

MARGARITAVILLE®

Beach Resort

HOLLYWOOD BEACH, FL

“Destination Paradise” Resort Overview



Inspired by the lyrics and lifestyle of singer, songwriter and author Jimmy Buffett, Margaritaville Hollywood Beach Resort is a destination resort and entertainment complex situated on the legendary, Hollywood Beach Broadwalk in Hollywood, Florida. This \$175 million resort is the centerpiece of a revitalization effort taking shape in Hollywood Beach, and has become the first Margaritaville resort to achieve the AAA Four Diamond ranking.

Margaritaville Hollywood Beach Resort features an extensive array of amenities and an unparalleled degree of hospitality, service and attention to detail. This 369-room 17-story oceanfront resort brings an entirely different resort perspective to South Florida with its unique, authentic, “no worries,” tropical vibe and the feeling of escape that is experienced immediately upon arrival.

Coastal-luxe guestrooms with modern, innovative amenities delight discerning travelers seeking the comforts of home. Inspired by Margaritaville, eight diverse bar and restaurant concepts with a spectrum of offerings from casual dining to upscale cater to travelers and local residents alike, as will an expansive, serene 11,000 square-foot spa. With incredible views of the Atlantic Ocean and Intracoastal Waterway, the resort’s location – and 30,000 square feet of function space – sets the stage for corporate group collaboration and social group inspiration.

The perfect setting for guests to escape the everyday and just chill, Margaritaville Hollywood Beach Resort serves as ***Destination Paradise*** for guests who are looking for an exciting place to discover new adventures, celebrate with friends and family or indulge in a relaxing getaway.

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Fact Sheet

Overview:

Inspired by the lyrics and lifestyle of singer, songwriter and author Jimmy Buffett, Margaritaville Hollywood Beach Resort is a destination resort and entertainment complex situated on the legendary, Hollywood Beach Broadwalk in Hollywood, Florida. This is ***Destination Paradise***.

Location:

1111 North Ocean Drive
Hollywood, FL 33019

Phone Number: 844-5OCLOCK (844-562-5625)

Website: www.MargaritavilleHollywoodBeachResort.com

Accommodations:

Influenced by colors of the sea, sand and sky, the 369 coastal-luxe, contemporary guestrooms are coastal perfection. Sleek, teak-finished furnishings, subtle maritime accents, crisp white bedding and colorful accessories create a relaxing setting for another day in paradise.

All Guestrooms & Suites Offer:

- Balcony overlooking the Atlantic Ocean or the Intracoastal Waterway
- Luxurious bedding with all white linens
- Work desks
- Spacious walk-in showers
- 42" LCD TVs
- High-speed Wi-Fi and data ports
- Bluetooth compatible alarm clocks
- Irons & ironing boards
- In-room safes
- 369 guestrooms and suites include:
 - 178 King, 450-600 square feet
 - 155 Double Queens, 450-600 square feet
 - 12 Suites, 840-2,834 square feet
 - Banana Republic Hospitality Suite
 - Son of Sailor Hospitality Suite
 - The Jimmy Buffett (Presidential Suite), 2,649 square feet

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Parking:

- 1,000 parking spots in total
- 600 spots designated for public use

Rates

- Monday – Thursday: \$3 per hour for the first four hours; everything after four hours is \$30
- Friday – Sunday: \$4 per hour for the first four hours; everything after four hours is \$30
- Overnight Guest Valet: \$35 per night
- Overnight Guest Self-Parking: \$30 per night
- Restaurant Guests (Valet Only): parking for the first four hours (with validation) is \$10; everything after four hours is \$35 per hour

Resort Pricing

- Nightly rates starting at \$206
- Nightly resort fee includes: basic wireless internet service, access to fitness center and classes, two beach chairs and one umbrella, in-room coffee and bottled water, and local calls.

Restaurants/Cafes

Eight diverse bar and restaurant concepts, including:

- JWB Prime Steak and Seafood
- Jimmy Buffett's Margaritaville Restaurant
- LandShark Bar & Grill
- License to Chill Bar
- 5 o'Clock Somewhere Bar & Grill
- Lone Palm Beach Bar
- Floridays Café
- Margaritaville Coffee Shop



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Resort Accommodations

- Business Center
- Valet Parking or Self-Parking
- Concierge Service
- In-Room Dining
- Laundry Services
- Pet-Friendly (25 pounds or less)

Recreational Activities

- Paddleboard rentals
- Hollywood Beach Bandshell and Great Lawn
- Entertainment Venue
- Retail shops
- 24-hour state-of-the-art Fitness Center
- 11th floor pool and License to Chill Bar



Unique Oceanfront Poolscape and Water Recreation Area

- Three pools and 22 cabanas
 - LandShark pool
 - Lone Palm pool
 - 11th floor pool – License to Chill
- The Beachfront FlowRider® Double - a surf simulator generates a thin sheet of water which flows over a curved hill to form the perfect ocean wave – is open to resort guests and the public.
 - \$30 for 30 minutes
 - \$45 for 60 minutes
 - Weekly Specials Offered



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ST. SOMEWHERE SPA

Full-Service Spa

- 11,000 square-foot spa
- Gender-specific lounges and locker rooms
- Co-ed wet and thermal lounge
- Steam rooms, rainfall showers and a hot tub
- 11 treatment rooms
- Two uniquely designed couples treatment rooms

Spa Services including:

- Hot stone
- Aromatherapy
- Deep tissue and Swedish massage therapy
- Facials
- Waxing
- Hair styling



Resort Retail Space

- Margaritaville Surf Shop
- Live Life Like a Song Island-inspired Retail Store



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Meeting and Event Space

Overlooking the Atlantic Ocean, 30,000 square feet of combined indoor and outdoor event space sets the stage for collaboration, motivation and productivity. Offering over 23,000 square feet of interior meeting and pre-function space, the 9th floor is insulated from distractions, creating an enclave for accomplishing the business of the day. An additional 7,000 square feet of oceanfront, outdoor event space, located on the 11th floor, gives groups a stunning venue for receptions and dinners and one of the most incredible views in South Florida.

- 10,000 square foot Compass Rose Ballroom
- Seven smaller rooms for breakouts
 - Nautical Wheeler, 980 square feet
 - Fins Left, 840 square feet
 - Fins Right, 840 square feet
 - Hemisphere Dancer, 1170 square feet
 - The “Board Room”, 620 square feet
 - Coral Reef, 620 square feet
 - Continental Drifter, 600 square feet
- 8,825 square foot One Particular Harbour pre-function area
- 7,000 square foot 11th Floor License to Chill Bar outdoor terrace event space



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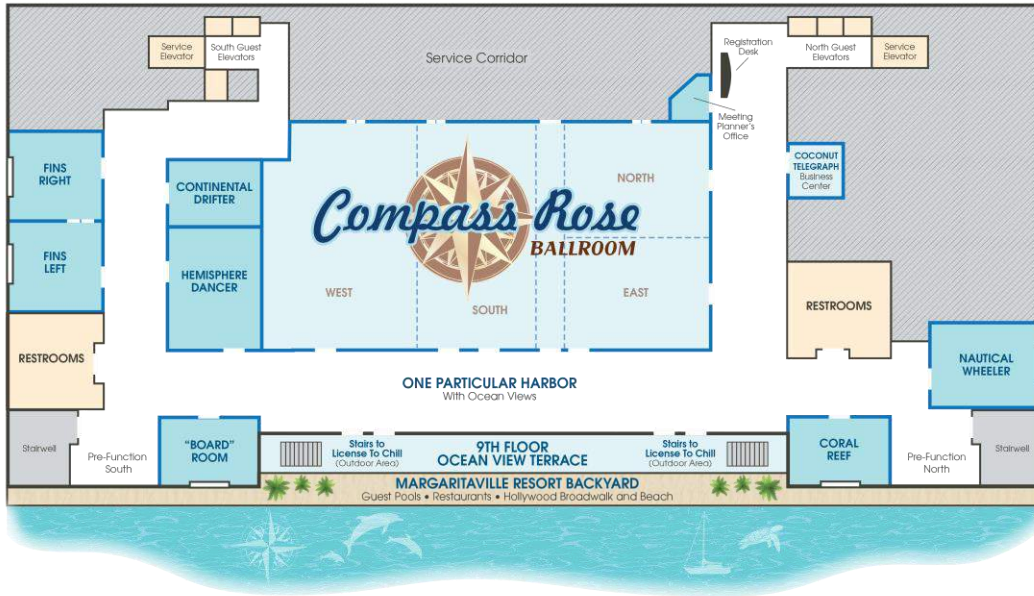
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Meetings & Events Floor Plan



License to Chill Rooftop Terrace Floor Plan



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Event Space Capacity Chart

ROOM NAME	SPACE	CEILING	SIZE	CLASS	THEATRE	CONFERENCE	U-SHAPE	H-SQUARE	COCKTAIL	BANQUET
Compass Rose Ballroom	10,035 Sq. Ft.	18 Ft.	142 x 72 Ft.	600	850	-	-	-	1,000	770
Compass Rose West	3,339 Sq. Ft.	18 Ft.	49 x 72 Ft.	180	350	116	132	152	350	230
Compass Rose South	2,736 / 3,384 Sq. Ft.	18 Ft.	38 / 47 x 72 Ft.	180	300	116	124	136	300	180
Compass Rose North	1,656 / 1,980 Sq. Ft.	18 Ft.	46 / 55 x 36 Ft.	115	150	36	44	56	150	120
Compass Rose East	1,656 / 1,980 Sq. Ft.	18 Ft.	46 / 55 x 36 Ft.	115	150	36	44	56	150	120
Compass Rose West & South	6,723 Sq. Ft.	18 Ft.	95 x 72 Ft.	325	600	-	-	-	600	400
Compass Rose East & North	3,312 / 3,960 Sq. Ft.	18 Ft.	46 / 55 x 72 Ft.	240	400	-	-	-	400	240
Compass Rose North, East & South	6,624 Sq. Ft.	18 Ft.	92 x 72 Ft.	370	564	-	-	-	650	480
Nautical Wheeler	980 Sq. Ft.	11 Ft.	35 x 28 Ft.	40	70	24	27	38	90	50
Coral Reef	620 Sq. Ft.	11 Ft.	31 x 20 Ft.	24	55	20	22	28	30	40
"Board" Room	620 Sq. Ft.	11 Ft.	31 x 20 Ft.	-	-	17	-	-	-	-
Fins Left	840 Sq. Ft.	11 Ft.	28 x 30 Ft.	50	60	24	27	34	85	50
Fins Right	840 Sq. Ft.	11 Ft.	28 x 30 Ft.	50	60	24	27	34	85	50
Continental Drifter	600 Sq. Ft.	11 Ft.	30 x 20 Ft.	24	50	20	20	24	50	30
Hemisphere Dancer	1,170 Sq. Ft.	11 Ft.	30 x 39 Ft.	60	100	34	34	44	115	70
One Particular Harbour	8,825 Sq. Ft.	-	-	-	-	-	-	-	450	-
License to Chill (Outdoor Area)	7,020 Sq. Ft.	-	120 x 78 Ft.	-	-	-	-	-	700	360
License to Chill - North or South (Outdoor Area)	3,510 Sq. Ft. Each	-	60 x 78 Ft.	-	250	-	-	-	350	180



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Sample Menu

Buffet Lunch Selections

Includes Iced Tea with Lemon, Freshly Brewed Coffee and Assorted Specialty Tazo Teas
Buffet Menu Items are displayed for a maximum of two hours to ensure health & safety standards
Minimum of 20 guests



Entrée Selections

Choice Of Two – \$50, Choice Of Three – \$56, Choice Of Four – \$62

Baked Salmon
Jerk Mahi Mahi with Tropical Fruit Salsa
Seared Florida Grouper with Citrus Relish
Pan Seared Chicken Breast with Honey, Ginger Marinade, & Mango Chutney
Herb Marinated Grilled Chicken Breast with Caramelized Onion Jus
Sautéed Chicken Breast, Basil Pesto, Shaved Parmesan
Spice Rubbed Pork Loin with Calvados Apple Demi Glace
Churrasco Flank Steak with Cilantro Chimmi Churri Sauce
London Broil with Roasted Mushrooms

Side Selections

Choice of Two

Creamy Polenta
Grilled Asparagus & Sweet Glazed baby Carrot
Wild Rice Pilaf
Creamed Spinach with Cambozola Cheese
Macaroni and Cheese
Warm Quinoa Salad
Sautéed Broccollini
Garlic Yukon Mashed Potato
Sautéed Spinach and Garlic
Sweet Potato Mash
Oven Roasted Fingerling Potatoes
Sautéed Haricot Verts
Oven Roasted Seasonal Vegetables

Dessert Selections – Individual Servings

Choice Of Two

NY Style Cheesecake with Lingonberry Compote
Mixed Berries White Chocolate Mousse
Caramel Flan with Macerated Berries
Strawberry Mini Shortcakes
Key Lime Meringue with Orange Whipped Cream
Double Fudge Brownies & Butterscotch Blondies
Triple Layered Chocolate Cake
Homemade Tiramisu with Cocoa Dust
Assorted Cookies
Chocolate Swiss Roll
Napoleons
Assorted Fruit Tarts
Chocolate Bundt Mousse Cake

*All Items are per person and subject to a 24% Service Charge and 6% Florida State Sales Tax, unless otherwise noted.
Sample Menus – Food & Beverage Items and Pricing are Subject to Change. 9/24/14*

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Local Attractions

Discovering The Greater Hollywood Beach/Fort Lauderdale Area

From the Intracoastal Waterway to the luxury shops of nearby Las Olas Boulevard, visitors to Margaritaville Hollywood Beach Resort can experience some of South Florida's most interesting and unique attractions, including:

- **Arts Park at Young Circle** – Featuring 10 acres of lush green space, jogging grounds, a children's play area and interactive fountain, this revolutionary park is an ideal area to unwind, soak in the sun and enjoy a relaxing picnic.
- **Downtown Hollywood** – Explore the historic downtown Hollywood area aboard an old-fashioned Trolley. For just \$1, explore nature and oceanfront dining in North Beach and shopping/recreation in Central and South Beach.
- **Art and Culture Center of Hollywood** – Interested in getting in touch with your artistic side? Take in Hollywood's contemporary exhibitions, live stage performances and educational workshops.
- **Water Taxi** – Weave along the Intracoastal Waterway aboard Fort Lauderdale's renowned water taxi, seeing firsthand why this sunny destination is called the "Venice of the Americas."
- **Gulfstream Park** – Filled with decant restaurants, shops, galleries, horse racing and a casino, The Village at Gulfstream Park is the ideal all-day hangout with options for the whole family.
- **Las Olas Boulevard** – Check out the posh boutiques along this busy shopping and dining boulevard and people watch at a quaint street-side cafe.
- **Anne Kolb Nature Center** – With more than 1,500-acres of mangroves, take a boat ride on one of five trails within this incredible nature preserve. You may even spot an endangered species!

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Meet the Margaritaville Hollywood Beach Resort General Manager *Executive Bio*



Cate Farmer, General Manager – Industry veteran Cate Farmer has joined Margaritaville Hollywood Beach Resort as general manager. With more than two decades of hospitality industry leadership experience, Farmer most recently served as general manager of Mondrian at Baha Mar in Nassau, Bahamas. Previously, she held executive positions at Morgans Hotel Group’s Mondrian South Beach and Ames in Boston, Massachusetts. A two-time winner of the Marriott Gold Circle Award for sales achievement, Farmer has worked as a Green Lodging and environmental advocate and is actively involved in creating benchmarking sustainability practices for the lodging industry. She served on the board of the Massachusetts chapter of AH&LA (American Hotel and Lodging Association) and is an active member in the Women in Lodging community.

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Hollywood Facts and Historical Background

The City of Hollywood, Florida is a beachfront community located in southeastern Broward County, nestled between Fort Lauderdale and Miami. Founded by city planning visionary Joseph Wesley Young, a Washington state native and former resident of California and Indiana, the original one square mile of farmland has grown to approximately 30 square miles in size and is Broward's third-largest municipality with a population of roughly 143,000 residents. Fort Lauderdale-Hollywood International Airport adjoins the city while Port Everglades, the second busiest cruise port in the world, is partially within its municipal boundaries.

Joseph Young first arrived in South Florida in January 1920 to survey several parcels of land suitable for the site of his "Dream City in Florida." In Young's vision, Hollywood "would be a city for everyone," and was also known as "Hollywood-By-The-Sea." From 1925-1926, Young built both the Hollywood Broadwalk and Casino as means to entertain visitors and draw them to the oceanfront, as well as to stimulate interest in the residential lots he was selling.

On July 8, 1925 the *Miami Metropolis Herald* wrote that Young and Hollywood announced the grand opening of the Beach Swimming Casino that 4th of July. It was on the Broadwalk just south of Johnson Street (which still had the barge bridge crossing to the mainland). The Hollywood Beach Swimming Casino located on the Broadwalk, featured 824 dressing rooms, eighty shower baths, a shopping arcade and an Olympic-sized swimming pool.

Today, Hollywood Beach continues to charm visitors by showcasing a classic Florida. Often compared to quaint European villages and funky Californian beach towns, the character of this area is quintessential Florida. Evening strollers, morning joggers, bicyclists and roller-bladers share the brick-paved, beachfront thoroughfare with visitors enjoying the area's many cafes and bars.

The new Margaritaville Hollywood Beach Resort was built on the site of the former Hollywood Beach Casino. This exciting full-service resort helps to fulfill Young's original vision for Hollywood Beach, as a place to create lasting memories. It is truly ***Destination Paradise.***

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Margaritaville Hollywood Beach Resort

Story Angles

- **Hollywood Beach Revitalization** – Joseph Wesley Young, a Washington state native and former resident of California and Indiana, was the visionary behind the original one square mile of farmland that made up Hollywood Beach. Since then, the city has grown to approximately 30 square miles and is Broward County’s third-largest municipality, with a population of roughly 143,000 residents. In order to further advance and grow this destination, Hollywood Beach is currently undergoing a progressive revitalization process. At the forefront of this program is Margaritaville Hollywood Beach Resort. The Jimmy Buffett-inspired property attract guests and locals alike, continuing to enhance the beautiful white sandy beach coast-lined city.
- **New Hotels & Resorts** – Margaritaville Hollywood Beach Resort is a new-build resort, which recently opened in Hollywood, Florida. The property opened in September, 2015 and features incredible facilities, amenities and services including 369 guestrooms, eight diverse bar and restaurant concepts, a beachfront FlowRider® Double, impressive pools and beachscape, 30,000 square feet of function space and an expansive 11,000 square foot spa. Margaritaville Hollywood Beach Resort is expected to become the first Margaritaville resort to achieve the AAA Four Diamond ranking.
- **Bridal & Honeymoon** – Margaritaville Hollywood Beach Resort is the ideal destination for couples to escape, say “I Do” and celebrate their nuptials with a relaxing yet exciting honeymoon. The expansive 11,000 square foot St. Somewhere Spa is the ultimate spot for brides to be pampered and receive pre-wedding makeovers. And, with customizable wedding packages, couples will be able to plan their ideal coastal wedding, choosing from an array of indoor and outdoor venues.
- **Meetings & Incentive Travel** – With more than 30,000 square feet of function space, Margaritaville Hollywood Beach Resort is the ideal location for any size gathering. Meeting planners and guests alike can partake in business and then unwind and enjoy escaping to paradise. The Compass Rose Ballroom boasts more than 10,000 square feet with four breakout room options and capacity of up to 1,000. The property will also feature breakout rooms including Nautical Wheeler, Fins Left, Fins Right, Hemisphere Dancer, the “Board” Room and the Continental Drifter. The 7,000-square-foot pre-function area, One Particular Harbour, features spectacular waterfront views and floor-to-ceiling windows, adding a breathtaking dimension to continental breakfasts, afternoon breaks and cocktail receptions.

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- **The 11th floor pool and License to Chill Bar** – Outdoor event space features expansive views of Hollywood Beach and the Atlantic Ocean, giving groups a stunning venue for receptions and dinners.
- **Spa** – The expansive, 11,000 square foot St. Somewhere Spa gives guests license to chill. With eleven treatment rooms and an array of other unique, state-of-the-art facilities, guests can truly check in and check out, experiencing a variety of treatments including hot stone, aromatherapy, deep tissue and Swedish massages. Steam rooms, rainfall showers and a hot tub are an idyllic, relaxing way to indulge. A neighboring fitness center is an excellent way to reenergize and get the adrenaline flowing.
- **Culinary** – Margaritaville Hollywood Beach Resort features eight diverse bar and restaurant concepts to fulfill every guest's palate, including Jimmy Buffett's Margaritaville Restaurant, License to Chill Bar, LandShark Bar & Grill, Floridays Café, Lone Palm Beach Bar, Margaritaville Coffee Shop and 5 o'Clock Somewhere Bar & Grill. Rounding out the resort's delectable dining venues will be JWB Prime Steak and Seafood, a first-of-its-kind upscale dining restaurant inspired by the Margaritaville lifestyle.
- **Family Travel** – With a variety of family-friendly amenities and activities, Margaritaville Hollywood Beach Resort is the ideal vacation for parents and children. From the beachfront FlowRider® Double to the acclaimed Kids Club and family program, this is a special, memorable family escape. An array of suite accommodations feature options of bathtubs and walk-in showers and fit families of all sizes. The surrounding Hollywood, Florida area offers much to do for children of all ages, including the Hollywood Broadwalk, nearby beachfront splash park, Arts Park at Young Circle, Gulfstream Park with live horse racing, Anne Kolb Nature Center and Fort Lauderdale Museum of Discovery & Science.
- **Architecture & Design** – The feeling of paradise radiates through Margaritaville Hollywood Beach Resort with sleek, tropically inspired designs accompanied by subtle maritime accents, natural rock and wood materials, and colorful accessories. There is no doubt guests will feel relaxed and recharged in the resort's carefree coastal style, with incredible balconies overlooking either the Atlantic Ocean or the Intracoastal Waterway; crisp, luxurious bedding with all-white linens; teak-finished furnishings; spacious walk-in showers and more. The resort team joined forces with The McBride Company on this endeavor.

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