



June 11, 2018

Jeff Costello
Executive Director
CRA Delray Beach – Community Redevelopment Agency
20 North Swinton Avenue
Delray Beach, Florida 33444

Re. City of Delray Beach Community Redevelopment Agency
West Atlantic Avenue Property

Dear Mr. Costello:

It is with great pleasure that we present to you for consideration our Letter of Intent for the acquisition of approximately 7 acres of land situated on the south side of Atlantic Avenue between SW 6th Avenue and SW 10th Avenue Delray Beach, Florida. After much research and community input, we have prepared the Project described herein with a specific objective of it being a catalyst of significant JOB CREATION with an initial impact of hundreds of permanent jobs within the West Atlantic Avenue Corridor of Delray Beach. In addition, and certainly no less important, the Project would further the overall objectives identified and refined over time by the Delray Beach CRA, City of Delray Beach and its citizens.

Attached please find a Letter of Intent, information on Prime Group's experience and qualifications, and a project description along with a proposed site plan. It would be our pleasure to have the opportunity to work with Delray Beach CRA in developing another Project which can serve the community in providing Jobs, Services, Retail and Office Space, and rental apartments all of which is much needed in the West Atlantic Avenue Corridor and neighboring areas. Today, the opportunity exists to greatly enhance the entrance to the City and blur the lines of the East and West corridors while maintaining local services, businesses and job creation within the neighborhoods being served.

Prime Group has a proven track record in Delray Beach evidenced with the successful development of the Fairfield Inn and Suites on West Atlantic Avenue. That project was completed in accordance to the planned schedule and specifications and has been very successfully received by the community. We were

able to exceed our local hiring goals during the construction of the hotel and continue to do so during current operations. We have also exceeded the initial goals set in our DIA agreement regarding local employment. That impressive outcome is the result of the aggressive outreach program in the local community that we continue to implement. We intend to continue those initiatives if selected to develop this project.

As you know, we have been waiting patiently to see the development of the subject property for several years since it is situated next to our Fairfield Inn and Suites. It is unfortunate that various issues with the developer, that was initially selected, have led to the delay of this project. In the interim, we have successfully completed a multitude of successful real estate development projects throughout Florida. We feel that we are the best qualified company to complete this project and are ready to apply all of our assets and skills to make this project a major success.

Thank you for your consideration of this submittal. We look forward to having the opportunity to further discuss the details of this proposal in the near future.

Best Regards,

For Prime Investors & Developers, LLC



Jim Dupre
Director of Acquisitions



June 11, 2018

Jeff Costello
Executive Director
CRA Delray Beach – Community Redevelopment Agency
20 North Swinton Avenue
Delray Beach, Florida 33444

Dear Mr. Costello:

On behalf of Prime Investors and Developers, LLC, or one or more affiliates thereof ("Buyer"), please accept this letter as our offer to acquire from The Delray Beach CRA (the "Owner") approximately 7 acres of land situated on south side of Atlantic Avenue between SW 6th Avenue and SW 10th Avenue Delray Beach, Florida and further described in attached Exhibits A and B ("the Property"), suitable for the development of approximately 42,000 SF of retail space including a full service supermarket, a 48,000 four story office building with retail on the first floor, a 108 room hotel, and 68 rental apartments, on the following terms and conditions:

1. **Purchase or Lease Option:** At Buyer's discretion, closing shall proceed in either of the following ways:
 - a. Purchase of the Property for the price of Three Million Dollars (\$3,000,000), at the Closing (as hereinafter defined) subject to customary closing pro-rations and adjustments, or;
 - b. Through a land lease utilizing the CRA's Land Value Investment Program (LVI) for a minimum of 40 years with terms mutually acceptable to both parties.
2. **Assets to be Purchased:** The Property shall include all of the assets to which Owner has ownership and title, including both real and personal property, related to or used in connection with, the Property and its operations. The Property shall be delivered to Buyer free and clear of all liens and encumbrances other than those approved by Buyer in writing prior to Closing in accordance with the Definitive Agreement (hereinafter defined).
3. **Definitive Agreement:** Upon the mutual execution of this letter, Owner and Buyer agree to work in good faith to expeditiously negotiate and execute, within 15 days, a purchase and sale agreement (the "Definitive Agreement"). This letter shall not be binding on either of the parties and there shall be no binding obligation on either of the parties to, as applicable, purchase or sell the Property unless and until the parties have

negotiated and signed the Definitive Agreement, except that the agreements set forth in paragraph 4(d) is hereby expressly acknowledged to be binding upon the parties hereto. Owner and Buyer shall mutually provide limited, but reasonable and customary, representations and warranties in the Definitive Agreement consistent with a transaction of this nature.

4. **Due Diligence:**

a. Buyer shall have a ninety (90) day period after the mutual execution of the Definitive Agreement (the "Due Diligence Period") during which to complete its due diligence, including such studies, analyses, and evaluations of the Property, as Buyer may require in its sole and absolute discretion and at its sole cost and expense. Owner shall provide Buyer and its consultants or agents reasonable access to the Property and the Property's senior management team for purposes of conducting its due diligence. The Definitive Agreement shall provide, in relevant part, that Buyer may in its sole and absolute discretion, terminate the Definitive Agreement at any time prior to the expiration of the Due Diligence Period. If Buyer elects to terminate the Definitive Agreement, the Initial Deposit shall be fully refunded.

b. Within five (5) days after the Effective Date, Owner, at no cost to Owner, shall make available to Buyer (to the extent in Owner possession or readily obtainable by Owner and not already delivered to Buyer prior to the Effective Date) copies of any and all architectural plans, blueprints in print and CAD format if available to Owner, permits, authorizations, approvals, copies of existing active building permits, plans and specifications related to the development of the Property, and any other information required by the Buyer to complete Due Diligence. Any delay in delivery of the above mentioned items will enlarge the Due Diligence Period by the equal number of days of the delay.

d. After the mutual execution of the Definitive Agreement, Owner shall cease all efforts to market the Property, terminate any and all discussions or communications of any nature whatsoever with any other party regarding a sale or other disposition of the Property until Closing or an earlier election by Buyer not to proceed with the transaction contemplated hereunder, shall not solicit offers, and shall reasonably cooperate with Buyer in Buyer's due diligence effort.

5. **Earnest Money Deposit:** Following receipt of a fully executed and binding Purchase & Sale Agreement (the "Definitive Agreement"), Buyer shall place or cause to be placed an earnest money deposit in the amount of Two Hundred Thousand Dollars (\$200,000) (the "Initial Deposit") in an interest-bearing account with Shore to Shore Title. If, during or prior to the expiration of the Due Diligence Period, the Buyer notifies the Owner that it elects to terminate the Definitive Agreement, the Initial Deposit and any accrued interest thereon, in its entirety, shall become fully refundable and returned to Buyer. At the end of the Due Diligence Period, if Buyer has not elected to terminate the Definitive Agreement, Buyer shall deposit an additional One Hundred

Thousand Dollars (\$100,000) (the "Additional Deposit"), which together with the Initial Deposit and all interest earned thereon (the "Earnest Money Deposit") shall become non-refundable, except as otherwise provided in the Definitive Agreement. The Earnest Money Deposit shall be credited against the Purchase Price at Closing.

6. **Certain Conditions:** This purchase would be subject to the following conditions, among others:
 - a. Except as provided in paragraph 2 above, the Owner will deliver good and marketable title to the fee simple interest (and, as applicable, the leasehold and easement interests) in the Property. Except for exceptions to title which are accepted by Buyer in accordance with the Definitive Agreement, all interests above shall be free of encumbrances of any kind.
 - b. Owner will make available the Delray Beach CRA's Development Infrastructure Assistance Program (DIA) program for this project and will provide short term financing with terms that are similar to those provided for the development of the Fairfield Inn on West Atlantic Boulevard.
 - c. Owner will contribute fifty percent of the cost of the two parking structures that will have a total of 340 parking spaces.

Closing: The Closing of the Property shall occur no later than thirty (30) days following: receipt of a non appealable site plan approval from all pertinent government entities for 42,000 SF of retail space including a full-service supermarket and pharmacy, a 48,000 four story office building with retail on the first floor, a 108 room hotel, 68 rental apartments, and 511 parking spaces with 340 parking spaces situated in 2 parking structures.

7. **Commissions:** No brokers have been involved in this transaction.
8. **Prior Communications:** This letter shall be deemed to supersede all prior communications, written or verbal, with respect to the subject matter hereof.

Owner and the Buyer shall diligently pursue to draft and execute a formal Definitive Agreement within thirty days of execution of this Letter of Intent which shall encompass the terms hereof. In the event that after good faith and diligent effort the parties fail to enter into a formal, binding agreement within thirty days from the effective date of this letter of intent, then this letter of intent shall expire.

Thank you for your consideration. We look forward to having the opportunity to further discuss the details of this proposal in the near future.

Best Regards,

For Prime Investors & Developers, LLC



Jim Dupre
Director of Acquisitions

EXHIBIT "A"

MAP

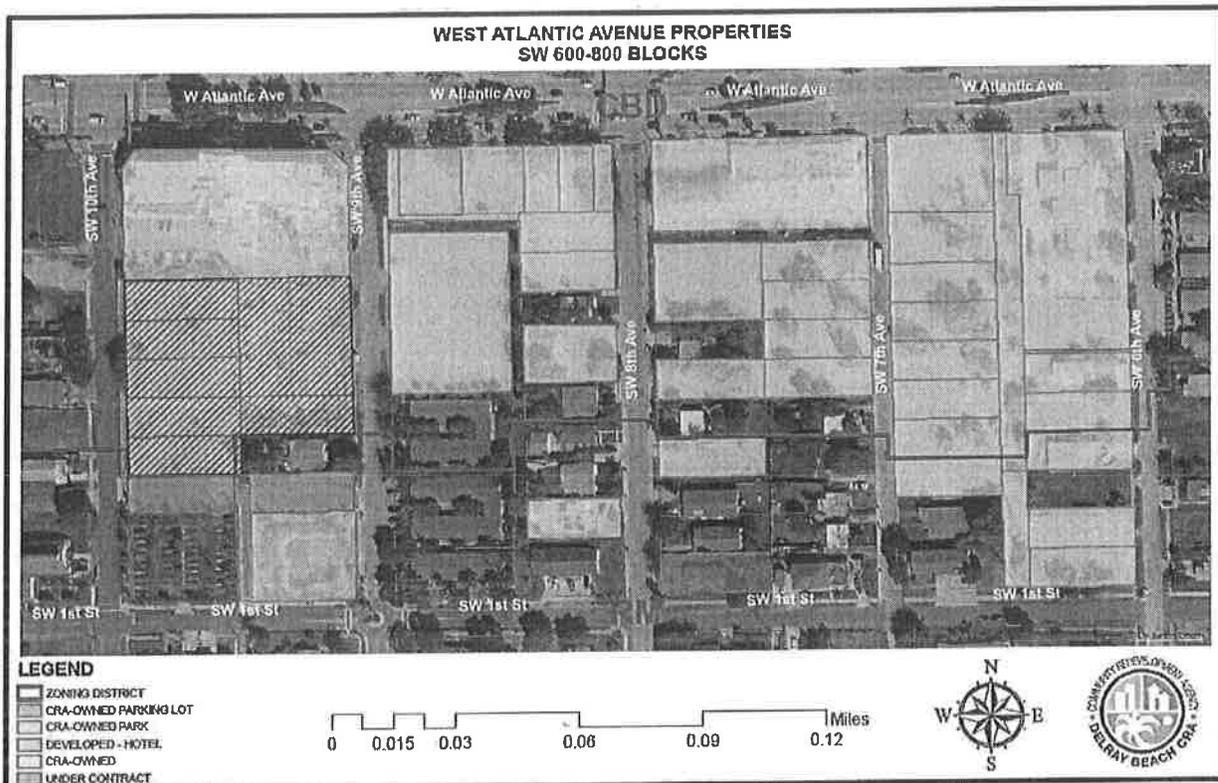


EXHIBIT "B"

**CRA – OWNED PROPERTIES (SW 600 – 900 BLOCKS (SW 6TH - SW 9TH AVENUES) –
LEGAL DESCRIPTIONS**

MAP NO.	PCN	600 BLOCK LEGAL DESCRIPTION
1	12-43-46-16-01-013-0011	TOWN OF DELRAY, S 100 FT OF N 120 FT OF W 135 FT OF BLK 13
2	12-43-46-16-01-013-0010	TOWN OF DELRAY, S 65 FT OF N 185 FT OF W 135 FT OF BLK 13
3	12-43-46-16-01-013-0020	TOWN OF DELRAY, S 50 FT OF N 235 FT OF W 135 FT OF BLK 13
4	12-43-46-16-01-013-0030	TOWN OF DELRAY, S 50 FT OF N 285 FT OF W 135 FT OF BLK 13
5	12-43-46-16-01-013-0031	TOWN OF DELRAY, S 50 FT OF N 335 FT OF W 135 FT OF BLK 13
6	12-43-46-16-01-013-0040	TOWN OF DELRAY, S 50 FT OF N 385 FT OF W 135 FT OF BLK 13
7	12-43-46-16-01-013-0050	TOWN OF DELRAY, S 50 FT OF N 435 FT OF W 135 FT OF BLK 13
8	12-43-46-16-01-013-0060	TOWN OF DELRAY S 50 FT OF N 485 FT OF W 135 FT OF BLK 13
9	12-43-46-16-01-013-0240	TOWN OF DELRAY BLK 13 (LESS S 584.5 FT OF W 135 FT, S 80 FT OF N 100 FT OF E 150 FT, S 200 FT OF N 300 FT OF E 135 FT, S 300 FT OF E 135 FT & N 20 FT W ATLANTIC AVE R/W)
10	12-43-46-16-01-013-0090	TOWN OF DELRAY, S 80 FT OF N 100 FT OF E 150 FT & S 200 FT OF N 300 FT OF E 135 FT OF BLK 13
11	12-43-46-16-01-013-0140	TOWN OF DELRAY N 50 FT OF S 300 FT OF E 135 FT BLK 13
12	12-43-46-16-01-013-0160	TOWN OF DELRAY, N 50 FT OF S 250 FT OF E 135 FT OF BLK 13
13	12-43-46-16-01-013-0170	TOWN OF DELRAY N 50 FT OF S 200 FT OF E 135 FT OF BLK 13
14	12-43-46-16-01-013-0190	TOWN OF DELRAY N 50 FT OF S 100 FT OF E 135 FT OF BLK 13
15	12-43-46-16-01-013-0200	TOWN OF DELRAY S 50 FT OF E 135 FT OF BLK 13
		700 BLOCK LEGAL DESCRIPTION
16	12-43-46-17-02-005-0010	SUB OF BLK 5 DELRAY BEACH LTS 1 TO 11 INC (LESS N 20 FT) BLK 5
17	12-43-46-17-02-005-0120	SUB OF BLK 5 DELRAY BEACH, LTS 12 & 13, BLK 5
18	12-43-46-17-02-005-0150	SUB OF BLK 5 DELRAY BEACH, LT 15, BLK 5
19	12-43-46-17-02-005-0170	SUB OF BLK 5, DELRAY BEACH LT 17 BLK 5
20	12-43-46-17-02-005-0210	SUBDIV OF BLK 5, DELRAY BEACH, LT 21, BLK 5
21	12-43-46-17-02-005-0220	SUBDIV OF BLK 5, DELRAY BEACH, LT 22, BLK 5
22	12-43-46-17-02-005-0230	SUBDIV OF BLK 5, DELRAY BEACH, LT 23, BLK 5
23	12-43-46-17-02-005-0240	SUBDIV OF BLK 5, DELRAY BEACH, LT 24, BLK 5
		800 BLOCK LEGAL DESCRIPTION
24	12-43-46-17-35-002-0100	BELAIR HEIGHTS, DELRAY, LT A, BLK 2
25	12-43-46-17-42-009-0080	SUB 17-46-43 W 80 FT OF E 300 FT OF S 130 FT OF N 145 FT OF LT 9 /LESS R/W SR 806/
26	12-43-46-17-34-000-0040	MYRICKS SUB, LTS 4 & 5 /LESS R/W SR 806/
27	12-43-46-17-34-000-0022	MYRICKS SUB, W 5 FT OF LT 2 & LT 3 /LESS R/W SR 806/
28	12-43-46-17-34-000-0021	MYRICKS SUB, LT 2 /LESS R/W SR 806 & W 5 FT/
29	12-43-46-17-34-000-0010	MYRICKS SUB, LT 1 /LESS R/W SR 806/
30	12-43-46-17-35-002-0010	BELAIR HEIGHTS, DELRAY LTS 1 TO 4 INC BLK 2
31	12-43-46-17-42-009-0070	17-46-43, S 50 FT OF N 195 FT OF E 147 FT OF E 1/2 OF LT 9
32	12-43-46-17-42-009-0020	17-46-43, S 50 FT OF N 245 FT OF E 147 FT OF E 1/2 OF LT 9
33	12-43-46-17-35-002-0110	BELAIR HEIGHTS LT B BLK 2
		900 BLOCK LEGAL DESCRIPTION
34	12-43-46-17-35-001-0080	BELAIR HEIGHTS, LOT 8, BLK1 & W ½ OF 16 FT ABND ALLEY LYG E OF & ADJ TO
35	12-43-46-17-35-001-0070	BELAIR HEIGHTS, LOT 9, BLK1 & W ½ OF 16 FT ABND ALLEY LYG E OF & ADJ TO
36	12-43-46-17-35-001-0100	BELAIR HEIGHTS, LOT 10, BLK1 & W ½ OF 16 FT ABND ALLEY LYG E OF & ADJ TO
37	12-43-46-17-35-001-0110	BELAIR HEIGHTS, LOT 11, BLK1 & W ½ OF 16 FT ABND ALLEY LYG E OF & ADJ

		TO
38	12-43-46-17-35-001-0120	BELAIR HEIGHTS, LOT 12, BLK1 & W ½ OF 16 FT ABND ALLEY LYG E OF & ADJ TO
39		
40	12-43-46-17-68-001-0020	DELRAY BEACH FAIRFIELD INN PL SLY 50 FT OF ELY 145.35 FT OF PAR A & PAR D K/A STORM WATER RETENTION



ONE **DAYTONA**



PRIME**HOSPITALITY**GROUP



The Information contained herein, including, without limitation, all photographs, maps and artwork, as well as any other information (whether written, electronic or verbal) furnished by Prime Hospitality Group (PHG) or their affiliates, or any of their respective officers, directors, shareholders, owners, employees, contractors or agents (collectively, the "Information") is confidential, and is furnished solely for the purpose of a review by parties interested in the property, and is not to be used for any other purpose or made available to any other person without the express written consent of PHG. The Information is based in part upon Information supplied by PHG or their affiliates and in part upon financial Information obtained by PHG from sources that they deem reasonably reliable. Summaries of any documents are not intended to be comprehensive or all-inclusive, but rather only outline some of the provisions contained therein and are qualified in their entirety by the actual document to which they relate.

While PHG has no reason to believe that the Information provided herein, or in any other marketing or due diligence materials provided, contains any material inaccuracies, PHG nor their affiliates, nor any of their respective officers, directors, shareholders, owners, employees, contractors or agents make any representations or warranties, expressed or implied, as to the accuracy or completeness of the Information, including, without limitation, Information as to engineering or environmental matters or as to the future performance of the Property. Interested parties should make their own projections and form their own conclusions without reliance upon the material contained herein and should conduct their own due diligence, including engineering and environmental inspections, to determine the condition of the Property and the existence of any potentially hazardous material located at the property or used in the construction or maintenance of the building(s) at the site.

An interested party's sole and exclusive rights with respect to any prospective transaction, the property, or the Information shall be limited to those expressly provided in an executed Agreement and shall be subject to the terms thereof. In no event shall interested parties have any other claims against PHG or any of their affiliates or any of their respective officers, directors, shareholders, owners, employees or agents, for any damages, liability, or causes of action relating to this informational process or the marketing or sale of the Property.

Interested parties are not to construe the contents of this prospective opportunity or any prior or subsequent communications from PHG or their affiliates or any of their respective officers, directors, owners, employees or agents as legal, tax or other advice. Prior to submitting an agreement, interested parties should consult with their own legal counsel, as well as tax and other advisors, to determine the consequences of any agreement in the Property and arrive at an independent evaluation of such investment.

ONE **DAYTONA**

AUTOGRAPH
COLLECTION™

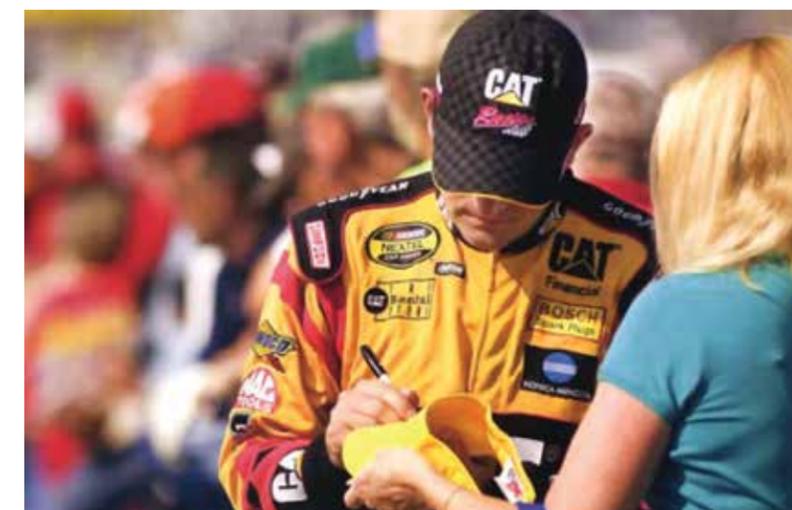
Marriott

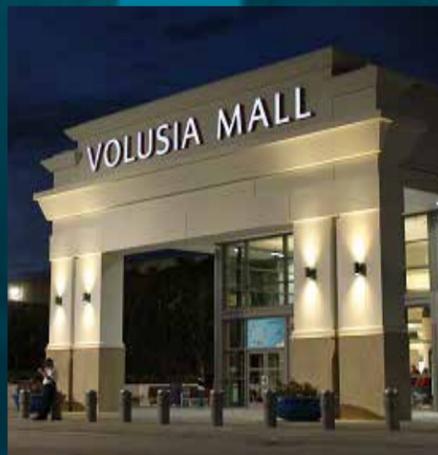
FAIRFIELD
INN & SUITES
Marriott

SHANER
HOTELS

PRIMEHOSPITALITYGROUP

ISC
INTERNATIONAL SPEEDWAY CORPORATION





DAYTONA BEACH

At the intersection of Florida's East Coast I-95 and Orlando's I-4 Corridor

Ideally situated on the Atlantic coast just east of Orlando, Daytona Beach is one of the world's most exciting and celebrated sun, sports and entertainment destinations. Serviced by three international airports that bring the world to its doorstep, Daytona Beach ranks with Florida's most iconic destinations.

Known for its racing, beaches and unique lifestyles, Daytona Beach is home to numerous sports, recreation, relaxation, educational, arts and entertainment venues.

Next door or within minutes of:

- World Famous Beaches
- Daytona Beach Speedway
- Volusia Mall
- Historic Parks and Recreation
- LPGA International

Daytona Beach - At the intersection of Florida's east coast I-95 and Orlando's I-4 corridor marks the unique convergence of sport, sun, entertainment and thrilling fun! Truly, there is no place that captures such a diverse and loyal audience as Daytona Beach with its exclusive enclaves, marinas, boardwalk, residential high rises and the beautiful, Atlantic Ocean.

It is a world surrounded by tropical waterways, lakes and prestigious golf courses; where guest experience an elevated offering of luxury amenities and options with hotels, restaurants, shops and entertainment including the world famous Daytona beaches and Daytona Speedway.



DAYTONA RISING.

DAYTONA SPEEDWAY'S LEGENDARY EXPANSION.

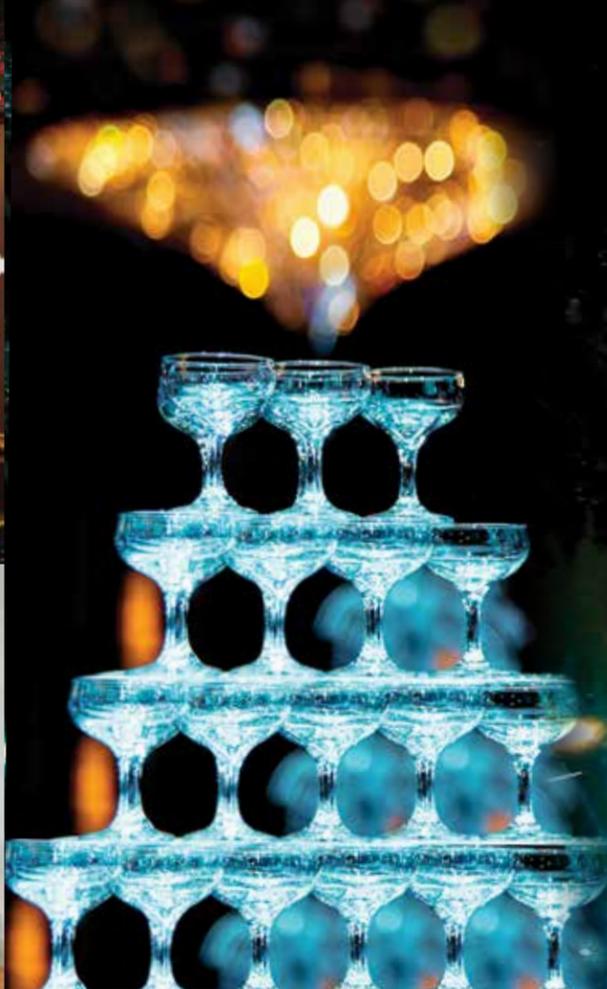
Daytona Rising is a reimagining of an American icon - Daytona International Speedway has enhanced and expanded its legendary presence in the booming Florida economy.

The project officially broke ground in early July, 2013 and was completed in time for the 2016 Rolex 24 at Daytona and DAYTONA 500.

- A \$400 million expansion to Daytona Speedway
- Five expanded and redesigned entrances, or "injectors," lead fans to a series of escalators and elevators, transporting them to three different concourse levels along the nearly mile-long front stretch.
- Approximately 101,000 wider and more comfortable seats
- Twice as many rest rooms and three times as many food and beverage outlets.
- Over 60 luxury suites with track side views and a completely revamped hospitality experience for corporate guests.

This is the home of "The Great American Race." Where records are broken and heroes are made. Where the glory and spectacle of racing finds its truest expression. Now this playground of speed, sun and ocean is reborn - with the transformation of its world-famous Speedway...and a new retail and entertainment landmark next door at One Daytona.





ONE **DAYTONA** A New Shopping, Dining, Entertainment & Luxury Accommodations Destination

Next to Daytona Rising - Daytona Speedway, a new world-class attraction rises where the roar of the race merges with the pulse of entertainment, nightlife, shopping, leisure and lifestyle. It's an experience all its own, inviting you to linger and make Daytona's legacy you own.

- ONE Daytona is at the crossroads of I-95 and I-4, the doorstep of the third-largest consumer region in the US with 17 million people.
- More than 200 world-class shops and restaurants, a 70,000 SF Bass Pro Shop Outpost store, a 12-screen Cobb Theatre, premium residential lofts and hotel accommodations.
- Eight million visitors flock to Daytona's famed sports attractions, and sun-soaked oceanfront annually spending \$3.3 billion.
- Daytona is home to a year-round population of 600,000, including 34,000 students and the world headquarters of NASCAR, the LPGA and Hawaiian Tropic.
- Daytona is under an hour from Orlando, America's most visited destination with 56 million annual visitors.

Victory Circle is Daytona's town center and the link between ONE Daytona and the new Speedway, Daytona Rising. It's the epicenter of activity and welcomes visitors to experience a new side of Daytona.

The Blvd. A main promenade invites guests to an environment with something for everyone. Pedestrian

paths guide visitors through this magnificent thoroughfare to the "Daytona Theatre" and on their way to and from the 300 events a year at Daytona International Speedway.

The Village Market is an everyday gathering place for neighbors and guests. A street-front grocery store, inviting landscaping and covered walkway create an oasis within the wider complex.

The DAYTONA Autograph Collection Hotel by Prime Hospitality Group, located on Victory Circle offers stunning architecture, jumbotron exterior video displays, a signature bar, restaurant and conference/banquet accommodations.

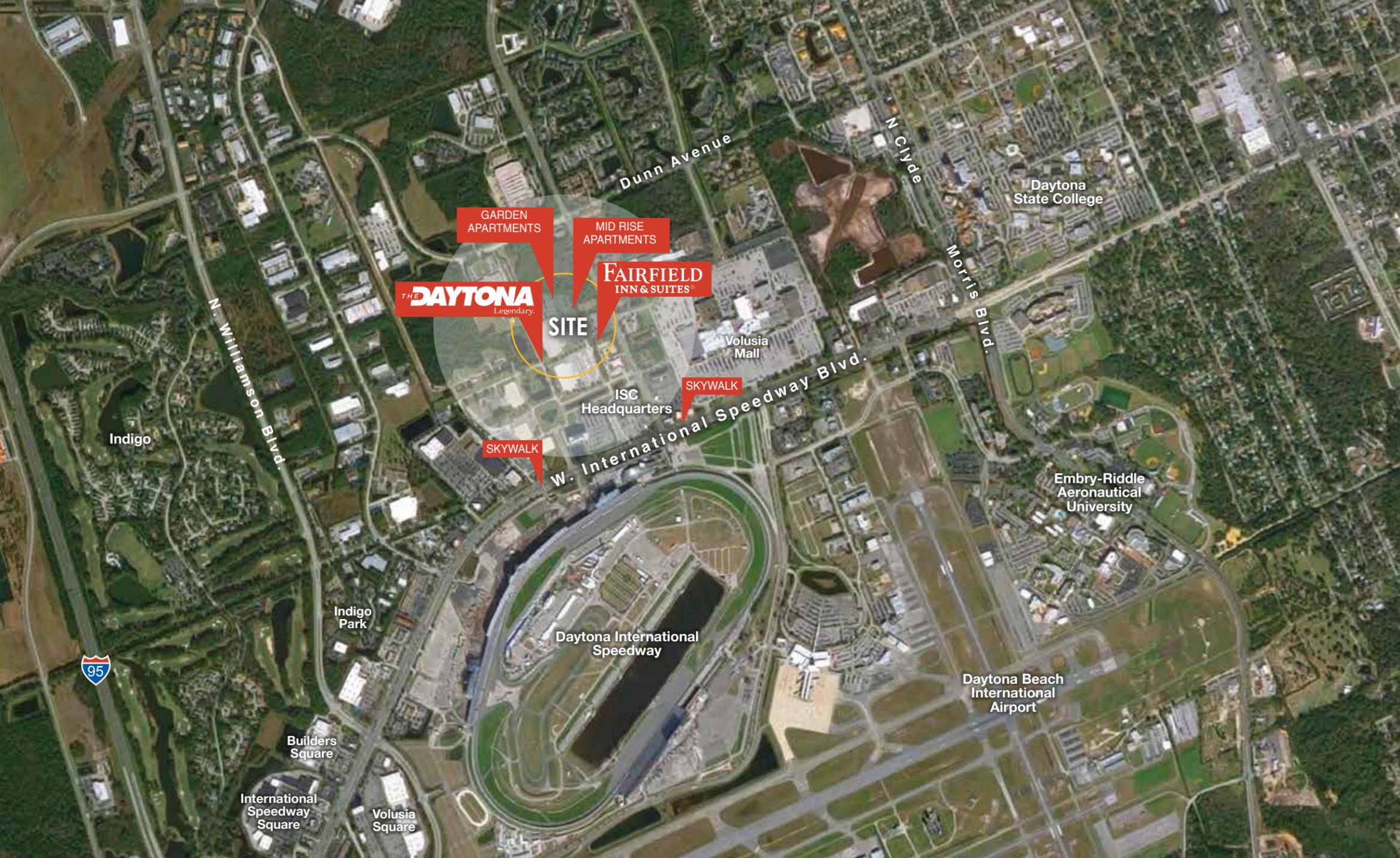
Fairfield Inn & Suites Daytona Beach by Prime Hospitality Group is the new select-service choice for professionals, seasoned travelers and family guests. Located just off Victory Circle, this hotel offers all the convenient amenities expected in such an exciting location.

Mid rise and Garden Apartments by Prime Hospitality Group offer the ONE Daytona lifestyle year-round. Within the ONE Daytona complex, residents can walk to shopping, dining and entertainment in this one-of-a-kind, exciting track side village.



ARTIST'S RENDERING SUBJECT TO CHANGE.





ONE DAYTONA occupies a unique position as the east coast, sports, entertainment, travel and business anchor on the famous Florida I-4 Corridor. Long known as the heart of Florida, Daytona Beach on I-4 and I-95 is central to Florida's affluent business, entertainment, hospitality and residential neighborhoods. But that's only the beginning of the story! Daytona Beach is the playground, not only to the average American, but also to the titans of business, celebrities and a list of Who's Who that make the area simply extraordinary!

- Historic, iconic location at the intersection of I-4 and I-95. Central to North/Central Florida.
- Adjacent to the world-famous Daytona International Speedway
- Traffic counts of more than 75,500 (I-95), 56,000 (I-4) and 35,500 (International Speedway Blvd.)
- Minutes to Daytona Beach International Airport, major roadways, rail and bus
- Minutes to the Intracoastal waterway and Daytona beaches
- Ample complimentary parking and access-controlled, garage parking
- On site retail, restaurants, entertainment, office space, professional services and banking
- Unprecedented access to South Florida's most notable retailers, services, dining and entertainment.



ONE DAYTONA SITE OVERVIEW



ONE DAYTONA is an internationally celebrated, sports, entertainment, dining, retail and residential destination adjacent to the Daytona International Speedway in Daytona Beach, Florida.

At the crossroad of I-95 and the I-4 Corridor, this destination is home to the "World's Most Famous Beach" and is at the doorstep to the third-largest consumer region in the United States with approximately 17 million people.

- Easy access by auto or pedestrian walkways affords visitors unprecedented Speedway experiences
- After race and event experiences in Victory Circle
- Landmark Marriott Autograph Hotel - The Daytona and Marriott Fairfield Inn & Suites
- Cobb 17 Screen Theatre and iconic national and international restaurants, retail and entertainment
- Ample surface and garage parking
- Mid rise and garden style apartments



The DAYTONA will be iconic! A full service hotel like no other offering the location, services, amenities and excitement expected at the center of the Racing World. Located in the heart of One Daytona, Daytona Beach, opposite the speedway, this new 6-story facility is designed to deliver new levels of first class luxury with premium, entertainment and business services and amenities.

- Convenient "Immediate Access" to the Daytona International Speedway
- High visibility from I-95 and International Speedway Boulevard

- 6-story, 144 luxury rooms and suites
- Unique 2nd floor lobby, auto lift and 1,000 SF auto display area
- Second floor indoor/outdoor restaurant, bar and 7,325 SF terrace overlooking Victory Circle
- 2,582 SF indoor meeting facilities with 7,325 outdoor terrace
- Recreational amenities including 1,244 SF fitness center, pool and 1,185 SF pool deck, cabanas and fire pit
- Jumbo, outdoor display screens facing Victory Circle
- Lobby Market featuring racing merchandise, food and sundries
- 22,489 SF of ground floor retail space



View on Victory Circle



View of Main Entrance



THE DAYTONA



View of Main Entrance and Victory Circle



Perspective - North Elevation from Victory Circle



Perspective - East Elevation



Aerial Perspective - South Elevation



Aerial Perspective - East Elevation



Perspective - South Elevation

Disclosure: Renderings and photos shown are an artist's conception depicting possible similar inspirational products, designs and amenities.



FAIRFIELD
INN & SUITES®
Marriott
DAYTONA BEACH



One DAYTONA FAIRFIELD INN & SUITES by Marriott offers the business and family guests a specialty, select service hotel in the heart of Daytona racing. The Fairfield Inn & Suites is an attractive alternative to other area, select-service hotels with the offering of additional amenities, proximity to the speedway and inclusion in the One DAYTONA complex.

- Convenient "Immediate Access" to the Daytona International Speedway
- High visibility from International Speedway Boulevard

- 4-story, 105 rooms and suites
- Flexible, expanded 1,100 SF indoor meeting facilities with 450 SF private dining/meeting facility
- Outdoor pool with large 3,740 SF pool deck
- Marriott Fairfield's expanded lobby with entertainment, social and work areas
- Fairfield's Business Center, WiFi and electronic amenities to help guests stay connected and productive
- On-site fitness center offering cardiovascular equipment, free weights, treadmills and elliptical equipment

FAIRFIELD INN & SUITES



Perspective - South Elevation



Southwest View of Main Entrance



Perspective - Northwest Elevation



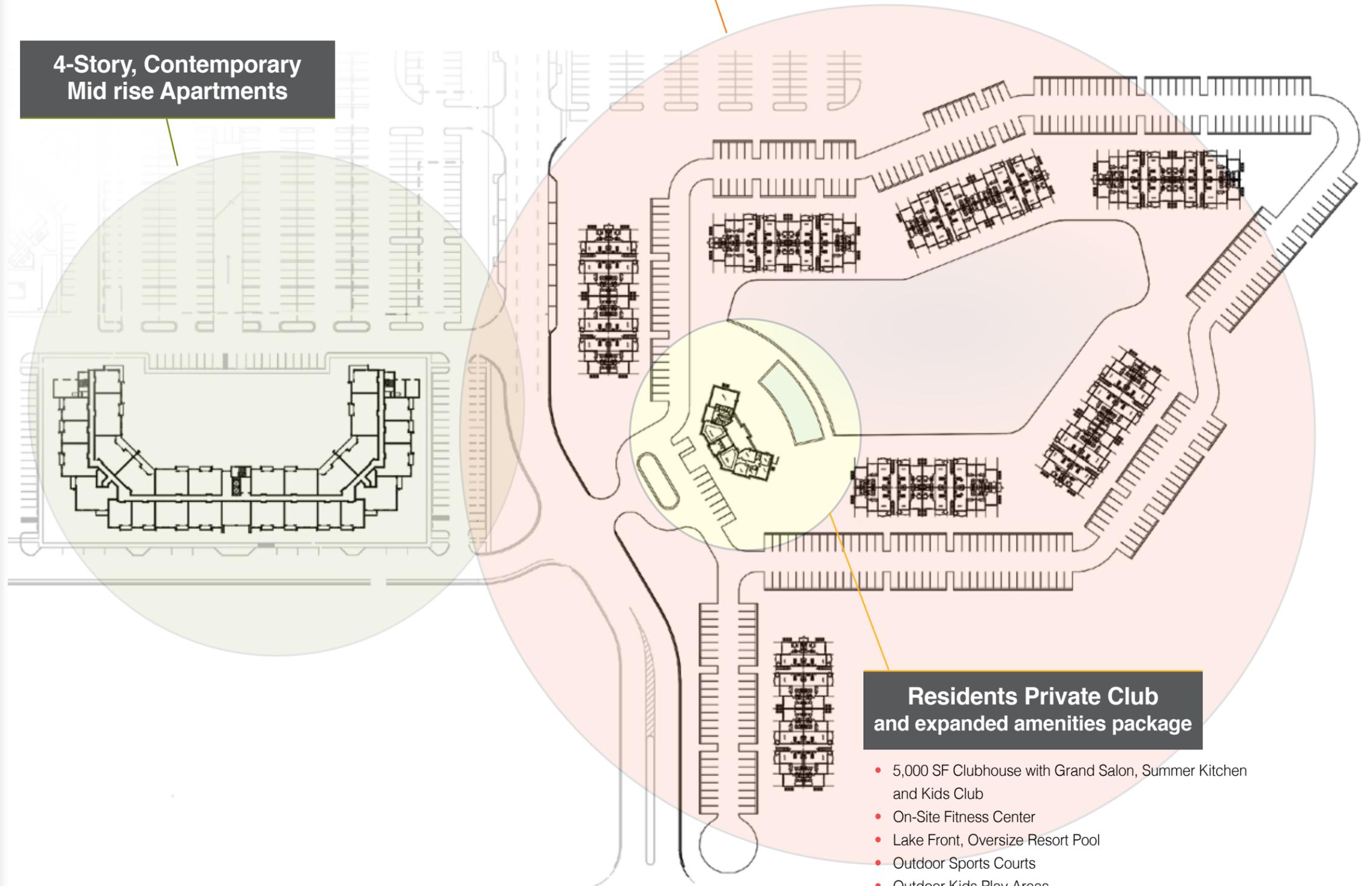
Perspective - Northeast Elevation

Disclosure: Renderings and photos shown are an artist's conception depicting possible similar inspirational products, designs and amenities.



**4-Story, Contemporary
Mid rise Apartments**

**3-Story, Contemporary
Garden Apartments**



**Residents Private Club
and expanded amenities package**

- 5,000 SF Clubhouse with Grand Salon, Summer Kitchen and Kids Club
- On-Site Fitness Center
- Lake Front, Oversize Resort Pool
- Outdoor Sports Courts
- Outdoor Kids Play Areas
- Outdoor BBQ and Picnic Areas

Disclosure: Renderings and photos shown are an artist's conception depicting possible similar inspirational products, designs and amenities.

MID RISE APARTMENTS

Contemporary, 4-Story

- 114 Apartment Homes
- 1, 2 and 3 Bedrooms
- Each with Patio or Balcony
- Lobby with Elevator Access
- Large Green-Space Courtyard
- Ample Surface and Garage Parking



View of Main Entrance



Perspective - Mid Rise
East Elevation



Perspective - Mid Rise
West Elevation

GARDEN APARTMENTS
Contemporary, 3-Story

- 168 Apartment Homes
- 1, 2 and 3 Bedrooms
- Each with Patio or Balcony
- Available Lake front
- 3-Story Walk Up
- Ample Surface Parking



Perspective - Garden
Parking Elevation



Perspective - Garden
Lakeside Elevation



PROJECT IMPACT

One Daytona will employ more than 3,100 workers and create an additional 1,200 permanent jobs that will produce annual wages in excess of \$120 million and have a total annual economic impact of \$369 million.

At full build-out, the project host up to 1.4 million square feet of retail, dining, and entertainment area, 660 hotel rooms, 2,500 theater seats, 1,350 residential units, an additional 567,000 square feet of office space, and up to 500,000 square feet of research and development space.

“Daytona Beach is an international destination for sun, fun and speed for more than 9.5 million tourists each year!”

BUSINESS ADVANTAGES

The Daytona Beach region is experiencing ground breaking growth. A definite advantage for personal and business relocation — the area is home to six universities and colleges, state of the art hospitals, a nationally recognized K-12 system, a nationally accredited museum, an international airport, and two major interstate highways.

Along with the Daytona Regional Chamber of Commerce, Daytona Beach enlists a diverse group of professional business resources to help promote the area’s advantages — the CEO Business Alliance, City Economic Development Partners, Team Volusia, and Volusia County Department of Economic Development.

AREA OVERVIEW

Few places evoke such an iconic appeal as Daytona Beach in Volusia County, Florida. Long known for a variety of entertainment and relaxation venues, Daytona Beach is a year-round host to national and international guests. Over 9.5 million tourists visit Daytona Beach each year turning the sun-soaked beach side town into a top international destination.

Located in Volusia County, Florida, 51 miles (82.1 km) northeast of Orlando, Daytona is a principal city of the Fun Coast region of Florida and plays host to international motorsports, aviation, aerospace, technology, manufacturing, golf and entertainment.

Historically known for its beaches, Daytona Beach an international mecca for more than 50 years.

MARKET OVERVIEW

Daytona Beach is not only one of the largest tourist destination it’s also headquarters to year-round motorsports, R & D, manufacturing, insurance, education and technology corporations that contribute to the area’s exceptional economic and quality of life status.

Aviation and Aerospace

Home to the world’s oldest, largest and most prestigious aviation and aerospace university - Embry-Riddle Aeronautical University, and in close proximity to Cape Canaveral, Daytona Beach is home to highly-skilled educators, engineers and technicians.

Headquarters and R & D

Florida’s favorable tax code is a positive for headquarters/R&D operations with no corporate franchise tax, no state personal income tax, no taxes on inventories and no taxes on foreign income tax makes Volusia County an appealing business environment.

NASCAR - The most prominent sanctioning body in stock car racing, governing multiple auto racing sports events including over 1,200 races at 100 tracks in more than 30 states, Canada, and Mexico.

International Speedway Corporation - A leading promoter of motorsports entertainment activity in the nation operating 13 of the nation’s premier NASCAR race tracks.

Brown and Brown - The seventh largest independent insurance intermediary organization in both the U.S. and the world (based on the July 2010 ranking by Business Insurance magazine).

Ladies Professional Golf Association - Dedicated to the worldwide promotion and advancement of women’s golf.

Teledyne/Ocean Design - Delivers high-reliability engineered solutions for subsea and topside monitoring, sensing and interconnect applications to operators and service providers in the oil and gas exploration and production industry.

DaVita Inc. - A FORTUNE 500 company and leading provider of kidney care in the United States.

Battelle Institute - Florida Materials Research Facility conducts materials testing and evaluation of materials for a wide range of products.

Manufacturing

Over 400 manufacturers call Volusia County home. From boat manufacturing, simulator development, or high tech medical devices, the region offers a vibrant manufacturing community. With over 65 miles of interstate highway, Volusia County has outstanding transportation infrastructure. A well trained labor force comfortable with the skills needed for an advanced manufacturing environment is ready to work and our colleges and universities offer the customized training to ensure that manufacturing in Volusia County keeps up with rapidly changing technology.

Healthcare

Volusia County is home to a large number of high quality facilities and specialists with seven hospitals that combine nearly 2,000 beds.

Florida Hospital Volusia/Flagler - is a nonprofit system with five hospitals in Volusia and Flagler counties and is the largest hospital system in the area, with nearly 800 beds and 4,700 employees, and caring for nearly 650,000 patients every year.

Halifax Health - Ranked among the top five percent of all hospitals in the nation for clinical outcomes. Halifax Health offers a tertiary hospital in Daytona Beach, a community hospital in Port Orange, psychiatric services, four cancer treatment centers, the area’s largest hospice, Florida’s largest emergency department and the area’s only Level II Trauma Center.

Education

With a current enrollment of 62,000 students, the Volusia County School District is the county’s largest employer. There are 5 colleges and universities, 45 elementary schools, 12 middle schools, 9 high schools, 2 combination schools (K-8 / 6-12), 13 alternative/special centers, and 8 charter schools in Volusia County. What’s most impressive — our student to teacher ratio is 11:1, which is 32.7% less than Florida and 28.5% less than National ratios.





Shopping

The Pavilion at Port Orange is a retail, dining, and entertainment destination that features a weekend Green Market, and Daytona Beach’s Volusia Mall is anchored by Macy’s and Dillard’s, as well as dozens of specialty stores.

Beach Street in downtown Daytona Beach is a destination in itself, with several blocks of restaurants and shops, including a historical museum and an 80-year old chocolate factory, all facing a beautiful waterfront park. Across the river, the Ocean Walk Shoppes offer shopping and dining right behind the historic band shell, steps from the Atlantic Ocean.

Daytona Beach Demographics*

Current Population	63,011
Median Household Income	\$27,726
Median Home Value	\$121,100
Home Ownership Rate	47.0%

Major Corporations and Employers

NASCAR	Ladies Professional Golf Assoc.
Brown & Brown	Ocean Walk Shoppes
Halifax Health	Daytona State College
Halifax Media Group	University of Central Florida
Volusia County School District	Bethune-Cookman University
International Speedway Corp.	Embry-Riddle Aeronautical University
Gambro-Renal Products	
Volusia Mall	

TRANSPORTATION

Airports

Passenger airline services are located at Daytona Beach International Airport (DAB), which is centrally located adjacent to Daytona International Speedway. Larger Orlando International Airport and Jacksonville International Airports are approximately one and one half hours away.

Buses

Daytona Beach is served by Greyhound Bus Lines, and VoTran, the local bus service provided by Volusia County. Additionally, D.O.T.S.(Daytona Orlando Transit Services LLC) has daily shuttles to and from the Orlando International Airport (MCO) every 90 minutes.

Roadways

Daytona Beach is directly accessible to I-95 and I-4 connecting Daytona Beach with Orlando and Tampa. U.S. 1 also passes through Daytona Beach as well as the scenic North/South route of A1A along the beach.

Rail

Daytona Beach is served by Amtrak by way of a Thruway Motorcoach connection between the beach side and Amtrak’s DeLand Station.

QUALITY OF LIFE

At first glance, the Daytona Beach area is a typical Central Florida east coast community with a barrier island, wide white sandy beaches, and an inland town and residential area. What individualizes the quality of life in Daytona Beach — woven within the motorsports, a beach you can still drive on, and the Daytona International Speedway is a rich diversity of arts, culture, and heritage.

Summer temperatures, while reaching 90 degrees and above during late morning and early afternoon hours, tend to drop into the 80’s later in the day because of the sea breezes and frequent afternoon showers. Winters are mild with just the right amount of cold-air. Long periods of rain and cloudiness are rare. While hurricanes have been known to occur — because of Daytona’s latitude, they are rarely considered to be much of a threat.

Once a major benefit to the area — the cost of living, home values in particular, have seen a dramatic increase. Even with its recently adjusted average median home price of \$86,700 and an average appreciation last year of 12.30%, the area continues to be comparatively more affordable than the majority of Florida locations. In fact, compared to the rest of the country — the cost of living in Daytona Beach is 15% lower than the national average, and unemployment is a mere 6.10%.



The DAYTONA Comp Set	LOCATION	DATE OPENED	NO. OF ROOMS
The Shores Resort and Spa	Daytona Beach	1974	212
Plaza Resort & Spa	Daytona Beach Shores	1911	322
Perry’s Ocean Edge Resort	Daytona Beach	1940	213
Hilton Daytona Beach Resort Ocean Walk	Daytona Beach	1988	744
Plaza Ocean Club	Daytona Beach	1983	206
Holiday In Resort Daytona Beach Oceanfront	Daytona Beach	1973	187

Fairfield Inn & Suites Daytona Comp Set	LOCATION	DATE OPENED	NO. OF ROOMS
Residence Inn Daytona Beach Speedway Airport	Daytona Beach	2006	122
Homewood Suites Daytona Beach Speedway Airport	Daytona Beach	2006	94
Courtyard Daytona Beach Speedway Airport	Daytona Beach	2003	122
Hampton Inn Daytona Speedway Airport	Daytona Beach	1985	122
Hilton Garden Inn Daytona Beach	Daytona Beach	2001	115

Sources: City of Daytona Business Directory, LoopNet, US Census.gov, Wikipedia 12/29/15; US Census 2014 estimate, 2010 reporting; International Council of Shopping Centers by CBRE - 2013 REPORT; Volusia Economic Development Corporation; Real Estate Research Consultants; 1150 WBDB NewsDaytonaBeach.com; FDOT Florida Traffic Online
 Disclaimer: Even though obtained from sources deemed reliable, no warranty or representation, express or implied, is made as to the accuracy of the information herein, and it is subject to errors, omissions or other changes in the data due to economic, social or other unforeseen conditions.



PRIME**HOSPITALITY**GROUP

DELRAY BEACH MIXED USE PROJECT



SUBMITTED BY



PRIME INVESTORS & DEVELOPERS

TO THE



ANTICIPATED USE

Prime Investors and Developers ("Prime") proposes to construct 42,000 SF of retail space including a full-service supermarket and pharmacy, a 48,000 four story office building with retail on the first floor, a 108 room hotel, and 68 rental apartments. The project will have a total of 511 parking spaces with 340 parking spaces situated in 2 parking structures.

There is already strong interest from several supermarket chains in renting retail space in the project and the office space has had strong pre lease interest. In addition to the supermarket, we have also identified interest from tenants that would bring health and wellness facilities, a financial institution, and family and/or social entertainment to the project. The apartments will provide much needed rental housing in the area. Twenty percent of the units will be restricted for workforce housing. Ten percent of the retail will have special rates in order to encourage existing local tenants to remain in the neighborhood.

(1) Market Considerations:

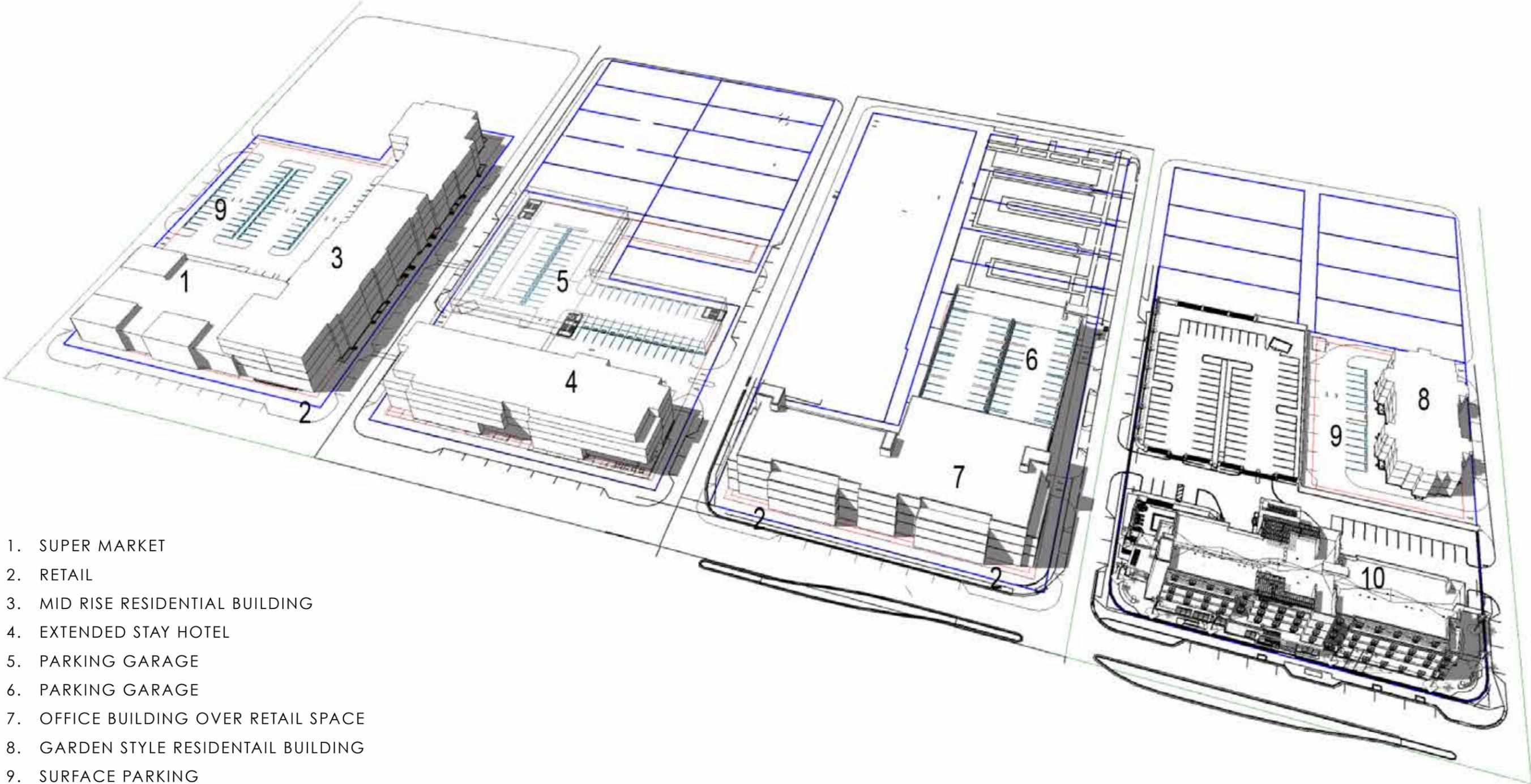
- (a) Now is the right time.
- (b) A reason to work in West Atlantic Avenue and not just through it to reach downtown.
- (c) Increase office and retail potential aimed at energizing the redevelopment of West Atlantic Avenue.
- (d) Create an outlet for the West Atlantic Corridor community's entrepreneurial initiatives for the local production of new jobs.
- (e) A mixed-use project at this location will increase the visibility of West Atlantic and will lead to additional interest in future development for other parcels in the area
- (f) Stimulate existing local businesses and generate renewed interest in the rich historical character of the surrounding neighborhoods.
- (g) The proposed Project would substantially increase the City's tax base and provide substantial TIF amount to the CRA.
- (h) Greatly increase local job opportunities.
 - (i) Expand the communities' cultural heritage and form the backbone for local growth.

(2) Architecture:

- (a) Compatible design that supports growth and unification in accordance with Delray Beach Village like character.
- (b) Building design that engages and incorporates the surrounding neighborhood. Help establish a "West Atlantic Plaza" by constructing buildings that give the various sites a sense of scale, unity and uniformity while serving the community
- (c) A design that interacts with Atlantic Avenue at the pedestrian scale and encourages walking while reinforcing a gateway to the City
- (d) Urban character that gives life to the neighborhood



SITE PLAN



- 1. SUPER MARKET
- 2. RETAIL
- 3. MID RISE RESIDENTIAL BUILDING
- 4. EXTENDED STAY HOTEL
- 5. PARKING GARAGE
- 6. PARKING GARAGE
- 7. OFFICE BUILDING OVER RETAIL SPACE
- 8. GARDEN STYLE RESIDENTIAL BUILDING
- 9. SURFACE PARKING
- 10. EXISTING FAIRFILED RESEIDENCE INN & SUITES



SITE PLAN



8. RESIDENTIAL BUILDING:
18 UNITS
(3) STORY GARDEN STYLE BUILDING
APPROXIMATELY +26,000 S.F.
9. 19 ON SITE SURFACE PARKING SPACES
4 OFF SITE STREET PARKING SPACES

- MIXED USE BUILDING:
2. +14,000 S.F. RETAIL LEASE SPACE
6. 3 STORY PARKING GARAGE (+180 PARKING SPACES)
14 OFF SITE STREET PARKING SPACES
7. 3 STORY OFFICE BUILDING (OVER 1 STORY RETAIL PODIUM)
+48,000 S.F. OFFICE LEASE SPACE
- APPROXIMATE MIXED USE BUILDING TOTAL AREA = +74,000 S.F.

- EXTENDED STAY HOTEL:
4. 108 GUEST ROOM 4 STORY HOTEL
5. 3 STORY PARKING GARAGE (+160 PARKING SPACES)
9. 19 ON SITE SURFACE PARKING SPACES
17 OFF SITE STREET PARKING SPACES
- APPROXIMATE HOTEL BUILDING AREA = +72,000 S.F.

- MIXED USE BUILDING:
1. +18,000 S.F. SUPER MARKET
2. +10,000 S.F. RETAIL LEASE SPACE
3. 50 UNIT 3-4 STORY MID RISE RESIDENTIAL BUILDING
+80,000 S.F.
9. 71 ON SITE SURFACE PARKING SPACES
27 OFF SITE STREET PARKING SPACES



OFFICE BUILDING CONCEPTUAL RENDERING



RESIDENTIAL CONCEPTUAL RENDERING



HOTEL CONCEPTUAL RENDERING



RESIDENTIAL CONCEPTUAL RENDERING



PRIME INVESTORS & DEVELOPERS



PRIME INVESTORS & DEVELOPERS

THE DEVELOPER

Prime Group

Prime Group ("Prime") is a multifaceted, company with a vision toward improved, sustainable real estate construction, development and management products and services. Our focus is comprehensive and our approach is integrated to utilize the strengths of our diverse, strategic affiliates and talented in-house professionals. The yield has been a growing portfolio of land, retail centers, apartment communities, offices, restaurants and hotels. Total construction value is over 2 billion dollars in construction in the last few years.

As a privately owned company, Prime commands the agility and strength necessary to successfully leverage unique opportunities for a variety of projects. With a record of steady growth as the measure of our success, Prime's core affiliates shift and share resources to better the project, the process, company and clients. The company is very well capitalized with excellent sources of financing. Recent financing transactions include a \$90,000,000 permanent loan for Playa Largo, our award winning resort in Key Largo, FL.

Prime has the experience in designing, building, and financing projects of this scope and scale. The company is vertically integrated with all the necessary development resources in house. At our corporate office in Hollywood office we have: six architects working exclusively on Prime projects as well as estimating, purchasing, accounting, marketing, property management, leasing, and entitlement departments. Prime is also the general contractor in its projects. A corporate brochure and brochures of several mixed use projects are attached for your review.

AFFILIATES

Prime Group is formed of our most productive affiliates. Operating through an integrated approach of cross-collaboration allows Prime Group clients complete access to our most valuable resource - our people.

Prime Investors and Developers DBA Prime Homebuilders acquires land and developed lots for residential projects including master-planned communities for the development, construction and sale of single and multi-family homes, townhomes and condominiums.

Prime Construction Group develops and constructs mixed use commercial, retail, and restaurants,

PMG Asset Management provides a progressive array of asset services to commercial banks, savings and loans, investment bankers, pension funds, mortgage companies and private and institutional Real Estate investors.

Prime Hospitality Group buys, sells, develops, owns and manages interest in hotels and specialty dining establishments.

Prime Design Group employees a team of talented architects working with the latest technology to create working designs from the client's perspective. Through the Prime Group team approach this award-winning firm deploys an elevated sense of market balance with partner specifications to transform each project into a welcoming, comfortable reality.



PRIME INVESTORS & DEVELOPERS

OUR EXECUTIVE TEAM

Fred Abbo, President

Fred Abbo founded the first of his companies in 1974 and the first of the Prime Group companies in 1987. His years of experience span every aspect of the construction industry and its successful performance in multiple market.

As President and Chairman, Mr. Abbo guides and directs policy for Prime Group as well as national and international finance, marketing and sales programs. Mr. Abbo has received numerous awards for his professional and philanthropic achievements including Builder of the Year from both the Builders Association of South Florida and the LBA Builders Association, over 200 Florida's BEST and Treasure Coast Medallion Awards as well as numerous charitable and civic recognitions.

Larry M. Abbo, Chief Executive Officer

Mr. Abbo oversees a growing portfolio and successful construction of thousands of homes built and commercial, professional medical, office and retail spaces completed.

Under Mr. Abbo's direction, Prime Group has expanded services and influence to become a recognized leader in Real Estate development, building and management. Additionally, Mr. Abbo has outfitted the company with a progressive array of management, service and financial products while expanding their commercial, mixed-use, hotel and restaurant construction and development.

A licensed Florida Real Estate Broker and Building Contractor, Mr. Abbo's is currently a member of SBCCI, Florida National Association of Realtors, Builders Association of South Florida, LBA Builders Association, National Association of Home Builders and the Realtor Association of Greater Fort Lauderdale.

Edward Abbo, Chief Operating Officer

Edward Abbo brings more than 20 years of real estate construction and development experience to his daily oversight of company subsidiaries and joint ventures. With a primary role directing construction, design, land development and purchasing, Edward is also vital to the budget analysis and financial modeling processes.

Mr. Abbo is an active participant in the community and member of the Florida Green Building Coalition, Global Green USA, US Building Council, Energy Star, LBA Builders Association, Builders Association of South Florida and the Urban Land Institute.



PRIME INVESTORS & DEVELOPERS

Jim Dupre, Director of Acquisitions

Since 2004, Jim Dupre has been a leader in land acquisitions for Prime Group. He also serves as government liaison and is active in national and international sales and marketing outreach through a network of brokers, conferences, and expositions.

Prior to joining Prime Group, Mr. Dupre served as Managing Director of Land Sales for Coral Ridge Properties, a subsidiary of Westinghouse Communities, Inc., where he was involved in land sales in excess of \$300 million. He has been a Florida Licensed Real Estate Broker since 1989 and serves on the Affordable Housing Committee of the Builders Association of South Florida.

Geoffrey C. Bennett, P.A., Corporate Counsel

Geoffrey C. Bennett, P.A. is Corporate Counsel with more than 25 years of experience dealing with an array of business related matters including both transactions and litigation. Mr. Bennett's knowledge, experience and insight help Prime Group successfully navigate the ever-changing business landscape.

Mayer Abbo, Director of Project Development

Mayer S. Abbo is the founder and principal of several, award-winning architectural firms. He is a member of the American Institute of Architects (AIA) and has received numerous achievement awards from associations such as the Florida Gold Coast Builder's Association for excellence in design. Mr. Abbo holds a Master of Architecture degree from the Massachusetts Institute of Technology and a Bachelor's of Design in Architecture degree from the University of Florida. He is also a state registered Architect & General Contractor.



DEVELOPMENT CONSTRUCTION SALES MANAGEMENT



PRIME INVESTORS & DEVELOPERS



ART OVATION

Prime Group

Count on Prime Group...

- A proven record of successful residential, commercial and hospitality real estate projects.
- An innovative and entrepreneurial spirit of new ideas and approaches with a steady production of high-growth opportunities
- Experienced, vertically integrated real estate disciplines
- Available resources to complete the most complex mixed-use projects
- Commitment to high-value property investment
- Reputation and integrity built upon values of honesty, reliability and expertise

Prime Group is a vertically integrated, multifaceted company with a vision toward improved, sustainable real estate construction, development and management products and services. Our focus is comprehensive with an approach of full utilization of our diverse strengths, strategic affiliates and talented in-house professionals. The result of our long history has been a growing portfolio of land, retail centers, apartment communities, offices, restaurants and hotels.

As a privately owned company, Prime Group also commands an agility and strength to successfully leverage unique opportunities for a variety of projects. With a record of steady growth as the measure of our success, Prime Group's core affiliates shift and share resources to better support our projects, processes, companies and clients.

Since Prime Group began as a residential construction company, the company has grown to encompass not only residential but also commercial retail, office and hospitality specialties, consultation and management.

AFFILIATES

Prime Group is formed of our most productive affiliates. Operating through an integrated approach of cross-collaboration allows Prime Group clients complete access to our most valuable resource - our people.

- **Prime Homebuilders** acquires land and developed lots for residential projects including master-planned communities for the development, construction and sale of single and multi-family homes, townhomes and condominiums.
- **Prime Construction Group** develops and constructs mixed use, retail, restaurants, office, residential rentals and hotels.
- **PMG Asset Management** provides a progressive array of asset services to commercial banks, savings and loans, investment bankers, pension funds, mortgage companies and private and institutional Real Estate investors.
- **Prime Hospitality Group** buys, sells, develops, owns and manages interest in hotels and specialty dining establishments.
- **Prime Design Group** employees a team of talented architects working with the latest technology to create working designs from the client's perspective. Through the Prime Group team approach this award-winning firm deploys an elevated sense of market balance with partner specifications to transform each project into a welcoming, comfortable reality.

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A licensed Florida Real Estate Broker and Building Contractor, Mr. Abbo's is currently a member of SBCCI, Florida National Association of Realtors, Builders Association of South Florida, LBA Builders Association, National Association of Home Builders and the Realtor Association of Greater Fort Lauderdale.

EDWARD ABBO, Chief Operating Officer

Edward Abbo brings more than 20 years of real estate construction and development experience to his daily oversight of company subsidiaries and joint ventures. With a primary role directing construction, design, land development and purchasing, Edward is also vital to the budget analysis and financial modeling processes.

Mr. Abbo is an active participant in the community and member of the Florida Green Building Coalition, Global Green USA, US Building Council, Energy Star, LBA Builders Association, Builders Association of South Florida and the Urban Land Institute.

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Service & Experience

Prime Group's exceptional service and quality products has brought the American Dream to countless families and businesses with quality homes, business and entertainment spaces.

From being named 'Builder of the Year' by both the Builders Association of South Florida and the Latin Builders Association, in the same year; to staffing a talented team of employees dedicated to providing outstanding products and services; Prime Group provides the level of personalized service and exceptional value that has won the praise and acclamation of numerous public and private entities.

PRIME GROUP GUARANTEES

- Zero-Defect Guarantee
- Owners' 12-Point Quality Check List
- Dedicated, full-service customer service department
- Full-Service, on-site sales and color selection personnel

Our homebuyer customer service offers an exceptional buying experience highlighted by personalized service and exceptional value.



- Select the building type, size, style and location that's right for you.



- Choose the square footage and floorplan offering the space and features you want most.



- Find the loan that's right for you with the help of our experienced loan consultants.



- Sit down with our Design Consultant to select options and upgrades to personalize your new home.
- Follow up with any needs, questions or requests from our helpful customer service representatives.

INDUSTRY RECOGNITION

Prime Group's construction and development divisions have been recognized with numerous awards and commendations. Recently, Prime Homebuilders was named "Builder of the Year" by both the Builders Association of South Florida and the LBA Builders Association in the same year. An accomplishment and honor never achieved by a Florida builder or developer.

- 2016 Florida's BEST Awards - Architectural, Special Judges Award
- 2016 Florida's BEST Awards - Architectural, Platinum and Gold
- 2000 - 2016 More than 218 Florida's BEST Awards
- Builder of the Year - BASF
- Builder of the Year - LBA
- 8 Medallion Awards - Treasure Coast Builders
- City of Homestead, Florida declares January 11 as Prime Commercial Developers Day for outstanding contributions to the city



Prime Group is proud to partner with these fine organizations.



ORLANDO

- Portofino Meadows Townhomes
- Portofino Vista Townhomes

DAVENPORT

- Waterstone Courtyard Villas

LAKELAND

- The Estates Single Family Homes

MADEIRA BEACH

- Courtyard by Marriott

SARASOTA

- Autograph Collection

TIERRA VERDE

- Residence Inn by Marriott

PORT CHARLOTTE

- Sleep Inn & Suites

FT. MYERS

- Portofino Springs Townhomes
- Portofino Cove Apartments
- Portofino Vineyards Mixed Residential

NAPLES

- The Falls of Portofino Townhomes

KEY LARGO

- Playa Largo - Autograph Collection Resort & Spa
- Playa Largo Ocean Residences
- Playa Largo Apartments

MARATHON

- Courtyard by Marriott - Blue Waters Resort
- Serenity Cove Ocean Residences
- Serenity Cove Retail

RESIDENTIAL

COMMERCIAL

MIXED USE

JACKSONVILLE

JACKSONVILLE

- Holiday Inn I-295 East Baymeadows

DAYTONA BEACH

- The Daytona - Autograph Collection Hotel
- One Daytona - Fairfield Inn & Suites
- One Daytona - Garden Apartments
- One Daytona - Midrise Apartments

FORT PIERCE

- Portofino Landings Office and Retail Plaza
- Portofino Landings Apartments
- Portofino Square Office and Retail Plaza

PORT ST. LUCIE

- Portofino Shores Single Family Homes
- Portofino Court Townhomes

BOYNTON BEACH

- Boynton Estates Single Family Homes
- Kids' Stop Early Learning Center

DELRAY BEACH

- Fairfield Inn & Suites

CORAL SPRINGS

- Mizner Village at Heron Bay
- Addison Court Single Family Homes
- Office Depot/ CVS Shopping Center

MIRAMAR

- Portofino North Single Family Homes
- Portofino South Single Family Homes

FT. PIERCE

PORT ST. LUCIE

BOYNTON BEACH

DELRAY BEACH

FT. LAUDERDALE

- Quantum Apartments & Retail
- Courtyard by Marriott

CORAL SPRINGS

FT. LAUDERDALE

HOLLYWOOD

- Prime Group

FT. MYERS

NAPLES

MIRAMAR

AVENTURA

- Turnberry Plaza
- Hilton Aventura

AVENTURA-TURNBERRY

HOMESTEAD

- Villa Portofino East Commercial
- Hampton Inn & Suites
- Courtyard by Marriott
- Towneplace by Marriott
- Portofino Professional Center
- Portofino Plaza Office and Retail Plaza
- Portofino Coal Fired Pizza Restaurant
- Villa Portofino East Townhomes
- Villa Portofino West Townhomes
- Portofino Lakes Single Family Homes
- Portofino Palms Single Family Homes
- Portofino Oaks Single Family Homes
- Portofino Pointe Single Family Homes
- Portofino Estates Single Family Homes
- Portofino Bay Single Family Homes

HOMESTEAD

KEY LARGO

MARATHON





Bayfront Pool at Playa Largo Resort & Spa • Key Largo, Florida



HOSPITALITY

Hotel Ownership and Operations; Specialty and Niche Restaurants

For more than 50 years we have been creating comfortable, innovative spaces that have earned us over 218 Florida's BEST Awards, numerous Gold, Silver and Platinum Medallion Awards and Builder of the Year not once, but twice by the Builder's Association of South Florida and the Latin Builder's Association.

Hotels, Resorts & Spas

Premium and National Brand Hotels, Resorts & Spas

Preparing a warm, hospitable home away from home with the exciting and functional features sought by today's travelers is a science understood by Prime Group Hospitality. Matching ability with planning, resources, service and staff has proven a winning combination for our company and the market.

Autograph Collection Hotels

Playa Largo Resort & Spa

The Hammocks at Playa Largo • Key Largo, Florida

An idyllic setting of 14.5 acres on an 800 foot natural beach in historic Key Largo is the setting of the Keys newest resort and Spa. Within the site guest may enjoy Ocean Spa, fitness, 4 restaurants, a private members club, kids club and more than 70,000 SF of event space. For an added level of service check into the Hammocks at Playa Largo 10 bungalow residences or the massive barfront beach house.

- Finely appointed waterfront rooms and suites, bungalows and beach house
- Event lawn, marina, sports courts, watersports and Florida Bay excursions
- 4 restaurants, concierge services
- Ocean Spa, full service spa + fitness
- Tavernier Ballroom

The Daytona • Daytona Beach, Florida

Start your engines! The Daytona is the crown jewel of the famed raceway's exciting, new offering of world-class accommodations, entertainment, shopping and dining within the raceway complex.

- Conference, meeting and banquet facilities
- National brand retail and restaurant outlets
- Centerpiece of the entertainment/events "Winner's Circle"

Ovation • Sarasota, Florida

Autograph Collection Sarasota is an "arts boutique" hotel in Sarasota's prestigious Downtown Arts District. The guest experience is highlighted by onsite gallery expositions, demonstrations, art installations and interactive schedules to immerse each guest in a truly artistic experience.

- 7 Story hotel in downtown Sarasota
- Rooftop bar and pool
- Banquet, conference and executive meeting facilities
- Full service restaurant and lobby bar



The Daytona • Daytona Beach, Florida



Marriott Hotels

Courtyard by Marriott • Miami Homestead, Florida

This new hotel features catering to longer-term guest such as an in-house bistro, Starbucks Coffee®, an internet-friendly atmosphere and media pods.

- Conference and executive meeting facilities
- Bistro with breakfast and dinner menus.

Courtyard by Marriott • Marathon, Florida

Marathon is a year-round tourist, diving, snorkeling and boating destination. This waterfront hotel combines the functionality of the Courtyard brand with the relaxing recreation of a waterfront resort location.

- Conference and meeting space with event lawn
- 33 slip marina with expansive beach and waterfront

Courtyard by Marriott • Ft. Lauderdale, Florida

Quantum at Flagler Village host Ft. Lauderdale's newest Marriott directly on Federal Avenue at Holiday Park.

- Conference and meeting facilities
- Retail, dining and pedestrian plaza
- Roof deck pool

Courtyard by Marriott • Madeira Beach, Florida

Madeira Beach location affords the convenience of the city with spectacular waterfront views on three sides.

- Conference and meeting facilities
- 28 slip marina

Fairfield Inn & Suites • Delray Beach, Florida

Through a public/private partnership this exciting concept hotel affords Delray Beach a welcomed hub of business and tourist activity. Through the use of new "lifestyle amenities", expanded dining, social and work areas are set amid colorful, well lit, open floor plans to create a complementary expansion of the areas artesian quality, lush landscaping and colorful sculptures.

- Award-winning CRA redevelopment hotel
- Conference and meeting facilities

Fairfield Inn & Suites • Daytona Beach, Florida

The Fairfield Inn & Suites is an attractive alternative to other area, select-service hotels with the offering of additional amenities, proximity to the speedway and inclusion in the One DAYTONA complex.

- Convenient "Immediate Access" to the Daytona International Speedway
- 4-story, 105 rooms and suites
- 1,100 SF indoor meeting facilities with 450 SF private dining
- Outdoor pool with large 3,740 SF pool deck



Fairfield Inn & Suites by Marriott • Daytona Beach, Florida



TownePlace Suites • Homestead, Florida

The newly constructed TownPlace Suites features extended stay features in a proven South Florida location. Additional amenities such as BBQ picnic areas, bocci ball and basketball make this extended stay location a first choice among Homestead travelers.

- Expanded fitness amenities
- Sports courts
- Heated pool and outdoor picnic BBQ areas
- Meeting room and business center
- Lobby Market

Residence Inn • Tierra Verde, Florida

Located just across the southern causeway from St. Petersburg, FL, this extended stay, all-suite hotel by Marriott offers amenities and services closer to a residence than hotel. The site, located next to the popular Fort DeSoto State Park borders a marina and affords panoramic views of the marina of the Gulf of Mexico, Tampa Bay and the iconic Sunshine Skyway Bridge from upper floors.

- 7-story, 95 rooms and suites
- Rooftop terrace with bar
- Resort style pool and fitness amenities
- Meeting room and business center and lobby market

InterContinental Hotels Group

Holiday Inn • Jacksonville, Florida

This full service, iconic brand offers guest a prominent, south side Jacksonville location with full amenities, full service kitchen and restaurant and board room. Meetings and conferences are easily accommodated by the hotel's large conference facilities, City Grand Conference Center with ample meeting and prefunction space.

- Full service restaurant
- City Grand Event and Conference Center

Choice Hotels International

Sleep Inn & Suites • Port Charlotte, Florida

A Trip Advisor favorite. Centrally located on Interstate 75 between Sarasota and Fort Myers, the hotel offers access to the area's centers of commerce, entertainment and recreation.

- 78 rooms and suites
- Conference and executive meeting facility



Overture Restaurant & Gallery Lounge • Sarasota, Florida



RESTAURANTS

Original Concept and Niche Restaurants

Overture Restaurant & Gallery Lounge at Art Ovation **Sarasota, Florida**

Overture Restaurant and Gallery Lounge feature a contemporary menu of artistically inspired American Classics with a theatrical flair.

Perspective Rooftop Pool Bar at Art Ovation **Sarasota, Florida**

Artistically crafted cocktails and delicious selections of light bites in an upbeat, laid back atmosphere.

La Marea at Playa Largo Resort & Spa **Key Largo, Florida**

Enjoy exquisite farm to table meals with authentic Florida Keys selections paired with premium, aged wines and liquors

Sol By the Sea at Playa Largo Resort & Spa **Key Largo, Florida**

Perched above Florida Bay experience the freshest seafood and chef specialties.

Las Olas Ceviche and Sushi at Playa Largo Resort & Spa **Key Largo, Florida**

Chic, stylish and sophisticated. Be tempted with treats of fresh ceviche and sushi accompanied by traditional South American cocktails.

SandBar at Playa Largo Resort & Spa **Key Largo, Florida**

Quick bites beach and pool side in this open air food, beverage and sunset outlet.

Portofino Coal Fired Pizza **Homestead, Florida**

Portofino Coal Fired Pizza offers an elevated level of dining expectation with warm, vibrant colors, natural stone and a menu of proven favorites.

Kim's Restaurant at Holiday Inn City Grand Event Center **Jacksonville, Florida**

A prominent location on Jacksonville's I-295 Beltway in the prestigious Baymeadow/Deerwood area featuring on-site chefs with full banquet and catering capabilities.

The Bistro at Marriott Courtyard **Homestead, Florida • Marathon, Florida • Ft. Lauderdale, Florida**

As part of Marriott Courtyard's new "Lobby Experience" design is The Bistro offering a broad menu of seasonal and traditional favorites to order as well as grab and go selections, fresh fruits, beverages and a full liquor bar.



Courtyard by Marriott at Quantum Retail and Residential Village Fort Lauderdale, Florida



COMMERCIAL

Retail, Offices, Mixed-Use and Apartment Rental Communities

Prime Commercial Developers is an integral partner within the Prime Group family responsible for the development, planning and construction of commercial and mixed-use projects throughout south and central Florida.

Turnberry Plaza

Aventura, Florida

A 10 story, premium office building in the heart of Aventura.

- 10 story office building
- 104,436 leasable SF

Quantum Flagler Village

Fort Lauderdale, Florida

Retail, hospitality and multifamily living at the intersection of Federal Highway and Sunrise Boulevard in Ft. Lauderdale.

- Courtyard by Marriott with rooftop amenities
- Twin apartment towers with parking garage and rooftop amenities
- 25,000 SF of frontage retail space, public plazas and parking garage

Portofino Plaza Retail/Office Center

Homestead, Florida

Retail and office space, restaurants and a 14-screen theatre at the intersection of Campbell Drive and the Florida Turnpike.

- Restaurants, retail and theatre space
- ±90,000 sq. ft. of office/retail space

Portofino Professional Center

Homestead, Florida

Adjacent to the new Homestead Hospital, Portofino Professional Center offers medical professionals, strategically located, state-of-the-art, medical office suites.

- 24 hour keypad access
- Stretcher cab elevators

Prime Group Headquarters

Hollywood, Florida

A showcase of innovation crafted in satin-finished hardwoods, stainless steel, and glass encompass a creative work environment with comfortable settings for every business task.

- Energy efficient with motion sensor lighting
- Access point security

Villa Portofino East Commercial

Homestead, Florida

High traffic, mixed-use development is close to Homestead Airforce Base and Homestead Speedway at the Florida Turnpike Exit #2.

- ±13.51 Acres
- 6 out parcels, 1 medical office site and 2 hotel sites
- High visibility from the Florida Turnpike
- Adjacent to the new Homestead Hospital



One Daytona Midrise Apartments • Daytona Beach, Florida



One Daytona Garden Apartments
Daytona, Florida

Garden apartments within the ONE Daytona complex, offer shopping, dining and entertainment in this one-of-a-kind, exciting track side village.

- Contemporary 3-story walkup
- 5,000 SF lakefront clubhouse with grand salon, summer kitchen with oversize pool amenities deck
- 1 to 3 bedrooms homes. Many lakefront



One Daytona Midrise Apartments
Daytona, Florida

Midrise apartments within the ONE Daytona complex.

- Contemporary 4-story midrise apartments
- Streetside lobby with elevator access
- 1 to 3 bedrooms homes.



Playa Largo Apartments
Key Largo, Florida

24 tastefully appointed, upscale apartments will also serve as a welcome relief to the Key Largo apartment market.

- 3 story apartments
- 3 and 4 bedrooms with master suites

Portofino Landings Apartment Community
Fort Pierce, Florida

Just 5 minutes to historic downtown Ft. Pierce, the medical complex, Indian River State College and the beaches.

- 1, 2 and 3 bedroom garden-style apartments
- Community clubhouse with pool and fitness center
- Residential portion of mixed use development

Portofino Cove Apartment Community
Fort Myers, Florida

Located just east of I-75 on Colonial Boulevard on major transportation routes

- 1, 2 and 3 bedroom garden-style apartments
- Large community clubhouse
- Pool and state-of-the-art fitness center

Portofino Vineyards Apartments
Fort Myers, Florida

A private, gated community close to Florida Gulf Coast University, the beaches and major transportation routes.

- 1, 2 and 3 bedroom garden-style apartments
- Community clubhouse and pool
- Large fitness center and dedicated social areas





Playa Largo Ocean Residences • Key Largo, Florida



RESIDENTIAL

Single Family Homes, Townhomes and Condominiums

Prime Homebuilders has grown to be one of Florida's largest providers of quality single family homes, townhomes and condominiums in the state's most scenic and desirable cities and towns.

- High-demand, high-growth locations with many luxury features as standard
- Thoughtfully designed space efficient floorplans
- Resort-like recreation and fitness facilities

Playa Largo Ocean Residences

[Key Largo, Florida](#)

Within 14+ oceanfront acres are 28 private, waterfront and water view homes; an oceanfront community clubhouse and pool and a private dock and a boat launch.

- Expansive Waterfront featuring Cabana, Pool, Gazebo and Spa
- 14+ Secluded, Oceanfront Acres on Historic Key Largo
- Private Dock and Boat Ramp
- 28 Single Family Homes and 24 Apartments
- 3 and 4 Bedrooms up to 5.5 Bathrooms

The Falls of Portofino

[Naples, Florida](#)

This Vanderbilt Beach Road address is just minutes from the sandy white beaches of the Gulf of Mexico, famous golfing, shopping and dining. The Falls of Portofino honors the Naples tradition of unspoiled luxury as natural preserves and large lakes enhance the resort-style environment.

- 3 and 4 bedroom, garage townhomes
- Private entries, patio or lanai
- 5,700 sq. ft. community center and clubhouse fitness center
- 2,000 sq. ft. resort pool, lakefront lanai and expansive sundeck
- Private, gated entrance with guardhouse

Villa Portofino East

[Homestead, Florida](#)

Located within a professional office park, Villa Portofino East shares an urban-centric philosophy of living, working, dining and shopping within a one-quarter mile walking radius.

- 3 and 4 bedroom, garage townhomes
- Community pool and pool side cabana

Villa Portofino West

[Homestead, Florida](#)

Located within walking distance to work, recreation, dining and shopping..

- 3 and 4 bedroom, garage townhomes
- Community pool and pool side cabana

The Oaks at Waterstone

Homestead, Florida

Homestead's premier, master-planned developments, Waterstone, comprised of many enclave communities demonstrates large-scale construction without compromising the feel of the communities individual personalities.

- Six, private, gated communities constructed by Prime Group within the Waterstone master planned development.
- 3 to 4 bedroom single family homes
- Large community clubhouses
- Community pools and state-of-the-art fitness centers

Portofino Pointe

Port St. Lucie, Florida

- Amenities include on-site Fitness Center and Community Pool
- Underground Utilities

Portofino Court

Port St. Lucie, Florida

- Total Units: 153
- Amenities include on-site Fitness Center and Community Pool
- Architecturally designed Lighted Bridge with Pedestrian Crossing
- South Florida approved Building Code Hurricane Shutters

Portofino North at Monarch Lakes

Miramar, Florida

- 3, 4 and 5 Bedroom Luxury Homes
- Private, Gated Community
- Volleyball, Basketball, and Tennis Courts

Portofino South at Monarch Lakes

Miramar, Florida

- 3, 4 and 5 Bedroom Luxury Homes
- Private, Gated Community
- Volleyball, Basketball, and Tennis Courts

Addison Court at Wyndham Lakes

Coral Springs, Florida

- One and Two Story Units
- Pools, Spas, Patios and Screen Enclosures



Portofino Meadows

Orlando, Florida

Portofino Meadows' convenient location provides easy access to the area's premier entertainment destinations, downtown Orlando and the International Airport. Add to this centralized home the convenience of neighborhood shopping, dining, entertainment and education and Portofino Meadows is a premier destination for home buyers.

- 3 and 4 bedroom, garage townhomes
- Large floor plans, lanai, 9' ceilings and 2 car garages
- Lakefront community pool and cabana

Portofino Shores

Port St. Lucie, Florida

Conveniently located within this active community is the private, gated homes of Portofino Shores. Perfect for the mid-range homebuyer, Portofino Shores offers superior quality, single family homes in one of Florida's most scenic and rapidly expanding coastal areas.

- 3 to 6 bedroom floorplans
- Double-wide, paver driveways, tile roofs and Mediterranean architecture
- Community clubhouse with grand salon
- Fitness center and pool
- Private, gated community with many lakefront home sites

Portofino Vista

St. Cloud, Florida

Central Florida countryside is the setting of these comfortable townhomes in a private gated community in the picturesque, lake side town of St. Cloud, Florida. Portofino Vista is convenient to all of central Florida via Turnpike Commuter Exit #240.

- 3 and 4 bedroom townhomes with single car garages
- Two large community lakes and natural preserve areas
- Community clubhouse, fitness center and pool
- Private, gated community

Waterstone

Davenport, Florida

Waterstone's unique courtyard designs offer exciting outdoor living spaces not found in most community homes.

- 3 and 4 bedroom townhomes
- 7 foot walled, paved courtyard
- Located 15 minutes southwest of Disney World

Mixed Use Developments

Located within one of the nation's "fastest growing cities," Prime Group's Villa Portofino East commercial and residential, mixed-use development offers Homestead a convergence of residential, recreational, retail, office and service properties for conservation savings.



Villa Portofino East Mixed Use Development • Homestead, Florida



MIXED USE DEVELOPMENT

Residential, Commercial and Hospitality Mixed Use Developments

Prime Group's wide range of disciplines provides a competitive advantage in planning, building and developing mixed-use projects. Their record of expertise in the development and construction of most every property type has allowed Prime Group to successfully deliver projects consisting of retail centers, office buildings, hotels, highrise and midrise multi-family and single-family residential communities within many major Florida markets.

The development of mixed-use projects allows Prime Group to conservation resources and maximize profitability through shared land, maintenance, roadways and a number of other necessary services. There is also increased demand and savings for end users by eliminating or limiting distances between residential, retail and service locations. In very real terms, the concept of "live, work and play" at the same location may in the future become not only a luxury, but a necessity.

A Prime Group mixed-use project (shown left) utilizes property adjacent to the new Homestead Hospital to offer:

- Mid-range housing with 300 townhomes
- Professional office condominiums
- Banking and services
- Restaurants and shopping
- Hampton Inn & Suites® Hotel with conference and meeting facilities
- Courtyard by Marriott® Hotel with meeting facilities and Starbucks®
- TownePlace Suites by Marriott® Hotel with expanded social areas

MANAGEMENT

Residential, Retail, Office, Restaurant, Hotel, Resort and Spa

Prime Group's Asset Services' provides exceptional real estate asset management drawn from the reliable information, experienced advice and skill of three generations of family builders, developers and property managers.

As a turnkey residential and commercial real estate service, Prime Group surpasses the traditional, process oriented firms by providing the action and capability necessary to move quickly on acquisitions, lease negotiations, design, construction, management, financing, sales and marketing to protect and grow real estate assets.

Join a growing number of commercial banks, savings and loans, investment bankers, pension funds, mortgage companies, private and institutional real estate investors who are benefiting from Prime Group's asset management services.

- Financing
- Reporting compliance and accounting
- Development and construction management
- Land planning and entitlements
- Marketing, advertising and communications
- Sales and leasing
- Closings
- Property management





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