

## Attachment C

### Value-Added Enhancements/Public Benefit Requirements

The following public benefits are to be provided by Concessionaire:

1. From the date the Beachfront Operations commence and throughout the Term, the Concessionaire shall have three (3) manual and one (1) motorized beach accessible wheelchairs, in good condition, available for use by patrons at the Beachfront Area.
2. From and after the Commencement Date, the Concessionaire shall:
  - a. Make a payment on or before the Commencement Date and on or before each anniversary thereof in the amount of \$250,000 in the first Agreement Year, increased by 5% each subsequent Agreement Year throughout the Term to provide funding for the salary and supplies for two (2) Police Officers and one (1) Park Ranger.
  - b. Provide the City with an indoor air-conditioned space of not less than 250 square feet to be located in the Restaurant Building or the Pavilion Building for City use including but not limited to a police sub-station throughout the Term. If the City elects to not utilize the space as a police substation but for another City use, the Concessionaire will also make a one-time payment of \$20,000 to the City to be used to defray costs of City-funded police supplies and equipment. Payment will be due no later than 60 days from the City's written notice or the Commencement Date, whichever is later.
  - c. Develop an All-Access App (the "App") for City of Miami Beach residents that will be launched by or before the Commencement Date. Adult City of Miami Beach residents will have the opportunity to register to verify residency on the App (and shall be required to re-verify residency annually)(City of Miami Beach residents who are registered and verified are referred to as "Registered CMB Residents").
  - d. During the Term, Registered CMB Residents will be entitled to "priority access" and certain discounts at the Concession Area and other beach concessions operated within the City of Miami Beach by Affiliates of Concessionaire pursuant to agreements with the City (as opposed to concessions operated pursuant to agreements with private parties) ("Affiliated Public Concession Areas") as follows:
    - i. Registered CMB Residents will get priority access to reserve tables, lounge chairs, and/or other Beach and Pool Equipment at the Restaurants, the Pool Area, and the Beachfront Area. Priority access means that Concessionaire shall hold not less than thirty percent (30%) of its available seating at restaurants and/or Beach and Pool Equipment inventory at the Pool Area and Beachfront Area for Registered CMB Residents. The Restaurant seating and Beach and Pool Equipment set-asides that have not been reserved by Registered CMB Residents may be released for use by the general public five (5) days before the date in question. Priority access does not guarantee a reservation. Subject to the thirty percent (30%) hold, reservations will be based on availability.
    - ii. Each Registered CMB Resident plus one guest will receive a 15% discount on the use of Pool and Beach Equipment (including but not limited to beach chairs, lounge chairs, day beds, cabanas, and umbrella rentals) at the Pool Area, the Beachfront Area and at Affiliated Public Concession Areas

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- iii. Each Registered CMB Resident plus one guest will receive a 15% discount to managed water activities at Affiliated Public Concession Areas and, if offered in the future with the City's prior approval, at the Beachfront Area.
- iv. Each Registered CMB Resident plus one guest will receive a 10% discount for food and beverage charges for all dining outlets at the Concession Area as well as any food and beverage offerings at any Affiliated Public Concession Areas.
- e. Make a payment on or before the Commencement Date and on or before each anniversary thereof of \$36,000 annually to defray costs of City-funded food services including but not limited to the Mobile Food Pantry Program.
- f. Develop a partnership with Miami Beach Senior High School Culinary Arts Program (which may include interactive Zoom/Teams meetings with students, student site visits to the Restaurants and such other activities as the Concessionaire and the Miami Beach Senior High School administration shall agree upon).
- g. Make a payment on or before the Commencement Date and on or before each anniversary thereof of \$30,000 annually to enable the City to make donations in equal amounts annually to all public schools located within the City of Miami Beach for the purchase of supplemental supplies, equipment, etc. in coordination with each school's principal.
- h. Develop a calendar for twelve (12) special events per contract year for residents at the Concession Area. Events to be provided to City for review and approval.
- i. Mechanically sift sand fifty-two (52) times per Agreement Year from Government Cut to 5<sup>th</sup> street.
- j. Implement a daily (i.e., once per day) litter cleanup program along the beach from Government Cut to the north side of Douglas Park from the eastside of the dunes to the highwater mark and the beachwalk area directly behind Pier Park. Program to be provided to and approved by the City.
- k. Make a payment on or before the Commencement Date and on or before each anniversary thereof of \$30,000 annually to defray costs of City-funded dune maintenance and/or restoration.
- l. Organize twelve (12) litter cleanup events per year targeting areas such as waterways, islands, causeways, and streets. Events to be coordinated with and approved by the City.
- m. Provide the City with a payment of \$25,000 to provide funding towards improvements at the Washington Avenue Bark Park including drinking stations and additional trees.
- n. Pay directly for the design, permitting, equipment purchase, and installation of sail shades to cover the Public Children's Playground on 13<sup>th</sup> and Ocean Drive in Lummus Park. City to approve the contractor.
- o. Make a payment on or before the Commencement Date and on or before each anniversary thereof with a payment of \$2,000 annually to provide funding towards the Victory Garden located at 226 Collins Avenue.
- p. Make a payment on or before the Commencement Date and on or before each anniversary thereof of \$20,000 annually to defray costs of City-funded senior programs.