



ELEVATE CLEARWATER

RFP Number 28 - 22
Downtown Clearwater Waterfront Development Opportunities
Harborview Site (Cleveland St. & N. Osceola Ave)
and
City Hall Site (Pierce St. & S. Osceola Ave.)

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June 9, 2022

Amanda Thompson
CRA Director
City of Clearwater
100 South Myrtle Ave., 3rd Floor
Clearwater, FL 33756



Re: Response to Request for Proposal RFP Number 28 - 22

Dear City of Clearwater Community Redevelopment Agency,

Thank you for the opportunity to submit our vision and strategy for the development of the Harborview and former City Hall sites. This is more than just a project for our blended group; it is a multi-generational opportunity to impact Downtown Clearwater in a transformative way.

We have specifically selected and curated a qualified team of developers, operators, planners, architects and industry experts for this project, all of whom share a commitment to the sustainable development of Clearwater. Through our collective experiences, we are of the clear understanding that in order for any project of this scale to be successful, it must be inspired by smart and intentional placemaking, while also rooted in the realities of creating efficient and functional buildings tailored for the local market. With our combined knowledge, we are able to provide the right guidance early in the process, helping frame up the decisions that the City's team will need, to convert these sites into fully activated properties that will regenerate Downtown Clearwater. We believe we are the right team for this project for the following reasons:

Local Roots — The Elevate Clearwater teams have long-standing roots and have been investing in Clearwater and the surrounding Tampa Bay Area for over 20 years. We've built our families here. We've built our lives here. Our commitment to Clearwater is compounded by our years of insight into the needs of our community. We've built our careers here.

Getting it Done — Our local presence means we know the players and the processes to execute successful projects on-time and on-budget. Collectively, we have managed 5,600+ guestrooms, developed over 20 hotels, built 45,000 affordable and market-rate housing units. We will connect with key stakeholders to manage and implement each part of the plan from day one.

Engaging the Community — We strive to sustainably shape the built environment, to positively contribute towards the planned economic, socio-economic, smart and environmental development of our neighborhood. We are honored to help shape the experiences of our diverse community and are excited to present our vision for a community-based plan that will support the local economy, which will bring new residents, visitors, and businesses to a vibrant and smart live work play community.

Thank you again for taking the time to review our submission. We look forward to reimagining the future of Downtown Clearwater together.

Sincerely,



Stephen Stover

Stephen Stover, ECI Group



Steve Burks

Steve Burks, Solaris



Ken K. Stolenberg

Ken K. Stolenberg, KD Keller



Daniels Ikajevs

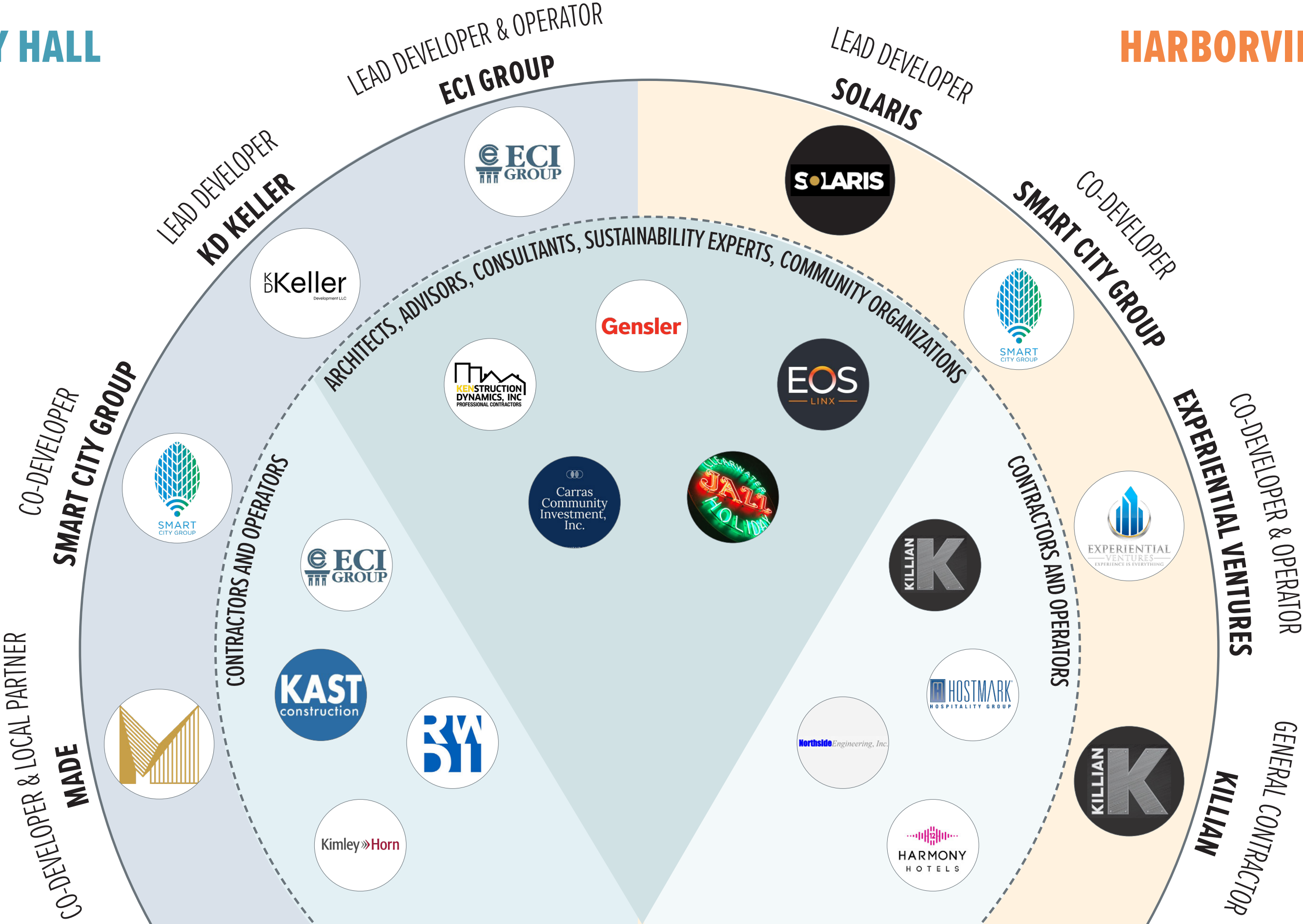
Daniels Ikajevs, Smart City Group

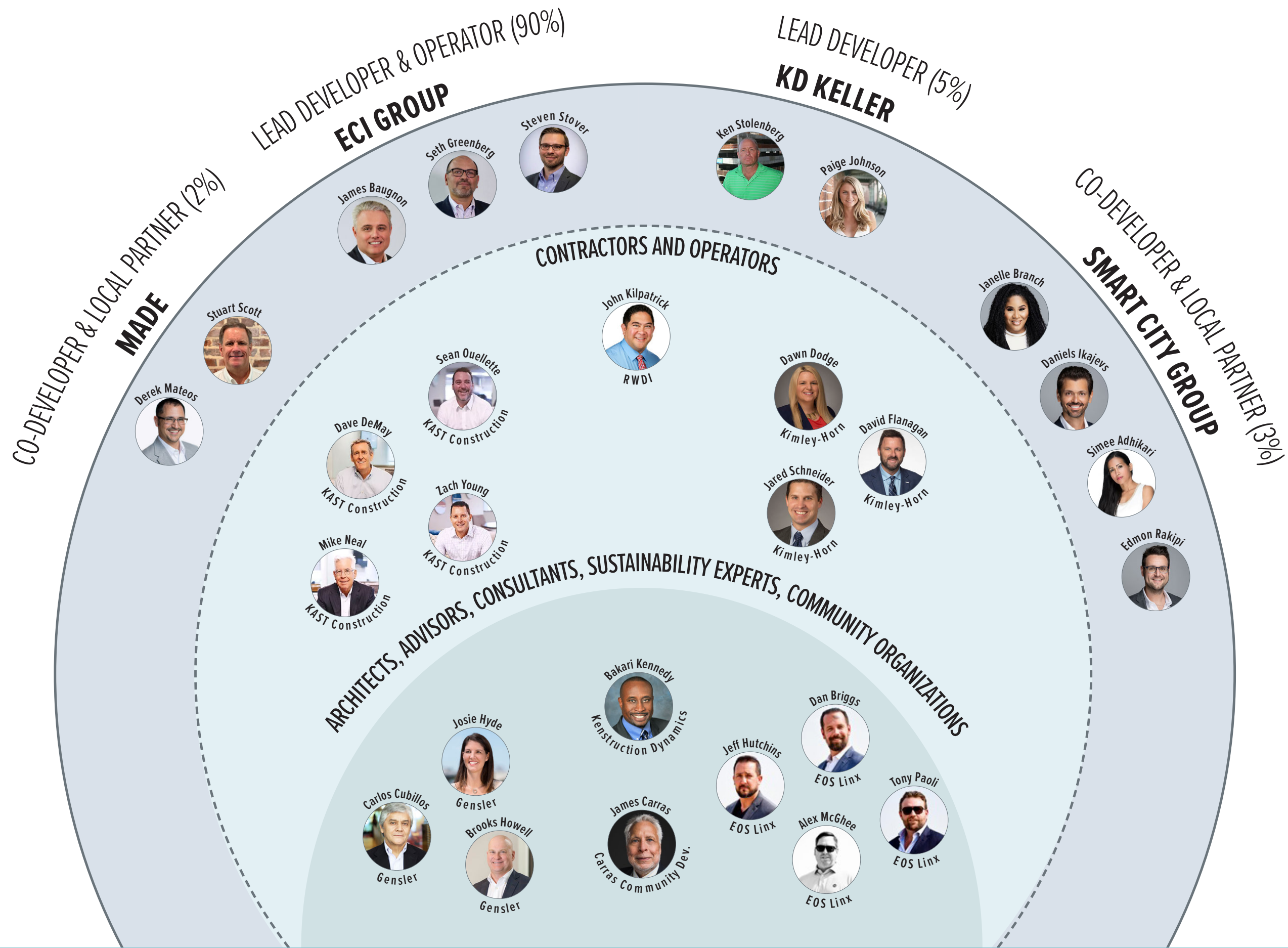
TEAM INTRODUCTION & EXPERIENCE



CITY HALL

HARBORVIEW





LEAD DEVELOPER



RETAIL

- Retail Layout
- Tenant Selection
- Leasing
- Tenant Buildout
- Disposition Retail

LEAD DEVELOPER & OPERATOR



DEVELOPMENT & CONSTRUCTION MANAGEMENT

- Capital Sourcing
- Construction Financing
- A&E Contract
- Construction Company
- Civil Engineering
- Materials Testing
- Property Management
- Disposition Multifamily

CO-DEVELOPERS & LOCAL PARTNERS



LOCAL PARTNER

- Smart Cities Criteria
- Permits
- Appraisals
- Zoning
- Entitlements
- Community Outreach



We are the ECI Group. For over 50 years, we’ve continued to grow as a fully integrated developer, builder, and manager of multi-family real estate. Our experienced teams are composed of carefully selected experts that take a hands on approach to virtually all stages of the process. Our mission is to continue to work together as one company with a common purpose, Building Communities, Enriching Lives.

ECI Group is a tenured, vertically integrated multifamily specialist focused on America’s high growth sunbelt markets. As different than most firms, we have been providing investors reliable returns by developing, constructing and managing apartment assets across the southeast for 50 years. Our vertical integration better aligns the key elements of project execution towards a common goal while also ensuring we make the best decisions at each step of the design, entitlement and construction process.

Our in-house management and construction staff are also able to provide submarket specific insight, data, and feedback that informs our decision making for new projects. This combination of deep experience, cross functional in-house expertise, and direct exposure across our target high growth geography allows ECI to best identify, evaluate and execute on opportunities.

Our presence extends across the Southeastern United States. From the likes of VA & Maryland to Louisiana & Texas, ECI’s commitment extends across state lines. **We have constructed over 12,000 total units to date.**



Seth Greenberg
Chief Executive Officer
ECI Group

Through solid asset management, Seth Greenberg has facilitated a considerable expansion of our portfolio.

His vision and extensive due diligence has positioned us to capitalize on changing demographic trends in major growth markets. This combined with a reputation for creating profitable niche opportunities within the market has garnered esteem from his peers. Prior to joining ECI, Seth served as judicial law clerk in Newark, NJ for the Honorable John W. Bissell, United States District Court Judge. His academic background includes a degree from Seton Hall School of Law, as well as a Bachelor of Arts in History from the University of Michigan.



James Baugnon
Chief Investment Officer
ECI Group

James Baugnon joined the ECI Group in May of 2016. He began his tenure as President of ECI Capital, LLC.

Now, his responsibilities range between Development, Acquisition, Disposition, Finance, and Asset Management functions. He holds a degree in economics from UGA, and graduated with honors and an MBA from Emory University. James is an active leader in the multifamily industry, with an impressive career spanning two decades. Before the ECI Group, Mr. Baugnon served both as a development partner to Terwilliger Pappas, and head of the Atlanta Development Office for Wood Partners.



Stephen Stover
Vice President of Development
ECI Group

Since 2018, Stephen has evaluated and overseen multifamily development projects for the company.

His skill at contract negotiation, structuring, and closing has helped to position ECI as a leader in multifamily development. He has been instrumental in several new development project closings in the SE region.

Prior to joining ECI, Stephen served as Senior Associate, and eventually VP of Development Acquisitions and Management at FCP in Maryland. He graduated Summa Cum Laude with a dual degree in Finance and Economics from James Madison University.

Averly at West Palm

Multi-Family

1991 Presidential Way, West Palm Beach, FL



Size
191 Units
Estimated Completion
2023
Total Cost
\$79,300,000
Construction Loan
\$51,540,000
Equity
\$27,760,000

The Corwyn at Conyers

Multi-Family

Conyers, GA



Size
300 Units
Estimated Completion
2024

The Corwyn at South Point

Multi-Family

McDonough, GA



Size
260 Units
Estimated Completion
2022

Waters Edge

Multi-Family

Coral Gables, FL



Development
Multi-family



KD Keller Development was formed in 2018 as a real estate development partner specializing in urban mixed use properties. Our firm is the successor entity to Mercury Advisors, which has been active in the commercial development in downtown Tampa since 2003 with notable projects such as Grand Central at Kennedy and Channel Club welcoming Tampa’s first downtown Publix.

Our mission is to help landowners realize the full potential of their emerging property by creating a true partnership that improves their local community. We’re able to do this by working with local family-owned businesses that possess real estate as part of their portfolio, but are not actively involved in the Real Estate development side of their business. We help these families re-develop their properties, which may have become obsolete over time, and transform with them assets they own into income generating legacy assets that can be retained by future generations to come.

SEE APPENDIX FOR ADDITIONAL PROJECT INFORMATION



Ken K. Stolenberg
Principal
KD Keller Development

Ken K. Stolenberg has been active in the commercial real estate industry for almost 30 years.

Before starting KDK Keller Development, he was employed by the Leo Eisenberg Company (1990-1996), Medallion Mortgage Inc. (1997-1999), Euro American Advisors Inc. (1999-2003), and his own company Mercury Advisors (2003-Present).

Combining his experience in both the development and the operational fields, Ken has been instrumental in the startup and creative process of multi-family developments and redevelopments . For the past 15 years Ken has been the principal developer and visionary for Grand Central at Kennedy and The Channel Club. Grand Central at Kennedy is a 392-unit condominium with 80,000 square feet of office space and 116,000 square feet of retail space with ample structured parking. It is home to tenants like Quality Distribution, St. Leo University, Kraft Heinz and Crunch Fitness. The Channel Club is a 22 story 324-unit apartment tower which also houses a 36,000 square feet Publix supermarket, Tampa’s first true urban supermarket. Both projects are in Tampa’s up and coming Channel District.

He is currently working on three mixed use developments two in the Channel District and one in the City of Saint Petersburg, which are similar in scale to Grand Central at Kennedy and Channel Club.



Paige Johnson
Asset Manager
KD Keller Development

Paige joined KD Keller upon graduation from the University of Tampa in 2019.

She interned in the summer of 2018 as the leasing agent for Channel Club and headed up the pre-leasing activity for that project.

Paige is an asset manager who’s role involves identifying real estate investment opportunities in today’s volatile market. Paige’s current duties include looking for distressed assets in the retail, hospitality and office markets primarily in the south east. She also assists Ken with site selection, planning and development of multifamily projects in the greater Tampa Bay market.

Grand Central At Kennedy

Urban Mixed Use

1208 & 1120 E Kennedy Blvd Tampa, FL

This mixed-use development spans two city blocks in downtown Tampa’s Channel District and responds to the neighborhood’s unique pedestrian nature.

Street level retail shops and community art facilities are topped by office space, a parking structure and residential units. The sleek, modern façade with large expanses of glass recalls the industrial/warehouse aesthetic of the district and brings a new urban density to this emerging downtown residential area.

Size
392 Condos 80,000 sf Office 117,000 sf Retail
Total Cost
\$142,200,000
Construction Loan
\$113,600,000
Equity
\$28,600,000
Construction Lender
ABN AMBRO



Channel Club Apartments

Urban Mixed Use

1105 & 1115 E. Twiggs Street Tampa, FL

The multifamily community features one- and two-bedroom apartments that average 911 square feet in size.

Features and finishes include private balconies with skyline views, granite countertops, and in-unit washers and dryers. A media center-movie theater is among the most upscale amenities of the property.

Size
324 Apartments 37,560 sf Retail (Publix)
Total Cost
\$93,000,000
Construction Loan
\$63,240,000
Equity
\$29,760,000
Construction Lender
Capitol One Bank



Parc Madison
Multi-Family

1237 E Twiggs St. Tampa, FL

This project will be a mixed use 353 unit apartment complex with 5,000 sf of retail.

Developed in conjunction with ECI Group, KD Keller will redevelop a 1.8 acre former petroleum storage facility into an aforementioned mixed use project.

The Williams Family has owned JH Williams Oil for over 70 years and sought our assistance to help them achieve a market land value from their holdings, and the potential to invest a portion of their profit from the sale of their land in this development. KD Keller was able to structure an opportunity for the Williams family where they had no real out of pocket expenses in the transaction and did not have to pay a dime to realize the true value of their asset

Size
353 Apartments 5,500 sf Retail
Total Cost
\$97,000,000
Construction Loan
\$63,050,000
Equity
\$33,950,000
Construction Lender
Wells Fargo





Advanced wind engineering can improve occupant comfort and safety, save capital and operational costs, and help realize ambitious architectural visions. World leaders in wind, we’ve informed the design of many of the world’s tallest buildings, as well as hundreds of other towers, long-span bridges, and stadia around the world. You can use the tools and expertise we apply to perfecting skyscrapers, to optimize the wind performance of your unique project, from athletic equipment to outdoor sculptures to offshore platforms.



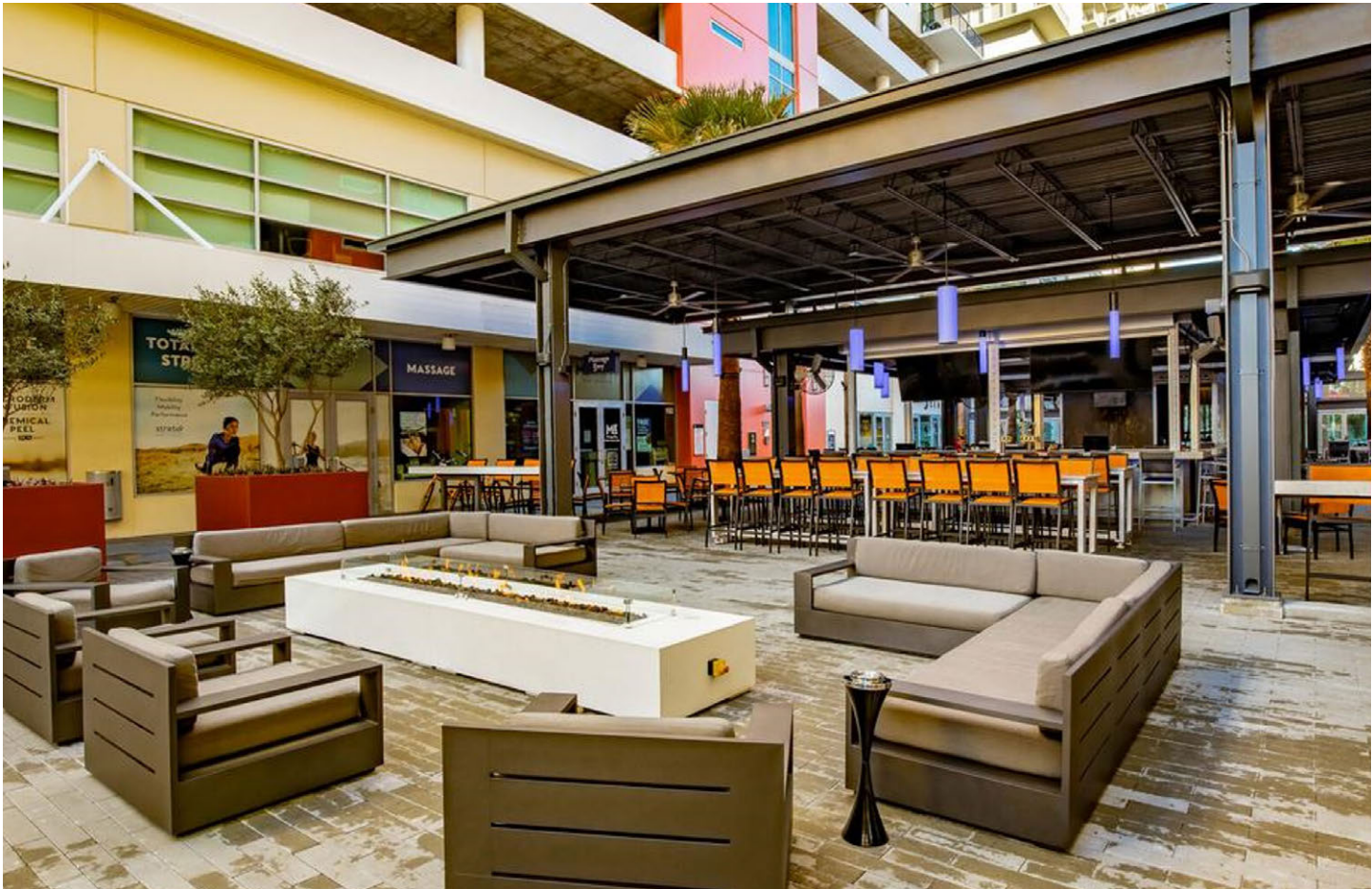
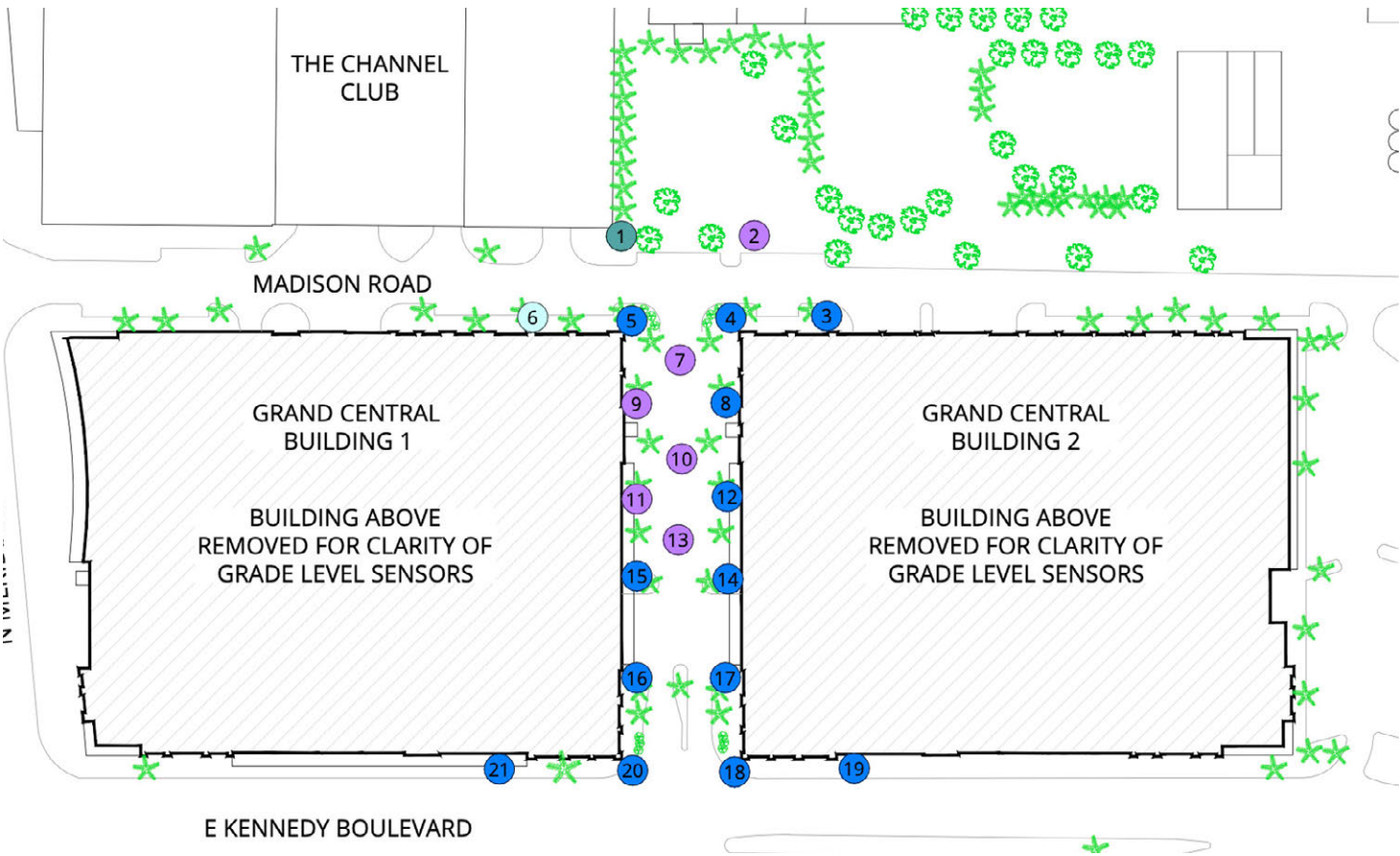
John Kilpatrick
Practice Area Leader - Wind Loading | Principal
RWDI

John manages our global wind engineering team as well as the firm’s technical development in this area.

During his over two decades in the field, John has earned a reputation as a creative and insightful wind engineer who delivers substantial value for clients by meeting complex challenges in building design. Working closely with design teams to develop a thorough understanding of wind effects on specific sites and structures--especially high-rise buildings, stadia and flexible structures--John has developed technically sound and cost-effective solutions for projects around the world. Among other professional distinctions, John has been a recipient of the State-of-the-Art in Civil Engineering Award, presented by the American Society of Civil Engineers.

Wind Study at the Courtyard

Tampa, FL





To utilize our expertise to produce exceptional results for all our stakeholders while maintaining the utmost integrity and professionalism.



Derek Mateos
President & CEO
Made Investments & Development

Derek Mateos has been in development for over 25 years, and been doing business as Matcon Construction Services, Inc. since 2001.

Under his guidance Matcon has flourished to over 170 employees and achieved multipronged success as a general contractor, a solar subcontractor and a concrete and shell subcontractor. It has seen many satisfied and repeat clients and equity partners as a result of timely execution, cost-effective delivery, impeccable quality control and excellent customer service.

In 2019 Matcon added development to its platform and proceeded to launch over \$60M in new residential-focused development projects, before launching MADE as an independent real estate investment and development company.

Derek is a graduate of the University of South Florida, a licensed general contractor and a licensed real estate sales broker. Under his leadership the Matcon family of companies has been recognized by organizations such as the Business Journal, the Business Observer and USF over 30 times for business and project excellence.



Stuart Scott
Managing Director
Made Investments & Development

Stuart Scott has held senior leadership roles in his 30+ year career at multiple commercial lending, investment banking and development firms and has been involved in many billions of dollars of Class A commercial real estate developments.

Stuart Scott has held senior leadership roles in his 30+ year career at multiple commercial lending, investment banking and development firms and has been involved in many billions of dollars of Class A commercial real estate developments. These projects covered almost all property types and are located throughout the United States. For the past 5 years he has been very active in the Senior Housing Industry running the development arm of a top 10 owner/operator and for his own account. He is a graduate of The University of Southern California, a licensed real estate broker and has presented at trade conferences both here and abroad.

At MADE Investments & Development, Stuart handles sourcing, underwriting, entitlement, programming and execution of new opportunities as well as connecting those to aligned equity partners.

Jonquil Village
Mixed-Use Development

Smyrna, GA



Size
120 Units 25,000 sf Retail/Commercial
Completed
2018
Acquisition
\$75,000,000

Clearwater Gardens
Senior Living Community

Clearwater, FL



Size
101 Units 70,000 sf Retail/Commercial
Estimated Completion
2024
Acquisition
\$25,000,000
Role
Lead Developer

Parkway Preserve
Apartment Homes

Lakeland, FL



Size
300 Units
Estimated Completion
2023
Acquisition
\$68,000,000
Role
Development Management / Owner's Representative

Tall Timbers Apartments
Mixed-Use Development



Size
120 Units 96,000 sf Retail/Commercial
Completed
20102
Acquisition
\$9,500,000
Role
Pre-development Entitlements Construction management and Construction

Sleepy Hill Townhomes
Apartment Homes

Lakeland, FL



Size
68 Units 101,000 sf Retail/ Commercial
Estimated Completion
2024
Acquisition
\$20,000,000
Role
Lead Developer

Ovation Town Center
Retail

Davenport, FL



Size
92,500 sf Retail/Commercial
Completed
2007
Acquisition
\$22,000,000
Role
Pre-development Entitlements Construction management



Kast Construction is one of Florida’s largest general contractors with offices in West Palm Beach, Miami and Tampa. In the current real estate cycle Kast has delivered over 2,500 units / 1,600+ hotel beds and boasts over \$1.5B in completed or in-progress construction. Kast specializes in skyline defining high-density projects and has reshaped the Tampa Bay region with projects of significance in St Petersburg, Sarasota and Tampa. Kast previously worked with Ken Stoltenberg and the Channel Club team through completion in 2020. As has been noted, the City Hall site project would be a sister project to Channel Club and in an effort to carry the team success to Clearwater, Kast has provided insight and estimates on the programming, design and constructability of this project as well as preliminary budgeting. Kast stands ready to advance preconstruction on what is sure to be another community defining high-rise development in downtown Clearwater.



Mike Neal
CEO
KAST Construction

Mike has served the construction industry since 1979.

Throughout his 37 year career, Mike has built landmark projects throughout Florida and across the United States. Mike’s strength as a leader lies in building cohesive high performing teams and lasting relationships with his clients.

Prior to joining KAST as CEO, Mike held executive posts at several ENR Top 100 construction management firms and has a successful track record in executing “controlled profitable growth” strategies in the construction industry. Mike is responsible for KASTs strategic growth initiatives, building KASTs client base, geographic expansion, and market sector diversification.

Mike received his Bachelors of Building Construction from the University of Florida. He is a Certified General Contractor in the State of Florida (CGC 1505619) and is involved in service to the construction industry and the community through his efforts in charitable fundraising efforts and board memberships.



Dave Demay
Senior Vice President
KAST Construction

Dave is a results oriented leader overseeing KAST’s strategic growth.

Dave pursues a “value added approach” to working with KAST’s clients providing leadership and solutions throughout the preconstruction and construction phases. Dave’s focus is building long term relationships with all of KAST’s clients.

Dave’s deep ties to the community have made him a highly sought after industry resource. Dave’s 18 years of industry experience includes a wide spectrum of market sectors, specifically; hospitality, office, industrial, country club, multi-family, municipal and retail.

Dave received his Bachelor’s Degree and Master’s Degree from Auburn University and serves on a variety of local boards. Dave is additionally involved in several community and charitable organizations



Sean Ouellette
Senior Vice President & Division Manager - Tampa
KAST Construction

Sean’s role as Senior VP & Division Managers for KAST’s Tampa unit, is to assure consistency and continuity of process across KAST’s operating platform.

Sean is an analytical problem solver with 17 years of construction experience who has spent several years in the field earning progressively responsible roles on a variety of project types. Thoroughly experienced in all project phases from initiation, purchasing, and planning through execution, monitoring, and control leading to successful closing. Detailed planner driven to achieve continuous improvement through creative solutions.



Zach Young
President
KAST Construction

As President, Zach’s mission is to create a healthy culture that promotes a positive, people first environment.

Helping and watching people grow personally and professionally is Zach’s greatest joy, along with providing second mile service for Kast’s clients. Zach’s diverse background in construction and development puts him in the ideal position to understand the client’s needs, priorities, and expectations.

As part of the Executive team, he helps to shape and implement Kast’s culture, strategic vision, and geographic expansion. He works closely with preconstruction, business development, and Kast’s strategic services departments to develop training initiatives, continuous improvement opportunities, and understand the shifting dynamics of the industry as a whole. Zach is also responsible for all aspects of operations to include project staffing and the execution and performance of Kast projects during the construction phase. Zach places a heavy emphasis on building relationships with trade partners and fostering a collaborative environment on all Kast projects with the owner and design team. Zach received his degree from Florida State University and is a State Licensed General Contractor (CGC1518299) and LEED Accredited professional.

One St. Petersburg

St. Petersburg, FL

Located in the heart of downtown, ONE St. Petersburg is the new tallest building in town.

Size
253 Units

The 41-story luxury condominium tower is located along the waterfront and within walking distance of the Sun Dial St. Petersburg retail mall. This 253-residence architecturally distinct building is defined by its exceptional floorplans offering designer kitchens, expansive great rooms, private terraces and floor-to-ceiling windows. Residents enjoy unobstructed views of the city and Tampa Bay. A new 175-room Hyatt Place sits adjacent to One St. Petersburg completing Kolter’s mixed use urban center in one of Florida’s most desirable locations.



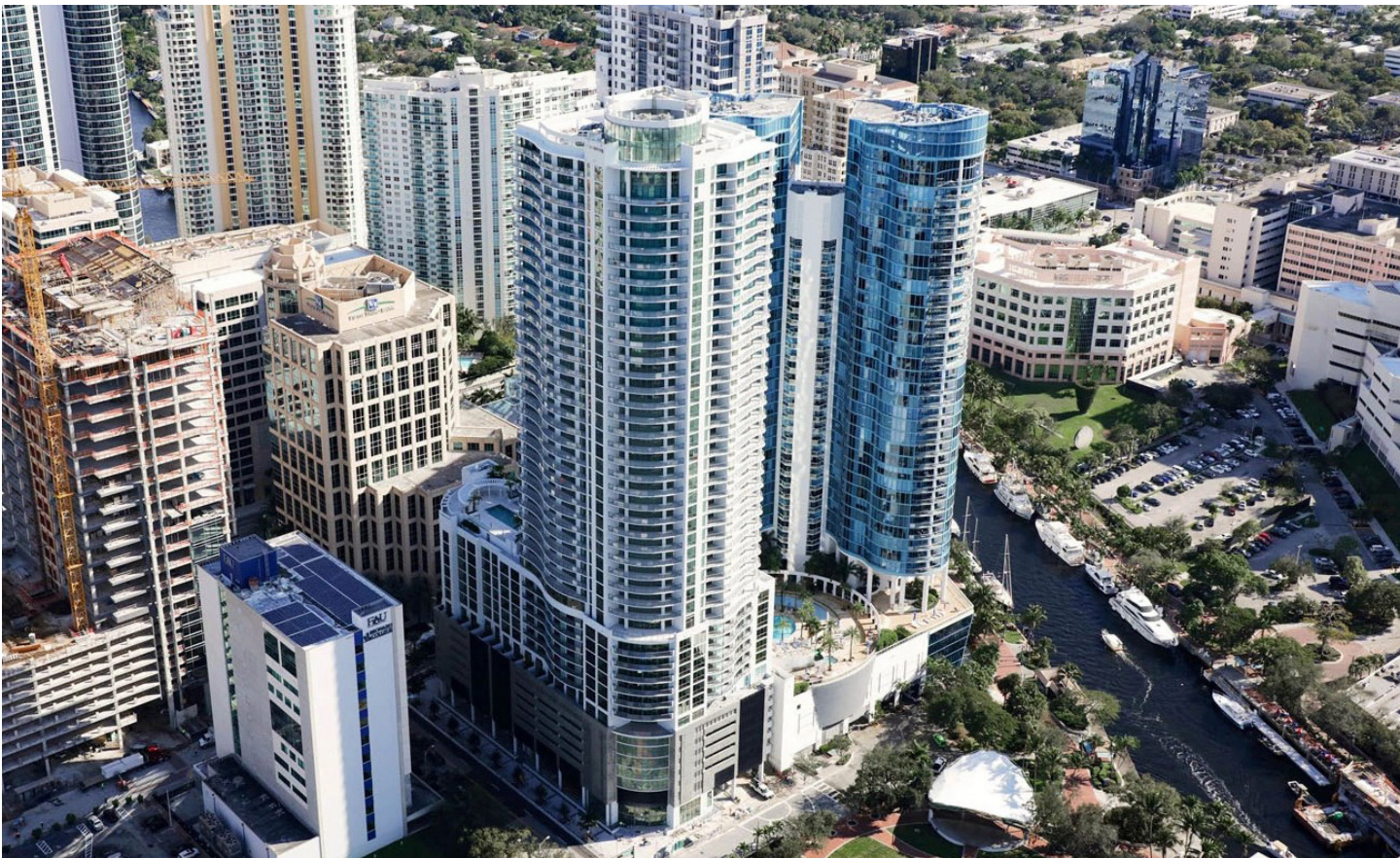
100 Las Olas

Fort Lauderdale, FL

100 Las Olas is a new mixed-used development featuring dining and retail spaces, a full-service hotel, and luxury residences in the urban district of Fort Lauderdale, Florida.

At 46 stories, 100 Las Olas is the tallest building in Fort Lauderdale, proudly changing the city's skyline with a unique, iconic architecture, designed with a contemporary aesthetic, incorporates curved geometric shapes clad in steel and glass creating the feeling of complete transparency and light transmission.

Size
113 Units
238 Keys
735,029 sf



Wynwood Square

Miami, FL

Paying homage to the surrounding entertainment district, Wynwood Square offers flexible design with an artistic flare.

Size
267 Units
24,907 sf Retail

Miami's blossoming Wynwood neighborhood is known as an entertainment district with a diverse set of cultural offerings including restaurants, galleries, lofts, and more. As the district has grown in both size and popularity, more residential options were needed to accommodate demand.

This mixed-use development incorporates hundreds of residential units, retail, artist studios, and office space.





Overview and History

Founded in 1967, Kimley-Horn is a full-service, employee-owned, multidisciplinary consulting firm offering a broad range of engineering, planning, landscape architecture, and environmental services to clients in both the private and public sectors. Over the years, we have grown from a small group of engineers and planners to one of the most respected consulting engineering firms in the nation—and a recognized leader in land development. Today, Kimley-Horn has over 5,500 employees in more than 99 offices across the United States and in Puerto Rico, offering a full range of consulting services to local, regional, national, and international clients.

Engineering News-Record (ENR) annually compiles and publishes the rankings of the 500 largest U.S. design firms (architectural and engineering firms), measured by gross revenues. Kimley-Horn’s sound growth and stability is reflected in its steady rise on ENR’s top 500 list. The firm first appeared on the list in 1981, when it ranked 421st. In 2021, Kimley-Horn ranked 15th overall and 3rd among the top 100 “pure design firms.” This growth has been accompanied by a steadfast commitment to providing responsive client service and pursuing continuous quality improvement.

In addition, **ENR named Kimley-Horn the 2015 Southeast Design Firm of the Year.** The following awards provide even more insight into Kimley-Horn’s culture:

- The firm has appeared on Fortune magazine’s list of the 100 Best Companies To Work For 15 times: for six years from 2005 through 2010, and from 2014 through 2022. In 2022, we rank 22nd.
- Ranked the #1 Civil Engineering Firm To Work For by CE News in 2004, 2006, and 2007. Kimley-Horn is the only firm to have been selected for this honor three times.
- Each year since 2008, Kimley-Horn has also been recognized by ENR as one of the nation’s “Top Green Design Firms.” More than 100 of our professionals across the firm have earned LEED accreditations.

As consultants, we take pride in building real partnerships with clients. That means you get an expert Kimley-Horn team that delivers high-quality results on time and on budget, advocates for your best interests, and works closely with you and your entire development team throughout the site development process—from the earliest stages of due diligence and entitlements to construction bidding, inspection, and final punch lists. And because Kimley-Horn makes deliberate business-planning decisions on hiring, growth, and client selection, we remain financially strong, independent, and stable.

Range of Services

Kimley-Horn offers a broad range of engineering, planning, landscape architectural, and environmental services including:

- Site civil engineering
 - Stormwater management
 - Water/wastewater treatment and collection systems
 - Paving and drainage
 - Utilities
- Land development services
- Landscape architecture
- Urban design and planning
- Predevelopment services
- Comprehensive planning
- Permitting and approvals
- Transportation planning/engineering and traffic operations
- Roadway and bridge design
- Advanced traffic management systems
- Areawide traffic signal systems
- Parking planning and design
- Public involvement programs
- Geographic Information Systems (GIS)
- Environmental permitting, assessment, and remediation
- Wetland delineation, assessment, and mitigation
- Construction administration/observation
- Building structures
- Surveying/platting
- Aviation planning and design



Dawn Dodge, P.E., LEED AP

Civil Engineer
Kimley-Horn

Dawn has more than 17 years of experience in commercial, municipal, and multifamily land development projects.

Her project experience includes site layout, stormwater design and permitting, utility design, construction document preparation and permitting, construction phase services, and project management. Dawn’s recent experience includes providing engineering services for the City of Clearwater, the City of St. Petersburg, Pinellas County, the City of Largo, the City of Tampa, the City of Zephyrhills, and the City of New Port Richey. In addition, she has designed and permitted several private developments throughout Pinellas and Hillsborough counties. Dawn received her Bachelor of Science in Civil Engineering from the University of Florida and is a Leadership in Energy and Environmental Design Accredited Professional (LEED AP). She is an active member of the Urban Land Institute (ULI).



David Flanagan, PLA, ASLA

Landscape Architect
Kimley-Horn

David has more than 35 years of experience as a landscape architect and site planner.

His primary areas of expertise are in urban design, park planning, and sports architecture. David has extensive experience with local municipalities and counties and a comprehensive portfolio of signature public- and private-sector projects. He treats every project as a unique opportunity to thoughtfully shape the way we live, work, and play, while unifying the built and natural environments and creating memorable and meaningful places. David received his Bachelor of Landscape Architecture degree from Iowa State University and is currently serving a two-year term on the National American Society of Landscape Architects (ASLA) Government Affairs Advisory Committee.



Jared Schneider, AICP, CNU-A

Transportation Planner
Kimley-Horn

Jared is a leader in Kimley-Horn’s multimodal transportation and planning practice with more than 15 years of professional experience.

He has led numerous special area and district plans, form-based code reviews, complete streets, and a wide-range of multimodal transportation plans. These plans have included extensive public involvement that have led to successful recommendations and outcomes. Jared’s professional interests include land planning, multimodal transportation planning, and complete streets. Jared received his Bachelor of Arts degrees in Business Administration and Geography from the University of Florida and his Master of Urban Planning degree from Rollins College. He is an active member of the American Institute of Certified Planners (AICP), the American Planning Association (APA), Congress for New Urbanism (CNU), and the Urban Land Institute (ULI).

Largo City Hall
Horizon Bay West

Largo, FL

The project is designed to serve as a catalyst for the growth and development of downtown Largo.

The project includes a six-story city hall and municipal services center, a parking garage with ground-floor retail and restaurants, a public plaza with a linear water feature, a one-acre canopy covering both buildings and most of the outdoor plaza, an outdoor amphitheater and performance stage, and surface parking, as well as extensive landscape and streetscape.

Services
Landscape Architecture
Civil Engineering
Client
City of Largo
Budget
\$60,000,000



Water Street District

Tampa, FL

The overall district is nine million square feet and has several ongoing projects that will revitalize the urban framework of Tampa’s waterfront area.

Water Street Tampa is an interconnected community that aligns people, productivity, and wellness. This urban environment is designed to provide and enhanced street-level experience for residents, workers, and visitors alike. This mixed-use district includes residential, office, hotel, retail, and restaurant space.

Kimley-Horn is currently providing civil engineering design, urban planning, and landscape architectural services.

Services
Landscape Architecture
Civil Engineering
Urban Planning
Client
Water Street District
Total Cost
\$49,915,630



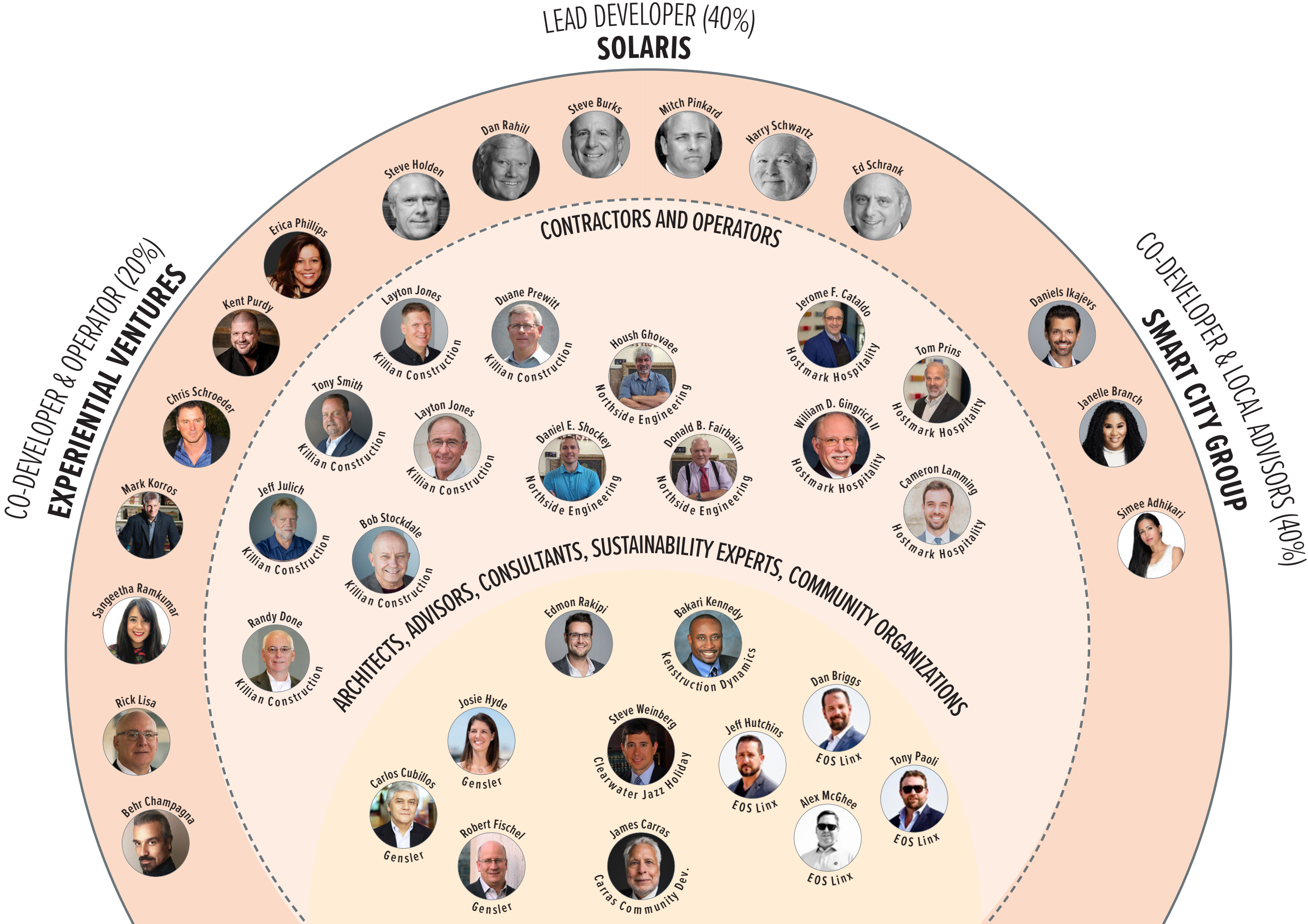
2004



2019



“Seeing the possibility to dynamically transform the urban environments”



LEAD DEVELOPER



DEVELOPMENT
CAPITAL SOURCING
CONSTRUCTION FINANCING
LEASING
TENANT SELECTION
TENANT BUILDOUT

CO-DEVELOPER
& OPERATOR



CONSTRUCTION MANAGEMENT
RETAIL LAYOUT
CIVIL ENGINEERING
PROGRAMMING
EVENT PLANNING
VALET SERVICES
MARKETING & PROMOTION

CO-DEVELOPER
& LOCAL ADVISOR



SMART CITIES CRITERIA
PERMITS
APPRAISALS
ZONING
ENTITLEMENTS
COMMUNITY OUTREACH



With more than thirty years of successful outcomes, SOLARIS is a family office headquartered in Clearwater, FL. Backed by deep expertise and strong relationships that deliver high-impact investment opportunities and incentives to qualified investors, SOLARIS’ strategy is to provide a diverse portfolio through investment vehicles designed to optimize after-tax returns.

At SOLARIS we create partnerships designed to bring value to communities. The intention is to facilitate what the U.S. Congress has made available for direct high-impact social investing.

SOLARIS has developed real estate communities and mixed-use assets valued at over \$3.5 billion located in over 42 states, consisting of 10,000+ acres of agricultural properties, 20+ extended-stay hotels, 150+ triple-net lease retail stores, 30,000 affordable housing units and over 3,000 units of multi-family housing, and the development/ management of 120+ Megawatts of renewable energy.

In all we do, SOLARIS supports investment strategies through the continual process of education, advisement and consultation with carefully chosen consultants, CPAs, tax advisors, and compliance managers to target the potential risks and maximize the returns associated with each investment opportunity.

TARGETED INDUSTRIES INCLUDE:

- REAL ESTATE INVESTMENTS
- RENEWABLE ENERGY
- HOSPITALITY
- HISTORIC PRESERVATION AND REHABILITATION
- LOW-INCOME HOUSING
- OPPORTUNITY ZONES

HIGHLIGHTS:

- Raised over \$1 billion of tax equity to support \$2 billion of affordable housing developments with over 30,000 affordable housing units and 3,000 multi-family units.
- Secured \$150 million of tax equity and developed \$500 million in renewable energy projects totaling over 120 Megawatts.
- Developed 20+ extended stay hotels.
- Developed 150+ double and triple net lease retail stores.
- 5 buildings on the historic register.
- Farming over 16,000 acres of rice, soybeans, corn, cotton and crawfish.
- Developing over \$700 million in projects in Opportunity Zones.



Steve Burks

Steve Burks is a senior Hospitality executive with a 30-year extensive background in the industry.

Mr. Burks has held many senior executive positions that includes the last several years with Sixty-West Development as the Director of Real Estate. Mr. Burks has prior leadership positions with Disney Development, Ritz-Carlton Development, and Marriott Vacations.

Mr. Burks started his career in Hilton Head Island, SC and soon became one of the early team members at Marriott Vacations. Mr. Burks joined Disney Development to launch the Disney Vacation Club where he led the ramp- up to over \$100 million in sales in the first year. Mr. Burks then rejoined Marriott to help lead the company to over \$1 billion in annual sales and to add The Ritz-Carlton Destination Club to its portfolio.



Steve Holden

Stephen W. Holden graduated from the University of Kansas with a J.D. in 1975 and began his career with an emphasis on commercial real estate, specializing in long-term health care properties and affordable housing developments.

Serving as Developer and Lender’s counsel, Mr. Holden has closed more than \$2 billion in affordable housing projects in dozens of syndicated developments throughout the Midwest. Since 2010 he has applied his proven investment model and expertise in syndication of tax credit properties to the renewable energy field, resulting in the completion of numerous turbine wind and solar projects.



Dan Rahill

A financial advisor for more than 40 years, Dan has significant experience advising high net worth individuals, family offices, and privately held businesses on their tax, estate, investment, philanthropic, risk and capital needs.

He works closely with clients on structuring mergers and acquisitions, as well as financial modeling and budgeting. Dan advises investors and wealthy families on tax minimization, wealth preservation, and family office strategies. His corporate clients have crossed various sectors, including consumer and industrial products, energy, and real estate.

Dan has a J.D. and LL.M. (Taxation) from DePaul University College of Law, and his B.B.A. in Accounting from the University of Notre Dame (2008 Accounting Alumni of the Year). He is licensed to practice before the US Tax Court.



Mitch Pinkard

Mitch began his financial career in New York City in 1999 working in the financial services industry.

In 2011, he obtained his Master of Real Estate Development (MRED) from Arizona State University and as the real estate market began to improve in 2014, he formed MPact Development and Capital to leverage a combined 20 years of progressive finance and real estate experience.

Outside of work, Mitch enjoys spending time with his wife of 10 years and two boys. Mitch was involved in structuring the Joint Venture between Sixty-West and Palladium for the Grid at Mesa. Mitch has underwritten and structured the capital stack, in addition to working with Palladium in a Development Manager capacity. Mitch has been working with the design team on design development and the contractors on design and construction management, while also processing pay requests and keeping financial records.



Ed Schrank

Ed Schrank has extensive experience in all phases of hotel, convention, timeshare, restaurant, office and retail construction and development.

He has directed the management, development, marketing, estimating and operations – with full profit and loss responsibilities – for four companies. Each has had a reputation for high quality, complex projects built to intense schedules. Ed is a Licensed Real Estate Broker, Certified General Contractor and LEED Accredited Professional.



Harry Schwartz

Harry has over forty years of diversified public accounting, business management, and consulting experience.

He has extensive expertise in working with clients in the hospitality, timeshare and vacation marketing industry, as well as real estate and professional service businesses. He also assists clients with their retirement planning and investments.

Harry earned his Bachelor of Business Administration degree in public accounting at Pace University. He is a member of both the American Institute of Certified Public Accountants and the Florida Institute of Certified Public Accountants. Harry is a board member of the Osceola County Chamber of Commerce and on the advisory committee at City of Life Church. He enjoys travel, golf and spending time with his family.

Kimpton
Hotel & Residences

Greenville, SC

The proposed Kimpton Hotel & Residences is located at the West End of Greenville, South Carolina.

The Project will contain an urban 134-key, Kimpton Hotel, 25 luxury, Kimpton branded residences, multiple food and beverage outlets in including fine dining, a brewery tasting room, casual dining with rooftop amenity deck, pool and bar, as well as street-level retail, and structured parking.

The project is located at the northeast corner of Markley Street and Rhett Street in the Historic West End neighborhood of Greenville, South Carolina. Located within the only Opportunity Zone in Greenville and approximately one-half mile from the \$1 Billion redevelopment of County Square. This Kimpton project will bring new hospitality and luxury residential that has had minimal development in over 15 years, filling a shortage in supply that is greatly needed to support its tremendous growth.

Size
170 Keys
Total Cost
\$59,413,987
Equity
\$18,790,406



Ritz-Carlton
Hotel & Residences

Atlanta, GA

This project is intended to be a 120 unit ALF center with 4 Stories. The operator will be Innovation Senior Living (Pilar Carvajal).

The Project will be comprised of a 256-key Ritz-Carlton Hotel below 82 Ritz-Carlton branded for-sale residences, located along Peachtree Road in the epicenter of Buckhead’s luxury retail and Class A office markets.

The Property sits directly adjacent to the existing 3630 Peachtree Tower (delivered in 2009) that features 436,000 SF of Class A office space and 127 Ritz-Carlton branded for-sale residences. 3630 Peachtree was originally developed in a joint venture between Duke Realty, Pope & Land, and Post Properties. The partnership contemplated a second phase, thus, the Project will benefit from in-place infrastructure and an existing, overbuilt parking deck that will create significant cost and timing savings for the Sponsor.

Size
256 Keys 82 Residences
Total Cost
\$283,000,000
Construction Loan
\$216,076,756



Sports Illustrated Resorts

Orlando, FL

The most celebrated name in sports has created a one of a kind lifestyle hotel, resort & entertainment experience.

Size
450 Keys
Total Cost
\$223,425,633

The resort will include a Sports Illustrated Arena, Beach Club with private beach, water sports activities, rock climbing wall, batting cages, golf simulator, water ropes course, and Surf Rider Kids Club



Clearwater Gardens ALF
Urban Mixed Use

1105 Druid Road East, / Martin Luther King Ave, Clearwater, Pinellas County, FL

This project is intended to be a 120 unit ALF center with 4 Stories. The operator will be Innovation Senior Living (Pilar Carvajal).

Size
120 Units
Total Cost
\$24,000,000

The operator will be Innovation Senior Living (Pilar Carvajal). The market occupancy for ALF's per the market study completed April 12, 2018 was 96%.

The property is strategically located 1.1 Miles from Morton Plant Hospital of Clearwater, 1.1 Miles from the court house and 2.9 Miles from the famous pristine Clearwater Beaches.

Directly across the street is the Clearwater Housing Authority's Barbee Towers. It is a 12 Story affordable independent living facility with 150 one-bedroom apartments of subsidized housing for seniors 50 years of age and older. This twelve story high rise stands amid massive oak trees





Killian Construction Co. is a recognized Engineering News Record (ENR) Top 400 firm, committed to building quality projects while sustaining lifelong partnerships. Killian has been building structures such as hospitals, hotels, education, residences, entertainment, and sports venues since 1948. Our construction results from experienced, trained and credentialed practitioners and experts in many career fields, trades, and communities of practice.

Killian’s Code of Ethics governs our own business activities and allows us to continually exceed expectations. Our Code includes obeying the law, safety throughout, demonstrating great integrity, avoiding conflicts of interests, business partner confidentiality, meeting or exceeding technical code standards, simultaneously upholding various career fields, technical competence standards, and security.



Tony Smith
Chief Executive Officer
Killian Construction

Tony joined Killian Construction in November 2017 with 20 years in the construction industry.

Tony earned a bachelor’s degree in business administration and certification in construction management. Before entering the construction industry, Tony worked in civil engineering as a surveyor, drafter and water resource designer. In Tony’s role as CEO, he leads Killian on all company operations, project selection and business decisions. He spends his free time with his family and loves to enjoy a nice day by boating or fishing at the lake.



Duane Prewitt
Senior Vice President of Pre-Construction Services
Killian Construction

Duane has an excellent working relationship with owners and developers, architects and subcontractors from all over the country.

Duane has spent over 40 years in the construction industry, working at Killian for 38 of those years. He oversees all pre-construction and estimating services, interacting with clients, designers and team members daily. Duane enjoys being involved with projects from their infancy and bringing new ideas to the table. An individual of many talents, Duane also pursues woodworking, furniture building and photography. You can also find him riding ATVs and motorcycles.



Jeff Julich
Senior Estimator
Killian Construction

Jeff joined Killian Construction in 2010 with over 20 years of experience in the construction industry.

As an estimator for The Killian Group, he primarily works closely with the SVP of Preconstruction Services in preparing bid packages, conceptual estimates, and analysis of subcontractor proposals, for all areas of large complex projects. Jeff works exceptionally well with owners, architects, and engineers, as well as subcontractors to provide data regarding feasibility for the different projects.



Bob Stockdale
Director of Architecture
Killian Construction

As an Architect with over 40 years of experience, Bob has held leadership responsibility on projects in the corporate, hospitality, sports, religious, civic, medical and retail sectors.

After graduating with his Bachelor of Environmental Design and Bachelor of Architecture, Bob mentored directly under Mr. Gyo Obata, the founding design partner for HOK in St. Louis. He has also held senior design positions with retail giants The Limited Corporation and Bass Pro Shops. At Killian, Bob is responsible for architectural design, site feasibility and planning, 3D modeling, illustrations and value engineering. Additionally, Bob is a published author and is currently working on his second novel.



Randy Done
Quality Control Manager
Killian Construction

Randy’s expertise brings projects to fruition. At Killian Construction, he maintains and documents the quality control system.

He works closely with teams to review design documents, communicate requirements and monitor work conditions. Randy earned a bachelor’s degree in civil engineering and completed the Construction Quality Management for Contractors training from the U.S. Army Corps of Engineers. He spends time with his family and grandchildren, traveling or completing small projects around the house.



Mike Cummings
Senior Project Superintendent
Killian Construction

Mike joined Killian Construction in 2000 with 28 years construction experience.

As senior project superintendent, mike is responsible for assigning and scheduling subcontractors, ordering appropriate materials for the jobsite and ensuring correct payment of invoices with the project manager. He also assists with establishing survey control points, elevation working heights and making sure all lay-out is according to plans. Mike also assists the quality manager to ensure that the quality of work is in conformance with the contract documents. The senior project superintendent also documents any delays, observers weather conditions, and coordinates all jobsite personnel to maintain the schedule.



Layton Jones
Safety Manager
Killian Construction

Jeff joined Killian Construction in 2010 with over 20 years of experience in the construction industry.

Layton is a task-oriented safety professional that enjoys helping people understand the value of safety in the workplace and at home. He leads by example and in doing so earns the trust of his employees and jobsites he oversees. Layton values education and believes that employees respond best to training with the right guidance and persistence. Safety should be part of a company culture and begins with ownership and moves down the chain of command, with each employee making a difference when it comes to a safe company environment

Hilton Branson
Convention Center & Hotel

Branson, MO

This hotel features 293 guest rooms and suites in a 12-story glass tower with an overall height of 160 feet and a total of 239,000 square feet.

The hotel lobby is approximately 6,000 square feet. On the second floor, there are three board rooms, a full-service restaurant and bar, and two meeting rooms. Other amenities include an indoor and outdoor pool, a fitness center, a business center and golf. There is a total of 3,462 square feet of meeting space and five meeting rooms within the hotel.

The guest rooms are a mixture of 170 Queen units, 83 King units, 33 Condotel on floors 9, 10 and 11 and the 12th floor has privately owned Condotels and Suites all managed by Hilton. The second floor holds three board rooms, an overlook to the lobby below with curved glass railings, a full service restaurant and bar, and two meeting rooms. The second floor concourse area has massive 15 inch diameter timbers (or V braces) supporting the timber-framed roof above, and an all glass enclosure from the entire east side of the hotel and the convention enter.

Size
293 Keys
239,000 sf
Completed
2007



The Westin at Domain

Austin, TX

Contemporary and inviting, The Westin at the Domain hotel is ideally situated in the heart of the 57 acre pedestrian-friendly Domain Retail district - making it a short walk to over one million square feet of retail, dining and entertainment venues..

This 228,000 SF, full service hotel includes a fine dining restaurant with a display cooking line, a lounge, meeting rooms, large ballrooms, a state-of-the-art fitness center, in-room massage and much more.

The 8-story hotel has 341 stylish guest rooms, including two WestinWORKOUT® Rooms, seven Executive Suites and a Presidential Suite. The exterior finish of this post-tension concrete structure consists of a native limestone veneer at the ground floor and has a stucco finish above.

Size
341 Keys
228,000 sf
Completed
2010



Renaissance Glendale
Hotel & Spa

Glendale, AZ

The Renaissance Hotel is just a short stroll from specialty shops and fine dining in the Westgate City Center, the Jobing.com Arena and University of Phoenix Stadium.

This four star 12 story hotel, has 320 quest rooms of which there are 33 suites, consists of more than 300,000 square feet. Constructed of post-tension concrete with stone and EIFS exterior.

The design features rich colors, inspired by desert sunsets, with a splash of contemporary accents and furnishings.

The hotel's restaurant, Soleil, offers contemporary American cuisine for breakfast, lunch and dinner. Ray's lounge and outdoor patio make it easy to unwind with signature cocktails and light fare.

Caffeina's Marketplace Café serves Starbucks® coffee and internet access

Size

320 Keys
300,000 sf

Completed

2007



Branson Landing
Mixed-Use Development

Branson, MO

HCW Development Company and the city of Branson have worked together to develop one of the nation’s most attractive and dynamic mixed-use projects in America’s heartland.

Situated between US Route 65 and Lake Taneycomo in the city of Branson, this master planned project will offer the only lifestyle retail, restaurant and waterfront entertainment district in the region.

A two and one half acre town square at the culminating point of the city of Branson's celebrated Main Street will serve as the complex's entertainment headquarters with 2 fountains created by Wet Design, the foremost designers of some famous fountains in Las Vegas, will showcase a nightly music, light, fire and water show of spectacular proportions in a 1,500 seat amphitheater.

Additionally, a 100 room Hilton boutique hotel, 140 waterfront luxury condos and penthouses are all located at the town square.

The Landing is separated into six districts which are Station, Wharf, Downtown, Uptown, Neighborhood, and Country. Within these districts are 12 stand alone buildings with over 100 retail stores, 10 restaurants, a hotel, luxury condos a four level parking garage, a mile of lake front boardwalk, a brick paved promenade, a new city street, and over 1,000,000 square feet of parking lots.

Size

450,000 sf

Completed

2007



The Broadway
Double Tree Hotel

Columbia, MO

The Broadway Double Tree Hotel was awarded the Development of the Year from Hilton Worldwide for its boutique style.

The hotel features 92,647 square foot in 8-stories with a total of 114-rooms. From the point of entrance there is a modern and lustrous lobby with a fireplace and sitting area. In the guest rooms, there are several different styles all with a fine-lined modern décor.

For a more private living area there are king suites with kitchenettes, outdoor balconies, separated living and bedroom areas. Some suites even have whirlpool tubs.

Also featuring the 11Eleven restaurant and The Roof, an indoor-outdoor bar on the hotel's top floor. There is 3,260 square feet of meeting space with two operable panel partitions making three smaller meeting rooms.

Size
114 Keys 92,647 sf
Completed
2014



Hilton Garden Inn

Springfield, MO

The Hilton Garden Inn Springfield is adjacent to the Springfield Nature Center, which offers outdoor education or the opportunity to experience the wonders of the Ozarks by hiking the Center’s public trails.

The hotel's stylish design offers the latest in technology and ergonomic comfort creating the perfect environment for business and effortless relaxation. Warm tones and elegant features have been artfully designed with a trendy edge. This 80,000 SF, 5 story hotel with 125 guest rooms and suites was the first “Green” hotel in the Hilton chain.

There are solar panels on the roof for supplemental electricity, the public areas utilize geothermal heating and cooling and solar ban glass was used throughout the building.

Size
125 Keys 80,000 sf
Completed
2011





A core belief at Gionis, Lilly & Romero, PLLC, is that while we benefit from the great business atmosphere and growth of our communities, we at that same time are stewards of those communities and owe a fundamental responsibility to be a productive part and a responsible force in helping to make our communities stronger. Our focus in this regard is to support local arts, local charities, and other like-minded businesses that see themselves as small parts of a greater whole. In this regard, we encourage others to join in our efforts to be responsible citizens to make our places of business and these great communities just a little bit better. And the more we can encourage others, the greater our ultimate impact can be.

The firm will serve as Legal Advisors for the development of the music-themed hotel situated on the former site of the Harborview Center.



Paul A. Gionis
Partner
Gionis, Lilly & Romero, PLLC

There are not many people more familiar with Clearwater, Florida than Paul A. Gionis.

Born to Greek immigrant parents who settled on Clearwater Beach in the 70’s, Paul grew up a “beach kid” fishing the shores of Clearwater Beach and helping his parents at their various beach businesses; Fritz’s Market and the Waterfront Restaurant (now Clear Skyz Cafe) for those of you who were around in the old days.

In later years, Paul went on to attend Clearwater Central Catholic High School, the University of Florida and the University of Florida Levin College of Law where he received his law degree. Upon graduating, Paul moved back to Clearwater to take a position with the Tampa satellite office of Jones, Verras & Freiberg, a New Orleans based mass torts law firm. Paul later began working for the State Attorney’s Office of the Sixth Judicial Circuit, so that he could gain trial experience. Paul left the State Attorney’s Office to engage in civil practice, and ultimately opened his own firm in 2011. He currently specializes in trial and litigation practice, serious injury cases, eminent domain cases, real estate transactions and probate litigation.



Scott R. Lilly
Partner
Gionis, Lilly & Romero, PLLC

Scott R. Lilly is a trial lawyer with over twenty years of experience in the Florida and federal courts.

He handles serious injury cases, eminent domain cases, probate litigation matters, complex commercial real estate transactions, complex commercial real estate litigation and health care litigation. Scott is a former shareholder of Florida based firms, GrayRobinson, PA, and Greenspoon Marder, PA., but is now enjoying the challenges and rewards of building the Gionis, Lilly & Romero brand. He has practiced in the Tampa Bay area for the last twenty years.

He is very active in the Tampa Bay community, and has a passion for supporting and promoting local arts and local artists. He is an alumnus of Florida Southern College, graduating summa cum laude in 1993. A former rock vocalist, he enjoyed a taste of the classical edge, spending a year with the Cimarron Circuit Opera Company in Norman, Oklahoma between undergrad and law school. He returned home to Florida and graduated from the University of Florida College of Law, with honors, in 1997. He has served on the board of the Opera Tampa League, and regularly lends support to raise funds for local

music scholarship. He continues to study classical voice and regularly performs abroad – having most recently (pre Covid-19) performed in Italy, Austria, and Hungary. He looks forward to returning to local and international stages in the near future. Scott leads Gionis, Lilly & Romero’s efforts to shine the spotlight on local charities and local arts, and actively organizes community concerts with local professional artists lending support to promote the efforts of local public outreach and charitable organizations.



Mario Romero
Partner
Gionis, Lilly & Romero, PLLC

Mario Romero is an AV rated member of the Florida Bar and a Certified Civil Mediator.

He was born in Artemisa, Cuba, in 1966. He was raised in Hialeah, Florida, and attended the University of Miami, where he graduated with a degree in electrical engineering in 1989. He then attended law school at Tulane University and graduated with honors in 1993.

Upon graduation, Mario moved to the Central Florida area and has lived here since 1993. Initially, he worked at the State Attorney’s Office of the Ninth Judicial Circuit where he had an opportunity to try dozens of jury trial cases. Mario then worked for one a few defense law firms in Florida defending architects and engineers accused of design malpractice, and he represented multiple businesses, and insurance companies in a myriad of civil claims. In 2013, he joined a very large personal injury firm handling claims involving wrongful death, catastrophic personal injury, premises liability, automobile and trucking negligence.

In January of 2021, Mario joined Gionis, Lilly & Romero, PLLC, where he currently focuses his practice on personal injury and premises liability litigation. Mario provides aggressive representation while maintaining compassion for his clients. In each case, Mario brings his experience litigating cases in both state and federal courts, as well as significant trial experience as a civil trial lawyer.

Mario has been a member of the Florida Bar since 1993, and is admitted to the Southern, Middle and Northern federal district courts in Florida. He has been a Certified Mediator since 2000.



Jason M. Thomassy
Associate Attorney
Gionis, Lilly & Romero, PLLC

Jason M. Thomassy is an associate attorney with Gionis, Lilly & Romero, PLLC.

Jason currently focuses his law practice in the areas of personal injury litigation, commercial litigation, and real property litigation and transactional practice. A 2010 graduate of Florida State University, something Paul and Scott try hard not to hold against him, he majored in International Affairs with emphasis on business.

While at Florida State University, he was a four-year member of the Men’s Club Soccer Team earning leadership roles as a captain and travel coordinator. He also held various leadership positions in the Epsilon Zeta Chapter of the Sigma Chi Fraternity. Following undergrad, he spent time working in the Florida State Legislature, particularly in Florida’s House of Representatives. During the 2010 election cycle, he served as acting Campaign Coordinator in one of the largest races in the Florida Senate.

Jason’s legislative experience ultimately led him to law school at Nova Southeastern University Shepard Broad College of Law, where he earned his juris doctor degree. Elected Chairman of the Student

Bar Association Elections Committee at Nova, he created and implemented campaign rules and further oversaw all school-wide elections. He earned a position on the Transaction Law Meet Team and was a Pro Bono Gold Member, the highest honor, having provided over 300 hours of pro bono work during law school. He further served as a Volunteer/ Fellow at the Legal Aid of Broward County, among other clerkships which included a two (2) year-long position with a large national real estate litigation firm and other political advocacy positions.

Consistent with the deeply held community principles espoused by Gionis, Lilly & Romero, PLLC, Jason has continued to focus on community service as a young lawyer. He is active in the Hillsborough County Bar Association, the Military Veterans Advocacy Committee – otherwise known as MVAC – and seeks to serve with and cultivate resources providing affordable and pro bono legal services to military veterans. Jason has also held a leadership position with the Young Lawyers Division Events Committee of the Hillsborough County Bar Association, having been involved in organizing and overseeing various community outreach events. He has also been a member of the J. Clifford Cheatwood American Inn of Court, where he had the opportunity to be mentored by some of the best and most influential attorneys in the Tampa Bay Area and state.

Jason has been admitted to practice law in Florida since September of 2015, and possesses litigation, administrative claims, and appeals experience within State and Federal Courts throughout Florida. He has successfully litigated against the largest law firms in the state and country and has been acknowledged for his legal writing and oral argument ability from many of the judges he has appeared before.



Experiential Ventures (EXP) is a team of hospitality, food & beverage, branding, retail, design and real estate leaders who have worked with iconic brands like Disney, Sports Illustrated, Conde Nast, MGM Grand, American Express, Marriott, IHG, Samsonite, Reebok and more.

EXP uses their expertise to create, expand or reposition brands, especially brands with high consumer appeal in certain verticals. EXP takes into consideration a holistic approach to brands, creating every aspect of a brand launch, from mission statement, brand look and feel, design, marketing, proprietary products and services, plus integration of technology to assist in the customer experience and operations of the brand company and affiliated businesses.

The following are some of the highlights of the accomplishments EXP team members and affiliated companies have achieved with leading brands:

MGM Grand Hotels

- Key leader in the rebranding of the world’s largest hotel at the time, MGM Grand, including new building design, brand direction and stockholder and Wall Street presentation.
- Created the first transactional website allowing for online reservations and meeting planner information, creating hundreds of millions of dollars in eventual revenue.

Sports Illustrated

- Leading the creation of hotels, resorts and attractions for the oldest and most respected sports media brand.
- Currently working on close to \$1B in projects in leading destinations.

Samsonite/American Tourister

- Developed Samsonite’s first transactional website and repositioned them on a global level from manufacturer only to direct to consumer brand.
- Relaunched American Tourister brand, making it the #2 best selling luggage brand in the U.S.

Universal Studios Theme Parks

- Key players in the creation of elements of the Harry Potter experience.
- Helped design the master plan for Universal Theme Parks in Asia.

Bonnaroo

- Lead the development of music event management technology for their large-scale music & sports events

National Football League (NFL)

- All-time leading rusher in the NFL

Intercontinental Hotels Group (IHG)

Director Global Design & Guest Experience for Intercontinental Hotel Group

Disney, Marriott and Ritz Carlton

- Expanded sales exponentially for hospitality division and launched new products with the brands

Formula E

- Key role in creating and launching the world’s first all electric racing circuit held in major cities across the globe

California Travel and Tourism Commission

- Created and launched a multi-year marketing program incorporating over 15 civic tourism board including Los Angeles, San Francisco and San Diego, in addition to corporate partners including over 300 Albertsons grocery stores, Southwest Airlines and 400 Longs Drugs Stores.

Ford Motor Company

- Created multi-year marketing, sales and loyalty program for customers and sales staff in over 4,000 Ford/Lincoln/Mercury dealerships across North America
- Increased accessory sales by close to 10%.

Emmitt Smith Brand

- Leading the creation and development of an iconic restaurant and entertainment center on the Las Vegas strip.

WIRED & Conde Nast

- Leading the creation and expansion of hotel and coworking developments for WIRED magazine in partnership with one of the world’s largest media companies, Conde Nast.



Chris Schroeder

CEO

Experiential Ventures

As CEO of Experiential Ventures, Schroeder is also leading the creation and expansion of other major projects with legacy brands including Sports Illustrated, Conde Nast, Authentic Brands Group and Emmitt Smith, as well as creating proprietary brands like The GARAGE.

Over the last 30 years Chris Schroeder has also been an interactive media pioneer, visionary resort developer, brand creator and marketing leader for globally recognized brands. He brings an award-winning background in creating and implementing large scale marketing, branding and development projects for globally recognized organizations including American Express, California Tourism Commission, UMUSIC Hotels and MGM Resorts. He is a founding partner of the UMUSIC hotel and entertainment center concept that is a partnership with the world's largest music company Universal Music Group.

Schroeder previously served as Chief Marketing Officer for Veremonte, a multi-billion-dollar investment company out of London, where he worked to create the largest leisure development

in Europe, bringing partnerships with Hard Rock Hotels and Cirque du Soleil. He also worked to incubate and launch Formula E, the first fully electric racing championship in the world, with such notable partners as Leonardo di Caprio, Michael Andretti, Alain Prost, and Virgin Racing. Races are held in iconic cities including Paris, London, and New York.

As an interactive media pioneer, Schroeder founded the world's leading internet development company for the hospitality industry at the time, with 90% of the world's largest hotels as his client. Additionally, he led the development of the first online reservation system of its kind in the travel industry for MGM Resorts and Hilton/Park Place Entertainment. During this time Schroeder also played a lead role in creating and implementing the largest rebranding and redevelopment campaign in history for MGM Resorts, which included developing a multimedia roadshow to present to stockholders and Wall Street investors to secure funding to implement the massive project.

Schroeder also served as President of the Interactive Division for Custom Marketing Group, the exclusive destination marketing group at the time for American Express, where he developed and managed digital media campaigns for over 20 leading Tourism Boards for destinations including State of California, State of Florida, Country of Mexico, and cities of Las Vegas, Cancun, Orlando, New York, and Chicago. Many of the programs Schroeder worked on were responsible for double digit tourism growth and hundreds of millions of dollars in consumer spend in-market.

Mr. Schroeder has also been a leader in travel marketing, incentives, and loyalty, having created a patented rewards system and founding a leading incentive company that created proprietary products and long-term marketing campaigns for companies including Capital One, American Express, Bank of America, Samsonite, and Ford Motor Company. Many of his programs were ongoing and included massive cooperative marketing initiatives incorporating local tourism boards, corporate partners, attractions, media, airlines and hotels. Schroeder also created the first custom travel offers for the

Today Show, the #1 morning show in America, in addition to Fox and Friends, CBS, and others. Additionally, Schroeder, in partnership with Steve Burks, created a proprietary travel rewards system that multiple companies used including the world's largest online travel company, Priceline/Booking.com.

During college, Schroeder founded one of the largest college travel and marketing companies in the country, with clients including Ocean Pacific, Miller Beer, Hawaiian Tropics and Ujena Swimwear. This led to him being hired directly out of college to serve as the National Marketing and Retail Director for the company owning Ujena Swimwear, Swimwear Illustrated and Runner's World Magazines.

Schroeder has been an invited speaker at large conferences globally for groups like American Express, Mexican Tourism Board, National Renewable Energy Laboratory, Caribbean Tourism Organization, Global Automotive Trends, American Resort Development Association (ARDA) and Intel Partnership Showcase.



Kent Purdy
Managing Director & Chief Strategy Officer

Experiential Ventures

Kent has been working in the Hospitality and Restaurant Industry for over 25 years for companies including Steak N Ale, Copper Cellar Corporation, Connor Concepts & Peabody Hotel.

Kent’s entrepreneurial spirit motivated his business ventures across many platforms from hospitality, apparel, tech, and entertainment: where he managed all aspects of the business including raising and managing capital.

Kent Purdy has served as the Vice President of Global Development for Dakia Destination Development for the past three years, being instrumental in helping to launch and expand the UMG Hotel brand, a partnership with Universal Music Group, to key cities throughout the U.S.

Kent Purdy was the Former CSO of Feyline Presents and serves currently as a Chief Advisor /Board of Directors with the goal of continuing the legacy of Barry Fey. Fey was a legend among concert promoters and musicians.

Prior to Feyline, Mr Purdy served as partner at Dataflow Enterprises, the leading music event management technology solution for managing large-scale music & sports events, touring artists, and venues. Customers included Bonnaroo (AC Entertainment), Coachella (AEG), Burning Man(Black Rock Productions), Phish, Dave Mathews , Venue Coalition, Live Nation , and more. Additionally, Purdy was instrumental in constructing and managing the merger with Vendini Ticketing Software.

Kent Purdy also served as Senior Vice President All-Star Apparel where worked with the team who designed, manufactured, and secured Licenses with Major Brands. During his time there, Mr. Purdy was responsible for securing licenses with 140 college, plus brands in multiple verticals including Jack Daniels, Omni Peace, Schlitz Brands, King Kong Movie(Universal Studios), Military(Army, Navy, Air Force, Marines), Ford, Chevrolet, Dodge, Everlast, and Minor League Baseball. Additionally, he managed accounts with top retailers: Walmart, JC Penney, Hat World & Lids, Target and several boutique and C chain stores. Kent organized and managed the company’s trade shows and exhibitions. Most notable Magic, Project, Pool, WWD Magic, Surf Expo, PPAI and others.

Sales Manager at Teksystems-the largest private talent management firm in the world. During the tech expansion of the late 90’s, staffed the IT Departments for IBM, Disney, Universal, Warner Bros, Jet Propulsion Laboratories , CB Richard Ellis, Honda, Toyota and others.

Film producer & Music festival producer, producing feature films with actors Luke Wilson, Whoopi Goldberg, Charlie Sheen, Luis Guzman, Gina Gershon, Tom Berenger , Keith David ,Bruce Dern, Jeff Fahey, Venassa Hudgens, Ezra Miller, Drew Van Acker (Pretty Little Liars), Matilda Lutz (Rings) Claire Holt (Vampire Diaries).....are amongst a few of the actors he has worked with. Versed in finance, production, and distribution.

Producing Music Festivals in an advisory role and focus on providing technology and ancillary services. Extensive career in finance, information technology and services, intellectual property rights, hotel and restaurant administration, apparel and branding, and real estate development. Metal International Member - METal is an exclusive gathering of and for dynamic entrepreneurs and change-makers in the media, entertainment and technology space.

B.A. Sociology from University of Tennessee with a focus on Tourism, Food, and Lodging. Hotel & Restaurant Administration.



Behr Champagna

SVP Architecture & Systems

Experiential Ventures

Known internationally as an award-winning, world-class architect, planner and innovator, Behr is the CEO of Quantum-AIP and has more than 30 years of experience in the areas of urban design, master planning, architectural design excellence and construction.

His passion for design, international travel and culture, won him major project commissions in Dubai where he later became one of the main strategic “design think tank” leaders for the various development groups of the Ruler of Dubai, Sheikh Mohammed bin Rashid Al Maktoum. The purpose of his team was to engage in the creation of new and innovative design ideas in line with the visions and iconic developments planned by the Ruler. Some of the projects included the original master planning of Business Bay, The Lagoons, the extension of Dubai Creek back to the Arabian Gulf, and Dubai Towers Dubai, which at its early concept stage won the 2008 MENA Awards for the best supertall building in the world. His project accomplishments are still widely featured today in the “Impossible City” documentary of the Discovery Channel.

Behr has given international lectures on sustainability and his firm is actively engaged in sustainable research. His firm was also awarded one of the 25 most creative international design practices in the Middle East and which led the firm being featured in the best seller book “Superlative Emirates”. and application of advanced renewable technologies for the development of solar cities in the USA and Western Hemisphere.

In the last 2 decades, Behr has lectured at many worldwide conferences, and was a Master Class speaker at the 2005 Light India International conference in New Delhi, India. In March 2009, he also was one of the main speakers at an international convention in Mumbai ,and in his lecture titled “Bright Lights ; Big City - India’s Path to Environmental Sustainability“ he focused on the need for India to properly approach to urban design and master planning of future cities, townships and large scale developments through a careful consideration of the specific cultural, social and environmental traditions of the Indian Sub-continent, and not how many in The Western economies and other developed nations have done so at the expense of their environments and natural resources. In July 2010, he was selected as the I.S.L.E. 25th Silver Jubilee international keynote speaker on sustainability at both the Bangalore and New Delhi celebrations

He speaks 6 languages and his hobbies are sketching, working out, travel, meditation and metaphysics. He is also a talented artist whose work has won freehand drawing competitions, and has been exhibited in museums and galleries. His design work and life experiences have also been documented in CNN Live & CNN Telemundo, news organizations, and in many other international multi-media publications.



Erica Phillips

SVP Real Estate

Experiential Ventures

Career real estate professional having collaborated on over 8,500 residential and commercial real estate transactions across the globe, totaling over \$4.7B.

- Expert in off-market procurement and transactions
- Highly successful at fund-raising, deal structure and capital markets



Rick Lisa

Chief Technology Consultant

Experiential Ventures

Serves as a Chief Technology Officer as a partner in technology integration for Experiential Ventures.

- Director of Business Development North American for INTEL responsible for IOT, M2M, and Smart Infrastructure business development activities across all selling motions of the company,
- Simultaneously orchestrated Intel sales teams and ecosystems to opportunities across all vertical market and industry segments including Industrial, MAG, Healthcare, Retail, Gaming, Hospitality, Education, Transportation, and Smart FED/State/City.
- Primary architect of Intel’s North American selling, marketing, and business development structure
- Assisted and drove the delivery of in excess of \$1.1B in total demand gen dollars (Intel Silicon value) for Intel in North America.



Sangeetha Ramkumar

SVP Interior Design & Guest Experience

Experiential Ventures

Sangeetha is an experienced creative leader with a demonstrated history of innovation in the hospitality industry.

Her vision and direction for new brand development, brand repositioning, design strategy, visual identity have helped to transform, grow and future proof some of the largest global brands in luxury, travel and hospitality.

INTERCONTINENTAL HOTEL GROUP (IHG), Atlanta, Georgia (3/2008 to 12/2019)

- Advanced through roles with increasing scope and responsibility from Manager to Director, delivering best-in-class hospitality services across the globe.
- Established the product vision and hired required resources to bring the design strategy to life. Developed briefs, selected agencies and teams, working across global teams with unique market needs and conditions.
- Tasked with brand curation and partnerships. Developed new collaborations with luxury retail brands for hotel uniforms, signature hotel scent and amenities.
- Collaborated closely with the Marketing and UX teams on marketing materials, website & app design and brand photography to set direction & ensure cohesiveness.

- Evaluated sites for IHG branded hotels, establishing the scope of work and identifying the appropriate project budgets to execute on the brand vision.
- Provided design guidance direction for new hotel openings and ongoing renovations in the global pipeline, working with franchise owners and internal stakeholders. Expertise in market intelligence and new consumer needs, balancing cultural trends, style with competitor intelligence for innovative solutions in branding and design.

Key Projects & Achievements:

- Regent Hotels: Established the vision for a new product experience and re- launch, encompassing architecture, interior design, guest experience, branding, logo, website and curated brand partnerships. The makeover and re-positioning of this storied brand was very well received during its launch at HICAP in Hong Kong and has continued to establish IHG’s goal of gaining credibility in the luxury space.
- InterContinental Hotels and Resorts: Primary lead for a full branding and design makeover of this flagship brand. Developed innovative new programs for amenities, scent and uniforms. Worked with global teams to implement new direction in market. New openings in Lyon, Shanghai and Maldives that reflect new design and brand identity have opened to rave guest reviews.

DIRECTOR, GLOBAL DESIGN & INNOVATION

Key Projects & Achievements:

- Global design philosophy (all IHG brands): Primary visionary and project lead for this unprecedented and transformational project to create and deliver a global design and guest experience strategy. This project unified segmented channels and departments to create a globally consistent playbook for implementing branded experiences. Resulted in delivering an omni- channel guest experience in market - ensuring every touch point, both large and small, from brand identity, property design, amenities, service style and digital experience reflected the global brand intent and experience narrative. Engaged and influenced senior executives and team globally to adopt the new playbook and ways of working.
- Crown Plaza Hotels and Resorts: Lead breakthrough room design concept (with patent) to recover struggling brand with high financial success based on consumer research and initial room rate numbers. This project required massive stakeholder management from internal teams to franchise owners.



Mark Korros

SVP F&B and Retail

Experiential Ventures

Highly successful CEO who has consistently delivered rapid growth driving measurable, sustainable multimillion-dollar returns across multiple industries and product categories within PE and Privately Owned companies.

Dynamic Executive with extensive consumer products experience and held P&L responsibility for companies ranging up to \$350 million with over 1000 employees. Provided leadership to create a vision that leverages a company's core strengths, brand potential and organization to unlock value and propel growth and stock value. Achieved meaningful value creation by establishing a vision of purpose that positions a company such that it exists in a "Category of One". This playbook has delivered a strong value proposition at several companies and been inspirational in establishing a common goal for the organization.

COVERCRAFT INDUSTRIES, LLC - Pauls Valley, OK
Position: President and CEO

- Created the vision of establishing Covercraft Industries as a platform for expanding its business base of custom-fit protective covers categories and executed by acquiring 5 companies over a 4-year period. Along with

the objective of owning the category leading brands strategy included expanding our production capabilities and broadening the distribution network. Designed a 5-year plan for Covercraft to more than double revenue base and triple EBITDA. Actual performance exceeded plan and all expectations tripling the revenue base and quadrupling EBITDA performance in 4½ years. Provided base for sustainable, long term profitable growth with an emphasis on high quality market leading brands, custom-fit products, extensive pattern library and USA production. Delivered continual revenue growth in all channels over 4½ years while improving margin by 2%.

- Expanded both profitability and revenue base of top 10 accounts growing revenue by 50%.
- Delivered explosive growth of Covercraft Direct to Consumer business base evolving from 7% of total business in 2015 to 28% of our total business in 2019.
- Developed aggressive yet controlled Amazon growth strategy expanding business base by 7x.
- Expanded Carhartt licensed product offerings and distribution growing business by 5x.
- Executed new licensing agreements with Tommy Bahama & Eddie Bauer adding new excitement and consumer interest for our custom-fit car cover & seat cover categories.

PENDLETON WOOLEN MILLS – Portland, OR
Position: CEO

- Operating as CEO and the first non-family Board member, joined Pendleton to continue the efforts of effecting a turnaround bringing the business back to profitability. Job 1 was to re-energize the Brand to attract a younger and broader customer base. Over the two-year period delivered a compounded 8% increase in sales and a 10% increase in GM dollars. Placed focus

- on speed to market reducing 18-month planning cycle in conjunction with company's mills. Made strong erodes in expanding the Pendleton brand relevance in the marketplace growing Menswear by 15% and Home 24%. Efforts continued to make Pendleton Women's more relevant for today's consumer.

FILSON – Seattle, WA
Position: President and CEO

- Responsible for the overall performance of the company along with the strategic vision for building Filson's "brand presence" and "share of closet ". In 2011 delivering a 27% increase in revenues and doubled EBITDA performance over prior year. 2012 sales growth was tracking 25% ahead of prior year.

FRANKLINCOVEY - Salt Lake City, UT
Position: President and General Manager,
Consumer Business Unit

- Reporting to the CEO was accountable for the \$197 million Consumer Products Division with 1,200 employees. Focused Company on strategically repositioning brand and growing demand for paper planning tools. Direct reports included; CFO, VP Retail, VP E-Commerce and Catalog, VP Wholesale/Government Products, VP Paper/Specialty, VP Technology/Binders, VP of Marketing, VP Graphic Design/ Public Relations, VP Human Resources. Responsible for Franklin Covey's printing facility manufacturing 5 million units annually.
- Developed an aggressive plan to return business unit to profitability after losing \$6.7 million. Reduced operating costs from \$108.7 to \$76.3 million executed from 2002 through 2004 with gross margin improvements, provided a near breakeven performance in 2003.
- Created progressive product and marketing strategies to reposition consumer division as the destination for "Tools for the Mobile Professional." Established consumer focused initiatives included Microsoft, AT&T, HP, EarthLink and MasterCard increased traffic and provided \$800,000 in co-op marketing funds.

SAMSONITE CORPORATION
- Denver, CO and Warren, RI
Position: President, Samsonite Company Stores
Position: President, Samsonite USA and Canada

- Responsible for \$356 million of combined wholesale distribution & retail store sales in USA & Canada. Responsible for product design, development, sourcing, marketing, sales forecasting, sales organization, Customer Service (14 reps servicing 10,000 doors) and Retail Distribution Center. Wholesale distribution included department, specialty & chain stores, mass merchants, warehouse clubs, drugstores, hotels, Internet retail & airline personnel. Samsonite Company Stores became USA's largest independent luggage/travel retail chain with 200 stores.
- Created the vision and strategy to evolve Samsonite from a luggage brand (\$8.5 B luggage industry) to a travel brand (multi-trillion-dollar industry). Developed several strategic partnerships enhancing Samsonite brand as a global travel Company.
- Increased USA wholesale business (3,500 accounts) by 18.3% and Canada (600 accounts) by 15.0%. Developed new product distribution through office superstores, electronic stores, television shopping networks, internet retail and Avon.
- Drove retail chain sales growth from 94 to 200 stores.
- Established new formats including Samsonite Travel Expo, launched "Samsonite.com" with Chris Schroeder.
- Developed and launched 5 major product lines placing Samsonite's emphasis on "innovative technologies". Positioned American Tourister as "best value" in marketplace, re-launching brand in all distribution channels of establishing it as the Number 2 Brand in USA. Created national advertising campaign filmed at Universal Studios generating \$18 million in sales.



Northside Engineering Inc. turns clients’ wishes into reality with our innovative designs. We are a multi-disciplined Civil Engineering and Land Planning firm specializing in Site Design of new and existing commercial properties.

We take projects from design through construction administration meeting necessary schedules and budget. With a wide array of services our staff of certified design professionals have designed projects in over eight states and have established respected working relationships with all local Counties, Cities, and State Governmental Agencies.



Housh Ghovaei

President & CEO

Northside Engineering

- President and CEO, Northside Engineering, Inc.
- Principal in Charge for 33 Years
- Civil Engineering and Land Planning Firm

EDUCATION AND BACKGROUND

- Norwich University, Vermont 1979 (Electrical Engineering)
- Bachelor of Science in Engineering, University of South Florida, 1981
- Saint Petersburg College 1998 (Business Administration)
- Pinellas County resident for 43 years
- Madeira Beach resident for 18 years

COMMUNITY INVOLVEMENT

- USF St. Pete, College of Business, Board of Directors, Since 2013
- St. Petersburg College, Leeper-Rattner Museum Board, Since 2013
- Juvenile Welfare Board, Mid-County Community Council Member, Board of Directors, 2007
- Pinellas Park/Gateway Chamber of Commerce Member, Board of Directors, 1994 to Present; Chairman of the Board, 2001, 2008, 2009
- Palm Harbor Museum, Board Member
- Pinellas Pace Center for Girls, Inc. Board of Directors, 2003 to 2013, Chairman of the Board, 2010 to 2012

PREVIOUS

- Florida Holocaust Museum Member Board of Directors, 2010 to 2016
- Palm Harbor Montessori Academy Member, Board of Directors, 1998 to 2013
- Suncoast Health Council Member, Board of Directors, 2011 to 2013
- SWFWMD Pinellas-Anclote River Basin Board Member, Board of Directors, 2010 to 2011
- Suncoast Equestrian Association, Inc., 2009-2010
- Greater Largo Library Foundation Board of Directors, 2007-2010
- Tampa Bay Regional Planning Council, Member Gubernatorial Appointment, 2003-2009 Pinellas
- County’s Pinellas by Design Steering Committee Member, 2003-2005
- Pinellas County U.S. 19 Task Force Member, 2000-2001



Donald B. Fairbairn

Senior Engineer
Northside Engineering

- Senior Engineer for Northside Engineering, Inc.
- Civil Engineering and Land Planning Firm

EDUCATION AND BACKGROUND

- University of Massachusetts - Lowell
- Pinellas County resident for 32 years
- City of Seminole resident for 32 years

LICENSE

- Florida Professional Engineer
- Real Estate Sales Associate

EXPERIENCE

- 49 Years of Professional Experience, the last 32 years have been in Florida.
- Experience has been in roadway, site, utility permitting and eminent domain, Roadways include SR580, 4th Street and Gandy, US 19 in Crystal River and Metro Parkway in Fort Myers, Bridge in Treasure Island, Ringling Causeway, Isle of Capri.
- Eminent Domain and Expert Witness projects include US 19 and Drew Street, I-75 in Fort Myers, I-10 Tallahassee, and I-75 Route 56 in Pasco.
- Municipal and Site Development of Residential and Commercial projects have ranged from

Massachusetts, Connecticut, Saudi Arabia and the past 24 years in Florida.

Professional Organizations

- Florida Engineering Society
- Current Organizational Involvement
- Seminole Lake Rotary

Current Organizational Involvement

- Seminole Lake Rotary

Previous Professional Organization Involvement

- Youth Services
- ASCE Future Cities Competition (7th and 8th Grade)
- Judged Competition for ASCE
- Mentored Team at Morgan Fitzgerald Middle School
- Volunteered at Bauder Elementary Schools – Chest Club



Daniel E. Shockey

Engineer, Project Manager
Northside Engineering

- Engineer and Project Manager for Northside Engineering, Inc.
- Civil Engineering and Land Planning Firm

EDUCATION AND BACKGROUND

- United States Coast Guard Academy (Civil Engineering)
- Pinellas County resident for 25 years
- City of Seminole resident for 25 years

LICENSE

- Florida Professional Engineer

EXPERIENCE

- 9 Years of Engineering Experience, the last 7 of which have been in Florida.
- Experience has been in roadway, site, drainage, and utilities. Roadways include SR574 in Hillsborough, SR61 in Leon, and US 19 in Pinellas. Experience includes Federal Facilities Engineering in New Jersey, with
- Municipal and Site Development of Residential and Commercial projects in Florida. Massachusetts, Connecticut, Saudi Arabia and the past 24 years in Florida.

Professional Organizations

- Society of American Military Engineers

Current Community Organizational Involvement

- American Legion

Previous Community Organization Involvement

- Big Brothers / Big Sisters
- Habitat for Humanity

Aqualea Residences at Hyatt Regency
Hotel

Clearwater Beach, FL



Size
250 Luxury Resort Units 18 Condominium Units
Completed
2010
Total Project Cost
\$77,000,000

Residence Inn / Springhill Suites
Hotel



Size
259-room dual-hotel property
Completed
2017
Total Project Cost
\$71,000,000

Waters Edge
Luxury Condominiums

Clearwater, FL



Size
157 Units 10,000 sq. ft. of retail space
Completed
2008
Total Project Cost
\$100,000,000



Hostmark Hospitality group is one of the largest third- party management companies in the United States. Founded in 1965, Hostmark manages full- service, select- service, resorts and independent properties worldwide. For decades, their Chairman C. A. “Bud” Cataldo and his brother, Vice Chairman Robert Cataldo, nourished & guided the organization with leadership based on integrity, family & partnership. Today, his son Jerome Cataldo leads the company as President & CEO with a new vision for the future. In early 2020, Hostmark continued its strong growth through the acquisition of RAR Hospitality, a San Diego-based hospitality management group. The newly combined company now owns and operates both limited service and full- service properties across the United States, with a portfolio spanning nearly 5,000 rooms across 32 properties. As a preferred, award-winning hotel management company for Marriott, Hilton, Starwood ,IHG and Choice, Hostmark Hospitality Group consistently delivers superior results to clients and investors.

Historical Overview:

- 400+ hotels & resorts managed
- 125+ independent hotels & resorts
- 200+ restaurants, lounges & outlets
- 68,000+ guestrooms
- 5 countries, 40 states
- 9 spas
- 7 marinas
- 8 golf courses
- 2 airports
- 5 conference centers

Current Hotels & Venues by the Numbers

- **Properties (36)**
 - 25 Management & Construction
 - 7 Development
 - 4 Restaurant/Venue
- **Guestrooms (4,564)**
 - 3,792 Management & Construction
 - 862 Development



Jerome F. Cataldo

President & CEO
Hostmark Hospitality

As President, Mr. Cataldo is responsible for strategy and operations management including identifying acquisition, development and management contract opportunities for the company and its investment partners as well as directing the expansion of strategic business relationships with institutional owners and investment funds.

He also directs relationships with real estate brokers, hotel owners, financial and institutional fund managers and hotel franchise companies. As the CEO, Mr. Cataldo is tasked with furthering the company mission, vision, and strategy.

Mr. Cataldo began his career in hospitality as a teenager working in Chicago area hotels in various positions from desk clerk to maintenance staff to the accounting and financial department. He joined Hostmark Hospitality Group in 1983 to lead the company’s information systems division.



Tom Prins

Partner
Hostmark Hospitality

Partner, responsible for corporate growth.

Previously
Principal in TQP Capital Partners, LLC which owns and develops hotels in various sectors of hospitality real estate TQP Capital is a partner in the Ritz Carlton Hotel White Plains and developing Burlington Cambria Hotels and Hyatt House in Norfolk, VA.

Co-founder, Gemstone Hotel & Resorts
Principal and Chief Executive Officer, Hospitality Investment Counselors



Cameron Lamming
Chief Development Officer, West
Hostmark Hospitality

Cameron is responsible for growing the Hostmark portfolio of managed assets in the Western Region of the US and facilitating acquisition opportunities for the company.

As part of the Hostmark Executive Committee, Cameron helps guide the operational direction of the organization as whole and particularly of the San Diego office of Hostmark.



William D. Gingrich II
EVP & CFO
Hostmark Hospitality

Responsible for the management and oversight of accounting functions, financial functions, entity structure, tax compliance, risk management, property based financial systems, shared services, as well as additional lines of business.

Provided functional and business expertise and strategic perspective to identify profitable opportunities, anticipate challenges and create competitive breakthrough strategies for the company.





Harmony Hotels is a partnership of iconic and notable music, culinary and hospitality leaders who are owners and curators of the bespoke authentic Harmony experience.

Harmony will capitalize on the connection of our music and culinary artists with hundreds of millions of people to promote, grow and sustain the Harmony brand.

Harmony is up close, personal and affiliated with music and the people who make and live it.

Harmony Hotels will provide an exclusive, luxury experience, curated specially for guests of distinction.

- Fine Dining with hand crafted cocktails and chef inspired dishes using only the freshest regionally curated, vegetables, herbs, meats, spirits and beer.
- Intimate live music venue featuring the best upcoming and notable artists.
- Health and Wellness Center featuring ancient and modern practices
- Music Recording Studios
- Exclusive Boutique Retail

Harmony Hotels and Resorts provide an exclusive resort experience curated for our guests by some of the most notable music artists in the industry Designed to provide an exclusive and intimate music encounter with notable and emerging artists, Harmony is the ultimate melding of music, fine cuisine, health and wellness in a luxurious pampering environment, all designed to bring our lives into perfect harmony.

SEE APPENDIX FOR ADDITIONAL INFORMATION





A sustainable solution to the inevitable challenges surrounding urban development requires a mixture of foresight, strategy, and innovation.

Smart City Group’s mission is to expand strategic partnerships, efficiently utilize local resources, provide equitable opportunities, and institute inclusive sustainable initiatives that create a diverse environment for economic and community resilience.

With our sustainable development framework, we’ve created a structure that harnesses the power of smart collaboration to channel the revitalization and renovation of underutilized real estate into innovative smart spaces that attract talent and industry alike.

Smart & Sustainable City Collaboration
Smart Collaboration refers to a consortium of local co-development partners, industry experts, advisors, and consultants, in real estate, business, technology, environment, health, and government. Each group specializes in the planning, integration, and implementation of secure, sustainable, smart city strategies and research-backed solutions.

“From smart lighting, automation, redundant power and the seamless integration of technology & nature, smart collaboration is the nexus at which experienced leaders and field experts with the specific pedigree required to sustainably expand the community, enhance and protect the environment and provide equal access to job creation, job opportunities and a higher quality of urban life.”



Daniels Ikajevs
Partner
Smart City Group

Daniels Ikajevs is an esteemed entrepreneur, real estate investor, and philanthropist.

He brings over 20 years of international experience and relationships in managing and developing office buildings, residential buildings, and retail projects. Mr. Ikajevs completed his first Multi-Family residential project in his early 20’s in Clearwater, Florida, and has continued to build Luxury Mixed-Use projects. Since his purchase of the former Bank of America building in 2012, occupancy rose from 50% vacancy to 87% occupancy by (insert year). During this time Mr. Ikajevs has continued to gradually rehabilitate and collectively activate distressed properties across Clearwater. He is now the largest private property owner in the Clearwater Downtown Core, where he owns and oversees over 200,000 square feet of commercial space.

However, Mr. Ikajevs has proven himself to be more than a commercial investor. As an active community member, he has contributed to the environmental development and protection of the area via donations to organizations including the Siera Club, supported the health and livelihood of merchants in the downtown area through the procurement of N95 masks and other PPE during the Covid pandemic, and led his business to join with residents in the Crest Lake Park clean up activity.

Through ongoing assessments of conditions facing the Clearwater community, Mr. Ikajevs recognized and affirmed his belief in the potential of Clearwater as a social and economic space. He saw an opportunity to combine his enthusiasm for entrepreneurship, concern for the environment and need for innovation, through the creation of a hub to attract small businesses into Downtown Clearwater. This foresight led to the co-founding of The Ring Workspaces, a microcosm for innovation, collaboration and empirical testing of new ventures. Since its launch in 2019, The Ring has attracted over 160 new businesses from Consulting, Retail and marketing to health, technology, real estate and other services.

Daniels is highly passionate about the sustainable development of his community and is committed to supporting the growth of business and tech startups locally. He is currently leading a ground-breaking “Smart and Sustainable City Framework” in collaboration with innovators and educators from green energy sectors, healthcare, technology, telecommunications, and other industries, converting existing urban infrastructures into connected, resilient, sustainable, and economically thriving domestic ecosystems.

As an internally motivated individual with a relentless desire for self-improvement, Mr. Ikajevs achieved two Master’s Degrees in Marketing and Business Management and is currently an Executive Board Member of the Clearwater Downtown Partnership. He has participated in the Dentons Smart Cities & Connected Communities Think Thank focussed on Innovative and equitable approaches to urban infrastructure and is dedicated to the vision of building a brand new, sustainable image for the city’s urban hub.



Janelle Branch
Director of Innovation/Chief Operating Officer
Smart City Group

Janelle Branch is an accomplished International Senior Executive with over 11 years of experience in Project Management, Business Development, Sales, Branding, and Research Analytics.

Currently, Ms. Branch is the Chief Operating Officer and Co-owner of The Ring Workspaces, an innovative and eco-friendly flex-office space, intentionally designed and supported by research data to optimize human health, performance, and productivity. Having acted as a Senior Project Manager during facility construction, she now oversees multiple aspects of the business, with a core focus on cross-functional integration, operations, agile design, marketing, growth strategies, and technological efficiencies.

Passionate about inclusive innovation, sustainability, and new business success, Ms. Branch has led several ventures from early-stage development to eventual investor acquisition. She began her Project Management career at Keen Info. Tek, an IT consulting and services company, offering SaaS Solutions for Automotive, Manufacturing, Logistics, and Media companies. In her successive years, she joined Global Soft Technologies US, which provided on-demand Software integration and reporting services. As the Director of Business Development, she applied her understanding of organizational

change management and product diversification to strategically accelerate corporate growth. Concurrently, Ms. Branch worked as the Senior Vice President of Marketing and Digital Strategy for HospitalityJobs.com, an online platform for quality vocational solutions, job training, and employment support services for both employers and employees in the Travel and Hospitality industry.

Her vast multi-industry expertise has also led her to become the Director of Innovation for Smart City Group, a pioneering venture aimed at propelling economic development through responsible urban design and development.

Ms. Branch holds a Bachelor’s degree in International Business with a minor in International Relations and Diplomacy. She is the first woman to Chair the Clearwater Downtown Partnership, she is a member of the Tampa Bay Business Journal Leadership Trust and sits on the City of Clearwater Brownfields Advisory Board.



Simee Adhikari
Chief Sustainability Officer
Smart City Group

Simee Adhikari, is a business professional, with over 21 years of experience, in the realm of sustainability and innovation.

For the past two decades, Simee has dedicated her academic and professional career to studying and developing socially-conscious, economically-viable, and, environmentally-friendly technologies and solutions to move the world closer to net-zero emissions. With a varied multidisciplinary background, all her professional endeavors have furthered innovation in achieving sustainable development in the context of economic growth of smaller and mid-size enterprises.

As a technology consultant for Rolls Royce, Simee interpreted client’s need into highly technical and innovative design solutions which contributed to 30% increased profit for the company. As a project supervisor at Data Systems and Solutions, she worked with the marketing department to implement IT solutions that made redundant paper reports obsolete and saved thousands of dollars in the process. As the principal, project manager of Four Seasons Townhomes, a green real estate development company that builds eco-friendly, energy-efficient homes in Florida, Simee supervised successful completion of dozens of townhomes

in Florida working with government agencies and city planning departments to ensure compliance with state and municipal regulations. As the Co-founder and Chief Sustainability Officer at the Ring Workspaces, Simee along with the executive team developed a detailed framework for healthy co-working space that optimize for human wellness, performance, and productivity. In the process she performed Environmental and Economic Assessment for the project to enact the “triple bottom line” framework.

Her latest research proposes a framework by which small and mid-sized businesses may thrive with an increased focus on environmental social and governance (ESG) considerations. Simee obtained her master’s degree (as Dean’s List Academic Award recipient) in Sustainability from Harvard University where her two focus areas were Corporate Sustainability and Sustainable Cities and Communities. As part of her final thesis work, she developed and published a 101-page Sustainable Action Plan based on in-depth research of macroeconomic theory and small business principles in the context of a sustainable smart city. Simee currently holds an active Florida Real Estate Broker License.



Edmon Rakipi

Smart City Group

A native of Denmark, Edmon moved to the US after a successful exit of his family-owned hospitality enterprise.

In the US, his family successfully operated restaurants in the Midwest, and Florida. Edmon then joined Aldi Foods as a Manager Trainee before quickly being promoted to Store Manager, where he drove company expansion and corporate growth. With a hunger for growth and a demand for positive results, Edmon began a career with Tampa-based insurance company, Aegon. Here he gained expertise in holistic risk management and asset protection. He spent time as an Advisor at Westshore Financial Group in Tampa and at CORE Asset Management as Vice President. His focus on multi-generational wealth preservation and growth lead to his passion project of tax credits and incentives that lead to Edmon becoming an expert on the Tax Cut and Jobs Act of 2017. He quickly became a leader in the space which lead to his joining the Opp Zone Capital team. His finance and real estate expertise lead to a role as a Land Acquisition Manager for Meritage Homes Tampa.

A graduate of the University of South Florida with a B.S. degree in Finance. Edmon currently attends Georgetown University where he is pursuing his Masters in Real Estate.





In 1958, Deacon Bernard Lafayette Sr. pulled the building permit for the first block home on 40th Street and Louisiana Avenue in Tampa, Florida. This single story 5-room home, located at 4023 East Louisiana Avenue, became the foundation of our family. A family guided by faith and driven by honest quality work.

A modest home of 845 square feet with an estimated price of \$8,284 was built by Deacon Lafayette’s own hands with support of family, friends, and neighbors. Always willing to lend a hand Deacon Lafayette understood the importance of building lasting relationships. It is this tradition of quality craftsmanship and honest hard work that Kenstruction Dynamics, Inc will bring to building your vision. For every house is builded by some man; but he that built all things is God. Hebrews 3:4.

“We are committed to using the latest technologies and a dependable team dedicated to owner satisfaction and building your vision. It has been and always will be our tradition.”
- Bakari C. Kennedy, President

Kenstruction Dynamics, Inc. is state licensed and committed to building residential and commercial projects with quality craftsmanship and total customer satisfaction. Through our education, professionalism, experience, and work ethic, Kenstruction Dynamics has earned the trust of clients as a quality builder of commercial and residential

projects. Our team has decades of experience and is backed by expert subcontractors and suppliers. Our dedication starts with our own team members, who go above and beyond, and extends to our subcontractor and supplier partners, a highly qualified group who share our values of performance and quality.

Kenstruction Dynamics was incorporated with the vision that a company can be profitable and uphold these four important client-focused values:

We introduce sustainable building practices whenever possible.

Our knowledge of materials and building technologies is extensive, and we enjoy helping clients find multiple avenues through which their Craft or Construction project can be sustainable.

We provide high quality construction and craft fabrication services.

The appreciation for sustainable design unites all Kenstruction Dynamics principles, and we strive to build the best designs and products in Florida.

We respect the value and intent of our client’s designs.

As client’s bring us their design dreams, it is our vision that we can be the best team to help preserve and execute this design.

We provide exceptional quality customer service.

Within Florida’s building and craft industry, we aim to ensure that our clients know that they will be treated with respect by our staff, that we will always make their project a priority, and that they have become a part of the Kenstruction Dynamics family.

At Kenstruction Dynamics our employees believe that we must focus on the client’s needs and expectations as well as conduct business that is good for the community and good for the environment.

The Kenstruction Dynamics Approach

- Kenstruction Dynamics practices a team approach. Every project is handled by experienced team members appropriate for the phase and scope of the project. Those serving your project are intimately involved and aware of the overall goals and specific objectives.
- We get to know our clients. We ask the right questions to accurately define their goals and objectives. By doing so, we help our clients achieve their goals.
- Because we have earned expertise in many aspects of our field from contracting, construction management, and owner representation, we have a unique 360-degree perspective of project management. This knowledge allows us to view projects from our clients’ perspectives. By being proactive, we are able to avoid

common mistakes and to meet budget, schedule and quality goals.

- We pride ourselves on attending to our clients with exceptional service from preconstruction to closeout.

Differentiators

- 45 Years Commercial Construction Throughout Eastern United States
- Energy And Wellness Experts
- Certified Energy Manager (CEM)
- LEED AP BD +C (Building Design And Construction)

Capabilities

- Sustainable Materials and Technologies
- Energy Audits And Commissioning
- Building Envelope And Facility / Maintenance Consulting
- Health And Wellness Occupant Planning
- Photovoltaics And Solar
- Geothermal Heating And Cooling
- Construction Recycling

Licenses

- Florida General Contractors (Cgc1530509)
- Florida Building Contractors (Cbc1261564)



Safety

- EMR Rating: .94

Certifications

- State Of Florida Mbe
- Hillsborough County Sbe/Mbe
- City Of Tampa Dbe/Sbe

Financial Capacity

- Sales Revenue For 2021 - \$2,300,000
- Average Project Size – \$300,000
- Bonding Capacity - \$350,000 Single /\$600,000 Aggregate

Notable Clients - Scope of Work

- Tampa Convention Center Energy Audit
- Brandon Chamber Of Commerce Energy Audit
- St. Petersburg High School Renovovation (Prime Creative Contractors)
- The Ring Clearwater – Sustainability Consultant
- Moffitt Cancer Center Clinical Services Building – USF Campus – Concrete Flatwork And Pedestrian Canopy – (Prime Creative Contractors)
- Tampa International Airport – Skycenter Office Building - (Prime Jedunn)
- Hillsborough County Schools – Tampa Heights Elementary School Renovation (Prime Jedunn)
- USF Tampa / Sarasota – Boardroom Renovation, Lockerroom Renovation, Lobby Renovations – On Going

Workforce – Trades You Hire & Are Signatory With

- Mechanical, Electrical, Plumbing, And Roofing Contractors

Travel Location- List Areas In Which Company Is Willing To Travel

- FL (Hillsborough, Lee, Pasco, Polk, Pinellas, Orange Counties)



Bakari C. Kennedy, C.E.M., LEED AP, CGC

President & Owner

Kenstruction Dynamics

Bakari C. Kennedy serves as President of Kenstruction Dynamics, Inc headquartered in Brandon, Florida.

Kenstruction Dynamics is a commercial and residential Florida licensed building contracting firm. He has 20 years of experience in engineering, construction, project management, and energy auditing. His focus has been the coordination and planning for construction, and facilities management projects for a variety of market sectors including federal government, industrial/manufacturing and commercial businesses. Bakari is recognized for his services implementing MEP sustainable designs for Suncoast Credit Union and received the 2017 Sustany Sustainable Business Award, 2017 Tampa Bay Planning Council Future of the Region Award Certificate, 2017 USGBC Gulf Coast Chapter Continuing Green Business Commitment Award and 2010 GSA Region 3 Team of the Year Award for The Department of Interior – Cafeteria Modernization – Certified LEED Platinum.

Earning a Bachelor of Science in Mechanical Engineering from the University of Florida; Bakari is a Florida Certified General Contractor (CGC1530509), a Certified Energy Manager (CEM®), and is also a LEED® AP with a BD+C designation.

Bakari is also the founder of Factory on Fifth Avenue LLC, an artist studio and event venue in Ybor City, a board member of the Sustany Foundation (Tampa), a board member of Hanks Hope Cancer Foundation (Tampa), and an advisory board member of the Tampa Bay Energy Efficiency Alliance.

Kenstruction Dynamics, Inc (EIN-81-4326698) is a FDOT Certified DBE, State of Florida Minority Business Enterprise, and Hillsborough County Small Business Enterprise.



Clearwater Jazz Holiday music festival (CJH) brings a 40+ year tradition of diverse, world-class performances and significant, sustained cultural and economic impact. The festival spans four days and nights every October and is situated on downtown Clearwater's beautiful waterfront, which unique setting attracts thousands of attendees and unites a community. The growth of the festival enables the Foundation to deliver a year-round, impactful cultural presence with innovative programs, special funding, creative learning experiences, exciting performance opportunities, and a diverse, vibrant social community. CJH is produced and organized by the Clearwater Jazz Holiday Foundation (Foundation), a 501(c)(3) not-for-profit organization and proud winner of the 2016 Clearwater Regional Chamber's Judge's Choice Nonprofit of the Year. The Foundation's year-round events and activities celebrate and promote the art form of Jazz and include, in part, the CJH Presents Wanderlust Music Series, History of Jazz Outreach Program, My Journey with Jazz Program, Young Lions Jazz Master Sessions, Give them a Stage Program, and a variety of new virtual and online initiatives that complement the traditional programs.



Steve Weinberger

CEO

Clearwater Jazz Holiday Foundation, Inc.

Steve attended the University of Florida where he received a Bachelor of Arts in English.

He went on to receive his JD/MBA from Stetson University College of Law. Steve was a partner with the law firm Johnson, Pope from 1999-2015 with a varied, civil/business litigation practice. For as long as he practiced law with Johnson, Pope, Steve was extremely involved with the Clearwater Jazz Holiday Foundation Board of Directors where he wore many hats and served as a leader on its Executive Team. In March 2015, Steve left the practice of law and accepted the position of CEO of the Clearwater Jazz Holiday Foundation, where he is steering the Foundation's music festival and annual slate of collateral events, programs and education initiatives to even greater heights.



Carras Community Investment, Inc. is a locally based community and economic development consulting firm (Fort Lauderdale) with over twenty-five years of experience. We have provided community development and planning advisory services to many jurisdictions – counties and local governments. Our services include the preparation of Consolidated Plans and Analyses of Impediments to Fair Housing studies that are required by the U.S. Department of Housing and Urban Development relative to receipt of federal funds such as Community Development Block Grants. Clients have included Miami-Dade County, City of Fort Lauderdale, West Palm Beach, Coral Springs, Miami Beach, City of Lake Worth, City of Hialeah, and Pompano Beach.



James Carras
Principal
Carras Community Investment, Inc.
CRA Zones

James is a 2021 Advanced Leadership Initiative Fellow at Harvard University where he is focusing on equitable development finance research.

For the past six years, he was a member of the faculty at Harvard University’s Kennedy School of Government, Graduate School of Design, Extension Schools as well as Tufts University’s Department of Urban Policy and Planning teaching courses on Urban Policy and Financing Community Economic Development. He currently is conducting research focusing on equitable economic development and development finance.

As Principal of Carras Community Investment, Inc. he has been consulting with mission-driven organizations and government agencies as well as financial institutions and developers for the past 30 years. Carras Community Investment, Inc., has facilitated the creation and capitalization of over fifty community development corporations (CDCs), development financial institutions (CDFIs) and public private partnership initiatives. He is the author of numerous

affordable housing and equity studies and revitalization plans and has served as the Founding Executive Director of the National Association of Affordable Housing Lenders, the Founding President of the Broward Housing Partnership and the South Florida Community Land Trust.

Prior to establishing his consulting business, he served as a Community Development Advisor to the Mayor of Boston and was the Executive Director of the Massachusetts Urban Reinvestment Advisory Group where he was awarded the John Hay Whitney Fellowship. Mr. Carras is recognized as a national development finance expert with a particular focus on New Markets Tax Credits, Opportunity Zones, the Community Development Financial Institution Fund and the Community Reinvestment Act.

Mr. Carras was awarded a Bachelor of Arts Degree in Urban Sociology from Suffolk University in Boston, completed graduate work at Tufts University’s Department of Urban and Environmental Policy and received a Master’s Degree from Harvard University’s John F. Kennedy School of Government in Public Administration. He is certified by the National Development Council (NDC) as an Economic Development Finance Professional and completed NDC’s Rental Housing Finance course.

Mr. Carras has published various articles and publications including ones focusing on New Markets Tax Credits for the American Planners Association and the Federal Reserve Bank of Boston, the Community Reinvestment Act for the American Planners Association, the Federal Home Loan Bank of Boston, National League of Cities and the National Community Reinvestment Coalition and Affordable Housing Loan Consortia for the National Association of Affordable Housing Lenders. Most recently, he was the recipient of the Council of Development Finance Agencies (CDFA) Lifetime Achievement Award.



EOS Linx offers smarter solutions, supported by renewable energy, designed to improve communities through technology and engagement. The EOS comprehensive product suite, including solar power generation and storage, electric vehicle charging, AI-based security, and digital out-of-home advertising, adds immediate value to each location. Our innovative, environmentally conscious, and futuristic platform of services utilizes advanced analytics and machine learning to grow with your business. Solar-supported with self-contained connectivity, EOS Linx continuously performs...even when grid power is interrupted. At EOS Linx we believe sustainable energy infrastructure is the future. We are the smartest solution to power today’s on-the-go lifestyle.



Dan Briggs
President & CEO
EOS Linx

As President & CEO Dan Briggs brings a wealth of experience from both the public and private sectors to guide some of the most innovative companies in the U.S. today.

Founder and Chief Executive of a family of companies that include the solar, electric vehicle, energy storage, and molecular laboratory sectors, he was named one of the Top 10 Leaders of 2020 by Industry Magazine. He also sits on the Board of Directors for NeoVolta Inc and EOS Lynx.

Before his current endeavors Dan was President of DC Solar Freedom where he oversaw the robust expansion of the company into Electric Vehicle Charging Solutions. He took them into vital markets, including municipalities like Phoenix, Las Vegas and Columbus; was a member of the Electrification Coalition; built the Electrification plan for the winning city of the DOT’s Smart City Competition; and collaborated with EV manufacturers to create a better path forward.

Dan previously had an immensely successful 8-year tenure at MGM Resorts International. While at

MGM, he directed the revenue operations for the transformation of THE Hotel into Delano Las Vegas; created crucial strategic worldwide partnerships for MGM including immersive deals with Art Basel, Pinnacle Gaming and Playboy Enterprises; introduced the award-winning M-life Rewards Program; and led the luxury casino teams through record years of growth and revenue.

In addition to his successes in the private sector, Dan’s career also has firm roots in public policy and advocacy, a long-held personal passion of his. Dan was a member of the advance team of President George W. Bush during the first US and Russia Summit with Vladimir Putin, held in St. Petersburg, Russia. Dan then oversaw campaigns on behalf of the Governor of California for the Office of Members Services, and after relocating to Nevada, Dan was a Founding Member of the Las Vegas World Affairs Council. Dan spearheaded the development and execution of programs that benefitted education, business, and government within Southern Nevada. His desire for public service resulted in him being recruited to run as a candidate for the Nevada State Assembly District 20.

Dan studied law at Thomas Jefferson School of Law; Russian, East European, and Eurasian Studies at Stanford University; and International Business & Political Science at Pepperdine University. His interest and knowledge of international affairs were augmented by two years of work and study in both Italy and Russia.

Dan is an active member of his community in Henderson, NV, where he sits on the Board of Big Brothers and Sisters of Southern Nevada and acts as a CEO Peer Mentor for Vistage. He is married with three young sons, and in his spare time he enjoys reading, travel, and golf.



Jeff Hutchins

COO & CIO
EOS Linx

Prior to his roles as the COO and CIO for the companies, Jeff served as Vice President of Business Development for ISM Connect, a digital media and technology company. Responsible for the Freedom program and Smart Cities vertical.

He was part of the acquired team where he served as President of Ingenuity Sun Media (ISM). At Ingenuity Sun Media Jeff acquired the exclusive rights to all digital at NASCAR tracks and brokered the ISM Raceway deal along with many others.

In the years leading up to ISM Jeff was a partner and CIO of Contour Data Solutions, a cloud service provider and value-added reseller. Prior to Contour, he managed the end-user support team, the SQL and Oracle database team, the Systems and Network Administration, the Datacenter, and Internal Application Development for Uniform Code Council (GS1 US). Before GS1 US, Jeff worked at GE Information Services for five years, eventually becoming Senior Director of Operations. At GE, he was involved in the project and process management of hundreds of customer electronic data interchanges (EDI) management rollouts for customers including Sears, Amoco, and Walmart.

Jeff began his IT career at Responsibility Systems USA, where, as the Director of Operations, he ran everything from the VAX billing and management system and the BOLD alarm management systems to end-user support team. Jeff also managed the acquisition of large government-agency based contracts and the subsequent roll-out of technology to the homes of 30,000 end users.

Prior to joining the IT industry, Jeff worked as a crisis management and intervention specialist in the mental health industry.



Alex McGhee

CSO
EOS Linx

Alex McGhee is the Chief Strategy Officer for the companies with a background in marketing, finance, and startup structure.

With a strong history in the world of professional sports management McGhee became known for taking brands to a national stage. Famously, McGhee leveraged his relationships to orchestrate DC Solar's first foray into the world of NASCAR, where the company's brand exposure quickly translated to a host of new business ventures and national exposure.

McGhee was also responsible for a groundbreaking collaboration with ISM Connect to develop the first network of "green" off-grid billboards. The endeavor, Project Sunshine, represented a milestone in the application of mobile solar technology, as well as a new advertising business model estimated to generate over \$20 million in incremental revenue within its first year.

Prior to that role, McGhee worked with blue chip brands including Red Bull, MillerCoors, Redbox and Dollar General on sports and entertainment partnerships totaling over \$50 million in value.

In 2009, McGhee received his MBA from University of North Carolina at Charlotte; he attended North Carolina State University where he received his BS in Business Management in 2001.



Tony Paoli

EVP, Sales
EOS Linx

As Executive Vice President of Sales, Tony oversees the flows of revenue and the pipeline creation for the companies.

Over the past 15 years Tony has served as a senior sales and marketing executive for Fortune 500 companies and nationwide industry leaders in customer acquisition, retention and development.

These companies include: MGM Resorts International, The Cosmopolitan of Las Vegas, Tao Group Hospitality, Cirque du Soleil and The Light Group. Throughout his career, Tony has consistently led sales teams to understand the marketplace, develop unique sales strategies, create longstanding customer relationships, exceed budgets and drive revenues. Tony was twice named on the "30 under 30" list of the most successful executives in Las Vegas by Vegas Seven magazine.

ABOUT GENSLER

“ My source of inspiration has always been very clear, very simple: **my clients**. ”
—Art Gensler, Founder

Our mission to create a better world through design means that we need to take on challenging problems—as a path to optimize our clients’ performance as well as achieving equity, resilience, and opportunity for more people.

For more than 55 years, Gensler has been a pioneer in creating great places that enhance the experiences of people who live, work, travel, learn, and heal.

Founded in San Francisco in 1965 by Arthur Gensler, today Gensler has over 6,000 employee-owners in 50 cities around the world. We have more than 4,300 active clients in virtually every industry and delivers projects at every scale.

With 29 practice areas, we bring wide-ranging, collaborative expertise to address our clients’ needs. Gensler’s talented staff

offers a wealth of specialized knowledge across a wide breadth of industry sector coverage. Our collaborative, integrated approach blends the diverse knowledge of these specialties to explore new possibilities and give clients a competitive edge through fresh ideas.

LOCAL LOVE. GLOBAL SUPPORT.

To elevate the experience for Clearwater, we have brought together a team that includes team members that are local and love Clearwater. We also include some global experts in city and urban planning, hospitality, and mixed-use residential.



Everything we do is guided by our mission:
To create a better world through the power of design.

RIVERFRONT JACKSONVILLE MASTER PLAN | JACKSONVILLE, FL | 15 ACRES | CONCEPT

After almost two years of pandemic-infused stops and starts, we’re seeing our clients usher in a new era with a new kind of resilience. We’re witnessing optimistic investments and plans to define the future of buildings and places with projects that respond to the new way that people work and live and that reflect the most influential issues we’re facing today in climate change, inclusion, and community. This optimism is happening in spite of the pandemic, not because we’ve gotten past it.

Innovation is Accelerating

The challenges our clients face remain significant. Across industries and time zones, companies are feeling the pinch of supply chain woes and labor shortages. Climate change and its economic fallout have become a constant threat. Issues of equity and inclusion remain top of mind. And yet, there’s reason to be hopeful. The past two years have shown how tough times can accelerate innovation. New tools, techniques, and research have been able to bring people back together in purposeful, inclusive, and resilient spaces.

Shaping the Future of Cities

Cities must also look at the challenges they face through the lens of human experience. To position themselves as places where people want to live, cities must create convenient and walkable 15-minute neighborhoods, healthy green spaces that promote wellness, buildings that have low-carbon footprints, and connected communities that embrace inclusivity for everyone.

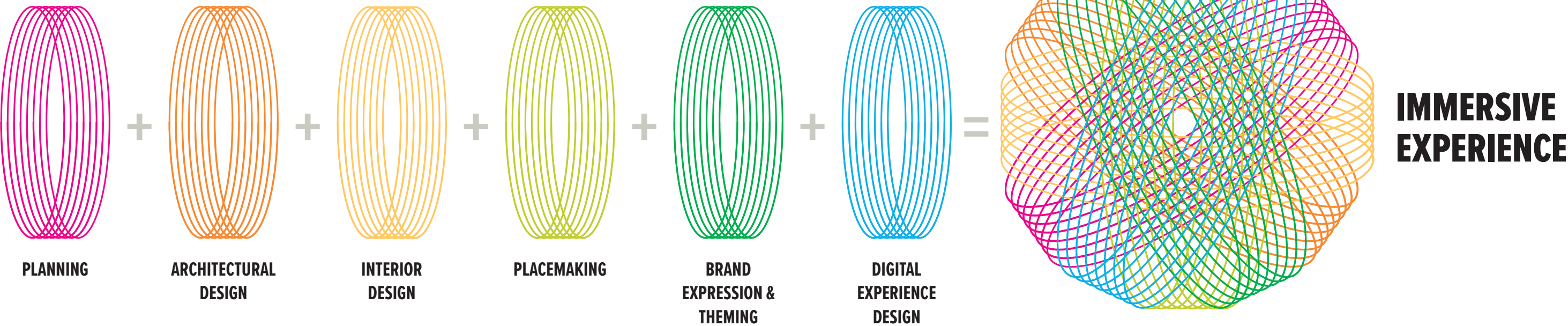
Holistic Design for the Human Experience

The most valued places prioritize the human experience, which is why human experience design is such a powerful opportunity for you and your communities. By taking a holistic approach to design, Gensler is creating places that feel inclusive, healthy, and purposeful — places that honor local context, while considering the health of occupants and planet alike.

OUR APPROACH

AND, TELLING YOUR STORY.

The power of environments is in the stories they tell and the experiences they create. The key to achieving this is collaboration across multiple disciplines including planning, architectural design, interior design, brand strategy and theming, digital experience, placemaking, and more. **Our secret power as your partner is our ability to leverage all of our disciplines through a single team to deliver immersive, resonant experiences that activate authentic environments, technology, rich storytelling, and human-centered design.** Great stories belong to those that tell them, and we build our teams with the specific expertise, understanding, and experience to deliver projects as such.



“ We are also very pleased with the way the Shanghai/SFO/ LA multi-office approach has worked; so often we get sold a bill of goods about integrated offices humming 24/7 around the world but rarely see the benefit of such an arrangement. You’ve proved otherwise.”


—The Las Vegas Sands Development Team
Las Vegas Sands Corporation

“ I recommend retaining Gensler on any assignment for which the priorities and objectives include delivering high quality products and services and providing technical expertise and expert project management. Gensler approaches every assignment with a dedicated and committed project team that cares deeply about the success of the project.”

—Alison Leary
VP of Global Facilities Services, JPMorgan Chase

TRENDS & DATA

WHAT’S HOT. WHAT’S NOT.

NOT.	HOT.
SINGLE USE SITES & VENUES	<div>MULTI-USE DISTRICTS, 365 DAYS A YEAR No car? No problem. 52% all Americans and 63% of millennials would like to live in a place where they do not need to use a car very often, or at all. —Urban Land Institute, 2015</div>
RETAIL CENTERS Between 20 to 25% of traditional American malls are forecasted to close by 2022. —Credit Suisse	<div>RETAIL-TAINMENT Millennials aren’t on a mission. Research indicates they are 2x more likely to be in entertainment mode* while shopping and 1.4x more likely to be in discovery mode*, as opposed to task mode. —Gensler Experience Index: Retail (EXI:R) <small>*Entertainment mode describes the moments when people are looking to be entertained and brought away from “everyday life.” In discovery mode, people often do not have a concrete plan. They are likely to wander, explore, and uncover new things.</small></div>
RESORT HOTELS	<div>INTEGRATED RESORTS/CASINOS A new vacation paradigm. Tourism visits is up 40% since the launch of IRCs in Singapore —PwC: Hospitality</div>
LIVE EVENTS BROADCASTED	<div>MIXED REALITY Just seeing it like everybody else isn’t enough. 60% of major US Pro-League venues feature one or more event level products (both on- and off-site) that provide premium ticket holders with exclusive access and views. —PwC: Sports Outlook 2016</div>
WORK IS WORK...IS WORK	<div>WORKPLACE AS SHOWCASE & LIFESPACE Blurring the lines between work & play. Of the most innovative people, 65% of say they socialize at work; 77% report having fun at work. —Gensler 2016 Workplace Index</div>
TECH FOR TECH’S SAKE	<div>TECH AS BASIC INFRASTRUCTURE Tech is now an extension of our being. 31 billion devices and 4.8 billion people will be connected to the internet by 2020. —Gartner, Inc.</div>

TRENDS & DATA

AND, WHAT REALLY MATTERS.

THE DESIGN

2X

Users who **rated a space’s design as excellent** rated their experiences nearly 2x better than those who had a poor experience. —EXI:R

83%

of users who rated the **product display “excellent,”** rated the product quality as high. —EXI:R



1.5X

People who visited **public spaces designed for inspiration** rated the spaces 1.5x higher on exceeding expectations. —EXI:R

BRAND PERCEPTION

86

% of surveyed consumers say **authenticity drives their choices in brands** they like, support, & purchase. But, 57% think that less than half of brands create content that resonates as authentic. —Stackla

65%

of the total United States economy is **driven by word of mouth.** —McKinsey





Millennials are **leading the “buy local” movement**—a movement that has become a \$29 billion industry and doubled in size in the last 10 years. —AdWeek

INTEGRATING WELLNESS

\$800B

Wellness tourism is expected to exceed \$800 billion by 2020. —Global Wellness Institute

Green buildings

lease up 24% faster and are seeing a 19% increase in ROI. —EY, 2017 & USGBC 2015



BRICK & MORTAR

77

% of GenZ **prefer a physical store over online.** And, 62% of all consumers say they still want to touch and see merchandise in-store. —Accenture & Retail Dive ‘17

People who do **more than one activity in a store** rate that store as one favorite places nearly 2x as often. —EXI:R



CURATING TECHNOLOGY

76

% respondents who rated a store as **having the latest tech** rated their experience as excellent; 81% said their experience in public places with the latest tech was excellent. —EXI:R

AR/VR market

will be \$85 billion by 2025. —Goldman Sachs





16% of **guests reported using digital devices** during at least part of a hotel visit. —Deloitte

73%

of people surveyed say they know of systems that would **help them produce higher quality work.** —PwC



BLUR THE LINE: WORK/PLAY

70

% of **business travelers did leisure activities** at their resort/hotel on work trips; 20% of leisure travelers conducted business at their hotel/resort. —EXI:Hospitality (EXI:H)

Millennials are most likely to book a hotel “for fun” but also are **2x more likely to use hotels for client meetings.** —EXI:H





Surveyed 18-25 year olds view the **office as an extension of the home.** —Johnson Controls

HOSPITALITY

We know hospitality in every configuration. We have planned and designed projects at every scale and price point, from urban hotels and mixed-use towers to hotel-branded residences and resorts. We work collaboratively with owners and operators as well as interior designers, architects of record and the many consultants required to execute these specialized projects. We provide professional and efficient delivery of our services while working in a collaborative environment, balancing design, technical and management disciplines focused on enhancing the project and maximizing the performance of each member of the team.

CURATING THE GUEST EXPERIENCE

LOBBY & PUBLIC AREAS

In designing a hotel lobby, we “script” the arrival experience to create for the guest a sense of drama, pleasure, comfort, and orientation. Our experience in entertainment design gives us valuable insight into creating spaces that have a sense of theater.

GUESTROOMS & SUITES

Today’s guests expect far more amenities in their guest rooms. Our design team knows how to meet these expectations within budget and with furniture and fixtures that will maintain their appearance well over time.

RESTAURANTS & BARS

We help today’s restaurant and bar pioneers invent and refresh their brands by developing optimal strategies that address culinary concepts, functional needs of kitchen and floor staff as well as guests, and the vital need to create a memorable, dynamic brand experience.

SPA & ATHLETIC FACILITIES

We have decades of experience designing athletic clubs, pools and spas. And, we know how to use expert planning and design to create first rate clubs out of second rate spaces.

BRAND DESIGN

We develop engaging experiences via a holistic approach of brand strategy, interior design, communications and messaging, environmental graphic design, and signage and wayfinding, resulting in comprehensive environments that immerse people in the philosophy of the brand.

#1
MOST ADMIRED
FIRM
Interior Design Magazine

#2
HOSPITALITY
DESIGN FIRM
Hospitality Construction Magazine

#2
HOSPITALITY
GIANTS
Interior Design Magazine

#2
TOP HOTEL
DESIGN FIRMS
Hotel Design Magazine

#3
HOSPITALITY
DESIGN FIRM
Hotel & Motel Management Magazine

SELECT HOSPITALITY CLIENTS



RESIDENTIAL

The past two years have reemphasized the central role of the home in people’s lives. Residential amenities are not as important as they used to be. Instead, people are willing to forgo the extras for the right balance of affordability, quality, and space in their units. In the coming months and years, there will also be a big push to identify and design for middle-income residents in the form of workforce housing.

IN-UNIT EXPERIENCE NOW MATTERS MORE THAN OUTSIDE AMENITIES.

Developers traditionally have enticed tenants with building amenities and neighborhood attractions. However, residents now prioritize the in-unit experience more than outside perks. Specifically, residents value well-designed units with features like natural light, storage space, and in-unit laundry over communal amenities like multipurpose spaces, children’s play areas, or proximity to local landmarks.

WELL-DESIGNED SPACE IS BETTER THAN MORE SPACE.

Residents like space, but they’re willing to trade it for better unit design — especially if the design retains a feeling of more space. As a result, developers are finding new ways to optimize living space within a finite area. The most effective ways to accomplish this are unit designs that offer more storage, better layouts, and reduced noise levels.

DEVELOPERS WILL CONTINUE TO BALANCE AMENITIES WITH AFFORDABILITY.

No matter their income, people want more affordable ways to live. A majority of residents across nine global markets say they’re willing to make trade-offs with building amenities for lower rent. Consequently, developers are seeing higher levels of tenant satisfaction and retention by designing experiences that thoughtfully balance amenities and services with residents’ own priorities.

THE BEST RESIDENTIAL EXPERIENCE WILL BE ONE THAT PRIORITIZES FLEXIBILITY.

Residents’ tastes are not universal. Every tenant likes to personalize their space for their own lives, and developers are responding with more flexible designs. It will be crucial for developers to understand their audience and tailor designs to provide a more fulfilling residential experience. User-centric homes can better accommodate the diverse lifestyles, interests, and long-term expectations of residents.

#10
MULTI-FAMILY
SECTOR FIRM
Building Design + Construction 2021
Giants

13M +SF
OF RESIDENTIAL
WORK
WORLDWIDE

2021 RESIDENTIAL EXPERIENCE INDEX

Our homes play a larger role in our lives than ever before. To optimize the residential experience, we must find the right balance between affordability, quality, and space. We surveyed over 10,000 residents across nine global markets to understand the nature of their current living situation, how they chose to live where they do, and how they’re thinking about where they might live in the future. Gensler’s Residential Experience Index uncovers tactical solutions to help improve the residential experience, particularly for those in multifamily residences, alongside key data expressing how people are currently making decisions about their housing.

This data was collected from 13,000+ residents living within specific zip codes in New York City, San Francisco, Atlanta, Austin, Dallas, Seattle, Chicago, London, and Singapore.

TOP FINDINGS

- In pursuit of more affordable housing solutions, people are open to making trade-offs when it comes to building amenities.
- In-unit design factors have a significantly larger effect on respondents’ overall home and living satisfaction than building and neighborhood factors combined.
- The design of residential units is ripe for innovation. A focus on storage space, layout, and noise level will make the most meaningful impact.
- A great place to live needs to support the wide variety of activities we use our homes for today—and what we will need them for in the future.
- Support for well-being, privacy, and quiet not only drive overall unit satisfaction— they’re also key elements of a functional home workspace.



SUSTAINABILITY SOLUTIONS

Our team works to preserve our planet’s resources and produce results that matter for our clients: reduced energy and operating costs, brand advantages, enhanced real estate and human performance, and overall higher quality of life.

APPROACH

Our goal is to balance human needs, economic requirements, and environmental responsibility at every step of every project, no matter how small or large. Our approach to sustainability solutions is grounded in three key principles: we strive for integrated, whole-building design; we achieve innovation in products and technology tools; we maximize natural features, siting and climatic conditions; and we leverage our firmwide and industry networks to apply new ideas and best practices.

IMPACT

Buildings account for almost one-third of energy use in developed nations and Gensler is devoted to taking a sustainable approach to not just reduce this impact but make buildings more restorative places to work and live. In developing and fast-growth economies, we’re shaping a better future by bringing sustainable thinking to our plans for new cities, airports, retail and hospitality projects, and commercial office buildings.

INNOVATION

As leading advocates for sustainable design since our founding, Gensler has long been committed to working with our clients to create sustainable, economical, and responsible designs. We designed the first large-scale U.S. office building with an underfloor air system, helped the U.S. Green Building Council pilot LEED certification programs, and built the first LEED-certified athletic facility, data center, private practice law firm, car dealership, and LEED/BREEAM-rated headquarters buildings. The sustainable approaches that we’ve always advocated set the government and business standards and consumer expectations. Gensler built some of the first LEED-certified projects in China, Mexico, and the United Kingdom. Last year, we designed 1.5 billion square feet of space to prevent 16 million metric tons of CO2 from entering the atmosphere annually.

#1
ARCHITECTURE
FIRM, 10 YEARS
AND COUNTING

ENR

#1 GREEN
BUILDINGS
DESIGN FIRM

ENR, 2020

1,500+

LEED Certified or Registered
Projects Firmwide

110+

Million sq ft of LEED Certified Projects
Firmwide

20+

Net-Zero or LBC Petal Certified or
Registered Projects Firmwide

20+

Fitwel or WELL Certified
Projects Firmwide



CITY PULSE RESEARCH

How can we reimagine the post-pandemic downtown? As an update to our previous Gensler City Pulse surveys, we surveyed residents of 15 cities around the world to understand urban residents’ evolving relationships with their downtowns and business districts as the COVID-19 pandemic continues to unfold.

Our data reflects a variety of perspectives, including residents, students, business owners, employees, and visitors. Our respondents make clear the imperative for business districts to evolve in order to remain relevant, resilient, and successful. While those surveyed largely feel positively about their downtowns, respondents say they expect to go downtown less post-pandemic, possibly propelled by expectations that they may not have to commute downtown for work as often in the future.

As businesses around the world navigate the decentralization of work and the rise of the hybrid workforce, business districts will have to adapt to keep urban residents engaged. This briefing takes a closer look at what features urban residents value in business districts, where they feel their business districts are successful, and what improvements they'd like to see in their downtowns moving forward.

This data is collected from an anonymous, panel-based online survey of 7,500 urbanites in 15 cities, conducted from September 7 to October 15, 2021. Learn more about our methods. Urban residents generally feel their downtowns offer a great experience — but not every business district is created equal, according to responses from Gensler’s latest City Pulse Survey.

- Key Findings:
- Satisfaction with business districts varies by region, generation, and user persona.
 - To re-enliven our post-pandemic downtowns and business districts, cities need to create experiences that aren't just for office workers.
 - Options for dining, outdoor leisure, and transportation continue to be important draws for city dwellers.



COMMUNITY ENGAGEMENT

We believe intentional community engagement can lead to healthier, meaningful, resilient and more just outcomes for all (and better design).

Approach to Community Engagement

Our team brings a dynamic set of tools, and a team of individuals with strengths to facilitate participatory, energetic, empathetic, and meaningful community engagement, executed with justice-centered inclusive practices. Our strengths are unmatched by any others in the library industry.

The process will also leverage community assets, including community leaders and community-based organizations alignments to result in a collaborative community impact model that strengthens the role of the library, facilities, and partnerships.

Successful engagement will connect with the broad diversity of users, nearby businesses, neighbors, and residents and to find means to allow their contributions to hold equal weight in discourse. Engagement is about listening and understanding. Great engagement leaves people feeling heard and acknowledged, confirms for people that their opinion is important, and that their participation will help shape the outcome. If constituents come away feeling respected, understood and committed to the success of the project, then the resultant effort will be not only better for it but will create an opportunity for everyone to share in the success when we reach the finish line with you.

We strive for a transparent public discourse that:

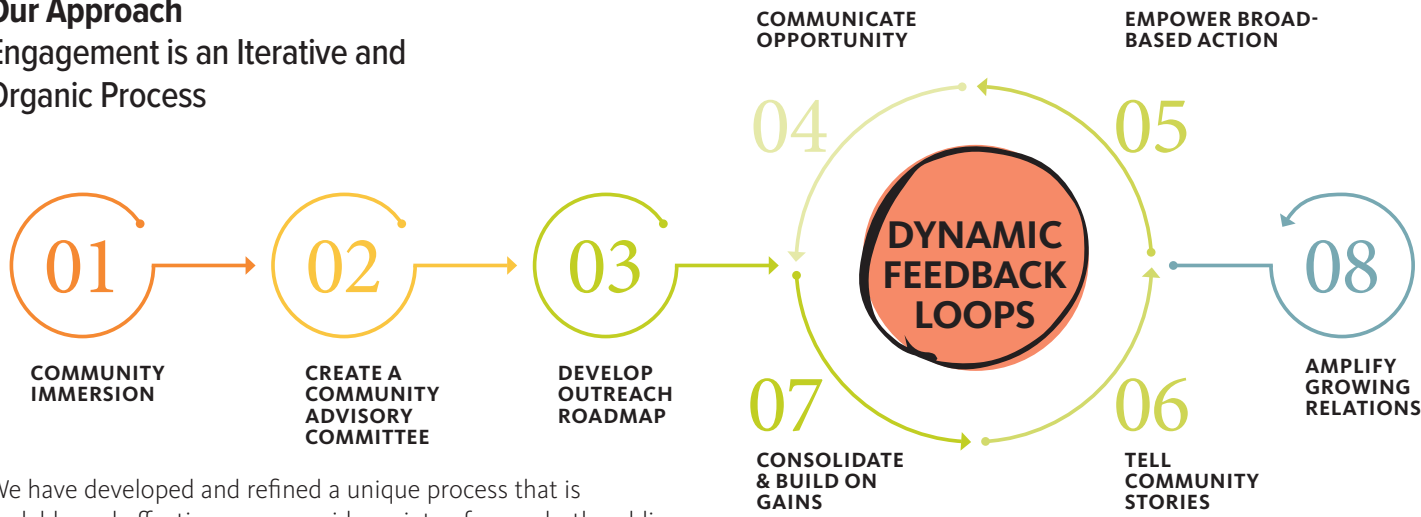
- Engages a Robust Dialogue
- Promotes Diversity and Inclusion
- Establishes a Transparent Process
- Builds Trust
- Flows Seamlessly from In-person to Online Tools
- Is Data-Driven and Human-Centric
- Targets Outreach to a Multiplicity of Constituents
- Continues the Conversation Beyond the Project

We are out-of-the box designers, employing experience and “take action” techniques to build on these for outreach best practices. We will:

- Leverage any existing outreach efforts, relationships, local engagement
- Connect with relevant city agencies, non-profits, and/ or other stakeholders
- Consider different modes of outreach from analog to digital including larger stakeholder workshops, local meet-and-greets, digital surveys, and field trips to related spaces.

Our Approach

Engagement is an Iterative and Organic Process



We have developed and refined a unique process that is scalable and effective across a wide variety of users, both public and private sectors. Our process combines the essence of Appreciative Inquiry with the wisdom of John Kotter’s 8-step methodology to create lasting change.

Gensler Analytics

For complex and large-scale projects, understanding the urban context is critical. Gensler Analytics combines analysis, strategy, and design to help our clients make fully-informed project decisions, reduce risk, and provide direction toward the most optimal outcomes.

The Gensler Analytics team—comprised of economists, market analysts, business planners, urban planners, economic development specialists, statisticians, and infographics specialists—is experienced at defining uses and programs that stem from market demand. For multi-use, complex demand sources, understanding the business profile requires full year’s definition—using data from seasons, months, and days of the week. The ability to create this full profile of business and a project’s positioning within its market context is what enables successful projects.

Working in partnership with our clients and the design team, this team develops scenarios that accomplish project goals, helps identify a preferred scenario, then defines steps to accomplish the project’s overarching objectives.

Skill Sets

- Stakeholder Engagement
- Statistics
- Benchmarks
- Econometrics
- Modeling
- Financial Analysis
- Programming
- User Analysis

Project Types

- Program Development
- Economic, Financial, and Fiscal-Impact Analysis
- Demographic and Psychographic Analysis
- Market Analysis
- Decision Modeling
- Conjoint Analysis
- Location Analysis
- Financial Analysis, Lifecycle Costing, Revenue Modeling
- Data Mining
- Facility Optimization

Mixed Use Strategies

Creating an informed and curated mix comes down to a few questions:

Who is going to come here?

Identify User Groups

A cornerstone of program development is identification and segmentation of user groups and their relative size and importance in a given market.

Why will they come here?

Identify trip occasions

From segmentation, trip types and behavioral + lifestyle patterns across segments can be identified, with implications for areas of common activity.

What will they do when they get here?

Define components

From segmentation and lifestyle patterns, supporting physical program elements are revealed, as well as implications for scaling and complementary offerings.





Dawn Gunter, AIA, RID
Principal

Principal-in-Charge

Dawn often serves as the key point-of-contact for large, complex projects, and enjoys the close relationships she develops with clients.

Dawn has designed and managed all aspects of a wide variety of projects, and enjoys taking on the challenges particular to each project. Her strategy for each project is to combine Gensler’s research and point of view with the client’s goals to bring the highest level of design and industry knowledge to the project.

33 Years of Experience	
Joined Gensler 2007	
Background	
Masters of Architecture, University of South Florida, Tampa, FL Bachelor of Design in Architecture, University of Florida, Gainesville, FL	
Selected Project Experience	Size (sq ft)
Riverwalk Place, Tampa, FL	576,501
Cocoa Beach Westin, Cocoa Beach, FL	502 Keys
Confidential Luxury Hotel, Orlando, FL	400,000
The Cove at the Walt Disney World Swan Hotel Expansion, Bay Lake, FL	349 Keys
400 Channelside Drive, Tampa, FL	1,406,000
Confidential Energy Client, Headquarters Building, St. Petersburg, FL	200,000
Fidelity National Information Services Headquarters, Jacksonville, FL	360,000
SouthPark Center Concept, Orlando, FL	2,000,000
Tavistock Lake Nona, Orlando, FL	250,000



Josie Hyde, AIA, NCARB, LEED® AP BD+C

Senior Associate

Design Manager

As a design manager and architect, Josie has served as a trusted advisor and problem solver for her clients on many large and complex projects.

Josie has been an architect in the Tampa Bay area for over 20 years and has worked on a variety of local projects in the public and private sector. In addition to bringing passion for design excellence to each new project, she also expects holistic sustainable goals to be integrated as well. To date, Josie has worked on almost 2,000,000 SF of projects that are either currently or previously pursued LEED. In starting her career in early 2000 and working for a smaller Clearwater-based firm, she led the initiative to integrate LEED into most of her projects. Since a newer rating system at the time, she dedicated extra time to educate the consultant teams to ensure a successful outcome for the projects. She is currently working on a large Fortune 200 FinTech HQ with a target of LEED Platinum and WELL Gold. It is believed to be the first in the State. Josie has also developed a curiosity and knowledge in protecting our client’s investments from sea level rise when building close to our beautiful waterways. She recently authored a blog and presented on the topic. Josie and her family called Clearwater home for almost 20 years.

20 Years of Experience	
Joined Gensler 2016	
Background	
Master of Architecture and Community Design, University of South Florida, Tampa, FL School of Architecture Study Abroad Program, Syracuse University, Florence, Italy	
Selected Project Experience	Size (sq ft)
Fidelity National Information Services, Headquarters, Jacksonville, FL	360,000
The Swan Reserve at the Walt Disney World Swan, Orlando, FL	350,000
The Edison, Disney Springs, FL	40,000
Town Park Master Plan, Lake Mary, FL	17 ac
Confidential Luxury Hotel, Orlando, FL	800 Keys
36th and Downing, Denver, CO	239,000
Gaylord Palms Resort, Orlando, FL*	
USAA Corporate Campus, Tampa, FL	550,000
Confidential Immersive Retail Complex, Orlando, FL	300,000
Shands Hotel, Office and Retail, Gainesville FL	218,000
6-story/165,000 SF hotel, 4-story/40,000 SF office space, & 13,000 SF retail for UF and Shands Hospital*	
Streamsong Resort Lodge, Polk County, FL	228 keys / 300,000

*Experience prior to Gensler



Carlos Cubillos, LEED GA
Principal
Master/Urban Planner
Global Practice Area Leader, Community Sector

Carlos is a visionary thought leader in the area of planning and urban design. To every assignment, he brings a strong design expertise as well as excellent communication skills.

His particular expertise is in providing design leadership to high-profile assignments that require big-picture, resource-driven solutions that can move beyond ideas into built environments.

Carlos has more than 35 years of experience in master planning, urban design, and architecture, with a focus on mixed-use projects in both new development and infill settings. His experience includes project visioning, conceptual planning, and architectural detail for a wide variety of project types around the world, including extensive experience in the U.S., Latin America, and the Middle East. A Gensler Principal and Design Director, Carlos has participated in projects across the globe, including the USA, Jordan, Malaysia, Panama, Nigeria, and Saudi Arabia.

Carlos holds a Master of Architecture and Master of City Planning/Urban Design, from the University of Pennsylvania, which he attended under a Fulbright Scholarship, and a Bachelor of Architecture from Universidad Nacional de Colombia. He is a frequent juror for international design and planning competitions and a speaker at forums around the world related to planning and urban design. He has also served as a visiting critic at the University of Pennsylvania and taught at various universities in Colombia.

35+ Years of Experience	
Joined Gensler 1999	
Background	
Master of Architecture, University of Pennsylvania	
Master of City Planning & Urban Design, University of Pennsylvania	
Bachelor of Architecture, Universidad Nacional de Colombia	
Experience	Size (sq ft)
Boca Center Master Plan, Boca Raton, FL	N/A
Confidential Health & Wellness Campus Master Plan Concept, Falls Church, VA	N/A
Confidential Marriott Redevelopment Concept Design, Arlington, VA	N/A
Confidential Mixed-Use Development, Alexandria, VA	200,000
New Carrollton Station Transit-Oriented Development, New Carrollton, MD	16 Ha
Traville Site Master Planning, Density and Massing Concept Study, Rockville, MD	46,000
Crystal City Repositioning, Arlington, VA	20,400
Elian - San Antonio Design Guidelines, San Antonio, TX	46 Ha
Marymount University Ballston Center Redevelopment, Arlington, VA	165,000
Park Place Master Plan, Irvine, CA	4 Ha
South Beach Retail Charrette, South Beach, FL	N/A
Avion Lakeside III Buildings 4 & 5, Norfolk, VA	1.6 Ha
Gateway, Columbia, MD, United States	N/A
Potomac Yard Master Plan, Alexandria, VA	64,000



Brent Mather, AIA, LEED AP
Principal-in-Charge
Design Principal

Brent loves to consider possibilities. His passion is searching for the inherent harmony that exists between architecture, site, and the people who experience it.

As the Design Principal and Aviation Practice Area Leader for Gensler's Denver office, Brent inspires teams to pursue design excellence and consider all possibilities while exceeding client expectations. He is passionate about the future of mobility and its impact on our cities, and has spoken publicly about the topic.

During his 28 years of experience, Brent has been recognized for his innovative vision and leadership. His projects have been published widely, including Dezeen and ArchDaily, and his accolades include one of the architecture industry's highest honors: the 2014 AIA National Institute Honor Award for the design of Jackson Hole Airport. Most recently, the Eagle County Regional Airport has been recognized by the AIA Colorado Chapter with the 2020 Award of Distinction.

Brent is a member of the AIA Colorado Chapter, ULI Colorado Chapter, and is a Board Member of Denver Film.

28 years experience	
Joined Gensler 1998	
Background	
Bachelor in Architecture, University of Tennessee	
Member, American Institute of Architects	
LEED Accredited Professional	
2010 Denver Business Journal Top 40 Under 40	
2010 Mountain States Construction Top 20 Under 40	
2009 Young Architect of the Year, AIA Colorado	
Hospitality Experience	Size (sq ft)
245 Columbine, Office, Retail, Residential (Concept), Denver, CO	
Block 162 Hotel Concept, Denver, CO	600 keys
Block 197 Hotel, Condo, Office, Retail (Concept), Denver, CO	480,000
Central Park Station Hotel, Denver, CO	130 keys
Courtyard by Marriott, Tritech Building, Denver, CO*	127,000
Denver International Airport Westin Hotel, Denver, CO	480,000
HUB Hotel Concept, Denver, CO	150 keys
Isle of Capri Hotel & Expansion, Black Hawk, CO	583,500
Isle of Capri Parking Structure & Expansion, Black Hawk, CO	1,080 stalls
Renaissance Denver Hotel, Denver, CO	400 keys
Windham Mountain Resort, Windham, NY	175,000
Mixed-Use Experience	Size (sq ft)
16 Chestnut, Denver, CO	625,000
16M, Denver, CO	330,000
36th & Downing, Denver, CO	82,000
Fiddler's View, Greenwood Village	
Creative Office Building	36,500
Parking Garage	242 stalls
HUB RiNo Station, Denver, CO	500,000
HUB II, Denver, CO	500,000
One Belleview Station, Denver, CO	315,000
Residential Experience	Size (sq ft)
MOTO, Denver, CO	90,000
16M, Denver, CO	330,000
33rd & Mariposa, Denver, CO	156,000
Parkside Apartments, Colorado Springs, CO	400,000
Upper East Side Residential Complex, Beijing, PRC	720,000



Robert Fischel, AIA, LEED AP
Principal
Hospitality Practice Area Leader

As a hospitality leader with experience spanning over 30 years, Robert has collaborated on more than 10 million square feet of new and renovated hospitality assets, nationally and internationally.

His experience spans a wide variety of markets from 5-star luxury resort, upscale, boutique and full-service convention center hotels to spa, dual-brand, and business hotels. Robert has completed almost 10 million square feet of hospitality work, from which he has developed industry strategies and insight necessary to meet the complex and demanding budget, schedule, and brand standard requirements typical to the industry.

Robert is an effective team communicator responsible for new construction and renovation projects for hotel developers with major brands like Marriott, Hilton, Hyatt, and Starwood as well as independent and unique properties. His attention to detail and the client’s needs have resulted in a portfolio of successful projects.

30+ Years of Experience	
Joined Gensler 2014	
Background	
Graduate Studies, Graduate School of Architecture and Urban Design Program, Washington University, St Louis, MO	
Bachelor of Architecture, Mississippi State University, Starkville, MS	
Experience	Size (sq ft)
JAX Riverfront Predesign Services, Jacksonville, FL	1,089,000
Signia by Hilton, Atlanta, GA	1,000 keys / 890,000
Great Wolf Lodge	
LaGrange, GA	456 keys / 498,178
Gumee, IL	413 keys / 34,491
Bloomington, MN	403 keys / 225,146
Reverb by Hard Rock	
Prototype	154 keys / 82,000
Atlanta, GA	195 keys / 141,000
Hard Rock Hotel, Atlanta, GA	236 keys / 225,000
Hilton Atlanta Airport Hotel, Atlanta, GA	510 keys
the Gantry Hotel, Atlanta, GA	80,000
Shepherd Eco Wynwood, Miami, FL	150 keys / 48 residential units
THesis Hotel, Miami, FL	245 keys
Westin Raleigh, Raleigh, NC	254 keys / 240,000
Aloft Miami Dadeland, Miami, FL	118 Keys
Bethlehem Steel Family Hotel and Adventure Park, Bethlehem, PA	
Hotel	302 keys
Retail	133,000
Event Center	3,550 seats
Hilltop Hotel, Harpers Ferry, WV	179 keys / 189,000
Hotel Guaicamacuto, La Guaira, Venezuela	400 keys / 452,000
Hotel Caribe, La Guaira, Venezuela	200 keys / 273,000
Hilton Corferias, Bogota, Columbia	411 keys / 382,000
Doubletree Palm Beach Gardens*	
Palm Beach Gardens, FL	280 keys / 191,000
The Sanctuary at Kiawah Island*	
Kiawah Island, SC	255 keys / 455,000
Hilton Garden Inn, Sea World, Orlando, FL*	233 keys / 124,000

*Experience prior to Gensler



Brooks Howell, AIA, RID
Principal
Residential Practice Area Leader

Brooks possesses a deep and intuitive understanding about the business of design. He brings a big-picture approach to real estate strategy and an ability to align design, finance, and market knowledge to provide immense value.

With more than 25 years of industry experience leading mixed use, residential, retail, and hospitality projects of every scale, Brooks specializes in delivery strategies for large-scale, highly complex projects. Brooks created the Residential Practice Area at Gensler more than five years ago and currently serves as the firm’s Residential Practice Area Leader.

Having previously served as Special Advisor on development, regulatory, and permitting issues for two City of Houston mayors and as an adjunct professor in the Real Estate MBA program at the Bauer School of Business at The University of Houston, Brooks is notably skilled at efficiently navigating development and regulatory review processes.

28 Years of Experience	
Joined Gensler 2010	
Background	
Bachelor of Architecture, University of Texas at Austin	
Experience	Size (sq ft)
6 X Guadalupe, Austin, TX	350 units/2,351,000
AHS Residential,	
Mansfield Concept Study, Mansfield, TX	
Tucker Exchange Concept Study, Tucker, GA	
Elmira at Myrtle, San Antonio, TX	315,000
Memorial City, West Residential, Houston, TX	199 units/460,000
Mid Main Lofts, Houston, TX	357 units/242,000
Moontower Student Housing, Austin, TX	275,000
Old Spanish Trail Multi-Family Residential, Houston, TX	6,500
Sterling University Village, Clubhouse & Amenities, Tempe, AZ	9,334
Tabor Street Multi-Family Residential, Houston, TX	6,500
The Dinerstein Companies,	
Aspire College Station, Student Housing,	
College Station, TX	263 units/760,648
Aspire Post Oak, Luxury Residential Tower,	
Houston, TX 3	83 units/989,243
Aspire Tucson, Tucson, AZ	149 units/235,902
Aspire Tucson 2.0, Student Housing, Tucson, AZ	130 units/303,236
Confidential Mixed Use Development,	
Houston, TX	117 keys/860 units/1,950,000
U.S.VETS Houston, Houston, TX	64,000
Dunlavy III, Public Amenity Spaces, Houston, TX	20,000
EpiCentre Houston Master Plan, Houston, TX	118 acres
Hotel Alessandra, Houston, TX	225 keys/188,271
Hyatt Regency Galleria, Houston, TX	157 keys/100,755
Midtown 41 Mixed Use, Houston, TX	375 units/1,243,473
Preston Hollow Village, Dallas, TX	42 acres/118,196
Rivermark Centre & The Residences at Rivermark Centre,	
Baton Rouge, LA	207,000
River Oaks District, Houston, TX	720,000
The Mix at Midtown, Houston, TX	60,491

Riverfront Jacksonville Master Plan

Jacksonville, FL

Riverfront Jacksonville will be the largest public-private partnership in the history of Jacksonville and will generate substantial economic benefits and public revenues.

The site comprises more than 15 acres of public green space and 2.3 million square feet of new real estate assets that embrace the region's most iconic natural resource: the St. Johns River. In partnership with NELSON Worldwide and SWA Group, Gensler designed a comprehensive, multi-phased, mixed-use plan for the Northbank Riverwalk area of Downtown Jacksonville that will feature 12 new

hotels, apartments, condominiums, commercial office space, retail, specialty restaurants, a food hall, and exhibition and entertainment buildings. The riverfront master plan also encompasses programmed experiences and public amenities including a flexible amphitheater, expansive 15-acre park space, and pedestrian walkways.

15 acres

Concept Completed 2021

Services Provided
Master Planning

Project Leaders
Robert Fischel

Public Sector
Involvement
Largest public/private partnership in Jacksonville's history.

Project Cost
N/A



Westin Cocoa Beach

Cocoa Beach, Florida

Driftwood Capital is jumping on an opportunity to build a new four star resort in Cocoa Beach, Florida, where restrictions on development have finally loosed after many years.

Also known as the Space Coast, Cocoa Beach sits only a few miles South of NASA. The area, featured on I Dream of Genie, was home to many of the NASA astronauts and workforce during the Apollo and Space Shuttle missions. The nearby Cape Canaveral has now become a busy tourist destination for cruises in addition to the exceptional coastline.

The project’s extensive program, including a high number of keys, many resort amenities, conference center, and a very low building height restriction, challenged the Gensler team to provided a predominantly horizontal design, spanning much of the site. The team found a solution by lifting the building up to create porosity through the site and establishing a main view corridor directly from the entrance to the beach. The podium is shaped to define a large central courtyard while creating smaller pockets of space for outdoor activities. The approach to the outdoor spaces is terraced, which activates the ground floor and the roof tops of the podium-taking advantage of the world-class views. With views directly to the beach ahead,

the entry is framed by the convention center and parking structure. Guests get an instant view of the guestrooms bridging across two hotel podiums, to help pull them into the site and through to the ocean. Semi-public programs are distributed on the North side of the site, while the more private guest experience is distributed on along the South.

With aesthetic clues draw from the NASA space program and the local surfing and beach culture, the design of this resort and conference center features sleek lines and curvilinear design language throughout the building massing. From the highway-side facing envelopes to the beach-facing and pool courtyard, this language becomes more granular in order to respond to the sand and surfboard design shapes. Warm tones and textures were selected in order to enhance and invite relaxation-not only to the hotel guests, but also to the residents of Cocoa Beach.

784,341 sq ft
502 keys

Estimated Completion
2025

Services Provided
Architectural Design
Interior Design

Project Leaders
Robert Fischel
Dawn Gunter



Reverb by Hard Rock

Atlanta, GA

The new Reverb by Hard Rock Hotel in Atlanta serves as a key differentiator in a mixed-use development by ushering a community driven by rich culture, a spirit for adventure, and passion for music.

Nestled in Castleberry Hill—a neighborhood deeply ingrained in the history of Atlanta—lies an unparalleled Hard Rock Hotel experience. This area was once characterized by its intricate railroad network; now it is a burgeoning arts and entertainment district, where cultural collision has influenced lifestyles, attitudes, and music, accelerating the evolution of diversity and creativity that culminates in the city of Atlanta. Recognizing the power of this location, Hard Rock teamed with Gensler to establish the first Reverb by Hard Rock Hotel, inviting fans who live and breathe music to eat, sleep and drink it too.

The hotel is part of a larger mixed-use development which is located directly across from the Mercedes-Benz Stadium, home of the Atlanta Falcons, and offers unparalleled views inside the venue on game days. Situated behind the tall stadium, the hotel takes advantage of a great urbanistic setup with residential and retail massing progressively decreasing in height behind the hotel. The exterior contrasts slate grey with silver accents to invoke mystery. A porte-cochère entrance features a large scale modern map of Atlanta, while a three-story jewel box lobby is framed with a glass curtain wall, activating the street and drawing in passersby. The large lobby and multifunction space is ideal for hosting the public after games, and a large patio opens up to activate the hotel's street presence.

The warm palette inside ties to the surrounding area—a warehouse district now occupied by artists and creatives. “Will Call” allows for a fluid arrival process where guests can check in with their phones on kiosks. Communal seating welcomes the community, and can be converted to a performance zone where artists can do pop up installations or host intimate concerts. A meeting room for guests

to collaborate is closed off from the main lobby, and an art vending area that ties in the local community and is flanked by two private sound booths contain fan photo wall collages and motorcycle headlight fixtures overhead. “Constant Grind” is a coffeeshop in the center of the lobby that turns into a bar in the evenings, signifying a day-to-night atmosphere; the bar front incorporates woodblock letters in spirit of the Reverb by Hard Rock logo, which was inspired by the woodblock typeface on music posters. Unisex restrooms are efficiently designed with smaller stalls and private doors. Large industrial glass doors in the back of the lobby can be opened up—facilitating larger performances—to an outdoor living room with ping pong tables, lounge areas, and fire pits.

A large roof terrace overlooking the stadium features a glass-enclosed bar that serves as an attraction for visitors before and after games for “Instagramable moments”. Materials on the terrace feel authentic to Castleberry—warm woods, metals, and tera cotta create an industrial vibe. The gym provides an untraditional experience with modern workout amenities including colorful yoga mats, free weights, jump ropes, plyo boxes, Peloton bikes, and screens to choose from guided workouts. Expansive guest rooms are larger than the Reverb prototype suggest, featuring Amazon Echo’s, wide headboards, industrial fixtures, and a neutral palette with wood tones.

The architectural bones of Castleberry Hill that created connections and the dramatic commercialization of Atlanta now gives life to the diversity and creativity that Reverb celebrates—a place that will continue to shape and influence shared experiences and accelerate change for the community.

141,000 sq ft
195 keys

Completed 2021

Services Provided
Architectural Design
Interior Design
Brand Design

Project Leaders
Robert Fischel



Swan Reserve Hotel

Walt Disney World

Lake Buena Vista, FL

The Swan Reserve is a refined oasis for the most sophisticated traveler. Nestled within the grounds of the Walt Disney World Swan and Dolphin Resorts, the hotel is just steps away from the excitement of everything Disney has to offer.

Conceived at a time when the line between business and leisure continues to blur, the Swan Reserve was created for a new type of “bleisure” traveler—one that expects an upscale environment, enriched amenities, and the ability to work from anywhere. Working with Tishman Hotel & Realty, the Gensler design team was challenged to answer the question, how do you create a premier environment for a guest that is well traveled and over-stimulated? The resulting design is a 349-key boutique hotel that feels like Orlando, but with a South Beach flair. With a full suite of amenity spaces, this destination hotel brings refined luxury to the Marriott Autograph Collection.

Inspired by the theme of wellspring and referencing the Swan and Dolphin—both water creatures—the Swan Reserve greets guests with a rippling, glassy facade. Its intermittent projecting bay windows accented with panels of turquoise and shades of cyan shimmer and sparkle like sunlight off of a water’s surface, while expressive wing-like architectural flourishes mark the porte-cochere entrance and high rooftops. As guests enter the first floor, they are greeted by a teak welcoming wall that guides them to the second floor. Organic shapes throughout like a Calder-inspired mobile above the front desk, lush plantings, and sculptural totems create a relaxed and refined check-in experience.

Many of the hotel’s shared spaces were dynamically designed to go from day-to-night. Offering all day hospitality, the hotel restaurant-Amare Mediterranean—offers a warm atmosphere accentuated by bespoke and hand-crafted art. A

breakfast buffet in the morning, this space evolves into a bar and restaurant at night allowing guests to seamlessly transition from business into social hour. Guestrooms are also equipped to facilitate business and relaxation. The signature suite features both a king and queen bedroom as well as a parlor that doubles as a meeting room with a table that can expand to accommodate up to 14 guests.

Luxurious amenity spaces set this Marriott Autograph Collection hotel apart. Guests can relax and unwind in the hotel’s crescent shaped pool, ensconced by a blue and white mural on the back facade a continuation the water motif applied throughout. Outdoor cabanas and an elegant bar give guests a respite from the surrounding Disney environs. Meeting and conference spaces on the first floor feature exterior terraces. Guests can also take in spectacular nightly fireworks displays from the 15th floor. The highest floor in the building has an event space as well as a pre-function space with an outdoor terrace that takes full advantage of the building’s orientation to give guests incredible panoramic views—rumored to be the best in the park.

Taking cues from the adjacent Swan and Dolphin Resorts, the Swan Reserve has all the perks of proximity to the Disney experience, while offering a serene respite for its amenity-seeking guests.

350,000 sq ft
349 keys

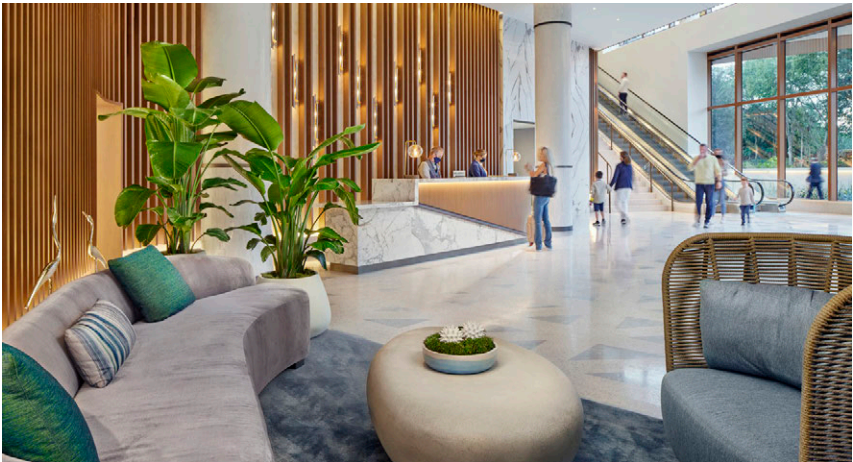
Completed 2021

Services Provided

Architectural Design
Site & Building Analysis
Interior Design

Project Leaders

Josie Hyde
Dawn Gunter



Reign Living at Newport & Fig

Tampa, FL

The student housing project sits on approximately 1.9 acres, includes a new residential development with approximately 168 dwelling units and 546 beds. Two levels of structured parking will provide 341 parking spaces and approximately 1,500 s.f. of retail space. A rooftop amenity deck will provide swimming pool, pool deck and resident seating/lounge areas totaling approximately 9,146 s.f.

225,000 sq ft / 168 units
Est. Completion 2023
Services Provided Architectural Design
Project Leaders Dawn Gunter Brooks Howell



36th & Downing

Mixed-Use Development

Denver, CO

The 36th and Downing development will deliver an authentic live, work, play destination to the Cole neighborhood of Denver, CO. It will provide 240 residential units, 46,000 sf of commercial office space and feature ground-floor retail.

36th and Downing is a new five-story mixed-use building located between 36th & 37th Avenues and Downing and Marion Streets in the Cole neighborhood of Denver, CO. The building will include core and shell design for one level of retail along Downing Street ranging from 30,000 to 45,000 sf.

The building will include four levels of residential above the retail podium, approximately 240 residential units, for rent apartments. The developable land along Marion Street, serving as a podium wrapper, will be residential units and include the main residential building lobby. The project will also include interior design services for the units, residential lobby, leasing office, public mail area, elevator cabs and the elevator lobbies and corridors at the typical residential floors. Interior design services include at Level 2 a fitness center and one amenity room, and at Level 5 two amenity spaces and a small outdoor terrace.

The project will also include design of exterior amenity spaces at the Level 2 roof and top of the garage podium on the east side of the block. Parking will include two levels with a partial basement level located behind the Downing retail. The concept anticipates a full level of below grade parking to accommodate larger and deeper retail being considered. All parking levels are to be mechanically ventilated. The parking target is approximately 315 stalls. Access for the parking garage may be split between entry points on Downing, 36th Avenue and 37th Avenue or some combination, to be determined. The retail podium is assumed to be concrete construction and the residential Type V wood construction.

239,000 sq ft / 240 units

Est. Completion 2024

Services Provided

- Site & Building Analysis
- Architectural Design
- Core/Shell Design for Retail
- Interior Design for Residential Ground-Floor Lobby/Amenity Space
- Interior Design Residential Apartments

Project Leaders

- Josie Hyde
- Brent Mather

