

Item #170710N



ECOG-180036-GD

Mixed Use Development of Lot #10



1+1=3

of Gainesville, LLC



BASE⁴

Architects & Engineers

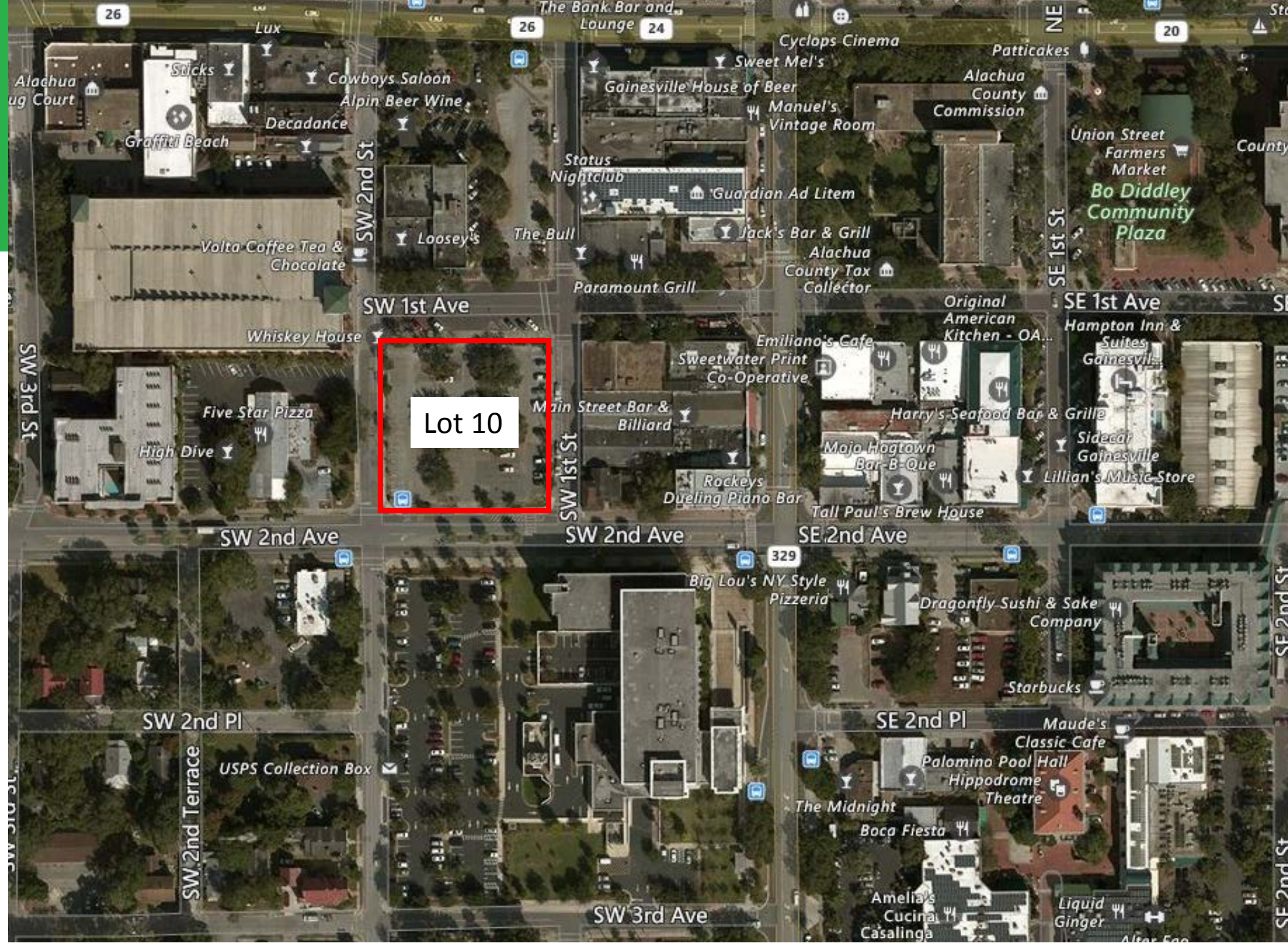


BASE

Architects & Engineers

www.base-4.com

Lot 10



Team Qualifications

- ❖ eda engineers-surveyors-planners, inc.
- ❖ 1 + 1 = 3 of Gainesville, LLC
- ❖ Base4 Architects and Engineers
- ❖ Baywood Hotels
- ❖ Kellogg and Kimsey, Inc.



Team Background

- Local civil engineering, surveying, and urban planning firm with over 40 years of experience
- Minority owned business based in Gainesville
- Experience with design and permitting of mixed –use projects and hotels throughout the Gainesville area
- Sergio Reyes P.E., President, has over 36 years of experience in roadway, utility, and stormwater design



Team Background



- 1 + 1 = 3 team has over 75 years of combined experience and have collectively developed over \$100 M of real estate projects including student housing, hotels, and mixed-use projects
- Reid Fogler, President, is a lifetime Gainesville resident with development experience in the urban core
- Pat Chisholm, Chief Financial Officers has over 20 years of real estate experience. Owner and President of PLC partners which has developed 13 mixed-use student housing projects throughout the Southeast
- Vip Patel, Director of Hotels, owns and operates two hotels in Gainesville, with another hotel in the development pipeline.

Team Background

- Architectural firm with experience on over 2000 projects and more than 100 million square feet, which includes a variety of uses
 - Currently working on a Hilton Branded hotel in Gainesville and a Hyatt Place in Jacksonville
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- Florida based contractor with experience building more than 4,000 rooms across many premier hotel brands
 - Experience in more than 100 cities in Florida including hospitality work in Gainesville
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- Manages over 100 hotels and over \$800 million in assets



RFP Summary

Redevelopment of a city-owned parking lot into vibrant mixed-use facility in downtown Gainesville

- ❖ Hyatt Place Hotel – 136 rooms
- ❖ Two Retail Spaces (Restaurants)
- ❖ Rooftop Restaurant/Bar
- ❖ 3 art installations (Art in Public Places)
- ❖ Over 7,100 square feet of meeting space



City Goals, Objectives, Policies and Initiatives

- Redevelopment & Reinvestment
- Economic Development
- Commercial & Business Activity
- Urban Form
- Sustainability
- Sense of Community
- Art in Public Places
- Mixed-Use Development



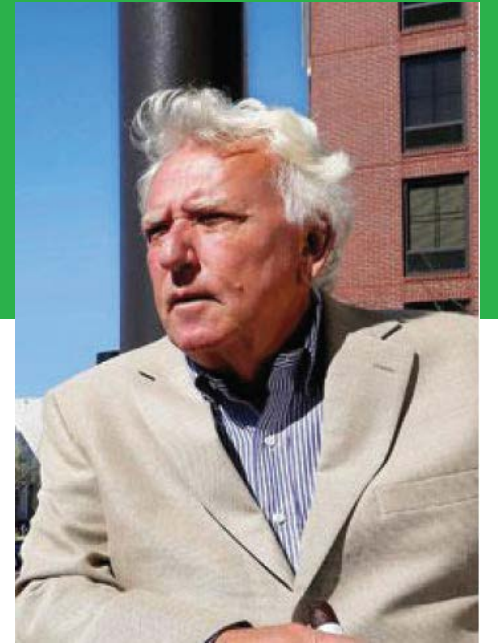
Design Elements

- Large meeting facilities
- Attractive hotel entry
- Active street level experience
- Rooftop entertainment venue
- Art in Public Spaces



Design Highlights

- Quality restaurants with outdoor seating, by Billy Scheel
 - Owns and operates several successful downtown business including: Harry's Seafood Bar and Grille, Mark's U.S. Prime, Vellos Historic Brickstreet Grill (now V Pizza), Lillians, and Havana's Downtown Cigars
- Local art by Lennie Kesl
 - Painter, sculptor, printmaker and ceramicist
 - Received numerous national awards and exhibited throughout the US



Additional Presentation Questions

1. What asks from the City/CRA/GRU have not been communicated in the technical/written proposals that the evaluation committee should be aware of?
2. Explain how you have considered staging/logistics planning for the proposed project
3. What are specific market, economic risks associated with your proposal?
4. Who will manage various aspects of the project?
5. Clarify your approach to providing a mix of uses
6. When is it anticipated that construction of the project ends?
7. Explain the hotel franchise and application process and how it tracks with the project schedule
8. Explain this proposal in relationship to the current area market for hotel space



Item #170710N

1 - What asks from the City/CRA/GRU have not been communicated in the technical/written proposals that the evaluation committee should be aware of?

How quickly can we close on the purchase and can the city be able to help fast track the development process?

We are ready to go!





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2 - Explain how you have considered staging/logistics planning for the proposed project



Our team has experience with infill development and will reverse engineer the construction process and partner with contractors experienced in infill redevelopment.

We have identified multiple locations suitable for staging as well as parking. We have successfully developed tighter sites and are comfortable with this location.

3 - What are specific market, economic risks associated with your proposal?

Our company's strong balance sheet and long term vision allow us to benefit from temporary fluctuations in the economy. The experienced partners of 1 + 1 = 3 are uniquely qualified to perform on this project.

The proposed location and market segment of this hotel will uniquely serve visitors with an experience that will draw new visitors to Gainesville as a venue for meetings, combined with a local downtown experience that no other hotel in Gainesville can provide.

4 - Who will manage various aspects of the project?



Reid Fogler will serve as project manager and manage all the construction / marketing / architectural / interior design



Vip Patel will manage all aspects of the hotel operation and property management



Pat Chisholm will assist in construction management and be in charge of equity raise / financing / legal / budgets, etc.

5 - Clarify your approach to providing a mix of uses

We propose a mixed use development encompassing a combination of hotel, retail/restaurant spaces and meeting space:

- Restaurant design is based on needs expressed by local restaurateur Billy Scheel. We have created 6,000 SF and 4,500 SF pedestrian friendly spaces with additional outdoor seating
- Unique rooftop venue above the hotel
- Over 7,000 SF to Class A meeting space will significantly redefine downtown and fill a void in the urban core
- Provide space for a living, interactive art gallery. We have designated three spaces for Art in Public Places and would like to incorporate additional uniquely Gainesville pieces (bike racks and murals, etc....)



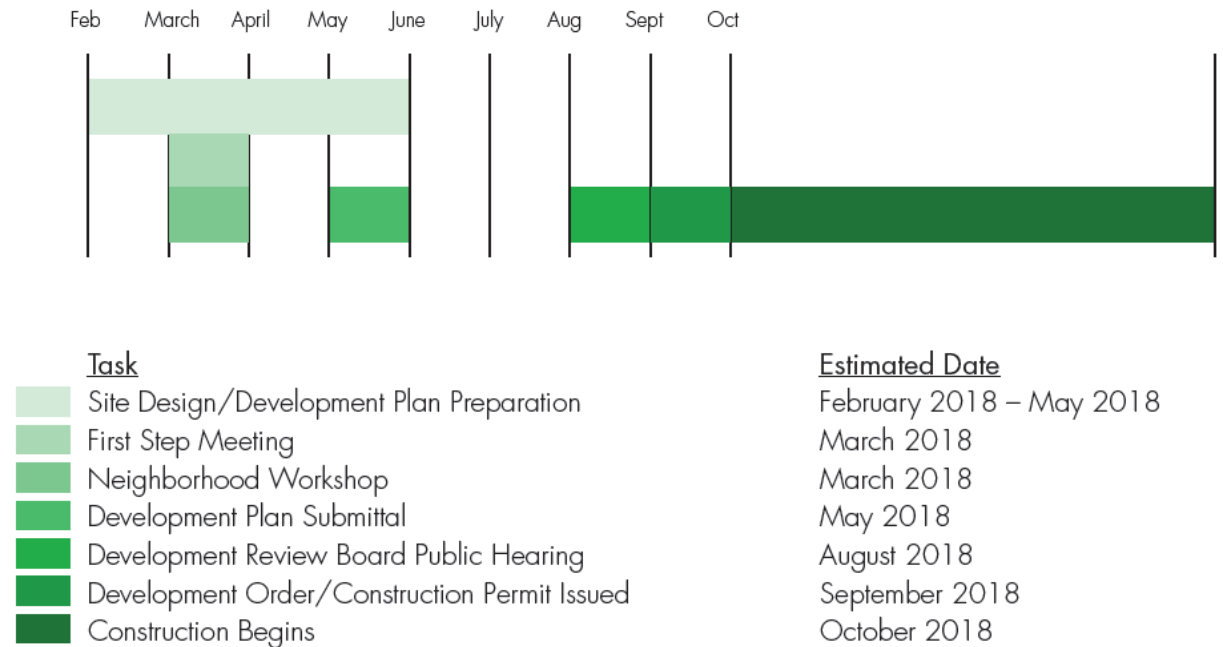
6 - When is it anticipated that construction of the project ends?

Construction will take 18-24 months - The answer depends on how soon we can begin construction.

Based on our proposed timeline, construction begins October of 2018.

We anticipate the Grand Opening would be November 2020.

We will work diligently with the City of Gainesville to accelerate the time line.



7 - Explain the hotel franchise and application process and how it tracks with the project schedule

- Hyatt will accept an official application once land is under contract. The preliminary approval process can take up to 2 months and will coincide with site plan approval from the City and GRU.
- By working with experienced partners in hotel design and construction, the turnaround time for drawings will be quick.



HYATT
PLACE™



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8 - Explain this proposal in relationship to the current area market for hotel space

Gainesville has three hotel markets: the I-75 corridor, the University of Florida campus market, and the downtown Gainesville market.

- The I-75 market remains competitive and is seeing considerable investment
- The close proximity to campus market is under a bit of a renaissance with a number of new hotels under construction
- The downtown Gainesville market is currently served by one hotel

With the growing demands closer to downtown with Innovation Square, Government needs, Gainesville Regional Airport, Future Fairgrounds, and desire for visitors to have a more "unique" Gainesville experience, there is only one hotel that is able to serve these visitors.

We will be betting on, partnering with and investing in downtown Gainesville. We want to stand with the innovators, the artist, the brewers, the office workers, the entertainers and the foodies.



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Thank You



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www.base-4.com

Building Elevations

South Side Elevation

NOT TO SCALE



North Side Elevation

NOT TO SCALE



West Side Elevation

NOT TO SCALE



East Side Elevation

NOT TO SCALE



Economic Impact

Construction Impact

<u>Measurement</u>	<u>2018</u>
Output Impact	\$58,012,899
Earnings Impact	\$15,615,891
Employment	413 FTE jobs

Operational Impact

Economic Measure Estimated	
<u>Measurement</u>	<u>2020</u>
Output Impact	\$27,223,399
Earnings Impact	\$5,248,272
Employment Impact	189 FTE jobs

<u>Tax Impact</u>	<u>2020</u>
Sales Tax (6.50% x \$5,248,272)	\$341,137
Lodging Tax (5% x \$5,248,272)	\$262,413
	\$603,550



Parking Plan

- License or purchase agreement with the City to use and maintain Lot 2
- Agreement with Ken McGurn for additional parking in the City's southwest downtown parking garage
- 1 + 1 = 3 reserves the right to construct a pedestrian bridge connecting the City's southwest downtown parking garage to the proposed hotel mixed-use project.

Requested Business Terms

- City will transfer the land for \$2,340,000
- Parking agreement for City parking Lot 2
- Parking agreement with Ken McGurn for parking in the City's southwest parking garage
- Guaranteed capacity in the City's SW 5th Avenue Master Basin
- City of Gainesville shall remediate any pre-existing hazardous conditions on site
- City will pay to bring GRU services to the building
- RTS will remove/relocate the bus stop on SW 2nd Ave on the south side of Lot 10

Sample bicycle racks/additional art opportunities

