



BUSINESS PLAN EXECUTIVE SUMMARY

Juliet Luxury Land Development will create a Luxury mixed-use resort development unlike any other in the Southwest United States. Juliet is Luxury Development with blend Monte Carlo, South Beach and Vegas. Juliet is also a Lifestyle Brand that is targeted toward adults and embodies Live-Work-Play in a luxury resort environment.

Juliet Luxury Land Development will include the following components:

- Juliet Boutique Hotel & Residences
- Juliet Restaurant & Piano Bar
- Juliet Champagne Bar & Desserts
- Juliet Café
- Juliet Ultra Lounge & Juliet Ultra Pool Lounge
- Luxury Condominiums towers
- Luxury Retail offerings
- 20 Restaurants and Bars
- Class A Office towers
- Juliet Lagoon, Bars & Video Walls.

This luxury lifestyle brand development can be expanded into other Luxury US destinations such as Newport Beach, Palm Beach and La Joya. Furthermore, it can be expanded worldwide, including Dubai and other luxury markets. Its patrons will come to recognize the name Juliet as synonymous with La Dolce Vita or “The Sweet Life”. Beyond great Italian-Med. food, drinks and International music, Juliet will combine exotic cars, haute couture and decadent desserts all enveloped in a European atmosphere. Simply put, Juliet will come to mean a celebration of life, for all the senses.

Juliet Boutique Hotel & Residences and Juliet Concepts create a unique “Destination” Luxury Resort Boutique Hotel and Mixed-Use Development and it is truly the next generation and evolution of luxury boutique hotels and Live-Work-Play environments around the World today. All the hospitality and entertainment venues of Juliet are integrated into the hotel and actually owned, operated and marketed by the hotel and its management company, which very few hotels currently do anywhere in the marketplace. This model actually makes Juliet Boutique Hotel and its venues among the most functional, highest quality and capable of providing among the highest levels of “Guest Experience” in the “Boutique Hotel” genre space today.

The Boutique Hotel component of the project will comprise of 240 Luxury Rooms & Suites which include 163 Luxury Rooms and Suites, 68 Ultra Luxury Suites with full kitchens, 6 “Theme” Super Suites, 2 “Mini Penthouse” Suites, and 1 “Penthouse” Suite. In addition, Juliet Boutique Hotel will have a luxury fitness center (10,000 SF), a Luxury Spa (10,000 SF), and major meeting and banquet spaces encompassing (20,000 SF) with an additional (4,000 SF) of full banquet kitchen.

The Juliet Boutique Hotel will consist of 9 floors for the hotel and 11 floors above for condominiums (floors 10-20), to include 103 Luxury Condos for Sale. The hotel floors will encompass all Juliet Rooms & Suites, all Entertainment Venues, all Banquet and Event Spaces, 2 major kitchens, Spa, Fitness Center, Security Offices and Juliet Management Company’s offices. The Luxury Condos are priced from \$1.2 Million each to \$7.5 Million for the Mini Penthouses and \$15 Million for The Penthouse.

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The Restaurant & Piano Bar, Wine & Dessert Bar, Café, Ultra Lounge & Ultra Pool Lounge Components of the project, otherwise known as “Juliet Concepts”, will comprise approx. 25,000 SF of space including a 3,000 SF Full kitchen. These venues will be among the larger size restaurant and lounge concepts in the entire Dallas & Fort Worth Metroplex. Also, very importantly All the Venues and the Hotel Property Itself *are prohibited to any individual under 21*. No Children, No Teenagers and No College Students Under 21 allowed. Juliet is an “Adults Only” Luxury Boutique Hotel with Luxury Entertainment & Hospitality Venues.

The venues will include Four distinct spaces: one being an Upscale Casual Italian-Med. Restaurant & Piano Bar, second a Champagne & Dessert Bar, third an Upscale Ultra Lounge with bottle service and dance floor and fourth an Upscale Ultra Pool Lounge with a major bar, additional bottle service cabanas, and a dance floor with DJ next to our spectacular outdoor pool. Juliet Lifestyle Brand encompasses several key attributes which include Fashion and Ultra Luxury Automobiles and, accordingly, they will be displayed inside the Juliet Ultra Lounge and by the Juliet Ultra Pool Lounge Venues at all times, spinning on turntables under security glass. Also, Juliet Ultra Lounge indoors will have a 1.5 story HD 4K Video Wall showing prerecorded fashion runway shows from Paris, Milano, London and New York. In addition, Juliet Ultra Pool Lounge will have a spectacular pool with a fashion runway built into the pool and a DJ booth in the middle of the water. Our goal is to have 4 fashion show events in a year for the 4 fashion seasons.

The Ultra-Luxury automobile brands that we will be displaying are Ferrari, Maserati, Lamborghini, Bugatti, Rolls Royce, Bentley, Aston Martin, Jaguar, McLaren, Mercedes, BMW and Lexus.

Lines of Business

The Juliet Boutique Hotel & Spa component of the project will have Room and Food & Beverage Revenue mostly from business travelers from Monday through Thursday and from couples and single professionals from Thursday through Sundays. Unlike most typical business class hotels whose occupancy rate greatly drops on weekends and have to provide heavy discounts in order to fill their hotel rooms, Juliet Boutique Hotel will actually get busier and have more traffic on weekends due to its Luxury Boutique Hotel Class and its entertainment venues with high level of energy and lots of excitement. Hence Juliet Boutique Hotel will have a higher ADR, Occupancy Rate and RevPar numbers than all other hotels in its surrounding 15 mile radius of North Dallas. This is something that no Business Class “Flagship” hotel can or ever be able to match.

Additionally, Juliet Boutique Hotel will generate healthy annual revenue from its 24,000 SF of Banquet Space and Banquet Kitchen. Corporate events, charity events and high-end weddings, for up to 1,000 guests can be held at the hotel with a higher class of service and with greater amount of excitement and a “Boutique” Hotel environment than all the other surrounding “Flagship” Hotels.

Furthermore, Juliet Boutique Hotel will provide a larger variety of gourmet food in its room service menu to its hotel guests due to Juliet Restaurant providing additional 25 desserts and



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cakes with a large variety of wine and champagnes. This will in turn provide a larger amount of Food & Beverage Revenue per room basis than a typical flagship hotel. Finally, Juliet Boutique Hotel will also have a luxury spa which will provide a variety of spa services to its guests and actually will be one of the few hotels in its surrounding area that even has a luxury spa for its guests.

Juliet Restaurant & Piano Bar and Juliet Champagne & Dessert Bar will be established with multiple revenue lines targeting different market segments. This strategy will enable the enterprise to better weather the peaks and valleys of popularity and deliver solid profitability. The restaurant's menu will encompass mainly Italian food with some influences from the Mediterranean Region. Large salads, traditional grilled selections, and variety of pasta dishes will round out the menu with additional Mediterranean & Middle Eastern flair to add variety, as well as, everyone's favorite gourmet dishes. The menu will also feature a large selection of gourmet desserts and coffee drinks. Juliet will make all its own gourmet desserts with its own in-house pastry chef with a complete dessert staff.

Juliet Venues will be among a few restaurant-lounges in the area offering a late-night seating (Midnight – 2 AM) with a late-night menu. A wide array of gourmet desserts (cakes, pastries, Gelato, and many more) will be Juliet's signature food category. The desserts will not only be a staple of the lunch and dinner menu, but will also drive special "dessert room" times; be the highlight of Saturday or Sunday events; and enable other lines of business. Over time, Juliet will develop additional lines of business anchored by its gourmet dessert specialty.

There is a possibility that over time we may expand the dessert business into other distribution channels. First, a ToGo dessert operation serving dine-in clientele who like to eat desserts at the restaurant as well as take desserts home. Second, a catering operation serving the clientele for the in-house event rooms and eventually serving catered dessert events outside the property over time. Third, a premium, gourmet web-based dessert store operation that will sell Juliet's signature cakes on a national scale via the Internet. Additionally, gourmet desserts with a complete coffee, tea, wine and champagne program will be provided to all the hotel rooms.

The Fashion Ultra Lounge with Ultra Pool Lounge revenue streams will be from cover charges, alcohol sales, bottle-service sales and special events.

The event rooms will take advantage of the proximity to many corporations to become a major destination for company meetings, while also catering to upscale pre-wedding, holiday, anniversary, birthday, and other special occasions. Corporate clients will be heavily targeted for the daily use of the event rooms and these rooms will be specifically designed for the special needs of corporate clients ranging from multimedia equipment to other electronic devices with video projectors and complimentary Wi-Fi capabilities.

Promotions

Juliet Boutique Hotel, Juliet Restaurant & Piano Bar, Juliet Champagne & Dessert Bar, Juliet Ultra Lounge and Juliet Ultra Pool Lounge's aesthetic and epicurean delights would by themselves create a very successful venture, but Juliet's visionary founder, creator & managing

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partner (Bobby 'B' Bakhshian) has developed a very thorough promotional and marketing plan that will create broad awareness and draw early influencers and a sustainable customer base over the long run.

Our plan includes numerous promotional events, hosted for free, in exchange for access to the partner's membership or clientele. Juliet's automotive theme will be leveraged by establishing relationships with Dallas area luxury auto dealerships & luxury car enthusiast clubs, such as Lamborghini, Ferrari, Bentley, Aston Martin etc. Many joint events centered around new model launches will be planned in association with luxury auto dealers. Alliances with high-end retailers, and fashion and jewelry designers will promote Juliet's fashion theme with runway shows, trunk shows and other events. We will also focus on many targeted promotional events such as hosting book-signing tour events with popular writers. Other promotional partnerships will include charities, professional organizations and industry groups.

The main benefit of the Fashion Ultra lounge will be to encourage the development of a unique clientele. Juliet will cater to professionals, the affluent as well as the lower upper class and the VIPs, developing relationships that will bring both local and visiting celebrities to the premises. Part of the catering to this clientele will be complimentary transportation via our Black S550 Mercedes; as well as a possible helicopter shuttle service for the highest echelon VIPs. The celebrities will make Juliet a must-visit destination for the cognoscenti, which in turn will attract additional patrons through publicity and higher-level public awareness. In order to encourage repeat business, the Company plans several loyalty programs that will reward its patrons. One example is a corporate accounts program combining catering, on-site events sales with dining, giving the company's employees a financial incentive to return.

Other programs would focus on Juliet's appeal to the ladies as a great place for the girls' regular night out and our weekly Saturday and Sunday Pool Parties.

Target Audience

Particular segments that will be targeted include: Professionals and executives from local corporations, business travelers, business owners, lawyers, doctors, realtors; as well as those in the Financial, Oil & Gas, Technology, Aerospace, Medical and Media related industries. Additional targets will include mature couples (30-65 years of age) and single ladies and men (25-65). The Fashion Ultra lounge will cater to upper middle class, lower upper class, the affluent, and celebrities and the night owls. Also, very importantly All the Venues and the Hotel Property Itself is prohibited to any individual under 21. No Children, No Teenagers and No College Students Under 21 allowed. Juliet is "Adults Only" Luxury Boutique Hotel with Luxury Entertainment & Hospitality Venues.

Location

Location, Location, Location... Our goal is to be located on the best, highly scarce "Prime Land" available inside the North Platinum Corridor in Frisco Texas with very close proximity to the Dallas Cowboys HQ, practice facilities and stadium, and the highly successful, Jerry Jones' Star Development. We will also be located very close (2 Minutes Driving) to the highly successful and massive Legacy East and Legacy West Mixed Used Developments in Plano, Texas. Finally,

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we will also be in very close proximity of Frisco Station Development and The Gate Developments in Frisco which are currently under construction and both are very large mix use developments.

Frisco, Texas and Plano Texas are only two of the major northern affluent suburbs of Dallas-Fort Worth Metroplex that we are targeting. Other cities around our 30 mile radius that we are also targeting are Allen, McKinney, Addison, Highland Park, University Park, Uptown Dallas, Downtown Dallas, West Lake, South Lake and Las Colinas. All these cities make up the highly successful Dallas-Fort Worth Metroplex with the current population of 7.4 Million which places it as the 4th largest metro area in the country. Finally, DFW currently has one of the strongest economies and job growths in the entire United States. All this will give Juliet Boutique Hotel, Residences and Land Development the “Critical Mass” it needs to be highly successful. We have chosen the City of Frisco after several years of research and consideration and believe to be the ideal home for Juliet.



Juliet's Market

Juliet's target market clientele are any individuals who are single male or female between ages of 25 to 65 with an annual income of at least \$100K. Juliet welcomes any married couple between ages of 25 to 65 with individual income of at least \$100K per year. In addition, any and all millionaires and billionaires. Very importantly, all Venues and the Hotel Property Itself are prohibited to any individual under 21. No children, no teenagers and no college students under 21 are allowed. Juliet is an "Adults Only" Luxury Boutique Hotel with Luxury Entertainment & Hospitality Venues.

Snapshot - North Texas High Net Worth Profiles

Regional High Net Worth Population:

936,127+ people out of a 7,920,671 Dallas /Fort Worth (DFW) Metropolitan Statistical Area (MSA) with 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 include Corporate Headquarters (Fortune 500), Fast Growing Companies, Advanced Technology, Biotech, Retail, Service, Food & Beverage, Healthcare, Medical, Real Estate, Finance, Accounting, Legal, Energy, Professional Sports Teams, Digital, Media & Video Gaming.

In addition, Travelers from Austin, Houston, San Antonio, Oklahoma, Los Angeles, Chicago and other international cities visit the City of Frisco every year.



Demographics

City of Plano (Feb. 2020)

Population: 288,061

+17% increase from 2000

Median Household Income: \$93,000

Population by ethnicity: (2010 U.S. Census)

Caucasian	57.5%
Asian	17.8%
Hispanic	15%
Black	7%

Median age: 37 years old (U.S. Department of Labor Statistics)

One-third of population 25-44 years old (2009/2010 Census estimate)

Non-Single Residences (Families): 74.9% population (2010 U.S. Census)

Median Home Price: \$350,990 (New); \$204,950 (Existing)

Poverty Rate: Less than 6.4% (Money magazine, 2006)

Ranked #1 among American cities in which to build personal wealth (Salary.com, 2008)

Ranked #1 Best Places to Live (Area Vibes, 2013)

#1 Best Run City in America (24/7 Wall St., 2013)

Ranked America's Safest Small City (Forbes magazine, October 2010)

Lowest violent crime rate of all big American cities

America's Best Places to Move (Forbes magazine, 2009)

Ranked #2 among cities 250,000 or larger in level of education

53% Adults with Bachelor's degree or above (American Community Survey)

Ranked #9 Best-Performing Large City (Milken Institute, 2014)



Plano Employers

Fortune 1000 Headquarters:

Alliance Data Systems
Cinemark Holdings
Denbury Resources
Dr. Pepper Snapple Group
JCPenney
Rent-a-Center

Largest Private Employers 1000+

Alcatel-Lucent
Bank of America Home Loans
Capital One
CIGNA
Dell Services
Dr. Pepper Snapple Group
Ericsson
Frito-Lay
HP Enterprise Services
Intel Security
JCPenney
Medical Center Plano
PepsiCo
Texas Presbyterian Hospital Plano

Largest Private Employers 500-999

Baylor Regional Medical Center of Plano
Children's Medical Center at Legacy
Crossmark
CVE Technologies Group
Denbury Resources
Flextronics
Intuit
MedAssets
Pizza Hut/YUM Restaurants International
Raytheon
Rent-a-Center
St. Jude Medical Neuromodulation Division
Tektronix Communications
Texas Instruments
The Heart Hospital Baylor Plano
TransAmerica
XO Communications



**City of Frisco
February 2020**

193,000 Residents and Growing

\$132,000 Median Household Income

58.9% Residents with a Bachelor's Degree or Higher

70,184 Estimated Workforce

Home of the Dallas Cowboys HQ, Practice Facilities & Stadium, Star Development

4.5 Million Square Feet of Retail within 1 square mile of Stonebriar Centre'

20 Million Annual Visits to Stonebriar Centre'

\$627 Average sales/SF for Stonebriar Centre'

800,000 Annual Average Number of Frisco RoughRiders AA Baseball Games attendees

400,000 Annual Average Number of Dr Pepper Arena event attendees

225,000 Annual Average Number of Frisco Convention Center visitors

72.9% Hotel Occupancy Rate December 2014

\$127.36 ADR (Average Daily Rate) December 2014

3.7% Increase YTD 2014 Sales Tax Revenues

Frisco's 2012-2013 Visitor Industry Economic Impact:

10,292 Total Visitor Employment in Frisco

4.96 Million Annual Visitors

\$72.6 Million Total Group Meeting Spending in Frisco

\$25.4 Million Total Taxes Generated for Frisco

\$1.42 Billion Total Visitor Spending in Frisco



Competitive Analysis

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

Boutique Hotels

NONE in North Dallas

Za Za Hotel (Downtown – Uptown Dallas) 35 minutes away

W Hotel (Downtown – Uptown Dallas) 35 minutes away

Joule Hotel (Downtown – Uptown Dallas) 35 minutes away

Luxury Hotels

NONE in North Dallas

Ritz Carlton (Downtown – Uptown Dallas) 35 minutes away

Crescent Court (Downtown – Uptown Dallas) 35 minutes away

The Mansion (Downtown – Uptown Dallas) 35 minutes away

Luxury Resort Hotels

NONE in North Dallas

Four Seasons Hotel – (Las Colinas) 45 Minutes Away

Upper Class Hotels & Meeting Rooms & Banquet Space

Omni (Frisco)

Embassy Suites (Frisco)

Sheraton Stonebriar (Frisco)

Hyatt Regency (Frisco – Opening 2020)

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)

Dessert & Champagne Lounges

NONE



Wine & Champagne Bars

Barseight11 (Frisco)
CRU (Shops at Legacy-Plano)
Coal Vines (Plano & Addison)
Merci Wine Bar (Addison)

Ultra Lounges

NONE

Nightclubs

Mix Food & Cocktails (Frisco)
Club2525 (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)



Use of Funds

The \$200 million in equity funding will be used to complete the purchase of 2 prime parcels of land (64.5 acres & 112 acres) in Frisco, Texas.

The additional \$700 million in private equity funding and the \$1.25 billion in private loan funding will be provided by a private entity that has already agreed to terms with Juliet Luxury Land Development.

This funding will be provided in **tranches over the next 2 years**. The schedule of tranches will be provided to the investors.

ROI

The Investment

Private Equity: \$ 900 Million (\$200 Million Remaining)

Private Loan: \$1.250 Billion

Total - \$2.15 Billion

The Results*

3 to 6 Years for Pre-Development, Land Improvements, Road Expansion, Construction & Launch of Juliet Boutique Hotel & Venues, Juliet Lagoon & Bars, Juliet Fountains & Video Walls, Juliet Condos and Office towers, Luxury Retail, Restaurants and Coffee houses.

*** For the first 10 years of the project (after funding is complete) the Average Annual Return is approximately 15% per year.**

* All of the Above Calculations & Possible Plans are Assumptions only and NOT Guaranteed.

* Additional data will be provided in separate documents to support the above data.



Risk Management

Juliet Boutique Hotel & Residences, Juliet Concepts and Juliet Land Development has assembled together one of the most experienced hotels and hospitality teams in the entire US on this project. We will also have in place a strong Restaurant & Nightclub Team to run all the venues effectively and professionally. The project is also designed intentionally to have multiple sources of revenue with multiple profit centers in order to maximize revenue and profits as well as minimize market fluctuations in the hotel industry.

Specifically, the “Boutique Hotel” model of the project is designed to outperform all other “Flagship” Hotels in the areas of Average Daily Rate (ADR), Occupancy Rate, and RevPAR. Juliet Boutique Hotel is actually a “Destination Resort” Boutique Hotel with no competition in the large North Dallas Market area and only a handful of strong competitors in the entire DFW Market itself (7.9+ million residents).

At the same time, the entire development will be bonded by a P&P Bond by a major bond provider to ensure that entire development will be completed. Furthermore, the general contractor/builder on the development will provide “Cost Guarantees” to ensure that the entire development will be done within the initial project budget. Additional financial reserves are also in place for anything unforeseen or improvements on areas that could further enhance the total guest experience after the construction is completed. Also, adequate working capital reserves and marketing-promotion reserves are in place to ensure the success of the project in its first year of launch as well as in future years in operation. Simultaneously a fair amount of Value Engineering will be performed on the project by the project’s architects, interior designers, contractor and the FF&E purchasing team to produce the highest quality project while controlling the capital expenditures. Examples range from sourcing chandeliers and artwork at significantly value cost to selection of construction materials to maximize the feeling of opulence while staying within the budget. The attention to these details and the effort involved is what Juliet's Team is committed to from the beginning to the end of the development process.

In addition, we have identified a major “prime land” sites and are in active negotiations with their owners which will be finalized upon receiving a funding commitment. The prime land is already zoned for retail which includes hotel, hospitality and mixed-use development. The site does not require any special zoning or permit waivers and the project can be constructed on a “by right” basis. Location, location, location is key to us and our goal is to buy prime land that will not only maximize our affluent-professional customer traffic as well as will only appreciate over time in the lucrative high growth market of North Dallas.

Another major benefit includes the entire project being backed by commercial real estate assets. We estimate that from 50% to 70% of the total project risk can be negated due to the value of its real estate assets once Juliet Boutique Hotel is completed and operational and the 93 Luxury Condos are sold. Furthermore, Juliet Boutique Hotel has a large potential upside due to being a highly visible and exciting luxury “Destination” boutique hotel project on a national level in the US; as well as; having a future potential for licensing-Branding of the “Juliet” Brand throughout the Caribbean, Middle East and Europe. Finally, and most importantly, Bobby 'B' Bakhshian and his team have the highest level of integrity and honesty which are very important and most critical for the success of any business venture.

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Juliet’s success will be driven by

Juliet’s success will be driven by multiple sources of revenue and profit centers built around a synergistic core. All the components of the project are designed to enhance each other’s revenue stream; as well as, create a substantial level of “Buzz” and publicity factor for the entire development.

The enterprise can possibly expand beyond physical venues over time with its thriving catering, retail and Internet based operations driven by the unique gourmet desserts and future potential of expanding Juliet “Brand” into other products.

The Juliet Boutique Hotel & Residences and the Juliet Concepts brand are an expandable concept that can be transferred to other high luxury markets in the United States. The plan envisions possible future locations in Orange County and Palm Beach within a ten-year horizon. Each location will need additional investors' capital and each will be operated as a separate independent business entity. It should be noted that there is no guarantee that this stage is ever reached or implemented. Furthermore, we may not actually build any luxury hotels of our own and instead license the “Brand”, our Hotel “Flag”, Financial Model and Management Company which practiced by all other major luxury hotel brands worldwide today including Ritz Carlton, St. Regis, Four Seasons, W Hotels, Westin, Hilton and Marriott Hotels.

This business plan includes a very strong and well-funded marketing and promotional program, with heavy emphasis on “target” marketing and brand development with promotional events and unique theme night events unseen in the Dallas & Fort Worth Metroplex.

The concept itself, combining an upscale European flavor, fashion, a state-of-the-art multi-media experience and an ever changing line-up of “Big Boy Luxury Autos” will keep patrons coming back and establishing Juliet Venues as a “Destination Spot” in the entire Dallas/Fort Worth Metroplex, Texas and Southwest US.

Industry veteran developmental and operations team combined with a strong hotel, banquet, restaurant and nightclub management team. Overseen by Juliet's visionary creator, founder and Managing Partner Mr. Bobby 'B' Bakhshian.

Location, Location, Location – “Prime Land” in “North Platinum Corridor” in the fast growing city of Frisco, Texas and right by the highest valued and most recognized professional sports brand in the entire World, Dallas Cowboys and their Headquarters and their “Star” Mixed Use Development fully built out and currently valued at \$2 Billion (US).

“Luxury Boutique Hotel” Financial Model, “Feel” and “Cache”.

“Hybrid Boutique Hotel” Financial Model – Among one of the first in the hotel & hospitality industry

Luxury “Destination” Resort Boutique Hotel with its “Adults Only” Mini “ Las Vegas – Miami – Monte Carlo” feel and look boutique hotel and its exciting Hospitality & Entertainment Venues.

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Core Team

Bobby 'B' Bakhshian

Bobby 'B' Bakhshian is the Visionary Creator, Founder and Managing Partner of Juliet Boutique Hotel & Residences, Juliet Land Development, Juliet Concepts (Juliet Restaurant & Piano Bar, Juliet Champagne & Dessert Bar, Juliet Cafe, Juliet Ultra Lounge & Juliet Ultra Pool Lounge) ; as well as, the creator of the “Juliet” Lifestyle Brand. Mr. Bakhshian is a visionary concept developer specializing in branding, marketing, and promotions. He is also a “foodie” and a longtime patron of every major hotel, restaurant and nightlife establishment that has opened in Dallas, Texas for the past 30 years. In Addition, Bobby has traveled throughout Europe, Italy South of France, Monaco, Cannes, St. Tropez and he has personally experienced the hotel hospitality industry as well as restaurants, night clubs, ultra lounges at the highest levels. This is the foundation of his development of the Juliet Lifestyle Brand; as well as, creation and development of Juliet Boutique Hotel & Residences, Juliet Concepts, and Juliet Land Development.

Mr. Bakhshian also has strong management, marketing, finance and communications skills and a fanatic when it comes to highest customer service, quality and building strong brands. Additionally, Mr. Bakhshian has a strong Restaurant and Hospitality Team in place with over 25 years of hospitality field experience as “Operators”, and he will bring them on board with him for the project to develop and manage it together with him.

Furthermore, 2 major hotel executives with combined experience of over 50 years of experience in managing the daily operations of “Flagship” and "Luxury" hotel brands are also part of the pre-development, development and launch team of Juliet Boutique Hotel project in an advisory-consulting capacity. They will also be part of the ownership group of Juliet Management Company which will manage the hotel and all the venues.

Additionally, Mr. Bakhshian has assembled one of the most qualified hotel and hospitality teams anywhere in the US available today for the predevelopment and development of Juliet Boutique Hotel & Residences, Juliet Concepts and Juliet Land Development project. The team consists of seasoned and well experienced, architects, construction company, engineers, interior designers, hospitality operators, managers, security experts, IT, Internet & Technology experts, and lastly Audio/Video experts. Mr. Bakhshian has a philosophy that you either do it “Right, Functional, Unique & Spectacular” or you don't do it at all, and he does not leave “Anything” to chance.

Finally, Mr. Bakhshian has a business degree in Marketing with strong emphasis in Finance & Economics from Southern Methodist University (SMU) in Dallas, Texas. He graduated with Honors and above 3.5 GPA.



Mark Brooks

Mark Brooks has over 36 years of Hospitality experience. He is currently the Principal of Brooks Hospitality Consulting which has a wide variety of clients. Brooks Hospitality Consulting is involved with hotel development projects, restaurant consulting and expansion projects, debt and equity sourcing, consulting for luxury automotive companies, business development and visionary idea generation.

Mr. Brooks started his career in culinary management. He has extensive knowledge of food and beverage, operations, sales, revenue management, and engineering. Mr. Brooks has held many hotel senior leadership positions as well as being General Manager with Marriott Hotels and Resorts.

He has lived and managed hotels in New York, Chicago, Minneapolis, New Orleans, Fort Lauderdale, Dallas, and Fort Worth. During this time he has developed, planned, managed and executed a variety of hotel renovations. This has included new restaurant concepts, full room renovation, and meeting and public space projects.

Mr. Brooks has had the privilege to be President to several organizations; Hotel Association of Tarrant County, Hotel Association of North Texas, Addison Business Association, Quorum South Corporation. Additionally he has been the Chairman of the Marriott Dallas/Fort Worth Business Council, and Board Member of the Texas Hotel and Lodging Association.

William “Bill” Morgan

Mr. Morgan is an Avistas Founding Principal, CEO and International Management Consultant with 30 years of proven experience leading major business growth and transformation initiatives relying upon secure Information and Communications Technology (ICT) deployments around the world.

Mr. Morgan began his career developing sustainable “smart” solutions for major economic development initiatives including self-sustained master planned developments, smart cities and smart countries leveraging “smart technologies” before the Internet and Internet of Things. *Two early initiatives began circa 1990 while still active today, include Gaylord Texas’s then new luxury destination resort with integrated venues including a theme park, water park, live music, live entertainment and thematic restaurants known as “Fiesta Texas” (San Antonio) where Mr. Morgan master planned the ICT mission critical infrastructure and integrated cabling systems connecting phones, point-of-sale, security, surveillance, access control, paging, audio visual (AV), sensors and special effects related to integrated firework controls.*

Another sustainable initiative (still active today) included Mr. Morgan’s conception, design and specification and deployment of the mission critical ICT infrastructure supporting a Special Purpose Vehicle (“Interlocal Agency” aka “private cloud”) known today as the Greater Austin Area Telecommunications Network (GAATN) - a 350+ route mile integrated fiber optic network (sub-private clouds) supporting Austin Independent School District, City of Austin, Travis



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County, State of Texas Department of Information Resources, Austin Community College, The University of Texas at Austin, and Lower Colorado River Authority connecting more than 500 locations for all of their secured communications (voice, video, data, sensors, etc.) while saving the participants over \$25M USD per year.

Mr. Morgan is recognized for the ability to rapidly identify solutions, prioritize the critical path, then organize and lead innovative growth initiatives. He has proven success in advanced strategies, due diligence, business development, capital development, product development, marketing, executive leadership organization, planning, operations, information communications & technologies and support.

He is a member of the Security Industry Association and has participated in many other international standards bodies with the development and harmonization of interoperable software security products. Mr. Morgan has made dozens of appearances on FOX, CBS and other nationally syndicated radio shows along with local TV affiliates as a cyber-security expert addressing and commenting on current online threats ranging from click jacking, identity theft and cyber bullying.

Mr. Morgan has presented at major technical conferences including ASIS regarding Security ROI, ISC Solutions on Leveraging the Power of the One-Card Solutions for Higher Education, and at DOJ's Annual Cyber security Conference on Managing Risk in a Dynamic Environment. Mr. Morgan supports major Economic Development initiatives both domestic and international relating to intelligent "smart" cities, ICT operating companies and related cloud services (G2G, G2C, G2B, B2B, B2C, etc.). One of his most notable accomplishments included the original ICT master planning for the King Abdullah Economic City in Saudi Arabia.

Mr. Morgan has served independently as a Senior Technical Advisor on behalf of the World Bank to oversee the design, development, commissioning, staffing and operations of the Rwanda National Data Center (Tier IV architecture) and Internet Virtual Landing Point including the security of those technology assets and services housed within this significant Kigali facility. It currently operates, manages and protects over \$380+ million USD of broadband technology assets supporting the East African Community's emerging cloud services markets.

Mr. Morgan received his Bachelor of Science in Telecommunications Engineering Technology from Texas A&M University.

Dennis Thompson

Dennis brings more than thirty-five years of experience to Satterfield & Pontikes in both design and construction, having served in increasingly responsible positions with some of the nation's Top 50 architectural and construction firms. He has expertise in a wide variety of project delivery methods including alternative approaches such as design-build, public-private partnerships (P3) and integrated project delivery (IPD). His experience includes many hotel and conference center projects, as well as destination projects with an entertainment and a heavy retail mix. Many of these projects also included some form of incentive backed bond related financing or economic incentives such as HOT tax, TIF, STAR bond, EB5, IRB or other sources of funding through a quasi-governmental entity or commission. These projects were procured under a wide-variety of

Proprietary and Confidential – Juliet Boutique Hotel, Residences, Venues, Land Development, Avistas

contracting methods and, in some cases, included multiple contract types within each multi-phased project. The work listed below was completed prior to joining S&P.

- **Ameristar Hotel/Conference Center & Garage, St. Charles, Missouri**
\$231M expansion to the Ameristar Casino that includes a 400-suite luxury hotel, 55,000 SF conference center, an indoor/outdoor pool, 7,000 SF spa, and 2,000 space garage.
- **Statler Hilton Hotel & Residences Renovation, Dallas, Texas**
\$175M renovation of the Statler Hotel and adjacent Old Dallas Central Library. The new 702,615 SF hotel has 159 guest rooms on the first five floors, and 219 apartments on the upper 11 floors. Two lower floors house ballrooms, meeting rooms, hotel services, lobbies, restaurants and retail space.
- **Harrah's Poydras Street Hotel Tower, New Orleans, Louisiana**
Twenty-six story, 450-room luxury hotel adjacent to Harrah's Casino. The casino and hotel are located on a narrow, historically-protected block lined with two and three-story 19th century townhouses and commercial buildings. The \$121M project required shoring of the existing historical facade, and incorporated some of the original materials from the old buildings that it replaced.
- **Ritz-Carlton Turtle Creek Hotel & Condos, Dallas, Texas**
\$132.5M 300-room hotel with condominiums available on the top floors. The project also includes 400,000 SF of office space.
- **Highland Dallas Hotel & Residences, Dallas, Texas**
\$48M Renovation of the former Palomar Hotel. The nine-story, 198-room luxury boutique hotel includes a heated infinity pool, full service spa, and acclaimed Knife restaurant.
- **Courtyard by Marriott Hotel & Conference Center, Pflugerville, Texas**
145-room hotel and conference center. Amenities include nine meeting rooms and ballrooms, covered outdoor dining areas, fitness center and parking for 300 cars.
- **Sheraton Stonebriar Hotel & Conference Center, Frisco, Texas**
New hotel constructed in two phases. Phase I consisted of 119 rooms, 1,000 SF of event space, a three-meal restaurant and bar and fully-equipped fitness center. The second phase created a 250-room property with 27,000 SF of meeting space and a rooftop, oasis pool.

Additional Experience

- Park Place Town Center Mixed-use Development, Leawood, Kansas, \$79.9M
- Chuckchansi Indian Casino, Hotel & Garage, Coarsegold, California, \$71.3M
- Hilton Garden Inn & Conference Center, Independence, Missouri, \$22.5M
- Hilton Shreveport Convention Center Hotel, Shreveport, Louisiana, \$47.9M
- Harrah's Hotel Tower & Casino Renovations, Kansas City, Missouri, \$47.3M
- Argosy Hotel Tower for Penn National Gaming, Riverside, Missouri, \$34.7M
- Harrah's Prairie Band Casino & Resort, Mayetta, Kansas, \$27.9M
- Ameristar Hotel Re-cladding & Lobby Renovations, Kansas City, Missouri, \$33.3M
- Harrah's Hotel Tower & New Porte Cochere, Maryland Heights, Missouri, \$31.3M
- Hotel Phillips Historic Renovation, Kansas City, Missouri, \$26.8M



**BUSINESS PLAN
EXECUTIVE SUMMARY**

- Harrah's Hotel Miscellaneous Upgrades, Kansas City, Missouri, \$15.8M
- Ameristar Hotel Miscellaneous Renovations, Kansas City, Missouri, \$9.5M
- Sheraton Stonebriar Hotel & Conference Center, Frisco, Texas, \$8.2M
- Ritz-Carlton Turtle Creek Hotel Upgrade, Dallas, Texas, \$5.2M
- Isle of Capri Casino & Hotel Renovations, Kansas City, Missouri, \$3,200,000
- Kansas City Royals Baseball Stadium Expansion, Kansas City, Missouri, \$235M
- Harrah's Louisiana Downs Racino Renovations, Bossier City, Louisiana, \$26.5M
- Zona Rosa Mixed-use Phases I & II, Kansas City, Missouri, \$83.2M
- The Legends of Village West Mixed-use, Kansas City, Kansas, \$70.9M
- East Hills Mixed-use Renovations, St. Joseph, Missouri, \$52.5M
- The Shoppes at North Village, St. Joseph, Missouri, \$42M
- AMC Theaters Renovations, Kansas, Missouri, Colorado and California, \$15.9M

Dennis holds a Bachelor of Civil Engineering Technology degree from Southern Illinois University.



Juliet’s “Core” Team

- Bobby “B” Bakhshian – Visionary Creator, Founder, Managing Partner
- Mark Brooks – Luxury Hotel & Resort Operations
- Bill Morgan – Luxury “Smart” Technology & User Experience
- 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’s’ “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)