



## **The Goose Bump Site is Revealed**

*The Grand Opening of Emerald Grande at HarborWalk Village  
Welcomes Vacationers Back to the Harbor*

**For immediate release:** The beginning was a modest one for the beach town that now boasts nearly 5 million visitors per year, Destin, Florida. From its storied past to the present, there is one common thread that the foundation of the city was built upon - fishing. This foundation has sustained throughout the years, gaining momentum and securing such monikers as "The Luckiest Fishing Village in the World". Today, it is with great excitement and genuine pride for the area that developer, Legendary, Inc., proudly announces the opening of Emerald Grande at HarborWalk Village, a resort destination that pays homage to the past and celebrates the future of the famous Destin Harbor.

In the early 1900s, local legends Captain Leonard Destin and families such as the Marlens and the Kellys secured the village's way of life on the water at the city's heart - Destin Harbor. Spanning forward to 1972, Peter H. Bos, President of Legendary, Inc., saw his first glimpse of the Harbor. The natural beauty captured at this site was so moving that he nicknamed it "the goose bump site." It was then that he envisioned a place that would provide an energy that would attract people to the Harbor. This place is Emerald Grande at Harborwalk Village.

Bos noted, "The Destin Harbor is our jewel and a great asset for the Gulf Coast. It gives me great pleasure to introduce this monumental place that will not only exceed the expectations of owners and guests, but will also serve as the lead on the revitalization of Destin Harbor."

Immediately, those who see Emerald Grande will feel its connection to the water. Resting atop the Harbor, the architecture is reminiscent of a turn-of-the-century yacht club with an inviting view of the emerald waters at every turn. With a team of world-class development partners including HHCP Architects, known for international design wonders such as the American Adventure Pavilion at Walt

Disney World Epcot Center; Raleigh Designs, interior designer for landmarks such as the Hard Rock Café in Orlando; and general contractor, Moss Anderson, Hard Rock Casino- Biloxi, Mississippi, the 281 room resort is the first of its kind along the Emerald Coast and will set the benchmark for development on the Harbor.

Chris Raleigh of Raleigh Designs recently took a pre-Grand opening walk-through of the resort, to comment on his inspiration for the look and feel of Emerald Grande. Raleigh noted, "The concept behind the project is all about a story - a story woven from the past and lives of those the families that founded this town and the fishing industry that allowed it to thrive throughout the years."

Taking on the look of an established 1920s yacht club, each area works like chapters in a book to help tell the story of Destin. Entering the property, guests are greeted with a clear presence of nautical ties. The main lobby projects a powerful presence from the solid hardwood floors and custom globe chandeliers to the oil paintings depicting flora and fauna of the area and the handcrafted 15-foot chrome compass inlaid in the entryway floor.

Upon arrival the doorman greets guests and directs them to check-in in the Grande Lobby. An elevator then whisks guests away to the Grande Vista level where their vacation begins. Perhaps the most telling area of the property, the Grande Vista level, rests on the sixth floor of Emerald Grande. Immediately, the memorabilia on the walls speak to the history of the fishing fleet and the fishing industry in Destin. This is truly the heart and soul of the resort.

Walking through the Grande Vista Level Club Room, Raleigh described, "The unique character of this place and the message is centered on Destin. This is where the Marler and Kelly families really started the fishing industry. It really is about this unique place in at this special time in the world."

When referring to the overall decor selection for Emerald Grande, Raleigh's description centered around one word - eclectic. "We arrived at an inviting color scheme with furniture filled with character. It is a place you immediately feel home."

Working into the nautical décor, Bos wanted to make sure the local wildlife was represented. Paintings of dolphins, pelicans and sea turtles are woven throughout the property and remind guests of the natural beauties that abound this incredible location.

Emerald Grande is designed to appeal to every guest. Nine-foot ceilings with crown molding throughout, spacious balconies, grand terraces, Italian marble floors, designer cabinets, granite and onyx countertops and views of the emerald waters at every turn are just a few of the exquisite details throughout.

Mixed into the eclectic design elements that depict the history and heritage, the resort delights guests with the finest of present day luxuries and amenities. Beginning on the Grande Vista Level, a multi-level Grande Vista Pool Deck features a spacious, beach entry outdoor pool, a heated/cooled indoor pool, a children's play area, multiple bars and hot tubs. Up one floor and overlooking the Grande Vista Pool Deck is The Spa at Emerald Grande, offering 11 treatment rooms for individual and couple massages, refreshing facials, beauty and wellness treatments, manicures, pedicures, whirlpool, and sauna and steam room facilities. Adjacent to the spa is East Pass Fitness, a world-class fitness center featuring private training, cardiovascular equipment, free weights, yoga and Pilates.

For a day at the beach, Emerald Grande offers a water taxi that will take guests to Destin's famous pristine, white beaches. And at the end of the day, adults can make their way to an adult only Sunset Deck and Bar featuring an outdoor bar, spa, pool chairs and sunsets year round. Emerald Grande was also design to accommodate the children with the Fun Room. The onsite kids' club and arcade, which offers kids the opportunity to spend a day filled with fun and games, while parents find time to appreciate one another in the quiet splendor of the Emerald Coast.

Now open and eager to welcome vacationers, Emerald Grande offers whole and fractional ownership options while also running as a full-service hotel. Year round jobs are provided here through conferences and fractional ownerships where the hospitality team ensures guests have the ultimate vacation.

This new energy that Bos and Legendary have brought to the Harbor is not only for the vacationers, but for the local people of Destin as well - particularly seen in new job opportunities. Currently, 150 people are employed in the hospitality sector of Emerald Grande. In addition, there have been over 800 employees over the two and a half years of construction.

Today, Emerald Grande serves as the gateway to the Gulf of Mexico and the very heart of the famed beachside fishing community. Every inch of the property was executed with careful thought and pre-planning. There is a definite connection to the Harbor's history and heritage, seen in the architecture and design. As Chris Raleigh said, Emerald Grande is a woven story - a tale of how the city began, the families and the fishing industry that made the town what it is, and now, the future of the city, shining as a fresh, yet established looking icon overlooking the Emerald Coast in the form of Emerald Grande.

Describing what Emerald Grande will mean for those who vacation and own here, Bos noted, "For generations to come, Emerald Grande will be the pinnacle iconic image that will represent Destin. This is the beginning of thousands of memories for thousands of families filling countless photo albums of good times at Emerald Grande. Once you've seen the Harbor, you can't have a vacation without it."

### **About Legendary**

Legendary, Inc. is headquartered in Destin and holds a diversified portfolio including: a Resorts Division, a Realty Division and a Marina Division. With enterprises such as Emerald Grande, Legendary Marine, Regatta Bay Golf and Country Club and Destin Commons, the company's diversity and expertise has produced numerous successful Destin area projects. The company stands strong behind its mission to provide "legendary experiences which exceed the expectations of visitors and residents along the North Gulf Coast."

For more information on Emerald Grande and the grand opening, please contact Julian Katz of Lewis Communications by phone: 251-476-2507 or by email: [julian@lewiscommunications.com](mailto:julian@lewiscommunications.com), or contact Julie Cotton of Legendary, Inc., by phone: 850.974.3900 or by email: [jcotton@legendaryinc.com](mailto:jcotton@legendaryinc.com)