

HZIP.LLC

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LETTER OF INTEREST- RFLI 2024-012 Crest Theater Operations and Management.

Dear Ms. Defoor,

I am writing on behalf of HZIP LLC to express our sincere interest in providing Crest Theatre Operations and Management services as outlined in the Request for Letters of Interest (RFLI) number 2024-012 issued by the City of Delray Beach.

HZIP LLC is a young organization with a proven track record in managing cultural and sport facilities and delivering high-quality management of recreational, sports, and commercial facilities across Florida of our management team. With 100+ years of combined experience of our key management team, our team is committed to fostering a strong partnership with the City of Delray Beach and the surrounding communities to enhance the cultural vibrancy of the region.

**Management and Administration:** HZIP LLC has a history of effective facility management, sound fiscal practices, and successful partnerships. We are well-equipped to handle the day-to-day responsibilities outlined in the RFLI, ensuring the long-term success of Crest Theater. From janitor and security services to real leasing we are a full full-service management company focused on delivering the highest gratification to all our partnerships. We are confident that we are able to lease the vacant space, with the greatest public benefit in mind.

**Social and Community Impact:** Our commitment to arts education, community outreach, and collaboration with other cultural organizations reflects our dedication to fostering a sense of community and engagement. We are eager to contribute to the development and support of diverse programming, and culture-enhancing facilities, fostering the next generation of talented children, and an inclusive community space.

**Cultural Impact:** Understanding the demographics and unique needs of the community is paramount to our approach. We propose community-centric programming strategies, tailoring our offerings to diverse groups of people. We envision a dynamic range of arts and cultural programs that will contribute to Delray Beach's cultural portfolio and tourism operations. Our goal is to make Crest Theater a hub for community engagement, fostering a sense of inclusivity

and shared enthusiasm for Arts, Culture, Education, Community, and Florida living. Creating a warm welcoming environment for every visitor is at the core of our business philosophy.

Our proven success in delivering impact events aligns with the City's commitment to artistic innovation and excellence. Once Crest Theater becomes available, after renovations, we envision it as a local gathering hotpot and tourist attraction. From Comedy and stand-up, Off-Broadway, concert series, poetry evenings, film retrospectives, and premiers. To children-orientated performances, ballet, and conventions. We plan to optimize the use of Crest Theater with a targeted 350 performances a year. Nurturing own in-house theater performance company as a positive magnifier of cultural impact on the city of Del Ray Beach.

**Innovative Approach:** Our proposal introduces a groundbreaking approach to facility management. Leveraging advanced technology and data-driven analytics, we plan to implement a smart facility management system that enhances the overall visitor experience through personalized recommendations, engagement strategies, and data-driven analytics aimed at reducing wait time for visitors.

**Sustainable Operations:** Environmental responsibility is integral to our proposal. We commit to implementing sustainable practices in the day-to-day operations of the facility. From eco-friendly maintenance practices to energy-efficient facility management, our plan aims to minimize the ecological footprint of the Crest Theater. While implementation of algorithms aimed at CO2 reduction.

Our successful experience demonstrated our ability to curate diverse and engaging programs, collaborate with local organizations, government, and the public, and ensure the efficient operation of cultural spaces.

We are excited about the opportunity to collaborate with the City of Delray Beach and contribute to the success of Crest Theatre. We understand the importance of this cultural asset and are ready to invest our expertise and resources to create a lasting impact.

Thank you

Sincerely,

Ili Umansky

Operational Director

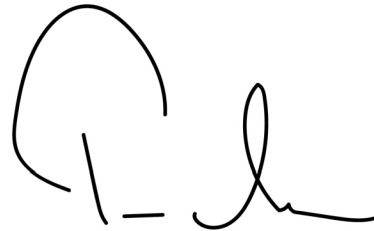
HZIP L.L.C.

# State of Florida

## Woman Business Certification

HZIP LLC

Is certified under the provisions of  
287 and 295.187, Florida Statutes, for a period from:  
12/13/2023 to 12/13/2025



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J. Todd Inman  
Florida Department of Management Services

