

SAGAMORE

SOUTH BEACH



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I. Operational Business Plan

The iconic and legendary The Sagamore Hotel South Beach on Miami Beach offers deluxe accommodations, an array of amenities, and a unique glimpse into the art culture that embodies the very essence of the property. Our 101-room hotel, with an ample number of suites, boasts some of the largest standard rooms throughout South Beach. Each room offers the comforts of home while drawing decorative inspiration from the Art Deco style that embodies the region.

Our goal is to run tasteful events infused with art at our pool and deck that will include curated music, great food and beverage offerings and table services. Sagamore would like to have the capacity for 600 people between 11:00 A.M. through 2:00 A.M.

We would like to reach to both Miami locals and travelers and to recognize and establish the Sagamore as the art hotel.



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The Applicant will employ approximately twenty-five (25) employees in the Sagamore's pool operations as indicated below:

Employee	Quantity
Servers	6
Hosts/Hostesses	3
Pool Attendant	2
Cleaning Attendant	2
Total	13

Bar

Employee	Quantity
Bartenders	6
Total	6



Administrative

Employee	Quantity
General Manager	1
Managers	3
Administrative Assistant	2
Total	6

II. Parking Plan

Although the pool area has no parking requirement under the City Code by virtue of the Hotel site's historic designation status, Sagamore's patrons will be serviced by the Hotel's existing valet parking company, which utilizes the off-site parking garage (located in 100 Lincoln rd) as a storage facility. The hotel's valet pick up /drop off is located in front of the hotel on Collins Avenue under the existing porte-cochere. Once dropped off, the vehicles are then driven north on Collins Avenue, west on 17th Street, south on Washington Avenue, and east on Lincoln Road to enter the 100 Lincoln rd off-site parking garage. The Hotel operation has the same valet pick up / drop off located at the Hotel's entrance. The valet ramp located under the existing porte-cochere entrance on Collins Avenue contains a substantial driveway for the efficient circulation and queuing of vehicles in connection with the valet operation. Even considering the foregoing parking accommodations made available to the pool patrons, the Applicant anticipates many patrons will either walk from nearby hotels or take public transportation, along with those patrons who are already guests staying within this hotel, thereby further reducing the demand for parking and potential impact on traffic.



III. Indoor and Outdoor Crowd Control Plan

As evidenced by the floor plan, Sagamore's interior layout is designed to accommodate patrons waiting to be seated or roaming around the premises. There will be no patron queuing within the public right of way. The pool's main entrance is set back away from Collins Avenue under the porte-cochere. Hotel guests are also able to access the pool from inside the hotel. Therefore, the Applicant's crowdcontrol plan will rely primarily on queuing patrons inside the hotel.

IV. Security Plan

The Applicant will employ a licensed security firm and will have at least three (3) licensed security officers on shift during operations. The security officer on shift will have access to the video surveillance of the hotel, which will be placed at the main entrance of the venue on the deck/the hotel's entrance. The Applicant's staff will specifically enforce patron age restrictions.



V. Delivery and Sanitation

The pool operations will use the Hotel's existing sanitation facilities, located on the North West side of the property. Trash pickup occurs every day. The Sagamore Hotel currently utilizes a 5 dumpsters located within the North alleyway of the hotel. This allows space for more items to be placed inside, which also reduces the number of times the dumpster needs to be emptied.

The pool operations will utilize the Hotel's existing loading dock for delivery and receiving, located on the South West side of the Hotel, with the majority of deliveries occurring prior to 6:00 A.M. and 5:00 P.M., thereby mitigating any potential impact to the neighborhood and adjoining properties. The existing drive leading to the loading dock contains ample space to accommodate all delivery vehicles required to operate the pool operations, thereby mitigating any potential impact on traffic congestion along Collins Avenue.

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The Sagamore Hotel has long been an open canvas for leading muralists. Larger-than-life paintings adorn Sagamore's walls, telling a story, stimulating the senses, and welcoming guests to Miami's original "Art Hotel". Sagamore continues its long-time tradition with Street Art as visiting world-acclaimed artists paint murals on the Sagamore Walls, which are inaugurated during the annual Art Week Brunch and remain on view until the following Art Basel.



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Known as Miami's original Art Hotel, The family owned Sagamore Hotel has been a lavish oceanfront destination since the days of Art Deco, #SagamoreIsArt serves as a unique cultural platform offering curated and immersive art experiences for everyone. Garnering international attention and acclaim, The Sagamore Hotel presents year-round rotating curated selling art exhibits and exclusive partnerships with leading artists, museums, and non-for-profits. The art program creates a unique opportunity for all to immerse in the art world by keeping all artworks on view 24/7 and completely free to the public.



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For the discerning traveler, the Sagamore Hotel South Beach is a sophisticated, family owned, Ocean Front, Art infused, independent boutique hotel in the heart of South Beach with a personalized approach to customer service. Located only 100 yards away from the famous Lincoln Road shopping district. The property features 101 oversized rooms, most of which are 550 sq ft suites with living room and separate bedroom, as well as over 8,800 sqft of unique indoor / outdoor meeting and event space including our spacious Garden Deck. With the partial renovation of the Ocean Building's 27 rooms completed in early 2019 the Sagamore is ideally suited to cater to the needs of the leisure and social traveler.



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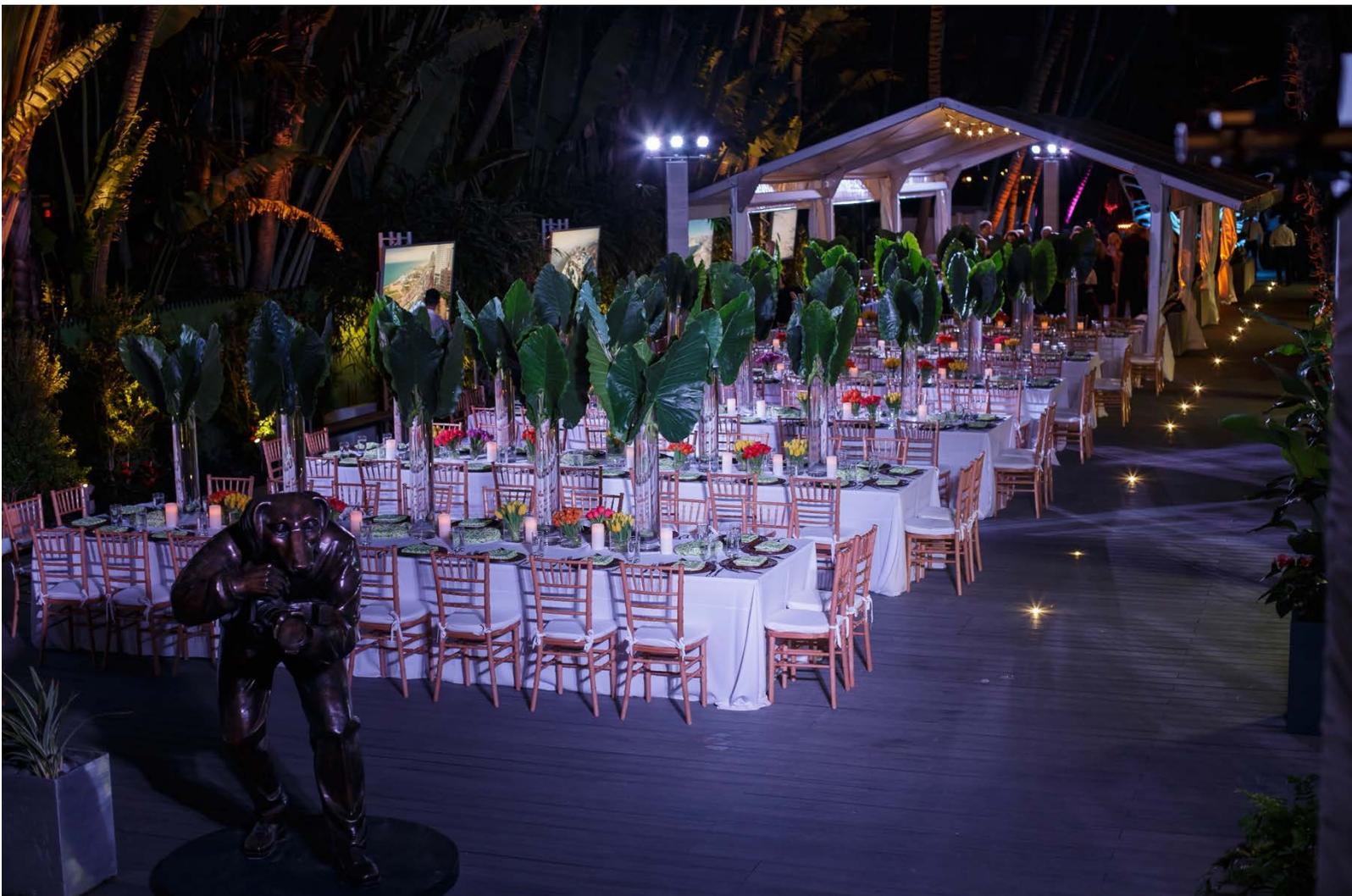


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