

JEFF ELLIS MANAGEMENT

Professional, Friendly, Reliable Lifeguard Services

LIFEGUARD COMPANY SUBMITS RESIGNATION TO HALLANDALE

Company Keeps Promise of Accountability

Jeff Ellis, President of Jeff Ellis Management, advised City Manager Renee Crichton this morning that the lifeguard company will not seek future service agreements to manage Hallandale's aquatic operations. As part of his promise to "make it right," following the controversial termination of lifeguard Tomas Lopez, Ellis has determined that it would be inappropriate for the company to seek future service agreements with the city.

In a letter to Ms. Crichton, Ellis wrote, "I want to personally apologize to the Mayor, City Commission and citizens of Hallandale Beach for the regrettable incident surrounding the recent termination of our lifeguard employee, Tomas Lopez."

Jeff Ellis Management has provided aquatic operation management for the city's beachfront and swimming pools since 2003. During their nine year relationship, Ellis lifeguards have achieved a "zero" drowning record and saved Hallandale taxpayers over \$3,600,000. In just the past six months, our lifeguards have successfully rescued 15 distressed swimmers. "Despite our record of safety, the mishandling of the Tomas Lopez incident has undermined public confidence," Ellis said today. "We want to do the right thing and enable the City to move forward with a new vendor."

In his letter, Ellis committed that his company would continue to provide lifeguard services to ensure a seamless transition while maintaining the safety of Hallandale swimmers. Ellis wrote, "We will continue to provide oversight for these services until you are able to identify, secure and implement a replacement to perform these operations. You can be assured that our staff will work with city officials to achieve a prompt and transparent transition once a new operator is selected."

Ellis also committed to offer jobs to every lifeguard currently assigned to Hallandale aquatic operations at other Ellis managed facilities in Florida.

"I take full responsibility for how this situation was handled by our company," Ellis said. "I can't change what happened, but when we took this job I promised the city full accountability. I am taking this action to fulfill my promise."

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