



THE BETSY – SOUTH BEACH IS EXPANDING

Every great hotel is built on continuing input from its guests. The Betsy is no exception. As we contemplated an opportunity to expand and improve The Betsy experience, we thought deeply about the feedback we have been receiving from our guests over the past six years. “The rooftop views from the hotel are great, but would it be possible to have a pool that overlooked the ocean and skyline?” “We love BLT Steak at The Betsy, but is it possible to offer more varied restaurant choices?” “The design of the rooms is beautiful, but it would be great to have the option to step out onto a balcony and enjoy the ocean breeze.” Over the last couple of years we have been exploring ways to affirmatively respond to these guest ideas and pursue our own thoughts about elevating The Betsy – South Beach experience to a new level.

We are thrilled to announce a careful expansion of The Betsy, preserving our commitment to a high level of intimate, personalized service while adding facilities that will meaningfully enhance the guest experience.

The Betsy’s expansion will join the work of two architects who are widely recognized as leaders in the creation of Miami Beach: L. Murray Dixon, who designed The Betsy Ross in 1941, the area’s sole example of Florida Georgian architecture – a Colonial style, and Henry Hohaus, known for his quintessential Art Deco styling who designed the immediately adjacent building, formerly known as The Carlton Hotel, in 1937. The PBS show, “American Experience,” identified Hohaus and Dixon as the principal architects of Art Deco South Beach.

The work of these two legendary architects will be joined by a bridge whose design is already being celebrated as an important new piece of Miami Beach public art. Diamante Pedersoli and Carmelina Santoro, who designed the interiors of The Betsy, are once again bringing their peaceful, residential aesthetic to the interiors of the Carlton. Alan Shulman, a highly regarded Miami architect, professor and author with a distinguished record of historic preservation is the Architect of Record. Once completed, The “new” Betsy-South Beach will comprise our current Ocean Drive arrival building, the Colonial Wing, and the fully renovated, Carlton Hotel, our Art Deco Wing. This expanded property will permit us to deliver an even more extraordinary and unique Betsy – South Beach hospitality experience.

THE COLONIAL WING AT THE BETSY - SOUTH BEACH

The Colonial Wing (the current Betsy) will continue its normal operation during the expansion. The only immediate change will be a new, larger elevator that will be operational by the end of November, 2015. The Betsy pool remains open for the enjoyment of our guests. The Ocean Drive facing Colonial Wing will continue to welcome arriving guests and house the Front Desk, the Lobby Salon, the Lobby Bar, our award winning restaurant, BLT Steak, the B Bar lounge, the Ocean Front Deck, The Wellness Garden & Spa, and The Writer’s Room. Fifty-eight rooms, including nineteen suites, are located in this wing.

THE ART DECO WING AT THE BETSY - SOUTH BEACH

The Art Deco Wing expansion involves the preservation and complete rehabilitation of the historic hotel building facing Collins Avenue and the refurbishment and re-purposing of the historic lobby, the revitalization of the adjacent alley, and the addition of two four-story structures that will house event venues, several spacious suites and support The Betsy's new ocean view rooftop pool and deck. The development of this new Betsy wing will create a range of important new guest amenities.

- **The Betsy Roof Top Pool** – located on the fifth floor, one story higher than the surrounding buildings, will provide unobstructed 360-degree views of the ocean, Art Deco District and the Miami skyline.
- **The Ocean View Deck** – over one thousand square feet of space with ocean views ideally suited for weddings and elegant gatherings.
- **The Pool Decks East & West** – located at opposite ends of the new pool and providing beautiful views of the ocean and sunsets over the city skyline.
- **The Library & The Library Lounge** – located on the third floor of the Art Deco Wing offering a curated selection of books, a venue for the expansion of The Betsy's widely admired literary programming, and most importantly, a peaceful respite reserved for Betsy guests.
- **The Work Room** – a fresh take on the traditional hotel boardroom perfect for small meetings, and beautifully catered private lunches.
- **14th Place Terrace** – located adjacent to The Work Room and incorporating a new Chef's Herbal Garden, this terrace has tiered seating and it is ideal for informal meetings, poetry readings, coffee breaks and as a break out space for Work Room meetings.
- **The Conservatory** – the fully restored historic Carlton lobby will become an extended hour gathering space for our guests to relax, work, and socialize, with live music (our "Mostly Jazz" program) and will also be available for larger private events.
- **The Espresso Bar** – located in The Conservatory and offering fresh coffee, light healthy fare and curated mixed drinks as the day unfolds.
- **The Gallery** – our new ground floor multi-use meeting and performance space with access to both The Conservatory and The Atrium, with natural light on two sides, it will be the ideal location for breakout meetings, formal events or all day meetings.
- **The Atrium** - this beautiful courtyard will feature a stage, professional video, lighting and sound capabilities, a water feature and landscaping, and will be the ultimate venue to host events for up to several hundred people.
- **Dining Venues** – The Art Deco Wing will include a new casual restaurant with options for seated dining as well as a wide selection of items to take away. With our new facilities we will also be able to provide our guests with 24-hour In Room Dining. Our new alley accessed Ventanita, will offer fresh made gelatos, crepes, and craft coffees.
- **Additional Guest Rooms & Suites** – the Art Deco Wing will include an additional fifty-five rooms and fourteen suites – half of these will have balconies with views of the city, the ocean, or the Atrium. The suite selection will include our amazing 2,000 SF Skyline Penthouse and Terrace, and private suites of one, two, three or four bedrooms, the ultimate suite being a two-story, four-bedroom unit with a private elevator between floors and a 1,000 SF wrap around balcony.

TIMING & HOW IT WILL AFFECT OUR GUESTS' STAY

The new Art Deco Wing at The Betsy - South Beach is scheduled to be completed by November 1, 2016. The first and most difficult stage of the expansion is near completion. This stage involves the addition of the new elevator in the Colonial Wing and the removal of the interiors of the Art Deco Wing. The new elevator will be operational by the end of November, 2015.

We have done our best to mitigate the impact of any noise during this process. During the next months, as the construction progresses, almost 100% of the work will be next door in the uninhabited Art Deco Wing, and will occur between the hours of 8:00 AM and 4:00 PM. The rooms most affected by this will be those located facing west in the Colonial Wing. We have taken many steps to minimize any impact on our guests including state-of-the-art white sound machines and recently installed custom window coverings.

PHILANTHROPY, ARTS, CULTURE AND EDUCATION (PACE)

The Betsy - South Beach has a deep commitment to the development of its PACE (philanthropy, arts, culture and education) programming. We pursue this initiative in proud partnership with many groups in our community who share our belief in the importance of such activities. We hope that our PACE work enriches all who are touched by it, our guests, our community and our Betsy employee family.

We are particularly excited that The Betsy expansion project will permit us to significantly scale our PACE programming. We will have substantially expanded physical venues to use as we collaborate with local, national and international partners in bringing important cultural programming to Ocean Drive. We look forward to having you join us.

THE ARCHITECTS

Henry Hohaus was a prolific architect in Miami Beach, Florida during the 30's and 40's. Hohaus studied at the Pratt Institute in Brooklyn, New York before coming to Florida in 1932. Features of his work include symmetry on the front elevation, Art Deco styling such as a zigzag or stepped roofline, glass bricks, curved edges, and neon lighting. He designed more than 300 homes, apartment buildings, hotels, stores, restaurants and theaters, including The Cardozo Hotel, The Colony Hotel, The Century Hotel, The Edison Hotel, and The Carlton Hotel.

Lawrence Murray Dixon was also one of the preeminent architects of 20th century in Miami Beach. He was born in Live Oak, Florida, attended the Georgia School of Technology and worked in New York for Schultze and Weaver from 1923 to 1929, when he moved to Miami Beach. Dixon's works include The Tides Hotel, The Victor Hotel, The Marlin, The Raleigh Hotel, the Ritz Plaza Hotel, the Regent Hotel and The Betsy Ross. His work is known for its curvilinear design.

The Betsy - South Beach, formerly *The Betsy Ross*, reopened as a luxury boutique hotel in 2009 after a complete restoration. The Betsy is a refined boutique property located in the heart of South Beach with relaxed tropical interiors that are passionately low-key. The current 61-room property offers incredible views of the beach, exquisite amenities, world-class cuisine, and a unique presence for philanthropy, arts and culture that has garnered a FORBES Four Star and AAA Four Diamond designation – the *only boutique hotel* in South Florida to do so.

HOTEL CONTACTS

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