

Belize Caribbean Riviera - sustainable resort of the future

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1 ABSTRACT

Belize Caribbean Riviera will be a tourist resort in Belize / Central America following all criteria of sustainability and being a flagship-project as well for the State of Belize as for UNIDO.

The vision is to have a resort with about 9000 rooms on a territory of 23km², implemented in 3-4 phases.

A school for hospitality services as well as a research center shall be included in the area.

The aim is to build a high class resort, to create jobs for the population of Belize in the tourism sector and to intensively co-operate with the local industries, for example agriculture and fishery, to also help those sectors to develop. To protect and to improve the understanding of the outstanding natural resources of the site and Belize as a whole will be a central task of the project.

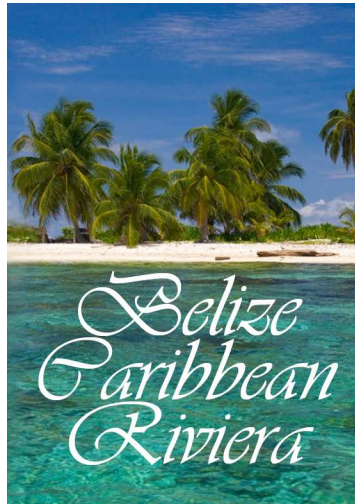
The project aims to be “the resort of the future”, that constantly keeps developing, using the best available technologies and combines tourism, residential homes, business activities and nature protection.



2 LOCATION

The Belize Caribbean Riviera is located at the hub of Central America and the Caribbean Sea. Belize, formerly British Honduras, is situated south of the Yucatan Peninsula adjacent to Mexico and Guatemala. The Riviera is 520 kilometers from the famous Mexican Resort - City, Cancun (520 km by land and 450 km by water) and only 150 km from the Mexican border, Mexican town of Chetumal and the nearest Mexican Airport. The area is located 18 kilometers from the Western Highway, linking Belize City and Guatemala, and another 8 kilometers from the International Belize Airport.

The Riviera is on the Caribbean Coast adjacent one of the world's greatest barrier reefs. On the east are two lagoons offering both recreation (Northern Lagoon) and ecological preservation (Southern Lagoon).



3 SITE DESCRIPTION

The site encompasses approximately 2300 hectares (5700 acres) with more than 9 kilometers (5.5 miles) of beach frontage and 7 kilometers (4 miles) of lagoon frontage. The site is relatively low level with a variety of tropical landscapes from sandy beaches, to open savannas and beach and mangrove forests. The region of Belize is home to an amazing diversity of wildlife ranging from leopards to manatees.

The climate is subtropical, therefore mild, sunny and warm year-around with the air temperature from 22 to 33°C [72 - 91°Fahrenheit]. High temperatures and humidity are cooled by southeast trade winds. Water temperatures are very comfortable from 23 to 27°C (73-80°F).



4 VISION

With more than 22 square kilometers (8.5 square miles) to consider for long-range land use and development, Belize Caribbean Riviera transcends the concept of a destination resort—it is a dynamic community of thousands of residents and guests. More than a collection of hotels and amenities, Belize Caribbean Riviera has the opportunity to become something extraordinary—something more than the sum of its parts. The vision of Belize Caribbean Riviera is not just another vacation destination; it will be something more. It is the place where the unique nature and culture of the nation and the region are expressed; where activities and adventures are interconnected; where new experiences are learned and shared; and where experiences can be transforming.



5 MASTER PLAN

The Belize Caribbean Riviera is envisioned to be the “Resort/Riviera of the Future.” The Southern Lagoon Free Zone Management Company Ltd (SLFZMC) will develop the property as a cohesive master-planned community with a unique identity.

The project will be “concept-driven” in which a vision for the project is designed to capture the character of the natural setting combined with innovative urban design. Scenic views of the Caribbean Sea and adjacent lagoons will be retained and enhanced by land use planning, view corridors and contour grading. The Riviera will be interconnected with a series of landscaped roads, waterways and trails. The resulting development will have a unique sense of place and a strong sense of community.

6 SELECTED ZONES WITHIN THE PROJECT-AREA

6.1 Town Centre

The Town Centre is the focal point for the Belize Caribbean Riviera at the northern gateway. The Town Centre is the administrative and cultural focus with a large Entertainment Centre with Palace Hotel & Casino Resort and the “New Bourbon Street” jazz quarter. As a complete community, the Town Centre is the location for urban living with a civic centre, medical centre and wedding chapel / church. This area is the most intensely developed portion of the project with comprehensive, hi-tech infrastructure supporting a complete, compact, new urbanism community. The Main Street will be a signature element that connects the Town Square with the Entertainment Centre to allow for festivals, parades and other events. A signature element Riviera Boulevard will connect Town Centre with the Northern Lagoon Village and Caribbean Marina.

6.2 Commerce, Industrial & Regenerative Centres

The Commercial/Industrial and Regenerative Centres are located between the Town Centre and the Caribbean Marina. These two Centres are responsible for clean energy, water, business, hi-tech and light industry. The Commerce Centre includes a business park with full conference/expo facilities supported by a hotel/condominium complex for visitors and foreign staff. The Financial Centre provides international banking and support services.

6.3 Caribbean Marina

The Caribbean Marina serves as the eastern gateway to the Riviera and primary access to the Caribbean Sea. A signature element will be the waterway system linking the Marina with the Town Centre and golf communities. The spectrum of “blue tourism” is accommodated by the Marina from deep-sea fishing to yachting. A number of signature elements are within this area including a theme park, submarine tour, and more.

A commercial cargo harbour will be constructed north of the Marina as a part of the initial phase of the project to facilitate equipment and materials transportation for development. In later phases, this commercial cargo harbour will serve to provide sea-going transportation for materials and products.

6.4 Riviera Community

The coastal community will include a series of themed resort developments with individual beaches and landscaped areas. The seaside area is less urbanized than the northern area-vehicles are restricted to service, transit and emergency only. Guests may use the tram, golf carts or bicycles. A signature element of the Belize Caribbean Riviera will be the creation of five themed resorts reflecting world cultures. These resorts are contemporary interpretations of these cultures-not recreations. Architectural and landscape elements consistent with these themes will be complementary to the Belize Caribbean Riviera.

6.5 Northern Lagoon Village

The Northern Lagoon Village focuses on the Northern Lagoon Marina providing access to inland watersports and activities. Signature elements for the Northern Lagoon Village include an amphitheater overlooking the lagoon and overwater bungalows for a unique eco-tourism experience.

This area also includes provision of an education and research centre for hospitality/tourism training and university extensions. The Northern Lagoon Village also includes shopping and dining at a smaller scale than the Town Centre.

6.6 Golf & Waterway Communities

A signature element for the Riviera will be a system of waterways and canals connecting the Riviera communities. This circulation system will enhance the existing natural drainage patterns. Waterway excavation will enable building pad elevation for additional flood protection. The Belize Caribbean Riviera will have two 18-hole golf courses designed by world-class golf course architects. Both courses will have resort hotels and clubhouses and be linked to the entire Riviera with the waterway and canal system. The golf course and waterways also serve as view and access amenities for private estates and villas.

Belize Caribbean Riviera

Riviera of the Future on the Southern Lagoon

Master Plan



- TOWN CENTRE**
 - Civic Centre (Administrative, Communication & Emergency Services)
 - Entertainment Centre (Casino, Cinema, Clubs, Concert Hall, Museum, Restaurants, Shopping Gallery, Theatre...)
 - Esplanade / Waterway / Riverwalk / New Bourbon Street
 - Hotels, Condominiums & Apartments
 - Main Street
 - Medical Centre
 - Sports Complex
 - Southern Lagoon Free Zone Management Company Ltd Headquarters
 - Town Square, Marketplace & Parks
 - Wedding Chapel / Church
 - COMMERCE & INDUSTRIAL CENTRE**
 - Business Park
 - Conference / Expo Centre
 - Helipad
 - Hi-Tech & Light Industry Complex
 - Hotels & Condominiums
 - Offshore Financial Centre
 - Storage
 - Transportation Centre (Transit, Service Vehicles, Rental Vehicles, Golfcars...)
 - NORTHERN LAGOON VILLAGE**
 - Amphitheatre
 - Education & Training Centres
 - Estates & Villas
 - Hotels & Condominiums
 - Marina
 - Overwater Pavilion & Bungalows
 - Plaza & Parks
 - Signature 18-Hole Golf Course
 - Waterway / Riverwalk
 - REGENERATIVE CENTRE**
 - Power Station / Cogeneration
 - Fuel Depot & EV Charging Station
 - Recycling / Transfer Station
 - Solar & Wind Energy
 - Water Resources & Reclamation
 - CARIBBEAN MARINA**
 - Boardwalk / Embarcadero / Waterway
 - Caribbean Theme Park
 - Dive Centre
 - Deep-sea Fishing Charter
 - Harbour
 - Hotels & Condominiums
 - Jet Boat Dock
 - Lighthouse
 - Parasailing Centre
 - Submarine Dock / Hotel
 - Theme Park
 - Water Taxi Dock
 - Yachting & Sailing Clubs
 - RIVIERA COMMUNITY (Seaside)**
 - Championship 18-Hole Golf Course
 - Coastal Resort Village
 - Community Services (Emergency Fire, Medical, & Security)
 - Estates & Villas
 - Gardens (Tropical, Herbal, Meditative...)
 - Health & Wellness Centre / Spa
 - Hotels & Condominiums
 - Marine Ecological Preserve
 - Seaside Ecological Preserve
 - Theme Resorts (American, Arabian, Asian, European, Pacific Islander)
 - Water Taxi Dock
 - Waterway / Canals / Water Features
 - ECO COMMUNITY (Lagoonside)**
 - Agricultural Farm
 - Eco-Village I (Bridge / Camp)
 - Eco-Village II (Tree-canopy Bungalows)
 - Education & Research Centre
 - Equestrian Centre & Riding School
 - Lagoonside Ecological Preserve (Manatee Sanctuary)
 - Nature Centre & Gardens
 - Wildlife Preserve, Aviary & Butterfly Pavilion
- | Housing | Units | Planning Area | HA |
|---|-------|--------------------------------|------|
| Caribbean Marina Hotel/Condo | 500 | Caribbean Marina | 70 |
| Coastal Village | 24 | Commerce & Industrial Centre | 40 |
| Eco Village I Tent Camp | 24 | Eco Community | 30 |
| Eco Village II Free-Canopy | 24 | Hotel & Waterway Communities | 300 |
| Bungalows | | Northern Lagoon Village | 70 |
| Golf & Tennis Hall: Championship | 400 | Open Space: Future Development | 1400 |
| Golf & Tennis Hall: Signature | 400 | Area & Ecological Reserves | |
| Golf & Wellness Villas & Estates | 500 | Regenerative Centre | 300 |
| Health & Wellness Spa | 300 | Resort Community | 80 |
| Northern Lagoon Over-Water Bungalows | 24 | Town Centre | 80 |
| Northern Lagoon Village | 500 | | 3200 |
| Apartment | 1200 | | |
| Northern Lagoon Village Hotel/Condo (College) | 300 | | |
| Student Apartments | 300 | | |
| Theme Resort: Arabian Oasis | 1200 | | |
| Theme Resort: Asian Tropical Paradise | 1200 | | |
| Theme Resort: Central American | 1200 | | |
| Theme Resort: European Heritage | 1200 | | |
| Theme Resort: Pacific Islander | 600 | | |
| Town Centre / Marina Boarded | 500 | | |
| Apartments & Condos | 400 | | |
| Town Centre Palace Casino Hotel | 300 | | |
| Foreign Jet Hotel/Condominium | 300 | | |
| V.I.P. Retreat | 921 | | |



The Southern Lagoon Free Zone Management Company, Ltd
 In cooperation with the Government of Belize
 Project supported by:



6.7 ECO-COMMUNITY & OPEN SPACE

The Southern Lagoon community will include a series of ecotourism developments and hi-tech institutional facilities. The lagoon side is the least urbanized development that focuses on signature element natural flora/fauna attractors and activities. The eco-tourism centres have seasonal programs corresponding to specific natural events. The eco-villages have resort tents/pavilions, over-water bungalows and tree houses for a limited number of guests accompanied with small staffs serving as guides and cooks. This area also has a signature element educational and research component with links to international universities and institutions. A limited number of luxury, estates will be developed for accommodation of the State's Guests, high-level government officials arriving in Belize for an official visit or for vacations, and other celebrities. About half of the territory—~1,200 hectares [~2,900 acres]—is expected to be developed. There is also space reserved near all important construction lots mentioned in the Master Plan for possible Extra Development on Demand. This leaves a high ratio of green/constructed area that could be developed in the future.

Planning Area	Area in ha
Caribbean Marina	70
Commerce & Industrial Centre	40
Eco Community	30
Golf & Waterway Communities	300
Northern Lagoon Village	70
Open Space, Future Development Area & Ecological Reserves	1400
Regenerative Centre	10
Riviera Community	300
Town Centre	80
Total (excl. Hwy ext. area)	2300

Housing	Units
Caribbean Marina Hotel/Condo	500
Coastal Village	24
Eco Village I Tent Camp	24
Eco Village II Tree-Canopy Bungalows	24
Golf & Tennis Hotel: Championship	400
Golf & Tennis Hotel: Signature	400
Golf & Waterway Villas & Estates	600
Health & Wellness Hotel & Spa	300
Northern Lagoon Over-Water Bungalows	24
Northern Lagoon Village Apartments	500
Northern Lagoon Village Hotel/Condo (College)	200
Riviera Apartments	300
Theme Resort: Arabian Oasis	1200
Theme Resort: Asian Tropical Paradise	1200
Theme Resort: Central American	1200
Theme Resort: European Heritage	1200
Theme Resort: Pacific Islander	600
Town Centre / Marina Branded Apartments & Condos	500
Town Centre Palace Casino Hotel	400
Foreign Staff Hotel/Condominium	300
V.I.P. Retreat	25
	9921

7 FINANCING AND INVESTMENT OPPORTUNITIES

7.1 Development Advantages

Belize has strong political stability with a long-standing Democratic Tradition. It is an English-speaking country and member of the British Commonwealth with Queen Elizabeth II as head of State. Belize has a British independent system based on British Judiciary law.

Belize has a number of unique competitive advantages to become a premium location of the tourism industry in the Caribbean

- Unique natural resources
- Second in the world (after Australia) greatest barrier reefs

- Famous diving location
- Subtropical climate
- Airport Facilities for international long-haul flights
- Cruise stopover location
- Eco tourism potential
- Excavations of Maya culture
- Exchange rate fixed for 25 years
- Marginal criminality rate

The Southern Lagoon Free Zone Management Company has secured a certain number of revenue streams that guarantee the long term sustainability of the investment:

7.2 Institutional Support

The project is supported by the Government of Belize, United Nation Industrial Development Organization (UNIDO), World Tourism Organization (WTO), OPEC Development Fund (OFID) and the International Society of City and Regional Planners (ISOCARP).

7.3 Tax Regulations

According to the Agreement signed between the Government of Belize and United Nation Industrial Development Organization (UNIDO) the Government guarantees to Project Companies the tax free status from all forms of taxation for five (5) years for the construction period and for another period of 25 years after the end of construction period. During this 30-year tax free status Government allow a free movement of hard currency inside of the Southern Lagoon Free Zone (including U.S\$, Euro and all other currencies).

The Project Management Company may collect taxes (tourist taxes, local staff income taxes etc) to reimburse the amount of the loans and annual interest to the financial institutions that gave the loans for the creation of the project infrastructure. Companies may employ foreign workers, staff and management since a labor market for the premium tourism industry does not exist in Belize.

7.4 Toll Road

The 26-kilometer, 4-lane access private road from Belize International Airport to the Project Site needs to be constructed as a part of the Project to support tourism development. This access road could have a toll for design, construction and maintenance costs.

7.5 Utilities

The Southern Lagoon Free Zone Management Company will create and be a co-owner with another investors of a Utility Company that will serve as the utilities provider for the complex. Water, sewer, power, gas, and telecommunications will all be administered by the Utility Company with fees distributed to participating infrastructure investors.

8 OPPORTUNITY ASSESSMENT BUSINESS PROPOSITION

The Belize Caribbean Riviera master-planned project, in addition to being a high-end resort, also offers investors an opportunity to invest in an international business hub, providing a tax-free status to its clients for the next 30 years.

Companies and individuals seeking the advantages offered by a long-term tax-free status represent the most affluent segment of the international community and, as such, assure high profitability for the project. We invite financially well-established investors to participate as partners in the development of the Belize Caribbean Riviera project.

9 INVESTMENT MODEL

The Belize Caribbean Riviera master-planned resort project enjoys international support from various international organizations. UNIDO, which is the development arm of the United Nations, encourages targeted investments in developing nations. The OPEC Fund, an international fund supporting the development of third world countries, want to support the project as an equity partner for the amount up to 75% of the project infrastructure.

A 25% contribution from a potential investor will enable the project to develop a support infrastructure for the project serving the various sub-components, such as exclusive branded Theme Resorts, Business Park, Entertainment Centre, Marinas, etc.

The core investment group will invite additional participant investors and operators to co-develop and co-operate the various sub-components of the project, such as hotels, business parks, marinas, casinos, financial centre, bank and other functions. One of the featured services provided will be banking and financial services.

Upon completion of the development of the necessary infrastructure, the core development company will serve as a singular utility company, providing services to the project, from electricity, water, communication to all other basic services. A preliminary cost assessment for the project' infrastructure estimates the cost between \$200-250 million.

The investment is envisioned to take place in phases as described in the master plan document. Accordingly, funding will be incremental as well. The first phase of the project requires a \$25 million upfront investment. Subsequent phases will require an additional \$25-50 million contribution to the development. In addition, there is further opportunity to provide services to other entities outside the project boundaries. Currently, electricity and drinking water supply services are being considered for other parts of the country as a potential future expansion and growth opportunity for the project.

10 MARKET TRENDS & MARKET SIZE

With global traveling increasing, destination resorts in year-round mild climate enjoy distinct advantages from their extended seasons. The Caribbean as a destination is fast becoming the prime year- round vacation destination for both European and North American travelers.

The Belize Caribbean Riviera projects stands out, not only for its targeted clientele, but also for its unique tax-free status. The main focus of the project marketing approach is to attract business clients who wish to conduct business in a resort setting, with all business amenities provided, that is, the high-end business traveler segment of the market.

A separate detailed marketing study of the projected market demand is being prepared. Preliminary assessment indicates a high level of interest in this segment of the market as well as among businesses inclined to locate and operate in a tax-free environment.

The project is envisioned to be developed in three phases with various components coming online incrementally, in response to actual increasing demand. The project is planned to be completed approximately over a 10-year period.

11 COMPETITION, BARRIERS TO ENTRY, & MARKET PENETRATION

The nearest competing resort destination is Cancun, Mexico. Cancun tourism aims at the mass tourism segment of the market. Since Mexico does not allow gambling, and does not offer tax advantages, the Belize Caribbean Riviera does not compete directly for either the same investment or for the same tourist dollars. In addition, the combination of business and resort environment ensures a distinct advantage over other competing resorts.

There are no other resorts with the approach and potential of the Belize Caribbean Riviera project, either existing or currently planned. We have the opportunity to dominate this targeted segment of the market.

12 GOVERNMENTAL RELATIONS & REGULATORY ENVIRONMENT

In addition to the above mentioned international support, the Belize government approves and supports the project. Since this is a UN approved and sponsored project, the project will adhere to the highest local and international quality construction standards (ISO9001) and will apply prevailing leading-edge environmental principles and technologies. The International Society of City and Regional Planners (ISOCARP) serves as strategic knowledge adviser of this project promoting Belize Caribbean Riviera as a Resort of the Future. Since the intended project principals and standards meet or exceed both local and international standards, we fully expect prompt and expeditious necessary approvals from the relevant Belize governmental agencies.

Requested Commitments

We respectfully request a \$25 million initial financial commitment from the potential investor to initiate the project. An additional \$25 to 50 million commitment will enable the full completion of the necessary infrastructure.

13 COST ANALYSIS

The preliminary analysis indicates that the infrastructure cost of the first phase will approach \$100 million.

14 PROJECTED REVENUE & RETURN MODEL

The revenue model is based on a typical service/utility company format, which bases income generation on revenues fees received from sub-projects in the form of infrastructure fees, taxes, and service fees for services rendered. The level of return is predetermined and built into the service fee structure. Fees are passed on to the consumers of these services, that is, on to businesses and visitors. This model allows for a consistent 30% yearly return on investment.

15 DEVELOPMENT PROGRAM

Construction of the infrastructure of the first phase is slated to begin in 2009. It is expected that development will be in 3 phases with buildout in 10 years.

In March 2009, an Investment Promotion Unit of United Nation Industrial Development Organization (UNIDO) was opened in Belize for this project.