



24/7/299

299 N FEDERAL HWY, FORT LAUDERDALE, FL

PROJECT OVERVIEW



24/7/299 is a vibrant mixed-use project located along Federal Highway in downtown Fort Lauderdale. The project is comprised of a 209 room Aloft hotel, a 90 room Element extended stay hotel, approximately 24,000 square feet of retail space, and a 262 space parking structure.

The 23 story LEED designated building is designed with a modern aesthetic and is prominently situated on Federal Highway, a dense retail corridor that is home to Fresh Market, Starbucks, Morton's Steakhouse, and others.

The project has an exceptional Walk Score rating of 92 and benefits from its proximity to the Broward County multi-modal transit facility, the adjacent CBD containing over 4.2 million square feet of Class A office space, and tremendous surrounding residential density.



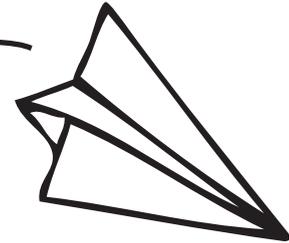
TOURISM OVERVIEW

13.4M ANNUAL VISITORS

20 MILES OF
GOLDEN BEACHES

\$10.6B ANNUAL
VISITOR SPENDING

77° F AVERAGE DAILY
TEMPERATURE



The city of Fort Lauderdale hosted over thirteen million unique visitors in 2013, representing an astounding 8.8% year over year growth rate, and recently reached a significant milestone with sixty consecutive months of tourism growth. The recent construction of the W Fort Lauderdale, the Conrad Hilton, and The Ritz-Carlton have added cachet and enhanced the image of the city as a luxury travel destination.

Fort Lauderdale, often referred to as the “Venice of the Americas” due to its extensive and intricate canal system, features a tropical climate with temperatures averaging approximately eighty degrees year round. Its sunshine, spectacular sandy beaches, and endless array of outdoor activities and events have made Fort Lauderdale a renowned national and international vacation destination. The Fort Lauderdale-Hollywood International Airport currently offers non-stop service to over fifty-five cities and ten countries. Servicing over twenty three million passengers last year, the airport is currently undergoing a \$2.5B expansion, which will almost double its capacity. The ongoing \$2B expansion of Port Everglades, already the third largest cruise ship terminal in the world, will significantly expand cargo and cruise ship capacity. This substantial investment in the continued growth of tourism-related traffic is indicative of the bullish future outlook on the sector.



MARKET OVERVIEW



DEMOGRAPHICS

TOTAL RESIDENT POPULATION

1 MILE	51,583
3 MILES	175,219
5 MILES	351,965

DAYTIME EMPLOYEE POPULATION

1 MILE	19,744
3 MILES	123,420
5 MILES	265,730

AVERAGE HOUSEHOLD INCOME

1 MILE	\$69,024
3 MILES	\$69,934
5 MILES	\$66,647



NEIGHBORHOOD OVERVIEW

Downtown Fort Lauderdale is the cultural epicenter of Broward County, home to the Broward Center for the Performing Arts, the Museum of Art, and the eighty five thousand square foot Museum of Discovery and Science. The city of Fort Lauderdale hosts the annual Fort Lauderdale International Boat Show, the largest show of its kind in the world, and is home to the Greater Fort Lauderdale Convention Center, a six hundred thousand square foot LEED Certified convention facility. Broward County is home to the NHL's Florida Panthers, and Sun Life Stadium, home of the Miami Dolphins, sits just over the county line in neighboring Miami Gardens.

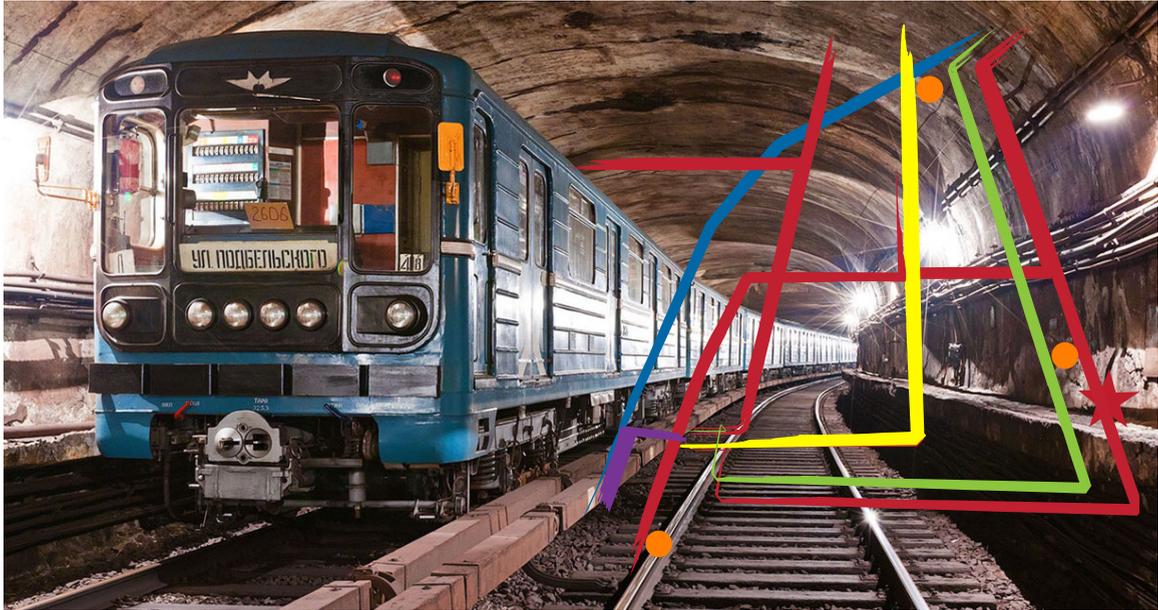
The vibrant business climate, its skilled and multi-lingual workforce, and its low tax burden have established Fort Lauderdale as a world-class international business center. The city is home to numerous national firms and a number of Fortune 500 companies. Auto Nation, DHL Express, Citrix Systems, and Spirit Airlines are all headquartered in Fort Lauderdale.

The Fort Lauderdale CBD is comprised of more than four million square feet of office space, numerous hotels and civic buildings, and thousands of condominium and apartment residences. The downtown area is accessible by boat, train, bus, and car, and serves as the business and cultural nucleus of Broward County.

FATVillage, situated just north of the property, has become a hub for creative businesses and artists. Designers, filmmakers, photographers, printers, web developers, performance artists, graffiti artists, and others live and work in and around this exciting emerging neighborhood. A stark contrast to the adjacent central business district, FATVillage has quickly emerged as the go to spot for all things creative and has become a cultural asset in the rapidly growing downtown.



TRAFFIC & TRANSPORTATION



FEDERAL HWY

LIGHT RAIL



THE WAVE STREETCAR, upon completion, will circulate residents, employees, and visitors throughout the downtown area

COMMUTER RAIL



TRI-RAIL CONNECTER is an efficient passenger train service linking commuters to Miami-Dade and Palm Beach counties

HIGH SPEED RAIL



ALL ABOARD FLORIDA, currently under construction, will provide high speed rail service connecting Miami, Fort Lauderdale, Palm Beach, and Orlando

REGIONAL BUS



BROWARD RTA provides point to point bus service throughout the downtown, to the convention center, the airport, and across the county

BICYCLE SHARE



B-SHARE is a bicycle sharing program and, like the intracoastal water taxi, provides commuters with a functional last-mile transportation option

TRAFFIC COUNTS

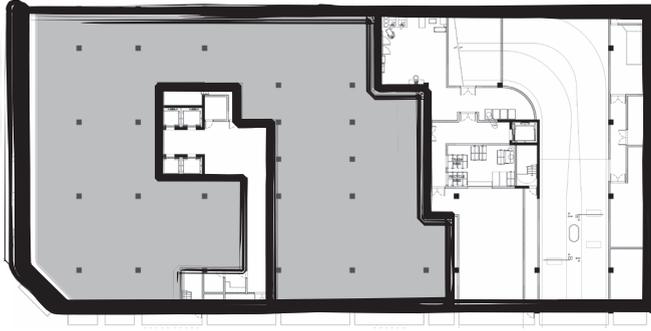


122 feet of frontage on Federal Hwy, immediately north of Broward Blvd (35,000 VPD), where average daily traffic exceeds 40,000 VPD

BROWARD BLVD



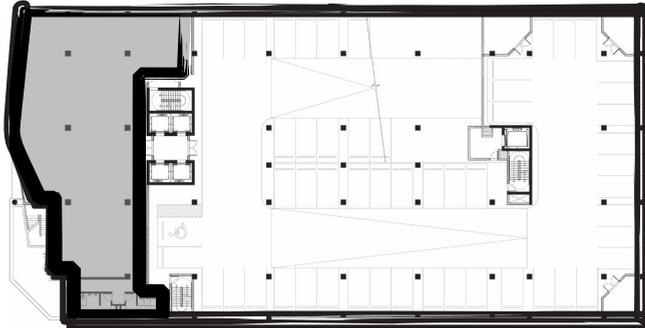
FLOOR PLANS



GROUND FLOOR

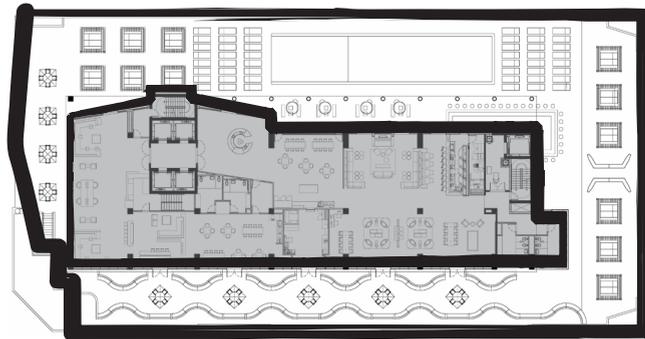
17,023 SF*

*divisible to 1,500 SF



FIFTH FLOOR

6,904 SF



AMENITY LEVEL

FOOD AND BEVERAGE
BRANDING AND MANAGEMENT
OPPORTUNITIES AVAILABLE

BROWARD BLVD

FEDERAL HWY



PROJECT RENDERINGS



FEDERAL HWY

BROWARD BLVD



PROJECT RENDERINGS



FEDERAL HWY

BROWARD BLVD



STACKING DIAGRAM



FEDERAL HWY



BROWARD BLVD

ABOUT



For the traveler open to possibilities, Aloft Hotels is a modern, fresh, and fun destination. Inspired by the iconic W Hotel, Aloft is a hotel that celebrates the individual and gives you freedom to control and customize your travel adventure to fit your personal style. It is a place where walls have been knocked down to create a space that is open in design and open to possibilities. W xyz bar, at the center of it all, is a place where cocktails flow, energy flows, personalities mingle, and opportunities abound. Aloft... A place where anything can happen.



Element provides an intuitively designed, modern hotel experience in a traditional extended stay format. Inspired by Westin, Element hotels promote personal health and wellness with an emphasis on nature. Element is intuitively constructed with an efficient use of space that encouraging guests to stay connected, feel alive, and thrive while they are away. Acknowledging the importance of the environment in today's world, all Element hotels are LEED certified. Element... Space to live your life.



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