
RISE DESIGN & BUILD LLC



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BROOKLINE MA 02446

TOWN OF SWAMPSCOTT PROCUREMENT & PLANNING

22 MONUMENT AVE, SWAMPSCOTT, MA 01907

Dear town of Swampscott Procurement & Planning,

This letter is to accompany the response to RFP for Development of a Lodging Facility at the present location of Hadley Elementary School located at 24 Redington St, Swampscott, MA 01907.

Our team is proposing a two-phase development to the site. Initial development would be of the main building. We would add additional two stories to the existing building which will include rooms and rooftop restaurant. The addition of stories will bring the room count to about 60 and Phase II will utilize space of the current annex building to meet the needs of town of Swampscott and its community.

Our team is well positioned to take on this existing redevelopment opportunity. We are bringing two teams together to accomplish the task: Rise Design & Build and Sullivan Capital.

Rise Design & Build is a local real estate team located in Swampscott MA and has done numerous projects in town including the redevelopment of convent located at 56 Blaney St. Swampscott. Additionally, Rise Design & Build team is bringing on board Founder and Creative Director of Woodmaster Studio, Alex Woogmaster. Alex has designed dozens of luxury hotels including Wynn Boston. Overall, Rise Design and Build team is bringing together over 35 years of combined real estate development expertise in addition to 30 years of corporate management, as well as pedigree of top nation universities such as Massachusetts Institute of Technologies and Cornell University.

Sullivan Capital is a Real Estate Investment Firm based out of Salem MA. Their focus is boutique hotels development and operations. Their recent hotels include The Coach House in Salem, MA and a development of 12 room + restaurant boutique hotel in Gloucester, MA and 30 room + restaurant lobby bar and rooftop bar in Biddeford, ME.

We strongly believe that our expertise and vision for this development will enable Swampscott to become a premier seaside destination for visitors. We are aiming to incorporate proposed designs of Hawthorne



redevelopment to have fluidity and continuity between two locations. Our team would be performing each phase of the development as well as the hotel operations.

With any additional questions or request for additional information please reach out to Ilya Zvenigorodskiy at 860-833-4081 or ilya@riseboston.com.

Sincerely,

Rise Design & Build LLC





Hadley Hotel

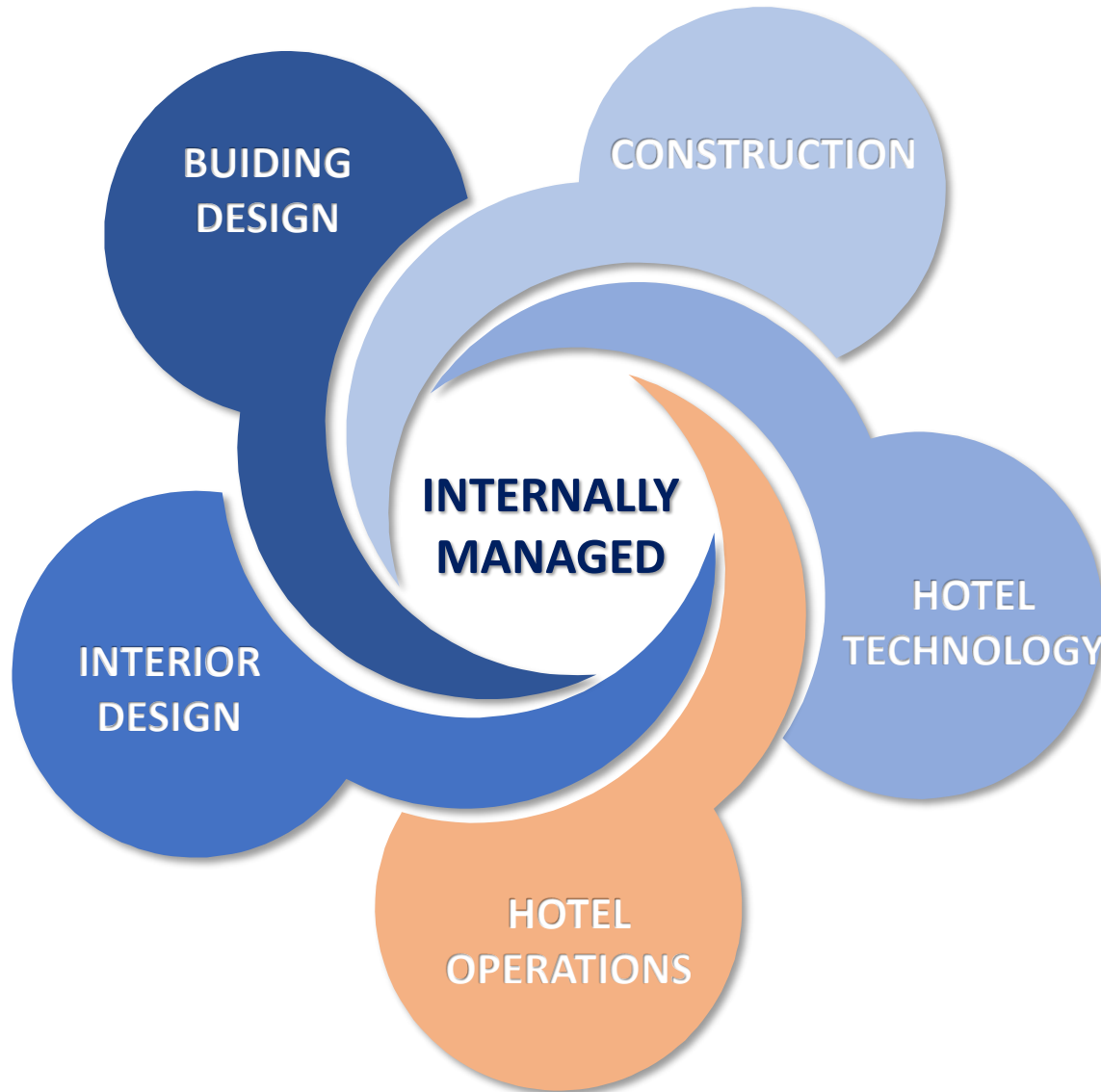


SULLIVAN
CAPITAL

preview



What Makes Us Different



Boutique Hotel

- Hotel concept in line with proposed plans for Hawthorne redevelopment
- Oversized average room size 300+/- sqft
- 15% -20% of rooms will be suites
- Rooftop Fine dining & event space
- Internally managed by Builder & Operator Team
- Lobby café
- Two Phased Approach
 - Main Building
 - Annex building replacement

Concept To Develop Site

Phase 1: Re-develop Main Building

- 60 +/- rooms
- New 4th floor: Rooms with balconies to face the ocean
- New 5th floor: Rooftop restaurant & terrace
- Demolish annex building

Phase 2: Expansion & Potential Uses

- Parking garage
- Gym/spa/pool
- Conference center
- Ballroom/Event Space

Phase 1: Main Building



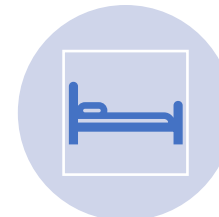
BASEMENT
HOUSEKEEPING
MANAGEMENT
OFFICES



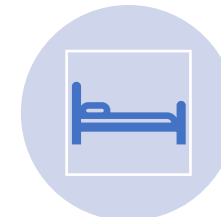
1ST FLOOR
LOBBY / CAFE/
COMMON SPACE



2ND FLOOR
ROOMS



3RD FLOOR
ROOMS



4TH FLOOR
ROOMS WITH
BALCONIES



5TH FLOOR
ROOFTOP
FINE DINING



Room Rendering
Inspirations

Financial Considerations

Buyer Financing



25% Self
Contribution



75% Financial
Institution



Development
\$13-14M



Furnishings \$1-
1.5M



Startup cost
\$250K

Town of Swampscott



Tax incentives and credits from the
town during the development and
stabilization period (3-5yrs)

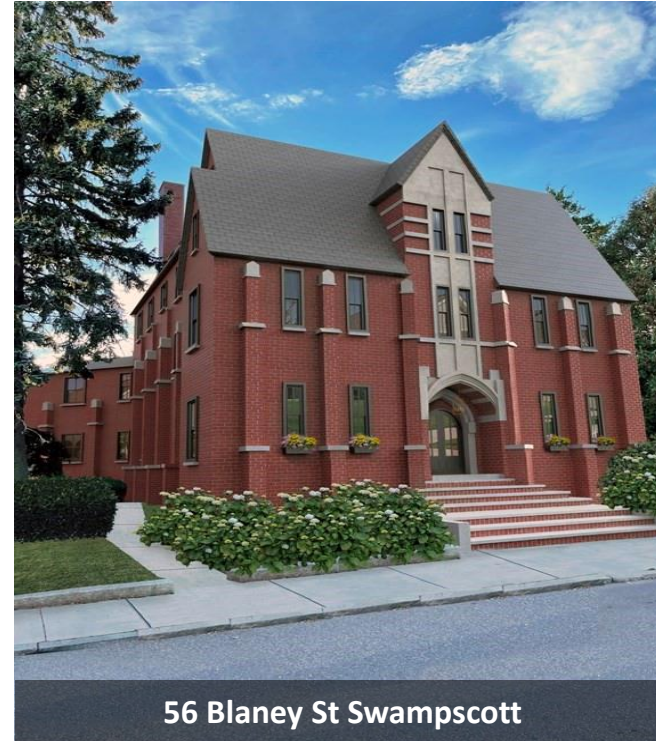
About the Team



- 12+ Years of Development Experience
- Town Residents and Developers
- 50+ Developments



- 10+ Years of Experience
- Developer and Operator of Boutique Hotels in Salem & Gloucester



Rise Design & Build Team Experience

About Rise Design & Build Team



Premier real estate developer of single and multi family homes



Ilya Ilya Zvenigorodskiy - Partner

- MBA from MIT Sloan School Of Management
- 15+ year experience in strategy and operation at Fortune 500 & Startups



Dmitriy Zolotykh – Partner

- 15+ Years of corporate training and project management
- Real Estate Development Project Manager



Gene Bernshtein – Partner

- 20+ years of real estate experience
- Broker at Rise Realty



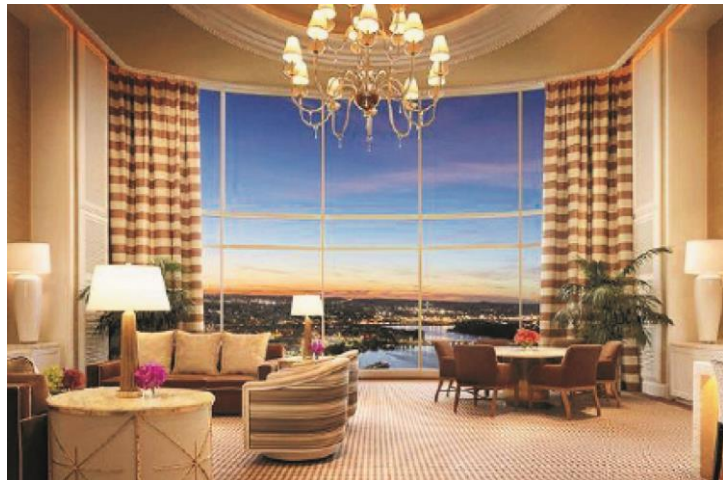
Alex Woogmaster
Creative Director

- Boutique interior design atelier
- Designed luxury hotels (Wynn/Encore) in Las Vegas and Boston
- <https://woogmasterstudio.com/>

Alex Woogmaster – Woogmaster Studio



Encore Boston Harbor
Creative Director



Alex Woogmaster is the lead Creative Director for Rise Design & Build. Alex also is the founder and creative director at Woogmaster Studio.

Woogmaster Studio is a boutique interior design atelier headquartered in Las Vegas, Nevada specializing in luxury Hospitality and Residential projects.

Alex Woogmaster held role of Creative Director at Wynn from 2009 to 2019 leading and managing multiple projects including the local development of Encore Boston Harbor. In 2019, Alex founded Woogmaster Studio and today he is a sought-after designer worldwide in the luxury Hospitality and Residential space.

A few notable projects...

Encore Boston Harbor

Encore Las Vegas

Wynn & Encore Macau

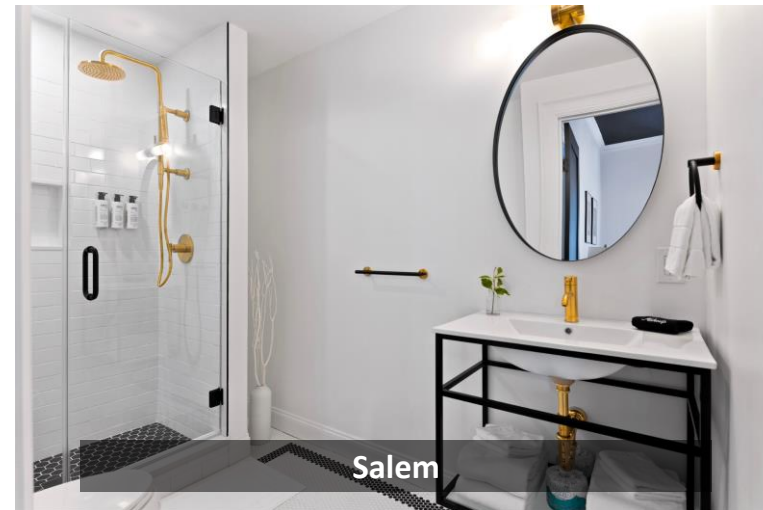
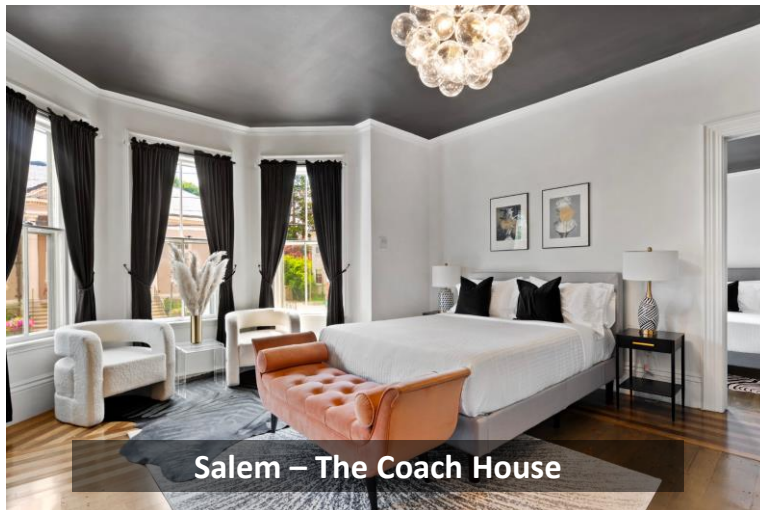
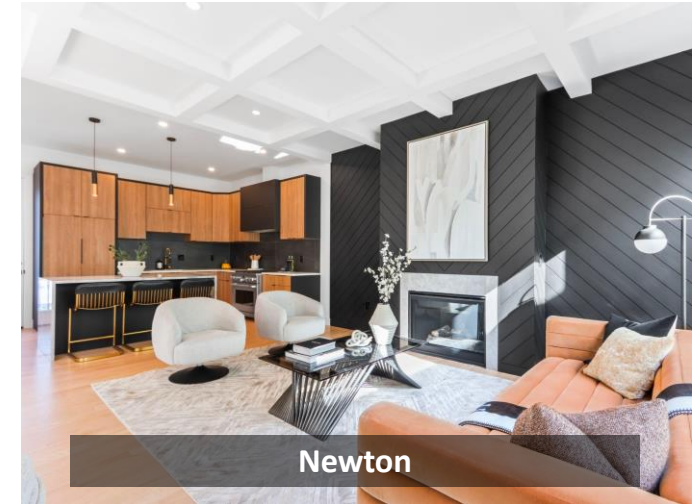
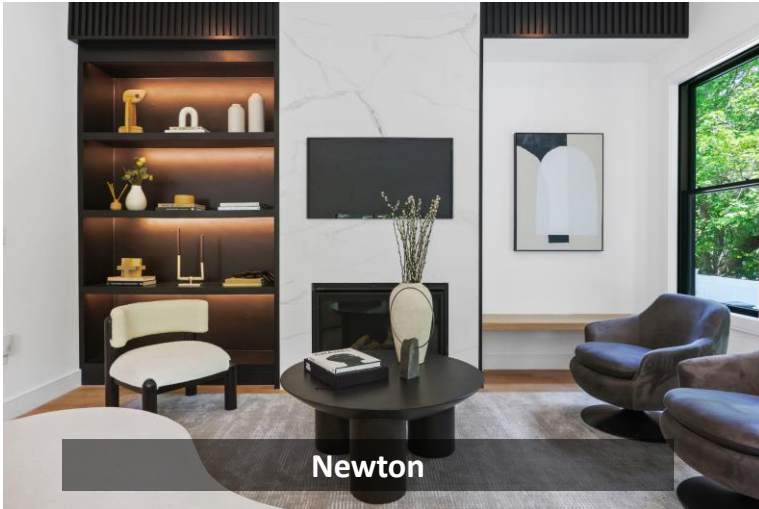
Ritz-Carlton Residences, Central Park – Lobby Remodel

Venetian Pool Deck

Bellagio Pool Deck/ Spa & Salon / Noodles Restaurant

Red Rock Resort VIP Lobby Remodel

Sullivan Capital Experience



About Sullivan Team



Sullivan Capital is a Real Estate Investment Firm based out of Salem, MA. The company specializes in the acquisition, construction, and operation of luxury boutique hotels.



Eric Sullivan
Managing Partner



Niko Giallousis
Partner



Marley Chase
Hotel Operations



Jessica Picariello
Interior Design

“Relationships are everything to us. Whether it be our investors, banking partners, suppliers, subcontractors or vendors, we treat everyone like they are part of the team – because they are.”

Organizational Structure

