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PB # 2042

February 17, 2016

**OPERATIONAL
PLAN**

Via Hand Delivery

Michael Belush, Planning & Zoning Manager
Planning & Zoning Department
City of Miami Beach
1700 Convention Center Drive, Second Floor
Miami Beach, FL 33139

Re: Zilkatur, LLC Business/Operational Plan – 2000 Collins Avenue
Conditional Use Permit File No. 2042

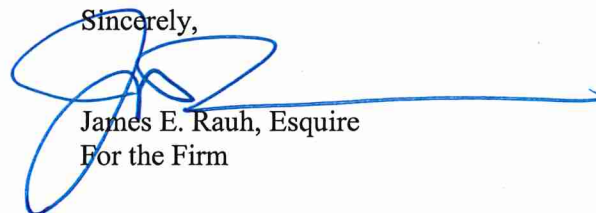
Dear Michael:

Enclosed please find a full business/operations plan for Zilkatur, LLC, which includes details of the operation, as well as security and crowd control, as required by Condition No. 7 of the Conditional Use Permit (“CUP”).

Please allow the signature block below to serve as the Staff review and approval of the business/operational plan for Zilkatur, LLC, which satisfies said condition.

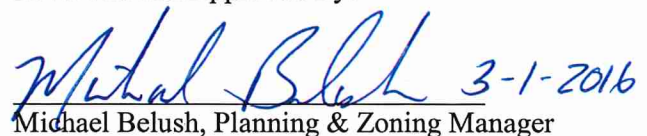
In the event you should require any additional information, please do not hesitate to contact me.

Sincerely,



James E. Rauh, Esquire
For the Firm

Reviewed and Approved By:



Michael Belush 3-1-2016
Michael Belush, Planning & Zoning Manager

Zilkatur, LLC Operations Plans

Conditional Use Permit File No.
2042

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I. Operational Business Plan

Overview of Business

Zilkatur, LLC, which intends to operate under the fictitious name Ora (“Ora”), occupies two adjacent spaces within the 2000 Collins Avenue building along 20th Street to provide a luxury nightlife and entertainment venue for the City of Miami Beach. Ora will introduce guests to a superior nightlife experience that includes state of the art audio and visual systems and promotes a VIP service that raises the bar for customer service on Miami Beach. Ora’s operations will be run by an elite management team who have established and managed some of the most successful nightclubs in the United States.

This two level entertainment venue will service patrons 21 years of age and older. The venue consists of VIP tables, a dance floor, a stage for the DJ booth, and four full service bars. Hosting the world’s most renowned DJ’s, Ora’s musical direction is primarily focused on European Lounge Motifs. A strong emphasis on production, including both dancers and performers, makes for an enhanced nightlife experience or a private event unique to Ora.

Ora features an inviting open layout and a management team who is focused on creating a high end service experience. This experience begins at the front door, where guests are provided with a grand entrance directly into the heart of the nightclub and continues throughout the venue with facilities and service that demonstrate a high attention to detail.

Management Team

Beyond the physical attributes of the venue, Ora has an elite management team with industry veterans Greg See, Ryan Van Milligen, and Dana Dwyer, providing seasonal leadership.

Greg See moved to Miami in 2001 and opened Mynt Lounge. Mynt was the first boutique style nightclub on Miami Beach that catered to celebrities, models, and fashionistas and gained a reputation for the tightest door policy. In 2005, Greg became the General Manager with the Opium Group, managing both Opium Garden and Prive. He also helped to open and manage Set nightclub. By 2008, Greg was promoted to Opium Group’s Director of Operations overseeing all of the groups venues including, Mansion, Cameo, Mokai, Louis, and Set and supervising five general managers, nine assistant managers, and approximately four hundred

employees. Greg was asked by the Opium group to redesign Mansion's light system. After seeing the success this brought to Mansion, Greg was asked to assist Angel Management Group in Las Vegas with their project Hakkassan. In 2013, Greg joined SBE Entertainment Group to assist in developing nightlife brands in Miami for the group. These venues included SLS Hotel, Katsuya, Bazaar, Hyde, and Greystone Manor.

Ryan Van Milligen has over ten years experience in the nightlife industry. After graduating from college, Ryan opened the marketing and promotions company, Elite Entertainment. Elite oversaw and ran some of the most popular clubs on Miami Beach. During this time, Ryan helped to make Mynt Lounge and The Opium Group venues some of the most popular in the country. In 2008, Ryan accepted a consulting and management deal with Suite Lounge and Snatch Bar. During Ryan's time at Suite Lounge, he was able to triple the venue's weekly sales. By the end of 2008, Ryan was one of the four Directors within The Opium Group. As Director of Promotions of The Opium Group, Ryan has launched and operated venues such as Mansion, Set, Opium Garden, Prive, Cameo, Mokai, Wall, and Louis and oversaw close to 400 employees. Since 2008, Ryan has maintained The Opium Group as one of the top hospitality groups in the country and has been a key member to their long success.

Dana Dwyer began her career as a bartender in New York City. Motivated to climb the ladder in the industry, Dana moved to Miami in 2005 and took a job at the soon to be open nightclub Set. Dana was instantly recognized for her talents and was invited to open two upcoming venues on behalf of The Opium Group. Soon thereafter, Dana was offered a position with Haven Hospitality, where she learned the ins and outs of the business. Dana then found her way back to The Opium Group, where she became the General Manager of Louis. When Set was renovated in 2013, Dana ran the venue. In recent years, Dana has travelled the world drawing inspiration from exotic locations around the world to draw ideas of what the ideal world-class nightclub should bring to its guests.

Hours of Operation & Menu

Per Condition No. 5 of the Conditional Use Permit ("CUP"), Ora's hours of operation will be from 10:00 P.M. through 5:00 A.M. and will keep closed and not allow any patron or other persons, other than those employed by Ora to remain therein between the hours of 5:00 a.m. and 8:00 a.m.

Enclosed please find Ora's Specialty Drink Menu.

Contacting Ora

Management at Ora has set up a phone number, which will be provided to neighboring residents in order to address any concerns and/or complaints that they may have. If Management receives a call, an investigation will begin shortly thereafter in order to address the concern and/or complaint.

As a business that is committed to long-term success and strong community relationships, Ora will ensure that it follows the conditions contained within its Conditional Use Permit and all city ordinances.

Ora's Staff

Ora will employ approximately seventy-five (75) employees in the nightclub operation as indicated below:

Employee	Quantity
General and Operations Managers	3
Security and Door Staff	20
Cocktail/Bottle Servers	15
Bartenders	14
Server Assistants/Bussers	15
Bar Apprentices/Barbacks	3
Porters/Sweepers	3
Dishwasher	2
Total	75

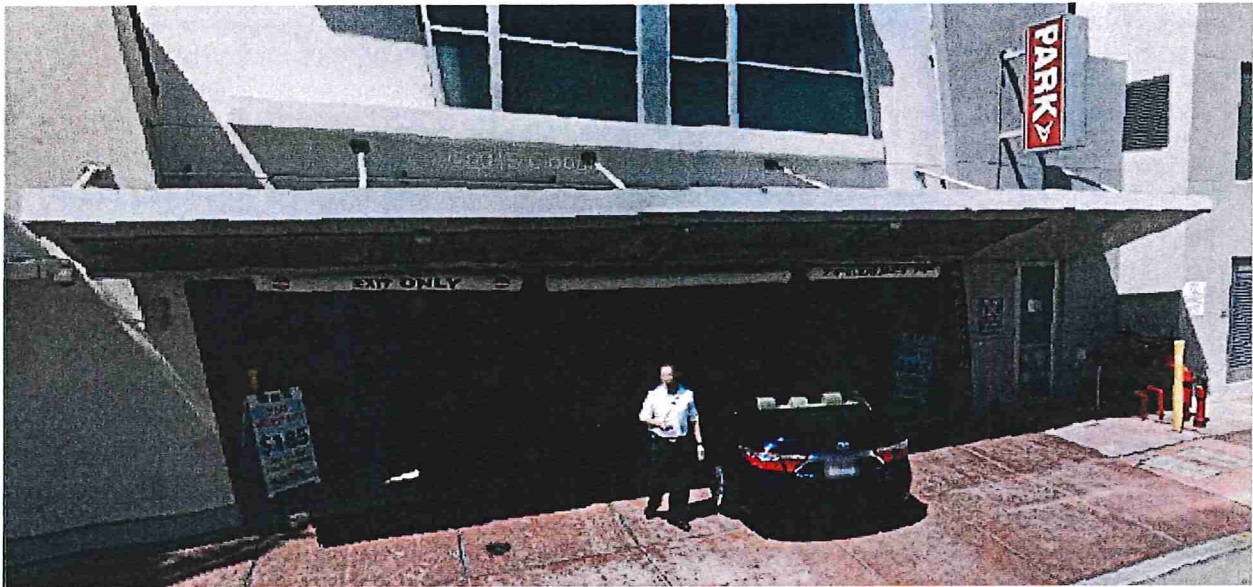
Operational Items

Pursuant to Condition No. 9 and 12 of the CUP, Ora will not conduct "wet t-shirt," "thong," or "bikini" events, nor will Ora distribute street flyers or handouts, including handbills from third-party promotions.

II. Parking Plan

Ora's patrons will be serviced by the building's existing valet parking operation, which is contained in the parking garage located on site. Self-parking is not allowed in the garage. The required parking of one hundred and fifteen (115) parking spaces for Ora's operations will be entirely contained within the garage.

The metered parking spaces which are located in front of the venue will not be utilized for valet pick up and/or drop off since the adjacent garage already provides a valet ramp.



There are several additional public parking facilities which can accommodate the patrons and employees of Ora as indicated below:

- (1) 23rd Street and Liberty (East)
- (2) 23rd Street and Liberty (West)
- (3) 21st Street and Collins Avenue
- (4) 18th Street and Meridian Avenue
- (5) 17th Street Garage
- (6) City Hall Parking Garage

Ora anticipates many patrons will either walk from nearby hotels, take public transportation, or arrive by taxi and/or a similar mode of transportation.

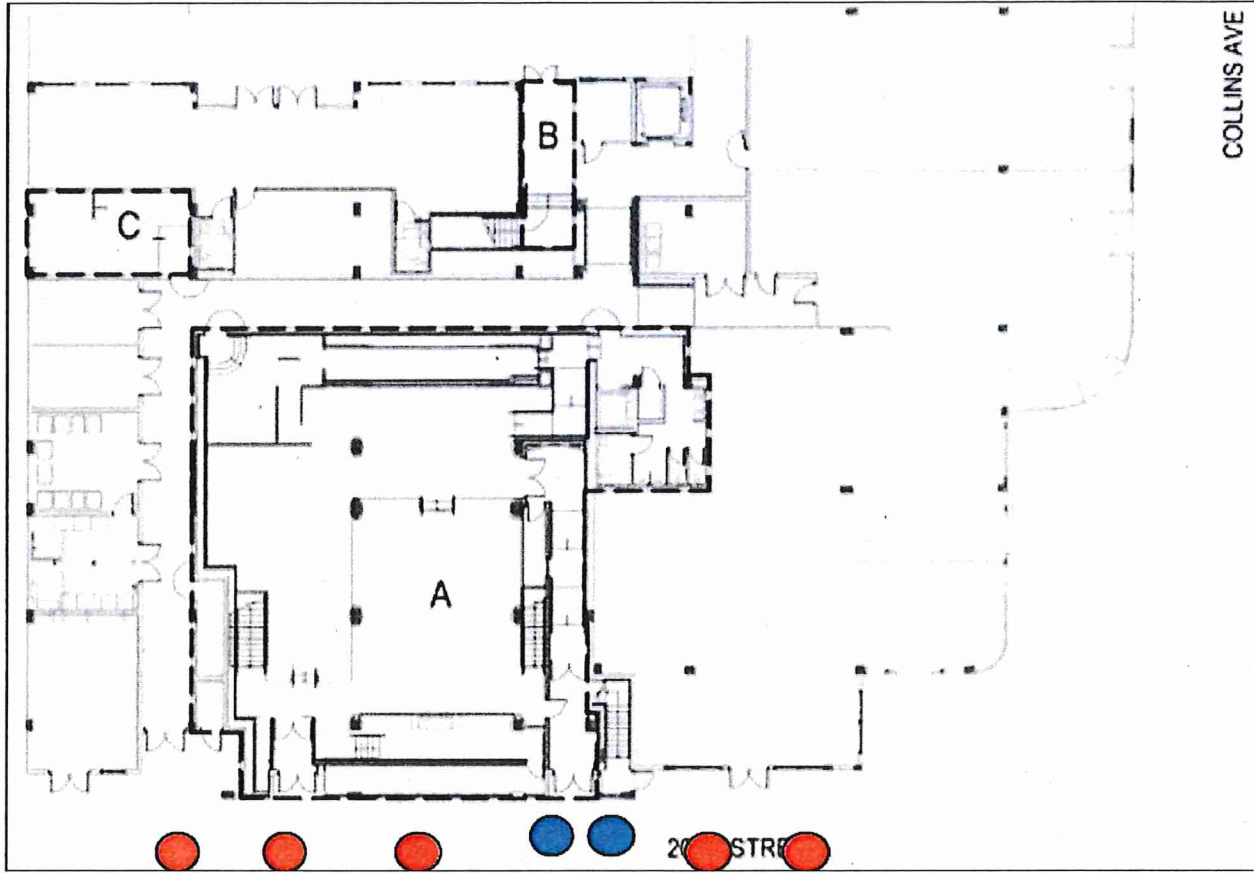
III. Crowd Control Plan

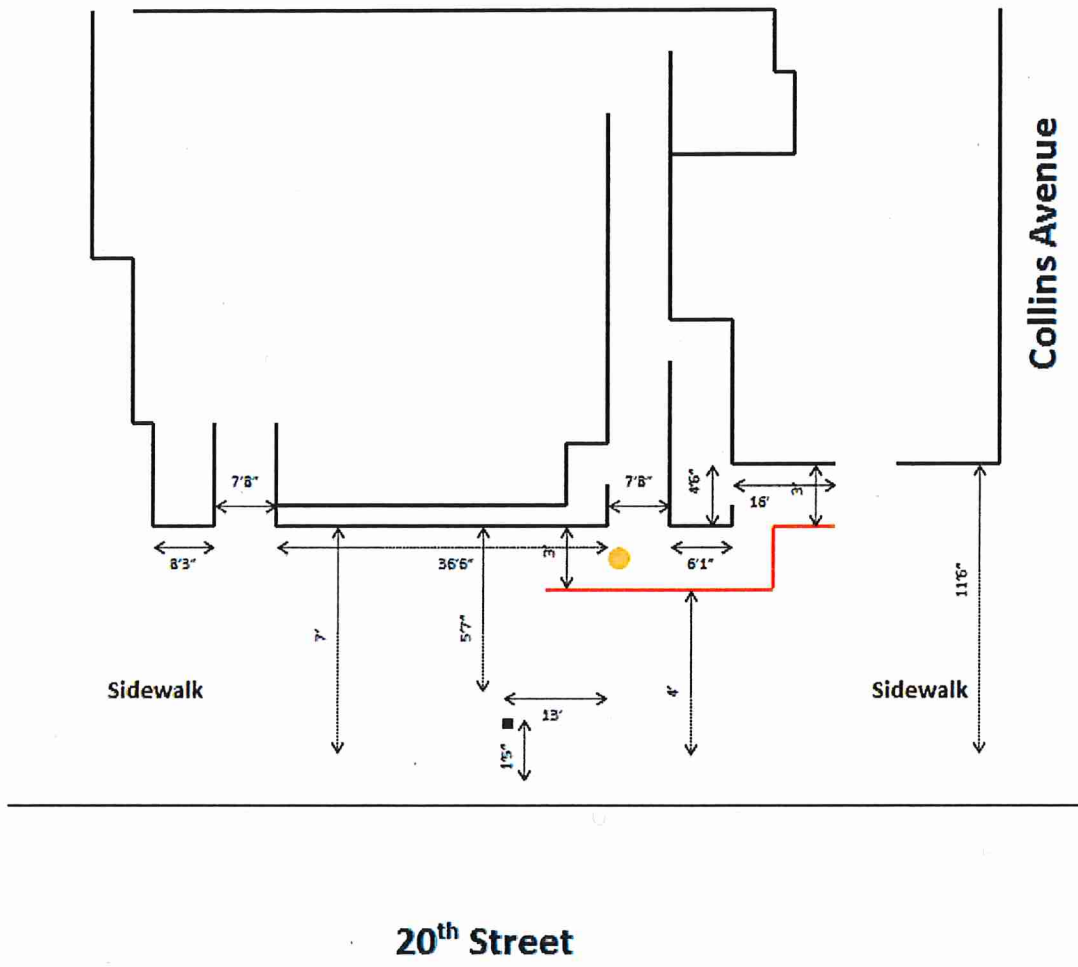
Pursuant to Condition No. 16 of the CUP, in the event there is queuing of patrons on the sidewalk, stanchions will delineate the area to allow for the free-slow pf traffic. Ora's security staff will monitor the crowds to ensure that they do not interfere with the free-flow of pedestrian traffic on the public sidewalk.

Ora will have several security stations located on the sidewalk along 20th Street. The officers located at each station (which is illustrated below on the Security Plan in red) will keep the sidewalk clear from crowds that would block and/or impede the pedestrian traffic. There will be officers located outside of the entrance/exit of the venue (as indicated below in blue on the Security Plan) who will be controlling patron traffic in and out of the venue.

In order to efficiently move patrons from outside of the venue to the inside, patron "processing", i.e. check in and confirmation of table reservations, confirming method of payment for table reservations and general admission, and an additional ID check will take place inside. Security officers will use stanchions at the entrance for an initial patron identification check by scanner (as indicated on the second plan, the red line representing the placement of stanchions and the orange representing where a Security Officer will check ID's). Ora's security staff will take measures to strictly enforce patron age restrictions during all hours of operations as required by Condition No. 8 of the CUP. Therefore, Ora's crowd control plan will rely on processing patrons inside of the venue.

All Security Officers employed by Ora will be required to be Crowd Control Certified.







Security officers located on the outside of the venue at all entrances and exits will have clickers and monitor patron circulation and occupancy levels during all hours of operation pursuant to Condition No. 17. These numbers are constantly monitored by the security management team.

IV. Security Plan

Ora will employ an in house security team that is comprised of the following organizational structure:

- One (1) Security Director
- Two (2) Security Supervisors
- Seventeen (17) Security Officers

Every security officer on duty will be will be strategically placed throughout the venue in order to ensure every area of the venue is fully monitored and controlled, including the

outside. Approximately six (6) to ten (10) security officers will be stationed near the front door and outside and approximately an additional eleven (11) to fifteen (15) officers inside the venue.

The Security Director will act as the liaison in communications with the City of Miami Beach, Code Enforcement, Detail Officers, Emergency Rescue, and adjacent businesses and local residents.

Ora's security staff will enforce patron age restrictions. All of Ora's staff, including Security Officers, Supervisors, and Director will be required to attend a Responsible Vendor course. The Responsible Vendor course addresses critical topics that are crucial for the safe operation of the nightclub, such as checking ID's and recognizing counterfeit ID's.

The security staff along with Ora's management will employ a radio communication system. Should any issues arise, Ora's security team and/or staff will notify the appropriate personnel to efficiently handle the situation.

Before being hired, Ora's management will conduct a background check on each security officer, as well as a drug test. A candidate will not be hired if these tests come back demonstrating a criminal record and/or drug usage. Ora has a "Zero Tolerance" policy.

Once hired, Ora's management will provide each security officer will multiple levels of training. The newly hired officer will only begin working once the Security Director believes that the officer has acquired an equal level of preparation and skills as required to efficiently perform his/her job.

Ora's security officers will also perform bag checks before entering the venue to ensure that patrons are not bringing illegal/dangerous items into the venue.

V. Traffic Circulation Plan

The valet operation which will be servicing Ora's patrons takes place entirely in the adjacent garage.

The metered parking spaces which are located in front of the venue will not be utilized for valet pick up and/or drop off since the adjacent garage already provides a valet ramp.

VI. Delivery and Sanitation Plan

Ora will use the air conditioned trash room located inside the Boulan Hotel, which is in the service corridor adjacent to the venue. Trash pickup occurs seven (7) days a week approximately around 10:00 a.m.

Pursuant to Condition No. 15 of the CUP, Ora will maintain the areas adjacent to the facility, i.e. the sidewalk and the areas of the street adjacent to the property. Ora's staff will ensure that when sweeping the sidewalk in front of the venue, the refuse is not merely pushed in front of another building. The trash will be picked up and disposed of appropriately. Ora's staff will sweep and hose down the sidewalks at the end of each business day.

Ora will utilize the City of Miami Beach designated commercial loading zones for all deliveries, which will typically occur between 10:00 a.m. and 3:00 p.m. The closest City of Miami Beach designated commercial loading zone is located at 1941 20th Street (at the corner between 20th Street and Liberty Street).



VII. Noise Attenuation Plan

Since the previously approved venue's sound system was installed, there have been no material changes to the sound system nor will there be. The sound system will be kept under lock and key and will only be accessible to the venue's management team.

The door located on the west side of the venue will be kept closed at all times and will only be used as an emergency exit. Sound will not be heard on the outside from the door located on the east side of the venue in the foyer due to the installed vestibule.

ORA SPECIALTY DRINK MENU

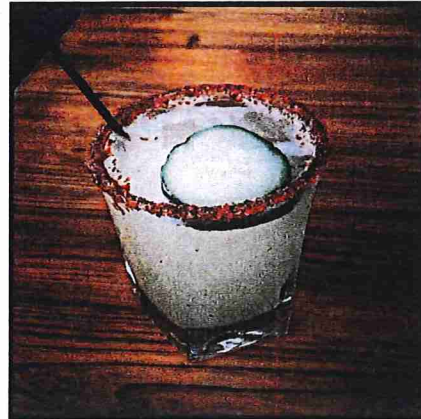
Cucumber Margarita

- 4 Cucumber Slices
- 1tsp Agave Nectar
- 1.5oz Silver Tequila
- 0.5oz Cointreau
- 0.5oz Simple Syrup
- 0.5oz Fresh Lime Juice

Garnish: 1 Cucumber slice & sal de gusano rim

Glassware: Rock glass

Preparation: In a mixing glass, combine 4 cucumber slices and the simple syrup and muddle the ingredients. Add the rest of the liquid ingredients and shake vigorously over ice for 5 seconds. Strain in a rock glass with fresh ice and sal de gusano rim. Garnish with 1 cucumber slice.



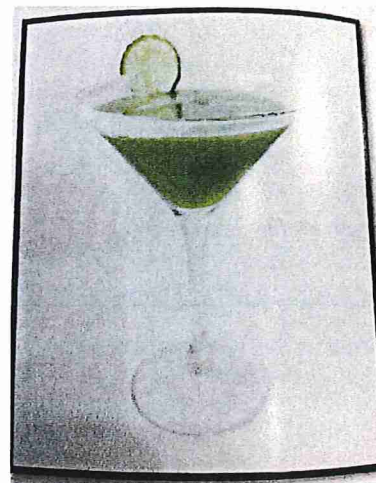
Spicy Freshtini

- 3 Cucumber Slices
- 5 Basil Leaves
- 1/16th of an inch of Serrano Pepper
- 1.5oz Vodka
- 0.75oz St. Germain
- 0.75oz Lemon Juice
- 0.5oz Simple Syrup

Garnish: Sugar rim and cucumber on the rim

Glassware: Martini

Preparation: Muddle cucumber, basil and serrano pepper together in a mixing glass, then combine all liquid ingredients. Shake vigorously for 5 seconds. Strain into a martini glass with sugar rim and garnish with a cucumber slice and a basil leaf.



ORA SPECIALTY DRINK MENU

Brazilian Affair

- 2oz Cachaça
- 1oz Passion Fruit Puree
- 4 Lime Wedges
- 1tbs Brown Sugar

Garnish: No garnish

Glassware: Rock glass

Preparation: In a mixing glass, combine the lime wedges and the brown sugar and muddle. Add crushed ice and the liquid ingredients and lightly shake for 2 seconds. Transfer the content entirely in a rock glass.



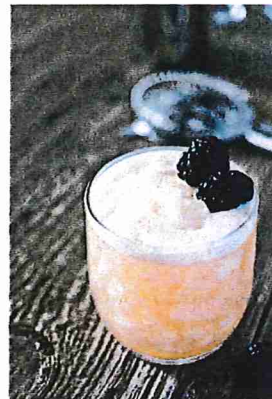
Blushing Whiskey Sour

- 3 Blackberries
- 1oz Lemon Juice
- 1oz Simple Syrup
- 1.5oz Irish Whiskey

Garnish: 2 Fresh blackberries

Glassware: Rock glass

Preparation: In a mixing glass, combine all the ingredients and shake vigorously for 5 seconds, until the blackberries start to break up and give that gorgeous blush color. Strain over a mesh strainer in a rock glass with fresh ice. Garnish with 2 blackberries.



ORA SPECIALTY DRINK MENU

KIWILITIOUS

- 1.5oz Gin
- 0.5oz Lime Juice
- 0.5oz Simple Syrup
- 0.5oz St. Germain Elderflower Liquor
- 4 Slices Kiwi (Skin Off)

Garnish: Kiwi slice (skin on)

Glassware: Collins

Preparations: Muddle 4 kiwi slices (skin off) in a mixing glass. Add the rest of the ingredients and shake vigorously for 5 seconds. Add a splash of soda water and stir all contents into a Collins glass with fresh ice. Garnish with a kiwi slice.



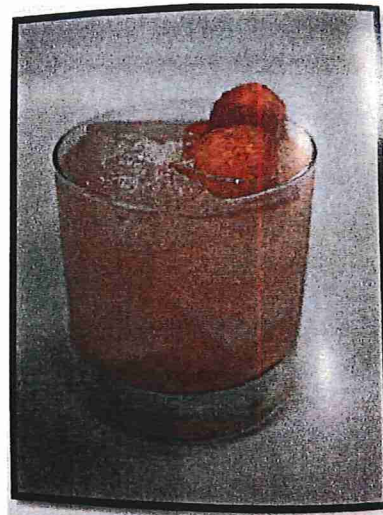
WATERMELON AMIGO

- 1.5oz Silver Tequila
- 1oz Bols Watermelon Liqueur
- 0.5oz Fresh Lemon juice
- 0.5oz Simple Syrup

Garnish: 2 watermelon spheres

Glass: Rock

Preparation: In a mixing glass, combine all liquids. Add ice and shake vigorously for 5 seconds. Strain in a rock glass with fresh ice. Garnish with 2 watermelon spheres.



ORA SPECIALTY DRINK MENU

Paloma Cooler

- 1oz Tequila Silver
- 1oz Tequila Reposado
- 1oz Fresh Lime Juice
- 1btl Mexican Grapefruit Soda

Garnish: Half lime, cored out; coarse salt (rim)

Glassware: Collins glass

Preparation: Rub rim a Collins glass with a lime and coat it with salt. Add ice (3/4 of glass), tequila silver, fresh lime juice and Mexican grapefruit soda. Stir. Place the cored out half lime on the top of the drink (like a floater) and add the reposado tequila in it.



THE BIG DADDY

- 2oz Rye Whiskey (Bulleit preferably)
- 0.25oz Simple Syrup
- 2 Dashes Angostura Aromatic Bitters
- 1 Orange Peel
- 1 Lemon Peel

Garnish: Orange peel & maraschino black cherry

Glassware: Rock glass

Preparation: Combine Rye, simple syrup and bitters in a mixing glass. Add ice and stir for 20 seconds. Strain into a rock glass with fresh ice. Zest with lemon peel and discard. Zest with orange peel and insert into the glass as garnish, along with Maraschino black cherry.

