

Potential Redevelopment of Site Occupied by the Veteran's Memorial Arena and Shopko Hall | Project #2136

Brown County
Green Bay, Wisconsin

April 28, 2017





FROM THE DESK OF STEVEN C. ROARK
REDBRIDGE DEVELOPMENT PARTNERS
DESIGN - BUILD - FINANCE

4/28/17

Brown County Clerk
Project 2136
305 East Walnut Street, Room 120 (5th Floor)
Green Bay, WI 54301
Via email: Bc_Administration_Purchasing@co.brown.wi.us

To: Brown County Purchasing Department

**Re: Potential Redevelopment of Site Occupied by the
Veterans Memorial Arena and Shopko Hall - Project # 2136**

For the above mentioned project, we have assembled a project delivery team that includes experts in development, finance, and construction, coupled with the financial strength, national and local experience, and the expertise to deliver a comprehensive 'private sector participation' solution for the redevelopment of the Brown County Veteran's Memorial Arena, the former Packers Hall of Fame Building, and Shopko Hall facilities in Ashwaubenon (Green Bay), Wisconsin.

Our team's extensive success in the design, development, and construction of similar public and private sector facilities, along with our comprehensive experience and knowledge within the public-private partnership and creative financing industries, positions us as leaders in these fields. We are very interested to work in partnership with Brown County throughout the redevelopment process to collectively determine the highest and best use of the subject property, since this is likely the most highly-visible and most important piece of real estate the county owns.

Our team includes local Wisconsin-based firms Touchback, LLC along with Redbridge Development Partners as co-developers, Bray Associates Architects in conjunction with Gensler Architects (La Crosse, Wisconsin / Chicago, Illinois), Gilbane Building Company (Milwaukee, Wisconsin office), and Miron Construction (Neenah, Wisconsin corporate office). Having direct ties to the local Green Bay and Brown County Community, we understand and appreciate the need and desire to replace these obsolete facilities with a first-class multi-purpose exposition, exhibition, entertainment and 'technology driven' pedestrian district in the Village of Ashwaubenon (Green Bay). It will also provide the County with the opportunity to offer mobile platforms and technologies to help manage and deliver advanced, real-time connectivity services to the public throughout Brown County and the surrounding area.

By utilizing the cooperative arrangement between public and private sector entities - a Public-Private Partnership (P3) - we propose a Design/Build/Finance solution whereby we provide 100% financing and turn-key delivery of a new +/- 125,000 square foot facility along with the proposed service amenities (parking, loading, etc.). A P3 provides flexibility and different levels of participation for the County, depending on its desire to participate. Active involvement by the County should prove to be both beneficial and cost effective for the County with long-term operations and management control via interactive lease agreements along with asset reversion to the County at the end of the lease term.

Should the County at any time during the information gathering and discovery process prefer to 'self-fund' the redevelopment and not enter into a P3 arrangement, and own the facility outright from the beginning with the same benefits of long-term operations and management control - we would welcome the opportunity to act in the capacity of Design/Build Developer without us providing financing services.

Redbridge Development Partners appreciates the opportunity to share our team approach and delivery options, and would welcome the opportunity to meet with you and your team to answer questions and/or provide clarification to the information contained herein. We also look forward to providing more detailed information via a response to a future Request for Proposal (RFP) for this project, or any other public purpose facility or infrastructure project.

Regards,



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INTRODUCTION - ABOUT US

Redbridge Development Partners (RDP) is a 'public purpose' facility solutions provider and turn-key commercial real estate developer with a mission "to resolve the disconnect between facility needs and creative development and financing."

In either a non-profit or for-profit model, we deliver a full team of best-in-class providers to address each aspect of a project.

We specialize in governmental, municipal, and educational Public-Private Partnership (P3) development, redevelopment, and adaptive reuse projects, and think nationally and act locally to add value and create impact. We provide expert guidance in planning, structuring, and developing project solutions, and we look forward to working with like-minded clients to determine creative and effective solutions for their project development needs.

Along with our Teaming Partners comprised of a successful local developer as well as local and international architects and builders including Bray Architects, Gensler Architects, Gilbane Building Company, and Miron Construction, we crafted a response to the RFI issued by Brown County that encompasses the desired elements of a replacement project for the existing Brown County Arena and Shopko Hall facilities, and creative financing options within a P3 structure – to offer the best solution at an affordable cost to the county and, by extension, its community and citizens.

With more than \$6 billion in completed projects, more than \$10 billion in completed transactions, and many decades of combined real estate design, development, construction, and project finance experience, the members of Redbridge Development Partners can provide Brown County with the required knowledge and expertise, as well as a full range of options and services needed to bring this project from concept to reality. Our strengths translate into the following benefits provided to Brown County:

- › **Financial Strength:** We have the financial capacity and required investment capital relationships to ensure proposal execution and project completion
- › **Experience:** We have completed multiple 'public purpose' projects and understand the dynamics and procedures that need to be respected and addressed
- › **Expertise:** We have assembled a team of experts for each discipline needed, and without exception every team member is the best in their respective field



Gensler

Gilbane

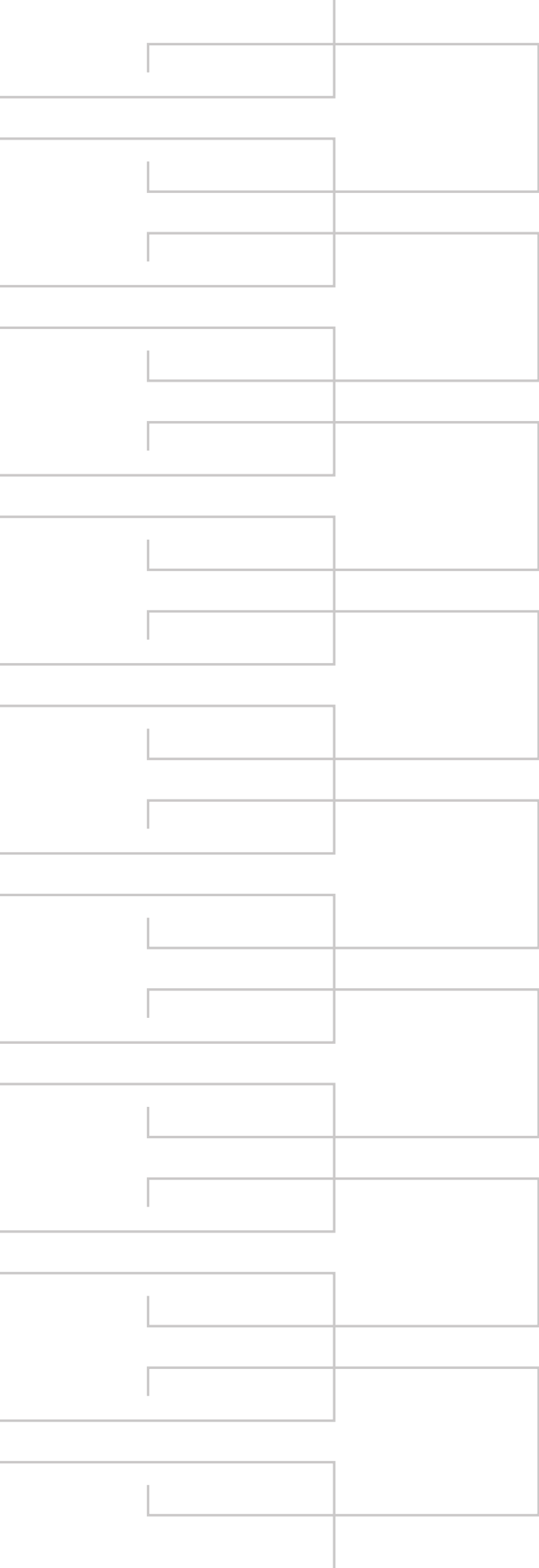


Redbridge Development Partners offers Design/Build/Finance or Design/Build services dependent upon the preference of the Brown County administration, as follows:

- › **Design/Build/Finance** (DBF) services would utilize a P3 structure with 100% financing provided by an identified private 501(c)3 Not-for-Profit Corporation (NFPC) acting in partnership with Brown County. Facilities ownership within the DBF model is within a Special Purpose Entity (SPE) formed by the NFPC within the P3 that leases the land from the client (e.g. Brown County) and the SPE will own the improvements (everything but the land) until such time the financing is repaid and the improvements revert to client ownership, free and clear title with no liens, indebtedness, or encumbrances.
- › Within the DBF model, our Public Finance Group has in-depth experience and expertise in providing financing solutions for a broad range of issues, and they are a dedicated partner to clients across the USA, including those in state and local governments, municipalities, authorities, agencies, school districts, higher education and healthcare provider networks.
- › **Design/Build** (DB) services would allow Brown County to self-fund and own the project outright, with RDP providing the required developer services, minus the financing.

Regardless of whether Brown County decides to award the project under the Design/Build/Finance or the Design/Build model, at *no* time will Redbridge Development Partners have an ownership stake or privileges in the project, nor operator or management responsibilities in the completed facilities.

Development team project case stories and project examples within the Appendix—as well as ownership structure and financing options—are presented within this response. It is our interest to sit with the Brown County administration to select the best attributes from each comparable project as well as discuss new design elements and amenities, all of which will be incorporated into a final project proposal with the ultimate goal of achieving the desired replacement project for the two existing facilities.



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PROJECT OVERVIEW

Brown County Exposition Center/Exhibition Hall & Stadium District Entertainment Venue, a new world-class, multi-purpose exposition, exhibition, entertainment and technology driven pedestrian district in the Village of Ashwaubenon, is what we propose for the site presently occupied by the Brown County Veterans Memorial Arena, former Packers Hall of Fame Building, and Shopko Hall complexes situated on the corner of Lombardi Avenue and Oneida Street. Located across from the historic 81,463 seat Lambeau Field and home of the National Football League's Green Bay Packers, our proposed design and amenities package will complement both the football stadium and the new Titledown District being developed by the Green Bay Packers and the previously published Village of Ashwaubenon Pedestrian District/Stadium District Master Plan.



Addressing the improvements desired, needed and/or required within the replacement facility outlined within the independent third party study and our own due diligence initiatives, our development team also looks beyond the obvious—beyond the brick and mortar—and proposes that a **'Next Generation' Mobile Engagement and 'Smart City' Approach to Public Spaces** be incorporated throughout the facility. This will provide Brown County with the opportunity to offer mobile platforms and technologies to help manage and deliver advanced, real-time connectivity services to the public, and to help the facilities management company (PMI Entertainment Group) better manage events, services, security, parking, wayfinding, ticketing, concessions, etc. This will motivate the next generation of visitors as it relates to connectivity and social interactive features, within a proper mixed-use environment—creating a game changer environment that includes exposition, exhibition, and entertainment space as well as commercial, retail, and public space with all things in one dynamic complex—such that everyone has a reason to go, and everyone that does will love the experience.

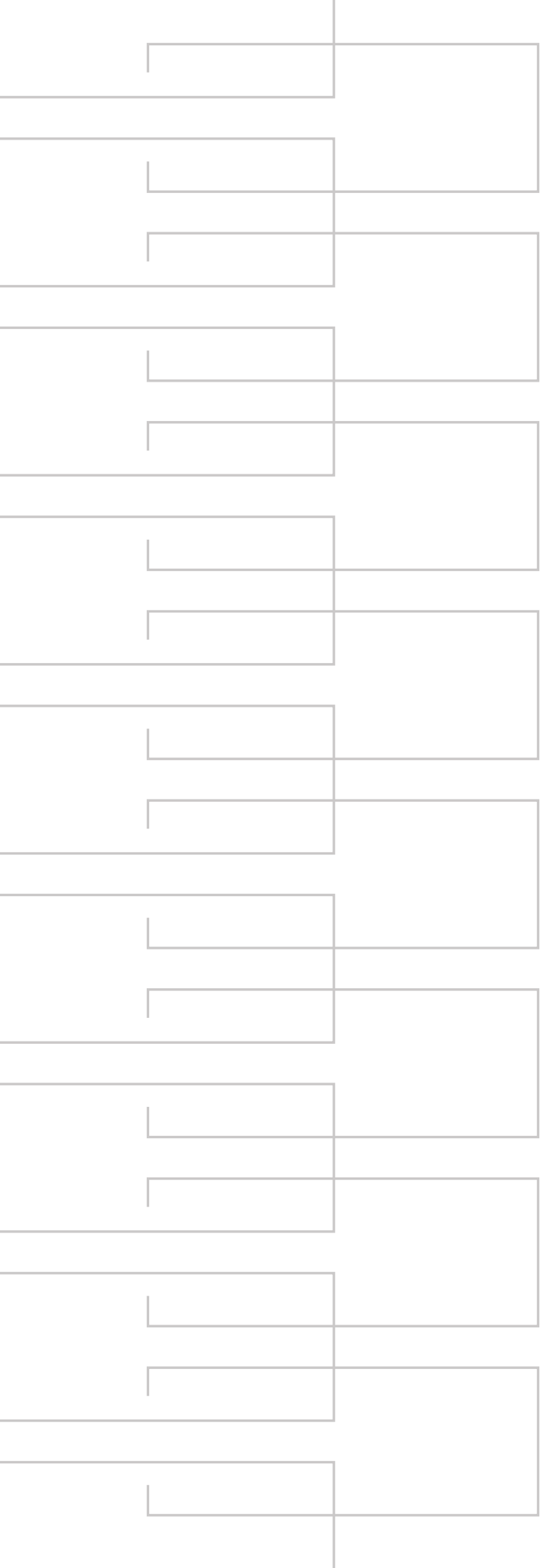
The redevelopment of the site will require us to demolish and replace Veterans Memorial Arena and Shopko Hall, with a proposal that will include a new Exposition Center and Exhibition Hall of approximately 125,000 combined square feet, along with retaining the required minimum number of parking spaces.

Our development plan for the new multi-purpose venues is to transform the approximately 8.3-acre site into a vibrant complex activated by events, entertainment, business, corporate/municipal offices, and pedestrian traffic – all of which will benefit the 3,300 businesses and 60,000 permanent residents living

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within 2.5 miles. This site, located at the corner of Lombardi Avenue and Oneida Street, will seamlessly link with recent and pending development on all sides, including the new Tiletown District and the Village of Ashwaubenon Pedestrian District/Stadium District Master Plan.

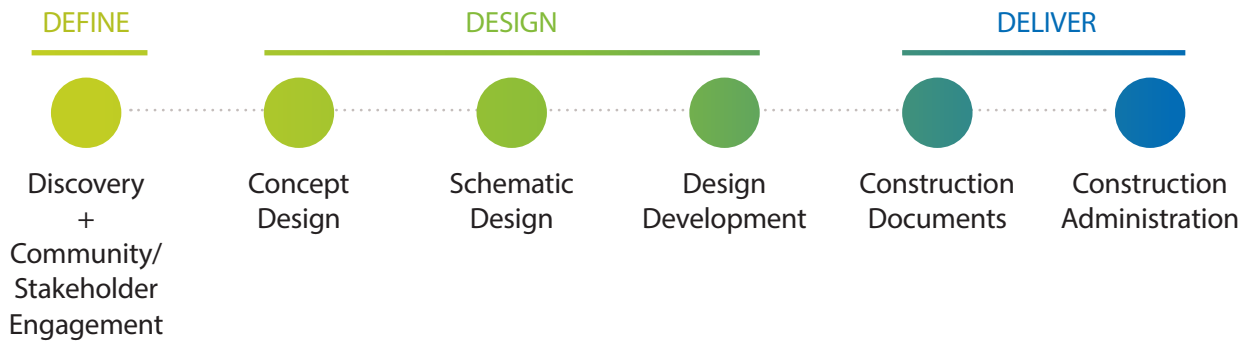
Our multi-disciplinary development team is comprised of prominent local and international developers, architects and builders including local Wisconsin-based firms Touchback, LLC along with co-developer Redbridge Development Partners, Bray Associates Architects in conjunction with Gensler Architects (Chicago, Illinois and La Crosse, Wisconsin), Gilbane Building Company (Milwaukee, Wisconsin regional office), and Miron Construction (Neenah, Wisconsin corporate office).



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DESIGN APPROACH



As it is with the Packers, we too understand that success is determined by our ability to perform together, as a team.

The multi-disciplinary team assembled for this opportunity is uniquely capable of leveraging deep expertise in analytics, urban design, mixed-use development, sports and entertainment, convention centers, retail, brand, and hospitality. By deliberately bringing together this diverse spectrum of experience and talent, we enable a comprehensive approach to every aspect of your project—both the potential and the complexities.

Our commitment to you, the community, guests, stakeholders, and citizens of Brown County, is to apply a process that leverages the power of design to transform the guest experience, expand the flexibility and capabilities of the complex, and activate efficiencies and dormant economic potential.

The project approach, and the decisions made throughout the design process, are informed by our team’s collective experience in multi-use, entertainment-based projects, and is strategically integrated into upfront research, engagement and visioning to ensure that the final design accomplishes the distinct vision and objectives of the Brown County Administration.

The context of this complex—its relationship to the Resch Center, Lambeau Field, the Green Bay/Brown County Stadium District, surrounding neighborhoods, the Village of Ashwaubenon and the City of Green Bay—demands instinct, insight, inspiration, and tremendous collaboration with the Brown County Administration, Board of Supervisors, public officials, and community stakeholders. Our approach and design philosophy not only recognizes this, but elevates these foundational interactions as an indispensable catalyst for the long-term relevance and impact of this exceptional addition to the greater Brown County area.

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PROJECT DESIGN

The exterior design for both the new Exposition Center and Exhibition Hall is expected to architecturally bridge the Resch Center to Lambeau Field to create an iconic and seamless visual that will complement Lambeau Field, the building's exterior will wrap the energy of a new multipurpose indoor-outdoor exposition center and exhibition hall with a public plaza to create a year-round catalyst for the continued transformation of the area east of Lambeau Field and the northern part of the Village of Ashwaubenon.

This new Wisconsin landmark will stand out as an iconic addition to the cityscape and seamlessly connect with surrounding structures and neighborhoods while serving as a catalyst for continued investment and improvement to the east and south.

The interior design will accommodate open-floor grand exhibitions, family shows, ice shows/events, end stage and center stage concerts, and special events, with a sensitivity towards The Resch Center and the newly expanded KI Convention Center such that we offer a world class venue for complimentary events versus competing with existing successful facilities in the region. Operational efficiencies will include the latest in energy efficient HVAC and electrical systems and vastly improved load-in/load-out capabilities that will allow the facility to accommodate a wider variety of exhibitions, shows, concerts and events.

Developing this site to maximize its full economic and entertainment potential is the next big step in realizing the vision for the Green Bay/Brown County Professional Football Stadium District neighborhood. We look forward to working closely with the Brown County administration team and Board of Supervisors, public officials and the entire community to finalize the design and construction plans so we can begin to create long-lasting jobs and economic opportunities in Brown County.

DESIGN APPROACH

The Bray/Gensler approach to programming, planning and design will rely heavily on active participation from the user groups, operating partner, and County representative(s) at every stage of design process. This strong desire to listen to, and engage with, all affected stakeholders is unique to our approach and is critical to the success of project.

OWNER INVOLVEMENT

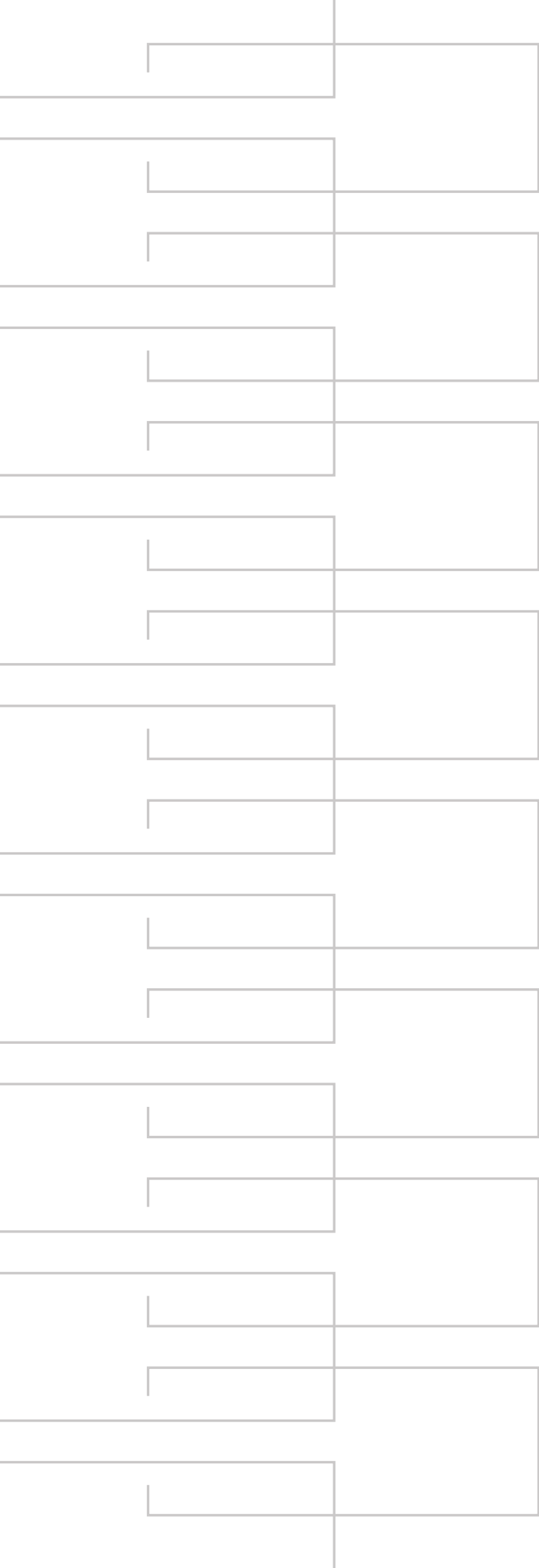
We know it is imperative that the County be an active participant in all phases of development. As owners of the facility, your participation is vital in the decision making process that will result in a building and site that will likely be part of the County's inventory of buildings for decades to come.

CONSENSUS BUILDING

We believe that effective, innovative solutions arise as a result of dynamic interaction between the client, the user group(s) and the design team. We are experts at bringing the diverse needs, goals and opinions of these groups together and exploring how each influences the others. We will guide you through an exciting and interactive process that aims to find consensus while addressing the needs of all stakeholder groups.

COMMUNITY ENGAGEMENT

The Bray/Gensler team has been very fortunate to practice architecture in the public realm collectively for more than 100 years. This depth of experience has provided us with an understanding and great appreciation for the engagement of the community, taxpayers and neighborhoods in open dialogue regarding needs and proposed solutions. Public awareness is critical to the success of any public building project, which is why Bray/Gensler will develop an effective and comprehensive communication plan early on in the planning and design process.



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RFI QUESTIONS AND RESPONSES

1. WHAT WOULD BE YOUR PROPOSED USE FOR THIS PROPERTY?

The Brown County Exposition Center/Exhibition Hall and Stadium District Entertainment Venue (Brown County having sole facility naming rights and sole contract negotiation naming rights) – a new world-class, multi-purpose exposition, exhibition, entertainment, business, administrative, and pedestrian district integrated seamlessly within the Resch Center Complex to create a dynamic and interactive guest experience.

2. HOW WOULD THE PROPOSED USE FIT INTO THE EXISTING AND PROPOSED NEIGHBORING LAND USES?

Our project—an exposition, exhibition, entertainment, business, administrative, and pedestrian district—will seamlessly link both physically and electronically with existing as well as recent and pending or proposed development on all sides, including Lambeau Field, the Resch Center, the new Tiletown District and the Village of Ashwaubenon Pedestrian District/Stadium District Master Plan. In addition, it would provide for cross-marketing and cross-promotion collaborative synergies with surrounding Stadium District venues which would not only complement their major events, but also maximize guest attendance and experiences while providing overall enhanced economic benefits.

3. ARE YOU INTERESTED IN LAND PURCHASE, LEASE, OR OTHER OPTION?

Our preference is a land lease agreement with the county. Brown County would continue to own the land and the county would lease it to an existing and independent national 501(c)3 Not-For-Profit Corporation (NFPC) that would fund 100% of the total development budget and own the improvements (the facilities). Once construction is completed, the NFPC would then lease those same improvements (the facilities) back to Brown County on a long-term basis so that Brown County is the operator and manager (whether directly or indirectly via third party management), until such time that the land and improvements are rejoined (at the end of the lease agreement) and there is asset reversion of the facilities to the county, the county owning both land and improvements.

This would all be within the establishment of a Public-Private Partnership (P3) for site development and Redbridge Development Partners will assist with the formation of the P3, assemble the development team, assist with financing, and develop/deliver turn-key facilities. This is further detailed in Question #6 which also includes an alternative facilities development, project delivery and funding options.

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4. PLEASE DESCRIBE YOUR EXPERIENCE IN LARGE SCALE LAND DEVELOPMENT IN EXCESS OF \$30 MILLION VALUATION ADJACENT TO MAJOR SPORTS OR ENTERTAINMENT FACILITIES AND PROVIDE EXAMPLES OF PREVIOUS PROJECTS.

Redbridge Development Partners (RDP) can best be described as a turn-key facility solutions developer with a mission statement *“to resolve the disconnect between facility needs and creative development and financing”*, explained as follows:

- a) RDP brings together clients with specific real estate project needs and aligns them with best-in-class resources to deliver projects that provide the highest and best use and economic value to the client
- b) RDP offers either Design/Build/Finance services (via the formation of a Public/Private Partnership with 100% project financing provided by the designated private 501(c)3 Not-for-Profit partner) or Design/Build services (with the client providing its own financing for the project, generally via the underwriting of tax-exempt municipal bonds)
- c) RDP at no time has an ownership stake or privileges, or operator or management responsibilities in the facilities
- d) Facilities ownership is within a Special Purpose Entity (SPE) formed by the NFPC within the Public/Private Partnership (P3) that leases the land from the client (e.g. Brown County) and the SPE owns the improvements until such time that the financing is repaid and the facilities simultaneously revert back to client ownership and both the land and facilities are owned by the client free and clear with no liens, encumbrances, or indebtedness

What qualifies RDP and its assembled development team as respondents to this RFI is not only our extensive track record, but also the benefit of flexibility we offer to Brown County by having RDP act in the capacity of Design/Build/Finance developer, delivering a complete project delivery solution including all financing, design and construction with flexible options. Examples of completed high-profile projects where the client required a best-in-class project yielding the highest economic return are provided below.

PROJECT EXPERIENCE

Redbridge Development Partners has designed, permitted, approved, and developed numerous \$70 million+ master-planned community development projects including:

- › **Higley USD-P3** - Orchestrated, structured, funded and developed this \$70 million project which was the first ever design/build/finance P3 K-12 school development project in Arizona. The project consisted of two new K-12 public schools totaling 276,000 SF of new construction.
- › **Twelve Bridges Project** - This large-scale, \$1.5 billion project included 4,990 acres, full entitlement, zoning and infrastructure for 10,800+ residential home sites, and approximately 200 acres of commercial mixed-use projects and related public purpose facilities in Lincoln, CA

- › **North Star/Sacher** - 480 acres in Palm Springs, CA
- › **Wilson Ranch** - 1,620 acres in Loveland, CO
- › **Morgan Ranch** - 1,304 acres in Tehama County, CA
- › **North Star/Sanderson** - 727 acres in Grass Valley, CA
- › **Redevelopment of an extensive range of residential properties** - single, multi-family, and student housing facilities, to name just a few

As it relates to the development team, our well respected and local Wisconsin-based contractor/builder, **Miron Construction**, was the contractor hired by Brown County to build the Resch Center. In addition, they are the official provider of construction services for the Green Bay Packers and are currently involved with both on the continued work at Lambeau Field along with the redevelopment of the properties west of the Stadium; specifically the new Bellin Sports Medicine Facility located behind the Lodge Kohler. Additionally, Miron was the contractor for the recent expansion of the KI Convention Center in downtown Green Bay. Our Wisconsin-based architect is **Bray Associates Architects** who will be working in conjunction with **Gensler Architects**, the design firm leading the design and execution of the Milwaukee Bucks Entertainment District in Milwaukee, Wisconsin, as well as the design renovation and expansion of the La Crosse Convention Center, in La Crosse, Wisconsin. **Gilbane Building Company**, our Wisconsin-based general contractor has recently built or is currently building several high-profile projects in Wisconsin including the new Potawatomi Casino Hotel and Northwestern Mutual's Tower and Commons in downtown Milwaukee; the 600,000 SF mixed-use Hill Farms Re-development in Madison; and Schreiber Foods' Home Office and Global Technology Center in downtown Green Bay. John Hurckman, Co-Founder/Member, **Touchback, LLC**, is involved as developer for the Woodfield Village Senior Apartments, I and II (Woodfield I being mixed-use with first floor commercial and retail), located in The Village of Howard (Green Bay), Wisconsin, serving as the local co-developer relationship along with **Redbridge Development Partners** as lead developer.

5. PLEASE DESCRIBE ANY EXPERIENCE WITH REDEVELOPMENT OF LAND OR BUILDINGS SIMILAR IN NATURE TO THE BROWN COUNTY VETERANS MEMORIAL ARENA AND SHOPKO HALL COMPLEX.

With **more than \$6 billion in completed projects, more than \$10 billion in completed transactions**, and more than 100 years of combined real development experience, the core members of Redbridge Development Partners possess the required knowledge and expertise, as well as a full range of development, construction, and financing services required to bring a project from concept to reality. Please refer to question number 4 above for a short list of our projects.

As it relates to the development team, we have assembled a team that is primarily Wisconsin-based including the co-developer, design/build general contractor, local contractor, architecture and design firms, and builder who have all been involved with numerous high-profile projects similar in nature, as mentioned in our response to question number 4 above.

Our team's experience includes building the Resch Center, Lambeau Field renovations, KI Convention Center expansion, and the design and execution of the Milwaukee Bucks Entertainment District.

6. BASED ON YOUR EXPERIENCES WITH THE REDEVELOPMENT OF SIMILAR GOVERNMENT OWNED PROPERTIES OR DEVELOPMENT ADJACENT TO MAJOR SPORTS OR ENTERTAINMENT FACILITIES PLEASE PROVIDE ANY SUGGESTIONS ON HOW BROWN COUNTY SHOULD PROCEED WITH THIS DEVELOPMENT PROJECT.

Redbridge Development Partners can serve as either the Design/Build/Finance or Design/Build developer, dependent upon the interests of Brown County.

DESIGN/BUILD/FINANCE

We propose a Public-Private Partnership (P3) approach for site development, a cooperative arrangement between public and private sector entities with a long-term common goal. Redbridge Development Partners will assist with the formation of the P3, assemble the development team, obtain financing, and develop and deliver the turn-key facilities.

Within the P3, the Public Entity (Brown County) would lease the land to an existing and independent Private Not-for-Profit 501(c)3 Corporation (NFPC) with the County retaining ownership of the land and the NFPC having ownership the facilities, and the NFPC (the private party) would lease the facilities back to the Brown County (the public party) on a long-term basis to operate and manage (directly or indirectly via PMI Entertainment Group as third party management). Via asset reversion at the end of the facilities lease agreement, Brown County who at all times owned the land, now owns the facilities as well (land and facilities rejoined), with free and clear title (no liens, encumbrances, or indebtedness). For site redevelopment and the construction of the new facilities, the NFPC provides 100% of the required financing for the total development budget, in a balance sheet neutral structure, and with no direct development related investment required by Brown County.

Recap: Public Land/Private Construction/Lease-Leaseback

- › Brown County owns the land
- › Brown County leases the land to the NFPC for construction of new facilities
- › The NFPC owns the facilities/leases them back on a long-term basis to Brown County
- › Brown County, via asset reversion, owns the facilities at the end of the term (land/facilities cojoined), with free and clear title

Key Benefits: Public-Private Partnership (P3)/Lease Agreement

- › A P3 approach allows the public sector to transfer project design, development, construction, operational, and revenue risk to a private entity
- › A P3 vests the private entity (the NFPC) with decision-making authority and additional project delivery or revenue risks the municipality would otherwise assume
- › Project delivery under the P3 model is generally much faster due to the efficiencies of the private sector
- › No direct development related investment is required by Brown County
- › Lease payments begin at project completion, from general operating budget annual appropriations

- › Long-term, fixed-rate lease payments, fixed-lease escalators, below-market rates, with no additional cost to the taxpayers
- › Within the P3, a facilities oversight committee will be formed that will include participants from Brown County, the NFPC, and Facilities Management (PMI)

DESIGN/BUILD

As an option, we offer complete and comprehensive design/build developer services to deliver turn-key facilities to Brown County, if the county prefers to own, operate, and self-finance the facility via accessing the tax-exempt municipal bond market. Design/Build is a form of project delivery, a function of the documents driven from the developer through the GC to design and then build, creating numerous efficiencies due to the simplified chain of command in the documents as well as cash flow.

IN CONCLUSION

Either of the above options—Design/Build/Finance or Design/Build—will position Brown County in the best possible way to be an interactive partner with our development team. By offloading the development, construction and financing risks (if the Design/Build/Finance option is preferred) to the private entities, Brown County is free to participate in the design and development of the project without the very real and public burden of assuming those risks. This will ensure Brown County is able to help envision and design their ideal project in conjunction with the development team as it relates to size, scope, amenities, programming, aesthetics, community impact/synergies, mobile platforms and engagement, and projected economics. This will provide Brown County with the opportunity to demonstrate respectful economic stewardship on behalf of its citizens and taxpayers, while maintaining control of this most valuable and highest profile piece of real estate.

THE DEVELOPMENT TEAM

THE TEAM

- › Redbridge Development Partners/Touchback, LLC - National and Local Co-Developer Team
- › Gensler Architects/Bray Associates Architects - National and Local Architecture and Design Firms
- › Gilbane Building Company - National and Local Design/Build General Contractor/Construction Manager
- › Miron Construction - Local Contractor

TEAMING PARTNERS BACKGROUND AND CONTACT INFORMATION

DEVELOPER - Redbridge Development Partners/Touchback, LLC

Redbridge Development Partners (RDP) designs, develops, builds, and finances real estate projects for governmental, public, educational and non-profit entities such as municipalities, school districts, universities and colleges. We are facility solutions experts with a thorough understanding of how projects can be developed in an efficient, cost effective, timely, and balance sheet neutral manner. RDP provides both Design/Build/Finance (D/B/F) and Design/Build (D/B) services dependent upon each particular client's interests and needs, with RDP acting as a positive impact economic steward for the public entity client (e.g., Brown County) and the community.



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Contacts

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ARCHITECTURE/DESIGN - Gensler Architects/Bray Associates Architects

Gensler's design approach always reflects our knowledge of how users experience space, and our goal is to impart a distinct sense of place. We are a global design firm, but our approach is fundamentally local, with right-sized teams who devote themselves to building trusted relationships with clients - and delivering for them - first and foremost. We work collaboratively with clients, communities and end users to create buildings and spaces that work well on every level, inside and out, delivered with a consistently high standard of quality and service.

Bray Associates Architects provides a diverse scope of services including full architecture, planning, design, construction documentation and construction administration.

Contacts

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P: (414) 226-0200
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DESIGN/BUILD GENERAL CONTRACTOR - Gilbane Building Company, Inc.

Gilbane Building Company is a family-owned, global, comprehensive construction and facilities-related solutions firm. Building upon the success and proven track record of more than 140 years of experience, Gilbane is recognized as an industry leader that delivers innovative building solutions – from state-of-the-art sustainable buildings to the latest applications in construction methods and technology.

Contact

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CONTRACTOR - Miron Construction

Miron Construction's comprehensive range of construction services are designed to meet the unique and diversified needs of our clients.

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DEVELOPER BIOS AND EXPERIENCE

Redbridge Development Partners

William “Bill” Beal, Managing Director – Bill possesses a 30+ year history of construction, sales, finance and real estate development experience, with more than \$2 billion in completed transactions and projects. Having initially formed Redbridge in 2005 as an advisory company, it was transitioned into a development company in 2012, completing the first public-private partnership development of a K-12 school in Arizona history – a \$69.5 million project that was funded and completed in 8 months. He has served on several non-profit boards of directors and currently serves on the National Board of Directors of DARE America, an international non-profit focused on providing positive lifestyle resources for youth. He received his MBA from the Graziadio School of Business, President and Key Executive Program at Pepperdine University and has served as a class advisor for other MBA classes there. He is a 4th generation Californian, and lives with his family in Granada Hills, CA.

Steven Roark, Director, Project Development and Finance – Steven is a former Wall Street Investment Banking Executive with thirty years of project finance and in-house developer experience. After working with three separate boutique firms, he finished his investment banking career with BB&T Capital Markets (NYSE:BBT) where he specialized in the formation of public-private partnerships to creatively finance ‘performance based’ projects. With a background in both project finance and development, he is able to approach every opportunity from a balanced ‘value-add’ perspective. He is a graduate of Valdosta State University with a BBA Degree, and he currently resides with his wife in New York City.

Roger White, Director, Project Development and Pre-Development –

Roger has a career spanning more than 30 years in project development and management with more than \$5 billion in completed transactions and projects. His expertise in pre-development, entitlement, mapping and zoning of projects has been key to those successes. He has overseen large scale infrastructure projects, master planned communities and worked with virtually every agency at the local, state and federal level to complete these projects. With an instrument rated license to fly as a private pilot, he enjoys any reason to take flight. He received his BS in Physics and Math at the University of South Dakota. He resides in Auburn, CA with his family.

Del-Monte Edwards, Project Management – With his extensive experience in real estate development and property management, along with his considerable non-profit and community leadership experience, Del-Monte can approach and address every opportunity and challenge from a unique perspective. A graduate of the University of Cincinnati with a BA in Political Science with a certificate in Economics, he continued his accreditation by adding the GRI designation as well

as the prestigious CCIM to his credentials. He has overseen development of several projects as the President of Tanner Properties. He has also served on numerous Boards of Directors in Phoenix and Scottsdale, garnering key awards for his leadership and community service. He lives with his family in Phoenix, AZ.

Local/Upper Midwest Regional - Independent Agents and Advisors

In addition to our executive leadership, our team includes regional experts to assist with this project. These team members include experienced real estate brokers, commercial lenders, insurance and bonding specialists, and real estate developers with expertise as business development specialists with a number of construction firms as integral parts of development teams that developed more than \$700 million in hospitality (Marriott, Hilton, Sheraton, and Carlson) and action sports and entertainment properties.

Their expertise also includes site selection, negotiation and acquisition, project budget development and management, financing, construction monitoring/review, monthly operating analysis following project opening, and the analysis and hold/sell recommendation of existing facilities. They are responsible for turn-key developments and the management of real estate portfolios. Our team is involved with strategic consulting in the areas of business development, commercial real estate development, project analysis, management and divestiture, business start-ups, operations analysis, cash flow/credit training and analysis, management succession strategies, and financing options for new construction and acquisitions.

ATTACHMENT B: RFI DESIGNATION OF CONFIDENTIAL AND PROPRIETARY INFORMATION

Please see the following completed and signed Attachment B form from Gensler.

ATTACHMENT B: RFI DESIGNATION OF CONFIDENTIAL & PROPRIETARY INFORMATION

(Use of this form is required when submitting proposal)

The attached material submitted in response to this project includes proprietary and confidential information which qualifies as a trade secret, as provided in s. 19.36(5) Wis. Stats., or is otherwise material that can be kept confidential under the Wisconsin Open Records Law. As such, we ask that certain pages, as indicated below, of this proposal response be treated as confidential material and not be released without our written approval.

Prices always become public information when bids/proposals are opened, and therefore cannot be kept confidential. Blanket labeling of confidential/proprietary information in headers/footers of documents will not be considered as confidential/proprietary.

Information cannot be kept confidential unless it is a trade secret. Trade secret is defined in s. 134.90(1)(c), Wis. Stats. as follows: "Trade secret" means information, including formula, pattern, compilation, program, device, method, technique or process to which all of the following apply:

1. The information derives independent economic value, actual or potential, from not being generally known to, and not being readily ascertainable by proper means by, other persons who can obtain economic value from its disclosure or use.
2. The information is the subject of efforts to maintain its secrecy that are reasonable under the circumstances.

We request the following pages not be released:

Section	Page #	Topic
<i>Appendix</i>	<i>1-11</i>	<i>Confidential project images and information</i>

IN THE EVENT THE DESIGNATION OF CONFIDENTIALITY OF THIS INFORMATION IS CHALLENGED, THE UNDERSIGNED HEREBY AGREES TO PROVIDE LEGAL COUNSEL OR OTHER NECESSARY ASSISTANCE TO DEFEND THE DESIGNATION OF CONFIDENTIALITY AND AGREES TO HOLD BROWN COUNTY HARMLESS FOR ANY COSTS OR DAMAGES ARISING OUT OF THE COUNTY'S AGREEING TO WITHHOLD THE MATERIALS.

Failure to include this form in the proposal response may mean that all information provided as part of the proposal response will be open to examination and copying. The County considers other markings of confidential/proprietary in the proposal document to be insufficient. The undersigned agrees to hold the County harmless for any damages arising out of the release of any materials unless they are specifically identified above.

Company Name: *Geisler*

Printed Name: *Lamar Johnson*

Signature: *Lamar Johnson*

Date: *4/27/17*

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