete and upload a completed Fee Schedule using the format below to provide minimum annual acceptable fees to the City:

**Contract Initial Five-year Term (Years 1-5)**

Contract Year	Vendor Proposed Price Per Year	Minimum Annual Acceptance Rate to the City	Annual Amount to be Paid to City
Year 1	\$410,000.00	Minimum \$300,000.00	\$410,000.00
Year 2	\$418,200.00	2% Minimum Increase from Previous Year	\$418,200.00
Year 3	\$430,746.00	3% Minimum Increase from Previous Year	\$430,746.00
Year 4	\$447,975.84	4% Minimum Increase from Previous Year	\$447,975.84
Year 5	\$470,374.63	5% Minimum Increase from Previous Year	\$470,374.63

**Optional Renewal Years 6 – 8**

Renewal Year	Vendor Proposed Price Per Year	Minimum Annual Acceptance Rate to the City	Annual Amount to be Paid to City
1 <sup>st</sup> Renewal – Year 6	\$493,493.36	5% Minimum Increase from Previous Year	\$493,493.36
2 <sup>nd</sup> Renewal – Year 7	\$518,588.03	5% Minimum Increase from Previous Year	\$518,588.03
3 <sup>rd</sup> Renewal – Year 8	\$544,517.43	5% Minimum Increase from Previous Year	\$544,517.43

**REFERENCES AND PAST PERFORMANCE**

**VENDOR REFERENCE FORM**

City of Hollywood Solicitation #:

Respondent/Firm Name:

Organization/Firm Name providing reference:

Organization/Firm Contact Name:  Title:

Email:  Phone:

Name of Referenced Project:  Contract No:

Date Services were provided:  Project Amount:

Referenced Vendor's role in Project:  Prime Vendor  Subcontractor/ Subconsultant

Would you use the Vendor again?  Yes  No. Please specify in additional comments

**Description of services provided by Vendor (provide additional sheet if necessary):**

This vendor provides full-service beach equipment rentals for the Fort Lauderdale public beaches, offering chairs, umbrellas, and related amenities, while maintaining clean, safe and well-managed concession areas in compliance with all regulations.

Please rate your experience with the Vendor	Need Improvement	Satisfactory	Excellent	Not Applicable
<b>Vendor's Quality of Service</b>				
a. Responsive	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Accuracy	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Deliverables	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Vendor's Organization:</b>				
a. Staff expertise	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Professionalism	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Staff turnover	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Timeliness/Cost Control of:</b>				
a. Project	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Deliverables	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

**Additional Comments (provide additional sheet if necessary):**

The Boucher Brothers provide exceptional beach concession services in Fort Lauderdale. Their team is professional, well-trained, responsive, and consistently delivers the highest quality experience for residents and visitors alike.

**\*\*\*\*THIS SECTION FOR CITY USE ONLY\*\*\*\***

Verified via:	Email: <input type="checkbox"/>	Verbal: <input type="checkbox"/>	Mail: <input type="checkbox"/>
Verified by:	Name:	Title:	
	Department:	Date:	

**VENDOR REFERENCE FORM**

City of Hollywood Solicitation #: RFP-344-25-GJ

Respondent/Firm Name: CITY OF FORT LAUDERDALE

Organization/Firm Name providing reference: CITY OF FORT LAUDERDALE

Organization/Firm Contact Name: MARK ALMY Title: SUPV OF PARK OP

Email: MARK.A@FORTLAUDERDALE.GOV Phone: 954-828-5369

Name of Referenced Project: BEACH EQUIP RENTAL CON Contract No: 12732-035

Date Services were provided: START JAN 24, 2023 Project Amount: N/A

Referenced Vendor's role in Project:  Prime Vendor  Subcontractor/ Subconsultant

Would you use the Vendor again?  Yes  No. Please specify in additional comments

Description of services provided by Vendor (provide additional sheet if necessary):  
BEACH CONCESSIONS - CHAIRS, UMBRELLAS ETC

Please rate your experience with the Vendor	Need Improvement	Satisfactory	Excellent	Not Applicable
<b>Vendor's Quality of Service</b>				
a. Responsive	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Accuracy	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Deliverables	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Vendor's Organization:</b>				
a. Staff expertise	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Professionalism	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Staff turnover	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Timeliness/Cost Control of:</b>				
a. Project	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Deliverables	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Additional Comments (provide additional sheet if necessary):  
THIS VENDOR IS EXCEPTIONALLY RESPONSIVE. THEY ARE VERY SENSITIVE TO PATRONS, MAKING TABLES, NESTING, AND BEACH REGULATIONS

\*\*\*\*THIS SECTION FOR CITY USE ONLY\*\*\*\*

Verified via:	Email: <input type="checkbox"/>	Verbal: <input type="checkbox"/>	Mail: <input type="checkbox"/>
Verified by:	Name: _____	Title: _____	Date: _____
	Department: _____		

**VENDOR REFERENCE FORM**

City of Hollywood Solicitation #:   
 Respondent/Firm Name:

Organization/Firm Name providing reference:

Organization/Firm Contact  
 Name:  Title:   
 Email:  Phone:   
 Name of Referenced Project:  Contract No:   
 Date Services were provided:  Project Amount:

Referenced Vendor's role in Project:  Prime Vendor  Subcontractor/  
 Would you use the Vendor again?  Yes  Subconsultant  
 No. Please specify in additional comments

Description of services provided by Vendor (provide additional sheet if necessary):  
 The customer service and fit for operational needs at Haulover Park have been great for PROS. We have had a great partnership with Boucher Brothers with beach chairs, umbrellas, and food concession services.

Please rate your experience with the Vendor	Need Improvement	Satisfactory	Excellent	Not Applicable
<b>Vendor's Quality of Service</b>				
a. Responsive	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Accuracy	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Deliverables	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Vendor's Organization:</b>				
a. Staff expertise	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Professionalism	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Staff turnover	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Timeliness/Cost Control of:</b>				
a. Project	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Deliverables	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Additional Comments (provide additional sheet if necessary):  
 Sublease agreement was made without PROS prior approval. This was investigated by Inspector general and resolved.

**\*\*\*\*THIS SECTION FOR CITY USE ONLY\*\*\*\***

Verified via:	Email: <input type="checkbox"/>	Verbal: <input type="checkbox"/>	Mail: <input type="checkbox"/>
Verified by:	Name: <input type="text"/>	Title: <input type="text"/>	Date: <input type="text"/>
	Department: <input type="text"/>		



City of Hollywood, Florida

Solicitation # RFP – 344-25-GJ

City of Hollywood Solicitation #: RFP-344-25-GJ  
 Respondent/Firm Name: \_\_\_\_\_

Organization/Firm Name providing reference: Sarasota County Parks, Recreation and Natural Resources

Organization/Firm Contact Name: Mitch Andress Title: Business Operations Analyst  
 Email: mandress@scgov.net Phone: 941-500-2344  
 Name of Referenced Project: Smack Dab on Siesta LLC Subcontractor Contract No: Sarasota County Contract SR 2071  
 Date Services were provided: August 2021 - Current Project Amount: \_\_\_\_\_

Referenced Vendor's role in Project:  Prime Vendor  Subcontractor/ Subconsultant  
 Would you use the Vendor again?  Yes  No. Please specify in additional comments

**Description of services provided by Vendor (provide additional sheet if necessary):**  
 Boucher Brothers has served as a subcontractor for Smack Dab on Siesta LLC at one of our premier park locations in Sarasota County (Siesta Beach). Siesta Beach is consistently rated as a top beach in America and that is due to the exceptional services and offerings that the concessionaire and subcontractor provide. The quality of rental offerings and services provided reflect the standard that Sarasota County PRNR aims to achieve when serving the public.

Please rate your experience with the Vendor	Need Improvement	Satisfactory	Excellent	Not Applicable
<b>Vendor's Quality of Service</b>				
a. Responsive	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Accuracy	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Deliverables	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Vendor's Organization:</b>				
a. Staff expertise	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Professionalism	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Staff turnover	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Timeliness/Cost Control of:</b>				
a. Project	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Deliverables	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

**Additional Comments (provide additional sheet if necessary):**  
 Boucher Brothers offers guests the opportunity to have a great beach experience with their many offerings and a la carte rental availability.

**\*\*\*\*THIS SECTION FOR CITY USE ONLY\*\*\*\***

Verified via:	Email: <input type="checkbox"/>	Verbal: <input type="checkbox"/>	Mail: <input type="checkbox"/>
Verified by:	Name: _____	Title: _____	
	Department: _____	Date: _____	



City of Hollywood, Florida

Solicitation # RFP – 344-25-GJ

**VENDOR REFERENCE FORM**

City of Hollywood Solicitation #: RFP-344-25-GJ  
 Respondent/Firm Name: Boucher Brothers

Organization/Firm Name providing reference: City of Miami Beach

Organization/Firm Contact Name: Ozzie Dominguez Title: Div. Dir. Asset Management  
 Email: ozziedominguez@miamibeachfl.gov Phone: 305-673-7000 x 22986  
 Name of Referenced Project: Boucher Bros Miami Beach, LLC Contract No: N/A  
 Date Services were provided: 2001 - Present Project Amount: \$1.4M + percentage of gross receipts

Referenced Vendor's role in Project:  Prime Vendor  Subcontractor/  
 Subconsultant  
 Would you use the Vendor again?  Yes  No. Please specify in additional comments

Description of services provided by Vendor (provide additional sheet if necessary):  
Beachfront Concessionaire for Miami Beach, providing food and beverage, sundries, beach equipment rentals, watersport equipment rentals, sand sifting, and team building event.

Please rate your experience with the Vendor	Need Improvement	Satisfactory	Excellent	Not Applicable
<b>Vendor's Quality of Service</b>				
a. Responsive	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Accuracy	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Deliverables	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Vendor's Organization:</b>				
a. Staff expertise	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Professionalism	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Staff turnover	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Timeliness/Cost Control of:</b>				
a. Project	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Deliverables	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Additional Comments (provide additional sheet if necessary):  
 \_\_\_\_\_  
 \_\_\_\_\_

**\*\*\*THIS SECTION FOR CITY USE ONLY\*\*\***

Verified via:	Email:	<input type="checkbox"/>	Verbal:	<input type="checkbox"/>	Mail:	<input type="checkbox"/>
Verified by:	Name:				Title:	
	Department:				Date:	



October 30, 2025

City of Hollywood  
2600 Hollywood Boulevard  
Hollywood, FL 33020-4807

RE: Boucher Brothers Beach Concession Services

To Whom It May it Concern:

I am the General Manager of the Hollywood Beach Marriott and have had the pleasure of working with the Boucher Brothers since they started as the beach concession company for the City of Hollywood. I highly recommend the Boucher Brothers to continue as the company for the city's beach concession services.

We have been pleased with Boucher Brothers and the exceptional customer service they offer our hotel guests as we continue to receive written and verbal compliments from them.

If I can provide any further information, please do not hesitate to contact me.

Sincerely,  


Bob Weiser  
General Manager  
Hollywood Beach Marriott  
2501 N Ocean Drive  
Hollywood, FL 33019  
954-924-2202  
Bob.weiser@ophotels.com

October 31<sup>st</sup>,2025



**To Whom It May Concern,**

I have had the pleasure of working with the Boucher Brothers for the past five years, including the last three at the Costa Hollywood Property. Maurice and his team have been outstanding partners, consistently making collaboration easy and efficient.

They take excellent care of both our owners and our guests, always providing professional and friendly beach-front service.

I would highly recommend the Boucher Brothers to anyone in need of a reliable and customer-focused team to manage beachfront operations. Please feel free to reach out to me personally if you have any additional questions.

**Sincerely,**

Dory

Dory Ron

The Costa Hollywood Beach Resort

Director of Operations + Owner Relations

p. 954.613.3700

e. [dory.ron@costahollywoodhotel.com](mailto:dory.ron@costahollywoodhotel.com)

w. [www.costahollywoodhotel.com](http://www.costahollywoodhotel.com)

w. [www.thinkhospitality.com](http://www.thinkhospitality.com)



**JOHN TROVATO**  
GENERAL MANAGER

*The* **DIPLOMAT**  
BEACH RESORT

3555 SOUTH OCEAN DRIVE | HOLLYWOOD, FLORIDA 33019 P 954-602-6000 F 954-602-7000 DIPLOMATRESORT.COM

November 13, 2025

Dear Committee Members,

It is with great pleasure to recommend Boucher Brothers as an outstanding business partner and valued member of our Hotel. Since partnering with the Diplomat Beach Resort, they have consistently demonstrated a commitment to excellence in their operations and service.

As the General Manager, I have had the opportunity to work closely with their team and have seen firsthand their dedication to maintaining a high standard of professionalism. Their services, including beach rental equipment enhance the overall experience for our guests. Boucher Brothers upholds the highest level of integrity and business ethics, making them a trusted and respected presence in our community.

Boucher Brothers would be a valuable asset to any organization that chooses to do business with them. For all these reasons, I highly recommend Boucher Brothers. Please feel free to contact me if you need any additional information.

Sincerely,



John Trovato  
General Manager  
The Diplomat Beach Resort

### Local Vendor Preference



CITY OF HOLLYWOOD  
 TREASURY SERVICES DIVISION  
 LOCAL BUSINESS TAX

**BOUCHER BROTHERS HOLLYWOOD BEACH, LLC**  
**1451 OCEAN DR, STE 205**  
**MIAMI BEACH, FL 33139**

**Please contact us with any changes or corrections to your information.**

**CUSTOMER SERVICE:** Should you have any questions regarding Local Business Tax or need to update / correct any information related to your Business Tax Account, please contact us by phone at 954-921-3225, by email at [businesstax@hollywoodfl.org](mailto:businesstax@hollywoodfl.org) or in person at City Hall, Room 103, 2600 Hollywood Blvd. Please send all written correspondence to: City of Hollywood, Treasury Services Division, Attn: Business Tax, Room 103, PO Box 229045, Hollywood, FL 33022-9045.

PURSUANT TO STATE LAW, LOCAL BUSINESS TAX IS LEVIED FOR THE PRIVILEGE OF DOING BUSINESS WITHIN A CITY'S LIMITS, AND IS NON-REGULATORY IN NATURE. ISSUANCE OF A LOCAL BUSINESS TAX RECEIPT BY THE CITY OF HOLLYWOOD DOES NOT MEAN THAT THE CITY HAS DETERMINED THAT THE EXISTING OR PROPOSED USE OF A LOCATION IS LAWFUL. ISSUANCE OF A LOCAL BUSINESS TAX RECEIPT DOES NOT LEGALIZE OR CONDONE THE NATURE OF THE BUSINESS BEING CONDUCTED IF CONTRARY TO ANY LOCAL, STATE OR FEDERAL LAW OR REGULATION.

**THIS IS NOT A BILL. DO NOT PAY.**

BELOW IS YOUR LOCAL BUSINESS TAX RECEIPT. PLEASE DETACH AND POST THIS LOCAL BUSINESS TAX RECEIPT IN A CONSPICUOUS PLACE AT YOUR PLACE OF BUSINESS.



	<p><b>2025/2026 LOCAL BUSINESS TAX RECEIPT</b></p>
Business Name: <b>BOUCHER BROTHERS HOLLYWOOD BEACH, LLC</b> DBA: Business Location: <b>2501 N OCEAN DR</b> Business Category: <b>SERVICE/OTHER BUSINESS</b> Classification: <b>Rental Service</b> Tax Basis: <b>5 - 25 WORKERS</b>	Account Registration #: <b>B9056220-2026</b> Expiration Date: <b>9/30/2026</b> Tax Rate: <b>\$187.00</b>