

FIRE ISLAND PINES

Exclusive Coastal Investment!

Location:

Fire Island Pines, New York 11782

About:

Located on southern Long Island, 60 miles east of Manhattan, the property stretches along the main pedestrian promenade to the residential and beach access areas in the only commercial portion of the Pines.

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Fire Island Pines



MUROFF
HOSPITALITY GROUP
Real Estate Brokerage & Advisory

Property Details

Muroff Hospitality Group is proud to present on an exclusive basis the sale of approximately 75% of the commercial district of the Fire Island Pines Resort, a world-renowned waterfront resort complex located 90 minutes from New York City. The Pines is the location of the most expensive real estate on Fire Island and has evolved into the best-known, wealthiest, upscale gay community in the world. It serves as the premier gay resort destination with over 600 homes. The investment consists of a nightclub, a hotel, two restaurants, pool deck, boat docks and other retail and operating assets stretching along 320 feet of the main pedestrian promenade.



- ❖ Amazing opportunity to acquire a gem of retail property in FIP!
- ❖ Everyone will pass this property when arriving at the Pines harbor!
- ❖ The Harbor properties are the premier retail properties in the Pines!
- ❖ The Pines is the most expensive real estate on Fire Island!
- ❖ The real estate values are rising and the Pines is the largest upscale LGBTQ+ community and resort in the world!

Price: \$17,250,000





Investment Overview



Investment Overview

Muroff Hospitality Group has been chosen to exclusively market for sale the Fire Island Pines Resort, a collection of restaurants, retail, nightclub, pool and hotel which represents about 75% of the commercial district of the Fire Island Pines, the most upscale and exclusive LBGTQ+ Resort in the world

Interest Offered

Fee Simple interest in the Hotel, Pavilion, Blue Whale, the Canteen, Pool Deck, Retail Shops, 320 feet of harborfront, docks and two houses; all located in The Pines, Fire Island, New York

Property Tours

Prospective purchasers are encouraged to visit the subject property prior to submitting offers. However, all property tours must be arranged in advance with Mitchell Muroff of Muroff Hospitality Group. Please do not contact on-site management or staff without prior approval.

Brochure Index

Eat

- ❖ Canteen
- ❖ Blue Whale

Play

- ❖ Low Tea Deck
- ❖ Pines Pavilion
- ❖ Pool Deck

Shop

- ❖ General Store by Base
- ❖ TOLA., Camp, & Walter Boss
- ❖ Ron Dorff & Handsome

Fitness

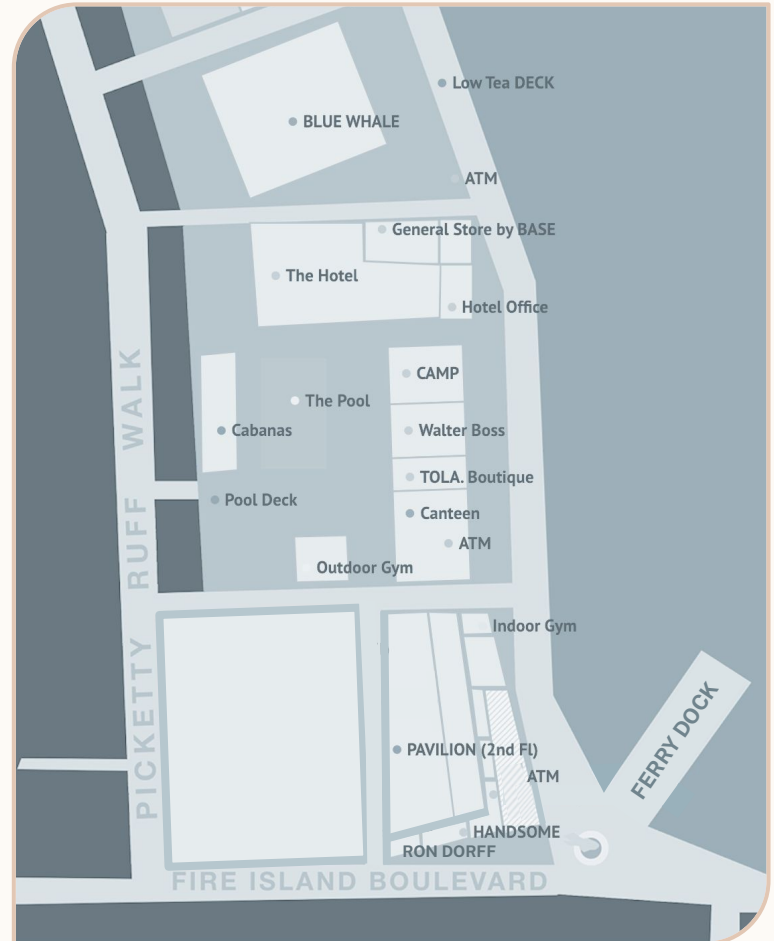
- ❖ Indoor & Outdoor Gym

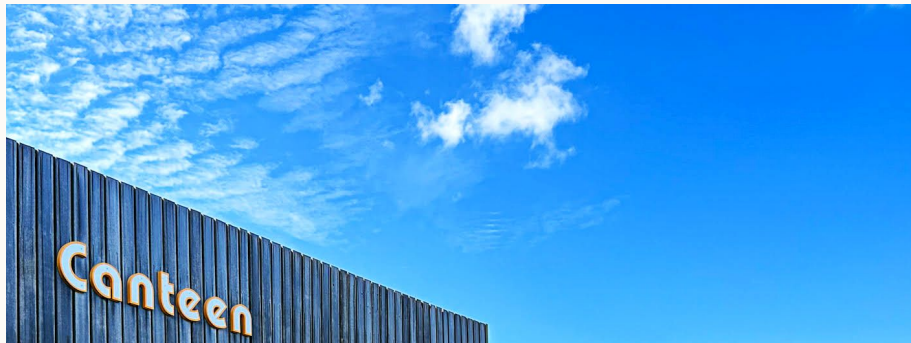
Stay

- ❖ The Hotel
- ❖ Staff Housing

Miscellaneous

- ❖ The Potential
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Canteen is a great spot if you need a quick bite or want to grab a drink and settle next to the pool. It's one of the best places to relax and watch the ferry roll in.



Blue Whale



The Pines Harbor restaurant reflects the islands casual beach environment. Its menu offers lite fare, seafood dishes and innovative seasonal offerings.





In 1966, Tea Dance was born. A late afternoon ritual of dancing, drinking, and socializing. It was this that gave the Blue Whale its claim to fame. That and the famous Blue Whale drink. By making your tongue blue it was telling where you had been.

The drinking ritual of Tea Dance is replicated in gay resorts all over the world. Today, known as simply the Blue Whale it is still the place to see, and be seen. No matter what the decade of the photo you can always guarantee a crowd.

Low Tea Deck



The Pavilion is a legend in the LGBTQ+ Dance, Club, Party, Film and Literature world, since the 1960's.



Pines Pavilion



Pool Deck



The Pines Pool & bar is a massive pool deck, where you can lounge, grab a bite to eat, and have some poolside drinks; home of Pool Tea.



General Store



The General Store is the premier retail operation in the Pines. It sells curated clothing, jewelry, etc.



TOLA. is a small town beach boutique with a big time vibe

Camp is a timeless nursery, hardware store and flower shop



Walter Boss

Ron Dorff opens a summer pop-up store with a selection of swimwear, underwear and sportswear. All you need to make the most out of your stay, whether for the beach, pool or relaxing back home.

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RON DORFF
PARIS - STOCKHOLM

Ron Dorff

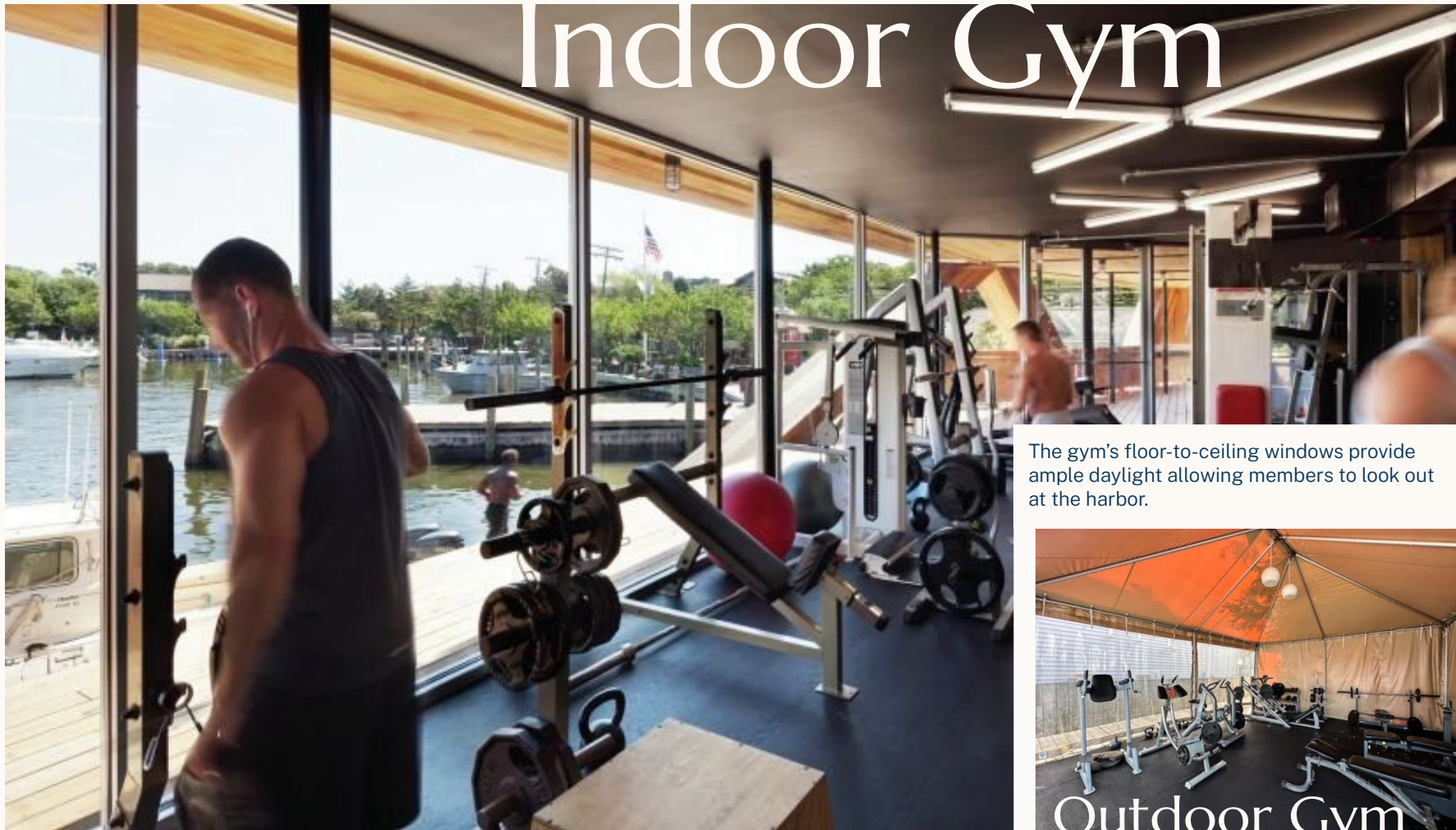
Handsome

FIRE ISLAND PINES
HANDSOME
GOOD HEAD
A BARBERSHOP EXPERIENCE

FOR RESERVATIONS SCAN OR GO TO
WWW.FIREISLANDPINESRETAIL.COM

Handsome includes haircut services in a one chair concept that will live alongside a broad range of skincare and grooming products specifically focused on men's needs.

Indoor Gym



The gym's floor-to-ceiling windows provide ample daylight allowing members to look out at the harbor.



Outdoor Gym



Located in the center of the Fire Island Pines commercial district, guests have enjoyed staying steps away from all the restaurants, bars, cafes, shops, and of course, the beautiful beach since 1960.



The Hotel



16-Bedroom House



Staff Housing



3-Bedroom House

The Potential

High Barriers to Entry

- The Resort occupies an irreplaceable location on the Harbor and in the business district
- There are no other available or developable commercial parcels in the FIP commercial district
 - The Resort is 75% of the only commercially-zoned region in the Pines
 - The Resort offers the only zoned Hotel in the Pines community
- There is the ability to develop two additional parcels into 18 additional rooms / bungalows

In Place Revenue Streams

- The existing businesses are currently generating stabilized revenues
 - 320 feet of Boat slips provides additional upside and income
- Enormous potential to increase REVPAR through reimagining the Botel and marketing
- Upside in events and improved utilization rates for the Pavilion complex

Operational Upside

- Reimagine the businesses with hospitality professionals in dining, nightlife and event planning
 - Renovation and upgrade of the Botel
 - There is no competitive boutique hotel in the Pines
- Worldwide PR and marketing efforts to promote The Pines as the premier LGBTQ destination
- Curation of new retail and F&B concepts will be a key strategy for both locals and visitors alike
- 10 Buildings Across the commercial district 75% Of Business District 2 Acres of Real Estate

Reimagination & Development

Retail Rendering

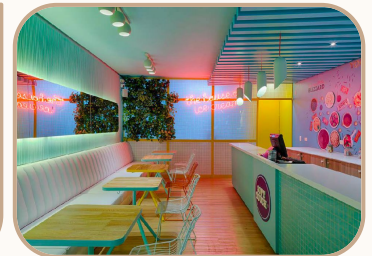


Hotel Rendering



Inspiration & Ideas

- Develop upscale dining above Blue Whale
- Expand Canteen to ice cream, candy, and coffee
- Welcome Bar at the ferry landing
- Re-Designed Pool Deck Service with day/seasonal passes
- Redeveloped/rehab hotel 30 new guestrooms & facade
- Build a “Pines Spa” and Wellness Program
- Day Lockers + Showers
- Grooming, boarding, pet food, and vet services
- Pop-up sunglass store
- Pines Retail Store to sell Pines branded merch
- Expand Residential Servicing / Home Delivery
- Bungalows @ The Hotel: 18 new rooms
- Uniforms with name tags for staff workers
- Welcome host at Sayville ferry with weekly events handouts
- Continue 15-min Blade seaplane from 23rd St. to The Pines harbor
- 1.5-hr affordable speed ferry from Chelsea Piers: 150 guests
- Snacks available at Hotel & Bungalows
- Resort-wide corporate sponsorship opportunities
- 24/7 vending machines for essentials
- Rentals for beach chairs & umbrellas, etc.
- Water sport equipment rentals
- Bay dinner cruises catered by The Marina Bar + Grill





Fire Island National Seashore

Demographic Highlights

The Fire Island Pines is a pedestrian-based summer vacation destination that has been featured in countless travel magazines for its pristine beach. Additionally, the Pines is considered the best-known, most beloved affluent gay community in the world.

110,000 Visitors Each Summer

The Pines is the premier domestic and international destination for the affluent gay community



\$300-\$500k+ Earnings Per Year

~42% of homeowners in the Pines earn more than \$300K/year and 22% earn more than \$500K/year



LGBTQ+ Pride

Fire Island is known for its laid-back vibe by day, vibrant scene by night, and it's two wildly popular LGBTQ+ vacation destinations: Cherry Grove and The Fire Island Pines



Atlantic Ocean Barrier Island

Located on the southern side of Long Island, about 60 miles east of Manhattan, in the town of Brookhaven of Suffolk County lies The Fire Island Pines



\$463,600

Median property value in 2021. 3.02% 1-year growth



Beaches and Forests

Fire Island has miles of peaceful pristine beaches, centuries-old maritime forests, and seasonal resort communities

Location Map

16 Atlantic Walk

28 Fire Island Blvd

37 Fire Island Blvd

41 Pickett Ruff

45 Pickett Ruff

49 Pickett Ruff

56 Pickett Ruff

Fire Island Pines, New York

11782



Getting Here

Of course, the car-free environment is a big part of Fire Island's charm. Which means, you can't drive your car onto the residential part of the island. So, how do you get here?

The most common form of transportation is parking at one of 3 ferry terminals and taking a delightful ferry ride across the Great South Bay. It's about a half-hour ride in the fresh, salty air.

The Sayville Ferry

The Sayville Ferry began the Fire Island run in 1894. Today, the ferry provides safe passage to Fire Island's central communities.



Private Boat

Boat owners can cross the bay and dock in the marinas.

The Long Island Rail Road

The Island is about a 50-60 miles from Manhattan. The train to Fire Island takes about 1.5 hours and runs frequently.



Private Car or Taxi

The drive can take about 1.5 to 3 hours from Manhattan to the ferry. Traffic can be heavy in summer, so allow more time to catch the ferry.

MacArthur Airport

Macarthur Airport in Islip (ISP) puts you 15 minutes away from Sayville, and the best part is you fly right over Fire Island and get an incredible view of the beach!



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PLEASE CONSULT YOUR MUROFF HOSPITALITY AGENT FOR MORE DETAILS





Meet Mitch:

Muroff Hospitality Group is a boutique, hospitality, brokerage and advisory firm dedicated to personalized service and comprised of seasoned hospitality professionals. With more than 50 years of hospitality experience, we serve the greater New York – New England region as the preeminent boutique hospitality brokerage firm representing independent and franchised hoteliers and restaurateurs alike. Mitch Muroff was previously a principal of Sage Hotel Corp., owning and operating 35 hotels throughout the Northeast and Canada. After selling their portfolio, he formed Muroff Hospitality Group. A licensed attorney and Realtor, Mitch has successfully negotiated the sale of dozens of hospitality transactions through an array of complexities with an unparalleled range of personalized service.



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