# THE ELSER

HOTEL & RESIDENCES MIAMI





# **PROPERTY MARKETS GROUP**

Founded in 1991 by Kevin Maloney, Property Markets Group (PMG) has direct hands-on experience in the acquisition, renovation, financing, operation, and marketing of commercial and residential real estate. A development firm of national scope, PMG has over 160 real estate transactions including over 80 residential buildings in Manhattan during its 30-year history. PMG has distinguished itself over the last decade for its development of new construction condominium developments across the United States.





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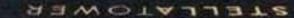
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SEE LEGAL DISCLOSURES ON BACK COVER

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# GREYBROOK

Greybrook is a leading Toronto-based real estate private equity firm focused on investments in residential development and value-add assets. The firm offers investors the unique opportunity to partner with leading North American real estate developers and share in value creation activities. Greybrook, through its affiliates, has invested over \$1.8 billion of equity in more than 90 real estate projects across Canada and the United States. In aggregate, its real estate investment portfolio is expected to result in the development of over 50 million square feet of residential and commercial www.mianicond density, with an estimated completion value of \$20 billion.

**g** Greybrook



# A global city on the rise



## New Developments / Hotels **\$8 BILLION**

- 1 1400 Biscayne The Related Group • 1400 Biscayne Blvd • Residential/Mixed-use • **\$2.5B**
- 2 Waldorf Astoria PMG + Greybrook Realty Partners • 300 Biscayne Blvd • Mixed-use • \$1B
- 3 Natiivo Miami Sixth Street Developers • 159 NE 6th Street • 44 Units - Residential Airboh • \$230M
- 4 E11EVEN Hotel & Residences Miami PMG & E11even Partners • 20 NE 11th St • 400 Residential Units • \$300 MIL
- 5 E11EVEN Beyond PMG & E11even Partners • 60/90 NE 11th Street • 400 Residential Units • \$300 MIL
- 6 The District The Related Group • 233 N Miami Ave • Residential Condos w Airbnb • \$172M
- 7 Legacy Hotel & Residences Royal Palm Companies • 942 NE 1st Ave • Mixed-use • \$100M
- 8 Miami Arena Site at WorldCenter Witkoff Group & Monroe Capital • 700 N Miami Ave • Usage TDB • **\$94M**
- 9 Downtown 5th Melo Group • 55 NE 5th St • Mixed-use • **\$90M**
- <sup>10</sup> YotelPad Miami Aria Development Group • 227 NE 2nd St • Mixed-use • \$85M
- <sup>11</sup> The Elser Hotel & Residences Miami PMG & Greybrook • 398 NE 5th Street • Rental • 646 Units • \$500M
- 12 Block 45 Atlantic Pacific Communities • 152 NW 8th St • Mixed-use • \$70 MIL
- 13 Block 55 Swerdlow Group, SJM Partners, Alben Duffie • 249 NW 6th St • Mixed-use • \$60M
- 14 Downtown 1st Melo Group • 698 NE 1st Ave • Mixed-use • \$60M
- 15 Grand Central Tower Rovr Development • 240 N Miami Avet • Rental • \$53M
- <sup>16</sup> Nexus Riverside Adler Group • 230 SW 3rd St • Mixed-use • **\$50M**
- 17 Miami Station The Related Group • 525 NW 2nd Ave • Mixed-use • \$85M
- 18 Old Lynx Site Enrique Manhard • 16 SE 2nd St • \$46M
- <sup>19</sup> 501 First Residences Aria Development • 501 NE 1st Ave • Residential • \$100M
- 20 TBD Moishe Mana • 491 NW 1st St • Residential • \$12.3M
- 21 The Crosby The Related Group/Merrimac • Residential • \$225M

## Commercial

\$147 MILLION

- 22 Jewelry Mall Jewelry Mall • \$50M
- 23 Jill & Henry's Stambu • 200 East Flagler • Food Hall, Offices, Rooftop • \$35M
- 24 41 East Flagler Moishe Mana • \$272M
- <sup>25</sup> Nikola Tesla Innovation Hub Moishe Mana • \$15M
- 26 Publix New Publix At Brightline's 3 MiamiCentral In Downtown Miami • \$10M
- 27 Watson Building Moishe Mana • \$6.825M
- 28 62 Northeast First Street Moishe Mana • Multi-level dining and entertainment venue
- 29 Mana Common Moishe Mana • Partnership with a tech platform called Plug and Play for events
- 30 MiamiCentral Chick-Fil-A • Grand floor MiamiCentral

## Redevelopment \$936 MILLION

- I-395 Signature Bridge Under construction • Scheduled completion for Fall 2024 • \$818M
- 32 Brickell Tunnel In pre-development • \$30M
- 33 Bayside Marketplace Private operator has committed to improvements • \$27M
- 34 Flagler Street Beautification Project Under construction • Outdoor dining areas, public art, a
- 35 Miami World Center (new tenents) Restaurateurs Michael Beltran (2 restaurants), Danny (
- 36 Skyviews Miami Construction completed • \$10M
- 33 Scramble Crosswalk Ave & NE 2nd St + \$5M Construction completed at the in
- 37 Solar Tree t Bayfront Park • \$5M

Landscape of the Future

# **Over \$9B in investment** over the next 5 years





- Redevelopment

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## SEE LEGAL DISCLOSURES ON BACK COVER

# Downtown Miami's

# New Developments / Hotels - \$8 BILLION



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# Commercial - \$147 MILLION

Jewelry Mall Jewelry Mall • \$50M Jill & Henry's Stambu • 200 East Flagler • Food Hall, Offices, Rooftop • \$35M 41 East Flagler Moishe Mana • **\$27.2M** Nikola Tesla Innovation Hub Moishe Mana • \$15M Publix New Publix At Brightline's 3 MiamiCentral In Downtown Miami • **\$10M** Watson Building Moishe Mana • \$6.825M 62 Northeast First Street Moishe Mana • Multi-level dining and entertainment venue Moishe Mana • Partnership with a tech platform called Plug and Play for events MiamiCentral Chick-Fil-A • Grand floor MiamiCentral Mana Common

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W Waldorf Astoria Residences Miami

# Redevelopment - \$936 MILLION

I-395 Signature Bridge Under construction • Scheduled completion for Fall 2024 • **\$818M** 

**Brickell Tunnel** In pre-development • \$30M



Bayside Marketplace Private operator has committed to improvements • \$27M

Flagler Street Beautification Project Under construction • Outdoor dining areas, public art, and smart city technology • **\$20.5M** 

Miami World Center (new tenents) Restaurateurs Michael Beltran (2 restaurants), Danny Grant (2 restaurants) • **\$20M** 



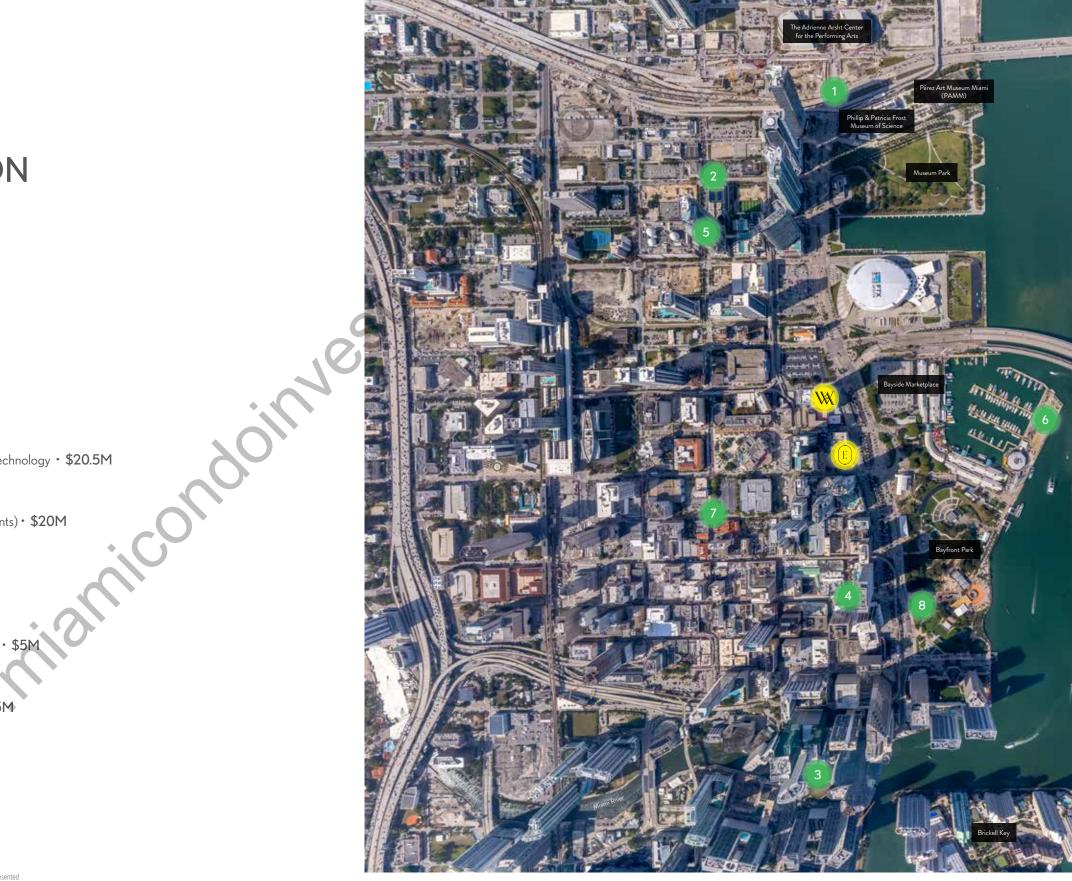
Skyviews Miami Construction completed • \$10M

Scramble Crosswalk Construction completed at the intersection of NE 1st Ave. & NE 2nd St. • \$5M



Solar Tree Installation completed and collecting solar power at Bayfront Park • \$5M

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Waldorf Astoria Residences Miami W The Elser Hotel & Residences Miami



# Miami. A modern global city.

Miami has rapidly evolved into a world-class city and downtown Miami has become a true driving force behind the city's cultural evolution. From its accessibility to the retail and tourism offerings, this thriving metro center is a hub for commerce, finance, arts, sports and entertainment.

International Events

# Arti Basel Control Con

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# MIAMU INTERNATIONAL BOAT SHOW

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International Events - coming soon

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# Miami will be a hosting city for the 2026 World Cup



**Cultural Destinations** 

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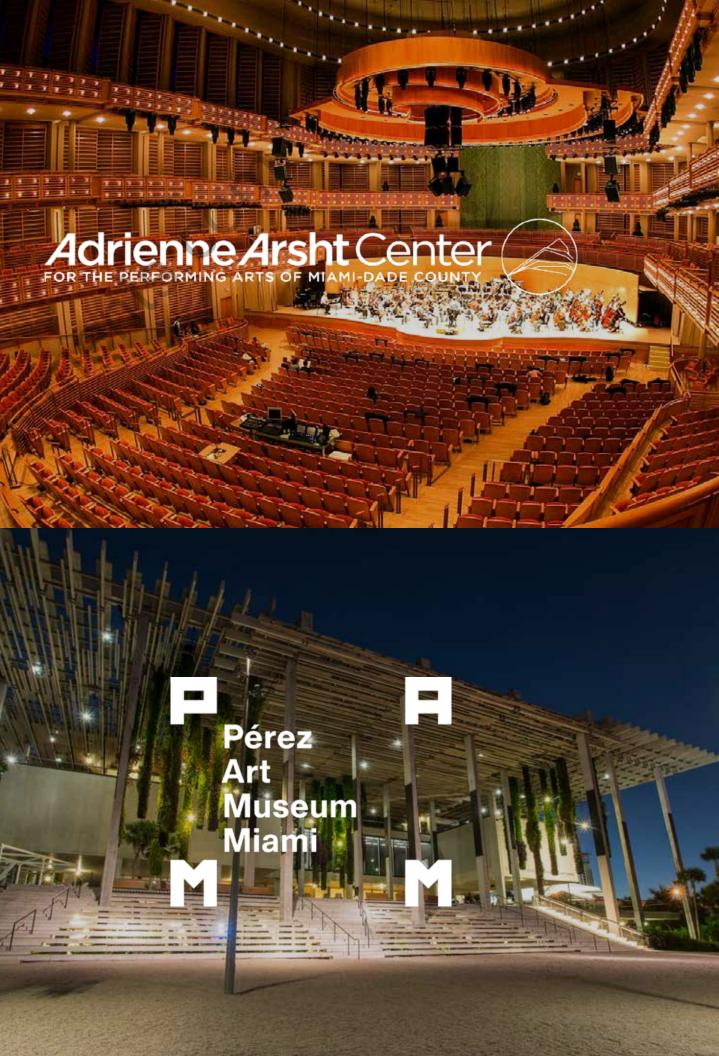
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# FROST SCIENCE

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children/s museum

# Entertainment

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Financial Institutions

# The following is a sample of financial institutions that are moving to Downtown Miami.

# **CITADEL**

Akerma

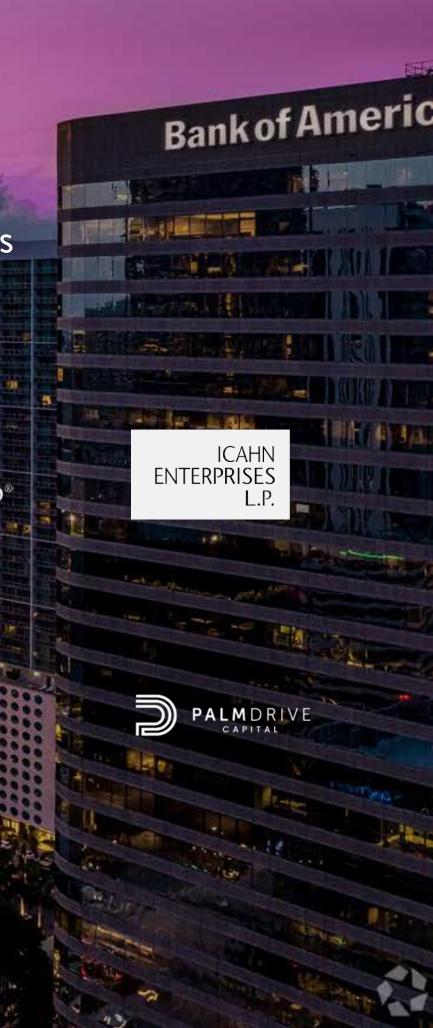
ELLIOTT

STARWOOD property trust

Goldman Sachs

The Blackstone Group®

**Colony**Capital



# Technology

# Miami's Technology Scene

122

Total Start-Ups

# City for Tech Start-up

City for Tech Start-ups in the U.S.

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# Total Investment in South Florida

**S133B** 





Transportation

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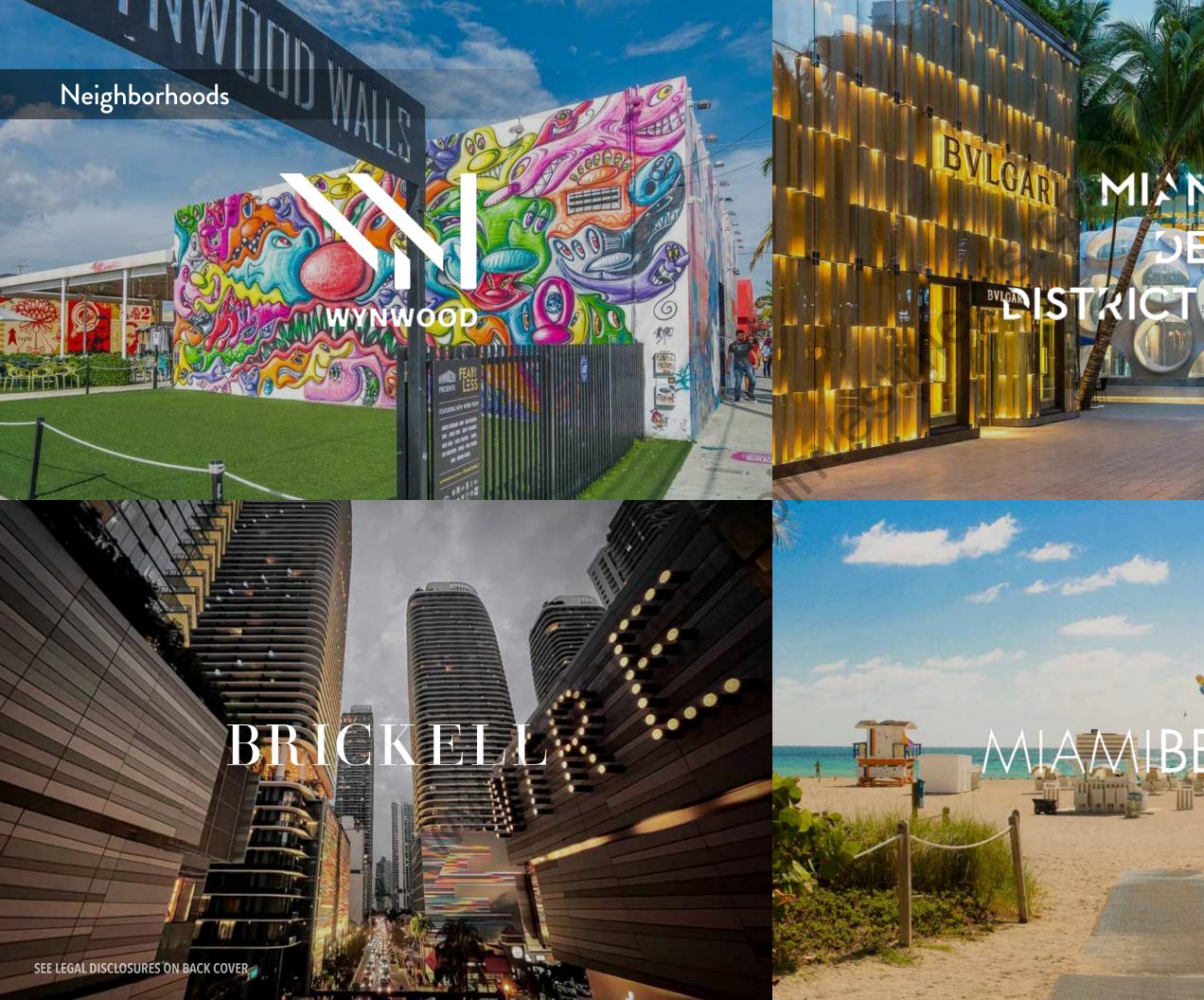
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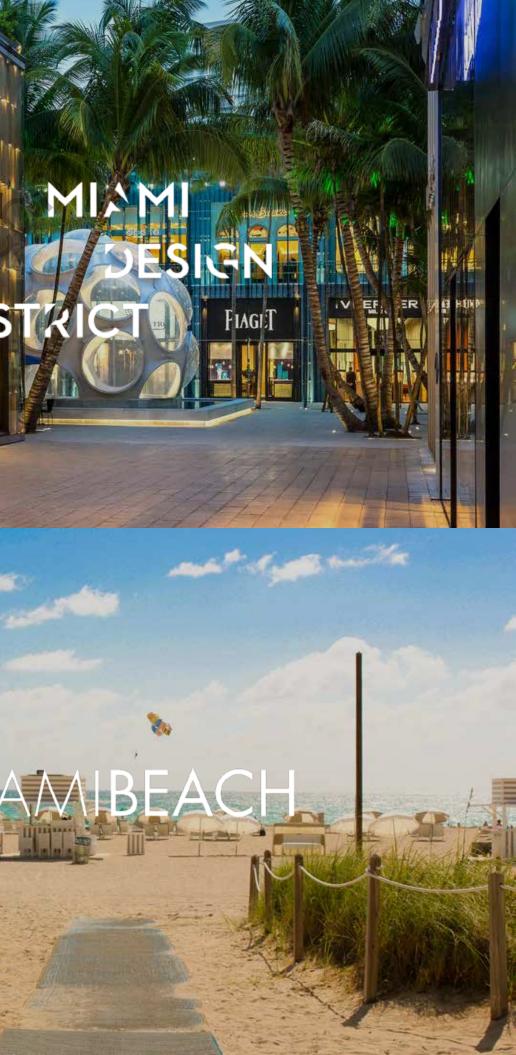
Coming soon

WEST PALM BEACH

106







Neighborhoods - coming soon

# MIAMI INNOVATION DISTRICT

Downtown Miami, the new Silicon Valley

# 10 Acres Sq Ft of Infrastructure

The Miami Innovation District will be a dense, walkable, experience-rich new neighborhood, bringing to Miami the world-class urban amenities that the global technology workforce increasingly relies on for inspiration and support.

Neighborhoods - coming soon

# FLAGLER STREET BEAUTIFICATION PROJECT

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A MIAMI

# Connectivity



# Miami Bay

The Baywalk is a system of public pedestrian pathways along the Biscayne Bay shoreline designed to promote alternative transportation.

Status: Under construction



## Biscayne Green

The Biscayne Green project will convert sections of Biscayne Boulevard into a grand promenade with sitting areas, green spaces, and "activations" including art exhibits and activities.

Status: Planning phase



## Metromover

Metromover is a free mass transit automated people mover train system operated by Miami-Dade Transit in Miami, Florida, United States. Metromover serves the Downtown Miami, Brickell, Park West and Arts & Entertainment District neighborhoods.



# The Underline

The 10-mile linear park, urban trail and living art destination will connect communities, improve pedestrian and bicyclist safety and create over 120 acres of open space. Status: Under construction





Brightline

Florida.

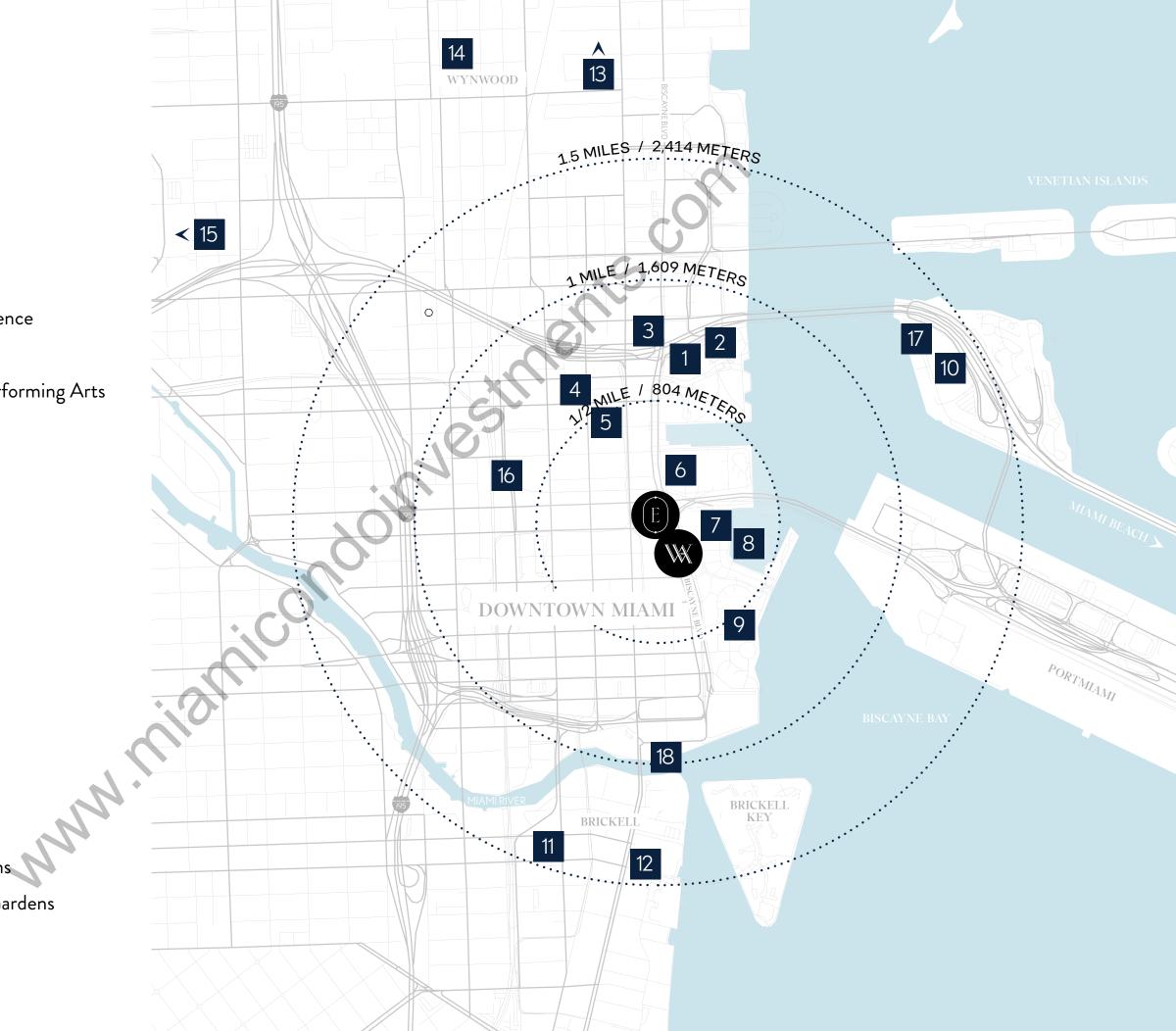
Status: Phase 4: West Palm Beach to Orlando Under construction



# CENTRAL YET GLOBAL.

Nearby attractions include:

- Phillip & Patricia Frost Museum of Science
- 2 Pérez Art Museum Miami (PAMM)
- 3 The Adrienne Arsht Center for the Performing Arts
- 4 Park West District
- 5 Miami Worldcenter
- 6 FTX Arena
- 7 Bayside Marketplace
- 8 Miamarina at Bayside
- 9 Bayfront Park
- 10 Miami Children's Museum
- 1 Brickell City Centre
- <sup>13</sup> Brickell Financial District
- 12 Miami Design District
- 16 Wynwood Art District
- Miami International Airport
- 15 MiamiCentral Station Brightline Trains
- 77 Yacht Haven Grande Miami at Island Gardens
- <sup>18</sup> Miami River District



# THE ELSER RESIDENCES PROJECT OVERVIEW







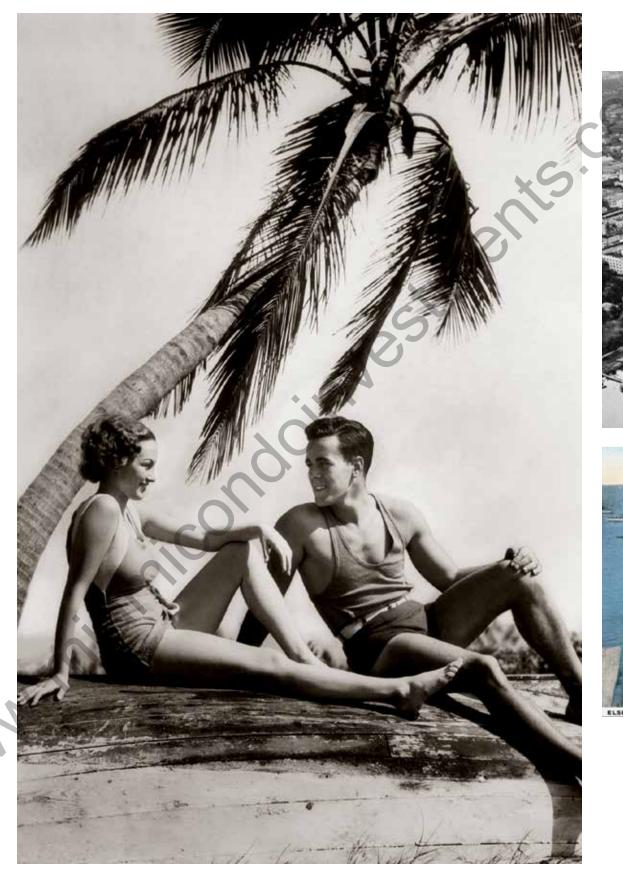
# THE CENTER OF DOWNTOWN

The Elser Hotel and Residences shares the same bustling locale and glimmering views of Biscayne Bay previously enjoyed in the early 1900's at Elser Pier.

Elser Pier's idyllic positioning in the booming downtown corridor facilitated it's position as Miami's premier venue for entertainment and conventions.

Elser Pier's legacy and astounding success reshaped the vision for the corridor's future and set the stage for the thriving bay front metropolis we know today.









ELSER PIER AND BISCAYNE BAY, MIAMI, FLA

# TODAY'S MIAMI

Downtown Miami's transformative past has given way to an equally significant and even more captivating present.

Offering a lively composition of culture, entertainment, and commerce, the area attracts tastemakers of every stripe. This cosmopolitan convergence is the foundation of the neighborhood's coveted scene within Miami.







11, 12 & 13: Commercial Spaces

Fitness Level 2 + Spa Level 10

Coworking Space Level 2 & 3 – Cafe Domino Level 1 –

# 14 - 47: Residences

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Pool Deck: Grilling Terrace, Lawn & Yoga Deck, Skybar + Fitness Level 1

# BUILDING OVERVIEW

- Immediate occupancy
- 49-story tower located in Downtown Miami.
- Designed by internationally renowned architecture firm
- Sieger Suarez Architects
- 646 luxury residences
- Approved for short term rental
- On-site hospitality management
- Views of the Miami skyline, unobstructed views of Biscayne Bay
  - and the Atlantic Ocean
- Modern residential lobby with 24/7 concierge
- Electric vehicle charging stations
- Features the latest smart building technology

- Destination controlled elevator dispatch
- Smart package lockers
- Custom The Elser Hotel & Residences app, linking residents to

concierge services and building amenities

- Digital key
- Guest access
- Package deliveries
- Messages from Management
- Dry cleaning & laundry service lockers
- Access-controlled entry points throughout
- Valet parking

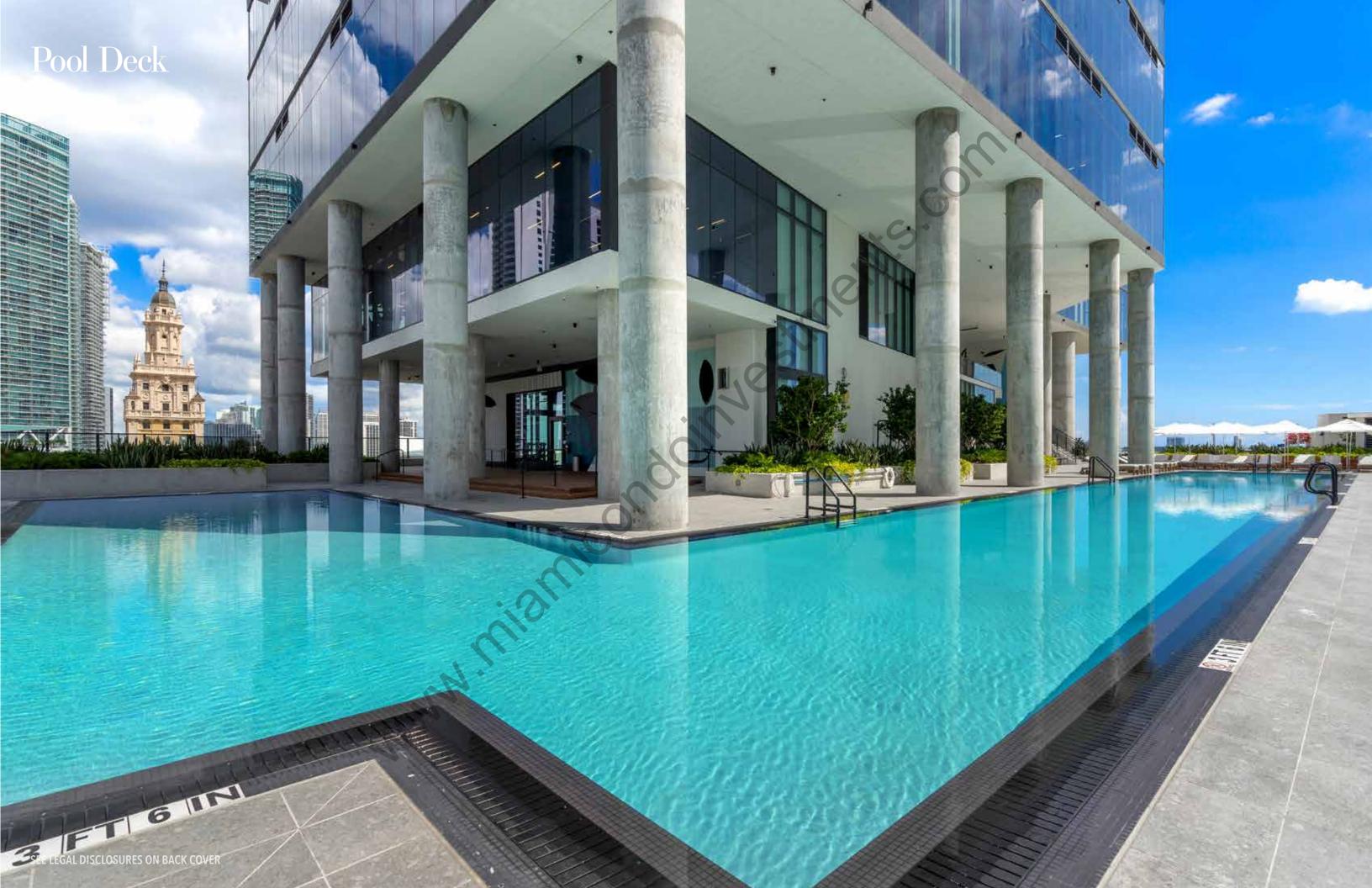


### WORLD-CLASS AMENITIES

- Lobby with Cocktail Bar and Restaurant by Jaguar Sun®
- Over 19,000 square foot double height amenity deck overlooking Biscayne Bay and Downtown Miami
- Curated art and green walls throughout all common areas
- 132 ft Resort-style pool with private lounge areas
- 16 ft poolside screening LED wall
- Lawn with theater
- Sky entertainment lounge & grilling terrace featuring eight grills
- Temperature controlled oversized swim spa
- Owners lounge with catering kitchen
- Two-level coworking lab featuring reserverable conference rooms

- Coffee lounge by Cafe Domino<sup>®</sup>
- Two-level modern gym & fitness studio
- Fitness classes & community events
- Expansive outdoor yoga deck
- Sauna













Yoga Lawn

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# Fitness Deck

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### RESIDENCE FEATURES

- Fully-furnished studios, 1, 2 and 3-bedroom residences
- 9'2" ceiling height with floor-to-ceiling windows
- Balconies with stunning views of Biscayne Bay and Downtown Miami
- Porcelain wood grain tile flooring throughout
- Built-in full-size washer and dryer
- Ecobee smart thermostat
- Smart keyless entry
- Custom kitchen cabinetry by Italian design house, Italkraft
- Quartz kitchen countertops
- Frigidaire stainless-steel appliances including microwave, dishwasher, freestanding range oven and refrigerator

- Glass-enclosed showers
- Custom Italian vanities by Italkraft
- Modern matte black kitchen and bathroom fixtures
- Fully built-out California-style closets
- Pre-wired for high-speed communications, multiple telephone lines, and cable











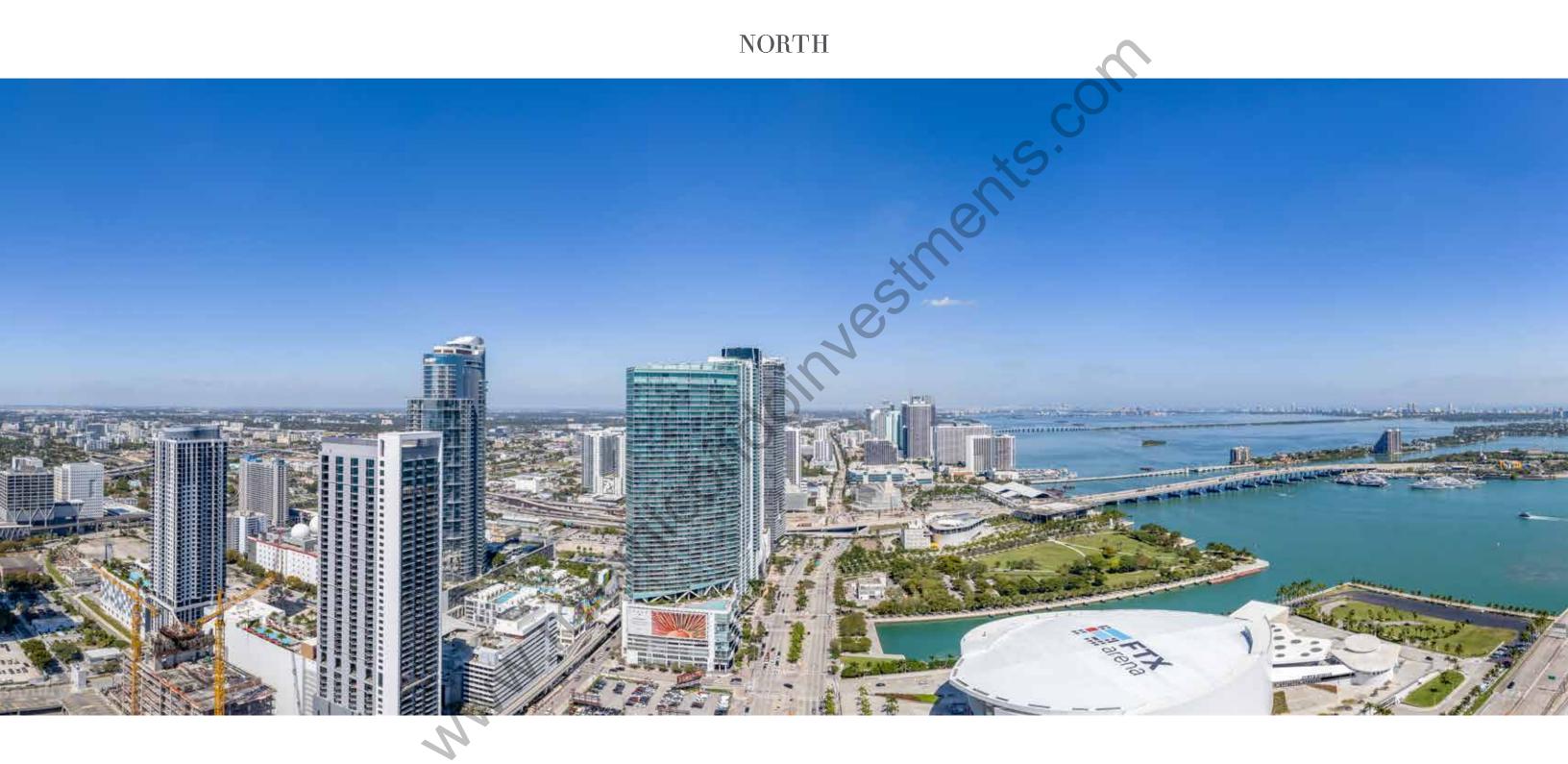




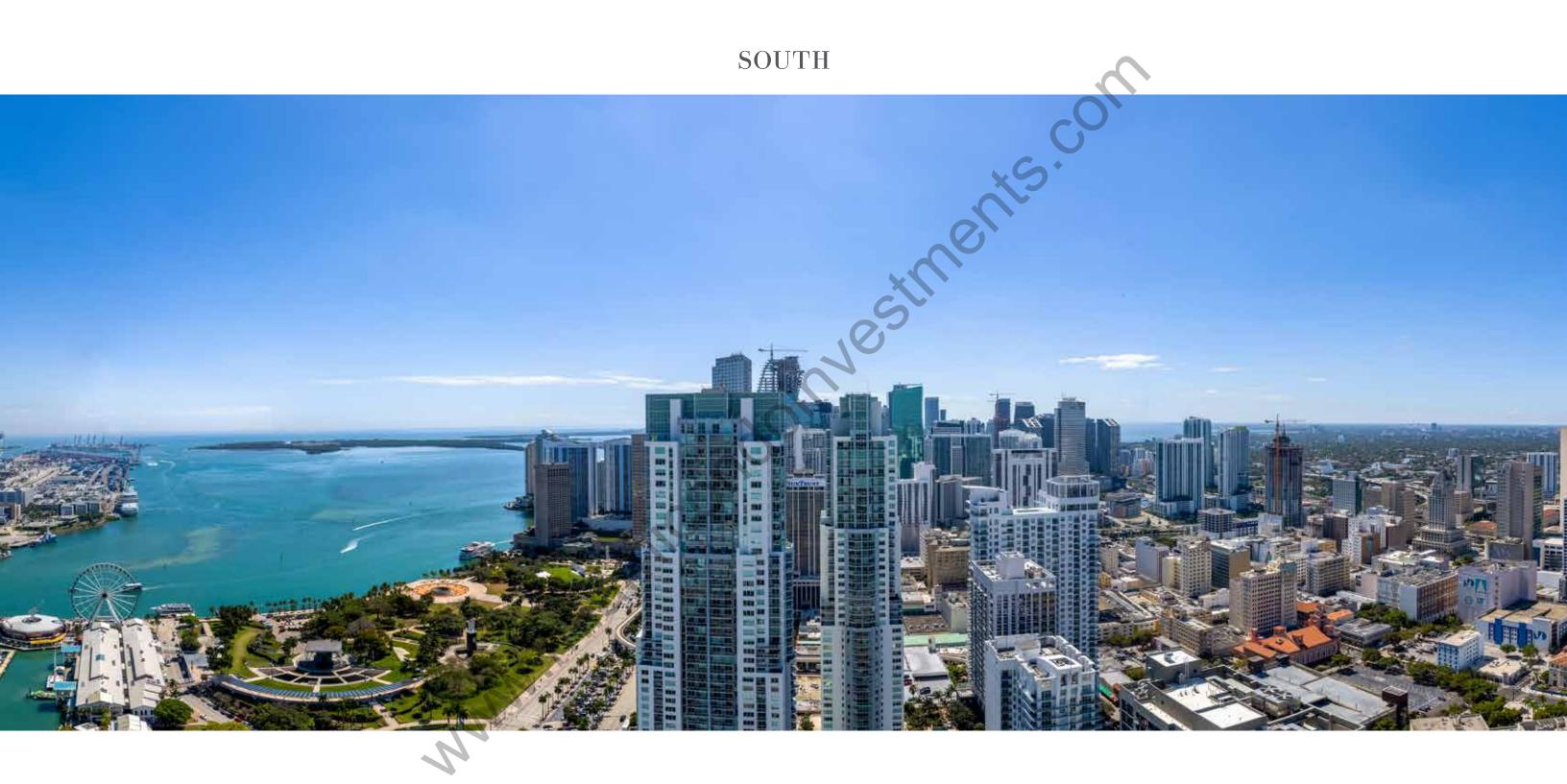


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HOTEL & RESIDENCES MIAMI



Conception Services on the expression of the

# BISCAYNE BAY

## THE ELSER HOTEL & RESIDENCES MIAMI



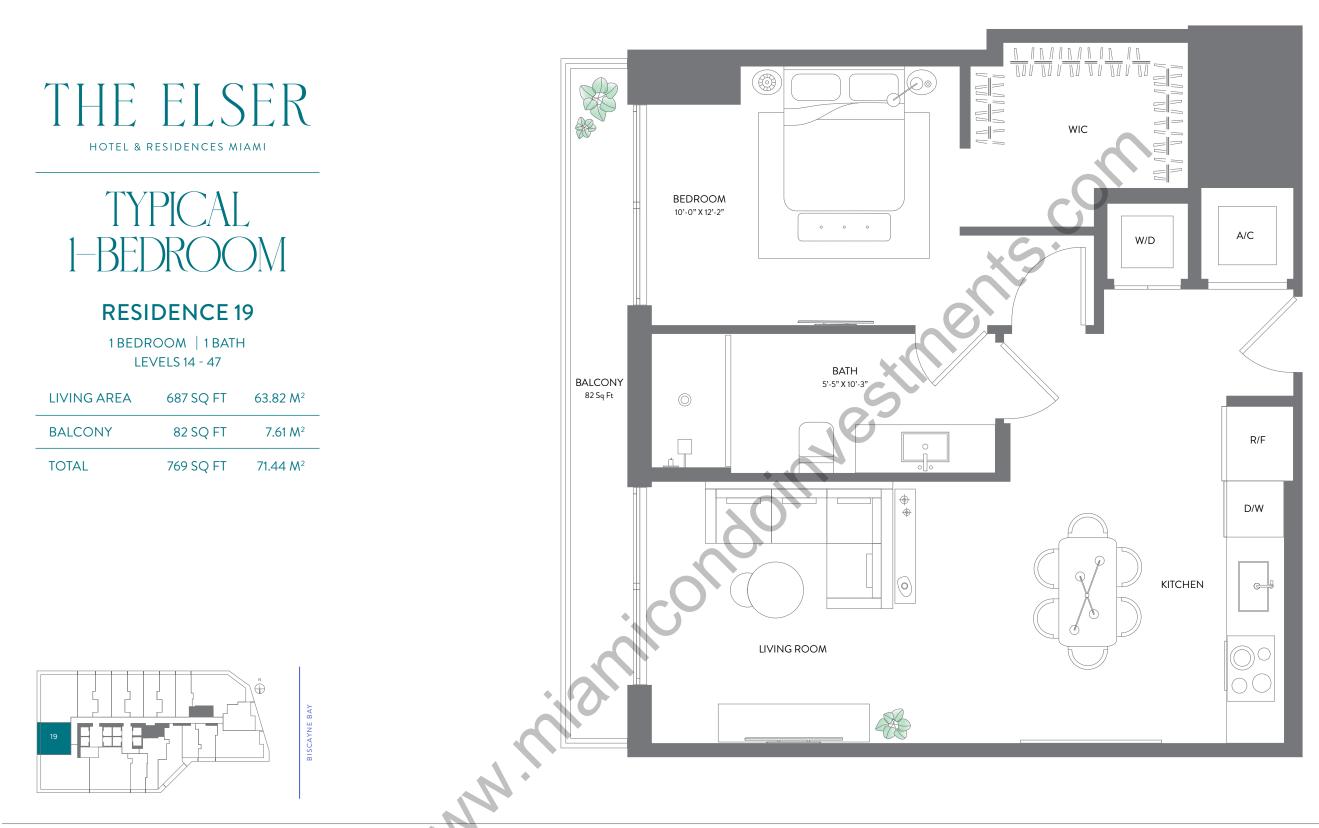
### **RESIDENCE 05**

STUDIO | 1 BATH LEVELS 14 - 47

LIVING AREA	492 SQ FT	45.70 M <sup>2</sup>
BALCONY	40 SQ FT	3.71 M <sup>2</sup>
TOTAL	532 SQ FT	49.42 M <sup>2</sup>

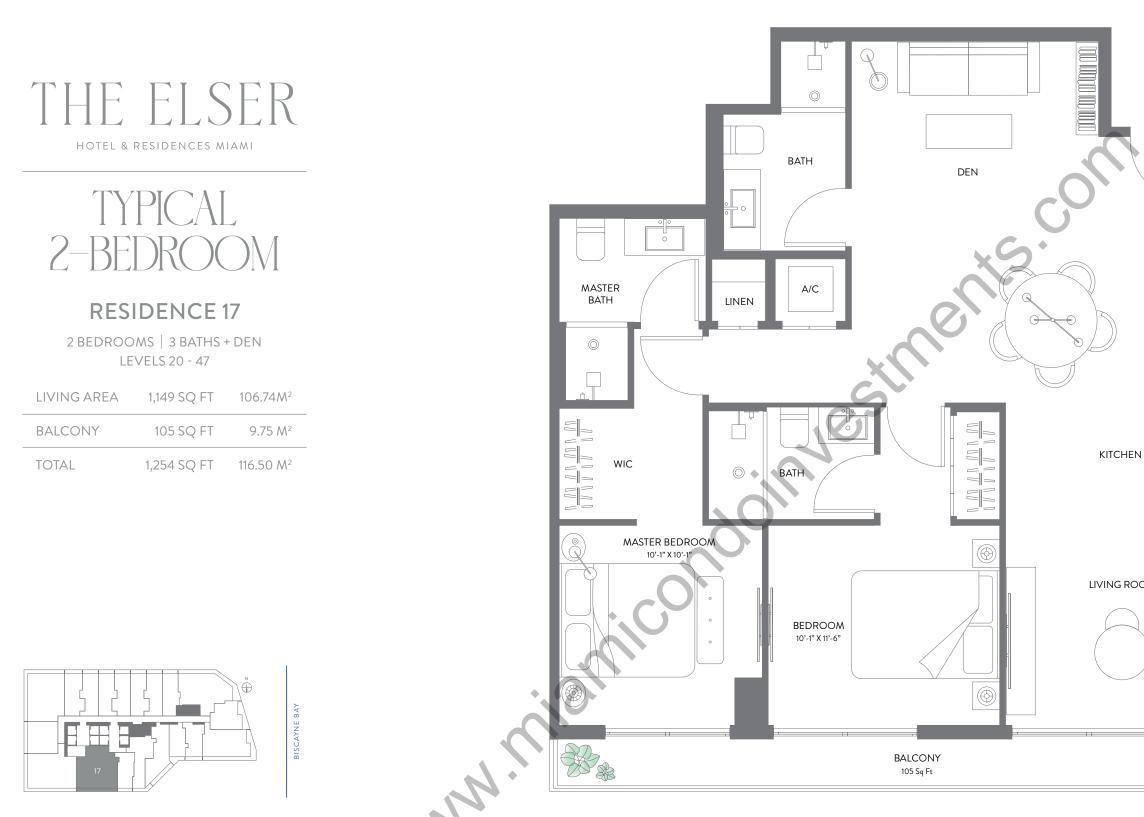


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## TYPICAL 3-BEDROOM

### **RESIDENCE 01**

3 BEDROOMS | 3 BATHS LEVELS 14, 16-47

LIVING AREA	1,307 SQ FT	121.42 M <sup>2</sup>
BALCONY	226 SQ FT	20.99 M <sup>2</sup>
TOTAL	1,533 SQ FT	142.42 M <sup>2</sup>



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