

Finding the Market for Health and Wellness









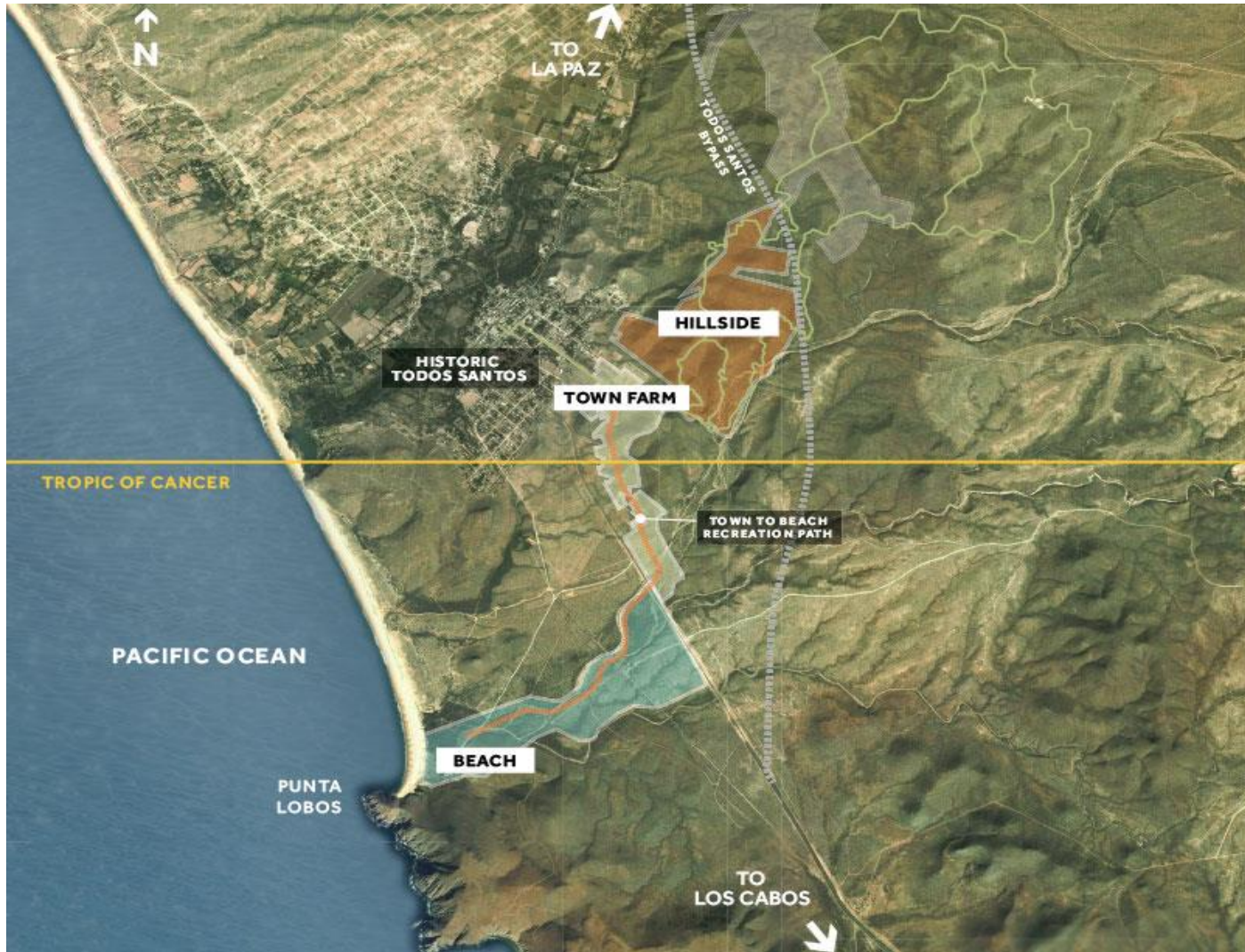








TRES SANTOS





BEACH VILLAGE

The Seaside Village is MIRA's oceanfront community. It's framed by the Punta Lobos rock outcroppings and adjacent hillside and enlivened by a local fisherman's co-op, which will be retained in its daily traditions and rituals. The first development phase will be anchored by an intimate, stylish hotel. Nearby, a small chapel will open onto the public town square and host weddings and services. Visitors can browse through restaurants, a fish market, and coffee shop/bakery that will line the square. These vibrant, compact spaces are what makes village life. Streets are walkable, providing direct access to the beach, and there is little need for cars.





DINING HALL.

IDEO PLACEMAKING COMPASS

MIRA has carefully selected community partners using the criteria listed below. No one partner is expected to be outstanding in all categories, but each existing – and future – partner is expected to strengthen the total score of the partner portfolio.

ATTAINABLE

Provide a higher quality of life at a lower cost of living

BALANCED

Experiences that nourish mind, body & soul

ADVENTUROUS

Infuse life with activity and surprise at every turn

SUSTAINABLE

A community that endures for generations

AUTHENTIC

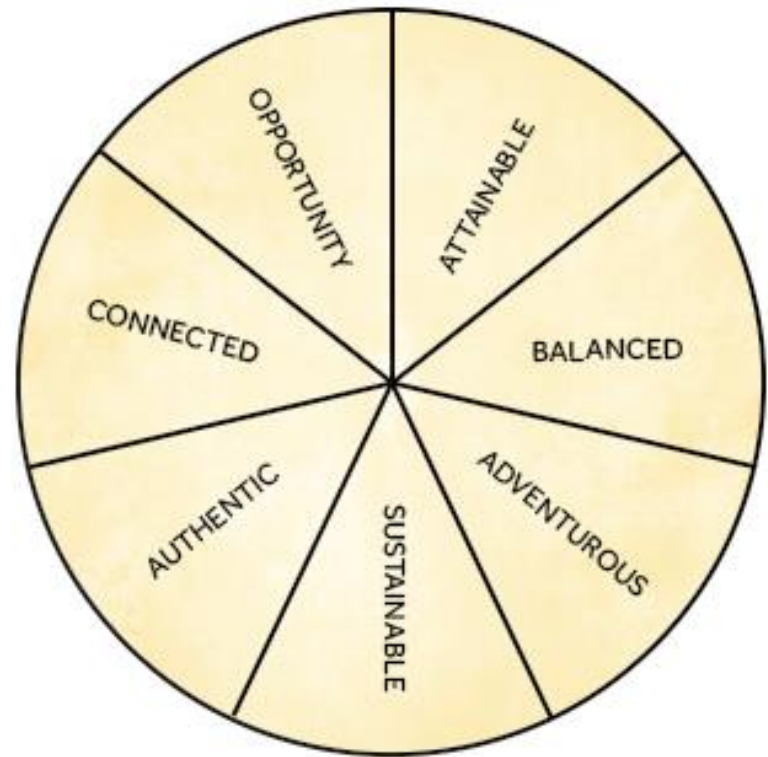
Living true to local rhythms and cultures

CONNECTED

Facilitating social connections to those in town and back home

OPPORTUNITY

Creating immediate value that grows over time



PARTNERS



CHIP Conley + LIZ Lambert + LAKE/FLATO





PSYCHOGRAPHICS OF KEY TARGET MARKETS

Our research indicates that a wide range of buyers will be attracted to the Tres Santos community. These include:

Bourgeois Bohemians

Highly-educated, affluent couples in their 40s and 50s with older children or empty nests.

Slow Food. Slow Life.

These Boomers aged 45-65 seek to exit the fast lane and live more deeply, mindfully, creatively. All things artisanal appeal.

Adventure Seekers

This is the surfing, paddle-boarding, mountain biking, hiking, camping, outward-bound crowd, and includes families with older children as well as mid-life couples without children.



A REMOTE TOWN THAT IS EASILY ACCESSIBLE



Todos Santos is only an 80-minute drive from Los Cabos International Airport (SJD) via the new Mexican Highway 19. In 2011 SJD handled nearly 2 million travelers, many arriving from the United States and Canada. Twenty-one North American cities have direct flights to Cabo, including Seattle, San Francisco, Los Angeles, Phoenix, Vancouver, Houston and Denver. The easy drive to Todos Santos is on a new four-lane highway, which follows the Pacific coastline and often rewards travelers with whale sightings.

A four-lane highway bypass connecting the Cabo airport to the Pacific Ocean is under construction and is expected to be completed by mid-2014. This will allow travelers to drive from the Cabo airport to Todos Santos in about one hour.

WHO WILL COME HERE?



HAPPY PLANET INDEX

Five ways
to wellbeing

Connect...

Connect with the people around you. With family, friends, colleagues and neighbours. At home, work, school or in your local community. Think of these as the cornerstones of your life and invest time in developing them. Building these connections will support and enrich you every day.

Five ways
to wellbeing

Be active...

Go for a walk or run. Step outside. Cycle. Play a game. Garden. Dance. Exercising makes you feel good. Most importantly, discover a physical activity you enjoy and one that suits your level of mobility and fitness.

Five ways
to wellbeing

Take notice...

Be curious. Catch sight of the beautiful. Remark on the unusual. Notice the changing seasons. Savour the moment, whether you are walking to work, eating lunch or talking to friends. Be aware of the world around you and what you are feeling. Reflecting on your experiences will help you appreciate what matters to you.

Five ways
to wellbeing

Keep learning...

Try something new. Rediscover an old interest. Sign up for that course. Take on a different responsibility at work. Fix a bike. Learn to play an instrument or how to cook your favourite food. Set a challenge you will enjoy achieving. Learning new things will make you more confident as well as being fun.

Five ways
to wellbeing

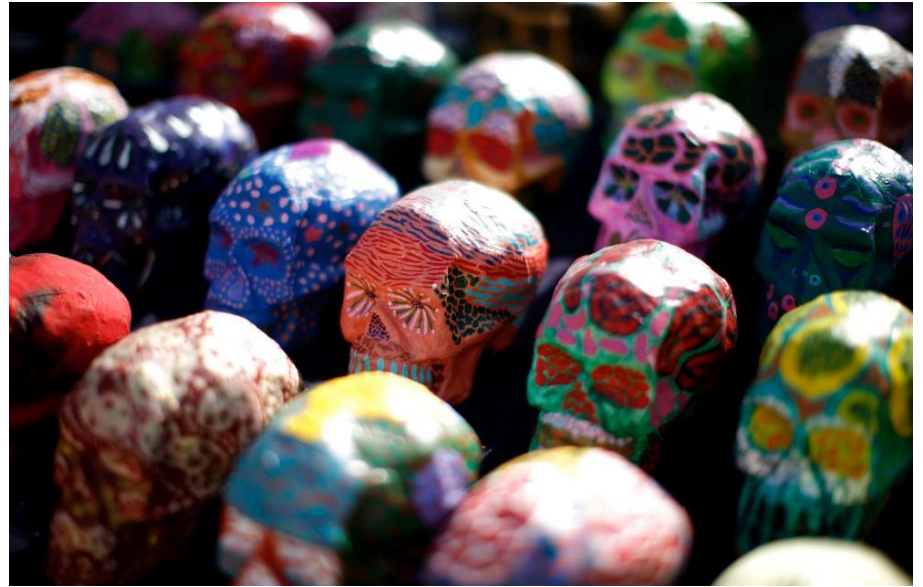
Give...

Do something nice for a friend, or a stranger. Thank someone. Smile. Volunteer your time. Join a community group. Look out, as well as in. Seeing yourself, and your happiness, linked to the wider community can be incredibly rewarding and creates connections with the people around you.

CSU CENTER VETERINARY MEDICINE



LIVING ROOTS BAJA



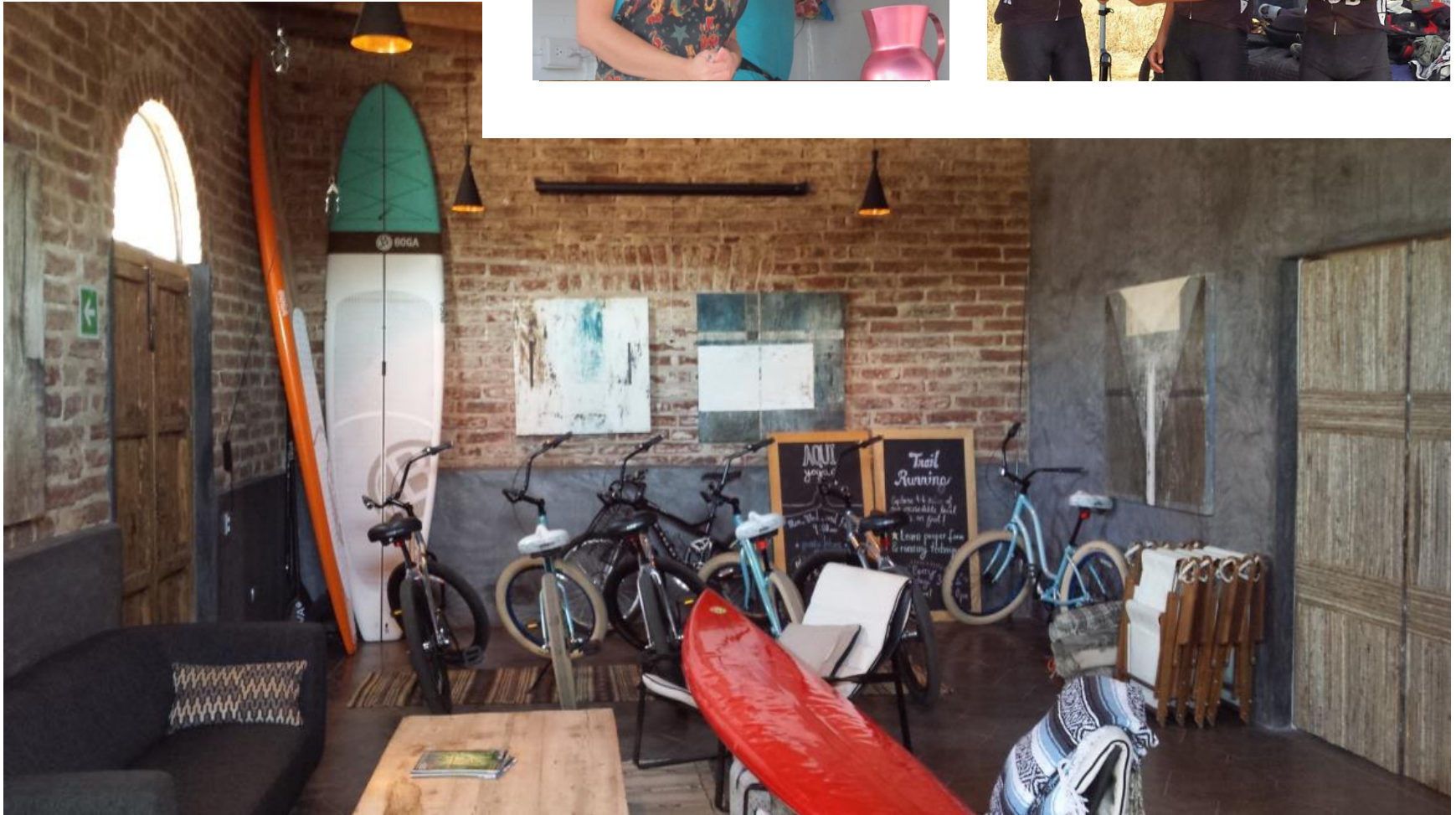
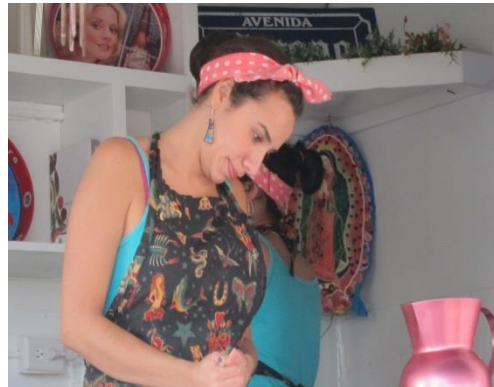
APPLIED AGRICULTURE RESEARCH



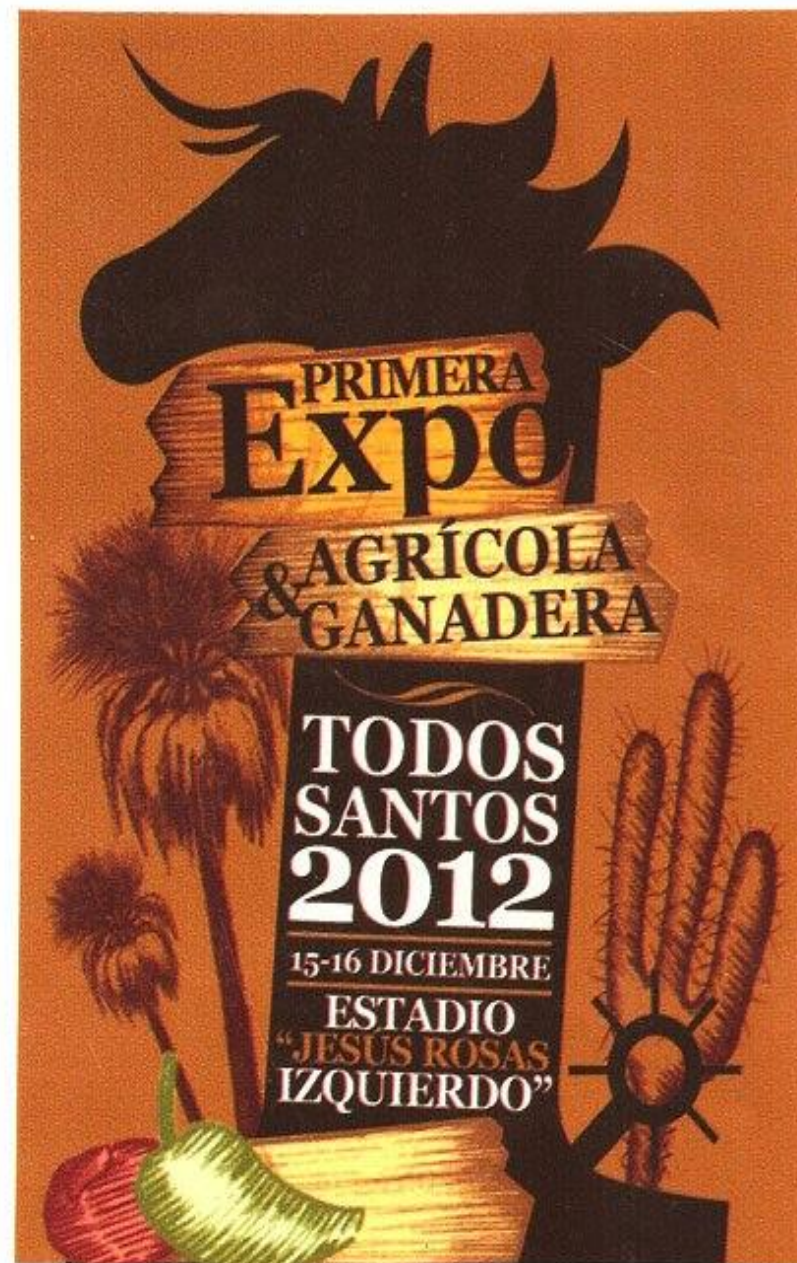


THE HUB

BIKES • YOGA • INFO







KNOCKOUT BASURA + BIKES







BEACH OR FARM?

Two settings. Two distinct villages to inhabit. With plans for a variety of artisanal homes in both places, the choice is yours.



BEACH

RISE WITH THE SUN.

Surf the breaks. Live at the seaside.

The gulls, the panga boats, the mist and the salt air. The morning gong and sun salutations. Walk streets with ocean views. Running at low tide.

Morning swims and coffee with neighbors. This is life at the Beach at Tres Santos.



TOWN FARM

A COMMUNITY GARDEN.

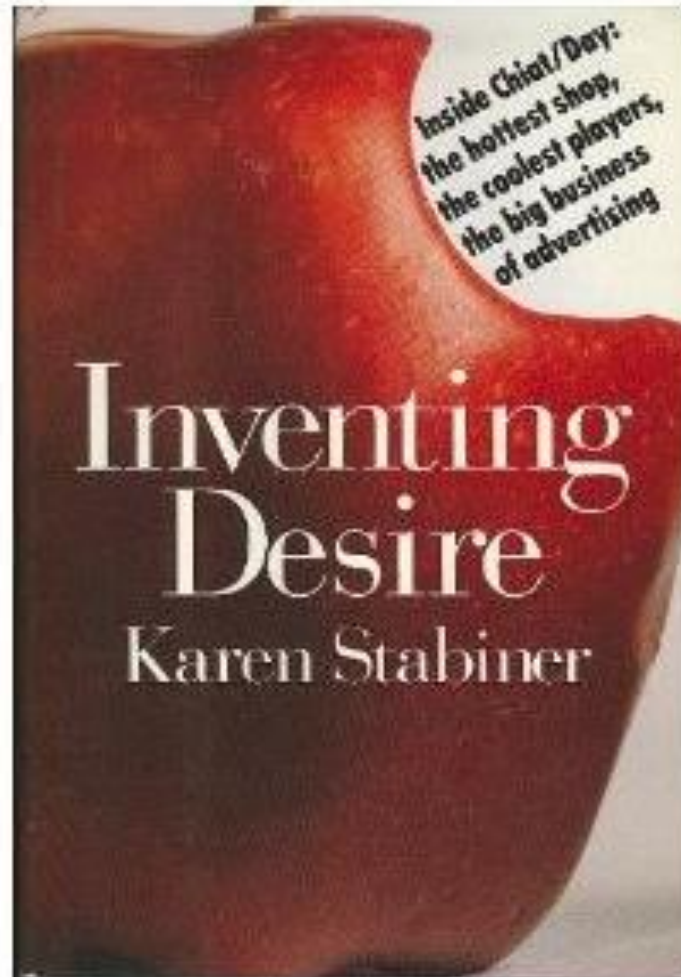
A place for gathering. The big barn and live music. Farmers markets. Rustic and walkable spaces and trails.

Just a few blocks to downtown Todos Santos. Farm-to-table brunches. Community connection and bike rides to the market. Everything is growing. This is life at Town Farm at Tres Santos.

CHRISTINE + ERNIE



Finding the Market for Health & Wellness





TODOS LOS SANTOS

BAJA CALIFORNIA SUR

MEXICO



00:05



GET HERE

