

*Juliet*<sup>TM</sup>

# Juliet™

Luxury Destination, Experience & Lifestyle

Juliet Boutique Hotel & Residences, Spa, Italian Mediterranean Restaurant & Piano Bar, Ultra Lounge, Ultra Pool Lounge, Banquet & Conference Rooms



*Juliet*<sup>™</sup>

Vision

*“La Dolce Vita”*

Juliet Boutique Hotel & Residences will establish the dominate brand and entertainment destination for providing integrated luxury experiences for all business travelers, professionals, entrepreneurs, business owners, weddings, corporate events, fashion shows, premier media events, professional sports team functions, black tie charities, luxury & exotic auto shows, Italian dining, dessert & champagne lounge, indoor & outdoor ultra lounges throughout the American Southwest and beyond.



**Conceptual Vision**

**Backside View of Juliet Boutique Hotel, Residences, Ultra Pool Lounge with D.J., Dance Floor, Cabanas & Fashion Runway**

# *Juliet* DNA

- **Luxury European Theme Resort Boutique Hotel**
- **One of a kind Luxury Boutique Hotel (Unique & Spectacular)**
- ***Adults Only* (no one under 21 allowed in the Hotel and all venues; absolutely no children & no teenagers)**
- **280 Luxury Rooms & Suites & Ultra Suites w Kitchens**
- **125 Luxury Condos for sale above the hotel**
- **20,000 SF of Banquet Space**
- **Luxury Spa with Hair & Makeup**
- **25 Stories with Parking Garages**
- **Total Square Footage approx. 700,000 Sq. Ft.**
- **Ultra Luxury Cars & Fashion & International Music**
- **Italian / Med. Cuisine**
- **Gourmet Desserts with Wine & Champagne**
- **Full Restaurant & Piano Bar**
- **Café (Breakfast and Pool Menu)**
- **2 Major Kitchens (Restaurant & Banquet space & Room Service)**
- **2 Luxury Ultra Lounges / Night Clubs with Advanced Audio & Video**
- **5 Bars & 3 Dance Floors**
- **Spectacular Swimming Pool**
- **Indoor / Outdoor Pool Ultra Lounge w DJ**
- **1,400 Parking Slots (Never been done before for a 280 Room Hotel)**
- **Mercedes S550 for Guest & VIP Transportation & Possible Heli Pad**
- **High Secured Building & Additional Security**
- **High Speed WiFi and Advanced Audio & Video Throughout**

# Juliet

## Luxury Experiences

- Adults Only – No one Under 21
- Italian Mediterranean Dining
- Gourmet Desserts & Champagne
- Year-Round Entertainment  
(Indoors & Outdoors Ultra Lounges)
- Exotic Automobile Displays
- Luxury VIP Guest Transportation
- Fashion Shows
- Luxury Theme Events
- International Music & Advanced Audio  
Visual Throughout



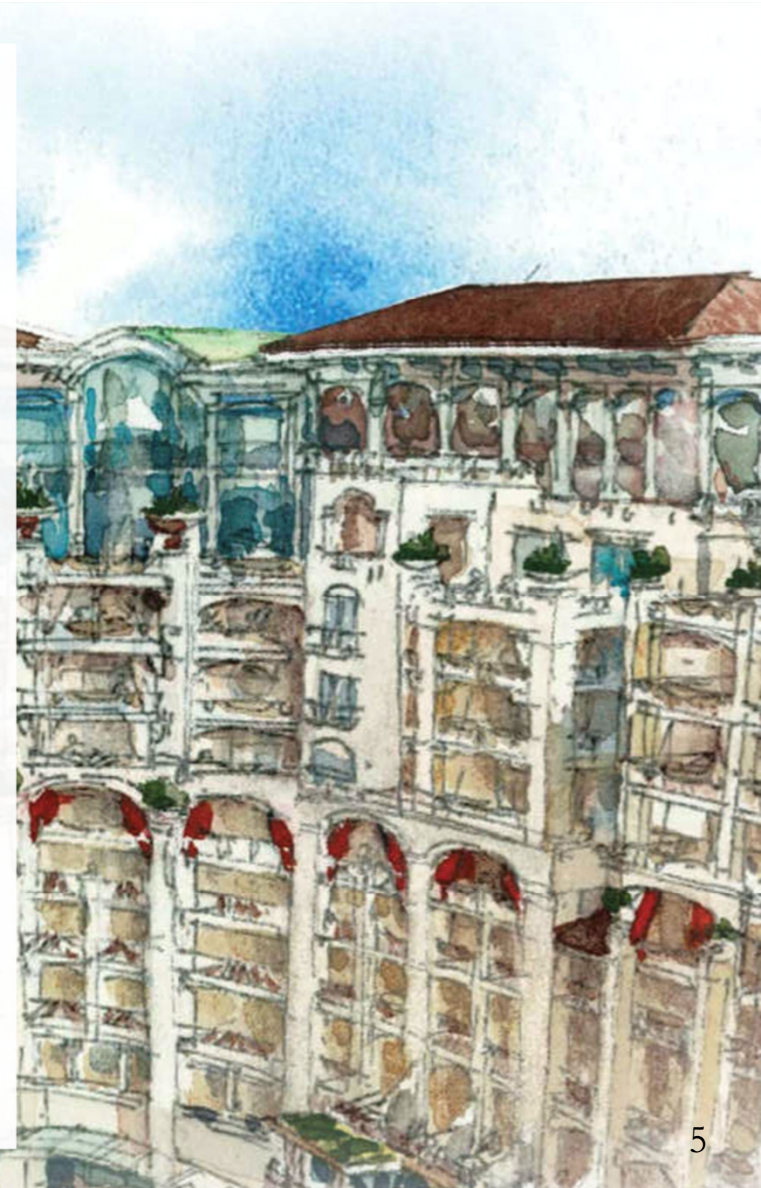
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# *Juliet* Luxury Residences

- Limited number of Luxury Condos Available above the Hotel Rooms - From Floors 7 to Floor 15. The data and latest comps have shown that there is a very large demand for luxury high rise condos in the Plano and Frisco Markets; however, the supply is very limited.
- Current number of Luxury Condos available above Juliet Boutique Hotel: 125 Units
- 122 Luxury One, Two and Three Bedrooms (very few One bedroom and only due to the building architecture forcing the construction. Most clients want at least 2 bedrooms and 2 baths. Much higher resale value as well as meeting every day needs and for guests living.
- 2 Ultra Luxury Mini Penthouses (Each has 5000 SF under Roof and 5000 SF patio --- There are only 2 of these luxury condos and each is basically half the hotel floor plan.
- 1 Super Luxury Penthouse (Only one available 10,000 SF under roof and 10,000 SF patio - Basically the entire hotel floor) with the possibility of two small pools on either side of the unit)

## Benefits of Luxury Condo Living above Juliet Boutique Hotel:

- \* Full Room Service (Food and Alcohol) - Fees Required
- \* Full Dessert with Wine & Champagne Menu (More than Any local hotel) - Fees Required
- \* Full Maid and Laundry Services - Fees Required
- \* Full Hotel Spa downstairs with on call nail service and hair blow services - Fees Required
- \* Secured Building with Underground Parking and Storage for Residences - No Fees
- \* Easy Access to a Spectacular Swimming Pool - No local hotels have anything like it - No Fees
- \* Several Cabanas by the poolside are available based on reservation - No Fees
- \* Penthouse and Mini Penthouse Units will have their own full-time pool cabanas - No Fees
- \* Easy Access to a Full Gym & Fitness Facility - No Fees
- \* Easy Access to all food and entertainment venues downstairs (Restaurant, Piano Bar, Ultra Lounge & Ultra Pool Lounge)
- \* Access to 20,000 SF of Banquet and Meeting Spaces with 4,000 SF of Full Banquet Kitchen (Fees Required)



# Juliet Lifestyles

## **JULIET** Luxury Condos for Sale and Lease

- 14 floors above Juliet Boutique Hotel - 350,000 Sq. Ft. (125 units)
- Tower 1 - 250,000 Sq. Ft. for Sale (100 Units)
- Tower 2 - 250,000 Sq. Ft. for Lease (100 Units)
- Twenty floors @ 20,000 Sq. Ft. per floor or 400,000 Sq. Ft. (200 units) spread equally over 4 office towers.
- Luxury condos for lease (5 towers totaling approximately 1,000,000 Sq. Ft.)

## **JULIET** Luxury Retail

- 25,000 Sq. Ft. of Ultra Luxury Brands *Targeting:* Cartier©, Tiffany & Co.©, Harry Winston©, Rolex©, Hublot©, Jimmy Choo™, Gucci®, Prada©, Valentino©, Dior®, and others.

## **JULIET** Luxury Automobile Display

- 25,000 Sq. Ft. of Luxury automobile display (no rent) will be part of the Juliet experience, including Mercedes©, Rolls Royce©, Ferrari©, Lamborghini©, Aston Martin©, and others.

## **JULIET** Premium Coffee Houses & Juice Bar

- 10,000 Sq. Ft. of Coffee Houses & Juice Bar plus patios *Targeting:* Starbucks Reserve®, Ascension©, Nekter© and others.

## **JULIET** Upscale & Casual Restaurants

- 50,000 Sq. Ft. of Upscale & Casual Restaurants *Targeting:* Nick & Sams©, Bistro 31©, KĀI©, Taverna©, Hillstone©, R+D Kitchen©, Mi Cocina©, la Madeleine©, Dream Café©, Snappy Salads© and others.



*Juliet*<sup>™</sup>



Juliet Boutique Hotel & Residences' Grand Entrance & Valet

## Unique Opportunity

There are no integrated luxury lifestyle experiences like Juliet offered in Dallas/Fort Worth or in the entire American Southwest:

- Juliet Boutique Hotel & Spa
- Juliet Restaurant & Piano Bar
- Juliet Wine/Champagne Bar & Desserts
- Juliet Café
- Juliet Ultra Lounge
- Juliet Ultra Pool Lounge
- Juliet Cabanas
- Juliet Banquet & Conference





# Juliet Market & Site Plan

Ages 25 – 65 whose income > \$100K USD  
+ High Net Worth Individuals & Businesses

- Anchoring 112 acres of Frisco’s Prime, Mixed Use Real Estate in the heart of North Platinum Corridor (formerly known as “\$5 Billion Mile”)
- Regional High Net Worth Population – 936,127+ people out of a 7,920,671 Dallas Fort Worth (DFW) Metropolitan Statistical Area (MSA) [Many Median Family Incomes > \$100K USD]
  - Frisco – Pop. 196,735 / \$132K USD
  - Plano – Pop. 286,000 / \$93K USD
  - Prosper – Pop. 22,358 / \$141K USD
  - McKinney – Pop. 181,000 / \$90K USD
  - Allen – Pop. 100,000 / \$107K USD
  - Lucas – Pop. 8,000 / \$174K USD
  - Highland Park – Pop. 9,200 / \$207K USD
  - University Park – Pop. 25,000 / \$214K USD
  - Preston Hollow – Pop. 83,000 / \$191K USD
  - Southlake – Pop. 32,269 / \$231K USD
  - Trophy Club – Pop. 12,369 / \$143K USD
- Local Industries: Corporate Headquarters (Fortune 500), Fast Growing Companies, Advanced Technology, Retail, Food & Beverage, Healthcare, Medical, Real Estate, Finance, Energy, Professional Sports Teams, Digital Media & Video Gaming
- Travelers from Austin, Houston, San Antonio, Oklahoma, Los Angeles, Chicago and other international cities who visit the City of Frisco.

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# Master Plan Development Highlights

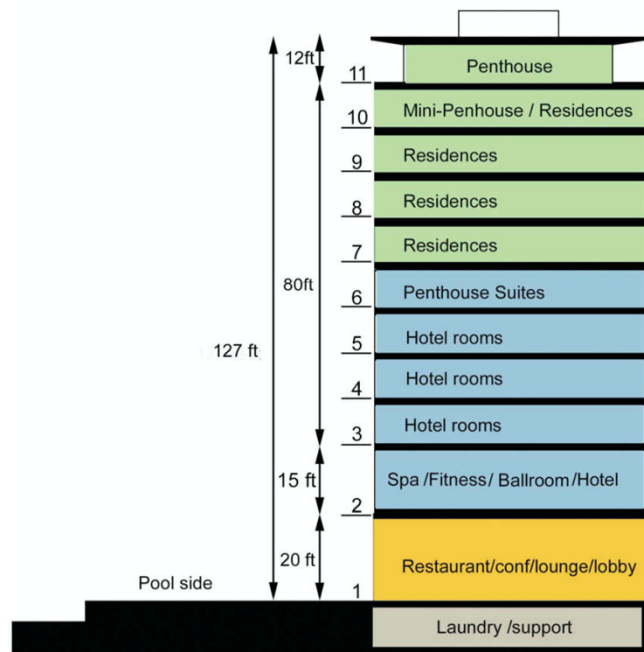


# INTEGRATED LIFESTYLE: “LIVE – VISIT – PLAY”

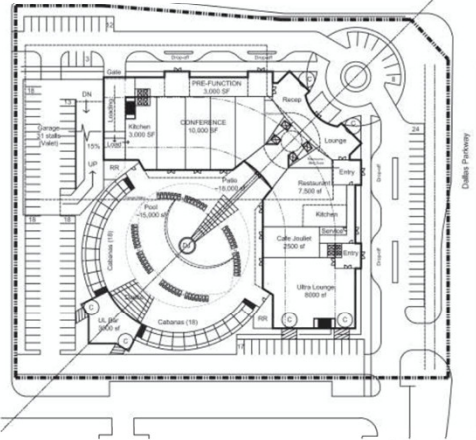
## PROJECT SUMMARY

20 Story Hotel & Residences  
 3 Story Garage Below Grade  
 3 Story Garage Above Grade

Approx. 450,000 sf Total



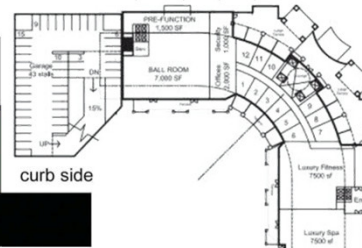
750 Parking Stalls



Lobby - 3,000 sf  
 Conference - 10,000 sf  
 Pre-Function - 3,000 sf  
 Conf / Hotel Kitchen - 3,000 sf  
 Restaurant (& Kitchen) - 7,500 sf  
 Cafe Juliet - 2,500 sf  
 ultraLounge - 8,000 sf

100 Surface Stalls  
 525 Below Grade Garage Stall  
 125 Above Grade Garage Stalls  
 750 Total Stalls

50,000 SF  
**1st Floor**



Luxury Fitness - 7,500 sf  
 Luxury Spa - 7,500 sf  
 Conference - 8,500 sf  
 Office / Security - 3,000 sf

12 - Luxury Rooms

37,500 SF

**2nd Floor**

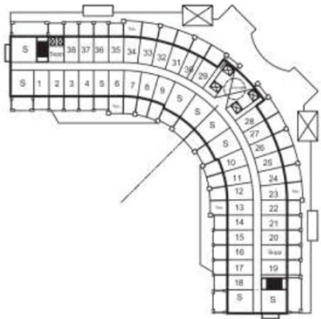
Due to current high demands for luxury condo sales in Frisco & Plano, Texas, we have added nine (14) additional floors of luxury condos, totaling \_\_\_ units for the hotel portion of the project.

Therefore, Juliet Boutique Hotel & Residences are currently at 20 stories.

## Juliet Boutique Hotel, Residences & Venues Plans

# INTEGRATED LIFESTYLE: “LIVE – VISIT – PLAY”

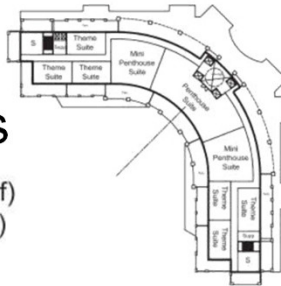
## Conceptual Luxury Condo Layouts



### 3rd – 5th Floors

38 - Luxury Rooms (400 sf)  
8 - Luxury Suites (600 sf)

27,500 SF



1 - Penthouse Suites (5000 sf)  
2 - Mini-Penthouse Suites (2500 sf)  
6 - Theme Suites (1200 sf)  
2 - Luxury Suites (600 sf)

27,000 SF

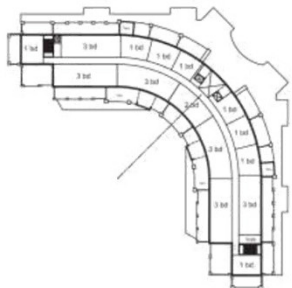
### 6th Floor



### 7th – 11th Floors

2 - 1 Bedroom (800 sf)  
13 - 2 Bedroom (1200 sf)

25,000 SF



8 - 1 Bedroom (800 sf)  
1 - 2 Bedroom (1200 sf)  
6 - 3 Bedroom (1800 sf)

25,000 SF

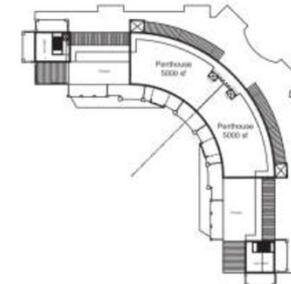
### 12th Floor



2 - 1 Bedroom (800 sf)  
4 - 2 Bedroom (1200 sf)  
4 - 3 Bedroom (1800 sf)

25,000 SF

### 13th Floor



2 - Mini-Penthouses (5,000 sf ea.)

20,000 sf

### \*14th Floor

## Juliet Boutique Hotel, Residences & Venues Plans \*

\* 15th Floor Penthouse Unit not currently shown

\* Due to current high demands for luxury condo sales in Frisco & Plano, Texas, we have added nine (9) additional floors of luxury condos, totaling 103 units for the hotel portion of the project.

Therefore, Juliet Boutique Hotel & Residences are currently at 20 stories.

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## Integrated Business & Annual Revenue Streams

	Revenues
Juliet Boutique Hotel Rooms, Room Service, Spa & Parking *	\$55M USD
Juliet Italian Mediterranean Restaurant & Piano Bar	\$5M USD
Juliet Fashion Ultra Lounge (Indoor) & Ultra Pool Lounge with D.J. & Cabanas (Outdoor)	\$14M USD
Juliet Wine, Champagne & Dessert Bar	\$1M USD
Juliet Banquet & Conference Rooms	\$10M USD
Juliet Café	\$500K USD
Juliet Calendar Events	\$500K USD
Juliet Lagoon & Bars	See Attached
Juliet Luxury Condos for Lease	See Attached
Juliet Luxury Class A Offices for Lease	See Attached
Luxury Retail Leases	See Attached
Upscale & Casual Dining Leases	See Attached
Premium Coffee Houses & Juice Bar Leases	See Attached
Juliet Parking, Advertising & Licensing	See Attached

\* *Daily Room Rates, Occupancy Rates & RevPAR used in our estimates are based the most recent 2020 Hotel STAR Report.*

\*\* *The above annual revenue streams DO NOT include the sale of 1.1 million sq. ft. of Juliet luxury condos totaling approximately \$1 Billion over several years after hotel is launched.*





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## *Juliet* Marketing & Sales – Part I

- Complete Marketing, Promotion & PR Program
- Major Promotions and Events in Year 1 throughout the year
- Co-op Marketing and Events with other Major Luxury Brands
- Media Darling (Print and TV and YouTube)
- Major Social Media (Facebook) and YouTube Content
- Major SEO and Web Presence
- Using all Major Luxury Hotel Reservation Systems
- Co-op Marketing with American Express Gold & Black Cards
- Co-op Marketing with MasterCard & Visa Black Cards
- Co-op Events and Product Giveaways with several major Charities
- Major Pool Parties every Saturday and Sunday when weather is good throughout the year with several Live DJs.
- Major Luxury Transportation for VIP guests and high spenders
- Special Program with local Private Airports & Learjet Companies
- Special Program with Uber Air
- Major Events with Wine & Champagne & Liquor Companies
- Black Tie Theme Night Events (4 per year)
- Celebrity Events and Book Signing Events



## *Juliet* Marketing & Sales – Part II

- Co-op Marketing with Neiman Marcus with all 4 major sports franchises in Dallas
- Co-op Marketing and Promotion with our partner luxury car dealerships
- Co-op Marketing with high end jewelers and watch companies
- Co-op Marketing with certain Major Luxury Fashion Houses and Designers
- Special Promotions for Luxury Weddings and Bar mitzvahs and Corporate Events
- Special Promotions and Events with “Influencers” in Society
- Special Promotions and Events with Events and Wedding Planners
- Special Events and Promotions
- Special Events with Dallas Cowboys and Players
- Special Events with Dallas Cowboys Cheerleaders
- Special Events with Dallas Museum of Art & major Art Galleries
- Special Events with Dallas Symphony
- Special Events with City of Frisco and Mayors’ Office
- Special Events with City of Frisco Police and Fire Departments
- Special Events with major Hospitals and Charities in Frisco, Texas

# *Juliet*™ - VIP Transportation & Security

- VIP Transportation – Black Mercedes S550 & Black Escalades
- VIP Security for all airport, FBO and cross-venue transfers
- Private VIP entrances
- Private access to secured floors
- Secured access to select venues & events
- Seasoned veterans staffing and managing security detail
- All facilities are discretely monitored 7x24x365 with advanced threat detection capabilities and sensors for unauthorized access, air quality, water quality, acoustics, weather changes, and other profiles
- Very close proximity to Uber Elevate as it pioneers air taxi services between DFW Airport and the city of Frisco
- Active collaboration with local law enforcement and first responders
- Possible helipad on the property - pending approvals
- Bespoke security services available with additional fees





# *Juliet* Team

## **JULIET** “Core” Team

- Bobby “B” Bakhshian – Visionary, Founder & Managing Partner
- Mark Brooks – Luxury Hotel & Resort Operations
- Bill Morgan – Luxury “Smart” Technology & User Experiences
- Dennis Thompson - Luxury Hotel Builder & Construction Expert - Over 30 hotel projects
- Dan Paul – Luxury Entertainment & Hospitality Ownership - Management
- Reza Dibaji – Luxury Night Clubs Ownership & Management
- Tyler Duncan – Luxury Entertainment & Hospitality Venues Design & Function

## **JULIET** “Key” Partners

- Master Development Design & Architects – Tom Philippi - SmithGroup (Dallas & Worldwide)
- Hotel Architect of Record and Design Architects - Tom Philippi - SmithGroup (Dallas & Worldwide)
- Hotel General Contractor - (TBD: Competitive Bid)
- Hotel Information & Communications Technology (ICT) - Avistas (Las Colinas, Texas)
- Hotel Interior Design – Design Duncan Miller Ullmann
- Venues Design – Duncan Design Group - Tyler Duncan
- Hotel & Venues Management, Sales, Marketing, Promotion - Juliet Management Company
- Hotel Reservations System & Marketing - Preferred Hotels & Resorts
- Residential High-Rise Sales & Lease – Dave Perry Miller – (Tricia Weiner & Jarrad Barnes)



# *Juliet*™ - Local Competition

*Competitive Analysis - (Plano, Frisco, Allen, McKinney, Prosper, Addison -- Northern Suburbs of Dallas)*

## **Boutique Hotels**

NONE in North Dallas  
Uptown/Downtown Dallas (35 minutes away)  
Za Za Hotel, W Hotel & Joule Hotel

## **Luxury Resort Hotels**

NONE in North Dallas  
Irving (Las Colinas – 45 minutes away)  
The Four Seasons Hotel  
The Mansion (Dallas)

## **Upper Class Hotels, Meeting Rooms & Banquet Space**

Omni (Frisco)  
Embassy Suites (Frisco)  
Sheraton Stonebriar (Frisco)  
Hyatt Regency (Frisco – Opening 2023)  
Westin Stonebriar (Frisco)  
Marriott Shops at Legacy (Plano)  
Hilton Granite Place (Plano)  
Renaissance Legacy West (Plano)  
Westin Galleria (Addison)  
Marriott (Addison)

## **Italian Restaurants**

Da Mario (Frisco)  
Patrizios (Plano)  
Little Maggianos Italy (Plano)  
North Italia (Plano)  
Ferrari's Italian Villa (Addison)

## **Wine & Champagne Bars**

eight11 (Frisco)  
CRU (Shops at Legacy - Plano)  
CoalVines (Plano & Addison)  
Merci Wine Bar (Addison)

## **Ultra Lounges**

NONE

## **Dessert & Champagne Lounge**

NONE

## **Nightclubs**

Mix Food & Cocktails (Frisco)  
Club 2525 (Frisco)  
Legacy VYNL (Plano)  
Sambuca 360 (Plano)

## **Pool Lounges**

NONE in North Dallas  
Za Za Hotel (Uptown Dallas)  
Terrace Bar Omni Hotel (Downtown Dallas)  
W Hotel – Wet Deck (Uptown Dallas)  
KU DE TA (Uptown Dallas)  
SISU (Uptown Dallas)