



design develop deliver

Michael D. Linczyc



YOUR CUSTOMER EXPERIENCE IS THE BRAND
EXPERIENCE CREATION

STRATEGY



HAVE A STORY TO TELL
DEVELOPMENT MANAGEMENT

DEVELOP

ASK THE RIGHT QUESTIONS
ARCHITECTURE & INTERIOR DESIGN

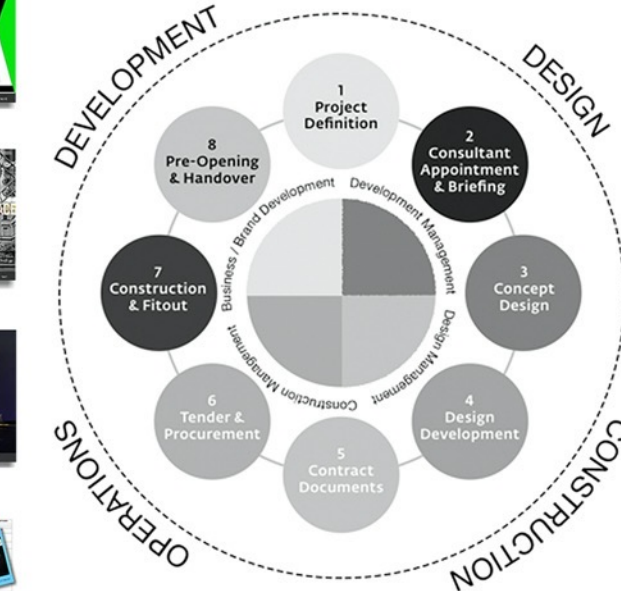
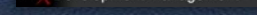
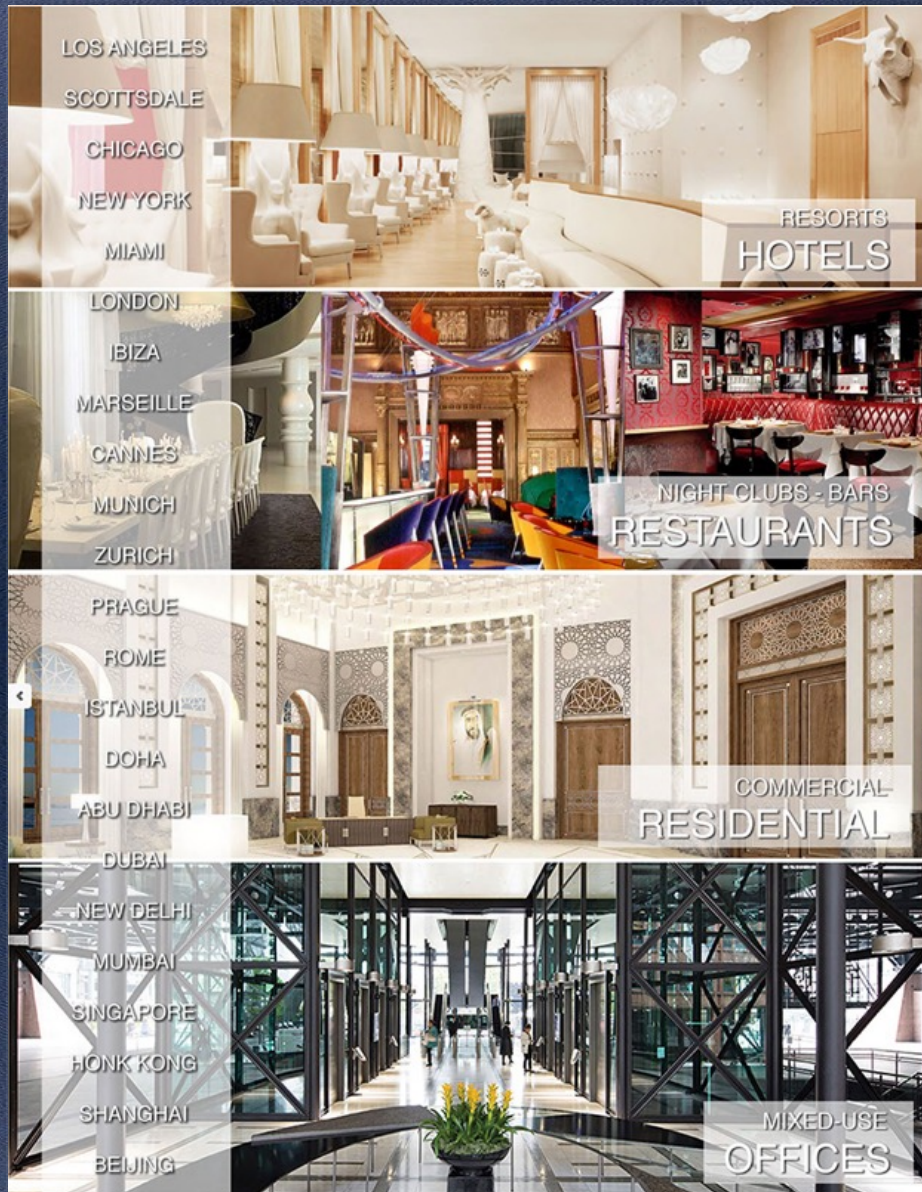
DESIGN



GET IT DONE
CONSTRUCTION MANAGEMENT

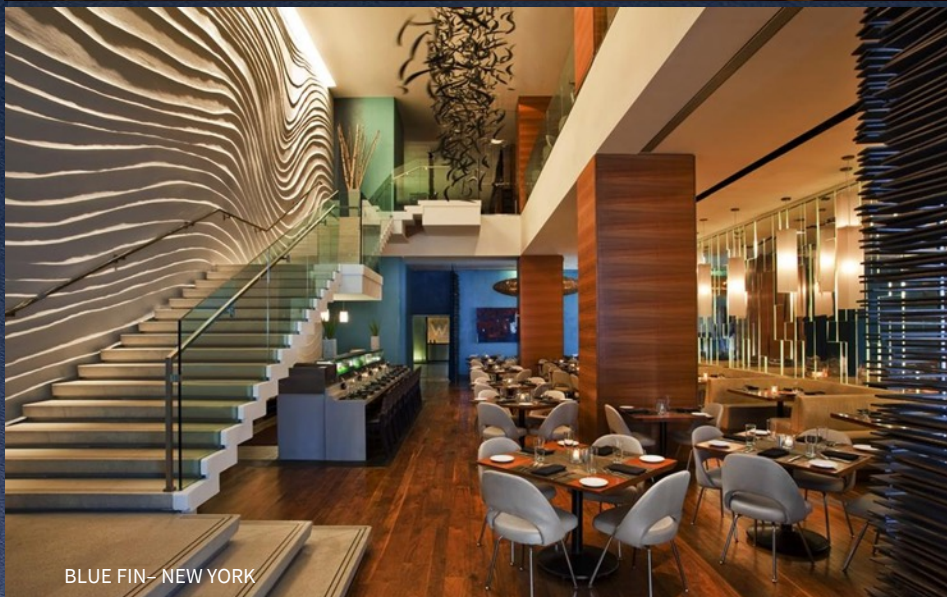
DELIVER







◀ urban
HOTELS
resort ▶



fast food ▶
RESTAURANTS
◀ signature





◀ offices
COMMERCIAL
 government ▶

branded ▶
RESIDENTIAL
 ▶ luxury





DIPLOMATIC DISTRICT, DOHA



hotel
residential
retail
MIXED-USE
hotels
casino
retail



MONDRIAN - DELANO HOTELS - LAS VEGAS



MONTPELIER HERITAGE SITE - ANTIGUA

resort
MASTERPLAN
destination



PIER SIXTY-SIX, FORT LAUDERDALE



◀ tourism

ACTIVATION

resort ▶



branded ▶

CONCEPTS

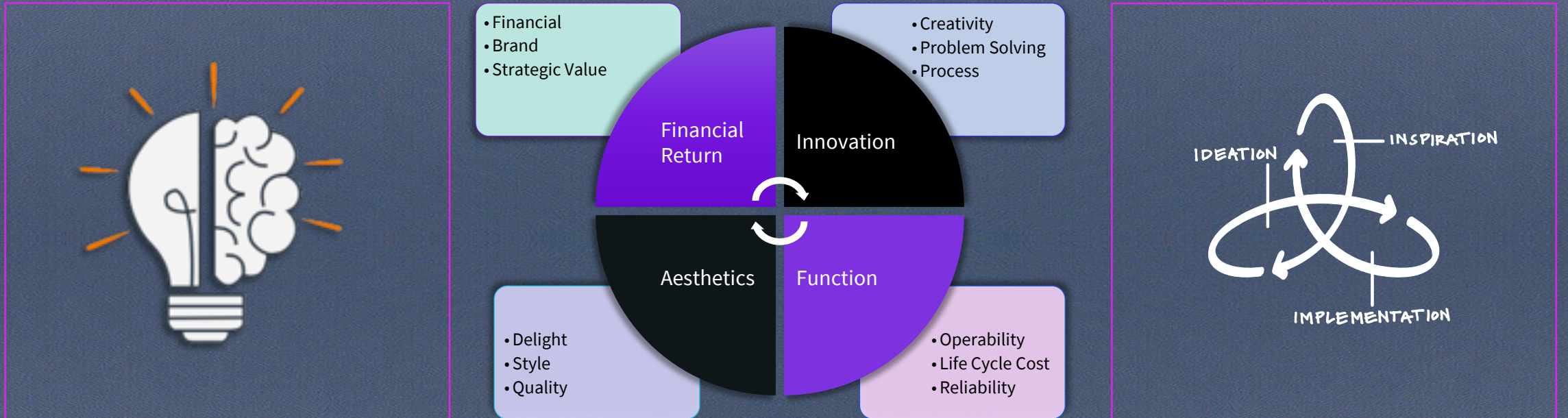
◀ dining





STRATEGY + PROCESS

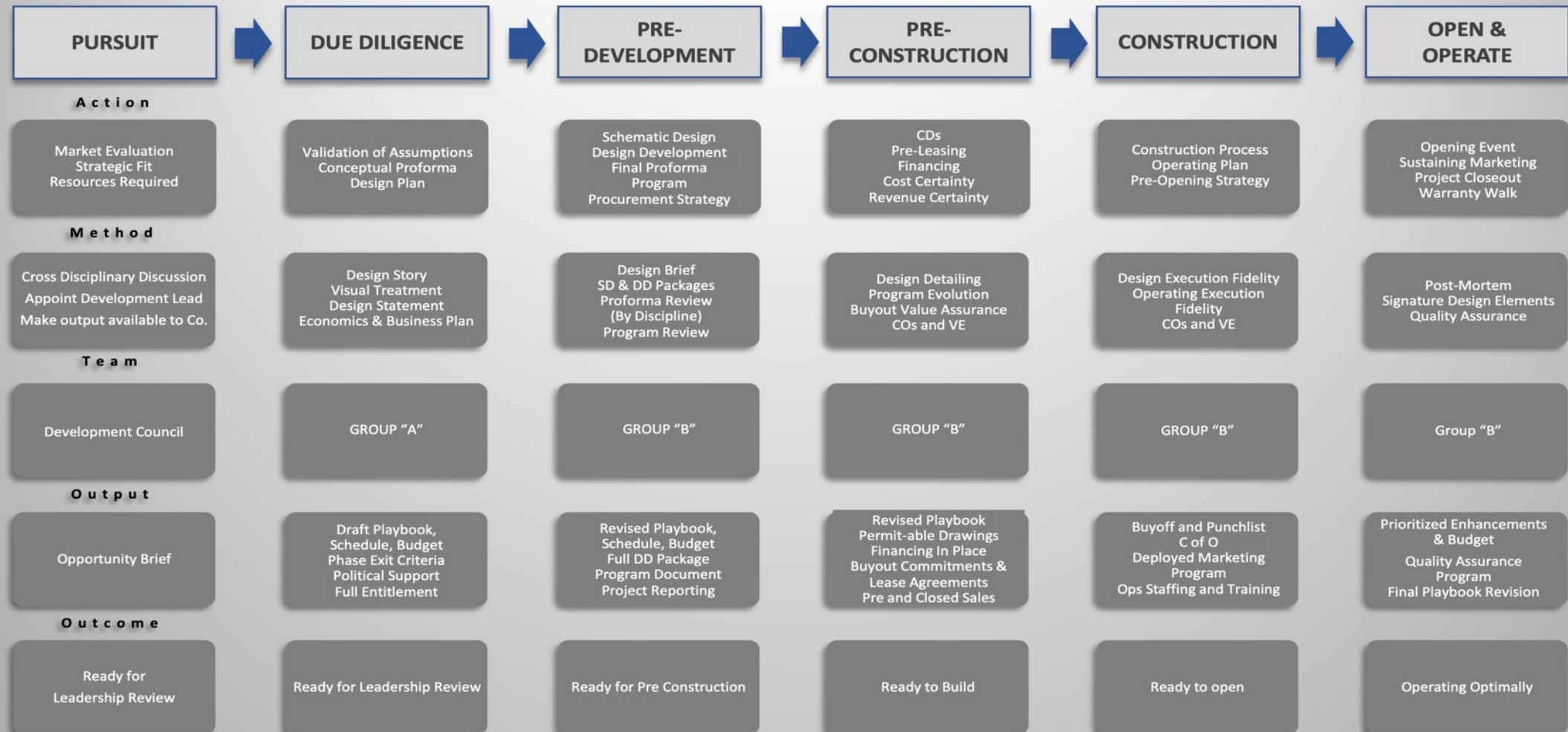
DESIGN THINKING



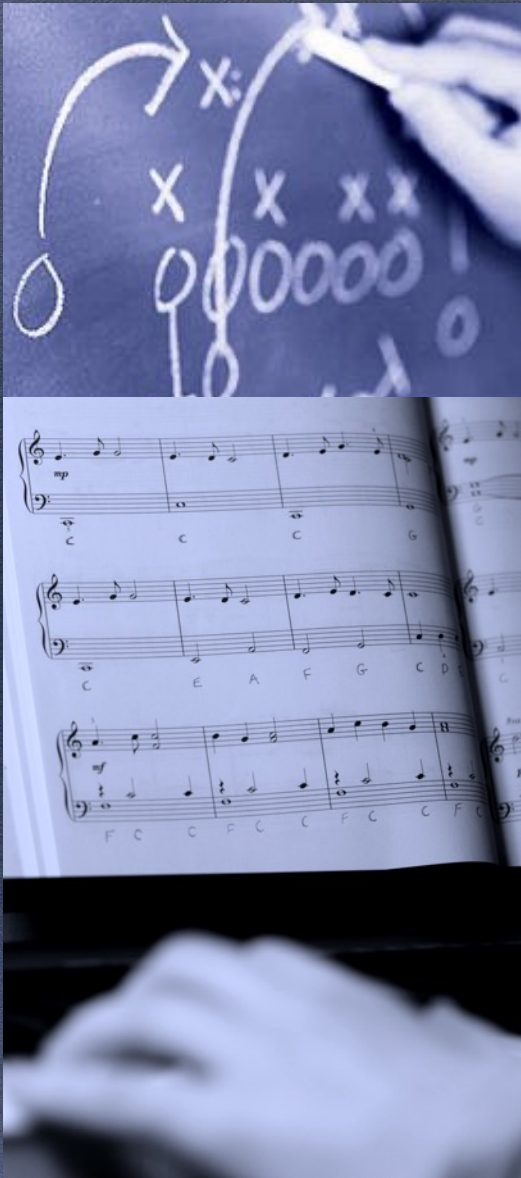
- Focus on building sustainable, escalating **value** in everything we do.
- Always contemplate the **long-term**.
- Have an **ownership** mentality.
- Focus on the **details**, at every level.
- Think past the what and how...to the **why**.

- Value a proper project **launch**.
- Take the time to plan and think through all **possibilities**.
- Be **curious** and continue to expand your knowledge base and that of your team.
- **Delight** our customer.
- **Learn** from your successes and your mistakes.

DESIGN THINKING PHASES



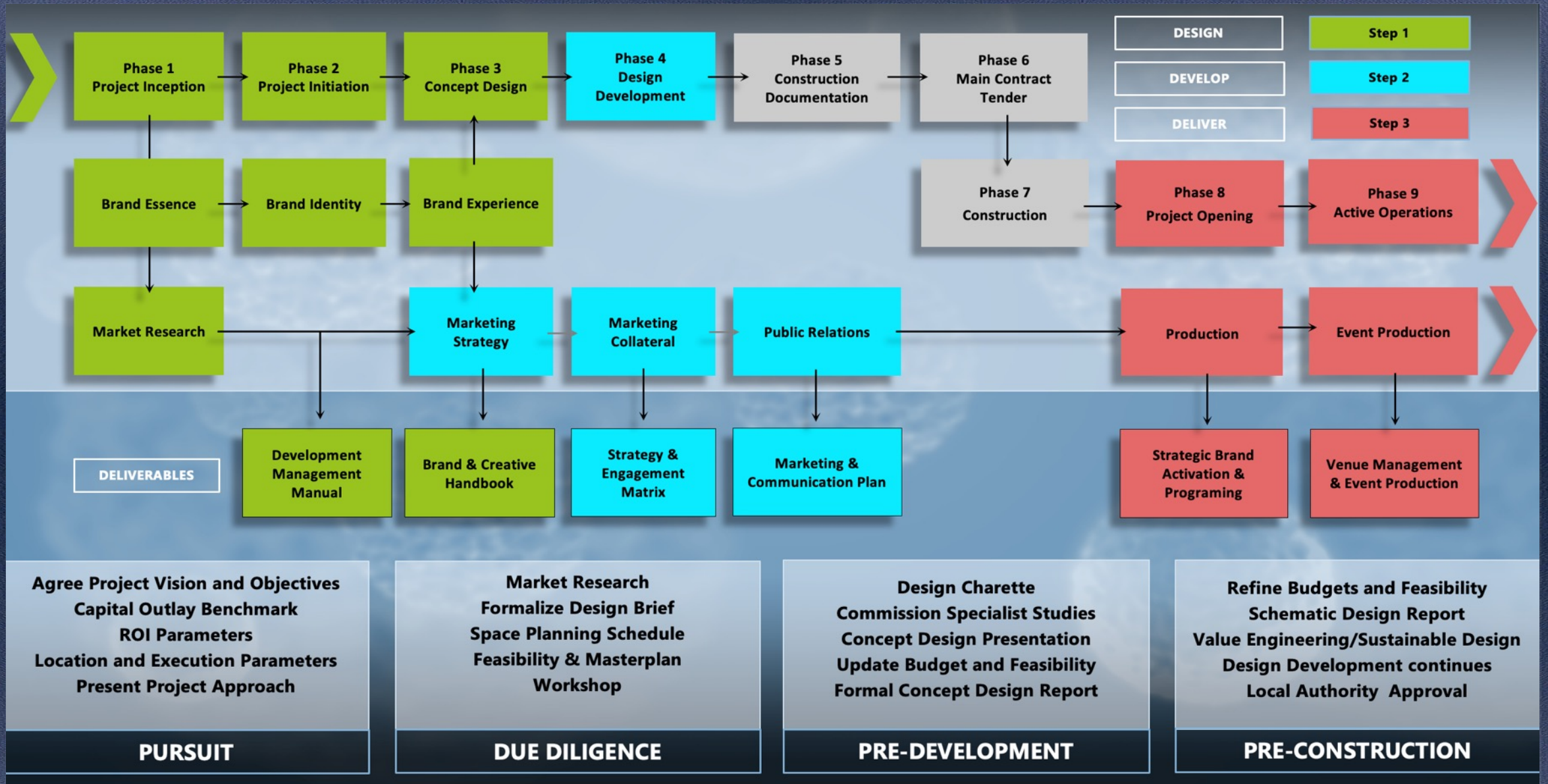




Concept Phase Deliverables

Sample PLAYBOOK

- **Design Story**
A narrative story fully depicting the end result of the project including perspectives from tenants, owners, partners, municipalities, staff and the general public/market.
- **Aesthetic Brief**
A visual and design treatment generally depicting the styles, motifs, approaches and artistic intent for the project.
- **Design Statement**
A summary of key information broken out between a Market Perspective and Design Perspective.
- **Economics and Business Plan**
A summary of the overall project economics and a business plan including financial assumptions, constraints and requirements, alternatives, possible pitfalls to avoid, Project Pearls brand and legacy implications and project phasing.
- **Development Packages**
By extension, the Program, Schematic, DD and CD document packages are included as part of the Playbook.





INNOVATION MANAGEMENT

1

Assemble **diverse teams** and perspectives.

Define target audience and needs

Undertake competitive landscape study

Consider feasibility issues

DESIGN

FINANCE

2

Ask **the right** questions.

Identify commercial opportunities

World-class facilities and services

One-of-a-kind experiences

STRATEGY

MARKETING

3

What's the **story** ?

Form a compelling narrative

Ensure a sustainable business model

Animate a memorable brand identity

OPERATIONS

TECHNICAL SERVICES

A **Business** analysis.

Segments, brand, messaging

Corporate strategy

Sales cycle, brand architecture

B **Competitive Brand** analysis.

Value proposition, messaging

Positioning

Channel effectiveness

C **Executive Brief.**

Corporate strategy

Opportunities and challenges

Differentiators

DESIGN

FINANCE

STRATEGY

MARKETING

OPERATIONS

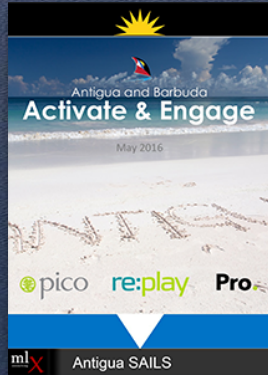
TECHNICAL SERVICES

MASTERPLAN



Concept, design and planning approvals for a \$500m world-class destination resort with condos, retail, offices and 127 slip super yacht marina in Fort Lauderdale, Florida

STRATEGY



Strategic consulting for Government of Antigua and Barbuda; an opportunity to create a sport tourism and festival program.

STRATEGY



A strategic plan for the creative, branding marketing and execution for a luxury villa development co-branded with a luxury resort property under construction in Antigua.

CONCEPT



A wide-ranging exploration of opportunities to create a sustainable and profitable destination attraction for a 200-acre site on Antigua.

STRATEGY



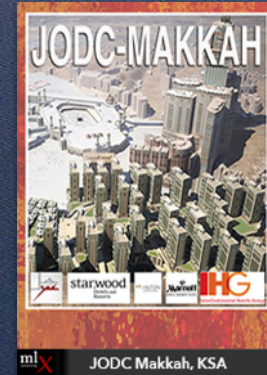
In support of the concept and master plan for the Heritage Site, a detailed report on tourism, demographics and the business and financial models.

CONCEPT



The almost limitless possibilities of entertainment and education driven by the concept of creating a live venue built on Food and Theatre.

MASTERPLAN



Concept and design for 20 hotels, 12,000 rooms and 60 restaurants. The multi-branded properties are part of a 26 hotel complex in Makkah.

CONCEPT



A creative workshop and concept presentation for the developers of hotel and entertainment complex, including an MGM Grand and Bellagio on an island site in Dubai.

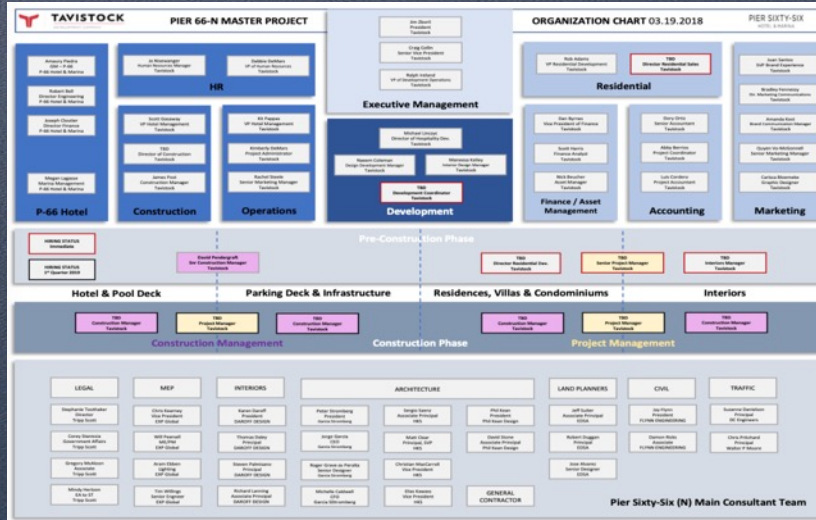


MASTERPLAN

PIER SIXTY-SIX



Concept, design and planning approvals for a 34 acre \$600m world-class destination resort with condos, retail, offices and 127 slip super yacht marina in Fort Lauderdale, Florida



POOL DECKS



THE ONLY WAY TO BE TRULY SATISFIED IS TO DO WHAT YOU BELIEVE IS GREAT WORK ...



A - DEVELOPMENT MANAGEMENT



B - PROJECT MANAGEMENT



C - INNOVATION MANAGEMENT



D - ENTITLEMENTS



E - DEVELOPMENT AGREEMENT



F - APPROVALS



STRATEGY



Strategic consulting for Government of Antigua and Barbuda; an opportunity to create a sport tourism and festival program.



Antigua Barbuda

MISSION TARGET

An integrated, multi-year activation program

Ministry of Tourism,
Economic Development,
Investment and Energy



ANTIGUA
BARBUDA
Antigua and Barbuda
Tourism Authority

The mission is to position, define and articulate Antigua and Barbuda as the **premier island** destination by delivering **authentic, distinctive, remarkable and sustainable** experiences and events which enrich the lives of residents and visitors **year-round**.

opico re:play Pro.

31

Antigua Barbuda

EVENT PORTFOLIO STRATEGY

Antigua Barbuda
"Antigua Sails"

Trophy Event

Hallmark Events

Regional Events

Local Events



5-year year Event
Tourism Program

Authentic Annual Theme

Music Concert

Food Festival

Stand UP Competition

Rum & Rhythm Party

Kiteboarding

Kite Flying Celebration

1 2 3 4 5

opico re:play Pro.

89

DESTINATION EVENTS: CASE STUDIES

A destination's "Signature Event" can create the drivers to effect **significant** economic impact, community pride, **global recognition** unaffordable by any **tourism** marketing campaign.



CULTURAL TOURISM ASSETS

6. Cultural Tourism

- Holidays that are motivated by journeys aimed at the discovery and/or study of tangible and intangible cultural experiences.
- A form of special interest tourism based on the search for participation in new cultural experiences, whether they are aesthetic, intellectual, or emotional.

Cultural heritage

- Cultural tourism that satisfies the desire to know and to understand the history of a determined destination through archeology, historic structures and museums.
- Underwater Cultural Heritage encompasses all aspects of human activity that lie or formerly lay under water and have a cultural, archaeological or historical character.

Lifestyle and gastronomy

- Expressions of living cultural experiences such as local music, traditional events and handicrafts.
- Includes gastronomy and beverages (rum, local beer) which reflect the local flavours of Antigua.

Cultural Events

- Defined as events that educate, stimulate, bring together a diversity of people, promote the fine arts, or send themselves to the broadening of perspectives.
- Include music festivals, concerts, carnival and theatre offer (ie Mango and Pineapple Festival).



Antigua Barbuda

PROGRAM DEVELOPMENT STRATEGY

Define the engagements that we need to help deliver our client's promise, goals & objectives. Identify which events are **additive** to the **destination branding** strategy.

Program
Development
CONTENT

Our creative content and **experience driven solutions** map the audience touch-points to the content and experiences that we want the audience to engage with.

Vision
A powerful destination brand reflects the spirit and aspirations of the people of the destination. The brand should project clarity of self-understanding of where the destination has come from and where it is going, a source of traveler excitement and motivation to visit.

Originality
The destination brand must clearly, confidently and competitively tell a unique, authentic, compelling story about the destination. Creativity is critical.

Iconic
Every destination has inspiring symbols that are uniquely associated with the destination: natural environments, structures, people, wildlife, sport, and elements of arts and culture. Anchoring the destination brand in icons enables the destination to "own" unique elements of interest and attraction.

Competitive
Importantly, a destination brand must be able to creatively, powerfully, positively and quickly grab the interest of travelers. Competitiveness of brand identity is critical to overall destination competitiveness on the global tourism map.

Experiential
Travel today is no longer simply about seeing and doing; it has become about feeling. Destinations that simply showcase static features of destination – places, sights, structures – risk failing to reach out and make an emotional connection with the traveler.

opico re:play Pro.

57

Antigua Barbuda

PROJECT CATEGORIES

Golf Tourism

- Trips undertaken by persons for which the main purpose is to play golf
- Golf may be pursued as a secondary activity

Sailing

- Primary tourism motivation especially in Caribbean
- Tourists spend most of their time on the boat sailing from island to island.
- Can be practiced also as competition or a secondary activity

Diving

- Practice of swimming underwater either using breathing apparatus (scuba diving) or holding one's breath (snorkelling)
- Recreational diving is a popular activity
- Professional diving offers a range of diving activities in underwater locations

Cricket

- Traditional game introduced to A&B by Great Britain
- The tourism motivation is mainly for events

Game fishing

- Activities of catching fish for sport by recreational anglers

Water sports

- Recreational sports practiced in water
- Primary purposes are participation, improved physical fitness, fun and social involvement
- Water sports take place on hotel premises, sports club or on beaches

Sporting events

- Primary purposes are participation, improved physical fitness, entertainment
- Sporting events can be competitive where a winner or winners can be identified by objective means.

opico re:play Pro.

91

STRATEGY



Half Moon Bay, Antigua

A strategic plan for the creative, branding marketing and execution for a luxury villa development co-branded with a luxury resort property under construction in Antigua.

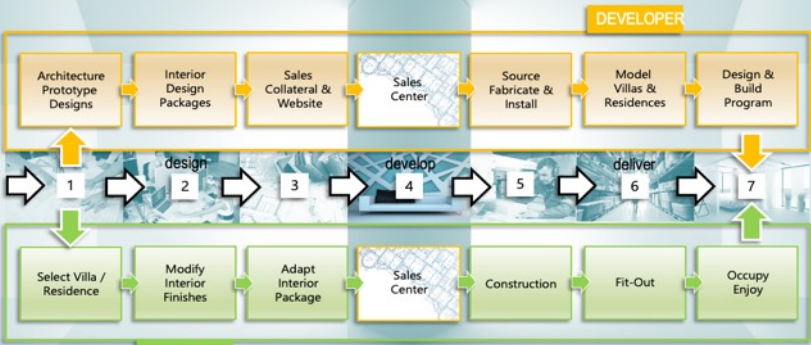


Masterplan



1. Hotel
2. Ocean Villas
3. Beach Front Residences
4. Peninsula Residences
5. Hillside Residences

The b/spoke. Journey



Half Moon Bay, Antigua Concept Development Strategy Peninsula Residences

Half Moon Bay, Antigua Concept Development Strategy Peninsula Residences

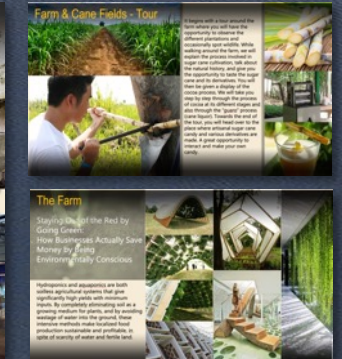
CONCEPT



PRESENTATION

mlx Montpelier Estate Antigua

A wide-ranging exploration of opportunities to create a sustainable and profitable destination attraction for a 200-acre site on Antigua.



STRATEGY



REPORT

Montpelier Estate Antigua

In support of the concept and master plan for the Heritage Site, a detailed report on tourism, demographics and the business and financial models.



Economic Impact

94% of the cruise parties that completed the surveys **disembarked** their cruise ship to visit the destination.
55% of the cruise parties that went ashore **purchased a shore excursion**.
74% of passengers who purchased a tour did so **through their cruise line**.

Antigua & Barbuda 2014/2015 Cruise Year (May – April)

Total Cruise Tourism Expenditures (\$US Millions)
\$ 43.9
Passenger Onshore Visits (Thousands)
527.6

Total Employment
1,170
Average Expenditure per Passenger
\$ 64.88

Total Employee Wage Income (\$US Millions)
\$ 11.10
Total Passenger Expenditures (\$US Millions)
\$ 34.2

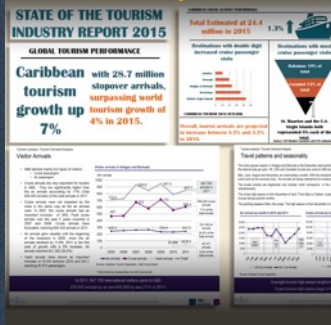
Research - Market



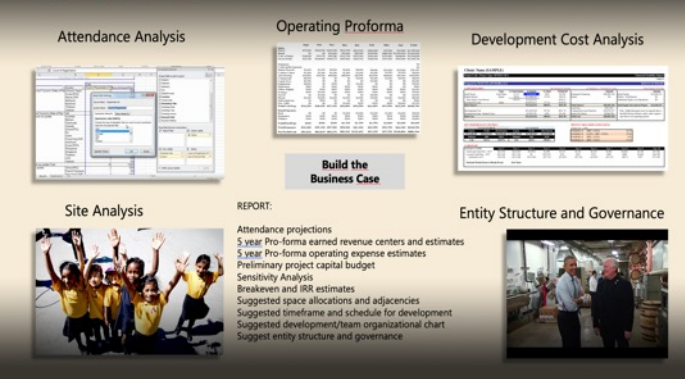
Research – Attractions



Research – Analysis



Data Deliverables

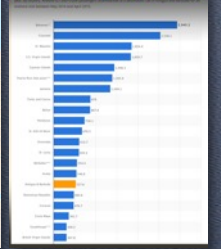


Feasibility Study

Montpelier Estate Heritage Site



Research – Cruise Market



Residential– Comparables

Investor and Real Estate Analysis: Real Estate Analysis

Real estate prices in Antigua

• Jolly Harbour and English Harbour are the most expensive areas in Antigua.
• The northern and the eastern areas tend to be less expensive because of the distance from the main roads.

Example land development/ sale of plot

Development/ Location	Type
The Peninsula	Land plot
Jolly Harbour	Land plot
Grand Estate	Land plot

Example price real estate

Name	Development/ Location	Type
Red Snapper	Tamand Hills	Apartment
Harbour Island Residences	Jolly Harbour	Apartment
McIntoshes – Dickenson Bay	McIntoshes	Home
Stingray	Tamand Hills	Home
The Demerara	Sugar Ridge	Home
Angels Loft	Valley Church	Home
Sands Beach House	Jolly Harbour	Home
Harbour Island Residences	Jolly Harbour	Waterfront villa
Sea Grace	Jumbly Bay	Villa
Grand Estates Home	Grand Estates	Villa
Luxury pool villa oceanview	North Bay	Villa
Ridgepole Residences – Seahorse	Tamand Hills	Villa
Daniel Bay Villa	Daniel Bay	Beachfront Villa

Real estate prices for selected apartments/villas in Antigua, are in line with Barbados and other Caribbean islands.

Residential– Return

HOUSING DEVELOPMENT

DEVELOPMENT COSTS – HOUSES	\$,Philips	Proforma	TOTAL
Net Cost & Contingency	\$ 6,700,000	\$ 10,400,000	\$ 17,100,000
Left Over Net Cost & Contingency	\$ 1,000,000	\$ 1,000,000	\$ 2,000,000
Project Cost	\$ 5,700,000	\$ 9,400,000	\$ 15,100,000
AGC Loan to Total Project Cost	60%		
Loan Interest & Operating Defect	\$ 1,100,000	\$ 800,000	\$ 1,900,000
TOTAL PROJECT COST (PWC)	\$ 6,800,000	\$ 10,200,000	\$ 17,000,000
Source of Funds Senior AGC Loan	60%	\$ 6,120,000	\$ 6,120,000
Source of Funds Equity	40%	\$ 4,080,000	\$ 4,080,000
Total Source of Funds		\$ 10,200,000	\$ 10,200,000
Pre-Tax Profit	\$ 1,800,000	\$ 2,000,000	\$ 3,800,000
Profit Margin	17%	18%	18%
Multiple on Invested Equity	1.6	1.6	1.6

CONCEPT



The almost limitless possibilities of entertainment and education driven by the concept of creating a live venue built on Food and Theatre.



Iconic Architecture & Design



Sustainable Architecture & Design



Signature Experiences



Trend-setting Facilities



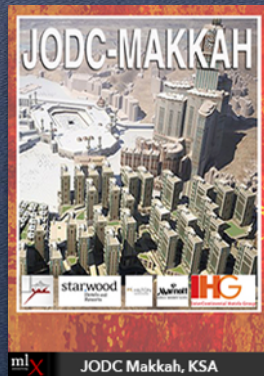
Education & Entertainment



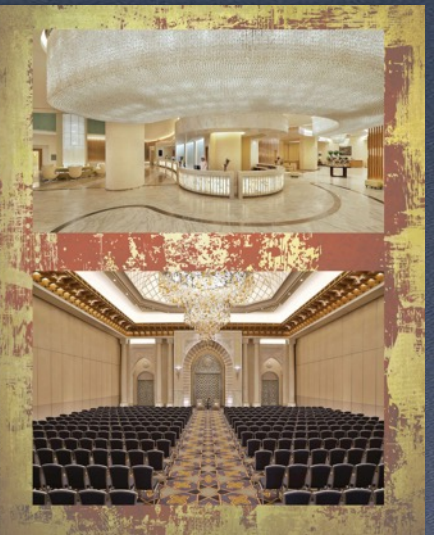
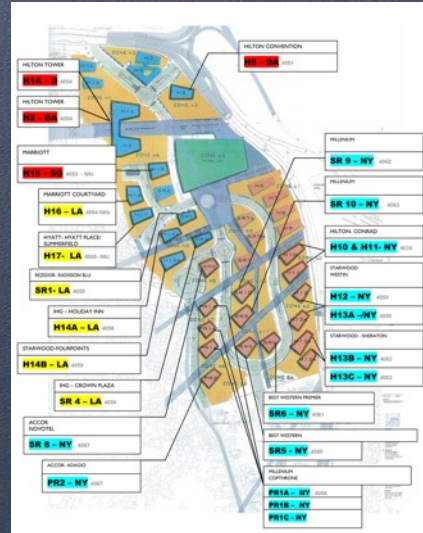
Signature Experiences



MASTERPLAN



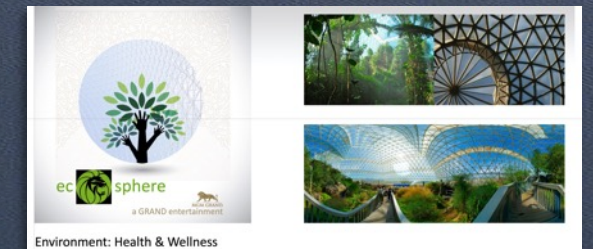
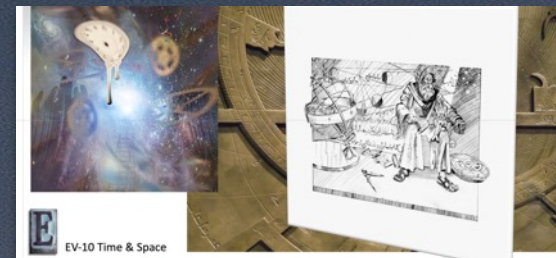
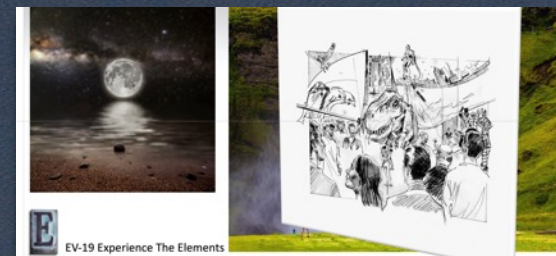
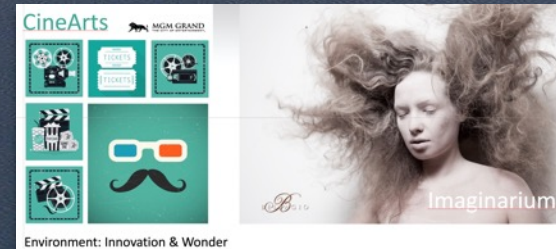
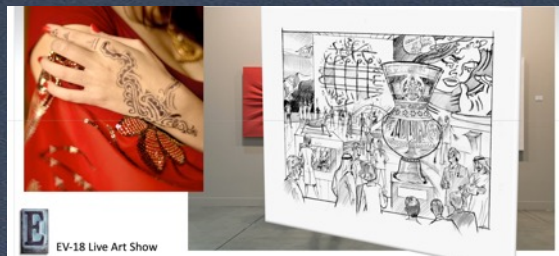
Concept and design for 20 hotels, 12,000 rooms and 60 restaurants. The multi-branded properties are part of a 26 hotel complex in Makkah.



CONCEPT



A creative workshop and concept presentation for the developers of hotel and entertainment complex, including an MGM Grand and Bellagio on an island site in Dubai.



READY TO LAUNCH ?



Linczyc@MLXconsulting.com



Thank you