



FACT SHEET

ABOUT

Independently owned and operated, The Betsy-South Beach is the only Forbes Four Star and AAA Four Diamond rated boutique hotel in Greater Miami. Located in the heart of the Art Deco District on Ocean Drive, The Betsy's unique hospitality model champions the power of community through its dedicated PACE (Philanthropy, Arts, Culture, Education) program by weaving those brand pillars into the guest experience. The former 61-key hotel completed a groundbreaking expansion, led by architect Allan T. Shulman and designers Diamante Perdersoli and Carmelina Santoro, merging with the (former) historic Carlton Hotel to become a single unified 130 key property in December 2016. The completed property includes the original Ocean Drive building now known as the "Colonial" wing and the fully renovated Collins Avenue building now known as the "Art Deco" wing. The new Betsy's 130 guestrooms include 25 suites, three distinct food and beverage outlets under the direction of famed Chef Laurent Tourondel, a 3,200 sq. ft. rooftop complex with swimming pool, dedicated traditional library, and nearly 15,000 sq. ft. of special event space to scale the celebrated PACE program. Known widely as one of the world's great literary arts hotels, a poetic line from Pulitzer Prize finalist Hyam Plutzik (The Betsy-South Beach owner's father) describes the experience and serves as its tag line: Expect no more. This is happiness.

LOCATION

Resting regally on the north end of Ocean Drive in the heart of South Beach, Miami's colorful Art Deco District, The Betsy-South Beach is mere steps away from the Atlantic Ocean and its white sand beach, and an easy walk to nightlife, shopping, museums and cultural events. Following its 2016 expansion, The Betsy now offers an additional entrance on Collins Avenue as part of its Art Deco wing, accessible for private events and entry to the Conservatory, a refined Espresso and Wine Bar. The structures are joined as one unified hotel by a bridge conceived as a piece of public art known as "The Betsy Orb."

OWNERSHIP

Jonathan Plutzik, Chairman and Principal Owner

ADDRESS

1440 Ocean Drive
Miami Beach, Florida
305-531-6100
www.thebetsyhotel.com

ROOMS AND SUITES

With 130 guest accommodations across the Colonial and Art Deco wings, The Betsy-South Beach offers a

variety of room types and suites, including the Skyline Penthouse & Terrace with capabilities for up to four bedrooms. There are an additional seven rooms on the Skyline walkway, which can be utilized with the Skyline Penthouse. Each of the hotel's rooms and suites are private, beachside havens where business and leisure travelers are enveloped in beachfront comfort, complete with a library from which to read a curated collection of books. Every room features hardwood floors, white or washed oak lacquered dressers, cabinetry and desks, stately poster beds, raffia ceilings, Sferra® linens, oversized plush robes, MALIN & GOETZ designer bath products, creative private bar offerings, and gentle splashes of inspired colors from the hotel's eclectic neighborhood.

Room rates start at \$300 per night and range upwards to \$10,000 for the larger multi-bedroom suites.

CORPORATE RESPONSIBILITY

The Betsy's corporate culture celebrates diversity, embraces community, and shares fruits of its success through social entrepreneurship and venture philanthropy. Direct programs include sustaining support for Zara's Center for Aids-impacted youth in Bulawayo, Zimbabwe, as well as outreach in education, the arts, conservation, youth, and families in Miami – and beyond.

PACE – PHILANTHROPY, ARTS, CULTURE, EDUCATION

The Betsy-South Beach's visitors and clientele are made up of charitable-minded travelers, arts creators, and arts appreciators from around the world with a desire to make a difference. Through a range of programs, the hotel invites social networking to revisit its roots in the cultural salon by transforming public spaces into gathering places for travelers, visitors and residents to coalesce. Programs include live music in all genres, art exhibitions, poetry readings, book signings, individually-curated libraries in each of the hotel's 130 accommodations, poems placed on pillows at turn down each night, and charitable collaboration with more than 250 service driven organizations since 2009.

WRITER'S ROOM

The Writer's Room is a cornerstone of the hotel's arts, culture, and philanthropy program. Launched in April 2012, designed in cooperation with an advisory team from Craig Robbins' Design District and the recipient of a prestigious Knight Foundation Challenge grant, it is a space for respite and retreat (in homage to historic artist retreats like MacDowell and Yaddo) for visiting writers to 'do their best work' in an atmosphere where they are treated with great respect. The Writer's Room pays homage to the owner's father Hyam Plutzik, a poet and three-time Pulitzer Prize finalist, whose original desk is a vintage juxtaposition to the modern room, and whose words "Expect no more. This is happiness" are inextricably attached to the hotel's brand. The room was also created to recall the many 'writing rooms' that existed in pre-war hotels where guests recorded memories and linked to home – yet another example of the ownership team's commitment to linking past and present in an exciting new dimension. Since its opening the room has hosted two US Poet Laureates, a MacArthur Genius Winner, the 2013 Inaugural Poet Richard Blanco, and many other emerging and established writers, all of whom have participated in Betsy-directed community service programming during their stay. For more information: www.betsywritersroom.com.

PUBLIC & EVENT SPACES

ART DECO WING

THE CONSERVATORY

The historic Carlton lobby is reinvented in the Art Deco wing as a conservatory space for larger private events and communal lounging complete with an espresso and wine bar serving coffee, light fare, and curated mixed drinks. The Conservatory can accommodate receptions for up to 165 guests and private dining for up to 130 guests. The opening exhibition featured legacy works by photographer Robert Zuckerman displayed on the walls and video screens. Hours 7:00 a.m.–12.00 a.m.

14TH PLACE TERRACE

The 14th Place Terrace accommodates up to 15 guests and features a Chef's Herbal Garden with tiered outdoor seating for meetings, events, and casual conversation. Ideal for small receptions or breakout meetings, patrons can utilize the alley-accessed 'Grab and Go' window –an extension of Chef Laurent Tourondel's restaurants – for takeaway treats like fresh gelatos and crêpes.

BOARD ROOM

A functional space for board meetings, working sessions and private dining, the Work Room is easily accessible from The Conservatory, and connects directly to the outdoor breakout space known as the 14th Place Terrace which contains the Chef's herbal garden and tiered seating. The Work Room can accommodate meetings or private dining for up to 25 guests.

THE GALLERY

A 1,700 sq. ft. multi-use space located on the ground floor, The Gallery is ideal for meetings, performances, and private events ranging from receptions for up to 165 guests and private dining for up to 140 guests.

THE ATRIUM

Nestled in the center of the Art Deco wing, this 3,000 sq. ft. outdoor courtyard space features a stage for performances and large-scale events and can accommodate receptions for up to 300 guests and private dining for up to 200 guests. Furthering the hotel's PACE mission, The Betsy-South Beach has also debuted two new public art displays as part of the expansion, providing new discovery moments for guests and locals alike: The Poetry Rail An installation of poetry – etched into metal by water jets – by 13 poets who have contributed to Miami literature. The Poetry Rail includes diverse, historic, and contemporary voices such as Langston Hughes, Donald Justice, Mohamed Ali, Campbell McGrath, Julie Marie Wade, and Hyam Plutzik. Architect Allan T. Shulman, graphic designer Kevin Coster, and the Betsy's PACE team collaborated on the design of the piece, which sits outside the entrance of Poeti.

THE LIBRARY

Located on the third floor of the Art Deco wing, the Library was designed to reflect a traditional library design and offers a curated collection of books with a stocked bar for special events. The Library can accommodate meetings or private dining for up to 25 guests and provides a unique and contemplative space for hotel guests 24 hours a day.

ROOFTOP SWIMMING POOL

A 3,200 square foot rooftop swimming pool deck boasts unobstructed views of the ocean, Art Deco District, and Miami skyline. With adjacent East & West Pool Decks offering a beautiful space for sunset events and the 1,500 square foot Ocean View Deck. Located on the highest point of the Art Deco wing, the pool area provides unmatched scenic space for special events. The Pool Decks combined can accommodate receptions for up to 250 guests while the Ocean View Deck alone can accommodate receptions for up to 125 guests or private dining for 100 guests.

COLONIAL WING

WELLNESS GARDEN AND SPA

Miami's only fully outdoor spa offers a range of spa treatments and therapies with sweeping, unobstructed views of the ocean peeking just above the palm trees. The Zen-inspired sanctuary was designed to soothe the senses with the incorporation of earth born elements - including liberal use of wood, stone, bamboo and natural fibers. Shielded by retractable sails set horizontally in the sky, private cabanas capture a light ocean breeze and are the setting for relaxing treatments and massage therapies that incorporate food and plant based ingredients with Éminence Organic Skin Care. In keeping with a commitment to literature, The Betsy's global spa menu presents poems from around the world with each treatment.

OCEAN FRONT DECK

Elevated three stories above Ocean Drive with an unobstructed view of the Atlantic Ocean, the 3,750square foot rooftop Deck at The Betsy is a bright, open space for guests to enjoy a comfortable social environment, quiet relaxation, spa treatments and therapies from the Miami's only outdoor rooftop Wellness Garden and Spa, and complimentary sunrise (7:30 a.m.) yoga sessions Tuesday, Thursday, Saturday and Sunday. Food and beverage may be purchased from a custom menu designed in cooperation with BLT-Steak Celebrity Chef Laurent Tourondel and carried forth by Chef de Cuisine Danny Ganem. The Betsy's Deck is an oasis of calm, perfect for a solo traveler, yet also a powerful place to gather for groups, events or weddings, from 2 to 200. From sunrise to sunset or late-night contemplation under the stars, The Betsy's Deck is always a tranquil respite overlooking the Atlantic Ocean.

B BAR

B Bar, designed with a hint of vintage glamour by world club designer Cal Fortis, unveils an exclusive and discreet venue reminiscent of speakeasies of the past, offering a multi-sensory experience for Betsy poetry readings, special events, luxurious dinners, private occasions and intimate weddings. With 26 light boxes created to exhibit fine art or simply light up the room, an undulating vinyl ceiling that reflects the installations, two built in video screens intended for movie premieres or power points, a 21st century sound system complete with built-in DJ booth, and an exquisite bar set-up, B Bar is a one-of-a-kind space for business and pleasure.

PUBLIC ART

Furthering the hotel's PACE mission, The Betsy debuted two public art displays as part of its 2016 expansion, providing new discovery moments for guests and locals alike:

THE POETRY RAIL

An installation of poetry – etched into metal by water jets – by 13 poets who have contributed to Miami literature. The Poetry Rail includes diverse, historic, and contemporary voices such as Langston Hughes,

Donald Justice, Mohamed Ali, Campbell McGrath, Julie Marie Wade, and Hyam Plutzik. Architect Allan T. Shulman, graphic designer Kevin Coster, and the Betsy's PACE team collaborated on the design of the piece, which sits outside the entrance of Poeti.

THE BETSY ORB

Connecting the two historic properties with the exquisite use of a large orb, the bridge reflects the surrounding area, yet is not be visible from either Ocean Drive or Collins Avenue. Pedestrians must venture mid-way to Espanola Way at 14th Place and peek into the restored alleyway to experience the piece.

F&B OFFERINGS

ABOUT THE CHEF – LAURENT TOURONDEL

Honored by *Bon Appétit* as Restaurateur of the Year in 2007 and by *Food & Wine* as Best New Chef in 1997, and a host of other “Best of” awards by such publications as *Esquire*, *Travel & Leisure*, *Saveur*, and *Wine Spectator*, Tourondel has reinvented the meaning of fine dining. By adhering to his belief that ingredients should be stellar, food prepared simply, and service kind and efficient, BLT has quickly become a Miami favorite.

LT STEAK & SEAFOOD

Located in the Colonial wing off the Lobby Salon and open since June 2016, LT Steak & Seafood by Chef Laurent Tourondel, serves a seasonally inspired menu combining the beloved aspects of steak and seafood housed together under one roof. With diverse dishes that draw inspiration from the distinctive energy of Miami, the restaurant accommodates dining for 120 guests with semi-private dining for up to 36 guests, in an updated and modern setting. Outdoor terrace seating on Ocean Drive for 24 guests and sidewalk seating for up to 60 guests is also available. Hours 7:00 a.m. – 11:00 p.m.

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