

## Case Study - Warm Mineral Springs Resort

After years of directing his ailing patients south to heal in the warm waters of Warm Mineral Springs in North Port, Florida -- a world-renown geothermal springs known as the "Fountain of Youth" -- Dr. Grigory Pogrebinsky, a visionary New York physician, determined that Warm Mineral Springs would inevitably become an International wellness tourism destination and invested in land in the area.

Over a period of years, he assembled several parcels (totaling 19 acres) along Ortiz Boulevard near the Victor Lundy designed motel on US Highway 41. With Warm Mineral Springs having the highest mineral content in the United States and the third highest in the world, and an always "perfect" 87F degrees temperature, he felt this was the right place to build his dream of a holistic wellness resort encompassing a health and wellness center, a boutique wellness hotel, an assisted living facility, multi-family residential dwellings, and a commercial hub.



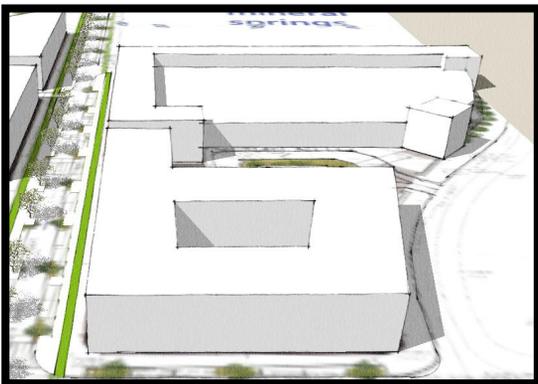
Dr. Pogrebinsky initially contacted Firmo Construction with the desire to gain real estate development and construction advice. Firmo, having previous master planning experience of multi-use sites, as well as aiding in development and financial services, knew they could help Dr. Pogrebinsky. Preliminary investigation for planning began and a solid concept was developed.

Addressing the key issues first, Firmo had to determine the level of interest and engagement from Sarasota County and the City of North Port officials, as the acreage lies in both jurisdictions, and they would be instrumental in assisting with the development of the land. The level of the public's interest also had to be vetted. The possible benefits of increased economic opportunity, new amenities, and an increase in property value were a win for the city and its residents.

With public sentiment behind them, as well as local government support, they began looking at the site's challenges, which included: limited utilities, a need for water and sewer lines to be installed, and the cost of impact fees. It began adding up very quickly, however, these were essential to an extensive multi-use development. Without them, significant limitations were placed on the site's future growth. Also needed were plans to create a more pedestrian-friendly environment; Cortez Blvd has no curbside or sidewalks. Ruth Buchanan, the head of Economic Development Corporation, understood the vision taking shape and became involved to help move this project forward.

Carefully considering all of these factors, Firmo began to create a master plan concept of the new development along side Dr. P. Making sure that the build-out would be done in a sustainable manner was first and foremost on Firmo's list; in keeping with their company's mission. They were also keeping in consideration the possibility of a future LEED rated neighborhood. Next, a long-term, phased-based timeline was created to make sure each building's purpose was best suited to the greater overall vision of the project. Walkability of the neighborhood was also very important in creating a total wellness environment. The opportunity to create a hotel, residential, medical, retail, and office space was a unique challenge and to design and build it with a modernist scope of style principals based upon the Sarasota School of Architecture, even more so.

After finalization of the concept plans, it was determined that the first phase would be the construction of the Health and Wellness Institute. The hotel and assisted living center would be part of phase two – and then 72 multi-family homes would be built in the final phase. Final completion of the entire project was estimated to be about four years and would rely on additional investor involvement.



Fast forwarding to today, phase one is currently in permitting with a groundbreaking planned for late this year. The Institute will have fitness and nutrition classes, with eventual long range plans to be incorporated as part of an overall detox vacation package. Completion of the Institute's construction is scheduled for the end of 2018.

With this completed project, Firmo, Dr. Pogrebinsky, the investors, and the city commission hope to add to the revitalization of the area already started by the Atlanta Braves baseball organization and its new, nearby training facility; and aspire to become a vacation and residential destination for those interested in living the total wellness lifestyle. For more detailed information please visit [wmsresort.com](http://wmsresort.com).

\* If you are interested in investment opportunities and want to find out more about the project, please contact Eric Collin with Firmo Construction at [eric@firmoconstruction.com](mailto:eric@firmoconstruction.com).

## Warm Mineral Springs' Wellness Facts

- Size of the lake is 1.4 acres, 230 feet (70 meters) deep
- Warm Mineral Springs (WMS) in North Port, Florida produces 9 million gallons per day or 17,000 gallons per hour of new water infused with the richest density of minerals of any known springs in the world. WMS is one of the most powerful mineral springs in the world and the most powerful mineral springs in the United States. In comparison, the great mineral springs at Hot Springs, Arkansas (USA) and Baden-Baden (Germany) produce 2.5-3.0 million gallons of fresh water daily
- The main source of water is coming from the zone located some 3000 feet (1000 meters) below the present land surface. Age of the underground water is more than 60,000 years
- Below 32 feet (10 meters) from the surface, the water contains no dissolved oxygen (anaerobic water). As a result, no oxidative process or fermentation exist. Thus, organic matter below the surface cannot decay
- All related records known to exist in Library of Congress lead to the conclusion that "WMS is indeed the Original Fountain of Youth so vainly sought by Ponce de Leon"
- WMS is highly energetic. An electromagnetic energy field surround the lake
- Year-round temperature of WMS is 87 degrees F (30 degrees C)
- WMS has total minerals of 17,349 PPM (parts per million), or the highest in USA and third highest in the world. Scientific analysis of WMS water content reveals at least 54 different inorganic minerals
- WMS has a steady pH of 7.3. Soaking in the waters or drinking the water helps alkalize ones blood chemistry, which has strong holistic effect



(Artist rendering, all included images - Andrew Georgiadis, Urban Planner)