

FOR MORE INFORMATION CONTACT:

Spring/Summer 2011

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FACT SHEET

TOWN NAME: Rosemary Beach, FL

COMPANY: Rosemary Beach Holdings, LLC
Kenneth L. Gifford, CHA
President/Chief Operating Officer

FOUNDER: Rosemary Beach Land Company
Patrick Bienvenue, President

TOWN PLANNERS: Andres Duany and Elizabeth Plater-Zyberk
(Duany Plater-Zyberk & Company)

LOCATION: Rosemary Beach is located on northwest Florida's Gulf coast, between Panama City and Destin, at the eastern end of Scenic Route 30-A.

DESCRIPTION: Rosemary Beach, established in 1995, is a new town founded on the principals of New Urbanism and Traditional Neighborhood Development. Inspired by other classic beach towns, the 107-acre community, with 2,500 feet of Gulf frontage, was designed to bring back the notions of community, neighborhood and convenience.

NEIGHBORHOOD DESIGN:

The essence of Rosemary Beach comes from the careful arrangement of its public spaces and private homes. Neighborhoods are interconnected by a network of pedestrian lanes, footpaths, boardwalks and secret pathways that lead to the town square, tennis courts, swimming pools and the beach. Parking is restricted to alleyways located behind homes, and the town's pedestrian scale ensures that everything is within no more than a five minute walk. The natural topography of Rosemary Beach was not disturbed during development. Instead, roadways were laid to conform to the natural contours of the land.

Developers used pervious, or permeable concrete pavers for paving, which allows water to filter through to the sand below, thereby eliminating the need for unsightly storm water drains or holding ponds.

ARCHITECTURE:

Rosemary Beach ensures architectural harmony and integrity throughout the town with its strict urban code and regulations. The use of authentic and time-tested construction materials and techniques relates perfectly to the beach-side environment. The shapes and silhouettes at Rosemary Beach call to mind St. Augustine, the West Indies, New Orleans and Charleston. Deep eaves provide shade from the afternoon sun. High ceilings draw breezes through houses. Gardens, courtyards and porches become outdoor rooms.

Homes, which face pedestrian boardwalks, are finished with wood siding, cedar shingle or stucco (true masonry), with metal or shingle shake roofing. A rich palette of colors in subtle, natural tones distinguishes the houses of Rosemary Beach. As of spring/summer 2011, more than 600 homes were completed.

LANDSCAPE:

Rosemary Beach was named for the rosemary herb that grows wild in the area, and which now frames the sandy paths of this unique town. Green spaces and parks are meticulously placed throughout the town, and wherever possible, landscaping with native plants and flora is encouraged for a natural and unplanned appearance.

**ROSEMARY BEACH
CODE:**

In order to establish and preserve the unique vision and character of Rosemary Beach, the town planners and architects provide guidelines for the placement, design and construction of all homes and buildings at Rosemary Beach.

There are 12 basic building types at Rosemary Beach. These building types establish the character of the neighborhood and ensure the integrity of the Town Plan.

Every home in Rosemary Beach is architecturally unique and is custom designed and built to subtly reflect their owner's tastes, needs and lifestyles. Yet, every house is an inextricable part of the fabric of the town, reinforcing its coastal character.

ACCOMMODATIONS:

As of spring/summer 2011, more than 150 rental accommodations are available. Guests may choose from cozy studios, one- or two-bedroom carriage houses, loft or flat units, or luxury cottages, featuring from two to five bedrooms. Carriage house and cottage locations range from gulf-front and gulf-view to gulf-side, park-side and park-view. Loft and flat units are located park-side.

AMENITIES:

All rental guests enjoy complimentary court time at the Racquet Club, complimentary access to the Fitness Center, complimentary access to all four pools, complimentary access to the private beach and free unlimited DVD rentals.

Each luxurious cottage has its own personality and theme. Those with a fondness for cooking will enjoy the convenience of fully-equipped kitchens including refrigerator, stove, microwave and coffee maker; as well as dishes, silverware, cups and glasses. Gourmet coffee, bottled orange juice and bottled water also are provided at each cottage, as well as biscotti and microwave popcorn.

Sleeping is a pleasure at Rosemary Beach. An assortment of twin, full, queen and king beds, sleeper sofas and bunks for the children (in most of the cottages), offer a more than comfortable night's rest. Some houses also offer shuttered sleeping porches.

Guests are pampered further in the bath with fluffy towels, Aveda soaps and lotions and specially-made rosemary soap for the bath.

Other cottage luxuries include wrap-around porches and balconies with chairs, television, DVD players, stereo system, washer/dryer, and garage; some cottages have Jacuzzis or private pools.

An online concierge service at www.rosemarybeach.com allows guests to request special items such as cribs, fax machine, groceries, dinner reservations and tee times in advance of their stay.

RATES:

Note: Rosemary Beach vacation packages and last-minute specials can be searched online at www.rosemarybeach.com, under the heading “vacation rentals.”

Spring & fall **daily** rental rates range from \$188 to \$1,380

Spring & fall **weekly** rental rates range from \$1,155 to \$9,079

Summer & spring break **daily** rental rates range from \$213 to \$1,388

Summer & spring break **weekly** rental rates range from \$1,330 to \$9,079

Winter **daily** rental rates range from \$172 to \$968

Winter **weekly** rental rates range from \$1,043 to \$6,139

Pensione Inn, a contemporary European inn located at 78 Main Street, features 11 guest rooms, each with a gulf view. Inn amenities include queen-sized bed, private bath, flat screen television, Wi-Fi Internet access, DVD player, VOSS Norwegian Waters and Aveda bath products. The inn also has two handicapped accessible rooms and an ADA compliant elevator. Pensione guests enjoy complimentary access to the Fitness Center and complimentary tennis at the Racquet Club, as well as unlimited free DVD rentals. Nightly room rates start at \$145 (seasonal).

REALTY:

Rosemary Beach home ownership opportunities range from fractional ownership in The Private Residence Club (beginning at 1/6 ownership for \$67,500) to \$7,950,000 for a 6 bedroom/7 bath, 5,484-square-foot house.

Currently, in addition to the Private Residence Club, there are 52 real estate offerings on the market at Rosemary Beach, including main houses, carriage houses, Flats units, studios and town houses.

Additionally, six lots are currently available, ranging from \$139,000 to \$975,000. Construction build-out time and design requirements vary for each available lot. The Rosemary Beach property owner’s association maintains the town’s common areas and amenities.

TOWN CENTER & MERCHANTS:

No further than a five-minute walk from anywhere in town, the Rosemary Beach Town Center contains most of the public buildings, such as the town hall, post office, restaurants, gallery and shops.

Town Hall

Suited for meetings, weddings, receptions and other large functions, the spacious town hall is the largest indoor venue on Scenic Route 30-A and can be configured many different ways. Inside, 28-foot high ceiling of sturdy pecky cypress supports hand-forged iron lighting sculptures five feet in diameter. Abundant windows and windowed doors allow natural light to pour into the room. The entire building is wired for whatever electronic needs arise. The public meeting space blends perfectly with its beach-side walkways, large outdoor courtyard and green space. The grassy courtyard is ideal for outdoor receptions, movies or just socializing. The area can be tented or left “au natural,” depending on the event.

Post Office

Rosemary Beach supports its own zip code and the post office is a bustling place for neighbors to meet, greet and socialize. The town bell, hanging outside from the post office, rings the number of the hour and can be heard throughout the town, reminding residents and visitors alike to take a vacation from their watches.

Restaurants and Snack Shops

Amavida Coffee (850/231-1077), a family owned coffee shop, which runs on the motto “Love for Life” and produces locally roasted, 100 percent natural Fair Trade Certified coffee. This Wi-Fi compatible shop also offers teas, pastries and desserts. Located on the ground level in the Lofts West on North Barrett Square, and opens daily at 6:30 a.m. Visit online at www.amavida.com.

Courtyard Wine and Cheese (850/231-1219), features 50 wines by the glass as well as a wide variety of upscale wines from around the world, stored in the only environmentally controlled wine room in northwest Florida. Wi-Fi compatible and located at 66 Main Street in the Gourd Garden Courtyard, Courtyard Wine and Cheese offers domestic and imported gourmet cheeses imported, which are priced by the pound or served by the plate. For more details, visit www.courtyardwineandcheese.com.

Cowgirl Kitchen (850/303-0708), where “beach meets west,” brings Texas-style hospitality to Rosemary Beach. Located at 54 Main Street, Cowgirl Kitchen is the perfect outpost for gathering provisions for picnics on the green, a night in with the gang or a day on the beach, with its wide selection of snacks and appetizers, salads, pizzas, homemade meals and refreshing beverages for dine-in (breakfast, lunch and dinner) or take-out. And there’s always a daily special! Open Monday from 11:00 a.m. to 9:00 p.m. and Tuesday through Sunday from 8:00 a.m. to 9:00 p.m. Visit online at www.cowgirlkitchen.net.

Dog Man Du, a mobile hot dog cart, available seasonally for beachgoers and those looking for a fast, delicious meal. Also open for Moonlight & Movies and Kids’ Rock the Block parties, part of Rosemary Beach’s special summer events.

La Crema Tapas & Chocolate, located at 38 Main Street in the courtyard of the Soleil Building, is one of the newest additions to the Rosemary Beach dining scene. La Crema Tapas & Chocolate serves fresh, organic, tasty and inexpensive food in the Spanish tapas tradition, and opens daily at 4:00 p.m. Visit www.lacrematapas.com for more details.

Onano (850/231-2436) is located at 78 Main Street on the corner of West Water Street. Onano specializes in northern Italian cuisine and offers indoor seating and outdoor tables overlooking the Western Green. Dinner is served Monday through Saturday beginning at 5:30 p.m. Visit www.onanocafe.com for more details.

Restaurant Paradis (850/534-0400), located at 82 South Barrett Square on the ground floor of the Mercado, was awarded four stars in all categories (food, atmosphere, value and overall rating) by the Northwest Florida Daily News. Restaurant Paradis provides fresh, seasonal fare, abundant Gulf seafood, steaks and fine wine in a warmly elegant, wine-country setting, including an ultra-chic, full-service lounge. California wine dinners are offered several times a year and “A Taste of Paradis” features half-price entrees each evening from 5:00 p.m. to 6:00 p.m. for budget-conscious guests. Open Sunday through Thursday from 5:00 p.m. to 9:00 p.m. and Friday through Saturday from 5:00 p.m. to 10:00 p.m. Visit www.restaurantparadis.com for more details.

Sno-Balls, the newest addition to the Rosemary Beach snack scene, offers delicious New Orleans-style snow cones. Located between Bamboo Bicycle Company and Summer Kitchen Café, Sno-Balls is open daily from 11:00 a.m. to 9:00 p.m., from Memorial Day weekend to Labor Day weekend.

Summer Kitchen Café (850/231-6264), located in the Town Center at 60 North Barrett Square, is a beach-casual restaurant serving breakfast, lunch and dinner with indoor and outdoor seating. The menu changes seasonally and features salads, sandwiches, pasta and other satisfying options in a casual, family-style fare. A children's menu also is available. Breakfast is served daily from 8:00 a.m. to 10:30 a.m.; lunch from 10:30 a.m. to 5:00 p.m. and dinner is served from 5:00 p.m. to 10:00 p.m. Visit www.skcafe.com for more details.

Sugar Shak (850/231-3655), located in the Town Center, encourages guests to beat the heat while enjoying ice cream cones, malts, homemade lemonade, cookies, assorted candy, sodas and even real sugar cane stalks for natural snacking. The Sugar Shak is open seasonally. Visit online at www.sugarshak.com.

Wild Olives (850/231-0065) is located at 104 North Barrett Square on the corner of West Long Green Road. A market, bakery, deli and restaurant, Wild Olives features domestic and imported meats and cheeses, an olive bar, salads, sandwiches, breads and pastries, as well as gourmet retail products. Serving breakfast, lunch, tapas and dinner, Tuesday through Saturday, from 8:00 a.m. to 8:00 p.m., and Sunday from 8:00 a.m. to 5:00 p.m. Wine tasting is available on Friday from 4:00 p.m. to 5:30 p.m. For more details visit www.wildolivesmarket.com.

Shopping

From antiques and interior design shops to beach concessions and souvenirs, Rosemary Beaches' downtown shops offer a wide variety of shopping opportunities. They include:

- Bamboo Bicycle Company (bicycle rentals)
- Bombora Sun & Surf (beach apparel, surfboards, skimboards and beach supplies)
- Fitz & Emme (children's boutique)
- GiGi's Fabulous Kids' Fashion & Toys
- Moonpize (ladies shoes, handbags and accessories)
- Pish Posh Patchoulis (skin, body and hair products)
- Rosemary Beach Trading Company (logo-wear and gift shop)
- Shabby Slips (custom fabric creations and antiques)
- The Savvy Seahorse (home and lifestyle gift shop)
- Tommy Crow Collections (original fine artwork and apparel based on Tommy Crow's photo artwork)
- Tracery (interior design and furnishings)
- Willow (contemporary designer clothing for women)
- World Six Gallery (experimental art in many forms)

RECREATION:

The Rosemary Beach Racquet Club (850/278-2061)

Court time for Cottage Rental Company guests is complimentary. Tennis enthusiasts of all ages and skill levels will enjoy eight fast-dry, clay tennis courts located park-side. Six courts are lighted for nighttime play. The club provides a comprehensive tennis program offering private lessons, group clinics and “match” making service.

A complete tennis pro shop is located on the premises, featuring state-of-the-art equipment and the latest in men, women and children’s tennis wear. The pro shop also has a rooftop seating area with views of the courts, as well as separate locker rooms for men and women. Available rental equipment includes ball machine, adult and junior racquets and balls.

Pro Shop hours (May through October) are 8:00 a.m. to 7:00 p.m. weekdays, and 8:00 a.m. to 5:00 p.m. weekends. Out-of-season hours are 9:00 a.m. to 5:00 p.m. daily.

Tennis lessons and clinics are available with Tennis Director Michael Clark, USPTA professional, and an assistant professional. Instruction fees vary; contact Tennis Pro Shop for available clinic dates and instruction fees.

Rosemary Beach Fitness Center (850/278-2200)

Rosemary Beach Cottage Rental Company guests enjoy complimentary admission to the Fitness Center.

The Fitness Center is located on East Water Street, adjacent to the Sky Pool. A 1620 square-foot exercise room with rubber sports flooring features Bodymasters selectorized equipment; FreeMotion selectorized equipment; rubberized dumbbells and barbell free weights. Aerobic equipment includes True treadmills, recumbent and upright bikes, Precor ellipticals and Stairmaster steppers. Exercise cardio-theaters with 15” LCD screens are placed at each aerobic station. A 1320 square-foot classroom and outdoor grassy courtyard are used for Pilates and Hatha yoga classes. A performance evaluation room for personal fitness assessments, a massage treatment room, men’s and ladies’ locker rooms with showers round out the Fitness Center offerings.

Personal training is available for \$65/hour; group training (maximum of four people) is available for \$45/hour; massage therapy is available for \$50/30 minutes), \$85/hour or \$120/90 minutes. Fitness classes including yoga, cardio sculpt, synergy circuit and spinning.

Fitness Center hours are 6:00 a.m. to 8:00 p.m. (Monday through Friday); 8:00 a.m. to 4:00 p.m. (Saturday) and 10:00 a.m. to 4:00 p.m. (Sunday).

Bamboo Bicycle Company (850/231-0770)

Conveniently located in North Barrett Square, this shop provides one-stop shopping for cycling and beach recreation needs, with 21 different bike styles from which to choose. Adult bikes, kid's bikes, baby joggers and scooters can be rented daily or weekly, with rates averaging \$20/day or \$70/week for an adult bike rental. Hours are 9:00 a.m. to 5:00 p.m., seven days a week.

Sea Oats Beach Service (850/951-3632)

Located on the beach in front of the Eastern Green Walkover, this service is available March 1 through Thanksgiving weekend, seven days a week from 9:00 a.m. to 5:00 p.m. (weather permitting) and provides beach recreation rentals as follows:

Beach chairs and umbrellas

Cabanas

Hammocks

Catamarans

Kayaks

Surfboards

Beach fire service

Sea school (*surf, sail, kayak and skim board classes for children eight and up, offered Mon. – Fri. Memorial Day through Labor Day*)

Pools

The Coquina Pool, located beach-side, is a negative-edge pool meant for lounging and relaxing. The entrance to the pool area, and undeniably the focal point, is a triangular stucco structure containing the men's and women's changing rooms, framed by two large pindo palm trees. The pool is open daily to residents and guests from 9:00 a.m. to 9:00 p.m.

The Cabana Pool, located park-side, is a family friendly pool area with a Mediterranean design. The Cabana Pool features cabana-style dressing rooms and separate children's pool. Paired sun loungers against a backdrop of dense green hedges offer pool-side privacy and sunbathing. Azure blue and turquoise glazed pots containing brightly colored culinary herbs and flowers are placed throughout. The pool is open daily to residents and guest from 9:00 a.m. to 9:00 p.m. There also is a playground park for kids adjoining the Cabana Pool.

The Sky Pool, located park-side, is the third pool at Rosemary Beach and serves as a year-round pool. Special features include a metal structure roof with motorized panels that can be opened in warm weather, and closed in cooler weather. In addition to heated water, the pool decking features radiant heating, providing a warm walking surface during winter months. Other features include three individual swim lanes and a long, built-in bench for casual lounging.

The Barbados Pool, designed by Barbados architect Douglas Patrick Luke, is the second of three planned pools south of Scenic 30-A and is located west from the Town Center at the terminus of Town Hall Road. Designed in French West Indies architectural style, features include a dramatic entrance with copper roof, shaded loggia and stucco tower and vestibule fountain.

Day Spa (850/231-6801)

Solace Day Spa is located on the northeast corner of Barrett Square in downtown Rosemary Beach, and features an Aveda hair salon for hair and makeup services. Massage, skin care, body treatments, and nail services are offered in a peaceful “Bali” inspired tropical setting. Body treatments are rendered in private treatment rooms. Separate ladies’ and men’s changing rooms feature custom lockers and five-spray showers, and robes and slippers are provided to clients upon arrival.

Dune Walkovers

Rosemary Beach made a commitment to protect the environment by not building beyond the coastal construction control line, or buffer zone, landward of the beach. In keeping with that commitment, nine dune walkovers have been built providing residents and guests beach access. These walkovers protect the fragile dune system and prevent erosion and washout during storms. The walkovers are unobtrusive, simple and functional, with each walkover containing showers and restrooms. Two of the walkovers are wheelchair accessible.

Parks and Greenspace

Common “green” areas are located throughout Rosemary Beach and provide places for reading, games, picnics and barefoot strolls, as well as outdoor events. These areas beach-side include the Western and Eastern Greens, South Barrett Square and Playground Park.

Park-side, there is East Long Green Park (featuring a knot garden) and West Long Green Park (both with tree-lined sidewalks leading cyclists along the 30-A bicycle trail); North Barrett Square; and St. Augustine Park (featuring an interactive children's fountain and seating space, this park is the location of many outdoor concerts).

An elaborate butterfly garden is located at West Kingston Road, in the Northwest corner of Rosemary Beach. This garden was conceived as a display garden that would emphasize the significance of the native landscape. A wooden walkway weaves through colorful plantings that lure butterflies.

The Rosemary Beach Fitness Trail & Walking Tour is a 2.3 mile trail that utilizes both sand paths and boardwalks to wind through the town’s native landscape, parks and public spaces; and incorporates four fitness stations that include exercise apparatus for stretching and strength training.

TIME ZONE: Central

CLIMATE: Average temperatures (F)

Winter	56°
Spring	68°
Summer	85°
Fall	70°

APPROXIMATE MILEAGE FROM MAJOR US CITIES:

Atlanta, GA	300	Memphis, TN	490
Birmingham, AL	285	Miami, FL	600
Chicago, IL	931	Montgomery, AL	100
Columbia, SC	530	Nashville, TN	450
Dallas, TX	697	New Orleans, LA	260
Detroit, MI	998	Orlando, FL	400
Houston, TX	585	Pittsburgh, PA	990
Indianapolis, IN	767	St. Louis, MO	775
Jackson, MS	300	Tallahassee, FL	140
Rock, AR	570	Tampa, FL	350

TRANSPORTATION: **Airports**

Northwest Florida Beaches International Airport (approximately 30 minutes, by car, from Rosemary Beach); served by Delta Airlines and Southwest Airlines.

Car rental agencies include: Alamo, Avis, Budget, Enterprise, Hertz and National.

Northwest Florida Regional Airport (approximately one hour, by car, from Rosemary Beach); served by American Airlines, Continental Airlines, Delta Airlines and US Airways.

Car rental agencies include: Alamo, Avis, Budget, Dollar, Enterprise, Hertz, National and Thrifty.

Pensacola Regional Airport (approximately two hours, by car, from Rosemary Beach); served by AirTran, American Airlines, Continental Airlines, Delta Airlines, United and US Airways.

Car rental agencies include: Alamo, Avis, Budget, Dollar, Enterprise, Hertz, National and Thrifty.

Shuttle Services

Shuttle services to Rosemary Beach from any of the regional airports vary from taxi cabs, shuttle vans, hired town cars and limousines.

Below are one-way transportation fares:

Northwest Florida Beaches International Airport:

Affordable Limousine:	850/233-0029	\$ 55
Airport Limo & Shuttle:	850/902-2246	\$ 75
Aloha Limousine:	866/865-6900	\$ 60
Beachside Express	877/723-2525	\$ 60
Crown Limo:	850/258-3665	\$ 50
Rock & Roll Shuttle:	850/890-6176	\$100
Sunshine Shuttle:	850/650-6333	\$ 55
Taxi & Airport Limos:	850/654-9744	\$ 45

From Northwest Florida Regional Airport:

A-1 Shuttle Service:	850/685-6706	\$ 75
Advantage Airport Shuttle Service:	850/420-7807	\$ 70
Airport Limo & Shuttle:	850/902-2246	\$ 75
All Points Airport Shuttle:	850/305-3713	\$ 88
Aloha Limousine:	866/865-6900	\$ 80
Assured Airport Shuttle:	850/225-7499	\$ 80
Beachside Express:	877/723-2525	\$ 75
Sunshine Shuttle:	850/650-6333	\$ 87
Taxi & Airport Limos:	850/654-9744	\$ 80

From Pensacola Regional Airport:

A-1 Shuttle:	850/685-6706	\$150
Advantage Airport Shuttle Service:	850/420-7807	\$125
Airport Limo & Shuttle:	850/902-2246	\$158
All Airport Destin Shuttle:	800/643-4711	\$140
Aloha Limousine:	866/865-6900	\$145
Bay Taxi & Limo:	850/319-9602	\$250
Beachside Express	877/723-2525	\$145
Pensacola Shuttle:	850/686-9741	\$145
Sunshine Shuttle:	850/650-6333	\$160
Taxi & Airport Limos:	850/654-9744	\$150

For Cottage Rental Company and conference facility information, contact:

Rosemary Beach Cottage Rental Company
Post Office Box 611040
Rosemary Beach, FL 32461
866/348-8952 (toll-free)
850/278-2100 (direct)
850/278-2030 (fax)
www.rosemarybeach.com
rentals@rosemarybeach.com

For Rosemary Beach Realty, contact:

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