

Oro & Elixir
PB22-0518: 818 Lincoln Road, Miami Beach FL
Golden Era Hospitality Group, LLC
First Submittal 07-25-22



Operations Plan

Table of Contents

Our Team •	3
Oro & Elixir •	4
Hours of Operation •	4
Staffing Levels •	4
Access and Security •	4
Valet Parking •	5
Deliveries and Collections •	5
Sample Menu Items •	5-6

Our Team

Golden Era Hospitality Group, LLC is a sub-entity of Elixir Hospitality Group ("Elixir") responsible for two of the most iconic venues in the City of Miami— the sensational day-to-night club *El Patio* and the upscale dinner party experience venue, *Mayami Mexicantina*. Given its incredible success in the City of Miami, Elixir now seeks to bring its business to Miami Beach with its first concept *Oro & Elixir* an elevated rooftop restaurant and cocktail bar concept in the heart of the Miami Beach's Lincoln Road.

Elixir is the brainchild of sole proprietor Philippe Kalifa. Kalifa – a French native – studied economics and finance in Paris, France. At the age of 19, Kalifa relocated to Miami, FL where he quickly learned he preferred to work for himself versus an employer, leading him to take all of his savings and create his own company. Before digging into hospitality, Kalifa successfully launched and operated a perfume distribution company, a cosmetics company, and with his business partner still operates a very successful real estate investment company that currently owns more than 500 multi-family properties and shopping centers around South Florida.



Kalifa first entered the hospitality sector with the opening of *El Patio* in 2016. The Latin-inspired bar became an overnight sensation, defining the day-to-night party experience in Wynwood. The party attracted locals and visitors alike and became famous for serving their signature late-night Sancocho (a traditional Latin stew). Following the success of *El Patio*, Kalifa opened the upscale dinner party experience, *Mayami Mexicantina* in 2020. Also located in the heart of Miami's Wynwood neighborhood, *Mayami* transports guests to ancient Mayan Civilization, serving elevated Mexican cuisine, uniquely crafted cocktails, insect-infused Mezcal shots, and a late-night party atmosphere with aerialists and fire dancers.

Kalifa understood that having an upscale venue where people can dine and dance under one roof filled a void in the Miami entertainment market and created an opportunity for locals and travelers to have a complete night out in one establishment. Kalifa now aims to replicate his winning formula, adapted to the Miami Beach ethos, with his latest concept *Oro & Elixir*. The success of both *El Patio* and *Mayami* has cemented Kalifa as a pillar of Miami's hospitality scene. His dedication, attention to detail and integrity ensure that *Oro & Elixir* will be wild success and a welcomed addition to Miami Beach's nightlife.

Oro & Elixir

"With South Beach, you have so many high-end restaurants, and sometimes you like where you're at, but think: Too bad there's no lounge, or I would stay longer. That's the problem I want to solve with Oro and Elixir." – Philippe Kalifa

Inspired by a collections of memories and experiences Kalifa had while traveling the world, *Oro & Elixir* offers a complete entertainment experience that is seldom found in South Beach. It is, effectively, two venues in one that work in synergy at the fabulous indoor/outdoor space at 818 Lincoln Road.

Oro is the restaurant concept housed in the second floor of the property. *Oro* will offer gorgeous meals in a sultry environment. Kalifa is in the process of interviewing world-class chefs to run the kitchen. The menu is envisioned to serve a variety of premium cuts of meat and fresh seafood, including crab, lobster, oysters, and caviar. Much of the dishes will be presented table-side to add to the entertainment value. A decadent dessert offering is also envisioned. Diners will have the opportunity to enjoy a meal at both the indoor and exterior dining room.

Elixir the lounge concept on the third floor of the venue will provide an exciting and innovative cocktail menu specially curated by a team of master mixologists. Bottle service that delivers a club-like experience will also be available. For entertainment, performances by aerialists and fire dancers will take place regularly. DJs will be occasionally performing in the indoor portion of the venue. A sound engineer was retained to design the audio for the venue in a way that ensures that sound is contained and that the City's noise ordinance is observed at all times.

At a later time and demand permitting, Kalifa intends to apply for a sidewalk café permit to allow patrons to enjoy brunch and afternoon tea service from *Oro* along Lincoln Road. This added component will integrate the venue into the dynamic and energetic Lincoln Road Mall area and allow for additional outdoor seating which is increasingly in demand in the aftermath of the COVID-19 pandemic. The Applicant anticipates around 40 seats for the sidewalk café.

Oro & Elixir will be run with the same care and passion that ensures the continued success of *El Patio* and *Mayami*. Kalifa and his team are veterans in the hospitality industry with a proven track-record of successful operation. They will continue to be good corporate neighbors and are excited to positively contribute to the Miami Beach community.

Hours of Operation. The Applicant is requesting to be open Monday through Sunday 11:00AM -4:00AM.

- Consistent with Section 142-334 Code, outdoor bar counter will stop serving alcohol at 12:00AM.
- Outdoor terraces on the second and third floor will be closed at 2:00AM.

Seats & Occupancy. For easy reference, please see below a chart summarizing both proposed numbers of seats allowed occupancy at the Restaurant broken down by floor:

	Seats	Occupancy
Oro – 2 nd Floor	246	325
Elixir – 3 rd Floor	153	267
Total	399	592
Sidewalk Café	40	N/A
<i>Potential Future Total</i>	439	592

Staffing Levels. The Applicant anticipates having 85 employees staffed at any point in time. Staffing levels are adequate to support operation of the establishment.

Access & Security. Restaurant access will be provided through the Main Entrance on Lincoln Road. Patrons will take the escalator to access *Oro* on the second level or Elevator I to access *Elixir* on the third level. Security personnel will be present at the first level to welcome guests and usher them to either the escalator or the elevator. A security guard will also be posted at the door to ensure that patrons do not congregate on Lincoln Road as they exit the Restaurant. Both the escalator and elevator leads directly to the host stands where patrons will be greeted and accommodated. Patrons waiting to be seated will be directed to the indoor bar of the second floor restaurant.

Applicant will hire trained security personnel to ensure safe operation of the establishment. Security personnel will:

- Check and require proper identification;
- Keep open alcohol containers from leaving the premises;
- Keep an accurate count of patrons entering the building so as to not exceed maximum occupant capacity;

- Set up a velvet rope line to maintain orderly queueing that does not block the right-of-way and to ensure crowd management and keep the exits clear when at or nearing capacity.
- Ensure that walkways are clean and clear and the exits are not obstructed and maintained clear at all times;
- Identify overly intoxicated patrons and refuse entry at the door;
- Escort visibly intoxicated persons to a cab or rideshare vehicle or release to family/friends;
- Receive training in and be able to deescalate any situation that may result in an altercation;
- Maintain awareness of surroundings and inform management of any property damage immediately;
- Ensure rapid response in case of emergency by equipping security and management with radio equipment;
- Provide proper attire with identification to security personnel so that patrons and law enforcement may easily and quickly identify them; and
- Enforce a strict dress code.

Valet Parking. There are multiple parking facilities along the south side of the Property. Additionally, the Applicant will work with the Parking Department to utilize the existing valet parking locations along Lincoln Road in accordance with the Lincoln Road Valet Parking Concession Agreement. Applicant will use the valet station currently placed on the west side of Meridian Avenue at the entrance of the 800 Lincoln Road Building. Further, in an effort to avoid congregation of patrons exiting the venue on Lincoln Road as they leave the Restaurant, the Applicant will use a text-to-order system that allows patrons to call for their vehicle via text message and be notified when the vehicle is ready for pick up. That way, patrons stay inside the venue until a car is ready for them. Please find an analysis of the existing and proposed valet operations as part of the submitted Traffic Study. The valet service will be operational at all times that the restaurant is open.

Deliveries and Collections. To mitigate any possible impact on local residents stemming from the Applicant's operation, the Applicant will work with a City approved waste collection company for daily collections to occur between 8:00 AM and 5:00 PM along Lincoln Lane. All refuse will be wheeled from the air-conditioned, enclosed garbage room at the southwest corner of the Property. There are freight loading zones on the south side of Lincoln Road along Meridian Avenue as well as on Jefferson Avenue between Lincoln Road and Lincoln Lane South. All deliveries will occur during weekday hours between 8:00 AM and 5:00 PM.

Entertainment and Sound System Data. In the *Oro* venue, the restaurant at the second level, the Applicant is proposing to have music played at a volume that does not interfere with normal conversation. In the *Elixir* venue, the lounge on the third level, the Applicant proposes a live DJ to play recorded music at ambient level. All sound will be contained within the Property line and there will no spillover to pedestrians on the

adjacent right of ways. The City of Miami Beach noise ordinance will be observed at all time. Please find a Sound Study prepared by Brooks Acoustics Corp analyzing sound levels at the venue. Occasionally, the Applicant will host live musical performances at *Elixir* that will result in sound above ambient levels. For these events, the outdoor terrace on the third floor will be kept closed in order to contain all sound indoors.

Sample Menu Items. The Applicant is still developing its menu. Items stated below are meant to be a reference of what the final menu will be.

Premium Meats

- Rib Eye Cowboy Steak
- Prime Tomahawk Steak
- Waygu Australian Skirt Steak
- Prime Porterhouse
- Filet Mignon
- Rack of Lamb
- Roasted Chicken

Fresh Sea Food

- Whole Branzino
- Alaskan King Crab
- Snow Crab
- East Coast Oysters
- Maine Lobster
- Jumbo Shrimp
- Organic Salmon

Sides

- Whipped Potatoes
- Mac & Cheese
- Roasted Cauliflower
- Caesar Salad
- Hand Cut French Fries

