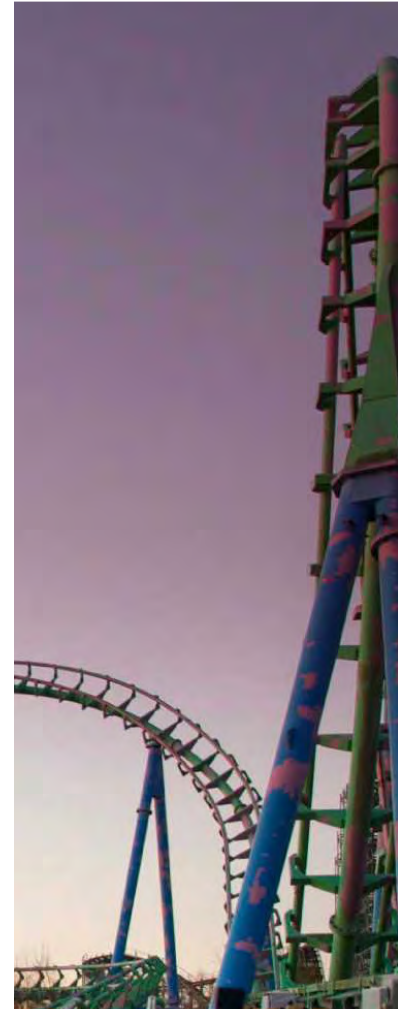




CITY OF NEW ORLEANS

REQUEST FOR QUALIFICATIONS

RFQ No. 961
Six Flags/Jazzland Site
Redevelopment



Submitted By

A Squared, LLC
1900 Ballpark Way, Suite 110, Arlington, TX 76006
(817) 640-4420



1900 Ballpark Way, Suite 110,
Arlington, Texas 76006
Phone: (817) 640-4420
Fax: (817) 640-4430

Tuesday, February 9, 2021

City of New Orleans
Bureau of Purchasing
1300 Perdido Street, 4W07
New Orleans, Louisiana 70112

Dear Sir/Madam,

We are proud to submit our response to your Request for Qualifications for Six Flags/Jazzland Site Redevelopment.

As the principals of A Squared Global, LLC, we are excited to submit this proposal outlining our unique and unmatched capability and commitment to provide these requested services. A Squared is an African American majority-owned business that performed on a global basis throughout the United States. A Squared is a new concept, however, is based on a long and in-depth history of individuals and organizations. We are also very proud to include VCC and Con-Real as part of the A Squared Global team on this project. Jones Lang LaSalle (JLL), Cromwell, and OLIN Studio are also subconsultants we're currently working with on a similar project, but we are open to using other consultants more appropriate to this project.

We have studied your request and the information provided and are interested in beginning a relationship with the City of New Orleans and being involved in its economic and community growth and planning to improve quality of life of its citizens and visitors.

We are also very proud of the concept in which A Squared was founded on: of providing solutions through vertical integration from beginning to end to bring value to underutilized public and private assets to improve the quality of life to all the citizens of their community. We have many stakeholders in other cities (see References) that are very familiar with our organization and the individuals behind it.

We look forward in discussing our proposal and providing services in this momentous development.

If you have any questions, please contact Gerald Alley or Sam Alley (contact information below).

Sincerely,

Gerald Alley
Principal & Managing Partner
A Squared, LLC
(214) 869-6147 (cell)
galley@asquaredglobal.com

Sam Alley
Principal
A Squared, LLC
(501) 658-5702 (cell)
salley@asquaredglobal.com

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EXECUTIVE SUMMARY

EXECUTIVE SUMMARY



Something different, something needed.

A Squared, LLC is an innovative organization that was formed to provide unique leadership, services and investments in Public/Private projects throughout the United States. A Squared's mission is to provide parity to communities whose citizens historically have been excluded from the benefits of economic development in their broader cities. Our expertise includes structuring and managing Public/Private investments across product types including public amenities, housing, retail, businesses, and industrial developments. Ultimately, as the name references, our common goal is to create exponential economic opportunities for our clients and the communities they represent.

A Squared represents the collaboration of best-in-class professionals and was formed out of a common vision of excellence from its founders, Gerald Alley and Sam Alley. Gerald and Sam bring a combined 75 years of project delivery experience nationwide, and they have surrounded themselves with a robust team focused on adding value to every project. **Gerald serves as the majority partner and Manager of A Squared, LLC. A Squared, LLC is an African American-owned business built from a long history of client service and community involvement.** Gerald, Sam and their organizations have teamed together on several projects and both executives sit on several boards. Currently, the Alleys, through their respective companies, are working together on a major community changing development in which they serve as partners and investors.

LEGAL NAME

A Squared Global, LLC
dba A Squared, LLC

ADDRESS

1900 Ballpark Way
Suite 110
Arlington, Texas 76006

PHONE NUMBER

(817) 640-4420 (office)
(214) 869-6147 (Gerald's cell)
(501) 658-5702 (Sam's cell)

PROPOSAL TYPE

Limited Liability Corporation
(LLC)

CONSULTANTS

VCC
Con-Real

MAJOR SERVICES

Master planning concept
development opportunities
Development services
Community development
services
Public/private strategies and
planning
Program management
Debt and equity financing
advisory service and
participation

ROLE

Developer's Team



Gerald's background stems from an entrepreneurial family history since 1937 when his parents were the first black owners of an EXXON (ESSO) franchise in the small town of Pine Bluff, Arkansas. This work ethic led him to seek a formal education with a spirit of a 'can do' attitude regardless of barriers he faced to become one of the most successful businesses leaders in the nation. He always had the influence of his parents to help others as one strives to achieve their own goals. He has supported African American children, students, communities, and businesses throughout the country. His experience and accessibility to political and community leaders has given him the understanding of the needs of public best interest from coast to coast. With over 40 years of experience in leading the largest black construction/real estate/technology firm of its kind in the United States, his involvement in A Squared's projects has proven critical to delivering value for all constituents. Gerald is committed to the goal of A Squared to be a force for positive change and economic development in communities around the Country. Over his decades of experience, he has earned the respect of and worked closely with Mayors, City Boards, County Commissioners, Community Leaders, and corporate leadership.



Sam's background is very similar to that of his partner: he has a very strong sense of family and strives to achieve change for the better. Sam, originally from Jerusalem, came to Arkansas at 14 years old. The American Dream and immigrant journey challenged Sam to create opportunities for success. He applied his commitment to teamwork, tireless work ethic and consistent leadership to do just that. Over the last 33 years, Sam co-founded and has lead a Top 100 national commercial construction in VCC Construction. Through his leadership, VCC is the #1 retail construction management firm in the USA and build projects across all product types. Sam, like Gerald, serves on many boards that impact communities and people that need support of business to get a fair share of wealth.

This partnership represents a team where the sum are greater than the parts. Our belief is that when talented people work in unison towards a common goal, great achievements can be accomplished. Here are some of the ways that A Squared can help public and private clients.

**Our optimism and vision will bring change.
Our performance will guarantee its success.**



Excellence in Construction



Our Vision

Since VCC's founding in 1987, we've had one goal: delivering excellence in construction. That's why we continue to be a leader in the construction industry. We make our clients our top priority and offer the expertise, resources and partnership to build the best projects for our clients—on budget and on time.

No project is too big or too small for our team. We have completed projects all across the country and projects that range across the entire spectrum of product types. Whether the project involves retail, office, multi-family, hospitality, industrial or other purposes, VCC has the best team, resources and experience for that project.

Success starts with talented people, and our people are our greatest asset. Every VCC employee works together internally and with the broader project team to ensure your vision is a success. We will be your partner and a true team member you can count on.

Our Mission

At VCC, we constantly uphold our core value of Excellence in Construction by delivering projects that are backed by quality, safety, integrity and accountability. We are committed to project teamwork through communication, collaboration and the use of technology. Our people are our greatest asset, and their dedication creates an unmatched level of client service that has established our company as a leader in the industry.

LOCATIONS

Dallas, TX
McAllen, TX
Houston, TX
Little Rock, AR
Fayetteville, AR
Tampa, FL
Atlanta, GA
Phoenix, AZ
Irvine, CA
Sao Paulo, Brazil

CORPORATE INFORMATION

Founded in 1987

LEADERSHIP

Derek Alley,
Managing Director

Duane Gilley,
Vice President

ROLE

Construction Manager



As a young couple in the early 1930's in Pine Bluff, Arkansas, Troy and Gladys Alley, the parents of Gerald and Troy Alley Jr., dreamed of providing a better quality of life for their family. It was this desire that led the couple to embrace entrepreneurship and open the doors to the Alley Service Station, one of the city's first Black-owned businesses. Although the family was faced with all of the hardships that are endured by first-generation business owners, Troy and Gladys Alley instilled in their offspring a strong willingness to persevere in even the most challenging conditions. Learning that quality, honesty, hard work, and dedication are the foundations of both personal and business success, Gerald and Troy Alley Jr. launched Con-Real, LP in 1979.

With 83 years of family entrepreneurship, the legacy continues with Con-Real's establishment and we are now the #1 African-American-owned Construction and Real Estate organization of its kind in the Southern area of the United States. Con-Real's commitment of meeting the needs of clients throughout Arkansas, Texas, the south, as well as throughout the United States has given us the reputation as a premier organization with experience of over 3,000 projects including educational, medical, industrial, technology facilities, residential, commercial, hospitality, and entertainment. The company is proud to have long standing relationships with public and private clients including Fortune 500 companies. Our public clients include: University of Arkansas at Fayetteville, University of Arkansas at Pine Bluff, Texas Southern University, Tarrant County College, and Dallas County College. Our private clients include: Prudential, Frito-Lay, Hilton, and Walmart. Con-Real is headquartered in Arlington, Texas. It also has offices in Dallas, Houston, Little Rock, Atlanta, San Francisco, and Los Angeles.

LOCATIONS

Arlington, TX (corporate)
Dallas, TX
Houston, TX
Little Rock, AR
Atlanta, GA
San Francisco, CA
Los Angeles, CA

CORPORATE INFORMATION

Founded in 1979

LEADERSHIP

Troy Alley,
President of Real Estate
Division

Phillip Eubanks,
President of Program
Management Division

Michael Smith,
Vice President of Construction
Division

Gina Alley,
Director of Client &
Community Relations

ROLE

Construction Manager

ADDITIONAL POTENTIAL SUBCONSULTANT (currently working with on similar project)



Jones Lang LaSalle Incorporated, a professional services company, provides commercial real estate and investment management services worldwide. The company offers a range of real estate services, including agency leasing and tenant representation services; and capital market services, such as debt placement, loan sales, equity placement, loan servicing, funds advisory, merger and acquisition, corporate advisory, and investment sales and acquisitions services. It also provides on-site management services; integrated facilities management services; designing, building, management, and consulting services to tenants of leased space, owners in self-occupied buildings, and owners of real estate investments; and advisory, consulting, and valuation services. In addition, the company provides investment management services to institutional and retail investors, including high-net-worth individuals. It offers its services to real estate owners, occupiers, investors, and developers for various property types, including cultural, educational, government, healthcare, laboratory, hotel, hospitality, and sports facilities; industrial and warehouse, office, and residential properties; retail and shopping malls; critical environment, data, transportation, and sort and fulfillment centers; infrastructure projects; and military housings. The company was formerly known as LaSalle Partners Incorporated and changed its name to Jones Lang LaSalle Incorporated in March 1999. Jones Lang LaSalle Incorporated was founded in 1997 and is headquartered in Chicago, Illinois.

LOCATIONS

Has offices in 32 countries worldwide

CORPORATE INFORMATION

Founded in 1783

LEADERSHIP

Don Fuller,
Senior Vice President
National Retail Development

John Lambert,
Executive Vice President
Retail Development Lead

ROLE

Development Strategy

ADDITIONAL POTENTIAL SUBCONSULTANT
(currently working with on similar project)



Cromwell’s high-quality design approach is responsive, thoughtful, and inspiring.

Cromwell’s experience creating unique, vibrant architecture requires flexible thinking steeped in a culture of creative problem-solving. We provide a diverse portfolio that requires a breadth of practical knowledge and a long history of proven and innovative design.

Cromwell’s philosophy is derived from being a part of the community and being engaged with the public; coming together to both understand and excite with the transformative power of the built environment. We believe in the power of building and supporting local communities that make Arkansas a great place to live. With each project, we strive to critically understand the forces at work so we can create not only a functional building, but imbue a sense of that aspiration into each project.

We also have a tremendous responsibility to be advocates for the long-range benefits of good environmental stewardship. Cromwell stresses the importance of sensitive solutions that meet the needs of the present without compromising future generations. Each project utilizes sustainable design strategies from the preliminary design phase through to final equipment choices.

A successful facility is more than good architectural design. Our highly collaborative process leverages the talents of our architects, engineers, facility staff, owners, and end users. We employ proven design processes, including value engineering and life cycle analysis, to ensure that we deliver a custom solution that exceeds the client’s building needs.

LOCATIONS

Little Rock, Arkansas
Springdale, Arkansas
Fayetteville, North Carolina
Landstuhl, Germany

MARKET SECTORS

Civic/Federal
Commercial/Retail
Education
Healthcare
Hospitality
Industrial
Office

CORPORATE INFORMATION

Founded in 1885

SIZE OF FIRM

120

SERVICES PROVIDED

Architectural Planning/
Design
Interior Design
Mechanical Engineering
Electrical Engineering
Plumbing Engineering
Fire Protection Engineering
Structural Engineering
Civil Engineering
Energy Services
Sustainable Design
Facility Services
Cost Estimating
Construction Administration

ROLE

MasterPlan Development

*ADDITIONAL POTENTIAL SUBCONSULTANT
(currently working with on similar project)*

OLIN



Craft is seminal to our practice. Landscapes are intentioned to be aesthetically pleasing and durable. We value multi-functional, flexible and environmentally sensitive design solutions. Through craft, our landscapes have potential to be catalysts for human interaction, recreation and community. We approach each project individually, basing design decisions upon the underlying expressive power of a particular site in conjunction with specific programmatic requirements. In all of our work, we carefully assess the distinguishing spatial characteristics of a site, its connections to surrounding areas, local traditions and history, the natural environment, and social and cultural conditions. We synthesize and integrate our findings in new site elements and systems that we manipulate, amplify and layer to create expressive designs.

OLIN's celebrated projects include Bryant Park, Canary Wharf, Battery Park City, the J. Paul Getty Center and the Barnes Foundation. OLIN's current work includes a comprehensive master plan for 30th Street Station in Philadelphia, the waterfront of downtown Alexandria, Virginia, and the competition-winning 11th Street Bridge Park in Washington, D.C. We work on projects ranging in size from large-scale master planning commissions to mid-sized institutions to small urban interventions. Regardless of scale or typology, our multi-disciplinary design staff create environmentally advanced, technical projects, promoting greater social engagement and ecology for every project.

LOCATIONS

Philadelphia, PA
Los Angeles, CA

CORPORATE INFORMATION

Founded in 1976

LEADERSHIP

Skip Graffam,
Partner

Sarah Miller,
Senior Landscape Architect

ROLE

Urban Design Planning

**NARRATIVE AND APPROACH TO CREATING A MASTER
PLAN AND DEVELOPMENT STRATEGY**

WORK PLAN- DEVELOPMENT PROCESS

THE GENERAL GOALS OF THE DEVELOPMENT PROCESS WILL BE TO:

1. Verify major user (entertainment, production, distribution/transportation, STEM and environmental systems, technology, affordable housing, public/private partnerships) interest and establish the basic business terms for agreement.
2. Verify ancillary/support users' interest and create the project's development plan.
3. Engage architect/general contractor and develop master plan
5. Investigate approval processes with governmental agencies and authorities such as the city/county planning and zoning department(s).
6. Formulate site and building plans (concept design & schematic drawings) as required by users/tenants and with governmental input.
7. Prepare the project pro forma.
9. Commence construction drawings
8. Create the project schedule including project phasing assumptions, if needed.
9. Establish Owner's/City's project approval criteria.
10. Oversee construction management

SPECIFIC TASKS

1. Major Users/Tenants
 - a. Confirm interest of any major users
 - b. Establish basic deal terms
 - c. Secure letters of intent (sales or leased properties)

2. Ancillary/Support Tenants
 - a. Create marketing package with the assistance of marketing team
 - b. Initiate tenant discussions.
 - c. Initiate letters of intent (sales or leased properties)
 - d. Update income and tenant allowance budgets.

3. Governmental and Utility Company Approvals
 - a. Coordinate pre-submission meetings with all authorities having approval jurisdiction over the project.
 - b. Determine approval requirements.
 - c. Determine approval schedules.

-
4. Architecture and Engineer
 - a. Revise and refine site plans based on tenant and governmental comments and requirements.
 - b. Provide site plans, lease plans and lease outline drawings to support the leasing or sales efforts
 - c. Prepare renderings and leasing/sales collateral as needed
 - d. Schematic design and specifications as required for leasing support and updated budgeting.
 - e. Initial soils reports for budgeting.
 - f. Preliminary traffic report to answer anticipated questions and user information needs, and to quantify development requirements for governmental approvals (environmental, etc).
 - g. Other engineering and consulting service as required or recommended by governmental agencies.
 5. Budgeting and Pro Forma
 - a. Prepare budgets based on refined plans.
 - b. Verify budgets with general contractors.
 - c. Establish income figures to reflect discussions and negotiations.
 - d. Secure consultants proposals to support indirect cost budgets.
 - e. Prepare operating budgets.
 - f. Update full project pro forma.
 6. Schedule
 - a. Confirm project phasing assumptions.
 - b. Establish project schedule.
 7. Accounting and Administration
 - a. Establish budget for development.
 - b. Negotiate contracts or other agreements with third party consultants on behalf of the ownership. Owner to stipulate form of contracts and owner's attorney to provide legal assistance as required
 - c. Monitor job cost.
 - d. Create and submit monthly draw.

ANTICIPATED THIRD PARTY CONSULTANTS

1. Architect
2. Landscape Architect
3. Civil Engineer
4. Geotechnical Engineer
5. Traffic Engineer
6. Entitlements Expediter if required
7. Legal for Leasing Support
8. Market Research

PRELIMINARY SCHEDULE OF WORK TO BE PERFORMED

1. INITIAL MEETING AND SCOPE DISCUSSION

- a. Kick Off with Development and Design team and City of New Orleans Development Study Steering Committee.
- b. Define Masterplan goals and procedures
- c. Identify stakeholders

2. DATA GATHERING / OUTREACH / PUBLIC ENGAGEMENT

- a. Metrics and Studies
- b. Staff and Department Meetings
- c. Focus group / Stakeholder meetings
- d. Community forums for each study area or meetings with citizen advisory team
- e. Identify Development Partners

3. DATA GATHERING FINDINGS AND PRELIMINARY CONCEPTS

- a. Refine specific goals and vision
- b. Present preliminary concept of design
- c. Present preliminary strategy for development

4. SCHEMATIC DESIGN AND DEVELOPMENT STRATEGY AND VISION

- a. Present Preliminary Design for each area
- b. Present Schematic strategy for development

5. DEVELOP POLICIES AND PROCEDURES

- a. Development strategy and incentives
- b. Develop processes related changes and individual actions

6. PREFINAL DRAFT PRESENTATION

- a. Refine Design and Development Strategy

7. FINAL DRAFT PRESENTATION TO MAYOR AND CITY BOARD

PRELIMINARY SCHEDULE OF WORK TO BE PERFORMED

1. INITIAL MEETING AND SCOPE DISCUSSION

- a. Kick Off with Development and Design team and City of New Orleans Development Study Steering Committee.
- b. Define Masterplan goals and procedures
- c. Identify stakeholders
- d. Staff and Departments
 - i. Focus Groups
 - ii. Community / Citizen Advisory Group

2. DATA GATHERING / OUTREACH / PUBLIC ENGAGEMENT

- a. Metrics and Studies
 - i. Review of entertainment district and feasibility
 - ii. Office, retail and residential space
 - iii. Employment, business and development trends
 - iv. Labor force
 - v. Housing costs
- b. Staff and Department Meetings
 - i. City manager's Office
 - ii. Planning
 - iii. School District
 - iv. Parks and Rec
 - v. Police
 - vi. Fire
 - vii. Public Works
 - viii. Utilities
 - ix. Airport
 - x. Sustainability and Bike
- c. Focus group / Stakeholder meetings
 - i. Chamber of Commerce
 - ii. Rock Region Metro
 - 1. Study connection of fixed transit system
 - 2. Multimodal

- iii. Metroplan
 - 1. Regional Advisory Committee
- iv. Neighborhood organizations
- d. Community forums for each study area or meetings with citizen advisory team
- e. Identify Development Partners

3. DATA GATHERING FINDINGS AND PRELIMINARY CONCEPTS

- a. Refine specific goals and vision
- b. Present preliminary concept of design
- c. Present preliminary strategy for development

4. SCHEMATIC DESIGN AND DEVELOPMENT STRATEGY AND VISION

- a. Present Preliminary Design for each area
 - i. Develop Illustrations and graphics
 - ii. Define chapter elements
- b. Present Schematic strategy for development

5. DEVELOP POLICIES AND PROCEDURES

- a. Development strategy and incentives
 - i. Marketing message
 - ii. Identification of target markets
 - iii. Defining role of commercial and residential developers
 - iv. Identify and define Incentives
- b. Develop processes related changes and individual actions

6. PREFINAL DRAFT PRESENTATION

- a. Refine Design and Development Strategy

7. FINAL DRAFT PRESENTATION TO MAYOR AND CITY BOARD

**NOTE: Timelines will be established once further information is provided including approvals by all stakeholders and logistic requirements.*

OVERVIEW OF THE MASTER DEVELOPMENT TEAM

PROPOSED TEAM

Team Lead



Subconsultants



Additional Potential Subconsultants

(example of team dynamic)



ORGANIZATIONAL CHART KEY PERSONNEL*

A SQUARED

(817) 640-4420
galley@asquaredglobal.com
1900 Ballpark Way, Ste 110,
Arlington, TX 76006

Gerald Alley
Principal

Sam Alley
Principal



PROGRAM MANAGER

MASTERPLAN DEVELOPMENT

CROMWELL ARCHITECTS & ENGINEERS

501-372-2900
ceast@cromwell.com
1300 E 6th St.
Little Rock, AR 72202

Chris East
Project Manager/Architect

Dan Fowler
Community Dev/Planning Specialist

Mike Tarini
Civil Engineer

John Lambert
EVP, National Lead

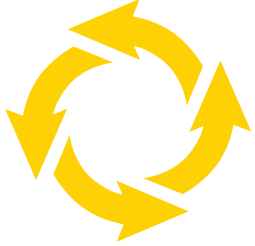
Donn Fuller
Senior Vice President

JONES LANG LASALLE

214-438-6100
donn.fuller@am.jll.com
8343 Douglas Ave #100
Dallas, TX 75225

DEVELOPMENT STRATEGY

JLL



URBAN DESIGN/PLANNING

OLIN

OLIN STUDIOS

215-440-0030
sgraffam@theolinstudio.com
Public Ledger Building # 1123
150 S Independence Mall West
Philadelphia, PA 19106

Skip Graffam
Partner

Sarah Miller
Senior Landscape Architect

Aaron McDonnell
TBD

Phillip Eubanks
President Program Management

Michael Smith
Vice President

VCC + CON-REAL

501-370-4720
amcdonnel@vccusa.com
1 Information Way Ste 300
Little Rock, AR 72202

PRECONSTRUCTION & CONSTRUCTION MANAGEMENT

VCC + Con-Real
A Joint Venture

FEASIBILITY STUDIES

JLL **Con-Real**

COMMUNITY LEADERSHIP & STAKEHOLDER INVOLVEMENT

VCC + Con-Real
A Joint Venture

VCC + CON-REAL

817-640-4420
galley@con-real.com
1900 Ballpark Way, Ste 110,
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Sam Alley
CEO

Gerald Alley
CEO

Gina Alley
Director of Public Relations

JLL/Con-Real

814-640-4420
talley@con-real.com
1900 Ballpark Way, Ste 110,
Arlington, TX 76006

Donn Fuller
Senior Vice President

Troy Alley
Executive Vice President

*typical layout of key personnel for this type of project



STAFF FROM A SQUARED

GERALD ALLEY PRINCIPAL

Mr. Alley's leadership and understanding derives from his service on various boards and steering committees. He has also contributed philanthropic efforts to support communities such as co-finding the Gerald and Candace Alley Family Foundation and supporting the Alley Scholars program, which supports educational needs of underprivileged students.

EDUCATION & QUALIFICATIONS:

Southern Methodist University - Dallas, Texas

M.B.A. Finance & Real Estate,

University of Arkansas in Fayetteville
B.S. Business Administration/Finance

AWARDS & ACCOLADES

Chairman of Arlington Convention and Visitors Bureau (ACVB) Board with Jim Brothers of Six Flags

Arkansas Business Hall of Fame, 2020

Arkansas Black Hall of Fame (recognize by Governor Beebe), 2013

Entrepreneur of the Year Award, Walton College of Business, UARK, 2006



RedBird ReImagine

Dallas, Texas

- Heavy pre-construction
- 1 million SF of retail redevelopment
- Multiple phases
- Site amenities include park/green space, decorative features and rain garden feature
- Community involvement
- Serves as investor and contractor



State Farm Arena

Atlanta, Georgia

- Oversaw construction to maintain the formerly Philips Arena as a world-class, state-of-the-art venue
- Also performed real estate in-depth analysis and evaluation of the impact of reconfiguring and upgrading the facilities



Zoo Atlanta Renovations & Grant Park Gateway

Atlanta, Georgia

- Renovations to Zoo Atlanta's event space
- Grant Park Gateway is a parking garage with retail and rooftop green space
- Also includes bandstand, terrace plaza and seating, and water feature
- Accommodates current and future traffic



DFW Airport

Dallas-Fort Worth, Texas

- Commercial Development Professional Services
- Development types include hospitality, post office, office and industrial buildings, and cargo warehouses
- Assisting in Airport Master Planning, marketing plan, feasibility reports, etc.



Kaiser Walnut Creek Hospital

Walnut Creek, California

- New acute care hospital including neonatal intensive care and pediatrics units
- Houses a gift shop, cafeteria and health education center
- Fulfills basic and medical equipment accessibility standards



STAFF FROM A SQUARED

SAM ALLEY PRINCIPAL

Sam is the Principal of A Squared LLC and also serves as CEO/ Chairman of VCC. He has a proven executive management track record driving growth in the company. Sam is now recognized as one of the top engineering and construction professionals in the United States. Under his guidance, VCC is consistently listed in the top 100 contractors by the Engineering News Record, largest contractor in Arkansas, and recognized as the largest retail contractor in the Country. Sam has been a pillar in his community for over 30 years. He serves on the steering committee for Campaign Arkansas, and is a member of the Arkansas Academy of Civil Engineering. His service to numerous civic groups has earned him recognition across the State.

EDUCATION & QUALIFICATIONS:

University of Arkansas- Fayetteville
BS Civil Engineering

PE

Arkansas Business Executive of the Year 2013

Distinguished Alumni University of Arkansas 2018



Outlet Collection at Riverwalk

New Orleans, LA

- Redevelopment of Riverwalk Marketplace
- Upscale outlet retail venues
- 236,000 square feet
- Renovated and expanded
- Extensive coordination and special permits
- Careful logistics plan for deliveries and weekend work



ReImagine RedBird Mall

Dallas, TX

- Heavy pre-construction
- 1 million square feet
- Retail redevelopment
- Multiple phases
- Site amenities include park/green space, decorative features and rain garden feature
- Community involvement



Downtown Summerlin

Las Vegas, NV

- 2 years of pre-construction
- 1.6 million square feet
- 33 Buildings
- 39 Restaurants
- Retail
- 5 Screen theater
- 12-months vertical construction



Atlantic Station

Atlanta, GA

- 2 years of heavy pre-construction
- Mixed-use development
- 800,000+ square feet of retail
- Parking Deck- 8,000 spaces
- 138 acres
- Theater
- Closely coordinated with city



Freedom Plaza

Los Angeles, CA

- Heavy coordination with City of Los Angeles
- Redevelopment of plighted area
- Demolition and new construction
- 9 acres
- 8 Buildings for retail
- 450,000 square feet of sitework demo



STAFF FROM JLL

JOHN LAMBERT EVP, NATIONAL DEVELOPMENT LEAD

John is the national development lead, and collaborates with clients and client service teams to create and implement development strategies that maximize asset value. Serving as Client's Representative, John is responsible for the administration and management of all facets of new developments and redevelopments. John has more than 20 years of experience in development, leasing, management, finance and operations. John's background includes debt and equity financing, conceptual planning and development of mixed-use projects. John brings a value combination of expertise and strong network of relationships with national and regional clients.

EDUCATION & QUALIFICATIONS:

Bachelor of Arts

Morehead State University

Real Estate License in Florida and Georgia



Hilltop Shopping Center

Richmond, CA

- Super regional shopping center, anchored by JCPenney, Walmart, Macy's Sears and 24 Hour Fitness
- Highly visible and accessible regional district for retail and employment, blended with a mix of higher-density residential development



Manhattan Village

Manhattan Beach, CA

- 44 acre regional mixed use center
- Enclosed retail, open air lifestyle shops, community center and an office building
- Redevelopment including updating and remerchandizing the interior mall, and 53,000 square feet of new open-air lifestyle, retail, restaurants and two new parking structures



Rosedale Center

Roseville, MN

- 14 acre site, 200,000 sf new retail, entertainment and dining
- Outdoor gathering space for entertainment
- Retail and residential
- Full service boutique hotel
- Grocery and services



Focal Point

Chicago, IL

- 1.3 million square feet of development
- Hospital
- Retail
- Child care
- Education
- Recreation



Williston Crossing

Williston, ND

- 220 acre site
- Total retail- 1,155,000 square feet
- Total office- 800,000 square feet
- Hotel
- Residential



STAFF FROM CON-REAL

TROY ALLEY PRESIDENT OF REAL ESTATE DIVISION

An appraiser since 1973, Troy C. Alley, Jr., has been recognized throughout the Dallas/Fort Worth Metroplex as an expert in real estate analysis of various types of properties. He is actively engaged in the appraisal of all types of real estate for government agencies, corporations, attorneys, and individuals. His condemnation appraising expertise has been utilized by the state and local court systems, as well as the U.S. Federal Courts and the Department of Justice.

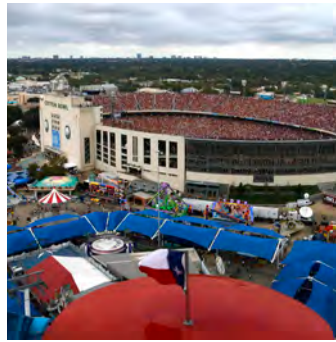
EDUCATION & QUALIFICATIONS:

B.S. Electrical Engineering, University of Arkansas

M.B.A., Finance/Real Estate, Southern Methodist University

Massachusetts Institute of Technology

Advanced Study, Real Estate Development



Fair Park

Dallas, Texas

- Fair Park is a 277-acre recreational and educational complex
- Designated a Great Place in America by the American Planning Association
- Provided full-service development, real estate appraisal, and professional consulting services



State Farm Arena

Atlanta, Georgia

- Performed real estate in-depth analysis and evaluation of the impact of reconfiguring and upgrading the facilities



Clinton National Airport Expansion

Little Rock, Arkansas

- Served as the project manager for the acquisition of approximately 450 parcels for the expansion
- Responsible for the acquisition and relocation of the adjacent properties
- Determine the highest and best use for the property being acquired



DFW Airport

Dallas-Fort Worth, Texas

- Commercial Development Professional Services
- Development types include hospitality, post office, office and industrial buildings, and cargo warehouses
- Assisting in Airport Master Planning, marketing plan, feasibility reports, etc.



STAFF FROM JLL

DONN FULLER SENIOR VICE PRESIDENT

Donn identifies development and redevelopment opportunities across the nation, with expertise in Hawaii. With more than 30 years of retail development and management experience, Donn has been responsible for directing more than 20m sf of commercial space and over 25 development and redevelopment projects, totaling over one-half billion dollars in value. Background includes expertise in acquiring mixed-use properties and land for development and overseeing asset management, business development, leasing and redevelopment of national retail portfolios.

EDUCATION & QUALIFICATIONS:

Bachelor of Science

Finance and Accounting
Minnesota State University

Serves on the ULI Development Council and is a member of AICPA



Hilltop Shopping Center

Richmond, CA

- Super regional shopping center, anchored by JCPenney, Walmart, Macy's Sears and 24 Hour Fitness
- Highly visible and accessible regional district for retail and employment, blended with a mix of higher-density residential development



Manhattan Village

Manhattan Beach, CA

- 44 acre regional mixed use center
- Enclosed retail, open air lifestyle shops, community center and an office building
- Redevelopment including updating and remerchandizing the interior mall, and 53,000 square feet of new open-air lifestyle, retail, restaurants and two new parking structures



Rosedale Center

Roseville, MN

- 14 acre site, 200,000 sf new retail, entertainment and dining
- Outdoor gathering space for entertainment
- Retail and residential
- Full service boutique hotel
- Grocery and services



Focal Point

Chicago, IL

- 1.3 million square feet of development
- Hospital
- Retail
- Child care
- Education
- Recreation



Williston Crossing

Williston, ND

- 220 acre site
- Total retail- 1,155,000 square feet
- Total office- 800,000 square feet
- Hotel
- Residential



STAFF FROM VCC

DEREK ALLEY
MANAGING DIRECTOR-
VCC, LLC

Derek Alley is Managing Director at VCC and participates as part of the Executive Management team. His major responsibilities include company operations, project management, contract negotiations and financial analysis. Derek's focuses also include business development and marketing efforts. Prior to joining VCC in 2008, Derek worked at BlackRock Inc in their Private Equity Real Estate Acquisitions Group in San Francisco, CA> Prior to joining BlackRock, Derek worked with Deutsche Bank in their Investment Banking Division. Derek is a member of the Young Presidents Organization, ICSC, ULI and the Texas Real Estate Council, and sits on the Board of Directors for the Variety Charity of Texas.

EDUCATION & QUALIFICATIONS:

BS Science Management and Engineering
Stanford University



Outlet Collection at Riverwalk

New Orleans, LA

- Redevelopment of Riverwalk Marketplace
- Upscale outlet retail venues
- 236,000 square feet
- Renovated and expanded
- Extensive coordination and special permits
- Careful logistics plan for deliveries and weekend work



ReImagine RedBird Mall

Dallas, TX

- Heavy pre-construction
- 1 million square feet
- Retail redevelopment
- Multiple phases
- Site amenities include park/green space, decorative features and rain garden feature
- Community involvement



Grandscape

The Colony, TX

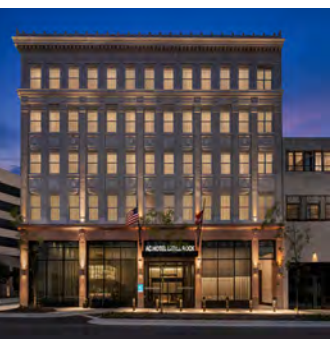
- 3.9 million square feet of preconstruction
- 433 acres of mixed-use development
- Office (20,000 sf)
- Expansive retail
- Theater and entertainment district
- Multifamily tower
- Restaurant district
- All associated sitework



Freedom Plaza

Los Angeles, CA

- Heavy coordination with City of Los Angeles
- Redevelopment of plighted area
- Demolition and new construction
- 9 acres
- 8 Buildings for retail
- 450,000 square feet of sitework demo



AC Marriott Little Rock

Little Rock, AR

- Historic Redevelopment
- Hotel
- 82,150 square feet
- 114 rooms
- 16,000 square feet common space
- Lobby/Gym
- Bar/kitchen



STAFF FROM CON-REAL

GINA ALLEY **DIRECTOR OF CLIENT & COMMUNITY RELATIONS**

Gina Alley specializes in fostering relationships with the clients and the community to ensure open communication before, during, and even after services are performed. Most of Gina's expertise and concentration encompassed community outreach and special projects with a focus on mentoring children. Gina's plans to serve as the Con-Real representative in fostering relationships with clients and identifying potential areas where she can make a difference for others.

EDUCATION & QUALIFICATIONS:

B.S. International Studies Marketing, University of Arkansas

M.P.A. Local Government, University of North Texas



City of Grand Prairie

Grand Prairie, TX

- Community/neighborhood programs for Dalworth (predominantly African American & Hispanic)
- Chair of Drug & Alcohol Presentation Program for entire school district
- Sponsored mentor program for over 45 children between ages 11-13 with mentors from NAS Base in Fort Worth, TX
- Board member of Texas Coalition of Affordable Power for cities of Grand Prairie, Arlington, Duncanville, DeSoto



FWISD STEM Program

Fort Worth, TX

- Tour and interactive day for the STEM pathway of IM Terrell School of the new Globe Life Field
- Interactions between Con-Real personnel and students to build career/trade awareness
- Partnership with Regional Black Contractors Association to highlight internship & scholarship opportunities



Con-Real Internship Coordinator

- Curriculum to U of A Systems and Dallas Community College to allow students to get credit towards their degree
- Successfully assisted over 15 individuals with internship guidance, ultimately leading into a permanent position



Board & Community Involvement

- Boys and Girls Club of Jefferson County
- TOPPS (Targeting Our People's Priorities with Service) in Arkansas
- Boys and Girls Clubs of Greater Tarrant County
- University of Arkansas, Walton College Advisory Board



STAFF FROM VCC

DUANE GILLEY VICE PRESIDENT

VCC, LLC

As Project Executive and Vice President, Duane has the overall responsibility of keeping the job within budget, on schedule and with the quality the owner deserves. Duane's experience in estimating costs, customer analysis, management and problem solving are the driving forces behind the successful completion of the client's project. Duane is directly responsible for maintaining open communication with owners, owner representatives, designers and vendors. Duane is also charged with overseeing progress payments, cost reports and schedule conflict resolution.

EDUCATION & QUALIFICATIONS:

BS Construction Management

Texas A&M



Outlet Collection at Riverwalk

New Orleans, LA

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- Upscale outlet retail venues
- 236,000 square feet
- Renovated and expanded
- Extensive coordination and special permits
- Careful logistics plan for deliveries and weekend work



Oakwood Center

Gretna, LA

- Renovation following Hurricane Katrina damage
- Redevelopment of 80% of the building
- Selective demolition
- Rebuild of 70,000 sf
- Installation of all new finishes
- New foundations, structural steel and roofing



Downtown Summerlin

Las Vegas, NV

- 2 years of pre-construction
- 1.6 million square feet
- 33 Buildings
- 39 Restaurants
- Retail
- 5 Screen theater
- 12-months vertical construction



River Oaks District

Houston, TX

- 14 acre mixed-use project
- 1 year pre-construction
- 9 buildings
- Retail
- Residential
- Office
- Theater
- All associated site work and amenities



Atlantic Station

Atlanta, GA

- 2 years of heavy pre-construction
- Mixed-use development
- 800,000+ square feet of retail
- Parking Deck- 8,000 spaces
- 138 acres
- Theater
- Closely coordinated with city



STAFF FROM CON-REAL

PHILLIP EUBANKS PRESIDENT OF PROGRAM MANAGEMENT DIVISION

With a background that includes over 30 years of managing complex technical projects and teams of architects and contractors, Mr. Eubanks provides national leadership for our Program Management Division. He has provided strategic management overview and innovative problem solving to bring troubled, difficult projects back within established parameters. He has consistently assembled teams to effectively manage public projects.

EDUCATION & QUALIFICATIONS:

B.A., Architecture, University of California Berkeley

Graduate course work, Project and Construction Management, Golden Gate University MBA program

Leadership in Energy and Environmental Design, Accredited Professional (LEED AP)

United States Green Building Council (USGBC) Member

Construction Management Association of America (CMAA) Member



State Farm Arena

Atlanta, Georgia

- Updated concourses, remodeled luxury boxes, new premium areas, social spaces, technology upgrades
- 18-month, 3-phase project
- Hawks continued to play throughout the project
- Con-Real served as the Construction Management Agency (CMA)



Zoo Atlanta Savannah Hall & Grant Park Gateway

Atlanta, Georgia

- Reno to 57,724 SF event space
- Expansion of five acres to the zoo
- New entry plaza
- Parking garage with restaurant, "green roof", bandstand, shaded terrace plaza with seating, and a water feature
- Con-Real was Owner's Rep



Gulch Redevelopment Project

Atlanta, Georgia

- Mix of apartments, offices, retail, and hotels
- Hired by City of Atlanta to perform Pre-Verification of Reimbursable Project Costs services for this project which includes validating the \$270 million bond sold to the city



Kaiser Walnut Creek Hospital & Office Building

Walnut Creek, California

- New acute care hospital including neonatal intensive care and pediatrics units
- Features emergency, urgent care, and pharmacy services
- Fulfills basic and medical equipment accessibility standards



Eagle Avenue Apartments

Alameda, California

- New ground up construction of affordable housing units
- The preliminary design is in the development concept phase
- Once the conceptual design is completed, a conceptual estimate will be provided.



STAFF FROM CROMWELL

CHRIS EAST, AIA, LEED AP, ALEP
PROJECT MANAGER / ARCHITECT

Professionally, Chris has served as the AIA Arkansas Central Section chair for 2012-2014. He was a founding member of the design collective StudioMain and was involved with Think Big Little Rock, a project aimed at improving the Little Rock metro area. In 2012 and 2013, he led the effort for PopUp Main Street and Pop Up 7th Street, and most recently served on the task force for Little Rock R3LR Parks. Chris has completed over 30 projects for the City of Little Rock in the past five years.

EDUCATION & QUALIFICATIONS:

University of Arkansas - Fayetteville, AR

Bachelor of Architecture, 2003

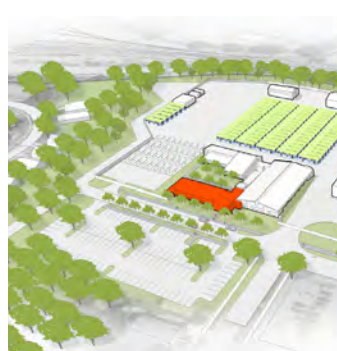
Registered Architect: AR, OK
Accredited Learning Environment Planner (ALEP)
LEED Accredited Professional
NCARB Certificate



East Village Neighborhood Development

Little Rock, AR

- Now the newest neighborhood in Central Arkansas, originally developed as the first industrial district in Little Rock.
- Started with the renovation of The Paint Factory and has grown to include millions of dollars of additional development.



Rock Region METRO Facility Master Plan

North Little Rock, AR

- Development of a master plan for Rock Region METRO.
- Provided assessment of current facilities and developed short term and long term recommendations.
- Campus included six acres and seven buildings.



UAMS Master Plan

Little Rock, AR

- Campus master plan for guiding anticipated growth from 6M SF to 12M SF.
- Addressed circulation patterns, building life expectancy, central plant growth, and utility costs.
- Envisioned a walkable, academic campus with convenient parking and discreet use zones connected by a central core.



City of Little Rock Conceptual Renderings

Little Rock, AR

- Provided plans and images to demonstrate and visualize multiple proposed projects for the City of Little Rock Parks and Recreation Department.
- Conceptual renderings included site plans of 17 projects indicating the existing conditions and proposed improvements.



McClellan High School Renovation

Little Rock, AR

- Design of a 238,000 SF replacement school that includes an academic wing, a public concourse with cafetorium, competition gym, and media center.



STAFF FROM OLIN

SARAH MILLER, SENIOR LANDSCAPE ARCHITECT

Sarah's work at OLIN focuses on achieving a balance between natural systems and constructed spaces. Since joining OLIN in 2015, Sarah has contributed to several urban design and campus redevelopment projects. Her recent work includes the design and implementation of an urban park space along the Alexandria Waterfront and Adohi Hall at the University of Arkansas. Sarah was part of the OLIN team in the construction phases of the award winning new United States Embassy in London. She is currently working on City U, a multifamily housing development in Bentonville, Arkansas, and the design of a didactic landscape for Swarthmore College's new Singer Hall.

EDUCATION & QUALIFICATIONS:

University of Virginia -
Charlottesville, VA
Master of Landscape Architecture
and Master of Architecture

Washington University in St. Louis -
St. Louis, MO
Bachelor of Science in Architecture

Registered Landscape Architect: IL,
PA



City U

Bentonville, AR

- Collaborative design of an 11-acre, 26 building multi-family development.
- Includes two outdoor elevated podium levels, which create a public-private intersection and serve as open partially-vegetated gathering spaces.
- Landscape design evocative of the native Ozark Highlands and Plateau eco-regions.



Alexandria Waterfront

Alexandria, VA

- 20 year vision for a 1.2 mile stretch of riverfront disconnected from the city and compromised by past industrial use.
- The OLIN team worked with the community to shape a plan that is designed by and for Alexandrians.
- Creates outdoor rooms along the Potomac River, for passive and active use.



University of Arkansas Adohi Hall

Fayetteville, AR

- The nation's first large-scale mass timber residence hall project and living/learning setting.
- Landscape design utilizes guidelines set in the Campus Landscape Design Manual.
- A series of interconnected buildings set in a forested landscape.



University of Arkansas Student Success Center

Fayetteville, AR

- Landscape design utilizes guidelines set in the Campus Landscape Design Manual.
- Will improve accessibility to the new building and improve service and access to multiple buildings at the district scale.
- Will provide a welcoming gathering place for all student.



Rodney Square

Wilmington, DE

- Early 20th century public square in the city of Wilmington, Delaware and on the National Register of Historic Places.
- OLIN, in collaboration with a local landscape architect is developing plans that will revitalize and restore the square to take its rightful place as the primary civic space in the city.



STAFF FROM OLIN

SKIP GRAFFAM, RLA, FASLA, LEED AP BC+C PARTNER

Skip is a Partner at OLIN, where he leads design and planning projects. Skip believes that landscape architecture is positioned to positively impact the built environment to engage a social, economic, and cultural consciousness. Skip recently completed the landscape design for Adohi Hall at the University of Arkansas. He is currently leading OLIN's landscape design for City U in Bentonville, Arkansas, Vallco Town Center, a mixed-use destination expansive green roof in Cupertino, and the reimagining of the Alexandria Waterfront in Virginia.

EDUCATION & QUALIFICATIONS:

University of Virginia -
Charlottesville, VA
Master of Landscape Architecture

University of Virginia -
Charlottesville, VA
Bachelor of Architecture

Registered Landscape Architect: AR,
MD, MN, PA, VA

LEED Accredited Professional,
Building Design and Construction
Specialty



City U

Bentonville, AR

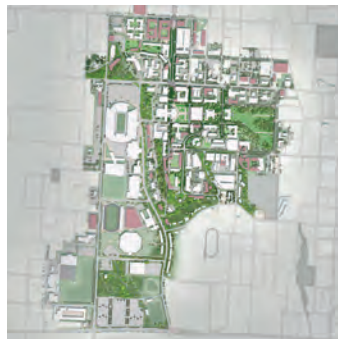
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- The OLIN team worked with the community to shape a plan that is designed by and for Alexandrians.
- Creates outdoor rooms along the Potomac River, for passive and active use.



University of Arkansas Campus Landscape Design Manual

Fayetteville, AR

- The manual serves as the prevailing vision for the campus grounds.
- It draws from over a dozen planning documents to create a framework for the campus landscape.
- Uses metrics-based design criteria precedents such as SITES and LEED.



Vallco Town Center

Cupertino, CA

- Proposes a 30-acre public park over a 50-acre mixed-use development of buildings, streets, and public civic squares.
- The roof park includes walking and jogging paths, a playground, orchards, and a vineyard, and performance space.
- The park is interconnected by a series of landscape bridges.



Hermann Park

Houston, TX

- The master plan articulates clear strategies for this existing 445-acre urban open space.
- Complements the historic structure of the park, while responding to its expanding urban context.
- Since completion OLIN has participated in six of ten projects identified in the plan.



STAFF FROM CROMWELL

DAN FOWLER, AIA COMMUNITY DEVELOPMENT / PLANNING SPECIALIST

Dan joined Cromwell as an intern at 19 years old, and now holds the position of Chief Operating Officer, managing financial and business operations of the company. Dan is an accomplished design architect and master planner with a personal interest in urban and campus projects. He has been actively involved in numerous urban projects and is heavily involved in the redevelopment and preservation of historic downtown areas in Central Arkansas.

EDUCATION & QUALIFICATIONS:

University of Arkansas - Fayetteville,
AR

Bachelor of Architecture, 1997

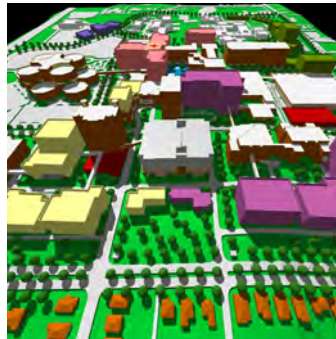
Registered Architect: AR



East Village Neighborhood Development

Little Rock, AR

- Now the newest neighborhood in Central Arkansas, originally developed as the first industrial district in Little Rock.
- Started with the renovation of The Paint Factory and has grown to include millions of dollars of additional development.



UAMS Master Plan

Little Rock, AR

- Campus master plan for guiding anticipated growth from 6M SF to 12M SF.
- Addressed circulation patterns, building life expectancy, central plant growth, and utility costs.
- Envisioned a walkable, academic campus with convenient parking and discreet use zones connected by a central core.



Philander Smith College Master Plan

Little Rock, AR

- Evaluated the urban setting, existing conditions, determined goals and objectives for the campus and developed a physical plan for growth.
- The study included the main campus and a two block zone around the campus.



Arkansas Children's Hospital Master Plan

Little Rock, AR

- Long-term viability of all buildings on the campus were evaluated and accompanied by an assessment survey of all campus facilities.
- Determined goals and objectives for the campus and developed a physical plan for growth.



Springdale Neighborhood Development

Springdale, AR

- Provided design services for a multiphase development to create a mixed-use environment in the core of downtown Springdale.



STAFF FROM CON-REAL

MICHAEL SMITH SVP OF CONSTRUCTION DIVISION

Michael Smith's experience in the construction industry gives him the insight necessary to effectively and efficiently provide project management services during preconstruction and construction phases of the project. He has experience as a project manager for the owner and contractor and has personally completed over \$280 million in educational facilities in his career. Over his career, Mr. Smith has managed an excess of \$1 billion dollars.

EDUCATION & QUALIFICATIONS:

M.B.A. in Finance, University of Arkansas at Fayetteville

B.S. in Construction Management, University of Arkansas at Little Rock

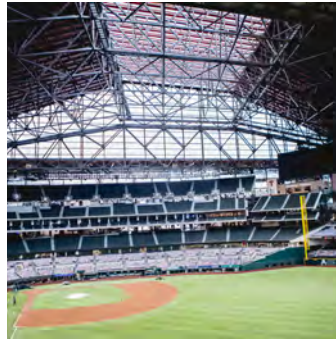
QA/QC Certified Quality Control Manager, Army Corps of Engineers



Verizon South-Central HQ

Little Rock, Arkansas

- Construction and Renovation of headquarters and separate Data Center
- Team managed 7 contractors while coordinating with Verizon leadership
- Completed without interruption; normal business operations
- 6% cost savings back to the owner



Globe Life Field

Arlington, Texas

- Finish-out for interior suites and concessions from concrete structure to owner turnover
- Scope included carpet, paint, drywall, glass and glazing, millwork, fixtures, etc.
- AV system scope included audio/visual, network cabling, low-voltage security, signage, etc.



Texas Live!

Arlington, Texas

- Dynamic world-class dining, entertainment and hospitality district
- Sits next to the Texas Rangers' new ballpark, Globe Life Field
- Features 200,000 SF of best-in-class local, regional and national dining and entertainment venues as well as a 5,000-capacity outdoor event pavilion



Live! by Loews

Arlington, Texas

- Blends sports and entertainment with first-class hospitality
- 14-story tall contemporary glass tower
- Anchors Texas Live!
- 302 guest rooms; 26 suites; amenity space; 35,000 SF Grand Event Center with seating capacity of 1,500; restaurant, terrace pool and bar with views



Loews Arlington

Arlington, Texas

- The hotel would be connected to a new Arlington Convention Center
- 216,000 SF of meeting and outdoor function space
- The new convention center will allow Loews to feature 150,000 SF of interior meeting space, with an additional 66,000 SF of exterior space

TECHNICAL CAPABILITY

OUTLET COLLECTION AT RIVERWALK

New Orleans, Louisiana

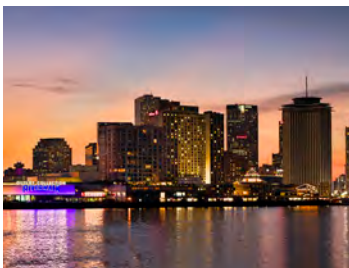


FAST FACTS

- Demolition: 352,000 sf
- Renovation: 210,218 sf
- Expansion: 40,041 sf
- Extensive coordination with New Orleans Regional Transit Authority, Port Authorities, River One and Hilton management was key to successfully completing this project.
- Expansion took place on the city side and the riverside
- Construction on the riverside temporarily ceased when water levels were 11 feet or higher. Some work was coordinated with hired barges and special permits.
- Hilton Hotel in close proximity, construction noise levels were taken into consideration. More than half of the lower level renovations were limited to a 9:00 am to 5:30 pm schedule due to the noise
- Weekend work had to be coordinated weekly due to cruise ships, riverboat ferries and activities at the Convention Center creating major vehicle and pedestrian traffic directly within the limits of construction.
- The landscaping and hardscaping have been repaired and updated at various locations around the building.
- The roof structure has been expanded to accommodate the new retail space.
- All the electrical, mechanical and plumbing systems have been updated and reconstructed.

OWNER:

Howard Hughes Corporation
Peter Doyle
peter.doyle@howardhughes.com



REIMAGINE REDBIRD REDEVELOPMENT

Dallas, Texas



OWNER:
RedBird
Peter Brodsky
pbrodsky@redbird-dallas.com

FAST FACTS

- Redevelopment- Heavy Pre-construction - 1,000,000 sf
- Multiple Phases- Extensive community involvement
- Site Amenities include a Park/Green space with Decorative Pavers and IPE Wood Deck bridges spanning a rain garden feature.
- Includes site utilities and demo of existing paving and repaving of parking field.

DOWNTOWN SUMMERLIN

Las Vegas, Nevada



FAST FACTS

- 106-Acre Mixed-Use Center
- New Construction, Heavy Pre-Construction
- LEED Gold Certification
- 1.6 Million sf
- Retail: 1.4 Million sf
- Office Building:
***One Summerlin:**
 9 stories
 220,500sf with 35,000sf retail below
 LEED Gold
 Parking garage: 1,430 spaces
- Theater: 5 screens
- 33 Buildings
- ICSC D&D Commendation
- Hardscaping and landscaping
- High-end exterior finishes throughout
- Outdoor fountains
- 2 Parking garages

OWNER:
Howard Hughes Corporation
Peter Doyle
peter.doyle@howardhughes.com

GRANDSCAPE

The Colony, TX



OWNER:
Nebraska Furniture Mart
Ron Lazenby
ronald.lazenby@nfm.com

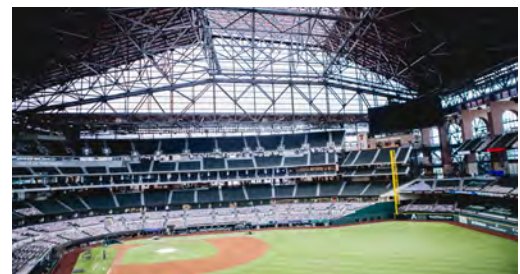
FAST FACTS

- Mixed development 400+ acres, 3.9 million sf of pre-construction
- Close coordination with The Colony city officials
- Multifamily- 300 units, 5,000 space parking garage
- Retail, entertainment, dining, office and attractions
- 27 Restaurants, Andretti Indoor Karting and Games, and Galaxy Theatres
- Pocket parks, play areas, an outdoor amphitheater and water features



TEXAS LIVE! & GLOBE LIFE FIELD

Arlington, Texas



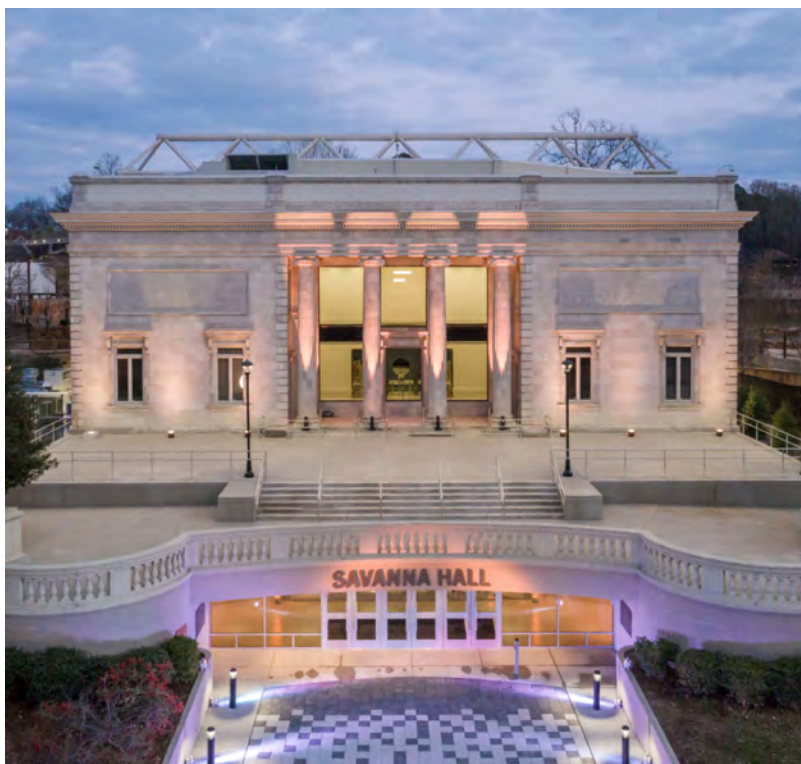
OWNER:
 The Cordish Companies
 Taylor Gray
 taylor@cordish.com
 Texas Rangers Baseball Club
 Jack Hill
 JHill@TexasRangers.com

FAST FACTS

- Texas Live! is a dynamic world-class dining, entertainment and hospitality district.
- At Globe Life Field, Con-Real performed complete finish-out for the interior suites and concessions from concrete structure to owner turnover. Scope included carpet, paint, drywall, glass and glazing, millwork, fixtures, etc.

ZOO ATLANTA & GRANT PARK GATEWAY

Atlanta, Georgia



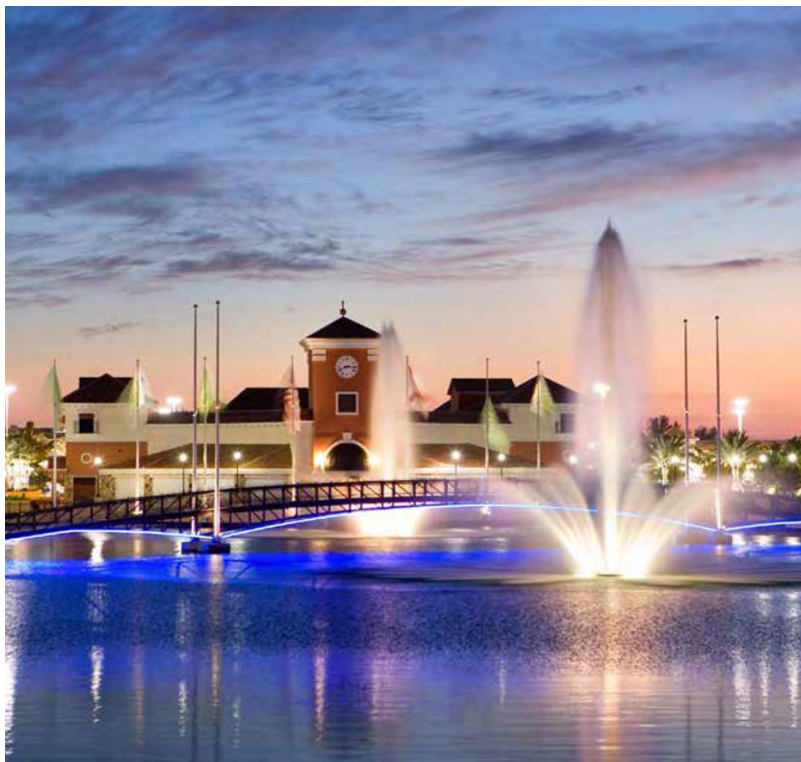
OWNER:
Zoo Atlanta & City of Atlanta (AFCRA)
Alvin Kendall
(404) 314-4244

FAST FACTS

- Oversee renovations to zoo's event space, Savannah Hall
- Grant Park Gateway is a semi-underground, parking garage
- Includes a "green roof", restaurant, bandstand, a shaded terrace plaza and seating, and a water feature
- Accommodates parking demand, reduces traffic congestion, and improves safety

THE PALMS AT TOWN & COUNTRY

Kendall, Florida



OWNER:
TH Real Estate (Former owner)

FAST FACTS

- Repositioned and redeveloped into an alluring retail, dining and entertainment center
- An innovative design and merchandise scheme was created, which included the addition of a 307,478 square foot lifestyle center
- Located in a competitive market, our development and leasing experts added value by attracting new, exciting retailers, restaurateurs, and strong anchors

ROSEDALE CENTER

Roseville, Minnesota



OWNER:
Morgan Stanley

FAST FACTS

- Transformed a vacant anchor store into a 182,100 square foot lifestyle wing and a 14-screen AMC Theatre enhancing the retail experience
- Increased Rosedale's value and solidified its prominent market position
- Renovation and expansion in October 2018 which included 125,000 SF Von Maur, new parking deck, and complete renovation of common area
- Helped develop Rose & Loon, a first-of-its-kind retailer featuring goods of local artisans of Minnesota

MANHATTAN VILLAGE

Manhattan Beach, California



OWNER:
DWS

FAST FACTS

- 44-acre regional, mixed-use center comprised of enclosed retail, open-air lifestyle shops, a community center and an office building
- Situated in Manhattan Beach, one of the nation's wealthiest zip codes with an average household income of \$191,043
- In January of 2017, the center began a redevelopment that included updating and remerchandising the interior mall along with the addition of 53,000 SF of new open-air, lifestyle retail, restaurants and two new parking structures to be completed 2021
- Also includes the consolidation and expansion of two Macy's locations into one full-service 168,000 SF store and the opportunity to reposition the remaining 67,000 SF anchor space

HALCYON

Cumming, Georgia



OWNER:
RocaPoint Partners

FAST FACTS

- A new \$370 million, 550,000-square-foot ground-up mixed-use village and entertainment destination consisting of retail, office, hotel, and residential
- Perfectly positioned in market, appealing to affluent residents and regional guests who seek walkability to destination restaurants, entertainment venues and recreational opportunities
- Worked closely with the developer, RocaPoint Partners, to implement innovative merchandising strategies
- Leveraged extensive retailer relationships and relied on local market expertise to secure experienced chefs and new-to-market concepts to meet consumers' needs
- Partnered with marketing to craft a unique story of the project's vision to create a community that is the most dense, walkable and profitable destination in the Forsyth/North Fulton submarket

CITY OF LITTLE ROCK - 3 AREAS

Little Rock, Arkansas



OWNER:
City of Little Rock
Gilbert "Jamie" Collins
gcollins@littlerock.gov

FAST FACTS

- Contracted to draft a plan with recommendations to strengthen neighborhoods and increase opportunities for residents, daytime labor force and employers as well as visitors
- Areas: 1) The greater downtown business, government and entertainment area; 2) The I-630 corridor; 3) The historic portion of Southwest Little Rock.

ATLANTIC STATION

Atlanta, Georgia



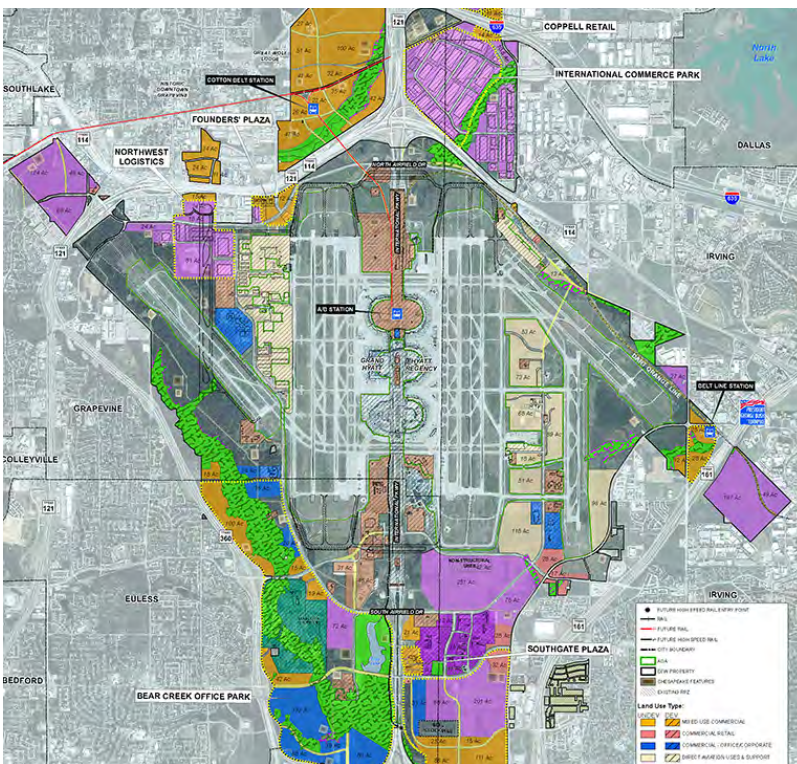
FAST FACTS

- Mixed-use center- Extensive Pre-Construction
- New Construction: 1.1 Million sf
- Residential: 375,000 sf
- Retail: 805,000 sf
- 3 Level Parking deck: 8,000 spaces, covers 38 acres
- Structural Roadways: 7,500 sf
- 138-acre project
- Coordinated linkage to existing freeways
- Organized communications and schedules with multiple developers, government agencies and other builders to ensure on budget and on-time completion.
- VCC laid foundations, both literally and figuratively to build a city within a city.

OWNER:
AIG Global

DFW AIRPORT

Dallas-Fort Worth, Texas



OWNER:
DFW Airport
Khaled Naja
(817) 941-3413

FAST FACTS

- Providing Commercial Development Professional Services
- Development types include hospitality (hotels), U.S. Postal Service, office and industrial buildings, and cargo warehouses
- Provides market feasibility studies for airport expansion, support and assistance for Airport Master Planning, developing marketing plan for airport landside users, develop highest and best use for airport land, and determine the best return on investment for airport land

EAST VILLAGE NEIGHBORHOOD DEVELOPMENT

Little Rock, AR



CLIENTS:
Newmark Moses Tucker
Partners - Chris Moses
(501)376-6555
cmoses@mosestucker.com

Cromwell Architects
Engineers

ARCHITECT:
Chris East, AIA, LEED AP, ALEP
Dan Fowler, AIA

CIVIL ENGINEER:
Mike Tarini, PE

FAST FACTS

- Since 2015, Cromwell has worked to revitalize the East Village in Little Rock. Now the newest neighborhood in Central Arkansas, the East Village was originally developed as the first industrial district in Little Rock in the late 1800's.
- The revitalization of the area started with Cromwell's renovation of the Paint Factory into a mixed-use development featuring loft apartments, a restaurant, a community meeting room, and Cromwell's new headquarters.
- Since the development of the Paint Factory, there has been \$75M worth of new construction in the area and there is \$20-30M more in development.

EAST VILLAGE NEIGHBORHOOD DEVELOPMENT

continued



FAST FACTS

- Over the past five years, pioneers such as Rebel Kettle Brewery and Lost Forty Brewing have paved the way to bring fresh business and traffic into the area while still retaining its overall industrial feel and authenticity.
- The area now includes eStem Elementary School, Rock Dental Brands headquarters (located in the former Kraft Food Co industrial building), Cathead’s Diner, Fidel & Co Coffee, The Rail Yard, and Count Porkula BBQ.

UNIVERSITY OF ARKANSAS FOR MEDICAL SCIENCES MASTER PLAN

Little Rock, AR



CLIENT:
University of Arkansas for Medical Sciences

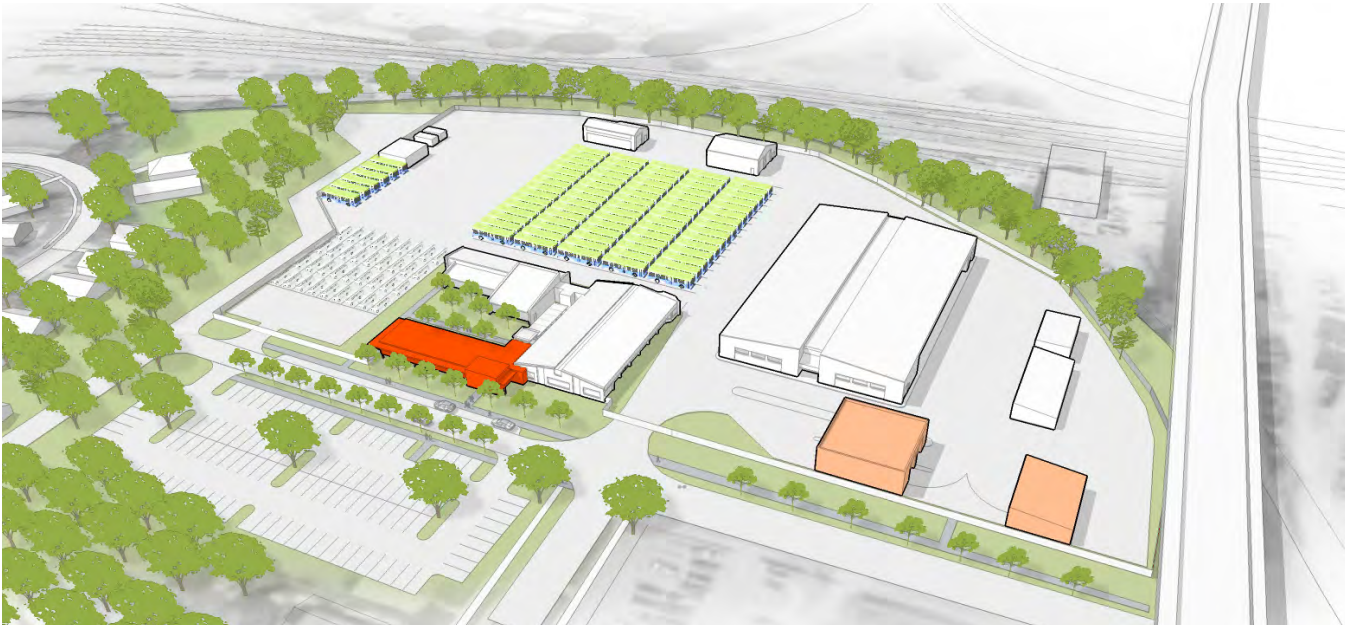
ARCHITECT:
Chris East, AIA, LEED AP, ALEP
Dan Fowler, AIA

FAST FACTS

- Cromwell completed a master plan study area consisting of approximately 215 acres. At the time of study, the campus occupied space on approximately one-third of the study area.
- The master plan established phased growth patterns for the short, mid, and long term.

ROCK REGION METRO FACILITY MASTER PLAN

North Little Rock, AR



OWNER:
Rock Region METRO
Joe Procop
(501)375-6717 x228
jprocop@rrmetro.org

ARCHITECT:
Chris East, AIA, LEED AP, ALEP

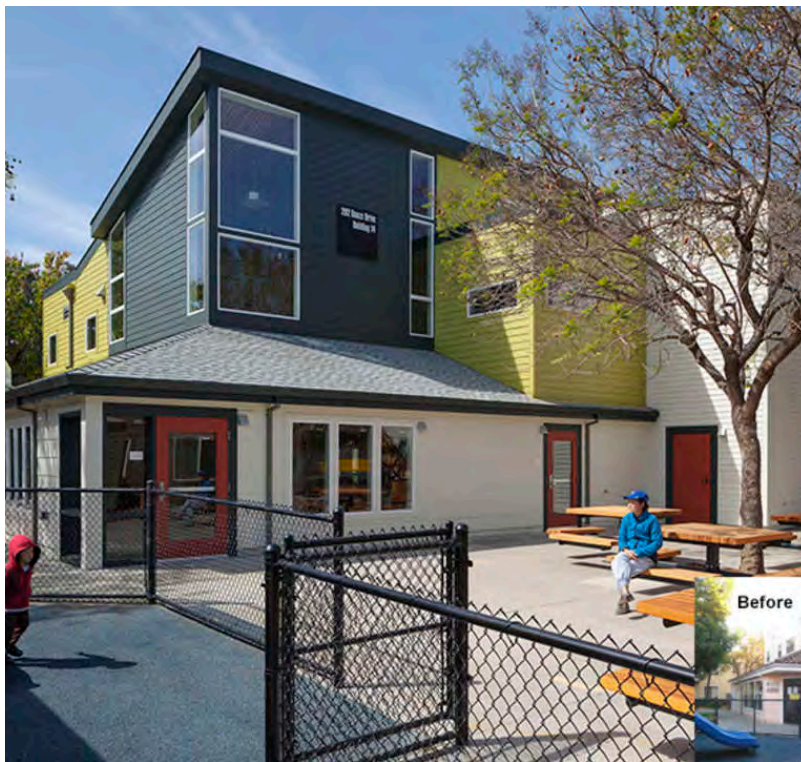
CIVIL ENGINEER:
Mike Tarini, PE

FAST FACTS

- The project included the development of a master plan for Rock Region METRO with services consisting of providing an assessment of current facilities and developing short term and long term recommendations to Rock Region METRO for the implementation of the master facilities plan.

VILLA SAN PEDRO APARTMENTS

San Jose, California



OWNER:
County of Santa Clara
Housing Authority
Flaherty Ward
(408) 975-4617

FAST FACTS

- Rehabilitation of a 100-unit two story apartment and townhouse complex comprised of 13 buildings
- Scope includes new roofs, new interior finishes, new exterior finishes on all buildings, new solar thermal and solar voltaic systems, and new HVAC systems

FINANCIAL CAPACITY

FINANCIAL CAPACITY

As we will need to perform detailed market and feasibility studies to determine which projects and phasing of projects need to be developed, we cannot currently provide our financing strategy until this planning work has been performed. After this process is performed, we will be able to present the needed resources from both public and private sectors.

As mentioned earlier in this response, A Squared LLC is a new venture that focuses on improving the quality of citizens in urban areas. Both principals have demonstrated their ability to perform in major developments throughout the nation in leisure, entertainment, hospitality, public, and private developments in major roles. Their combined 75 years of experience has been the bases of successful developments. In addition, A Squared has the ability to bring unique team members such as Jones Lang LaSalle, a global real estate organization known for delivering this type of development. We welcome the opportunity to demonstrate our financial capacity as it relates to the plan upon acceptance by the City of New Orleans.

DBE PARTICIPATION

DBE PARTICIPATION

A Squared is the gold standard of DBE participation in the nation.

A Squared is an African American majority firm with involvement at every level of deliver. Its background comes from three generations of entrepreneurs who have overcome obstacles in the deep south even before civil rights became the law of the land. Through hard work and focus, they are now leaders in the improvement of communities throughout the nation. In addition, they have been on a journey to meet all requirements of success by committing to improve the lives of others.

A-2 has also brought together partners and team members that are the strongest in their fields to ensure success and strength to complete any opportunity they seek.

GOALS

Selection committees place great value on the “past experience in similar projects”. Which works opposite of the goal of HUB Participation on a Prime Contractor level. The purpose of the statute is to grow smaller businesses to reach their maximum potential. Not for larger firms to simply utilize minority subcontractors.

Some of the challenges faced by consultant firms seeking to support DBE businesses are limited resources, outreach, and reporting results. With the risk associated with the construction industry, surety (bonding requirement) is essential for many contractors especially small and DBE firms. In addition, due to pay schedule requirements, contractors need to have adequate lines of credit or cash flow to perform on projects. These two major factors are addressed by the A Squared team who presents 100% DBE participation through our leadership.

As a DBE firm, competing with firms that have been given more opportunities based on their experience in similar projects is always a challenge. As the firms with the most experience tend to be granted more opportunities based on that experience. Which then gives them more experience, and later a better chance at more opportunities. Because of this cycle, a firm that has been historically underutilized will rarely have more experience than the larger firms with hundreds, if not thousands of projects nationally. The project list has little to do with the capacity to complete any single project.

DBE Prime Contractors have more opportunity not only to grow their business, but we see value in growing other small businesses that face the same challenges that we experience daily. The economic impact of growing DBE Prime Contractors can be seen in DBE participation awards! This level of commitment is at the core of our beliefs and values, and will continue to the measure of our success for years to come.

APPROACH

We believe that it will be possible to exceed the goal based on our experience on recent projects for other public and private clients throughout the country. We have begun preparations for exceeding your goal by initiating the following actions:

- Identify the NGIP Class Codes that will apply to this project.
- Within each class code, identify the distinct item codes that apply to this project.
- Using the Centralized Master Bidders List (CBML), identify the HUB firms by class/item whose business locations lie within and near New Orleans—an area that allows those businesses to properly support construction and warranty obligations for their work. Identify those DBE firms with business locations in the nearby area. Discuss consideration for these firms with the City of New Orleans.
- A Squared will review the initial DBE list of qualified firms used on all projects, with the City of New Orleans and our purchasing teams to identify firms that have not performed well in prior projects or who seem to have no current expertise or capacity in the scope of work identified by the class/item code(s). In addition, A Squared will work with firms whom we know can perform work on this project but who may not hold DBE certification. Instead, they may hold certification from other agencies. We will invest the time to educate these subcontractors of the benefits of the DBE certification and assist them in submitting the necessary information to achieve DBE certification(s).

OUTREACH

Our outreach program is designed to perform four key functions: Identifying and encouraging minority and women-owned businesses to certify and participate in the program; Provide program opportunity information to the community; Collect information on concerns and needs from the community; and Respond to the community with resolutions of concern and needs. We will use several methods to accomplish the above, such as:

- Advertisements: Ads in local newspapers and minority newspapers will help identify opportunities for minority and women owned firms for this program.
- Announcements: A Squared will supplement the project monthly update with timely announcements including information of immediate interest.

DBE PARTICIPATION

A Squared is committed to and believes in Minority/Women Business Enterprise participation. Our team's efforts in the pre-construction phase will include the development of prices which include the solicitation of information from qualified minority firms to establish an estimated cost for this project. This course of action will ensure early involvement of DBE firms in interest and capability in performing in this program.

*NOTE: The Attachment "C" Disadvantaged Business Enterprise Participation Plan (DBE Form 3) has been included in the last section (titled, "REQUESTED FORMS") of this proposal.

REFERENCES

PUBLIC STAKEHOLDERS

MR. WILLIE BROWN

Former Mayor of the City of San Francisco
wlb@williebrownc.com

MR. JEFF WILLIAMS

Mayor of the City of Arlington
Phone Number: (817) 459-6121 (office)
Phone Number: (817) 832-2419 (cell)
jeff.williams@arlingtontx.gov

MR. FRANK SCOTT

Mayor of the City of Little Rock
Phone Number: (501) 280-3511 (office)
Phone Number: (501) 301-4312 (cell)
fdscottjr@gmail.com

MS. KEISHA BOTTOMS

Mayor of the City of Atlanta
Phone Number: (404) 405-6684 (cell)
krlb2017@gmail.com
Assistant: Karla Johnson, karlaj25@gmail.com

MR. TOD K. MAURINA

City of The Colony
Phone Number: (972) 624-3128
tmaurina@thecolonytx.com

PROJECT REFERENCES

MR. PETER DOYLE

The Howard Hughes Corporation
Phone Number: (702) 791-4449
David.Kautz@howardhughes.com

MR. TIPTON HOUSEWRIGHT

Omniplan
Phone Number: (214) 775-6154
thousewright@omniplan.com

MR. KERRY STEWART

Atlanta Fulton County Recreation Authority (AFCRA)
Phone Number: (404) 522-1967 (office)
Phone Number: (770) 877-0015 (cell)
kstewart@afcra.com

MR. TAYLOR GRAY

The Cordish Companies
Phone Number: (410) 752-5444 (office)
Phone Number: (410) 726-1870 (cell)
taylor@cordish.com

MR. RICHARD SENECHAL

Formerly Executive VP of Facilities at Loews Hotels
Phone Number: (917) 428-6253
richard.senechal@aya.yale.edu

MR. KEN LOMBARD

Executive VP of Seritage Growth Properties
Phone Number: (310) 990-7289
klombard@seritage.com

REQUESTED FORMS



OFFICE OF SUPPLIER DIVERSITY
CITY OF NEW ORLEANS
 DBE Responsiveness Form-3
DBE Participation Plan

Contact Office of Supplier Diversity for questions on completing this form.
 Via email: supplierdiversity@nola.gov
 OR
 1340 Poydras Street, 18th Floor
 New Orleans, LA 70112

RESPONDENTS: *This completed form must be furnished to the Bureau of Purchasing with your proposal. You must complete every section of the form or your proposal will be deemed non-responsive. If a section is not applicable to your proposal, you must explain why it is not applicable or your proposal will be deemed non-responsive. You must submit your response on the DBE Responsiveness Form 3 or your proposal will be deemed non-responsive. You may use additional pages as warranted.*

RFP/RFQ/Solicitation #: RFQ No. 961 Date: 2 / 4 / 2021

Description: Six Flags/ Jazzland Site Redevelopment

Name of Respondent: A Squared, LLC

Please check the appropriate space:

- The proposer is committed to the contract goal of 51 % DBE utilization. (If selected, you must complete and submit DBE Compliance Form 1 in order to be awarded a contract.)
- The proposer is unable to meet the DBE contract goal, however is committed to a minimum of _____% DBE utilization and will submit documentation demonstrating good faith efforts. (If selected, you must complete and submit DBE Compliance Form 1 and/or DBE Compliance Form-2 along with all required supporting documentation in order to be awarded a contract.)

SECTION I - DBE COMMITMENT TO CONTRACT GOAL: You must list all DBE firms that you have identified to participate on the contract. **PLEASE NOTE: Every DBE firm listed must be utilized on the project. To remove and/or replace a DBE firm you must submit a DBE Removal/Substitution Request Form 4 and receive approval from the Office of Supplier Diversity to remove and/or replace the firm.**

DBE FIRM & NAME of DBE	PHONE	SOURCE OF CERTIFICATION (SLDBE or LAUCP)	SCOPE OF WORK TO BE PERFORMED BY THE DBE	ESTIMATED VALUE of PROPOSED DBE CONTRACT (If known)	ESTIMATED % OF TOTAL CONTRACT
1. A Squared Global LLC	817-640-4420		Program Management/ Developer	\$ TBD	51 %
2.				\$	%
3.				\$	%
4.				\$	%
5.				\$	%
6.				\$	%
7.				\$	%
8.				\$	%
9.				\$	%
10.				\$	%
TOTALS				\$	51 %



OFFICE OF SUPPLIER DIVERSITY
CITY OF NEW ORLEANS

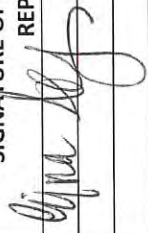
DBE Responsiveness Form-3
DBE Participation Plan

Contact Office of Supplier Diversity for
questions on completing this form.
Via email: supplierdiversity@nola.gov

OR

1340 Poydras Street, 18th Floor
New Orleans, LA 70112

SECTION II - DBE CONFIRMATION: For the DBE firms listed above, please provide the name and signature of the firm's authorized representative.

NAME OF DBE FIRM	PRINT NAME OF DBE FIRM'S AUTHORIZED REPRESENTATIVE	SIGNATURE OF DBE FIRM'S AUTHORIZED REPRESENTATIVE	DATE
A Squared Global, LLC	Gina Alley		2/9/2021

SECTION III - SPECIFIC PORTIONS OF WORK IDENTIFIED FOR DBE SUBCONTRACTOR: You must list all selected scopes or portions of work that you identified to be performed by DBE(s) and the estimated percentage value of each scope of work identified in order to increase the likelihood of meeting the contract goal for this project.

SCOPE OR PORTIONS OF WORK IDENTIFIED FOR DBE PARTICIPATION		ESTIMATED % OF CONTRACT VALUE
1.	Program Management and Development Services	51%
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
TOTAL		51%



OFFICE OF SUPPLIER DIVERSITY
CITY OF NEW ORLEANS
 DBE Responsiveness Form-3
DBE Participation Plan

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 Via email: supplierdiversity@nola.gov

OR

1340 Poydras Street, 18th Floor
 New Orleans, LA 70112

SECTION IV - PAST PERFORMANCE: You must provide details of your firm's past performance in compliance with DBE goals.

AGENCY NAME	PROJECT NAME	COMPLETION DATE	DBE PARTICIPATION ACHIEVED	OSD VERIFICATION
Private Owner—Peter Brodsky	ReImagine RedBird Development	12/2021	45%	

SECTION V - OTHER: Please provide narrative details of any other efforts your firm will conduct to attain the DBE goal.

As a DBE firm, A Squared Global LLC understands the importance of DBE goals and appreciates the efforts of City of New Orleans. Not only will A Squared meet the requirement, we will set this as a benchmark to surpass with as much DBE inclusion as possible.

Attachment "F"

CONFLICT OF INTEREST DISCLOSURE AFFIDAVIT

STATE OF LOUISIANA

PARISH OF New Orleans Parish

Before me, the undersigned authority, came and appeared Gina Alley, who, being first duly sworn, deposed and said that:

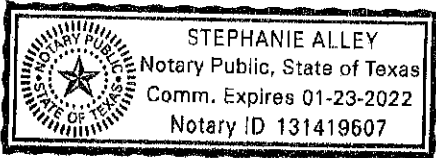
4. He/She is the Director of Public Relations and authorized representative of A Squared Global, LLC, hereafter called "Respondent."

5. The Respondent submits the attached proposal in response to City of New Orleans Proposal # 961.

6. The Respondent hereby confirms that a conflict(s) of interest (*check the applicable box*)
 does not exist
 exists
 may exist

in connection with this solicitation which might impair Respondent's ability to perform if awarded the contract, including any familial or business relationships that the Respondent, the proposed subcontractors, and their principals have with city officials or employees.

(If a conflict(s) of interest exists and/or may exist, describe in a letter the nature of the conflict, the parties involved and why there is a conflict. Attach said letter to this form).



Gina Alley
Respondent Representative (Signature)
Gina Alley

(Print or type name)
1900 Ballpark Way, Suite 110 Arlington Texas 76006

(Address)

Sworn to and subscribed before me, Stephanie Alley, Notary Public, this 9th day of February 2021.

Stephanie Alley
Notary Public (signature)
Notary ID#/Bar Roll #
131419507