

**Beauty Land**  
**1031 n State Rd 7**  
**Margate FL 33063**  
Ph: (954) 960-5747

Date: 06/06/2017

**Ref: Lease Renewal option.**

Dear Land Lord, time has passed and the lease is expiring at the end of this year. We have spent five years at this location **1031 N State Rd 7. Margate FL 33063** and we spent substantial amount of money trying to build a successful business, unfortunately business progress did not meet our expectation or its potential. In 2012, we have signed a five-year lease with city of Margate and set up as “shoe store” we spent great amount of money and tried every possible means to bring people to the plaza, however soon after opening we realized the business aspect in this shopping strip is different than the norm, in the sense of lowering customers to the plaza where half of the plaza remains vacant despite its prime location on one of the busiest highway.

After first year we realized we must change direction hoping things will change and cut down on our losses. We have changed the business to what we know best “beauty supply business” a type of business we have been in for 20 years just 5 miles south on 441 same highway. We have spent substantial amount of money in building this business and much more in advertising to lower customers to come to Margate but the fruit of our effort was scarcity. We don’t want to speculate on what the reasons are but we can reasonably say people’s attention is not directed to this plaza however, from day to day business operations in this location we have reasonably suffered from events the city holds throughout the year from major celebrations to monthly food trucks issues such as parking, closing segment of Margate Blvd and 441 highway and crowd using our amenities. Our record shows slightly lower sales when these occasions are held which clearly indicate their effect to the business.

After mentioning all these factors now, we are at the point where decision needs to be made whether to continue and hope for the best or move on in a different location which we have been out shopping for the past few months. We would like to give the city the chance to give us its thoughts and considerations for a lease renewal option keeping in mind all that mentioned above and **AC unit's issues**, which we have one disabled **AC unit that needs to be changed as soon as possible**. What we are asking the city is a five-year term with five-year renewal option with sixty days walk out notice and no rent increase, city to replace disabled AC unit and maintain the rest of the units throughout lease term, or we are willing to replace disabled unit and take full responsibility of maintaining the rest of the units in return the city gives us 5 months free rent starting the beginning of lease renewal option.

We want to take the opportunity to thank the city and commissioners for giving us the opportunity to present our point of view and let them know we will do our outmost effort to stay in Margate and work with city of Margate to chive successes for all.