



Hidden Treasure Villa & Spa Resort



5th Avenue Capital
Private Funding from \$10M to \$2B

Business Strategy for Investors

Principal Barrington Ricketts has partnered with Reagan Rodriguez and 5th Avenue Capital to present this opportunity to invest in the hospitality industry in Jamaica. Venturing into the cutting-edge Cannabis Tourism sector, this resort will offer the perfect balance of luxury, convenience, and privacy for the ultimate relaxing getaway.

Developers will engage an environmentally conscious approach, incorporating recycled materials and sustainable design, while still delivering a portfolio of facilities across the resort property that caters to even the most demanding guests. Hidden Treasure will also grow and sell proprietary medical cannabis as part of the resort offering, creating a strong secondary revenue stream.

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Executive Summary

Jamaica has long been known as a great destination for a gentle and relaxing vacation. With new beaches being developed to accommodate tourism, Principal Barrington Ricketts is cultivating the ideal private luxury getaway in Hidden Treasure Villa & Spa Resort.

Tourists that want to explore recreational cannabis and CBD oil spa treatments will find a range of indulgences available within the resort, including an herb house designed for the comfort of guests. Easy access to airports and Negril nightlife offer convenient options for a range of visitor needs.

Visitors to Jamaica who are looking for a villa and spa experience are currently limited to the more heavily populated areas of the island. The more remote areas, such as Treasure Beach, are increasingly preferred by guests who want to avoid crowds and the mega resorts. However, these communities do not have hotels or resorts that provide bespoke villa accommodation or full-service spas.

The Jamaica Tourist Enhancement Project has announced plans to develop beaches located within the Alligator Pond community over the next two years. Existing hotels will not be able to handle the increased capacity of visitors traveling to the Treasure Beach area.

Cannabis Tourism is a new and developing sector where users and lovers of Sativa products want premium marijuana products, available at a location where they can relax and enjoy themselves with minimal distractions.



Company Overview

Hidden Treasure Villa & Spa Resort will be located at Treasure Beach in the parish of Saint Elizabeth, Jamaica. The brand new, upscale resort will present an array of modern accommodation, dining, spa, exercise, and pool facilities. A portfolio of one, two, and five-bedroom villas will deliver a more private experience for guests. High-end furniture, technology, and accessories will be featured throughout the property.

Located 1.5 hours from Sangster's International Airport and 2.5 hours from the Norman Manley International Airport in Kingston, guests can escape the chaos of the crowded mega resorts while balancing easy access to island amenities. Treasure Beach offers local shopping areas and is in close proximity to night life in Negril.

Principal Barrington Ricketts will offer the first villa and spa destination in Saint Elizabeth, Jamaica. Hidden

Treasure Villa & Spa Resort is a distinct step away from the mega resorts. People who are looking avoid crowds and kick back without ending up on social media will be delighted with this secluded, yet accessible, location. Mr. Ricketts endeavors to build the greenest hotel ever developed in New Kingston. Low-emissivity, or Low-E, glass technology will be used. Windows will be hurricane impact windows, which



are designed to simultaneously resist UV rays to save energy and to weather tough storms.

Guests will enjoy standard hotel services – daily room cleaning, local calls, cable tv, and wireless network access – as part of their stay. A luxurious spa will offer a range of therapies, including CBD oil treatments and massages. In addition to accommodation, spa and exercise facilities, swimming pool, restaurant and bar, the resort property will consist of an herb house with seating for up to 15 people and beach access.

Cannabis will be grown on property, cultivated by a Master Grower, and supported by local company Isratech Jamaica Limited. Using a specially curated greenhouse and drip irrigation solution, Hidden Treasure will be able to drive confident cannabis harvests which guests can rely on to be both pure and fresh.

Market Position

Jamaica is the third-largest island of the Greater Antilles and the Caribbean, with a population of around three million people. This represents an increase of approximately 50% since 1972, and annual growth of 0.88%. GDP is estimated at around \$14.9 billion USD (2021) according to Trading Economics.



There are resorts that offer similar facilities and services in areas of Jamaica that are higher volume tourist areas. Some of the major resorts, often referred to as mega resorts, have earned quite a bad reputation for being overcrowded and ostentatious.

While other hotels exist in the local Treasure Beach area, none of them offer the same range of accommodation and amenities that are planned by Hidden Treasure. Through a survey of the major hotels, along with key data from the local Jamaica Tourist Board offices, it has been determined that there are frequent tourists who would be likely travel consumers for a villa and spa resort.



Treasure Beach Community Map - <https://treasurebeach.info/>

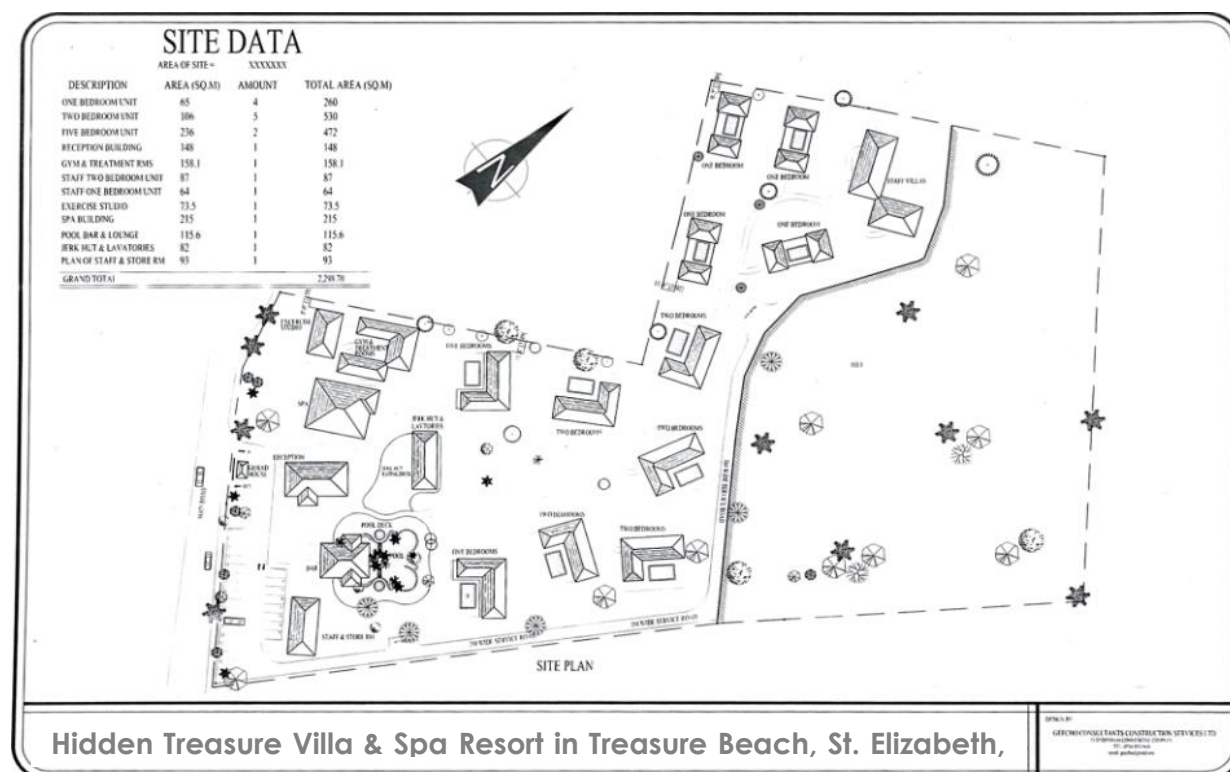
Hidden Treasure will stand out as unique on the island of Jamaica by offering a peaceful and secluded experience, easy proximity to airports, access to local nightlife and shopping, and still deliver the private luxury experience expected from a villa resort.

Development Plan

Property

Principal Barrington Ricketts owns property that is approximately 6.5 acres (26,300 square meters) in Treasure Beach, Saint Elizabeth, Jamaica. A Project Design Fee Proposal has been received from G7even Designs, a local architectural design firm in Jamaica.

Accommodation structures include two buildings at approximately 10,000 square feet with a collection of 20 traditional rooms, plus four one-bedroom units, five two-bedroom units, and two five-bedroom units. The scope of work also incorporates a reception building, gym, treatment rooms, two staff units, exercise studio, spa building, pool bar & lounge, pool, jerk hut & lavatories, and storeroom.



Mr Ricketts will be partnering with key organizations to optimize the environmental friendliness of the property. Natural and recycled materials will be used in combination with structural architecture that is designed to survive extreme weather conditions that typically impact the island. This strategic approach will minimize both the short-term and long-term footprint, as well as optimizing sustainability.

SteelMaster, Just BioFiber, and WORTHYdomes are the three carefully selected partners selected for development of Hidden Treasure.

SteelMaster

SteelMaster Buildings is the leading manufacturer of prefabricated arch-style buildings. The steel buildings offer quality, durability and versatility within an arch design that makes the structures the strongest on earth. Buildings are located in every state in the United States, on six continents and in more than 40 countries. Since 1982, SteelMaster has sold more than 50,000 buildings to residential, commercial, and industrial clients.



Just BioFiber

Just BioFiber Structural Solutions, Corp. ("JBF") was founded in 2014 with a vision to bring a sustainable building system to market that would improve quality of living, with lower cost, without waste and easy to construct. JBF has created a patented building system based on structural blocks that outperform virtually all existing and alternative building systems. The patented composite structural frame inside each block interlocks when stacked. A product line of strips, bolts and window/door trim supports building an entire wall system.



Structures that are
greener, fire-resistant,
and built like Lego.

WORTHYdomes

A green, affordable, reliable, long term, safe, healthy housing option. The domes provide a low cost, easy to erect dwelling that may be constructed dwelling with unskilled labor. Over 90% of the material used in the composite shells is recycled. Buildings are extremely energy efficient, easily saving 70% on heating-cooling bills and potentially up to 100% when passive-solar principles are used in the design. WORTHYdomes have an extremely long lifespan, estimated at 500 years, while requiring very little maintenance.

Modular systems
designed to adapt to a
range of needs



Cannabis

Hidden Treasure will develop a product portfolio for medical marijuana. With expertise and management by a Master Grower, a section of the property will be exclusively dedicated to marijuana crops. It is estimated that four crops per year will be possible based on the pace of growth from planting to harvest. Each crop will yield between 350-400 lbs of product, which can deliver a projected return of \$500-\$750 USD per pound. Overall, the product portfolio will provide an annual revenue stream of \$700,000 - \$1,200,000 USD at current market rates.

In the first year of growing, Mr Ricketts anticipates three crops as the farm becomes fully operational and will target a price of \$400 USD per pound to attract prospective buyers. By year two, a full four crops are expected, with proprietary strains of cannabis achieving premium price points.

A partnership with local specialist firm Isratech represents a core strategy for the business. Isratech has design capabilities for cannabis greenhouses which create ideal growth conditions required to yield robust crops. They are also designed to withstand hurricane damage, which will protect cannabis crops and simultaneously support Hidden Treasure in cultivating a strong revenue stream from proprietary cannabis product lines.

Team

The management team, including Barrington Ricketts, has unique experience in the industry, with a strong track record of success among local hotels. Following completion of construction, the team will be comprised of: General Managers, Accountant, Supervisors, Sales / Marketing Directors, Master Growers, Growers, Laborers, Security and Hospitality Staff and Cannabis Specialist.

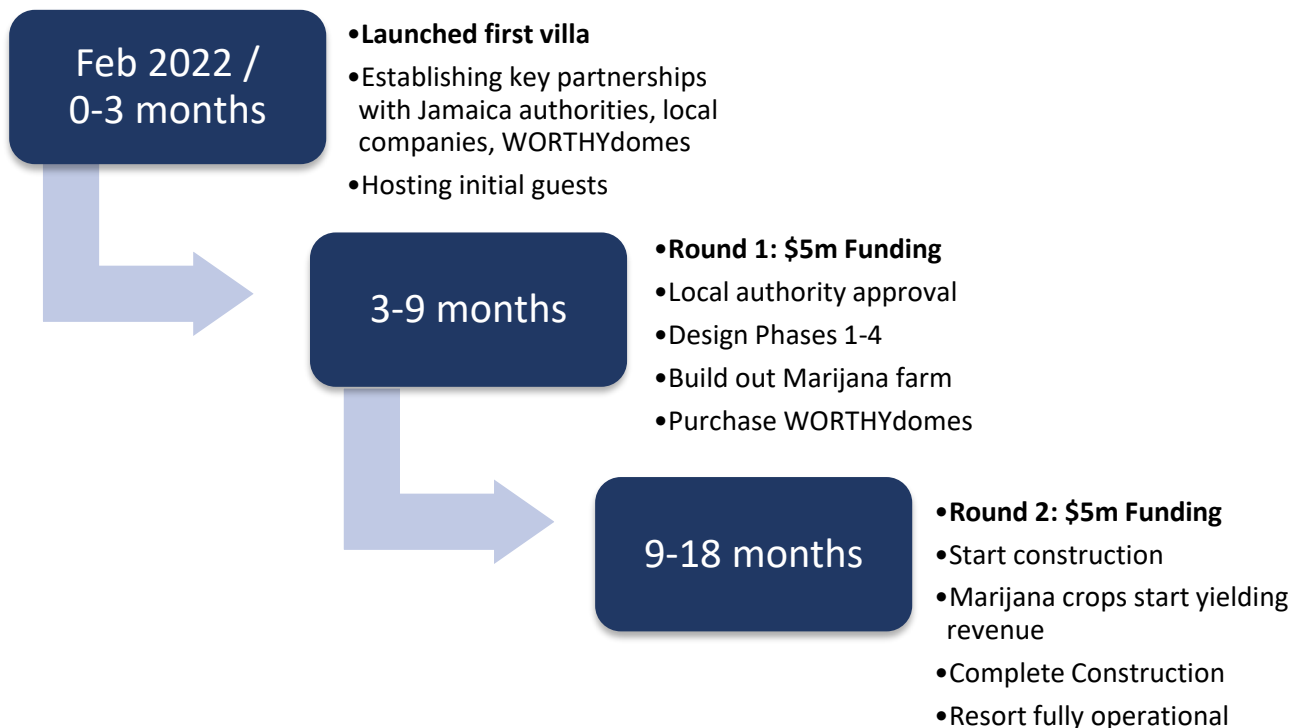
Driftwood Hospitality Management will be engaged to deliver hospitality services for Hidden Treasure. Driftwood's current management portfolio covers over 20 brands, 70 hotels, 15 developments, and more than 13,000 rooms. Their management collection includes hotels across the Marriott, Hilton, and IHG brand families. Executive Team brings an average of 25 years of experience each in their various segments of the lodging industry, and have proved highly successful in the takeover, re-positioning, and optimization of hotel operations.



Jacob Companies will help consult on construction requirements to ensure the success of the construction project. As a nationally certified, multifaceted construction firm with expertise across construction, design and building services, structural concrete, and technology, they are an ideal partner for this endeavor.

Timeline

Mr. Ricketts has a timeline which is a savvy balance of ambition and practicality. The property required for Hidden Treasure is already owned. He has launched one villa which accommodates eight people, and this is ready for rent on Airbnb.



Operating Plan

Hidden Treasure Villa & Spa will engage the world-renowned management firm of Driftwood Hospitality Management, headquartered out of West Palm Beach Florida, for comprehensive management of resort services.

Driftwood will cover the full range of hotel services, from reception to housekeeping, along with event and function management. The hospitality management firm will also provide all food and beverage services, as well as overseeing the on-site spa. Management services by this exemplary firm across comprehensive services across the resort will ensure guests receive premium services at all points of engagement.

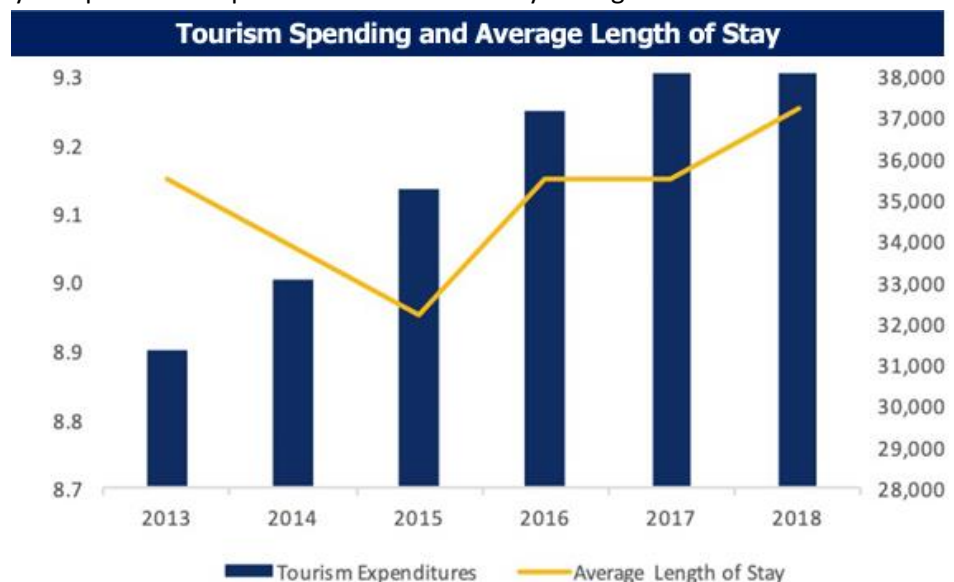
Sales and Marketing

The Caribbean continues to be a hot tourist destination. Tourist arrival numbers are strong and consistent.

Worldwide & Caribbean Tourist Arrivals, 2004-2019					
Year	World		Caribbean		Caribbean Share in the World
	Tourist Arrivals, Mn	% Change	Tourist Arrivals, Mn	% Change	
2004	754	10.3%	21.7	6.8%	2.9%
2009	893	-4.0%	22.3	2.8%	2.5%
2014	1,142	4.5%	26.6	6.4%	2.3%
2015	1,195	4.6%	28.5	7.1%	2.4%
2016	1,239	3.7%	29.9	4.9%	2.4%
2017	1,323	6.8%	30.6	2.3%	2.3%
2018*	1,400	5.8%	29.9	-2.3%	2.1%
2019**	1,449	3.5%	31.8	6.5%	2.2%
Total Increase CAGR* 2004-2018	646	4.5%	8.2	2.3%	-

Looking further into the numbers, the length of tourist stay and average spending are also growing. Consistent trends over the years prior to the pandemic were incredibly strong and tourism in Jamaica is already demonstrating ambitious recovery numbers.

A weekend in early March 2022 boasted over 27,000 visitors in a four-day time frame. ¹



Source: Caribbean Tourism Organization (CTO), National Tourism Boards

¹ <https://www.breakingtravelnews.com/news/article/jamaica-prepares-for-full-recovery-from-covid-19/>

Over the next several years, the Jamaica GDP is projected to trend around 18.41 USD Billion (2026) according to Trending Economics. In 2020, Jamaica's real gross domestic product fell by around 10.05 percent compared to the previous year. However, the tourism sector has been driving the economic recovery of Jamaica's economy, through a steady increase in arrivals and tourism earnings.

Gross domestic product (GDP) in current prices from 1986 to 2026



Tourism Ministry Projects US \$1.93 Billion in Earnings from 1.61 million visitors in 2021 (an improvement of US \$330 million).

Hidden Treasure Villa & Spa will leverage Expedia and Airbnb as key global platforms to promote the resort accommodation and services. The initial villa is in

the process of being launched on both platforms, and early-stage visitor reviews will be key to ensuring positioning in platform searches.

Financial Plan

An investment of \$10,000,000 USD is estimated for this project. Mr. Ricketts is seeking this in two funding rounds of \$5,000,000 USD each. This will enable a faster start for some of the accommodation units and the cannabis farming, which will support early-stage reviews of the resort online, as well as cultivating initial sales channels for the medical cannabis.

The breakdown is outlined below.

Budget item	USD
Architectural Design	\$30,000
Government Permits, Business Licenses, Site Preparations	\$70,000
Construction	\$2,500,000
Property Fit Out and Decoration	\$2,500,000
Year 1 Costs	
Staffing	\$1,000,000
Advertising	\$200,000
Resort Supplies	\$500,000
Cannabis Supplies and Management	\$500,000
Utilities and Operating Costs	\$1,200,000
Total Estimated Investment	\$10,000,000

Annual revenue projections are still in early stages. The basic framework using the main sources of income – accommodation, food and beverage, spa services, and cannabis – are detailed in the following chart with estimates for fully operational Year 2.

Revenue Source	Details	Annual Revenue Projection (USD)
Accommodation	70% occupancy	
Traditional Rooms	20 rooms, \$200 per night	\$1,022,000
One-Bedroom Suites	4 units, \$250 per night	\$255,500
Two-Bedroom Suites	5 units, \$350 per night	\$447,125
Five-Bedroom Suites	2 units, \$500 per night	\$255,500
Food and Beverage	Avg 45 people per day, \$30 per person	\$492,750
Spa Products and Services	Avg 25 people per day, \$75 per person	\$684,375
Cannabis Products	1,500 lbs per year @ \$500 per lb	\$750,000
Total Estimated Annual Revenue		\$3,907,250

During Year 1, the revenue projections above are incorporated into financial projections at 50%. The projections are reflected at 100% in Year 2. Starting in Year 3 the financials assume a growth rate of 15% year over year, with costs increasing at a rate of 5% year over year.

Operating Statements	Year 1 50% Revenue	Year 2 100% Revenue	Year 3	Year 4	Year 5
Accommodation					
Revenue	990,063	1,980,125	2,277,144	2,618,715	3,011,523
Mktg Platform Fee (10%)	-99,006	-198,013	-34,800	-34,800	-34,800
Net Income	891,056	1,782,113	2,242,344	2,583,915	2,976,723
Resort Products and Services					
Food and Beverage	246,375	492,750	566,663	651,662	749,411
Spa Products and Services	246,375	492,750	566,663	651,662	749,411
Cannabis	375,000	750,000	862,500	991,875	1,140,656
Gross Profit	1,758,806	3,517,613	4,238,169	4,879,114	5,616,201
Operating Expenses					
Staffing	1,000,000	1,000,000	1,050,000	1,102,500	1,157,625
Advertising	200,000	200,000	210,000	220,500	231,525
Resort Supplies	500,000	500,000	525,000	551,250	578,813
Cannabis Supplies and Management	500,000	500,000	525,000	551,250	578,813
Utilities and Operating Costs	1,200,000	1,200,000	1,260,000	1,323,000	1,389,150
Total Operating Expenses	3,400,000	3,400,000	3,570,000	3,748,500	3,935,925
Pre-Tax Income	-1,641,194	117,613	668,169	1,130,614	1,680,276

Financial projections for Year 1-10 are available in [Appendix A](#).

Opportunity

Hidden Treasure Villa & Spa Resort is an opportunity to invest in a resort which is also part of the cutting-edge Cannabis Tourism sector. Principal Barrington Ricketts is seeking an investment of \$10,000,000. These costs do not include the purchase of the property as that is already owned outright.



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5th Avenue Capital

Private Funding from \$10M to \$2B

Appendix: Financial Projections

Operating Statements	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
	50% Revenue	100% Revenue								
Accommodation										
Revenue	990,063	1,980,125	2,277,144	2,618,715	3,011,523	3,463,251	3,982,739	4,580,149	5,267,172	6,057,248
Mktg Platform Fee (10%)	-99,006	-198,013	-34,800	-34,800	-34,800	-34,800	-34,800	-34,800	-34,800	-34,800
Net Income	891,056	1,782,113	2,242,344	2,583,915	2,976,723	3,428,451	3,947,939	4,545,349	5,232,372	6,022,448
Resort Products and Services										
Food and Beverage	246,375	492,750	566,663	651,662	749,411	861,823	991,096	1,139,761	1,310,725	1,507,334
Spa Products and Services	246,375	492,750	566,663	651,662	749,411	861,823	991,096	1,139,761	1,310,725	1,507,334
Cannabis	375,000	750,000	862,500	991,875	1,140,656	1,311,755	1,508,518	1,734,796	1,995,015	2,294,267
Gross Profit	1,758,806	3,517,613	4,238,169	4,879,114	5,616,201	6,463,851	7,438,649	8,559,666	9,848,836	11,331,382
Operating Expenses										
Staffing	1,000,000	1,000,000	1,050,000	1,102,500	1,157,625	1,215,506	1,276,282	1,340,096	1,407,100	1,477,455
Advertising	200,000	200,000	210,000	220,500	231,525	243,101	255,256	268,019	281,420	295,491
Resort Supplies	500,000	500,000	525,000	551,250	578,813	607,753	638,141	670,048	703,550	738,728
Cannabis Supplies and Management	500,000	500,000	525,000	551,250	578,813	607,753	638,141	670,048	703,550	738,728
Utilities and Operating Costs	1,200,000	1,200,000	1,260,000	1,323,000	1,389,150	1,458,608	1,531,538	1,608,115	1,688,521	1,772,947
Total Operating Expenses	3,400,000	3,400,000	3,570,000	3,748,500	3,935,925	4,132,721	4,339,357	4,556,325	4,784,141	5,023,349
Pre-Tax Income	-1,641,194	117,613	668,169	1,130,614	1,680,276	2,331,130	3,099,292	4,003,341	5,064,695	6,308,033
Source and Use of Funds										
Source of Funds										
Investors	10,000,000									
Use of Funds										
Architectural Design	-30,000									
Government Permits, Business	-70,000									
Licenses, Site Preparations										
Construction	-2,500,000									
Property Fit Out and Decoration	-2,500,000									
	-5,100,000	0	0	0	0	0	0	0	0	0
Operating Income/ (Losses)	-1,641,194	117,613	668,169	1,130,614	1,680,276	2,331,130	3,099,292	4,003,341	5,064,695	6,308,033
Total Operating Expenses	-6,741,194	117,613	668,169	1,130,614	1,680,276	2,331,130	3,099,292	4,003,341	5,064,695	6,308,033
Net Change	3,258,806	117,613	668,169	1,130,614	1,680,276	2,331,130	3,099,292	4,003,341	5,064,695	6,308,033
Cash at Beginning of Period	0	3,258,806	3,376,419	4,044,588	5,175,202	6,855,478	9,186,608	12,285,900	16,289,241	21,353,936
Net Change	3,258,806	117,613	668,169	1,130,614	1,680,276	2,331,130	3,099,292	4,003,341	5,064,695	6,308,033
Cash at End of Period	3,258,806	3,376,419	4,044,588	5,175,202	6,855,478	9,186,608	12,285,900	16,289,241	21,353,936	27,661,969