



June 27, 2024

VIA ELECTRONIC MAIL ONLY

City of Hallandale
Beach Parks, Recreation & Open Spaces
410 Southeast 3rd Street
Hallandale Beach, Florida 33009
Email: HBParksRec@coHB.org & cschanz@hallandalebeachfl.gov

Subject: Proposal for Operating South City Beach Park Concessions

Gentlemen,

Reference is made to that certain June 6, 2024 letter regarding South City Beach Concessions, where the City of Hallandale is seeking a qualified concessionaire to operate the concession facility located at South City Beach Park, 1870 S Ocean Drive, Hallandale Beach, Florida. Beacheria LLC, a Florida limited liability company ("**Beacheria**") hereby respectfully submits this proposal for your consideration.

Beacheria is committed to becoming an integral part of the Hallandale Beach community. We aim to create a destination that not only serves beachgoers but also becomes a local favorite, contributing to the area's vibrancy and economic growth. Beacheria is a newly formed entity with a mission to provide high-quality, beachside food and beverage services in the State of Florida. Our operations will be managed by the undersigned Leonidas Demetris Kourounis, an experienced restaurateur with a track record of success in managing food and beverage establishments. The ownership structure will be through an LLC partnership owned by the undersigned and my limited investor partner, The Verschleiser Family Office ("**VFO**"). See [The Verschleiser Family Office \(VFO\) – Patient Capital and Sponsorship for Proven Entrepreneurs \(vfcos.com\)](#). Our competitive advantage lies in our commitment to offering a unique beachside dining experience that combines convenience, quality, and environmental responsibility.

I served in the United States Marine Corps Reserve from 1991 to 1995, bringing a disciplined and dedicated approach to all my business endeavors. Currently, I reside at 913 NE 3rd Street, Hallandale Beach, Florida 33009, where I live with my wife, and care for her 95-year-old loving mother. I have extensive experience as an operator, managing member, and working partner of Beach Pie at the Time Out Market Miami, where I created one of the best brick oven-style Neapolitan pizzas in Miami. See [Food Envy at Time Out Market: Calzone from Beach Pie](#). With over ten (10) years of experience running successful beachside concessions and food establishments, I was responsible for all aspects of the operation at Beach Pie, ensuring top-notch service and quality. Despite Beach Pie's closure due to COVID-19 restrictions in the spring of 2021, Beach Pie was projected to generate over a million dollars annually. Nonetheless, I have persevered through the pandemic and am extremely



excited about the opportunity to bring my new vision, 'Beacheria', to South City Beach Park, offering a food concession venue like no other.

My financing partner, VFO, is dedicated to enhancing the financial and philanthropic interests of the Verschleiser family. VFO invests in opportunities with exceptional management teams, aiming to create substantial long-term value. Unlike typical investment firms, VFO manages its own capital with the flexibility to take long-term perspectives, offering advantages such as a non-bureaucratic infrastructure and expedited transactions without external financing. Leveraging over \$10 billion in real estate and corporate transactions, VFO's partners bring 50+ years of combined experience across diverse industries. A principal of VFO, Dr. Shani Verschleiser, LCSW, AuD, is a distinguished trauma therapist, author, and speaker on parenting and child safety. As the co-founder of Magenu.org, she has educated thousands on protecting children from sexual abuse, highlighting VFO's commitment to impactful, socially responsible investments.

Operational Plan

Our concept, 'Beacheria', shall combine the best of casual beachside dining with a focus on practical and local flavors. We will implement environmentally friendly practices such as using biodegradable packaging, minimizing single-use plastics, and partnering with local suppliers. Our goal is to create a welcoming space that complements the natural beach environment. Beacheria will be 'the beach pizza café', offering a food concession venue like no other. One part beach cafe snack bar like any other serving the usual stuff for beachgoers and park-goers but also serving as a pizza place as well, making authentic Neapolitan 12" brick oven-style pizza pies. Pizza on the beach is one of the most successful locations for a pizza place. Instead of serving pizza by the slice, we make the traditional style 12" pizza pie, cut in 4, or 6 or 8 for the kids. The perfect 'beach pie', and my pizza is truly one of the best! I project sales of a minimum of 100 pizza pies a day at approximately \$20 each, and as much as 150-200 on Saturdays, Sundays, and holidays. This is on top of whatever else we would serve like the usual suspects for a beach food concession snack bar such as hot dogs, smoothies, ices, coffee, ice cream, beer, soda, and more. We will also offer healthier food items to go along with the Margherita pizza, like authentic Greek salads, tropical fruit salads, and French fries.

Initial Sample Menu:

- ☐ **Margherita Pizzas** - \$20 each
- ☐ **Greek Salads** - \$10 each
- ☐ **Hot Dogs** - \$5 each (including Hebrew National Kosher Hot Dogs)
- ☐ **French Fries** - \$3 - \$5
- ☐ **Macedonia Fruit Salads**
- ☐ **Ices, Ice Creams** - \$3 - \$5 each
- ☐ **Beer** - \$5 per can served in a plastic cup
- ☐ **Fruit Smoothies / Protein Shakes** - \$10 each
- ☐ **Soda** - \$2 per can served in a plastic cup
- ☐ **Snapple Ice Tea** - \$4 each



☐ **Coffee** - \$3 - \$5

We will be kosher friendly, which means we will carry some Kosher products and ingredients to accommodate those who can only eat Kosher.

Hours of Operation:

- Generally, Monday to Sunday: 9:00 AM - 6:00 PM; however, recognizing that Hallandale Beach's population fluctuates, we will adjust our operations accordingly. During peak season (roughly November to April), we'll extend our hours to 8:00 AM - 8:00 PM, increase staffing, and expand our menu offerings. In the off-season, we'll focus on attracting local residents with special promotions and events. We'll also use this time for staff training and facility maintenance to ensure top-notch service year-round.
- Extended hours during summer and special events.

Licensing: Beacheria is committed to full compliance with all regulatory requirements. We will obtain all necessary business licenses from the City of Hallandale Beach and the State of Florida. For alcohol sales, we will secure the required 4COP-SRX license from the Florida Department of Business and Professional Regulation, Division of Alcoholic Beverages and Tobacco. Our staff will be fully trained in responsible alcohol service, and we will implement strict ID checking procedures to ensure compliance with all relevant laws.

Technology and Customer Experience: To enhance customer experience, we plan to implement a user-friendly mobile ordering system, allowing beachgoers to order from their spots on the sand. We'll also offer contactless payment options and maintain an active social media presence to engage with our customers and gather feedback.

Staffing: We are committed to hiring locally, providing job opportunities for Hallandale Beach residents. Our staff will undergo comprehensive training in food safety, and customer service practices. Beacheria will employ a dedicated team of at least 10-15 staff members, including kitchen staff, servers, and management. Our staff will undergo rigorous training to ensure top-notch customer service and adherence to health and safety regulations.

Facility Build-out and Equipment: Our design will incorporate durable materials and energy-efficient equipment. The outdoor seating area will feature umbrellas and shade structures to provide comfort for guests while complementing the natural beach aesthetic. We plan to enhance the 954 square foot interior and the 400 square foot patio space with modern, beach-themed décor. Our build-out will include high-quality kitchen equipment and comfortable outdoor seating to create a welcoming atmosphere. A detailed equipment and furniture plan will be provided upon approval for your further review and consent.

Proposed License Fee and Revenue Sharing: Beacheria proposes a monthly license fee of \$10,500.00, coupled with a revenue-sharing agreement of ten percent (10%) of net profits. We believe



this structure aligns our success with the City's interests and promotes mutual growth. Based on our market analysis and experience, we project steady growth in revenue over the first three years of operation, which would result in increased revenue sharing for the City of Hallandale Beach. We propose a ten (10) year term with a five (5) year extension option. Furthermore, we propose a security deposit equal to the amount of two (2) months of license fees (\$21,000.00).

Financial Stability: Operating costs for a business like Beacheria would be as follows: a 20% - 30% profit margin, with payroll, utilities, rent, and food costs accounting for the remaining 70% - 80%. Our model is based on a simple food concession snack bar, serving the highest quality authentic Neapolitan-style Margherita pizza, authentic Greek salads, and Macedonia fruit salads, all perfect for the beach. We project daily sales of \$2,000. Projected monthly sales range from \$50,000 to \$100,000, with higher figures during peak seasons, resulting in an estimated annual revenue of about \$1 million by year three (3). Beacheria's financial stability is underpinned by the robust backing of its partner and my previous successful ventures in the food industry. We have access to sufficient capital and credit lines to support the initial setup and ongoing operations. Financial details will be provided upon request under separate cover on a confidential basis, reflecting the significant financial resources and substantial transactions managed through our limited partners' accounts.

Community Engagement: Beacheria is committed to being an active community partner. We plan to:

- Implement a 'Beacheria Clean-up Initiative', where our staff participates in regular beach clean-ups, demonstrating our commitment to maintaining the beauty of South City Beach Park
- Host monthly 'Community Beach Days' featuring special promotions and family-friendly activities
- Sponsor local sports teams and events
- Collaborate with local schools for educational programs on marine conservation and sustainable food practices
- Offer discounts to Hallandale Beach residents

In conclusion, Beacheria shall offer a unique blend of local expertise, culinary excellence, and community commitment that makes us the ideal partner for operating the South City Beach Park concession. Our proposal combines innovative food offerings, sustainable practices, and a strong focus on community engagement. With our experienced management, solid financial backing, and passion for creating a vibrant beachside destination, we are confident in our ability to exceed the City's expectations. We are truly excited about the opportunity to transform this space into a thriving hub that will benefit both residents and visitors, while contributing to the economic growth and vibrancy of Hallandale Beach. We look forward to the possibility of bringing our vision to life and creating a lasting partnership with the City.



Please do not hesitate to contact me via e-mail: dungeondj@yahoo.com. Thank you for considering our proposal.

Sincerely,

Leonidas Demetris Kourounis

Tel: 212-470-5494

Manager, Beacheria LLC