

HNA PALISADES PREMIER CONFERENCE CENTER

Presentation

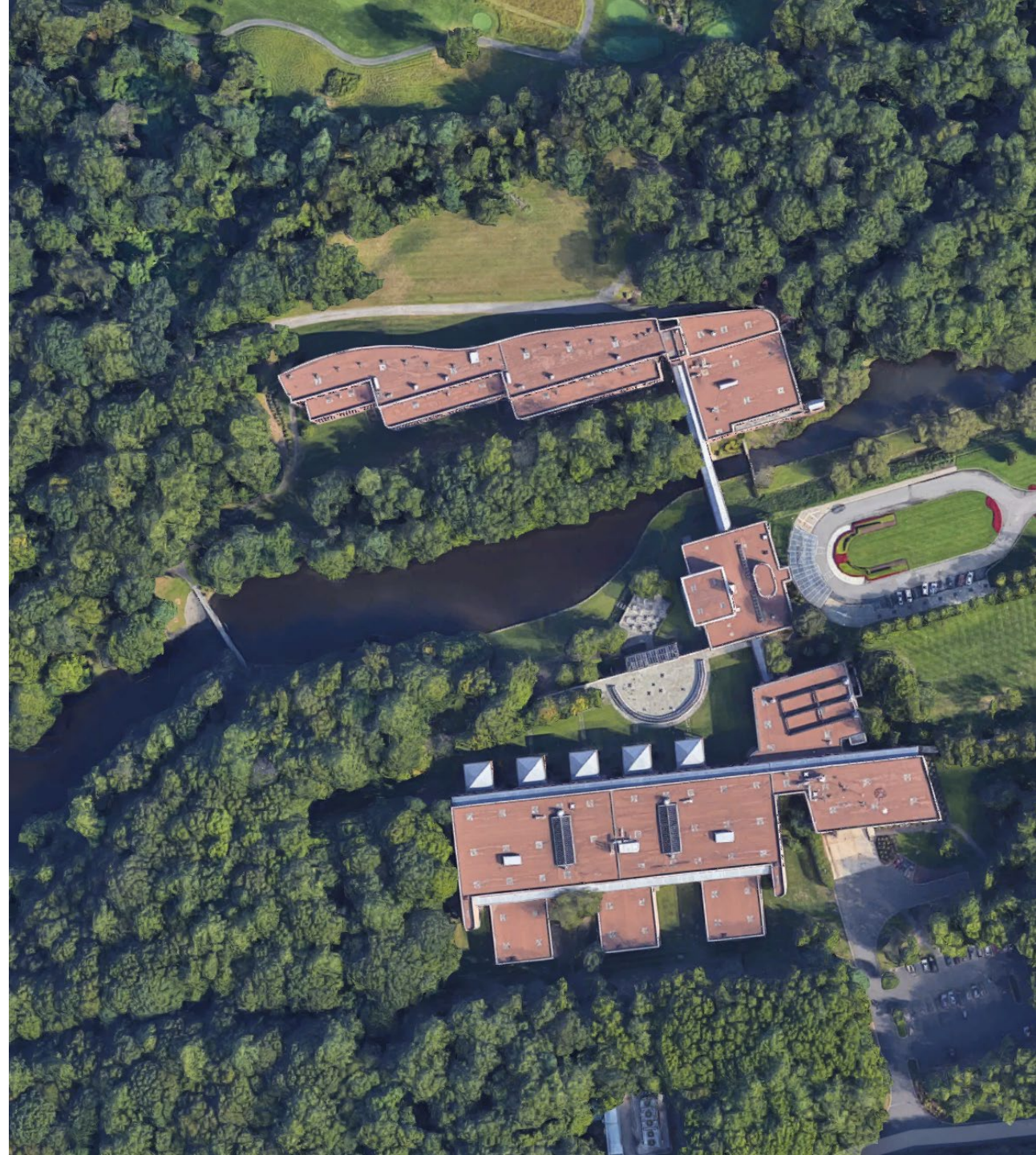
6.2.2021

Introduction

When first encountering this property, our initial instinct was preservation

A new approach is needed for sustained financial viability and contribution to the community

A fundamental rethink of the conference buildings to help the property creatively meet its unrealized potential



Vision

Palisades reimagined as a haven for the next generation of great thinkers, creators, engineers and artists.

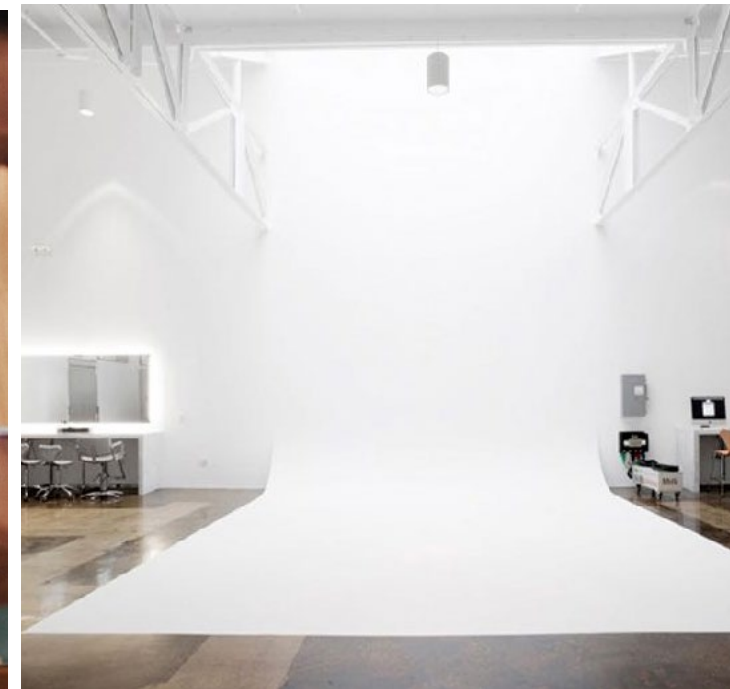
- spaces and tools to perform their very best work
- beautiful, comfortable place to stay in our hotel
- healthy, quality food from our restaurants and gardens.
- governed by thoughtful, long-term ecological principles
- optimize connectivity with the local community - we want to become a central part of the community



Proposed Work

We want to update and enhance what is there, rather than replace it:

- restructuring of the conference areas by creating genuinely useful and desirable spaces
- cosmetic remodel of the hotel and spa
- update and expand the food and beverage infrastructure
- invest in sustainability infrastructure



Benefits to the Public

Our goal is to provide a genuine public benefit, beyond just increasing the tax base

- shortest timeline from acquisition to activation; i.e. job creation and taxable income for the Town faster than any rebuild
- attract talented individuals, corporate sponsors and clients
- inspire the local economy by providing tools, goods and services that are otherwise only available in bigger metropolitan areas
- creative and educational gathering place for the community to co-mingle in an inspiring environment



A Measured Approach

In a time when everything is about maximizing density and return on investment, we want to take a more measured approach.

We're not just trying to do what's best for us, but what's best for the property and the community.

We don't want to destroy the beautiful property we have here by building countless new homes, increasing traffic and our environmental footprint.

We want to preserve what's there, enhance it, update it and open it up to the community.



PROPOSED PROJECT

Phase I

Remodeling of Structures

- Cosmetic remodel of the hotel
- Restructuring of conference center areas

Sustainability

- Install solar array on top of the hotel
- Install greenhouses and infrastructure for farming

No zoning changes or variances required



Phase I / Plan



- Existing
- 1. Main Building - remodel
- 2. Reception/Dining - remodel
- 3. Hotel - remodel
- Proposed
- A, B, C. Farm Areas
- D. 200kW Solar Array

Phase II

Townhomes

- Request for 20-30 new townhomes to create bigger accommodations for families and longer-term stays

Roof Garden

- Install roof garden/farm above the existing structures



Phase II / Plan



Proposed
E. Roof Garden on Main Building
F. 25-30 New Townhomes

ACCOMODATION

Units / Hotel Remodel

The existing hotel rooms will be redesigned and reimagined

- give it the thoughtfulness and investment it deserves to become a highly desirable hotel
- suitable for short-term and longer-term stays
- furnished in collaboration with resident creators in on-site workshops
- elevated food and beverage program



Spa

We will also manage and operate a spa facility

- including multiple dry and wet treatment rooms, a hammam and the latest spa technologies
- ingredients will be cultivated from the property gardens
- wellness-centric programs will also be offered



Units / Townhomes

Option to submit a request for an additional 20-30 townhomes.

- bigger accommodation for longer-term guests and their families
- townhomes would be located on existing parking lot, to preserve open space

Current owner, HNA, has been approved for 100 additional units – this is not something we are requesting.

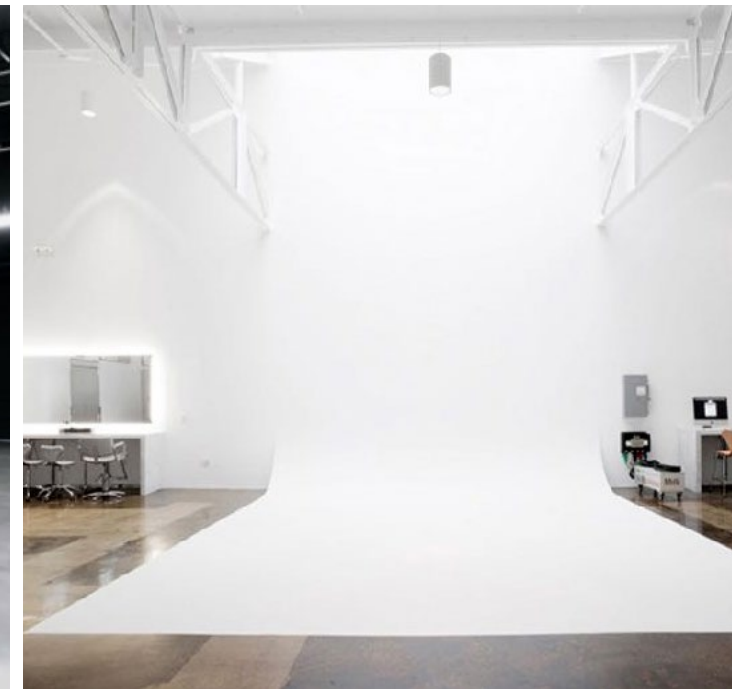


CREATIVE SPACES

Production & Recording Studios

50,000 square feet of the project dedicated to

- state-of-the-art photo, video and sound production
- individual studios and sound stages, podcasting, music recording and post-production facilities
- fully-integrated production facility



Woodworking Design Workshops and Incubator

A fully-equipped woodworking design workshop

- sold at the community marketplace
- utilized for set design in conjunction with the production studio
- furniture to be used in the remodel of the hotel to be crafted here



Textile Workshop and Incubator

Collaborative textile and design studios

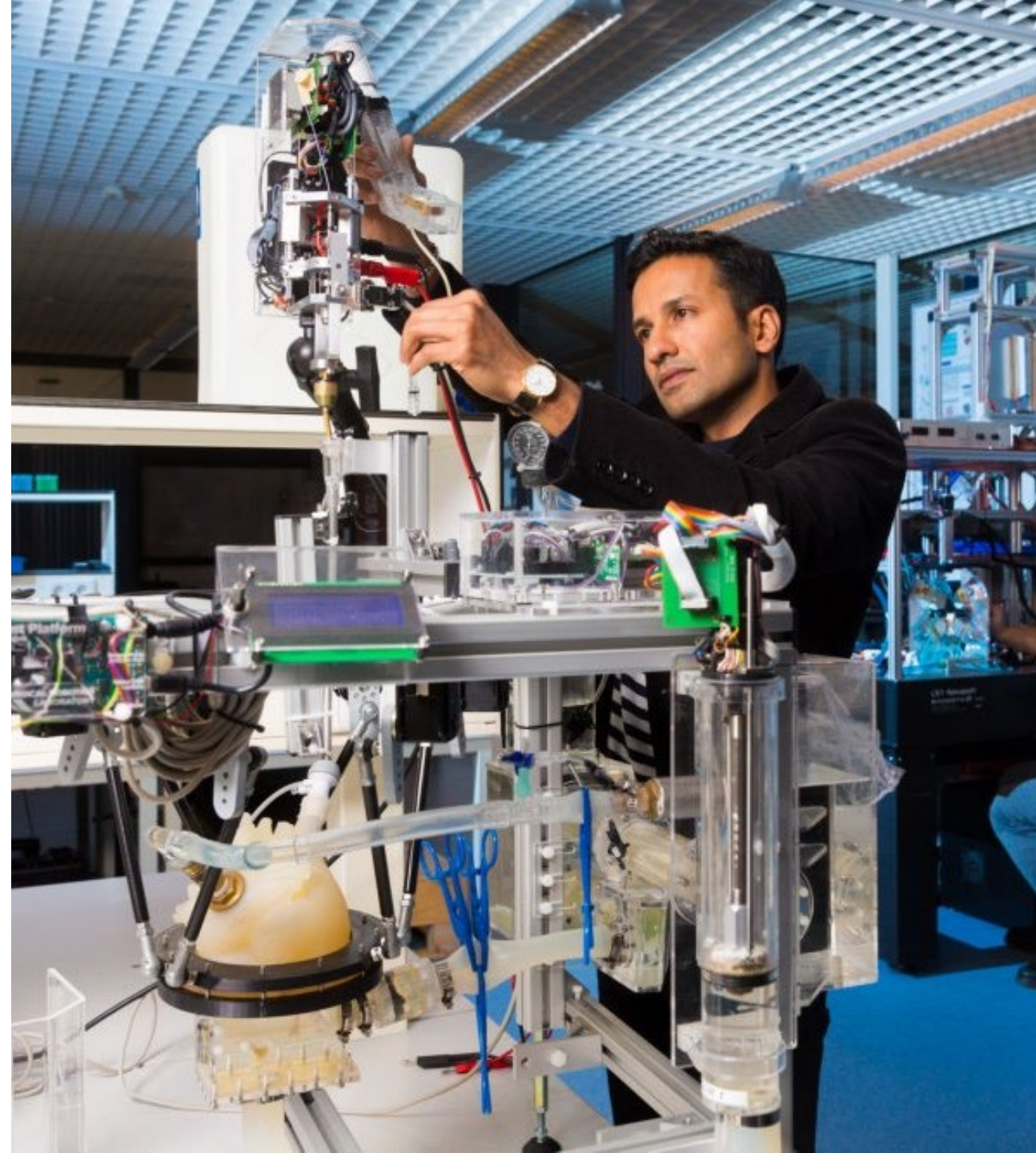
- sold at the community marketplace and online
- utilized for costume design in conjunction with the production studio
- textiles and bedding to be used in the remodel of the hotel to be crafted here



Technology Workshop and Incubator

Collaborative laboratory spaces for the exploration of

- electronics
- 3D printing
- robotics
- VR
- other emerging technologies



Immersive Wellness Spaces

Collection of modernized wellness spaces

- used for on-site programming for local residents and guests
- utilized as broadcast spaces for pre-filmed content or virtual wellness event staging



Certified Catering and Test Kitchens

Investment to update and expand the existing food and beverage infrastructure:

Full-time commercial catering kitchen to service

- hotel
- co-working spaces
- production studios
- scheduled events

Dedicated commercial-grade kitchens for

- culinary exploration
- content creation
- small batch food production for commercial selling
- food delivery services



Collaborative Work Spaces

A significant portion of the existing office spaces will be renovated to create co-working spaces.

Available to

- hotel guests
- incubator participants
- local members





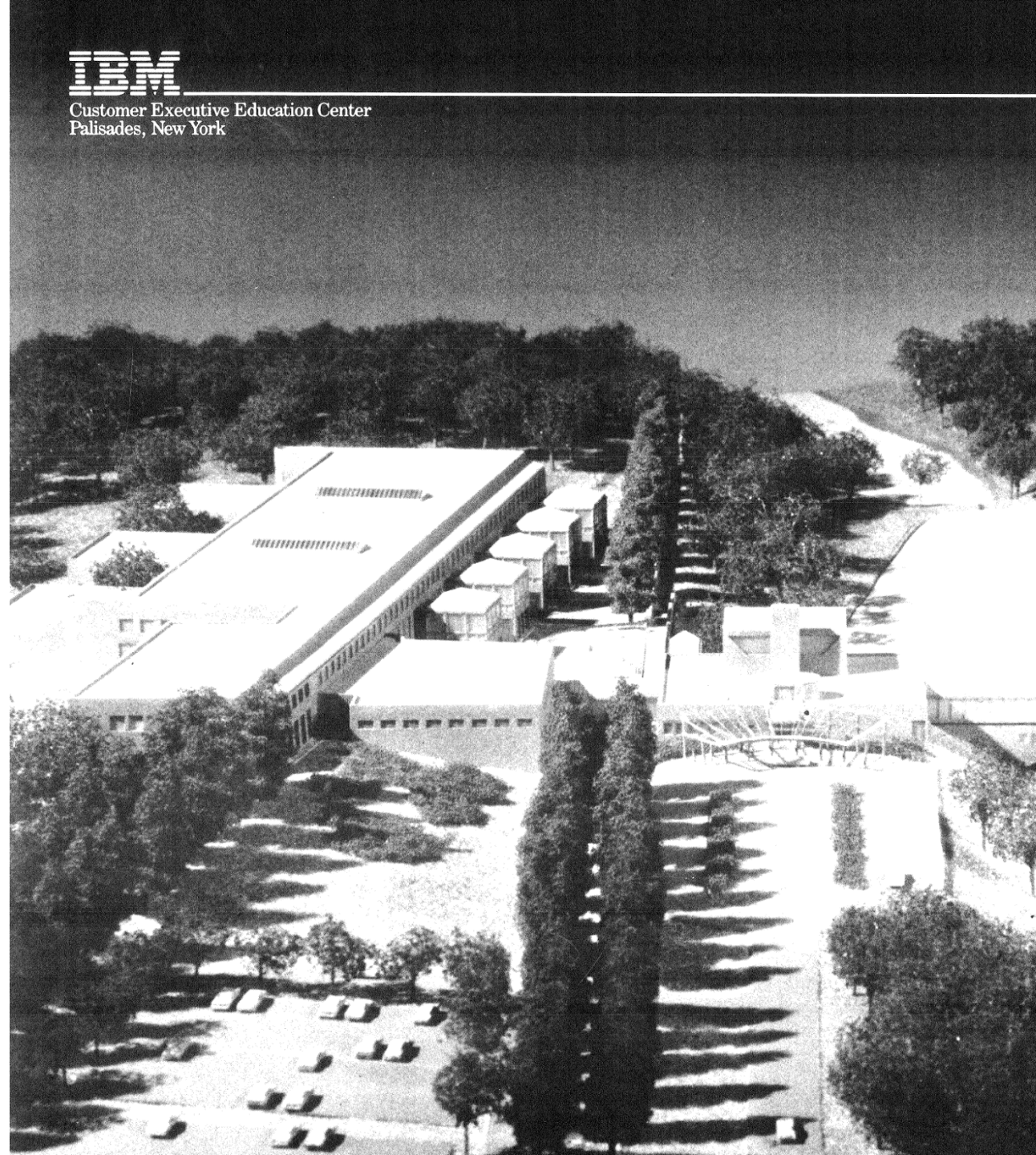
Customer Executive Education Center
Palisades, New York

Perfect Fit

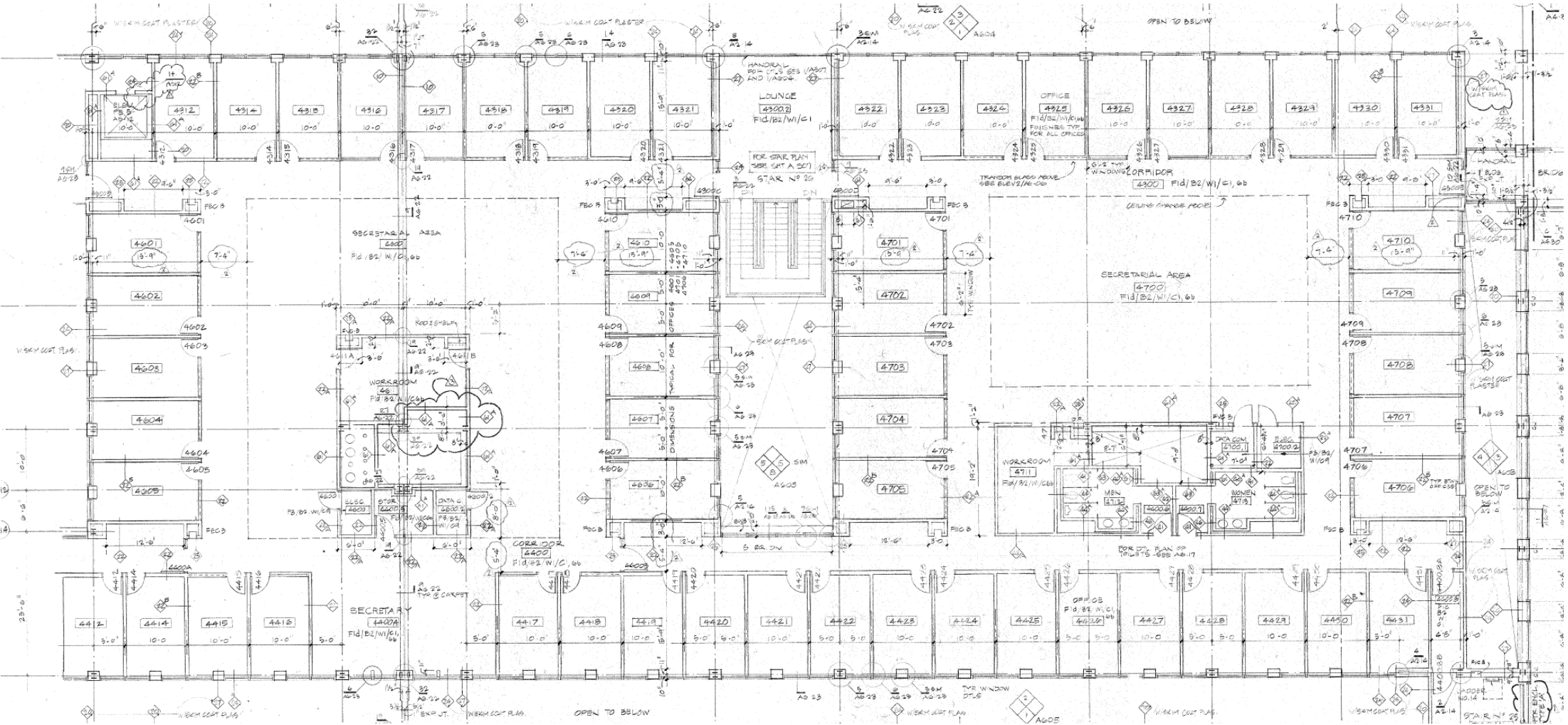
The existing structures were envisioned as an IBM campus, designed as a place to learn, teach and communicate.

This philosophy and the existing spaces lend themselves perfectly to what we are proposing.

We're working *with* the property.



Perfect Fit



SUSTAINABILITY

Biodynamic Farming

A portion of the grounds will be utilized as biodynamic farming areas

- growing food for the on-site kitchens
- For community farmers market
- community education on sustainable farming practices



Rooftop Gardens

We propose utilizing the unused rooftops by installing vegetable gardens

- preserve open space and existing vegetation
- gardens will be unobstructed for a maximum amount of sunlight
- create additional communal spaces



Energy Generation and Water Conservation

To lower our environmental footprint, we propose to

- install solar arrays
- install LED lighting during our remodel and low-flow plumbing fixtures
- make use of our greywater to irrigate this abundantly-landscaped property



COMMUNITY INTEGRATION

Job Creation for Local Talent

There will be opportunities for members of the local community to contribute to the success of the property by applying for jobs in the various on-site sectors including:

- managerial and operational
- hospitality
- culinary
- educational
- steward roles
- apprenticeships



Leased Creative Areas

Private workshop spaces will be allocated for long- or short-term rental opportunities for the artists within the local community.

Here are some of spaces available for lease:

- production studios
- podcast studio
- recording studios
- woodworking workshop
- textile workshop



Community Events and Dining

Benefitting from the commercial catering and test kitchens as well as the biodynamic farm, the community will be able to join us for

- farm days
- art walks
- seasonal dinners
- a variety of pop-up food delivery experiences



Community Marketplace

Our resident artists and designers will have several opportunities to showcase and sell their creations:

- on-site marketplace
- virtual marketplace channel



Community Farmers Market

The biodynamic and sustainably-farmed produce from the farm will be available for purchase within the local community.

Farmers from the surrounding areas will be invited to share their produce and products during year-round market events .



Community Wellness

The greater community will be invited to tap into the wellness facilities to participate in wellness programming on site:

- tennis
- swimming
- classes: yoga, pilates, spin



Community Workshops and Events

The local community will be invited to participate in regularly-scheduled workshops and classes in the various creative sectors.

Adult and children's programming will be developed to enrich the exchange with the surrounding community.



JUNE 2022



S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Speaker Series	Sunday 19 th , 10 am
Farm Day	Saturdays, 11 am
Community Dinner Series	Fridays, 7pm
Art Walk	Saturday 18 th , 2 pm
Open Day	Wednesday 22 nd , 9 am
Classes: Yoga, Spin, Cooking	See Class Schedule

Preservation | Inclusivity | Opportunity



contact us: **ourpalisades.com**

We would love to hear your ideas

Thank you for your consideration

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