

City of Emeryville,

August 21, 2016

Thank you for the opportunity to provide a brief description of my qualifications in an effort gain your trust as a candidate to operate the Emeryville Sportfishing Center. What follows is a very brief work history along with activities related to the Center.

I hold a BS in Business Administration from Cal State Hayward. For 25+ years I was employed in the real estate finance industry- 22 years employed with a Oakland headquartered financial company which regularly earned Forbes magazine's honor as "America's best managed". Since 2009 I have worked as a commercial fisherman based in Emeryville, as well as own and manage a private portfolio of residential real estate. Seasonally I work through Emeryville Sportfishing Center as a charter boat owner, working side by side with the current operators,. Additionally I have operated almost all of the boats as a relief captain, gaining insight to the do's and don't of the charter boat business.

In the spring of 2016 I was asked by several boat owners to consider purchasing and operating Emeryville Sportfishing Center. Due to complications with the seller, we have yet to complete the transaction but maintain a verbal commitment to purchase. During that period I have overseen the Sportfishing Center operationally. Some of the activities include:

- Securing 4 new phone lines and reinstating the "Fish Hotline"
- Installation of ATT Uverse high speed internet line for Center
- Coordinated remodel of interior including electrical upgrades, bathroom and painting.
- Meeting with City representative regarding business signage requirements and restrictions.
- Multiple meetings with Safe Harbor Marinas regarding lease extension, building refit, garbage volume assessment, and long term redevelopment.
- Conducted 3 staff meetings with boat owners/operators discussing on going operations, concession agreement and long term business strategy
- Design and development of new website including on line reservation software, internet advertising, Facebook strategy, and daily fish score updates.
- Coordinating regular vendor deliveries and tackle inventory
- Attended three City sponsored meetings

I believe without a doubt my work history, together with the unanimous endorsement from the boat owners, marina operators and current ownership place me at the top of the list as a replacement candidate. I look forward to earning your trust that I will be an exceptional long term concessionaire.

Sincerely,



Andrew Guiliano