

THE  
**BETSY**  
SOUTHBEACH



Press Kit

# Overview

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THEBETSYHOTEL.COM

## About

Independently owned and operated, The Betsy-South Beach is the only Forbes Four Star and AAA Four Diamond rated boutique hotel in Greater Miami. Located in the heart of the Art Deco District on Ocean Drive, The Betsy's unique hospitality model champions the power of community through its dedicated arts, culture, and community program by weaving those brand pillars into the guest experience.

The former 61-key hotel completed a groundbreaking expansion, led by architect Allan T. Shulman and designers Diamante Perdersoli and Carmelina Santoro, merging with the (former) historic Carlton Hotel to become a single unified 130 key property in December 2016. The completed property includes the original Ocean Drive building now known as the "Colonial" wing and the fully renovated Collins Avenue building now known as the "Art Deco" wing.

The new Betsy's 130 guest rooms include 25 suites, three distinct food and beverage outlets under the direction of famed Chef Laurent Tourondel, a 3,200 sq. ft. rooftop complex with swimming pool, dedicated traditional library, and nearly 15,000 sq. ft. of special event space to scale the celebrated arts, culture, and community programming.

Known widely as one of the world's great literary arts hotels, a poetic line from Pulitzer Prize finalist Hyam Plutzik (The Betsy-South Beach owner's father) describes the experience and serves as its tag line: Expect no more. This is happiness.

## Location

Resting regally on the north end of Ocean Drive in the heart of South Beach, Miami's colorful Art Deco District, The Betsy-South Beach is mere steps away from the Atlantic Ocean and its white sand beach, and an easy walk to nightlife, shopping, museums and cultural events. Following its 2016 expansion, The Betsy now offers an additional entrance on Collins Avenue as part of its Art Deco wing, accessible for private events and entry to The Carlton Room, a refined Espresso and Wine Bar. The structures are joined as one unified hotel by a bridge conceived as a piece of public art known as "The Betsy Orb."

## Opening Date

The Betsy-South Beach opened in March 2009, after a multi-million-dollar restoration of the historic Betsy Ross Hotel. In December 2016, the hotel debuted an Art Deco wing expansion after merging with the (former) historic Carlton Hotel to become a single unified property.

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*Expect no more.  
This is happiness.*

# Overview

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## Architect

The Betsy-South Beach joins the original work of two architecture giants, L. Murray Dixon, whose Betsy Ross Hotel is the sole example of Florida Georgian architecture in the area, and Henry Hohauser, renowned architect for the Carlton Hotel, best known for his quintessential Art Deco styling. Allan T. Shulman, the highly regarded Miami architect with a distinguished record of historic preservation, served as the architect of record for the 2016 expansion, which connected the buildings as one unified hotel.



## Interior Design

With visionary direction from Italian designers Diamante Pedersoli (private residences for Ralph Lauren) and Carmelina Santoro, The Betsy-South Beach embraces the natural heritage of its location to offer a timeless style. In the Colonial wing, dark wood Venetian blinds cover floor-to-ceiling windows that reflect light off the Atlantic Ocean and ensure a guest-to-city transparency that brings the outside in by day, and the inside out by night. Lighting fixtures include Fortuny Sheherazade chandeliers hanging from coffered ceilings complemented by colonial style fans and other custom design reminiscent of world culture. Historical terrazzo flooring is accented with natural fiber area rugs surrounding seating areas that have a comfortable, residential feel of a home owned by a global traveler in the British Colonial era. Zebra framed mirrors, coffee table art books, a public poetry library with vintage typewriter, and wood chess sets give the property an international feel. The public spaces in the Art Deco wing echo the overall beach-chic theme with similar hues, walnut wood floors, and raffia displays, paying homage to the building's historical time period. Custom-designed furniture and fixtures adorn the multi-functional spaces with a diverse blend of wicker and teak bases fused with decorative brass and mirrored features. Hand-selected velvet, cotton, and linen fabrics bring gentleness to the pieces in soft, ocean inspired palettes.



# Rooms & Suites

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Room rates start at \$250 per night and range upwards to \$10,000 for the larger multi-bedroom suites.

At The Betsy, we lavish as much attention on the private spaces as the public ones. Our 130 rooms and suites offer the graceful style of contemporary colonial design accented by Art Deco touches, and a tranquil retreat from the action: Hardwood floors, marble bathrooms with Malin + Goetz bath products, rattan-upholstered ceilings, large walk-in showers, linen curtains, and plantation-style shutters, all of it steeped in beach breezes and warm tropical light.

## Rooms

### CLASSIC

- 250 - 275 sq ft
- Standard room featuring one king or two double beds
- Limited View

### SUPERIOR KING

- 250 - 275 sq ft
- Features one king bed
- Overlooks Courtyard Pool and Atrium

### SUPERIOR POOL VIEW DOUBLE

- 250 sq ft
- Features one two double beds
- Overlooks Courtyard Pool

### SUPERIOR BALCONY

- 245 sq ft
- Features one king or queen bed
- Outfitted with a balcony
- Atrium View or limited view

### DELUXE KING BALCONY

- 350 sq ft
- Features one king bed
- Outfitted with a terrace
- Offers views of the Atrium

### DELUXE OCEAN VIEW

- 250 sq ft
- Featuring one king or two double beds
- Offers ocean views

## Suites

### CLASSIC

- 400 – 450 sq ft
- Features one king or two double beds and separate living/entertaining area
- Features view of the Atrium or limited view

### SUPERIOR POOL VIEW

- 550 sq ft
- Features one king bed and separate living/entertaining area
- Overlooks pool and courtyard

### SUPERIOR DOUBLE BALCONY

- 510 - 655 sq ft
- Features one king bed and separate living/entertaining area with sofa bed
- Indoor and outdoor entertainment space
- Outfitted with two balconies
- Featuring views of the City and the Atrium

### ROYAL OCEAN VIEW

- 600 sq ft
- Features one king bed and separate living / entertaining area
- Offers ocean views
- Walk-in closets

### SKYLINE LEVEL BUNGALOW

- 625 sq ft
- Features one king bed; separate living/entertaining area with queen sofa bed
- Indoor and outdoor entertainment space
- Oversized wrap-around terrace accessible from living area and guest room
- Featuring views of the City and the Atrium

### SKYLINE PENTHOUSE & TERRACE

- 905 sq ft
- Features one king bed
- Entertaining area with baby grand piano
- Indoor / outdoor space with kitchenette
- Oversized wrap-around terrace
- Atrium and Art Deco District views

## Corporate Responsibility

The Betsy-South Beach's corporate culture celebrates diversity, embraces community, and shares fruits of its success through social entrepreneurship and venture philanthropy. Direct programs include sustaining support for Zara's Center for Aids-impacted youth in Bulawayo, Zimbabwe, as well as outreach in education, the arts, conservation, youth, and families in Miami – and beyond.

## Arts & Culture

The Betsy-South Beach's visitors and clientele are made up of charitable-minded travelers, arts creators, and arts appreciators from around the world with a desire to make a difference. Through a range of programs, the hotel invites social networking to revisit its roots in the cultural salon by transforming public spaces into gathering places for travelers, visitors and residents to coalesce. Programs include live music in all genres, art exhibitions, poetry readings, book signings, individually-curated libraries in each of the hotel's 130 accommodations, poems placed on pillows at turn down each night, and charitable collaboration with more than 250+ service driven organizations since 2009.

## A Jazz Hideaway

Once known for its jazz clubs, Miami's jazz venues have slowly closed, yet The Betsy-South Beach has created one of Miami's top jazz hideaways with the city's and country's best jazz performers Wednesday and Thursday nights from 8 to 11 p.m. in the Lobby Salon. With no cover charge or drink minimum, talent includes the best, brightest and internationally known performers such as Mike Gerber, Markus Goettschlich, Chad Bernstein, Maryel Epps, Tom Lippencott, Reuben Hoch, Jua Howard, Peter Betan, Davis & Dow, Marianna Martin, Lenard Rutledge and many more. The (mostly) jazz musicians are carefully selected and booked in the style of any serious club that appreciates excellent music.

## Writer's Room

A working studio space for visiting writers and artists to create, develop their craft and share their work through community programs, The Writer's Room pays homage to the many 'writing rooms' that existed in pre-war hotels where guests recorded memories and linked to home.

Artists in Residence use a desk donated to The Betsy by the Hyam Plutzik Centennial Committee to commemorate the poet's sojourn as a soldier in Florida during the 1940's on his way to war. Born over 100 years ago, and a three-time Pulitzer Prize finalist before his death, Hyam Plutzik is the father of The Betsy Hotel owner, Jonathan Plutzik.

## Philosophy

Believing that public spaces can be more than waiting areas, The Betsy-South Beach has been uniquely recognized by global patrons and media for programs that champion the power of community by cultivating the sights and sounds of art, music and literature. Robust programming includes poetry readings, jazz, opera and piano performances, exiled writers in residence, literary salons, Writers for Young Readers, April Poetry Month, Global Jazz Party, the Accelerate Literacy Symposium, LGBT programming, the JAHLIT (Jewish American and Holocaust Literature festival), Miami's TRANSART festival, annual A Cappella festival, IberoAmerican literary festival and more. Carefully curated programming creates community partnerships, gives a voice and stage for underserved artistic communities and opens the hotel's doors for all to enjoy.

# Public Spaces & Amenities

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## OCEAN FRONT DECK

On the roof of the Colonial Wing, the Ocean Front Deck is one of the hotel's most spellbinding venues — and a reminder of what makes South Beach so extraordinary with sweeping views of Lummus Park and the Atlantic. Spacious but secluded, intimate and sweeping at once, the Ocean Front Deck is an ideal setting for private events, wedding ceremonies, rehearsal dinners under the stars, corporate gatherings, and so much more. Featuring two private bars, built-in lounge seating, and accommodating up to 90 for sit-down dinners and 200 for standing receptions, realize your vision and take advantage of this South Beach gem.

## WELLNESS GARDEN AND SPA

Located atop the Colonial Wing and framed by jasmine and birds of paradise, here is a zen detour to your bustling South Beach stay. The treatments and therapies — massages, body treatments, facials, and manis & pedis — take place in private bamboo-and-canvas cabanas, using only paraben-free products derived from natural ingredients. If you want to cool down, consider the Wood Stone Ritual, which makes use of chilled stones; the Coconut Hot Towel Facial will bring you right back.

## LT STEAK & SEAFOOD

LT Steak & Seafood is a casually elegant New American restaurant by Chef Laurent Tourondel, fusing international flavors and techniques from France, Asia and Latin America. Executive Chef Danny Ganem serves up crowd pleasing dishes for Breakfast, Lunch & Dinner, and not to forget, weekend Brunch. Ask about our weekly “blackboard” menu featuring local and seasonal selections that you’ll enjoy as much as Chef Danny does creating them. While we pride ourselves on the quality of our hand-selected U.S.D.A prime or certified black angus steaks and fresh-caught fish, our menu boasts vegetarian options that are anything but an afterthought. Take in the sights and sounds on our outdoor terrace - one of the best spots for people-watching on Ocean Drive - or enjoy our airy dining room providing a front-row seat to nightly live jazz and latin rhythms.

## B BAR

A little bit vintage, a little bit rock n’ roll – B Bar is a standout among The Betsy’s venues. With Art Deco terrazzo floors, a mirrored black ceiling, and whimsical portraits of musical royalty from Mozart to the Ramones, this is vintage Miami glamour at its best. One of the hotel's most special venues, B Bar has hosted events from poetry readings and concerts to rehearsal dinners and after parties. B Bar offers an exclusive venue catering to those who seek an upscale, discreet setting featuring a bar, sound system, flat-screen TVs, and 24 light boxes lining the walls for one-of-a-kind opportunity to personalize your wedding or corporate event.

## FITNESS CENTER

Located on the first floor of the Art Deco Wing, our 24-hour fitness center comes with modern cardio equipment, a full weight-training area, a yoga/stretching zone, and two Peloton bikes connected to online classes. Private-training sessions available, here or on the beach — just ask the concierge.

## THE ALLEY

Tucked away in the back of The Betsy, The Alley is a modern trattoria serving Neapolitan-style pizza, homemade pasta, charcuterie, salads, Italian-style cocktails, beer & wine. Inspired by timeless Italian techniques, Chef Laurent Tourondel spent over a year perfecting his signature pizza dough, hand-stretched to order by our artisan pizzaiolos, topped with ingredients that would make Nonna proud, then baked to perfection in our earthstone oven. Insider's Tip: try the whipped ricotta and finish off your meal with a frozen orange gelato. Retro photos and neon artwork highlight the cozy dining room and open kitchen, while bistro lights illuminate our outdoor tables lining the bustling pathway between Ocean Drive and Collins Avenue.

# Public Spaces & Amenities

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## 14TH PLACE TERRACE

Perched one level atop The Alley, the 14th Place Terrace accommodates up to 15 guests and features tiered outdoor seating for meetings, events, and casual conversation. Ideal for small receptions or breakout meetings, patrons can utilize the alley-accessed 'Grab and Go' window – an extension of Chef Laurent Tourondel's restaurants – for takeaway treats like fresh gelatos and crêpes.

## BOARD ROOM

Easily hosting smaller C-Level meetings, community gatherings, or flexible enough to use for an intimate dinner, the Boardroom has all the amenities of a traditional boardroom – natural light, state-of-the-art audio-visual, comfortable chairs, two large work tables – and a bit of the unexpected: Oversize Edison bulbs, a library, and an uncommon outdoor break-out space in the form of the 14th Street Terrace, where tiered seating recalls the High Line elevated park in New York. The Boardroom is also immediately accessible to our Italian trattoria, The Alley, and the Carlton Room Café, where catering, refreshments, and service for your group are at your fingertips.

## ROOFTOP POOL & DECK

As festive or casual as the event it's hosting, the Rooftop Pool Deck is one of those impossibly glamorous settings that usually lives in magazine spreads or daydreams. Usually. Host your welcome reception or cocktail party here, a versatile setting for daytime or evening get-togethers for up to 250 guests as the setting sun turns Miami's skyline to flame. Take in panoramic views and ocean breezes alongside our shimmering pool - only the Ocean Front Deck, with its views of the Atlantic gleaming in moonlight, can compete.

## THE LIBRARY

Featuring wall-to-wall bookshelves stocked with titles on everything from Rioja to string theory, the Library has the feeling of a private club in Manhattan transposed to Ocean Drive: Club chairs upholstered in blue velvet, brass-bordered glass tables, tweed and chenille-covered furniture,

and other Mid-century modern touches. A place to while away a morning with a coffee, take a meeting, or indulge in private conversation, the Library is an amenity unique to The Betsy. Every Thursday we host the Library Social, a casual gathering of hotel guests and community members, coming together for wine, cheese and conversation hosted by our Writer in Residence.

## THE CARLTON ROOM

On most days, the terrazzo floors, natural light, soaring ceilings, and tiered Art Deco light fixtures of the Carlton Room – the former lobby of the Carlton Hotel, an Art Deco landmark that became part of The Betsy as a result of our recent expansion – make it a cross between the most stylish living room you've ever encountered and a work space in true South Beach style: Newspapers, velvet couches, and a coffee bar featuring Miami's own Panther Coffee.

Its direct Collins Avenue access and proximity to break-out spaces like the Board Room, Gallery, and to the expanse of the Atrium, also make it ideal for a wide range of events, from wedding festivities to conferences and retreats. We invite you to use existing furniture or transform the space with innovative design and rentals.

## THE GALLERY

A 1,700 sq. ft. multi-use space located on the ground floor, The Gallery is ideal for meetings, performances, and private events ranging from receptions for up to 165 guests and private dining for up to 150 guests.

## THE ATRIUM

Nestled in the center of the Art Deco wing, this 3,000 sq. ft. outdoor courtyard space features a stage area for performances and large-scale events and can accommodate receptions for up to 500 guests and private dining for up to 350 guests.

# Public Art



Furthering the hotel's arts, culture, and mission to the community, The Betsy debuted two public art displays as part of its 2016 expansion, providing new discovery moments for guests and locals alike:

## THE BETSY ORB

Connecting the two historic properties with the exquisite use of a large orb, the bridge reflects the surrounding area, yet is not be visible from either Ocean Drive or Collins Avenue. Pedestrians must venture mid-way to Española Way at 14th Place and peek into the restored alleyway to experience the piece.

## THE POETRY RAIL

An installation of poetry – etched into metal by water jets – by 13 poets who have contributed to Miami literature. The Poetry Rail includes diverse, historic, and contemporary voices such as Langston Hughes, Donald Justice, Mohamed Ali, Campbell McGrath, Julie Marie Wade, and Hyam Plutzik. Architect Allan T. Shulman, graphic designer Kevin Coster, and the Betsy's arts, culture, and community team collaborated on the design of the piece, which sits outside the entrance of The Alley.





# Neighborhood

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## Shopping

A short walk from The Betsy-South Beach, the eclectic designer boutiques along the 10-block pedestrian promenade of Lincoln Road offer the latest in fashion, accessories, swim wear, jewelry, shoes, and more. Just 20 minutes from South Beach, the world-famous Bal Harbour Shops and The Village of Merrick Park present the most recent collections of top designers from across the globe.

## Arts & Entertainment

Miami Beach offers incredible proximity to the cultural and entertainment events of South Florida, including Art Basel Miami, Miami Boat Show, and the South Beach Wine & Food Festival. Located in the heart of the Art Deco historic district, The Betsy-South Beach is just steps away from the area's newest treasure – the New World Symphony. Other nearby cultural destinations include the Arsht Center (home of the Florida Grand Opera and Cleveland Orchestra), Bass Museum of Art, The Jackie Gleason Center for the Performing Arts, Colony Theatre, Miami Beach Convention Center, Miami Art Museum, Miami Museum of Science, The Miami Design District, Carnival Center for the Performing Arts, Bayfront Amphitheater, or Bayside Marketplace. The Betsy-South Beach hosts its own, very extensive, on-property arts and culture program – featuring poetry, music, and visual art – with free events for patrons of all ages.

## Area Attractions

Whether it's professional sporting events, swimming with dolphins, historic architecture, or natural landscapes, The Betsy-South Beach's concierge team is known for its ability to secure last-minute access to events and experiences. Miami's destinations are some of the most memorable in the world, and all within a short drive, guests can visit Sun Life Stadium, American Airlines Arena, Miami Seaquarium, Fairchild Tropical Gardens, Vizcaya Museum and Gardens, the Deering Estate, and many more places of interest.

## Recent Awards & Accolades

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**"10 BEST SMALL LUXURY HOTELS IN THE WORLD"**

US News & World Report, February 2019

**"15 BEST HOTELS IN MIAMI: GOLD BADGE WINNER"**

US News & World Report, February 2019

**"THE BEST MIAMI SOUTH BEACH HOTELS"**

CNN, February 2019

**"2019 STAR AWARD WINNERS: FOUR STARS"**

Forbes Travel Guide, February 2019

**"DIAMOND AWARDS: FOUR DIAMOND AWARD"**

AAA, January 2019

**"TOP HOTELS IN MIAMI: READERS' CHOICE AWARDS"**

Condé Nast Traveler, November 2018

**"10 HOTELS THAT LOVE YOUR DOG AS MUCH AS YOU DO"**

Robb Report, August 2018

**"THE TOP 10 GREATER MIAMI BEACH RESORT HOTELS"**

Travel + Leisure, July 2018

**"TOP GLAM DESTINATION WEDDING VENUES IN MIAMI BEACH"**

BRIDES, April 2018

**"THE BEST HOTEL POOLS IN MIAMI"**

Condé Nast Traveler, February 2018

**"BEST HOTELS IN MIAMI: GOLD BADGE WINNER"**

U.S. News & World Report, February 2018

**"TOP HOTELS IN MIAMI: READERS' CHOICE AWARDS"**

Condé Nast Traveler, November 2017

**"TOP RESORT HOTEL IN MIAMI BEACH: WORLD'S BEST AWARDS"**

Travel + Leisure, July 2017

**"THE 10 BEST BOUTIQUE HOTELS IN THE USA"**

The Zoe Report, June 2017

**"THE BEST HOTEL ROOM SERVICE IN THE US"**

Condé Nast Traveler, February 2017

**"10 BEST HOTELS IN MIAMI"**

US News & World Report, February 2017

**"THE GOLD LIST: EDITOR'S CHOICE AWARDS"**

Condé Nast Traveler, January 2017

## Honorable Mentions

**"THE GREATEST BREAKFASTS IN THE WORLD"**

Daily Mail, March 2019

**"VERY BEST BURGER AWARD"**

SoBe Wine & Food Festival, February 2019

**"THE FIVE BEST RESTAURANTS ON OCEAN DRIVE"**

Miami New Times, October 2018

**"NEW RESTAURANTS TO CHECK OUT DURING MIAMI SPICE 2018"**

Time Out Miami, July 2018



## Jonathan Plutzik

### OWNER

Jonathan Plutzik and his wife Lesley Goldwasser own The Betsy-South Beach ([thebetsyhotel.com](http://thebetsyhotel.com)), a boutique luxury hotel located on Miami Beach's iconic Ocean Drive with extraordinary on-property cultural and community programming, including the Betsy Writers' Room program that has welcomed more than 800 artists in residence at the Betsy ([thebetsywritersroom.com](http://thebetsywritersroom.com)). He retired as a Vice-Chairman of Credit Suisse in 2002, after a 24-year financial services career. In 2015, Jonathan was honored at the White House as a Champion of Change, celebrating The Betsy Hotel as the first American corporation to partner with the National Immigration Forum's New American Workforce citizen-readiness program. In 2016, Jonathan was named the Miami Beach Chamber of Commerce Citizen of the Year and in 2017 he was given a "Key" to the City of Miami Beach by the Mayor for his civic contributions. In the same year, The Betsy was included as one of only three hotels in the State of Florida on Condé Nast's Gold List, named Travel and Leisure's Top-Rated Resort Hotel on Miami Beach and recognized by Americans for the Arts as one of ten businesses in America doing pacesetting work building community in and through the arts.

Jonathan is Chairman of Fannie Mae's Board of Directors, a founding board member of Planet Word, a new Museum in Washington, DC, dedicated to the written word, Vice Chairman of nationally celebrated poetry festival O, Miami and a member of the Council on Foreign Relations. He was recently named to chair Miami Beach Mayor's blue ribbon Committee on Culture and Business Practices. Jonathan operates The Betsy Hotel with his son Zachary, his sister, Deborah, and a dedicated team of hotel professionals. All are ably assisted by the property's two golden retrievers, Betsy and Katie.

Jonathan holds an MBA from Wharton School of Business and a Bachelor's Degree from Brandeis University.



## **Lesley Goldwasser-Plutzik** **CO-OWNER, CURATOR**

Lesley Goldwasser and her family own and operate The Betsy-South Beach ([thebetsyhotel.com](http://thebetsyhotel.com)), a boutique luxury hotel, located in Miami Beach, known for its community-based philanthropic work, and a deep commitment to arts and culture. Lesley has also made a considerable commitment to philanthropy including the establishment of Zara's Center ([zarascenter.org](http://zarascenter.org)), an after school haven for AIDS-impacted children in Bulawayo, Zimbabwe. Zara's Center has served thousands of children ages 5-18 and the surrounding community since 2007. Goldwasser is also co-president of the Plutzik Goldwasser Family Foundation ([pgfamilyfoundation.com](http://pgfamilyfoundation.com)), which supports wide-ranging causes, including education, African relief, literature, and Jewish communal causes. She is on the Board of Directors of Miami Music Festival and the UJA Federation of New York.

A Veteran Wall Street Executive, Lesley is managing partner of GreensLedge, an investment banking firm headquartered in New York City with offices in London, Tokyo, and Seoul with over 25 years of investment banking experience, including previous executive positions at Credit Suisse and Bear Stearns. She currently serves as lead independent director of Tiptree Financial. Born in Zimbabwe, Lesley is a graduate of the University of Cape Town.

# Team

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## Zachary Plutzik MANAGING DIRECTOR

Zachary Plutzik is Managing Director at The Betsy-South Beach ([thebetsyhotel.com](http://thebetsyhotel.com)). Prior to his joining the Betsy, he was employed at Google Inc where he worked on the YouTube Spaces Team, which aimed to engage and curate content creators worldwide, and AOL where he worked in digital advertising.

At The Betsy, Zach has been involved in all aspects of hotel operations with particular emphasis on the Betsy's digital presence, revenue management, and the Betsy brand. In addition to his role as Managing Director, Zach is a member of The Betsy's family ownership team along with his parents, co-owners Jonathan Plutzik and Lesley Goldwasser. He has become deeply engaged in the development of Miami Beach's arts and culture community and the Betsy's unique commitment to its continued growth. Zach reports to the Betsy's Canine Executive Officers, Katie and Betsy.

Zach is a graduate of Yale University with a political science degree with a focus on political philosophy and ethics. He was a member of Yale's Varsity Golf Team for four years.