



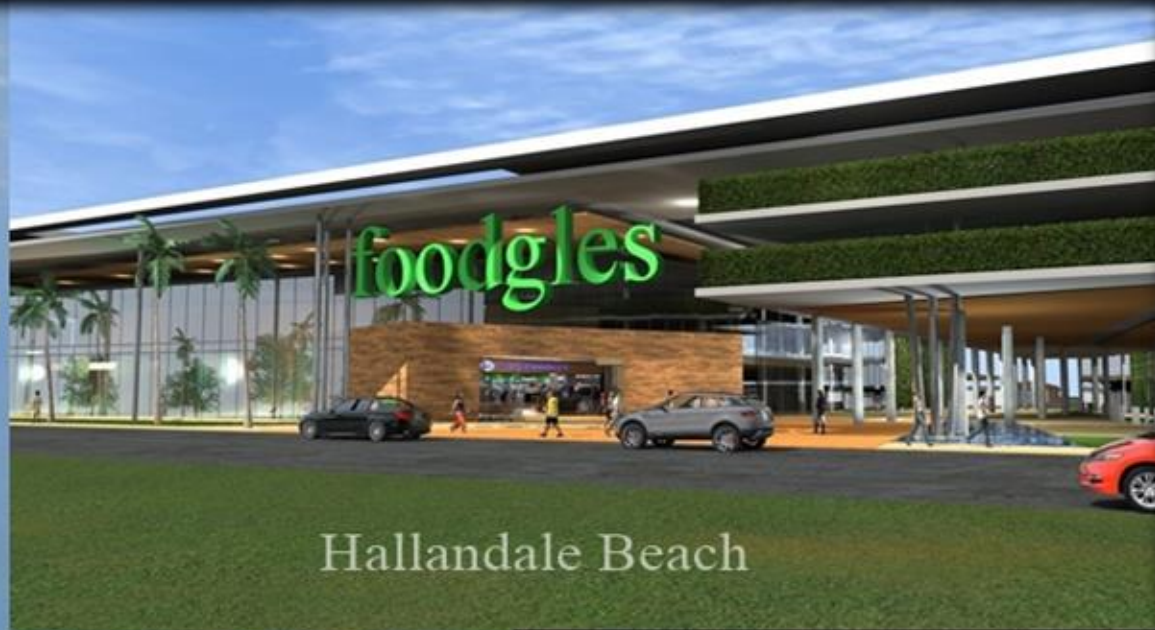
# FOODGLES SUPERMARKETS

Project Proposal

...a world of possibilities



Foodgles Supermarket  
Here... Life is Better



Hallandale Beach



Here...Life is Better

THE NEXT  
**BIG**  
THING  
SUPERMARKETS



March 28, 2016

City Of Hallandale Beach  
400 N Federal Highway  
Hallandale Beach, FL 33009



Foodgles Supermarket  
Here... Life is Better

City of Hallandale Beach Staff,

We are pleased to submit Foodgles Supermarket's proposal in response to the City of Hallandale Beach CRA request for suggested use of the proposed Foster Dixie site. We understand the need and the goal for continued development of the city's urban core, and our proposal seeks to rise to the spirit of that goal, in proposing a new and unique grocery store concept format, as well as, a number of other significant financial services in the urban core. Our broader proposal represents the pride and care we have for this wonderful city. The proposed store format is a concept we developed by learning from our peers in the grocery and retail business, combined with our knowledge and approach to serving the urban neighborhood of the City of Hallandale Beach in a tailored way.

Foodgles is unique in design, combined with a proven marketing opportunity to help create a successful community. The proposed 2-Story store is anticipated to be 110,000 to 150,000 sq. ft. in size with a parking garage and office building attached. The offering inside the store will have spacious aisles; themed departments with storylines throughout the store that will make customers feel as though there at a Disney destination, with dazzling displays of fresh produce, artisan breads and other baked goods hot from the oven several times a day. Displays of fresh-caught seafood, meat, deli products, imported cheeses, wines and international foods-plus all the organic groceries and household items usually found in supermarkets. Foodgles will raise the bar on the shopping experience – better quality goods; a spectacular dine-in restaurant and an abundance of choice-quality prepared foods, with beautiful store displays and nearly telepathic level of customer service. We believe this facility will be a focal point in the city and a great addition to the revitalization project of Hallandale Beach.

City of Hallandale Beach Staff ,



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Foodgles is passionate about investing in the communities we serve. Helping to create a vibrant community in the heart of the city and the heart of our business is a mission we are emotionally connected to. In this spirit, we set our goal to be the very best at serving the needs of our customers. Every action we take will be with this in mind. We also believe that we can achieve our goal only if we fulfill the needs of our employees, customers and partners. The holistic approach of investing tens of millions into this project in the urban core area of Hallandale Beach, through the development of a new 2-Story Foodgles Supermarket on the Foster Dixie site will be a wonderful addition to the community.

We are pleased to be part of the city's revitalization project and join with the mayor and the city council's plan and vision of an even greater Hallandale Beach.

Sincerely,

Brian Martin  
CEO of Foodgles Supermarkets



# Foodgles Hallandale Beach





Foodgles  
Hallandale Beach



# TEAM INFORMATION



**Foodgles Supermarket**  
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- The project will be developed and operated by **Foodgles Supermarket LLC**.  
(Foodgles)
- Leading the effort will be **Hanscomb Means, Construction Management Firm**  
President/GC, Bob Gordon and Albert Claycomb
- The Architect Team will led by **Planning Architecture Interior Design**  
Architect, PA, Gabriel Lopez
- The Design Team will be led by **Interbrand Design Forum**  
Innovative Brand and Retail Experts  
Chief Marketing Officer, Scott Smith
- The Marketing/Consulting Team will be led by **Sheffield Group**  
Leader in Sales, Marketing and Operational Concepts  
President, Mike Sheffield



# PROJECT TEAM

Brian Martin  
President/CEO



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## Executive Biography

There is a relatively small segment of leaders in the business world; individuals who seem able to build relationships, trust and rapport with almost anyone, and then are able to broker the relationships and make connections between people, creating partnerships and alliances, and motivating forward momentum to ‘get things done.’

Brian Martin is one of those people and ‘getting things done’ and driving results—through collaboration, partnerships, and relationships—as a CEO in the Supermarket and Network Marketing Industry, is what he is all about. With an enthusiastic and genuinely friendly attitude, Brian radiates a sincere passion for delivering value and benefits to his business projects.

Brian began his career path in business in 1986. Having earned his Bachelor’s degree in Business Administration from Bauder Business College and armed with his degree, Brian’s goal was to complement his natural technical savvy with a strong foundation in business and finance. The best way to do this, he felt, was to join a big banking firm. He accepted his first position with Bank Atlantic in 1988, where he gained extensive banking and management experience and earned promotions to manager. By 1991, Brian found himself intrigued by entrepreneurship and the “world” of the banking industry he interfaced with daily. Thus, seeing an untapped market that the banking industry was neglecting in unbanked Americans, Brian jumped at the chance of entrepreneurship to apply his information in banking, technology, finance and marketing skills to start his own business.



# PROJECT TEAM

Brian Martin  
President/CEO



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Recognized as a high-potential entrepreneur, in 1996, Brian formed his first start-up, *eCashcard* Financial Services where he was President and CEO, the first privately owned prepaid debit card company in Florida. Brian used his experience in banking and network marketing to make *eCashcard* a very successful company serving the millions of unbanked Americans from 1996 to 2004.

In 2004, Brian's career took another leap forward when he was approached with an opportunity to accomplish one of his goals as a restaurant owner. He purchased one of the most popular Italian restaurants at that time in the community. Using his banking and marketing experience he soon added another location making his restaurants very successful and the hottest place to eat for the next 5 years.

Throughout it all, Brian has repeatedly proved his ability to lead through diverse and challenging situations. He is an excellent agent of change and has a documented track record of accomplishments in banking, marketing, network marketing, restaurant management, start-up and creation launch of a new and improved product, operational programs, developing strategic business partners, services and tailored customer solutions and expansion of mature, established operations.

# PROJECT TEAM

Brian Martin  
President/CEO



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Today, Brian is pursuing his next big opportunity in his entrepreneur career as President and CEO of a new start-up, Foodgles Supermarkets. Brian has recognized an untapped market in the supermarket industry, with his sincere passion for delivering value and profit to his projects. Once again Brian with his leadership in business, marketing, customer relations and business management experience, coupled with an alliance of strategic partnerships, Foodgles with its unique business concept, will soon be a dominant leader in the supermarket industry.



# PROJECT TEAM

Lori K. Martin  
VP/COO Retail Division



Foodgles Supermarket  
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Lori Martin brings the strategic focus, vision, and mature judgment gained during a successful career guiding the creation and implementation of financial programs, marketing enhancements, and business advisory services to generate sustained positive results. Leveraging diverse banking, financial, hotel and restaurant management, and business optimization to a variety of entrepreneurial, banking, financial services, and network marketing businesses, Lori's more than 30 years of experience has enabled her to significantly impact profitability and growth for companies for which she served as a strategic partner.

Lori began her career path in business in 1985. Having earned her degree in Business Management from Florida Atlantic University, Lori worked as an assistant manager of several family owned prominent hotels in Ft. Lauderdale Florida. Her goal was to complement her natural learning abilities and driven passion for business with a strong foundation in business and marketing, so in 1995, Lori accepted a supervisory position at Bank of America where she excelled and gained extensive banking and management experience and earned several promotions.

In 1996, as Co-Founder and Vice President, Lori was instrumental in forming eCashcard Financial Services, the first privately owned prepaid debit card company in Florida. Lori used her experience in banking, marketing and business management to help establish eCashcard into a very successful financial services company from 1996 to 2004. Armed with several years of experience and her entrepreneurial desire to accomplish her goals, she and her partner purchased one of the most popular Italian restaurants at that time in south Florida. Using her hotel and restaurant management experience she soon added another location making her restaurants very successful and very popular for years afterwards.

# PROJECT TEAM

Lori K. Martin  
VP/COO Retail Division



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Over the years, Lori has contributed to conceptualization, management, and implementation of strategies that allowed overall corporate growth. With her extensive business knowledge, she helped substantially reduce operating costs and raised profits for several companies. Today, Lori is pursuing her next big opportunity in her excellent career as Co-Founder and Vice- President of a new start-up, Foodgles Supermarkets. With her drive for excellence and sincere passion for delivering corporate growth and profits, she has proven success in business management, marketing, customer relations, banking and strategic partnerships. Her desire to produce positive results, will make Foodgles a dominate leader in the supermarket industry.

Lori also holds a minor degree in music education and is a respectfully known pianist in her community who has privately tutored students of all ages.



# PROJECT TEAM

Charles E. Klacko  
COO/VP Grocery Division



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Experienced in general management, human resources, customer relations and communication, Charles has the professional experience to plan and direct the day-to-day operations of the grocery store, develop strategies to improve customer service, and drive store sales to increase profitability. Charles work ethics will ensure customer needs are met, complaints are resolved, and service is quick and efficient. Forecasting staffing needs and developing a recruiting strategy to provide optimal staffing has made him well respected among employees.

Charles Klacko brings more than 18 years of progressive experience in training, sales management, business development and public relations. He has had a successful career as a Specialty Store Manager-Assistant Manager for Home Depot from February 1998 to June 2008, his other accomplishments include General Manager for Rountree Moore Toyota Scion June 2008 to August 2010, and Store Manager for Fresh Market from 2011 to present.

Being familiar with a variety of the field's concepts, practices, and procedures, Charles relies on his extensive experience and judgment to lead and direct the work of others while planning and accomplishing the company's goals.

# PROJECT TEAM

Charles E. Klacko  
COO/VP Grocery Division



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Charles leadership ability to manage sales and support staff has made him an expert in performing all aspects of retail store operations, including maintaining inventory levels, determining product lines, managing vendors, designing marketing and sales campaigns, supervising assistant managers and developing business services teams.

## Charles accomplishments include

- Reducing costs 10% in 8 months by implementing strategic plans during challenging economic climate.
- Decreasing labor costs to 5% by training employees on multi-tasking and encouraging Store Managers to become hands-on, ready to perform any task when needed.
- Produced \$5 million in sales in 2013; 3% more than forecasted.
- Possessed flawless Department Head and Assistant Manager turnover track record.
- Promoted to General Manager after adding tremendous value to company during 18 months of service.

His successful career and natural leadership abilities has led him to play a key role as Foodgles COO/VP of the Grocery Division.



# PROJECT TEAM

## Hanscomb Means

Construction Management

Bob Gordon

GC/Construction Project Manager

Hanscomb Means is an established international Construction Consulting Company headed by time tested professionals. Being experienced in all phases of the pre-construction and construction processes, Hanscomb has managed projects from concept to close out. Our Primary focus “IS YOU THE CLIENT” with a strong background in the Hospitality Industry (boutique hotels and timeshares worldwide) & Government Related Program Management. OUR PRINCIPAL OFFICERS, with over 60 years of combined experience, Hanscomb - Means has the know-how to get the job done.

This Team represents over 60 years in every aspect of Commercial Construction.

Extensive experience in: Civil, General, Marine, Construction with a solid background in Multiuse Commercial & Renovation including Resorts / Timeshares & Multifamily Dwellings.

Extensive experience in the political subtleties to get the project through all the legal zoning and permit hurdles that you will encounter with any large project. When completion times are important you will want Hanscomb Means there.



Foodgles Supermarket

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# PROJECT TEAM

**Hanscomb Means**  
Construction Management



**Foodgles Supermarket**  
Here... Life is Better

**Bob Gordon**  
GC/Construction Project Manager

"Our Bottom Line is Commitment to Our Client": We complete our clients projects on time while meeting their requirements; per actual drawings, design or design build, as well as complete quality control to ensure projects are finished at, or under all realistic budgets.

Some of Bob's accomplishments are:

- 50M: Puerto Rico- Major rooms, lobby, restaurant & structural renovations on two Hyatt Hotels
- 23M: Radisson —Normandy All Rooms, Lobby, Boutiques Back, of House Ops & Both Kitchens
- 3.2M: Caribbean Hilton Entrance Way, Rotisserie Restaurant & World Class Wine Cellar
- 7M: Hyatt Development, Puerto Rico- Pro Golf Clubhouse for the Senior Pro Tour
- 32M: Hyatt Development, Puerto Rico- Two Timeshares, Total 164 units
- 2M: Two Crown Plaza Hotels, New York- ADA compliance and rooms renovation
- 12M: Marshall House, Savannah, GA- Renovation of a Civil War hospital to a 64 room boutique hotel  
This property was awarded a Presidential Citation for Historic Renovations



# PROJECT TEAM

## Hanscomb Means

Construction Management

Bob Gordon

Construction Project Manager



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- 22M: 312 room, full service, 17 story Ramada Hotel in downtown San Diego, CA
- 26M: 350 room, Full service, 18 story Radisson Hotel in downtown San Diego, CA
- 18M: 280 room, full service, 12 story Radisson Hotel in East San Diego, CA
- 14M: 164 room, full service, 6 story Ramada Hotel in Phoenix, AZ
- 13.5M: 162 room, full service, 6 story SAS Hotel in Malmo, Sweden

Hanscombs' commitment to total satisfaction continues where others quit.

Our unique way of conducting business, where quality controls and direction give life to the project not during the final stages of the physical punch out or financial closeout, helps to prevent many common construction headaches. We go beyond the minimum required amount of effort shown by most companies, giving you the client, that sense of satisfaction when the keys are handed over.

# PROJECT TEAM

**Hanscomb Means**

Construction Management

**Albert Claycomb**

Sr. Project Manager

Sr. Project Manager: 2008 to Present

Responsibilities include Project Management, Unit Price Estimating, Cost Analysis, Scheduling, and General Construction. Estimating Services provide our clients with Inspections, QS estimates, schedules and schedules of values and cash flows, providing the necessary documentation for management to make money related decisions; with a clear understanding of both the time and cost of their planned undertakings. In my role as a Project Manager I provide assistance from: pre-development planning, concept development, engineering management, value engineering, procurement, contract negotiations, project tracking, analysis, cash flows, scope, schedule, quality controls, commissioning to include project close out procedure & books.

Sr. Project Manager: April 2005 to April 2008

Responsible for Client Satisfaction, employee development and overall operational performance of the Miami office. His tasking was to provide clients with: the establishment of project budgets, engineering and project management; as owners representatives, providing & organizing, project scope breakdowns, controls /documentation, scheduling, completing bidding procedures, negotiating, procuring and finalizing contracts, protecting both the owners assets and meeting the community's needs.



**Foodgles Supermarket**

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# PROJECT TEAM

## Hanscomb Means

Construction Management

Albert Claycomb

Sr. Project Manager

Sr. Project Manager: April 2005 to April 2008

Clients such as: Metro Dade County, City of Miami, Miami Police Department, Parks & Recreation, Miami International Airport, Poinciana Bio-pharmaceutical Park, various Hotel Franchises, Schools, & the Memorial Regional Hospital Health Care Systems in Broward County, FL.

## Notable Accomplishments

Utilizing a Value Based Contracting System at the City of Miami. He helped define and move the process of procurement from its \$3 million dollar per year performance level to a production level of \$97 million over the course of a year and a half. This was accomplished through the use of a well-defined J.O.C. /I.D.I.Q. system. Key constraints utilized competitive bids leading to the pre-qualification of a selected pool of contractors, designed to take small to midsize projects through all: procurement, contract compliance and validation steps, including special condition negotiations, MBE, project tracking, and contractor evaluations for all Horizontal & Vertical Construction Projects throughout the Capital Improvements Department for the City of Miami and its clients.



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# PROJECT TEAM

**Hanscomb Means**

Construction Management

**Albert Claycomb**

Sr. Project Manager



**Foodgles Supermarket**

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## Notable Accomplishments

Planning & Development Manager of a Multi-Phased development of a State-of-the-Art Bio-pharmaceutical Research, Manufacturing, & Packaging Facility consisting of 11 buildings (1.2 Million SF) on a 31 Acre Site. This Multi-Use facility included: Auditoriums, Classroom space, Dormitory style housing, Rental spaces for Retail and four six story parking structures, to support the biopharmaceutical Research, Development, Packaging and Distribution operations to include the consolidation of area specific Jackson Memorial Hospital outpatient care clinics to 1 centralized location.

# PROJECT TEAM

## Planning Architecture Interior Design



Gabriel Lopez, PA  
Architect



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Gabriel Lopez Architect, PA (GLA) is an exclusive design firm, which proposes fresh and vibrant designs to the evolving South Florida market. With over 30 years of experience both locally and abroad, the firm adds an out-of-the-box, multicultural approach to every project.

GLA has designed and proposed numerous projects for real estate redevelopment. The firm has dealt extensively with zoning parameters, using them in combination with design solutions to produce viable and environmentally conscious designs. The firm also has ample experience in the production of feasible, volumetric building studies, which show the client maximum building mass with the most adequate architecture. GLA uses the most recent computer software as a tool to add realism to the thought and design process and to simplify the necessary presentation to zoning officials.



# PROJECT TEAM

Planning Architecture Interior Design



Gabriel Lopez, PA  
Architect



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Some of GLA's most notable commercial projects include:

- 101 Sunrise: the first boutique condominium in Key Biscayne, FL (40,000 sq. ft.) 2015
- Hotel Acqua Santa: hotel-restaurant complex in Cali, Colombia (60,000 sq. ft.) 2014
- Key Biscayne: a multistory complex with a fresh market, restaurant, stores and office space (80,000 sq. ft.) (Proposal) 2008
- Headquarters for Utility Company Servigenerales in Bogota, Colombia (20,000 sq. ft.) 2014
- Hospital and Health Care Center Confaunion Palmira, Colombia (150,000 sq. ft.) 2000
- Office Building Don Ricardo Pereira, Colombia (40,000) 1998
- Multifamily Development Paso del Comercio, Cali Colombia 1,500 habitable Units 1993
- Hotel Acqua Santa: a second branch of this boutique hotel located in Bogota, Colombia 100,000 sq. ft.

# PROJECT TEAM



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## Interbrand Design Forum - Professional Designing

Overseeing the setup and fulfillment of the foodgles vision



The team at Interbrand Design Forum is very pleased to combine Foodgles Supermarkets strategic vision and management focus with the leadership and professional direction of Interbrand Design Forum.

Interbrand has 30+ years of award winning creativity in Planning and Merchandise expertise, including Top Management Commitment, Developers of Brands that engage consumers, Innovative brand and retail experts and designers of unique and engaging environments.

### **Project Team:**

Each Interbrand Design Forum associate brings best-in-class talent and expertise in his/her own discipline and a unwavering commitment to excellence. They are committed to the highest level of involvement to work hand-in-hand, enabling them to become one team together.

# PROJECT TEAM



**Foodgles Supermarket**  
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## **Interbrands Core Team:**

**Matt Schildmeyer, Director, Client Services,** will be appointed to serve as Project Manager to coordinate the business management and communications functions of the project.

**Rebecca Lau, Senior Consultant, Strategy & Analytics,** will lead the review of existing research and manage the specific customer research activities required to inform the creative process.

**Amanda Kohnen, Senior Director, Design,** will lead the design team responsible for the creative development with Missy Donahoe, Planning Director, Ross Jacobs, Graphic Designer and Amanda Handermann, Environment Designer. This core team will utilize additional professionals from inside the organization to support the creative process. Brady Harding, A1A SVP, Architecture and Bethann Thompson, Director, Production Services, will be the lead interface with the client on technical and construction issues, supervising the documentation preparation process. Scott Smith, Chief Marketing Officer, will maintain an oversight role throughout the development of the project, providing team consultation and continuity; assisting to deliver project success.



# PROJECT TEAM



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## The Sheffield Group – Consulting firm

Leader in sales, marketing and operational concepts



The Sheffield Group is the largest and best known consulting firm in the world and they have partnered with Foodgles to help make the Foodgles vision a success.

The Sheffield Group has provided marketing and management consulting to over 800 companies in the U.S. and abroad during its 30-year history. They have created a system that identifies the steps necessary for creating a successful company focusing on operations, compensation plan design and product line.

**Project Team:** The Sheffield name is synonymous with the highest standards in the network marketing and direct sales industry. They are more than just a team of consultants. It's an alliance of the best experts available in the industry.



# PROJECT TEAM



Foodgles Supermarket  
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## Sheffield's Core Team:



**Mike Sheffield: President of The Sheffield Group** - Internationally recognized Direct Sales and Multi Level Marketing consulting firm focusing on startup operations, compensation plan design and product line development. He has directed his attention to serving in one or more areas as chief consultant, compensation plan developer and analyst, new product advisor, and resource agent for many prestigious companies.

**Chris Sheffield: Director of Client Services and Chief Relationship Consultant** - Determining specific areas where the Sheffield Team might best serve the client's future success.

**Kenneth Lind: Vice President of Strategic Planning – Client Services** - Authoring and implementing strategic plans resulting in exponential growth and a profitable bottom line.

# PROJECT APPROACH



Foodgles Supermarket  
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The proposed 2-Story Foodgles Supermarket Supercenter will be built on the southwest corner of Dixie Hwy. and Foster Road commencing west to SW 2nd Ave; better know as the Foster-Dixie site, on property currently owned by the city. The supermarket is anticipated to be between 110-150,000 SF in size and urban in nature facing east on Dixie Hwy and on the hard corner of Foster Rd. with an attached office building that will be located north on the site at 605 N Dixie Hwy.

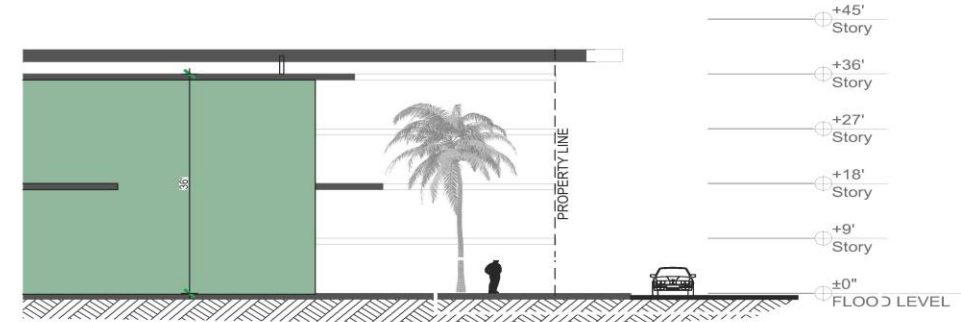
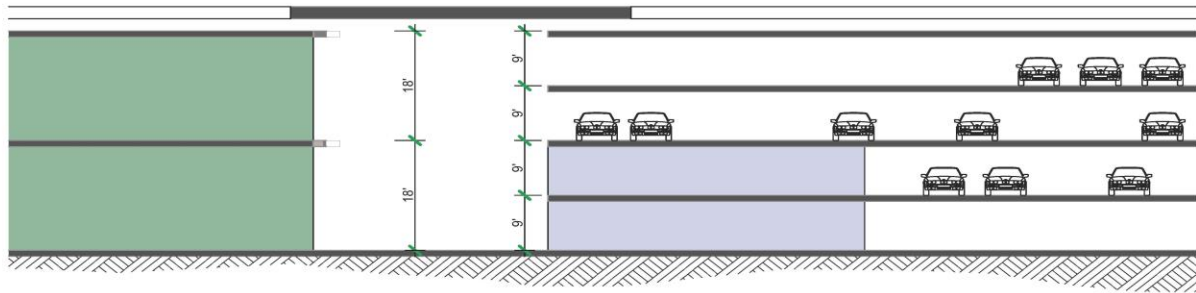
Also included in the plans is a parking garage attached with a pedestrian bridge, at the site of Foster Rd. and NW 1st Ave. west to NW 2nd Ave., that can be shared use with our customers, patients at the future medical building, office building clientele/visitors and additional reserved spaces for any residential development if needed. We feel the customers, visitors and employees will greatly appreciate the ease of parking this will create.



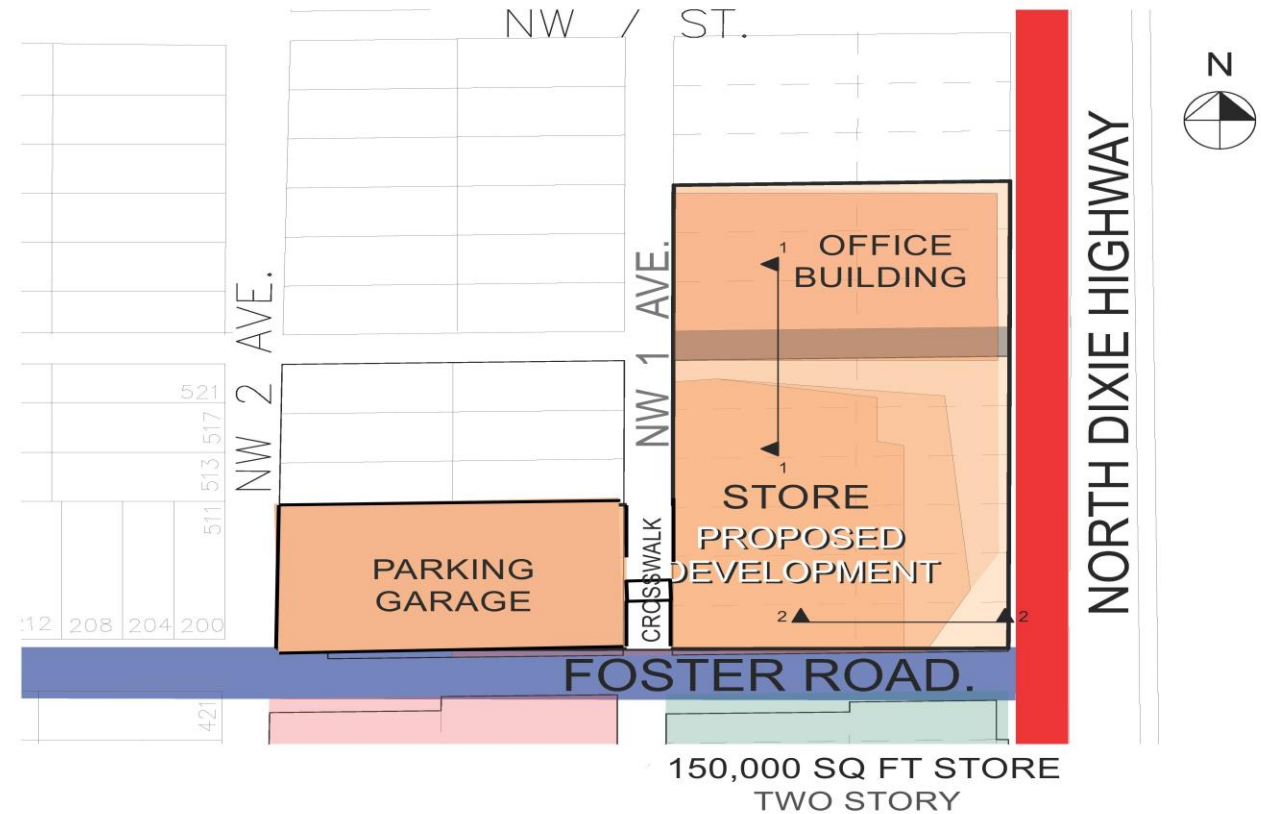
# Southwest View







BIRD VIEW





GABRIEL LOPEZ ARCHITECT, PA

## AT A GLANCE



South View

DIXIE HWY



# INSIDE THE STORE



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The offering inside the store will include Foodgles unique in-store sensory shopping experience that will appeal to the five senses that consist of smell, touch, seeing, taste and hearing. Dazzling displays of fresh produce, artisan breads and other baked goods hot from the oven several times a day. Displays of fresh caught seafood, meat, deli products, imported cheeses, wines and international foods-plus all the groceries and household items usually found in supermarkets. Spacious aisles, themed departments with storylines throughout the store that will make customers feel as though there at a Disney destination.

Larger than most supermarkets: Foodgles will offer more customer convenience, services and "stores within a store" including a Pharmacy and Financial Services, (in-store bank) possibly more than any other supermarket chain. The Foodgles Hallandale Beach store will have the following: A Restaurant (Foodgles own "The Bar-B-Que Factory"), Sushi Bar, Craft Beer Station, Cooking School, Sub Shop, Coffee Shop, Chicken Kitchen (rotisserie chicken), Buffet and Fresh food bar.

- **Ready-to-cook** entrees in our Meat and Seafood departments.
- **Bakery** artisan breads and rolls, bagels, muffins, pies, cakes and pastries.
- **Deli, Cheese Shop** hundreds of meats and specialty cheeses, many imported.



# INSIDE THE STORE



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- **Organic Marketplace** organic foods, supplements, herbal remedies and foods for special dietary needs.
- **Foods from around the world** Italian, Asian, Indian, Latino/Hispanic, Kosher, British and German.
- **Housewares and Seasonal Merchandise** Everything you need to entertain, prepare, serve, and celebrate food.
- **Floral Shop, Greeting Cards and Gift Shop.**
- **Cosmetics, Bath and Body**



*It's all about finding a connection with our customers and partners creating an experience like no other in the industry and having them come back and say "Wow! I had so much fun shopping at the Hallandale Beach Foodgles".*

Foodgles has developed relationships with a number of grocery and retail suppliers and will build relationships with local organic produce suppliers and other local small businesses.



# INSIDE THE STORE



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We expect this store to serve the existing residents in the surrounding neighborhoods, new residential developments planned, visitors of the planned medical building, the city's new fire department, visitors to the office building, Foodgles partners/customers and visitors to the urban area of Hallandale Beach.



As such, we believe this store will sell a greater portion of prepared and ready to eat foods at breakfast, lunch and for the evening meal.

To give customers a choice of eating in, we proposed to include a large outdoor seating area as part of our restaurant, "The Bar-B-Que Factory," with great views, which could also function as an entertainment venue.

The hours of operation has not been determined as of this date, but we expect the store to be open 7 days a week with longer operating hours Monday-Saturday and reduced hours on Sunday.





# THEMED DEPARTMENT



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## THEMED DEPARTMENT



Foodgles Supermarket  
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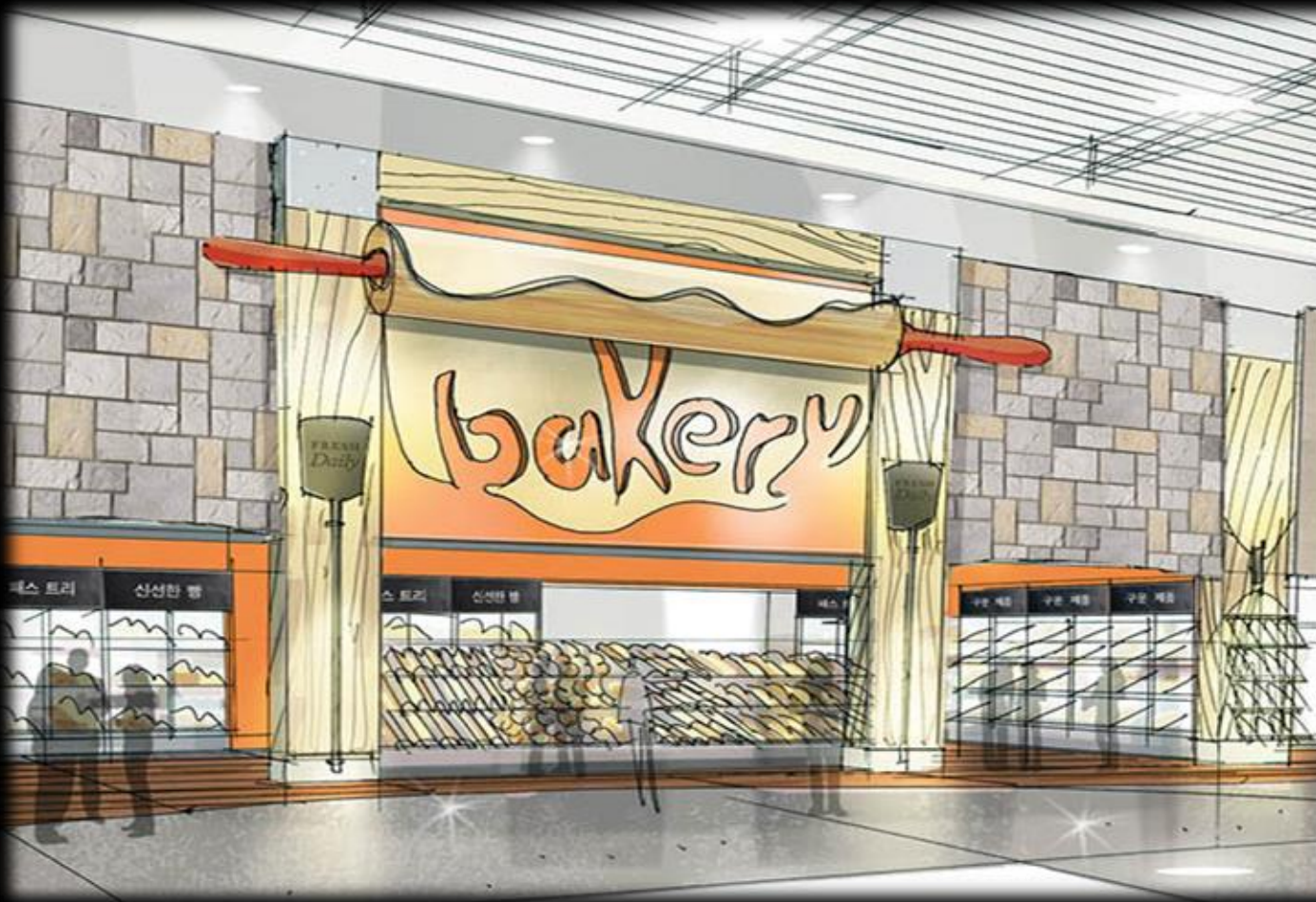




## THEMED DEPARTMENT



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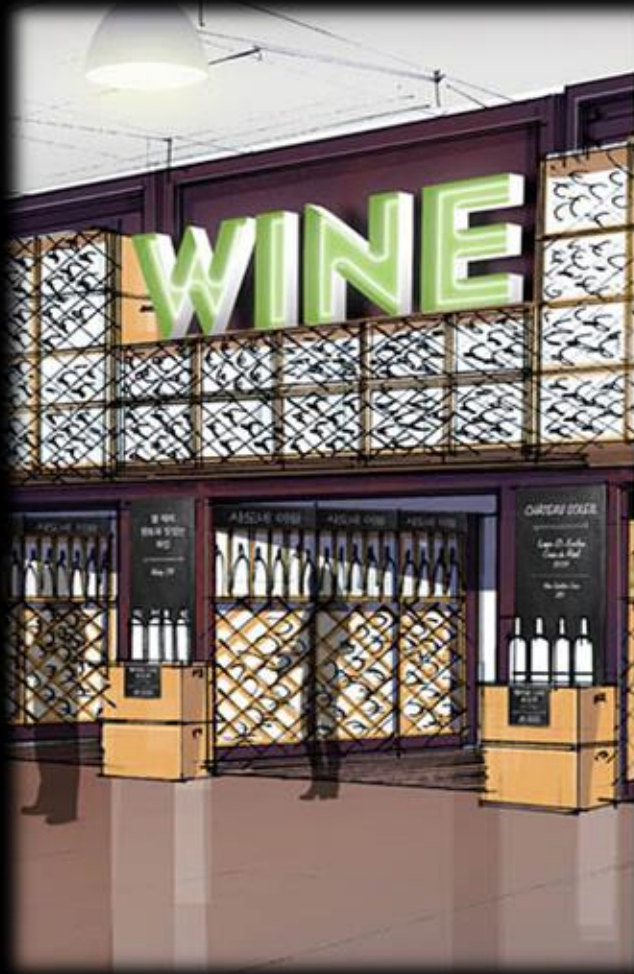




# THEMED DEPARTMENT



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# THEMED DEPARTMENT



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# THEMED DEPARTMENT



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# THEMED DEPARTMENT



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## THEMED DEPARTMENT



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THEMED DEPARTMENT



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## Foodgles Chicken Kitchen

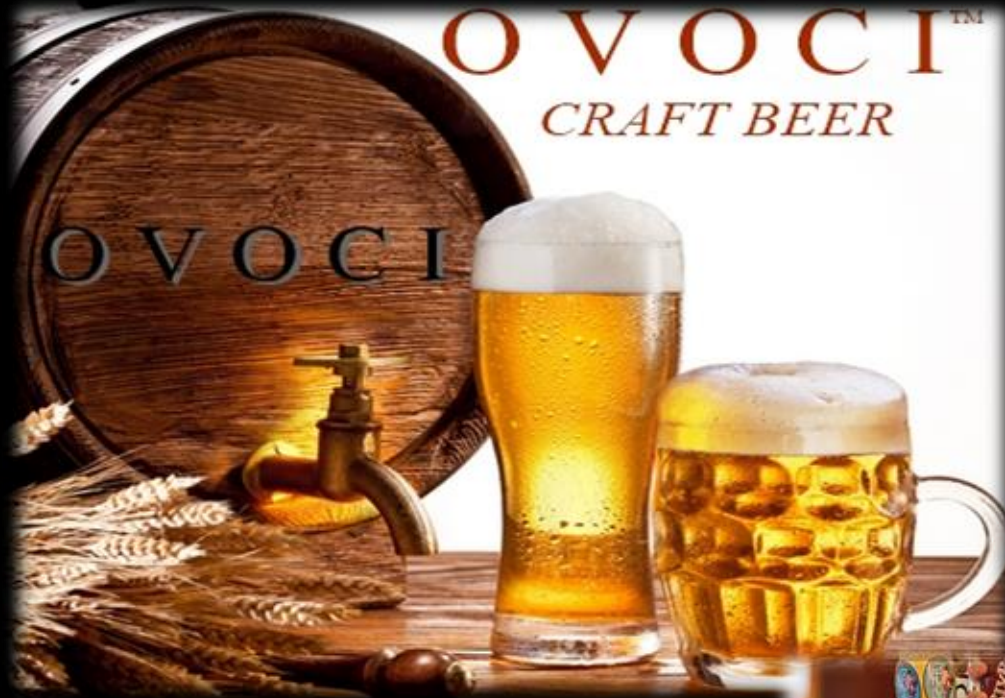




# THEMED DEPARTMENT



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## CRAFT BEER STATION





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# FOODGLES



# CONCEPT

Americans are spending 684 Billion dollars a year on groceries. By 2019 retail food spending is estimated to increase to over one Trillion in the U.S.



Foodgles aggressively seeks out developing revolutionary marketing concepts, ideas and technology that has the greatest potential for producing massive profit and apply our solution for success.

Foodgles unique marketing grocery store concept will change the way people shop and buy groceries through networking. Foodgles will raise the bar on the shopping experience-by giving customers an opportunity to partner with the company to help them financially. These exclusive membership privileges includes a rewards plan that will allow members to profit from the company's success through an incentive referral program that rewards existing partners for their purchases and referring new members. This concept is highly anticipated in a 285 Billion dollar a year Direct Sales industry and is predicted to change the entire Grocery industry.

As a leader in network marketing and technology: Foodgles will be the first company to introduce a brick-and-mortar networking supermarket.





Foodgles Supermarket  
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## SCOPE OF FOODGLES MARKETING CONCEPT ECONOMIC IMPACT

Foodgles unique marketing concept offers exclusive membership privileges that allow its customers to partner with the company to profit from the company's success through an incentive referral program that rewards existing partners for their purchases and referring new members. This has been a proven concept for over 60 years and is currently producing 285 Billion a year in annual sales. Foodgles has taken this concept and implemented it into their core design which is marked to change the entire grocery industry.

Hallandale Beach residents will be the first to take advantage of this opportunity to help them succeed financially and bring financial stability to their families.





# SCOPE OF ECONOMIC IMPACT ASSESSMENT



Foodgles Supermarket  
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Foodgles proposes to open an approximately 150,000 square-foot Supercenter offering grocery, general merchandise, a pharmacy, leasable office space and a restaurant at the corner of Dixie Hwy and Foster Road commencing west to SW 2nd Ave; better known as the Foster-Dixie site, on property currently owned by the city. Foodgles will coordinate worker productivity with increasing market demand to ensure continued company growth and development .

This estimation is based on construction staffing needs for the Foodgles store



Total Number of Jobs Expected	→	200
Construction Positions	→	50%
Approx. Number of Positions	→	100
Average Hourly Wage	→	\$15.00
Hallandale Residents Positions	→	50%
Approx. Number of Positions	→	100
Average Hourly Wage	→	\$15.00

# SCOPE OF ECONOMIC IMPACT ASSESSMENT



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Foodgles approach emphasizes the individual participation of every employee and member of our organization and the total process of building the company to acquire an ever-increasing market share. By guiding and helping employees with knowledge and awareness, we will build a solid foundation for achieving our most ambitious goals.

One of the main features and benefits of service Foodgles will offer to its customers is a courteous and knowledgeable staff of well trained personnel dedicated to providing exceptional customer service with a dedicated management team that demonstrates honesty, integrity and professionalism in all aspects of operations.



Foodgles will coordinate a training program with the City of Hallandale Beach to offer only its residents training for dedicated positions in the company.

# PERMANENT JOB CREATION



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This estimation is based on the Foodgles store staffing needs and will likely be adjusted for this particular store, based on store performance and employee preferences.

<b>Total Number of Jobs Expected</b>	—————→	<b>200 – 350</b>
<b>Full -Time Positions</b>	—————→	<b>50%</b>
Approx. Number of Positions	—————→	100 - 175
Average Hourly Wage	—————→	\$11.00-\$15.00
Benefits	—————→	Medical, dental, vision, retirement Plan for some employees
<b>Part Time Positions</b>	—————→	<b>50%</b>
Approx. Number of Positions	—————→	100 - 175
Average Hourly Wage	—————→	\$11.00 - \$15.00
Benefits	—————→	Medical, dental, vision, retirement plan for some employees





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## SCOPE OF FOODGLES FINANCIAL SERVICES ECONOMIC IMPACT



*Mortgage provided by Foodgles  
Financial Services*



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## SCOPE OF FOODGLES FINANCIAL SERVICES ECONOMIC IMPACT

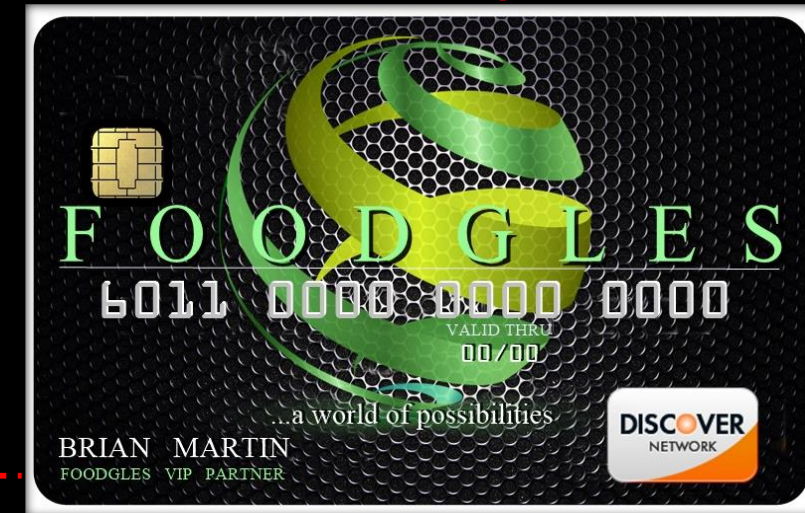
Mortgage Financing (Special financing rates for Hallandale Beach Residents TBD)

Auto Financing (Special financing rates for Hallandale Beach Residents TBD)

Foodgles Debit Card (National Worldwide Acceptance)

Banking (Financial Kiosks)

\*according to the Federal Deposit Insurance Corporation (FDIC) nearly one-third of the U.S. population - 106 million people - are either under banked or unbanked.





# CONCLUSION



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Foodgles has done an exhaustive study on the state of the supermarket industry. This is bar none one of the most exciting industries in the United States. This industry presents an ever increasing market, a very healthy bottom line, and excellent opportunities for growth. Our study shows that the world demands a members-only retail outlet that provides an affordable selection of high-quality retail merchandise in conjunction with a unique marketing concept designed to generate additional profits by featuring an incentive reward program.

Supermarkets are filling the needs of the consumer, however, current grocers do not offer a partnership program for its members. The Foodgles concept offers all this and fits perfectly for meeting the demands of consumers. This is why the Foodgles concept is highly anticipated and is predicted to change the entire grocery industry.

Estimated Sales Volume of Proposed Store, based on Projected Foodgles Sales

Proposed Foodgles Store Square Footage	Estimated Sales per Square Foot	Estimated Sales Volume
150,000	\$531	\$79,673,000

# DEVELOPMENT INCENTIVES



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## Partnership

The estimated cost of developing the proposed project exceeds \$30,000,000. Land cost are excluded from this amount. Below is an overview of incentives we are asking the city to provide in partnership with Foodgles.

**Land Contribution:** Foodgles asks the city to contribute the land located on 605 N Dixie Hwy. South to Foster Rd. commencing west on Foster to 2nd Ave. better known as the Foster Dixie Site.

**Streamlined Coordination of Planning Process:** Foodgles asks the city to offer to fast-track the approvals and permitting process.

**Flexibility with Zoning and Development Regulations:** Reduce setbacks so lots can accommodate footprint - Assist with zoning for truck deliveries - Assist with parking requirements - Adjust height restrictions to facilitate development - Provide relief from Linkage Fees.

**Waiving Fees:** Foodgles asks the city to waive the Permitting and Impact Fees.





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## DEVELOPMENT INCENTIVES cont.

**Local Tax Credits:** Foodgles asks the city to offer tax benefits such as property tax abatement.

**Coordinate State and Federal Tax Credits:** In addition to local tax benefits, help assist with state and federal incentives in accessing these credits if available in that area.

**Public Parking Facility(Garage) :** Foodgles asks the city to contribute to the building of the parking garage. The garage can be shared use with foodgles customers, the future medical building patients, the office building clientele/visitors and additional reserved spaces for any residential development if needed.

**Workforce Training Incentive:** Help facilitate the Florida Flex Program known as the Quick Response Training.

**Work Opportunity Tax Credit (WOTC):** Help facilitate this tax credit for new employees.



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# THANK YOU

We want to thank the Mayor and the City Council of Hallandale Beach for your consideration of the proposed Foodgles Supermarket Project.

We look forward to working with you on the city's plan and vision of an even greater Hallandale Beach.