

Renee Moss  
Sterling Boutique  
2622 Buford Road  
Richmond, Virginia 23235  
(804) 399-3656  
[sterlingboutique@aol.com](mailto:sterlingboutique@aol.com)

M. Wilbarger  
City of Key West  
201 William Street  
Key West, FL 33040

RE: 201 William Street, 117 sq. ft.

Dear M. Wilbarger:

I am very interested in the available space at 201 William Street. I am quite familiar with the location and I think it would be the perfect size and location for what I would like to do.

About two years ago my husband and I bought a home in Key West and have just recently sold our house and my boutique in Virginia, where I was for 11 years, to move to Key West full time. So, this opportunity on William Street may have hopefully come at the perfect time.

I would love to open a jewelry boutique specializing in handmade one of a kind jewelry with a nautical theme, such as coin jewelry, sea glass, mermaid jewelry, etc. I specialize in sterling silver and gold accented with beautiful gemstones. My jewelry is priced from \$40 to aprox \$1200.00 with the majority of pieces being in the \$60 to \$300 range making it possibly for everyone to be able to afford a one of a kind nautical beauty!

This is the type of business I have successfully owned and operated for the last 20 years, utilizing minimum space to create the maximum effect. I think that my design experience and training would enhance the area and that I could turn this small space into something the City would be proud of! I have enclosed pictures of some of my hand made jewelry from local artists as well as artists from around the world.

My Landlord of 11 years is Bill Crenshaw, @ Crenshaw Singleton Properties (804) 643-0009.

I would be willing to pay \$ 1,225 per month for the space and would be willing to sign a 5 year lease.

Please contact me if there is any additional information you may need, and thanks for the opportunity.

Sincerely, Renee Moss









Echo of the D



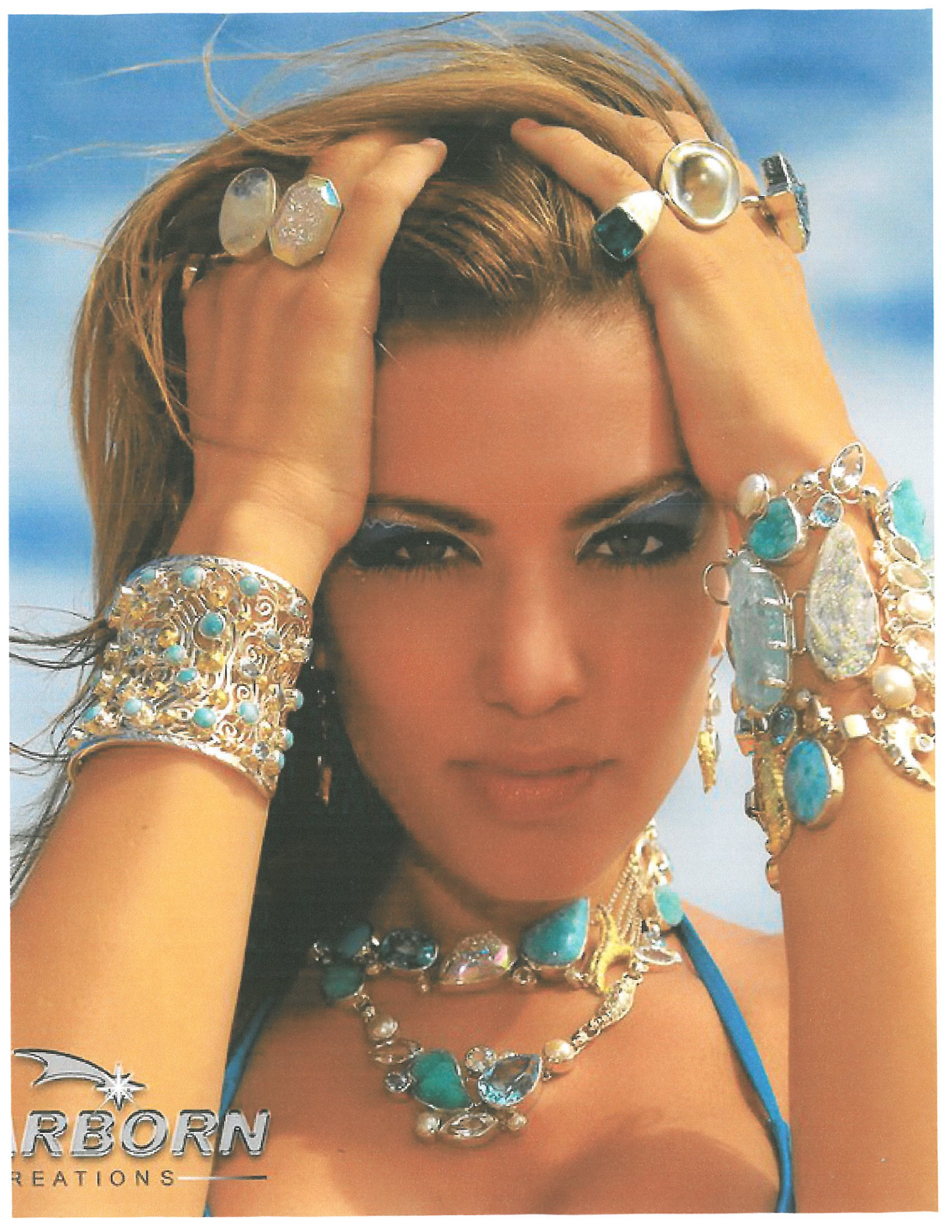
Valentine











  
**ARBORN**  
CREATIONS

Bumble Bee Silver Co.  
419 Greene St.  
Key West, FL 33040  
305-394-3976

Dear Key West Bight Board,

I would like to present this letter of intent to signify my interest in renting the space available at location 201 William St, Suite 110.

My business is named Bumble Bee Silver and is located at 419 Greene St, which has been in operation for over 8 years selling fine nautical jewelry and I would like to expand my business into the historic seaport district. I carry a wide range of jewelry from local seashells made into jewelry to exotic stones from the Caribbean to old world coins from the Atocha. I believe my business would compliment the seaport district because I carry unique seashell jewelry which no other merchants in the area offer and it would keep with the old nautical feel of the area. I have a strong local and tourist clientele and the area available is ideal for me, I would require no structural changes and I would put jewelry counters on the floor and cases along the back wall to maximize its small but charming space.

I would hereby like to place an offer of \$1500.00 per month base rent plus whatever other expenses that might be required with the space. I want to give a solid long term commitment and request a lease for 5 years or more. These are the terms that I am seeking, but I am open to any concerns or reservations you might have and would be more than willing to work things out on a mutually beneficial basis. It is my goal to not only grow my business, but to also be a positive presence in the area and a good tenant and neighbor to those around me for years to come. I would greatly appreciate if you could call me at (305-394-3976) so that we can set up a formal meeting to discuss this matter further and hopefully come to an agreement that would suit all of us.

Thank you very much for your time and consideration.

Respectfully,  
Jack Alwani



jalwani@hotmail.com  
305-394-3976  
Bumble Bee Silver  
419 Greene Street  
Key West, FL 33040

# BAHAMA VILLAGE COMMUNITY REDEVELOPMENT AGENCY CITY OF KEY WEST

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## LETTER OF INTEREST

For the use of the building located at 201 William Street in the Historic Seaport.

## FROM

Key West Emotions LLC, owned by Helene Blanchard

July 13th, 2012

Dear Commissioners,

I would love to get the opportunity to come back to the Historic Seaport and rent the present vacant space for the operation of my retail business under Key West Emotions LLC.

As you may remember, I am a former tenant of the City of Key West, and my records show very good standing for the payment of my rent from September 2005 to August 2008. I used to operate Key West Artworks LLC at 201 William Street # 106. The look of the store has changed quite a lot, but I hope that you will remember what a beautiful store I had proudly put together. When I decided to be a mom for a while, I sold my business to Mr. Cash who is still operating at this location. Now it's time for me to create again, and I truly hope that you will offer me the opportunity to come back to your neighborhood.

## **The use of the space would be as follow:**

***Name of the store: "Oh là là!"***

## **Retail sale:**

- Marina style fashion clothing...
  - *Marinière* style apparel made in France. Very popular style, traditional, classic, and elegant. Made for the "Harbor Life", it evokes the Ocean and its way of life...
  - *Yoga* style ECO 100% Recycled apparel & *Micro Performance* apparel (moisture wicking technology allowing the skin to stay cool and dry even in extreme conditions). Perfect lines for sailors and fishermen!
- Fashion Jewelry:
  - *High Quality Pearls* (Acoya, Tahitian, freshwater...),
  - *Original Gold dipped Seashell Pendants*,
  - Selection of *Toe Rings and Anklets*.
  - *Children* section Jewelry
  - "*Homemade*" Rhodium Pendants and Charm Bracelets.
- Multi-media Artwork:
  - Themes: Key West - The Ocean & Underwater Life - Cuba & Retro Style.
  - Original, Giclee and Print Paintings, Photography on canvas, and "Useful Art" on I-phone covers, Serving Trays, Cigar Boxes, etc.

- Other small items like candles, incense accessories, books, lamps, beauty products, Cuban & Island Music CDs, novelty items, posters, toys, etc. Keeping in mind that the main themes are here again: The Ocean, Key West and Cuba.
- A small selection of *Hand Rolled Cigars and Cigarillos*.

*Note: of course, considering the limitation with space (117 square feet), I am not planning on having all the above merchandise at once in the store. Instead, the items for sale will change regularly (approximately every month), making it “new” and interesting for regular customers, while keeping the best sellers in. I want to be using the full potential of that small space.*

**Concierge services** (information & booking). Please note that this is not a core operation of my business, and I would agree to not do it should it go against other activities of the Historic Seaport.

**Proposed improvements:**

- Painting of inside walls (neutral color). The present slate walls will stay. Resurface of the wood flooring.
- Wood displays\*\*\* with railing affixed to the doors in observance of code compliance.  
\*\*\* not visible when the store is closed as there will be panels covering the doors' windows with elegant designs of what the store is all about.
- If possible and agreed by the Bight Commission, a retractable awning could be installed to provide extended shade as well as protection from the rain and the wind.

**Income to the Community Redevelopment Agency:**

I would like to offer \$900 base rent per month for the first year (\$92.31 per square feet), and I would feel comfortable signing a 5-year lease with the City of Key West, taking into account the 5% annual increase. Also I am familiar with the Lease Terms which will certainly facilitate the whole process.

As a final note, please keep in mind that I would consider matching any other offer on the space if the Comity likes my proposal. It is no secret that I am quite “attached” to the Historic Seaport and I have been designing my new business in accordance to this location. I am confident that “Oh là là!” would be a great success and a welcomed addition to the Harbor Walk.

I thank you in advance for your consideration. I have attached my resume for further references. Please feel free to contact me should you have any question.

Sincerely,



Helene Blanchard

Key West Emotions LLC - (305) 900-9693 - [info@keywestemotions.com](mailto:info@keywestemotions.com)



**Hélène Blanchard**  
(305) 900-9693  
heleneblanchard@yahoo.com

1805 Atlantic Blvd # 4  
Key West FL 33040

Dual Citizenship (US & French)

## CURRICULUM VITAE

- Since Sept 11* **Cooke Communications (Key West, USA)**  
*Advertising Representative for the Locals Guide & the Menu Guide.*
- Feb-Aug 11* **Jofrati (Challans, France)**  
*Store manager. No 1 retail sales associate.*
- Sep08-Feb11* **At home mother (two children, Juliette & Alexandre)**
- 2005-2008* **Key West Artworks LLC (USA)**  
*Business owner and manager.*  
Retail sales and wholesale in store and on a website. Supervision of two employees. Thirty local artists in consignment. In store production of personalized products through the sublimation process: transfer of photographs and paintings onto ceramic, glass, and Italian marble tiles, metal license plates, T-shirts, puzzles, mugs, cozies, magnets, Christmas decoration, etc.
- 2003-2004* **Keys Federal Credit Union (Key West, USA)**  
*Customer Service Representative.*
- 2000-2003* **Liberty Voyages (Fort Lauderdale, USA)**  
*Tour manager for the Incentive Department.*  
Creation of US vacation packages for French corporations wanting to reward their best employees. Large spending budget with very high expectations. Contracts negotiation. Tour management. Planning and carrying out special events during the tour. Tour guides supervision. Destination research and evaluation of suppliers. Translation services.
- 1999-2000* **American Tours International (Orlando, USA)**  
*Tour manager for the Florida Destination.*  
Creation of Florida vacation packages for international tour operators. Contracts negotiation. Travelers meet and greet (information and ticket sale for the attraction parks).

### OTHER EXPERIENCES

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- 2003-2005* **Languages by Lenou (Key West, USA)**  
*Private languages classes for children and adults (English ESL, Spanish and French).  
Translation services (English-French and English-Spanish).*
- 2000-2002* **Inlingua (Miami and Fort Lauderdale, USA)**  
*Freelance teacher (French classes)*

### EDUCATION

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- 1997-1998* **Master's Degree in European Tourism Management**  
*Université de Savoie (France) / Bournemouth University (UK) / Escuela de Turismo de Madrid (Spain)*
- 1996-1997* **Intensive English Classes and one semester of the International Tourism Program**  
*Eckerd College (St Petersburg, USA)*
- 1992-1996* **Bachelor's Degree in Bank, Finance and Insurance (Honors)**  
*Université de Nantes (France) / Universidad de Valencia (Spain)*  
*One year internship in the International Department of Bancaja (#1 local bank, Valencia).*
- 1989-1992* **Baccalauréat in Sciences**

### COMPUTER KNOWLEDGE

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Word, Excel, PowerPoint  
Haines Sublimation  
S-Spline Pro

### LANGUAGES

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FLUENT in English, French and Spanish  
Conversational Italian

7/17/12  
305-797-8483

TO: MARILYN WARBARGER  
CITY OF KEY WEST

# PROPOSAL

DEAR MARILYN,

PLEASE CONSIDER THE FOLLOWING PROPOSAL FOR SPACE AT 201 WILLIAMS  
TWO LARGE DOORS EXIST WITH A TINY SHOP DESTINED TO BECOME "KEY WEST'S BEST" WITH IT'S DOORS SLUNG OPEN 7 DAYS A WEEK WELCOMING VISITORS TO THE HISTORIC SEAPORT AREA WITH KEYS PRODUCTS SUCH AS JEWELRY, CIGARS, SOAP, SPICES, SMALL ART PRINTS, CONCRETE REPUBLIC FLAGS & HATS, COFFEE MUGS, WALL PLAQUES, RTW MEMORABILIA, BOOKS & TRIVIALIA OF KEY WEST.

WE HAVE THE EXPERIENCE & SKILL TO MARKET TO AN EXTREMELY DIVERSE CLIENTELE WITH A CROSS SECTION OF MERCHANDISE IN BROAD PRICED SPECTRUMS, WHILE ALWAYS STRIVING TO IMPROVE BY INTRODUCING NEW PRODUCTS.

SPACE LIMITATION IS CHALLENGING BUT AT A RATE OF \$50,000 MONTHLY WILL WORK WELL IN THIS FLOWING AREA, 10 YEAR LEASE  
SINCERELY, GARY LICHTENSTEIN

Tall Ships Key West  
205 Elizabeth Street Unit I  
Key West, FL 33040

Marilyn Wilbarger  
Senior Property Manager  
City of Key West  
mwilbarg@keywestcity.com

Tall Ships Key West would be the headquarters for the operations of Schooner Appledore 2 (seasonally) and Schooner Appledore 5 (year round). We would perform all reservations and check-in's for sunset sails, day sails, and schooner reef snorkel sails .It is our goal to further promote and emphasize tall ship sailing. We would also operate a small merchandise, gift and sundry store featuring unique sailing oriented items, art prints and post cards. We would carry a line of bags, purses and carry-alls with the Tall Ships Key West logo made from old sail cloth. Additionally we would feature prints and cards from the collection of the late Sandford Birdsey, a world renowned Key West artist whose work includes many scenes from the Key West Bight. Sandford's work captures the vessels and characters that give the Bight its unique color. Limited edition prints would be available by special order.

Tall Ships Key West is a joint venture of long time tenants Schooner Exploration Associates' John McKean and Sebago Watersports' Paul McGrail and Sean Rowley, whom have jointly operated Appledore 2 for the past nine years. Both Sebago and Appledore have operated in the Bight since 1989. The space at 201 William itself is extremely limited by size and is positioned closely between and adjacent to a number of vessel operators, thus its value as a ticket outlet is limited without upsetting the neighborhood. Appledore would maintain her adjacent sales booth; however we would like to have the ability to sell all tours in Key West with first call to those located within the bight. We have the ability to store merchandise at our nearby location. Sebago co-owner Paul McGrail exclusively owns all rights to the reproduction of his late mother's vast and valuable collection. The demand for her work remains strong. Many local hotels and guesthouses feature her originals and reproductions in-room, including the Pier House and soon to be installed Island City House, just to name a couple. We are convinced that the ability to sell higher priced limited edition prints combined with our need for a reservation check-in center is the best possible use for the space and compliments the neighborhood as well as its other tenants.

We would like to offer \$1275 monthly plus CAM on a five year lease for the vacant space advertised at 201 William Street. We would be forming our LLC shortly. Thank you for your consideration.

Sincerely,

Paul H. McGrail  
Sean G. Rowley  
John P. McKean