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Vock, Tammy

From: Scot Caviness [scotcaviness5@gmail.com]
Sent: Thursday, November 12, 2015 11:02 AM
To: Vock, Tammy
Subject: Shark Bait Proposal
Attachments: VERO BEACH CITY PROPOSAL 11-12-2015.docx

Hi Tammy,

Attached please find our proposal to the city council.

Rob told me that I could be placed on the December 1st agenda, and if that is okay with you I would like to appear before them at that time.

Please let me know if there is anything I can do to be of assistance with this, or any other matter.

Sincerely,

Scot Caviness
Owner
Shark Bait Beach Gear Rentals
561-248-5695



A Subsidiary of
SHARK BAIT INTERNATIONAL INC. (SBI)
A Florida Based Corporation



740 35TH AVENUE SW
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PROPOSAL TO AMEND CONTRACT

#1665 Beach Umbrella and Chair Rental Concession

This proposal to Amend is provided to the City of Vero Beach Recreation Department, the Vero City Council members, and other concerned parties.

Terms and Vendor Responsibilities are proposed to co-join Contract #1665-C - Beach Umbrella and Chair Rental Concession actively in place with the addition of 2 aspects which were initially proposed as part of the above listed Vero Beach City contract but held in abeyance for future developmental considerations.

- 1. Expand existing service contract to include the areas of Jaycee Park and Humiston Park Beach.**
- 2. Provide aquatic services at Vero South Beach Park.**

EXPAND EXISTING SERVICE CONTRACT TO INCLUDE JAYCEE PARK AND HUMISTON PARK BEACH.

OVERVIEW

With this proposed addendum Shark Bait is offering to set up a shared storage area on, or around Jaycee Beach Park having equipment capable of deploying and recovering beach gear to be stored onsite. Part of this storage area would be dedicated to the storage of Vero Beach Lifeguard equipment. The storage system would mirror Shark Bait's South Beach setup which has been fully approved and inspected by all concerned parties and has met with approval by local citizens.

It would be an easy and natural extension to provide services at Humiston Beach as Shark Bait currently services the Driftwood Beach Resort abutting Humiston Beach Park to the North. With this proposal all gear would be brought in and removed from Humiston Beach daily with no Shark Bait equipment stored on Humiston property.

GOALS

Our objectives have always been to provide uncompromising services and generate continued growth, while simultaneously assisting to keep our beaches safe, clean and welcoming.

BENEFITS TO THE CITY

1. Our services have become a welcomed and expected aspect of beach patronage at South Beach Park with an overwhelmingly large percentage of guests expressing their approval of the minimalist look, comfort and usability of our equipment.
2. The Shark Bait ATV has been employed by the lifeguards when the city's unit has been down for repairs and maintenance. ALL SHARK BAIT STAFF MEMBERS HAVE BEEN INSTRUCTED TO ENSURE OUR ATV IS MADE IMMEDIATELY AVAILABLE TO ALL EMS PERSONEL ON DEMAND. The benefit of having redundant beach capable emergency transportation has been realized at South Beach Park and we believe it would be a smart developmental goal for the city to plan similar operational capabilities at Jaycee Beach Park as well.

3. To date the city has realized a net profit of \$1,256 from our operations, with sales fluctuations closely mirroring our chair and umbrella services at the Driftwood Beach Resort and Holiday Inn Oceanside.

JAYCEE PARK AND HUMISTON PARK BEACH SERVICE DEVELOPMENT PLAN

Expected service implementation would be based on new equipment acquisition times and equipment installation time, including permitting and inspection processes.

Conservative projections indicate we could deploy at Humiston Beach very quickly as we have enough gear in inventory to supply the beach and have been delivering equipment next door at the Driftwood Beach Resort for 4 years.

Our overreaching developmental goal has, and will continue to be that we satisfy all City, County, State and Federal regulations and ordinances, and in so doing Jaycee Park Beach would probably not come online until mid to late summer of 2016.

As a separate addendum,

PROVIDE AQUATIC SERVICES AT SOUTH BEACH PARK

Providing limited aquatic activities including kayaks, paddle boards and boogie boards at the beaches we serve with umbrellas and chairs has shown to create a synergistic effect which substantially increases overall customer patronage and general approval of the beaches.

In example, customers who book our umbrella and chair services often like to go turtle watching along our nearshore waters via our kayak and paddle board offerings. This dramatically improves the guest experience and naturally leads to repeat patronage and improved public perception of our beaches.

Shark Bait's full service beaches generate roughly 2 to 4 times the revenue of our beaches having only beach umbrellas and chairs. With this thought in mind, the city's revenue from our operations would be markedly higher once we offer aquatics at South beach Park.

- Shark Bait's aquatic equipment has been specifically selected for its seaworthiness and all our equipment is safety yellow for high visibility at sea.
- Our aquatic equipment has been employed in numerous at-sea rescues and at-sea rescue assists.
- All Shark Bait Staff members are either open water certified lifeguards, or undergoing training to obtain their certifications.
- Everyone qualified to provide our aquatics activities is trained to launch and recover kayaks and paddle boards ensuring customers get in and out of the surf zone quickly and safely.
- We keep all aquatic equipment on the ocean in sight and monitor for signs of distress during rentals.
- Everyone who uses our equipment must sign a waiver which has been extensively scrutinized, modified and approved through the Vero Beach Hotel and Spa, Costa d'Este, and Holiday Inn Oceanside's legal departments.

Shark Bait's safety record at sea is spotless. In addition, since commencing operations 14 patrons have been assisted or rescued by Shark Bait Beach Gear Rentals staff utilizing Shark Bait aquatic equipment even though they were not a part of Shark Bait activities.

Without the aquatic equipment on scene and at the ready those rescues and assists would have been very difficult, if not impossible to perform.