

JUDGE DOYLE SQUARE

MADISON, WI

REQUEST FOR QUALIFICATIONS

SUBMITTED BY:

JDS Development, LLC

A Joint Venture of:
Hammes Company and Majestic Realty

April 30, 2013

TABLE OF CONTENTS

VISION

1.0 DEVELOPMENT VENTURE AND TEAM

- 1.1 Legal Name of Proposer and Officers Authorized to Bind
- 1.2 Key Team Entities Backgrounds
- 1.3 Key Project Team Members
- 1.4 Development Manager / Resumes
- 1.5 Organizational Structure / Roles, Reporting and Team Interface with City
- 1.6 Statement of Availability

2.0 EXPERIENCE

- 2.1 Teams Capabilities / Project Experience
- 2.2 Experience with Public-Private Partnerships
- 2.3 Disclosures
- 2.4 Conflict of Interest

3.0 PRELIMINARY PROJECT CONCEPTS

4.0 FINANCIAL CAPABILITY

- 4.1 Financial Stability & Capability
- 4.2 Preliminary Estimate of Total Project Cost
- 4.3 Constraints of Phasing on Financing

5.0 PROFESSIONAL AND PROJECT REFERENCES

6.0 OTHER INFORMATION

RFQ FORM A SIGNATURE AFFIDAVIT

RFQ FORM B PROPOSER PROFILE INFORMATION

RFQ FORM C PROPOSER REFERENCES

VISION

Our vision for Judge Doyle Square is to create a unique destination designed to strengthen Madison's urban core and compliment our primary destinations — Monona Terrace and Overture Center — by creating a dynamic place with programmatic uses that define Madison's character. Imagine a place that captures all of the elements that define Madison for the next generation ...

STYLISH HOSPITALITY

The Madison Municipal Building will be a destination hotel connecting Monona Terrace and the Capitol Square and enhancing the culture of the urban core.



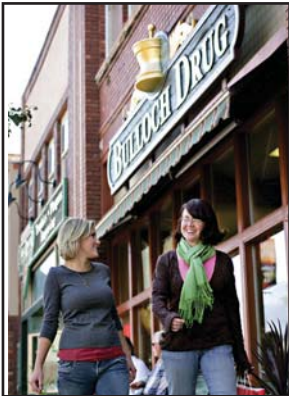
THE MADISON MARKET

This unique dining destination will offer a downtown experience that will enhance the Madison restaurant culture.



VISION

LIFESTYLE RESIDENTIAL
Residential offerings will provide a live-work environment in an urban neighborhood setting.



URBAN WELLNESS
Health and wellness in the urban core will promote the Madison lifestyle, with a focus on fitness and active lifestyles.



VISION

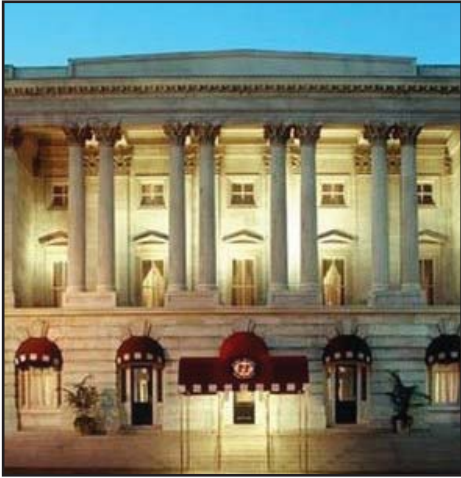
ACTIVE STREETScape

The activation of sidewalks and terraces with street level retail and dining will entertain visitors and enliven the urban core.



HISTORIC REVITALIZATION

The renovated Madison Municipal Building will be a core landmark with historical significance complementing the nationally recognized Monona Terrace and State Capitol buildings.



1.0 DEVELOPMENT VENTURE AND TEAM

1.1 LEGAL NAME OF PROPOSER AND OFFICERS AUTHORIZED TO BIND

JDS Development, LLC is pleased to submit the following qualifications statement in response to the Request for Qualifications for Judge Doyle Square (the "RFQ"). Robert Dunn is the Managing Partner / Principal-In-Charge and is legally authorized to bind the development venture to the development contracts. JDS Development, LLC is a joint venture of Hammes Company and Majestic Realty and has been established for the sole purpose of pursuing the development, finance, marketing and operation of the Judge Doyle Square development project in Madison, Wisconsin.

1.2 KEY ENTITIES COMPRISING OUR TEAM

Hammes Company and Majestic Realty have prepared this proposal in association with a team of the most highly qualified professionals in the industry for a project of this magnitude. The qualifications of the project team are described in detail in this RFQ. As a result of our considerable experience on large mixed-use projects that serve as anchors to communities and other destination attractions, Hammes Company and Majestic Realty bring unique qualifications as a master developer to address the requirements outlined in the RFQ. The combined development and master planning experience of Hammes Company / Majestic Realty combined with our project team provide the foundation necessary to plan and execute a Master Plan for the Judge Doyle Square property in downtown Madison. The firms that comprise our Project Team provide a complementary set of core competencies and unparalleled experience in the successful execution of large scale urban assignments. Importantly, we are a Madison based development organization with a strong working knowledge of the local factors that will drive success of this important development initiative.

JDS DEVELOPMENT - A JOINT VENTURE OF HAMMES COMPANY AND MAJESTIC REALTY - MASTER DEVELOPER

Hammes Company

Founded in 1989, Hammes Company is a leading real estate development and investment company with offices located in major markets throughout the United States. Hammes Company is comprised of a series of professional services and real estate investment entities which have been established for the purpose of managing, financing and developing complex real estate assets. The firm is currently involved in planning and development assignments with values in excess of \$7.5 billion.

Hammes has a broad base of experience in developing successful mixed-use, commercial, hospitality and entertainment projects. Hammes leverages its expertise and knowledge in integrated, strategic planning solutions for complex mixed-use and master planned developments. Our mission is to develop projects that anchor communities and which are catalysts for economic and fiscal development in the areas and regions in which we work. In Wisconsin, the firm has been responsible for such notable projects as Lambeau Field redevelopment, Kohl Center, Titledown District, Miller Park, Aurora Health Care Centers, Medical College of Wisconsin, Brookfield Lakes Corporate Center and most recently the Edgewater Hotel.



1.0 DEVELOPMENT VENTURE AND TEAM



MAJESTIC REALTY CO.

Leaders in Real Estate Development since 1948.

Majestic Realty

Majestic Realty Co. was founded in 1948 and is based in Los Angeles, California. Majestic owns, develops, manages and leases over 80 million square feet of property for clients across the nation. Majestic is recognized as being one of the largest private owners of commercial real estate assets in the United States and has been ranked as the No. 1 developer in Southern California for more than a decade. The firm offers land acquisition/entitlement, master planning/development, environmental assessment, design/construction, financing, leasing, project financial reporting/variance analysis, and property management services. In addition, the company provides processing, project programming, conceptual design, estimating, scheduling, architecture, engineering, project management, general contracting, thematic interiors/exterior, tenant improvements, space planning, and owner's representative services; and commercial property management services.

Majestic Realty is owned by Edward Roski and is active in many major markets across the United States including Wisconsin. Mr. Roski is one of the most active members of the business community in Southern California serving on numerous community organization boards including chairman of the Board of Trustees at the University of Southern California. Mr. Roski is part owner of the Los Angeles Kings and Los Angeles Lakers professional sports franchises.

Hammes Company and Majestic Realty are working together on a number of urban mixed-use development projects across the United States. The combined real estate development expertise and financial strength of the combined organizations provides the foundation for our proposal for Judge Doyle Square.

Development and Execution

Hammes Company / Majestic Realty have significant real estate development experience as both equity and fee-based developers. The sole focus of the Hammes Company / Majestic Realty staff is the successful execution and delivery of large projects. Our process will first include gaining a thorough understanding of the goals and objectives the City has for the Judge Doyle Square site and set in motion a project plan to design program elements which achieve the best possible outcomes for the City and community. Decisions reached in the early planning phase are used to drive the design of the project to maximize asset value and control costs.

Our depth of experience enables Hammes Company / Majestic Realty to provide a complete program of services to develop and lead all facets of the JDS development, including financing, public approvals, design management, sustainability goals, construction administration, targeted business participation, infrastructure, environmental management, quality control, scheduling, cost control, insurance, bonding, contract management, media, marketing, community relations and other tasks as required to ensure project success.

1.0 DEVELOPMENT VENTURE AND TEAM

Financial Strength

One of the most important factors that will determine success of the Judge Doyle Square development is the financial strength of the master developer. The combined financial resources of Hammes Company / Majestic Realty coupled with our extensive knowledge of the local market provides the foundation that will be needed to execute a project of this complexity over multiple phases.

Leaders in Visionary Development

Hammes Company / Majestic Realty have extensive experience in successfully completing large-scale urban development initiatives. We are recognized for bringing visionary developments together in markets ranging in size from Green Bay to New York. The successful development of the Judge Doyle Square site will require a careful balance of public and private interests. Between Hammes Company and Majestic Realty we have worked successfully with communities on a number of the most complex urban initiatives in the United States over the past decade.

Potter Lawson

POTTER LAWSON - ARCHITECT - DESIGN CONSULTANT

Established in 1913, Potter Lawson offers professional planning, architecture, interior design, cost estimating and construction administration services. The firm employs more than 40 professionals, with more than half being registered architects and professional designers. Potter Lawson is organized into four specialty groups: Justice - Municipal, Education, Corporate, and Research - High Tech.

The firm's early work included Madison's first 'skyscraper', the nine-story Gay Building on the Square. In the 1920's, Potter Lawson became Madison's most prominent architectural firm, designing many of the most notable buildings in the city.

In the 1990's, Potter Lawson worked on another notable project in the downtown area, the Monona Terrace Convention Center in association with Taliesin Architects. Monona Terrace is one of Madison's most recognizable buildings, and has brought many opportunities to the area.

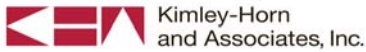
ELKUS | MANFREDI ARCHITECTS

ELKUS MANFREDI ARCHITECTS - URBAN PLANNER

Elkus Manfredi Architects is a full-service design firm providing architecture, master planning, urban design, interior architecture, space planning and programming. The firm has been involved in many of the leading urban development projects in the United States.

The planning and design work of Elkus Manfredi Architects is founded on the conviction that the quality of our environment regularly and significantly impacts the quality of our lives. Elkus Manfredi is a member of the US Green Building Council. The firm has an ever-growing number of architects, designers, and staff that are LEED Accredited Professionals.

1.0 DEVELOPMENT VENTURE AND TEAM



KIMLEY-HORN - ENGINEER

Kimley-Horn is a multidisciplinary engineering consulting firm offering services to national and international clients in the public and private sectors. Kimley-Horn has more than 1,600 professionals in 60-plus offices nationwide. They have delivered ground up or renovation services on more than 75 million square feet of retail in 47 states and more than 40,000 multifamily units in 35 states. Their teams work together nationally to provide clients with the best services and expertise necessary for their projects.

Kimley-Horn's long association with private developers has given them broad project experience, ranging from freestanding retail buildings, shopping centers, and office complexes to residential planned communities, mixed-use developments, golf courses, and marinas. In addition, many members of their staff are former local, state, or federal engineers and planners who offer special insight into the development approval process.

OTHER CONSULTANTS

Past successful projects led by Hammes Company / Majestic Realty include team members with a variety of backgrounds that add to the value of the team. The groups below have provided important services on past projects and could be called upon again for this project. Each group would bring a unique set of skills to the team enhancing the ability of making this a successful project.



CONVENTIONS, SPORTS & LEISURE (CSL) – DEVELOPMENT CONSULTANT

Founded in 1988, Conventions, Sports & Leisure International (CSL) is a leading advisory and planning firm specializing in providing consulting services to the convention, sport, entertainment and visitor industries. CSL was established for the specific purpose of providing a source of focused research and expertise in these industries. They have completed over 500 consulting engagements throughout North America and abroad, focusing on a variety of event facility planning, strategic advisory services and economic development issues.



AECOM (FORMERLY ERA) – URBAN ECONOMIST

AECOM, formerly Economic Research Associates, pull ideas into focus and sharpen the boundaries of a preliminary plan or concept for regional and place-based economic development, urban revitalization, real estate, tourism and culture and sustainable development. AECOM collaborates with other disciplines, developing strategies so that plans can respond to the market, attract financing, and execute. They help clients – private entities, government agencies, and non-profit organizations – assess feasibility, impacts, risks and trade-offs to make informed decisions.



CBRE – HOTEL CONSULTANT

CBRE Hotels is dedicated to being the hospitality industry's premier provider of sales advisory, finance, market research and valuation services to meet the capital needs of investors and individual owners of hotel properties. CBRE understands the unique challenges and opportunities that come with investing in and divesting hotel properties. CBRE professionals choose to specialize in this sector and devote their careers to following the properties, investors and owners that trade in this space. CBRE has already worked closely

1.0 DEVELOPMENT VENTURE AND TEAM

with Hammes Company to evaluate the market potential of Madison in the hospitality industry.



PKF – HOTEL MARKET ANALYST

PKF Consulting USA, LLC (PKF) is an international firm of management consultants, industry specialists, and appraisers who provide a full range of services to the hospitality, real estate, and tourism industries. PKF Hospitality Research, LLC (PKF-HR) owns the database for Trends® in the Hotel Industry, the statistical review of U.S. hotel operations which first appeared in 1935 and has been published every year since then. PKF Consulting professionals use the Trends® database to assist their clients - hotel owners and operators, financial institutions, real estate developers, investors, and governmental agencies - in making informed decisions.

1.0 DEVELOPMENT VENTURE AND TEAM

1.3 KEY PROJECT TEAM MEMBERS

JDS Development, LLC has established a Project Management team for this assignment that brings both the experience and specialized knowledge needed to tackle all the major facets of project delivery on this mixed-use development initiative. The Project Management team possesses specialized skills and experience which will address the needs of the Project, including:

- Significant Experience in the Mixed-Use Development Market
- Hospitality and Public Assembly Venue Experience
- Leadership on Major Public Sector Projects
- Extensive Project Experience in Madison Working with Public and Private Clients
- Affirmative Action / EEO Experience on Large Projects
- Familiarity with Local Building Codes and Entitlement Process
- Ability to Draw from Collective Experience and Expertise of our Company
- Real Estate Development Expertise (i.e. Finance, Marketing, Venue Operations and Management, Design Management)

KEY PERSONNEL

ROBERT P. DUNN

PARTNER / PRINCIPAL-IN-CHARGE

Robert P. Dunn is the Managing Partner and President of Hammes Company. Mr. Dunn serves as Principal-in-Charge of JDS Development, LLC. Mr. Dunn has been active in the real estate development and construction industries for 27 years and affiliated with Hammes Company for over 20 years. In his capacity at Hammes Company, Mr. Dunn is responsible for the management of each of the firm's operating divisions, which focus on the planning, development, finance, marketing and operation of major sports and entertainment, academic, health care and commercial mixed-use projects throughout the United States and abroad. Mr. Dunn has been directly responsible for sports, entertainment and mixed-use commercial real estate development projects valued in excess of \$7.5 billion.

ED ROSKI

PARTNER

Edward P. Roski, Jr. is President and Chairman of the Board of Majestic Realty Co., one of the largest privately held real estate companies in the United States. He also is co-owner of the Los Angeles Kings and Lakers. Combining his love of sports with his passion for business, he is recognized for playing a critical lead role in developing the STAPLES Center, a landmark in downtown Los Angeles. Mr. Roski oversees all development and investment activities of the Majestic Realty organization and is directly responsible for the investment activities for one of the largest single commercial real estate portfolios in North America.

A generous and well-respected philanthropist, Ed personally commits his time and resources to countless civic organizations throughout Los Angeles. In addition, in 2002, he initiated the Majestic Realty Foundation whose charitable giving and community outreach focuses on youth, family, education, health, and violence prevention.

1.0 DEVELOPMENT VENTURE AND TEAM

Mr. Roski takes an active role in the city's cultural and educational development, serving as Chairman of the Board of Trustees at the University of Southern California as well as on boards of the Los Angeles County Museum of Art (LACMA), the Bowers Museum, The California Science Center, the Natural History Museum of Los Angeles County, and the Los Angeles Sports & Entertainment Commission. Additionally, Ed has joined the board of trustees of the National Geographic Society, serving on the Executive Committee.

WILLIAM (ROB) ROBINSON

PROJECT DIRECTOR

William (Rob) Robinson has been active in real estate development and project management for 27 years and is a Vice President and Principal with Hammes Company. Mr. Robinson's expertise includes creating revenue generating programs, formulating marketing strategies, developing programs to enhance patron experiences and managing the design, development, marketing and operations of sports and entertainment and other large scale projects. His current area of emphasis includes the incorporation of commercial elements including hotel, retail and office development within sports development projects. Mr. Robinson recently completed the \$1.6 billion new stadium for the New York Giants and New York Jets in East Rutherford, New Jersey. This Project also includes over 600,000 SF GLA of associated retail / dining / entertainment development that will take place in Phase II of the Project.

AMY SUPPLE

DIRECTOR OF DEVELOPMENT

Amy Supple is the Director of Development for Hammes Company. Ms. Supple is responsible for coordinating the planning, design, development, finance and entitlements for the Hammes Company. Since joining Hammes Company in 2000, Ms. Supple has been involved in more than \$1.3 billion in planning development projects.

Ms. Supple specializes in the planning and development of projects that require the integration of a variety of mixed-uses around a central core or anchor development. Ms. Supple has been responsible for coordinating the development efforts in urban environments that have addressed complex issues such as land use-land assembly, public-private financing structures, shared infrastructure, environmental impacts, parking, and establishing project covenants, conditions and restrictions. Her experience includes work as Development Director on the Destination Medical Center for Mayo Clinic in Rochester, Minnesota, MetLife Stadium - East Rutherford, New Jersey; Lambeau Field Redevelopment - Green Bay, Wisconsin; Ford Field - Detroit, Michigan; and the NFL Los Angeles Stadium in California.

BRYSON HEEZEN

DEVELOPMENT MANAGER

Bryson Heezen is a Development Manager for Hammes Company. His area of expertise focuses on managing the day-to-day responsibilities involved with the planning and implementation of complex real estate transactions. Mr. Heezen has extensive experience working on real estate development engagements

1.0 DEVELOPMENT VENTURE AND TEAM

involving urban mixed-use and hospitality as the primary programming elements. His involvement spans all facets of the development process from initial feasibility to complete delivery of the design and construction of large-scale building assignments.

PHILIP SAUTEBIN

DIRECTOR OF FINANCE

Phil Sautebin is the Director of Finance with Hammes Company. Mr. Sautebin's background includes financial and contract management for major building projects, including several notable sports and entertainment projects throughout the United States and Canada. Mr. Sautebin's recent experience includes financial management and contract management duties on The MetLife Stadium, Ford Field for the Detroit Lions and Lambeau Field for the Green Bay Packers. Previously, Mr. Sautebin has served in the same capacity on the Mohegan Sun Arena, home of the Wilkes-Barre/Scranton Penguins, as well as several municipal projects.

ERIC DEWALD

FINANCE MANAGER

Eric DeWald is a Finance Manager for the Hammes Company. Mr. DeWald's duties primarily consist of market research, financial modeling and project finance. His background includes an education in construction management, as well as a graduate degree in real estate development and finance.

1.4 DEVELOPMENT MANAGER / RESUMES

DEVELOPMENT MANAGER

Hammes Company / Majestic Realty will assign Bryson Heezen as our Development Manager to lead the assignment on a dedicated full-time basis.

RESUMES

The resumes of key individuals proposed for this assignment are included on the following pages. Hammes Company / Majestic Realty will work to establish a project team that directly serves the day-to-day requirements for the project.

POINT OF CONTACT FOR PROJECT TEAM

Bryson Heezen
Hammes Company
22 E Mifflin St, Suite 800
Madison, WI 53703
Phone: (608) 274-7447
Fax: (608) 274-7442
heezenb@hammescosports.com

ROBERT P. DUNN
PARTNER AND PRINCIPAL-IN-CHARGE

Hammes Company

Robert P. Dunn is the Managing Partner and President of Hammes Company. Mr. Dunn has been active in the real estate development and construction industries for 27 years and affiliated with Hammes Company for over 20 years. In his capacity at Hammes Company, Mr. Dunn is responsible for the management of each of the firm's operating divisions, which focus on the planning, development, finance, marketing and operation of major sports and entertainment, academic, health care and commercial projects throughout the United States and abroad. Mr. Dunn has been directly responsible for sports, entertainment and mixed-use commercial real estate development projects valued in excess of \$7.5 billion.

Experience

Mr. Dunn is recognized throughout the real estate development industry for his leadership and direction on a number of the nation's largest and most complex urban mixed-use and destination oriented developments. These projects span a broad spectrum of project types in diverse markets from New York to Los Angeles. Today, Mr. Dunn serves as the Principal-in-Charge on the Mayo Clinic - Destination Medical Community assignment as well as on the Lambeau Field Expansion, NFL-Los Angeles, Minnesota Vikings, Stadium, Allentown Arena and Entertainment District among others. Recently, Mr. Dunn completed his duties as the Principal-In-Charge on the MetLife Stadium – one of the largest urban mixed-use developments in the United States and the largest sports project developed in the world. Robert Dunn maintains an active role in all projects developed by the firm and is highly regarded for his efforts to structure public-private partnerships on complex real estate transactions.

Representative Assignments

- Minnesota Vikings Stadium - Minneapolis, Minnesota
- Lambeau Field Expansion and Tiletown Development District - Green Bay, Wisconsin
- MetLife Stadium - East Rutherford, New Jersey
- Allentown Arena District - Allentown, Pennsylvania
- Cleveland Waterfront District - Cleveland, Ohio
- Destination Medical Center - Mayo Clinic, Rochester, Minnesota
- National Football League - Los Angeles Stadium - Los Angeles, California
- Kohl Center - Madison, Wisconsin
- Edgewater Hotel - Madison, Wisconsin
- Mohegan Sun Arena - Wilkes-Barre, Pennsylvania
- Ford Field - Stadium - Detroit, Michigan
- Georgia Dome - Atlanta, Georgia
- Miller Park - Milwaukee, Wisconsin
- Los Angeles Coliseum - Los Angeles, California

Educational Background

Master of Science
Real Estate Development & Investment
Analysis
Georgia State University

Bachelor of Science, Economics
University of Wisconsin - Madison

**ED ROSKI
PARTNER**



MAJESTIC REALTY CO.
Leaders in Real Estate Development since 1946

Educational Background

Bachelor of Science, Finance and Real Estate
University of Southern California

Biography

Ed Roski is President and Chairman of the Board of Majestic Realty Co., one of the largest privately held real estate companies in the United States. Mr. Roski oversees all development and investment activities of the Majestic Realty organization and is directly responsible for the investment activities for one of the largest single commercial real estate portfolios in North America.

Mr. Roski graduated from the University of Southern California in 1962 with a Bachelor of Science degree in Finance and Real Estate. He served as an officer in the United States Marine Corps from 1962 to 1966 where he was decorated for bravery with two Purple Hearts. Mr. Roski joined Majestic Realty in 1966 and served as its President since 1994 and also its Executive Vice President and Chief Operating Officer from 1978 to 1994.

Representative Assignments

- NFL - Los Angeles - City of Industry, California
- Staples Center - Los Angeles, California
- Pacific Palms Resort - City of Industry, California
- Crossroads Business Park - City of Industry, California
- Majestic Airport Center - Ontario, California
- The Majestic Spectrum - Chino, California
- Sunset Parkway Business Center - Las Vegas, Nevada
- Majestic Airport Center - Majestic, California

WILLIAM C. ROBINSON
PROJECT DIRECTOR

Hammes Company

Educational Background

Master of Arts,
Urban Planning
Graduate School of Architecture and Urban
Planning at UCLA

Master of Business Administration, Real Estate
/ Finance Concentration
Anderson Graduate School of Management at
UCLA

Bachelor of Science,
Landscape Architecture
Colorado State University

Biography

William C. Robinson has been active in real estate development and project management for more over 27 years and is a Vice President and Principal with Hammes Company. Mr. Robinson's expertise includes creating revenue generating programs, formulating marketing strategies, developing programs to enhance guest experiences and managing the design, development, marketing and operations of sports and entertainment projects. Mr. Robinson's current area of emphasis includes the incorporation of commercial elements including hotel, retail and office development within Hammes Company developments.

Experience

Mr. Robinson has a broad base of experience in development and project management for sports, entertainment and corporate clients. At Hammes Company, Mr. Robinson's experience includes the Ford Field – Warehouse Hotel, Retail and Office mixed-use development (Detroit Lions), Bradley Center Arena and downtown redevelopment (Milwaukee Bucks), Lambeau Field redevelopment (Green Bay Packers), MetLife Stadium and Ancillary Development (NY Jets and NY Giants).

Previously, Mr. Robinson was with Walt Disney Company, where his experience included serving as Senior Development Manager on the Edison Field (Anaheim Angels) and Downtown Disney, a 400,000 SF retail, dining and entertainment complex adjacent to Disneyland.

Representative Assignments

- Minnesota Vikings Stadium - Minneapolis, Minnesota
- MetLife Stadium - East Rutherford, New Jersey
- Ford Field / Entertainment District - Detroit, Michigan
- Lambeau Field Redevelopment - Green Bay, Wisconsin
- Pittsburgh Penguins Arena and Mixed-Use Development - Pittsburgh, PA
- Florida Marlins Ballpark Siting Analysis - Miami, Florida
- Bradley Center Redevelopment - Milwaukee, Wisconsin
- MTS Centre - Winnipeg, Manitoba
- North Shore Master Plan - Pittsburgh, Pennsylvania
- Georgia Dome Redevelopment Study - Atlanta, Georgia
- Edison Field - Anaheim, California
- Downtown Disney - Anaheim, California

AMY SUPPLE
DIRECTOR OF DEVELOPMENT

Hammes Company

Educational Background

Masters of Business Administration
Marketing
Loyola University

Bachelor of Arts, Politics
Rollins College

Biography

Amy Supple is the Director of Development for Hammes Company. Ms. Supple is responsible for coordinating the planning, design, development, finance and entitlements for the Hammes Company. Since joining Hammes Company in 2000, Ms. Supple has been involved in more than \$1.3 billion in planning development projects.

Ms. Supple specializes in the planning and development of projects that require the integration of a variety of mixed-uses around a central core or anchor development. Ms. Supple has been responsible for coordinating the development efforts in urban environments that have addressed complex issues such as land use-land assembly, public-private financing structures, shared infrastructure, environmental impacts, parking, and establishing project covenants, conditions and restrictions.

Experience

Ms. Supple has recently been involved in the development and management of the Mayo Clinic - Destination Medical Center project as well as the Edgewater Hotel project in Madison, Wisconsin. Previously, Ms. Supple was in charge of marketing and leasing tenant space in Lambeau Field, Ford Field - Warehouse, Pittsburgh Penguins Arena and Mixed-Use Development, Pabst Farms Commercial Development and Savannah Quarters. Before joining Hammes Company, Ms. Supple spent five years with The John Buck Company at their headquarters in Chicago, IL, where she worked on tenanting the North Bridge District on Michigan Avenue in Chicago.

Representative Assignments

- Mayo Clinic - Destination Medical Center - Rochester, Minnesota
- Edgewater Hotel - Madison, Wisconsin
- Stadium at Grand Crossing - City of Industry, California
- MetLife Stadium - East Rutherford, New Jersey
- Dolphins Stadium - Miami, Florida
- National Football League - Los Angeles Stadium - Los Angeles, California
- Georgia Dome - Atlanta, Georgia
- Minnesota Vikings - Anoka County, Minnesota
- Lambeau Field Redevelopment - Green Bay, Wisconsin
- Ford Field - Stadium - Detroit, Michigan

BRYSON HEEZEN
DEVELOPMENT MANAGER

Hammes Company

Educational Background

Bachelor of Business Administration,
Urban Land Economics
University of Wisconsin - Madison

Bachelor of Business Administration,
Finance and Investment Banking
University of Wisconsin - Madison

Biography

Bryson Heezen is the Development Manager for Hammes Company. Mr. Heezen has participated in real estate companies and has been active in the real estate development industry for nine years, focusing on leisure travel and entertainment offerings for most of that time. His area of expertise focuses on understanding the demand and travel patterns of leisure and group travelers. His insight helps lead feasibility analysis and development planning of opportunities to capture leisure and other travel for sports, retail, entertainment, hospitality, and mixed-use developments.

Experience

Mr. Heezen has been involved in the planning and development of the proposed Mayo Clinic Destination Medical Center in Rochester, MN. He also has participated in Edgewater Hotel redevelopment project in Madison, WI

Before joining Hammes Company, Mr. Heezen spent nearly six years with Great Wolf Resorts at their headquarters in Madison, WI, where he participated in four resort projects across the U.S. His latest project was the development of the 600 suite resort in Garden Grove, CA.

Representative Assignments

- Edgewater Hotel Redevelopment – Madison, Wisconsin
- Destination Medical Center - Mayo Clinic, Rochester, Minnesota
- Allentown Arena District - Allentown, Pennsylvania

PHILIP SAUTEBIN
DIRECTOR OF FINANCE

Hammes Company

Educational Background

Bachelor of Business Administration
Accounting; Finance, Investment & Banking
University of Wisconsin – Madison

Certified Public Accountant

Biography

Philip Sautebin is the Director of Finance with Hammes Company. Mr. Sautebin's background includes financial and contract management for major building projects, including several notable projects throughout the United States and Canada.

Experience

Mr. Sautebin's recent experience includes financial management and contract management duties on the MetLife Stadium, Ford Field, Greektown Hotel & Parking Structure and Lambeau Field for the Green Bay Packers. Previously, Mr. Sautebin has served in the same capacity on the MetLife Stadium for the New York Giants and New York Jets, as well as several municipal projects.

Representative Assignments

- Minnesota Vikings Stadium - Minneapolis, Minnesota
- Lambeau Field Expansion and Titletown Development District - Green Bay, Wisconsin
- Allentown Arena District - Allentown, Pennsylvania
- Cleveland Waterfront District - Cleveland, Ohio
- Edgewater Hotel - Madison, Wisconsin
- National Football League - Los Angeles Stadium - Los Angeles, California
- New Meadowlands Stadium - East Rutherford, New Jersey
- Greektown Hotel & Parking Structure - Detroit, Michigan
- Dolphins Stadium - Miami, Florida
- Georgia Dome - Atlanta, Georgia
- University of Miami - Miami, Florida
- Minnesota Vikings - Anoka County, Minnesota
- Lambeau Field Redevelopment - Green Bay, Wisconsin
- Ford Field - Stadium - Detroit, Michigan
- MTS Centre - Winnipeg, Manitoba
- Wachovia Arena - Wilkes-Barre, Pennsylvania

ERIC DEWALD
FINANCE MANAGER

Hammes Company

Educational Background

Master of Business Administration,
Real Estate
University of Wisconsin – Madison

Bachelor of Science, Civil Engineering,
Emphasis in Construction Management
University of Wisconsin – Madison

Biography

Eric DeWald is a Finance Manager for the Hammes Company. Mr. DeWald's duties primarily consist of market research, financial modeling and project finance. His background includes an education in construction management, as well as a graduate degree in real estate development and finance.

Experience

Mr. DeWald's recent experience includes serving as the Financial and Feasibility Analyst for a variety of sports and commercial real estate projects with property types ranging from sports and entertainment, retail and office as well as multi-family residential. Some of the studies he has been involved with include the MetLife Stadium for the New York Giants, the Destination Medical Community for the Mayo Clinic, the development of the Allentown Arena and Entertainment District, the redevelopment of Lambeau Field for the Green Bay Packers, as well as an Arena and Mixed-Use development for the NHL's Pittsburgh Penguins.

Representative Assignments

- Lambeau Field Expansion and Titletown Development District - Green Bay, Wisconsin
- Allentown Arena District - Allentown, Pennsylvania
- Cleveland Waterfront District - Cleveland, Ohio
- Destination Medical Center - Mayo Clinic, Rochester, Minnesota
- New Meadowlands Stadium - East Rutherford, New Jersey
- LA Stadium - Los Angeles, California
- Edgewater Hotel - Madison, Wisconsin
- Lambeau Field Redevelopment - Green Bay, Wisconsin
- Pittsburgh Penguins Arena and Mixed-Use Development - Pittsburgh, Pennsylvania
- Pabst Farms, Oconomowoc, Wisconsin
- Minnesota Vikings, Anoka County, Minnesota
- Dolphins Stadium - Miami, Florida
- Georgia Dome - Atlanta, Georgia

ERIC D. LAWSON, AIA, NCARB
PRESIDENT / CEO

Potter Lawson

Biography

Eric Lawson is President of Potter Lawson. Mr. Lawson assumes ultimate responsibility for client satisfaction, and project performance for Potter Lawson. Eric's leadership in management, architecture and construction has prepared him to be an informed and effective mentor to all functional areas of the company. High on Eric's list of business priorities are the values of corporate citizenship, professional ethics and environmentally responsible project delivery practices. As a result of his hands-on management style, projects under his executive direction have consistently met cost, schedule and quality targets. Eric has over 24 years of experience in the architectural industry.

Educational Background

University of Wisconsin - Milwaukee
Bachelor of Architecture - 1987

University of Illinois – Urbana Champaign
Master of Architecture - 1989

Registrations

Wisconsin Architectural Registration - 1991
Illinois Architectural Registration - 1994
North Carolina Architectural Registration -
2011
Iowa Architectural Registration - 2012
Missouri Architectural Registration – 2012

Representative Assignments

- Judge Doyle Square Master Plan – Madison, WI
- University Square Development – Madison, WI
- Monona Terrace Community & Convention Center – Madison, WI
- Overture Center for the Arts – Madison, WI
- Block 100 Redevelopment – Madison, WI
- Dayton Square Development – Madison, WI

DOUGLAS R. HURSH, AIA, LEED
DIRECTOR OF DESIGN

Potter Lawson

Educational Background

University of Florida
Associate of Arts - 1982

University of Florida
Bachelor of Design in Architecture – 1986

Registrations

Wisconsin Architectural Registration - 1989
LEED Accredited Professional - 2007

Biography

Doug Hursh is a Principal and the Director of Design at Potter Lawson. Doug works with our talented design staff to create designs that embody the visions of our clients. He has more than 26 years of design experience and has won numerous design awards. Doug's emphasis on establishing a close working relationship with his clients has resulted in projects that incorporate innovative design and planning solutions. He strives to develop humanistic working and learning environments that represent enduring design that is not dated, but rather is admired over time.

Doug is part of our sustainable design team at Potter Lawson. He has led several project teams through the green design process to create energy efficient and environmentally friendly projects.

Representative Assignments

- Judge Doyle Square Master Plan – Madison, WI
- University Square Development – Madison, WI
- Arbor Gate Development – Madison, WI
- The Equinox – Madison, WI
- 800 University Bay Drive – Madison, WI
- University Crossing Development – Madison, WI
- Overture Center for the Arts – Madison, WI
- Block 100 Redevelopment – Madison, WI
- Madison Central Public Library Addition & Renovation – Madison, WI

BRIAN REED, AIA, LEED
PROJECT MANAGER / ARCHITECT

Potter Lawson

Biography

Brian Reed is an Architect and Project Manager at Potter Lawson. Brian is a vital part of the Potter Lawson team with his greatest strengths being a collaborative design process, consensus building, use of 3d/BIM technology, and passion for sustainable design. Brian has over 8 years of experience and excels at programming, space planning, and creative space use. Brian believes that working with our clients is as important as the final product. He believes that the clarity and quality of the process ultimately determines the level of design and value that we as a team can achieve. Brian works to develop comprehensive solutions that are sensitive to each project's needs, yet responsible to both the budget and schedule.

Educational Background

University of Wisconsin - Milwaukee
Bachelors in Architectural Studies - 2001

University of Wisconsin - Milwaukee
Masters of Architecture – 2003

Registrations

Wisconsin Architectural Registration - 2011
LEED Accredited Professional - 2006

Representative Assignments

- Judge Doyle Square Master Plan – Madison, WI
- Arbor Gate Development – Madison, WI
- 800 University Bay Drive – Madison, WI
- University Crossing Development – Madison, WI
- Madison Central Public Library Addition & Renovation – Madison, WI

CHARLES J QUAGLIANA, AIA, NCARB
PRESERVATION ARCHITECT



Biography

Charles Quagliana is a Preservation Architect. Mr. Quagliana is presently a historic preservation consultant and a Professor of Practice at the University of Wisconsin-Madison College of Engineering. Charles brings more than 28 years of experience and expertise focused on rehabilitation and restoration work on significant buildings throughout the midwest. He helps clients fulfill their sustainable vision through the reuse and recycling of existing buildings, components and building materials. His knowledge of historic building materials and construction techniques is a significant asset to preservation projects. He is adept at building consensus and leading and coordinating diverse disciplines within the project team.

Educational Background

Master of Arts-Architecture/Historic
Preservation
The University of Florida-Gainesville, Florida
College of Architecture

Architectural History and Preservation Training
Rosary College Graduate School of the Fine
Arts- Villa Schifania
Florence, Italy

Bachelor of Science in Environmental Design,
Kent State University, School of Architecture

Licensure

NCARB, 2004, Cert. No. 59,112
State Of Wisconsin, 1980, No. A-4902
State of Illinois, 2001, 001-017889
State of Iowa, 2012, 06611

Experience

Mr Quagliana has knowledge and expertise with restoration and rehabilitation principles and guidelines. He has successfully completed a wide variety of project sizes, types and complexity. He also has a long standing working relationship with Historic Preservation organizations and agencies. As a part of his work, Mr. Quagliana is skilled at surveying and documenting existing conditions, review and analysis of the building code and developing and estimate of probable costs. His work product generally includes feasibility studies, historic structure reports and facility assessment reports.

Representative Assignments

- UW Madison Memorial Union Historic Structure Report - Madison, WI
- Forest Lodge Master Site & Management Plan - Bayfield County, WI
- Taliesin Stabilization and Restoration Master Plan - Spring Green, WI
- University of Wisconsin-Madison, Biochemistry II - Madison, WI
- St. Francis House Exterior Rehabilitation - Madison, WI
- Greendale Historic Grounds Building Feasibility Study - Greendale, WI
- Agricultural Dean's Residence Exterior Rehabilitation - Madison, WI
- Historic Steensland House Rehabilitation Study - Madison, WI
- Fort Winnebago Historic Structure Report - Portage, WI
- The Saxonia House Feasibility Study - Washington County, WI
- Doylestown Historic Village Hall Feasibility Study - Doylestown, WI
- Pabst Beer Pavilion Preservation Plan - Milwaukee, WI

DAVID MANFREDI
URBAN PLANNER



Educational Background

Bachelor of Architecture
University of Notre Dame, 1979

Master of Arts, English
University of Chicago, 1976

Bachelor of Arts, English
University of Notre Dame, 1973
Phi Beta Kappa

Biography

As a founding principal of Elkus Manfredi Architects, David Manfredi has worked to protect and rebuild urban places all across the United States, creating a thriving new generation of neighborhoods, academic campuses, and main streets that honor their heritage and environment while embracing the 21st century. His architectural and planning practice is grounded in a commitment to create inspiring spaces and durable, livable communities, and has earned long-term relationships with leading institutions, corporate entities, and the nation's most successful developers.

Experience

Always conceived within a framework of sustainability and environmental preservation, David's design work has transformed tired retail precincts into vibrant mixed-use "downtowns." He has pioneered the prototype design of urban, high-rise research buildings to support the collaborative imperatives of today's science; and opened educational campuses to engage with adjacent communities, invigorating both the student experience and the economy of surrounding neighborhoods in the process. A sought-after, compelling speaker at architectural and development forums, David educates both clients and communities about the value that thoughtful, experienced design can bring to everyday life.

Representative Assignments

- The Ohio State University – South Campus Gateway - Columbus, Ohio
- Franklin & Marshall College - College Row - Lancaster, Pennsylvania
- University of Pennsylvania – University Square - Philadelphia, Pennsylvania
- University of Southern California - University Village - Los Angeles, California
- Duke University Central Campus - Durham, North Carolina
- Harvard University Graduate Commons - Cambridge, Massachusetts
- New Jersey Institute of Technology – Gateway Master Plan - Newark, New Jersey
- Northeastern University School of Law - Boston, Massachusetts
- Babson College – Trim Dining Hall - Wellesley, Massachusetts
- 125th Street Master Plan - New York, New York
- The Americana at Brand - Glendale, California
- Belmar - Lakewood, Colorado
- Columbus City Center - Columbus, Ohio

FREDERICK W SCHWARTZ, P.E.
PRINCIPAL



Kimley-Horn
and Associates, Inc.

Biography

Frederick Schwartz is a Principal at Kimley-Horn and Associates. Fred has nearly 40 years of experience in traffic engineering and transportation planning, parking, and development projects.

Mr. Schwartz has experience in a variety of transportation-related services including traffic impact studies, developments of regional impact studies, capacity analysis, downtown traffic analysis, concurrency evaluations, and comprehensive planning

Representative Assignments

- Judge Doyle Square Master Plan – Madison, WI
- METRO Red Line Bus Rapid Transit Market and Development Study, MN
- Planning for Transit-Friendly Development Around Four Chicago El Stations (formerly Three Chicago El Stations), Chicago, IL
- Northwest Industrial Corridor Study, Chicago, IL
- Stage I Transportation Interchange Environmental Assessment at 5th Street (The Interchange), Hennepin County, MN
- Target, North Campus Master Plan Update, Brooklyn Park, MN

Educational Background

Master of Business Administration, University
of Miami, 1983

Bachelor of Science, Civil Engineering, Purdue
University, 1974

Professional Credentials

Professional Engineer in Illinois, Wisconsin,
and Florida

**BRIAN R. SMALKOSKI, P.E., PTP, AICP, PTOE
PROFESSIONAL ENGINEER**



Kimley-Horn
and Associates, Inc.

Biography

Brian Smalkoski is a Professional Engineer with Kimley-Horn and Associates. Brian has 15 years of experience managing projects. He is experienced in traffic engineering, long-range transportation planning, traffic data collection and statistical analysis, traffic impact analysis, travel demand modeling, safety studies, corridor studies, access management, signal design, aviation planning, transit and rail planning, land use planning, visioning, and cost/benefit analysis.

Brian has designed public involvement programs for vision development for numerous cities and counties.

Educational Background

Master of Science, Civil Engineering, University of Minnesota, 2003
Bachelor of Arts, Geology, University of Minnesota, 1999
Bachelor of Arts, Management, University of Minnesota, 1999

Professional Credentials

Professional Engineer in Minnesota and Wisconsin
Professional Transportation Planner
American Institute of Certified Planners
Professional Traffic Operations Engineer

Representative Assignments

- Judge Doyle Square Master Plan – Madison, WI
- Stage I Transportation Interchange Environmental Assessment at 5th Street (The Interchange), Hennepin County, MN
- Target, North Campus Master Plan Update, Brooklyn Park, MN
- University of Minnesota Medical Center Fairview Riverside Campus Red Ramp Replacement, Minneapolis, MN
- Westfields Hospital Expansion, St. Paul, MN
- Minnesota State Colleges and Universities, Metropolitan State University Parking Ramp Design, St. Paul, MN

KARL V. SUTTER III, P.E.
PROFESSIONAL ENGINEER



Kimley-Horn
and Associates, Inc.

Biography

Karl Sutter is a Professional Engineer with Kimley-Horn and Associates. Karl has 25 years of experience in structural and civil engineering, design, inspection, construction observation, and project management.

Mr. Sutter generally serves as project manager/engineer-of-record for urban parking design and construction. He is experienced in analysis, planning, and design of parking facilities.

Representative Assignments

- Judge Doyle Square Master Plan – Madison, WI
- Charter Square (Site One - Downtown Raleigh), Raleigh, NC
- Downtown Underground Parking Facility, Raleigh, NC
- Downtown Raleigh City Plaza, Raleigh, NC
- Parking Facility Maintenance Program Development, St. Louis, MO
- Downtown Convention Center/Performing Arts District Revitalization, NC
- Durham Centre Parking Deck Restoration and Green Roof, Durham, NC
- Galleria Mall Parking Deck Rehabilitation, Fort Lauderdale, FL

Educational Background

Bachelor of Science, Civil Engineering, North Carolina State University, 1991

Professional Credentials

Professional Engineer in North Carolina, Georgia, South Carolina, West Virginia and Virginia

1.0 DEVELOPMENT VENTURE AND TEAM

1.5 ORGANIZATIONAL STRUCTURE

Together, the Hammes Company / Majestic Realty project team has many years of experience acting as Master Developer for large, successful mixed-use development projects. The knowledge and expertise of each individual is exponentially multiplied by collaboration and team work experienced on past projects.

Robert Dunn, President, will act as Principal-in-Charge for the Project. Mr. Dunn has been president of Hammes Company since its inception. He has established direction for the successful delivery of all of the Hammes projects described in this RFQ. As Principal-in-Charge, Mr. Dunn manages all business affairs for the firm, structures all project financing, and oversees project delivery and negotiates all legal documents. He oversees that the design process is complete, scope is fully developed for the Construction Manager, a solid Finance Plan and Master Project Budget have been established and the Master Project Schedule is achieved.

The Project Director will be the primary liaison with the City of Madison and leads the Project Management Team. William Robinson is currently the Project Director for the Allentown Arena District Development. Previously, he was the Project Director for the development of the MetLife Stadium in New Jersey, Ford Field in Detroit, Michigan, as well as for other non-sports projects. The Project Director develops a full understanding of the goals, purposes and needs of the client and ensures that these requirements are pursued and achieved by the project team. In an effort to achieve these tasks, Mr. Robinson will prepare and implement Project Work Plans, monitor and control Master Project Budget and Master Project Schedule, review the project financial models, review project documentation as well as develop and present various presentations to project stakeholders.

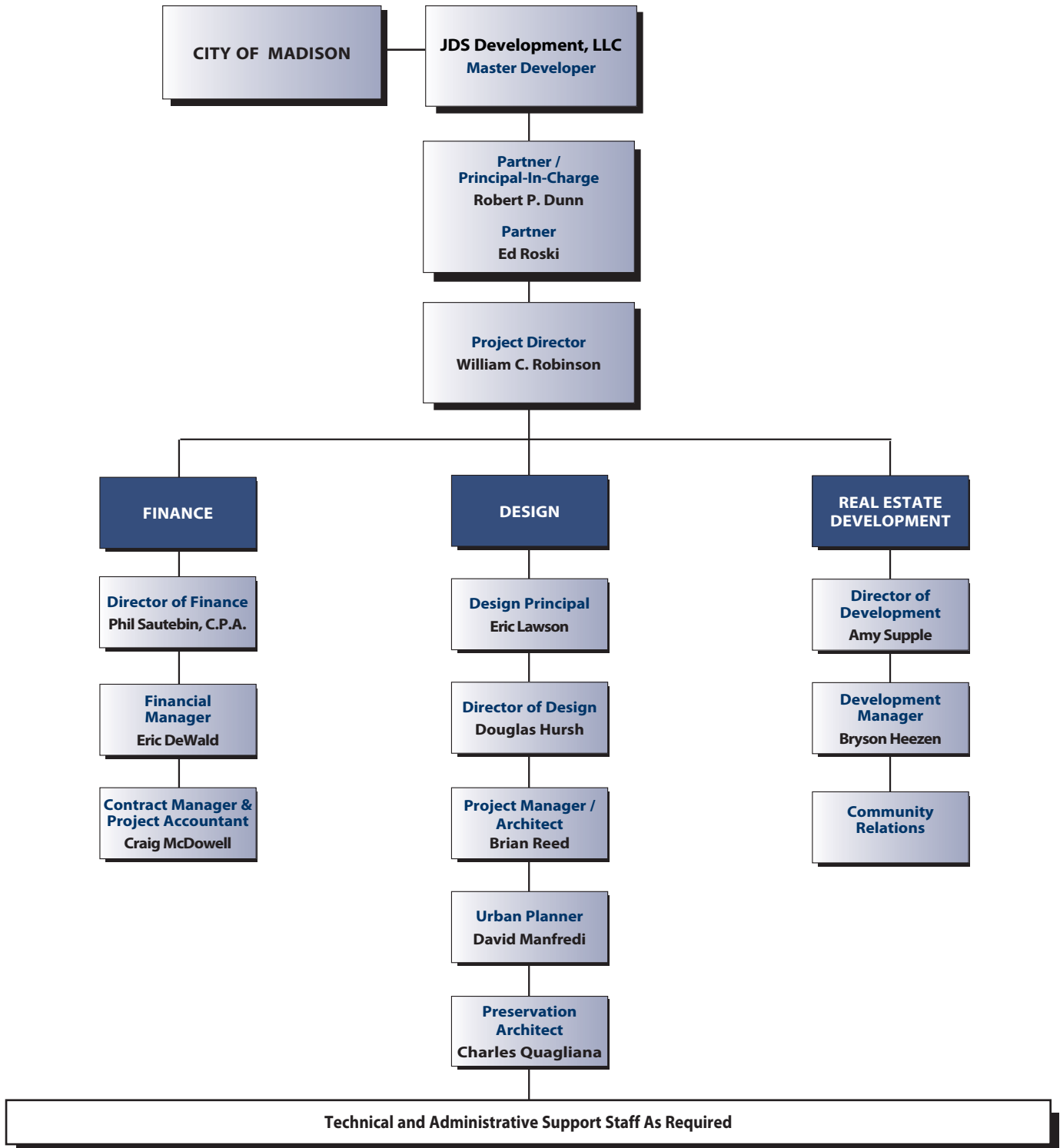
Under the direct supervision of the Project Director is our experienced staff. While each staff person has their specific areas of specialty, training, experience and expertise, all are expected to assist in many aspects of the project. Projects as complex as the proposed Project involve a vast matrix of interdependent tasks and activities. All of the staff listed have worked together as a team on many previous projects. The high level of esprit de corps that comes from past successful collaborative efforts cannot be over-emphasized when focusing on the project ahead. Our staff, under the leadership of the Project Director and Principal-in-Charge, excels in developing creative and effective solutions to problems and obstacles encountered in challenging projects.

The full Project Team organizational chart is included on the following page.

1.6 STATEMENT OF AVAILABILITY

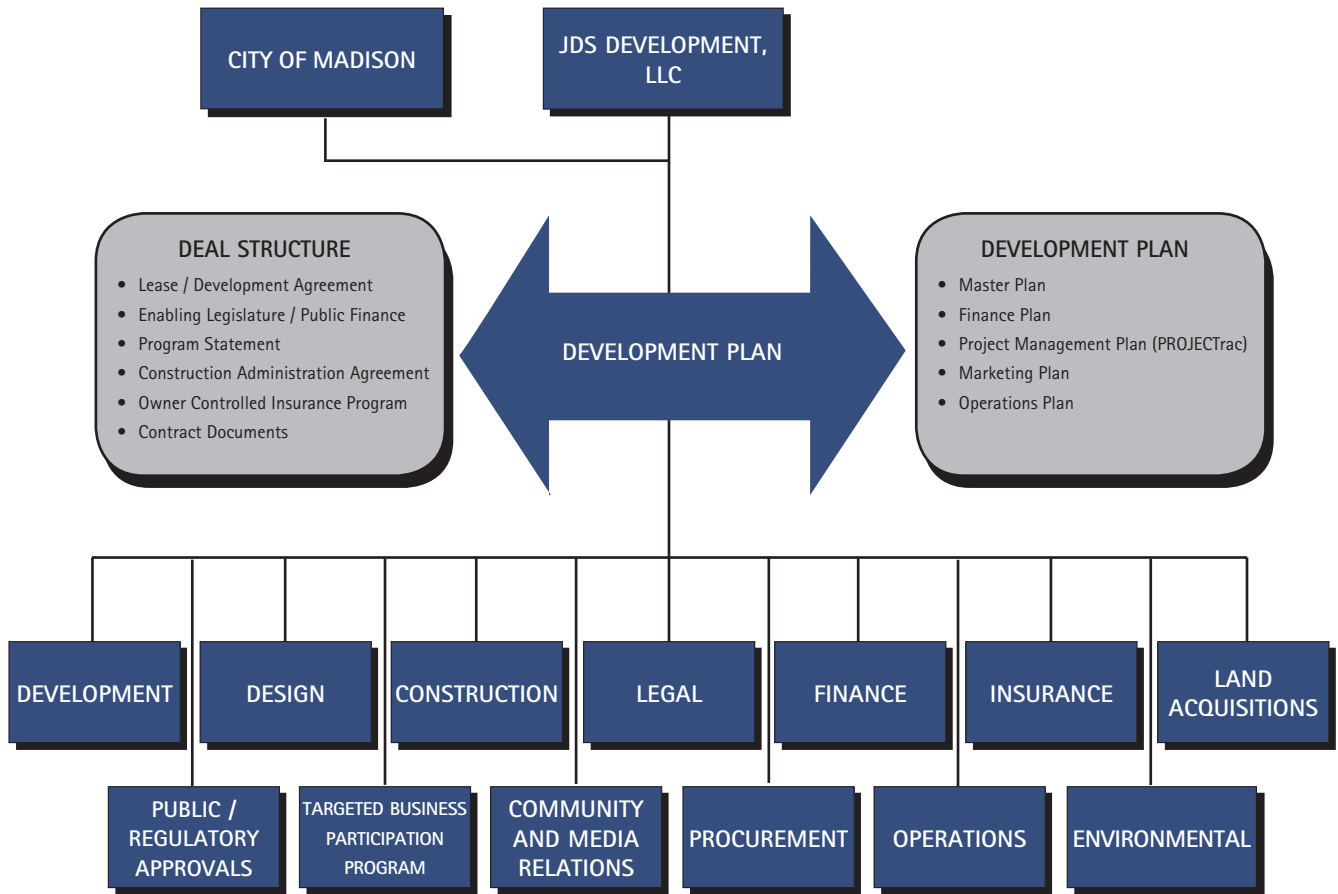
The individuals proposed for the Project Team are immediately available and prepared to commit to the Project from its inception through construction completion and operations. This commitment and resulting continuity is a critical part of the strategy for the successful completion of the project.

1.0 DEVELOPMENT VENTURE AND TEAM



Organizational Chart

1.0 DEVELOPMENT VENTURE AND TEAM



2.0 EXPERIENCE

2.1 TEAM CAPABILITIES

Hammes Company / Majestic Realty combine a team of professionals with unequaled success in their respective fields. Some of the unique qualities and capabilities the team offers are explained below.

Experience - The members of Hammes Company / Majestic Realty have been directly involved with the most active real estate development portfolio in the mixed-use entertainment industry over the past decade.

Approach - We structure a Development Plan on the front-end of each assignment that guides the delivery process and decision-making going forward. Our partners and clients gain the benefit and insight of our experience managing many similar assignments.

Financial Impacts - We have a proven track record of achieving financial results that meet or exceed expectations. Our most recent projects have been recognized in the industry for leading the trend toward the creation of year-round destinations that drive revenue, local economic impacts, community interests and the visitor experience.

Owner's Perspective - We bring the knowledge, background and expertise of a real estate developer and investor to each new assignment. We know how to manage projects to achieve the highest return on investment while mitigating risks inherent in the development process. We understand this business because we put our own capital at risk with our clients.

People - We bring a team of professionals to each assignment that have managed billions of dollars of mixed use and entertainment development work. Our clients benefit from the knowledge base they provide in every facet of these projects -- from finance and development to marketing and operations.

Past Performance – The ability of Hammes Company / Majestic Realty to deliver value to our clients is proven through our continued relationships with clients long after our initial reason for engagement has been completed. We have been asked by many of our clients including the Green Bay Packers, New York Giants, City of Allentown, Milwaukee Bucks/ Bradley Center, Mayo Clinic, Cleveland Browns and others to provide extensive real estate development services associated with our mixed-use entertainment venue development services.

SUCCESS OF UNDERTAKINGS

The financial performance of a destination, mixed-use development such as redevelopment of the Judge Doyle Square site differs from that of more stand alone, single use developments in many respects. First of all, the costs associated and synergies that need to be considered with any large-scale destination development are significantly higher and more complex than those associated with a single purpose project. Next, tenant leases are far more complicated because of such factors as multi-anchoring, the scale and requirements of core tenants, and the risks associated with new tenant concepts. Third, financing presents special challenges because of the actual

2.0 EXPERIENCE

and perceived risks associated with these types of multi-use, public-private projects with a lack of lengthy performance histories.

Hammes Company / Majestic Realty have experience and a proven track record of increasing project performance by creating and leading the development of these types of mixed-use developments with multiple anchors whose synergies help draw visitors from a broader region. We also specialize in leveraging programmable venues to offer a larger spectrum of consumer choices, which helps encourage repeat, longer visits with increased consumer expenditures.

In our experience, one of the main factors that have drawn customers to any particular mixed-use development is as much the desire for personal enjoyment and stimulation as the opportunity to purchase specific goods and services. Thus, the goal of the architecture and landscaping design should be to establish a quality and sense of place that, in addition to including all of the different components and uses, is in itself entertaining. Successful mixed-use developments communicate an architectural style that creates an ever-changing experience combined with a sense of discovery and excitement.

The design of storefronts, restaurants, hotel, commercial office and residential offers a tremendous opportunity for the creative use of detail to add appeal. Graphics, landscaping, lighting and presentation also contribute significantly to the overall impact of design. When a mixed-use development is master-planned and designed well, the consumer becomes an active participant – an active consumer who spends time and money enjoying the attractions provided.

URBAN REVITALIZATION

Many of our projects have been part of a greater overall urban or area revitalization effort. Hammes Company / Majestic Realty has had great success – even in some of the most challenging urban environments like Detroit – with designing a Master Plan that is inclusive and welcoming to residents and visitors alike. In Detroit, we have witnessed a dramatic shift in the amount of activity in the Downtown area once the workday is over. Whereas the downtown was virtually abandoned after 6 p.m. as recently as a decade ago, pedestrians from the suburbs – many of who have not been downtown for a generation – now frequent the restaurants, theaters and other entertainment venues available.

We believe that we have helped create a development that reflects the diverse ethnic, cultural and demographic mix of Detroit that appeals to patrons on both a local and regional level.

We are currently undertaking similar large scale urban infill and redevelopment projects in Rochester, Minnesota; Allentown, Pennsylvania; Los Angeles, California, Minneapolis, Minnesota and Green Bay, Wisconsin.

PROJECT EXPERIENCE

The following pages show examples of our relevant project experience.

2.0 EXPERIENCE



**DESTINATION MEDICAL COMMUNITY
ROCHESTER, MINNESOTA**

The DMC strives to create a stronger collaboration with the community to strengthen Mayo Clinic's position as the world's leader in the health care industry. The DMC project is one of the most ambitious and complex urban development efforts in the United States with a projected total investment in excess of \$5 billion.

Hammes Company

2.0 EXPERIENCE



EDGEWATER HOTEL

Madison, Wisconsin

The Edgewater Hotel is a vibrant mixed-use development that includes hotel, residential condominiums, meeting-banquet, multiple restaurants and a grand public place on the waterfront that will be enjoyed by visitors and the community on a year-round basis.

Hammes Company

2.0 EXPERIENCE



ALLENTOWN ENTERTAINMENT DISTRICT

Allentown, Pennsylvania

The Allentown District is a multi-phased mixed-use development comprised of sports / entertainment, hospitality, commercial, urban retail and residential uses involving a 135-acre development district in Allentown, Pennsylvania.



Hammes Company

2.0 EXPERIENCE



ALLENTOWN HOTEL

Allentown, Pennsylvania

As a part of the Allentown Entertainment District, a seven-story hotel will rise above the arena on 7th Street , opening in the spring of 2014. With approximately 145,000 square feet of space, the full-service hotel will include 180 rooms, conference space, a banquet facility and restaurant space.

Hammes Company

2.0 EXPERIENCE



GREEKTOWN CASINO, HOTEL AND PARKING GARAGE

Detroit, Michigan

The Greektown Casino Hotel is a resort in downtown Detroit with 400 luxury guest rooms and suites. The Casino / Hotel features 10 banquet/meeting rooms, a 100,000 SF gaming floor, a 1,200-seat entertainment theater, meeting and convention room space, a spa and restaurants.



Hammes Company

2.0 EXPERIENCE



FORD CENTER

Detroit, Michigan

The Ford Center development includes 200,000 square feet of office space, 140,000 square feet of hospitality space and 25,000 square feet of retail space integrated as part of the Ford Field Complex in downtown Detroit, Michigan.

Hammes Company

2.0 EXPERIENCE



KOHL CENTER

Madison, Wisconsin

The Kohl Center is a multi-purpose sports and entertainment venue development for the University of Wisconsin. The project includes over 17,000 seats for basketball and hosts a diverse mix of sports and entertainment events each year.

Hammes Company

2.0 EXPERIENCE



CLEVELAND WATERFRONT DISTRICT

Cleveland, Ohio

A comprehensive waterfront master plan was developed to provide a vision for a connected, vibrant urban waterfront on Lake Erie. The destination is proposed to include retail, recreation and entertainment venues to complement anchor attractions such as the Rock and Roll Hall of Fame, Great Lakes Science Center and Cleveland Browns Stadium.

Hammes Company

2.0 EXPERIENCE



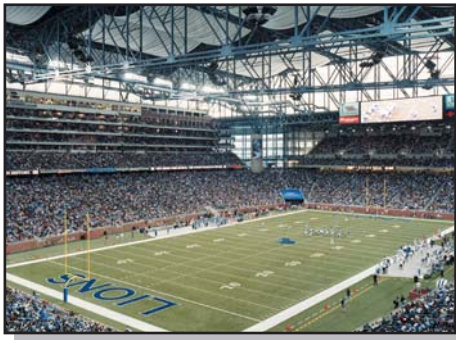
BROOKFIELD LAKES CORPORATE CENTER

Brookfield, Wisconsin

This 158-acre corporate campus is located in one of the prime commercial development corridors outside of Milwaukee, Wisconsin. The development includes eighteen office buildings, one retail center and a 175-room Double Tree Hotel totaling over 1 Million square feet of space. The development also includes 41-acres of conservancy land which serve as an amenity to the corporate office park.

Hammes Company

2.0 EXPERIENCE



FORD FIELD

Detroit, Michigan

This 1.5 million SF domed stadium in the heart of downtown Detroit is an important component in the effort to revitalize the city. The mixed-use components of the project include approximately 340,000 SF of retail, dining, entertainment and hospitality space integrated within the fabric of the stadium structure. Additionally, another 100,000 square feet of office space and a 700 stall parking garage are located on the stadium grounds. In total, the complex generates an annual attendance of 1.1 million people.

Hammes Company

2.0 EXPERIENCE



LAMBEAU FIELD REDEVELOPMENT

Green Bay, Wisconsin

The \$295 million project includes transforming Lambeau Field into a mixed-use, 365 day a year destination development. The redevelopment project includes retail and restaurant space, museum / exhibit attractions, office space and conference facility spaces. The intimacy and tradition of Lambeau Field was preserved by rehabilitating and preserving the existing stadium. Over 1.3 million fans safely attended games during the project and the Packers 300 employees continued working in the existing facility.

Hammes Company

2.0 EXPERIENCE



METLIFE STADIUM & TIMEX PERFORMANCE CENTER

East Rutherford, New Jersey

The \$1.6 Billion project on 200 acres of land included a new 2-team stadium along with the 200,000 SF Giants Training Facility and 600,000 SF mixed use development at the Meadowlands Sports Complex. This world class stadium includes suites, team offices, meeting space, team Hall of Fame and retail.



Hammes Company

2.0 EXPERIENCE



PABST FARMS

Oconomowoc, Wisconsin

Pabst Farms is a 1,500 acre mixed use community. Along with a 100,000 square foot neighborhood center, plans call for a 700,000 square foot regional shopping center, 1,200 residences, 360 acres of open space and 5 million square feet in a technology and health care campus.

Hammes Company

2.0 EXPERIENCE



NFL LOS ANGELES

City of Industry, California

Hammes Company / Majestic Realty are working in collaboration to bring the NFL back to Los Angeles. The 4 million square feet of mixed use development including a new professional football stadium encompasses 600 acres of land in the City of Industry.

Hammes Company

2.0 EXPERIENCE



GALLAGHER CENTER (FORMERLY: TWO PIERCE PLACE)

Itasca, Illinois

The 25 story office tower is part of the Chancellory Place Corporate Center in Itasca, Illinois. The Development features an emphasis on urban-style hardscape with an outdoor plaza connecting to a 250-room Wyndham Hotel.

Hammes Company

2.0 EXPERIENCE



**CHILDREN'S HOSPITAL AND HEALTH SYSTEM AND
THE MEDICAL COLLEGE OF WISCONSIN**

Milwaukee, Wisconsin

The Medical College's research space includes laboratory space for its Cancer Center as well as initiatives in structural biology, its Center for Biopreparedness and Infectious Disease, and its Biotechnology and Bioengineering Center.

Hammes Company

2.0 EXPERIENCE



NORTH SHORE DEVELOPMENT

Pittsburgh, Pennsylvania

Pittsburgh's North Shore district plan was envisioned to include a distinctive series of urban districts to create a prominent gateway to one of America's great cities while leveraging Pittsburgh's commitment to its waterfront, cultural facilities and sports teams.

Hammes Company

2.0 EXPERIENCE



UNIVERSITY OF WISCONSIN - FLUNO CENTER

Madison, Wisconsin

The Fluno Center is a combined academic, conference and hospitality facility that hosts programs for the University's Center for Advance Studies in Business, Inc. This project is part of a broader redevelopment strategy for the Southeast Campus that included the Kohl Center.

Hammes Company

2.0 EXPERIENCE



LA LIVE

Los Angeles, California

L.A. LIVE is a 4 million-square-foot / \$2.5 billion downtown Los Angeles sports, residential & entertainment district adjacent to STAPLES Center and the Los Angeles Convention Center. L.A. LIVE features a convention “headquarters” hotel. The Ritz-Carlton Residences at L.A. LIVE, Nokia Theatre L.A. LIVE, a 14-screen Regal Cineplex, “broadcast” facilities for ESPN along with entertainment, restaurant and office space.



MAJESTIC REALTY CO.

Leaders in Real Estate Development since 1948...

2.0 EXPERIENCE



STAPLES CENTER

Los Angeles, California

Staples Center is a 1 Million SF multi-purpose sports arena in Downtown Los Angeles, adjacent to the L.A. Live development and next to the Los Angeles Convention Center. It is one of the major sporting facilities in the nation. Staples Center hosts over 250 events and nearly 4,000,000 guests a year.



2.0 EXPERIENCE



NOKIA THEATRE LA LIVE

Los Angeles, California

Nokia Theatre L.A. LIVE is one of the premier entertainment venues in Southern California. Anchoring the L.A. LIVE entertainment district, Nokia Theatre L.A. LIVE hosts nearly 120 events per year including popular concerts and performances, awards shows, family shows, corporate showcases, product launches, speaker series and television broadcasts.



MAJESTIC REALTY CO.

Leaders in Real Estate Development since 1948...

2.0 EXPERIENCE



JW MARRIOTT LOS ANGELES - LA LIVE

Los Angeles, California

This 878 room hotel features 100,000 square feet of flexible meeting and event space in Downtown Los Angeles and serves as the headquarters hotel for the Los Angeles Convention Center.

With its central location in Downtown Los Angeles, the JW Marriott provides a deluxe level of comfort and personal service within a unique hotel environment designed to reflect its location. Guests enjoy convenient access to LA, whether visiting the revitalized downtown area or other parts of the city.



2.0 EXPERIENCE



THE RITZ CARLTON LOS ANGELES - LA LIVE

Los Angeles, California

In the heart of Downtown L.A., The Ritz-Carlton, Los Angeles offers a sleek, sophisticated atmosphere, refined service and sweeping views at every turn. The downtown Los Angeles hotel soars high above the city, providing guests an urban oasis from which to enjoy the city's dynamic surroundings and nearby cultural experiences.

Premier among luxury hotels in Los Angeles, The Ritz-Carlton features 123 guest rooms, including 13 suites and The Ritz-Carlton Suite, award-winning WP24 restaurant and lounge from celebrity chef Wolfgang Puck, spa and fitness, outdoor rooftop area with city and mountain views and 100,000 square feet of meeting space including three ballrooms.



2.0 EXPERIENCE



THE RITZ-CARLTON RESIDENCES

Los Angeles, California

World-renowned for its standards and philosophy that have defended living without compromise; The Ritz-Carlton residential collection of one- two- and three-bedroom homes command one's attention from the interior finishes outward. From floor-to-ceiling windows that frame a picturesque landscape of mountain, ocean and city views to the twenty-four hour five-star service. The Ritz-Carlton at L.A. LIVE is a new concept of living.



MAJESTIC REALTY CO.

Leaders in Real Estate Development since 1948...

2.0 EXPERIENCE



PACIFIC PALMS RESORT

City of Industry, California

Pacific Palms Resort is the only full-service luxury golf and conference resort of its kind in Los Angeles County. At 650 acres, Pacific Palms Resort is one of the largest hotels within Southern California. Amenities include fabulous fireside dining overlooking Celebration Lake, a spa and fitness center, and the famous 4-star, 36 hole Industry Hills Golf Club.



MAJESTIC REALTY CO.

Leaders in Real Estate Development since 1948...

2.0 EXPERIENCE



ARBOR GATE DEVELOPMENT

Madison, Wisconsin

Arbor Gate was a redevelopment of a blighted string of storefronts running parallel to the Beltline Highway. Replacing the rundown buildings, Arbor Gate acts as a “gateway” into the Arbor Hills neighborhood, and creates a commercial nucleus for Madison’s south side. The development covers nearly 6 acres, fronted by two 6-story office buildings and retail towers. Upper floors of the 215,000 square foot towers provide spectacular views of the nearby Arboretum, City, and UW Madison campus.

Potter Lawson

2.0 EXPERIENCE



UNIVERSITY SQUARE DEVELOPMENT

Madison, Wisconsin

At 1.1 million square feet, University Square is the largest mixed-use project ever undertaken in Madison. Combining 130,000 sf of retail, 360 residential apartments, 250,000 sf of university offices and services, with 434 on-site public and residential car parking spaces and 612 bike/moped parking spaces, the project has built-in traffic for the retail component and is situated within close walking distance for downtown office and government workers, faculty, staff, and students.

A large sustainable feature of the project is Madison's largest "green" roof. This 40,000 sf space provides a park-like environment that functions as a stormwater management system, allowing plants to absorb rainwater and prevent runoff.

Potter Lawson

2.0 EXPERIENCE



AMERICANA AT BRAND

Glendale, California

The Americana at Brand represents the redevelopment of eight formerly blighted city blocks in the commercial heart of Glendale, California. The 16-acre project provides 475,000 SF of stores and restaurants, an 18-screen cinema, 338 residences and separate parking for residential and retail guests. New buildings with active ground level shops and restaurants line Brand Boulevard connecting The Americana at Brand to its surrounding urban context.

ELKUS | MANFREDI
ARCHITECTS

2.0 EXPERIENCE



UNIVERSITY SQUARE - UNIVERSITY OF PENNSYLVANIA

Philadelphia, Pennsylvania

University Square is a six-block 500,000 square foot development adjacent to the University of Pennsylvania campus. Two-story retail and restaurant spaces invigorate the streetscape, adding a human scale. The six-story Inn at Penn sits above the street-level retail. The anchor retail tenant, the Penn bookstore, draws students, neighbors, and visitors, while constant pedestrian activity establishes a more secure environment.

ELKUS | MANFREDI
ARCHITECTS

2.0 EXPERIENCE



WESTWOOD STATION

Westwood, Massachusetts

Westwood Station is a 4.5 million-square-foot mixed use neighborhood located along University Avenue, adjacent to the MBTA Station, high-speed Acela rails, and Routes 128 and 95. The mixed-use development will feature lifestyle retail with residences above, several distinct residential neighborhoods, office buildings, hotels, and recreational uses.

2.0 EXPERIENCE



SOUTH CAMPUS GATEWAY - THE OHIO STATE UNIVERSITY

Columbus, Ohio

The 887,000-square-foot South Campus Gateway at the Ohio State University transformed a rundown area that was the main approach to the campus into a welcoming “front door;” to provide a common ground between the academic community and the surrounding neighborhood; and to provide much needed social amenities. Students, faculty, neighbors, and visitors mingle in a lively environment that includes extensive retail at street level, twelve restaurants, an eight-screen cinema, 180 residential units, and the University bookstore.

ELKUS | MANFREDI
ARCHITECTS

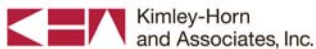
2.0 EXPERIENCE



EAST 54 MIXED-USE DEVELOPMENT

Chapel Hill, North Carolina

East 54 features 500,000 square feet of hotel, office, retail, and residential development spread among six buildings, along with 350,000 square feet of structured parking. An elevated plaza between buildings serves as a connector, as well as a roof for the basement parking in the area.



2.0 EXPERIENCE



ATLANTIC STATION

Atlanta, Georgia

As the largest urban brownfield redevelopment in the United States, the Atlantic Station community is energy efficient, pedestrian-friendly and serves as a national model for new urbanism and smart growth. Providing homes for 10,000 people, employment opportunities for 30,000, with shopping and entertainment for millions more, this 24-hour community hosts pedestrian traffic on wide boulevards and crowds of people in the sidewalk cafes and expansive parks.



2.0 EXPERIENCE



SOUTHFIELD

South Weymouth, Massachusetts

SouthField, a 1,450-acre site located south of downtown Boston is being developed into a mixed-use, “smart growth” model community under a quasi-governmental development corporation. Several hundred acres will be preserved as wetlands; existing institutional uses, including a special needs high school, also will be preserved. Anticipated new uses include senior housing, offices, recreation facilities, and some residential properties.



2.0 EXPERIENCE

2.2 EXPERIENCE WITH PUBLIC / PRIVATE PARTNERSHIPS

Hammes Company / Majestic Realty and our proposed project team feel that it is extremely important to establish a close working relationship and partnership with the City to achieve the best outcome for the Judge Doyle Square site. We have a strong track record of successful partnerships on similar large projects.

2.3 DISCLOSURES

On behalf of JDS Development, LLC, sponsoring entities Hammes Company / Majestic Realty have not had any significant prior or ongoing contract failures, contract breaches, tax delinquencies, any civil or criminal litigation or investigation pending within the last five years or any bankruptcy filings in the last ten years.

2.4 CONFLICT OF INTEREST

Hammes Company / Majestic Realty has no conflict of interest in regards to the Judge Doyle Square project.

3.0 PRELIMINARY PROJECT CONCEPT(S)

3.0 PRELIMINARY PROJECT CONCEPT(S)

The project requirements as listed in the RFQ state that the project must be a mixed-use development covering the entire development parcels on Blocks 88 and 105 and include the following elements:

- A hotel component with a minimum of a 250 room block committable to support the Monona Terrace Community and Convention Center
- Retail and restaurant type uses at grade on Wilson, Doty and Pinckney Streets
- A bicycle center
- A parking plan for both blocks to support the entire development

Other land uses encouraged but are not mandatory:

- Office and commercial spaces
- Residential housing
- Community spaces
- Public open spaces

Our extensive experience in the market along with results from recently completed market studies from CB Richard Ellis assisted in determining the proposed land use mix and density. Various staging or timing aspects of the proposed development plan have also been considered.

The following elements have been addressed for the land uses included in this project proposal:

- Design/Density
- Hotel
- Office, Retail and Commercial
- Residential
- Bicycle Center
- Parking

3.0 PRELIMINARY PROJECT CONCEPT(S)

Our vision for Judge Doyle Square is to create a unique destination designed to strengthen Madison’s urban core and compliment our primary destinations — Monona Terrace and Overture Center — by creating a dynamic place with programmatic uses that define Madison’s character. Imagine a place that captures all of the elements that define Madison for the next generation ...

LAND USE

The project proposed by our team will encompass the two-block area known as Judge Doyle Square (JDS). These two urban blocks include the Madison Municipal Building (MMB) on Block 88 and the Government East parking garage on Block 105. The redevelopment of these two blocks represents an opportunity to add another dynamic and high quality tax generating element to Madison’s vibrant downtown. Our goal for this project matches the visions of the City to create a destination for residents, employees and visitors by expanding and unifying the restaurant and entertainment district on the south

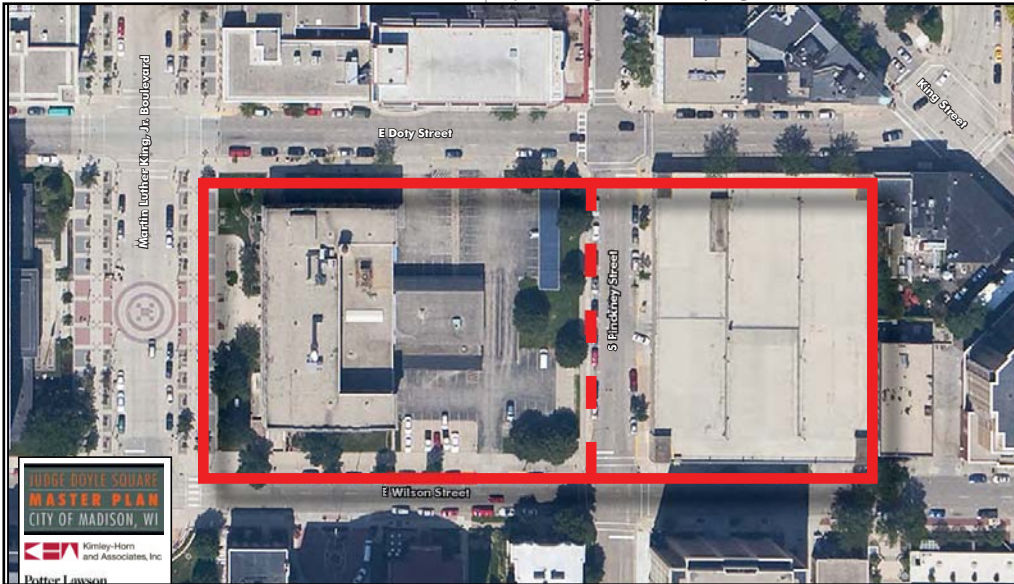
side of the Capitol Square. The City has recognized that the redevelopment of JDS offers a significant opportunity to link Monona Terrace to a nearby hotel, retail, restaurant and entertainment district resulting in economic development for the City and the downtown business district.

The project being proposed includes the renovation of MMB into a unique historic hotel as opposed to developing a standard hotel. We will restore the glory of this historical building. MMB will serve as the front door of JDS with a

strong pedestrian connection to Martin Luther King Blvd and Monona Terrace. The renovation of MMB will anchor the district and activate all four sides of Block 88. High quality hotel, retail and dining will create a unique downtown experience. The redevelopment of Block 88 will also be the spine connecting Monona Terrace to Block 105 and ultimately to the entire south side entertainment district of the Capitol Square.

The redevelopment of Block 105 will complete the connection of Monona Terrace with the entertainment district bordered by King Street. The generous public spaces and retail and dining options will entice pedestrian activity down Pinckney Street from the Capitol Square to Wilson Street. Pinckney Street will be a safe and friendly pedestrian and bike street using design elements that control the pace and access of vehicles.

Together, the redevelopment of Blocks 88 and 105 will fill in the south side



3.0 PRELIMINARY PROJECT CONCEPT(S)

entertainment district and drive considerable new economic development for the City. The inclusion of MMB will allow for a seamless connection between Monona Terrace and the entire district. Pedestrian friendly design elements and generous public spaces will provide residents, workers and visitors a unique downtown destination.



The preliminary conceptual plans provided present a mixed use urban environment with public space, hotel, retail, dining and commercial development. These plans reflect our estimates of market demand and the proper staging efforts to meet this demand. In the first phase, the focus will be on Block 88 developing a hotel component to serve Monona Terrace and residential units to serve the demand for downtown living. The new hotel will meet the purpose the City has set forth for this project of providing additional hotel rooms in close proximity of Monona Terrace. The hotel will allow for hosting more meeting and convention participants while enhancing this area of downtown as a destination for visitors. Residents will enliven the area and drive additional needs for retail and dining offerings. The second phase of this proposal plans for additional hotel and residential units along with office or commercial space, a bicycle center and street level retail and dining on Block 105.

DESIGN/DENSITY

The proposed project includes the strategic use of two urban blocks to create a downtown destination and maximize economic potential. A mix of land uses including hotel, office, residential, retail and dining will host visitors and provide a live-work environment that will unlock the potential of this entire district. The conceptual plans provided present a dense development that maximizes above grade development and significantly enhances the street level activity within this downtown area.

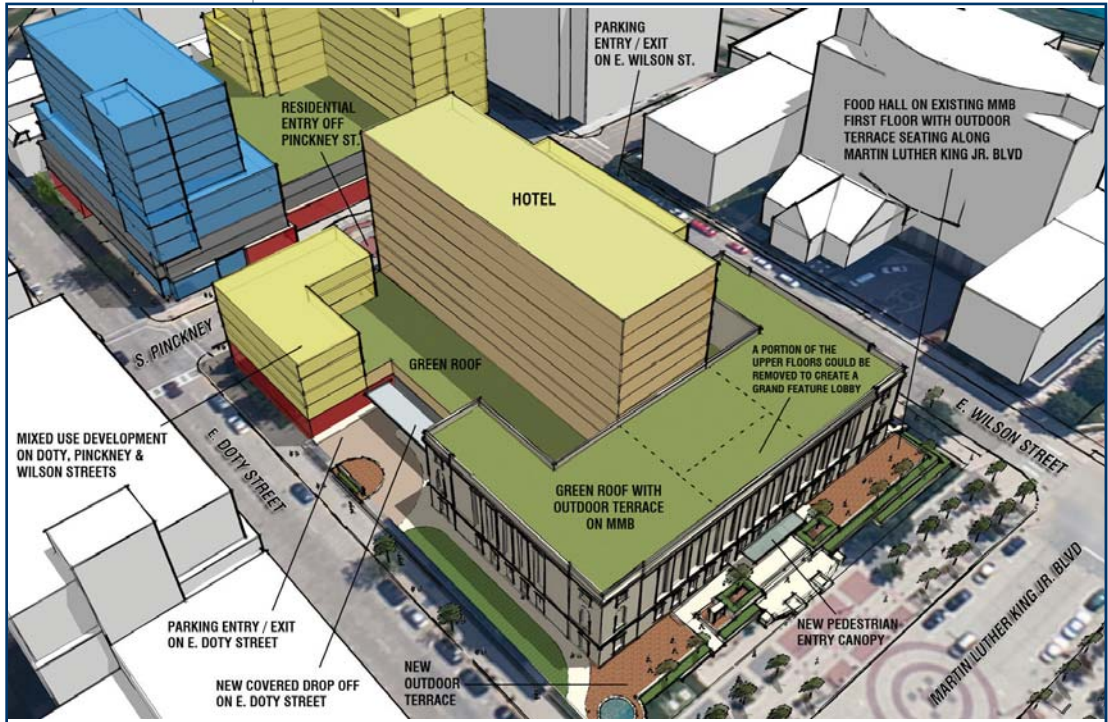


An exciting urban design will incorporate architectural features compatible with surrounding buildings and use generous sidewalk widths, landscaping and lake views to create urban amenities and public spaces that accommodate outdoor uses and gathering places. Pinckney Street will be a destination quality urban street providing a link from the Capitol Square to Lake Monona. Increased pedestrian traffic will support the local businesses in the surrounding area and unify the emerging restaurant and entertainment district in the southeast quadrant of the Capitol Square with Monona Terrace.

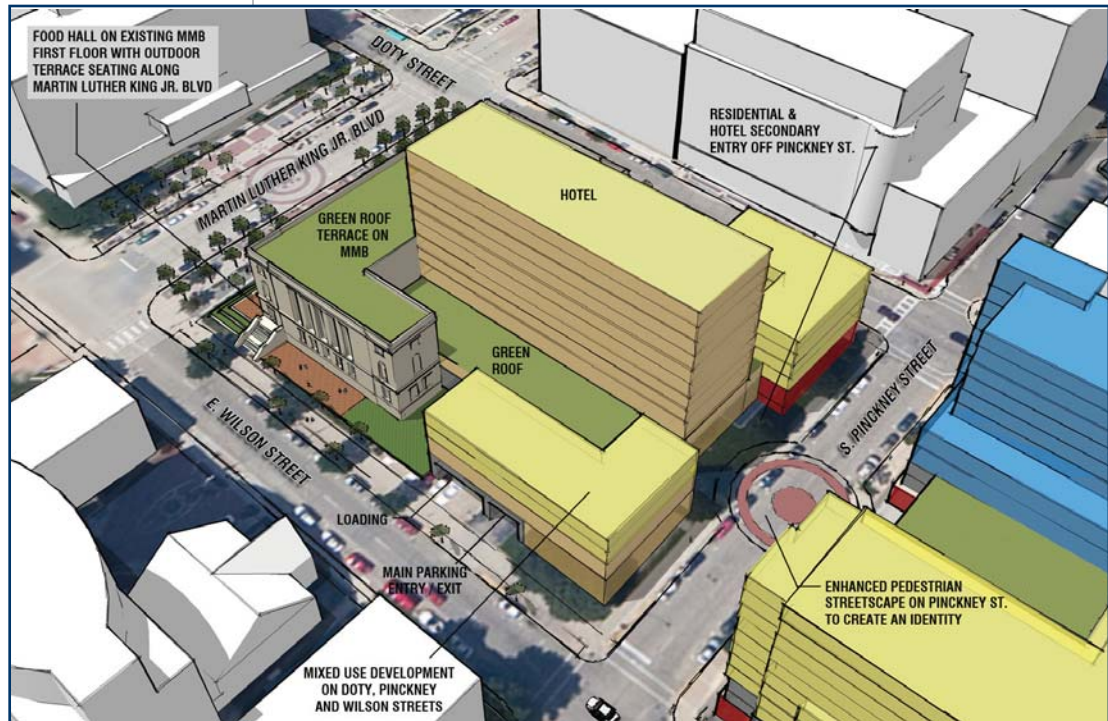


On Block 88 the greatest amount of density and height are centered on the block allowing for lower buildings fronting sidewalks and streets with a scale and height similar to MMB. Block 105 is proposed to include a density level slightly greater than Block 88 due to the greater variety of uses and the potential to capture Capitol and lake views. Street level setbacks will be used to provide strong pedestrian connectivity and accessibility throughout the district. The Capitol View Preservation ordinance has been considered in developing the massing plans for this proposal.

3.0 PRELIMINARY PROJECT CONCEPT(S)



Block 88 - Scheme 1 Northwest View



Block 88 - Scheme 1 Southeast View

3.0 PRELIMINARY PROJECT CONCEPT(S)

The massing and concept plans provided in this section further illustrate the density and design elements of the redevelopment project we are proposing for JDS. The density between blocks is approximately 450,000 GSF on Block 88 and 525,000 GSF on Block 105.



BLOCK 88 HOTEL

Block 88 is the optimal location for a hotel to serve Monona Terrace and downtown Madison. Scheme 1 included in the massing concepts depicts the approach preferred by our team to renovate MMB into a historic hotel and capitalize on positive hotel trends in the market.

Lodging statistics reported by Smith Travel Research indicate strong hotel performance in the downtown Madison area. Last year in particular was a good year for downtown hotels. According to a 2012 year-end STR report¹, ADR was up 5% from 2011 and occupancy ended at 71.6%. Occupancy is nearly back to the peak of 2007/08 of 72.9%. The market has nearly absorbed the 151 rooms added by the Hyatt Place in 2010 with total occupied room nights up almost 35,000 from peak demand before the recession.

The proposed hotel conceptual design targets the following program:

- 250 rooms in a unique hotel experience
- Select to full service, mid to upscale pricing
- 10,000 to 15,000 square feet of restaurant and dining space
- 15,000 to 20,000 square feet of flexible meeting space
- Minimal travel distance from Monona Terrace to hotel
- Activation of Doty, Wilson and Martin Luther King Blvd with strong entry points
- Outdoor terraces along Martin Luther King Blvd
- Through-block interior link from Martin Luther King Blvd to Block 105



The adapted ground level of MMB will include a grand lobby, retail and dining. The upper level will be converted into unique hotel rooms. It is our intention to maintain Room 260 or Judge Doyle's courtroom pending further design considerations. A newly constructed hotel tower will extend from MMB to Pinckney Street creating a pedestrian connection from Martin Luther King Blvd to Block 105. The new tower will host additional hotel rooms and breakout meeting space. Careful consideration and implementation of setbacks, orientation, scale, massing and exterior finishes will give the impression that this new tower is a natural extension of the existing MMB.



The renovation of MMB and redevelopment of Block 88 will activate all streets bordering JDS. Terraces on Martin Luther King Blvd will create a sense of destination offering visitors, workers and residents a unique downtown gathering place. A Wilson Street entrance will give Monona Terrace visitors a quick access point to and from the hotel. A skywalk was not seen as an aesthetically appealing connection option. Doty Street will be activated

¹ 2012 STR report includes direct competitive set, not all downtown hotels. Hotels included in the report were Hilton Madison Monona Terrace, Hyatt Place Madison Downtown, Madison Concourse Hotel, Best Western Plus Inn On The Park and Doubletree Madison Downtown.

3.0 PRELIMINARY PROJECT CONCEPT(S)

with the main drop off entrance to the hotel while street level retail and dining connect the pedestrian experience from Martin Luther King Blvd to Pinckney Street and Block 105. Pinckney Street will entice pedestrian activity to extend from the Capitol Square to Wilson Street.

The amenities and services offered by the proposed hotel will be compatible with select or full service hotels. As we further define the program and market position of the hotel several brands will be considered. The selected brand will need to appeal to a national and international customer base and have proven experience with establishing convention center relationships in other markets.

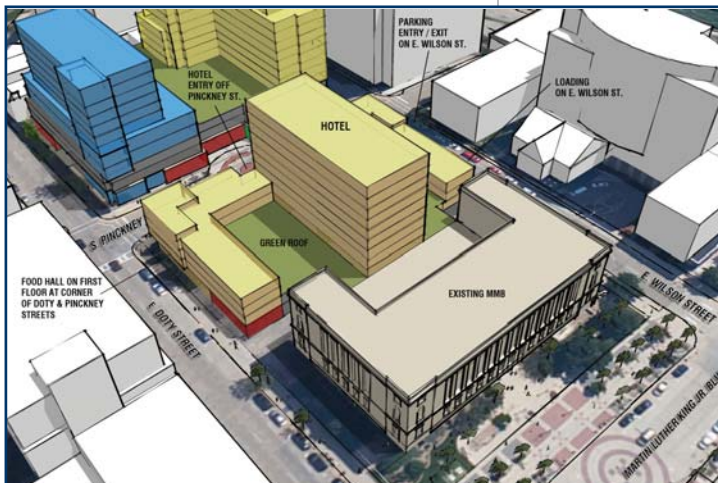
The meeting rooms included as part of this conceptual plan will complement the space offered by Monona Terrace. These meeting rooms will have the flexibility to be used by larger groups as break out rooms for work session or meals or by smaller groups looking for less space in a downtown environment.

The easy connection across Wilson Street will allow for quick access and simple way finding for convention and meeting participants. The success of this proposed hotel will depend on the strong collaborative relationship developed with Monona Terrace to sell rooms, meeting space and Madison as a destination City.

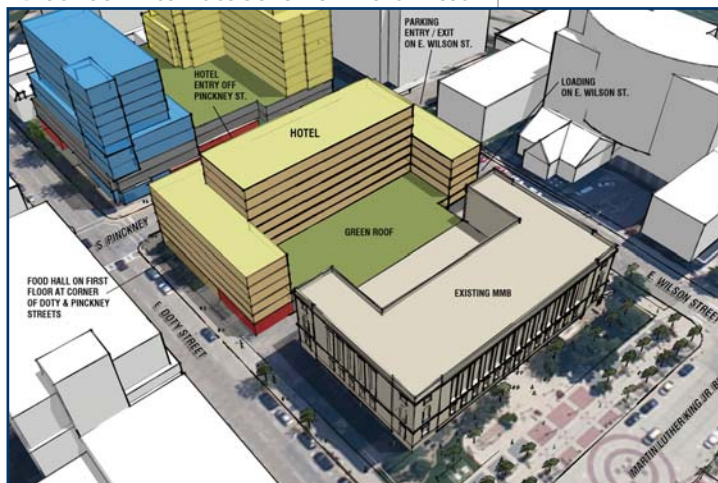
This redevelopment approach to Block 88 would require the need to relocate City offices from MMB to another location, possibly to Block 105. Further discussions with the City of Madison will be needed to properly analyze and identify space needs and a plan that would meet current and future needs of the City.

Although the preferred approach is to include MMB as part of the redevelopment of JDS, it is possible to develop a comparable program of uses if the City maintains offices in MMB. A second scheme has been considered if the City maintains its position of renovating MMB for City offices. Under this alternative scheme, shown as Scheme 2, 250 hotel rooms along with meeting space can be developed but several negative impacts need to be considered.

- The activation of all three streets will be lost
- The ability to create a connection between Blocks 88 and 105 will be made significantly more challenging
- Access to Monona Terrace will require traveling a longer distance
- It's more challenging to create a seamless connection between the Capitol Square, Monona Terrace and Block 105
- Increased vehicle use of Pinckney Street may be required for hotel purposes
- Inability to develop residential units
- Lack of marketability and potentially reduced interest by higher quality hotel brands



Block 88 - Alternate Scheme 2 Northwest



Block 88 - Alternate Scheme 2.1 Northwest

3.0 PRELIMINARY PROJECT CONCEPT(S)

The approach by our team is to create a unique downtown destination for visitors, workers and residents. A renovated MMB into a unique hotel will serve as the anchor of this destination. The historic hotel with a grand lobby, retail and dining options will serve as a significant attraction for Monona Terrace, the Capitol Square and the surrounding entertainment district.



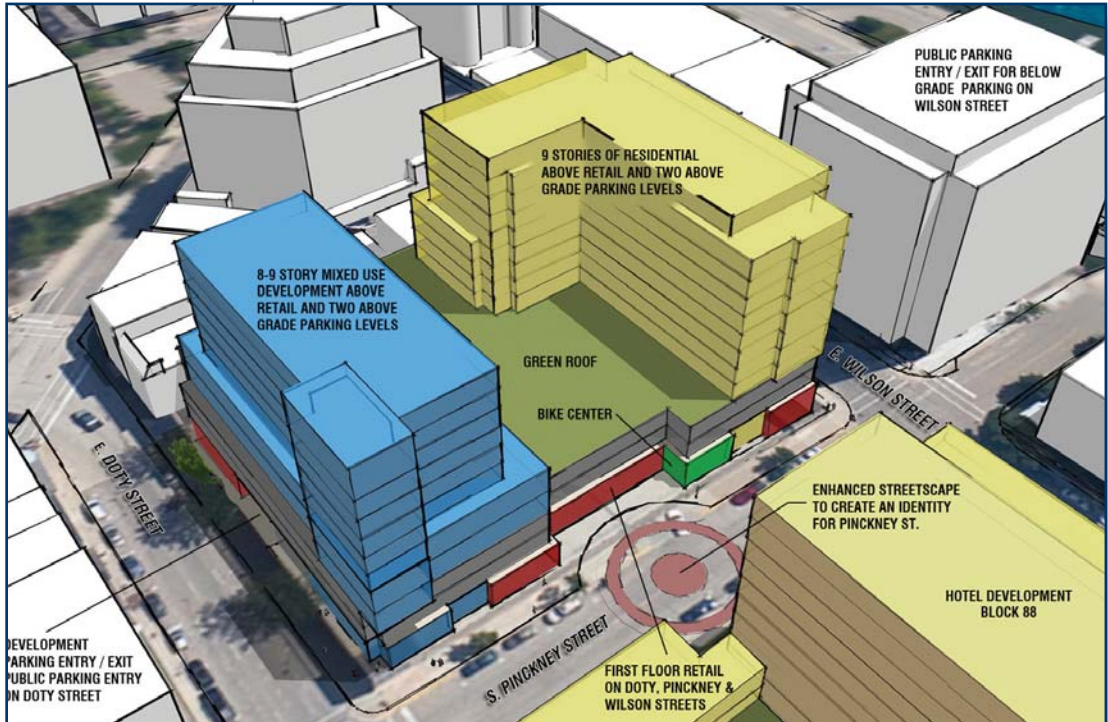
Block 105

Block 105 is an integral part of the JDS redevelopment plan. Block 105 will complete the connection between Monona Terrace and this south side district of the Capitol Square. The massing concepts on the following pages further illustrate the massing and density proposed for this block.

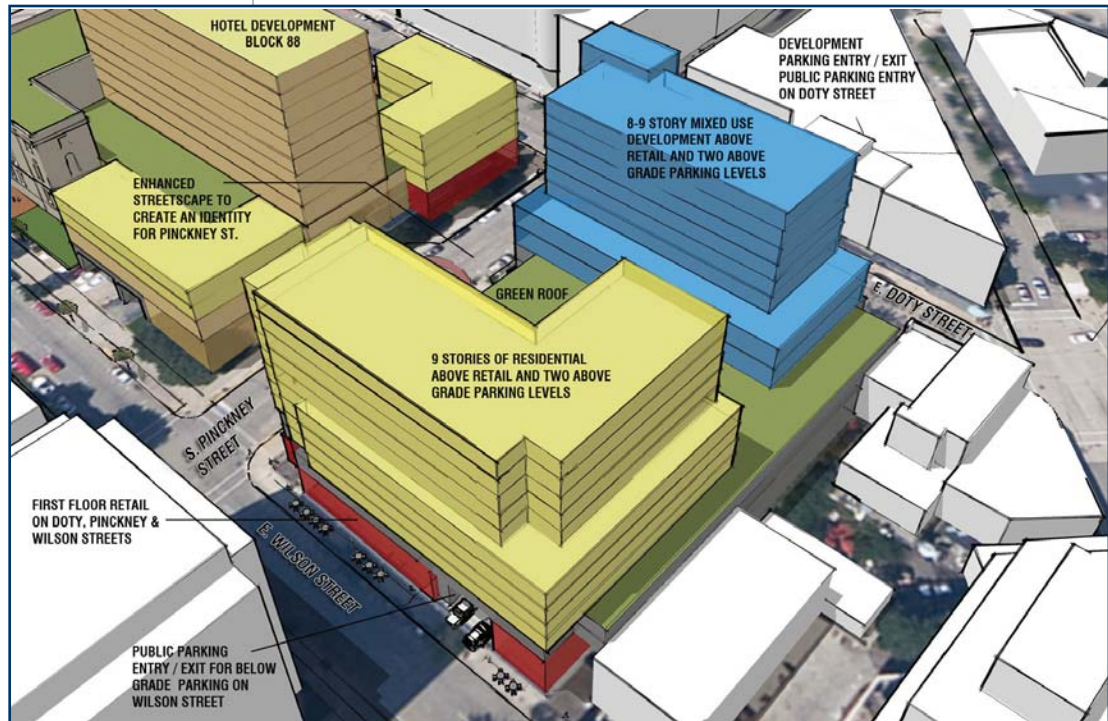
The proposed land uses on Block 105 will generate activity and enliven all of Pinckney Street creating a sense of place. At street level, pedestrian areas will be enhanced with new and exciting retail and dining options along with generous public spaces. Above grade developments will host visitors, downtown workers and residents. Pinckney Street will draw people from the Capitol Square and serve as a destination quality urban street. Design will include amenities and generous public spaces while capturing the natural views of Lake Monona. A bicycle center will support the desire for this area to be focused on pedestrian connectivity and accessibility.



3.0 PRELIMINARY PROJECT CONCEPT(S)



Block 105 - Northwest View



Block 105 - Southeast View

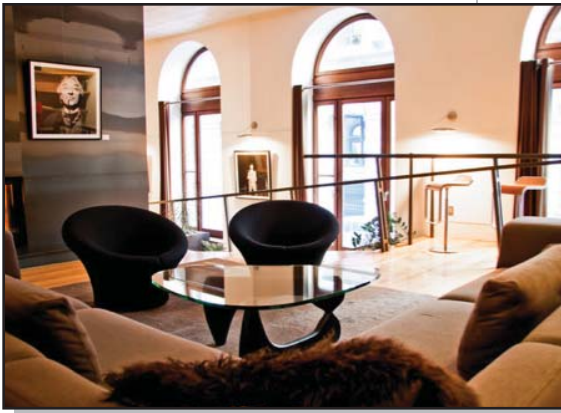
3.0 PRELIMINARY PROJECT CONCEPT(S)

Block 105 HOTEL



A smaller boutique hotel on Block 105 is proposed to accommodate continued demand for hotel rooms by Monona Terrace and the market. This hotel is expected to range in size from 150 to 200 rooms and be located at the corner of Pinckney and Doty Streets. This location is highly visible and allows great access to Doty Street, Block 89, and the Capitol Square.

The two hotels proposed for JDS will help retain existing and attract new business to Monona Terrace. As summarized by Johnson Consulting’s hotel feasibility study for this project, nearly \$30 million of economic impact alone has been missed due to hotel related reasons affecting Monona Terrace. The added rooms and amenities provided by JDS will complement existing Monona Terrace offerings while creating a unique downtown destination that will generate economic and fiscal impacts.

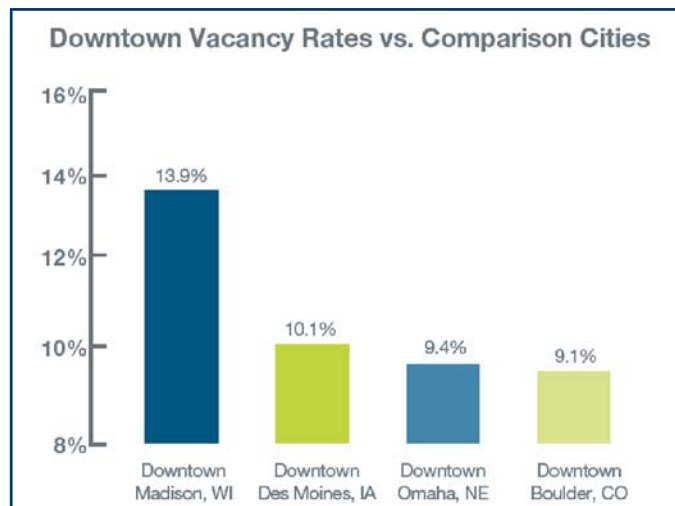


COMMERCIAL/OFFICE

Office space on Block 105 in the massing concept is approximately 55,000 to 60,000 square feet. Vacancy rates in downtown Madison are currently relatively high compared to similar cities across the U.S. so office space is positioned to be one of the first new office developments to drive the upswing in companies looking to locate to downtown Madison.

Being one block off the Capitol Square lends Block 105 to being ideal for Class B downtown office space. Class A downtown space is typically compatible with prime locations such as being directly located on the Capitol Square. As noted in Chapter 2 Master Planning of the JDS Master Plan document, this block could be occupied by government offices.

The Block 105 location will also be desirable and affordable for a wide array of tenants including younger companies looking to locate in the downtown business district with access to hotels and a vibrant live-work environment.



Source: DMI State of Downtown 2012

3.0 PRELIMINARY PROJECT CONCEPT(S)

RETAIL AND DINING AT STREET LEVEL

Retail and dining uses at street level are an important element of the proposed conceptual plan. These uses will attract visitors to the area generating traffic and enlivening the streets surrounding JDS. Pinckney Street is specifically being treated as an important destination component with its cluster of existing dining uses.

As the focus groups indicated in the JDS Master Plan documents, including the retail, restaurant, and real estate focus groups, this strong activity cluster will be instrumental in identifying location and space requirements for future offerings. With regard to adding more restaurants in the area, the restaurant focus group indicated a sense that the overall restaurant market could be enhanced, especially given the potential of additional hotel beds. Results from the public meetings also indicated strong support for the inclusion of retail uses in the redevelopment of JDS.

The street level access points being created for retail and dining along with the redevelopment of the historical MMB will transform this area of downtown into a unique destination. A variety of new entertainment options will be available that complement those located on King Street, Pinckney Street and the surrounding streets that have for years provided retail and restaurant opportunities that cater to the activities of workers, visitors, and residents in this section of downtown.

Vacancy rates for business spaces in Madison's Central BID has decreased from **6%** in 2011 to **5.7%** in 2012.

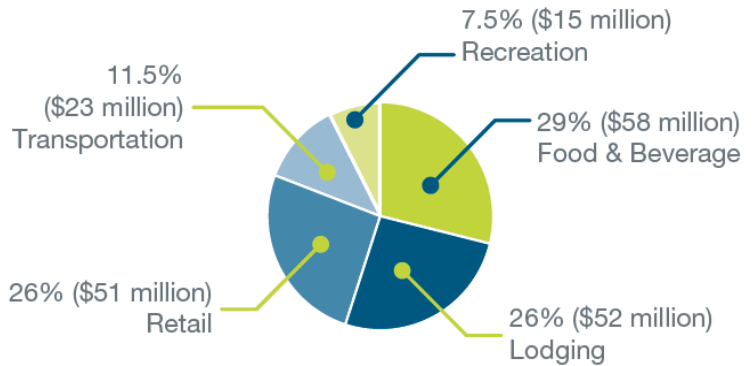
From 2010 to the end of 2011, **8.65 million** people visited major destinations in downtown Madison.

In 2011, close to **\$200 million** was generated from downtown tourism.

Over **80%** of tourism spending downtown is on food & beverage, retail and lodging.

Source: DMI State of the Downtown 2012

2011 Direct Visitor Spending Breakdown for Downtown Madison*



Total: \$199 million

Source: *The Economic Impact of Tourism in Madison, WI, May 2012 Tourism Economics*

*Downtown Madison defined as 53703 zip code.

3.0 PRELIMINARY PROJECT CONCEPT(S)

From 2000 to 2011 the population of downtown Madison has increased by **7.8%**.

In 2012, multi-family rental vacancy rates in downtown Madison fell to **2.87%**.

Source: DMI State of the Downtown 2012

RESIDENTIAL

The Massing Concept incorporates residential components on both Blocks 88 and 105. As indicated in the JDS Master Plan documents residential development is a natural fit for this area of downtown. Residential development located at JDS could capitalize on the proximity to downtown office, retail and dining options. A new residential development would mix with existing residential offerings such as The Madison Mark apartments adjacent to JDS and luxury condominiums located on the south side of Wilson Street. Together these projects will create an urban neighborhood for those looking to live downtown near the amenities a city center can offer.

The residential units proposed will vary in size and number of bedrooms, likely ranging from studios to 2 bedrooms. Adequate parking will be made available for each unit. A residential tower on Block 105 will offer views of Lake Monona and the Capitol from upper floors and complement the mix of retail and dining on the first floor. The amenity package for these units will be competitive with other properties in the area with an added advantage of being located adjacent and, in some cases, connected to the new hotel on Block 88. Interior access to the hotel's fitness and dining options will be desirable to professionals and downtown workers wanting the ability to fulfill their daily needs with minimal vehicular use.

BICYCLE CENTER

A bicycle center is included on Block 105 of the proposed project. This center is intended to provide a variety of amenities for the existing and growing bicycling community in Madison.

The principles developed for the JDS Master Plan have been included in the proposed conceptual plan.

- High level of visibility helping to attract users and promote the continued use of the center
- Entry on Pinckney Street in a prominent, highly visible location
- Access on Pinckney Street to and from the Monona Terrace bicycle elevator
- Entry location providing safe, convenient connectivity to the City's bicycle network from multiple directions
- Parking garage access points for automobiles located on Doty Street and Wilson Street to help stress the importance of Pinckney Street as a bicycle and pedestrian friendly environment



The center will be a secure space with a potential mix of lockers, repair tools and space, retail services, rental space and a wash station. The program will incorporate concepts learned from the continued input from the biking community and discussions with the City regarding capital costs. The operating model will result from further planning and will not be eligible for City financial assistance.

3.0 PRELIMINARY PROJECT CONCEPT(S)

PARKING

JDS parking garages on Blocks 88 and 105 will serve multiple land uses and users. An adequate supply of spaces will be developed to support above grade developments and Parking Utility customers. To control costs the goal is to avoid developing unnecessary parking stalls and staying above the permanent water table. The entry/exit points proposed will create a good parking experience and allow for efficient use of the garages.

A proper mix of private and public uses will allow for the development of an adequate amount of shared spaces. The sharing of spaces amongst users will allow for the control of construction costs and lessen the burden parking will have on private and public funding sources for this project.

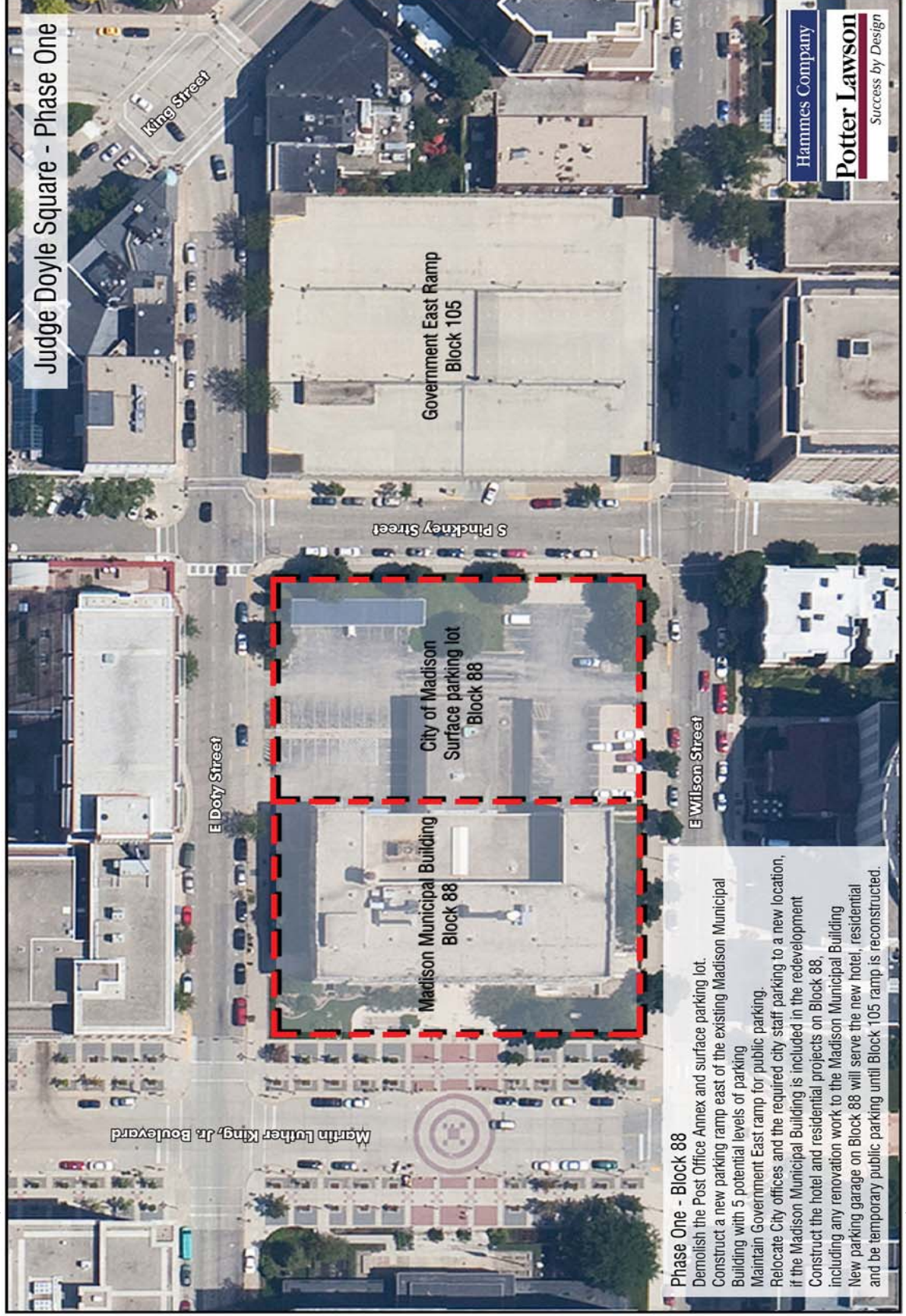
The proposed conceptual plan includes a minimum of one entry and one exit lane for each block allowing parkers to access and exit the ramps using Doty Street or Wilson Street. A two-way drive under Pinckney Street has been considered to connect underground parking garages. Vehicular access points for Blocks 88 and 105 will be located on Wilson and Doty Streets maintaining Pinckney Street as a pedestrian focused connection between the Capitol Square and JDS.

The construction of underground structured parking facilities is inherently more expensive compared to the construction of above-grade structures. The proposed conceptual plan includes above grade parking and reduces the need for more expensive underground parking. Visually appealing above-grade parking will be designed with the least amount of impact to street level retail and dining.

The Phasing Plan on the following pages presents the expected staging plan to fully develop JDS and corresponding parking needs. The proposed plan includes the development of Block 88 in Phase 1 and Block 105 in Phase 2. Parking will be included in each phase to meet the needs of the uses developed as well as public sharing requirements. As design and discussions with the City continue, the optimal number of parking spaces will be determined for each block.



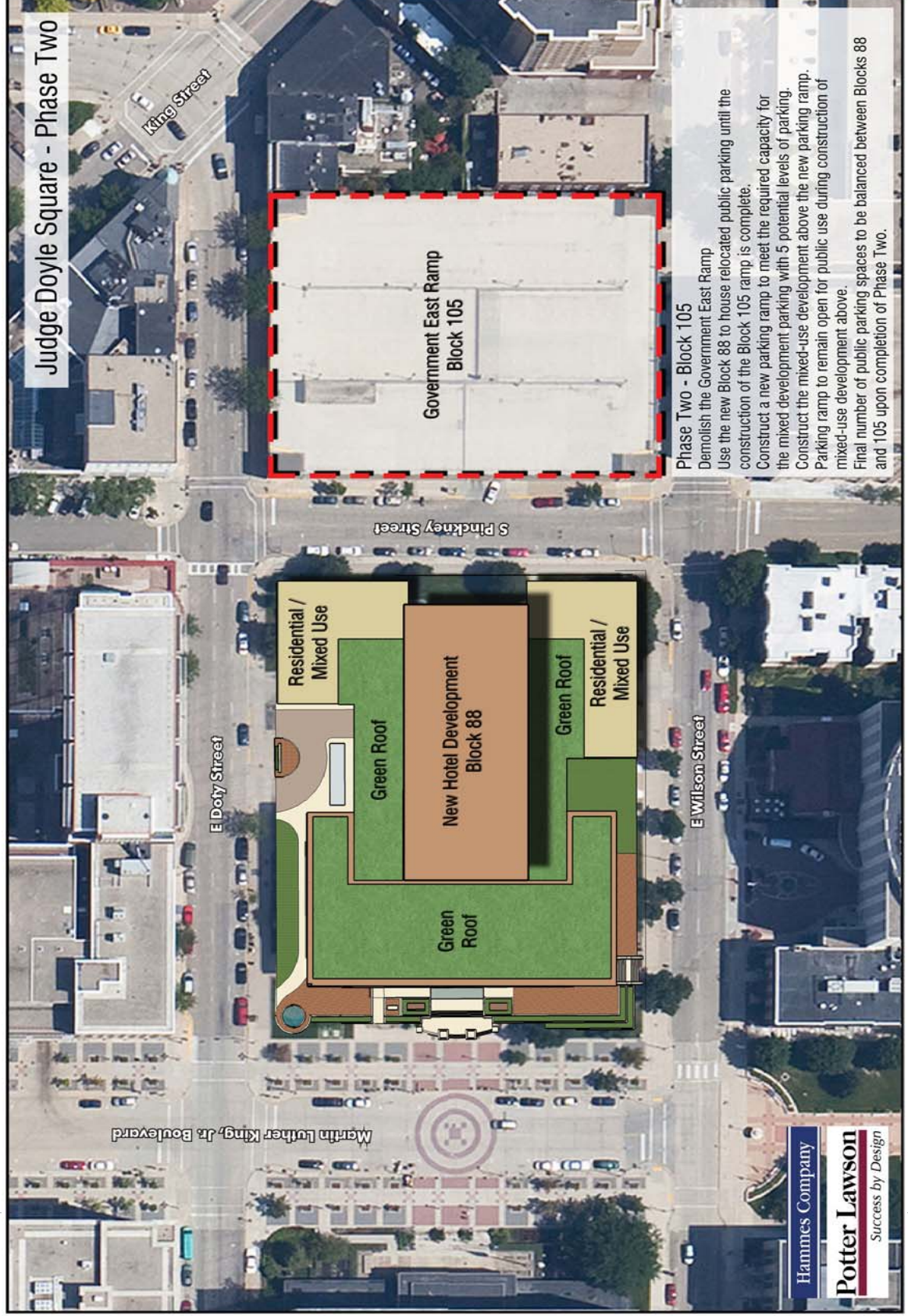
3.0 PRELIMINARY PROJECT CONCEPT(S)



Phase One - Block 88
 Demolish the Post Office Annex and surface parking lot.
 Construct a new parking ramp east of the existing Madison Municipal Building with 5 potential levels of parking.
 Maintain Government East ramp for public parking.
 Relocate City offices and the required city staff parking to a new location, if the Madison Municipal Building is included in the redevelopment.
 Construct the hotel and residential projects on Block 88, including any renovation work to the Madison Municipal Building.
 New parking garage on Block 88 will serve the new hotel, residential and be temporary public parking until Block 105 ramp is reconstructed.

Hammes Company
Potter Lawson
 Success by Design

3.0 PRELIMINARY PROJECT CONCEPT(S)

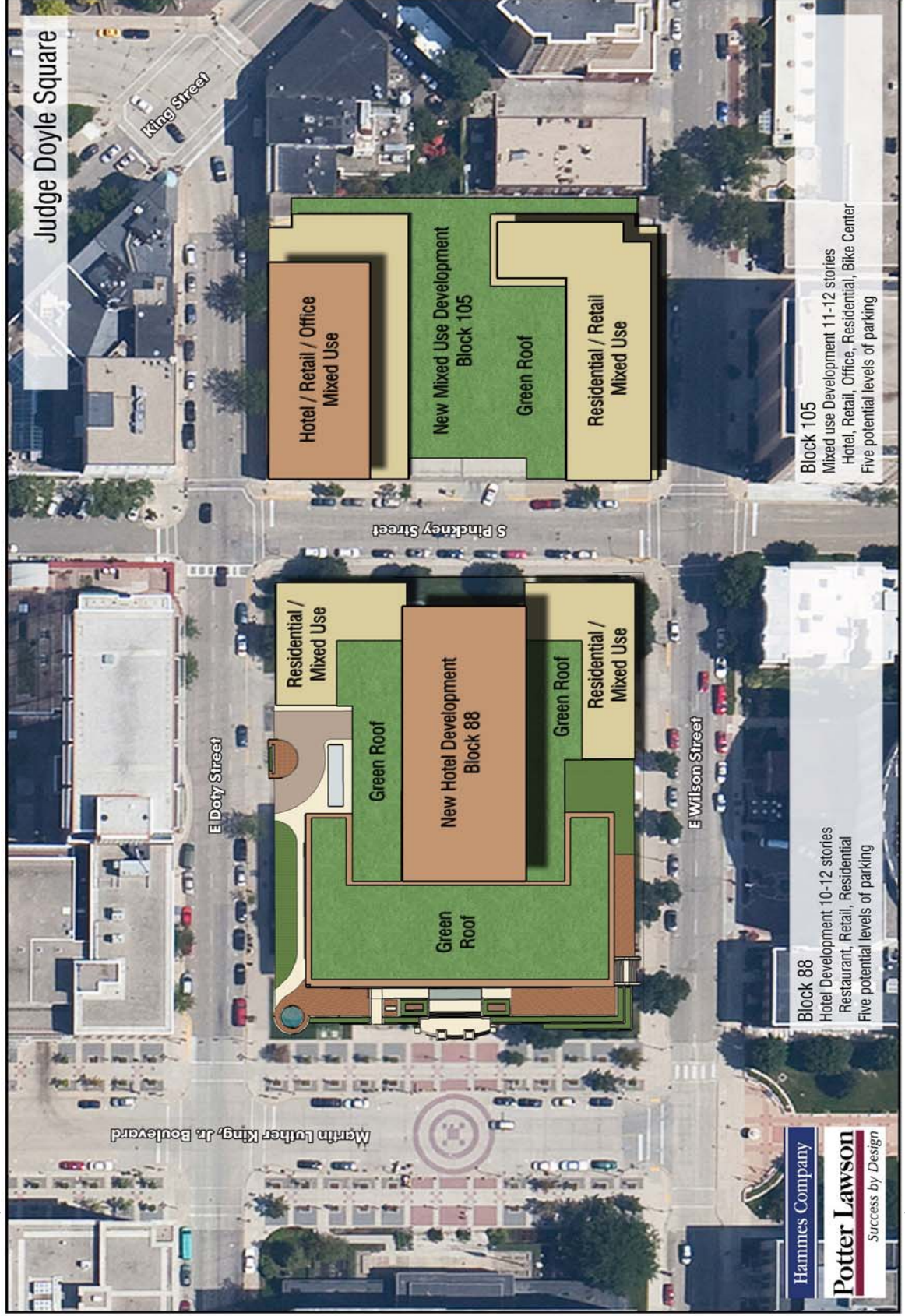


Judge Doyle Square - Phase Two

Government East Ramp
Block 105

Phase Two - Block 105
Demolish the Government East Ramp
Use the new Block 88 to house relocated public parking until the construction of the Block 105 ramp is complete.
Construct a new parking ramp to meet the required capacity for the mixed development parking with 5 potential levels of parking.
Construct the mixed-use development above the new parking ramp. Parking ramp to remain open for public use during construction of mixed-use development above.
Final number of public parking spaces to be balanced between Blocks 88 and 105 upon completion of Phase Two.

3.0 PRELIMINARY PROJECT CONCEPT(S)



4.0 FINANCIAL CAPABILITY

4.1 FINANCIAL STABILITY & CAPABILITY

One of the greatest challenges that will impact the Judge Doyle Square development will be the structuring and securing of project financing. One of the greatest strengths of the combined Hammes Company / Majestic Realty team is our proven ability to structure competitive financing for complex real estate transactions involving diverse mixed-use components. These projects are among the most challenging to secure financing for but our current activities are testimony to our proven financial strength and credit capacity to be successful.

Hammes Company / Majestic Realty are currently structuring financings on major commercial real estate transactions throughout the United States. Our involvement includes structured financings involving the direct placement of both debt and equity sources of capital. Many of our current assignments involve debt securitizations involving public finance structures. Between Hammes Company and Majestic Realty we maintain long-standing relationships with leading institutional investors for the placement of both debt and equity transactions.

Perhaps the greatest strength that Hammes Company / Majestic Realty can bring to the Judge Doyle Square project is the financial strength of our combined organizations. The complexity of this project in a turbulent financing environment will require a firm with a proven track record securing project financing for projects of this magnitude.

Hammes Company / Majestic Realty will be pleased to provide more detailed background on our financial strength during later stages of the selection process.

4.0 FINANCIAL CAPABILITY

4.2 PRELIMINARY ESTIMATE OF TOTAL PROJECT COST

The concept plan proposed by our team has been reviewed by general contractors with significant experience working in Wisconsin on both private and public projects. These contractors studied the concept plans provided and applied industry standard cost estimates to unit amounts. A preliminary estimate of the expected range of total project costs for the conceptual plans presented herein gives our team the confidence that this project is financially feasible with the right private public partnership.

CG SCHMIDT

CG Schmidt has been a family-owned company since 1920. They devote a tremendous amount of attention and effort to getting clients the most value with the least amount of risk. To do this, CG Schmidt has structured their entire company around value-driven pre-construction services.

Here is a brief list of the services CG Schmidt provides as part of their personalized pre-construction process:

- Project Partnering
- Site Investigation acquisition
- Financial feasibility analysis
- Selection of a design/engineering partner to match your project
- Project scope definition
- Cost estimating
- Budgeting
- Project schedule development
- Systems analysis and optimization
- Value engineering
- Community engagement

FINDORFF

Findorff was established in 1890. Since then they have been a leader in the construction industry. From beginning to end, Findorff strives for superior quality and award-winning excellence in every project they take on.

Findorff understands that preconstruction is the most crucial stage in a project. It is where key decisions are made and a groundwork for success is established. They work closely with all members of the project team from day one to provide insight and expertise throughout all phases of development.

Findorff's preconstruction services help clients identify specific guidelines for achieving successful outcomes during all phases of project development. Findorff's preconstruction services include:

- Budgeting
- Bid Procurement
- Master Project Scheduling
- Establishing a Guaranteed Maximum Price (GMP)

4.0 FINANCIAL CAPABILITY

- Building Information Modeling (BIM)
- Sustainability & LEED Certification
- Public Information Services

PRELIMINARY PROJECT COSTS

Based on the conceptual plans presented earlier, the expected range of total project costs is \$100 million to \$120 million for Block 88 and \$110 million to \$130 million for Block 105. These broad programmatic cost estimates are subject to further discussions with the City and more detailed design.

Outstanding issues such as adequate public parking in each phase and the relocation of City offices need to be discussed and clarified prior to identifying the final financing approach to this project. Further discussion with the City will allow our team to develop a financing approach that meets the goals of all parties involved.

4.3 CONSTRAINTS OF PROJECT PHASING ON FINANCING

Constraints on project phasing that would impact financing of the project would be delays in entitlements, permitting and other public approvals. Further discussion with the City will be needed prior to identifying major constraints. An adequate timeframe has been assumed in determining how private and public funding sources come together to create this extraordinary project for the City.

5.0 REFERENCES

REFERENCES

DESTINATION MEDICAL CENTER

Mayo Clinic

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METLIFE STADIUM - EAST RUTHERFORD, NEW JERSEY

New York Football Giants

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gumptower@aol.com

LAMBEAU FIELD - GREEN BAY, WISCONSIN

Green Bay Packers, Inc.

Mark Murphy - President and Executive Officer
(920) 569-7500
murphym@packers.com

MINNESOTA VIKINGS STADIUM

Minnesota Sports Facilities Authority

Michelle Kelm Helgen, Chair
(612) 335-3316
michele.kelm-helgen@msfa.com

ALLENTOWN ENTERTAINMENT DISTRICT

City of Allentown

Ed Pawlowski, Mayor
(610) 437-7546
pawlowski@allentowncity.org

SOUTHEAST WISCONSIN PROFESSIONAL BASEBALL STADIUM DISTRICT

Miller Park District

Mike Duckett
(262) 785-6605
mduckett@millerparkdistrict.com

KOHL CENTER - MADISON, WISCONSIN

Pat Richter - Former Director of Athletics

University of Wisconsin - Madison
(608) 212-4000
pat@athletics.wisc.edu

6.0 OTHER INFORMATION

DEMOGRAPHIC DIVERSITY

The Development Team is committed to the principal philosophy of Minority/Women Business Enterprise (“M/WBE”) and Locally Based Enterprises (“LBE”) practices to promote and encourage active and meaningful participation and employment of minority and locally owned businesses and individuals.

We are committed to meeting or exceeding a W/MBE goal of 20% for this Project, including ensuring that minorities and women are adequately represented in the construction workforce.

CONSTRUCTION AND PERMANENT JOB COMPLIANCE PLAN

Realization of the minority participation goal requires dedication to the involvement of M/WBE and LBE businesses and individuals in all facets of the development process - professional services, contracting for construction and the project workforce and the ongoing management and operations teams. We propose to establish a minority participation program tailored to the unique requirements of each phase of participation.

CONSTRUCTION COMPLIANCE PLAN

Based on our experience, professional services will represent approximately 30% of the total costs associated with the proposed project. We believe a commitment toward minority and local participation within the Professional Services Team is important to the overall commitment to meaningful M/WBE participation on the Project.

Contracting for construction will represent approximately 70% of the total costs associated with the proposed development. Our ability to realize M/WBE and LBE goals is dependent on our ability to establish and implement an effective outreach program and to structure the assignments in a manner that permit subcontracting and joint-venture relationships with M/WBE and LBE enterprises.

Our contracting program is based on past programs that have been successfully implemented and includes:

- MBE Contracting Manual
- Monthly Progress Reports
- Maintenance of Records and Utilization Reports
- Local Market Assessment
- Technical Clearinghouse
- Project Awareness Sessions
- Certification Review and Assistance
- Subconsultant Identification Assistance
- Subcontractor Bidding and Award Assistance
- Contract Monitoring
- Business Assistance Program
- Mobilization Assistance Program
- Contract Close-Out

The project workforce will represent a significant portion of the total project

6.0 OTHER INFORMATION

costs. The project workforce will be employed by the General Contractor and its Sub-Contractors. We will implement an EEO and technical assistance program to support efforts of project participants in achieving participation goals, monitoring performance and accessing trained labor in the local marketplace. The EEO program would include:

- Monthly Progress Reports
- Maintenance of Records and Utilization Reports
- Labor Market Assessment
- Workforce Clearinghouse
- Workforce Database
- Workforce Monitoring
- Job Placement Program
- Workforce Training Programs
- Workforce Retention
- Contract Compliance Monitoring

ONGOING OPERATIONS PLAN

The Project Team proposes to include a diverse workforce for the ongoing operations of the Project as a goal in the Operations Plan that will be developed for the Project.

COMMUNITY OUTREACH PLAN

The commitment to M/WBE and LBE participation in the Project requires an active and ongoing commitment to community outreach by the Development Team members. During the construction and throughout the ongoing operations of the Project, the Development Team will designate a member of the team to act as the “community liaison officer” charged with building community relationships and coordinating hiring activities. This community liaison officer will also document and report the status of M/WBE and LBE participation to the City and other public agencies as required.

The Project Team plans to implement a community outreach plan that includes several strategies to inform and involve the community in all phases of the Project. Our firm maintains strong working relationships with many of the region’s most active and progressive community based organizations. We will utilize our broad network of relationships with these organizations to streamline the involvement of minority owned businesses and individuals.

The Development Team shall also actively pursue notification, advertisements and promotion of opportunities at the Project through newspapers, community groups and other procurement and hiring outreach resources.

PROJECT CASE STUDIES

The combined resources found within the Development Team provide a tremendous foundation of experience for the development and implementation of our minority and women owned business participation program. The experience and success of our organizations in leading minority business initiatives is noteworthy. The following case studies provide a brief overview of several of our most recent accomplishments on similar projects.

6.0 OTHER INFORMATION

EDGEWATER HOTEL - MADISON, WISCONSIN

As a part of the Edgewater Hotel redevelopment a series of community development initiatives set forth a working relationship between industry, government, labor, employees and local institutions and organizations to maximize the economic and community benefit realized by the redevelopment of the Edgewater Hotel.

The size and dynamic nature of the proposed Edgewater redevelopment has afforded the opportunity for the Project to become a catalyst to support these Community Development Initiatives. These programs have been developed by the Landmark X, LLC, a Wisconsin Limited Liability Corporation, in conjunction with the Building Trades and with input from representatives of the City of Madison. The programs include initiatives during both the construction and operations periods of the Project and include:

- Workforce Development Initiatives – Construction Period
- Workforce Development Initiatives – Operations Period
- Public Access and Utilization of Public Space
- Commitment to Sustainable Design and Operation Initiatives
- Commitment to the Promotion of the Historic District

NEW MEADOWLANDS STADIUM - EAST RUTHERFORD, NEW JERSEY

The New York Jets and New York Football Giants made a major Commitment in 2006 at the inception of their \$1.6 Billion joint stadium project to achieve very aggressive goals for MBE, WBE and SBE participation. Working closely with Garth Solutions, Skanska and Hammes Company, the teams achieved an approximately 30% participation rate on the Project, including workforce participation.

LAMBEAU FIELD - GREEN BAY, WISCONSIN

For the Lambeau Field project the Green Bay Packers made a strong commitment to business participation and workforce development involving minority, disadvantaged, women and locally owned businesses and individuals. This commitment was challenging given the relatively small number of Minority Business Enterprises (MBE), Women’s Business Enterprises (WBE) and Disadvantaged Business Enterprises (DBE) in Northern Wisconsin.

At the onset of the project Hammes set in place the community outreach initiative for targeted business. Through this initiative, Hammes was able to exceed all targeted business goals. Similar results were achieved on workforce diversity goals. The successful results for the Project included:

MBE Goal:	15%	Actual:	16%
WBE Goal:	5%	Actual:	7%
Overall Goal:	20%	Actual:	23%

6.0 OTHER INFORMATION

FORD FIELD, DETROIT, MICHIGAN

During the development of Ford Field the Detroit Lions were very committed to the philosophy of business participation and workforce development involving minority, disadvantaged, women and locally owned businesses and individuals. The City of Detroit and Wayne County goal of 30% participation was adopted by the Lions as a priority for the project. In response, Hammes Company prepared a comprehensive Targeted Business Participation and Workforce Diversity Program which met or exceeded the program requirements by implementing the processes and procedures we are proposing for the Project. The successful results for the project included:

MBE Goal:	25%	Actual:	30%
WBE Goal:	5%	Actual:	6%
DBBE Goal	30%	Actual:	37%
WCBB Goal	30%	Actual	35%
Overall Goal:	30%	Actual:	36%

RFQ FORM A


SIGNATURE AFFIDAVIT

Note: This form must be returned with your proposal response.

In signing this proposal, we certify that we have not, either directly or indirectly, entered into any agreement or participated in any collusion or otherwise taken any action in restraint of free competition; that no attempt has been made to induce any other person or firm to submit or not to submit a proposal; that this proposal has been independently arrived at without collusion with any other proposer competitor or potential competitor; that this proposal has not been knowingly disclosed prior to the opening of proposals to any other proposer or competitor; that the above statement is accurate under penalty of perjury.

The undersigned, submitting this proposal, hereby agrees with all the terms, conditions, and specifications required by the City in this Request for Qualifications, and declares that the attached proposal is in conformity therewith, and attests to the truthfulness of all submissions in response to this solicitation.

Proposer shall provide the complete information requested below. Include the legal name of the Proposer and signature of the person(s) legally authorized to bind the Proposer.

Proposal Invalid Without Signature	
SIGNATURE OF PROPOSER: 	DATE: April 30, 2013
NAME AND TITLE OF PROPOSER: Robert P. Dunn - Partner / Principal in Charge	COMPANY NAME: JDS Development, LLC
TELEPHONE: (608) 274-7447	ADDRESS: 22 E. Mifflin St, Suite 800 Madison, WI 53703
E-mail Address: dunnb@hammescosports.com	
Person to Be Contacted If There Are Questions about Your Proposal (if different from above)	
NAME: Bryson Heezen	TITLE: Development Manager
TELEPHONE: (608) 274-7447	E-mail Address: heezenb@hammescosports.com

Proposer Profile

1. Proposing Company Name:

JDS Development, LLC

2. FEIN

Corporation Limited Liability Company General Partnership

3. Form of Organization:

Sole Proprietor Unincorporated Association Other: _____.

4. Location of Main Office:

ADDRESS	CITY	STATE	ZIP+4
22 E. Mifflin St., Suite 800	Madison	WI	53703-4242

5. Location of Office servicing City of Madison account:

ADDRESS	CITY	STATE	ZIP+4
22 E Mifflin St., Suite 800	Madison	WI	53703-4242

6. Principal Information and Contact:

NAME Robert P. Dunn	TITLE: Partner / Principal In Charge
TEL (608) 274-7447	TOLL FREE TEL
FAX (608) 274-7442	E-MAIL dunnb@hammescosports.com

7. Contact Person about your proposal if different from above:

NAME Bryson Heezen	TITLE: Development Manager
TEL (608) 274-7447	TOLL FREE TEL
FAX (608) 274-7442	E-MAIL heezenb@hammescosports.com

PROPOSER REFERENCES

FOR PROPOSER:	JDS Development, Inc.		
<p>Provide company name, address, contact person and information and appropriate information on up to five (5) or more development projects with requirement similar to Judge Doyle Square. If proposer is proposing any arrangement involving a third party, the named references should also be involved in a similar arrangement.</p>			
Organization Name	Mayo Clinic		
Project Name	Destination Medical Center		
Address (include ZIP)	200 First St SW Rochester, MN 55905		
Contact Person	Dr. Bradley Narr	Phone No:	(507) 255-3298
E-mail:	narr.bradley@mayo.edu	FAX:	
Contract Period			
Services Provided			
Organization Name	Mayo Clinic		
Project Name	Destination Medical Center		
Address (include ZIP)	200 First St SW Rochester, MN 55905		
Contact Person	Lisa Clarke	Phone No:	(507) 266-1285
E-mail:	clarke.lisa@mayo.edu	FAX:	(507) 284-8713
Contract Period			
Services Provided			
Organization Name	New York Football Glants		
Project Name	MetLife Stadium		
Address (include ZIP)	10202 W Washington Culver City, CA 90232		
Contact Person	Steven Tisch	Phone No:	(212) 521-2828
E-mail:	gumptower@aol.com	FAX:	
Contract Period			
Services Provided			

PROPOSER REFERENCES

FOR PROPOSER:	JDS Development, LLC		
Provide company name, address, contact person and information and appropriate information on up to five (5) or more development projects with requirement similar to Judge Doyle Square. If proposer is proposing any arrangement involving a third party, the named references should also be involved in a similar arrangement.			
Organization Name	Green Bay Packers		
Project Name	Lambeau Field Expansion and Stadium Improvements		
Address (include ZIP)	1265 Lombardi Ave. Green Bay, WI 54304		
Contact Person	Mark Murphy	Phone No:	(920) 569-7303
E-mail:	mark-murphy29@packers.com	FAX:	(920) 569-7309
Contract Period			
Services Provided			
Organization Name	Minnesota Sports Facilities Authority		
Project Name	Minnesota Vikings Stadium		
Address (include ZIP)	Hubert H. Humphrey Metrodome Minneapolis, MN 55415		
Contact Person	Michele Kelm-Helgen	Phone No:	(612) 335-3319
E-mail:	michele.kelm-helgen@msfa.com	FAX:	
Contract Period			
Services Provided			
Organization Name	City of Allentown		
Project Name	Allentown Entertainment District		
Address (include ZIP)	435 Hamilton St. Allentown, PA 18101-1699		
Contact Person	Ed Pawlowski	Phone No:	(610) 437-7546
E-mail:	pawlowski@allentowncity.org	FAX:	
Contract Period			
Services Provided			

PROPOSER REFERENCES

FOR PROPOSER:	JDS Development, LLC		
<p>Provide company name, address, contact person and information and appropriate information on up to five (5) or more development projects with requirement similar to Judge Doyle Square. If proposer is proposing any arrangement involving a third party, the named references should also be involved in a similar arrangement.</p>			
Organization Name	Southeast Wisconsin Professional Baseball Stadium District		
Project Name	Miller Park		
Address (include ZIP)	2065 Vincent Drive Brookfield, WI 53045		
Contact Person	Mike Duckett	Phone No:	(262) 785-6605
E-mail:	mduckett@millerparkdistrict.com	FAX:	(262) 785-1629
Contract Period			
Services Provided			
Organization Name	University of Wisconsin		
Project Name	Kohl Center		
Address (include ZIP)	833 Kings Way Madison, WI 53704-6046		
Contact Person	Pat Richter	Phone No:	(608) 212-4000
E-mail:	pat@athletics.wisc.edu	FAX:	
Contract Period			
Services Provided			
Organization Name			
Project Name			
Address (include ZIP)			
Contact Person		Phone No:	
E-mail:		FAX:	
Contract Period			
Services Provided			