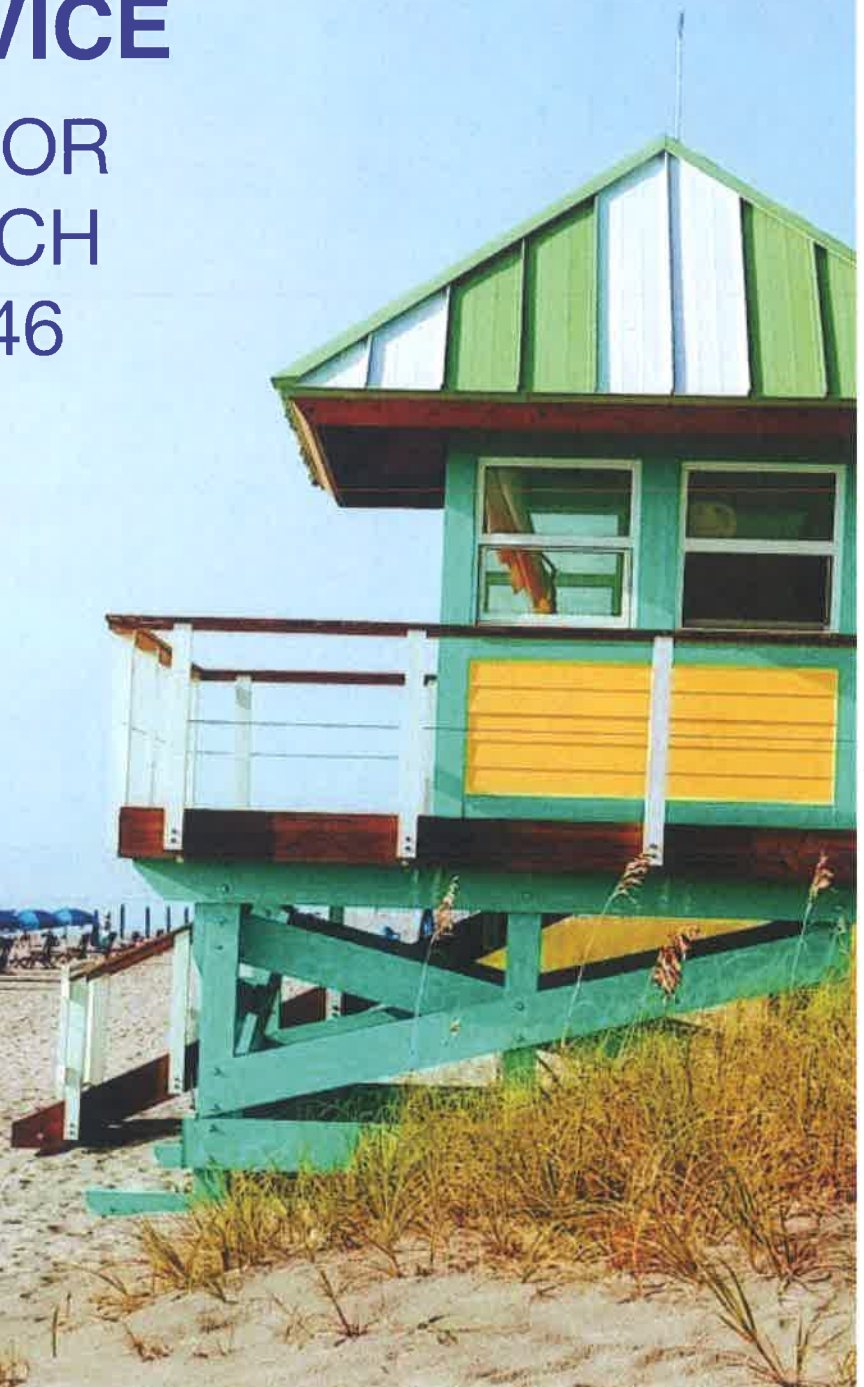




# OCEANSIDE BEACH SERVICE

PROPOSAL FOR  
DELRAY BEACH  
RFP 2018-046





August 23, 2018

City of Delray Beach  
100 NW 1st Ave  
Delray Beach, FL 33444

Subject: RFP 2018-046 Beach Equipment Rental Concessions

To whom it may concern,

Oceanside Beach Service is a premier beach equipment rental company that has been operating beach concessions in South Florida for over 39 years. We have the honor of being the City of Delray's Premier Beach Concession vendor for the past 16 years and would be honored to be selected again. OBS is very proud to have been awarded the contract in 2002 and to be part of the expanding community. We recognized back then that Delray was the place to be and helped make it become one of the best and most widely recognized beaches in the world. We consider the beach to be the front gate to the community and feel that we have provided what the residents and the visitors look for in a beach service. Spending 16 years servicing Delray's clientele and seeing the City prosper has given us a great source of insight in knowing our clientele and what the needs of Delray are.

A great deal of analysis and personal experience has been spent in presenting a bid that is fair and accurate to fulfill the city's needs. Our customers consistently express their satisfaction with our dedicated employees, which they know personally, and are very pleased with the presentation we provide to the public. OBS has shown its commitment as Delray's beach concessionaire by increasing the value of the beach experience on the public beach. The businesses thrive along the public beach area and spending just a few minutes observing the guests flowing in and out of the entrances attest to the fact that OBS has helped contribute to Delray's success.

We currently manage municipal beach concessions for the cities of: Riviera Beach, Lake Worth, Boynton Beach, Delray Beach, Boca Raton and Deerfield Beach. Having so many neighboring locations is a great benefit to ensure adequate employee coverage since we have plenty of staff readily available. We also manage the beach concession for Marriott Ocean Pointe on Singer Island, Marriott in Jensen Beach and many premier condominium properties in Palm Beach County.

Our business approach is to provide our guests with the **ultimate beach experience on a daily basis**. Customer satisfaction is our number one goal and we apply this standard and mindset with every project we take on. Since we have such vast experience in operating municipal beach concessions, we can anticipate every aspect of the customer's needs to ensure their stay is a memorable one. Oceanside Beach Service understands and values that while many cities have a beach, few cities have all that Delray Beach has to offer.

Michael J Novatka is the President of Oceanside Beach Service, his mailing address is P.O. Box 13018, North Palm Beach, FL, 33408. Phone number is 561-840-3373. He is the authorized representative of the company.

We thank you for providing us with the opportunity to present this to you and we look forward to a successful future with the City of Delray.

Sincerely,

Michael J. Novatka  
President  
Oceanside Beach Service, Inc.  
561-568-7861 cell  
www.beachservice.com



# Exceptions



Our submission, inclusive of our proposal and with a strong interest in providing those services requested under this solicitation, are predicated on the following qualifications and assumptions:

- 1) We take exception to the minimum equipment count because the business metrics do not work out. As shown in the graph below, the population growth over the past 16 years is over **300%**, yet the equipment count wording has simply been rolled over from RFP's written before the 1990's. The amount of allowable chairs in this RFP gives only a **40%** increase from what was written 20 years ago. Further, the request for rent in this RFP, is a **1,250%** increase. Keep in mind, our objective is to service the people of Delray Beach. That includes full time residents, their guests as well as tourists that support the economy of Delray. Thus, we propose the following:
  - a. We propose that we will have 350 sets of equipment during the "off season", from May through the first 2 weeks of December, excluding the holidays. During the "peak season", which is the last 2 weeks of December through the end of April, we propose starting with 350 sets on the beach and then to be able to accommodate the demand as it exists to meet the public's expectation level of service at Delray Beach. This will also apply to the holiday period during the off season. Our fee to the City in this proposal covers the 350 sets plus any of the additional equipment we provide based on the public demand, as it develops.

Without this exception, the City of Delray Beach will be unable to serve the beachgoing public to a standard that's equal to its image and profile. We already have examples of this, please see the email attachment.

This RFP limits to 350 sets on the beach with unreasonable additional fees, yet as the statistics show, this is not adequate coverage for Delray Beach.

Years	Beach Attendance	# of sets/contract
2018	3,323,165	250
2017	2,622,864	250
2016	2,953,861	250
2015	1,875,366	250
2014	2,074,651	250
2013	1,775,415	250
2012	1,822,688	250
2011	1,685,623	250
2010	1,459,744	250
2009	1,424,015	250
2008	1,361,910	250
2007	1,299,474	250
2006	1,029,475	250
2005	965,197	250
2004	1,053,561	250
2003	1,037,000	250
2002	1,021,374	250

**Exceptions:****Additional Data:**

Since our business is largely determined by the weather and our locations are in the subtropics, we have various factors that affect us other than hurricanes, such as: rough surf, sand blasting winds 15+mph, shark sightings, red flags, strong high tide, green tide, red tide, and abundance of jellyfish and thick seaweed. These elements will reduce beachgoers, even if the sky is beautiful and sunny. These factors were not included in your metrics, thus the formula in the RFP under section 4 is not an accurate predictor of visitors to the beach.



From: Mike Novatka <mike@beachservice.com>  
To: Ronald Leiterman [REDACTED]  
Sent: Wed, Mar 18, 2015 10:34 pm  
Subject: Re: KEEP "Oceanside Beach Services" IN DELRAY!

Thank you so much for the support!!!  
Mike

Sent from my iPhone

On Mar 18, 2015, at 9:56 PM, Ronald Leiterman [REDACTED] wrote:

Dear Mayor Glickstein;

After being Snow Birds for 10 years, My wife and I finally moved down to Beautiful Delray Beach, Permanently, 9 months ago, from Bayside, Queens, NY. And Being Constituents, My Fiends and I would like you to consider the following regarding "Oceanside Beach Services".

1. Before "Oceanside Beach Services" took over the current contract to manage, and rent out Umbrellas, Chairs, Mats and recently Cabanas, we could never rent a quality Lounge or Chair on Delray Beach. Yes, their was another company who rented out chairs, (NO Mats) but their were Never enough chairs or Umbrellas for all our friends and guests, that were in decent condition, or maintained properly. We ALL invariably, bought our own Beach Chairs and Umbrellas. During our 6 months down here every year, we would go to the beach 2 and 3 times a week, and then go out to eat lunch or dinner at Boston's, Luna Rosa, OLD Calypso (Now called Hudson's), or Deck 84 (Formerly Busch's). It wasn't until "Oceanside Beach Services" SET up Quality, Clean, and enough Chairs that most of us who are attached above signed up for the yearly rental. (I also purchased a Beach Parking Pass for \$109, that has made it a pleasure not to put coins in the meters, or use the credit card in the Parking lots.)

2. The former owners who had the contract to rent out the chairs and Umbrellas had undesirables working for them, that I'm sure pocketed half of the Cash that I and our Friends would give them to rent the chairs for a few hours, or half the day. That's NOT THE case with the workers for "Oceanside Beach Services". We signed up with a young man named Angelo, who couldn't have been nicer, or more professional. He not only gave us his Personal Telephone number to call him when we were coming down to the beach, BUT would have the chairs set up for us and our guests when we got to the beach. We felt Safe and Secure having Angelo, and recently Alfonso, watching our Backs, and making sure we were happy. This is a INVALUABLE Service, from any company. HONEST. PROFESSIONAL Workers, who care about maintaining Delray Beach, SAFE, Family Secured, and professionally operated.

3. Last, and certainly not the least, Mike, and Oceanside Beach Services, understands what it takes to make their customers happy and SAFE! HONEST EMPLOYEES like Angelo and Alfonso, and Excellent Equipment, that is kept up and taken care of weekly. We go to Delray Beach 2 to 3 times a week, as well as ALL our friends and neighbors! The chairs, Mats and the umbrellas are ALWAYS set up no matter what time we get their, AND in excellent condition. NO MORE Cheap, White Plastic Lounge chairs!

Thanking you in advance for ALL your understanding and continued support. Myself and some of your above constituents will be at the meeting on Tuesday, March 31st. at 5:45pm.

Sincerely,

DR. RON and Ilene Leiterman  
[REDACTED]  
[REDACTED]

DERAY BEACH, FL 33446

No virus found in this message.

Checked by AVG - [www.avg.com](http://www.avg.com)

Version: 2014.0.4800 / Virus Database: 4257/9331 - Release Date: 03/18/15

## ***Mission Statement:***

*Our mission at  
Oceanside Beach Service  
is committed to providing  
our customers with excellent  
service and creating the  
ultimate beach experience.*



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# Minimum Qualifications



In accordance with the RFP, Oceanside Beach Service is registered with the State of Florida, Division of Corporations.

## References

### 1. City of Lake Worth Beach

**Contact:** Lauren Bennett  
7 North Dixie Highway  
Lake Worth, FL 33460  
561-533-7395  
lbennett@lakeworth.org  
05/2018-05/2023  
Total Contract: \$490,000

### 2. City of Deerfield Beach

**Contact:** David Miller  
150 NE 2nd Ave  
Deerfield Beach, FL 33441  
954-480-4483  
dmiller@deerfield-beach.com  
03/2018-03/2024  
Total Contract: \$810,000

### 3. City of Boynton Beach

**Contact:** Wally Majors  
125 SE 2nd Ave  
Boynton Beach, FL 33435  
561-742-6255  
MajorsW@bbfl.us  
12/2015-12/2021  
Total Contract: \$260,000



**Lake Worth, Florida. The Art of Florida Living.<sup>sm</sup>**

City of Lake Worth  
Leisure Services Department

501 Lake Avenue  
Lake Worth, FL 33460  
561.533.7395

August 25, 2017

RE: Oceanside Beach Service

To whom it may concern:

As the Assistant Director of the Leisure Services Department it gives me great pleasure to recommend Oceanside Beach Services, Inc. as a cabana vendor for any municipality considering their services.

Oceanside Beach Service staff are professional, extremely attentive and very customer friendly. During their four years of service, Oceanside has kept our beach clean and had served the public with the upmost professionalism.

In summary, Oceanside Beach Services, Inc. is a very professional and reliable company to partner with. I strongly recommend Oceanside Beach Services, Inc.

Sincerely,

Lauren Bennett  
Assistant Director of Leisure Services



## CITY OF RIVIERA BEACH

1621 WEST BLUE HERON BLVD. • RIVIERA BEACH, FL 33404  
(561) 845-4070 FAX (561) 842-2731

August 10, 2016

To Whom It May Concern:

As the Interim Director of Parks and Recreation for the City of Riviera Beach, it gives me great pleasure to recommend Mr. Mike Novatka of Oceanside Beach Service, Inc., as a cabana vendor for your organization.

Oceanside Beach Service, Inc., has operated the beach equipment rental service at the Riviera's Municipal Beach for the past thirty years.

Oceanside Beach Service is friendly, courteous and attentive to the needs of the beach patrons and Ocean lifeguard staff. During their years of service, Oceanside has kept our beach clean and served the public with the upmost professionalism. They always make their payments on time to the City.

In summary, Oceanside Beach Service, Inc., is a very responsive and competent company. I believe they would be an asset to your organization. Therefore, I strongly recommend Oceanside Beach Service, Inc.

Sincerely

Aladia Franks

Interim Director of Parks and Recreation

cc: file

**RIVIERA BEACH, FLORIDA...** *"The Best Waterfront City In Which To Live, Work, & Play"*  
**IT STARTS IN PARKS**





## The City of Boynton Beach




Recreation & Parks Department  
Administration  
100 E. Boynton Beach Blvd.  
P.O. Box 310  
Boynton Beach, Florida 33425-0310  
(561) 742-6255  
FAX: (561) 742-6233  
Email: [majorsw@bbfl.us](mailto:majorsw@bbfl.us)  
[www.boynton-beach.org](http://www.boynton-beach.org)

To Whom It May Concern:

This letter is written in regards to Oceanside Beach Service. They have been providing a beach equipment rental concession (cabanas, loungers, etc...) at our public beach since December 2009. We have been very satisfied with their services. They have been responsive and accommodating to our needs. Their level of service has been more than adequate, and they always make their monthly rental payment on time.

If further inquiry is necessary, please do not hesitate to contact me.

Sincerely,

  
Wally Majors, Director  
Recreation & Parks Department

/WM



*America's Gateway to the Gulfstream*



November 20, 2011

To Whom It May Concern:

Oceanside Beach Service operates the beach chair, cabana, and umbrella rentals on Deerfield Beach and has done an excellent job serving the public. The president, Michael Novatka, and all his staff have communicated and worked together with Ocean Rescue from the start. Oceanside Beach Service provides a set up on the beach which does not interfere with the lifeguards' ability to respond to emergencies or obstruct their view of the public. I have observed polite and courteous interactions with their staff and the public, and have not received any complaints from patrons. I recommend Oceanside Beach Service and feel they are an asset to any beach looking for professional and reliable service.

Please call if you have any questions or concerns

Captain Mike Brown  
Deerfield Beach Ocean Rescue  
954-480-4412.



71 Ocean Avenue  
Palm Beach Shores, FL 33404

January 30, 2016

To Whom It May Concern:

It is my pleasure to provide an endorsement for Oceanside Beach Services. Mike Novatka and his company have provided reliable and consistent beach services to Marriott's Ocean Pointe for more than ten years and have done an outstanding job for us. They maintain the cleanliness of our beach and provide great service to our owners and guests year around, and have been extremely responsive when a guest has a special need or circumstance. In addition, Oceanside has been a great partner in our charity fund-raising efforts for the Children's Miracle Network charity.

Very sincerely yours,

Dan Ingram  
Director of Resort Operations





June 8, 2017

To Whom It May Concern,

It is with great pleasure for me to confirm that Oceanside Beach Service is a member in good standing of The Greater Delray Beach Chamber of Commerce and a valued part of our community. Our experience when dealing with their management team and employees has been professional, courteous and view them as a quality service-oriented team.

Their longevity of 30 years in the business is admirable and they have been proactive with striving to provide exceptional service to both the residents and visitors of Delray Beach.

If you have any questions, please feel free to contact me.

In Good Business,

Kimberly Bentkover  
Membership Director  
[kim@delraybeach.com](mailto:kim@delraybeach.com)  
(561) 278-0424



PALM BEACH NORTH  
CHAMBER OF COMMERCE

September 29, 2017

To Whom It May Concern,

Oceanside Beach Service is an active member of the Palm Beach North Chamber of Commerce. We value their membership and support and we look forward to working with them in the years to come. Each and every time I have corresponded with Sylvia and other employees at Oceanside, they have been professional and courteous.

If you have any questions, please do not hesitate to contact me.

Best Regards,

Whitney West

Membership Services Coordinator

Whitney West

[Whitney@pbnchamber.com](mailto:Whitney@pbnchamber.com)

(561) 748-3954

**EXHIBIT A**  
**Vendor Certification Regarding**  
**Scrutinized Companies Lists**

Vendor Name: Oceanside Beach Service, Inc.  
Vendor FEIN: 65-0296488  
Vendor's Authorized Representative Name and Title: Michael J. Novatka, President  
Address: PO Box 13018  
City: North Palm Beach State: FL, 33408 Zip: \_\_\_\_\_  
Telephone Number: 561-840-3373  
Email Address: info@beachservice.com

Section 287.135, Florida Statutes, prohibits agencies from contracting with companies, for goods or services over \$1,000,000, that are on either the Scrutinized Companies with activities in the Iran Petroleum Energy Sector List, created pursuant to s. 215.473, or are engaged in business operations in Cuba or Syria.

As the person authorized to sign on behalf of the Vendor, I hereby certify that the company identified above in the section entitled "Vendor Name" is not listed on either the Scrutinized Companies with activities in the Iran Petroleum Energy Sector List, and is not engaged in business operations in Cuba or Syria. I understand that pursuant to section 287.135, Florida Statutes, the submission of a false certification may subject the company to civil penalties, attorney's fees, and/or costs. I further understand that any contract with an agency for goods or services of \$1 million or more may be terminated at the option of the agency if the company is found to have submitted a false certification or has been placed on the Scrutinized Companies with Activities in Sudan List or the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List.

\*Signature of Authorized Representative

  
\_\_\_\_\_  
\*Name and Title of Authorized Representative

\*This individual must have the authority to bind the Vendor.



Oceanside Beach Service, Inc.

There is no officer, director or agent who is also an employee of the City. There is no City employee that owns, directly or indirectly, any interest in our firm or any of its branches. There is no conflict of interest.

Michael J Novatka

President.

# Firm Information



- A.** Our legal name is: Oceanside Beach Service, Inc.
- B.** Ownership structure: LLC
- C.** W-9 is attached
- D.** Contact Information:  
Michael J. Novatka, President  
Oceanside Beach Service  
PO Box 13018  
North Palm Beach, FL 33408  
**Phone:** 561-840-3373  
**Cell:** 561-568-7861  
**Email:** info@beachservice.com
- E.** Secondary Representative Contact Information  
Sylvia Bednarz, Vice President  
Oceanside Beach Service  
PO Box 13018  
North Palm Beach, FL 33408  
**Phone:** 561-840-3373  
**Email:** info@beachservice.com
- F.** There have been no organizational changes in the past three years and there are none anticipated in the next six months.
- G.** Michael J Novatka is the CEO of Oceanside Beach Service

## Request for Taxpayer Identification Number and Certification

Give Form to the  
requester. Do not  
send to the IRS.

Print or type See Specific Instructions on page 2.	1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. <b>Oceanside Beach Services, Inc.</b>	
	2 Business name/disregarded entity name, if different from above	
	3 Check appropriate box for federal tax classification; check only <b>one</b> of the following seven boxes: <input type="checkbox"/> Individual/sole proprietor or single-member LLC <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ <b>Note.</b> For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the line above for the tax classification of the single-member owner. <input type="checkbox"/> Other (see instructions) ▶	4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) _____ Exemption from FATCA reporting code (if any) _____ <small>(Applies to accounts maintained outside the U.S.)</small>
	5 Address (number, street, and apt. or suite no.) <b>PO Box 13018</b>	Requester's name and address (optional)
	6 City, state, and ZIP code <b>North Palm Beach, FL 33408</b>	
	7 List account number(s) here (optional)	

### Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

**Note.** If the account is in more than one name, see the instructions for line 1 and the chart on page 4 for guidelines on whose number to enter.

Social security number								
			-				-	
or								
Employer identification number								
6	5		-	0	2	9	6	4 8 8

### Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

**Certification instructions.** You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.

Sign Here	Signature of U.S. person ▶ 	Date ▶ <b>8/20/18</b>
-----------	--	-----------------------

### General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

**Future developments.** Information about developments affecting Form W-9 (such as legislation enacted after we release it) is at [www.irs.gov/fw9](http://www.irs.gov/fw9).

### Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following:

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)

- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
  - Form 1099-C (canceled debt)
  - Form 1099-A (acquisition or abandonment of secured property)
- Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See *What is backup withholding?* on page 2.

By signing the filled-out form, you:

- Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
- Certify that you are not subject to backup withholding, or
- Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and
- Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct. See *What is FATCA reporting?* on page 2 for further information.

# Experience and Background



Oceanside Beach Service, (OBS) has been operating for over 39 years and is the longest service beach concessionaire in South Florida. OBS started on Singer Island in 1979, servicing local oceanfront hotels and then quickly expanded its services to municipalities in Palm Beach County. OBS provides resort quality beach service to many municipal beaches, exclusive hotels and condos in South Florida. We would be honored to serve the guests of Delray Beach again, with the best beach service on the East Coast.

Oceanside Beach Service successfully operates concession services at six municipal beaches within the state. OBS is an enterprise that is experienced in every aspect of the beach business and specializes in catering to customer's needs to make their stay a memorable one. Below is a list of all the municipal locations that we currently operate:

- City of Riviera Municipal Beach – **since 1987**
- City of Lake Worth Beach – **since 2013**
- Boynton Beach Oceanfront Park – **since 2008**
- City of Delray Municipal Beach – **since 2002**
- City of Boca Raton – **since 2014**
- City of Deerfield Beach – **since 2010**

As you can see, OBS is a growing, successful beach service business dedicated to service public beaches. Michael Novatka started this business because he saw the opportunities to create a “resort style” experience for those using public beaches. He believed that if you treat a customer like a special guest at all times, they would keep coming back. Not only did his guests keep coming back, but they followed him from beach to beach, as he secured more contracts. This is a tremendous value for Delray's residents and visitors and also a value to our municipal clients as this is directly supports economic development. For those reasons, we feel our experience and track record speaks for itself since our company manages some of the most prestigious beach locations in the country.



# OBS and Delray



When we took over the beach in 2002 we were excited to be part of Delray's changing landscape and we knew we could increase the flow of visitors to the beach with the exceptional service we provide, and we feel we have surpassed that goal. This is validated by Delray's happy residents and many returning customers. We cater to our customers because we understand that the Beach *serves a great public purpose*. We will also provide brand new equipment that will continue to enhance Delray's beautiful coastal community.





# Current Municipal Locations



**Riviera Beach**



**Lake Worth**



**Boynton Beach**



**Delray Beach**



**Delray Beach**

# Current Municipal Locations



**Atlantic Dunes Beach**



**Boca Raton**



**Deerfield Beach**

# Experience, Qualifications and References



Oceanside Beach Service has considerable experience operating municipal concessions throughout the region. Below is a list of our contracts with neighboring cities where we offer similar services, as well as contracts with luxury condominiums.

<b>Municipal Contracts</b>	<b>Contact</b>	<b>Phone</b>	<b>Years Under Contract</b>
<b>City of Riviera Beach</b>	Aladia Franks	561-723-1222	30
<b>City of Lake Worth Beach</b>	Lauren Bennett	561-533-7395	5
<b>Oceanfront Park, Boynton Beach</b>	Wally Majors	561-742-6255	8
<b>City of Delray Beach</b>	Suzanne Fisher	561-243-7351	16
<b>City of Boca Raton Beach (Spanish River, Red Reef Park, South Beach Park, Pavilion)</b>	JD Varney	561-393-7812	5
<b>City of Deerfield Beach</b>	Christina Miller	954-480-4415	6

<b>Hotels and Condominiums</b>	<b>Contact</b>	<b>Phone</b>	<b>Years Under Contract</b>
<b>Marriott's Ocean Pointe</b>	David Khey	561-882-3000	21
<b>Marriott's Courtyard Jensen Beach</b>	Ed Griffith	772-229-1000	11
<b>Casa Costa, Boynton Beach</b>	Robin Silverstein	561-509-5410	6
<b>Oasis Condominium, Singer Island</b>	Jan Garber	561-848-0225	11
<b>Martinique II, Singer Island</b>	Steve Gutierrez	561-848-8208	29
<b>Cote D'Azur Condominium, Singer Island</b>	Kathy Cassinelli	561-844-6259	29
<b>Excelsior Condominium</b>	Steve Brannon	561-347-7100	2
<b>Stratford Arms Condo, Boca Raton</b>	Arlene Macchia	561-368-0549	3

As you can see from our current customer base, OBS has a thriving and successful beach service business. We have just expanded our maintenance facility to accommodate our customers and concession locations.



# Our Team, Structure and Philosophy



Oceanside Beach Service maintains strict guidelines regarding service to our customers, cleanliness, the equipment and the appearance of staff. These guidelines are maintained by frequent spot checks and are overseen by Todd Meacham, VP of Operations

We employ a valuable group of talented individuals with a true passion for service. After setting up the beach early in the morning, the attendants walk along the beach throughout the day and adjust the customer's umbrellas to their liking. This also gives our attendants an opportunity to check in the customer and make sure they feel taken care of. Our beach attendants are in constant contact with Michael and Todd if more equipment is needed or if anything needs to be taken care of.

We understand the importance of the beach concession to the City of Delray Beach and like to deem ourselves "Goodwill Ambassadors" for the cities we serve. Many of our repeat customers and residents follow our page on Facebook and contact us directly with any questions. Our philosophy is to be readily available for our guests and we have a 8am to 8pm customer service phone line available for any issues that need immediate attention. We know that the beach's performance is very important for continued success and we accomplish this in several ways:

- We send out a customer feedback letter to all our members every year.
- We engage in feedback from customers on Facebook.
- Conduct an annual employee meeting for maintaining customer service skills.
- In full compliance with Local Laws and maintaining proper licenses.

# The OBS Culture



We feel a picture tells a story, and our story in Delray Beach has developed into a close network of people that view our team as family, where they can come to the beach to see a friendly face and feel a warm welcome each day.





# The OBS Culture



# Equipment Set Up and Location Plan



*Delray Beach with Oceanside Beach Service*

The photo above demonstrates the picturesque view the visitors of Delray Beach will see each day. The strap chairs will be unlocked and distributed on the beach with the cushions placed on top. The arm chairs, cushions, umbrellas and tables come out of our storage boxes on the beach. All of our customers appreciate the high quality materials we provide to make their beach experience an unforgettable one. In accordance with the RFP, our beach chairs will be deployed in a manner that gives public access and encourages public use of the beach. Concession facilities and storage will remain on the beach and will be properly secured. OBS will ensure that the beaches are kept clean and any litter and debris will be removed. Our rates will be clearly posted and visible at the access points to the beach.

In accordance with the RFP, we will have the equipment placed in either one or two rows depending on the season, from the northern recreation area to the southern recreation area and at Atlantic Dunes Park. The sets of equipment will be placed equal distance apart and in a perfectly straight row to maintain symmetry and the ambiance of the beach.

## Set Up Process

At 8 AM the Oceanside Beach Service staff of 10-12 beach attendants begin placing the beach equipment in the designated areas. The arm chairs, cushions, umbrellas and tables come out of our storage boxes on the beach. The attendant puts the umbrella and table in the sand and places the chairs on either side. OBS configures the beach setup differently depending on the current season. In the summer season, the chairs are faced towards the ocean with an umbrella. During the winter season, the chairs are faced to the south and the back row has a cabana hood that is anchored deep within the sand and secured with stainless steel bolts. The reason for the different placements are that in the summer the location of the sun and the prevailing winds dictate that the best beach experience will be achieved with the setups facing east. In the winter the sun is at a lower angle and the cooler prevailing winds can be blocked by raising the cabana hood, maximizing the warm winter sun.



# Equipment Set Up and Location Plan



Summer Set Up



Winter Set Up

# Hurricane Evacuation Plan



Oceanside Beach Service has successfully responded to several hurricanes; Francis, Jean, Wilma, Sandy and most recently Matthew and Irma, all while managing our public and private beaches in South Florida.

Once there is evidence a hurricane is in effect, Todd Meacham, is responsible for charting any disturbances during the Hurricane Season. He has over 25 years of experience in this matter and is also responsible for tracking any weather-related issues that would affect our beach services or our watersports activities at other locations. He will communicate to Michael Novatka if a hurricane is going to affect any of the beach locations. When the hurricane condition rises to a warning level, OBS has staff and equipment at the ready to evacuate. At this point, there would be minimal equipment on the beach since we are taking full precautions that a storm is coming.

Once Michael Novatka is notified there is a hurricane watch in effect, he will then communicate with the proper authorities that the evacuation plan is in place. Within one hour of confirmation from the city official, OBS staff will evacuate the beach of all OBS equipment safely and brought to our storage facility that is located in Riviera Beach, FL

The entire process takes no more than 4-5 hours. When beach conditions return to normal, and with the permission of the designated beach authority OBS returns the beach to operating condition within the same time frame.



# Management and Staffing Plans



Todd Meacham, our VP of Operations, will oversee all of the operations of the concession site and be in daily contact with the beach manager. There will approximately 12 employees working at Delray Beach. Todd and the beach manager will speak on a daily basis to develop a plan for each day. OBS is very selective in the recruiting process for all the supporting staff, and hires highly motivated people, most of which have been with the company for many years. It is our dedicated team that makes the organization successful.

All of our employees currently go through background checks and are personally interviewed by Michael Novatka and Todd Meacham. We require at minimum, a high school degree and experience in customer service along with the ability to perform a physically demanding job. If there are any issues or any actions that require immediate concerns, OBS is adequately staffed to handle any situation.

All of our attendants that process transactions carry with them a clipboard and a Daily Beach Chart. They fill in their personal daily information: date, name and section of the beach they are working. The remainder of the chart has all the pertinent information that is needed to record such as: visitor's name, the amount of visitors, time of arrival, departure time, form of payment, the amount of payment and the tax collected for the transaction. The attendant keeps a pouch on them at all times that holds their money and receipts. At the end of the day, the attendant totals their numbers and submits everything for verification to the Beach Manager. The Beach Manager will review each of the attendant's chart to verify there are no discrepancies. We have an Operations Manager that will collect everything at the end of the day and reconciles the data on a daily basis.



# Management and Staffing Plans



## Security & Beach Duties

Security is extremely important to our operation at all times. Our employees arrive to set up the beach properly and safely every morning. They set up the equipment in accordance with the required specifications prior to 9am so the beach is ready for the day. The beach area will be cleaned of any debris and aesthetically maintained throughout the day. Our attendants work closely with beach security and Ocean Rescue at all of our municipal beaches that we serve. All of our employees carry their cell phones with them and alert security in the event of an emergency. In the event an unsafe weather pattern approaches, our employees are trained in quick and safe removal of equipment off the beach.



# Management and Staffing Plans



## Michael James Novatka

### President OCEANSIDE BEACH SERVICE

Since 1979, Michael Novatka has been operating the longest running beach service company in South Florida. He has successfully run many beaches on the east and west coasts of Florida. He operated Coopers Beach in The Hamptons out on the eastern end of Long Island where he grew up, for over 10 years and he is currently running multiple beach locations in Martin, Palm Beach and Broward County. He has an over 20 year relationship with The Marriott Ocean Pointe and a 30 year relationship with the City of Riviera Beach.

Michael has a strong reputation in the business because he has been able to successfully enhance and prosper every beach he operates. He has skillfully opened many prime locations that have never had beach services before, the most recent being Boca Raton. His 39 years in the beach service industry has allowed him to provide the finest beach service on private resort beaches, as well as sought after public beaches.

Michael is a hands on, feet in the sand, owner operator. He stays in constant touch with his employees, as well as visiting with the guests on the beach to make sure that his high standards of beach service is maintained.



*A principal personally committed to partnering with the City of Delray Beach since 2002.*



# Management and Staffing Plans

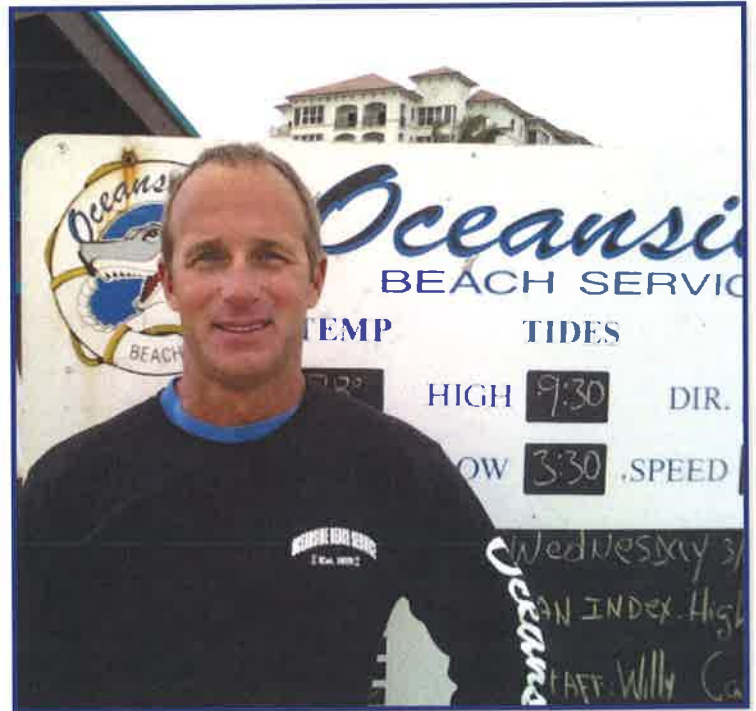


## Todd Meacham

### Vice President OCEANSIDE BEACH SERVICE

Todd Meacham began working the beaches in 1992, and over the last 26 years has become an expert in all aspects of the beach operation and maintenance areas. He has full experience with working on public beaches and hotel beaches as well.

Todd is second in command at Oceanside Beach Service and oversees all the maintenance and repairs of the beach furniture equipment. He also monitors the daily operations, and is available to handle any situations that may arise on a 24 x 7 basis. Todd Meacham is a reliable, talented asset and stands as an example of the finest in the beach service industry.



*An Operations leader  
whose top priorities  
are safety & service.*

# Management and Staffing Plans

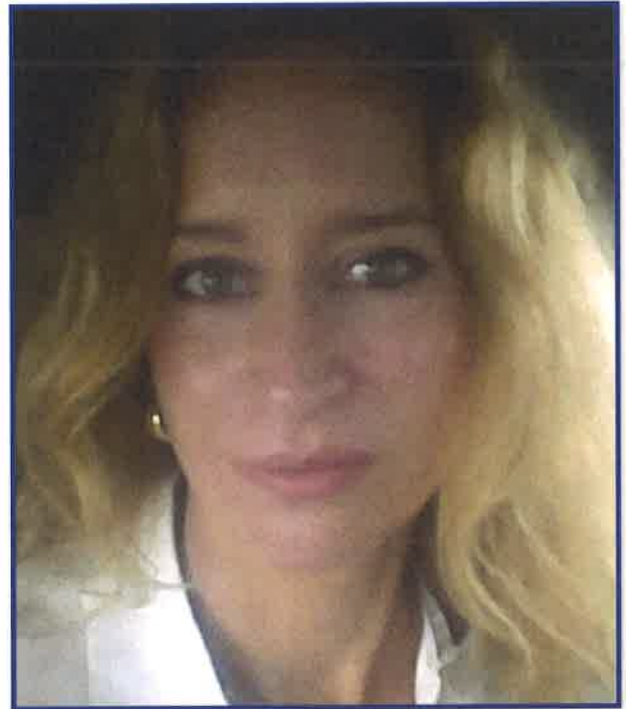


## **Sylvia Bednarz**

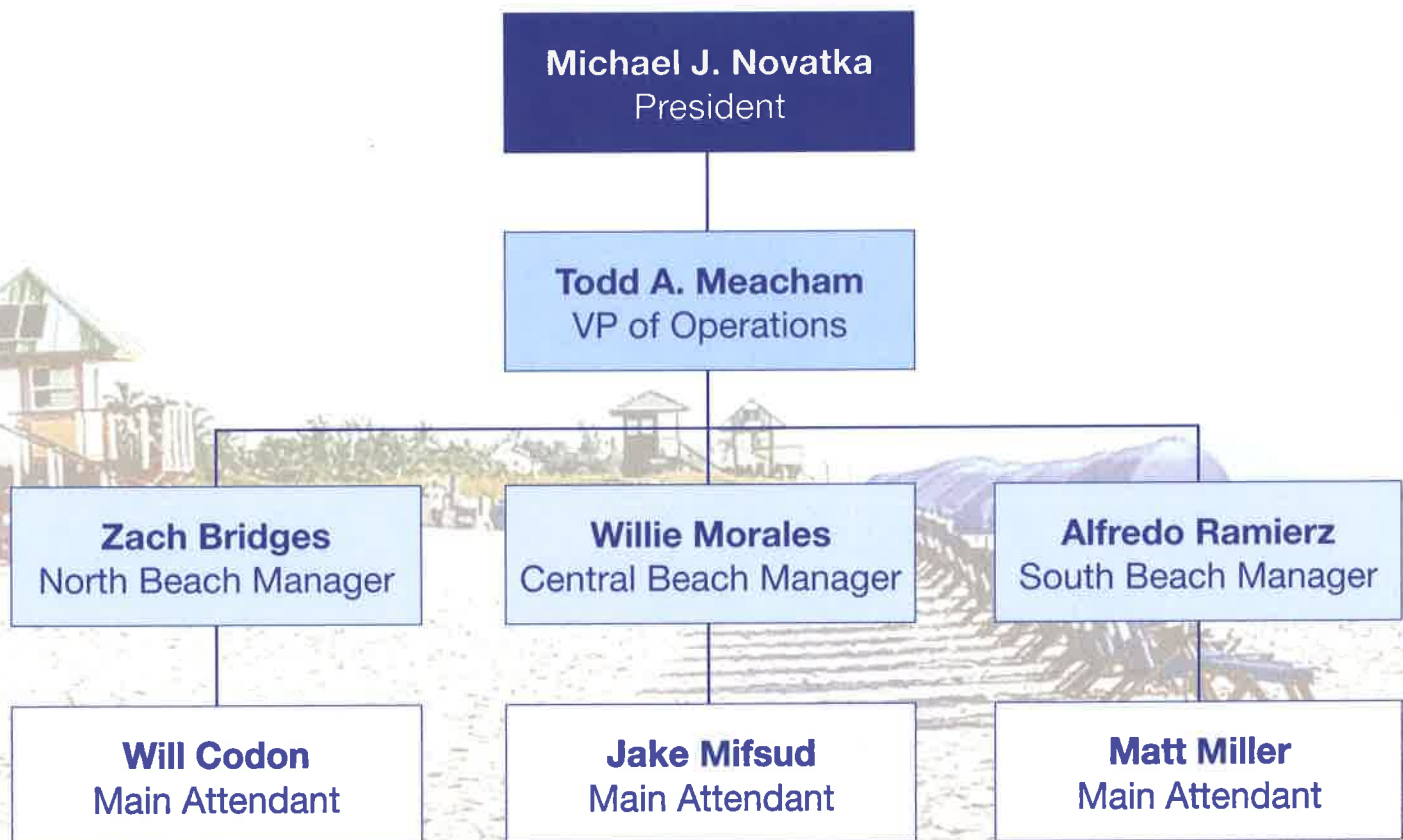
### **Vice President OCEANSIDE BEACH SERVICE**

Sylvia Bednarz has been with Oceanside Beach Service since 2010 and handles the Business and Strategic Development for the company. She is responsible for all aspects of customer relations, marketing and social media. Sylvia's duties also include preparing proposals for municipal and non-municipal contracts.

She graduated cum laude from Centenary College with a degree in Business Administration and has held professional titles for companies such as Berkshire Hathaway, ACE USA and AIG.



# Delray Team and Staff



# Maintenance of Equipment Concession Area



Our number one priority is to enhance the beach experience for all visitors of Delray Beach, therefore OBS will be providing new beach equipment for the City if we are awarded the contract. The equipment will be delivered to our warehouse facility and each piece of equipment will be thoroughly inspected prior to usage by our Warehouse Manager. Please view the attached pictures in this proposal that shows our equipment and our warehouse facility.

If there is any equipment that is broken or in need of repair, it is placed to the side and picked up by our Maintenance Manager on a weekly basis. Our beach manager will give an inventory report of all equipment that needs to be swapped to ensure the equipment is always in top shape.

We clean and rake the beach daily and dispose any garbage collected in the waste receptacles. Our attendants are instructed to clean beyond the required 50ft within our equipment area. When our attendants go through the walkways, they will pick up any trash they see along the way to maintain the beauty of the beach. We understand the importance of a clean beach and assist City staff in this endeavor.

- Our attendants understand that Ocean Rescue's job is of utmost importance and supports the public's welfare and safety at all times. The placement of the equipment will not hinder their duties and we will fully comply with their requests.
- Our equipment will be in top condition and uniform in appearance.
- OBS will maintain a price board that clearly shows our rates in the required areas.
- We will create a living postcard on Delray Beach for all visitors to enjoy.





# Days and Hours of Operation and Anchoring Method



**7 days a week 365 days a year**  
(weather permitting)

**Summer—May 1st - October 31st**  
**9AM - 6PM**

**Winter—November 1st - April 30th**  
**9AM - 5PM**

## Anchoring methods

The umbrella is worked down into the sand by an experienced beach attendant and tilted to the proper angle. Over 35 years of experience has proven that this is the safest, and leaves the least environmental impact. The cabana hoods are attached to a cabana boot that is buried deep in the sand and secured with stainless steel bolts.

AT approx. 5 PM the OBS staff begins the process of preparing the beach equipment for overnight storage. The strap chairs will be collected at the end of the day and properly chained together. The lounges are adjusted to their original locations, the beach area is cleaned and the OBS beach equipment is stored safely and securely as per the OBS storage plan.

OBS staff keeps the beach raked and clean during the day and patrols the OBS areas regularly during operational hours. The lounges, chairs, umbrellas and cabanas are adjusted constantly to assure maximum enjoyment by the guests. Beach guests providing their own equipment area accommodated as any other guest visiting the beach.





# Successful Experience and Qualification of Staff



Oceanside Beach Service has extensive municipal beach experience and being the current vendor, we have firsthand knowledge of Delray Beach to successfully operate this location. One of the benefits we offer to the City Delray is that we service nearby locations such as Riviera Beach, Boynton Beach, Boca Raton Beach and Deerfield Beach, so we can deploy any of our 50 employees to any of our locations on a short notice if needed. If an employee is unable to come to work, they will let the beach manager know in advance and a replacement is made to ensure coverage.

We are very proud to state that we have several key employees that have been employed with us for a long period of time. All of our Beach Managers have between 5 to 25 years of employment with our company. Willie Morales has been with OBS for 25 years and has managed the central region of Delray Beach for the past 11 years. Alfredo Ramierez has been with our company for 15 years and has managed the southern region for the past 10 years. We will continue to provide visitors of Delray Beach with knowledgeable and very experienced staff. Todd Meacham, speaks with our beach managers every morning and evening to discuss set ups, weather patterns and day to day operations as part of his daily protocol. This in turn assures management that we have a strong and successful team at Delray Beach.

## The OBS Difference

We know that welcoming and superior customer service is what brings more people to the beach. Oceanside Beach Service acknowledges our employees to be our greatest asset. Since our beach attendants are often times the first contact with visitors on the beach, we prioritize the importance of maintaining a positive and professional outlook on a daily basis. Oceanside Beach Service goes through an extensive process of qualifying key employees that we know will provide exceptional service. We retain our employees by paying them well and by providing ongoing training programs.

When customers arrive at the beach, the beach attendants will be either at the welcome station or walking around the beach straightening up the chairs or cleaning the beach. The attendant will advise the visitor to select whichever seat they like and discuss the prices with the guest. If our attendant is busy, the guest can seat themselves at their leisure and the attendant will service them as soon as they are able to. Hawking is prohibited, and our attendants are made aware of that. If a visitor is interested in obtaining a chair, our beach attendants are readily available to discuss prices with them. Every visitor will always be treated graciously, regardless if a sale transpires or not.

# Employee Uniform and Conduct



All OBS employees are required adhere to strict standards of cleanliness, conduct, uniforms and most importantly, the service to our customers. Our employees must wear a shirt with the Oceanside Beach Service logo on it, making them easily identifiable to any patrons interested in renting our beach equipment. They are also required to wear dark colored shorts and an OBS hat as part of their daily uniform. Our employees are to be visible at all times and easily accessible.

We take tremendous pride in hiring people that are above all courteous, neat, well groomed, well-mannered and able to make every visitor's experience a memorable one. We frequently receive phone calls and comment cards from customers expressing their gratitude and positive experiences. It is very important to OBS that not only are our employees physically able to take care of the beachgoers and make sure they are as comfortable as possible, but to have a genuine personality that is very hospitable and accommodating.



# Oceanside Beach Service

## Drug-free workplace policy



### I. PREFACE

We all must recognize that drug use and abuse negatively affects the company, the employee, job performance and co-workers. In this regard, Oceanside Beach Service, has adopted a Drug-Free workplace policy. While we hope that this policy protects and benefits the company, we hope even more that it protects and benefits the employee and co-workers and creates a safe and efficient work environment.

For the purpose of clarification, alcohol is considered a drug under this policy.

### II. IMPAIRMENT PROHIBITED

No employee shall report for work or work impaired by any substance that is legal or illegal. "Impaired" means under the influence of a substance such that the employee's motor senses (i.e., sight, hearing, balance, reaction, reflex) or judgment either are or may be reasonably presumed to be affected.]

### III. POSSESSION PROHIBITED

No employee at any work site will possess any quantity of any substance, legal or illegal, which in sufficient quantity could cause impaired performance, except for authorized substances. "Work site" means the site at which an employee performs work for the company

### IV. INSPECTIONS

1. For purposes of assuring compliance with the prohibition of possession of drugs, employees may be subject to inspection for drugs. Any refusal by the employee to submit to an inspection is an act of insubordination subject to disciplinary action.

### V. HELP AND MEDICAL TREATMENT

1. The company believes that drug use and abuse is an illness requiring medical treatment. In this regard, the company will:

- (a) Encourage affected individuals to voluntarily seek medical help.
- (b) Assist supervisors in dealing with associated problems related to the employee's work performance.
- (c) Discourage supervisors, fellow employees, and possibly family members from "covering up" for the affected individual.

2. If the employee seeks help prior to discovery of drug use and abuse, then confidentiality, job security, and promotional opportunities of the employee will be protected; if the employee does not seek help for drug abuse, and the problem comes to the attention of the company, then the employee will be subject to disciplinary action.

### VI. EFFECT ON COMPANY RULES

It is emphasized that recognizing drug use and abuse as an illness does not detract from company rules and regulations in respect to intoxication on the job, or having drugs on company property, which will continue to be enforced unless management approves otherwise.

### VIII. DISCIPLINE

Any violation of this policy may result in summary discipline for the employee, up to and including discharge.

Signature \_\_\_\_\_

\_\_\_\_\_ Date

\_\_\_\_\_ Print Name



# Accomplishments in Similar Projects



Oceanside Beach Service has successfully started beach concessions in locations where there was none previously. The two most recent locations were Boca Raton in 2014 and Lake Worth Beach in 2013. Starting a beach concession from scratch is not an easy task since it takes time to truly develop the concession area and build awareness to the location.

We also recently reacquired Deerfield Beach. It has been a very successful comeback because our formula for operating a beach concession that pleases everyone is proven to work at all of our locations throughout Palm Beach County and neighboring cities. We also wanted to point out that during the 2010 to 2016 we had blue umbrellas and cabanas, and now our Deerfield location has a teal color scheme with durable strap chairs. We can provide Delray Beach a blue or teal color scheme as well.

**2010**



**2018**





# Company's Performance



Our company takes the beach service experience to the highest level at every location we serve. In the 39 years we have been in business, there have been no judgements nor any pending lawsuits against our company.

We have no complaints from customers and our patrons are very pleased with our services. Our rental rates are very fair and has perfected a business model to keep the prices affordable so people can enjoy our services. We feel we are part of the fabric to helping make Delray a popular destination, proven by winning the "All American City Award" three times. We feel our positive feedback is exceptional and have included the many letters of praise about our company and the service we provide to Delray Beach. We attribute that to a great working staff, making sure that customer satisfaction is #1 and accommodating the resident's needs. Please review the sampling of feedback we receive on a frequent basis.



# Approach and Capacity



Oceanside Beach Service maintains a proactive approach to managing the Delray Beach concession site and works very well with City staff. We also have positive relationships with local tourism officials, members of resident groups, Chamber of Commerce and owners of local businesses. Most importantly, we fully understand that we are the second pair of eyes on the beach and that we serve a great public purpose by supporting and assisting Ocean Rescue in the following ways:

- Since we set up early, we are generally the first ones there that escort homeless people off the beach so the public can feel safe and secure.
- Assisting with the search for missing children.
- Alerting staff quickly when people are in distress.
- Assisting City staff with removal of inebriated visitors that harass the general public.
- Providing shade for a patron that recently fainted while she was carrying her own equipment.

This is just a few of the examples where show our dedication to Delray Beach through our actions and prompt assistance. We quickly address any matters of concern and will continue to do so because we are a partnership with the City and the public.

Our organization has also supported fundraising events and beach exhibit events that Delray has conducted over the years.



# Our Approach—Scope of Services



Spending 16 years in Delray Beach has given OBS great insight in knowing our visitors and the needs of the area. This gives us a tremendous advantage since the beautiful beaches of Delray is a destination that visitors flock to. Back in 2002, when we acquired the beach contract, we slowly but surely built a loyal customer base that has helped make what Delray Beach is today. It has been our unique business model that has built the popularity of the beach and generated the steady income to the city. We would be delighted to be selected again to continue this exciting process.

The City of Delray Beach's attractions are many with its white pristine beaches, luxurious residential community, great restaurants and boutique shops. All this combined with our beach service makes for a perfect beach day. Our friendly service coupled with brand new and comfortable equipment will further enhance Delray Beach. This is supported by the following:

- Proven track record of successfully running Delray Beach for 16 years
- Strong experience with many Florida's Municipal Beach Concessions
- **New**, durable, high quality beach equipment purchased from local manufacturers
- Highly experienced, well trained, professional and courteous staff
- Sensitivity to the visitors and residents needs
- Awareness for our natural resources and environment
- Prompt attention to any matters of concern
- Maintaining a clean and well raked beach
- Superior service utilizing our Customer Service Training Program

We also have an exciting membership program, where beachgoers of Delray Beach can sign up for a year's worth of service and can utilize any of the other beaches that we serve. This program is a tremendous benefit to all of our cities and adds to the economic growth of Delray Beach since members from different beaches visit the area and go to local restaurants and retail shops that they normally would not have gone to. Since we operate several of the surrounding municipal beaches in the area, the program has been an attractive asset for all our locations to promote business flow.

OBS recognizes that it is a partner with the City of Delray, the restaurants, hotels and other retailers so that collectively we provide a positive experience to our beach goer. We are one very important piece of the puzzle in creating the perfect environment at Delray's beaches. The goal is to bring more residents to the beach and make sure our guests return.



# Our Approach—Scope of Services



Our OBS brand is widely known in South Florida and our “Sharky” emblem is our personalized, unique mascot. We use tools such as social media, Ch 12 News and PalmBeachFM for advertising as well as directing customers to our website at, [www.beachservice.com](http://www.beachservice.com) for any additional information on our company. We utilize social media such as Facebook and Instagram on a daily basis, uploading pictures and notifying our followers of local events pertaining to the beaches we serve.

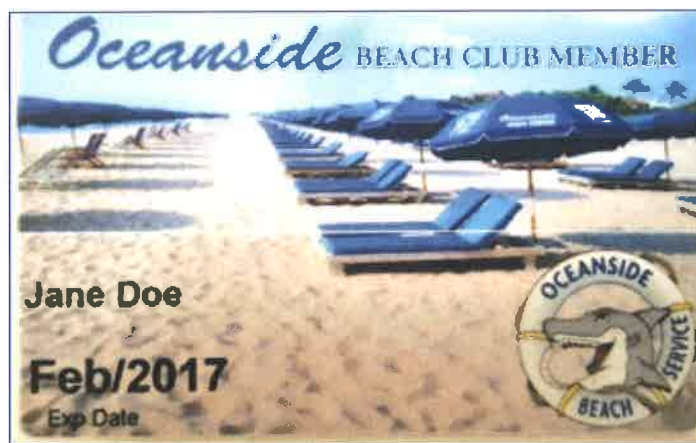
All of our attendants have business cards listing our company’s website, address, office phone number, as well as the individual beach attendant’s direct contact number for more personalized service. We also market to local businesses and distribute rack cards at nearby hotels and information booths that let visitors know about our service in the areas they visit.

OBS is part of several local charities such as Children Miracle Network, Little Smiles, The American Disabilities Foundation and the Juvenile Diabetes Research Foundation.

We also support several of Delray’s fundraising events hosted by Sandoway Discovery Center and Milagro Center.

## Membership Program

The Oceanside Beach Service annual membership program allows our members to visit any of the beaches that we serve. Our members enjoy this privilege since they can visit many of our nearby South Florida locations such as Riviera Beach, Lake Worth, Boynton Beach, Delray Beach, Atlantic Dunes Park, Spanish River Park, Red Reef Park, South Beach Park and Deerfield Beach. This is a great enhancement that the city of Delray Beach will be credited with providing. This program consists of a large base of people that enjoy visiting areas they do not reside in. This promotes more business flow to Delray’s surrounding restaurants, stores and parking as well.





# Equipment and Specifications for Delray Beach



In accordance with the RFP, we will be supplying beach chairs, umbrellas and cabanas that either meet or exceed the specifications. Our equipment is constructed out of the finest materials and is very comfortable to lounge on to enjoy the perfect beach day. Frequently, visitors and residents of other beaches we serve, express how much we have transformed the look and feel of their beach-front. Often, OBS staff is told that our services make them feel like they live on the French Riviera. We are proud to make such a demonstrable impact in the communities we serve. The specific details of the equipment along with pictures are included in the following pages.

We take our accountability during service hours and outside of those hours very seriously. We will have a Welcome Station with a friendly employee greeting guests as they arrive. We understand and appreciate that the beaches are public and our concession activity will never restrict access to the general public or impact the beautiful ambiance of the beach-front.

## *Partners with Delray Beach*

# Equipment



The following pictures are a sampling of the different options we would like to provide for Delray Beach.



Strap Chairs



# Equipment



Strap Chair Set Ups

# Equipment





# Equipment



Single Arm Chair Set

# Equipment



Strap Chair set up

# Equipment



Umbrella



# Equipment



Cabana Set



# Equipment



Cabana Hood set and Umbrella

# Equipment



Chair Line and Cabana Line



# Equipment Specifications



## **Strap Lounge**

Manufacturing Company	Tropitone
Style	Chaise Lounge
Construction	Aluminium
Size	79" x 24"
Weight	19 Lbs
Frame Color	Off White
Strap Width	2"
Stacking Quantity	16

## **Cushion**

Fabric	Texaline
Thickness	3"
Color	Blue
Size	69.5" x 22.5"

## **Cabana**

Manufacturing Company	Oceanside Beach Service
Fabric	Sunbrella
Size	52" H x 47" L x 57" W
Construction	Fiberglass Ribs and Stainless Steel Bolts
Color	Blue

## **Umbrella**

Manufacturing Company	Oceanside Beach Service
Fabric	Sunbrella
Size	7.5' H x 8' W
Color	Blue

## **Sand Arm Chair With Foot Rest**

Manufacturing Company	Anywhere Chair Inc.
Construction	Solid Oak Wood Frame with Brass Hardware
Size	41" x 24"
Weight	16 Lbs
Fabric	Sunbrella
Size	41" x 24"

## **Table**

Manufacturing Company	Oceanside Beach Service
Size	15" h x 12" in diameter



# Beach Wheel Chairs



Oceanside Beach Service will continue to provide the wheel chairs to patrons that require this service. We have recently provided the City with 4 custom made Wheel Chair boxes that are stored near the lifeguard towers.





# On Site Storage Plan



The beach equipment is properly secured at the end of each day. Strap lounges are stacked along the back of the beach and are secured with a locked cabling system. Foldout chairs with footrests and umbrellas are stored and locked in beach boxes located adjacent to the dune line. Lounges and cabana hoods are left overnight and pulled back from the waterline. While managing the beaches for the last 39 years with increasing inventory every year, OBS has experience minimal loss and damage using our current storage plan.

The picture below shows our storage box where we lock up our equipment at night. The storage box is painted to match the sand and maintained on a consistent basis.



# OBS Storage and Warehouse Facility



D. Upon notification of the award, we will order the new equipment for Delray Beach and switch out all the current equipment. The switch will be swift and seamless as it has been in the past. The entire process will take between 4-6 weeks upon notification. There will be no interruption in services and our experienced staff will ensure the transition is smooth and all visitors will be accommodated.

E. We will be able to initiate operations immediately.

# Environmental Aspect



OBS understands the relationship between working on the beach and maintaining the preservation of animal life. Our company is in full compliance with Article 14A of Palm Beach County's Unified Land Development Code.





# Accessibility and Meetings



**Availability for Meetings:** If there is a meeting that is requested by the City to meet with upper management or with any key personnel within our company, please feel free to contact us anytime via phone or email. Any OBS employee that works with Delray Beach will be made available to any City employee at their request.

**Attendance:** Our designated personnel will promptly be at every pre-scheduled meeting.

**Ensuring Accessibility:** The City may contact us at any time via:

**Email:** [info@beachservice.com](mailto:info@beachservice.com)

**Office phone:** 561-840-3373

**Michael Novatka's cell phone:** 561-568-7861

**Staffing Resources:** Please view the pages: Management & Staffing Plan, Delray Team and Experienced Staff within this proposal

**Organizational Diagram:** Please view Delray Team and Staff page within this proposal.

# Additional Amenities



## Water Sports

With City approval, we can provide non motorized water sports such as boogie boards, surf boards, kayaks, paddle boards and snorkeling. This is great fun for families and it enhances the beach going experience.



## Sunscreen Products

Oceanside Beach Service can provide sunscreen products to the patrons of Delray Beach. We are strong believers in supporting local businesses and we have been partners with a sunscreen company called Under the Sun for many years, providing quality skincare products. Their company is based out of Lauderdale by the Sea.

### Products Offered:

- ~Classic Royal Natural Oil 8 oz \$12
- ~Aloe 8 --oz, \$12
- ~SPF 8 --8 oz \$12
- ~SPF 30 --8 oz \$12



## Wi-Fi

OBS is capable of providing wifi coverage within those defined service areas to all patrons renting equipment. Patrons will be provided with an access code when needed.



# Proposed Revenues and Rates



We use the combination of our daily rates and our yearly packages to sustain the increase in rent over the next 5 years. Our track record proves it is attainable because we have been on point for the past 16 years using our proven business model. We base this on experience and a long history at Delray Beach.

Based on this experience we expect a growth in revenue of approximately 3% for each of the upcoming five years. Since our business is largely determined by the weather and our locations are in the subtropics, we have various factors that affect us other than hurricanes, such as: rough surf, shark sightings, red flags, strong high tide, sand blasting winds 20+ mph, green tide and thick seaweed. These elements will greatly reduce beachgoers, even if the sky is beautiful and sunny.

Therefore, we propose to increase our Minimum fee payments to the city by a total of 27% for the current five year contract period from the last five year period.

## Rates

We expect to keep our prices the same for the next 5 years to keep the residents and visitors happy.



# Oceanside Beach Service Price List

## Single Chair with Cushion

\$7 per hour

\$20 per day

\$250 annual package

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## Single Umbrella

\$10 per hour

\$25 per day

\$250 annual package

---

## Table

\$5 per Day

---

## Cabana Hood

\$10 per hour

\$25 per day

\$250 annual package

---

## Beach Value Package

Includes any combination of 3  
or more pieces listed above.

Florida Sales Tax Applies.  
Cash, check and all major credit cards are accepted.  
Multi-Day rates available.



# CED | TAX

## & ACCOUNTING SERVICES

Oceanside Beach Services Inc.  
Mr. Michael Novatka, President  
PO Box 13018  
North Palm Beach, FL 33408

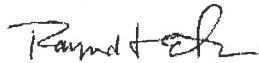
August 20, 2018

Dear Mr. Novatka,

In response to your request, all financial statements and tax returns for Oceanside Beach Services Inc. are available for review by the City of Delray Beach officials at my office.

Please have the responsible party contact me directly on 561.296.5725 ext.101 and I will provide any information they may require.

Thank you,



Raymond L. Eaton,  
Managing General Partner

Thank You.





## SECTION 8 PRICING INFORMATION

### 8.1 REVENUE PROPOSAL

Proposers should use this form for submitting its revenue proposal. Proposed revenues to the City will include the annual concession fee that is generated, in accordance with the requirements identified in this Scope of Work, and as set forth in this RFP document.

The option for renewal shall be exercised upon mutual agreement between Contractor and City, by written agreement with all original terms and conditions adhered to with no deviations.

The revenue fee information shall be clear and unambiguous to allow the City's Selection Committee/Evaluation Team to compare the prices from the different Proposers. Fees that are unclear and ambiguous may be determined by the City to be grounds for rejection of the proposal.

		Contractor's Proposed Annual Fee
Year One Annual Concession Fee:	(minimum acceptable \$440,625.00)	\$ 370,000
Year Two Annual Concession Fee:	(minimum acceptable \$484,688.00)	\$ 380,000
Year Three Annual Concession Fee:	(minimum acceptable \$533,155.00)	\$ 390,000
Year Four Annual Concession Fee:	(minimum acceptable \$586,470.00)	\$ 400,000
Year Five Annual Concession Fee:	(minimum acceptable \$645,117.00)	\$ 410,000
<b>Total Five Year Concession Fee:</b>		<b>\$ 1,950,000</b>

NOTE: APPLICABLE FLORIDA STATE SALES TAXES SHALL BE ADDED TO THE ABOVE LISTED ANNUAL CONCESSION FEE.

END OF SECTION 8

**Supplier Response Form**  
**ACKNOWLEDEMENT OF ADDENDA**

INSTRUCTIONS COMPLET PART I OR PART II, WHICHEVER APPLIES

**PART I**

List below the dates of issue for addendum received in connection with this solicitation.

Addendum #1, Dated	08/09/2018
Addendum #2, Dated	08/13/2018
Addendum #3, Dated	08/16/2018
Addendum #4, Dated	
Addendum #5, Dated	
Addendum #6, Dated	
Addendum #7, Dated	
Addendum #8, Dated	
Addendum #9, Dated	
Addendum #10, Dated	

**PART II**

☐ NO ADDENDUM WAS RECEIVED IN CONNECTION WITH THE SOLICITATION

Michael J Novatka

Firm Name

Michael J Novatka

Signature

Michael J Novatka, President

Name and Title

08/23/2018

Date

**Please enter your password below and click Save to update your response.**

Please be aware that typing in your password acts as your electronic signature, which is just as legal and binding as an original signature. (See [Electronic Signatures in Global and National Commerce Act](#) for more information.)

**To take exception:**

**Supplier Response Form**  
**CONFLICT OF INTEREST DISCLOSURE FORM**

The award of this contract is subject to the provisions of Chapter 112, *Florida Statutes*. All Bidders/Proposers must disclose within their Bid/Proposal: the name of any officer, director, or agent who is also an employee of the City of Delray Beach.

Furthermore, all Bidders/Proposers must disclose the name of any City employee who owns, directly or indirectly, an interest of more than five percent (5%) in the Bidder's/Proposer's firm or any of its branches.

The purpose of this disclosure form is to give the City the information needed to identify potential conflicts of interest for evaluation team members and other key personnel involved in the award of this contract.

The term "conflict of interest" refers to situations in which financial or other personal considerations may adversely affect, or have the appearance of adversely affecting, an employee's professional judgment in exercising any City duty or responsibility in administration, management, instruction, research, or other professional activities.

Please check one of the following statements and attach additional documentation if necessary:



To the best of our knowledge, the undersigned firm has no potential conflict of interest due to any other Cities, Counties, contracts, or property interest for this Bid/Proposal.



The undersigned firm, by attachment to this form, submits information which may be a potential conflict of interest due to other Cities, Counties, contracts, or property interest for this Bid/Proposal.

Acknowledged by:

Oceanside Beach Service, Inc.

Firm Name

Michael J Novatka

Signature

Michael J Novatka, President

Name and Title

08/22/18

Date

---

**Please enter your password below and click Save to update your response.**

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**To take exception:**

- 1) Click Take Exception.
- 2) Create a Word document detailing your exceptions.
- 3) Upload exceptions as an attachment to your offer on BidSync's system.

---

By completing this form, your bid has not yet been submitted. Please click on the place offer button to finish filling out your bid.

---

Username

Password \*



**Supplier Response Form**  
**DRUG-FREE WORKPLACE**

Oceanside Beach Service, Inc. is a drug-free workplace and has  
(Company Name)  
a substance abuse policy in accordance with and pursuant to Section 440.102, *Florida Statutes*.

Acknowledged by:

Oceanside Beach Service, Inc.

Firm Name

Michael J Novatka

Signature



Michael J Novatka, President

Name and Title

08/23/18

Date

---

**Please enter your password below and click Save to update your response.**

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- 3) Upload exceptions as an attachment to your offer on BidSync's system.

---

By completing this form, your bid has not yet been submitted. Please click on the place offer button to finish filling out your bid.

---

Username

Password \*

[Save](#) [Take Exception](#) [Close](#)

\* Required fields

**NON-COLLUSION AFFIDAVIT**

STATE OF Florida  
 COUNTY OF Palm Beach

Before me, the undersigned authority, personally appeared Michael J. Novatka, who, after being by me first duly sworn, deposes and says of his/her personal knowledge that:

- a. He/She is President of Oceanside Beach Service, Inc. the Proposer that has submitted a Proposal to perform work for the following:

RFP No.: 2018-046 Title: Beach Equipment Rental Concessions

- b. He/She is fully informed respecting the preparation and contents of the attached Request for Proposals, and of all pertinent circumstances respecting such solicitation.

Such Proposal is genuine and is not a collusive or sham Proposal.

- c. Neither the said Proposer nor any of its officers, partners, owners, agents, representatives, employees, or parties in interest, including this affiant, has in any way colluded, conspired, connived, or agreed, directly or indirectly, with any other Proposer, firm, or person to submit a collusive or sham Proposal in connection with the solicitation and contract for which the attached Proposal has been submitted or to refrain from proposing in connection with such solicitation and contract, or has in any manner, directly or indirectly, sought by agreement or collusion or communication or conference with any other Proposer, firm, or person to fix the price or prices in the attached Proposal or any other Proposer, or to fix any overhead, profit, or cost element of the Proposal price or the Proposal price of any other Proposer, or to secure through any collusion, conspiracy, connivance, or unlawful agreement any advantage against the City or any person interested in the proposed contract.

- d. The price or prices quoted in the attached Proposal are fair and proper and are not tainted by any collusion, conspiracy, connivance, or unlawful agreement on the part of the Proposer or any of its agents, representatives, owners, employees, or parties in interest, including this affiant.

[Signature]  
 Signature

Subscribed and sworn to (or affirmed) before me this 14 day of August 2018 by Michael Novatka, who is personally known to me or who has produced FL Drivers License as identification.

SEAL



Susan Held  
 NOTARY PUBLIC  
 STATE OF FLORIDA  
 Comm# FF127128  
 Expires 8/23/2018

Notary Signature [Signature]

Notary Name: Susan Held

Notary Public (State): Florida

My Commission No: FF 127128

Expires on: 8-23-18

**Supplier Response Form**  
**NOTIFICATION OF PUBLIC ENTITY CRIMES LAW**

Pursuant to Section 287.133, *Florida Statutes*, you are hereby notified that a person or affiliate who has been placed on the convicted contractors list following a conviction for a public entity crime may not submit a Bid/Proposal on a contract to provide any goods or services to a public entity; may not submit a Bid/Proposal on a contract with a public entity for the construction or repair of a public building or public work; may not submit Bids/Proposals on leases or real property to a public entity; may not be awarded or perform work as a contractor, supplier, sub-Bidder/sub-Proposer, or consultant under a contract with any public entity; and may not transact business with any public entity in excess of the threshold amount provided in Section 287.017 [F.S.] for Category Two [\$35,000.00] for a period of thirty-six (36) months from the date of being placed on the convicted contractors list.

Acknowledged by:

Oceanside Beach Service, Inc.

Firm Name

Michael J Novatka

Signature



Michael J Novatka, President

Name and Title

08/22/18

Date

---

**Please enter your password below and click Save to update your response.**

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**To take exception:**

- 1) Click Take Exception.
- 2) Create a Word document detailing your exceptions.
- 3) Upload exceptions as an attachment to your offer on BidSync's system.

---

By completing this form, your bid has not yet been submitted. Please click on the place offer button to finish filling out your bid.

Username

Password

\*

[Save](#) [Take Exception](#) [Close](#)

\* Required fields

## Supplier Response Form

### Notification of Public Records Law Pertaining to Public Contracts and Requests for Contractor Records Pursuant to Chapter 119, *Florida Statutes*

Pursuant to Chapter 119, *Florida Statutes*, Contractor shall comply with the public records law by keeping and maintaining public records required by the City of Delray Beach in order to perform the service. Upon request from the City of Delray Beach' custodian of public records, contract shall provide the City of Delray Beach with a copy of the requested records or allow the records to be inspected or copied within a reasonable time at a cost that does not exceed the cost provided in Chapter 119, *Florida Statutes* or as otherwise provided by law. Contractor shall ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed except as authorized by law for the duration of the contract term and following completion of the contract If the Contractor does not transfer the records to the City of Delray Beach. Contractor upon completion of the contract, shall transfer, at no cost, to the City of Delray Beach all public records in possession of the Contractor or keep and maintain public records required by the City of Delray Beach in order to perform the service. If the Contractor transfers all public records to the City of Delray Beach upon completion of the contract, the Contractor shall destroy any duplicate public records that are exempt or confidential and exempt from public records disclosure requirements. If the Contractor keeps and maintains public records upon completion of the contract, the Contractor shall meet all applicable requirements for retaining public records. All records stored electronically must be provided to the City of Delray Beach, upon request from the City of Delray Beach' custodian of public records, in a format that is compatible with the information technology systems of the City of Delray Beach.

**IF THE SELECTED BIDDER/PROPOSER HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO THE SELECTED BIDDER'S/PROPOSER'S DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THIS AGREEMENT, CONTACT THE CUSTODIAN OF PUBLIC RECORDS AT CITY OF DELRAY BEACH, CITY CLERK, 100 N.W. 1<sup>ST</sup> AVE., DELRAY BEACH FLORIDA. THE CITY CLERK'S OFFICE MAY BE CONTACTED BY PHONE AT 561-243-7050 OR VIA EMAIL AT [CITYCLERK@MYDELRAYBEACH.COM](mailto:CITYCLERK@MYDELRAYBEACH.COM).**

Acknowledged:

Oceanside Beach Service, Inc.

Firm Name

Michael J Novatka

Signature



Michael J Novatka, President

Name and Title (Print or Type)

08/22/18

Date

**Please enter your password below and click Save to update your response.**

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## Supplier Response Form

### SOLICITATION SUMMARY

#### IMPORTANT NOTICE

The information you provide on this page may be read aloud at the PUBLIC OPENING for this Solicitation. It is VERY IMPORTANT that the summary information you provide below is exactly the same information contained in your Bid. If subsequent to the opening of Bids/Proposals, the City determines that the information contained in the electronic version of your Bid/Proposal is different from the information on this Solicitation Summary, the City reserves the right to deem your Bid/Proposal NON-RESPONSIVE and remove your Bid/Proposal from further evaluation and consideration for contract award.

#### BID INFORMATION

Solicitation Number:	RFP 2018-046
Title:	Beach Equipment Rental Concessions
Due Date and Time:	August 23, 2018 10:00 am
Name of Bidder/Proposer:	Oceanside Beach Service, Inc.
Address	P. O. Box 13018, North Palm Beach, FL, 33408
Contact Person	Michael J Novatka
Bid/Proposal Amount (if applicable):	
Authorized Signature:	Michael J Novatka 
Date:	08/23/2018

By signing and submitting this Solicitation Summary, the Bidder/Proposer affirms that the information provided above is an exact and correct summary of the information contained in the electronic version of the Bidder's/Proposer's Bid/Proposal to the City of Delray Beach.

**THIS SOLICITATION SUMMARY MUST BE SIGNED AND INCLUDED AS AN ORIGINAL HARDCOPY IN THE SEALED PACKAGE CONTAINING YOUR BID/PROPOSAL OR SIGNED AND INCLUDED WITH YOUR SECURE ELECTRONIC BID/PROPOSAL SUBMITTAL THROUGH [WWW.BIDSYNC.COM](http://WWW.BIDSYNC.COM).**

**Please enter your password below and click Save to update your response.**

Please be aware that typing in your password acts as your electronic signature, which is just as legal and binding as an original signature. (See [Electronic Signatures in Global and National Commerce Act](#) for more information.)

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By completing this form, your bid has not yet been submitted. Please click on the place offer button to finish filling out your bid.

Username

Password \*

Save

Take Exception

Close

\* Required fields

## Supplier Response Form

### BID/PROPOSAL SUBMITTAL

This form is part of your original Bid/Proposal submittal package. Please also attach any additional information or documentation requested in this solicitation. There is no need to include the informational sections of this solicitation in your Bid/Proposal submittal package.

#### INSTRUCTIONS

Sealed Bids/Proposals must be received on or before the due date and time (local time) via electronic submission at [www.bidsync.com](http://www.bidsync.com), or via hard copy at the City of Delray Beach City Hall Front Lobby Reception Desk, 100 N.W. 1<sup>st</sup> Avenue, Delray Beach, Florida 33444. Normal City business hours are 8:00 AM to 5:00 PM, Monday through Friday, except holidays. **All Bids/Proposals will be publicly opened** at City Hall unless otherwise specified.

Each hard copy Bid/Proposal submitted to the City shall have the following information clearly marked on the face of the envelope: Bidder's/Proposer's name, return address, solicitation number, due date for Bids/Proposals, and the title of the solicitation. If the Solicitation Summary is not included in the package, the City may deem the Bid/Proposal non-responsive. Bids/Proposals must contain all information required to be included in the submittal, as described in this Solicitation.

Solicitation No.: RFP 2018-046

Solicitation Title: Beach Equipment Rental Concessions

Due Date and Time: August 23, 2018 10:00 am

Oceanside Beach Service, Inc.  
Name of Bidder/Proposer

**Please enter your password below and click Save to update your response.**

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Username

Password \*

Save

Take Exception

Close

\* Required fields

## Supplier Response Form

### SUBMITTAL SIGNATURE PAGE

By signing this document, the Bidder/Proposer certifies that it satisfies all legal requirements as an entity to do business with the City, including all Conflict of Interest and Code of Ethics provisions.

Firm Name: Oceanside Beach Service, Inc.

Street Address: 7547 Garden Rd, Riviera Beach, FL, 33404

Mailing Address (if different from Street Address): P.O. Box 13018, North Palm Beach, FL, 33408

Telephone Number(s): 561-840-3373

Fax Number(s):

Email Address: info@beachservice.com

Federal Employer Identification Number: 65-0296488

Prompt Payment Terms: % days' net days

Signature: Michael J Novatka

(Signature of authorized agent)

Print Name: Michael J Novatka

Title: President

Date: 08/23/2018

By signing this document, the Bidder/Proposer agrees to all terms and conditions of this solicitation and the resulting contract/agreement.

THE EXECUTION OF THIS FORM CONSTITUTES THE UNEQUIVOCAL OFFER OF BIDDER/PROPOSER TO BE BOUND BY THE TERMS OF ITS BID/PROPOSAL, FOR NOT LESS THAN 90 DAYS, AND THE BIDDER'S/PROPOSER'S UNEQUIVOCAL OFFER TO BE BOUND BY THE TERMS AND CONDITIONS SET FORTH IN THIS SOLICITATION. FAILURE TO SIGN THIS SOLICITATION WHERE INDICATED ABOVE, BY AN AUTHORIZED REPRESENTATIVE, SHALL RENDER THE BID/PROPOSAL NON-RESPONSIVE. THE CITY MAY, HOWEVER, IN ITS SOLE DISCRETION, ACCEPT ANY BID/PROPOSAL THAT INCLUDES AN EXECUTED DOCUMENT WHICH UNEQUIVOCALLY BINDS THE BIDDER/PROPOSER TO THE TERMS OF ITS BID/PROPOSAL.

**Please enter your password below and click Save to update your response.**

Please be aware that typing in your password acts as your electronic signature, which is just as legal and binding as an original signature. (See [Electronic Signatures in Global and National Commerce Act](#) for more information.)

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Username

Password

Save

Take Exception


Close

## Supplier Response Form

### TRUTH – IN – NEGOTIATION CERTIFICATE

The undersigned warrants (i) that it has not employed or retained any company or person, other than bona fide employees working solely for the undersigned, to solicit or secure the Agreement and (ii) that it has not paid or agreed to pay any person, company, corporation, individual, or firm other than its bona fide employees working solely for the undersigned or agreed to pay any fee, commission, percentage, gift, or any other consideration contingent upon or resulting from the award or making of the Agreement.

The undersigned certifies that the wage rates and other factual unit costs used to determine the compensation provided for in the Agreement are accurate, complete, and current as of the date of the Agreement.

Name: Michael J Novatka  
Title: President  
Date: 08/23/2018  
Signature: Michael J Novatka 

**Please enter your password below and click Save to update your response.**

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By completing this form, your bid has not yet been submitted. Please click on the place offer button to finish filling out your bid.

Username

Password \*

Save

Take Exception

Close

\* Required fields



July 2018

Here is something I would like you to know...

Your Cabana Boys "South" mostly (that's where I sit) represent Oceanside Beach Service very well! They are gentlemen with a patient style and are always most helpful! As I said in the past they make my day as a 77 yr. old "Senior." Alfredo is always special — good with people — unique, but oh so respectful & kind! Love him to death! Also Tanner, Zoh, Cohen ... all fine men, hard working, and pleasant to all!

Willie so classy — always smiling: loyal, dependable, nice Miss Richie + Reed plus many others who understand to all! move along! I will visit Richie in Deerfield! Congrats!

But Bob — for a Senior on fixed income? How about 1 Senior Dr counts after 12 yrs a member? (I just cd afford one chair)  
Sincerely yours, Can we ever get back the former wooded Connected Churn? Easier for harder folks + Seniors to get in + out of!  
Keeping the good work! Delray Beach is run beautifully and I do appreciate your service! Judy Giovino

Dear Mike:

Here is something I would like you to know...

THAT ALL THE STAFF AT THE  
DELRAY BEACH AREA ARE WONDERFUL.  
EXTREMELY PROFESSIONAL, WARM,  
CARING INDIVIDUALS.

ALFREDO HAS BEEN EXTREMELY  
ENTERTAINING!!

Sincerely yours,

Mr. & Mrs. Owen Flynn

Dear Michael Novatka:

Here is something I would like you to know...

Your guys and service are wonderful  
especially Alfredo! Thank you,

Sincerely yours,

Beverly Palumbo

Dear Michael Novatka:

Here is something I would like you to know...

We have been using your beach service  
for four years now & have always been  
pleased. Eddie is fantastic! I truly love  
it if you could extend service in Mar.  
when the days are longer - even 20 mins  
to 1/2 hr.

Sincerely yours,

Alynn Meyer

Dear Michael Novatka:

Here is something I would like you to know...

I am so grateful to have access to beach chairs, umbrellas and/or cabanas. It makes my stay in Delray Beach very pleasant. Getting to the beach is easy for me as I live nearby and walk there.

Not having to carry anything more than a beachbag is great.

All of the beach service staff are pleasant yet my favorite this year is Tack. He is very personable, willing to assist in any way he can and makes his rounds on a regular basis. Personally, I don't know how they handle all these people on the beach some days.

Some cushions could be upgraded/replaced and the little  
Side tables are somewhat scarce. Otherwise, no  
other suggestions.

Sincerely yours,

Linda Stewart

Dear Michael Novatka:

Here is something I would like you to know...

We Love

Alfredo!

(Delray Beach)

Sincerely yours,

Donna Norton (Member since 2016)

Dear Michael Novatka:

Here is something I would like you to know...

We recently purchased a vacation home in Delray Beach. We love.

Your service, it makes it much easier to visit the beach.

Simon was the person that greeted us. He was extremely helpful & pleasant. We look forward to many relaxing, sunny days on Delray Beach. Thank you

Sincerely yours,

for your services.

Sincerely, Stacy & David Berkowitz  
mills Rd

Dear Michael Novatka:

Here is something I would like you to know...

Service is great. Thank you for providing a very happy beach experience. Looking forward to another year after this one

Mr. & Mrs. William Leinwand

Sincerely yours,



Mr. & Mrs. William Leinwand  
Apartment 3F  
50 East Road  
Delray Beach, FL 33483-7036



Dear Michael Novatka:

Here is something I would like you to know...

We visit Delray Beach a lot.  
Kevin and his crew are always  
helpful and polite!

Sincerely yours,

Katie Giandomenico

---

Dear Michael Novatka:

Here is something I would like you to know...

We think the service at Delray Beach is great.  
Kevin has been really nice, and has gotten  
to know us a bit, which is nice.  
What a great service you provide!

Sincerely yours,

James Clark + John Weidenmann

Dear Michael Novatka:

Here is something I would like you to know...

THE SERVICE YOU OFFER + THE GENTLEMAN, ESPECIALLY  
SIMMON, IS GREAT! THE BEACH ALWAYS LOOKS CLEAN +  
INVITING. YOUR BOYS MAKE US PROUD OF OUR BEAUTIFUL  
DELRAY BEACH. YOUR SERVICE IS AN ASSET TO OUR COMMUNITY.  
WHEN YOU ARRIVE, THE CABINETS + THE CHAIRS GIVE A LOOK  
AND FEELING OF AN EXCLUSIVE, FUN + CASUAL RESORT.

WE ARE HAPPY TO SUPPORT + JOIN OCEANSIDE BEACH  
SERVICE.

Sincerely yours,

John + Ann Simon  
116 NE 14TH ST., DELRAY BEACH 33444

Dear Michael Novatka:

Here is something I would like you to know...

We have been faithful members since  
Alfredo took such good care of everyone in  
DeLray Beach -

Now Simon and Kevin stand  
out as doing a superb job - they  
are friendly, efficient and very hard working.

We're happy to see some of the old  
furniture being replaced with new -  
Oceanside in Delray Beach is a great  
place to be -

Sincerely yours,

DALE + Judy EVERETT - 1000 Lowry St., Delray Beach 33483

Dear Michael Novatka:

120 S. Ocean Blvd. 4C  
Delray Beach, FL.  
33483

Here is something I would like you to know...

Jason and his crew do a  
fine job at Delray Beach South  
station. Cabanas are always  
set & ready early a.m. and  
perfectly lined up again at

Sincerely yours,

Claudia  
w/ Jason & his crew & I  
unbrellas as well

Dear Michael Novatka:

Here is something I would like you to know...

So many of my paintings evolve from my time spent at  
Delray Beach and my past times (and soon to be future) at  
Singer Island - Two of the loveliest beaches in the world I  
think.

Thank you for allowing me to continue to be your resident  
artist! And, altho' relocating to W. Palm is my main  
focus (renovating an apt. to be apart + selling this one)  
right now, I look forward to creating new images of  
your gorgeous Singer Island with Cabanas next year.  
Meanwhile keep up the good work... & Thanks so much  
(Oh and I like the white chair - changes w/ umbrellas  
blue is really perfect for the beach & great for paintings)

Sincerely yours,

Claudia Callahan, Artist

Dear Michael Novatka:

Here is something I would like you to know...

Willie is the greatest!

We are very happy with the service we receive.

Hope you are in business forever!

Sincerely yours,

DORIA + DAVID & Brooks REESE

---

Dear Michael Novatka:

Here is something I would like you to know...

Year after year we love coming here & a nice part of the experience is the beach service. We appreciate it and look forward to coming. The guys are friendly & helpful. Equipment is comfortable. —

Sincerely yours,

The Jarkenses



Dear Michael Novatka:

Here is something I would like you to know...

Willie is an asset to your company - We love him - He's on the job everyday - polite and pleasant and a hard worker - We've been coming to Delray beach for 21 yrs - & stay 4-5 days a week - and Willie is the best - It's always good to do business with him - Jason is good too - but we always go to Willie - Thank you for your interest -

Sincerely yours,

Anita & Bob Mitchell

Dear Michael Novatka:

Here is something I would like you to know...

Your guys on the beach are  
fabulous - courteous, kind,  
professional, helpful & fun.

Great choices in hiring!

Sincerely yours,

Annette Anselmi

Dear Michael Novatka:

Here is something I would like you to know...

THE GUYS ARE COURTEOUS,  
EXTREMELY HELPFUL AND ATTENTIVE  
IN THEIR ~~WHO~~ RAPORTE WITH CUSTOMERS.

WE SIT IN THE AREA WHERE  
JASON WORKS AND HE IS HARDWORKING  
AND ALL OF THE ABOVE. YOUR  
COMPANY AND PERSONNEL ARE

Sincerely yours,

GREAT -

THANKS STUART, BARB, DORIS

GOLDSTEIN  
DELRAY BEACH

Dear Michael Novatka:

Here is something I would like you to know...

All of your employees have been  
extremely helpful and courteous.  
They go out of their way to meet  
your customers needs.

Carol and Bob Oliver :)

Sincerely yours,

Dear Michael Novatka:

Here is something I would like you to know...

Your guys are always friendly, always helpful. They have great memories as they always seem to "know us" by sight and name. Feels like we are the only ones they have to take care of.

Sincerely yours,

Dear Michael Novatka:

Here is something I would like you to know...

The beach service was very good. The workers would come by 2-3 times, as the sun shifted in order to adjust our umbrellas. They were very polite and seemed to be very hard working and conscientious.

Sincerely yours,

Dear Michael Novatka:

Here is something I would like you to know...

We frequent our favorite beach (Lake Worth) + Steve + Ben are awesome, they set us up, check on us during our stay, adjust our umbrella, etc... HAVE been with you for 3 yrs + we love it! → so much, we decided to splurge this yr + get a full pass!  
Very Happy @ the beach!

Sincerely yours,

fr Surica

Dear Michael Novatka:

Here is something I would like you to know...

We have been a member of your services for many years here in Delray Beach. I would like to compliment your workers/employees <sup>especially</sup> Alfredo, Willie + Zac. They are always professional, pleasant + helpful as are their assistants. A great crew!!

Sincerely yours,

Donna + Bill Regella



Dear Michael Novatka:

Here is something I would like you to know...

I'm impressed with the quality of your beach employees. Friendly, courteous, helpful. My wife and I are in Delray and The Great Alfredo takes good care of us.

Sincerely yours,

Royden Pakady

Dear Michael Novatka:

2018

Here is something I would like you to know...

I am part of the Sewett/Epstein clients for many years.

The young men you have working for you are terrific. Justin, Miles, Cohen to name a few are very courteous & helpful.

Sincerely yours,

Keep up the good work

Sewett/Epstein

Dear Michael Novatka:

Here is something I would like you to know...

Mike,

Willie, Ritchie, and Zach... and all of  
your employees, represent you and your services  
in the most professional manner, always polite  
and considerate to us and our guests.

I hope that you and yours are well. Happy  
New Year.

Sincerely yours,

From The Pepper Brothers

Bart,

Jan 9<sup>th</sup> January 2018

Dear Michael Novatka:

Here is something I would like you to know...

Miles is awesome. This is my  
third year at Atlantic Dunes  
and Miles is the best yet.  
Of course almost all your  
employees have been great to  
work with. Thanks!

Sincerely yours,

Angel Alatorre

Dear Mike:

Here is something I would like you to know...

Hi Mike,

Just want to say I ♥ that you are  
in Delray! We love living here & very  
happy you are at the beach. Best  
Service.

Sincerely yours,

Thanks, Pat Robinson

Dear Michael Novatka:

Here is something I would like you to know...

We want to compliment Tony for being  
such a pleasant, accomodating and hard  
working young man. He is a great  
asset to Oceanide Beach services!

Sincerely yours,

The Nikiti Family  
Jeff & Sue, Garrett

Dear Michael Novatka:

Here is something I would like you to know...

Shane does an amazing  
job !!! 😊

Sincerely yours,

V-7A

KISTLER

Dear Michael Novatka:

Here is something I would like you to know...

I LOVE THE YEAR AROUND, AND ABLE TO  
GO TO OTHER BEACHES, LIKE OceanSide's,  
YOUR PEOPLE AT LAKEWORTH ARE VERY FRIENDLY.  
YOUR CHAIRS & UMBRELLAS ARE NICE! *Yvonne Fick*

Sincerely yours,



Dear Michael Novatka:

Here is something I would like you to know...

11/26/2014 We Are Extremely happy with  
The Chair and umbrella and would like  
To inform you That Angelo, who  
Signed us up; was Very Professional  
and Kind. He moved our Chairs, Told  
US THE Best Places To Sit and  
gave us his Cell Phone Number in case we  
needed help. He's A Keeper. Sincerely,  
Ron & Irene Leiterman

Dear Michael Novatka:

Here is something I would like you to know...

Your employees were kind & helpful, &  
accommodating. We look forward  
to our next visit.

Sincerely,  
Adriana Apicella

Sincerely yours,

Dear Mike:

Here is something I would like you to know...

Jahsea Paul makes the  
difference! He's a Class Act!

Sincerely yours,

Chuck Bleiwis ~~#~~

Dear Michael Novatka:

Here is something I would like you to know...

Jahsea Paul is a very pleasant, polite  
young man who treats us very well  
when we go to the beach. He  
makes us feel very welcome and  
comfortable in making sure our  
chairs and umbrella are set  
correctly. Sincerely,

Sincerely yours,

Dr. Louis & Mrs. Carmen Gallo  
9535 Lake Serena Dr.  
Boca Raton FL.  
609-923-2737

Dear Michael Novatka:

Here is something I would like you to know...

Just wanted to tell you that your employees  
are all accomodating. We enjoy them all.

Marge-John Barber

Sincerely yours,

Dear Michael Novatka:

Here is something I would like you to know...

Mike, I Don't get TO THE Beach AS  
OFTEN AS I like TO. BUT I HAVE BEEN  
A member For YEARS NOW! AND I LOVE  
Knowing I CAN GO TO THE BEACH AND  
ENJOY THE BEACH SERVICE YOU provide. ITS  
ALL WAYS GOOD TO SEE THEM WHEN I COME WITH  
FRIENDS + FAMILY.

Sincerely yours,

THANK YOU AND YOUR STAFF

Robert H. LAYNE (561-929-5672)

Dear Michael Novatka:

Here is something I would like you to know...

This is the most afordable Luxury  
that I can Treat myself too.

Your staff is always very helpful  
and polite.

I look forward to many more years  
in the Sun (..... or shade)

Sincerely yours,

Flanora Adams

Dear Michael Novatka:

Here is something I would like you to know...

The beach service is excellent.  
all the men that help you on the beach  
are very helpful and nice

Sincerely yours,

Rose Mage



Dear Michael Novatka:

Here is something I would like you to know...

The service was very quick and very  
Pleasant. The men are Polite all the time

( Mrs. Plon  
Young member )

Sincerely yours,

---

Dear Michael Novatka:

Here is something I would like you to know...

THANKS FOR YOUR GREAT SERVICE !

Sincerely yours,

Carole Donohoo

Dear Michael Novatka:

Here is something I would like you to know...

SO GLAD YOU HAVE THE CONTRACT FOR  
BEACH SERVICE - I LOVE THE FACT THAT I  
CAN GO TO THE BEACH AND HAVE A LOUNGE  
CHAIR AT MY DISPOSAL. SO MUCH EASIER  
THAN "LOGGING" CHAIRS WITH ME - I ALSO BRING  
MY OWN ASH TRAY AND WISH THE OTHERS  
WOULD DO THE SAME INSTEAD OF USING  
THE SAND. THEY GIVE US SMOKERS A  
BAD NAME!

THANKS FOR THE EXCELLENT  
SERVICE - YOUR EMPLOYEES ARE  
VERY HELPFUL AND POLITE

Sincerely yours,

CAROL PISANI

EMAIL - CPISANI 007 @AOL.COM

Dear Michael Novatka:

Here is something I would like you to know...

I am very pleased with the  
service Ken gives me. He is a very  
good worker and you kind to all  
the people

Sincerely yours,

Lorraine Weisman

Dear Michael Novatka:

"All is Well on Beautiful Delray Beach"  
I probably left out some "Cabana Boys" but will keep you updated!  
Here is something I would like you to know...

This may be my tenth or eleventh year as a happy Oceanside member! I am a 75yr old Senior, who tries to get to the beach every afternoon and your BEACH BOYS "Make My Day!!! Always!!! You probably know this & I repeat: Willie is the greatest & so loyal!!! Alfredo is also tops with his own way towards people... Danny Lynch, Nicky, and Richie couldn't be nicer or more hard working!!! Reed, I miss, but they tell me he's coming back!!!

I'll always miss Jackson & Eddie but see them occasionally! Kristen at the Dunes is terrific, too! Miles & Devin seem like good workers!

Sincerely yours,

I started with you when KEVIN, Simon, <sup>from England</sup> Sean began! (way back!!!)  
You always hired fine men, polite and so helpful!!! Oceanside helps to make my Retirement easy, comfortable, & special! Keep up the good work you're doing, Mike!  
Thanks — Judy GIOVINO (Senior with a Visor Cap) South Side Delray Beach

Dear Michael Novatka:

Here is something I would like you to know...

Your staff - Reed Barnette and Logan Martin are awesome! Their understanding of true customer service and friendly, caring professionalism is truly refreshing. Both of these young men are true assets to your organization. In a world filled with a lack of customer care or appreciation, it is so nice to come in contact with people like Reed and Logan! Hang onto these two! 😊 And thank you for a great amenity to our life in S. Florida...

Sincerely yours,

Selen Baldwin Martin

Dear Michael Novatka:

Here is something I would like you to know...

I have absolutely nothing negative to say about your services or the men you have working for. This past visit we worked mainly with Willy + Jack. Both were extremely respectful + helpful. Everything we needed was waiting for us on the beach. That is the reason we purchased the membership.

Sincerely yours,

Marilyn Horn

Dear Michael Novatka:

Here is something I would like you to know...

We have used your services for the last 5 or 6 years mostly in March. As Snowbirds we do not avail ourselves during the summer as the records will show. Your Beach personnel are very attentive and helpful we like them very much. The few times we go to the beach, it nice to know I don't need to carry chairs

Thank you  
Happy New Year  
Judy  
Jerry Lipkin

Sincerely yours,



Dear Michael Novatka:

Here is something I would like you to know...

We plan to fully enjoy our  
beach pass 'cause we so love the  
beach.

And 'Eddie' is so  
nice, he is a pleasure.

Sincerely yours,

Sharon Kevin Lester

Dear Michael Novatka:

Here is something I would like you to know...

Tony is excellent. He is helpful,  
friendly and extremely hard  
working. He is certainly a  
major asset to your company!

Sincerely yours,

Penelope Helm.

Dear Michael Novatka:

Here is something I would like you to know...

WE HAVE NEVER HAD A BAD EXPERIENCE  
WITH YOUR BEACH SERVICE. YOUR PEOPLE  
ARE ALWAYS COURTEOUS AND PROFESSIONAL.  
HOWEVER, HOW DO WE MANAGE SOMEONE  
PLAYING A LOUD RADIO? WE ARE TOO OLD  
TO BEAT THEM UP.

Sincerely yours,

PATRICK WILSON

Dear Michael Novatka:

Here is something I would like you to know...

Service is great - Willy, Chris, & entire staff  
wonderful!

Thank you

Bruce Petrucci

Sincerely yours,

Dear Michael Novatka:

Here is something I would like you to know...

I normally go to Delray Beach

but I recently went to  
Deerfield — loved the new  
louges there — wish they  
were in Delray.

Sincerely yours,

The Greenfields

Dear Michael Novatka:

Here is something I would like you to know...

We are very happy of the service  
given by David.

Thank you -

Mina & Edward Louek

Sincerely yours,

Dear Michael Novatka:

Here is something I would like you to know...

Having a cabana at the beach is the greatest experience!! No more carrying chairs & umbrellas!! The staff is extremely attentive. They are always offering to make our stay more pleasant!! We highly recommend the Oceanside Beach Service to everyone. It makes a day at the beach a sheer joy!! The Customer Service is above & beyond the "call of duty"!!

Sincerely yours,

We'll never be without this service!!  
Joseph & Jane French

Dear Michael Novatka:

Here is something I would like you to know...

Aimen and Willie have always given us excellent service.

We have seen and heard them with other customers and they are always courteous and professional!

They make our day at the beach very enjoyable.

Sincerely yours,

Clair Knight

Dear Michael Novatka:

Here is something I would like you to know...

Tony is A real Asset to your company  
he is very organized and always in a  
good mood  
Ed Roby

Sincerely yours,

Dear Michael Novatka:

Here is something I would like you to know...

So GLAD YOU HAVE THE CONTRACT FOR  
BEACH SERVICE - I LOVE THE FACT THAT I  
CAN GO TO THE BEACH AND HAVE A LOUNGE  
CHAIR AT MY DISPOSAL. SO MUCH EASIER  
THAN "LUGGING" CHAIRS WITH ME - I ALSO BRING  
MY OWN ASH TRAY AND WISH THE OTHERS  
WOULD DO THE SAME INSTEAD OF USING  
THE SAND. THEY GIVE US SMOKERS A  
BAD NAME!

THANKS FOR THE EXCELLENT  
SERVICE. YOUR EMPLOYEES ARE  
VERY HELPFUL AND POLITE

Sincerely yours,

CAROL PISANI

EMAIL - CPISANI 007@AOL.COM



Dear Michael Novatka:

Here is something I would like you to know...

I want to compliment the Beach Service and in particular our favorite "Beach Boy" Richard Richardson.

I share a beach pass each winter with my cousin who lives in Delray. What a pleasure to go to the beach and to have chairs/umbrella and umbrella set up for us! We enjoy Richard so much. He has a very pleasing personality, goes beyond his call of duty to help, stops to ask how we are doing and just makes us laugh. Their job on the beach is sometimes not easy with the crowds, the sudden winds and pop up storms. We appreciate the service so very much.

Sincerely yours,

Marcia Horvitz (from Upstate NY)

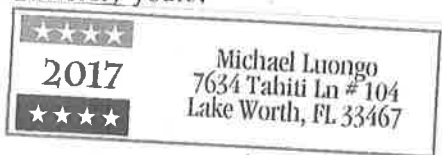
P.S. We just updated the card for 2017. I can't wait to get back. It is 3° here today 😊

Dear Michael Novatka:

Here is something I would like you to know...

Very Happy with the service. The Crew is Great.

Sincerely yours,



Dear Michael Novatka:

Here is something I would like you to know...

DAVID IS AN EXCELLENT WORKER + NEEDS  
A RAISE. I HAVE PERSONALLY WITNESSED  
HIS DEDICATION TO THE WORK HE DOES  
ON & FOR THE DEACHT SERVICE AND IT'S  
CLIENTS!

Life Time member  
← BOB YASTOR ENKEL  
BOB YASTOR

Sincerely yours,

Dear Michael Novatka:

Here is something I would like you to know...

My wife & I HAVE NOT BEEN ABLE TO USE YOUR SERVICES  
FREQUENTLY. HOWEVER WHEN WE DO YOUR STAFF HAS BEEN  
VERY HELPFUL.

Thanks  
Chris Polita

Sincerely yours,

Dear Michael Novatka:

Here is something I would like you to know...

Margaret Travis-Jaspering

#1203

700 E Boynton Beach Blvd  
Boynton Beach, FL 33435-4149

Dear Michael,

Your staff and services are  
wonderful. Staff, especially in  
Boynton Beach are A No.1.  
I thank you.

Sincerely yours,

Margaret Travis Jaspering

Dear Michael Novatka:

Here is something I would like you to know...

Service is good - David is great.  
During the height of the winter season  
you need more lounge chairs &  
umbrellas.

Sincerely yours,

Phil Forman

Dear Michael Novatka:

Here is something I would like you to know...

We just renewed for a 2nd year @  
Delray Beach. Your guys- Simon,  
Jason, and Mike are always so  
nice and helpful. Great service!

Sincerely yours,

Betsy + Gary Bogart

Dear Michael Novatka:

Here is something I would like you to know...

EXCELLENT SERVICE  
AND POLITENESS  
THANKS

Sincerely yours,

Jim Fares

Dear Michael Novatka:

Here is something I would like you to know...

Enclosed is my annual ~~month~~ maintenance fee. You've done it again by finding a very nice, polite beach boy again. Ryan is very nice, polite, helpful etc.

Sincerely yours,

Beverley Palumbo

---

Dear Michael Novatka:

Here is something I would like you to know...

YOUR EQUIPMENT AND SERVICE IS EXCELLENT. WE HAVE BEEN MEMBERS FOR ABOUT FOUR OR FIVE YEARS. PLEASE TRY TO KEEP YOUR FEE AFFORDABLE.

Sincerely yours,

Ann and Stella Mandolfi



Dear Michael Novatka:

Here is something I would like you to know... *that it is a pleasure having a membership with you. The guys are extremely accomodating, pleasant & a pleasure to do business with (I mostly see David & Victor). Great job!*

Sincerely yours,

*Sue Chiuillo*

---

Dear Michael Novatka:

Here is something I would like you to know...

*I really enjoy my Cabanna. It is truly a pieceful place. And Victor is excellent and is a pleasure to have him as part of a very wonderful day at the beach. He is really good at customer service and I know he enjoys his job.*

*Thank you + Happy Holidays -  
Deb Rasmussen*

Sincerely yours,

Dear Michael Novatka:

Here is something I would like you to know...

Beach service was excellent! The man in charge of the chairs was extremely friendly and helpful. The area was well-kept, and everything looks beautiful! The only complaint I have of our stay were the clouds!

Sincerely yours,

The Bohan Family

---

Dear Michael Novatka:

Here is something I would like you to know...

YOU ARE WONDERFUL!

Sincerely yours,

Dear Michael Novatka:

Here is something I would like you to know...

What a wonderful service to have  
right in our back yard!!

We enjoy all of your employees,  
they do a wonderful job.



Sincerely yours,

---

Dear Michael Novatka:

Here is something I would like you to know...

You have the best employees!  
I recommend you to everyone  
+ all my clients + friends now  
feel the same way!

Sincerely yours,

Thanks!  
Sunette Sunekuld

Dear Michael Novatka:

Here is something I would like you to know...

YOU CONTINUE TO PROVIDE THE BEST SERVICE!  
YOUR WORKERS ARE POLITE, FRIENDLY + VERY  
helpful...

Sincerely yours,

Carole Donohoo

THANKS

Dear Michael Novatka:

Here is something I would like you to know...

My wife and I appreciate both  
the cabanas and the service,  
it makes going to the beach  
much more enjoyable.

Sincerely yours,

Tom and Stella Mendolfi

Dear Michael Novatka:

Here is something I would like you to know...

We want to compliment you on  
your guys that work on the  
beach. They were both extremely  
nice and helpful. Breck helped  
us last year. Ryan helped us this  
year. Thanks. We enjoy  
the lounge chairs alot! They &  
Marc Fogel

Sincerely yours,

Dear Michael Novatka:

Here is something I would like you to know...

I really enjoy my Cabanna. It is truly a  
pleasant place. And Victor is excellent and  
is a pleasure to have him as part of a  
very wonderful day at the beach. He is  
really good at customer service and I  
know he enjoys his job.

Thank you + Happy Holidays -  
Deb Rasmussen

Sincerely yours,



Dear Michael Novatka:

Here is something I would like you to know...

The Oceanside Beach Services  
are excellent. Your attendants are  
friendly yet professional. Now,  
if only we could have the drinks  
with the little umbrellas! ☺

Sincerely yours,

Julia Kery & family

---

Dear Michael Novatka:

Here is something I would like you to know...

Our family has been going to  
the Boca Beach for four generations.  
(South Entrance) We live across Aia in the  
Riviera neighborhood.

We have "dragged" blankets, umbrellas  
etc etc. Thanks to your service we now  
need only towels, toys and a little lunch.

Sincerely yours,

Best thing since "Apple Pie"  
Leslie Sweeney  
# 850 NE 4<sup>th</sup> Street Boca Raton

Dear Mike:

Here is something I would like you to know...

Been a member 2 years. Love the service!!  
Your employees are very kind + accomodating.  
Looking forward to seeing you in  
November.

Eugene Tundisi

Sincerely yours,

Dear Mike:

Here is something I would like you to know...

No more dragging our chairs!  
Thank you

The Hoffmans

3690 N. Ocean  
A

Sincerely yours,



Jen W

83 16



Reviewed February 24, 2018 via mobile

## Excellent Service

Great service on Del Ray Beach. Only had a brief time to relax on the beach while visiting on business, and this was a perfect way to do it. Worth the money, reasonably priced at \$10/hr. Friendly, helpful staff.

[Ask Jen W about Oceanside Beach Services](#)

1 Thank Jen W

*This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.*



TravelYourWo...  
Charles Town,  
West Virginia

46 40



Reviewed December 22, 2017

## Comfortable day at the Beach

Oceanside Beach Services offer comfortable beach lounges, chairs and umbrellas up and down the southern beach coast of Florida. They are very personable/fun and informative to work with. Just make your choice of comfort on the beach by selecting the lounge chairs you'd like and they will stop by to discuss your cost options providing multiple forms of payment including Credit. You will be pleasantly surprised at the fair affordable cost and interested to know of all the cost saving options available, in the event you'd like more time than just the day or a couple hours. We opted for a couple of hours at just \$20. That's plenty of sun for us for the day. We enjoyed every minute of the comfort their Lounge Service provided. THANKS Oceanside Beach Service Inc.!!

[Show less](#)

[Ask TravelYourWorld about Oceanside Beach Services](#)

1 Thank TravelYourWorld

*This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.*



Lomawell  
Delray Beach,  
Florida

1



Reviewed August 15, 2017

## Five star service !

We had brilliant service as usual from the "Oceanside Beach Service" in Delray during our summer vacation. Service with a smile 😊 From Richie and Willie , thanks guys for looking after us, we will see you again in the near future!

[Ask Lomawell about Oceanside Beach Services](#)



Frabulous  
Singer Island,  
Florida

3



Reviewed July 24, 2017 via mobile

## Great Beach Service!

Oceanside Beach Service is the best on the island - its services you with chaise lounges and umbrellas - as they have several locations - I currently use their Singer Island Beach Service.

Everyone is so accommodating and tends whatever you need to make your beach experience a relaxing one!

Bill was our incredible cabana man - he just couldn't do enough to make us enjoy our day!

Kudos goes to the entire group at OBS - Michael the owner, Jesse, Nick and the others they all are courteous, accommodating and wonderful!

[Show less](#)

[Ask Frabulous about Oceanside Beach Services](#)

Thank Frabulous

*This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC*



owie1631  
Delray Beach,  
Florida

1



Reviewed June 28, 2017 via mobile

## Best investment for the year

We moved in Delray Beach in April 2017 and registered for year with Oceanside beach service (money well spent). We couldn't be happier with our decision. Willie and his guys are quick to get us set up for the day. We look forward to our retirement in Delray.

[Show less](#)

[Ask owie1631 about Oceanside Beach Services](#)

Thank owie1631

*This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC*



SSHR1



Reviewed June 25, 2017 via mobile

## Beach Service

Always great service. Willie is always friendly and so is his staff. We have the year round pass and we love it!



**ANNE M. GANNON**  
CONSTITUTIONAL TAX COLLECTOR  
Serving Palm Beach County

*Serving you.*

P.O. Box 3353, West Palm Beach, FL 33402-3353  
www.pbctax.com Tel: (561) 355-2264

**\*\*LOCATED AT\*\***

3200 N OCEAN BLVD  
RIVIERA BEACH, FL 33404-0000

TYPE OF BUSINESS	OWNER	CERTIFICATION #	RECEIPT #/DATE PAID	AMT PAID	BILL #
53-0036 MISC MERCHANDISE RENTAL	NOVATKA MICHAEL J		B17.495068 - 08/14/17	\$33.00	B40122178

This document is valid only when receipted by the Tax Collector's Office.

OCEANSIDE BEACH SERVICE INC  
OCEANSIDE BEACH SERVICE INC  
PO BOX 13018  
NORTH PALM BEACH, FL 33408-7018



B1 - 99

**STATE OF FLORIDA  
PALM BEACH COUNTY  
2017/2018 LOCAL BUSINESS TAX RECEIPT**

**LBTR Number: 200627210  
EXPIRES: SEPTEMBER 30, 2018**

This receipt grants the privilege of engaging in or managing any business profession or occupation within its jurisdiction and MUST be conspicuously displayed at the place of business and in such a manner as to be open to the view of the public.





OCEABEA-02

DAWFA1

## CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)  
02/06/2018

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

**IMPORTANT:** If the certificate holder is an **ADDITIONAL INSURED**, the policy(ies) must have **ADDITIONAL INSURED** provisions or be endorsed. If **SUBROGATION IS WAIVED**, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

<b>PRODUCER</b> First Flight Insurance Group, Inc. 4112 N Croatan Hwy Kitty Hawk, NC 27949	<b>CONTACT NAME:</b> Annette McCargo <b>PHONE (A/C, No, Ext):</b> (252) 573-3884 <b>E-MAIL ADDRESS:</b> amccargo@firstflightinsurance.com <b>FAX (A/C, No):</b>														
<b>INSURED</b>  Oceanside Beach Service, Inc. PO Box 13018 North Palm Beach, FL 33408	<table border="1"><tr><th>INSURER(S) AFFORDING COVERAGE</th><th>NAIC #</th></tr><tr><td>INSURER A: Certain Underwriters at Lloyds</td><td></td></tr><tr><td>INSURER B:</td><td></td></tr><tr><td>INSURER C:</td><td></td></tr><tr><td>INSURER D:</td><td></td></tr><tr><td>INSURER E:</td><td></td></tr><tr><td>INSURER F:</td><td></td></tr></table>	INSURER(S) AFFORDING COVERAGE	NAIC #	INSURER A: Certain Underwriters at Lloyds		INSURER B:		INSURER C:		INSURER D:		INSURER E:		INSURER F:	
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INSURER B:															
INSURER C:															
INSURER D:															
INSURER E:															
INSURER F:															

## COVERAGES

CERTIFICATE NUMBER:

REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> <b>COMMERCIAL GENERAL LIABILITY</b> <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR <input checked="" type="checkbox"/> \$2,500 per occ ded.  GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PROJECT <input type="checkbox"/> LOC OTHER:	X		SA10020-R6-17581	02/09/2018	02/09/2019	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 100,000 MED EXP (Any one person) \$ 1,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COM/OP AGG \$ 1,000,000
	<b>AUTOMOBILE LIABILITY</b> <input type="checkbox"/> ANY AUTO OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> NON-OWNED AUTOS ONLY						COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
	<b>UMBRELLA LIAB</b> <input type="checkbox"/> OCCUR <b>EXCESS LIAB</b> <input type="checkbox"/> CLAIMS-MADE DED <input type="checkbox"/> RETENTION \$						EACH OCCURRENCE \$ AGGREGATE \$
	<b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b> ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) <input type="checkbox"/> Y/N If yes, describe under DESCRIPTION OF OPERATIONS below		N/A				PER STATUTE <input type="checkbox"/> OTH-ER <input type="checkbox"/> E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)  
Beach Equipment and Non-Motorized Watercraft Rentals at the locations per schedule on file.

## CERTIFICATE HOLDER

## CANCELLATION

City of Delray Beach 100 NW First Ave. Delray Beach, FL 33444	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.  AUTHORIZED REPRESENTATIVE <i>Dawnie Wilmer</i>
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ACORD 25 (2016/03)

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GOVERNMENT EMPLOYEES INSURANCE COMPANY  
GEICO Commercial Phone Number: 1-866-509-9444  
POLICY NUMBER: 9100104225 02

COMMERCIAL AUTO

Government Employees Insurance Company  
**BUSINESS AUTO DECLARATIONS**

ITEM ONE

**PRODUCER:**

Brandon Owens

**NAMED INSURED:** OCEANSIDE BEACH SERVICE INC

**MAILING ADDRESS:** PO BOX 13018  
NORTH PALM BEACH, FL 33408-7018

**POLICY PERIOD:** From 02-16-2018 to 02-16-2019 at 12:01 A.M. Standard Time at your  
mailing address shown above

**PREVIOUS POLICY NUMBER:** 9100104225 01

**FORM OF BUSINESS:**

☒ CORPORATION

☐ LIMITED LIABILITY COMPANY

☐ INDIVIDUAL

☐ PARTNERSHIP

☐ OTHER

IN RETURN FOR THE PAYMENT OF THE PREMIUM, AND SUBJECT TO ALL THE TERMS OF THIS POLICY,  
WE AGREE WITH YOU TO PROVIDE THE INSURANCE AS STATED IN THIS POLICY.

Premium shown is payable at inception: \$

AUDIT PERIOD (IF APPLICABLE) ANNUAL

**ENDORSEMENTS ATTACHED TO THIS POLICY.**

IL 00 17 -- Common Policy Conditions (IL 01 46 in Washington)

IL 00 21 -- Broad Form Nuclear Exclusion (not Applicable in New York) (IL 01 98 in Washington)

**SEE SCHEDULE OF FORMS AND ENDORSEMENTS**

COUNTERSIGNED \_\_\_\_\_ BY \_\_\_\_\_  
(Date) (Authorized Representative)

ITEM TWO

**Schedule Of Coverages And Covered Autos**

This policy provides only those coverages where a charge is shown in the premium column below. Each of these coverages will apply only to those "autos" shown as covered "autos". "Autos" are shown as covered "autos" for a particular coverage by the entry of one or more of the symbols from the Covered Autos section of the Business Auto Coverage Form next to the name of the coverage.

COVERAGES	COVERED AUTOS	LIMIT	PREMIUM
COVERED AUTOS LIABILITY	7	\$ 1,000,000	\$
PERSONAL INJURY PROTECTION (or equivalent No-fault Coverage)	7	SEPARATELY STATED IN EACH P.I.P. ENDORSEMENT MINUS \$ 1,000 DEDUCTIBLE.	\$
ADDED PERSONAL INJURY PROTECTION (or equivalent Added No-fault Coverage)		SEPARATELY STATED IN EACH ADDED P.I.P. ENDORSEMENT.	
PROPERTY PROTECTION INSURANCE (Michigan only)		SEPARATELY STATED IN THE PROPERTY PROTECTION INSURANCE ENDORSEMENT MINUS DEDUCTIBLE FOR EACH ACCIDENT.	
AUTO MEDICAL PAYMENTS		EACH INSURED	
MEDICAL EXPENSE AND INCOME LOSS BENEFITS (Virginia only)		SEPARATELY STATED IN THE MEDICAL EXPENSE AND INCOME LOSS BENEFITS ENDORSEMENT.	
UNINSURED MOTORISTS	7	\$ 1,000,000	\$
UNDERINSURED MOTORISTS (When not included in Uninsured Motorists Coverage)	7	\$ 1,000,000	INCL
PHYSICAL DAMAGE COMPREHENSIVE COVERAGE		ACTUAL CASH VALUE OR COST OF REPAIR, WHICHEVER IS LESS, MINUS DEDUCTIBLE FOR EACH COVERED AUTO, BUT NO DEDUCTIBLE APPLIES TO LOSS CAUSED BY FIRE OR LIGHTNING. See ITEM FOUR For Hired or Borrowed Autos.	
PHYSICAL DAMAGE SPECIFIED CAUSES OF LOSS COVERAGE		ACTUAL CASH VALUE OR COST OF REPAIR, WHICHEVER IS LESS, MINUS DEDUCTIBLE FOR EACH COVERED AUTO FOR LOSS CAUSED BY MISCHIEF OR VANDALISM. See ITEM FOUR For Hired Or Borrowed Autos.	
PHYSICAL DAMAGE COLLISION COVERAGE		ACTUAL CASH VALUE OR COST OF REPAIR, WHICHEVER IS LESS, MINUS DEDUCTIBLE, FOR EACH COVERED AUTO. See ITEM FOUR For Hired Or Borrowed Autos.	
PHYSICAL DAMAGE TOWING AND LABOR		FOR EACH DISABLEMENT OF A PRIVATE PASSENGER AUTO.	
TAX SURCHARGE			
PREMIUM FOR ENDORSEME			
* ESTIMATED TOTAL PREI			

\* This policy may be subject to final audit.



**EMPLOYERS PREFERRED INS. CO.**  
A Stock Company

Workers' Compensation and Employers Liability  
Insurance Policy

Policy Number		Policy Period	
EIG 1546210 05		From 08/15/2017	To 08/15/2018
12:01A.M. Standard Time at the address of the Insured as stated herein			
Transaction			
AMENDED DECLARATIONS Effective: 08/15/2017			
NCCI Carrier # 31283		WCIRB CARRIER#	PRIOR POLICY NUMBER EIG154621004
1. Named Insured and Address		Agent	
OCEANSIDE BEACH SERVICE PO BOX 13018 NORTH PALM BEACH FL 33408		ADP INS AGENCY FLORHAM PARK - SERVICE 1 ADP BLVD #625 ROSELAND, NJ 07068 Telephone: 8005247024	
Customer #	Carrier # 31283	FEIN # 650296488	Risk ID # 093043251
		Entity of Insured CORPORATION	

Additional Locations:

2. The Policy Period is from 08/15/2017 to 08/15/2018 12:01 a.m. Standard Time at the Insured's mailing address.
3. A. Workers Compensation Insurance: Part ONE of the policy applies to the Workers Compensation Law of the states listed here: FL
- B. Employers Liability Insurance: Part TWO of the policy applies to work in each state listed in Item 3A. The limits of our liability under Part TWO are:
- |                           |              |               |
|---------------------------|--------------|---------------|
| Bodily Injury by Accident | \$ 1,000,000 | each accident |
| Bodily Injury by Disease  | \$ 1,000,000 | policy limit  |
| Bodily Injury by Disease  | \$ 1,000,000 | each employee |
- C. Other States Insurance: Part THREE of the policy applies to the states, if any, listed here:  
All states except AK, DE, HI, ME, ND, NH, OH, RI, SD, VT, WA, WV, WY and states listed in item 3.A.
- D. This policy includes these endorsements and schedules: See attached schedule.
4. The premium for this policy will be determined by our Manuals of Rules, Classifications, Rates, and Rating Plans. All information required below is subject to verification and change by audit.

### SEE EXTENSION OF INFORMATION PAGE

Minimum Premium \$

Expense Constant \$

Premium Discount \$

Assessments and Taxes \$

Total Estimated Annual Premium \$

☐ This is a Three Year Fixed R

Premium Adjustment Period: ☒ Annual; ☐ Semiannual; ☐ Quarterly; ☐ Monthly

Countersigned this Day of

Issued Date: 01/04/2018

Issuing Office **EMPLOYERS PREFERRED INS. CO.**  
412 PARKCENTER BLVD., SUITE 320  
BOISE, ID 83706-7565

  
Authorized Representative

Issued Date 01/04/2018  
WC990630 (5/98 Ed.)

INSURED COPY