



HACIENDA de las FLORES

one of Moraga's most important assets

HACIENDA de las FLORES

BACKGROUND & GOALS

- EXPAND UTILIZATION
- GENERATE REVENUE



HACIENDA de las FLORES



POTENTIAL IMPROVEMENTS TO ENHANCE, PROMOTE AND PRESERVE

HACIENDA DE LAS FLORES



- **B&B – RESTAURANT**
- **TEA ROOM - LIBRARY**
- **NEW ENTRANCE(S)**
- **MULTI - GENERATIONAL
COMMUNITY CENTER**
- **SWIMMING POOL**
- **SPA/FITNESS AT PAVILION**
- **CAVE/CELLAR FOR
REHEARSAL DINNERS**
- **EXPANSION OF EVENT AREAS**
- **BOCCE BALL COURTS**
- **NEW CLASSROOMS, ETC...**

HACIENDA de las FLORES

B & B

PRIVATE INVESTMENT

- **SUPPORT WEDDINGS, ST. MARY'S COLLEGE, SPECIAL EVENTS AND OUT OF TOWN VISITORS**
- **SOURCE OF REVENUE FOR HACIENDA/TOWN**





TYPICAL B&B FIVE STAR ROOMS

QUALITY

PRIVATE INVESTMENT





Restaurant quality

PRIVATE INVESTMENT



**KEEPING RESIDENTS AND THEIR OUTLAYS IN TOWN.
(75% CURRENTLY DIVERGED OUT OF TOWN)
SYNERGY WITH B&B AND WEDDING EVENTS**



Tea Room
library
quality

PRIVATE INVESTMENT



A PLACE FOR MEETING AND READING WHILE ENJOYING A CUP OF CAPPUCCINO OR TEA WITH LOCALLY PRODUCED PASTRIES.



swimming pool

spa . fitness

PRIVATE INVESTMENT



**HACIENDA'S EARLY DAYS STYLE
POTENTIAL COMPONENT OF A NEW B&B**

HACIENDA de las FLORES



new entrance(s)



**QUALITY ENTRANCES
TO
AN IMPRESSIVE ASSET**

HACIENDA de las FLORES



Cave – Cellar

ideal for rehearsal dinners



**ADDITIONAL AREA FOR
WEDDINGS AND LOCAL EVENTS
(SOURCE OF REVENUE)**

HACIENDA de las FLORES



A GOOD PLAN COULD INCORPORATE ALL LISTED IDEAS **PLUS
OTHER COMPONENTS THAT HAVE NOT BEEN IDENTIFIED YET**



HACIENDA de las FLORES

WE SHOULD DEVELOP A **COMPREHENSIVE CONCEPTUAL PLAN
PRIOR TO
THE IMPLEMENTATION OF ANY IDEAS OR SUGGESTIONS**



HACIENDA de las FLORES

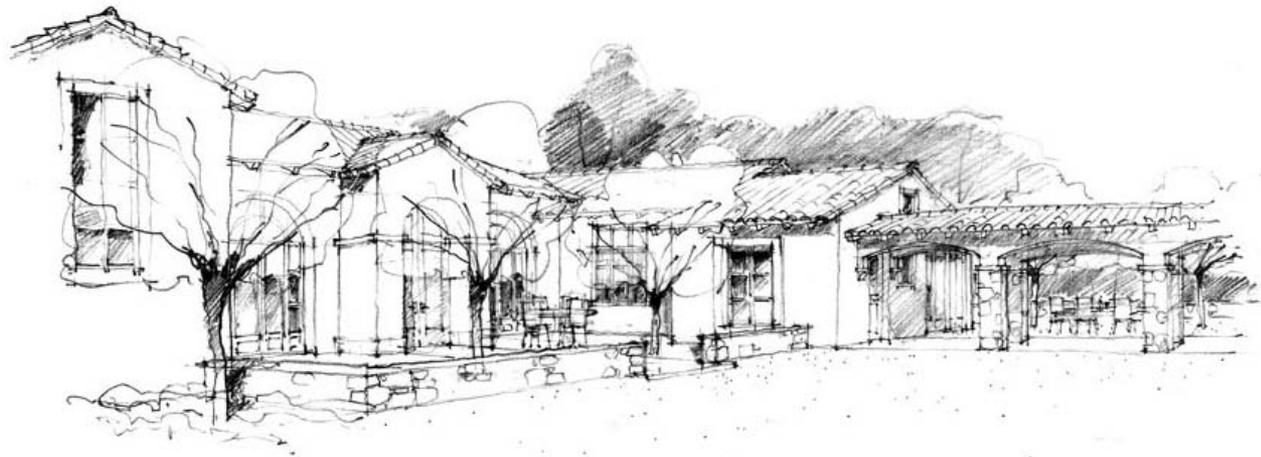


TYPICAL
CONCEPTUAL
PLANS





**TYPICAL
SKETCHES
TO
ILLUSTRATE
DESIGN
FEATURES**





**DESIGN TOOLS
TO
PRESERVE
HISTORICAL
CHARACTER
OF
HACIENDA**



HACIENDA de las FLORES



PLANS & STRATEGIES



Wildt

"We're looking for bold, innovative strategies to pretty much maintain the status quo."



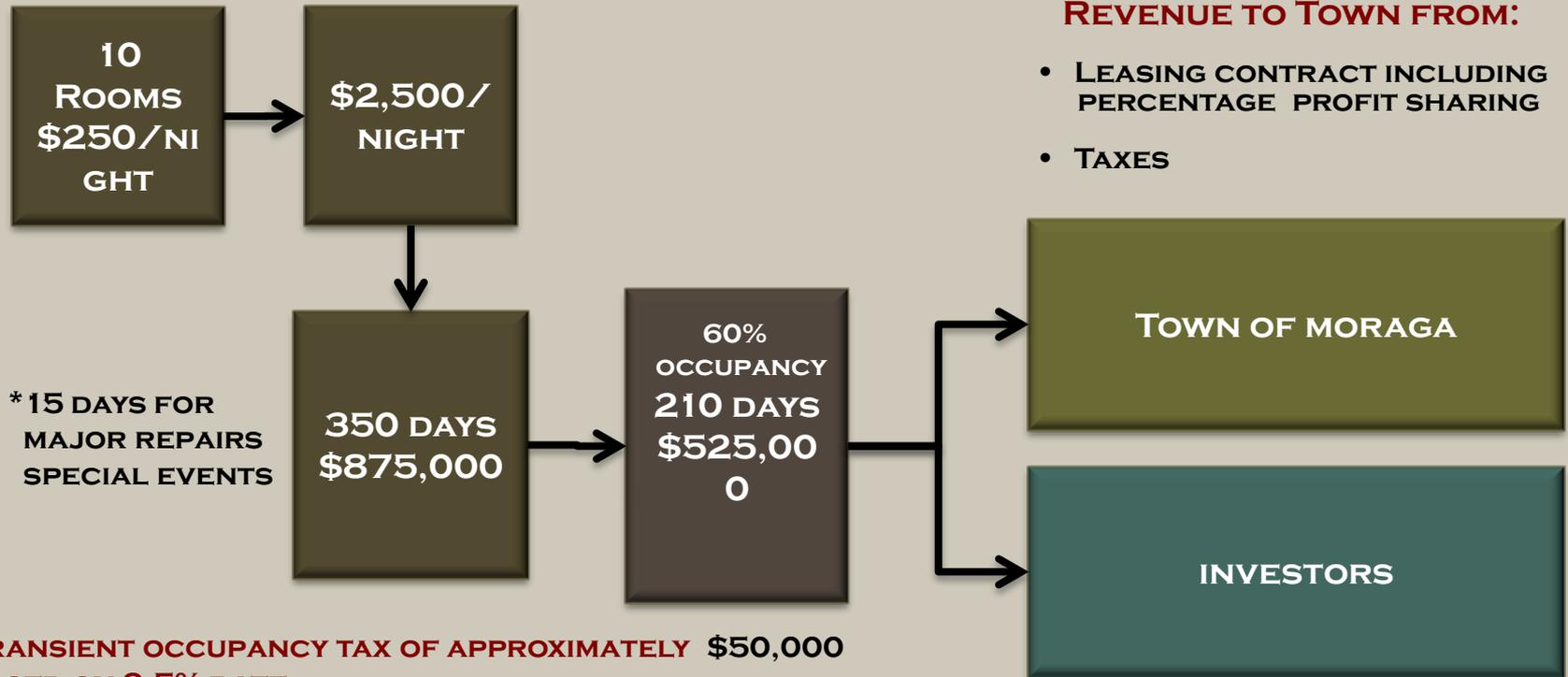
Goff

"I feel it's important to always have a plan to ignore."

HACIENDA de las FLORES

NO ACTION MIGHT NOT BE A GOOD PLAN

B&B - projected yearly gross revenue





HACIENDA

PLAN

SUGGESTIONS



- ❖ **AVOID PIECEMEAL PROGRAMS THAT MAY ALTER THE CHARACTERISTICS OF THE HACIENDA.**
- ❖ **ENGAGE EXPERIENCED ARCHITECTURAL FIRM TO DEVELOP COMPREHENSIVE CONCEPTUAL PLAN.
KEY CAPABILITIES: TALENT - NETWORK**
- ❖ **CONCEPTUAL PLAN SHOULD CONSIDER:**
 - HACIENDA'S HISTORY AND CHARACTER,
 - HACIENDA FOUNDATION'S RECOMMENDATIONS,
 - MORAGA RESIDENT'S SUGGESTIONS,
 - POTENTIAL SUITABLE NEW INSTALLATIONS AS REQUIRED TO GENERATE REVENUE TO TOWN.



HACIENDA

PLAN

SUGGESTIONS



❖ **BASED ON THE FEASIBILITY OF THE CONCEPTUAL PLAN, **SELECT** INVESTORS, TENANTS AND QUALITY OPERATORS THROUGH A REQUEST FOR QUALIFICATIONS PROCESS**

❖ **CRITERIA FOR SELECTION:**

- **MAXIMIZATION OF USE,**
- **PROPOSED REVENUE TO TOWN,**
- **QUALITY OF PROPOSED IMPROVEMENTS**
- **INTEGRITY OF ORIGINAL FACILITIES.**

HACIENDA de las FLORES

SUGGESTED ACTIONS



SELECTION THROUGH REQUEST FOR QUALIFICATIONS PROCESS

phase 1



PREPARE
CONCEPTUAL PLAN
FOR
BEST USE OF ASSET

phase 2



DEVELOP,
FINANCE,
DESIGN, BUILD AND
MANAGE OPERATION



phase 1

PREPARE
CONCEPTUAL PLAN
FOR
BEST USE OF ASSET

SCOPE OF WORK BY STAGES

PHASE 1 (A) - PRELIMINARY CONCEPT



**ANALYSIS TO CONFIRM
PROPOSED CONCEPT IS VIABLE**



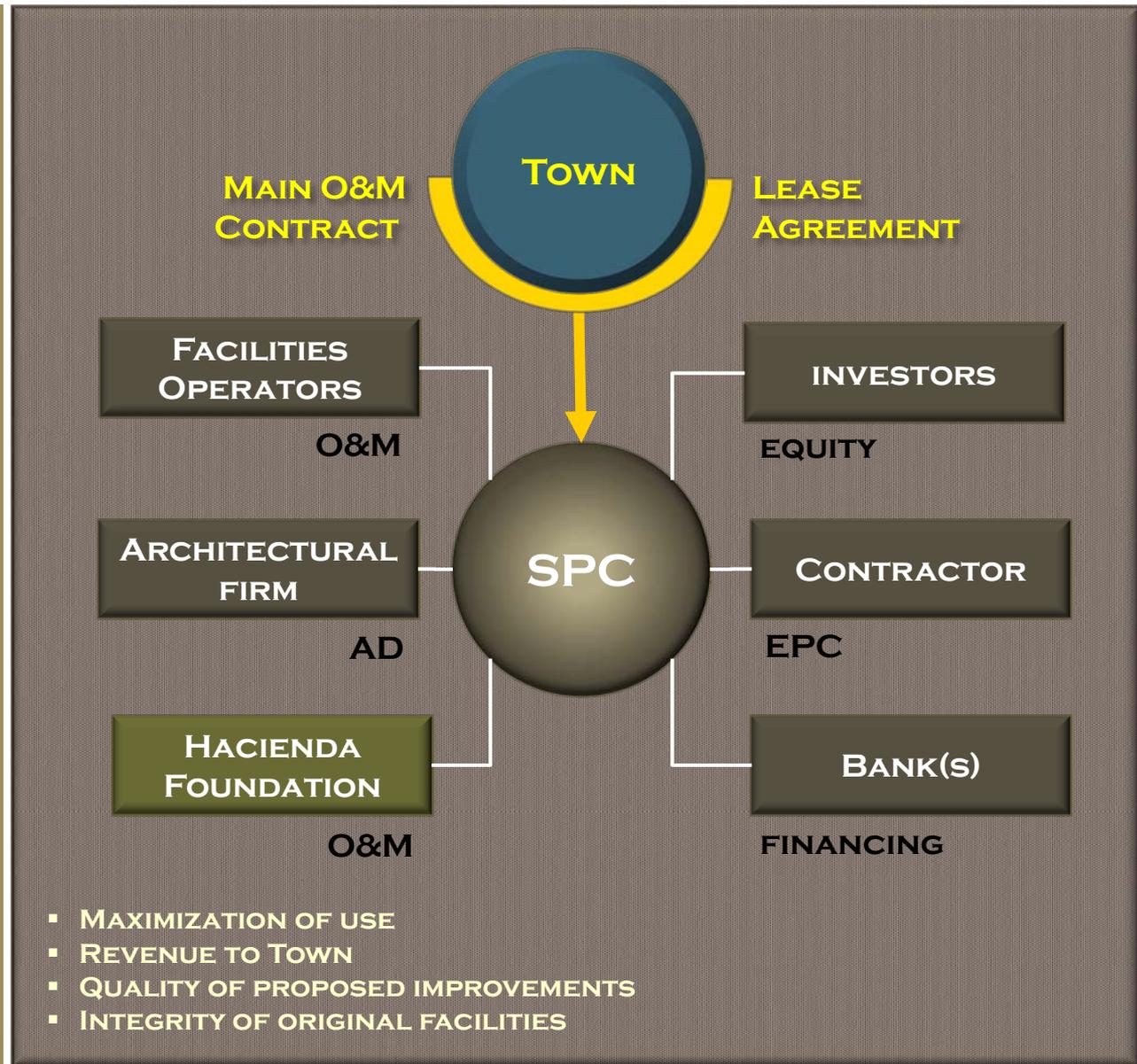
**PHASE 1 (B) - CONCEPTUAL PLAN
BASED ON FEASIBILITY**



phase 2

DEVELOP, FINANCE,
DESIGN, BUILD
AND
OPERATE
REFURBISHED
FACILITIES

SPC – SPECIAL PURPOSE COMPANY





HACIENDA de las FLORES