



HEAVEN'S DOOR™

THE LAST REFUGE
600 E. MARKET ST, LOUISVILLE, KY

MARCH 21, 2023

HEAVENSDOORWHISKEY

WWW.HEAVENSDOOR.COM



"THE HIGHEST PURPOSE OF ART IS TO
INSPIRE. WHAT ELSE CAN YOU DO?

WHAT ELSE CAN YOU DO FOR ANY
ONE BUT INSPIRE THEM?"

Bob Dylan

THE MISSION

Heaven's Door will open a brand center in Louisville that serves as a distinguishing element of its brand positioning. Housed in the former Refuge of Kentucky Church (circa 1870) the brand center, dubbed "The Last Refuge" will feature a mix of unique and engaging consumer experience which come together in a physical manifestation of our brand ethos - the intersection of art & craft.



THE PROPERTY

Located at 600 E. Market Street on a prime corner in the vibrant NuLu district of downtown Louisville, The Last Refuge will provide a highly visible brand experience on the “Urban Bourbon Trail.”

The church was constructed in the 1870s and includes a gymnasium with an elevated walking track, a ground-level fellowship hall with 14-foot-high ceilings and the Sanctuary on the second floor, featuring 25-foot-high vaulted ceilings. Other architectural features include a curved staircase leading to a belltower and vintage organ pipes serving as backdrop for the Sanctuary.

The church was purchased by a developer who completed extensive renovations of the property in strict compliance with Historic Preservation requirements. The renovation included all new mechanical, electrical and plumbing, fire and life safety systems to code, ADA accessibility (lifts and additional exit stairs), and the construction of a small outparcel building at the front of the property to enclose the courtyard. The building was ready for handover to a tenant that had leased the property, but said tenant pulled out of the deal. The previous tenant had planned to use the property as an event venue, restaurant, and bar



VENUE PROGRAM

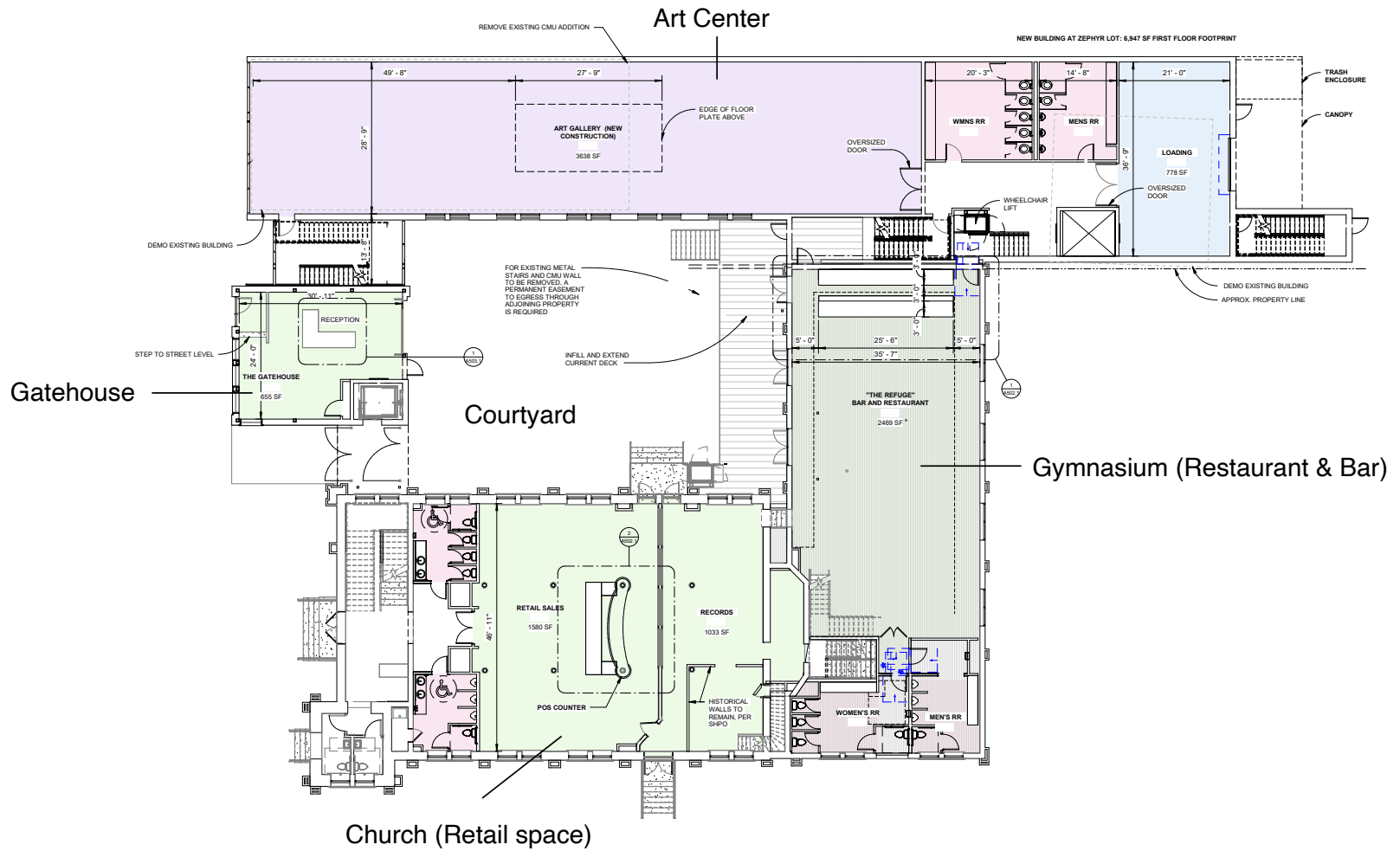
The contemplated program for the property includes a retail merchandise store and vinyl listening room on the ground floor of the church and a live performance space in the Sanctuary on the 2nd floor. The gymnasium will be converted into a whiskey bar featuring a 20' high back bar display with the largest selections of American whiskey anywhere. The church and gymnasium buildings open on to a semi-enclosed courtyard, which will be used as outdoor seating for guests and private events. The small gatehouse building will be used for reception and ticketing.

In addition to the church property, the Company has also entered into a purchase agreement for property adjacent to the church which is currently the Zephyr Art Gallery. The building as designed will have 14,000 square feet of gallery space on two floors and 3,000 square feet of administrative office space on a 3rd level. The gallery space features open floor plans with +16' high ceilings was designed to also accommodate private events.

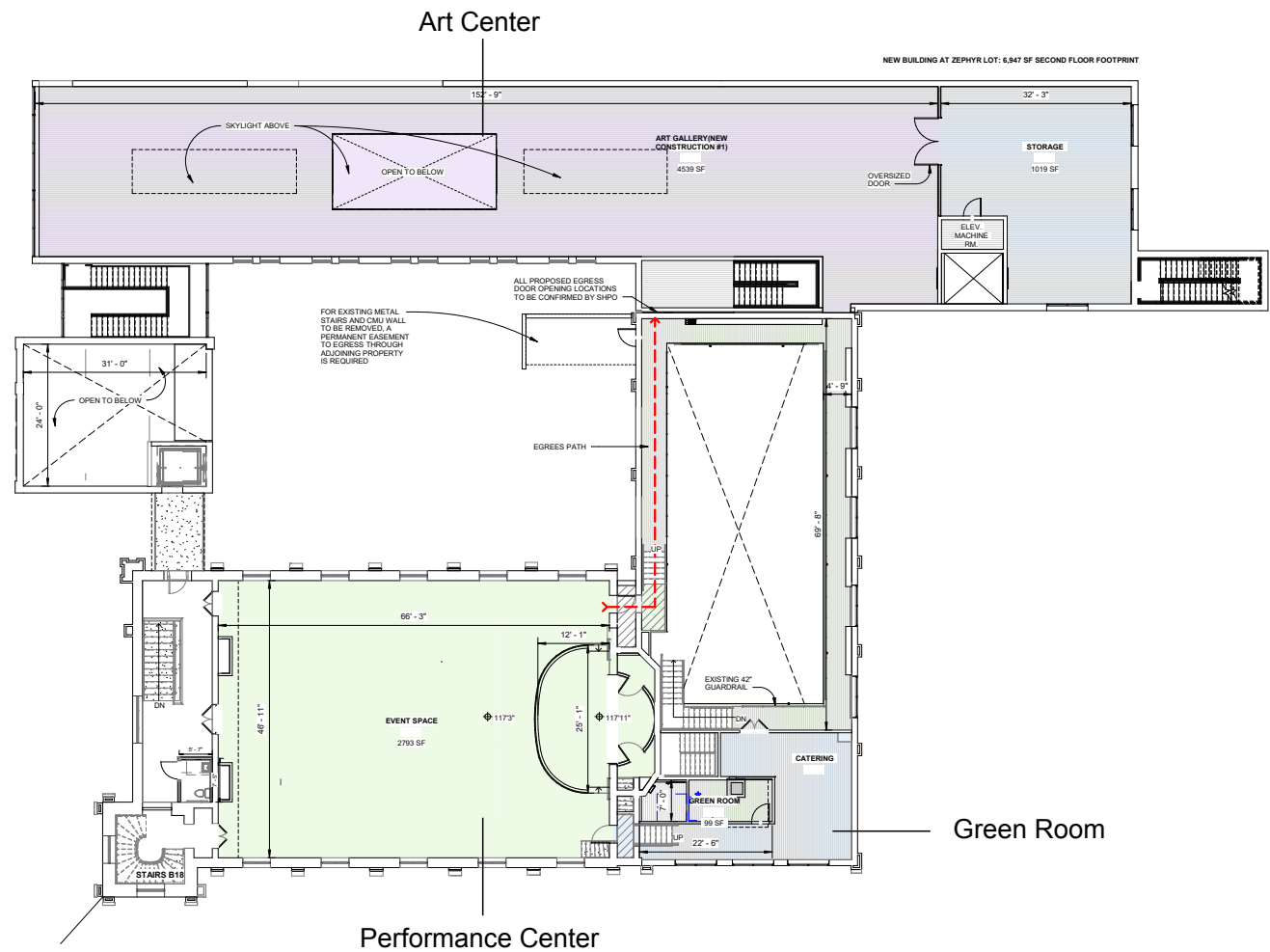




FIRST FLOOR



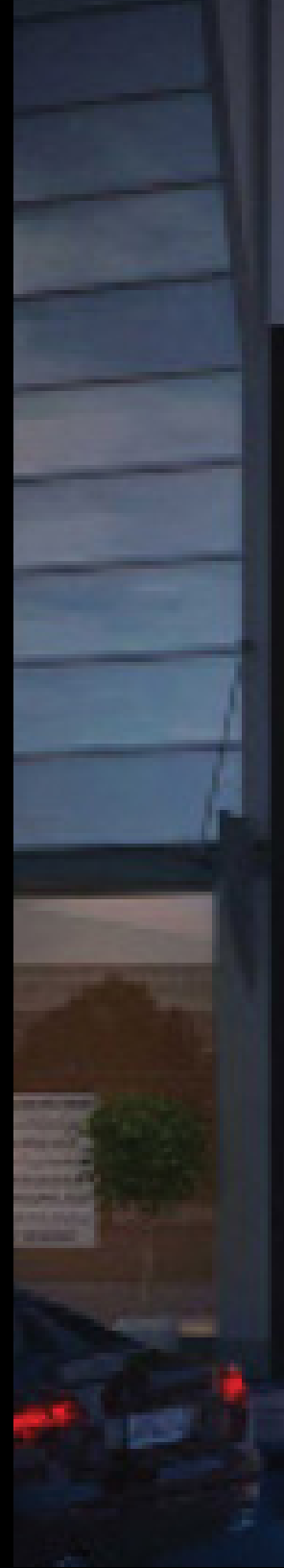
SECOND FLOOR



THE HEAVEN'S DOOR CENTER FOR THE ARTS

The new art center will exhibit a collection of Dylan's visual artwork, spanning six decades of his life. The development and diversity of Dylan's visual art will be shown with immersive and interactive displays illuminating the context of his artistic development in tandem with that of his musical and literary canon. The collection of Dylan's visual artwork demonstrates his monumental impact on the world as a visual artist, musician and poet.

The art center will also feature curated exhibits of other artists, host small live performances, film screenings, lectures and art classes. The plans also include a loft apartment on the 3rd floor of the building which can be utilized for an artists in residence program, with the artists' work to be featured in the gallery.



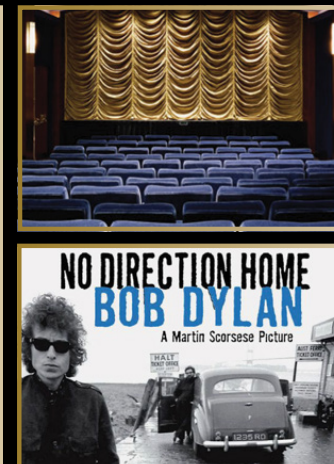
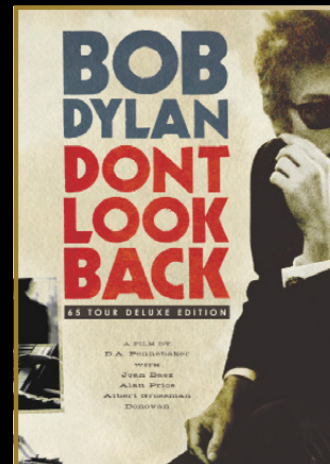
HEAVEN'S DOOR™





VINYL MUSIC GALLERY

The music gallery would have a collection of vinyl records for visitors along with a radio broadcast within the library. Turntable listening and download stations would be next to a coffee and tea bar, accompanied by seating areas.



WHISKEY BAR & RESTAURANT

THE LAST REFUGE

Housed in the former gymnasium of the church, The Last Refuge will be 'the High Church of American Whiskey.' Where all other distilleries and brand centers feature only their own products, ours will feature one of the largest selections of American whiskeys in the world. This not only speaks to the courage of our conviction in Heaven's Door, but also makes for a more interesting guest experience and a bigger draw. The Last Refuge will, of course, feature the full range of the Heaven's Door whiskey collection, including limited releases that are no longer available anywhere.



HEAVEN'S DOOR BRAND & VISUAL ARTS CENTER







SIP

*“Stay close to anything that
makes you feel alive.”*

- BOB DYLAN