

RFQ Title: Request for Qualifications for Fairgrounds Redevelopment Feasibility Assessment  
RFQ Number: BC-11-18-10-07  
Opening Date: Wednesday, November 18, 2010 at 2:00PM

Attachment # 1  
Page 1 of 42

**RESPONSE COVER SHEET**

This page is to be completed and included as the cover sheet for your response.

The Board of County Commissioners, Leon County, reserves the right to accept or reject any and/or all responses in the best interest of Leon County.

Keith M. Roberts, Purchasing Director

Bob Rackleff, Chairman  
Leon County Board of County Commissioners

This response is submitted by the below named firm/individual by the undersigned authorized representative:

BY: Real Estate Insync (REI)  
(Firm Name)  
[Signature]  
(Authorized Representative)  
William F. Butler  
(Printed or Typed Name)  
ADDRESS: 997 Ilex Way  
Tallahassee, FL 32312  
CITY, STATE, ZIP  
TELEPHONE: 850-345-9455  
FAX: \_\_\_\_\_

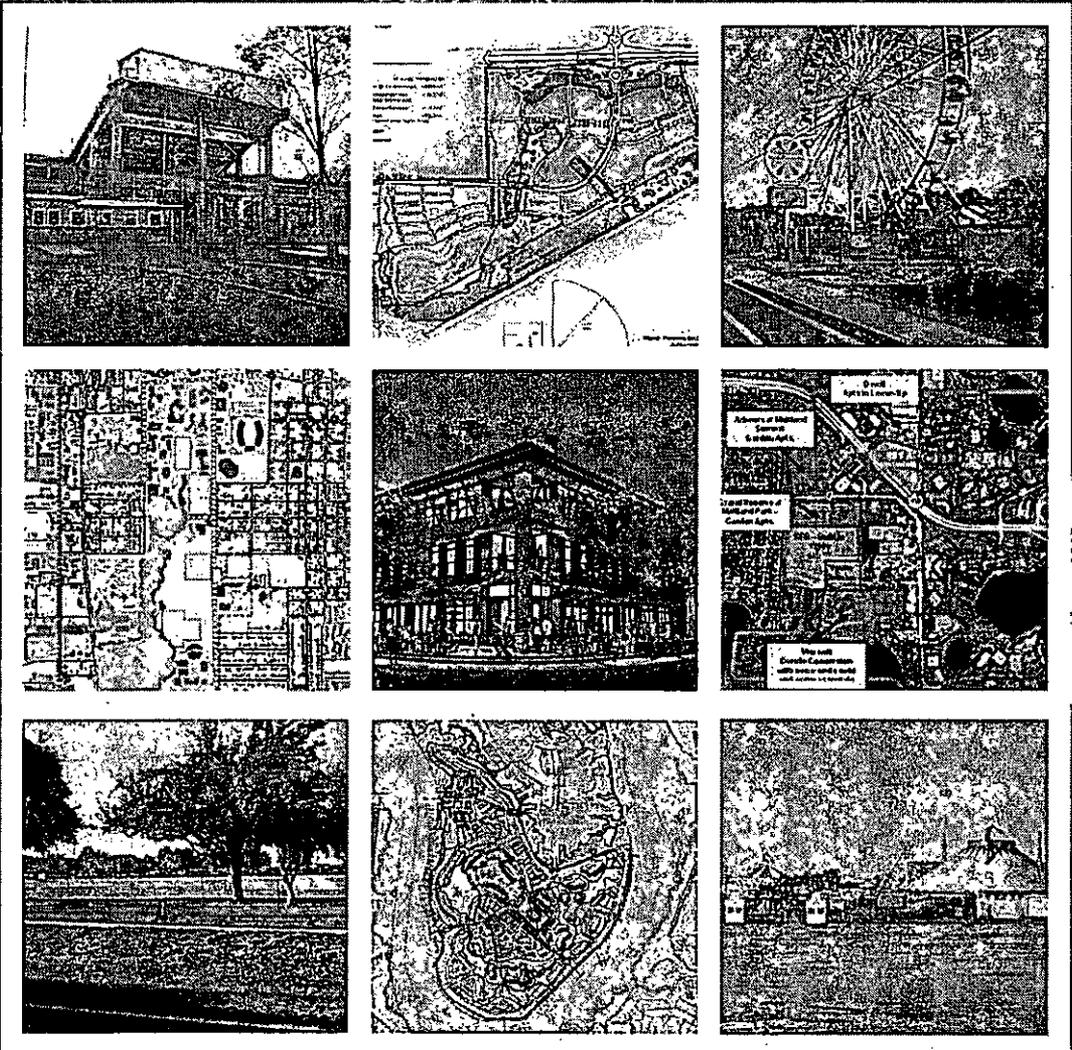
**ADDENDA ACKNOWLEDGMENTS: (IF APPLICABLE)**

Addendum #1 dated 11/2/10 Initials WFB  
Addendum #2 dated 11/10/10 Initials WFB  
Addendum #3 dated \_\_\_\_\_ Initials \_\_\_\_\_

Request for Qualification, RFO # BC 11-18-10-07

# Fairgrounds Redevelopment Feasibility Assessment for Leon County, Florida

November 18, 2010





November 18, 2010

Leon County Board of County Commissioners  
Purchasing Division  
1800-3 Blair Stone Road  
Tallahassee, FL 32308

Re: Request for Qualifications Number: BC-11-18-10-07  
Fairgrounds Redevelopment Feasibility Assessment for Leon County

Dear Selection Committee:

The Real Estate InSync (REI) team is pleased to have the opportunity to submit the enclosed copies of our statement of qualifications to Leon County for the Fairground Redevelopment Feasibility Assessment. Leon County is home to many of our team members and we are excited to be able to contribute to a local project that balances good stewardship and enhancement of this important community asset, with practicing the best growth management strategies for your ongoing and future redevelopment needs. The REI Team would be honored to be selected to assist the County in making important strategic decisions regarding the Fairground for the future.

REI will lead a team of consultants for the redevelopment feasibility study. Our team includes real estate project and portfolio managers, planners, landscape architects, real estate advisors, and public involvement specialists with direct relevant experience and understanding of the project needs in Leon County. Our *Core Team* is made up of the most creative and professional staff members from REI, Wood+Partners Inc., Robert Charles Lesser & Co., LLC, and ESP Media. Our team members are primarily local and just minutes notice from providing face to face consultation and assistance.

Our team provides a broad range of services such as asset management, real estate portfolio analysis, value maximization strategies, market analysis, financial optimization, consumer research, comprehensive land use planning, public involvement and other services, to name a few, specific to your needs in Leon County. Our recent experience, familiarity with Leon County's needs, and specialized planning and urban development services will enable us to begin immediately upon selection. We have proven experience leading community consensus meetings, public participation workshops, as well as making project presentations for a variety of communities, local governments and neighborhood groups.

The REI Team's recent urban design and comprehensive and needs assessment planning services have been provided on a variety of projects for various communities such as: Tallahassee, FL; Panama City, FL; Port St. Joe, FL; Maitland, FL; Perry, FL; and the Florida Department of Transportation to name a few. We believe our team members are uniquely qualified for this project and offer the following strengths for your consideration:

- Local team with national and international experience in planning and redevelopment of urban and sub-urban sites;
- Market and economic analysis expertise, with a focus on redevelopment sites in Florida;
- Depth of knowledge in urban planning and economic development;
- Extensive, local resources for production of planning documents quickly and efficiently; and
- *Award winning* planning and design portfolio.

We are enthusiastic to discuss our team's proposal with your selection committee in more detail. Please feel free to contact us if you have any questions or need any additional information. Thank you for your time and we are looking forward to the opportunity to be part of your team!

Sincerely,  
Real Estate InSync

A handwritten signature in black ink, appearing to read 'William F. Butler', is written over a horizontal line.

William F. Butler, CRE President and Founder

WFB/ll

Enclosures



# Fairgrounds Redevelopment Feasibility Assessment for Leon County, Florida

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# TAB 1



# Fairground Redevelopment Feasibility Assessment for Leon County, Florida

## Introduction and Description of Firm(s)

### Introduction:

REI has assembled a core team of consultants that have been hand picked to serve in accomplishing the identified tasks within the RFQ. Redevelopment and strategic planning of land holdings and redevelopment properties has been a focus for REI and the assembled team presented herein. Our team has worked together on several projects of similar scope within the region. As the project develops, or as added services may be required, the REI team has the relationships and industry knowledge to bring on required services to complete the necessary tasks. The REI project management advantage allows for added consultant involvement on an

together the right team for your unique goals and vision with two critical thoughts in mind - your return on investment and the best talent for your needs. We may have several teams working on your project - all with one common goal in mind - driving value and profitability.

REI's services include Real Estate Portfolio Analysis, Asset Management, Value Maximization Strategies, Real Estate Branding & Marketing, Community Redevelopment, Vacant Land Strategies and Tactics, Program Planning and Execution, Mixed use Development, Horizontal Planned Communities, Lease Negotiations, and Legacy Vision Planning, just to name a few.



Leon County Fairground

as needed basis through selection of services based on considerations such as budget, quality and related experience. REI will be able to provide personalized, single source project management supported by a nationally qualified team of experts to complete the assignment on time and within budget.

### Real Estate InSync (REI):

REI understands that every real estate portfolio and project is different and offers opportunities for value creation. REI takes the time to understand your specific vision and business needs, then craft the team to work on your specific goals.

Founded in 2007 and located right in the heart of Leon County, Tallahassee is home to the REI Office. With a customized approach, REI puts

REI's portfolio includes many local projects in Leon County and around the State of Florida. The REI groups projects include Welaunee Property Land Use Plan, which WPI provided land planning services, Madison Street Mixed Use Redevelopment located in Tallahassee, Park Place Mixed-Use Development located in Tallahassee, FL and The Ruckel Property located in Okaloosa County, to name a few.

The team interprets trends, exams emerging issues and guides the timing of real estate decisions to maximize client assets. REI collaborates with clients and industry professionals to design innovative real estate-based solutions and transform these programs into profitable ventures that exceed client's development, financing and investment management goals.

### Wood+Partners Inc. (WPI):

WPI is a regional planning and landscape architectural firm specializing in community planning and urban design. Founded in 1988, WPI serves a diverse range of clients throughout the United States and in the Caribbean. The firms partners, Perry Wood and Mark Baker, each have more than 30 years experience in planning and landscape architecture. They lead a professional staff of planners and designers specializing in both private and public sector projects. The firm has offices in Tallahassee, Atlanta, and Hilton Head Island and has received numerous awards throughout the years. The Tallahassee Office will be performing services for this project.



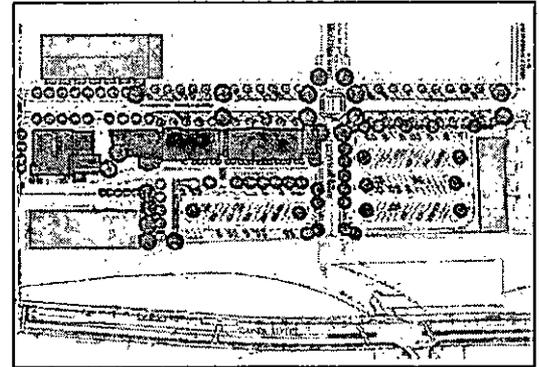
# Fairground Redevelopment Feasibility Assessment for Leon County, Florida

## Description of Firm (s) continued

WPI's services include comprehensive master planning, landscape architecture, urban design, feasibility studies, recreation and park master planning, community consensus and public workshops. The firm has recent and relevant experience in Leon County.

WPI practices Sustainable Design, Smart Growth and Leadership in Energy and Environmental Design (LEED), as well as other Green principles to encourage public awareness and enhance our Client's project value.

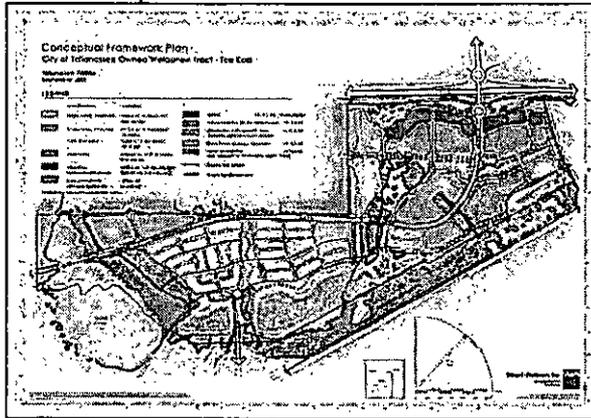
Regardless of the scope of the project, Wood+Partners provides innovative



Madison Street Mixed-Use Development

experience in international markets - RCLCO provides end-to-end real estate solutions on everything from entity, portfolio, and asset strategy to market research, product programming, financial sourcing, deal structuring, and ultimate development.

Since RCLCO opened its doors in 1967, they have been governed by the core values of excellence, integrity, honesty, respect, exceeding expectations, and quality are great goals that all firms must possess. These goals and values shape the culture and define the character of the firm. Simply stated, the mission is to be the leading real estate knowledge and solutions provider.



Welaunee Property Land Use Plan

and creative uses of land while offering practical and achievable solutions with the least impact on the environment. Their projects are completed on time and within budget.

### Robert Charles Lesser & Co., LLC (RCLCO):

For over 40 years, RCLCO has been the "first call" for public sector entities, real estate developer, financial institutions, institutional and individual investors, private investors, and Fortune 500 company seeking strategic and tactical advice on property investment, planning and development.

With offices all across the united states, the Orlando office will provide services for this project. As the largest independent real estate advisory firm in the nation - with

### ESPMedia Productions Corporation:

ESPMedia was founded in Tallahassee, Florida in 2006. They specialize in public relations, marketing and strategic planning for individuals and companies throughout the State of Florida. ESPMedia's focus is to produce the best representation and ensure that our clients meet their objectives by using the most effective strategies available.

ESPMedia's strong background in coordinating political, issue and grass roots outreach campaigns, paired with our unique approach to reaching each target audience, has proven essential in connecting to the success of major public awareness campaigns.

As a Minority Business Enterprise (MBE) certified firm, they are experienced and proven in the marketing of African-American and Caribbean-American target markets throughout the State of Florida and beyond. The firm possesses a rare and mutual understanding of minority cultures and understands exactly how to



# Fairground Redevelopment Feasibility Assessment for Leon County, Florida

## Description of Project Team

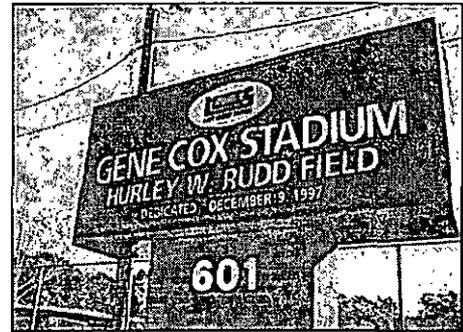
convey our client's message to the desired audience, presenting the best opportunity for success and ultimately reaching desired objectives and goals.

### Core Team Members:

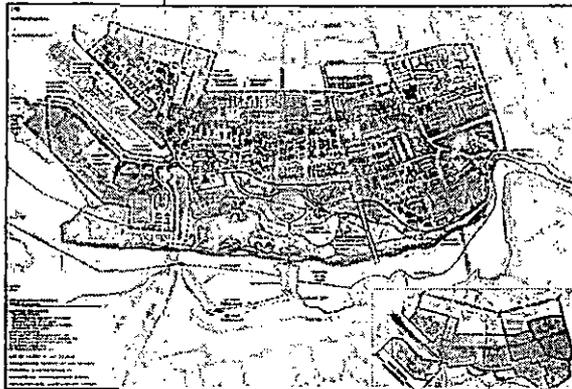
#### Real Estate InSync (REI):

REI will lead this project and consultant team and will provide overall project management, asset management, and real estate portfolio analysis.

Located in Tallahassee, the heart of Leon County, REI's portfolio includes many local projects such as Welaunee Property Land Use Plan.



Gene Cox Stadium



West Washington Street Redevelopment

### Wood+Partners Inc. (WPI):

WPI will provide land planning, urban redevelopment planning and feasibility study assessment support to the REI Group. Located in Tallahassee, WPI has recent and relevant experience on project's such as this and in Leon County.

The WPI Team will include the following local team members to work with Leon County as necessary to meet all of your project needs:

- J. David Malcolm, RLA, ASLA - Principal
- Shawn C. Kalbli, ASLA - Associate
- Senior Landscape Architects & additional designers as needed

The REI Team will include the following local team member to work with Leon County as necessary to meet all of your project needs:

- William F. Butler, CRE®  
President and Founder

Mr. Butler is an accomplished real estate project portfolio manager with over 30 years of experience partnering with high net worth private, corporate and institutional clients through the United States on projects ranging from commercial portfolios to mixed-use facilities and residential developments.

As founder and principal of Real Estate InSync (REI), Mr. Butler works closely with clients to assess needs, clarify goals, design comprehensive development solutions and manage programs to strategically reposition assets, brand properties and maximize real estate portfolios valued up to \$100 million.

Mr. Malcolm is a Principal and Vice President at Wood+Partners who is experienced in landscape architecture and land planning for a variety of project types, including urban redevelopment, urban design, livable communities, parks and recreation, resorts, institutional, commercial, and residential. His primary focus is planning and landscape architecture in coastal regions throughout the Southeast. He has extensive experience in master planning and design development, needs assessments, greenways and trails, public presentations, design workshops, stormwater management, feasibility analysis, cost estimating and construction documentation and observation.

Mr. Kalbli is a Project Manager at Wood+Partners specializing in Landscape Architecture and Urban Design and a graduate of Florida State University. His background is in comprehensive/ long-range urban planning and site scale design projects for public- and private-sector clients throughout northern Florida and the Midwest. In prior association, Mr.



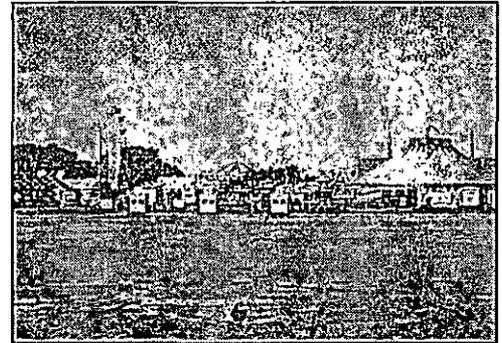
# Fairground Redevelopment Feasibility Assessment for Leon County, Florida

## Description of Project Team continued

Kalbli served for three years as Project Manager for the FDOT Environmental Management Office – Statewide Environmental Services contract, providing consultation in areas of landscape architecture / environmental philosophy, policy, and procedure planning.

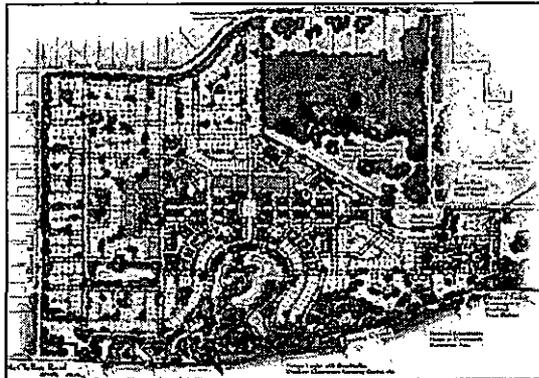
### Robert Charles Lesser & Co., LLC (RCLCO):

RCLCO will provide real estate advisory services for this project. RCLCO provides end-to-end real estate solutions on everything from entity, portfolio, and asset strategy to market research, product programming, financial sourcing, deal structuring and ultimate development are just a few of the services that they can provide.



Leon County Fairground

town centers and suburban business districts; and economic development studies for cities, counties, and community improvement districts, including the *Welaunee project* RCLCO completed for the Powerhouse, Inc.



Cypress Mill Development Master Plan

Ms. Duggal is a Senior Principal based in the Orlando, Florida office. She has previously worked in our Atlanta and Washington, D.C. offices. She has worked on a wide range of market and financial analysis, economic development, regional growth patterns, and consumer research projects concerning real estate and urban development issues throughout the United States and Puerto Rico including the St. Joe SouthSide DRI. She has worked for RCLCO (Robert Charles Lesser & Co.) since 1998.

The RCLCO Team will provide the following team members to work with Leon County as necessary to meet all of your needs:

- Gregg Logan - Managing Director of Development
- Melina Duggal, AICP - Senior Principal
- Lisa Dilts - Vice President of Development

Ms. Dilts is an RCLCO Vice President with over 9 years of development and consulting experience, working with real estate developers, land owners, cities, counties, private investors, builders, legal and accounting firms. Lisa's consulting work has included market and financial evaluations, economic development strategies, valuations, and litigation support for a wide range of real estate product types.

Mr. Logan is an RCLCO Managing Director with over 25 years of development and consulting experience, working with real estate developers, land owners, investors, builders and public-sector entities. Gregg's development consulting work has included market evaluations and strategies for large-scale master planned communities and mixed-use developments;



# Fairground Redevelopment Feasibility Assessment for Leon County, Florida

**Description of Project Team**  
 continued

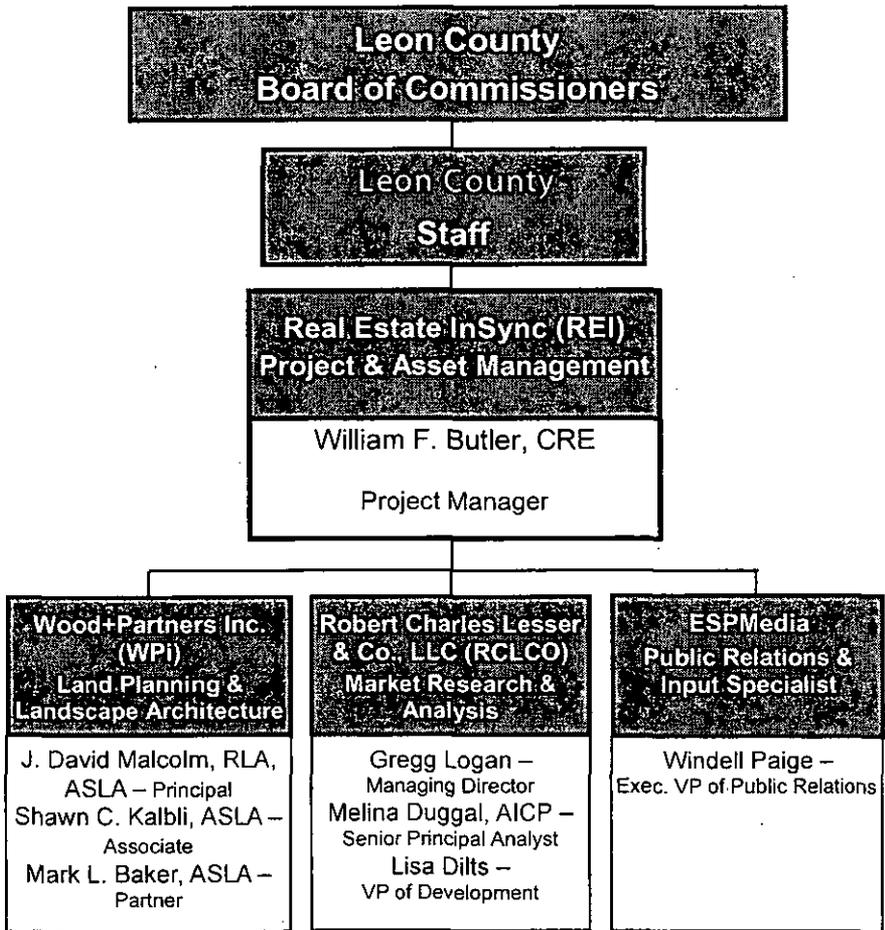
**ESPMedia Productions Corporation:**  
 ESPMedia founded in Tallahassee will provide public relations, marketing and strategic campaign planning for this project.

The ESPMedia Team will provide the following team member to work with Leon County as necessary to meet all of your needs:

- Windell Paige - Executive Vice President

Mr. Paige is the Executive Vice President at ESPMedia and a graduate of Florida A&M University. With over 20 years of experience providing public relations, marketing and strategic campaign planning for individuals and companies, Mr. Paige has recent and local experience in Leon County.

## Organizational Chart



**TAB 2**

## Fairgrounds Redevelopment Feasibility Assessment for Leon County, Florida



### *William F. Butler, CRE® President and Founder*

William F. Butler is an accomplished real estate project and portfolio manager with over 30 years of experience partnering with high net worth private, corporate and institutional clients throughout the United States on projects ranging from commercial portfolios to mixed-use facilities and residential developments. As founder and principal of Real Estate InSync (REI), Mr. Butler works closely with clients to assess needs, clarify goals, design comprehensive development solutions and manage programs to strategically reposition assets, brand properties and maximize real estate portfolios valued up to \$100 million.

Mr. Butler's previous experience includes serving as a senior vice president with The St. Joe Land Company, where he designed and implemented business models for five new product lines involving 250,000 rural acres across a six-county region in North Florida. Prior to joining St. Joe in 2000, Mr. Butler provided consulting, development, management and valuation services for 12 years as a principal of Boutin Brown Butler Real Estate Services. Additionally, he served earlier as a vice president with New York-based Landauer Associates, Inc., an international real estate firm servicing corporations in the U.S. and Europe, and as a real estate analyst and project administrator with Raymond-Kaiser Engineers, Inc. in Ft. Lauderdale, Fla. His expertise, experience and integrity have attracted high-profile clients, including Regions Morgan Timberland Group, Capital City Bank Group, Florida Retail Federation, The Florida Bar, City of Tallahassee, the Florida State University Seminole Boosters and Myer Development, LLC. Some of Mr. Butler's local projects include Madison Street Mixed-Use Redevelopment, Tallahassee, FL; SouthSide DRI, Tallahassee, FL; and Park Place, Tallahassee, FL; to name a few.

Mr. Butler's credentials also include the prestigious designation of Counselor of Real Estate signifying professional achievement as a trusted real estate advisor, as acknowledged by his peers in the American Society of Real Estate Counselors. He holds a B.S. in Real Estate from Florida State University and is a graduate of Leadership Florida and Leadership Tallahassee. As a native of Tallahassee, Fla., Mr. Butler is committed to the long-term success of this community and the North Florida region.

#### **Leadership Credentials Include:**

- Past Chairman of the Economic Development Council of Tallahassee/Leon County
- Leadership Florida Graduate
- Member of the Board of Directors, Florida State University Center for Real Estate Education & Research
- Vice Chairman, Leon County Planning Commission
- Past Chairman, Greater Tallahassee Chamber of Commerce
- Past Chairman of the National Biletnikoff Award in college football
- Past Chairman of the Tallahassee Downtown Redevelopment Commission

Mr. Butler leads the REI team in interpreting trends, examining emerging issues and guiding the timing of real estate decisions to maximize client assets. REI collaborates with clients and industry professionals to design innovative real estate-based solutions and transform these programs into profitable ventures that exceed clients' development, financing and investment management needs.

#### **Client References:**

- City of Tallahassee, Rick Fernandez, Assistant City Manager 850.891.8580
- Seminole Boosters, Andy Miller, President 850.644.3484
- Meyer Development LLC, Heather Richmond, VP 561.273.4633

**TAB 3**



# Tallahassee, Florida Welaunee Property Framework Plan

For the past three years REI has served a leadership role as the City of Tallahassee's representative for the Welaunee property. From the project's inception, REI has been responsible for organizing and directing all aspects of a holistic planning strategy and market analysis as well as market study for this valuable real estate asset, including the selection of the multi-disciplinary consultant team that included Wood+Partners Inc. who provided land planning and landscape architecture services for this +/- 420 ac of the City of Tallahassee (COT) owned Welaunee Property. Other services include Public Outreach, inter-governmental coordination, entitlements, economic analysis and market research. Issues such as transportation, stormwater, openspace, neighborhood and commercial placement and its organization will be reviewed during the analysis of development scenarios.

**Budget:**

Total Predevelopment Budget exceeded \$1.0 Million

**Reference:**

City of Tallahassee  
 Rick Fernandez, Assistant City Manager 850.891.8580

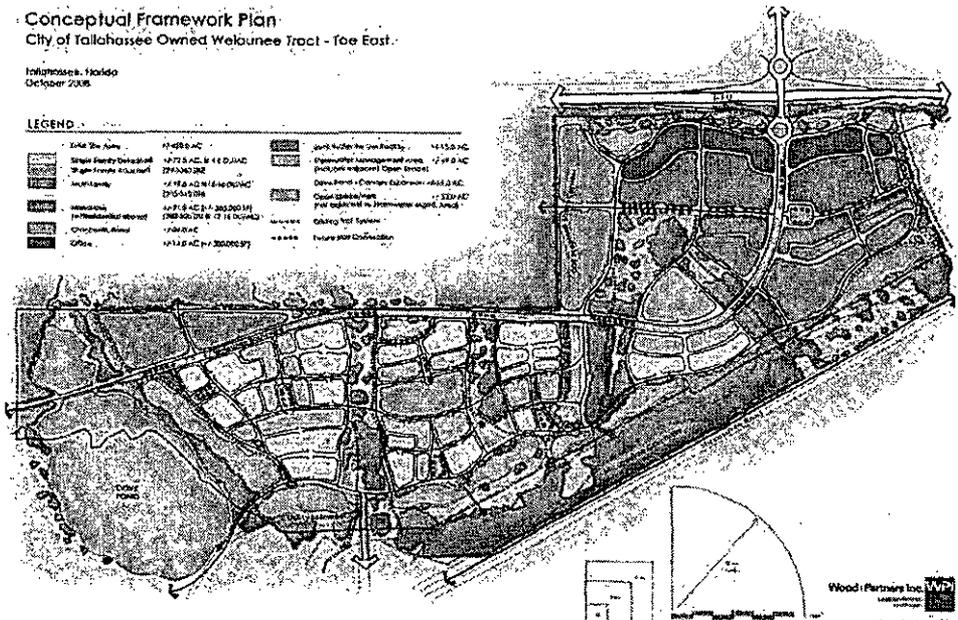


Conceptual Framework Plan  
 City of Tallahassee Owned Welaunee Tract - Toe East

Tallahassee, Florida  
 October 2008

**LEGEND**

Single Family Residential 275,000 sq ft	Medium Density Residential 275,000 sq ft	High Density Residential 275,000 sq ft	Open Space 275,000 sq ft	Stormwater Management 275,000 sq ft	Utility 275,000 sq ft
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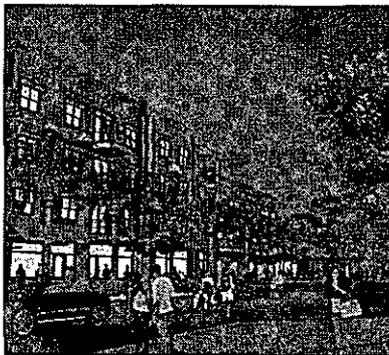
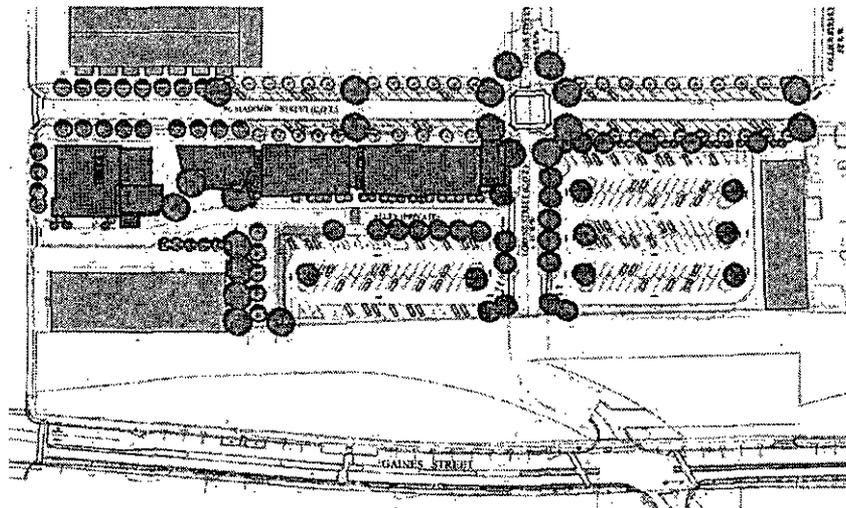


# Tallahassee, Florida Madison Street Mixed-Use Redevelopment

This mixed-use project is currently in the design development and permitting phase with REI as the real estate asset managers for the Seminole Boosters, Inc. REI leads a development team that includes architects, urban planners, landscape architects, civil & transportation engineers, architectural and retail programming consultants. Overseeing market analysis and market study, REI is working closely with the Seminole Boosters, Inc. and their development partners, Hunter & Harp Holdings, REI has been instrumental in crafting a public private partnership with the Florida State University, the City of Tallahassee and the Tallahassee CRA. "College Town" is aimed to generate greater economic and social value by creating a truly integrated mixed-use environment in this key area of Tallahassee. The vision is to create a true sense of place for FSU, improving the university experience for all students, as well the overall desirability of the surrounding neighborhoods as places to live, work, shop, dine and visit.

**Budget:**  
Total Predevelopment Budget was between \$750,000 and \$1.0 Million

**Reference:**  
Seminole Boosters  
Andy Miller, President  
850.644.3484





## Tallahassee, Florida Park Place

In late 2007, REI was retained by the owner and developer of this 400+ acre property to oversee market analysis and market study, while taking the reins in the planning and entitlements process for this mixed use project. REI continues to direct a multi-disciplinary team through an ongoing and to date, successful master planning and entitlement process. The project's master plan features a carefully integrated mix of uses including retail and office space and residential units; and also provides extensive recreational open space and neighborhood parks.

**Budget:**

Total Predevelopment  
Budget exceeded \$1.0  
Million

**Reference:**

Meyer Development LLC  
Heather Richmond, VP  
561.273.4633



## Tallahassee, Florida SouthSide - DRI

During his tenure as Senior Vice President with the St. Joe Company, Will Butler, President of REI had a major oversight role in the planning and entitlements process for this 1,625 acre mixed-use project. Mr. Butler directed a multi-disciplinary team including legal counsel, policy planners, master planners, landscape architects, environmental biologists, archeologists, transportation planners, civil engineers and market analysts through a successful master planning and entitlement process for this DRI. The SouthSide master plan features a carefully integrated mix of uses including 1,040,000SF of retail, 150,000 SF of office, 300 hotel rooms, a 100 bed hospital and 2800 residential units. The timeline and process is summarized as follows:

- DRI ADA submitted on August 2006
- CPA submitted on August 2006
- Acres: 1,625 total acres (816.61 in the City and 808.60 in Leon County)
- Development program submitted in DRI ADA: 2,800 DUs, 1,040,000 GFA retail, 150,000 GFA office, 300 hotel rooms, 100 bed hospital
- Concept Plan/Map H submitted.
- CPA transmitted at public hearings by City Commission & Leon County Commission October 2006
- DCA issued ORC in Dec of 2006 (minimal issues raised)
- ARPC deemed DRI ADA sufficient in August of 2007

**Budget:** Total Predevelopment Budget exceeded \$1.0 Million

**Reference:**

St. Joe Corporation  
Bill Weir, Vice President 850.402.5100

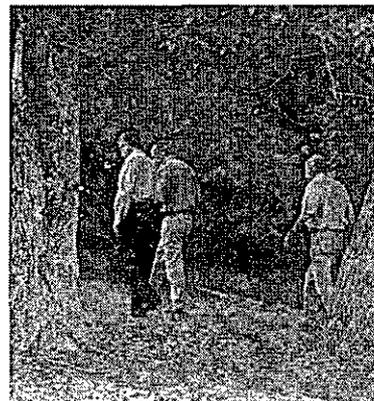
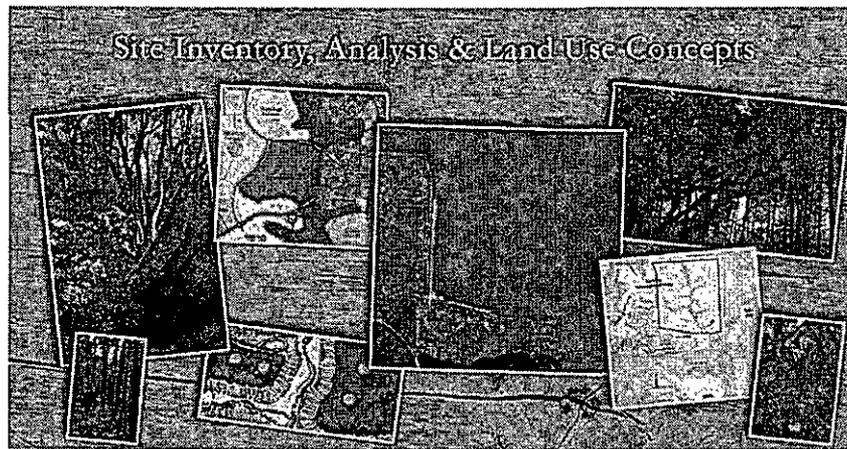
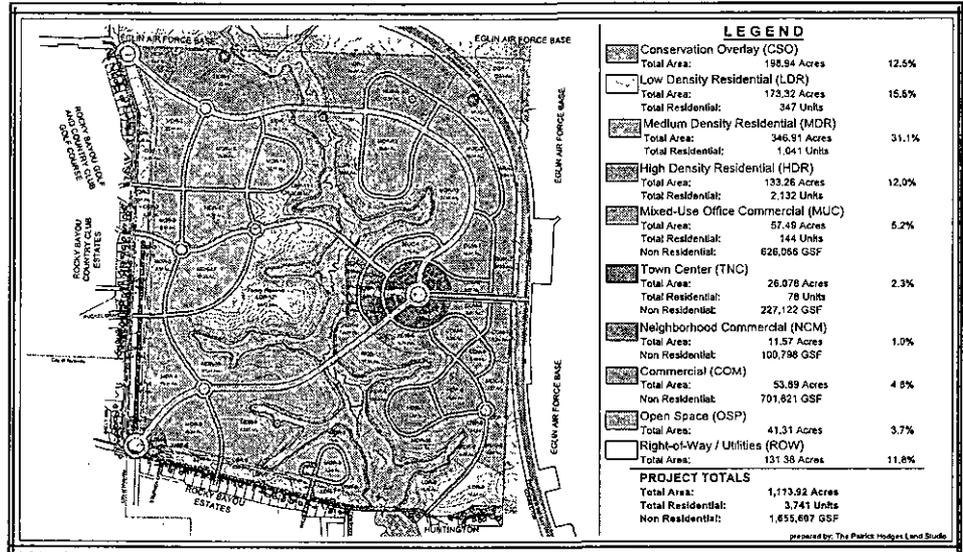


# City of Niceville, Florida Ruckel Property

In the fall of 2008 REI was engaged by the Ruckel family (Ruckel Properties, Inc.) to evaluate and determine the best approach to enhancing the value of this virtually undeveloped 1,100 acre legacy tract for thoughtful, long-range and unified development. REI oversaw market analysis and market study and formed a multi-disciplinary team including legal counsel, policy planners, master planners, landscape architects, environmental biologists, archeologists, transportation planners, civil engineers and market analysts. Over the past two years the REI-led team has followed a carefully planned, analytical approach to successfully entitling the property and positioning the asset for long range development as master planned community. The process has resulted in a series of successful entitlements including annexation, a comprehensive plan amendment and the creation of a new zoning district in the City of Niceville aimed at fostering mixed-use community development.

**Budget:**  
Total Predevelopment Budget exceeded \$1.0 Million

**Reference:**  
Ruckel Properties, Inc.  
Jim Ruckel, President  
850.678.2223



# Perry, Florida Cypress Mill

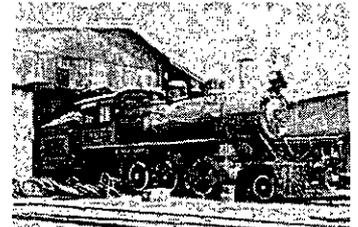
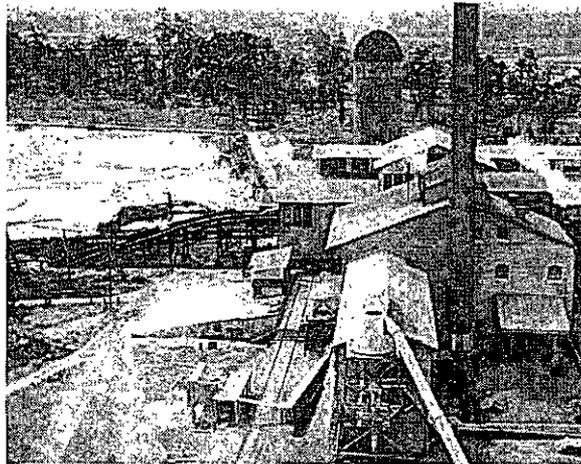
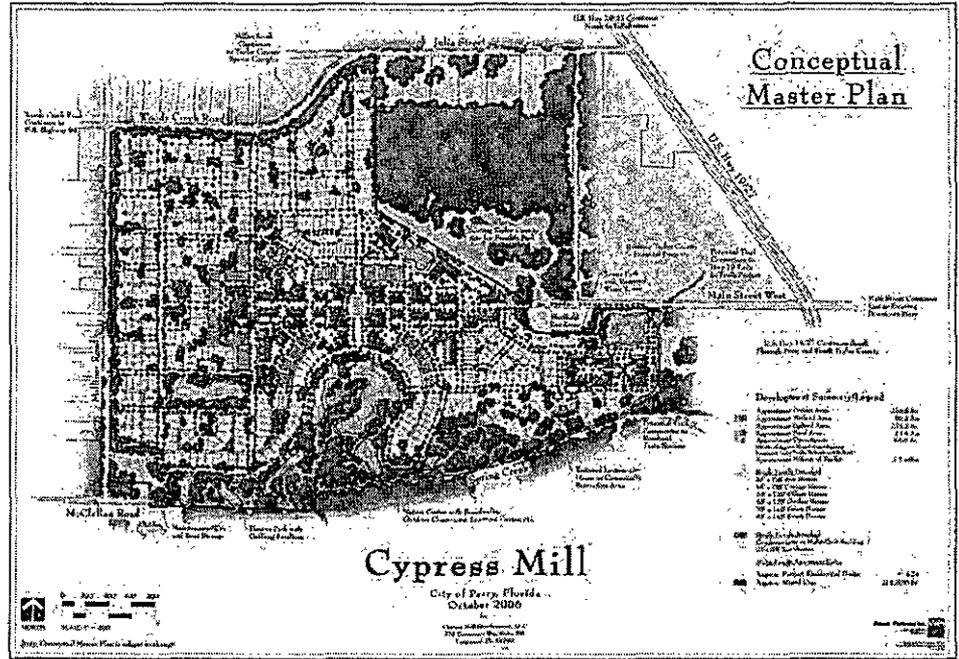
WPI

LEADING WITH EXPERIENCE + PLANNING FOR SUCCESS

WPI teamed with Cypress Mill Development to create a 250 acre mixed-used traditional neighborhood on the brown field site of the historic Burton Swartz Cypress Mill in Perry, Florida. The legacy of the old mill will continue with the creative preservation of historic structures and the reuse of historic materials. The residential layout is pedestrian oriented and includes neighborhood parks and community open space. The natural features of Spring Creek will be protected and enhanced to provide the community with opportunities for hiking and environmental education. Residential areas will contain a mix of single family homes, attached housing and apartments, and an active adult village. The residents of Perry will also enjoy a new 4 acre YMCA facility and community pool.

**Budget:**  
 \$100,000 (Consultant Fees)

**Reference:**  
 Cypress Mill Development, LLC  
 William St. Laurent,  
 President 407.834.5500



Tallahassee, Florida

WPI

# Florida A&M University Master Plan Update

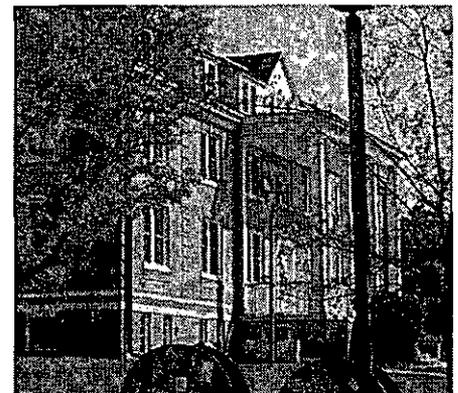
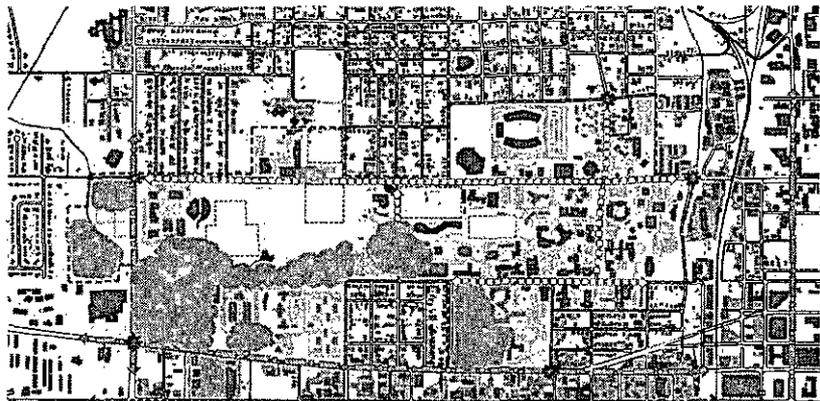
LEADING WITH EXPERIENCE + PLANNING FOR SUCCESS

WPI is currently working on the Florida A&M University Master Plan update that will provide long range planning for the next 15 years. WPI is the Prime Consultant leading a team of experts that will provide analysis, evaluation and planning that will address various physical needs for the University's main campus and other land holdings and branch campuses including the Viticulture Research, Quincy Farms, Panama City, and Crestview areas. The team will analyze and consider the future growth for the campus including academic, support and housing facilities along with recreation, infrastructure, utilities and transportation needs. In addition to these physical planning needs the team will facilitate with the University's Leadership the future vision for the campus and other lands that set the tone for development as well as additional campus improvements.



**Budget:**  
\$285,000 (Consultant Fees)

**Reference:**  
Florida A&M University  
Karen Brown, Associate Director  
850.599.3197



**Wood+Partners Inc.**  
Landscape Architects  
Land Planners



Atlanta | Hilton Head | Tallahassee  
404.688.4454 | 843.681.6618 | 850.391.0360  
www.woodandpartners.com

# Tallahassee, Florida Evening Rose

WPI

LEADING WITH EXPERIENCE + PLANNING FOR SUCCESS

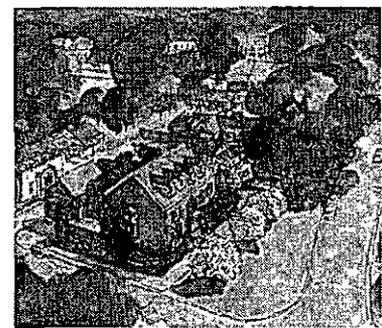
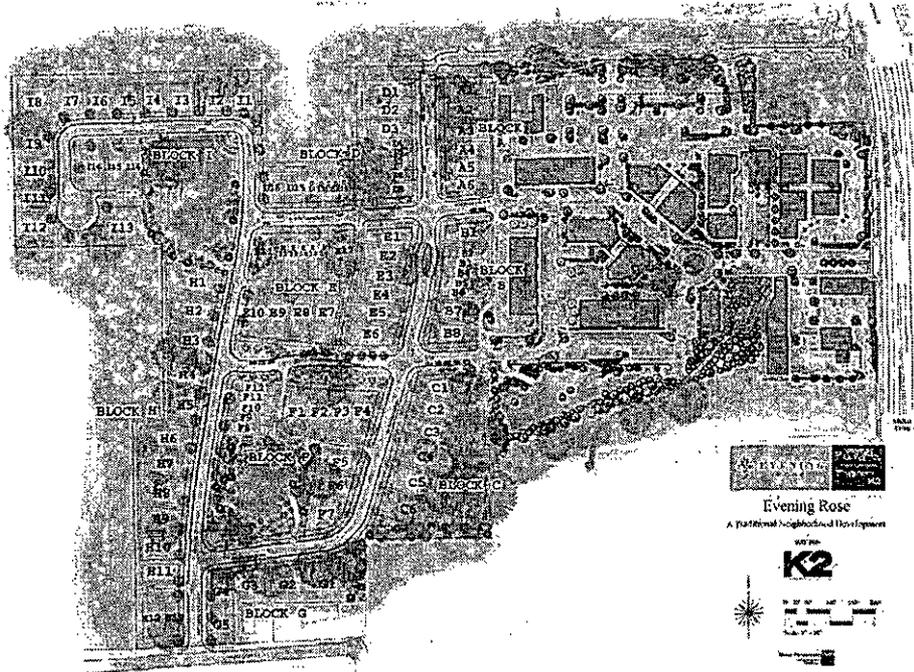
WPI in cooperation with K2 Urban Corp. provided the master plan for the commercial village center of Evening Rose; a new walkable community in Tallahassee, Florida. The design incorporates retail and commercial offices with affordable residential units and existing mature vegetation. WPI is also completing the design of the residential amenities including the central park, village green, community entrance and pond landscaping.

**Budget:**

+/- 150,000 (Consultant Fees)

**Reference:**

Beth Hollister, Planner  
(\*Employed by K2 during WPI's tenure) 850.524.2139



# Greenville, South Carolina West Washington Street Redevelopment

WPI

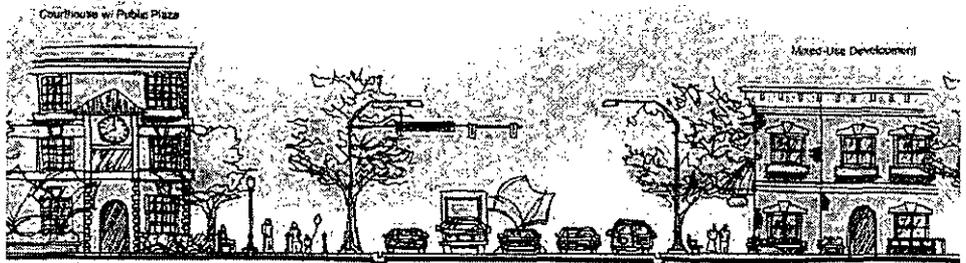
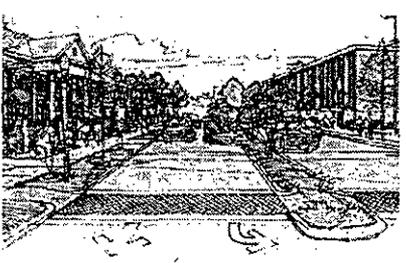
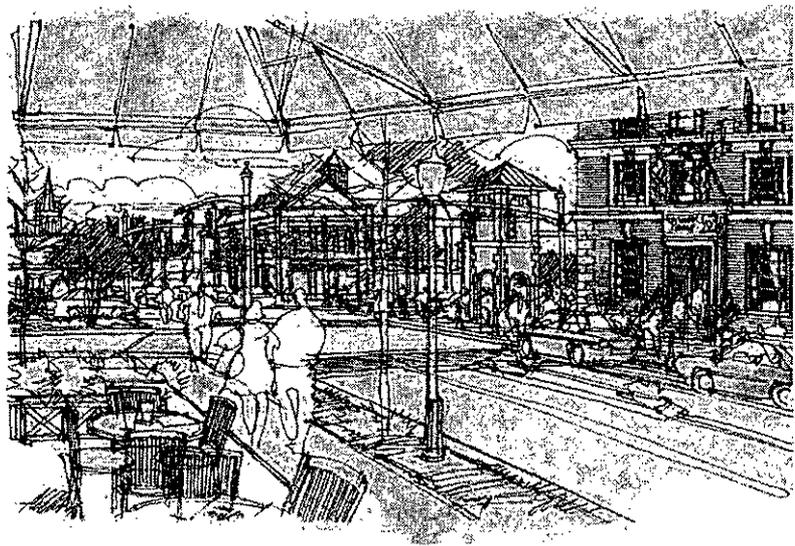
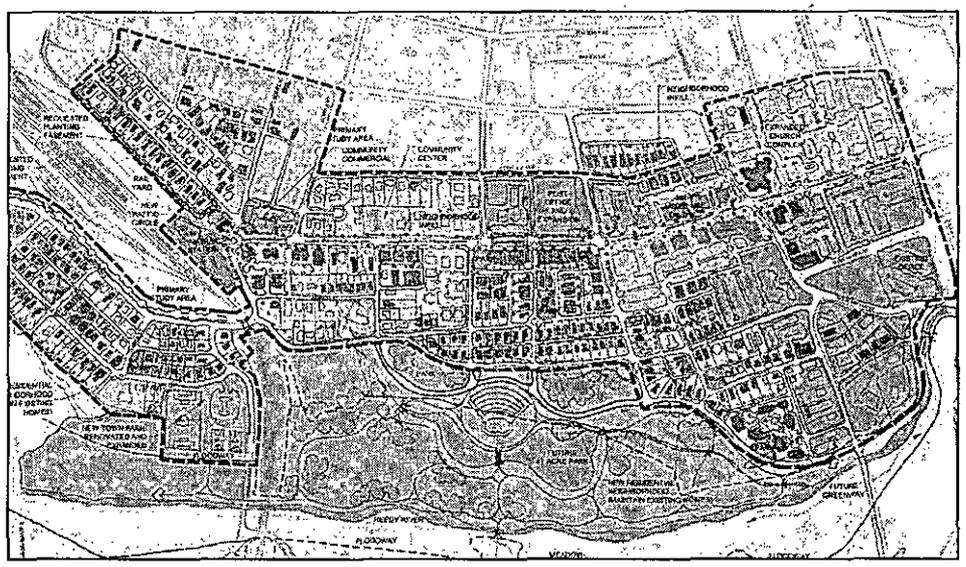
LEADING WITH EXPERIENCE + PLANNING FOR SUCCESS

WPI provided master plan services and streetscape design for a 294-acre urban Greenville neighborhood adjacent to downtown. WPI's master plan includes analysis of existing components and transportation to establish a new western gateway entry corridor to downtown Greenville as well as land use recommendations for revitalizing the region with residential, business, industrial, commercial, parks and schools. The plan provides a landscape median parkway linkage to downtown with transportation and pedestrian enhancements. WPI teamed with Davis & Floyd on this project.

**Award:**  
 2007 Merit Award for Planning by SCASLA

**Budget:**  
 \$75,000 (Consultant Fees)

**Reference:**  
 City of Greenville  
 Jean Pool, Development Manager  
 864.467.4495



**Wood+Partners Inc.**  
 PO Box 23949 | Hilton Head Island | SC 29925  
 843.681.6618

**WPI** Landscape Architects + Land Planners  
 Atlanta | Hilton Head | Tallahassee  
 www.woodandpartners.com



# Savannah, Georgia Savannah Harbor on Hutchinson Island

WPI

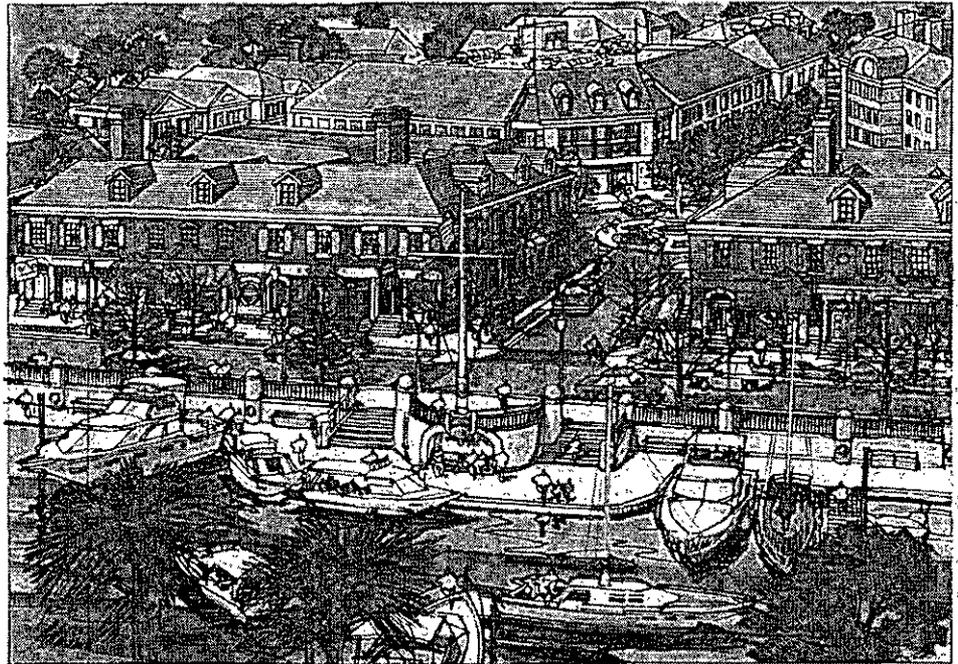
LEADING WITH EXPERIENCE + PLANNING FOR SUCCESS

The Savannah Harbor Resort on Hutchinson Island is a 600-acre world-class resort overlooking historic Downtown Savannah and the Savannah River. WPI provided master planning services for the entire island, detailed site planning & design for the commercial centers, and design guidelines. The master plan includes the Georgia International Maritime Trade Center, the Westin Hotel, an 18-hole golf course, two mixed-use marina villages, as well as traditional neighborhood residential communities.

►AWARD:  
2001 Merit Award for Planning by Tri-State Chapters American Society of Landscape Architects

**Budget:**  
+/- \$50,000 (Consultant Fees)

**Reference:**  
CSX Real Estate Development  
John McCleskey  
912.239.9999



**Wood+Partners Inc.**  
Landscape Architects  
Land Planners



Atlanta | Hilton Head | Tallahassee  
404.688.4454 | 843.681.6618 | 850.391.0360  
www.woodandpartners.com



## **SOUTHSIDE DRI**

### **Tallahassee, FL**

In July 2007, RCLCO was retained by The St. Joe Company to conduct a market analysis for the Southside DRI, located to the southeast of downtown Tallahassee. The purpose of this assessment was to determine the market support, likely prices, and sales pace for attached and detached units and rental apartments at Southside, given current market conditions; presence and strength of competitive projects, including St. Joe's Southwood; and the depth of future supply.

Specifically, RCLCO completed the following:

- Determined the appropriate pricing and positioning of the project within the local and regional market relative to other potentially competitive projects.
- Analyzed the levels of absorption that would be achievable for the subject community given the size of the local and regional market, attributes of the subject property, the development program, and appropriate unit mix.
- Established the market segments that could be attracted to the community development, in terms of their depth, general product preferences, and purchase motivations.
- Considered what impact the other land uses at the project would have on the positioning, pricing, and absorption potential of the project.



**Budget: \$30,000**

**Reference:**  
Lori Elliot

St. Joe Company  
301 E First St. Suite 200  
Port St. Joe, FL 32456  
(850)-402-5100



# WELAUNEE/ POWERHOUSE

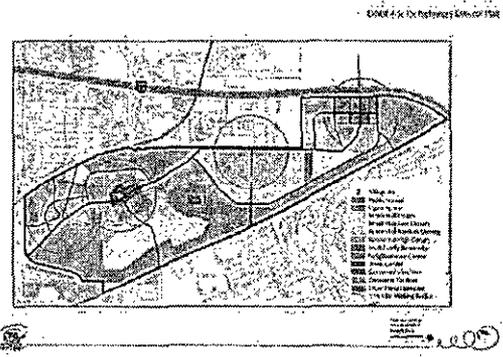
Tallahassee, Florida

RCLCO was retained by Powerhouse, Inc., a family-owned entity, to provide market, consumer and financial analyses for the development of 4,000 acres, as well as direction and assistance in the property's ultimate disposition. Part of a larger 7,000-acre property, the site is environmentally sensitive and offers an opportunity to create villages within the larger properties, surrounded by greenbelts and undisturbed areas. As part of creating a development strategy, RCLCO examined rental and residential, office and retail land uses.

Given the relatively unique concepts being examined in the market (Traditional Neighborhood Development (TND) with environmental conservation), consumer research was conducted to gauge market acceptance of various development opportunities and residential product types. RCLCO used both consumer research and market analysis results to program nine villages, incorporating both conventional, hybrid and true TND products with varying commercial concepts.

To maximize opportunities for successful and help the family identify potential developers for the property, RCLCO provided a linear optimization analysis (LINOP) and financial analysis to both determine the most appropriate mix of uses to maximize potential net revenues and to determine the supportable land prices in which the property(ies) could be sold or jointly developed.

Following on these analyses, RCLCO was further retained by Powerhouse, Inc. to issue a Request For Qualifications (RFQ) and Request For Proposals (RFP) to attract potential development partners.



**Budget:** Approximately \$100,000 over multiple years

**Reference:**  
Christopher Davenport  
Powerhouse Inc.  
3000 Welaunee Rd  
Tallahassee, FL 32309  
(904)-261-8300



# CITY OF MAITLAND WEST SIDE MASTER REDEVELOPMENT PLAN

Maitland, FL

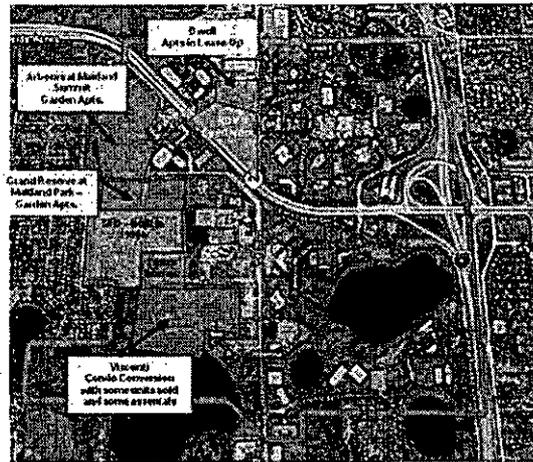
In late 2009, RCLCO was retained by the City of Maitland as a part of an interdisciplinary team led by AECOM to prepare an urban design vision and implementation strategy for the redevelopment of the employment center and land west of Interstate 4 in the City of Maitland.

Given this analysis, RCLCO identified manners in which the Maitland West Side Study Area could stay relevant in the future, identified the key strengths, and suggested areas for redevelopment within the study area.

RCLCO provided the market assessment for the West Side Redevelopment Plan. The market analysis ascertained the quantitative and qualitative aspects of demand for current and future land uses that might be appropriate for future development in the study area and to quantify the potential scale and timing of these uses.

As a part of this effort, RCLCO completed the following analysis :

- ▶ Determined the economic development context influencing future development in the market based on an analysis of historic and future economic and demographic trends
- ▶ Identified the market opportunities for residential, retail, office, hotel, and industrial land uses based upon performance trends in the market and level of competitive and planned supply
- ▶ Utilized our national experience with regional growth trends and office employment cores to analyze the composition of the Maitland West Side Study Area
- ▶ Conducted statistical demand analysis for each land use to determine the study area's capture of future demand
- ▶ Provided implementation strategies for mixed-use redevelopment based on industry best practices and lessons learned from case studies of analogous cities



Budget: \$30,000

**Reference:**

Dick Wells  
Community Development Director  
City of Maitland  
Maitland Municipal Complex  
1776 Independence Lane  
Maitland, FL 32751  
407-539-6211



**MARKET ANALYSIS AND HOTEL  
FINANCIAL ANALYSIS FOR THE CITY OF  
NEW SMYRNA BEACH CRA  
REDEVELOPMENT MASTER PLAN  
New Smyrna Beach, Florida**

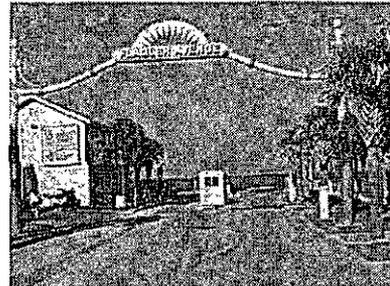
RCLCO was retained by the New Smyrna Beach CRA as a part of a larger team to provide a market analysis for the New Smyrna Beach Community Redevelopment Area, eventually providing site specific program recommendations on four selected sites scattered throughout the CRA.

In order to help select the most appropriate sites for development, RCLCO provided a market assessment and study based on development potential by 'district' within the CRA. We considered for-sale residential, apartments, retail, office, and hotel land uses and completed a study and demand analysis on each land use.

Our overall objectives included providing development programs for four selected sites that address the appropriate market position, achievable prices associated with that positioning, density appropriate for target market audiences, absorption potential, and timing given current market conditions. RCLCO also prepared a schedule of land sales revenues based on the estimated absorption, timing, and residual land values at each site.

After completing the initial market study, RCLCO was retained by the New Smyrna Beach CRA to provide advisory services relative to a proposal for a Hampton Inn and Suites to be located on CRA property. The City was currently in the process of analyzing the proposal prior to moving forward, and asked RCLCO to analyze the likely financial performance of the proposed hotel to ensure that the proposed project is likely to succeed and thus represents a good use of CRA funds.

RCLCO reviewed materials related to the proposal, considered the developer's financial assumptions, and analyzed hotel performance data for the area to evaluate the degree to which the developer's assumptions concerning Average Daily Rate (ADR), occupancy, and other indicators line up with market expectations.



**Budget: Market Analysis \$45,000  
Hotel Financial Analysis \$20,000**

**Reference:**

Tony Otte, Director  
New Smyrna Beach CRA  
City of New Smyrna Beach  
210 Sams Avenue  
New Smyrna Beach, FL 32168  
386-424-2265



# MARKET AND ECONOMIC DEVELOPMENT ANALYSIS TO INFORM LONG-TERM PLANNING OF THE NORTHEAST DISTRICT

Osceola County, FL

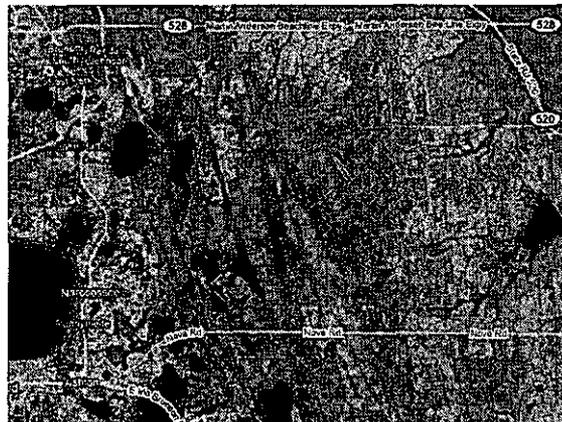
RCLCO is part of a multidisciplinary team working closely with Osceola County to shape the future plans of the Northeast District. The Northeast District is approximately 10,000 acres in the northeast corner of Osceola County. Given the rapid growth in nearby Southeast Orange County, the emergence of Lake Nona's "Medical City", and significant land availability in the Northeast District, the future opportunity for this area to accommodate economic development is considerable.

A key focus of RCLCO's studies has been the growth and development trends in the Central Florida region, the role of major employment centers, where future centers may develop, and how they impact regional growth. RCLCO analyzed how the NE District fits into the regional context and how it could develop into one of the next major employment centers in the Orlando region. In addition, RCLCO completed a target industries analysis to help determine the industries that would be best suited for a future employment center in the NE District.

As part of this effort, RCLCO has completed the following tasks:

- ▶ Determined the economic development context influencing future development based on an analysis of historic and future economic and demographic trends
- ▶ Identified the market opportunities for residential, retail, office, industrial, hotel and conference centers, and civic land uses based upon performance trends in the market and level of competitive and planned supply
- ▶ Conducted statistical demand analysis for each land use to determine the study area's capture of future demand
- ▶ Provided implementation strategies and development programs

- ▶ Analyzed the County's Comprehensive Plan in order to insure the requirements were market driven
- ▶ Completed a fiscal impact analysis
- ▶ Completed the following studies: Orlando Region Employment Centers Analysis, Market Study, Convention Center Study, Economic Development Analysis, and Target Industry Analysis



**Budget:** Ongoing multi-year project

**Reference:**

David R. Wright  
Deseret Ranches of Florida  
13754 Deseret Lane  
St. Cloud, Florida 34773  
(407) 892-3672 ext

TAB 4



# Fairgrounds Redevelopment Feasibility Assessment for Leon County, Florida

**J. David Malcolm,**  
**ASLA**  
Principal/Vice President  
Wood+Partners Inc.

David Malcolm is a Principal and Vice President at Wood+Partners who is experienced in landscape architecture and land planning for a variety of project types, including urban design, livable communities, parks and recreation, resorts, institutional, commercial, and residential. His primary focus is planning and landscape architecture in coastal regions throughout the Southeast. He has extensive experience in master planning and design development, feasibility analysis, needs assessments, greenways and trails, public presentations, design workshops, stormwater management, cost estimating and construction documentation and observation. In addition, Mr. Malcolm is responsible for the day to day operations and oversight of the Tallahassee office.

**Education**

Bachelor of Landscape Architecture, Virginia Tech, 1995

**Professional Registration**

Registered Landscape Architect – FL #6666821, NC #0969

**Appointments and Professional Affiliations**

- Member, American Society of Landscape Architects (ASLA)
- Member, Urban Land Institute
- Government Affairs Committee - Florida Chapter of ASLA
- Urban Design Commission (UDC) - City of Tallahassee
- Los Robles Green Architecture Review Board
- Board Member - Keep Tallahassee / Leon County Green

**Significant Projects**  
With WPI and  
In Prior Association\*

- Cypress Mill Redevelopment, Perry, FL
- Welaunee Property Framework Plan, City of Tallahassee, FL
- Gaines Street Redevelopment Charette, Tallahassee, FL
- Depot Park Redevelopment Master Plan, Gainesville, FL
- State Road 65 Vegetation Management Plan – FDOT Environmental Management Office – Statewide Environmental Services Tallahassee, FL
- Stormwater Irrigation Re-use Design Standards, Specifications, and Maintenance Plans – FDOT Environmental Management Office – Statewide Environmental Services – Tallahassee, FL
- Reforestation Standards – FDOT Environmental Management Office – Statewide Environmental Services – Tallahassee, FL
- State Road 95 Landscape Plan and Specifications – District Two – Escambia County, FL
- Panama City Planning Services, Panama City, FL
- FSU Intramural Outdoor Athletic Complex, Tallahassee, FL
- Florida A&M University MP Update, Tallahassee, FL
- Fallschase, Tallahassee, FL
- Bull Run, Tallahassee, FL
- Evening Rose Mixed Use Community, Tallahassee, FL
- West Washington Street Downtown Redevelopment Master Plan & Streetscape, Greenville, SC
- Port of Port Royal, SC Land Use Plan
- Savannah Harbor Resort, GA
- Daniel Island Land Use Plan, Charleston, SC
- City of Woodbine Comprehensive Master Plan, Woodbine, GA
- Historic Fourth Ward, Atlanta, GA
- Martin Luther King Jr., Blvd., Atlanta, GA
- Valdosta Gateway Corridor Improvements, Valdosta, GA
- Cairo Downtown Redevelopment Master Plan, Cairo, GA
- American Tobacco Trail, Durham, NC\*
- Town of SaltAire Master Plan and Waterfront Development, Mobile, AL
- Rockingham Downtown Revitalization Plan, Rockingham, NC\*
- Florida State University, Tallahassee
- HOPE Community, Tallahassee, FL

**Client References:**

- Florida A&M University, Karen Brown, Associate Director 850.599.3197
- Florida Department of Transportation, Jeff Caster, Landscape Architect 850.414.5267
- Florida State University, Larry Rubin, Facilities Planner 850.644.3591
- City of Cairo, Chris Addleton, City Manager 229.377.1722

**Awards**

Fairgrounds Redevelopment  
Feasibility Assessment for  
Leon County, FL  
FL LC#0000364

- Marriott's SurfWatch – 2008 Tri-State ASLA Merit Awards
- Port of Port Royal Land Use Plan – 2007 SCASLA Honor Award
- West Washington Street Redevelopment & Streetscape – 2007 SCASLA Merit Award
- Lake Oconee Village Design Guidelines – 2005 SCASLA Honor Award for Planning
- Savannah Harbor Resort – 2001 SCASLA Merit Award for Planning

# Fairgrounds Redevelopment Feasibility Assessment for Leon County, Florida



**Shawn C. Kalbli**  
Project Manager  
Wood+Partners Inc.

Shawn Kalbli is a Project Manager at Wood+Partners specializing in Landscape Architecture and Urban Design. His background is in comprehensive/long-range urban planning and site scale design projects for public- and private-sector clients throughout northern Florida and the Midwest. In prior association, Mr. Kalbli served for three years as Project Manager for the FDOT Environmental Management Office – Statewide Environmental Services contract, providing consultation in areas of landscape architecture / environmental philosophy, policy, and procedure planning.

**Education**

- Masters of Landscape Architecture – The Ohio State University, Knowlton School of Architecture – 2003
- Bachelor of Science, Social Science Interdisciplinary: Urban Planning, Sociology, Economics – Florida State University, College of Social Science – 1998

**Appointments, Professional Affiliations & Experience**

- Associate Member, American Society of Landscape Architects
- Tallahassee Section Chair, Florida Chapter American Society of Landscape Architects 2006 to Present
- Inducted Member, The Honor Society of Sigma Lambda Alpha, Rho Chapter
- Adjunct Professor – FAMU, School of Architecture – 2004 - 2008

**Significant Projects**  
With WPI and  
In Prior Association

- Florida A&M University MP Update, Tallahassee, FL
- Martin Luther King, Jr. Blvd., Atlanta, GA
- Historic Fourth Ward, Atlanta, GA
- State Road 65 Vegetation Management Plan – FDOT Environ. Management Office – Statewide Environmental Services - Tallahassee, FL
- Environ. Management Office – Statewide Environmental Services – Tallahassee, FL
- Irrigation Design Standards, Specifications, and Maintenance Plans – FDOT Environ. Management Office – Statewide Environ. Services – Tallahassee, FL
- FDOT Testing and Environ. Research Laboratory Landscape Planting Plan – FDOT Environ. Management Office – Statewide Environ. I Services – Tallahassee, FL
- Specifications for Road and Bridge Construction, Section 162, 570, 575, 580, 987 Updates – FDOT Environ. Management Office – Statewide Environ. Services - Tallahassee, FL
- Carbon Sequestration along Roadsides - Feasibility Study –FDOT Environ. Management Office – Statewide Environ. Services – Tallahassee, FL
- Plans Preparation Manual Chapters 9, 26, and 26 Exhibits – FDOT Environ. Management Office – Statewide Environ. Services - Tallahassee, FL
- CADD Production Criteria Handbook Updates – FDOT Environ. Management Office – Statewide Environ. Services - Tallahassee, FL
- Highway Beautification Council Grants Program Administration Support – FDOT Environ. Management Office – Statewide Environ. Services - Tallahassee, FL
- Florida's Main Streets Program – Northwest and Central Florida
- Design Standard Index 105 and 544 Updates – FDOT Environ. Management Office – Statewide Environ. Services – Tallahassee, FL
- Reforestation Standards – FDOT Environ. Management Office – Statewide Environ. Services – Tallahassee, FL

**Client References:**

- Atlanta Beltline Inc., Kevin Burke, Sr. Landscape Architect 404.588.5474
- Florida Department of Transportation, Jeff Caster, Landscape Architect 850.414.5267
- Florida A&M University, Karen Brown, Associate Director 850.599.3197

**Awards**

Fairgrounds Redevelopment Feasibility Assessment for Leon County, FL  
FL LC#000Q364

- FLASLA Chapter Service Award, 2005-2008
- OCASLA Student Honor Award, 2003
- Faculty Prize in Landscape Architecture, 2000-2003
- Florida Chapter, American Planning Association, Award for Best Public Interest Group Project, *Blueprint 2000 and Beyond*, 1999

# Fairgrounds Redevelopment Feasibility Assessment for Leon County, Florida



**Mark L. Baker,**  
**ASLA**  
Partner  
Wood+Partners Inc.

Mark Baker is recognized as a leading authority in urban planning and streetscape design. He has completed numerous projects throughout Florida, Georgia, South Carolina and North Carolina involving urban design and city streetscapes, with over 30 years of experience. Mark's experience encompasses a wide range of project types, including urban design, planning in historic districts, city streetscapes, waterfront development, downtown revitalization plans, large-scale regional parks, neighborhood parks, passive and active-use recreational facilities, athletic complexes, community riverwalks, university campus master plans and athletic facilities, recreation needs assessments, community planning, hotels and resort planning.

**Education**

Bachelor of Landscape Architecture, School of Environmental Design, University of Georgia - 1977

**Professional Registration**

Registered Landscape Architect - GA #1121, SC #276, NC #805, FL #6666776  
CLARB #6421

**Appointments and  
Professional Affiliations**

- American Society of Landscape Architects
- South Carolina Landscape Architect Advisory Committee Chairman
- American Planning Association
- National Recreation and Park Association
- Georgia, Florida, South Carolina and North Carolina Recreation & Park Associations
- Town of Hilton Head Island, SC Disaster Relief Committee
- Greater Island Committee - Chair, Recreation & Environment Subcommittee
- Community Foundation of the Lowcountry Board of Trustees

**Significant Projects**  
With WPI and  
In Prior Association\*

- City of Ormond Beach, FL Parks & Recreation Master Plan
- Freeport Community Park, Freeport, FL
- FSU Intramural Sports Complex, Tallahassee, FL
- Port of Port Royal Land Use Development Plan, Port Royal, SC
- Daniel Island Land Use/Development Master Plan, Charleston, SC
- West Washington Street Downtown Redevelopment Master Plan & Streetscape, Greenville, SC
- Swainsboro Downtown Redevelopment, Swainsboro, GA
- Statesboro, GA Streetscape Master Plan
- Orangeburg Downtown Redevelopment, Orangeburg, SC
- City of Woodbine Comprehensive Plan, Woodbine, GA
- City of Savannah, GA Parks & Recreation Needs Assessment
- Conway Riverwalk, Marina & Downtown Master Plan, Conway, SC
- West Cambridge Avenue Park, Greenwood, SC
- Spartanburg County, SC Master Plans for 3 Regional Parks
- USC-Upstate Campus Master Plan, Spartanburg, SC
- Bethesda Park, Durham, NC
- Walterboro I-95 Loop, Walterboro, SC (TE Funds)
- Boundary Street Corridor Master Plan, Beaufort, SC
- Glenn McConnell Parkway Extension & Urban Corridor Study, Charleston, SC
- Walterboro Downtown Arborscape, Walterboro, SC

**Client References:**

- SC State Ports Authority, Joe T. Bryant, Vice President of Terminal Development 843.577.8601
- City of Greenville, Jean Pool, Development Manager 864.467.4495
- City of Walterboro, Jeffrey V. Lord, City Manager 843.549.2545 ext. 223
- University of South Carolina Upstate, Rick Puncke, Director of Facilities Mgmt. 864.503.5500

**Awards**

- Heritage Park - 2007 Merit Award, AIA Greenville Section
- West Washington Street Redevelopment & Streetscape - 2007 SCASLA Merit Award
- Heritage Park - 2006 Achievement Award by Municipal Association of South Carolina
- Jones Bridge Park Riverwalk & Shoreline Restoration - 2005 SCASLA Merit Award
- Orangeburg Streetscape/Downtown Master Plan - 2003 Outstanding Public Improvement Project - Community Builders/Municipal Association of SC
- Conway Riverwalk - 2002 Honor Award - Tri-State (NC, SC, GA) Chapters, ASLA

Fairgrounds Redevelopment  
Feasibility Assessment for  
Leon County, FL  
FL LC#0000364



**GREGG LOGAN  
MANAGING DIRECTOR**

(407) 515-4999  
[glogan@rclco.com](mailto:glogan@rclco.com)

**Areas of Specialization:**

Master-planned communities, mixed-use/ multiuse and smart growth and development.

Gregg Logan is an RCLCO Managing Director with over 25 years development and consulting experience, working with real estate developers, land owners, investors, builders and public-sector entities. Gregg's development consulting work has included market evaluations and strategies for large-scale master planned communities and mixed-use developments; town centers and suburban business districts; and economic development studies for cities, counties, and community improvement districts.

Gregg has conducted and supervised real estate consulting assignments throughout the U.S. and abroad. His international work includes projects for clients in Argentina, Mexico, Bermuda, Cayman Islands, Dominican Republic, Antigua, Saudi Arabia, and Turkey.

Gregg is a member of the Washington, D.C.-based Urban Land Institute (ULI) and has chaired several ULI district and product councils. He is a contributing author of several ULI books, including Transforming Suburban Business Districts, Active Adult Retirement Communities, and Housing for Niche Markets. He recently published a white paper for the U.S. EPA titled The Market for Smart Growth. Gregg participated as a market specialist to help create ULI's Ten Principles for Developing Successful Town Centers, and has also served as a member or chair for several ULI Advisory Services Panels. Gregg has published articles and/or been quoted as an industry expert in *The New York Times*, *San Francisco Examiner*, *The Washington Post*, *The Wall Street Journal*, *Real Estate Today*, *Urban Land*, *The Atlanta Constitution*, *Atlanta Business Chronicle*, and *Builder*, with regard to a variety of land use and development-related issues.

**Education**

Gregg is a graduate of UCLA and has taught Real Estate Development Methods at the Georgia Institute of Technology, College of Architecture, Graduate City Planning Program.

**Professional Affiliations**

Urban Land Institute (ULI)  
Association of Florida Community Developers, Inc. (AFCD)

**SELECTED ENGAGEMENTS**

**WELAUNEE**

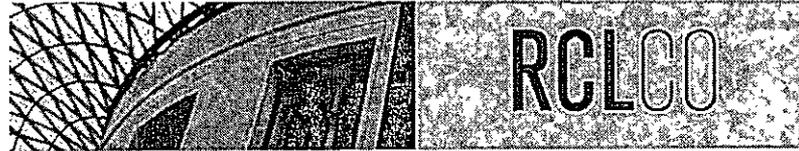
Gregg was the Project Director on the Walaunee project. RCLCO completed for Powerhouse, Inc., a family-owned entity. He and the RCLCO team provided market, consumer and financial analyses for the development of 4,000 acres, as well as direction and assistance in the property's ultimate disposition. Part of a larger 7,000-acre property, the site is environmentally sensitive and offers an opportunity to create villages within the larger properties surrounded by greenbelts and undisturbed areas. As part of creating a development strategy, RCLCO examined rental and residential, office and retail land uses.

**CITY OF BOCA RATON**

Gregg and the RCLCO team worked as a part of an interdisciplinary team of consultants for the City of Boca Raton to prepare a land use and urban form plan and implementation strategies for the Northwest sector of the city to support recent MMTD studies. RCLCO was engaged to conduct a qualitative and quantitative demand analysis of current and future land uses in the Northwest Study Area. This encompassed a detailed analysis of current office, light industrial, retail, restaurant, hospitality and residential land uses in and surrounding the study area in order to identify current and future demand.

**LAKE NONA AND MEDICAL CITY**

Has served as market advisor for Lake Nona, a 9,000-acre large-scale master-planned community near the Orlando International Airport that is evolving into a biotech employment cluster with multiple hospitals. Gregg and the RCLCO team have provided on-going input to the development program, builder program, pricing, product programs and marketing for many years.



MELINA DUGGAL, AICP  
SENIOR PRINCIPAL

(407) 515-4994  
mduggal@rclco.com

**Areas of Specialization:**

Melina Duggal is a Senior Principal based in our Orlando, Florida office. She has previously worked in our Atlanta and Washington, D.C. offices.

Melina has worked on a wide range of market and financial analysis, economic development, regional growth patterns, and consumer research projects concerning real estate and urban development issues throughout the United States and Puerto Rico. She has worked for RCLCO (Robert Charles Lesser & Co.) since 1998. Prior to joining RCLCO, Ms. Duggal worked as a community planner for a consulting firm based in Detroit, Michigan.

Ms. Duggal's specialties include mixed-use development, metropolitan development trends, reviewing development codes from a market perspective, public sector work, and regional growth patterns. The majority of her work has been in the Midwest, Mid-Atlantic, and the Southeastern portions of the United States. Projects of interest include studying regional growth patterns and the impact on Salt Lake City for Envision Utah, the redevelopment of Governor's Island in New York Harbor, and reviewing multiple SmartCodes and determining their potential impact on development. She is currently working on a master-planned community in Niceville, Florida.

She is on the Executive Committee of the Central Florida Chapter of the ULI, and runs the UrbanPlan program. She has spoken for organizations such as the Urban Land Institute (ULI), Commercial Real Estate for Women (CREW), and the American Planning Association (APA). Melina has also written multiple articles published in Urban Land and is a contributing author to the ULI Resort Development Handbook. She has participated in multiple ULI Advisory Services Panels.

**Education**

Melina received her Master of Urban Planning from the University of Michigan, where she specialized in real estate, housing, and community development.

**Professional Affiliations**

Urban Land Institute (ULI)  
American Planning Association (APA)  
American Institute of Certified Planners (AICP)

**SELECTED ENGAGEMENTS**

**ST JOE SOUTHSIDE DRI**

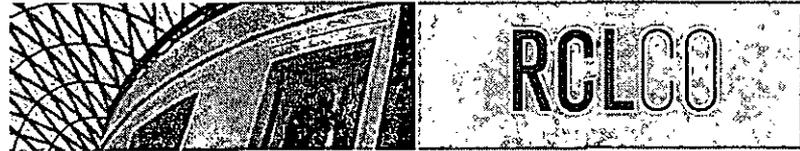
Melina was the Project Director for the market study of the Southside DRI. RCLCO completed market research on for-sale and for-rent housing in the southern portion of Tallahassee.

**CITY OF NEW SMYRNA BEACH**

Melina and the Orlando office team recently assisted the Community Redevelopment Agency of the City of New Smyrna Beach to evaluate a proposed hotel development with the City's Community Redevelopment area as a part of a larger market evaluation. Melina's role was to complete the market evaluation. This information was utilized in determining the highest and best use of potential sites within the CRA and understanding what types of incentives the CRA would have to offer potential developers.

**CITY OF MAITLAND**

Melina was the Project Director for RCLCO in the redevelopment of a large office park on the West side of Maitland. RCLCO completed a market study for a variety of land uses as well as understood the future redevelopment potential.



LISA DILTS  
VICE PRESIDENT

(407) 515-4997  
[ldilts@rclco.com](mailto:ldilts@rclco.com)

#### Areas of Specialization:

Lisa Dilts is an RCLCO Vice President with over 9 years of development and consulting experience, working with real estate developers, land owners, cities, counties, private investors, builders, legal and accounting firms. Lisa's consulting work has included market and financial evaluations, economic development strategies, valuations, and litigation support for a wide range of real estate product types.

Prior to working with RCLCO, Lisa worked with Ernst and Young's Commercial Real Estate Services Group, where her primary focus was on valuation of commercial properties and site selection for industrial and government users. In addition, she worked for Beazer Homes providing strategic market analysis to guide expansion opportunities and product development.

Ms. Dilts has worked on a variety of projects throughout the United States with the largest portion of her work in the Southeast. Her areas of specialization include repositioning and redevelopment studies for both public and private sector clients, Master Planned Communities (MPCs), and Urban Infill Development and Redevelopment.

#### Education:

Lisa holds a Masters of Real Estate, from the University of Florida. She also attended the University of Florida for her undergraduate education where she earned her Bachelor of Design, from the College of Architecture.

#### Professional Affiliations

Urban Land Institute (ULI)  
Home Builders Association (HBA)  
Florida Green Building Coalition

#### SELECTED ENGAGEMENTS

##### CITY OF NEW SMYRNA BEACH

Lisa and the Orlando office team recently assisted the Community Redevelopment Agency of the City of New Smyrna Beach to identify development opportunities within the CRA and provide detailed development programs for select sites within the CRA.

Lisa's role was to create development scenarios for each of the sites selected, given the market opportunity and perform financial analyses to determine the value of the underlying land and potential incentives needed, given the market based development opportunity for each site.

The development programs and financial analyses were then used by the city to evaluate the level of incentives/investment needed (if any) on their part for each of the sites selected.

##### LEUCADIA

RCLCO has provided ongoing support for the re-development plans for the former Panama City Airport.

Lisa's primary role was to perform a market analysis to determine the current and future market opportunities at the site. Using that information, she ran an optimization analysis to determine the optimal mix of uses from both a market and financial perspective.

##### CITY OF HUNTSVILLE

RCLCO is currently conducting an engagement for the City of Huntsville's Industrial Development Board to evaluate the opportunities for an 8,000+ acre tract of land. Results from the study will influence the comprehensive plan and future land use of the property. The market proposed scenarios will be evaluated for their fiscal and economic impact to determine the optimal market program.

Lisa is the project manager of this engagement and has been heavily involved in the assessment of the market opportunity for the tract.

## WINDELL PAIGE

(850) 216-1002  
Windell@espmedia.net  
1028 East Park Avenue ♦ Tallahassee, Florida 32301

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### EDUCATION

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**Florida A&M University** Tallahassee, Florida  
*Bachelor of Science*  
Political Science and Public Administration

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### EMPLOYMENT AND PROFESSIONAL EXPERIENCE

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2010 to Present	Executive Vice President ESPMedia Corporation Tallahassee, FL
2004 to Present	President and CEO WP and Associates Tallahassee, FL
2000 to 2008	Chief Minority/Women Business Development Exec. Office of Supplier Diversity
1992 to 1999	President and CEO Florida Regional Minority Business Council
1990 to 1992	Associate Vice President TEM Associates, Inc.

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### AFFILIATIONS

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#### ***Professional:***

- ♦ Florida Minority Supplier Development Center Board Member
- ♦ Small Business Development Center Advisory Board Member
- ♦ Broward Conventions and Visitors Bureau Meeting Planning Advisory Board Member
- ♦ Floridians Representing Education and Equality
- ♦ Washington Mutual Community Advisory Board Member

#### ***Civic:***

- ♦ President – Capital City Chamber of Commerce
- ♦ Kappa Alpha Psi Fraternity, Incorporated.

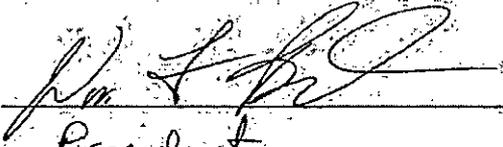
#### ***Awards:***

- ♦ 2006 – Advocate of the Year by the Florida Regional Minority Business Council
- ♦ 2003 – Southeastern Minority Business Advocate of the Year by U.S. Dept. of Commerce

RFQ Title: Request for Qualifications for Fairgrounds Redevelopment Feasibility Assessment  
RFQ Number: BC-11-18-10-07  
Opening Date: Wednesday, November 18, 2010 at 2:00PM

**EQUAL OPPORTUNITY/AFFIRMATIVE ACTION STATEMENT**

1. The contractors and all subcontractors hereby agree to a commitment to the principles and practices of equal opportunity in employment and to comply with the letter and spirit of federal, state, and local laws and regulations prohibiting discrimination based on race, color, religion, national origin, sex, age, handicap, marital status, and political affiliation or belief.
2. The contractor agrees to comply with Executive Order 11246, as amended, and to comply with specific affirmative action obligations contained therein.

Signed:   
Title: President  
Firm: Real Estate Services Inc  
Address: 997 Elex Way  
Tallahassee, FL 32312

RFQ Title: Request for Qualifications for Fairgrounds Redevelopment Feasibility Assessment  
RFQ Number: BC-11-18-10-07  
Opening Date: Wednesday, November 18, 2010 at 2:00PM

INSURANCE CERTIFICATION FORM

To indicate that Bidder/Respondent understands and is able to comply with the required insurance, as stated in the bid/RFP document, Bidder/Respondent shall submit this insurance sign-off form, signed by the company Risk Manager or authorized manager with risk authority:

A. Is/are the insurer(s) to be used for all required insurance (except Workers' Compensation) listed by Best with a rating of no less than A:VII?

YES  NO

Commercial General Liability: Indicate Best Rating: A+  
Indicate Best Financial Classification: A+

Business Auto: Indicate Best Rating: \_\_\_\_\_  
Indicate Best Financial Classification: \_\_\_\_\_

*Subs & consultants shall provide as requested*

1. Is the insurer to be used for Workers' Compensation insurance listed by Best with a rating of no less than A:VII?

YES  NO

Indicate Best Rating: \_\_\_\_\_  
Indicate Best Financial Classification: \_\_\_\_\_

If answer is NO, provide name and address of insurer:

Individual - Exempt  
Subs & consultants can provide as requested

2. Is the Respondent able to obtain insurance in the following limits (next page) as required for the services agreement?

YES  NO

Insurance will be placed with Florida admitted insurers unless otherwise accepted by Leon County. Insurers will have A.M. Best ratings of no less than A:VII unless otherwise accepted by Leon County.

Required Coverage and Limits

The required types and limits of coverage for this bid/request for proposals are contained within the solicitation package. Be sure to carefully review and ascertain that bidder/proposer either has coverage or will place coverage at these or higher levels.

RFQ Title: Request for Qualifications for Fairgrounds Redevelopment Feasibility Assessment  
RFQ Number: BC-11-18-10-07  
Opening Date: Wednesday, November 18, 2010 at 2:00PM

Required Policy Endorsements and Documentation

Certificate of Insurance will be provided evidencing placement of each insurance policy responding to requirements of the contract.

Deductibles and Self-Insured Retentions

Any deductibles or self-insured retentions must be declared to and approved by the County. At the option of the County, either the insurer shall reduce or eliminate such deductibles or self-insured retentions as respects the County, its officers, officials, employees and volunteers; or the Contractor shall procure a bond guaranteeing payment of losses and related investigations, claim administration and defense expenses.

Endorsements to insurance policies will be provided as follows:

Additional insured (Leon County, Florida, its Officers, employees and volunteers) - General Liability & Automobile Liability

Primary and not contributing coverage - General Liability & Automobile Liability

Waiver of Subrogation (Leon County, Florida, its officers, employees and volunteers) - General Liability, Automobile Liability, Workers' Compensation and Employer's Liability

Thirty days advance written notice of cancellation to County - General Liability, Automobile Liability, Worker's Compensation & Employer's Liability

Please mark the appropriate box:

Coverage is in place  Coverage will be placed, without exception

The undersigned declares under penalty of perjury that all of the above insurer information is true and correct.

Name William F. Butler Signature [Handwritten Signature]  
Typed or Printed  
Date 11/15/10 Title President  
(Company Risk Manager or Manager with Risk Authority)

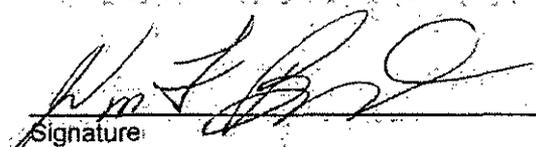
RFQ Title: Request for Qualifications for Fairgrounds Redevelopment Feasibility Assessment

RFQ Number: BC-11-18-10-07

Opening Date: Wednesday, November 18, 2010 at 2:00PM

**CERTIFICATION REGARDING DEBARMENT, SUSPENSION,  
And OTHER RESPONSIBILITY MATTERS  
PRIMARY COVERED TRANSACTIONS**

1. The prospective primary participant certifies to the best of its knowledge and belief, that it and its principals:
  - a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any Federal department or agency;
  - b) Have not within a three-year period preceding this been convicted of or had a civil judgement rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;
  - c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or local) with commission of any of these offenses enumerated in paragraph (1)(b) of this certification; and
  - d) Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State or local) terminated for cause or default.
2. Where the prospective primary participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.
3. No subcontract will be issued for this project to any party which is debarred or suspended from eligibility to receive federally funded contracts.

  
\_\_\_\_\_  
Signature

President  
\_\_\_\_\_  
Title

Real Estate Insync (REI)  
\_\_\_\_\_  
Contractor/Firm

997 Elex Way, Tallahassee, FL 32312  
\_\_\_\_\_  
Address

RFQ Title: Request for Qualifications for Fairgrounds Redevelopment Feasibility Assessment  
RFQ Number: BC-11-18-10-07  
Opening Date: Wednesday, November 18, 2010 at 2:00PM

**AFFIDAVIT CERTIFICATION  
IMMIGRATION LAWS**

Leon County will not intentionally award County contracts to any contractor who knowingly employs unauthorized alien workers, constituting a violation of the employment provisions contained in 8 U.S.C. Section 1324 A(e) (Section 274a(e) of the Immigration and Nationality Act ("INA").

Leon County may consider the employment by any Contractor of Unauthorized Aliens a violation of Section 274A(e) of the INA. Such violation by the Recipient of the employment provision contained in Section 274A(e) of the INA shall be ground for unilateral cancellation of the contract by Leon County.

BIDDER ATTESTS THAT THEY ARE FULLY COMPLIANT WITH ALL APPLICABLE IMMIGRATION LAWS (SPECIFICALLY TO THE 1986 IMMIGRATION ACT AND SUBSEQUENT AMENDMENTS).

Company Name: Real Estate Business (REB)

Signature: [Handwritten Signature] Title: President

STATE OF FLORIDA  
COUNTY OF LEON

Sworn to and subscribed before me this 12 day of November 2010.

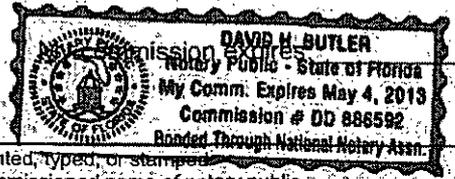
Personally known yes

[Handwritten Signature]  
NOTARY PUBLIC

OR Produced identification \_\_\_\_\_

Notary Public - State of FL

(Type of identification) \_\_\_\_\_



Printed, typed, or stamped commissioned name of notary public

The signee of this Affidavit guarantees, as evidenced by the sworn affidavit required herein, the truth and accuracy of this affidavit to interrogatories hereinafter made.

**LEON COUNTY RESERVES THE RIGHT TO REQUEST SUPPORTING DOCUMENTATION, AS EVIDENCE OF SERVICES PROVIDED, AT ANY TIME.**

**LOCAL VENDOR CERTIFICATION**

The undersigned, as a duly authorized representative of the vendor listed herein, certifies to the best of his/her knowledge and belief, that the vendor meets the definition of a "Local Business." For purposes of this section, "local business" shall mean a business which:

- a) Has had a fixed office or distribution point located in and having a street address within Leon, Gadsden, Wakulla, or Jefferson County for at least six (6) months immediately prior to the issuance of the request for competitive bids or request for proposals by the County; and
- b) Holds any business license required by Leon County (or one of the other local counties), and, if applicable, the City of Tallahassee; and
- c) Is the principal offeror who is a single offeror; a business which is the prime contractor and not a subcontractor; or a partner or joint venturer submitting an offer in conjunction with other businesses.

Please complete the following in support of the self-certification and submit copies of your County and City business licenses. Failure to provide the information requested will result in denial of certification as a local business.

Business Name: <u>Real Estate Business (REI)</u>	
Current Local Address: <u>997 Ilex Way Tallahassee, FL 32312</u>	Phone: <u>850-345-9455</u> Fax: <u>---</u>
If the above address has been for less than six months, please provide the prior address:  	
Length of time at this address:  	
Home Office Address: <u>997 Ilex Way Tallahassee, FL 32312</u>	Phone: <u>850-345-9455</u> Fax: <u>850-878-1418</u>

[Signature]  
Signature of Authorized Representative

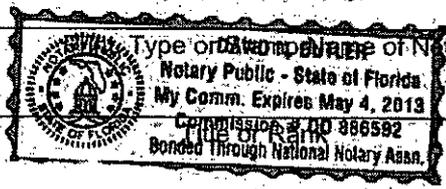
11/22/10  
Date

STATE OF Florida  
COUNTY OF Leon

The foregoing instrument was acknowledged before me this 12 day of November, 2010.  
By DAVID BUTLER of BUTLER-VMOSE INC.  
(Name of officer or agent, title of officer or agent) (Name of corporation acknowledging)  
a Florida corporation, on behalf of the corporation. He/she is personally known to me  
(State or place of incorporation)  
or has produced \_\_\_\_\_ as identification.  
(type of identification)

[Signature]  
Signature of Notary

Return Completed form with supporting documents to:  
  
Leon County Purchasing Division  
1800-3 Blair Stone Road  
Tallahassee, Florida 32308



Serial Number, If Any



997 Ilex Way  
Tallahassee, FL 32312  
850.345.9455