

*The Miami Sportscenter, LLC.*

*1200 Brickell Ave., Suite 680*

*Miami, FL 33131*

August 14<sup>th</sup>, 2015

Mr. Aleem Ghany, City Manager  
City of North Miami  
776 NE 125<sup>th</sup> St. 4<sup>th</sup> floor  
North Miami, FL. 33161

Re: Submittal for Indoor Sportscenter

Dear Mr. Manager,

This letter is a formal submittal to create a public-private-partnership on the development of an indoor sports center with the City Of North Miami. Informational packets have been provided for each council member, yourself, city planner and the Honorable Mayor, Doctor Smith Joseph.

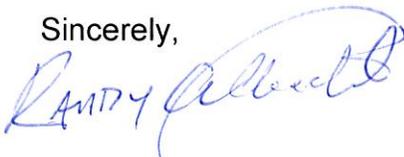
We respectfully request that the item be put on the agenda for the August 25<sup>th</sup> council meeting, as we have made arrangements to have available those individuals who can answer questions from the Council, Mayor and staff.

Those anticipated to attend are Robert Andrus of Andrus Architecture, Rockford, MI., Doctor Daniel Kalbac, MD & Principal of Orthopedic and Sports Medicine Center of Miami., Vice President Antonio Johnson Health & Fitness, Vice President Graeme Griffith Director of Turf & Court, a representative from Elite Synthetic Surfaces, Williston Park, NY, a representative from Morris & Reynolds insurance, Palmetto Bay, FL. and myself.

If you, or any member of your staff should need any additional information, or if you have any questions in advance, please feel free to reach out.

Thank you kindly.

Sincerely,



Randy Albrecht  
Chief Operations Officer/ General Manager  
The Miami Sportscenter, LLC.  
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Prepared Exclusively

For

The City Of North Miami

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The Miami Sportscenter LLC, submits this "Request for Proposal" to create a public private partnership (P3) between The City of North Miami and The Miami Sportscenter, LLC.

The proposal is for the "design, build, own, maintain and ownership" of an approximately 225,000 square foot indoor sports facility. The facility would include the following components:

- *2 NBA Size Basketball Courts (used for volleyball as well)*
- *2 USTA Regulation Hard Surface Tennis Courts*
- *2 NHL Size Ice Rinks*
- *1 FIFA/NFL Regulation Turf Field*
- *1 Olympic Size Pool*
- *1 Flowrider Surf Machine*
- *1 Zero Depth Entry Splash Zone*
- *1 Rock Wall Climbing Area*
- *1 State of the Art Fitness Center encompassing 5,000 square feet*
- *1 Complete Care Orthopedic & Sports Medicine Clinic w/ Full Rehabilitative Service's*
- *1 Student Athlete Computer/Media Center*
- *1 Sports Themed Restaurant & Grill*
- *1 Café Concession*
- *1 Full Service Sports Equipment & Apparel Retail Store*
- *1 Multi-Purpose Room encompassing 3,000 Square Feet*
- *2,500 Square Feet of Office Space*

The Miami Sportscenter is a planned 225,000 square foot entirely “indoor” sport center proposed to be located in The City of North Miami.

The past number of years numerous sports facilities have been constructed and successfully managed throughout the United States. Incidentally, towns, cities and municipalities have benefited financially through tax revenues, creation of jobs, improvement of quality of life, tourism and ancillary areas such as, hotel rooms, restaurants, retail, etc.

Sports facilities of this type have become a proven natural economic catalyst. The sports and recreation tourism sector is a 7 billion dollar industry. Additionally, sports & recreation has been identified as a “recession proof” sector by leading economists.

Florida's #1 industry is tourism and Florida is the top travel destination in the world. The City of North Miami can capitalize on both the sports/recreation and tourism industry by hosting this world class facility.

Likewise, residents of the City of North Miami would benefit from all that the “Sportscenter” has to offer, from jobs, educational/wellness programs, recreational offerings and supporting local businesses.

The Miami Sportscenter is a project that has been in the planning stages since 2007. Every aspect of the planning, design, construction, projected operational cost and projected revenue's have been verified and compiled. Mr. Robert Andrus, Principal of Andrus Architecture from Rockford, Michigan has been commissioned for the project. Mr. Andrus has designed numerous facilities throughout North America, and is recognized as an industry leader.

Each specific area of the facility and its construction team has been engaged and are ready to begin construction. Anticipated timeline from date of commencement of construction, to that of being fully operational is 9-12 months. Although large in terms of square footage, the facility is mostly open space. Therefore, internal build out is only at about 30% of the building.

Local companies have been engaged to subcontract on aspects of the construction wherever possible. The number of temporary jobs is estimated to be between 350 and 400, with another 200-250 permanent jobs once completed.

Equipment in the facility is state of the art. Cost estimates have been obtained for the Olympic swimming pool from The Aquatic Group. Cost for the turf field has been quoted from Elite Synthetic Surfaces Inc.; Elite Synthetic Surfaces has installed the turf field for The Hillel School, Belen Jesuit and other local fields. Additionally ESS has been contracted with NYC Parks & Recreation and numerous municipalities/cities across the US.

The tennis & basketball courts have been quoted by McCourt of Miami, FL. The ice rinks have been quoted by Becker Arena Products and Ice Tech, Inc. The facility will exceed all City of North Miami & Miami Dade County building codes, as well as, LEED platinum certifications. Water reclamation systems will be used to resurface the ice rinks, heat produced from the compressors will be used for hot water in the building. Cold air from the ice rinks will be used to assist in cooling the building. Priority will be given to the city planner in terms of aesthetic design to compliment the City of North Miami.

Cutting edge technology will be utilized for the operation of the building, security features and multimedia capabilities. The facility will also be equipped with industrial grade back-up generators.

## Revenue streams would be derived from the following sources:

Youth & Adult leagues – soccer, flag football, basketball, lacrosse, hockey, volleyball, baseball, tennis, curling. Youth & Adult, H.S., Collegiate, Tournaments/competitions -- – soccer, flag football, basketball, lacrosse, hockey, volleyball, baseball, tennis, curling, swimming, fitness, judo, figure skating,

Daily user fee's- Flowrider surf machine, public skating swimming pool, zero depth entry splash zone, rock wall climbing, athlete study center.

Rent from – Sports themed restaurant & grill, café concession, sports retail store, sports & orthopedic clinic.

"In facility" advertisements

Instructor/coach/tutoring fees

Birthday Party Packages

Room Rentals

Membership Fees

Sponsorships / Naming Rights

Marketing on Sportscenter Social Media Platforms

Contracted usage fees from existing sports clubs

Filmography/Videography

Private Rentals - various

Commercial film / Photography / Production

Summer Camps

Camps/Clinics (non summer)

Rock Wall Climbing

Surf Machine

Splash Zone

Locker Rentals/Vending

Groups/Corporate

The City of North Miami and its residents would benefit from this partnership through the creation of jobs.

4 separate, highly regarded, and long time existing businesses have signed letters of intent to be tenants in The Miami Sportscenter. These include;

The Orthopedic and Sports Medicine Center of Miami will secure the clinic space in the facility. Dctr. Daniel Kalbac is one of the most respected Orthopedic Surgeons in the nation. He is a team doctor for the United States Men's National Soccer Team. Along with creating a sports and orthopedic clinic, his practice will offer rehabilitative services as well.  
Anticipated jobs 20

Tropical Smoothie Café will occupy the café concession. This is a national food chain with franchises throughout the USA. They offer healthy menu choices and is known for its fairly priced items and great customer service. Both of these cornerstones run parallel to The Miami Sportscenter business principles as being an inclusive place to experience healthy living.  
Anticipated jobs 20

Dante Cozzi Sports Inc. Is a 30 year old established leader in the sports equipment and retail business, currently they have 3 locations and look to expand to the Florida "market". Anticipated jobs 15

Sports Grill is recognized as having "Miami's best" chicken wings. They have been an established business for nearly 20 years and have expanded to 8 locations in Miami and Broward counties. They are looking forward to take up a new location in The Miami Sportscenter as the Sports Themed Restaurant & Grill. Anticipated jobs 25-30

The business plan of The Miami Sportscenter has projected the following employment needs.

### 32 full time jobs

#### Full time employees-

- *1 General Manager*
- *1 Community Liaison / New Business Director*
- *2 Assistant General Managers*
- *1 Office Manager*
- *1 Asst. Office Manager*
- *1 Operations Manager*
- *3 Asst Operation Managers*
- *1 Hockey Director*
- *1 Figure Skating Director*
- *1 Aquatic Director*
- *1 Fieldhouse Director*
- *1 Fitness Center Director*
- *6 Locker Room Attendants*
- *1 PR/ Marketing / Advertising Director*
- *1 Technology / Communication Director*
- *1 Custodial Manager*
- *3 Security Agents*
- *2 Fitness Center Trainers*
- *1 Court Director*
- *1 Event Director*
- *1 Birthday Party Co-ordinator*

The business plan of The Miami Sportscenter has projected the following employment needs.

56 part time jobs

Part time employees -

- *4 Rock Wall Climbing Belayers*
- *4 Surf Machine Attendants*
- *6 Life Guards*
- *8 Skate Guard/ Rental Attendants*
- *8 Birthday Party Hostess*
- *8 Front Desk Receptionists / Cashiers*
- *6 Sales / Marketing Positions*
- *8 Event Support Staff*
- *4 League Co-ordinator's*

The business plan of The Miami Sportscenter has conservatively projected the following private contractor jobs.

100 Private Contractor Jobs

*Student Tutors*

*Private Instructors / Coaches*

*Game Officials / Referees*

*Game Scorekeepers*

*Photographers / Videographers*

The Miami Sportscenter, LLC is seeking a "Public Partner" that recognizes the opportunity which The Miami Sportscenter could bring.

Including:

- Job Creation 350-400 permanent jobs, (200-250 which are full time).
- 300-350 Construction Jobs
- 1.1mm estimated visitors to the facility each year.
- Added Tax Revenue to the city- est. 1.2 mm per year.
- Ancillary revenue for local business's, i.e., restaurants, retail, hotel rooms, car rentals, entertainment, etc. 4.1 mm - 5.3 mm per year.
- Improvement in quality of life.
- Philanthropic programs.
- Preferred programming to city residents.

Additionally, it is the goal of The Miami Sportscenter to create a Model agreement with The City of North Miami. One which would become the "MODEL" Public, Private Partnership, for all of Florida to use as the example of what can be achieved when cities and private entities work together for the common good.

The Miami Sportscenter will prove financial worthiness for the completed construction, and operation of an indoor sports facility within 120 days of any approval by The City of North Miami.

The Miami Sportscenter proposes in the spirit of a true Public/Private/Partnership, or otherwise known as a (P3), requests that The City of North Miami provide 7 acres for the construction and complimentary needs for the facility such as, parking, right of ways, required green coverage etc. The 7 acres would require a long term land lease agreement not less than 99 years with option to develop said land within the scope of intended use.

It is also requested that The City of North Miami provide 5mm in funds as an act of good faith and the willingness to embrace The Miami Sportscenter. These funds would be returned on the following terms.

**Years 1-10**

\$500,000.00 per year, plus interest at current market loan rates.

ADDITIONALLY---The City of North Miami would receive:

**Years 11-25**

\$250,000.00 per year at no interest but as a continued payment to city to be used at their discretion.

**Years 26-49**

\$350,000.00 per year at no interest but as a continued payment to the city to be used at their discretion.

**Years 50-99**

\$500,000.00 per year at no interest but as a continued payment to the city to be used at their discretion.

The City of North Miami would additionally benefit from the following offerings:

- ***Discounted rates to citizens of the City of North Miami.***
- ***The placement of a City of North Miami police substation in the facility.***
- ***Philanthropic programs for the community.***
- ***Partnership with City of North Miami Parks & Recreation.***
- ***Option to use facility in the event of a natural disaster.***
- ***Option for City of North Miami to use as a staging area in the event of an unforeseen event.***

Additional points can be explored which could further benefit the City of North Miami, residents and visitors.

Members of The Miami Sportscenter management team have a lifelong involvement in their respected areas. Each of them brings a track record of success in the South Florida community.

Chief Operations Officer -General Manager – Mr. Randy Albrecht-

Mr. Albrecht is a past manager of Pembroke Pines Ice Arena where he held that position for 8 years. His duties included maintaining the security of the facility, employee supervision of a staff of 30, oversaw employee background checks, hiring and training of employee's, payroll, cash handling and banking, protection of customer data, league coordinator for programming, trained drivers for and operated the Zamboni, logged, scheduled and secured chemical deliveries, performed numerous other responsibilities. Mr. Albrecht is certified as an ice rink technician and is regarded as one of the best rink managers in South Florida.

Vice President- Director of Turf& Court - Mr. Graeme Griffith –

Mr. Griffith is the past Director of the South Dade YMCA Family Center located at The Falls. He was responsible for all aspects of program management for the soccer, basketball, flag football, volleyball and lacrosse youth leagues. He also oversaw the management of the adult basketball and volleyball programs. Mr. Griffith brings over twenty years of experience in the development and management of various sports programs. Prior to moving to Florida 5 years ago, Mr. Griffith was the Senior Coach and personal trainer for the Buck head Fitness Center in Atlanta, GA. He holds a United States Soccer Federation "A" license and a National Soccer Coaches Association of America Premier Diploma. He is Currently Head Coach of Player development of Cutler Ridge Soccer Club. He has held the position of Varsity boy's soccer coach at Palmer Trinity School in Palmetto Bay, FL.

Vice President- Director of Health & Fitness –

Mr. Antonio P. Johnson

Mr. Johnson started his fitness career in the US Army where he served over twenty years as a US Army Platoon Sergeant. He managed the fitness and military training at Ft. Bragg, NC and Ft. Richardson, AK. Mr. Johnson also served as a Certified Army Instructor at University of Southern California (USC) for 5 years where he was responsible for the field tactical training of ROTC cadets. After he retired from the military, Mr. Johnson started a private fitness training business where he coached clients in transforming their bodies and their lives. He is highly knowledgeable in adult nutrition, weight loss, cardio and wellness and he has extensive experience in creating and developing boot camps and fitness training programs. He presently has various certifications and licenses in the area of fitness and training. Currently he is a staff fitness trainer at numerous clubs in South Florida and has been for the past 20 years.

Vice President – Director of Technology & Communication

Mr. Ademola Peters

Mr. Peters brings with him an extensive record of managing integrated technology across multiple platforms. This includes, securing of client information, oversight of “in-house” communications, banking transactions, internal/external connectivity. Mr. Peters has also implemented security & monitoring features for some of the top educational institutions in Miami Dade County. He is a Microsoft certified database administrator, Microsoft certified professional, certified technology business continuity FEMA 2008, ITO & Governance, Miami Dade College 2004, Masters of Science IT, Nova Southeastern University. As Vice President Mr. Peters will be managing all aspects of technology in the Sportscenter. This includes, POS systems, security of computers & internet, phone configuration & administration. Additional oversight includes; maintaining of social media platforms, athlete study center, in facility messaging and will partner with our public relations dept. to provide a consistent & positive branding image.

In summary, extensive research and compilation of data has been scrutinized in advance of this RFP. Sight comparisons have been reviewed and The City of North Miami is best suited for such a facility for the following advantages.

\*The City of North Miami is uniquely situated between two major International airports, that being FLL & MIA.

\*The City of North Miami has easy accessibility from major south Florida travel arteries; US-1, Interstate 95, Palmetto Expressway & Interstate 595.

\*The City of North Miami has a very desirable proximity to the beach, this translates into tourism and preferred travel destination worldwide.

\*The City of North Miami has a vibrant and active community which can benefit from a world class facility.

\*The City of North Miami has shown to be a city which invites economic growth and improvement in quality of life for their residents.

\*It is anticipated that additional businesses will look to position themselves within The City of North Miami from any development of The Miami Sportscenter. A number of hotel flags have expressed interest in partnering with The Miami Sportscenter.

Thank you to The Honorable Mayor, Doctor Smith Joseph, Council Members, Mr. Manager and City of North Miami staff for the opportunity to present this proposal.