

The logo consists of the word "MILĀ" in a white, serif font, centered within a solid dark gray square. The letter "Ā" has a horizontal bar above it.

MILĀ

MILĀ Miami LLC
800 Lincoln Road

OPERATIONS PLAN

Planning Board Submission
December 28, 2018

MILA Miami LLC



800 Lincoln Road

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TEAM MEMBERS

GREGORY GALY

Greg has worked in the hospitality business both in the south of France and in the United States for his entire career. After graduating with dual Bachelors in Marketing and Finance he joined luxury dining group Fig & Olive in 2006. During his tenure, Greg held various executive positions, growing within the company from Chief Financial Officer to Vice President and ultimately President by 2014.

During his time at Fig and Olive, Greg developed and managed the systems and people that enabled the luxury dining group to operate Fig & Olive effectively across multiple units in the United States, including New York City, Chicago, Los Angeles, Newport beach and Washington D.C.

As Director of Finance and then CFO, Greg developed all the financial systems from budgeting and monitoring EBITDA/Profitability in real time, to implementing restaurant management software "Compeat", enabling full integration of accounting, back office and workforce solutions.

As Vice President and then President, Greg grew the company from \$15M in sales (2011) to \$65M (2015), serving over 1 million guests a year and employing over 1,000 employees.

As Fig & Olive's President, Greg oversaw the company's major departments and functions, including Finance, Food & Beverage, Information Technology, Human Resources, Public Relation and Marketing.



Thierry Marx - Executive Chef & Partner

Jury of "TOP CHEF" over 5 seasons in France, Marx is recognized as a guru within the industry. Thanks to his impressive culinary background, his approachable personality and mindful living Marx has established an extraordinary reputation and a strong following.

After graduating from Culinary School in 1980, Chef Marx trained with the most notable chefs, in the finest restaurants (Ledoyen, Robuchon, Taillevent) until he received his first Michelin star at "Roc en Val" in Tours, in 1988 and another Michelin star at "Cheval Blanc" in Nimes, in 1991.

His passion and love for Asian cuisine and techniques took him to Asia, where he spent a few years training and improving his craft. Marx still travels to Asia frequently, and spends a few months a year in Japan, to refresh, meditate and search for inspiration, new textures and spectacular flavors. In 2016, he opened the fine dining restaurant "Bistro Marx" in Ginza, Tokyo.

Since April 2010, he has been Executive Chef at Mandarin Oriental, Paris for the 2 Michelin Star gastronomic restaurant "Sur-mesure by Thierry Marx" and "Le Camelia."

Devoted to make the restaurant industry a more accessible world, Thierry Marx funded the French center of culinary innovation and "Cuisine Mode D'emploi". He is a founding member of the "Collège Culinaire de France" (Culinary College of France) and the "Disciples d'Escoffier" (Disciples of Escoffier).



Jennifer Le Nechet

"To develop recipes, you always need a story. Inspiration can come from everywhere: a film, an exhibition, a meeting, a decoration... It is not enough just to make the right mix in a recipe. You have to share your creations, to show generosity."

Jennifer goes from brewery to cocktail with ease, focusing on alcohols, spirits, and homemade syrups or infusions, and finding inspiration from her daily life.

Real self-taught bartender at "Café Moderne" in Paris, Jennifer became the first woman and first French candidate to win the award for "Best Bartender of the World". The prize is awarded by an international jury present at the World Class 2016 competition.

At MILA, Jennifer will design a unique and exclusive cocktail list, will be in charge of selecting the most outstanding organic sakes, wines and alcohols and will train prior to opening the bartender team.

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HOURS OF OPERATIONS

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Sunday-Thursday: 11am – 12 am

Friday: 11am – 12am / Indoor Bar until 2am / Outdoor Bar until 2am

Saturday: 11am – 2am / Indoor Bar until 2am / Outdoor Bar until 2am

Lunch/Brunch menu: 11am – 4pm

Mid-Day Menu: 4pm – 5pm

Dinner Menu: 5pm – 11 pm (Sunday-Thursday); 5pm – 2am (Fri + Sat)

Access

Restaurant access will be provided through the Main Entrance on Meridian Avenue.

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STAFFING LEVELS FOR THE NEW RESTAURANT

According to the hours of operation applied for under this Conditional Use Permit, the Applicant expects to have 60 employees staffed at any point in time.



ACCESS & SECURITY

Patrons of the restaurant will be able to gain entry through the principle entrance along Meridian Avenue. Once through the entrance, the elevators will then take guests to the rooftop. At the rooftop, patrons will be greeted by a grand hostess area with seating for patrons. Additionally, patrons who are over 21 years of age will have to option to wait in the bar and lounge areas.

The entrance will have, at a minimum, two (2) ushers to greet and escort patrons into the facility, which will also serve as security for the facility. These ushers will assist management, host, and service staff to ensure the safety of its members and patrons.

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VALET PARKING

There are multiple parking facilities along the south side of the Property. Additionally, the Applicant has worked with the Parking Department and will utilize the existing valet parking locations along Lincoln Road in accordance with the Lincoln Road Valet Parking Concession Agreement. The valet service will services at all times that the restaurant is operational.



DELIVERIES & COLLECTIONS

The following procedures will be implemented to ensure minimal impact on local residents.

MILA Miami, LLC will work with one of the City approved waste collection companies for daily collections. Collections will occur daily between 8:00 AM and 5:00 PM along Meridian Avenue. 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 north 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.

SIGNATURE DISHES & CREATIONS BY Chef Marx

Japanese Charcoal Beef



Japanese style Daurade



Blue lobster with a side of squid-ink and fried lobster mitts, and a white miso dip.



Wagyu beef Roll with truffled miso sauce





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SAMPLE MAIN MENU

<p>Bites, soups & salads</p> <p>Edamame Shishito peppers Miso Soup Seafood Soup Seaweed Salad Lobster Salad Sashimi Salad Tempura Gyoza</p> <p>Price: \$8 to \$30</p>	<p>Cold dishes</p> <p>Tartares Ceviches Tataki Marinated Sashimi Crispy Rice Tuna pizza Carpaccios</p> <p>Price: \$12 to \$32</p>	<p>From the robata grill</p> <p>Beef, Chicken Shrimp, Salmon, Seared Scallops Veggies Skewers</p> <p>Price: \$16 to \$24</p>	<p>Hot dishes</p> <p>Omakase experience Chilean seabass Grilled whole fish Lobster Miso Black Cod Wagyu beef Beef tenderloin Fried Rice Noodles</p> <p>Price: \$16 to \$58</p>
<p>Desserts</p> <p>Price: \$10 to \$18</p>	<p>Cocktails, Wines & Sake Menus</p>	<p>Sushi, sashimi, & specials rolls</p> <p>Price: \$6 to \$24</p>	<p>Weekend Brunch</p> <p>\$75 Brunch buffet with Bottomless Champagne options (Moet or Dom Perignon)</p>
<p>Lunch Prix Fixe \$25 plus add on</p>	<p>Mixology & Food Tasting experience at the Experimental Mixology Bar</p>	<p>Whole Fishes & Premium meat cuts for 2 or 4 ppl</p>	

SAMPLE MENU ITEMS



Transportation Demand Management Plan

MILA Miami, LLC – MILA Restaurant, 800 Lincoln Road, Miami Beach

Transportation Demand Management (TDM) strategies are proposed to reduce the impacts of the project traffic on the surrounding roadway network. Typical measures promote bicycling and walking, encourage car/vanpooling and offer alternatives to the typical workday hours.

1. The site of 800 Lincoln offers three (3) Citi Bike locations within a one block radius of the property. The Applicant will also commit to providing transit information within the site including route schedules and maps. Additionally, there is an existing bicycle rack at the edge of the property line along Meridian Avenue.
2. The owner is contemplating providing restaurant full-time employees the ability to either obtain monthly passes from Miami-Dade Transit to allow such employees to travel to and from the Property without the need for automobiles, or provide an option for monthly City of Miami Beach parking garage passes (at each such employee's option).
3. The owner shall appoint one employee of the restaurant to serve as the TDM (Transportation Demand Management) Program Administrator, whose duties will include encouraging and facilitating employee's use of mass transit or bicycles for travel to work.
4. On an annual basis and upon the prior written request of the City, an update of the TDM shall be provided to the CMB Planning Department for review and approval. Such update shall include any available: monthly utilization rate over the past year for the on-site parking garage, an update on the number of employees for the restaurant, and the utilization rate for the monthly transit passes and monthly CMB parking garage/lot access.