



City of Hallandale Beach City Commission Agenda Cover Memo

Meeting Date:	File No.:	Item Type:		1 st Reading	2 nd Reading
11/19/2025	25-451	☒ Resolution ☐ Ordinance ☐ Other	Ordinance Reading	N/A	N/A
			Public Hearing	☐	☐
			Advertising Required	☐	☐
			Quasi-Judicial:	☐	☐
Fiscal Impact (\$):	Account Balance (\$):		Funding Source:	Project Number:	
\$100,000	N/A		N/A	N/A	
Contract Required:	P.O. Required:	RFP/RFQ/Bid Number:	Sponsor Name:	Department:	
☒ Yes ☐ No	☐ Yes ☒ No	n/a	Cathie Schanz, CPRE	Parks, Recreation and Open Spaces	
Strategic Plan Focus Areas:					
☒ Fiscal Stability	☒ Resident Services	☐ Public Safety	☐ Infrastructure & Mobility	☐ Economic Development & Affordable Housing	
Implementation Timeline:					
Estimated Start Date: 11/19/2025			Estimated End Date: 10/31/2030		

SHORT TITLE:

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF HALLANDALE BEACH, FLORIDA, AUTHORIZING THE OPERATING AND MANAGEMENT AGREEMENT BETWEEN THE CITY OF HALLANDALE BEACH AND BEACHERIA, LLC FOR THE SOUTH CITY BEACH PARK CONCESSIONS WITH BEACHERIA, LLC; AND PROVIDING FOR AN EFFECTIVE DATE.

STAFF SUMMARY:

Summary:

This item seeks City Commission approval of the Operating and Management Agreement between the City of Hallandale Beach and Beacheria, LLC to operate the South City Beach Park Concessions. The City has negotiated an Operating and Management Agreement with Beacheria, LLC which will provide the City an initial annual rental fee of \$100,000 increased annually by the Consumer Price Index.

Background:

The previous concession stand operator at South City Beach Park was found in default of their agreement. They operated the concession on a month-to-month basis at the convenience of the City through December 31, 2023.

The Concession Services for South City Beach Park, as well as OB Johnson and Peter Bluesten Parks, RFP #RY2022-2023-001, was released on June 1, 2023, to secure an operator with experience and expertise to run the facilities without financial or operational assistance from the City. On August 1, 2023, the Evaluation Committee determined unanimously that based on information submitted, the committee was not able to recommend an award of contract. On September 26, 2023, via Resolution No. 2023-107 (Exhibit 5), the City Commission rejected RFP and authorized the City Manager to proceed in the best interest of the City to obtain the services required.

The City considered several options for the concession stand operations including internal operation, combining the concession stand with retail beach chair service, and seeking an operator. It was determined the best option for the City was to obtain an outside operator.

Once the concession stand was vacated, several potential operators reached out to the City to display their interest. Starting in June 2024, the City sent out a proposal request, attached as exhibit 3, to all potential operators on file. Eight responses were received with two responders providing a complete response. Beacheria, LLC was selected as the best respondent in this process.

Beacheria, LLC is managed by Leonidas Demetris Kourounis, an experienced restaurateur with a track record of success in managing food and beverage establishments. Beacheria, LLC is committed to offering a unique beachside dining experience that combines convenience, quality, and environmental responsibility. They plan to offer a comprehensive Kosher Friendly menu in a friendly, beachside dining atmosphere.

If approved, the agreement includes an initial term of five (5) years with two (2) additional five (5) year renewal terms available that may be approved at the discretion of the City Manager. Beacheria, LLC will pay the City an annual fee as part of the Operating and Management Agreement. Below is the proposed pay structure the City will receive:

Year of Contract	Annual Fee
Year 1 of Initial Term	\$100,000
Years 2-5 of Initial Term	\$100,000 + The annual fee will increase by the Consumer Price Index (CPI) 12-month percentage change, Consumer Price Index, Miami-Fort Lauderdale-West Palm Beach Metropolitan Area, all items in effect on the last month of the term.
Years 6-10 and 11-15 (Renewal Terms)	The Annual Fee will be negotiated at the time of Renewal.

Current Situation:

The City has negotiated an Operating and Management Agreement with Beacheria, LLC which will provide the City an initial annual rental fee of \$100,000 increased annually by the Consumer Price Index.

Why Action is Necessary:

Pursuant to Code of Ordinances, in accordance with Procurement Code Section 23-10, Exception to competitive solicitation requirements, (4) Best interest of city, Where the city commission declares by majority vote that the process of competitive solicitations is not in the best interest of the city and the reasons therefore, for example, if the City elects to conduct a limited time pilot to test the viability and impacts of a program, or ratification of expenditures made contrary to the requirements stated herein.

Cost Benefit:

Securing an operator with experience and expertise to run the concession facilities without financial or operational assistance from the City is most advantageous to the City.

PROPOSED ACTION:

The City Commission approve the attached Resolution.

ATTACHMENT(S):

Exhibit 1 - Resolution

Exhibit A – Proposed SCBP Concession Operation and Management Agreement

Exhibit 2 - Proposal Request June 2024

Exhibit 3 - Beacheria, LLC Proposal Request Response

Prepared By: Cathie Schanz

Cathie Schanz, CPRE
Parks, Recreation, and Open Spaces Director

Reviewed By: Delven Patterson

Delven Patterson
Parks, Recreation, and Open Spaces Assistant Director

Reviewed By: Noemy Sandoval

Noemy Sandoval
Assistant City Manager