

ALPHA OPPORTUNITIES Project Description

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Del Castle Restoration Museum & Attraction

The Del Castle was built in Ocean Springs, Miss., in 1925. Originally known as Casa Flores, it was built in the Classical Spanish style. More colloquially, the sprawling house became known locally as the Al Capone House, since it was reputed to be the famous gangster's Southern hideout and a base for running rum during Prohibition.

The Del Castle was touched by Hurricane Katrina in August 2005. While not severely damaged in the storm, the house's manager decided it would be prohibitively expensive to bring the deteriorating house back up to standard and code. Against the wishes of his parents, he petitioned the Ocean Springs Board of Aldermen for permission to demolish the historic structure. After a lengthy process, the Board eventually approved the demolition and the house fell to the wrecker's ball in March 2007.

Given the significant loss of historic structures in the area due to Katrina, the classic style of the Del Castle, as well as the lore surrounding the house, there is sentiment to reconstruct the legendary house in another location.

PowerHouse Construction Group has taken an interest in the project and is considering building a new Del Castle using the company's advanced construction system and featuring it as a showcase home for its revolutionary Referral Marketing Program. To make the project viable, consideration is being given to making the new Del Castle a museum and attraction highlighting the style and artifacts of the Prohibition period and also displaying classic automobiles which are very popular on the Gulf Coast.

The project represents an opportunity to re-construct a part of the Gulf Coast's lost history and style while creating an exciting new attraction and museum and also constructing a key

Project Details

- Mississippi Gulf Coast location
- Three-to-six acre high-visibility site
- Non-profit governing organization for museum planning and oversight
- Profit-making entity for construction and attraction management/operation
- PowerHouse construction
- Power House commercial/residential regional showcase facility
- Authentic Prohibition Era-themed restaurant and "speak-easy" night club
- Stylish, period-style caretaker/curator residence and PowerHouse showcase
- Museum shop, office, support facilities
- Co-located classic-car museum
- Other related attraction elements
- Adequate parking for complex
- Concession/lease possibilities

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PowerHouse showcase structure that will serve as a magnet for new PowerHouse construction business all across the Gulf Coast, from Florida to Texas.

A revolutionary **Referral Marketing System** and a unique, **powerful construction system** together form the basis for PowerHouse.

Proposed approach for Del Castle reconstruction

Alpha Opportunities International, Inc., in collaboration with PowerHouse Construction Group, is formulating a plan for reconstructing the historic Del Castle as a museum, attraction, and PowerHouse showcase structure. We believe we have a viable plan for accomplishing all project objectives as stated herein.

The plan consists of these elements:

- + Establishment of a non-profit governing organization responsible for museum planning and oversight, fundraising and investment attraction, land acquisition, historic authentication, and on-going facility post-construction management.
- + Establishment of a profit-making entity that would serve as construction manager and operator of the attraction elements of the project as well as promoter of the PowerHouse showcase



facility. The profit-making entity would essentially serve as an agent of the non-profit organization and would contribute toward maintenance of the organization and historic elements of the project.

- + The actual facility, to be located on a sizable (three- to six-acre) high-visibility site in or around Ocean Springs or elsewhere in the region, would feature a reconstructed Del Castle utilizing the PowerHouse construction system.
- + Specific elements of the project would include, in the main Del Castle mansion, an authentic Prohibition Era-style restaurant and "speak easy" nightclub decorated with period artifacts; a stylish, period-style residence for the museum caretaker/curator and family which also would serve as a PowerHouse residential showcase; and ground-floor museum shop, office, and support facilities.
- + A large separate structure, a single-level building with roof and glass walls, that would house a classic car museum and additional period displays forming part of the Prohibition-era museum.
- + Additional attraction elements may be placed on the property, including both historic and recreational elements.
- + Adequate parking for the complex.

Builder opportunities

PowerHouse Construction Group's business model is nationwide and international. With the Group focusing on marketing and product development and promotion, an opportunity exists for quality home builders, contractors, and construction companies to work with the Group building custom PowerHouses in all areas. An opportunity exists for a quality builder to construct the proposed Del Castle project and to generate additional business based on the showcase project.

Investor opportunities

Along with top builders, PowerHouse Construction Group is looking for investors wishing to build showcase homes and other structures in various areas to generate new referral sales and to realize excellent returns on their investment.

This premier showcase facility, featuring both commercial and residential features, would serve as a magnet for visitors across the Gulf Coast and beyond and can enable investors to generate significant new PowerHouse Referral Marketing business as well as project revenues.

AOI: Your PowerHouse Connection

Alpha Opportunities International, Inc., is working with PowerHouse Construction Group to develop the Gulf Coast region. The approach to the Del Castle project described here is Alpha Opportunities' concept and project overview. A final proposal would be developed in conjunction with PowerHouse and investors.

Photo Credits: Front: Del Castle, photo by Ray L. Bellande; Al Capone, photo by UPI/The Bettmann Archive; Del Castle demolished 03/2007, photo by Terry Dickson. **Above:** Del Castle under construction c. 1924, photo by Albert A. Heldt; Ocean Springs and Vicinity, satellite photo by Google Earth.

ALPHA OPPORTUNITIES INTERNATIONAL, INC., brings prime investment and development opportunities to you. We are continually on the lookout for top-quality investment and business opportunities, and offer a range of services that support our client's efforts to



investigate and participate in these opportunities. We will never recommend an investment or development opportunity we have not investigated ourselves. We can support your investment and development activities through matchmaking and deal negotiation, project management and quality control, provision of effective, fully covered and legal labor and staffing support, marketing, and other support services. Let's discuss your development and investment requirements today!

Visit www.powerhouseconstructiongroup.com/alphaoptys for more information.

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