



COMMUNITY

SUMMARY

H O T E L



A B Q I N M

3711 Central Ave. NE
Albuquerque, NM 87108
HERITAGE HOSPITALITY GROUP

PREPARED FOR :
Nob Hill Neighborhood
Association



TO OUR NEIGHBORS,

My family and I wanted to bring Hotel Zazz to life in the heart of the historic Nob Hill neighborhood because we believe in the revitalization of this historic community and neighborhood. Recently, our organization filed a liquor license as "Zazz ABQ, LLC" and I wanted to take the opportunity to create an open dialogue about our plans. The intent of the liquor license is to operate a hotel lounge envisioned as a speakeasy.



As a long-time resident of the Nob Hill neighborhood, I know the potential this neighborhood has to grow and I want to be a part of it in any way I can. Although my family has owned the University Lodge since 1996, the property is turning a new leaf not only in appearance but how we interact and work with the community around us. We're looking towards the future and I want Hotel Zazz to be a place for generations to come to visit and enjoy within the Nob Hill neighborhood.

We're investing in the security of the property by:

- Installing state-of-the-art high-quality cameras around the property and high traffic areas
- Installing a specialized code lock system, that will keep track of who enters each room and all public spaces
- We've installed a dedicated fiber optic line for Hotel Zazz, so we aren't sharing the internet with anyone and can protect the security of our guests
- Increasing the security of the hotel and speakeasy by hiring a security company to patrol the property 24/7 to ensure the safety of our guests and staff.

In addition to the above-enhanced security measures, guests will only be able to access the speakeasy by asking a guest service agent to open the door, ensuring that we know who is entering and exiting the establishment at all times. Individuals will also pass several security cameras when they enter the speakeasy.

Our intent is to have this speakeasy available primarily to our guests, and locals who live in the Nob Hill neighborhood. The opportunities when the larger community will have availability to the services from the speakeasy at Hotel Zazz is when the hotel is hosting events in our small event venue by the pool. The food and beverage services for this will often be sourced from the speakeasy but could also be outsourced from other vendors or restaurants located in the Nob Hill neighborhood.

As the owner of Hotel Zazz, my goal is to have our small 900 sq. ft. hidden bar for our guests, as an added value amenity for guests staying at the hotel. We have already had conversations on the plans for the property with the City on a Hill Church, which has given its support for the revitalization of the hotel and the speakeasy. And we've also been in contact with the Matthias Charter School (Media Arts Collaborative Charter School) about the possibility of collaborative projects with their students at Hotel Zazz.

I want you to know that I hear and understand your concerns about having another bar in the neighborhood because this too has been my home for many years. The speakeasy is only a piece of our vision to create a community gathering space, The Living Room of Nob Hill. A place to stay, play, and enjoy events and bring locals and tourists to Nob Hill, adding vitality and prosperity to the neighborhood.

If anyone has questions or concerns we encourage you to reach out so I can talk more about the exciting revitalization ahead.

Live Colorfully,
Sharmin Dharas
Sharmin@heritagehospitalitygroup.com
505.401.6549



ESCAPE THE
ORDINARY.

LIVE COLORFULLY.



MISSION STATEMENT

TO CREATE AN
UNFORGETTABLE
IMMERSIVE BOUTIQUE
HOTEL EXPERIENCE
THROUGH UNIQUE
ART, A MELODY OF
CHROMATIC
VISUALS, AND A
VIBRATION OF SOUNDS
THAT BREAKS FREE
FROM THE ORDINARY.

FUN & QUIRKY

WE USE FUN AND QUIRKY AESTHETICS AND IMMERSIVE EXPERIENCES THAT CREATES A MEMORABLE, UNIQUE, OUT-OF-THE-ORDINARY FEELING. TO STIMULATE, ENERGIZE AND RELISH ALL YOUR SENSES.

COMMUNITY & CARING

TAKING CARE OF OUR AMBAZAZZADORS AND LOCAL COMMUNITIES. WE'RE COMMITTED TO CHARITABLE ACTIVITIES AND BUSINESS ASSOCIATION INVOLVEMENT.

PIONEER CHROMOTHERAPY

WE PAVE THE WAY FOR THIS RESTORATIVE THERAPY BY PROVIDING A VISIBLE SPECTRUM OF COLORS THAT RECHARGE OUR GUEST'S CHAKRAS AND BALANCE THEIR ENERGIES.

CONNECTING & INVESTING IN HOSPITALITY

WE EMPOWER ASPIRING MEMBERS BY OFFERING SCHOLARSHIPS FOR HOSPITALITY EXPERIENCE AND EDUCATION.

REQUESTED INFORMATION:

Operator:

Dr. Sharmin Dharas who grew up at University Lodge since 1996 and is converting it to the Hotel ZAZZ under ZAZZ ABQ, LLC.

Contact Information:

Sharmin@heritagehospitalitygroup.com
505.401.6549

Hours of Operation:

Our current plans are to serve until 10 pm on weekdays and 11 pm on Friday and Saturday and to stay open the same hours as the hotel for food and refreshments for our guests to keep in line with the standard hotel business models.

Measures the applicant plans relative to security:

24 hour on guard security. Guests will only be able to access the speakeasy by asking a guest service agent to open the door, ensuring that we know who is entering and exiting the establishment at all times. Individuals will also pass several security cameras when they enter the speakeasy. The hotel is equipped with 24 HD cameras around and within the property.



REQUESTED INFORMATION:

Food Menu:

- Fish & Chips – Beer batter Cod, French Fries, Coleslaw
- Pita & Hummus – Olive oil, Kalamata olives
- Sweet Potato Fries – Garlic aioli, Spicy jam
- Chicken Strips – Four pieces, Garlic aioli, Honey mustard
- Skin Potatoes – Cheese, Bacon bits, Chives
- Flatbread – Mozzarella, Tomatoes, Fresh Basil, Marinara sauce
- Charcuterie – Gruyere, Gorgonzola, Pepperoni, Prosciutto, olives mix
- *Stuffed Avocado – Baked, Pico de gallo, Balsamic reduction
- *Vegetables board – Bell peppers, Celery sticks, Blueberries, Grapes, Olives mix
- *Vegetarian

Local catering from NH restaurants as well.

VISION STATEMENT

RESTORING OLD MOTELS INTO BOLD HOTELS THAT ENCOURAGE ENVIRONMENTAL SUSTAINABILITY, THRIVING COMMUNITIES CHARITABLE SOCIAL ENGAGEMENTS, AND REINVIGORATES THE SURROUNDING NEIGHBORHOOD.

HELLO NEIGHBORS!



EXCITED TO BE GIVING A BEHIND THE SCENES TOUR TODAY TO OUR FRIENDS IN #NOBHILL