

Aleyda Rivera
Ceviche Avenue
cevicheave@yahoo.com
101 NE 3rd Street
Hallandale Beach, FL 33009
December 19, 2018

City of Hallandale Beach
City of Hallandale Beach Community Redevelopment Agency
Attn. Dr. Jeremy Earle
400 S. Federal Hwy
Hallandale Beach, FL 33009

Dear City of Hallandale Beach
City of Hallandale Beach Community Redevelopment Agency:

Ceviche Avenue Restaurant opened its doors on June 14, 2018 with a great success. During the first two weeks of June our sales revenue was \$5,225.92, in July \$10,016.56, and in August \$11,769.86. Everything up to the month of August was good. People came to the restaurant, they enjoyed our food, service and had fun with our live entertainment. The success of Ceviche Avenue was short-lived when construction on 3rd Street began in the month of September 2018. During this month our sales revenue dropped to \$7,941.58, in October it dropped to \$5,703.91 and in the month of November our sales revenue was only \$4,766.31.

Ceviche Avenue has been impacted dramatically due to the ongoing construction on NE 3rd Street. As a result patrons cannot come in to the restaurant due to the lack of easy accessibility. My sales have decreased, therefore I am unable to provide live entertainment like music, in order to be able to cover other expenses such as rent, payroll, utilities, etc.

I am asking the City of Hallandale Beach consideration to help my business survive while the construction is taking place. I look forward to continue to have my business here and a partnership with the City of Hallandale Beach.

Sincerely,



Aleyda Rivera
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