



October 23, 2018

Marilyn Wilbarger

Property Manager
City of Key West
201 William Street
Key West, FL 33040

Dear Mrs. Wilbarger,

Pursuant to your notice requesting letters of interest for use of the building located at 120 B Margaret Street, D Dock in the Historic Seaport, please allow this letter to serve as notice of our interest to lease said location.

A little about our company....

Fury Water Adventures is the largest watersports company in South Florida. It's been 25 years since the Fury Fleet began transporting guests to all the best places in on and above the waters of Key West. Fury ranks among the best as we provide what no other watersports company can: Friendly, professional captains and crew members, state-of-the-art boats and a vast assortment of trips to thrill anyone and everyone. With seven parasail boats, ten spacious catamarans, an award-winning glass bottom boat, over 70 jet skis and the largest and only state certified water-playground in Key West, Fury Water Adventures is second to none. And what truly separates us from the rest is our unwavering commitment to safety and customer satisfaction. We're so committed to ensuring the fulfillment of our guests that we survey each and every one as they leave our boat – then post the results in real-time on our website. This constant monitoring and hands-on approach helps us stay in touch with what our clients; it's the reason we exceed expectations time after time.

When it comes to a diverse assortment of products—Fury's got it all. From Sunset Cruises with or without live music, morning and afternoon snorkeling trips, glass-bottom boat rides, awe-inspiring parasailing adventures, Dolphin Watches, half day Island Adventures and our ever popular all-day on the water Ultimate Adventure, there's something for everyone.

Our Proposal...

Fury proposes to lease the location for a dual purpose; 1) we would like to restore the Historic Seaport Museum that existed at the location and continue to tell the story of Key West's Seaport and 2) to serve as a check-in location for nearly 100,000 customers that currently check-in at the Westin, Pier B.

It's our belief that the Historic Seaport represents the essence of "Old Key West". The Seaport has a rich history and has transformed as has Key West's tourist economy. We intend to make the museum a must see for tourists and locals alike. While at the same time, allowing the location to serve as a check-in hub for its customers. By bringing approximately 100,000 customers to the Historic Seaport, area businesses will benefit significantly but so will City parking revenues.

We expect that a significant investment will be required in bringing the museum online and respectfully request a reduced rent (\$28 per sq. ft) be considered for an initial five-year period. We also offer to pay a 10% usage fee for any functions held at the location. We believe this has real potential based on the growing volume of private charter bookings we are experiencing.

We will also pay for maintenance, taxes, insurance and utilities.

The result...

We think this is a "win-win" for Fury, the City and Seaport businesses. By marketing the museum through our network of marketing channels we will attract a more diverse traveler. At the same time, we will re-route an estimated 100,000 customers from the Westin marina to the Historic Seaport.

Conclusion...

Fury only knows one way to do things, the RIGHT way. If given the chance to restore and operate this location as a museum, the City will be able to boast of a Historic Museum that honors its working waterfront and its history. We look forward to the chance to impress!