
INTRODUCING

@ALLEYCORP

174 MOTT STREET
NOLITA, NEW YORK

EVERYDAY CONVERSATION TO CONSIDER

Hey let me ask you, whats a fun place for dinner?

NY has changed a lot
There are def new restaurants, busy with a cool scene
But not particularly Fun

Ok, so what's the best bar/lounge or club?

Most of those are now Members Only
and You would have to go with a Member

Seriously, after midnight theres really not much

Where would YOU go?

I'll send you recommendations now
Let me know and I'll reserve wherever you need!

CURRENT NY LIFESTYLE HOSPITALITY

LIFESTYLE RESTAURANTS

Key Operating Hours 5-11pm

4 Charles Prime
Bar Pitti (Lunch)
Bilboquet
Bond Street
Carbone
Casino
Cipriani Downtown
Cote
Cucina Alba
Don Angie
Holiday Bar
Indochine
La Esquina
Mamo
Milos
Nobu
Polo Bar
Sadelle's (Lunch)
Saint Theos
Sant Ambrous
Torresi

Excludes:

Dedicated Michelin Star Restaurants
TAO Group and Catch Restaurants
Omakase Restaurants

LOUNGES

Key Operating Hours 10pm-1am

Butterfly
Socialista
Temple Bar
The Nines

Excludes:

Bar / Lounges without Selective
Reservation Policies

MEMBERSHIP CLUBS

Key Operating Hours 9pm - 1am

Aman
Casa Tua
Casa Cipriani
Casa Cruz
Maxime's (Opening)
San Vicente Bungalows (Opening)
Soho House
The Ned
Zero Bond
ZZ's (Opening)

Excludes:

Soho House Properties including The Ned

NIGHTCLUBS

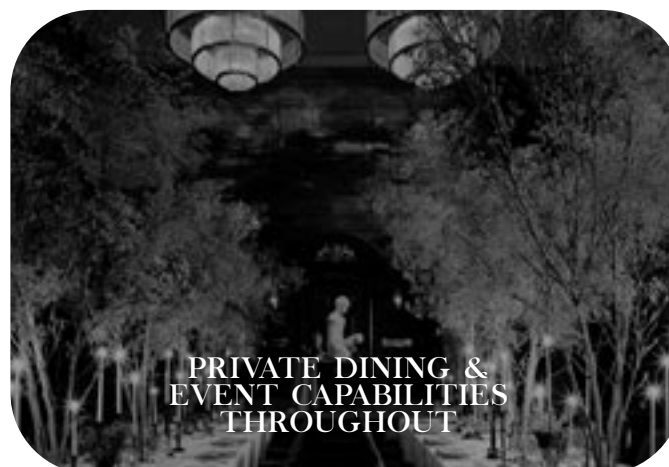
Key Operating Hours 11pm-4am

Gospel
Little Sister
The Box

WHAT'S MISSING?



BISTRO
FEATURING
LIVE MUSIC STAGE



PRIVATE DINING &
EVENT CAPABILITIES
THROUGHOUT



MEMBERS BAR & LOUNGE
SET FOR DINING



NIGHT CLUB

AN ALL-ENCOMPASSING LUXURY HOSPITALITY BRAND
HARMOUNIOUSLY INTEGRATING FOUR DISTINCT CONCEPTS.

INTRODUCING...

“NAME TBD”

174 MOTT STREET
NOLITA, NEW YORK

AN ALL-ENCOMPASSING LUXURY HOSPITALITY BRAND
HARMOUNIOUSLY INTEGRATING FOUR DISTINCT CONCEPTS.



2ND FLOOR

Bar "AC" & Members Lounge
Private Events
Stair Connections To Members Entrance
Bathrooms

GROUND

"AC" Bistro & Performance Stage
Bathrooms
Bistro Entrance Dedicated
Club Entrance Dedicated
Members Entrance Dedicated (With Connections To All 3 Floors)
Coat Check
Stair Connections To Club

CELLAR LEVEL

Club "AC"
Full Kitchen
Bathrooms
Stair Connections To Ground & Members Entrance

SUB-CELLAR

Storage

FLOOR PLANS

2ND FL. FLOOR PLAN

Bar & Members Lounge
Stair Connections To Members Entrance
Private Events
Bathrooms



GROUND FLOOR PLAN

Bistro & Performance Stage
Dedicated Bistro Entrance
Dedicated Club Entrance
Members Entrance Dedicated
(With Connections To All 3 Floors)
Stair Connections To Club
Coat Check



CELLAR FLOOR PLAN

Nightclub
Stair Connections To Ground
& Members Entrance
Full Kitchen
Bathrooms



BISTRO & PERFORMANCE STAGE

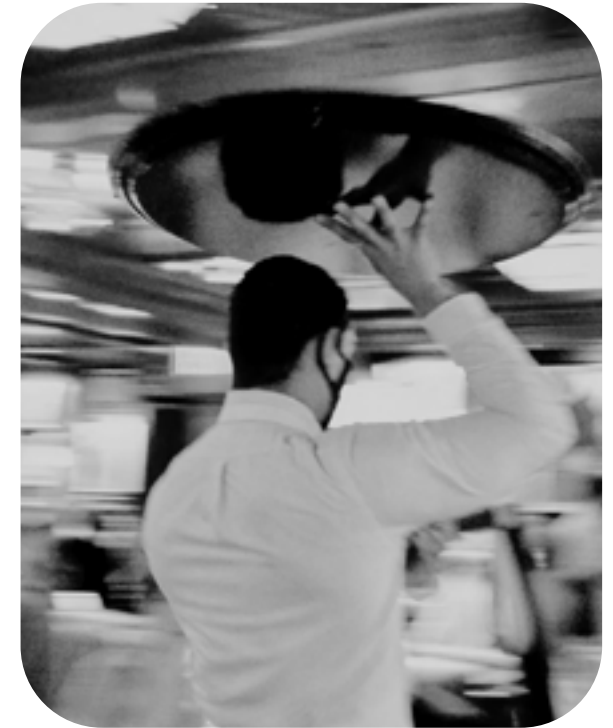
HIGH ENERGY DINING DESTINATION WITH 3 EXPERIENTIAL FOCUSES



CURATED
LIVE STAGE



CLASSIC AMERICAN
STAR QUALITY MENU



EXTRAORDINARY
SERVICE

A service team of hosts will ensure guests enjoy staying on property throughout each evening.

Kitchen Partnership To Be Discussed.

BAR & MEMBERSHIP

A MEMBERSHIP UNLIKE ALL OTHERS

MEMBERSHIP BENEFITS

PERSONAL CONCIERGE



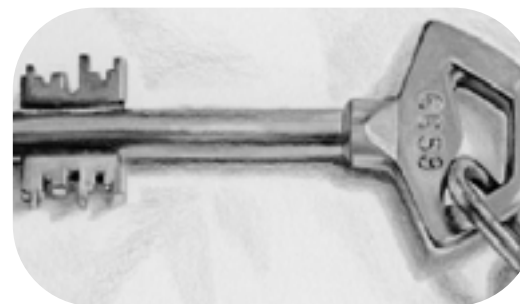
Lifestyle & Arts
Reservations & Recommendations

FULL PROPERTY BENEFITS



Premier Access Within
All Areas of The Property

UNIQUE GUESTLISTING PRIVLEDGES



Access for Friends
All Areas of The Property

MEMBERSHIP EXPERIENCE

PROGRAMMING



Selected Music & Nightly Event Offerings

COCKTAIL



OPERATIONS



Service Team & Consistent Functionality

Limited Membership Curated By Committee

CLUB LEVEL



After Midnight the Selective Brand Will Activate
Providing a Much Needed Vibrancy to
Downtown NY For Years to Come

Catering to Members, Local & International Guests

Fixed & Heavy Movable Seating

Upon a Discerning Reservation Only Policy

Showcasing Ahead of The Curve & Star Talent

EVENTS

PRIVATE EVENTS

All Events will leverage the property's state of the art audio visual & exceptional management capabilities.

As an event facility Mirabel will offer unique expertise in areas typically outside the range of other event spaces including:

- Brand Integration
- Celebrity Services
- Décor
- Film, Photography & Editing
- Guestlist
- Invitation and Creative Design
- Media Relations
- Talent Booking

PROPRIETARY EVENTS

The property will intentionally remain at the forefront of all high profile global occasions happening in New York including:

- Armory
- Art Auction Weeks
- Broadway Occasions
- Champions League & World Cups
- Charity (Amfar, Diamond Ball, Met)
- Fashion Weeks
- Frieze
- Halloween Celebrity
- Jimmy Fallon & SNL
- NBA, MLB, NHL Sporting Events
- Network Upfronts
- New Year's Eve Celebrity
- Restaurant Week
- US Open
- Valentine's Day



DESIGN

CONSISTENCY IN DESIGN THROUGHOUT THE ENTIRE PROPERTY WITH ELEGANT TRANSITIONS FROM INTERIOR SPACE TO SPACE

Timeless Design Elements

Luxy, Floral & Feminine

New York Glamour Pieces Set on Authentic,
Raw, Matte & Carpeted Materials

Impeccably not "Over-Designed"

Best In Class Lighting, Sound & Audio Treatment



MOOD, INSPIRATION & DIRECTION

“AC” IS...

NEW YORK AMERICAN

The Soul of
Cafe Carlyle X Arthur's Tavern

The Neo Expressionist Artwork of
Mr Chow X Casa Lever

The Celebrations of
Boom Boom X Au Bar

The Mood of
The Bowery X The Greenwich

The Cuisine of
Houstons X Polo Bar

The Bar of
Nat King Cole X Nine Orchard

TRANSPORTIVE INTO OUR WORLD BY DESIGN, MUSIC & EXPERIENCE

New York Chic
Specific Brand ID Agency
Specifically Selected Design Firm
Neo Expressionist Artwork
Worlds 50 Best Cocktails
Into the Wee Hours
American sharable plates
Live Soul, Jazz,
R&B & Funk on a low built stage
Star Power Music Talents
Curated Dinners, Private
Cocktails & After Parties
Proper Attire
Even More Proper Operations

“AC” IS NOT! ...

A CARICATURE OF A BYGONE ERA

Prohibition New York
Hamptons Polo Field American Flags
LA Swing Era Revival Lincoln Continentals
Kentucky Derby American Fascinator
Hats
Great Gatsby Roaring
American Grandeur
Vegas Rat Pack Supper Clubs
Studio 54
Whiskey and Cigars
Asleep by Midnight

ALLEYCORP PROPERTY BENEFITS

PREMIER ACCESS TO:



PERSONAL CONCIERGE

Lifestyle & Arts – Reservations & Recommendations

PREMIER ACCESS TO BISTRO RESERVATIONS

PREMIER ACCESS TO CLUB RESERVATIONS

ALLEYCORP GLOBAL MEDIA ATTENTION



INTERNATIONAL ATTENTION:

Traditional and Social Media to cover “AC” at AlleyCorp

PR Media Strategy to focus on “AC” as an exclusive amenity to AlleyCorp

NEWS WILL REACH EVERY:

- High Net Worth individual in Network
- In the know “International World Traveler”
- Enhance the property’s social profile amongst the global target audience

EXPOSURE & PROPERTY IDENTITY WILL BE CONSTANTLY MAXIMIZED VIA THE FOLLOWING PLATFORMS :

- Online
- Print
- Broadcast
- Features
- Buisness
- Music & Entertainemnt
- Celebrity Buzz

FINANCIAL OPERATING ASSUMPTIONS

PROPERTY ASSUMPTIONS

CLUB F&B	5.78
BISTRO F&B	11.71
BAR F&B	4.52
MEMBERSHIP	2.50
TOTAL REVENUE	24.51
CLUB EXPENSES	4.24
BISTRO EXPENSES	9.31
BAR & MEMBERSHIP EXPENSES	4.08
TOTAL EXPENSES *	17.63
TOTAL PROFIT	6.88

*ASSUMES 0% RENT

FINANCIAL PRE-OPENING USE OF PROCEEDS

	CONSERVATIVE	AGGRESSIVE
CONSTRUCTION	3.8M	5.9M
MECHANICAL	500k	750k
ELECTRICAL	500k	750k
PLUMBING	500k	750k
HVAC	300k	600K
GC / CARPENTRY	2M	3M
ARCHITECT / DESIGN	500k	1M
EQUIPMENT (KITCHEN & BAR)	750k	1M
FURNITURE & FIXTURES	1.5M	2M
LIGHTING / SOUND	600k	1M
LICENSES & LEGAL	250k	500K
PRE-OPENING & MARKETING	250k	500k
WORKING CAPITAL	500k	500k
TOTAL PRE-OPENING	8.15M	12.35M

FINANCIAL KEY TERMS



RENT
%



CAPITAL INVESTMENT



EQUITY VALUE

TO BE DISCUSSED

NOLITA, NEW YORK

2024