

EXECUTIVE VIEWPOINT

JASON MOTA, MIRACOTE®

The Mirage® Knows: Don't Replace It, Miracote It



Jason Mota
Market Manager, Miracote

Jason Mota has worked in the Las Vegas market for more than ten years and understands the hospitality industry's recurring need for quality restoration products. Jason's understanding of hotel culture and business structure of major hotel brands has opened up big opportunities within

this customer segment for Miracote Products.

As Market Manager, Jason has lead the way with new creative new marketing tools for Miracote that communicate directly to the hotel industry and offer various restoration systems that address the needs of properties on a global scale. Jason holds a B.A. degree in Marketing and an MBA.

There are popular hotels. There are world-class hotels. And then there's The Mirage.

This 3,044 room Las Vegas icon was the spark to a new generation of Vegas resorts and remains a popular destination. So when one of The Mirage's most lucrative revenue drivers needed a fast surface restoration, the call went out to the Miracote team led by Jason Mota. Miracote, based in Rancho Dominguez, Calif, is an industry leader in concrete protection and restoration. But even their expertise was pushed hard by this project.

? Hospitality projects are tough under the best of conditions. What made The Mirage project so demanding?

We had successfully completed a project for The Mirage's popular Siegfried & Roy's Secret Garden, an exotic animal habitat. We specified the concrete system and selected Surmac, a successful contractor in the hospitality sector, for the installation work. The new project asked us to restore one of The Mirage's top revenue drivers, the Bare Pool.

I teamed up with Surmac and had our joint proposal back to The Mirage within 48 hours. We receive a quick green light with a big catch: We had just five days to prep, repair, apply

resin, dry, the works. There was no room for change orders, delamination issues, or delays. We had to nail it, period.

? What happened next?

The pool deck was in bad shape. [The Mirage on how bad it was: "On a scale of 1 to 10, with 10 the worst? Eleven."] The deck area is 6,500 square feet and had a 100 percent solid MMA coating. There were tears and delaminations, and lots of patch and repair work. It was clearly failing.

We advised removing the existing coating down to bare concrete. But there wasn't time. They not only expected a matching color component, but the deck and lounge had to withstand stain intrusion, extreme foot traffic, and scuff marks, and still be non-slippery. Most of all? It had to be finished fast and perfect.

My operations team back in Rancho Dominguez performed flawlessly. They expressed a Miracote resinous coating system to us overnight. A Surmac team of six worked relentlessly to grind, repair, and seal a badly worn high-profile attraction.

? What was the outcome?

When we transitioned the project to The Mirage team, they told us how impressed they

were. They knew what we faced. And, yes, they pushed us hard. But Surmac knows how to handle hospitality customers with courtesy and great work.

That's the thing about hospitality projects. Hotels just want the job done. It's our job to deliver the goods without excuses. Our success has already opened up future restoration opportunities with Mirage Resorts.

? What should contractors do to learn more?

Contact your local Miracote rep. For the contact information of your rep, visit miracote.com or call 877-MIRACOTE (877.647.2683).

"Every deadline we set, they made. All our executives are extremely happy with the outcome. That double coat of Miracote product made a drastic improvement. The deck looks like new."

—Jeremy Farnan, Lead Facilities Engineer,
Mirage Resorts



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