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# 1. BACKGROUND



- IN THE LAST FEW YEARS, THE CITY OF MIAMI HAS BEEN EXPERIENCING IMPORTANT GROWTH IN POPULATION, TOURISM, CONVENTIONS AND SPECIAL EVENTS, RESULTING IN SIGNIFICANT ECONOMIC DEVELOPMENT.
- IN ADDITION, THE AREA AROUND THE MIAMI RIVER HAS BEEN DEVELOPING VERY RAPIDLY WITH MULTIPLE COMMERCIAL AND RESIDENTIAL PROJECTS THAT ARE MAKING THIS PART OF THE CITY HIGHLY DESIRABLE FOR REAL ESTATE INVESTMENTS.
- THE NUMBER OF OPTIONS FOR FOOD, LODGING AND ENTERTAINMENT IN THE CITY ARE SIGNIFICANT, BUT THE OPTIONS FOR FAMILY-FRIENDLY, TRENDY VENUES IS QUITE LIMITED. FURTHERMORE, THE LODGING ALTERNATIVES AROUND THE MIAMI RIVER ARE EXTREMELY LIMITED.
- **THE SHIPYARD** IS BORN AS AN ALTERNATIVE TO FILL THIS GAP AND TO CATER TO TOURISTS AND LOCALS ALIKE, AND IS THE BRAINCHILD OF A GROUP OF FRIENDS AND INVESTORS WITH EXTENSIVE EXPERIENCE IN THE HOSPITALITY INDUSTRY.

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# 2. BUSINESS CONCEPT



- **THE SHIPYARD** IS A NEW LODGING, AND DINING CENTER THAT CATERS TO A WIDE RANGE OF CUSTOMERS, FROM FAMILIES TO YOUNGER CROWDS, AND FROM LOCALS TO TOURISTS ALIKE
- THE PROJECT LANDMARK CONSISTS OF A HIP BOUTIQUE HOTEL WITH ROOMS OVERLOOKING THE MIAMI RIVER, USING THE LATEST DESIGN TRENDS IN SHIPPING CONTAINER CONVERSIONS
- THE PROJECT INCLUDES A SOPHISTICATED SOCIAL ENVIRONMENT, INCLUDING A VARIETY OF GOURMET FOOD OPTIONS WITH A CENTRAL DINING AREA "PICNIC STYLE".
- THE CONCEPT ALSO CONTAINS AN AREA FOR ENTERTAINMENT WITH OUTDOOR GAMES TO KEEP THE CUSTOMERS ENGAGED AND ENTERTAINED, AND A VIP SECTION ON THE RIVER DOCK TO WELCOME PATRONS ARRIVING BY BOAT
- THE COMPLEX IS SURROUNDED BY BEAUTIFUL GARDENS AND "ZEN-LIKE" LANDSCAPING THAT PROVIDES AN AMBIANCE OF SERENITY AND RELAXATION

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## 2. BUSINESS CONCEPT

- **FOOD OPTIONS:**

- THE PROJECT INCLUDES A GOURMET FOOD COURT AREA WITH A VARIETY OF FOOD OPTIONS FOR EVERY TASTE (CEVICHE, GOURMET PIZZAS, VEGETARIAN, TAPAS, SMOOTHIES, ICE CREAM, ETC.)
- EACH FOOD STATION IS DESIGNED WITH CONVERTED SHIPPING CONTAINERS TO MAINTAIN THE SHIPYARD CONCEPT THROUGHOUT THE PREMISES
- SEATING IS PROVIDED IN A COMMON OPEN AREA WITH FAMILY STYLE DINING TABLES



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## 2. BUSINESS CONCEPT

- **BOUTIQUE HOTEL:**

- THE BOUTIQUE HOTEL PROVIDES ACCOMMODATION TO A LIMITED NUMBER OF GUESTS UNDER A COOL AND HIP ENVIRONMENT USING SHIPPING CONTAINERS CONVERTED INTO HOTEL ROOMS
- THE HOTEL INCLUDES A POOL, HOT-TUB AND SUNDECK AREA USING THE SAME CONCEPT OF CONTAINER DESIGNS, WITH BEAUTIFUL VIEWS OF THE MIAMI RIVER



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## 2. BUSINESS CONCEPT

- **BAR AREA:**

- THE COMPLEX HAS A CENTRAL BAR AREA WITH A SPECIALTY ON PROVIDING EXOTIC AND SOPHISTICATED DRINKS, AS WELL AS A VARIETY OF BEER AND WINES
- THE BAR HAS A LOUNGE SECTION TO ENJOY YOUR BEVERAGE SELECTION WHILE ENJOYING A "ZEN-LIKE" LANDSCAPING TO RELAX.



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## 2. BUSINESS CONCEPT

- **LANDSCAPING:**

- THE ENTIRE COMPLEX IS TASTEFULLY DECORATED WITH LUSH LANDSCAPING AND HIP "ZEN-LIKE" GARDENS AND RELAXING LOUNGING AREAS



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## 2. BUSINESS CONCEPT EXCLUSIVELY UNIQUE DINING EXPERIENCE



### THE SHIPYARD CULINARY CONCEPT

WILL BE AN EVER CHANGING POP UP SEASONAL DINING SCENE WITH INDOOR OUTDOOR PERFORMANCE KITCHEN WILL FURTHER ELABORATE WITH PLAN & CONCEPT

THE DAY BEGINS; GUESTS AND LOCALS ALIKE WILL ENJOY A RELAXING SCENE WITH WALK-UP BAR FOR COFFEE, JUICES, FRUITS AND BREAKFAST PASTRIES. TO COMPLIMENT THE DAILY EXPERIENCE WE WILL OFFER FROM THE KITCHEN A SELECTION OF CREATIVE BREAKFASTS BOTH SWEET AND SAVORY, FROM A FRENCH TOASTED CROISSANT WITH STEWED RASPBERRIES, LAVENDER AGAVE NECTAR & CRÈME FRAICHE, TO OUR SOON TO BE FAMOUS HUEVOS RANCHEROS, CRISPY CORN TORTILLA, LAYERED WITH BLACK BEANS, SMOKED BACON, AVOCADO, SAN MARZANO TOMATOES, BAKED IN A FRENCH SKILLET TOPPED WITH MORITA CHILE OIL FRIED EGGS.

THE DAY WILL BEGIN TO TRANSFORM IN THE KITCHEN, TO INCLUDE LATE BREAKFAST SELECTIONS THROUGHOUT THE DAY AS WELL AS DAILY LUNCH CREATIONS TO SATISFY THE LOCAL AND VISITING FOODIE CLIENTELE.

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## 2. BUSINESS CONCEPT EXCLUSIVELY UNIQUE DINING EXPERIENCE



THE SELECTIONS WILL REFLECT LOCAL POPULARITY AND INGREDIENTS THROUGHOUT THE YEAR COMBINING THE FRESHEST HIGH QUALITY PRODUCTS AVAILABLE, PREPARED WITH A CLEAN STRAIGHTFORWARD COOKING STYLE ONLY TO ENHANCE OUR CAREFULLY SELECTED INGREDIENTS.

OUR GUESTS DAILY WILL HAVE THE ABILITY TO ENJOY THE SCENE OR JUST GRAB SOMETHING TO-GO OR DELIVERY, ALLOWING US TO APPEAL TO ALL MARKETS INCLUDING LOCAL BUSINESSES.

THROUGHOUT THE DAY THE STYLISH PERFORMANCE KITCHEN WILL ONLY BE ENHANCED BY THE SCENE OF OUR RIVERSIDE DINING WITH BEAUTIFUL VIEWS OF THE PASSING BOAT TRAFFIC AND CAREFULLY SELECTED MUSIC PLAYLISTS.

EVENINGS AT THE SHIPYARD WILL BEGIN WITH OUR AFTERNOON HAPPY HOUR, FEATURING SIGNATURE COCKTAILS AND FROM OUR KITCHEN, DAILY SPECIALS THEMED TO KEEP EVERYONE WANTING MORE, WITH EXAMPLES, SUCH AS A SHRIMP AND CLAM BAKE, BURGER BASH, THE OYSTER HOUR OR OUR TACO TUESDAYS WHICH WILL TAKE THE MEXICAN TRADITIONS OF TAQUIZA & CARNE ASADA TO ANOTHER LEVEL, ALL PREPARED FROM THE OUTDOOR PERFORMANCE KITCHEN WITH WOOD BURNING, GRILLS, PLANCHAS & OVENS FOR CREATING AN AFTERNOON OF BOLD FLAVORS REMINISCENT OF A VISIT TO MEXICAN TAQUERIA.

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## 2. BUSINESS CONCEPT EXCLUSIVELY UNIQUE DINING EXPERIENCE



EVERY NIGHT FOR DINNER WILL BE OUR OPPORTUNITY TO SHINE WITH A COMMUNAL CHEF TABLE IN THE GARDEN, MENU SERVED AT 2 SEATING'S NIGHTLY WITH A SELECT MENU FOR THE OCCASION TOGETHER WITH OUR CHEF JOHN GRAY AND AMPLE SELECTIONS OF WINES, BEERS & COCKTAILS. THOSE OF OURS GUESTS LOOKING TO CREATE THEIR OWN MAGIC AT THE TABLE WILL BENEFIT FROM SELECTIONS OF THIS EVENINGS CHEFS MENU AS WELL AS AN ARRAY OF A LA CARTE DISHES VARYING FROM A SIMPLE SNACK, FLAT BREADS, PLATES TO SHARE, LOCALLY CAUGHT SEAFOOD FROM THE GRILL, TO OUR SALT BAKED PRIME PORTERHOUSE FOR TWO BAKED IN OUR WOOD BURNING OVEN.

MIAMI IS IN THE MIDDLE OF A WONDERFUL GROWTH OF DINING CONCEPTS, OUR SUCCESS WILL BE A COMBINATION OF A TRULY MAGICAL RIVERSIDE SETTING AND THE LONG STANDING CULINARY REPUTATION OF OUR CHEF JOHN GRAY WHO BRINGS HIS INTERNATIONAL TRAVELS AND FOOD KNOWLEDGE TO THE MIDDLE OF MIAMI'S FOOD SCENE.

OUR ABILITY TO PLACE OURSELVES IN THE MIDDLE OF SOME OF MIAMI'S MOST IMPORTANT EVENTS SUCH AS ART BASEL AND THE SOUTH BEACH WINE & FOOD FESTIVAL WILL ALLOW US TO PLAY HOST TO NIGHTLY DINNERS, PARTIES AND EXHIBITS.

THROUGH OUR CONTACTS IN THE CULINARY COMMUNITY HERE IN MIAMI AND OTHER CITIES WE WILL BE ABLE TO HAVE THE UNIQUE OFFERING OF GUEST CHEF EVENTS THAT CAN HELP TO SOLIDIFY OUR REPUTATION AND IN TURN BENEFIT LOCAL COMMUNITY CAUSES.

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## 2. BUSINESS CONCEPT EXCLUSIVELY UNIQUE DINING EXPERIENCE



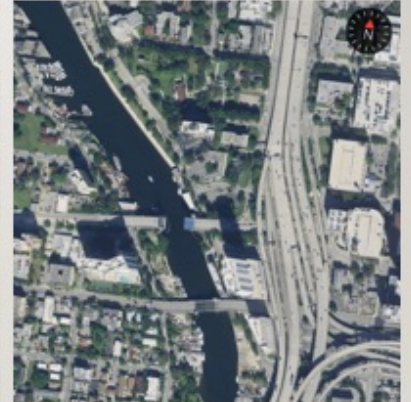
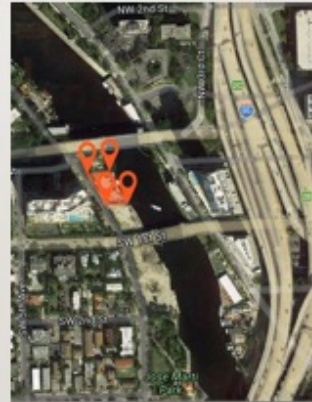
FROM A BUSINESS STANDPOINT THE IMPORTANT FEATURE OF THIS STYLE OF FOOD CONCEPT IS THAT IT GIVES US THE FLEXIBILITY TO ADJUST AND ADAPT TO THE HIGHS AND LOWS OF THE SEASONS OF MIAMI, AND ALWAYS ALLOWING OUR LOCAL CLIENTELE A PERSONALIZED EXPERIENCE THROUGHOUT THE YEAR.

FROM AFTER WORK OFFICE GATHERINGS WITH APPETIZERS AND COCKTAILS, TO MULTI COURSE PLATED WINE DINNERS, WE WILL USE THESE OPPORTUNITIES TO DAZZLE YOUR GUESTS TO ENHANCE THE OVERALL REPUTATION OF THE SHIPYARD.

THE SHIPYARD AN EXCLUSIVELY UNIQUE DINING EXPERIENCE.

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### 3. PROJECT OVERVIEW



### 3. PROJECT OVERVIEW



- **WE WILL BE A FAMILY ORIENTED HOTEL WITH A DEEP AND CONSTANT ECOLOGICAL SENSE, MAKING SURE THE INTEGRITY AND CLEANLINESS OF THE RIVER AND OUR SURROUNDINGS TO BE MAINTAIN AT ALL TIMES.**
- **NOISE: WE WANT TO CREATE A SPACE FIT FOR THE FAMILY AND ALWAYS TAKING CARE OF OUR GUESTS TRANQUILITY AND PEACE, IN ORDER TO DO THAT WE WILL MAKE SURE VOLUME WILL NEVER BE A PROBLEM.**



EXAMPLE OF A HOTEL IN MANCHESTER BUILT IN ITS ENTIRETY WITH SHIPPING CONTAINERS.

### 3. PROJECT OVERVIEW

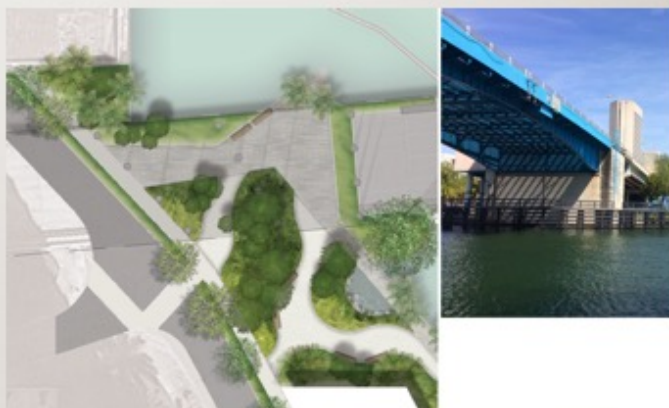


- LOCATION REVIEW WILL BE CONSISTENT WITH CODE 3.11, REGARDING SETBACKS, BUT TO HAVE A BETTER USE OF THE SPACE WE WILL APPRECIATE THE CONSIDERATION OF THE MIAMI RIVER COMMISSION AND RESPECTFULLY REQUEST THE WAIVER ON:

0' ON THE STREET SIDE  
0' ON THE SIDE YARD NORTH  
8' ON THE SIDE YARD SOUTH  
NOTHING ON THE RIVER SIDE.

IN EXCHANGE OF IMPROVING AND MAINTAINING THE PROPOSED FLAGLER COVE PARK.

### 3. PROJECT OVERVIEW









# THANK YOU



## 3. PROJECT OVERVIEW

