



Luxury Hotel
South Fifth
Miami Beach

Casa Marela
SOFI

Marela

SOFI

Miami tourism broke records in 2018. Here's why officials| think 2019 will be even bigger.

The logo for the Miami Herald, featuring the words "Miami Herald" in a white, serif font on a solid blue rectangular background.

Miami Herald

Most overnight visitors in 2018 stayed in hotels versus short-term rentals or with friends. The average occupancy rate in Miami-Dade hotels grew to 76.7%, up slightly from 2017. Miami Beach was the most popular area to stay among tourists, followed by the airport area and downtown.



Alberga a mas de 45 eventos internacionales. <https://www.miamiandbeaches.lat/eventos/eventos-anuales>



Based on rates, it's the fourth-best hotel market in the country after Oahu, San Francisco, and New York.

Business insider.- Si Florida fuera un país sería la economía #17 del mundo.

Art Basel Miami con “robustas ventas” y más de 80 mil visitantes

La 18 edición de la feria que se realiza en Miami Beach cerró sus puertas en el Centro de Convenciones, donde coleccionistas de 76 países recorrieron 269 galerías de todo el mundo



Miami Dade Aviation Department Facts-at-a-Glance

MIAMI INTERNATIONAL AIRPORT

Revised: February 2020

Capital Improvement Program: A Modernized, Enhanced MIA

The Miami-Dade County Board of County Commissioners adopted a new capital improvement program at MIA that will fund up to **\$5 billion** in airport-wide modernization projects over the next five to 15 years, paving the way for future growth in passenger and cargo traffic at MIA - projected to reach **77 million travelers and more than four million tons of freight** by the year 2040.

Sub-Programs include:

- Concourse "F" Modernization and Central Terminal Redevelopment
- Redevelopment of North Terminal's Regional Commuter Facility
- South Terminal Apron and Gate Expansion
- New Hotel Development
- Expanded aircraft parking positions and warehouses for cargo operations

MIA is the Largest and Best Served Gateway to Latin America and Caribbean

Miami Dade Airports

Miami International Airport - MIA
Miami-Opa locka Executive Airport - OPF
Miami Executive Airport - TMB
Miami Homestead General Aviation Airport - X51
Dade-Collier Training and Transition Airport - TNT

Economic Impact

Miami International Airport's (MIA) and the General Aviation Airports' annual economic impact is **\$31.9 billion**. MIA and related aviation industries contribute **275,708 jobs** directly and indirectly to the local economy. That equates to **one out of every 4.6 jobs**.

Miami International Airport

Land area: 3,230 acres
Runways: 9-27: 13,016'
8R-26L: 10,506'
12/30: 9,355'
8L-26R: 8,600'

Personnel: Aviation Dept. and Other: **36,797**

Hotel: MIA Hotel **259 rooms**

Parking:

1. A total of **8,233 parking spaces**.
2. **24-hour valet parking** services are located inside the Dolphin and Flamingo garages on the departure level, across concourses D and J.
3. A Cell Phone Parking Lot, providing **60 spaces for private, not-for-hire vehicles**, is located just off LeJeune Road heading north or south.

MIA Carriers and Destinations

Carriers: (02/20)

U.S.	32	Scheduled	87
International	68	Charter	13
Total	100		100

Number of Destinations: (1st Q'20)

	Non-Stop
Domestic	59
International	104
Total	163

MIA Figures for 2019

Flight Operations: (Commercial Aircraft Movements)

Domestic: 223,123
International: 191,277
Total: **414,400**

Passengers:

Domestic: 23.5
International: 22.4
Total: 45.9

Weekday Daily Average:

122,841 passengers

Weekend Daily Average:

129,421 passengers

Weekly Average:

867,074 passengers

Freight (US Tons):

Domestic: 389,368
International: 1,880,997
Total: 2,270,365

MIA Rankings for 2018

Among U.S. Airports

1 st	International Freight
3 rd	International Passengers
4 th	Total Cargo (Freight + Mail)
4 th	Total Freight
15 th	Total Number of Operations
13 th	Total Passengers

Among Worldwide Airports

11 th	International Freight
41 st	International Passengers
14 th	Total Cargo (Freight + Mail)
12 th	Total Freight
29 th	Total Number of Operations
42 nd	Total Passengers

16.5 million Miami visitors 2019.
6.2 million Cancun visitor 2019.

El aeropuerto de Miami recibio 45,971,313 viajeros durante 2019 (Miami International Airport Traffic Report).

El aeropuerto de Cancun 25,202,016 (Aeropuertos el Sureste)

Aug 16, 2019 (Investing Alerts) -- Travel and tourism was the second-fastest growing sector in the world last year. In total, the sector added \$8.8 trillion to the world's GDP and helped create 319 million new jobs

*Market***Watch**

Miami Herald

The path for a [monorail between Miami and Miami Beach](#) remained on track this week after county and city leaders voted to endorse that transit option as well as a new Metromover line for a busy bridge between Miami and Miami Beach. |

**Sir Richard Branson esta
invirtiendo fuerte en la
Florida.**



Tren Miami – Orlando.

BRIGHTLINE

A SMARTER WAY TO TRAVEL IN FLORIDA

Virgin MiamiCentral is home to the new Brightline inter-city express train that connects Southeast Florida more comfortably, quickly and reliably than ever before. Presenting the reinvention of train travel in America, Brightline – soon to be Virgin Trains USA – is one of the most advanced passenger rail systems in the nation. Now travel between Miami, Fort Lauderdale, and West Palm Beach is a quick, comfortable journey for vacationers and commuters alike. <https://virginmiamicentral.com/brightline/>

Caribbean or Mediterranean? Sun-filled mornings or late nights under the stars? Gastronomic delights or beautiful sights? The choice is yours, Sailor. Ready to Set Sail The Virgin Way and see how Richard Branson does cruises?

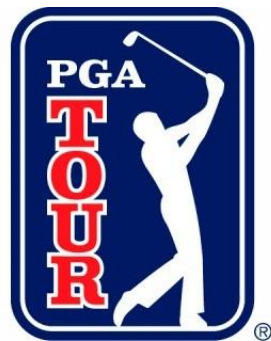
Virgin Voyages is also planning to build a 100,000 square-foot terminal in 2021 for its new cruise ship Scarlet Lady plus another cruise vessel.

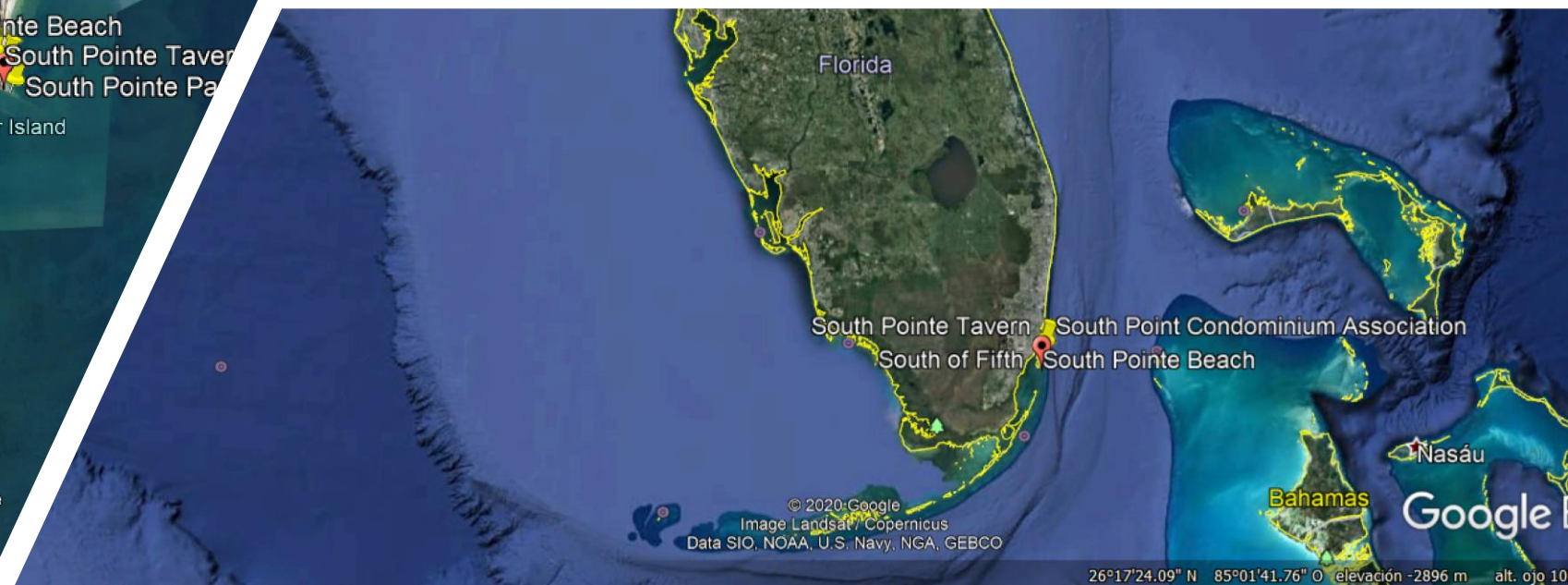


The Miami Beach Convention Center

Newly re-imagined following a \$620 million renovation.

Miami centro del entretenimiento mundial. Todas las ligas deportivas de Estados Unidos tienen o quieren tener un equipo en la ciudad.

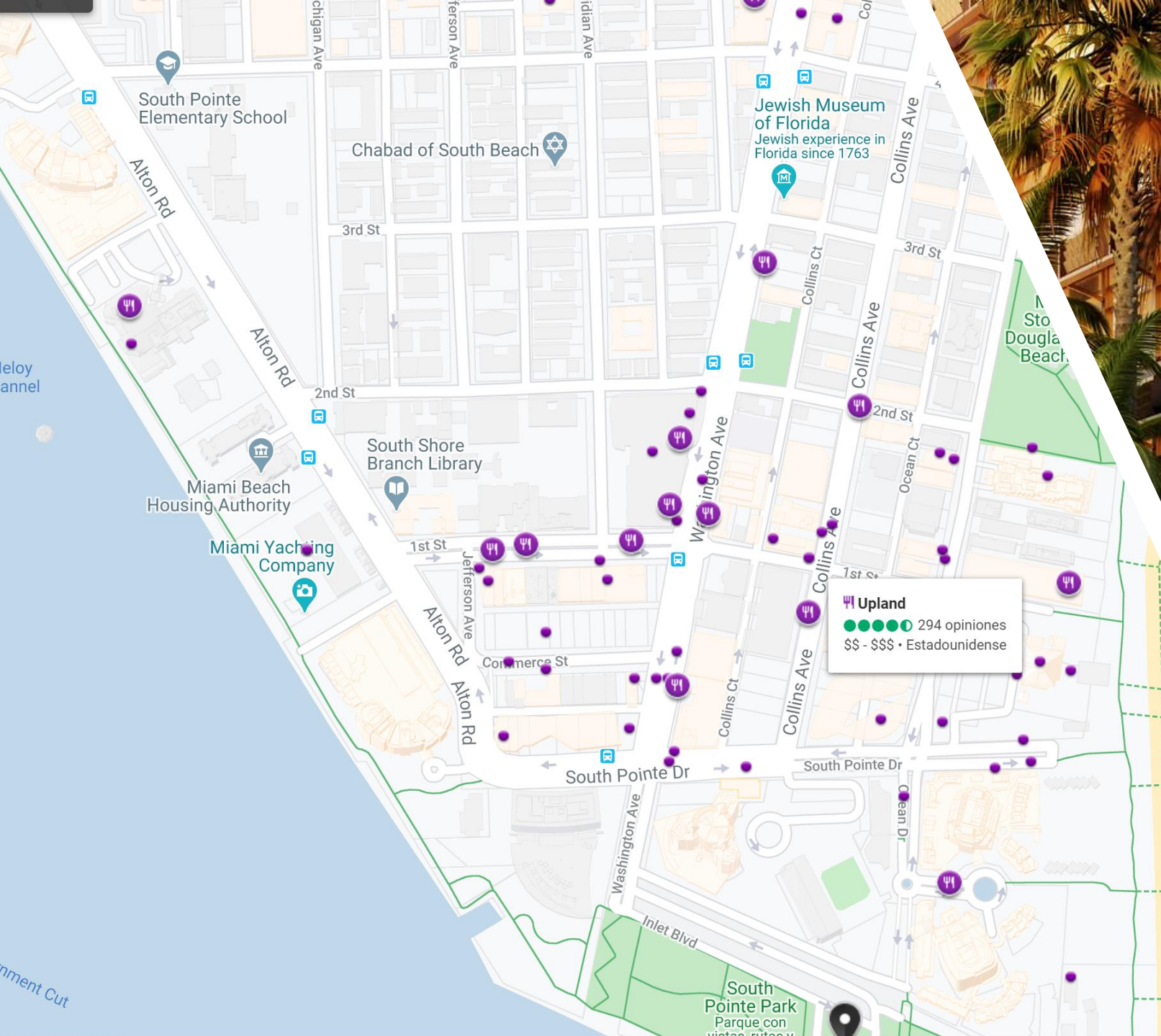




Casa Marela

SOFI







Prime
112



Big
Pink



Prime
Italian



Prime
Fish

FOGO DE CHÃO



SANTORINI
THE TASTE OF GREECE IN MIAMI BEACH



MIAMI BEACH

Restaurant & Beach Club | USA

25°C (77°F) 20:24 EDT

300 300 Meridian Ave



Salir de Street Vie



So why choose this place....

SOPHISTICATION

*South Beach most exclusive Neighbourhood.
Relax close to best dinning, arts and shop.
Few blocks from the beach.
Historic Building with the real Miami flavor.*



PLACE 1940s BUNGALOWS

There's nothing like it on the Beach with its seemingly enigmatic past....

THIS IS....

Miami's new local.

SO....

- Inspired by the concept of wisdom in magic.
- This MAGICAL place | The place that takes you back in time | A portal to the unconventional
- The space focuses on community through seating to evoke the VIBE.
- *Casa Marela* feels like home | a place to lounge | a place to veg

S O F I

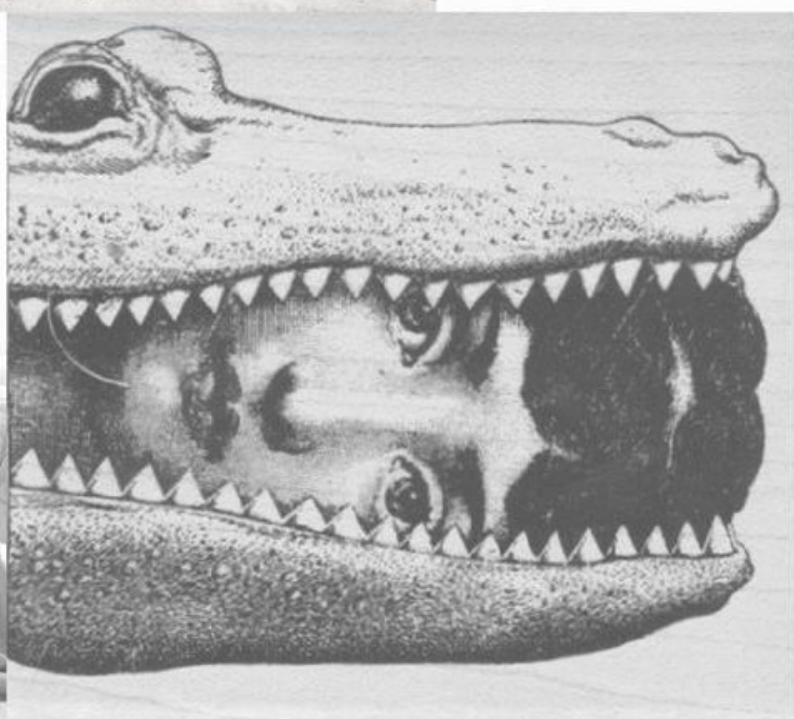
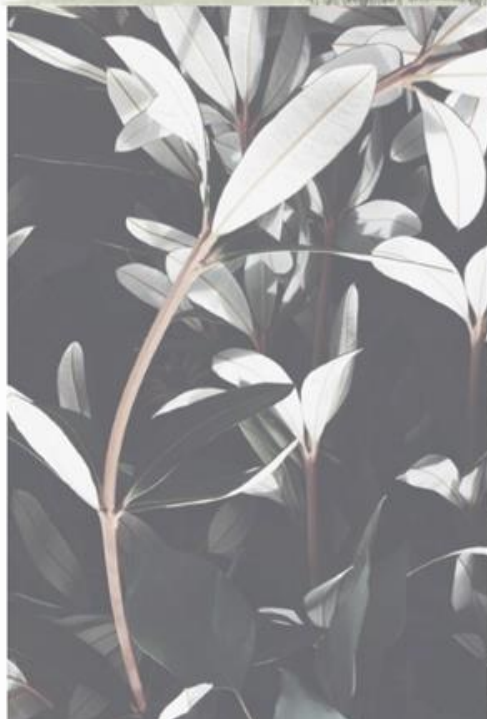
A PLACE THAT CAPTURE THE MAGIC....



OLD WORLD TROPICAL

— modern wanderlust

bungalows



CONCEPT: OLD WORLD TROPICAL – modern wanderlust bungalows

- An homage to the wilderness - be it deep within the jungle or the stirring in the heart. An eclectic mix of what people understand it to be - evoking a wanderlust feeling...of MAGIC! We felt this place inspired more of an old world residential feel with Mediterranean and Neo Tropical nods. We want to differentiate from “Bohemian” - and elevate it to a new state.
- This property evokes the spirit of a woman in the 1940's - a young ingenue that likes to travel, but with a secret identity where more meets the eye - she's crafty free spirited and curious...she enters postwar from France, clad in the dress and colors du jour - midriff baring body and soul.
- She, like the room distinctly wears deep dark colors of mystery - A color palette - stemming from the everglades - steeped in strangeness from unsolved crimes, mysterious murders, lost cities, and ghost ships, to vanishings and phenomena both natural and paranormal, these vast wetlands have long been a place every bit as sinister and bizarre as they are beautiful and mysterious.
- We want this place to evoke all these memories -

It's more than just a room - it's a gateway to finding the soul of Miami and the Magic within yourself.

INSPIRATION: OLD WORLD TROPICAL – INDOOR OUTDOOR



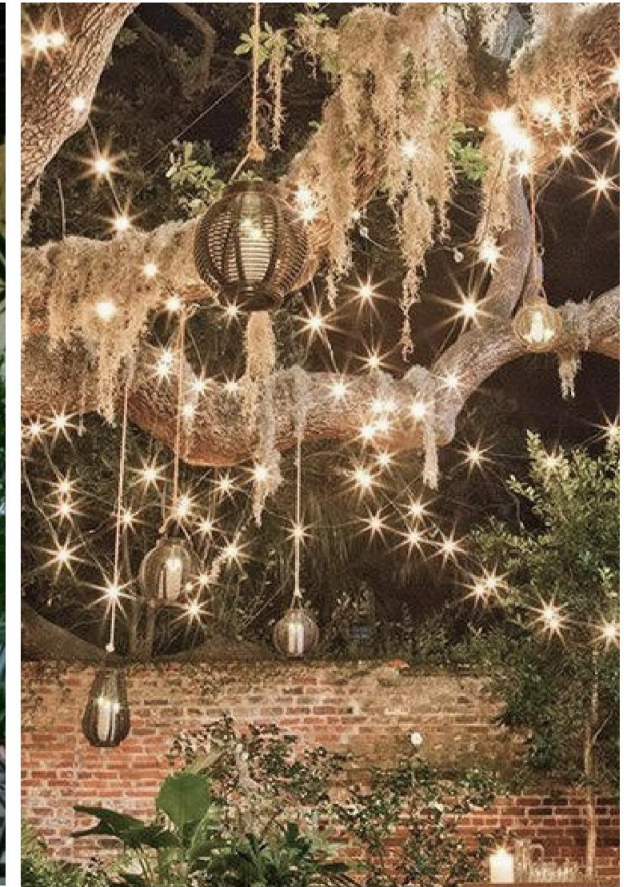
Neighborhood Local



Residential Feel



Nostalgic



Magical

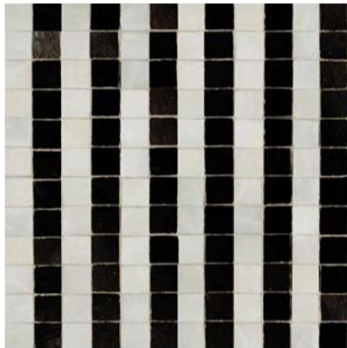
COLOR STORY

As the sun sets, the day is done, you've spend one too many hours in the sun, had one too many cocktails at the beach... your skin is as dry as an alligators - and all you want to do is head back to the room, take the longest shower on the planet (without adding to it's ruin!!), float in bed, rest and wait for the sun to go down in order to start your next adventure.

Wood siding painted to match the tile



The tired sun



The Boat



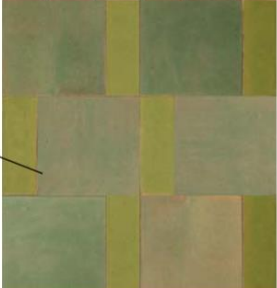
Fading blue sky reflecting off the marshy water...



Clouds that are not quite as white...

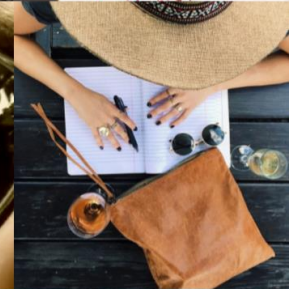


The sun's reflection off the water as it sets



The everglade grasses... at dusk

PHOTOGRAPHY INSPIRATION



FONT

NAME: PRINT CLEARLY

A B C D E F G H I J K

L N O P Q R S T U V W X Y Z

a b c d e f g h i j k

l n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

STATIONARY



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S O F I

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January 21, 2014

Mista Dobolina
Level 2, 1 Sapien Street
New York, NY 1011

Dear friend,

Following is an excerpt from The Mock Turtle's Story.

'Everybody says "come on!" here,' thought Alice, as she went slowly after it: 'I never was so ordered about in all my life, never!'

They had not gone far before they saw the Mock Turtle in the distance, sitting sad and lonely on a little ledge of rock, and, as they came nearer, Alice could hear him sighing as if his heart would break. She pitied him deeply. 'What is his sorrow?' she asked the Gryphon, and the Gryphon answered, very nearly in the same words as before, 'It's all his fancy, that: he hasn't got no sorrow you know. Come on!'

So they went up to the Mock Turtle, who looked at them with large eyes full of tears.

'This here young lady,' said the Gryphon, 'she wants for to know your history.'

'I'll tell it her,' said the Mock Turtle in a deep, hollow tone: 'sit down, be a good body, and I'll tell it word till I've finished.'

So they sat down, and nobody spoke for some minutes. 'He can EVEN finish, if he doesn't begin.' But she waited.

Yours faithfully

Brett Hobo
Managing Director


LETTERHEAD

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Casa Marala
EST. 1962



SLAGE PAGE



Casa Marela

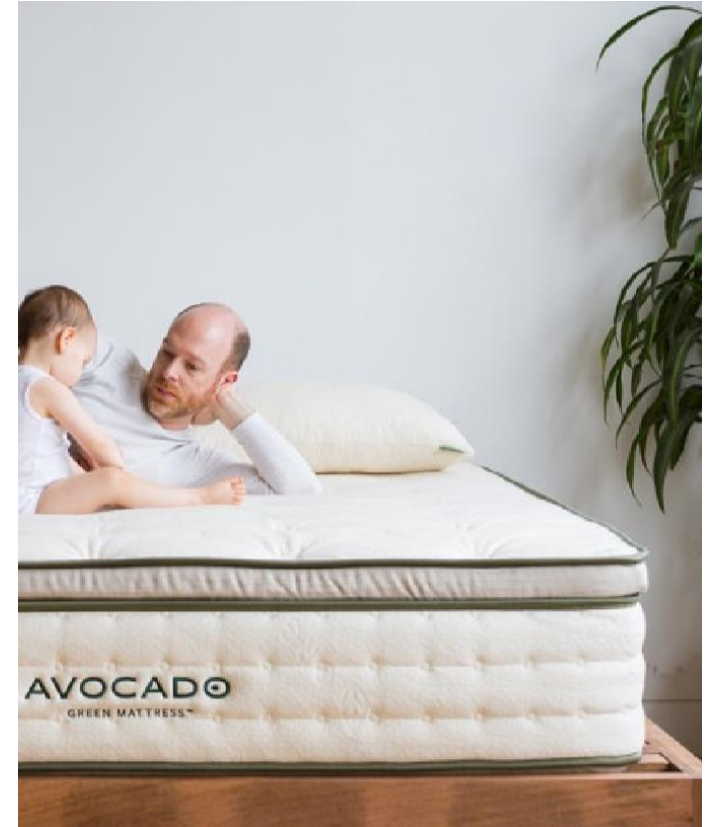
SOFI

TYPICAL ROOM

It's fun, free spirited with unencumbered furniture & accessory choices nodding to broad, Mediterranean influences. It's a mature feeling but will bring that sense of wild free spirited life into the space and with furniture that will allow for flexible seating arrangements to allow for larger groups to 'hang'. Broad "antique" aesthetic with modern amenities.



BEDING





HARDWARE AND BATHROOM



SPECIALITY AMENITIES KIT

SPA KIT:

CANDLE, OILS AND LOTIONS, EXFOLIATION, LOOFA

SEXY LOVE KIT:

CONDOMS, CANDLE, JELLY

REJUVENATION KIT:

ALOE VERA, COCONUT WATER.

FORGET YOU TOILETRY BAG KIT:

TOOTH BRUSH, TOOTH PASTE, MOUTH WASH, COMB, ETC.

SLEEP AMENITIES KIT:

EAR PLUG, FACE MASK,

GYM KIT: FREE BY REQUEST



IN ROOM AMENITIES

DO NOT DISTURB SIGN
BATH ROBES
SLIPPERS
GIFT BAG - To purchase or in rooms
LAUNDRY BAG
PLASTIC BAG
HANGERS
TRASH BINS
NEWS PAPER
SHOE POLISH



IN BATHROOM AMENITIES

QTIPS
TOOTHPASTE
TOOTHBRUSH
MOUTH WASH
BODY WASH
SHAMPOO CONDITIONER
SHOWER CAP
BATH SPONGE
LIP BALM
SUN LOTION
MOSQUITO REPELENT
TOWELS
PORTABLE WET TOWELS
BATH ROBES
NAIL FILE
HAND SOAP
COTTON PADS
BODY LOTION
DISPOSABLE RAZOR



SPECIALITY KIT

WELCOME SNACK - CHAMPAGNE, JUICE, NUT PACKS.

AMENITIES: KITCHEN



COUNTER TOP AMENITIES

- NESPRESSO | PODS
- MILK PODS
- SUGAR | SWEETENERS
- NUTS | DRIED FRUIT
- CANDY | MINTS
- JUICES
- WATER
- BRANDED MATCHES
- BRANDED BOTTLE WATER | SODA
- TEA
- PENS / PAPER
- WELCOME BOOK | INFO
- SMALL BOTTLES DRINKS (WINE, WHISKY, RUM, ETC)
- AVAILABLE FOOD MENU



BAR NEEDS

- CUPS
- SAUCERS
- CUTLERY
- SPOONS
- GLASSES
- PLATES
- WINE GLASSES
- BOTTLE COOLER
- BOTTLE OPENER

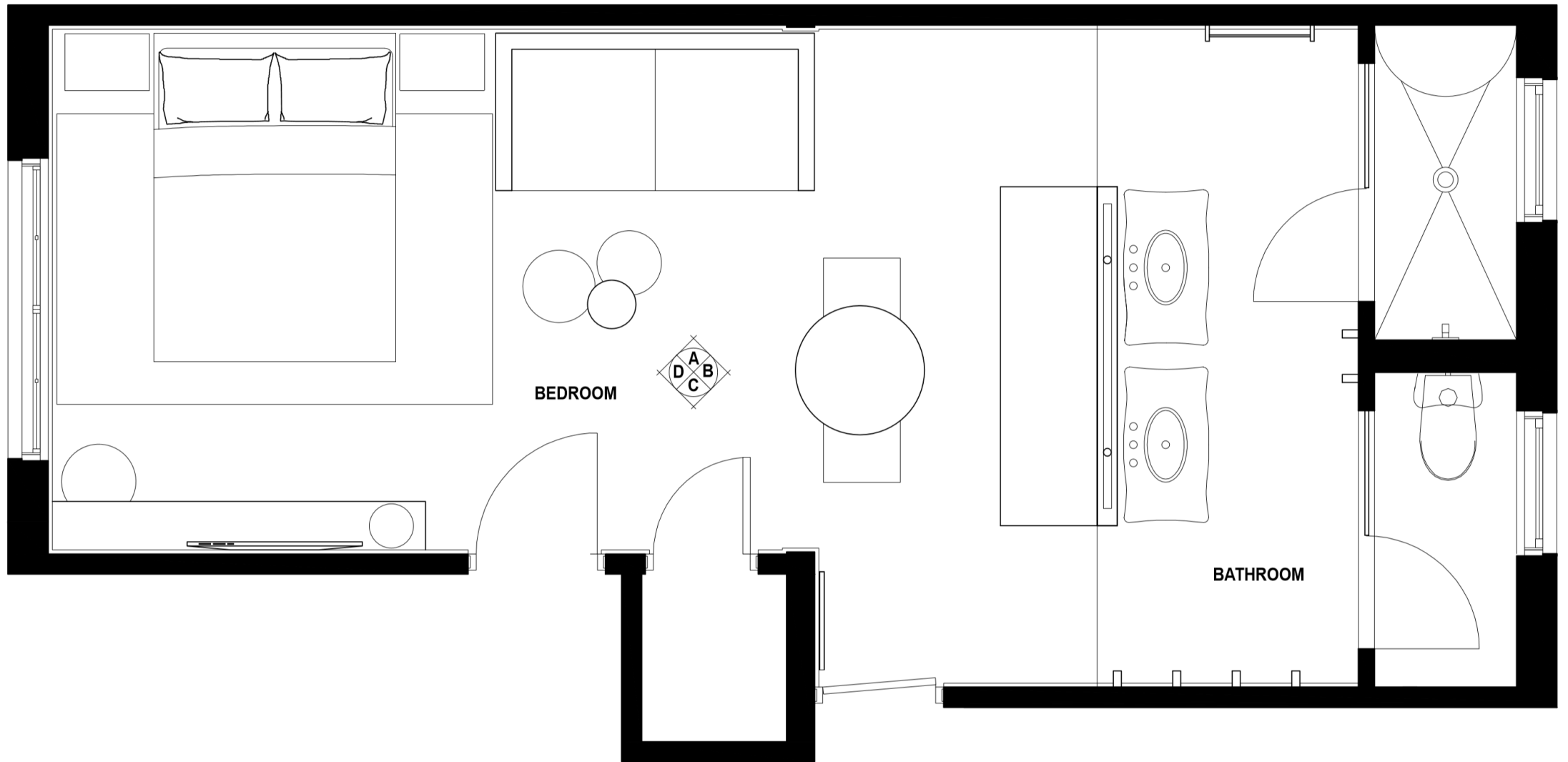
BEACH AMENITIES



ART

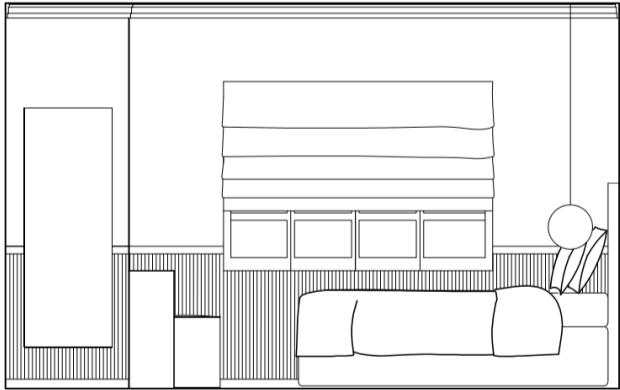
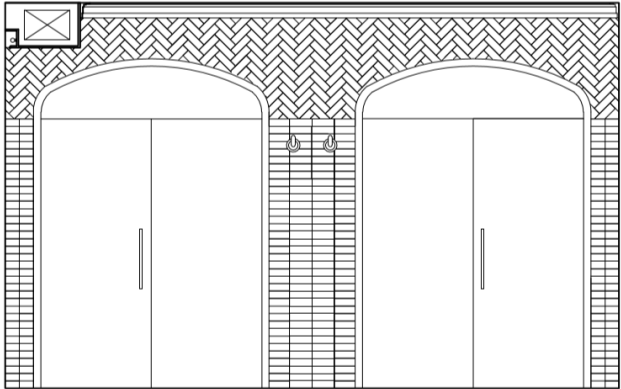
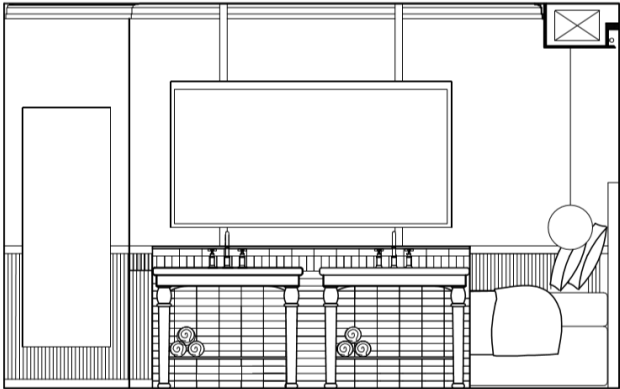


ON WALLS

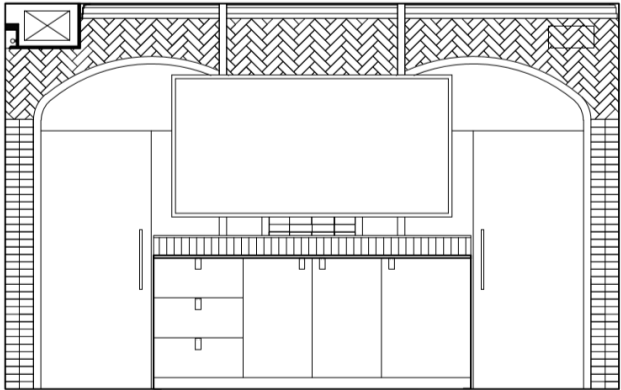


 **TYPICAL ROOM FLOOR PLAN**

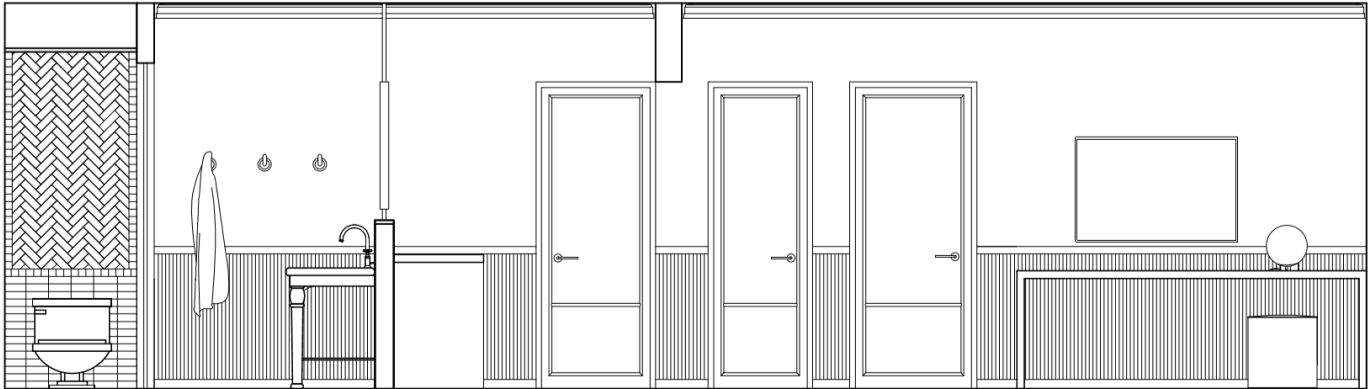
ROOM ELEVATION



ELEVATION C



ELEVATION B



ELEVATION C

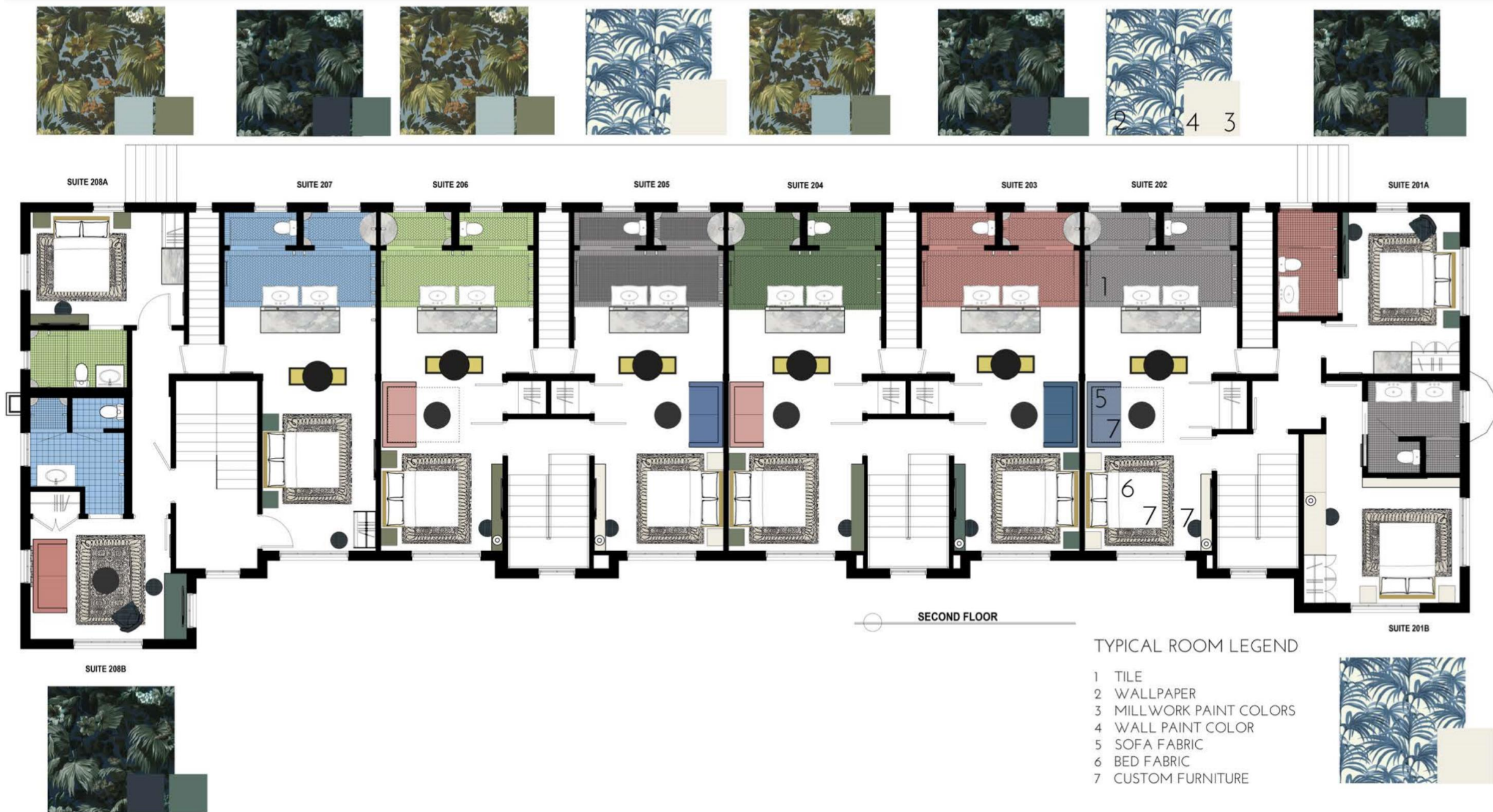
FIRST FLOOR, FLOOR PLAN: MATERIALITY & COLOR STORY



TYPICAL ROOM LEGEND

- 1 TILE
- 2 WALLPAPER
- 3 MILLWORK PAINT COLOR
- 4 WALL PAINT COLOR
- 5 SOFA FABRIC
- 6 BED FABRIC
- 7 CUSTOM FURNITURE

SECOND FLOOR, FLOOR PLAN: MATERIALITY & COLOR STORY



LOBBY – concept



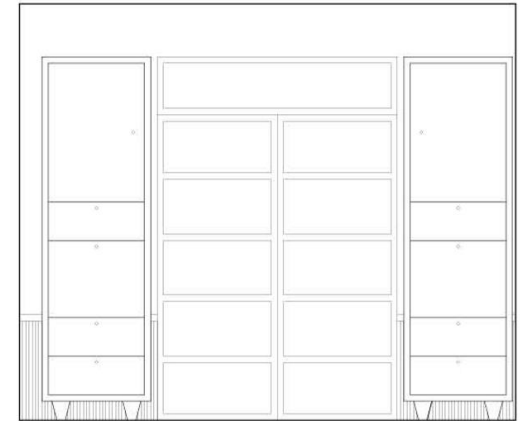
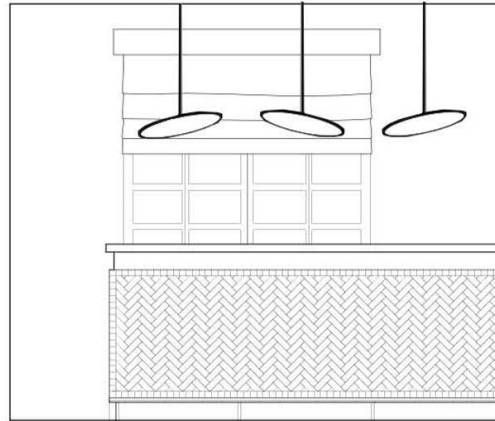
The first impression is immersion in the space, where greenery and trees encapsulate you in the space. Painted by a local artist to evoke this old world feeling but make it indigenous to Miami. Tile floors are large format black and white Cuban tile, evoking an old world parlor.

LOBBY DESIGN – floor plan

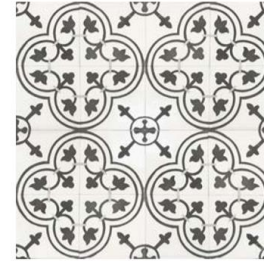
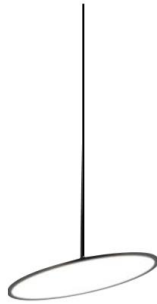
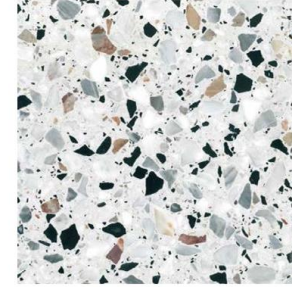


LOBBY DESIGN

ELEVATION WALL PAPER DETAIL



LOBBY DESIGN | FURNITURE



The furniture is a blend between modern and traditional.

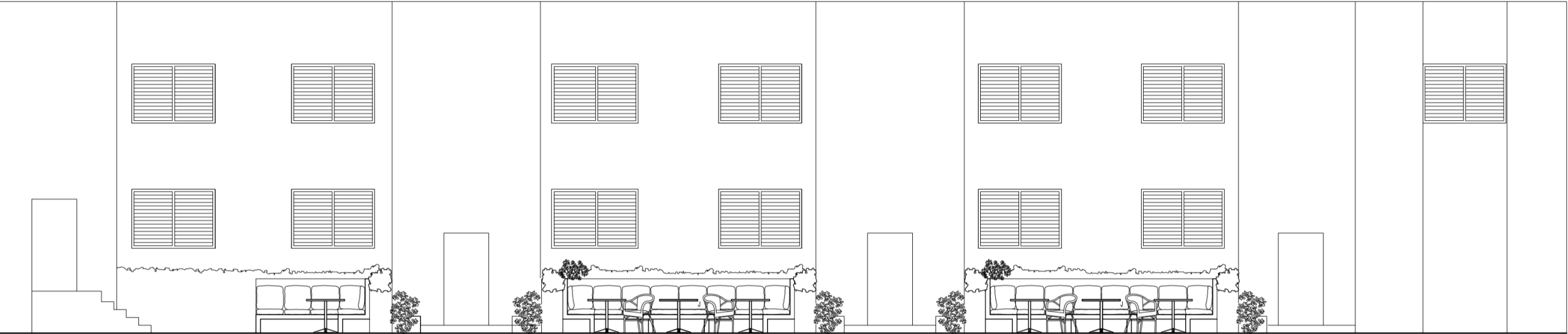
Old School bistro tables will have custom terrazzo table tops to bring in an element of surprise.

Bar would be clad in the same herringbone pattern as some of the rooms, but in a bright white.

Leather counter stools bring in an old world feel without overwhelming the space, allowing the other inner furniture to be bright, and the sofa to have some depth against the white walls, which are the same wainscot as in the room, but bright, protecting the murals

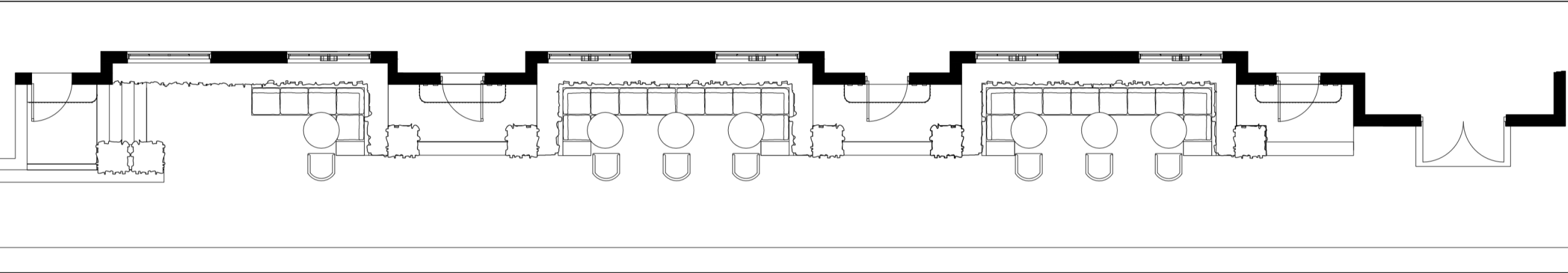


EXTERIOR | YARD PLAN

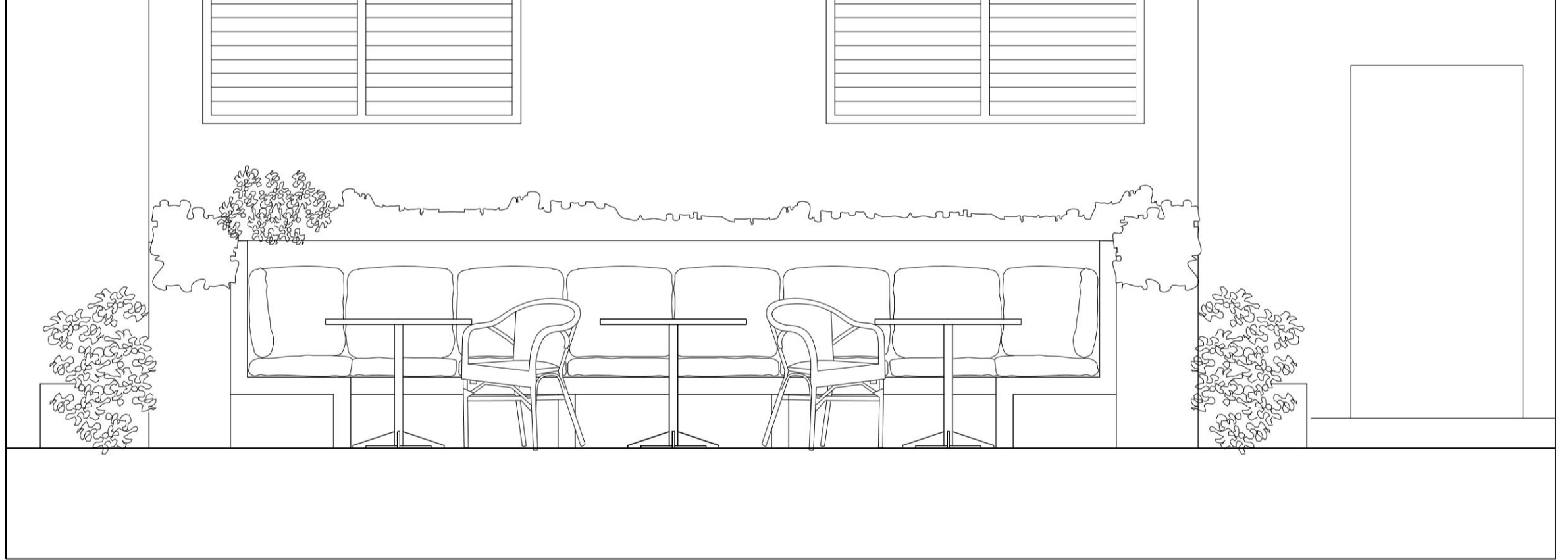


LOBBY ENTRANCE

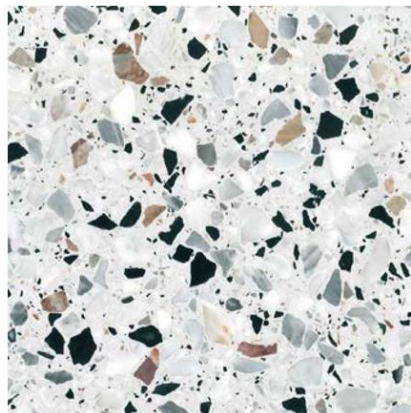
EXTERIOR FURNITURE GENERAL ELEVATION



EXTERIOR FLOOR PLAN



EXTERIOR ELEVATION DETAIL



¿Con qué cuenta actualmente el proyecto?:

- Propiedad inmobiliaria.
- Hotel design concept.
- Hotel branding concept.
- Architectural design concept.
- Architectural executive project (111 plans).
- Interior design concept.
- Building Inspections.
- Asbestos survey.
- Building permit.
- Grandfather license.
- Contractors proposal.
- Legal structure.
- Legal fees.
- Legal compliance
- Legal licensing.
- Tax strategy.
- Project manager.
- Market survey
- Accountant
- Work permit
- Impact fees.
- Business plan.
- Due diligence