

EXHIBIT 1



Mas VINO Fine Wines & Education Center
Mr. Colby Terlip
437 Alamanda Drive
Hallandale Beach, FL 33009

April 23rd, 2012

City of Hallandale Beach
Department of Planning & Zoning
Ms. Christy Dominguez
400 S. Federal Highway
Hallandale Beach, FL 33009

Dear Ms. Dominguez,

This application is to request a Spirits Variance to open a Fine Wine Sales & Education Center at 600 East Hallandale Beach Blvd. Suite 704 Hallandale Beach, FL 33009, Folio: 514-227-370-010. The site is located within a 600 foot radius of specified restaurants and within a 1,000 foot. radius of specified Spirits distributors and schools, see Distance Survey attached for specifications.

We request the Spirits Variance in absolute that the opening of this corporation will not impede or take away business from any surrounding and existing companies, rather enhance the area. Please see the mission statement and outline attached to acquire a full understanding of Mas VINO's distribution intentions. Additionally, we have attached a survey and spreadsheet with listed conglomerates within a 1,000 foot radius.

Mas VINO is not a bar or restaurant, so it is not going to take away business from said conglomerates in the area, there are no companies similar to Mas VINO restating the effects of Mas VINO's development in the area and will have no impediments upon the existing distributors or schools.

Our anticipation is to defend and present Mas VINO's case in front of May's Variance Hearing Date. We hope to work with ease and provide as much documentation as desired to make it easier and smoother for the City of Hallandale's Department of Planning and Zoning.

Sincerely,

Colby Terlip
Owner of Mas VINO Fine Wine Education & Sales



Mas VINO Mission Statement & Business Plan

The mission of Mas VINO is to provide a destination Fine Wine store and education location for South Florida. The South Florida region already has a destination fine wine festivals, such as South Beach Wine & Food Festival, Coconut Grove Food & Wine Festival, and destination fine wine auctions, including Naples Wine Auction, so it is important for the province to provide a destination fine wine retailer that is available for residents and tourists year-round.

Mas VINO will offer fine wines that are highly desirable for patrons of the South Florida wine market. Special emphasis will be placed on wines from Spanish and Portuguese speaking countries, including but not limited to; Argentina, Chile, Spain, and Portugal. However, Mas VINO will seek to provide the fine wine products in the greatest demand from the customer base.

Mas VINO will also further enhance fine wine culture in South Florida by establishing a wine classroom, tasting area/wine bar, library, and other product sales. The classroom will focus on the origin of popular grapes/wines, wine tastes and characteristics, complimentary pairings of food and, and how to best serve and preserve these wines. These courses will be offered in evenings, relatively between 6 and 9 pm.

The Tasting Area or Wine Bar will offer wine by the glass and wine samples. Customers have the ability to sample wines to be confident and pleased with their purchase. The tasting area will operate during peak business hours, relatively between 12 noon to 9 pm.

The Library will feature literature associated to wine education. Patrons will be able to peruse these books while shopping for wine, so that they can further learn about wine history and culture. A section of these books and periodicals will be available for purchase.

The Luggage and Storage section will provide wine-specific luggage and cooling containers, these are rare but necessary due to the high level of travelling of the residents and of the tourists of City of Hallandale.

Lastly, as a defining characteristic of the store, Mas VINO will provide a delivery service to hotels, condominiums, homes, etc. enabling Mas VINO as not only a pleasant 'pass-by' but a 'go-to' for specific needs of the rapidly growing environment of the City of Hallandale.



Anticipated Effects of Mas Vino's Fine Wines on the City of Hallandale

As decided by the City Commerce and crafted by EDAW's 2009 Master City Plan for the City of Hallandale, a "Gateway" for friendly pedestrian street is the end goal for Hallandale Beach Boulevard. With that in mind, Mas Vino's pleasant, educational, and relaxed atmosphere will only enhance the efforts towards said goal. With the extremely high tourist flow through the City of Hallandale and rapid growth in condominium and hotel establishments, venues pertaining to entertainment, food, and retail are particularly helpful towards creating a "Main Street" atmosphere. Mas Vino will NOT be a bar or club and will not draw the crowds pertaining to such. Mas Vino's hours are reasonable and provides an open-door atmosphere where customers can walk-in leisurely to peruse wines, books, various products, sign up for a wine class, or sample/ enjoy a glass of wine.

The schools in the immediate vicinity, specifically Masoret Yehudit Daycare and the Gulfstream Montessori School, will be minimally affected to Mas Vino's opening because the clientele drawn in will not be negatively altering of the environment. With the focus on fine wine sales, and the seminars in the evenings, the major events of the schools and Mas Vino will be on alternating times. Additionally, patrons of fine wine sales are desirous of the most safe and secure shopping environment, due to the fragility and value of desired products, subsequently they will not destruct or disturb the environment rather want to keep it well kempt. Pertaining to the Elliston School of Languages, the relationship will be mutually beneficial. With the majority of Elliston's students being international, the draw of the international customers to Mas Vino will additionally, be the same draw of the international students looking to learn new languages or the local languages of the area (English, Spanish, and some French).

Upon analyzing the surrounding restaurants, Mas Vino will only be serving samples of food, in order to educate participants in the classroom on wine and food pairings. With this said, if a meal is desired in the area, Mas Vino is not the destination establishing the surrounding restaurant destinations will not be effected.

As stated in the EDAW's framework breakdown of the City of Hallandale's Master Plan, "shape development of a vibrant, mixed-use, sustainable, pedestrian-oriented urban environment with an appealing character and sense of place". Mas Vino provides said unique character and distinctive qualities to benefit and further the progress of the Master Plan.