

A photograph of a railway track leading through a wooded area. The track is made of wooden ties and metal rails, receding into the distance. Above the track is a wooden archway structure. The surrounding area is lush with green trees and foliage. The sky is overcast with grey clouds. The overall scene is serene and natural.

THE WAXHAW

HOSPITALITY INVESTMENT
IN THE HEART OF WAXHAW



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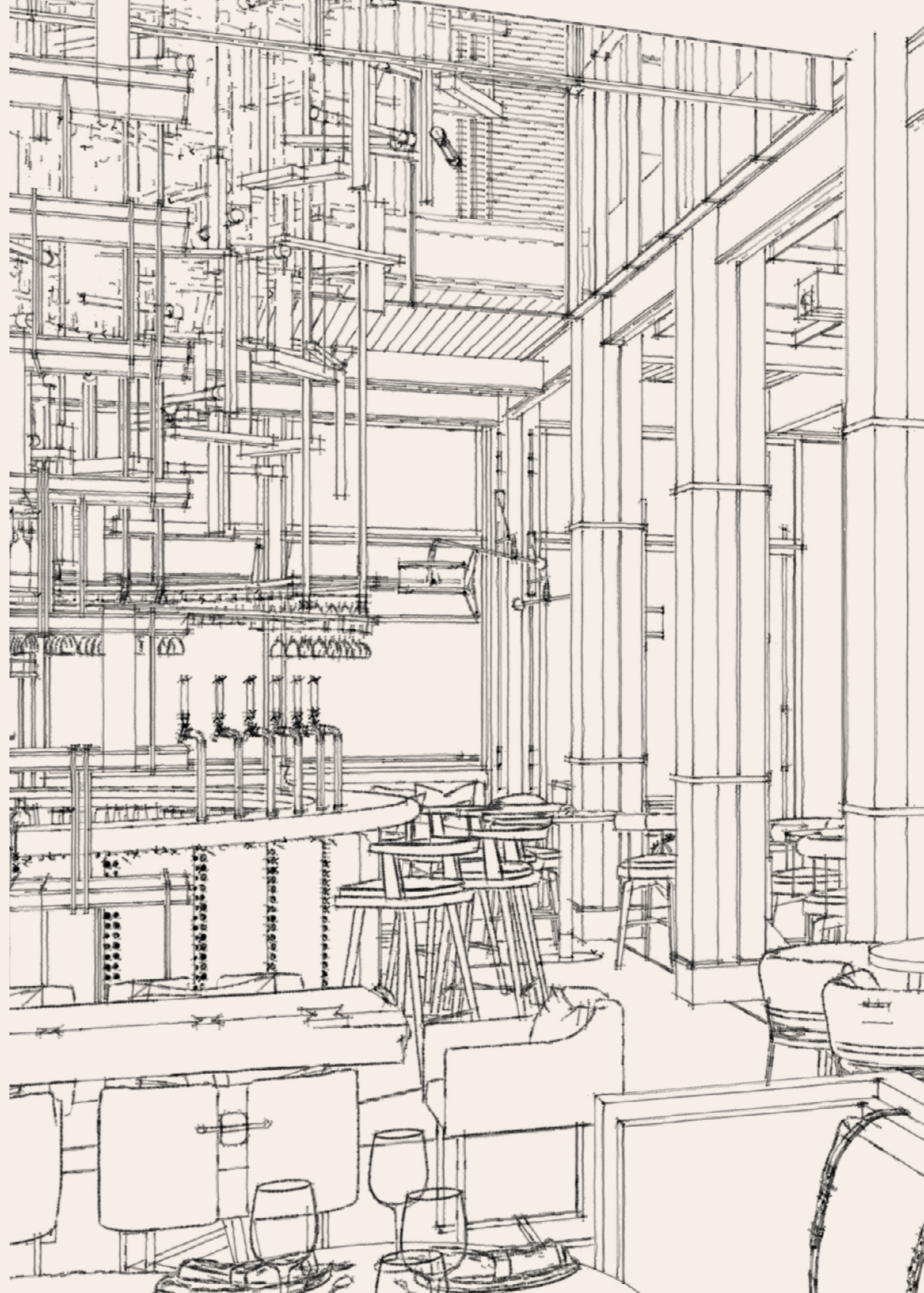
The Opportunity

31 ROOMS BOUTIQUE HOTEL

↓
WAXHAW

↓
NORTH CAROLINA

01

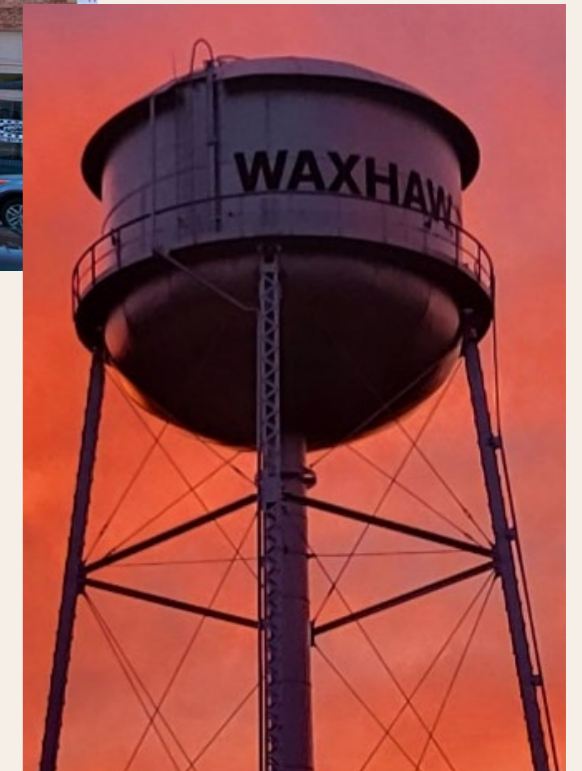
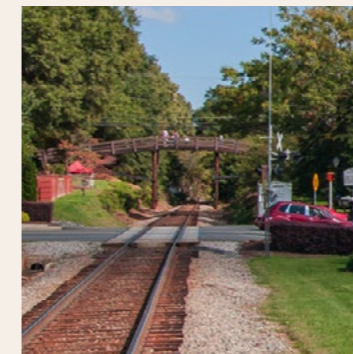
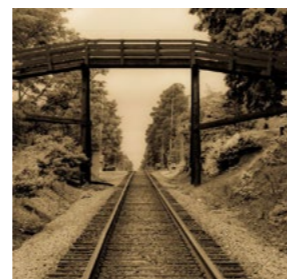
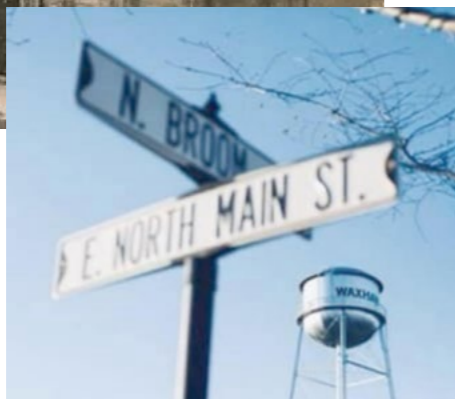


The Place

WAXHAW
PAST

HISTORIC CLOUT. OLD-FASHIONED LORE. REDBRICK ORIGINAL.

Two prominent main streets, running in parallel to the iconic railroad tracks, means today's restaurants, bars and eateries are housed in historic buildings, many of which boast their original redbrick facades and 19th century architectural details.



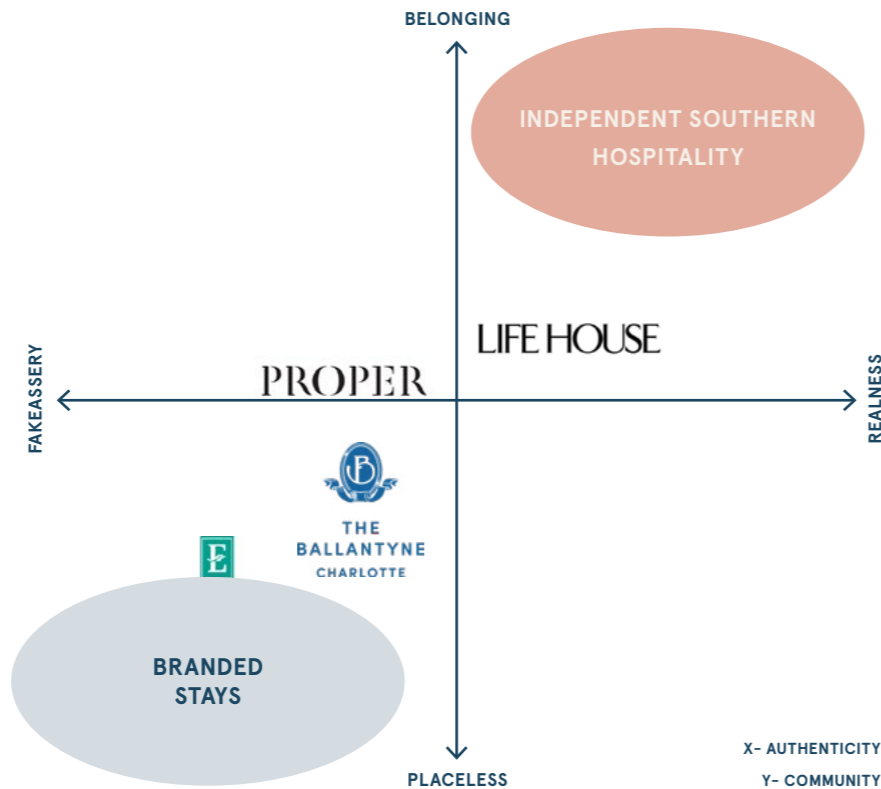
WAXHAW
PRESENT

ONE-TIME SLEEPY TOWN. RURBANITE INFLUX. NEW MAINSTREET COOL.

Locals and newcomers inspire a strong community spirit, pushing against big 'village-unworthy' developments and instead making space for 'new wave' F&B and localism: third wave coffee roastery, craft brewery and Waxhaw Creamery.

Competition

We believe that our concept doesn't face any sort of direct competition. We are not a brand designed to appeal on a long scroll of last minute options on a booking agent. We are much more interested in serving our community building purpose. We are for those that have chosen Waxhaw - that was their first choice, their only choice. They want to come and come again. This means that indirectly, particularly for the guest we aim to attract and co-create a new kind of Place, the hotelscape geographically close to us (below left) might appear in their radar, but won't be of their favoured choice as they lack the immersive storytelling and a 'participative' stance in their placemaking, like some of the best-in-class and up-and-coming hospitality brands (below right).



CREATIVE INSIGHT

WE'RE MAKING TOGETHER.

From afar and at first glance, Waxhaw just 'reads' like yet another of those overspill towns that exist outside of big bustling cities, existing only as support for something bigger, a half way-house, lacking any real identity, akin to the railroad stop it started life as back in the day.

And... whilst all of that is true, Waxhaw is nothing like it. It is a place that feels fiercely independent and proud of its heritage. We're not retrofitting independence or 'indie' into this place to become NEW or seeking TOMORROW.

It's always been about that, we're just the enabler it's been crying out for.

STRATEGIC OPPORTUNITY

A tremendous opportunity is presented to us. To build from the ground up a hotel and brand that by its very default puts the planet first, and no-one needs to know about it. To be sustainable no longer means craft brown paper bags and token reusable coffee cups, retrofitting solar panels or tree-planting greenwashing. It's now a demand and an expectation. It's become so much more than the new normal, its:

SUSTAINABLE BY DEFAULT

NEAR US



BRANDED STAYS



COOKIE-CUTTER-MEH!

BEST IN CLASS



LOCALLY ROOTED



CONTEXTUAL AND MEANINGFUL

Strategic Objectives



FREE OF ISMS

CREATE HYPERLOCAL DYNAMICS TO GENERATE AUTHENTIC BRAND BUILDING AND HARNESS UNTAPPED POTENTIAL

LOCAL Become a catalyst for sustainable regeneration in the neighbourhood by drawing from the city's independent attitude to co-create a social and cultural agenda.

STATE Develop connections and a collaborative relationship with local and regional makers, producers and farmers to become a place where the creative, the cultural and the new emerge, exist, and THRIVE.

Curate a youthful vision of Waxhaw by finding new meanings in its heritage and allow for guests and locals alike to participate in its 'making'.

(INTER)NATIONAL Become the case-study for authentic, sustainability-forward and community-centric hospitality branding.

GUEST PROFILE

DAILY GRIND ESCAPEES



AMERICANA CHASERS

Family, friends and entourage chasing Small Town Lore

ADVENTURE FOLK

Outdoors enthusiasts looking for authentic spots worth coming back to

RURBANITE

Younger influx pushing the town forward, making its future



FAMILY PORTRAIT

Young families building a place they call 'home'

WAXHAW OGS

Farmers, furniture makers, doers and believers



GUEST

LOCAL

GUEST PROFILE

MAKER COMMONS



CREATORS

Think crafts people and artisans - potters, carpenters, fashionistas or whatever else.



TRAILBLAZERS

Think founders' club - the creative class, solo or collective entrepreneurs.



CORPO CREW

Think Corporate Culture and Wellbeing - yes, work lunches, meetings, workspaces and workations.



STAYCATIONERS

Think young families and DIY folk in a 'masterclass' - school of life enthusiasts.

Experiential hospitality that connects with guests emotionally. A brand for those exercising their own personal brand and looking to 'participate' in community-centric experiences.

CONNECT - DISCOVER - CELEBRATE

BRAND PROMISE

A PLACE OF & FOR COMMUNITY

BUSINESS MODEL

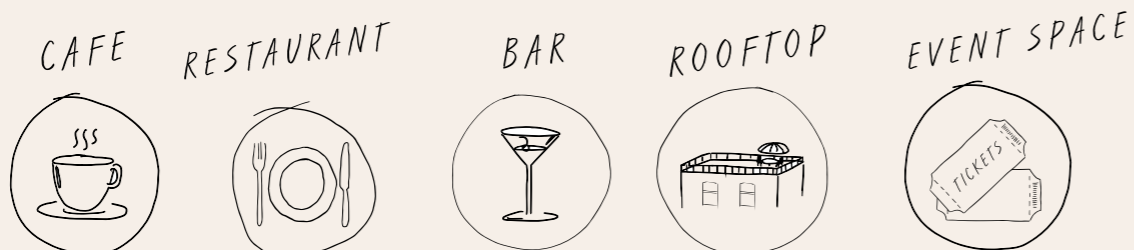
PROGRAMME

MAKING WAXHAW TOGETHER

ACCOMMODATION



F&B



THE TEAM



SCOTT LEVINE

Founder @ The Waxhaw
Head of Capital Markets @ HotelierCo

After 15 years of Wall Street, focused on private equity and pre-IPO investments, Scott has now advanced his creative finance solutions from single-multi family housing to commercial development. Originally securing the land for The Waxhaw project on a 100 year land lease.



NATHAN KIVI

Founder & CEO @ HotelierCo

A serial entrepreneur in corporate finance, investment banking, asset management and fund management, in roles including Chief Investment Officer (Salter Brothers) and Chief Strategy Officer (Valor), Nathan is now developing a new kind of hospitality brands.

HOTELIER*CO

A community-led hospitality investment platform accessing a new domain of collective ownership.

Blacksheep

Leaders in the creation of powerful hospitality brand experiences with expertise in architecture, interior design, food & beverage and branding.

The Brand



02

POSITIONING

MAINSTREET HOUSE & NEIGHBORHOOD KITCHEN



This is not quite an inn nor a Bed & Breakfast. It's more akin to that 'undiscovered' hotel you wished you stumbled upon. Think somewhere between that unpretentious boutique luxury flexing for today's nomads and bleisure; and that Inn with next-level neighborhood 'insider knowledge'. That's right, a place that gets you and the neighborhood. We're not trying to be anything other than ourselves and don't cater to global audiences nor chase trends, we solve the here and now.

Some would say, our location is off-kilter, that it is out there in the outskirts, in the 'burbs - they're wrong. Our 'in-between(ness)' plays to our role. Whether you're 'on the way to somewhere (else)' or making a b-line direct to link up with us, this is a destination you won't forget - this is a pin you're dropping on your map, a bookmark you're making on your browser and a FOMO-inducing message you're sending to your buddies.

This is a place worthy of pilgrimage, built to become a modern cult classic on any Carolinian roadtrips.

MISSION

BUILD A PEOPLE- AND PLANET-FORWARD HOSPITALITY EXPERIENCE

We want to advance hospitality - to do MORE and BETTER - and want to be known for it, by you and within the industry.

We want to feature on those whacky 'hidden gems' or 'must-see' articles and even become a Condé Nast Editor Pick. But... all for the right reasons, like hyper-localizing craft and provenance.

We want to have a positive impact on our teams, those we work with, our local communities, and the planet.

PRINCIPLES

Our Building BIOPHILIC DESIGN



We want guests to arrive and be under no illusion they're in a place of genuine luxury, that by default is planet-forward in every aspect.

Our People DIVERSE CREW



We nurture a culture of connectivity, empathy and inclusivity - where difference is celebrated and people accepted for who they are regardless.

Our Culture SUSTAINABLE MINDSET



You don't need one person doing zero waste perfectly, you need 1000 doing it imperfectly. We're all about collectively striding towards better solutions and pursuing flavour. We're always honest about what we're nailing and about where we need to do more.

Our Operations CLOSED LOOP SYSTEMS



Quite literally building from the ground up presents us with a tremendous opportunity to have 'harmony' in-built, to do right by people, the planet and, profit. Operationalizing from the get-go, not retrofitting down the line.

Our Neighborhood SENSE OF BELONGING



We want to have a positive impact in this place we call 'Home'. We work with local makers and projects that amplify and enrich the lives of those in our community. We want to be neighbors and part of the community, not just a business.

VALUES

THE 'TASTEMAKING' INNKEEPER

A true connoisseur versed in local culture and lore. A lover of People, sucker for Culture... and obsessive about GOOD FOOD. At the same time a true gourmand, a purveyor of Carolinian deliciousness and a remixer of All-American Classics.



FAMILY-RUN

INTEGRITY AND COMMUNITY

We believe that people work best when they're comfortable and feel at home. Plus, as part of THE WAXHAW fam, members and staff enjoy mates' rates on all our rooms, bars, cafés and restaurants. This is all about togetherness.



SOUTHERN SPIRIT

COURAGE AND HANDS-ON

When it comes to service, no stone is left unturned. All our behaviors, spaces and experiences feel warm, familiar and homey so guests feel like they can 'participate' and 'make', immersed in a sense of newfound creativity.



NO SMALL PRINT

HONESTY AND TRANSPARENCY

No sneaky small print, no rip-off rates, no worries. This is not a 'freemium' model you're entering. Hidden costs aren't a thing here. Plus, we hope to show how things are run here, from where our furniture comes from, to our food sourcing, to our carbon footprint and whatever else.

THE EXPERIENCE

NEW SOUTHERN ORIGINALS

Taking inspiration from 1950s supperclub menus, nostalgia-inducing Carolinian classics and the ever evolving farm-to-table movement, brings an F&B offering seeking to refresh and remix all that is known, without losing authenticity. Letting nature dictate our offer: plates and cocktails change on the regular to reflect our state's seasonal bounty, whilst nodding to the eclectic variety that Southern cuisine dishes up.



*Indicative Menu



Curbside Nitro Coffee RTD's



Meet-the-producer supperclubs



Rooftop Sunday Cookouts



Wood-fired Calabash Catch

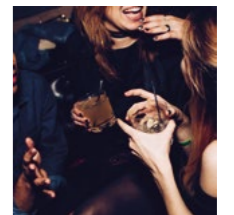


Hyper-seasonal 10 mile menu

ALL ABOUT THE *au-natural* STATE OF GOOD & HONEST COOKING. ELEVATED.



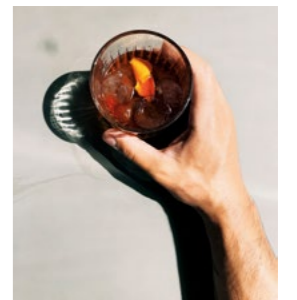
Sospeso Coffee Cupping Masterclass



Mezcal moments in the lobby

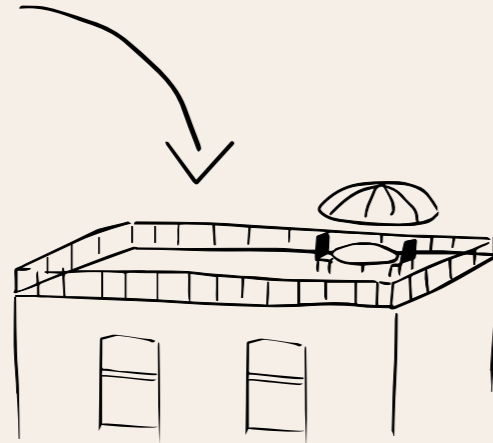


Parking Lot Farmers Market



Negroni Cocktails

The Vision



03



It's in our name

- X MARKS THE SPOT
- X IS 'YET UNTITLED'
- X IS 'IN THE MAKING'

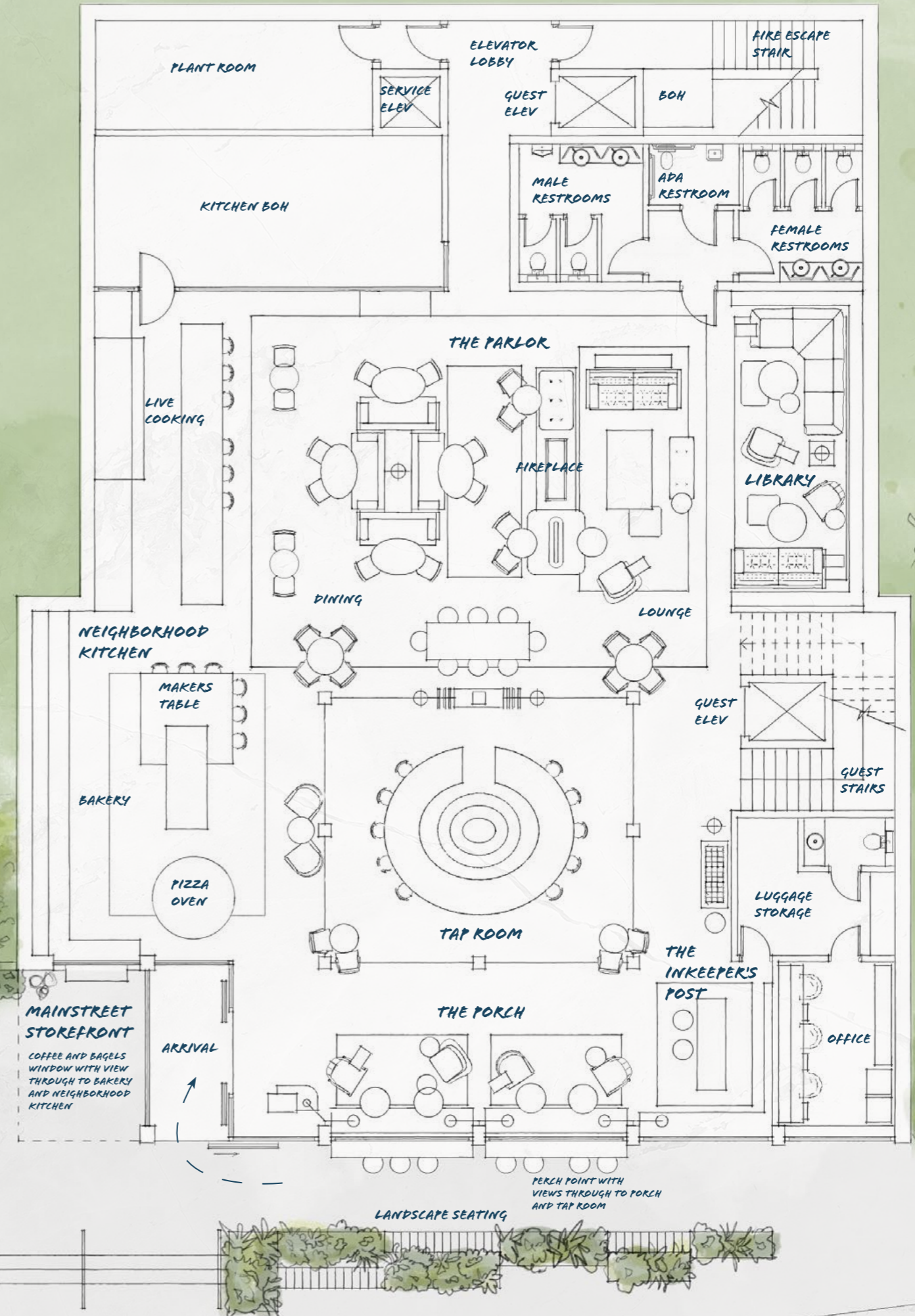


Our in-between(ness) also roots itself in the DNA of our spaces, and in every element that connects those spaces. From the first steps, connecting the indoors with the outdoors, through to spaces and experiences that immerse our guests, this is a journey that draws from the energy and contrasts of the in-betweenness. In doing so, we're creating a language that shapes big-ticket features and iconic moments, but also crafting the details and touchpoints that play into the personal connections that are at the heart of our story.

34.9246°N, 80.7434°W

GROUND FLOOR

A collection of experiences, moments and memories. De-constructing traditional flows to re-imagine our relationship with the neighborhood. Weaving, connecting and intersecting. Celebrating local craftsmanship to hero materiality and tactility honestly.





A window and an invitation. Drawing from American archetypes, de-constructing traditional boundaries and taking inspiration from the connections, moments and memories created from the very first step.

CONNECT - DISCOVER - CELEBRATE



Every space and detail: characters within a story that is constantly moving and growing. Shaped from the elements and rooted in the DNA of its surroundings, whilst putting a dynamic spin on the familiar.

ENGAGE - IMMERSE - EXPERIENCE



Weaving together signature experiences and moments with personal touchpoints and crafted details.
A language of contrasts; a sense of theatre; a crossroads of connections and community.

GATHER - CONNECT - CELEBRATE

GUEST FLOORS

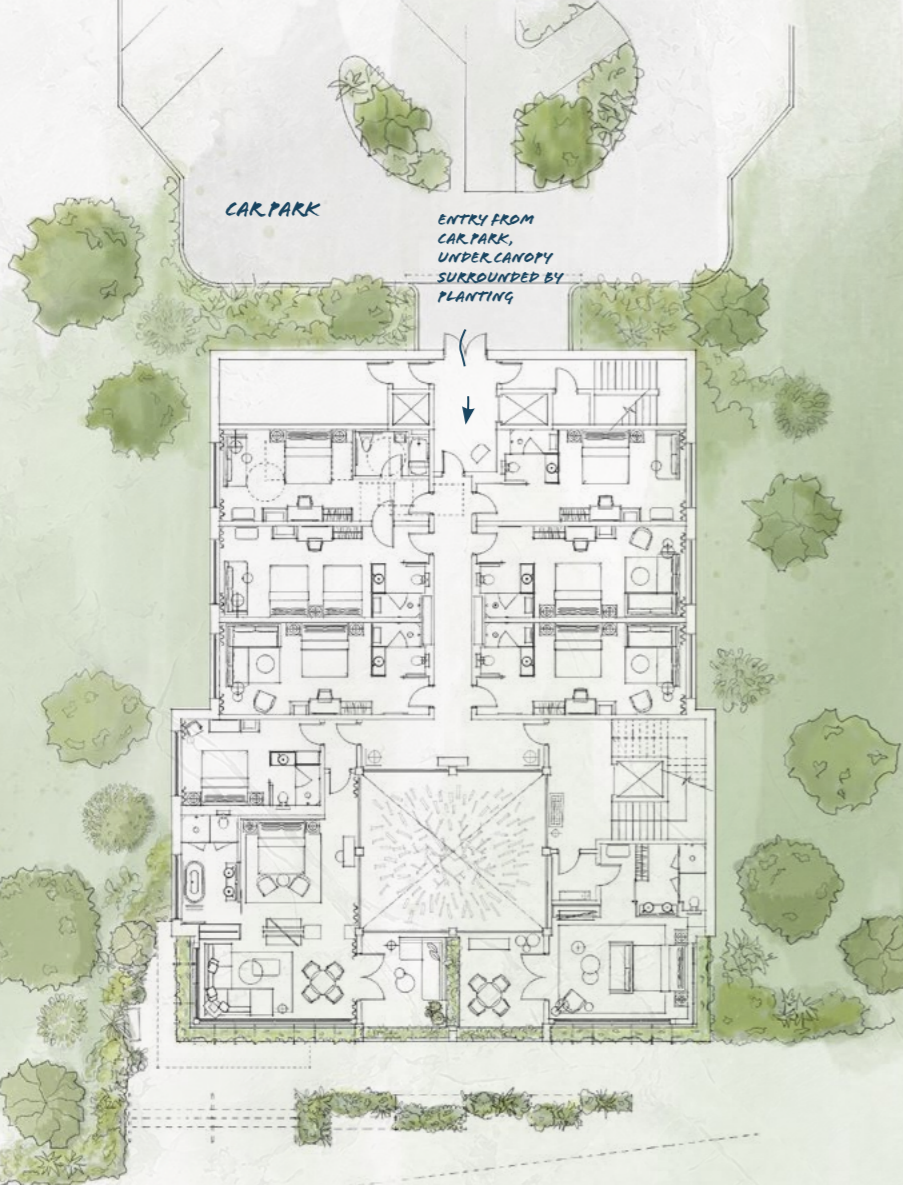
The sense of walking through a garden, into a home that feels familiar and yet keeps offering moments of discovery. Crafted, warm, welcoming: embracing the outdoors, celebrating craftsmanship, evoking memories.



ARRIVAL EXPERIENCE



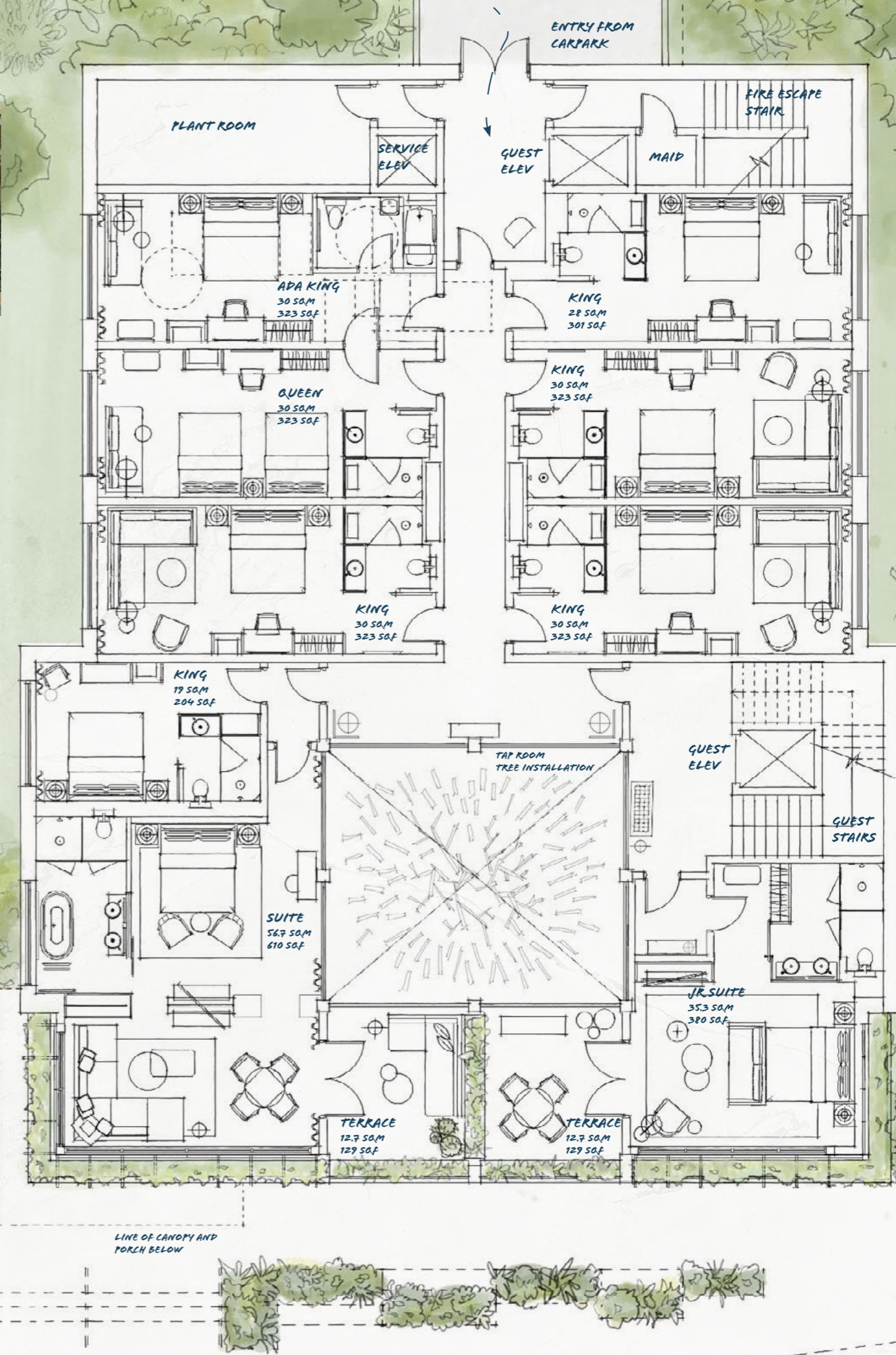
FIRST FLOOR SITE PLAN

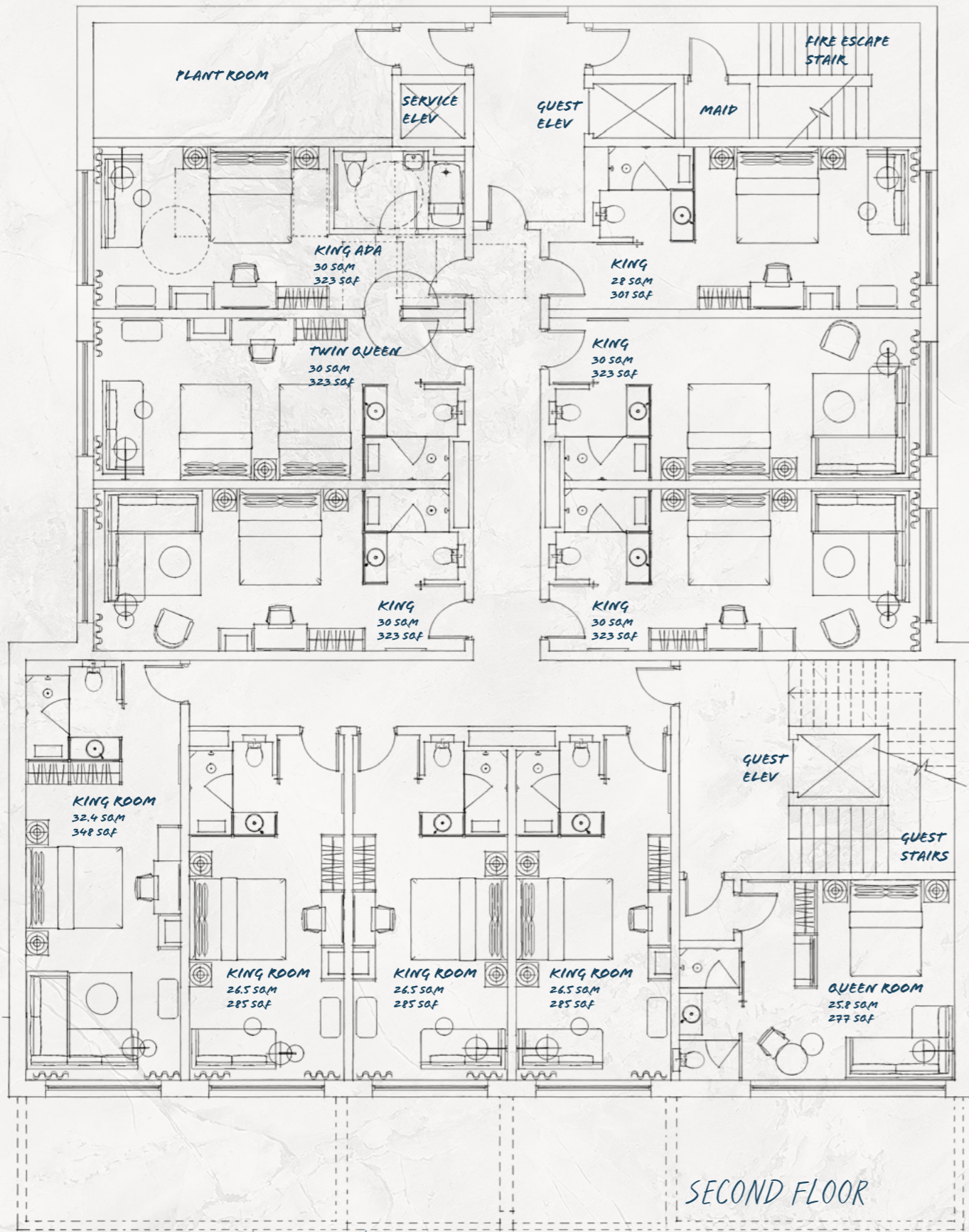


FIRST FLOOR

- King Room: 5
- Ada King Room: 1
- Twin Queen Room: 1
- Suite: 1
- Jr Suite: 1

- Total First Floor: 9
- Total Room Count: 31

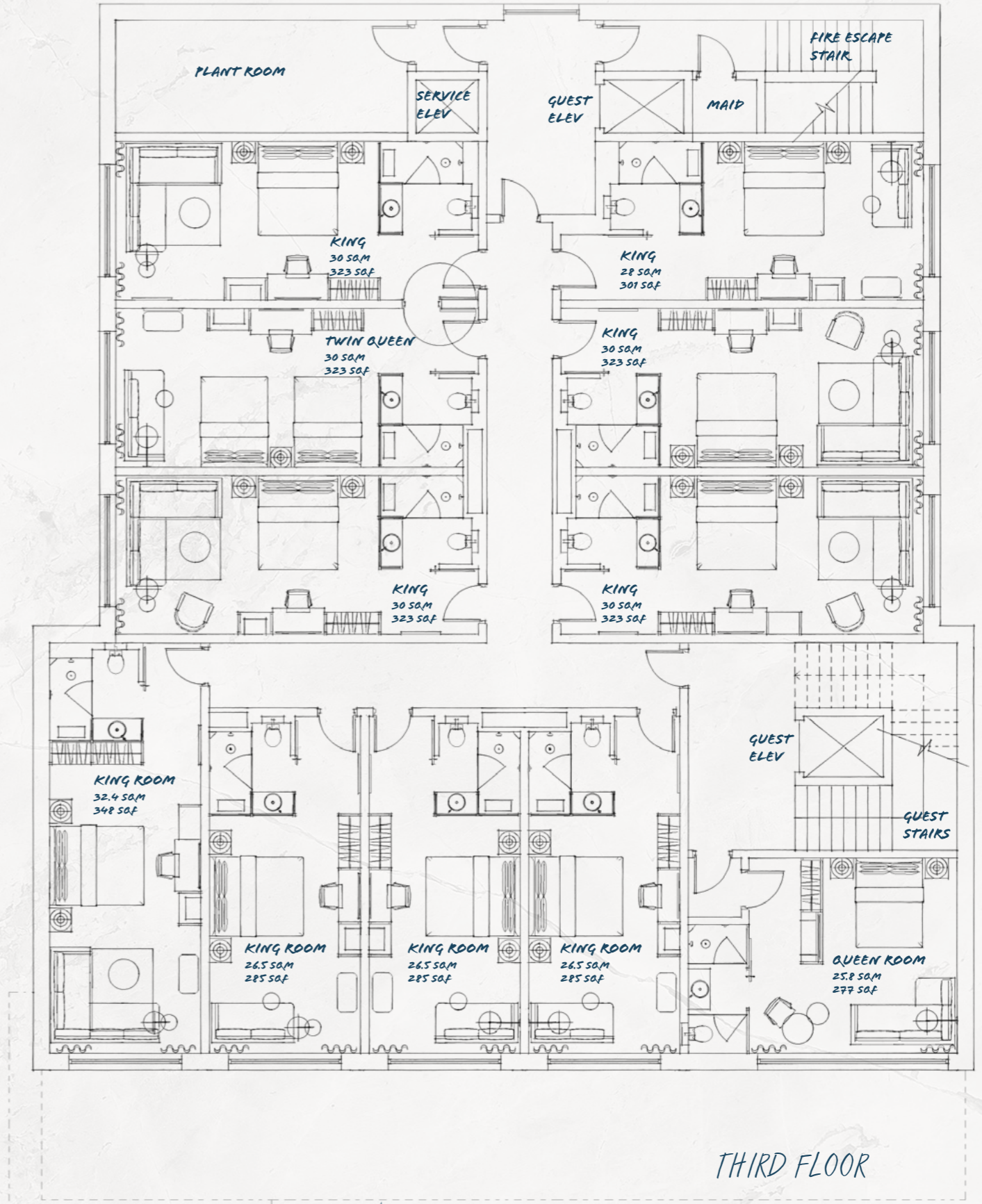




SECOND FLOOR

King Room: 8
 Ada King Room: 1
 Queen Room: 1
 Twin Queen Room: 1

Total Second Floor: 11
 Total Room Count: 31



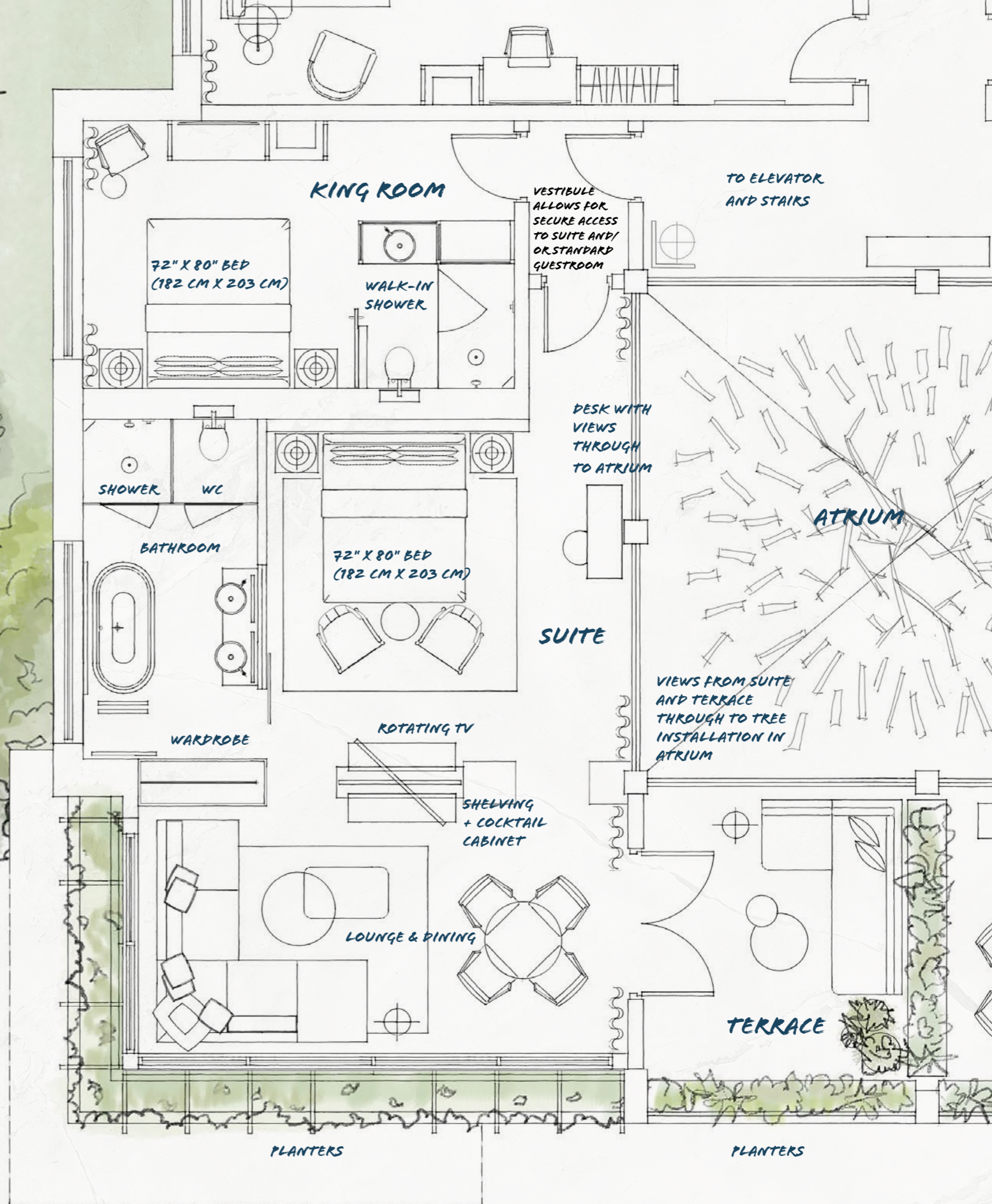
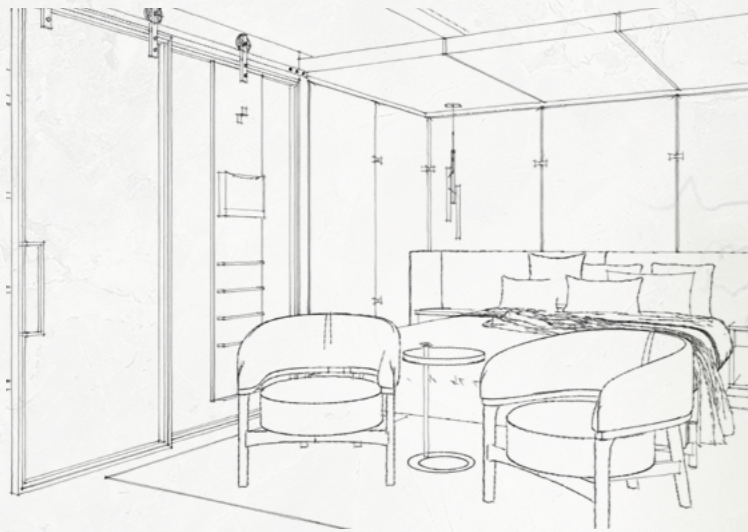
THIRD FLOOR

King Room: 9
 Queen Room: 1
 Twin Queen Room: 1

Total Third Floor: 11
 Total Room Count: 31

THE SUITE

A home away from home, but also a viewing gallery; an enveloping garden; a space to work and live from; a retreat. Spaces, details and experiences that merge together to create a unique experience and lasting memory. The design concept of the Suite is also a prototype, or a kit of parts, which can be tailored to fit and suit room types of any size or shape.



LINE OF ENTRANCE CANOPY BELOW

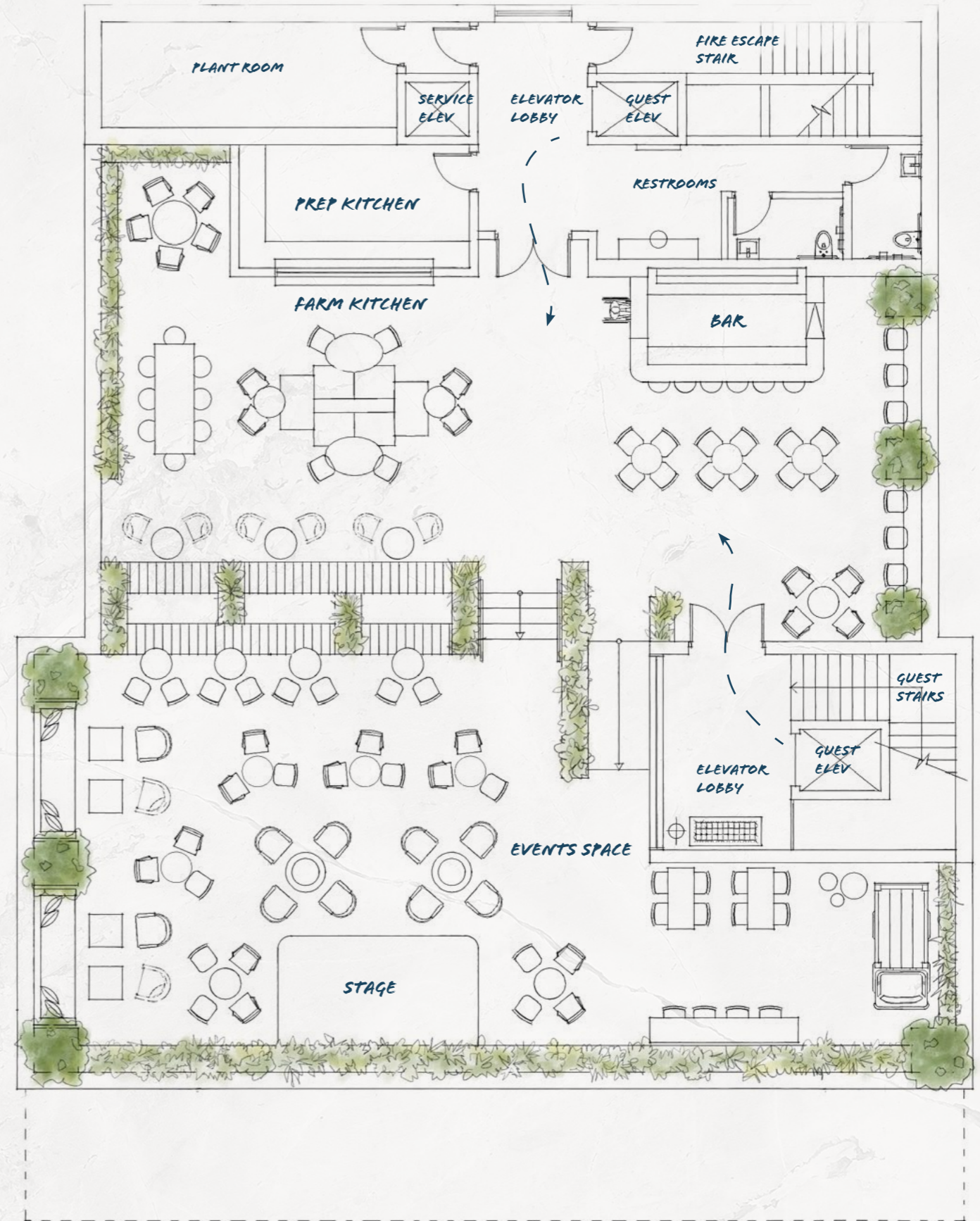


The sweet spot between home and retreat. Enveloping layers of tactility, warmth and craftsmanship woven together. Creating lasting moments, memories and personal connections.

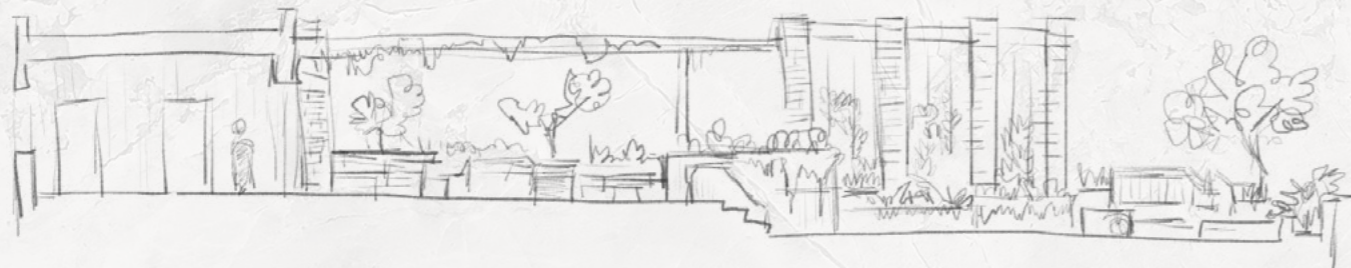
FEEL - IMMERSE - UNWIND

ROOFTOP

A year-round, ever-changing hangout spot inspired by nature with reclaimed, crafted and textural materials. A flexible rooftop space welcoming diverse occasions from gigs to movie nights and cookouts to weddings where unforgettable memories are created. Home to an adventurous experimental farmyard kitchen boasting locally sourced products and an on-site chef garden. A welcoming venue woven with nature where every detail is an appreciation of local craftsmanship and dedication to the local community.



LINE OF SUITES & TERRACES BELOW





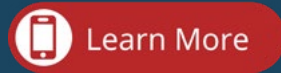
**MAINSTREET HOUSE &
NEIGHBORHOOD KITCHEN**

**A PLACE
HEADING SOMEWHERE**



**A PLACE
ANEW EVERYDAY**

MULTIGENERATIONAL / TASTEMAKING / SLOW LIVING



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THE WAXHAW