

RESOLUTION NO. \_\_\_\_\_

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF HOLLYWOOD, FLORIDA, APPROVING AND AUTHORIZING THE APPROPRIATE CITY OFFICIALS TO NEGOTIATE AND EXECUTE AN AGREEMENT WITH BOUCHER BROTHERS HOLLYWOOD BEACH, LLC FOR BEACH CONCESSIONAIRE SERVICES.

WHEREAS, the Department of Parks, Recreation, and Cultural Arts desires to purchase Beach Equipment Concession Services for the continued operation of beach concessions for residents and guests to Hollywood Beach; and

WHEREAS, Section 38.43 of the Procurement Code states that when the estimated annual cost of goods, supplies, materials, equipment, or services exceeds \$50,000.00, a formal solicitation process shall be completed that may result in a written contract(s) and/or purchase order(s) after due public notice inviting bids or proposals; and

WHEREAS, on October 25, 2025, Request for Proposals Number RFP-344-25 (“RFP”) was electronically advertised on OpenGov.com to solicit the desired Beach Concessionaire Services in accordance with Section 38.43(A) of the Procurement Code; and

WHEREAS, the RFP resulted in one proposal from the following firm by the response due date:

Boucher Brothers Hollywood Beach, LLC (Hollywood, FL) ; and

WHEREAS, on December 15, 2025, the Selection Committee met to evaluate the proposal based upon the approved Evaluation Criteria established in the RFP: Proposer’s Profile, Proposer’s Qualifications and Experience, Proposer’s Approach to Performing Work, Total Revenue, References and Past Performances; and included five additional points for Local Vendor Preference status; and

WHEREAS, based on the Evaluation Criteria, the Selection Committee evaluated the proposal, and the scores were compiled to arrive at the following ranking:

1. Boucher Brothers Hollywood Beach, LLC 103 Points ; and

WHEREAS, the Selection Committee recommends that the City Commission authorize the negotiation and execution of an agreement with Boucher Brothers Hollywood Beach, LLC, for a term of five years with an option to renew for three additional one-year periods to provide Beach Concessionaire Services; and

WHEREAS, the estimated annual amount the City of Hollywood will receive from this revenue sharing model is \$410,000.00 for Year 1, and revenues are projected to increase each subsequent year as follows:

Contract Year	Minimum Annual Guarantee to the City	Increase From Previous Year
Year 1	\$410,000.00	N/A
Year 2	\$418,200.00	2%
Year 3	\$430,746.00	3%
Year 4	\$447,975.84	4%
Year 5	\$470,374.63	5%
Subtotal	\$2,177,296.47 Total Paid to the City Years 1-5	
Year 6	\$493,893.36	5%
Year 7	\$518,588.03	5%
Year 8	\$544,517.43	5%
Subtotal	\$1,556,998.82 Total Paid to the City Years 6-8	
TOTAL	\$3,734,295.29 Total Paid to the City Years 1-8	

; and

WHEREAS, award is subject to the City's receipt and approval of all insurance certificates required by the City's Risk Manager, and indemnity to the City.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF HOLLYWOOD, FLORIDA.

Section 1: That the foregoing "WHEREAS" clauses are ratified and confirmed as being true and correct and are incorporated in this Resolution.

Section 2: That it approves the ranking of the firms as follows:

1. Boucher Brothers Hollywood Beach, LLC

Section 3: That it authorizes the appropriate City officials to negotiate and execute an agreement, embodying the terms and conditions approved by the City Commission this date, with Boucher Brothers Hollywood Beach, LLC, in a form acceptable to the City Manager and approved as to form and legal sufficiency by the City Attorney.

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF HOLLYWOOD, FLORIDA, APPROVING AND AUTHORIZING THE APPROPRIATE CITY OFFICIALS TO EXECUTE AN AGREEMENT WITH BOUCHER BROTHERS HOLLYWOOD BEACH, LLC FOR BEACH CONCESSIONAIRE SERVICES.

Section 4: That this Resolution shall be in full force and effect immediately upon its passage and adoption.

PASSED AND ADOPTED this \_\_\_\_\_ day of \_\_\_\_\_, 2026.

\_\_\_\_\_  
JOSH LEVY, MAYOR

ATTEST:

\_\_\_\_\_  
PATRICIA A. CERNY, MMC  
CITY CLERK

APPROVED AS TO FORM  
AND LEGAL SUFFICIENCY:

\_\_\_\_\_  
DAMARIS HENLON  
CITY ATTORNEY