



Dezerland Orlando



In 2018, Michael Dezer closed his auto museum in North Miami, Florida. His auto collection in Miami was housed in several warehouses. It was not an ideal location and received negative comments from various travel sources.

In 2018, Mr. Dezer purchased a failed mall called the Artegon Marketplace, formerly the Festival Bay Mall, for \$24M on International Drive in Orlando, Florida, 200 miles from Miami. Dezer's partner in this project is "second-generation Argentinian arcade mogul Sebastian Mochkovsky," owner of PrimeTime Amusements based in Fort Lauderdale. They decided to create an indoor auto museum and amusement center from the 140-acre purchase. <yoursun.com> <orlandoweekly.com>

The Festival Bay Mall opened in 2003, but Orlando's International Premium Outlets, located nearby, over the years caused a steep decline in shoppers. The Artegon owners attempted to rebrand the mall, but it failed. Two other businesses, Bass Pro Shops and Cinemark movie theatre, were not part of the purchase and remain on the site.

Dezer wanted to renovate the mall to hold over 1,500 vehicles in his auto collection from Miami and Fort Lauderdale. He wanted to include a bowling alley, go-track, a video and pin-ball game arcade, special event activities, restaurant, bar and lounge, and other types of amusement park features.

He had hoped to open his family-fun indoor theme park called "Dezerland Action Park and Orlando Auto Museum" (Dezerland) in late 2019. This became impossible due to zoning and other compliance issues involving retail and other development codes by the city of Orlando. Even the shipping of some of his cars from Miami during the renovation caused his staff problems in not having certain permits.

Dezer's compliance issues were resolved, and his \$20 million renovation involved 300,000 square feet of the former mall interior. It is the largest auto museum in Florida. His development plan presented to the city also included a future investment of \$500 million for a 2,000-unit apartment and 1,000-room hotel near Dezerland.

The car collection at Dezerland is something to see and enjoy. It has the largest private collection of Vespas in the world. The James Bond Showcase, valued at \$100 million, opened in August 2021. It is the world's largest Bond collection. Other vehicles come from various Hollywood movies. The overall collection is broken up into age groups, types and makes of cars, countries, movies and dioramas such as New York City, a military section, and other special collections. Besides the Orlando auto museum, Michael Dezer has another auto museum in Las Vegas, Nevada.

Background on the Billionaire Developer

"Michael Dezer founded Dezer Properties in 1970 and built it into a prominent New York City commercial real estate company, buying up and developing properties one after another in the city's Chelsea neighborhood when few others would. For that, he earned the nickname "Mr. Pac-Man." Starting in 1985, he continued living up to that name in South Florida, picking up properties one by one. Today, he's one of the largest oceanfront property owners in Sunny Isles Beach, 10 miles north of Miami Beach." <replaymag.com>

This photo program starts with the building's façade and entrance to the museum and an overview of the lobby area, museum entrance, and amusements that are part of Dezerland Park and Orlando Auto Museum. This photo program has a total of nine articles: **Dezerland Orlando, Bond Showcase, Military Pavilion, Dioramas, Hollywood, Custom Cars, American Classic Cars, International Cars and Cycles-Scooters.** We hope you enjoy the series.



Lobby area as one enters Dezerland



Airplanes, Marine Memorabilia, Motors, and Boats are also at Dezerland Museum



Sources: <https://dezerlandpark.com/orlando/bond-museum/>, <https://www.bizjournals.com/orlando/news/2018/12/06/i-drive-s-dezerland-auto-museum-revs-up-for-2019.html>, <https://www.bizjournals.com/orlando/news/2018/08/16/how-this-miami-billionaires-vision-may-break.html>, https://www.yoursun.com/charlotte/features/orlando-car-museum-and-entertainment-center-still-need-some-work/article_6fde034b-a99d-5152-a262-6542ef0fdb17.html, <https://www.replaymag.com/dezerland-march-2019/>, and <https://www.orlandoweekly.com/Blogs/archives/2018/08/07/artegon-is-about-to-become-one-the-worlds-best-car-museums-and-thats-just-the-beginning-of-whats-planned>.