

## **Appendix**

Org Chart

Resumes

Licenses - Certificates

Letters of Intent

Exhibits

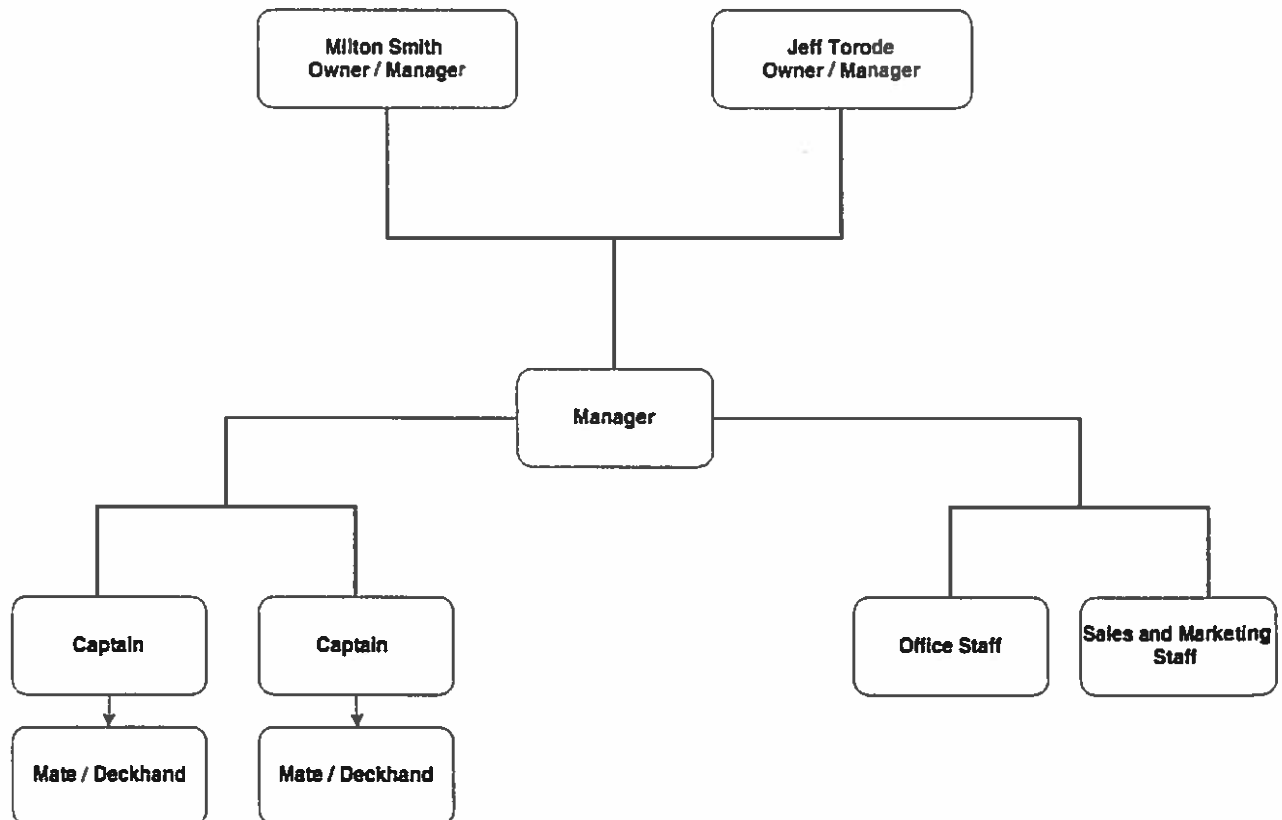
Table I

Financial Analysis

Request for Proposals (RFP) L-17-17

**City of Pompano Beach  
Request For Proposal  
L-17-17  
Intracoastal Waterway  
Water Taxi Service In Pompano Beach  
(rebid)**

***ORGANIZATIONAL CHART***



## **Resumes of Key Personnel**

### ***Jeff Torode...Vice President and CEO***

**Jeff Torode Vice President and CEO of MGSIII Maritime LLC.** I have extensive background in boating and marine related activities, ranging from working for the cruise ship industry to owning and operating various charter boat services.

#### **Managerial Experience**

My water related careers began working as a Divemaster for the dive course director at Florida Junior college in Jacksonville Florida. After leaving college I managed 2 different dive centers in Jacksonville, Underwater Designers (second largest PADI training facility in the US) and American Dive Center (IDEA headquarters and training facility). I also managed 2 different centers in South Florida, Boca Sea Adventures and Force-E Boca Raton. Managing these operations gave me a great foundation for business.

#### **Cruise Industry Experience**

Shallow Water Development contracted with NCL to create a snorkeling program for all their ships and their out island (Great Stirrups Key). I was hired as a staff member in charge of working on the ships and the out island registering and guiding guests on snorkel experiences throughout the Caribbean. We rotated from the ships to the out island. Part of our duties on the island was to ferry guests to and from the ship. I was also tasked with running their sailing program. The cruise ship experience taught me a great deal about customer service, safety and dealing with large numbers of passengers.

#### **Commercial Diving Experience**

I have held a commercial fishing license and ran my own commercial dive boat harvesting fish and lobster from South Florida to the Western Bahamas. I also owned and operated a commercial tropical fish operation in Marathon Key, capturing ornamental fish for the aquarium trade.

#### **Charter Boat Experience**

I currently own and operate 2 charter boat services in Pompano Beach.

**South Florida Diving Headquarters Inc.** established in 1996 offering diving, snorkeling, glassbottom experiences. We are also a PADI 5 Star training facility and a Guy Harvey Outfitter. We have two 49 passenger power catamarans and an 11 passenger mono hull vessel servicing on average 8,000 guests a year from around the world and the US. We hold a Certificate of Excellence from Trip Advisor. We work closely with the Greater FTL Convention and Visitor's Bureau, Pompano Beach Tourism Director, LTBS Public Relations and Visit Florida promoting tourism in South Florida.

**Serenity Yacht Charters Inc.** established in 2009 offering dinner cruises, private charters and weddings aboard our 72 ft. Yacht Serenity III. We have a 5 year contract with Wyndham Resorts providing cruises for their guests.

### **Water Taxi Experience**

Using our 49 passenger power catamarans we provide water taxi service for the Ft. Lauderdale Boat Show, Tortuga Fest, Miami Boat Show and Miami River Day transporting thousands of passengers during these events. In addition we operate as the shuttle service for the Hillsboro Lighthouse tours monthly.

### **Civic Experience**

- Vice Chairman for the Southeast Coral Reef Initiative (SEFCRI)
- Member of the Coastal Ocean Forum
- Pompano Beach Chamber of Commerce Member
- Ship Wreck Park Pompano Beach (Lady Luck)
- Make A Wish Foundation
- Wounded Warriors Program

### **Summary**

I am licensed USCG Captain with over 20 years of experience running passenger vessels. I currently own 2 successful charter businesses in Pompano Beach with great customer satisfaction ratings. I am sure there will be spill over from my other 2 charter businesses to Pompano Beach Water Taxi. I am very familiar with all the waterways in our area and have working relationships with many of the water front properties and major hotels in the area. I am also very familiar with all regulations pertaining to operating USCG Certified passenger vessels and maintaining them above inspection standards.

I am a 16 year Pompano Beach resident, my businesses are in Pompano Beach and nearly all the vendors I use for the businesses are in Pompano Beach. I travel to trade shows across the US promoting Pompano as a Dive and Vacation destination. I would welcome the opportunity to create another successful service for the residents and visitors of Pompano Beach.

## ***Milton Gilbert Smith III...President and CEO***

**Milton Gilbert Smith 3<sup>rd</sup>**  
**West Palm Beach, Florida 33463**  
**(954) 901-1833**  
**[Smithmilton511@gmail.com](mailto:Smithmilton511@gmail.com)**

### **EDUCATION**

Mt. St. Joseph High School	Baltimore, Maryland	June 1996
Carroll Community College	Westminster, Maryland	May 1996
Baltimore City Community College	Baltimore, Maryland	June 2000
Criminal Justice/Art	Total Credits Earned: 52.00 (Semester Hours)	
Annapolis School of Seaman ship	Annapolis, Maryland	May 2014

Professional Maritime Training

Fort Lauderdale, Florida      Aug 2016  
Total Hours Earned: 92.00 (Hours)

**PROFESSIONAL EXPERIENCE**

**MGSIII Maritime LLC**  
President / CEO

West Palm Beach, Florida

**Gator Dredging**  
Maritime Captain

Clearwater, Florida

**Ft. Lauderdale Water Taxi**  
Maritime Captain (07/14-10/16)

Ft. Lauderdale, Florida

**PepsiCo Inc., 3101 Viona Ave**  
Route Sales Representative (05/13-04/14)

Baltimore, Maryland

**Baltimore Police Department, 601 East Fayette Street**  
Asset Forfeiture (05/11-04/13)

Baltimore, Maryland

**Baltimore Police Department, 601 East Fayette Street**  
Central Records (05/09-05/10)

Baltimore, Maryland

**Baltimore Police Department, 601 East Fayette Street**  
Violent Repeat Offenders Task Force (02/08-05/09)

Baltimore, Maryland

**HIDTA, Washington-Baltimore Field Office**  
DEA Task Force, Group 54 (02/05-02/08)

Columbia, Maryland

**Baltimore Police Department, 601 East Fayette Street**  
Undercover Narcotics, Organized Crime Division Narcotics Section (05/03-02/05)

Baltimore, Maryland

**Millennium Security Company**  
Uniformed Security (05/03-2005)

Baltimore, Maryland

**Baltimore Police Department, 500 East Baltimore Street**  
Police Officer, Uniformed Patrol (02/02-05/03)

Baltimore, Maryland

**Baltimore Police Department, 500 East Baltimore Street**  
Police Officer, Special Operations Unit (06/01-02/02)

Baltimore, Maryland

**Baltimore Police Department, 500 East Baltimore Street**  
Police Officer, Uniform Patrol (02/01-06/01)

Baltimore, Maryland

**Baltimore Police Department, 500 East Baltimore Street**  
Police Officer Trainee, Field Training (11/00-01/01)

Baltimore, Maryland

**Baltimore Police Department, 210 Guilford Ave**  
Police Officer Trainee, Baltimore City Police Academy (06/00-11/00)

Baltimore, Maryland

**EDUCATION, TRAINING:**

Maritime Professional Training, 200 Ton Master Captain Certification

-Fort Lauderdale, Florida, Certification

Maritime Professional Training, Advanced Fire Fighting, Bridge Resource Management, Personal responsibility, Bridge Resource Management, Unlimited Radar, Cold Water Survival, Lifeboatman

-Fort Lauderdale, Florida, Certification

Annapolis School of Seamanship, 100 Ton Master Captain's Certification

-Annapolis, Maryland, Certification

Annapolis School of Seamanship, Assistance Towing Endorsement

-Annapolis, Maryland, Certification

Drug Enforcement Administration, Task Force Officer

-Baltimore/Washington Division, Certification

Drug Enforcement Administration, Analyze and Dismantle Clandestine Labs

-Quantico, Virginia, Certification

Special Operations Division/Drug Enforcement Administration/United States Department of Justice, Basic Telecommunications Exploitation Program

- Baltimore, Maryland, Certification
- Multi-Jurisdictional Counter Training Academy, Drug Interdiction
- St.Croix, Virgin Islands, Certification
- Multi-Jurisdictional Counter Training Academy, Pharmaceutical Drug Interdiction
- Baltimore, Maryland, Certification
- Multi-Jurisdictional Counter Training Academy, Current Drug Training
- Baltimore, Maryland, Certification
- Multi-Jurisdictional Counter Training Academy, Legal Aspects-Highway Drug Investigations
- Baltimore, Maryland, Certification
- Multi-Jurisdictional Counter Training Academy, Undercover Drug Purchasing
- Baltimore, Maryland, Certification
- Multi-Jurisdictional Counter Training Academy, Financial Investigation Techniques
- Baltimore, Maryland, Certification
- Multi-Jurisdictional Counter Training Academy, RICO/CCE Investigational Course
- Baltimore, Maryland, Certification
- Moglocen Regional Gang Conference, Gang Enforcement Training and Recognition Course
- Baltimore, Maryland, Certification
- Drug Enforcement Administration, Tactical Entry and Bunker Training
- Baltimore, Maryland
- New York City, Drug Enforcement Section, Undercover Drug School
- Baltimore, Maryland
- Baltimore City ,QRT (Quick Response Team), Tactical Entry and Bunker Training
- Baltimore, Maryland
- Baltimore City, QRT (Quick Response Team), Tactical Entry to Recover Undercover Officers and Informants
- Baltimore, Maryland
- Baltimore City, Violent Crimes Task Force, Firearms Recognition and Enforcement Training
- Baltimore, Maryland
- Baltimore City, Criminal Intelligence Section, Gang Enforcement Training
- Baltimore, Maryland
- Drug Testing Certification, NARCO
- Baltimore, Maryland, Certification
- Baltimore Police Department, Hicks Arrest and Control Program, Advanced Course
- Baltimore, Maryland, Certification
- Baltimore Police Department, Less Lethal Course
- Baltimore, Maryland, Certification
- First Responder Certification
- Baltimore, Maryland, Certification
- Maryland Police Training Commission Certification
- Baltimore, Maryland, Certification

#### **AWARDS COMMENDATIONS AND RECOGNITION:**

1 March 2001: Special Service Commendation  
 1 May 2001: Special Service Commendation  
 6 May 2002: Letter of Recognition, Record Industry Associates of America, Seizure of Counterfeit DVD's and CD's  
 16 December 2002: Unit Citation  
 9 January 2003: Letter of Recognition, ATF (Alcohol, Tobacco and Firearms)  
 17 March 2004: Unit Citation  
 15 April 2004: Unit Citation  
 29 April 2004: Unit Citation  
 19 June 2004: Letter of Recognition, Organized Crime Division Narcotics Section  
 15 December 2004: Unit Citation  
 5 September 2006: Unit Citation  
 2008: Drug Enforcement Administration Certification of Appreciation, for outstanding contribution in the field of drug law enforcement

#### **LICENSES/ENDORESMENT:**

Maryland Drivers License

-Non-Commercial

-Motorcycle

100 Ton Master Captain,

200 Ton Master Captain

-Certification

Assistance Towing Endorsement , Advanced Fire Fighting, Unlimited Radar, Cold Water Survival, Bridge Resource Management, Personal Responsibility, CPR, AED, First Aid,

-Certification

USCG Medical Card

-Certification

TWIC Card

TSA Pre Check Card

## Licensure

(MGSIII Maritime LLC has several captains, that are used on a contractual basis. Below are a few captains listed with MGSIII Maritime LLC in good standing. The below list of captains is subject to change, pending award.)





Jeffrey Hamilton  
Pompano Beach, Florida 33060  
Cell: (954)-907-9989  
Email: [captain.jeff@aol.com](mailto:captain.jeff@aol.com)

### **Qualifications**

- USCG Master License, 100 ton near coastal
- Commercial Assistance Towing Endorsement
- STCW Certification
- FCC Marine Radio Operator Permit
- TWIC card
- First Aid & CPR
- PADI Open Water certification
- Valid passport

## **Mike Wolfe**



Contact #: (954)-263-6376

Email: [mwolfe954@yahoo.com](mailto:mwolfe954@yahoo.com)

DOB: 01-19-1991

Nationality: USA

Location: Fort  
Lauderdale, FL

Passport Exp: June 2022

Health: Excellent, Non-  
Smoker, no tattoos

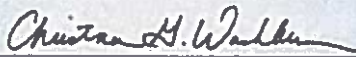
### **OBJECTIVE**

Currently seeking day work, seasonal, or a permanent position as an entry-level deckhand on a charter or private motor yacht. I'm a highly motivated, humble, and hardworking individual with a strong team player mentality.

### **RELEVANT SKILLS & QUALIFICATIONS**

- 100 Ton Master ( all in process with the uscg)
- Able Body Seaman
- STCW
- Proficiency in Survival Craft and Rescue Boats

**UNITED STATES OF AMERICA****DEPARTMENT OF HOMELAND SECURITY  
UNITED STATES COAST GUARD****NATIONAL VESSEL DOCUMENTATION CENTER****CERTIFICATE OF DOCUMENTATION**

VESSEL NAME DEALE WATER TAXI		OFFICIAL NUMBER 969419	IMO OR OTHER NUMBER SGU015891091	YEAR COMPLETED 1990	
HAILING PORT DEALE MD		HULL MATERIAL ALUMINUM		MECHANICAL PROPULSION YES	
GROSS TONNAGE 12GRT	NET TONNAGE 10NRT	LENGTH 34.0	BREADTH 14.0	DEPTH 4.0	
PLACE BUILT LA CROSSE WI					
OWNERS CHESAPEAKE NAUTICAL CRUISES LLC COMPRISED OF ONE MEMBER			OPERATIONAL ENDORSEMENTS COASTWISE		
MANAGING OWNER CHESAPEAKE NAUTICAL CRUISES LLC 391 SPRING COVE ROAD RIVA MD 21140					
RESTRICTIONS NONE					
ENTITLEMENTS NONE					
REMARKS NONE					
ISSUE DATE MARCH 24, 2016		 ACTING DIRECTOR, NATIONAL VESSEL DOCUMENTATION CENTER			
THIS CERTIFICATE EXPIRES MARCH 31, 2017					





This certificate is not valid for operation of the vessel until the vessel is marked with the name, official number, and hailing port as shown on the certificate. The original certificate must be kept aboard the vessel at all times when in operation and must be presented upon the demand of federal, state or local officials for law enforcement purposes. Vessels with only a recreational endorsement may not engage in commercial trade.

Documented vessels may be registered by states for tax and other purposes and may be required to display a state decal. This certificate is valid for one year. Renewal is the responsibility of the owner. This certificate must be surrendered to the National Vessel Documentation Center (NVDC), 792 T J Jackson Drive, Falling Waters, West Virginia 25419, upon a change in ownership, change in state of incorporation, or a change in any other element shown on the certificate other than change of address. This certificate is invalid for any vessel other than one documented solely for recreation when the vessel is placed under the command of a person who is not a citizen of the U.S. The vessel and its equipment are liable to seizure and forfeiture to the U.S. government and the owner is liable for a civil penalty of not more than \$10,000.00 per violation. Each day of a continuing violation is a separate violation.

Any change in address of the managing owner must be reported promptly to the NVDC. You may contact us at (304) 271-2400.

**Note:** The certificate on the face of this document is not conclusive evidence of title in any proceeding where ownership is in issue. Complete records are on file at the NVDC. The sale or transfer section below is provided for convenience only.

#### SALE OR TRANSFER OF VESSEL

100% OF THE VESSEL IDENTIFIED HEREIN IS SOLD (TRANSFERRED) BY THE OWNER(S) NAMED ON THE FACE OF THIS CERTIFICATE TO THE FOLLOWING PERSON(S). ADDRESS MUST BE INCLUDED.

IF SOLD (TRANSFERRED) TO MORE THAN ONE PERSON, THE PURCHASER(S)/TRANSFeree(S) ARE TENANTS IN COMMON, EACH OWNING AN EQUAL UNDIVIDED INTEREST, UNLESS OTHERWISE INDICATED HEREIN: CHECK ONLY ONE OF THE FOLLOWING BLOCKS TO SHOW ANOTHER FORM OF OWNERSHIP.

☐

JOINT TENANCY WITH RIGHT OF SURVIVORSHIP

☐

TENANCY BY THE ENTIRETIES

☐

COMMUNITY PROPERTY

☐

OTHER

SIGNATURE OF SELLER(S)/TRANSFEROR(S) OR PERSONS SIGNING ON BEHALF OF SELLER(S)/TRANSFEROR(S):

*Stephen Funk*

DATE SIGNED: 5/2/17

NAME(S) OF PERSON(S) SIGNING ABOVE, AND LEGAL CAPACITY IN WHICH SIGNED (E.G. OWNER, AGENT, TRUSTEE, EXECUTOR)

*Stephen Funk*

ACKNOWLEDGMENT (TO BE COMPLETED BY NOTARY PUBLIC OR OTHER OFFICIAL AUTHORIZED BY A LAW OR A STATE OR THE UNITED STATES TO TAKE OATHS.)

ON

5/2/2017

(DATE)

THE PERSON(S) NAMED

Stephen Funk

Alexandra C. Burk

Notary Public

STATE:

Maryland

COUNTY:

Anne Arundel

ABOVE ACKNOWLEDGED EXECUTION OF THE

Anne Arundel County, MD

IN THEIR STATED CAPACITY(IES) FOR THE PURPOSES THEREOF

My Commission Expires 8/28/2018

*ABM*

NOTARY PUBLIC

MY COMMISSION EXPIRES 8/28/2018

#### PRIVACY ACT STATEMENT

IN ACCORDANCE WITH 5 USC 552(A), THE FOLLOWING INFORMATION IS PROVIDED TO YOU WHEN SUPPLYING PERSONAL INFORMATION TO THE U.S. COAST GUARD:

1. **AUTHORITY** SOLICITATION OF THIS INFORMATION IS AUTHORIZED BY 46 USC CHAPTER 313 AND 46 CFR. PART 67.
2. **THE PRINCIPAL PURPOSES** FOR WHICH THIS INSTRUMENT IS TO BE USED ARE:
  - (A) TO PROVIDE A RECORD, AVAILABLE FOR PUBLIC INSPECTION AND COPYING, OF THE SALE OR OTHER CHANGE IN OWNERSHIP OF A VESSEL WHICH IS DOCUMENTED, WILL BE DOCUMENTED, OR HAS BEEN DOCUMENTED PURSUANT TO 46 USC CHAPTER 121.
  - (B) RETENTION FOR EXAMINATION BY GOVERNMENTAL AUTHORITIES AND MEMBERS OF THE GENERAL PUBLIC.
3. **THE ROUTINE USE** WHICH MAY BE MADE OF THIS INFORMATION INCLUDES DEVELOPMENT OF STATISTICAL DATA CONCERNING DOCUMENTED VESSELS.
4. **DISCLOSURE** OF THE INFORMATION REQUESTED ON THIS FORM IS VOLUNTARY. HOWEVER, FAILURE TO PROVIDE THE INFORMATION COULD PRECLUDE FILING OF A BILL OF SALE AND DOCUMENTATION OF THE VESSEL NAMED HEREIN PURSUANT TO 46 USC CHAPTER 121. MOREOVER, BILLS OF SALE WHICH ARE NOT FILED ARE NOT DEEMED TO BE VALID AGAINST ANY PERSON HAVING ACTUAL KNOWLEDGE OF THE SALE. (46 USC 31321 (A)).

AN AGENCY MAY NOT CONDUCT OR SPONSOR, AND A PERSON IS NOT REQUIRED TO RESPOND TO A COLLECTION OF INFORMATION UNLESS IT DISPLAYS A VALID OMB CONTROL NUMBER.

THE COAST GUARD ESTIMATES THAT THE AVERAGE BURDEN FOR THIS FORM IS 20 MINUTES FOR COMPLETING AND 5 MINUTES FOR FILING. YOU MAY SUBMIT ANY COMMENTS CONCERNING THE ACCURACY OF THIS BURDEN ESTIMATE OR ANY SUGGESTIONS FOR REDUCING THE BURDEN TO: U.S. COAST GUARD, NATIONAL VESSEL DOCUMENTATION CENTER, 792 T J JACKSON DRIVE, FALLING WATERS, WEST VIRGINIA 25419 OR OFFICE OF MANAGEMENT AND BUDGET, PAPERWORK REDUCTION PROJECT (1625-0027), WASHINGTON, DC 20503.

AP 483972122419



United States of America  
Department of Homeland Security  
United States Coast Guard

Certification Date: 14 Sep 2016  
Expiration Date: 14 Sep 2021

# Certificate of Inspection

For ships on international voyages this certificate fulfills the requirements of SOLAS 74 as amended, regulation V/14 for a SAFE MANNING DOCUMENT

Vessel Name	Official Number	IMO Number	Call Sign	Service
DEALE WATER TAXI	969419		WDH3483	Passenger (Inspected)

Hailing Port	Hull Material	Horsepower	Propulsion
DEALE, MD	Aluminum	210	Diesel Reduction
UNITED STATES			

Place Built	Delivery Date	Keel Laid Date	Gross Tons	Net Tons	DWT	Length
LA CROSSE, Wisconsin	16Oct1990	24Sep1990	R-12	R-10		R-34.0
UNITED STATES			1-	1-		1-0

Owner  
CHESAPEAKE NAUTICAL CRUISES LLC  
391 SPRING COVE ROAD  
RIVA, MD 21140  
UNITED STATES

Operator  
CHESAPEAKE NAUTICAL CRUISES LLC  
391 SPRING COVE ROAD  
RIVA, MD 21140  
UNITED STATES

This vessel must be manned with the following licensed and unlicensed Personnel. Included in which there must be 0 Certified Lifeboatmen, 0 Certified Tankermen, 0 HSC Type Rating, and 0 GMDSS Operators.

1 Masters	0 Licensed Mates	0 Chief Engineers	0 Qual. Member Eng. Depts
0 Chief Mates	0 First Class Pilots	0 First Assistant Engineers	0 Oilers
0 Second Mates	0 Radio Officers	0 Second Assistant Engineers	0 Crew Members
0 Third Mates	0 Able Seamen	0 Third Assistant Engineers	
0 Master First Class Pilot	0 Ordinary Seamen	0 Licensed Engineers	
0 Mate First Class Pilots	1 Deckhands	0 Non Licensed Engineer Dept	

In addition, this vessel may carry 40 Passengers, 0 Other Persons in crew, 0 Persons in addition to crew, and no Others. Total Persons allowed: 42

## Route Permitted And Conditions Of Operation:

### ---Lakes, Bays, and Sounds---

CHESAPEAKE BAY AND ITS TRIBUTARIES, NORTH OF SMITH POINT, VA. NOT MORE THAN ONE MILE FROM LAND.

WHEN THE FOLLOWING NUMBER OF PASSENGERS ARE ON BOARD, THE NUMBER OF DECKHANDS REQUIRED ARE:

00-24 PASSENGERS:	0 DECKHANDS
25-40 PASSENGERS:	1 DECKHAND

\*\*\*SEE NEXT PAGE FOR ADDITIONAL CERTIFICATE INFORMATION\*\*\*

With this Inspection for Certification having been completed at Deale Maryland UNITED STATES, the Officer in Charge, Marine Inspection, Baltimore, MD certified the vessel, in all respects, is in conformity with the applicable vessel inspection laws and the rules and regulations prescribed thereunder.

Annual/Periodic/Re-Inspection				This certificate issued by  C. J. Bright CDR USCG By direction Officer in Charge Marine Inspection Baltimore, MD Inspection Zone
Date	Zone	A/P/R	Signature	



United States of America  
Department of Homeland Security  
United States Coast Guard

Certification Date: 14 Sep 2016  
Expiration Date: 14 Sep 2021

# Certificate of Inspection

Vessel Name: DEALE WATER TAXI

THE MINIMUM NUMBER OF CHILD-SIZE LIFE PRESERVERS REQUIRED IS FIVE. IF MORE THAN FIVE CHILDREN (OR PERSONS WEIGHING 90 POUNDS OR LESS) ARE CARRIED, ADDITIONAL CHILD-SIZE LIFE PRESERVERS SHALL BE CARRIED SO THAT THE VESSEL HAS AN APPROVED LIFE PRESERVER SUITABLE FOR EACH CHILD ONBOARD.

IF THE VESSEL IS AWAY FROM THE DOCK, OR PASSENGERS ARE ON BOARD OR HAVE ACCESS TO THE VESSEL FOR A PERIOD EXCEEDING 12 HOURS IN ANY 24 HOUR PERIOD, AN ALTERNATE CREW SHALL BE PROVIDED.

## ---Hull Exams---

Exam Type	Next Exam	Last Exam	Prior Exam
DryDock	30Apr2020	11Apr2017	07Apr2014
Internal Structure	30Apr2020	11Apr2017	07Apr2014

## ---Stability---

Type	Issued Date	Office
Book	None Valid	
Letter	06 May 1994	Sector Charleston

## ---Lifesaving Equipment---

Total Equipment for 42 Persons

Primary Lifesaving Equipment	Quantity	Capacity	Required
Lifeboats (Total)	0	0	Life Preservers (Adult) 42
Lifeboats (Port)	0	0	Life Preservers (Child) 5
Lifeboats (Starboard)	0	0	Ring Buoys (Total) 1
Motor Lifeboats	0	0	With Lights 1
Lifeboats With Radio	0	0	With Line Attached 1
Rescue Boats/Platforms	0	0	Other 0
Inflatable Rafts	0	0	Immersion Suits 0
Life Floats/Buoyant App	0	0	Portable Lifeboat Radios 0
Inflatable Buoyant Apparatus (IBA)	0	0	Equipped With EPIRB? NO

## --- Fire Fighting Equipment ---

Number of Fireman Outfits - 0

### \*Fire Extinguishers - Hand portable and semi-portable\*

Quantity	Class Type
1	A-II
1	B-I
1	B-II

## ---Certificate Amendments---

Unit Amending	Amendment Date	Amendment Remark
Sector Maryland-National Capital Region	12Apr2017	COMPLETED DRYDOCK EXAM AND ISE
Sector Maryland-National Capital Region	14Apr2017	Updated dry-dock interval to 3 three years.

\*\*\*END\*\*\*






# UNITED STATES OF AMERICA

DEPARTMENT OF HOMELAND SECURITY  
UNITED STATES COAST GUARD

NATIONAL VESSEL DOCUMENTATION CENTER

## CERTIFICATE OF DOCUMENTATION

VESSEL NAME ISLAND GIRL		OFFICIAL NUMBER 1122754	IMO OR OTHER NUMBER 40UB8311	YEAR COMPLETED UNKNOWN	
HAILING PORT PALM BEACH FL		HULL MATERIAL FRP (FIBERGLASS)		MECHANICAL PROPULSION YES	
GROSS TONNAGE 19GRT	NET TONNAGE 15NRT	LENGTH 40.0	BREADTH 12.0	DEPTH 6.0	
PLACE BUILT ANAHEIM CA					
OWNERS WATER TOURS INC		OPERATIONAL ENDORSEMENTS COASTWISE RECREATION			
MANAGING OWNER WATER TOURS INC 302 W WHITNEY DRIVE JUPITER FL 33458-4280					
RESTRICTIONS NONE					
ENTITLEMENTS NONE					
REMARKS None					
ISSUE DATE SEPTEMBER 22, 2016		 DIRECTOR, NATIONAL VESSEL DOCUMENTATION CENTER			
THIS CERTIFICATE EXPIRES OCTOBER 31, 2017					





United States of America  
Department of Homeland Security  
United States Coast Guard

Certification Date: 24 May 2006  
Expiration Date: 24 May 2007  
IMO Number:

# Certificate of Inspection

Vessel Name <b>ISLAND GIRL</b>	Official Number <b>1122754</b>	Call Sign	Service <b>Passenger (Inspected)</b>
Home Port <b>OCEAN CITY MD</b>	Hull Material <b>FRP (Fiberglass)</b>	Horsepower <b>250</b>	Propulsion <b>Diesel Reduction</b>
Place Built <b>ANAHEIM, CA UNITED STATES</b>	Delivery Date <b>01Mar1985</b>	Displacement <b>01Jan1985</b>	Gross Tons <b>R-19</b> Net Tons <b>R-15</b> DWT <b>1-</b> Length <b>H 40</b> B <b>1-</b>
Owner <b>GRAHAM HUNTER BOSTIC 12325 SOUTHAMPTON DRIVE BISHOPVILLE, MD 21813 UNITED STATES</b>	Operator <b>GRAHAM HUNTER BOSTIC 12325 SOUTHAMPTON DRIVE BISHOPVILLE, MD 21813 UNITED STATES</b>		

This vessel must be manned with the following licensed and unlicensed personnel. Included in which there must be 0 certified lifeboatmen, 0 certified tankermen, 0 HSC type rating, and 0 GMDSS Operators.

1 Master	0 Master & 1st Class Pilot	0 Radio Officer(s)	0 Chief Engineer	0 QMED/Rating
0 Chief Mate	0 Mate & 1st Class Pilot	0 Able Seaman/ROAMV	0 1st Asst. Engr/2nd Engr.	0 Others
0 2nd Mate/OICNW	0 Lic. Mate/OICNW	0 Ordinary Seamen	0 2nd Asst. Engr/3rd Engr.	
0 3rd Mate/OICNW	0 1st Class Pilot	1 Deckhands	0 3rd Asst. Engr.	
			0 Lic. Engr.	

In addition, this vessel may carry 44 passengers, 0 other persons in crew, 0 persons in addition to crew, and no others. Total persons allowed: 46

## Route Permitted and Conditions of Operation:

### ---Lakes, Bays, and Sounds plus Limited Coastwise---

Between Fenwick Island, Delaware and Virginia/North Carolina Border, not more than 20 miles from a harbor of safe refuge.

During cold water months (1Nov-31May) total number of persons allowed is limited to 23.

### --Lakes, Bays, and Sounds--

When operating on a Lakes, Bays, and Sounds route, the vessel may carry 47 passengers and two crewmembers for a total of 49 persons allowed on board.

\*\*\*SEE NEXT PAGE FOR ADDITIONAL CERTIFICATE INFORMATION\*\*\*

With this inspection for Certification having been completed at LAKESIDE, OH, the Officer in Charge, Marine Inspection, MSU Toledo certified the vessel, in all respects, is in conformity with the applicable vessel inspection laws and the rules and regulations prescribed thereunder.

Annual/Periodic/Quarterly Reinspections			
Date	Zone	A/P/Q	Signature
20May2003	MSU Toledo	A	TUFTS, BERNARD
02Aug2004	SEC HamptonRds	A	Luna, Troy T.
22Aug2005	SEC HamptonRds	A	Jesionowski, E
-	-	-	-

This Amended Certificate issued by  
*Patrick B. Trapp*  
**PATRICK B. TRAPP, CAPTAIN, USCG**  
Officer in Charge, Marine Inspection  
Sector Hampton Roads  
Inspection Zone





Department of Homeland Security  
United States Coast Guard

# Certificate of Inspection

ISLAND GIRL

Page 2 of 3

Certification Date:  
24May2002

During cold water months (1Nov-31May) total number of persons allowed is limited to 46.

When the vessel is away from a shoreside dock, or has passengers on board, or both, for more than 12-hours in any 24-hour period, an alternate crew shall be provided.

A child-size life preserver shall be provided for each person on board smaller than the lower size limit of the adult life preservers. A minimum of five child-size life preservers shall be carried at all times.

## ---Hull Exams---

Exam Type	Next Exam	Last Exam	Prior Exam
Drydock	31May2008	27Jun2006	02May2002

## ---Stability---

Letter      Approval Date / 24May2002      Office/ MSO Toledo

## ---Lifesaving Equipment---

	Number Persons			Required
Total Equipment for		46	Life Preservers(Adult)	46
Lifeboats(Total)	0	0	Life Preservers(Child)	5
Lifeboats(Port)*	0	0	Ring Buoys(Total)	1
Lifeboats(Starbd)*	0	0	With Lights*	1
Motor Lifeboats*	0	0	With Line Attached*	1
Lifeboats W/Radio*	0	0	Other*	0
Rescue Boats/Platforms	0	0	Immersion Suits	0
Inflatable Rafts	0	0	Portable Lifeboat Radios	0
Life Floats/Buoyant App	2	23	Equipped with EPIRB?	Yes
			(* included in totals)	

## ---Fire Fighting Equipment---

### \*Fixed Extinguishing Systems\*

Capacity	Agent	Space Protected
15	Carbon Dioxide	Engine room

### \*Fire Extinguishers - Hand portable and semi-portable\*

Qty	Class Type
1	B-I
2	B-II

## ---Certificate Amendments---

### \*Current Amendment\*

Port Amending/ Sector Hampton Roads  
Remarks-  
Completed Credit Drydock.

Date Amended/ 27Jun2006





Department of Homeland Security  
United States Coast Guard

# Certificate of Inspection

ISLAND GIRL

Page 3 of 3

Certification Date:  
24May2002

1. Port Amending/ SEC HamptnRds

Date Amended/ 04Nov2004

-Remarks-

Corrected Owner/Operator Address.

2. Port Amending/ SEC HamptnRds

Date Amended/ 02Aug2004

-Remarks-

Change Conditions of Operation, Owner/Operator name and address and Credit Drydock date.

3. Port Amending/ MSU Toledo

Date Amended/ 20May2003

-Remarks-

COMPLETED SATISFACTORY ANNUAL INSPECTION. CHANGED CONDITIONS OF OPERATION DUE TO CHANGE IN VENUE FOR VESSEL.

\*\*\*END\*\*\*

# LETTER OF INTENT

## Non-Binding


1. This Letter does not create a binding agreement between the parties and will not be enforceable. Only the future agreement, duly executed by the parties, will be enforceable. The terms and conditions of any future agreement will supersede any terms and conditions contained in this letter.

## Transaction Description

2. Describe the subject of this transaction:

Within the next month MGSIII Maritime LLC will be seeking award to implement a water taxi service into the intercostal waterway (Proposal L-17-17 Intercoastal Waterway Water Taxi Services in Pompano Beach). If awarded MGSIII Maritime LLC will implement two vessels into the waterway of Pompano Beach. With this service we would also like to incorporate neighboring cities. These cities would include, but not limited to, Lauderdale-By-The-Sea and Deerfield Beach. We would like the opportunity to utilize Marine Dockage at your location, for the purpose of a pick up and drop off location, for this water taxi service. In exchange for this docking space, we would pick up and drop off individuals at your establishment, ultimately generating revenue for your establishment. Along with pick up and drop off of customers, residence and clients, we would like to work together to promote your business and adapt new avenues to generate additional revenue to your establishment.

  
\_\_\_\_\_  
MGSIII Maritime LLC (Party)

 1/18/17  
\_\_\_\_\_  
(Party)

# LETTER OF INTENT


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MGSIII Maritime LLC (Party)

  
Port Royale Master Association (Party)  
Rouge & Dufour



June 14<sup>th</sup>, 2017

Fort Lauderdale Marriott Pompano Beach/Oceanfront  
1200 North Ocean Boulevard  
Pompano beach, FL 33062  
t: 954.782.0100  
marriott.com/flpm

*To Whom it May Concern;*

*It has been brought to our attention that the City of Pompano Beach is exploring the extended service of the Water Taxi into our area. I am writing you on behalf of the Resort to express our support and excitement about this possible initiative.*

*I feel strongly that our Resort guests and area visitors would benefit greatly from this service. Not only would it represent an enjoyable amenity/attraction for our visitors, this service would help improve the connectivity between area hotels/condos/residences and area attractions, restaurants, shopping, etc. Leading the sales and marketing effort for this Resort, I can tell you that one of the greatest opportunities we face each day is the ability to overcome location challenges. While most guests voice their love for the Resort, prime beachfront and Pompano Beach area; they still indicate that the area feels "too far" from the activity and that the resort and destination lack "walkability".*

*While I represent just one business here in Pompano Beach, I am confident that other area hotels, timeshares, and condominiums/residences would welcome this new transportation option. Further, what a great way to showcase one of our area's finest assets- the Intracoastal Waterway! Should the Water Taxi make stops near the Atlantic Blvd. bridge, those area businesses (restaurants, bars, shops, etc.) would also enjoy the patronage from the Water Taxi's passengers.*

*If you would like to discuss our Resort's position on the Water Taxi service being extended into Pompano Beach, please don't hesitate to reach out. Thank you.*

*Kind Regards,*

**Susan Aichele-Sanders**  
Director of Sales & Marketing  
Fort Lauderdale Marriott Pompano Beach Resort & Spa  
954-944-9510

## Letter of Intent Benihana

We have worked very hard to achieve a letter of intent from Benihana by the closing date of this proposal. Unfortunately with a corporation, this takes time. We have attached an email showing an interest to work with this service. The intent with Benihana is to utilize dock space, at they Lauderdale-By-The-Sea location, as a pick up and drop off location for this service.

**Brian Chodash**

12:41 PM (5 minutes ago)

to me

Hi Milton,

I have not gotten sign off yet. We should have it in a few days. Our legal department is backed up at this time. We are still interested in participating.

Creating Great Guest Memories!!

**Brian Chodash**

Field Marketing Manager, Benihana & Samurai

Benihana | Haru Sushi | RA Sushi | Samurai

O: [305-908-9983](tel:305-908-9983) | C: [786-510-6119](tel:786-510-6119)

21500 Biscayne Blvd. | Suite 900 | Aventura, FL 33180



**SAMURAI**

Sushi • Bar • Restaurant

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To Whom it may concern:

June 1, 2017

Bokampers Sports Bar & Grill Fort Lauderdale is anxiously awaiting the arrival of the Pompano Beach Water Taxi. I have been in contact with Fort Lauderdale Water Taxi and they have no concerns with Bokampers becoming the southern stop. We will graciously supply dock space for Pompano Beach's taxis providing they carry the appropriate insurance with Bokampers named.

Bokampers is proud to become a partner with Pompano Beach. We look forward to a long amicable relationship.

Sincerely,

Kevin Sheahan  
General Manager  
Bokampers Fort Lauderdale  
[kshcahan@bokampers.com](mailto:kshcahan@bokampers.com)  
954-960-5584 (w)  
954-448-6545 (c)

1001 N. W. 10th Ave. Fort Lauderdale, FL 33304  
www.bokampers.com

Exhibit "A"













Exhibit "B"









Exhibit "C"

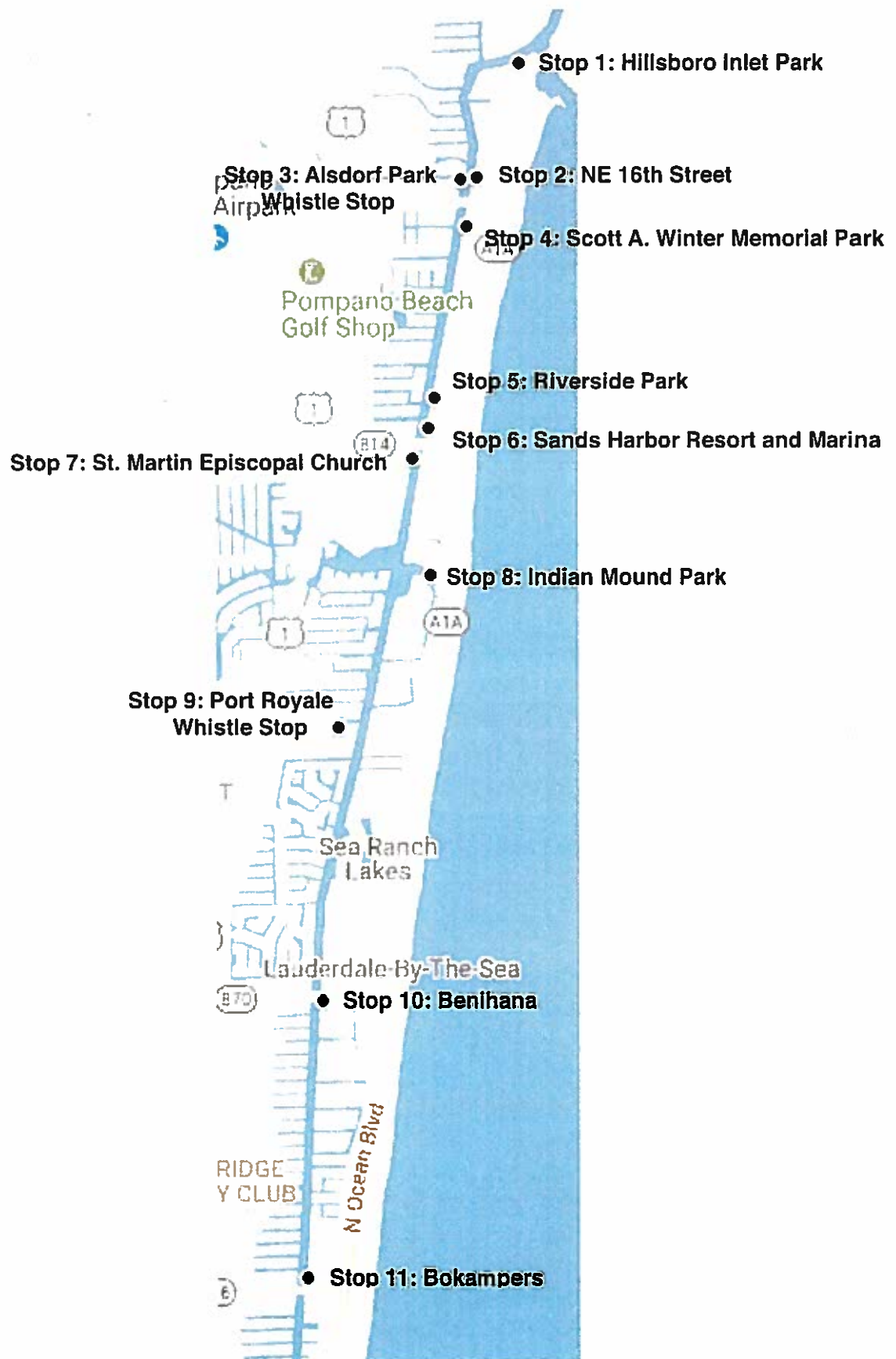




Exhibit "D"

**Stop 1**  
**Hillsboro Inlet Park**



**Stop 2**  
**NE 16th Street**





**Stop 3**  
**Alsdorf Park**





**Stop 4**  
**Officer Scott A. Winter Park**



**Stop 5**  
**Riverside Park**





**Stop 6**  
**Sands Harbor Resort and Marina**

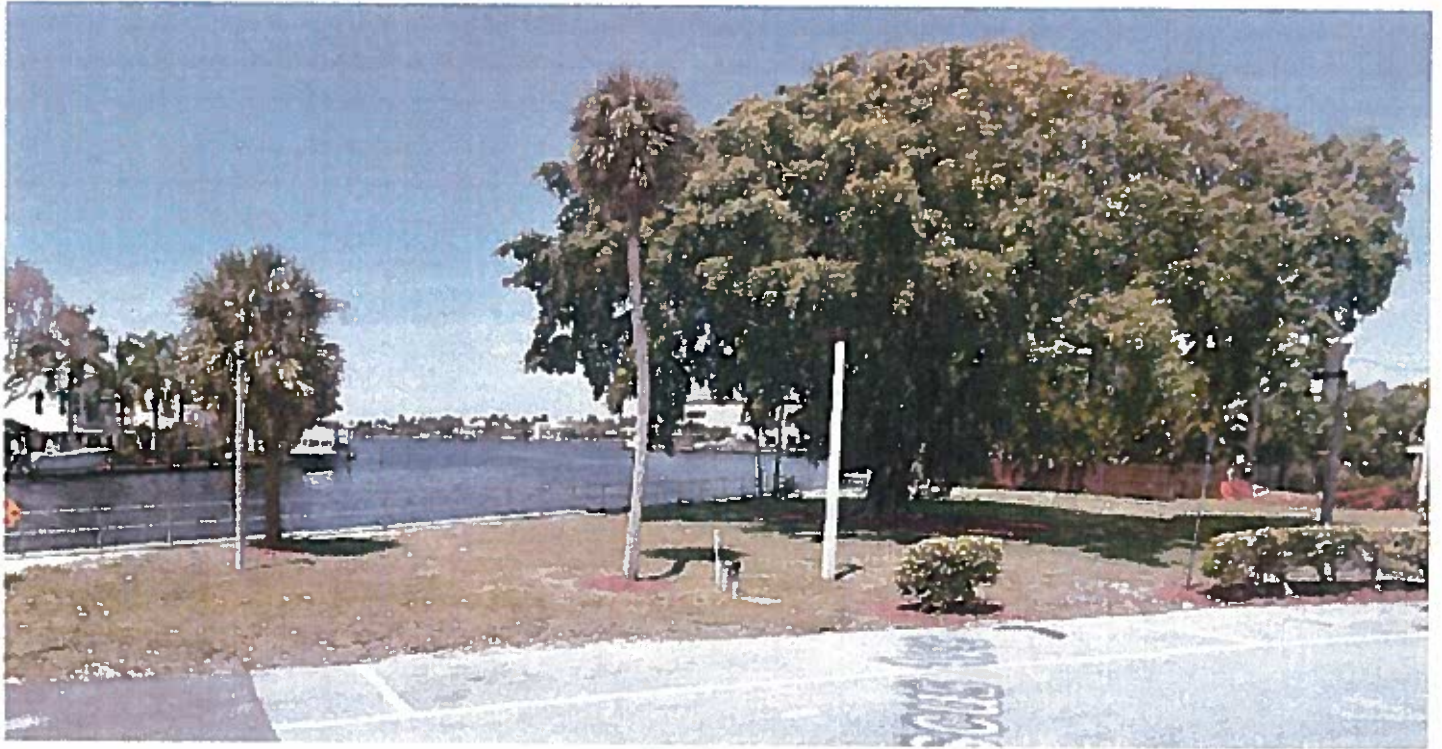


**Stop 7**  
**St. Martin Episcopal Church**





**Stop 8**  
**Indian Mound Park**

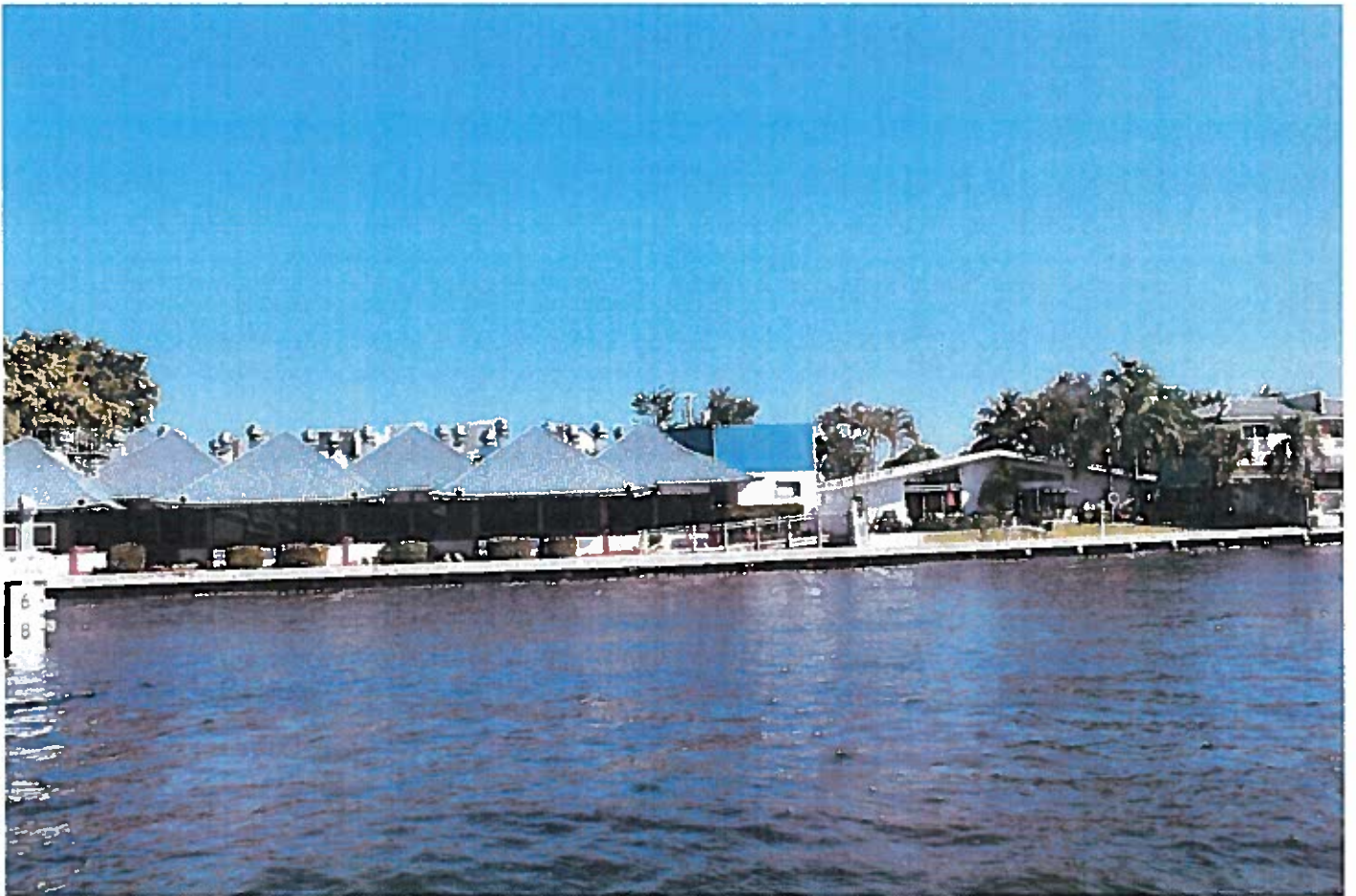


**Stop 9**  
**Port Royale**





**Stop 10**  
**Benihana**



**Stop 11**  
**Bokampers**





## Exhibit "E"

**ESTIMATE**

**Estimate #** H182404  
**Date** 05/03/2017  
**Expiration Date** 06/30/2017  
**Sales Rep** Janet Suarez  
 1-877-477-2922 Ext 1128

7791 NW 46 Street, Suite 306  
 Doral FL, 33166  
**Phone:** (305) 477-4599  
**Fax:** (305) 500-9132

**Customer**  
 POMPANO BEACH WATER TAXI  
 Milton Smith  
 7791 NW 36th ST  
 Doral FL, 33166  
 US

**Shipping Address**  
 POMPANO BEACH WATER TAXI  
 Milton Smith  
 7791 NW 36th ST  
 Doral FL, 33166  
 US

Item	Product Description	Quantity	Rate	Amount
TSO6412	GPS Tracking CDMA External Antenna C27 with Internal Battery, Weather resistance and Splash proof Enclosure.	2.00	\$ 750.00	\$ 1500.00
PT-Activation	PT Sim Card & Activation Fee (one time)	2.00	\$ 35.00	\$ 70.00
PT-APP Mobile Servic	Mobile Application Available in Android and Apple Markets Monthly Service Fee.	2.00	\$ 29.99	\$ 59.98
PT-APP Mobile Tracke	Mobile APP set up, routes stops and access information. (one Time)	1.00	\$ 850.00	\$ 850.00
TSO Professional Ser	PT-GPS Monthly service	2.00	\$ 69.99	\$ 139.98
Shipping	Shipping	1.00	\$ 35.00	\$ 35.00
<b>SUB TOTAL</b>				<b>\$ 2,654.96</b>
<b>DISCOUNTS</b>				<b>\$ 0.00</b>
<b>TAXES</b>				<b>\$ 105.00</b>
<b>TOTAL</b>				<b>\$ 2,759.96</b>

Thank you for your interest in our products and services!

**NOTES**

One year Factory warranty. Mobile app customized to Pompano Beach Water Taxi will be available for both Android and Apple users Free for passengers to install.

GPS Fleet Tracking Goes Mobile (<http://www.tsomobile.com/mobile-apps/>)  
TSO InCabin for Android (<http://www.tsomobile.com/tso-incabin/>)

**GPS Fleet Tracking goes mobile. Now easier than ever!**

Download our mobile apps today! Look for "TSO Fleet Pro" in your app store.



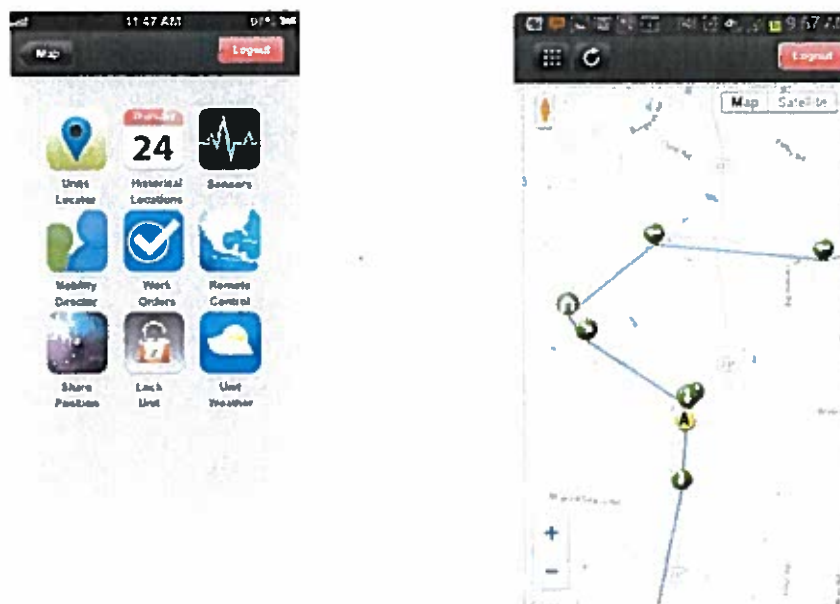
(<https://itunes.apple.com/us/app/tso-fleet-pro/id632047164>)



(<https://play.google.com/store/apps/details?id=tracking.solutions.tsfleetpro>)

## **Apple & Android GPS Fleet Tracking mobile apps.**

It does not matter which platform you prefer, we got you covered!



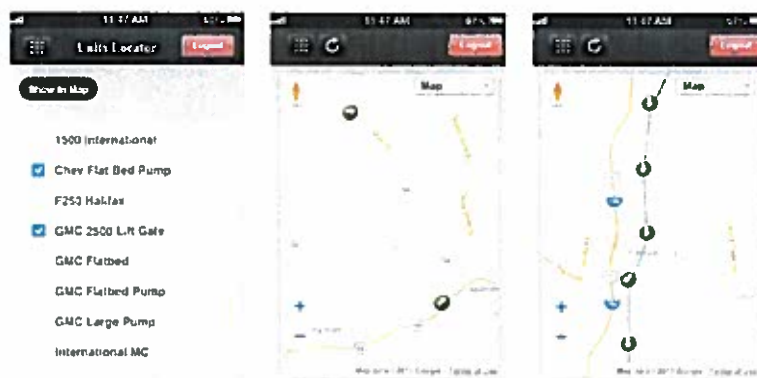
## Track your fleet in an user friendly GPS fleet tracking mobile environment.

Access all your fleet of vehicle's location information from one single screen. Being able to have all your fleet listed in your mobile device in one single screen gives you better on-the-go real-time control of the whereabouts of your vehicles and drivers.

Easy to use... Having all the information you need to run your fleet, at just one touch away on your screen... THAT is what our users are loving the most!



- ✔ **Maximize productivity.**
- ✔ **Get jobs done faster.**
- ✔ **Optimize scheduling & routes.**
- ✔ **Manage work orders.**
- ✔ **Increase profits.**
- ✔ **Save money on fuel costs.**
- ✔ **Monitor fuel usage.**
- ✔ **Control vehicles remotely.**
- ✔ **Lock & Unlock your vehicles.**
- ✔ **Monitor sensors.**
- ✔ **Improve drivers communication.**
- ✔ **Improve customer service.**



- **Share vehicle position.**

Request Quote (<http://www.tsomobile.com/request-a-quote/>)

Schedule Demo (<http://www.tsomobile.com/free-live-demo/>)

## Access the most important tools from any Apple or Android mobile device.

The most important tools from a GPS Fleet Tracking System should be on the palm of your hand... That's exactly what we have done for you! We have left some tools in the computer version of the GPS Tracking System because they trigger tasks that should only be performed at the office. There are some others though that we have added to our mobile apps, because due to their level of importance, you should always have quick and easy access to them.

Some of these tools let you:



#### Breaking it Down

**GPS Vehicle Trackers & Services**  
(<http://www.tsomobile.com/products/solutions/>)  
**Fleet**  
(<http://www.tsomobile.com/tso-fleet/>)

#### For Our Customers

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<http://www.tsomobile.com/help-support/>)

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**YouTube**  
(<http://www.youtube.com/tsomobile>)

#### Headquarters

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**Peru**  
(<http://www.tsomobile.com.pe/>)  
**Mexico**  
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(<http://www.tsomobile.com/terms-of-service/>)

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Blog

(<http://www.tsomobile.com/blog/>)

Contact Us

TSO Mobile

7791 NW 46th ST, Suite 306  
Miami, FL 33166

Call us at:

1.877.477.2922

© Tracking, Management and Logistics Solutions 2017



## Table "1"

**Pompano Beach Water Taxi, Inc.**

Lab: 20-Aug-17

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Manager													
Salaries, wages	3,310	3,310	3,310	3,310	3,310	3,310	3,310	3,310	3,310	3,310	3,310	3,310	40,020
Payroll taxes	267	267	267	267	267	267	267	267	267	267	267	267	3,205
Captain 1 (\$150 Day Rate)													
Salaries, wages	4,200	4,200	4,200	4,200	4,200	4,200	4,200	4,200	4,200	4,200	4,200	4,200	50,400
Payroll taxes	363	363	363	363	363	363	363	363	363	363	363	363	4,359
Captain 2 (\$150 Day Rate)													
Salaries, wages	4,200	4,200	4,200	4,200	4,200	4,200	4,200	4,200	4,200	4,200	4,200	4,200	50,400
Payroll taxes	363	363	363	363	363	363	363	363	363	363	363	363	4,359
Mate 1 (\$100 Day Rate)													
Salaries, wages	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	33,600
Payroll taxes	233	233	233	233	233	233	233	233	233	233	233	233	2,800
Mate 2 (\$100 Day Rate)													
Salaries, wages	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	33,600
Payroll taxes	233	233	233	233	233	233	233	233	233	233	233	233	2,800
Concessions / Office Worker (Part Time \$10 Per Hour)													
Salaries, wages	2,240	2,240	2,240	2,240	2,240	2,240	2,240	2,240	2,240	2,240	2,240	2,240	26,880
Payroll taxes	187	187	187	187	187	187	187	187	187	187	187	187	2,240
Concession / Office Worker (Part Time \$10 Per Hour)													
Salaries, wages	2,240	2,240	2,240	2,240	2,240	2,240	2,240	2,240	2,240	2,240	2,240	2,240	26,880
Payroll taxes	187	187	187	187	187	187	187	187	187	187	187	187	2,240
Fixed Overhead Office Cost													
Equipment (Lease, Printer, etc.)	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000
Utilities	800	800	800	800	800	800	800	800	800	800	800	800	9,600
Insurance	600	600	600	600	600	600	600	600	600	600	600	600	7,200
Travel	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000
Supplies	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	36,000
Postage	500	500	500	500	500	500	500	500	500	500	500	500	6,000
Material Cost Total	\$19,500	\$19,500	\$19,500	\$19,500	\$19,500	\$19,500	\$19,500	\$19,500	\$19,500	\$19,500	\$19,500	\$19,500	\$234,000
Marketing Communications													
Advertising (print, Web, Social Media)	250	250	250	250	250	250	250	250	250	250	250	250	3,000
Website	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	18,000
Brochures	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000
Books	200	200	200	200	200	200	200	200	200	200	200	200	2,400
All Specialists	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	42,000
Boat Writ	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	18,000
Synopsis	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	30,000
Editorial (Fixed and Rolling)	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	30,000
Mar	\$11,950	\$3,035	\$3,035	\$1,785	\$1,785	\$4,285	\$1,785	\$1,785	\$1,785	\$1,785	\$1,785	\$1,785	\$36,585
Total													\$321,244

Total

## Financial Analysis

### Anticipated Revenues

To capture these avenues of revenue and percentages we will utilize ad specifics designed to work with each hotel. i.e. ticket pre-sales direct to hotel, signage, pamphlets, window stickers, coupons.

#### Hotels;

38 hotels with 2,522 available rooms.

-using an average 1 week rental with each room occupied by two individuals

5,044 people a week

20,176 people a month

242,112 people a year

-Anticipated goal is to capture 25% of this audience interest in year one (60,528 people). Out of this 25% (60,528 people) we anticipate receiving ridership from 10% (6,053 people).

Using an average ticket cost of \$15.00 dollars with 6,053 riders = **\$90,795 a year**

-We anticipate that by year three this number will increase by 15% (6,053 riders - 6,961 riders)

Using an average ticket cost of \$15.00 dollars with 6,961 riders = **\$104,415 a year**

-By year four we would anticipate repeat riders, word of mouth, friends and family, and branding to increase this percentage to 50% bringing ridership to 9,080 riders

Using an average ticket cost of \$15.00 dollars with 9,080 riders = **\$136,200 a year**

-Year five we would anticipate similar numbers to year four as we would be leveling out and sustaining an average number of riders from this revenue generating avenue. We will use the same numbers for year five as we did for year four with 9,080 riders.

Using an average ticket cost of \$15.00 dollars with 9,080 riders = **\$136,200 a year**

#### Drinks;

Water to be sold at \$2.00 a bottle

-using an estimate of 1 bottle of water being sold for every 10 people that board a boat (using an average estimation of 30 riders a day)

30 people a day

210 people a week

840 people a month

10,920 people a year

-1092 bottles of water sold in the first year at \$2.00 a bottle = **\$2184 a year**

#### Special promotions;

To accomplish the goals below, we would utilize several different avenues to promote ad specifics for specific restaurants. i.e. we would utilize on board t.v's to run ad specifics for individual

restaurants, coupon books designed to give riders specific discounts at specific restaurants (free drink, assorted discounts, free desert), promotional advertising for weekly specials

46 dining establishments

-out of 46 establishments we would like to capture the attention of 20% (9). Out of these 9 Businesses captured, our goal is to sell add specific specialty promotions to five of these companies

the first year. The add specific specialties promotions would be at a charge of \$50.00 dollars a month for the first year.

5 restaurants at \$50.00 dollars a month \$250.00

first year total **\$3,000.00 a year**

-Year two we would like to see a growth of sales from five dining establishments to 10. Using the same price point of \$50.00 dollars a month for each business.

10 restaurants at \$50.00 dollars a month \$500



**Second year total \$6,000.00 a year**

-Year three as we become a branded service we would raise our advertising rate to \$100.00 dollars a month per, per business. Our goal for year three would be to acquire 5 more businesses

to this marketing section. bringing year year three up to a total of 15 participating restaurants

15 restaurants at \$100.00 dollars a month \$1500.00

**Third year total \$18,000.00 a year**

-Year four we would anticipate signing an additional 5 businesses to this marketing section bringing us up to 20 participating restaurants.

20 restaurants at \$100.00 dollars a month \$2000.00

**Forth year total \$24,000.00 a year**

-Year five we would make a goal for the company to sign 10 additional restaurants to this marketing

section of the business. Bringing our total participating restaurants to 30

30 restaurants at \$100.00 dollars a month \$3000.00

**Fifth year total \$36,000.00 a year**

**87 Businesses**

-out of 87 businesses we would like to capture the attention of 20% (17). Out of these 17 businesses captured, our goal is to sell add specific specialty promotions to three of these companies

in the first year. The add specific specialties promotions would be at a charge of \$50.00 dollars a month for the first year.

3 businesses at \$50.00 a month = \$150.00

**first year total \$1,800.00 a year**

-Year two we would set a goal of adding an additional 3 businesses for a total of 6 participating businesses the second year

6 businesses at \$50.00 a month = \$300

**Second year total \$3600.00 a year**

-Year three as we become a branded service we would raise our advertising rate to \$100.00 dollars a month, per business. Our goal for year three would be to acquire 3 more businesses to this marketing section. bringing year year three up to a total of 15 participating businesses

9 businesses at \$100 a month = \$900

**Third year total \$10,800.00 a year**

-Year four we would anticipate signing an additional 5 businesses to this marketing section bringing us up to 14 participating businesses.

14 businesses at \$100.00 dollars a month =\$1400

**Fourth year total \$16,800 a year**

-Year five we would make a goal for the company to sign 10 additional restaurants to this marketing

section of the business. Bringing our total participating businesses to 24

24 restaurants at \$100.00 dollars a month \$2400.00

**Fifth year total \$28,800.00 a year**

We anticipate teaming with local corporate hotels to promote and pre sell tickets. We do not see this being implemented with in the first two years. However we will start the process with these corporation, so in year three this promotion will become implemented. Our anticipated selling cost is estimated at \$15.00 dollars a ticket. These tickets will be sold in a bulk package per month.

-estimated ticket sale of 200 pre sold tickets a month for the first two year

ticket price point for these packages will be \$15 dollars per ticket

\$15.00 dollars per ticket at 200 tickets a month = \$3,000 a month

**\$15.00 dollars per ticket at 2400 tickets a year = \$36,000 a year**

-estimated ticket sales for year three will be 400 pre sold tickets a month

**\$15.00 dollars per ticket at 400 tickets a month = \$6,000 a month**

**\$15.00 dollars per ticket at 4800 tickets a year = \$57,600 a year**

-estimated ticket sales for year four will be 400 pre sold tickets a month

**\$15.00 dollars per ticket at 400 tickets a month = \$6,000 a month**

**\$15.00 dollars a ticket at 4800 tickets a year = \$57,600 a year**

Year five we would set a goal to achieve 600 pre sold tickets a month

**\$15.00 dollars a ticket at 600 tickets a month = \$9,000 a month**

**\$15.00 dollars a ticket at 7200 tickets a year = \$108,000 a year**

Residence;

To accomplish the goal and percentage rates below we will use different avenues to try and capture

this audience. i.e. flyers sent to each residence, ticket pricing exclusively for Pompano beach residence

104,662 pompano peach residence

-In the first year of service, we would like to capture the attention 50% (52,331 people) of the residence of Pompano Beach. Of that 50% (52,331) we would like to see 20% (10,466 people) ridership the first year.

**\$15.00 dollar ticket price at 10,466 riders = \$156,990 a year**

-Year two we will anticipate that this number should increase to 30% (15,700 people) ridership the second year.

**\$15.00 dollar ticket price at 15,700 riders = \$235,500 a year**

-Year three we anticipate this number to decline and sustain a certain percentage. We will say we anticipate this percentage to be 1% (523 people)

**\$15.00 dollar ticket price at 523 riders = \$7,845 a year**

We anticipate this decline due to these individuals being residence. This 1% may fluctuate from year to year but we believe it will for the most part stay at a certain percentage and maintain.

Although it is available to the residence this service once accepted and understood by the residence

will decrease in residential sales. We believe you will receive the largest amount of residential ridership with in the first two years as residence learn and gain understanding of this service. Once this is accomplished the parentage of residential usage will decline.

The targeted market for this service will be tourist and local visitors. However we strongly value the residence of Pompano Beach and offer specific discount ticket pricing for Pompano Beach residence, we will also incorporate add specific promotions for the residence of Pompano Beach to entice them re visit and enjoy the amazing service they have available to them.

It is hard to pull statistics for this not having variables to compare. I use 1% but this could fluctuate

and maintain between 1% and 3% but is at this time an unknown.

Vehicle Traffic;

For these projections we used the average daily traffic numbers from 2006 for the Atlantic Blvd Corridor, W of SRA1A, W of US1, E of NE 5th Ave, E of Cypress Rd, E of 95, W of 95, E of Powerline Rd, W of Powerline Rd.

We would like to strategically place advertising and signage through out the City of Pompano Beach in high volume, high traffic areas to try and capture this specific group of individuals

The total average daily traffic reported for this area is 384,121. Out of this daily number we would like to see a 1%(3,841 People) captured audience the first year. Out of that 1% captured audience we would like to see a 5% (192 people) ridership from this avenue the first year.

-Year one **\$15.00 average ticket price at 192 riders = \$2,880 a year**

we would like to see this number grow 1% every year. Statistically the City shows a 1.5% to 3%

increase in growth. This is high based off of a specific demographic and area

-Year two \$15.00 average ticket price at 194 riders = **\$2,910 a year**

-Year three \$15.00 average ticket price at 196 riders = **\$2,940 a year**

-Year four \$15.00 average ticket price at 198 riders = **\$2,970 a year**

-Year five \$15.00 average ticket price at 200 riders = **\$3,000 a year**

There are several avenue we would anticipate to capture, however without a physical tourism number or origin of tourist to measure from these numbers would be a complete guess. Once the service is implemented we anticipate gathering pertinent information to utilize in capturing real time data and statistical demographics. Once this information is collected we will use it to create avenues of revenue, targeting specific demographics All of above numbers are based off of capturing a specifically target audience. Being a new service it is not guaranteed or implied that these percentages will transfer to the actual business model. Pompano Beach water Taxi Inc. in no way guarantees or implies that they will guarantee these numbers or percentages.

If the service numbers are low at the beginning of this service. We have options to minimize the cost and over head of the day to day operation. This would give us the ability

to maintain service while the numbers and branding grow. i.e. ridership numbers are below anticipated number, we would modify the service hours, modify the schedule, run one boat during specific times of the day and two at peak hours.



## Financial Analysis

To capitalize on other sources of revenue, we plan to use a variety of promotional materials designed to work with each hotel, i.e., ticket pre-sales (hotel discounts), signage, pamphlets, window stickers, coupons, etc.

We plan to target 38 hotels with reported capacity of 2,500+ rooms. Using a very conservative average weekly occupancy in each room of about two individuals, we estimate reaching out to an audience of approximately 5,000 people per week (over 1.8 million people per year). Our anticipated goal is to capture 5% of this audience during year one (90,000 people). We believe our program can entice 4%-7% ridership (3,600 - 6,300 people). Based on these calculations, and using an average ticket cost of \$15.00 dollars, we estimate revenues of no less than \$54,000.00 to **\$90,000.00 per year**.

Applying the same principles and marketing approach, we anticipate by year three this number will increase by an additional 15%. Maintaining the same average ticket cost of \$15.00 dollars would result in revenues increasing to **\$104,000.00 per year**.

By year four, we hope to secure repeat riders, which by word of mouth, friends and family, and branding should help increase our ridership by as much as 50%. Using an average ticket cost of \$15.00 dollars will render **\$136,000.00 per year** in realized revenues.

In year five we project similar numbers to year four as we predict the service would be leveling out and sustaining an average number of riders. Thus, we are using the same numbers for year five as we did for year four (**\$136,000.00 per year**).

### Drinks

We propose to sell water bottles at \$2.00 each. Using an estimate of 1 bottle of water being sold for every 10 people that board each vessel and assuming baseline ridership of about 30 riders per day (10,920 people/year), we anticipate 1,092 bottles of water sold in the first year rendering revenues of about **\$2,184.00**.

### Special Promotions

We propose to reach out and engage local restaurants. Our plan would be to sell advertisement and promote as many restaurants as possible. We plan to utilize on board TVs to run ads promoting specific restaurants. In addition, we plan to work with restaurants and print and/or carry on board coupon books designed to give riders discounts at specific restaurants (free drinks, free deserts, buy one-get one promotions, etc.).

We have identified as many as 46 dining establishments within striking distance to the water taxi service. Out of the 46 establishments, we plan to target and capture the attention of 20% (9). Out of these 9 businesses, our goal is to sell ad specific specialty promotions to five of these companies the first year. The ad specific specialties promotions would be at a charge of \$50.00 dollars a month for the first year. Thus, 5 restaurants at \$50.00 dollars a month would render \$250.00 resulting in first year ad revenues of **\$3,000.00**.

In year two, we would like to double ad sales from 5 dining establishments to 10. Using the same price point of \$50.00 dollars a month for each business, 10 restaurants at \$50.00 dollars a month would render an annual income of **\$6,000.00**.

By year three, as we become a branded service, we plan to raise our advertising rate to \$100.00 dollars per month. Although the price increase may be objectionable to some businesses, the anticipated success of the program should persuade restaurant operators to absorb the increase without difficulty. In addition, we plan to add another 5 more businesses to our ad campaign bringing the total number of participating restaurants to 15. Assuming no resistance to our proposed ad cost increase, 15 restaurants at \$100.00 dollars a month would result in annual revenues of **\$18,000.00**.

As we continue to promote our service, we feel our presence in the marketplace will entice no less than 5 more businesses to join us. In total, up to 20 participating restaurants would result in year four ad revenues of about **\$24,000.00**.

By year five, it will be our goal to sign 10 additional restaurants bringing our total participating restaurants to 30 producing revenues of **\$36,000.00**.

### **Other Businesses**

We have identified businesses other than restaurants that may be interested in being part of our program. Hair salons, real estate agencies, travel agencies, clothing stores and small boutiques, liquor stores, dry cleaners, to name a few form a core of businesses that stand to benefit from our promotional packages (coupon books, etc.). We have identified no less than 87 businesses we feel have the potential to partake in ad campaigns. Our goal is to capture the attention of 3 businesses in the first year. The ad specific promotions would be at a charge of \$50.00 producing revenues of **\$1,800.00**.

In year two, we would set a goal of adding an additional 3 businesses for a grand total of 6, which would produce revenues of **\$3,600.00**.

Continuing with our plan to become a branded service by year 3, we intend to raise our advertising rate to \$100.00 dollars a month. Our goal will be to add 3 more participating businesses bringing year three up to a total of 9 businesses at \$100.00 a month producing income of as much as **\$10,800.00**.

In year four, our goal would be to sign an additional 5 businesses increasing the number of participating partners to 14 total businesses. Revenues would rise to **\$16,800.00**.

By year five, we believe word of mouth by itself will be a catalyst and hope to sign 10 additional restaurants to this marketing campaign. With a grand total of 24 participating businesses, we plan to generate as much as **\$28,800.00** per year in revenues from this source.

### **Local Residents**

Below is a breakdown of revenues projections resulting from our campaign to brand our service throughout the City of Pompano Beach and beyond. Our plan is to connect with residents using flyers, door hangers, paper inserts, etc. Pompano Beach residents will enjoy a 25% discount (\$15.00 per ticket, instead of \$20.00). We have identified over 104,000 Pompano Beach residents. Our overall goal would be to capture the attention and all residents. We hope the entire

City will partner with us and enjoy our service. Realistically, we believe about 5% of the year-round population (+/-5,000 people) may consider using our service throughout the year. We hope "snow birds" will add a significant number of riders in season. Ultimately, our goal is to secure as many as 10,000 riders the first year, 15,000 the second and third years, and sustain the numbers in years four and beyond. If our projections are accurate (with a reasonable deviation of 3-5 points), we should be able to generate revenues of up to **\$235,500.00 per year**. Our knowledge of the industry leads us to believe numbers will level off after years 2 and 3, and possibly experience a decline. Therefore, an expectation to sustain revenues of **\$235,500.00 per year** may not be 100% realistic. Season-ticket holders, daily/weekly/monthly passes, repeat riders, and our aggressive marketing campaign will help maintain reasonable ridership levels.

### **Vehicular Traffic**

We believe there is a large target audience traveling by car throughout the City. Large number of vehicles travel some of the City's most important corridors such as Atlantic Boulevard, SR A1A, US1, Powerline Road, Sample Road, Copans Road, Dixie Highway. Even less prominent NE 5<sup>th</sup> Ave, Cypress Road, McNab Road, NE 10<sup>th</sup> Street, Dr. Martin Luther King Boulevard, NW 31<sup>st</sup> Avenue, to name a few have sufficient traffic volume and provide significant exposure to water taxi users.

We would like to strategically place advertising and signage throughout the City of Pompano Beach visible by drivers, and hope to attract many would-be-riders. Although conservative, we hope to capture 1% of this audience, an estimated 3,841 people. We believe this audience would in turn produce about 200 extra water taxi users producing revenues of about **\$2,880.00 per year**. We hope the number of users could increase by about 1% each year. This increase would result in sustained revenues of about **\$3,000.00 per year**. Statistically, the City shows a 1.5% to 3% increase in growth. If these growth numbers stay constant, our projections should stay on track without significant decreases/increases.

### **Tourism**

We plan to work closely with the City's Tourism Manager to promote our service. Once the service is implemented, we anticipate cooperating with the Tourism Manager and exchange pertinent real time data. This information will help us to manage and understand revenue sources and target specific demographics, etc.

Being a new service, we cannot guaranteed or imply that the above presented projections will translate into accurate numbers, but we feel confident the numbers presented are conservative enough to reflect a realistic and successful business model. Notwithstanding our anticipated success, we have options to minimize costs and keep overhead low. This would give us the ability to maintain a minimum level of service while the numbers and branding programs are fully implemented. Should ridership numbers be below our expectations, we would seek to modify hours of operation, modify our schedule, run only one boat during specific times and two during peak hours, etc. The City will be informed every step of the way.