



# Request for Qualifications Judge Doyle Square Madison, Wisconsin



Journeyman Group





April 25, 2013

Mr. Steven A. Cover, Director  
Department of Planning & Community & Economic Development  
Madison Municipal Building, Room LL100  
215 Martin Luther King Jr. Blvd.  
Madison Wisconsin 53703-3346

RE: Judge Doyle Square RFO

Dear Mr. Cover:

Journeyman Group, with its development partners Marcus Hotels and Resorts, The Gialamas Company, and LZ Ventures, is pleased to present our Qualifications for the Financing, Planning, Design, Construction and Management of the proposed Hotels and Multi-Use Developments for the repurposing of Blocks 88 and 105 of the Judge Doyle Square. Journeyman Group, acting as Master Developer and Design-Builder for our Development Team, is comprised of highly experienced professionals in the private equity debt financing projects and publicly financed hotel and convention center projects. Our Development Team partners are currently active and highly regarded within the Madison community as hotel, office, and residential developers, which we believe is vital to our ability to deliver projects of this scope and complexity.

Our Development Team, working in conjunction with Marriott and Hilton Hotel Corporations; Metropolitan Capital Advisors, Ltd.; a Design Team consisting of Kahler Slater, CMMI, and Knothe & Bruce; local engineering consultants; and Findorff Construction provides an ideal mix of local and nationally recognized and award winning firms; assuring that this Project will be Planned, Designed, Financed, Constructed and Managed to meet the City of Madison's highest expectations.

Our Team welcomes the opportunity to work closely with the City staff, its financial advisors, and bond counsel to ensure the City's preferences and objectives are incorporated into the Project's design and capital structure. Our team will work diligently to maximize the City's benefits while minimizing their financial exposure by creating a final capital structure that incorporates the legal and practical ability to support the financing. Our team can deliver a project perfectly tailored to your economic, cultural and environmental needs. We stand ready to serve as your trusted developer for this very exciting project. If you have any questions, please do not hesitate to let me know.

Respectfully,

Journeyman Group

Harley Blackburn  
Vice President

Journeyman Group  
7701 N. Lamar Blvd., Suite 100  
Austin, Texas 78752  
P: 512-247-7000 \* F: 512-385-6699  
[www.journeymangroup.com](http://www.journeymangroup.com)





# Journeyman Group

## Judge Doyle Square, Madison, Wisconsin

### Program Summary

Journeyman/Marcus/Gialamas/LZ will “Unlock the development potential of two City-owned, tax-exempt parcels to significantly expand the City’s tax base and employment” through careful selection of mixed uses that includes a hotel and provides sufficient parking to achieve the desired density.”

#### Program Summary

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##### Block 88

- ⌘ A Marriott full-service hotel of 352-keys or a Marriott full-service 219-key hotel and a 133-key Hilton Garden Inn select-service hotel totaling 352-keys;
- ⌘ A minimum of “250 room block for the Monona Terrace to grow its book business” and “being commensurate with a full service, first class, convention-oriented, Upscale Hotel to “support and complement Monona Terrace.”;
- ⌘ 20,502 net square feet of function space consisting of a 7,550 square foot Ballroom and 12,952 square feet of breakout meeting space.
- ⌘ Hotel Restaurant and Bar will be at street level to accommodate both hotel guests and drop-n-dine patrons;
- ⌘ Below grade parking to accommodate the need of the hotel(s) and City fleet vehicles.

##### Block 105

- ⌘ Retail (~11,000 SF), Bicycle Center (3,000 SF), and Office and Residential Lobbies at grade fronting Doty, Pinckney, and Wilson Streets;
- ⌘ Approximately 81,000 GSF of Class A office space;
- ⌘ Approximately 147 residential units;
- ⌘ Parking shall include 600+ spaces of below grade parking to meet the City’s need of replacing the current East Garage and 470+ spaces of above grade parking to meet the office and residential needs. Above grade parking will be “concealed” to eliminate pedestrian visibility of vehicles.

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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 16, 2013
NAME AND TITLE OF PROPOSER: Harley Blackburn, Vice President	COMPANY NAME: Journeyman Group
TELEPHONE: 512-247-7000	ADDRESS: 7701 N.Lamar, Ste. 100 Austin, Texas 78752
E-mail Address: hblackburn@journeymangroup.com	
Person to Be Contacted If There Are Questions about Your Proposal (if different from above)	
NAME:	TITLE:
TELEPHONE:	E-mail Address:





# Proposer Profile

**1. Proposing Company Name:**

Journeyman Group dba/Journeyman Austin Holdings, Inc.

**2. FEIN 76-0793547**

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
7701 N. Lamar, Ste. 100	Austin	Texas	78752-1012

**5. Location of Office servicing City of Madison account:**

ADDRESS	CITY	STATE	ZIP+4
Same			

**6. Principal Information and Contact:**

NAME Harley Blackburn	TITLE: Regional Vice President
TEL 512-247-7000	TOLL FREE TEL
FAX 512-385-6699	E-MAIL hblackburn@journeymangroup.com

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

NAME	TITLE:
TEL	TOLL FREE TEL
FAX	E-MAIL



## PROPOSER REFERENCES

FOR PROPOSER:	Journeyman Group		
<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>			
<b>Organization Name</b>	City of Lawton, Oklahoma		
<b>Project Name</b>	Hilton Garden Inn & Lawton Fort Sill Convention Center Hotel		
Address (include ZIP)	212 SW 9th Street, Lawton, OK 73501		
Contact Person	Mr. Mayor Fred Fitch	Phone No:	580-581-4792
E-mail:	ffitch@cityof.lawton.ok.us	FAX:	580-695-9835
Contract Period	November 2012 - December 2014		
Services Provided	Development and construction of a Hilton Garden Inn & Convention Center Hotel.		
<b>Organization Name</b>	Hilton		
<b>Project Name</b>	Hilton Hotel at ABIA		
Address (include ZIP)	303 W. 15th Street, Austin, TX 78701		
Contact Person	Mr. Andy Slater	Phone No:	512-478-7000
E-mail:	andy_slater@hilton.com	FAX:	512-970-9300
Contract Period	January 1999 - January 2000		
Services Provided	Development and construction of a 228,000 square foot 262-room, four star full-full service Hilton hotel near the ABIA Airport.		
<b>Organization Name</b>	Landmark Organization		
<b>Project Name</b>	Hilton Hotel at ABIA		
Address (include ZIP)	8303 N. Mopac Expressway, Suite A-110, Austin, TX 78759		
Contact Person	Mr. Mark Schultz	Phone No:	512-682-6400
E-mail:	mschultz@landmark.com	FAX:	512-682-6401
Contract Period	January 1999 - January 2000		
Services Provided	Development and construction of a 228,000 square foot 262-room, four star full-full service Hilton hotel near the ABIA Airport.		



## PROPOSER REFERENCES

FOR PROPOSER:	Journeyman Group		
<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>			
<b>Organization Name</b>	Port of Hood River		
<b>Project Name</b>	The Hilton Vancouver Hotel and Vancouver Convention Center		
Address (include ZIP)	1000 Port Marina Park, Hood River, OR 97031		
Contact Person	Mr. Steve Burrdick	Phone No:	541-386-5116
E-mail:	sm.burdick68@gmail.com	FAX:	541-386-1395
Contract Period	November 2003-June 2005		
Services Provided	Development and construction of a 226-room Hilton hotel and convention center. This hotel is one of the first LEED certified hotels in the country.		
<b>Organization Name</b>	Robert Peters Company		
<b>Project Name</b>	The Hilton Omaha		
Address (include ZIP)	3552 Farnam Street, Omaha, NE 68131		
Contact Person	Mr. Robert Peters	Phone No:	402-561-2300
E-mail:	rpeters@robertpeterscompany.com	FAX:	402-660-4514
Contract Period	April 2002-March 2004		
Services Provided	Development and construction of a 45-room 320,000 square foot Hilton hotel, which connects to the convention center via a sky bridge.		
<b>Organization Name</b>			
<b>Project Name</b>			
Address (include ZIP)			
Contact Person		Phone No:	
E-mail:		FAX:	
Contract Period			
Services Provided			

**PROPOSER REFERENCES**

FOR PROPOSER:	Marcus Hotels & Resorts		
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.			
<b>Organization Name</b>	Hilton Hotels International		
<b>Project Name</b>	Hilton Madison - Monona Terrace		
<b>Address (include ZIP)</b>	720 South Michigan Ave, Chicago, IL 60605		
<b>Contact Person</b>	Matt Wehling	<b>Phone No:</b>	312.294.6666
<b>E-mail:</b>	matt-wehling@hilton.com	<b>FAX:</b>	312.294.6827
<b>Contract Period</b>	since 1998		
<b>Services Provided</b>	franchise support		
<b>Organization Name</b>	Mawriott International		
<b>Project Name</b>	Mawriott Columbus hotel		
<b>Address (include ZIP)</b>	10400 Fernwood Road, Dept 51/514.01		
<b>Contact Person</b>	Eric Frye	<b>Phone No:</b>	301.380.6775
<b>E-mail:</b>	eric.frye@mawriott.com	<b>FAX:</b>	
<b>Contract Period</b>	since 2012		
<b>Services Provided</b>	franchise support		
<b>Organization Name</b>	Starwood Hotels & Resorts		
<b>Project Name</b>	Westin Columbus - OH		
<b>Address (include ZIP)</b>	5240 Spikerush Court, Westerville, OH 43082		
<b>Contact Person</b>	Jamey Cua	<b>Phone No:</b>	614.895.3118
<b>E-mail:</b>	jamey.cua@starwoodhotels.com	<b>FAX:</b>	614.895.1462
<b>Contract Period</b>	since 2006		
<b>Services Provided</b>	franchise support		

## PROPOSER REFERENCES

FOR PROPOSER:		Marcus Hotels and Resorts	
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.			
<b>Organization Name</b>	Intercontinental Hotels & Resorts		
<b>Project Name</b>	InterContinental Milwaukee Hotel		
<b>Address (include ZIP)</b>	630 N. Washington Street Naperville, IL 60563		
<b>Contact Person</b>	Craig Mueller	<b>Phone No:</b>	630.717.7330
<b>E-mail:</b>	craig.mueller@ihg.com	<b>FAX:</b>	630.753.8851
<b>Contract Period</b>	since 2006		
<b>Services Provided</b>	franchise support		
<b>Organization Name</b>	City of Oklahoma		
<b>Project Name</b>	Skirvin Hilton Hotel		
<b>Address (include ZIP)</b>	100 N. Walker, 4th Floor, OKC 73102		
<b>Contact Person</b>	Brent Bryant	<b>Phone No:</b>	405.297.2260
<b>E-mail:</b>	brent.bryant@okc.gov	<b>FAX:</b>	
<b>Contract Period</b>	since 2005		
<b>Services Provided</b>	public/private partnership with City of Oklahoma City, OK		
<b>Organization Name</b>			
<b>Project Name</b>			
<b>Address (include ZIP)</b>			
<b>Contact Person</b>		<b>Phone No:</b>	
<b>E-mail:</b>		<b>FAX:</b>	
<b>Contract Period</b>			
<b>Services Provided</b>			



## PROPOSER REFERENCES

FOR PROPOSER:	The Gialamas Company, Inc.		
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.			
<b>Organization Name</b>	Associated Bank		
<b>Project Name</b>	Associated Bank Building		
Address (include ZIP)	8040 Excelsior Drive, Madison, Wisconsin 53717		
Contact Person	Brian Zimdars, Vice President	Phone No:	608-259-3691
E-mail:	brian.zimdars@associatedbank.com	FAX:	608-259-3680
Contract Period	2005		
Services Provided	Developer, Owner, Property Manager		
<b>Organization Name</b>	Rural Insurance		
<b>Project Name</b>	Farm Bureau Building		
Address (include ZIP)	1241 John Q. Hammons Drive Madison, Wisconsin 53717		
Contact Person	Peter Pelizza, EVP and CEO	Phone No:	608-828-5400
E-mail:	ppelizza@ruralins.com	FAX:	608-828-5736
Contract Period	2004		
Services Provided	Developer, Owner, Property Manager		
<b>Organization Name</b>	Baker Tilly		
<b>Project Name</b>	Virchow Krause Building (now Baker Tilly Building)		
Address (include ZIP)	10 Terrace Court Madison, Wisconsin 53718		
Contact Person	Russell L. Wolff, CPA Partner	Phone No:	608-249-6622
E-mail:	russell.wolff@bakertilly.com	FAX:	608-249-8532
Contract Period	2001		
Services Provided	Developer, Owner, Property Manager		

## PROPOSER REFERENCES

FOR PROPOSER:	The Gialamas Company, Inc.		
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.			
<b>Organization Name</b>	Erdman Company		
<b>Project Name</b>	One Erdman Place		
Address (include ZIP)	One Erdman Place, Madison, Wisconsin 53717		
Contact Person	Brian Happ, President and CEO	Phone No:	608-410-8003
E-mail:	bhapp@erdman.com	FAX:	608-824-2800
Contract Period	2007		
Services Provided	Developer, Owner, Property Manager		
<b>Organization Name</b>	Accuray (formerly TomoTherapy)		
<b>Project Name</b>	1240 Deming Way		
Address (include ZIP)	1240 Deming Way Madison, Wisconsin 53717		
Contact Person	Rob Zahn, General Manager	Phone No:	608-824-2800
E-mail:	rzahn@accuray.com	FAX:	
Contract Period	2002		
Services Provided	Developer, Owner, Property Manager		
<b>Organization Name</b>			
<b>Project Name</b>			
Address (include ZIP)			
Contact Person		Phone No:	
E-mail:		FAX:	
Contract Period			
Services Provided			

**PROPOSER REFERENCES**

FOR PROPOSER:	LZ Ventures		
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.			
<b>Organization Name</b>	LZ VENTURES		
<b>Project Name</b>	1001 UNIVERSITY AVE		
<b>Address (include ZIP)</b>	1001 UNIVERSITY AVE MADISON WI 53715		
<b>Contact Person</b>	JOHN LESA	<b>Phone No:</b>	608-576-3489
<b>E-mail:</b>	JLESA@ME.COM	<b>FAX:</b>	
<b>Contract Period</b>			
<b>Services Provided</b>	DEVELOPER / OWNER		
<b>Organization Name</b>	LZ VENTURES		
<b>Project Name</b>	GLACIER VALLEY APTS 53718		
<b>Address (include ZIP)</b>	6845 LITTLE MORE DR MADISON WI		
<b>Contact Person</b>	JOHN LESA	<b>Phone No:</b>	608-576-3489
<b>E-mail:</b>	JLESA@ME.COM	<b>FAX:</b>	
<b>Contract Period</b>			
<b>Services Provided</b>	OWNER / DEVELOPER		
<b>Organization Name</b>	LZ VENTURES		
<b>Project Name</b>	GRAND CENTRAL APTS		
<b>Address (include ZIP)</b>	1022 W. JOHNSON MADISON WI 53715		
<b>Contact Person</b>	JOHN LESA	<b>Phone No:</b>	608-576-3489
<b>E-mail:</b>	JLESA@ME.COM	<b>FAX:</b>	
<b>Contract Period</b>			
<b>Services Provided</b>	OWNER / DEVELOPER		



## PROPOSER REFERENCES

FOR PROPOSER:	LZ Ventures		
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.			
<b>Organization Name</b>	LZ VENTURES		
<b>Project Name</b>	WATER CREST CONDO'S		
<b>Address (include ZIP)</b>	101 FERRELLAJO MOUNDVIEW U 53714		
<b>Contact Person</b>	JOHN LEJA	<b>Phone No:</b>	602-576-3489
<b>E-mail:</b>	LEJA@mc.com	<b>FAX:</b>	
<b>Contract Period</b>			
<b>Services Provided</b>	DEVELOPER / OWNER		
<b>Organization Name</b>			
<b>Project Name</b>			
<b>Address (include ZIP)</b>			
<b>Contact Person</b>		<b>Phone No:</b>	
<b>E-mail:</b>		<b>FAX:</b>	
<b>Contract Period</b>			
<b>Services Provided</b>			
<b>Organization Name</b>			
<b>Project Name</b>			
<b>Address (include ZIP)</b>			
<b>Contact Person</b>		<b>Phone No:</b>	
<b>E-mail:</b>		<b>FAX:</b>	
<b>Contract Period</b>			
<b>Services Provided</b>			

## PROPOSER REFERENCES

FOR PROPOSER:	Schaeffer Consulting, 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.			
<b>Organization Name</b>	Palisades Properties		
<b>Project Name</b>	Waterfront Apartments		
Address (include ZIP)	6417 Normandy Lane, Madison, WI 53719		
Contact Person	Chris Houden	Phone No:	608-770-2335
E-mail:	chrish@selectpublishing.com	FAX:	
Contract Period	Oct 2011 - February 2013		
Services Provided	development and entitlement consulting, government relations		
<b>Organization Name</b>			
<b>Project Name</b>			
Address (include ZIP)			
Contact Person		Phone No:	
E-mail:		FAX:	
Contract Period			
Services Provided			
<b>Organization Name</b>			
<b>Project Name</b>			
Address (include ZIP)			
Contact Person		Phone No:	
E-mail:		FAX:	
Contract Period			
Services Provided			

## PROPOSER REFERENCES

FOR PROPOSER:	ARRIVAL PARTNERS, 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.			
<b>Organization Name</b>	Waveland Ventures		
<b>Project Name</b>	Block 21		
<b>Address (include ZIP)</b>	515 Congress Ave, Suite 1700, Austin TX 78701		
<b>Contact Person</b>	Rick Hayes	<b>Phone No:</b>	(512) 450-5110
<b>E-mail:</b>	rhayes@wavelandventures.com	<b>FAX:</b>	
<b>Contract Period</b>	1/2013 - Current		
<b>Services Provided</b>	Planning, entitlements		
<b>Organization Name</b>	Waveland Ventures		
<b>Project Name</b>	Westin Greenwood Village		
<b>Address (include ZIP)</b>	515 Congress Ave, Suite 1700, Austin TX 78701		
<b>Contact Person</b>	Rick Hayes	<b>Phone No:</b>	(512) 450-5110
<b>E-mail:</b>	rhayes@wavelandventures.com	<b>FAX:</b>	
<b>Contract Period</b>	1/2013 - Current		
<b>Services Provided</b>	Planning, entitlements		
<b>Organization Name</b>	Osthoff Resort		
<b>Project Name</b>	Osthoff Resort Conference Center Addition		
<b>Address (include ZIP)</b>	101 Osthoff Avenue, Elkhart Lake, WI 53020		
<b>Contact Person</b>	Lola Roeh	<b>Phone No:</b>	(920) 876-5832
<b>E-mail:</b>	lroeh@osthoff.com	<b>FAX:</b>	
<b>Contract Period</b>	1/2013 - Current		
<b>Services Provided</b>	Planning		



## PROPOSER REFERENCES

FOR PROPOSER:	Kahler Slater		
<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>			
<b>Organization Name</b>	Irgens Development Partners		
<b>Project Name</b>	Various Development Projects		
Address (include ZIP)	2610 Lake Cook Road, Suite 150, Rosewood, IL 60015		
Contact Person	Mr. Mark May	Phone No:	(847) 444-0675
E-mail:	MMay@irgens.com	FAX:	
Contract Period	Various		
Services Provided	Various		
<b>Organization Name</b>	First Hospitality Group		
<b>Project Name</b>	Hilton Garden Inn Milwaukee		
Address (include ZIP)	10275 W Higgins Rd, Suite 300, Rosewood, IL 60018		
Contact Person	Mr. James Stephenson	Phone No:	(847) 939-5206
E-mail:	jstephenson@fhginc.com	FAX:	(847) 299-9045
Contract Period	October 2010 through January 2013		
Services Provided	Planning, architecture, interior design and historic preservation		
<b>Organization Name</b>	Marcus Corporation		
<b>Project Name</b>	Various Development Projects		
Address (include ZIP)	100 E Wisconsin Ave, Suite 1900, Milwaukee, WI 53202		
Contact Person	Mr. David Merritt	Phone No:	(414) 905-1277
E-mail:	davidmerritt@marcushotels.com	FAX:	
Contract Period	Various		
Services Provided	Various		

# PROPOSER REFERENCES

FOR PROPOSER:	Kahler Slater		
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.			
<b>Organization Name</b>	Jackson Street Management		
<b>Project Name</b>	Marriott Milwaukee Hotel		
Address (include ZIP)	731 N Jackson St, Suite 818, Milwaukee, WI 53202		
Contact Person	Mr. Mark Flaherty	Phone No:	(414) 226-1950
E-mail:	mark@wavedevelopment.com	FAX:	(414) 226-1955
Contract Period	July 2010 through Present		
Services Provided	Planning, architecture and interior design		
<b>Organization Name</b>			
<b>Project Name</b>			
Address (include ZIP)			
Contact Person		Phone No:	
E-mail:		FAX:	
Contract Period			
Services Provided			
<b>Organization Name</b>			
<b>Project Name</b>			
Address (include ZIP)			
Contact Person		Phone No:	
E-mail:		FAX:	
Contract Period			
Services Provided			

## PROPOSER REFERENCES

FOR PROPOSER:	CMMI, Inc.		
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.			
<b>Organization Name</b>	Inland American Lodging Advisor, Inc.		
<b>Project Name</b>	Marriott Charleston Town Center, Marriott Century Center		
Address (include ZIP)	200 S Orange Avenue, Suite 1200, Orlando FL 32801		
Contact Person	Kristine Osburn	Phone No:	407.982.7315
E-mail:	kristine.osburn@inlandgroup.com	FAX:	866.748.7101
Contract Period	Marriott Charleston 08/2011-10/2012 \ Marriott Century Center 02/2009-06/2009		
Services Provided	Interior Design, Architecture		
<b>Organization Name</b>	Westmont Hospitality Group		
<b>Project Name</b>	Hilton Atlanta, Radisson Fisherman's Wharf		
Address (include ZIP)	5847 San Felipe, Suite 4650, Houston TX 77057		
Contact Person	Greg Bingman	Phone No:	713.782.9100
E-mail:	greg.bingaman@whg.com	FAX:	713.782.9600
Contract Period	Hilton Atlanta 2007-2010 \ Radisson 9/2010-3/2013		
Services Provided	Interior Design, Architecture		
<b>Organization Name</b>	ADVENT pds		
<b>Project Name</b>	Westin Birmingham, Renaissance Atlanta Midtown (formerly Palomar Atlanta)		
Address (include ZIP)	3301 Windy Ridge Pkwy, Suite 400, Atlanta GA 30339		
Contact Person	Rod Radcliffe	Phone No:	404.365.4810
E-mail:	rradcliff@adventpds.com	FAX:	404.504.6684
Contract Period	Westin Birmingham 01/2011-02-2013 \ Renaissance 2006-2009		
Services Provided	Interior Design		



## PROPOSER REFERENCES

FOR PROPOSER:	Knothe & Bruce		
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.			
<b>Organization Name</b>	LZ Ventures		
<b>Project Name</b>	Grand Central Apartments		
Address (include ZIP)	1022 W. Johnson Street, Madison WI 53715		
Contact Person	Brad Zellner	Phone No:	608.444.1068
E-mail:	bzellner@me.com	FAX:	
Contract Period	July 2007-September 2009		
Services Provided	Full architectural services		
<b>Organization Name</b>	Badger Bus		
<b>Project Name</b>	The Depot Apartments		
Address (include ZIP)	18 S. Bedford St, Madison WI 53703		
Contact Person	Jim Meier	Phone No:	608.255.1511
E-mail:	jim@meiertruckservice.com	FAX:	
Contract Period	January 2009-September 2010		
Services Provided	Full architectural services		
<b>Organization Name</b>	LZ Ventures		
<b>Project Name</b>	X-01		
Address (include ZIP)	1001 University Avenue Madison WI 53715		
Contact Person	Brad Zellner	Phone No:	608.444.1068
E-mail:	bzellner@me.com	FAX:	
Contract Period	September 2010-Present		
Services Provided	Full architectural services		

## PROPOSER REFERENCES

FOR PROPOSER:	Henneman Engineering, Inc.		
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.			
<b>Organization Name</b>	St. Mary's Hospital		
<b>Project Name</b>	St. Mary's Hospital - East Wing		
Address (include ZIP)	707 South Park Street, Madison, Wisconsin, 53715		
Contact Person	Dr. Frank Byrne, MD	Phone No:	608-258-6733
E-mail:	frank_byrne@ssmhc.com	FAX:	608-258-6731
Contract Period	2003 - 2008		
Services Provided	Mechanical, Electrical, Fire Protection, IT design engineering		
<b>Organization Name</b>	J.P. Cullen & Sons, Inc.		
<b>Project Name</b>	Risser Justice Center and Thompson WHEDA Commerce Center		
Address (include ZIP)	802 Northern Lights Boulevard, Verona, Wisconsin, 53593		
Contact Person	Daniel Swanson	Phone No:	608-777-0129
E-mail:	daniel.swanson@jpcullen.com	FAX:	608-777-0225
Contract Period	1999 to 2001 and 1996 to 1997		
Services Provided	Structural engineering		
<b>Organization Name</b>	AVA Civic Enterprises		
<b>Project Name</b>	Monona Terrace Community and Convention Center		
Address (include ZIP)	2316 Chamberlain Avenue, Madison, Wisconsin, 53726		
Contact Person	George Austin	Phone No:	608-692-6398
E-mail:	avacivicerprises@gmail.com	FAX:	
Contract Period	1994 to 1997		
Services Provided	Structural engineering and Project Manager for Structural, HVAC, Electrical, Plumbing, Fire Protection and		
	Civil engineering		

## PROPOSER REFERENCES

<b>FOR PROPOSER:</b>	Vierbicher Associates, Inc. - Civil Engineering for Journeymen Austin Holdings, Inc.		
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.			
<b>Organization Name</b>	Avante Properties		
<b>Project Name</b>	Uptown Mixed-Use Development, Fitchburg Technology Campus		
Address (include ZIP)	120 E. Lakeside Street Madison, WI 53715		
Contact Person	Chris Armstrong, President	Phone No:	608-294-4086
E-mail:	chris@avanteproperties.com	FAX:	608-294-9219
Contract Period	2005 - Present		
Services Provided	Civil engineering, stormwater management, surveying, landscape architecture, urban design		
<b>Organization Name</b>	T. Wall Properties		
<b>Project Name</b>	8333 Greenway Blvd., Community of Bishops Bay, Tribeca Village, The West End		
Address (include ZIP)	8401 Greenway Blvd.. Suite 800 Middleton. WI 53562		
Contact Person	Andrew Inman, PE, VP of Development	Phone No:	608-441-1647
E-mail:	ainman@twallproperties.com	FAX:	608-662-0500
Contract Period	1992 - Present		
Services Provided	Civil engineering, stormwater management, surveying, landscape architecture, urban design,		
	TIF analysis & public funding applications, land use entitlements		
<b>Organization Name</b>	Mortenson Investment Group, LLC		
<b>Project Name</b>	Arbor Gate, Cornerstone		
Address (include ZIP)	3001 West Beltline Highway, Suite 202 Madison, WI 53713		
Contact Person	Bradley L. Hutter, President & CEO	Phone No:	608-509-1000
E-mail:	bradley.hutter@migllc.biz	FAX:	608-509-1040
Contract Period	2004 to Present		
Services Provided	Civil engineering, stormwater management, site design, surveying, landscape architecture,		
	urban design, TIF analysis & public funding, land use entitlements, environmental assessment.		



## PROPOSER REFERENCES

FOR PROPOSER:	Vierbicher Associates, Inc. - Civil Engineering for Journeymen Austin Holdings, Inc.		
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.			
<b>Organization Name</b>	Flad Development & Investment Corp.		
<b>Project Name</b>	Various retail and multi-family developments, including Walgreens, US Cellular & multi-tenant retail projects		
Address (include ZIP)	Oakbridge Commons 7941 Tree Lane, Suite 105 Madison, WI 53717		
Contact Person	John J. Flad, President	Phone No:	608-833-8100
E-mail:	jflad@flad-development.com	FAX:	608-833-8105
Contract Period	2002 - Present		
Services Provided	Civil engineering, stormwater management, surveying, site design.		
<b>Organization Name</b>			
<b>Project Name</b>			
Address (include ZIP)			
Contact Person		Phone No:	
E-mail:		FAX:	
Contract Period			
Services Provided			
<b>Organization Name</b>			
<b>Project Name</b>			
Address (include ZIP)			
Contact Person		Phone No:	
E-mail:		FAX:	
Contract Period			
Services Provided			

## PROPOSER REFERENCES

FOR PROPOSER:	Findorff		
<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>			
<b>Organization Name</b>	Urban Land Interests		
<b>Project Name</b>	Block 89		
Address (include ZIP)	10 E. Doty Street Madison, WI 53703		
Contact Person	Brad Binkowski	Phone No:	(608) 251-0706
E-mail:	bbinkowski@uli.com	FAX:	
Contract Period	1996-2000		
Services Provided	Pre-construction, Construction		
<b>Organization Name</b>	Lodgeworks		
<b>Project Name</b>	Hyatt Place Hotel		
Address (include ZIP)	333 W. Washington Ave, Madison, WI 53703		
Contact Person	Don Marvin	Phone No:	(316) 681-5100
E-mail:	don.marvin@lodgeworks.com	FAX:	
Contract Period	2008 to 2010		
Services Provided	Pre-construction, Construction		
<b>Organization Name</b>	Executive Management Inc.		
<b>Project Name</b>	University Square		
Address (include ZIP)	365 E. Campus Mall, Madison, WI 53715		
Contact Person	Greg Rice	Phone No:	608-242-5566
E-mail:	greg@emi-mgmt.com	FAX:	
Contract Period	2006 to 2008		
Services Provided	Pre-construction, Construction		

## PROPOSER REFERENCES

FOR PROPOSER:	Findorff		
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.			
<b>Organization Name</b>	City of Madison		
<b>Project Name</b>	Monona Terrace Convention Center		
Address (include ZIP)	One John Nolen Drive, Madison, WI 53703		
Contact Person	George Austin*	Phone No:	608-692-6398
E-mail:	avaciviccenterenterprises@gmail.com	FAX:	
Contract Period	1995 to 1997		
Services Provided			
	*George Austin was with the City of Madison during this project		
<b>Organization Name</b>	Marcus Hotels		
<b>Project Name</b>	Hilton Madison Monona Terrace		
Address (include ZIP)	9 E. Wilson Street, Madison, WI 53703		
Contact Person	Craig Rambo	Phone No:	414-905-1257
E-mail:	craigrambo@marcushotels.com	FAX:	
Contract Period	1999 to 2001		
Services Provided	Pre-construction, Construction		
<b>Organization Name</b>			
<b>Project Name</b>			
Address (include ZIP)			
Contact Person		Phone No:	
E-mail:		FAX:	
Contract Period			
Services Provided			









#### THE LEGAL NAME OF THE PROPOSER

Journeyman Group (JG) is proposing to act as Master Developer for the Judge Doyle Square project. Journeyman Group will form a to be formed single purpose entity to enter in to the development agreement and the subsequent closing and holding of the property. JG will be singularly responsible for project delivery and will be accountable for the performance of the team for the duration of the project.

JG, with it's team, will offer a full spectrum of professional services necessary to complete the project including, but not limited to, financing; development; pre-construction (including estimating, scheduling); design management; furniture, fixture and equipment (FF&E) procurement; and construction, and operation management.

Our company has a proven track record of providing cities with the best value and the least risk. We are industry experts in public, commercial, hospitality, residential, historic, mixed-use, and office development projects. We understand how to manage the challenges and maximize the opportunities that come with each unique development project.

JG and its team typically funds pre-development costs at risk, demonstrating our commitment to moving projects forward as expeditiously as possible. Therefore, our team fully understands and accepts all pre-development requirements set forth in the RFQ.

#### AUTHORIZED OFFICERS

Journeyman Group has authorized Sam Kumar, President, Harley Blackburn, Vice President and Robert Gallup, Vice President to legally bind the development venture to the development contracts.





Journeyman will enter into a series of agreements with third parties in connection with the development of the Hotel(s), Retail, Office, Residential and Parking on Blocks 88 and 105. This section describes the members of the Development Team.

#### THE DEVELOPERS

##### JOURNEYMAN GROUP



The Master Developer, Journeyman Group (JG) employs key staff with a nationwide reputation for providing development and construction services to a broad range of nationwide clients—from commercial

to city, state and local governments, as well as the Federal Government. If successful, Journeyman will form a Project specific entity with its Development Partners that will assume responsibility for delivery of all aspects of the Project.

From its staff experience JG has the capabilities of a nationwide leader and innovator in the area of public-private ventures, and our staff pioneering spirit has produced a number of ground breaking development events. Together with its affiliated companies, JG's staff has master planned or developed over 200 projects at a combined cost of over \$2 billion. Journeyman Group, or the established entity, will enter into separate agreements with its Development Partners, Architects and General Contractor(s) for the design and construction of the Project.

##### MARCUS HOTELS & RESORTS



Marcus Hotels & Resorts (MH&R) will become a Development Partner for the ownership and management of the hospitality projects proposed for Block 88.

With a considerable presence in the Madison community and current Operator/Owner of the adjacent Hilton Monona Terrace, we believe there are considerable advantages to having Marcus Hotels and Resorts as a partner on the hospitality elements we propose. MH&R is a wholly owned subsidiary of the Marcus Corporation,



a 77 year old third generation public company (traded on the NYSE, symbol MCS) based in Milwaukee, Wisconsin. Our organization has had a very distinguished history in the real estate and entertainment industries owning over 150 restaurants under several brand names, founding, growing and subsequently selling a 207 property limited service hotel chain known as Baymont Inns (formerly Budgetel Inns), and have recently become the 5th largest movie theater owner in the United States with nearly 700 movie screens in 65 locations throughout the Midwest, and 20 full service hotels and resorts with an active pipeline of future deals as well.

Marcus Hotels & Resorts is a collection of higher end full service hotels and resorts mainly located throughout the Midwest. Our hotel/resort portfolio consists of many of the premium brands such as Westin, Marriott, Hilton, InterContinental as well as Preferred Hotels & Resorts. Marcus also owns and operates several independent branded properties as well such as the Grand Geneva Resort & Spa in Lake Geneva. In Madison, WI, where Marcus has had a long and prosperous history; developed numerous Marcus Theaters, developed several Baymont Inns and operate two of the region's largest hotels. The Hilton Madison Monona Terrace is 100% owned, while the Sheraton across from the Alliant Center reflects a minority ownership interest.



MH&R is also well regarded as an operator within the full service lodging industry and are approved to manage all of the major brands including Marriott, Renaissance, Hyatt, InterContinental, Hilton, Westin, Sheraton. In addition to the two Madison hotels, Marcus successfully operates four other hotels/resorts in Wisconsin including; the Pfister in Milwaukee, InterContinental Milwaukee, the Hilton Hotel which is physically connected to the Milwaukee Convention Center as well as Grand Geneva Resort and Spa in southeast WI. Many of the other Marcus owned and managed hotels are other similar Mid-western cities.



LZ Ventures (LZ) will become a Development Partner for the ownership and management of the residential portion of the

Project on Block 105. LZ is based in Madison and is known within the community for their recent Grand Central, Glacier Valley, and Water Crest Condominiums residential developments. The combined development and construction experience of LZ's principals is seldom equaled, as is the role they continue to play in the success of downtown Madison development. For over 20 years the principals of LZ have been working in concert with the City from both the positions of general contractor (past) and developer (current) to deliver high-profile projects of exceptional quality throughout downtown and the UW-Madison campus. As a result, LZ brings a unique and invaluable perspective to the Project.



The Gialamas Company will become a Development

Partner for the ownership and management of the office portions of the Project on Block 105. The Gialamas Company specializes in Class A Commercial Real Estate. For more than 35 years, Gialamas has brought its real estate development, brokerage, leasing and building management expertise to the City of Madison and the State of Wisconsin. The company's fully integrated in-house staff and maintenance team, combined with our distinct knowledge and experience, ensures the highest level of service from all facets of the company.

### DEVELOPMENT/DESIGN CONSULTANTS



Schaeffer Consulting LLC

Schaeffer Consulting will provide services in municipal process, community engagement, government relations, and association management. Their experience covers a wide spectrum, including successfully managed trade associations, spearheading community engagement efforts, and advocacy on behalf of individuals, development projects, associations, and businesses on a myriad of local issues. Their experience in managing and working with a diverse set of clients gives them industry specific expertise, focusing on business trade, economic development, zoning and land use policy, and real estate development project approval.



Arrival Partners will provide development, planning and advisory services for this complex

mixed-use development. They will work with the development partners to align the economic feasibility and required investor returns with the physical program, operations and desired guest experiences. Arrival Partners will lead the entitlement efforts. They will work in collaboration with the entire development team to ensure sustained project success through completion and beyond. Prior to founding Arrival Partners, Owner Doug Nysse spent 17 years with Kahler Slater where he led their Hospitality Design Team, and he has completed numerous four-star and five-star urban hotel and destination resort developments in partnership with premium international hotel brands and independent luxury hoteliers. Mr. Nysse founded Arrival Partners with his passion for and knowledge of hospitality design that will make him an invaluable resource to our Team and the Madison community.







**MICHAEL BEST & FRIEDRICH, LLP**

**Michael Best & Friedrich, LLP** will act as Development Counsel. With a history that began in 1848, Michael Best has earned a reputation for goal-driven legal representation and construction/infrastructure is one of the firm’s core competencies. Through more than a century and half of business and technological evolution, top regional, national and global businesses have sought their candid, informed counsel. Today Michael Best provides legal services to established businesses, emerging technology companies and individuals navigating important legal and business issues. Their experience on similar projects to those proposed for Judge Doyle Square is considerable with their involvement on Madison’s major infill redevelopment of the University Square property being most notable.

**THE DESIGN TEAM**



Kahler Slater will lead our Design Team as the Architect of Record for

both Blocks 88 and 105. Kahler Slater was the architect for the Hilton Monona Terrace and has been involved with previous hospitality planning efforts for over a decade. They believe that every successful experience has 4 elements—Perception, People, Products/Services and Place—and that each of these elements should be intentionally designed and not left to chance. We expect that they will help create or refine the Developer’s and Community’s vision for Blocks 88 and 105 to design an integrated, authentic total experience. Kahler Slater has the knowledge and shares a passion for hospitality with their clients, and works with them to create hotels and resorts that maintain a long term, sustained competitive advantage in their marketplace.



CMMI will assume responsibility for the planning and interior design of the

Block 88 hotel(s). CMMI is an Atlanta architecture firm that has positioned itself over the decades as leaders in the hotel and resort design field on projects across the United States and abroad. Their impressive portfolio of work includes projects for every major hotel flag in the country including Marriott, Hilton, Starwood, Hyatt, Omni, and others. CMMI’s experience should not be judged simply by longevity and volume but by their range and quality. The firm’s versatility and sensitivity to each client’s needs was recently demonstrated by their work on the renovation Hyatt Regency in Milwaukee, Wisconsin.



Knothe & Bruce will assume responsibility for the planning and design of the Block 105 residential elements. Knothe Bruce is an

award-winning architectural firm that for almost 40 years has maintained a fresh approach to design. Their quality extends beyond the brick and mortar of the housing, commercial, retail and office developments they design, but results in a richer experience of who we are, where we’re going and where we can go together.





Since 1992, Metropolitan Capital Advisors (MCA) has specialized in arranging debt and equity capital for commercial real estate on behalf of developers, investors and owners.

MCA is committed to the exclusive representation of its clients as a financial intermediary, clearly positioned to provide unbiased recommendations and solutions. Exclusive deliverability, certainty of execution and a proven process have allowed MCA to achieve a closing ratio that exceeds 90% on transactions MCA takes to the Capital Markets.

### THE DESIGN TEAM (ENGINEERS)

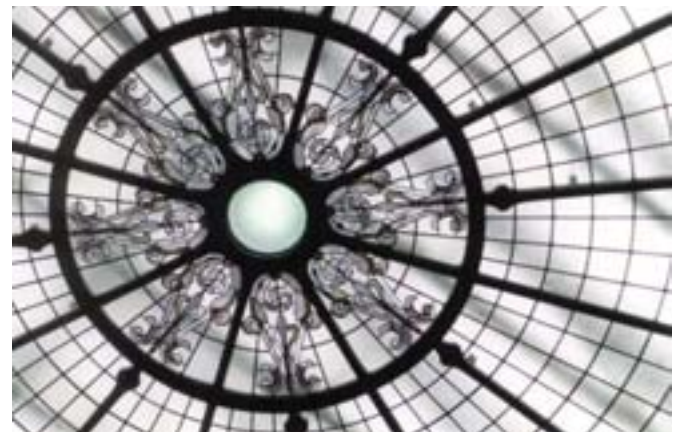
**Vierbicher** has extensive experience with providing municipal and civil engineering services to both public and private clients for a wide range of project types. Vierbicher is a multi-disciplined consulting firm that provides services to public and private clients in the upper-Midwest. Vierbicher delivers creative, yet proven and responsible solutions for our clients by applying the collective expertise and collaborative vision of our planning, community development and engineering teams. They are committed to providing the highest level of skill and expertise to clients in the Upper Midwest.



**Henneman Engineering** will provide structural, mechanical, and electrical engineering services. Henneman Engineering is a with nearly 200 engineers and technical employees in eight cities across the nation. Projects range from engineering studies to \$200 million building facilities. The mission of Henneman is to provide innovative, cost-effective and quality engineering solutions that are responsive to client's needs in a professional and profitable manner.

**Walker Parking Consultants** is the largest parking consulting and parking design firm in the United States with 14 offices, over 200 employees, and more than 10,000 completed parking projects. Their parking consultants, parking garage engineers and designers, assist in realizing parking garage system's potential. They start by helping better analyze, control, and manage a parking garage's revenues and expenses, and then work to identify the most cost-effective and efficient options for achieving objectives.

**CGC, Inc.** specializes in geotechnical engineering and design, construction observation and laboratory testing services on projects ranging from small one-story additions to major high rise buildings, lakes/retention ponds, wastewater treatment facilities, landfills, highways, bridges, and other structures. CGC's client base is quite diverse, consisting of architects/engineers, developers, contractors, the State of Wisconsin (WDOT, Division of State Facilities, etc.), attorneys and owners. CGC has successfully completed over 10,000 projects since its inception in 1994.







**Ken Saiki Design** is an award winning, multi-disciplinary firm specializing in landscape architecture and sustainable site design. The company provides services to both public and private clientele with project locations throughout the State of Wisconsin and the upper Midwest. They treat all of our projects as unique challenges, not applying previously developed solutions, though leaning heavily upon the collective wisdom and experience of their staff, our collaborators and clients. Ken Saiki Design is an office with over 100 years of combined staff experience in landscape architecture. Their staff includes professional landscape architects, civil engineer, LEED accredited professionals, landscape designers with degrees in landscape architecture, and student interns.

### THE GENERAL CONTRACTOR

Journeyman Group has selected **Findorff Construction** as its prime General Contractor for both Blocks 88 and 105. Their extensive experience not only within the Madison community but on multiple sites near and adjacent to Judge Doyle Square warrants their involvement. Findorff is a company built on character and integrity with a culture that supports giving generously to our community. Findorff has a reputation for providing the best, most efficient solution for each client, every time; and their standards for craftsmanship make quality their mission. Journeyman recognizes that the quality of convention oriented hotels is vital as it will have a significant impact on the convention and business traveler's experience contributing to the positive impression of Madison. For "thousands of projects and more than 120 years after their simple beginnings, Findorff is still known for its unparalleled quality and industry leadership."

We use the term "General Contractors" to reflect our goal to make opportunities available to other local and/or Small or Disadvantaged general contracting entities. Though the opportunities for such other contractors and methods of procurement are yet to be determined, it is possible that streetscape work, tenant interiors, or residential finishes could be performed by others, so that the construction opportunities offered by Judge Doyle Square can be shared. With this being said, it is understood that Findorff will employ fair and open methods for the procurement of subcontractors and suppliers, with an appropriate preference to qualified local, Small or Disadvantaged business entities.





## CHAPTER 1 - DEVELOPMENT VENTURE AND TEAM

### 3. Key Project Team Members & Affiliates

	FIRM	KEY MEMBERS
Developers	Journeyman Group	Sam Kumar, President Harley Blackburn, Vice President Robert Gallup*, Vice President/Development Manager
	Marcus Hotels	Kirk Rose, President
	LZ Ventures	John Leja, Principal
	The Gialamas Company	George T. Gialamas, President Aris Gialamas, Vice President
Consultants	Schaeffer Consulting LLC	Carole Schaeffer, President
	Arrival Partners	Douglas Nysse, Principal
	Michael Best & Friedrich LLP	Angela Black Hamang Patel
	Metropolitan Capital Advisors, Ltd.	Todd McNeil
Architects	Kahler Slater, Inc.	Glenn Roby, AIA, Principal-in-Charge
	CMMI	William E. Cox, AIA, LEED AP
	Knothe & Bruce, LLC	J. Randolph Bruce, AIA, Managing Member, Principal in Charge
Engineers	Hennerman Engineering Inc (Structural/MEP)	Michael Schmidt, PE, SE, AIA, LEED AP, Principal in Charge Liz Douglas, Principal-In-Charge
	Vierbicher (Civil)	David M. Glusick, PE
	Ken Saki Design (Landscape)	Ken Saki
Geotechnical/ Environmental	CGC Inc.	Michael N. Schultz, PE
Parking Consultants	Walker Parking Consultants	Tom Hannula
Contractor(s)	Findorff	Dave Beck-Engel, President
	GC (TBD)	TBD





4. Project Team Resumes

Mr. Robert Gallup, Vice President of Journeyman Group has been chosen as the Development Manager for the Judge Doyle Square project.

Resumes of key team members are on the following pages.



Sam Kumar, LEED AP BD+C, President  
Harley Blackburn, Vice President  
Robert Gallup, Vice President  
Lisa Houston, Controller



Kirk Rose, President  
Bill Reynolds, Sr. Managing Director of MCS Capital, LLC  
J. David Merritt, Sr. VP of Development



Bradley S. Zellner, Principal  
John J. Leja, Principal



George Gialamas, Owner  
Aris Gialamas, Vice President  
Andy Van Haren, Facilities and Construction Manager



Carole Schaeffer, President



Douglas P. Nysse, Principal



Glenn Roby, AIA, Principal  
David Plank, AIA, CDT, LEED AP  
Aaron Ebent, AIA, Associate PM, Lead Designer



William E. Cox, Principal-Architecture  
Billie P. Thorne, ASID, Principal - Interior Design  
James F. Culpepper, AIA, LEED AP, Senior Principal-Architecture & Interior Design



J. Robert Bruce, AIA, Managing Member/PIC  
Donald A. Schroeder, AIA, Member/Architect Designer



Liz Douglas, PE, Principal  
Mike Schmidt, PE, SE, AIA, LEED AP, Senior Structural  
Jason Allen, PE, LEED AP, Mechanical Engineer  
Engineer Brad Biddick, Electrical Designer  
Tim Cole, RCDD, Information Technology Designer  
William Peden, CPP, Plumbing and Fire Protection Designer



Dave Beck-Engel, President  
Sam Lawrence, Pre-Construction Group Manager





### **SAM KUMAR, LEED AP BD+C**

PRESIDENT

Mr. Sam Kumar, President of Journeyman Group and Journeyman Construction, founded the parent company in 2000. Since its inception, Journeyman has experienced rapid growth and an ever-expanding client base.

With over 20 years experience in large commercial project management, Mr. Kumar has led a variety of projects and honed his skills to ensure that each and every project is completed on time, within budget and that it meets the Owner's and his own high standards. Mr. Kumar has both the experience and the background to quickly evaluate proposed design concepts and perform constructability analyses.

Sam Kumar has built his company on the principle that integrity should always trump celebrity. Every employee at Journeyman shares the same goal, to safely deliver buildings of the highest quality that the Architect, Owner and Journeyman can proudly stand behind. His commitment to excellence, integrity and his understanding of the built environment has given him a unique foundation upon which to create and sustain a successful company.

#### **Education**

Masters of Science,  
Civil Engineering, Construction  
Engineering and Project  
Management,  
University of Texas at Austin

#### **Professional Honors**

Ranked first out of 120 students  
in undergraduate  
Civil Engineering class

Published work in  
NSA Magazine

Congressional Testimony on  
Military Housing Privatization as a  
privatized housing industry expert

Past Board member with US  
Hispanic Contractor's Association

Past Board member with City  
of Austin Department of Small  
and Minority Business Resources  
Advisory Committee

Current Board Member:  
UT School of Architecture,  
Dean's Advisory Council  
UT School of Civil Engineering,  
Dean's Advisory Council

#### **Select Project Experience**

- Triton Center Office Building, Austin, Texas
- 7701 N. Lamar Office Building, Austin, Texas
- Hilton Garden Inn and Convention Center, Lawton, Oklahoma
- Pecan Park Condominiums, Austin, Texas
- Hilton Hotel, Austin Bergstrom International Airport, Austin, Texas
- 5 Fifty-Five Condominiums @ The Hilton Hotel, Austin, Texas
- Hampton Inn & Suites, Moss Point, MS and San Antonio, Texas
- Holiday Inn Hotel & Suites, Georgetown, Texas
- Hilton Garden Inn, Round Rock, Texas
- Hampton Inn, Hattiesburg, Mississippi
- Courtyard Marriott, San Antonio, Texas
- Fort Bragg, Fayetteville, North Carolina
- Holiday Inn Express, Columbus, Texas
- Holiday Inn Express, Rosenberg, Texas
- Lackland 420-Unit Complex, San Antonio, Texas
- Fort Irwin Guest House Hotel, Barstow, California





### HARLEY BLACKBURN

VICE PRESIDENT

Mr. Blackburn has instilled his strong work ethic and drive to succeed into every assignment he has managed for over 20 years.

His depth of experience has led to several award winning projects. With a resume that is both diverse and wide ranging, the Houston native has overseen everything from HEB Plus Stores and historical restorations to the Texas A&M Bonfire Memorial. Specifically, he has worked in Pre-Construction services on multi-story buildings and retail centers to insure that the design meets the parameters of the budget.

A Marine Corps Achievement winner, Mr. Blackburn settles for nothing less than excellence on every single one of his projects.

He has completed multi-million dollar projects through coordinating trades, developing partnerships, and building a positive rapport with architects, engineers, local officials, vendors while maintaining costs. He is well-versed in contract negotiations, project estimating, resolving design issues, document preparation, building codes and regulations, material purchasing and site management.

#### Education

Electrical Engineering,  
San Diego State University,  
San Diego, California

Texas A&M University,  
College Station, Texas

University of Texas,  
Austin, Texas

United States Marine Corps

#### Associations

Associated Builders and  
Contractors

Member, Associated Builders and  
Contractors, Board of Directors,  
Central Texas Chapter

Chair, State Board Legislation  
Committee, Associated Builders  
and Contractors Committee)

#### Honors

Texas A&M Bonfire Memorial,  
National Award, Assoc. General  
Contractors of America

Cedar Park Fire Station,  
Excellence in Construction Merit  
Award Associated Builders and  
Contractors, Central Texas

Bee Caves City Hall, Excellence  
in Construction Merit Award  
Associated Builders and  
Contractors, Central Texas

#### Select Project Experience

- Hilton Garden Inn and Convention Center, Lawton, Oklahoma
- Georgia International Maritime and Trade Center Hotel, Savannah, Georgia
- Exxon Westlake Office Building, Houston, Texas
- Hilton Houston NASA Clear Lake, Houston, Texas
- Houstonian Condominiums, Houston, Texas
- Doubletree Club Hotel Renovations, Austin, Texas
- Silverado Crossing Luxury Apartments, Buda, Texas
- Saltillo Lofts, Austin, Texas
- Potter County Courthouse Historical Restoration, Amarillo, Texas
- Travis County Education, Administration Training Center, Austin, Texas
- H.J. Lutch Stark Center for Physical Culture & Sports, UT at Austin, Texas
- Jack S. Blanton Museum of Art Café & Bookstore Addition, UT at Austin, Texas
- Episcopal Theological Seminary of the Southwest Rather House Historic Restoration, Austin, Texas
- Lifeworks Family Shelter, Austin, Texas
- Cedar Park Fire Station #04, Cedar Park, Texas
- City of Bee Caves City Hall, Bee Caves, Texas
- Texas A&M Bonfire Memorial, College Station, Texas
- City of Houston Wastewater Treatment Plant, Houston, Texas



### ROBERT S. GALLUP

VICE PRESIDENT

With over 30 years of experience in the construction industry, Mr. Gallup offers extensive expertise in the management of complex projects. With considerable technical and communication skills, he excels in achieving consensus among his project teams and motivating team members to meet or exceed owner expectations.

Throughout his career, Mr. Gallup has worked across the country and directed some of the nation's highest profile commercial construction projects. His top level experience ranges from lodging, retail, office, healthcare, multi-family and academic facilities.

Mr. Gallup's ability to view individual projects from such a broad range of perspectives allows him to focus and align the attention the team to the goals of the client.

### Select Project Experience

- McDonnell Pediatric Research Building, St. Louis, Missouri
- Union Avenue Streetscape Phase V, Pueblo, Colorado
- Georgia International Maritime and Trade Center Hotel, Savannah, Georgia
- Austin Hilton Convention Center Hotel, Austin, Texas
- Denver Hyatt Convention Center Hotel, Denver, Colorado
- Omaha Hilton Convention Center Hotel, Omaha, Nebraska
- Vancouver Marriott Hotel and Conference Center, Vancouver, Washington
- Osceola County Convention Center and Hotel, Kissimmee, Florida
- Grand Hyatt Convention Center Hotel and Condominiums, San Antonio, Texas
- Intercontinental Forum Hotel, Chicago, Illinois
- City Commons, Chicago, Illinois
- UIC Housing and Commons, Chicago, Illinois
- The Chicagoan, Chicago, Illinois
- 5 Fifty Five Condominiums, Austin, Texas
- Lake 35 Condominiums, Austin, Texas
- Aquaterra Condominiums, Austin, Texas
- Amii II Multi-Use Development, Austin, Texas
- University Park Mixed-Use, Austin, Texas

### Education

Bachelor of Science,  
Civil Engineering,  
University of the Pacific,  
Stockton, California

### Registrations

Registered Professional Engineer:  
Texas (retired)

Registered Professional Engineer:  
Colorado (retired)







### LISA HOUSTON

COMPTROLLER

Ms. Lisa Houston of Journeyman Group is an accomplished financial executive with a history in public accounting as well as private and independent consulting. Her skills encompass budget forecasts and budgeting, debt restructuring, forensic accounting, HUD multi-family compliance, management of single-purpose entities, real estate development negotiations, and communications with bondholders and trustees.

Throughout her career, Ms. Houston has worked domestically and abroad directing financial management activities and engaging in real estate negotiations for P3 business ventures. Her top level experience includes lodging, multi-family and military installations.

Ms. Houston's ability to view individual projects from such a broad perspective allows her to focus and align the team's attention toward financial goals.

#### Education

Bachelor of Business Administration,  
Accounting, University of Texas,  
Austin

#### Certifications

Certified Public Accountant  
Certified Forensic Accountant  
Certified in Financial Forensics

#### Select Project Experience

- Hilton Garden Inn, Lawton, Oklahoma
- Holiday Inn Express (Pre-Construction), Austin, Texas
- Holiday Inn Express, Georgetown, Texas
- Holiday Inn Express, Rosenberg, Texas
- Holiday Inn Express, Columbus, Texas
- Hilton Garden Inn, Round Rock, Texas
- Hilton Hotel, Austin Bergstrom International Airport, Austin, Texas
- Austin Hilton Convention Center Hotel (Pre-Construction), Austin, Texas



### KIRK ROSE

PRESIDENT, MARCUS HOTELS & RESORTS

Kirk A. Rose is president of Marcus Hotels & Resorts, a division of The Marcus Corporation, a NYSE-listed company headquartered in Milwaukee, Wisconsin. Rose joined the company in 2013. Prior to that, he held various positions with Global Hyatt Corporation for nine years, including serving as senior vice president and chief financial officer for six years. Most recently, he was a partner in Salt Creek Hospitality, LLC, a private equity group focused on hospitality real estate that he co-founded with the former president of Global Hyatt. His experience also includes positions with Sears, Roebuck & Company, the Chicago-based law firm of McDermott, Will & Emery, LLP, and Arthur Andersen LLP in Chicago. Kirk currently serves on the board of Crumbs Bake Shop, a New York-based public company known for its innovative and oversized gourmet cupcakes.

#### Education

Bachelor of Management Sciences,  
Duke University

Doctor of Jurisprudence (JD),  
Indiana State School of Law,  
Bloomington, Indiana

Rose was born in Kankakee, Illinois. He received a bachelor's degree in management sciences from Duke University and a J.D. degree from Indiana University School of Law. In his free time, he enjoys spending time with family, golf, traveling and Duke basketball.





### **BILL REYNOLDS**

SR. MANAGING DIRECTOR OF MCS CAPITAL, LLC

Mr. Bill Reynolds has managed the acquisition and disposition of more than \$2 Billion of hotels, resorts and executive conference centers in private and public companies as well as numerous management contract and co-investment deals.

### **Select Project Experience**

- D/FW Lakes Hilton Conference Center, Grapevine, Texas
- South Seas Plantation Resort, Captiva, Florida
- Princeton Forrestal Executive Conference Center, Princeton, New Jersey
- Eaglewood Conference Resort, Itasca, Illinois
- Marriott Complex at Miami Airport, Miami, Florida
- Dulles Airport Hyatt, Herndon, Virginia
- Inn at Morro Bay, Morro Bay, California
- Wyndham Milwaukee (now Intercontinental), Milwaukee, Wisconsin
- Hilton Gaslamp, San Diego, California
- Marriott at Vanderbilt, Nashville, Tennessee

### **Associations**

Full Member, Urban Land Institute

Member, ULI Hotel Development Council

Trustee, American Resort Development Association

Trustee, American Hotel Lodging Association

Steering Committee, Americas Lodging Investment Summit ("ALIS")

### **Honors**

Secretary of the College Emeritus, Trinity College, Hartford, Connecticut

Alumni Medal of Honor, Trinity College, Hartford, Connecticut

Trustee of Trinity College, 1999 - 2007

Chair of Advancement and Physical Plant Committees

Frequent speaker at lodging industry investment conferences





### J. DAVID MERRITT

SENIOR VICE PRESIDENT OF DEVELOPMENT

David Merritt joined Marcus Hotels & Resorts in 2005 as Senior Vice President of Development. He is responsible for all development-related activities, including ground up projects, acquisition and reposition opportunities as well as sliver investment with existing owners and third-party management. Mr. Merritt maintains an active pipeline of new build and development opportunities as well as several third party management contracts.

Over the course of his career he has been instrumental in the acquisition, development, joint venture or secured third party management contracts for over 100 hotels throughout the United States and Canada. Several of his most recent projects include the acquisition of the Marriott Cornhusker Hotel, Lincoln, NE, the Westin Atlanta Perimeter North in Atlanta, InterContinental Hotel in Milwaukee, Westin Hotel in Columbus, OH, Sheraton Hotel, Madison, WI, Skirvin Hotel, Oklahoma City, and management contracts for the Xona Resort Suites, AZ, and the Sheraton Clayton, MO among others.

Prior to joining Marcus Hotels, Mr. Merritt served as Sr. Vice President of Development for Lane Hospitality, a Chicago based hotel owner and operator. His prior hotel industry experience includes senior positions with Interstate Hotels Corporation, FFC Hospitality, Westmont Hospitality and Laventhol & Horwath.

#### Education

Bachelor of Science, Cornell University School of Administration, Ithaca, New York

#### Associations

Member, Cornell Society of Hotelman  
Member, Urban Land Institute  
Guest Lecturer, Milwaukee Rescue Mission

Regularly quoted in industry publications as well as an active panelist in hospitality industry conferences

#### Select Project Experience

- Marriott Cornhusker Hotel, Lincoln, Nebraska
- Westin Atlanta Perimeter North, Atlanta, Georgia
- InterContinental Hotel, Milwaukee, Wisconsin
- Westin Hotel, Columbus, Ohio
- Sheraton Hotel, Madison, Wisconsin
- Skirvin Hotel, Oklahoma City, Oklahoma
- Xona Resort Suites, Scottsdale, Arizona
- Sheraton Clayton, St. Louis, Missouri







### **BRADLEY S. ZELLNER**

PRINCIPAL

For over 30 years Mr. Bradley Zellner has built an impressive career in construction and development. Serving as President and Chief Operating Officer for Stevens Construction Corp. in Madison, Wisconsin, Brad was crucial in turning Stevens into one of the largest construction companies in the state—with housing, commercial space and lodging at the heart of its growth.

In 2009, Mr. Zellner co-founded development company, LZ Ventures, with Mr. John Leja. Based in Madison, LZ Ventures has developed several highly successful housing projects, including Grand Central Apartments on the University of Wisconsin-Madison campus and Glacier Valley Apartments on Madison's far east side.

With extensive experience in both construction and development, Mr. Zellner brings a unique and valuable dual perspective to the art of planning and building. Through LZ Ventures, his commitment to quality, community and the City of Madison continue to turn opportunities into assets for the city and its residents.

#### **Education**

Bachelor of Science, Industrial  
Technology Management,  
University of Wisconsin-Stout,  
Menomonie, Wisconsin

#### **Honors**

Grand Central, 2010 InBusiness  
Commercial Design Winner for  
Best New Residential Development  
(Multi-Unit), 2009 ABC-Wisconsin  
Projects of Distinction Award

Water Crest Condominiums, 2009  
AGC Build Wisconsin Award,  
2008 ABC-Wisconsin Projects of  
Distinction Award

Marina Condominiums, 2007  
President's Award Overall  
Excellence, Metal Construction  
Association

Wilderness Hotel & Resort, 2007  
Signature Series Award

Equinox Apartments, 2006 ABC-  
Wisconsin Projects of Distinction

Wilderness Cabins (Phase IV),  
2005 ABC-Wisconsin Projects of  
Distinction

Wilderness On The Lake, 2004  
AGC Build Wisconsin Award

Wilderness On The Lake, 2003  
ABC-Wisconsin Projects of  
Distinction

#### **Select Project Experience**

##### **LZ Ventures**

- Water Crest Condominiums, Monona, Wisconsin
- Grand Central Apartments, Madison, Wisconsin
- Glacier Valley Apartments, Madison, Wisconsin
- Xo1 Apartments, Madison, Wisconsin (completion in August 2013)

##### **Stevens Construction, Principal**

- Butler Plaza, Madison, Wisconsin
- The Embassy Apartments, Madison, Wisconsin
- Equinox Apartments, Madison, Wisconsin
- Marina Condominiums, Madison, Wisconsin
- Madison Mark, Madison, Wisconsin
- The Wilderness Resort and Waterparks, Wisconsin Dells, Wisconsin





## JOHN LEJA

PRINCIPAL

From 2001 to 2009, Mr. John Leja served as Chief Operating Officer and Executive Director of Stevens Construction Corp. in Madison, Wisconsin. In part through his stewardship and keen insight for emerging markets and trends, Stevens experienced significant growth and success unlike anytime in its decades long history.

After 17 years in the construction industry, Mr. Leja co-founded development company LZ Ventures with his partner Mr. Bradley Zellner in 2009. Mr. Leja's ability to recognize opportunities where many see none is equaled by his capability to take a project from point A to completion in a streamlined, focused manner.

Combining his 22 years of construction and development acumen with a love of architecture and its importance to the landscape and beauty of both urban and rural settings, Mr. Leja's role in LZ Ventures has been vital in the success of several developments in Madison and the surrounding area, including Grand Central Apartments on the University of Wisconsin-Madison campus and Water Crest Condominiums on the shores of lake Monona in Monona, Wisconsin.

### Education

Bachelor of Science, Major in Construction Management, Minor in Real Estate & Business, University of Wisconsin-Madison

### Honors

- Grand Central, 2010 InBusiness Commercial Design Winner for Best New Residential Development (Multi-Unit), 2009 ABC-Wisconsin Projects of Distinction Award
- Water Crest Condominiums, 2009 AGC Build Wisconsin Award, 2008 ABC-Wisconsin Projects of Distinction Award
- Marina Condominiums, 2007 President's Award Overall Excellence, Metal Construction Association
- Wilderness Hotel & Resort, 2007 Signature Series Award
- Equinox Apartments, 2006 ABC-Wisconsin Projects of Distinction
- Wilderness Cabins (Phase IV), 2005 ABC-Wisconsin Projects of Distinction
- Wilderness On The Lake, 2004 AGC Build Wisconsin Award
- Wilderness On The Lake, 2003 ABC-Wisconsin Projects of Distinction

### Select Project Experience

#### LZ Ventures

- Water Crest Condominiums, Monona, Wisconsin
- Grand Central Apartments, Madison, Wisconsin
- Glacier Valley Apartments, Madison, Wisconsin
- Xo1 Apartments, Madison, Wisconsin (completion in August 2013)

#### Stevens Construction, Principal

- Butler Plaza, Madison, Wisconsin
- The Embassy Apartments, Madison, Wisconsin
- Equinox Apartments, Madison, Wisconsin
- Marina Condominiums, Madison, Wisconsin
- Madison Mark, Madison, Wisconsin
- The Wilderness Resort and Waterparks, Wisconsin Dells, Wisconsin





### GEORGE GIALAMAS

PRESIDENT

George Gialamas, President of The Gialamas Company, has long been an active member of the Madison community. For more than 35 years, George and his team have been instrumental in several major commercial developments and a driving force in the promotion of Madison, Dane County and the State of Wisconsin. Mr. Gialamas's vision and philosophy have sparked development for the City of Madison, attracting new people, new jobs and new opportunities. His dedication to promoting economic growth in the area includes the ownership and development of the state's premier business and research park, Old Sauk Trails Park. Since 1984, "The Park" has grown to more than 57 buildings, totaling in excess of 200+ companies and occupying 3 million SF.

#### Select Project Experience

- One Erdman Place, Madison, Wisconsin
- 1241 John Q. Hammons Drive, Madison, Wisconsin
- Deming Way Projects, Madison, Wisconsin  
1209 & 1240 Deming Way  
918 Deming Way  
1111 Deming Way
- Excelsior Drive Projects, Madison, Wisconsin  
8000 Excelsior Drive  
8010 Excelsior Drive  
8017-8025 Excelsior Drive  
8020 Excelsior Drive  
8025 Excelsior Drive  
8030 Excelsior Drive  
8040 Excelsior Drive  
8401 Excelsior Drive
- 1200 John Q. Hammons Drive, Madison, Wisconsin
- 10 Terrace Court, Madison, Wisconsin

#### Education

Marquette University

#### Associations

Board Member, UW Lung Cancer  
Foundation

#### Honors

Helen Way Klingler College of  
Arts and Sciences, Distinguished  
Alumnus of the Year (2008),  
Marquette University

Midwest Commercial Real Estate  
Hall of Fame by Midwest Real  
Estate News

Named to "The Madison All-  
Century List: A Salute to the Top  
50 People who Shaped Madison"

Presented with the Ellis Island  
Medal of Honor Award



### ARIS GIALAMAS

VICE PRESIDENT

Aris Gialamas is Vice President of Sales and a licensed real estate broker for The Gialamas Company. He primarily focuses on commercial real development and leasing throughout the greater Madison area. Aris has a strong desire to meet his clients' needs and has evolved with The Gialamas Company from the ground up since the age of 14.

Mr. Gialamas has additional experience in the development, leasing and contracting of several projects for a leading innovator in the dental health care industry. Currently, he is pursuing his Certified Commercial Investment Member certification and is a member of the Commercial Real Estate Brokers Group of Madison.

#### Education

Finance, Philosophy, Edgewood College, Madison, Wisconsin

#### Associations

Commercial Real Estate Brokers Group of Madison

#### Select Project Experience

- Old Sauk Trails Park – Development of 490 acre commercial office park, Madison, Wisconsin
- One Erdman Place, Madison, Wisconsin
- 1241 John Q. Hammons Drive, Madison, Wisconsin
- Deming Way Projects, Madison, Wisconsin
  - 1209 Deming Way
  - 1240 Deming Way
  - 918 Deming Way
  - 1111 Deming Way
- Excelsior Drive Projects, Madison, Wisconsin
  - 8000 Excelsior Drive
  - 8010 Excelsior Drive
  - 8017 Excelsior Drive
  - 8020 Excelsior Drive
  - 8025 Excelsior Drive
  - 8030 Excelsior Drive
  - 8040 Excelsior Drive
  - 8401 Excelsior Drive
- 1200 John Q. Hammons Drive, Madison, Wisconsin
- 10 Terrace Court, Madison, Wisconsin
- High Point Office and Shopping Center, Madison, Wisconsin





**Education**  
Madison College

### ANDY VAN HAREN

FACILITIES AND CONSTRUCTION MANAGER

Andy Van Haren joined The Gialamas Company in 1995. As the Facilities and Construction Manager, he is responsible for monitoring the schedule, performance, and cost of all development projects. He also manages the in-house maintenance staff, repairs, and contractors for more than 1,000,000 SF of office space. Andy also oversees all tenant build-out and remodeling projects, which include estimating and contracting. Prior to joining The Gialamas Company, Mr. Van Haren was a Project Supervisor for Planning Design/Build, (now Iconica).

Mr. Van Haren draws from his more than 35 years of experience in the construction and facilities fields to manage his team and achieve The Gialamas Company goal of providing the best service available. He always aims to exceed tenant expectations.

### Select Project Experience

- Old Sauk Trails Park – Development of 490 acre commercial office park, Madison, Wisconsin
- One Erdman Place, Madison, Wisconsin
- 1241 John Q. Hammons Drive, Madison, Wisconsin
- Deming Way Projects, Madison, Wisconsin
  - 1209 Deming Way
  - 1240 Deming Way
  - 918 Deming Way
  - 1111 Deming Way
- Excelsior Drive Projects, Madison, Wisconsin
  - 8000 Excelsior Drive
  - 8010 Excelsior Drive
  - 8017 Excelsior Drive
  - 8020 Excelsior Drive
  - 8025 Excelsior Drive
  - 8030 Excelsior Drive
  - 8040 Excelsior Drive
  - 8401 Excelsior Drive
- 1200 John Q. Hammons Drive, Madison, Wisconsin
- 10 Terrace Court, Madison, Wisconsin
- High Point Office and Shopping Center, Madison, Wisconsin



## CAROLE SCHAEFFER

OWNER/PRESIDENT

Carole Schaeffer has worked with “the process” at the Federal, State, and Local level, including working with the Executive and Legislative branches, as well as advocacy work in the private sector. She has worked on a myriad of issues, including the recent City of Madison Downtown Plan, economic development, zoning code rewrites, and tax incremental finance policy. Ms. Schaeffer’s association management experience includes work as the Executive Director for Smart Growth Greater Madison, a Dane County real estate development trade organization. She provides advocacy on real estate development issues, program development, fund raising, membership development, meeting facilitation, community outreach, and policy coordination for the organization.

Ms. Schaeffer works with individual businesses and developers in her capacity as a consultant and government relations professional. Recent projects include being part of development teams for several student housing apartment complexes in downtown Madison, rezoning a number of properties in anticipation of redevelopment, signage ordinances in several communities, and a mixed-use project on the Madison’s east side.

Her community engagement involvement is both professional and as a volunteer. She has worked with developers to identify and execute public engagement efforts on individual projects, and has also organized and implemented numerous community outreach and education events on behalf of the associations she represents and groups she volunteers for.

### Education

Bachelor of Arts, Political Science,  
University of Concordia, Mequon

Masters, Public Administration,  
LaFollette School of Public Affairs,  
University of Wisconsin, Madison

### Associations

Boards of Directors, Downtown  
Madison Inc, Jazz at Five

Boards of Directors, Madison  
Symphony Orchestra League.

Member, Downtown Rotary,

Member, TEMPO,

Member, Multiple Chambers of  
Commerce,

Member, Dane Buy Local,

Member, Madison MAGNET

Served on the City of Madison’s  
Zoning Code Rewrite Advisory  
Committee

Member, Board of Directors,  
Madison Area Music Association

### Honors

InBusiness Magazine’s 40 under 40

One of the top five women  
in Economic Development by  
InBusiness magazine in March 2010

### Select Project Experience

- Waterfront Apartments downtown redevelopment, Madison, Wisconsin

### Public Sector

- Legislative Staffer, WI State Senate
- Member, Zoning Code Rewrite Advisory Committee, City of Madison
- Legislative Analyst, Legislative Reference Bureau

### Core Functions

- Municipal Process Approval Consulting
- Community Engagement
- Government Relations
- Association Management
- Meeting Facilitation





### DOUGLAS NYSSE

PRINCIPAL

Doug Nysse of Arrival Partners provides development, planning and advisory services for complex mixed-use developments. Prior to forming Arrival Partners in 2013, Mr. Nysse spent 17 years at Kahler Slater where he led the Hospitality Design Team. He has completed numerous four-star and five-star urban hotel and destination resort developments in partnership with premium international hotel brands and independent luxury hoteliers. Mr. Nysse has published numerous articles and spoken at national hospitality conferences regarding hotel and mixed-use developments. His passion for and knowledge of hospitality design has made him an invaluable resource to joint venture partners and clients.

#### Select Project Experience

Arrival Partners 2013 project experience:

- Kimpton Hotel, Milwaukee, Wisconsin
- Block 21, Aurora, Colorado
- Confidential Apartment Project, Madison, Wisconsin

Mr. Nysse's relevant project experience while at Kahler Slater:

- Hilton Madison at Monona Terrace, Wisconsin
- Marriott Milwaukee Hotel, Wisconsin
- Hilton Milwaukee City Center, Wisconsin
- Skirvin Hilton Hotel, Oklahoma City, Oklahoma
- Hotel Phillips, Kansas City, Missouri
- Osthoff Resort renovation and expansion, Wisconsin
- Grand Geneva Resort and Spa, Wisconsin
- American Club Carriage House and Kohler Waters Spa, Wisconsin
- Pfister Hotel and Well Spa, Milwaukee, Wisconsin
- Hotel Roanoke and Conference Center, Virginia
- Miramonte Resort, Indian Wells, California
- Hotel Mediteran, Ulcinj, Montenegro

#### Education

Bachelor of Architecture, Bachelor of Building Science, School of Architecture and Building Science, Victoria University of Wellington, New Zealand

#### Presentations

"Hotel Development Market Analysis", Commercial Association of Realtors, August 2012

"Solutions in Contemporary Urban Planning - Marriott Hotel Project", School of Architecture & Urban Planning, University of Wisconsin, Milwaukee, 2011

"Mixed-Use Projects", Midwest Lodging Investment Summit, July 2009

"Affordable Renovations", Wisconsin Hotel & Lodging Association Annual Conference, November 2009

#### Honors

Oklahoma, 2007 Historic Preservation Award

Skirvin Hilton Hotel, Oklahoma State Historic Preservation Officer's Citation of Merit

2008 Wisconsin Innkeeper Associate of the Year



### GLENN ROBY, AIA

PRINCIPAL, PRINCIPAL-IN-CHARGE

Glenn Roby is a principal with the firm and serves as team leader for our Business Environments Team. He is a skilled architect with more than 12 years of experience managing complex projects, many of which have been developer-led. Mr. Roby provides his clients with solutions to their various design challenges and aids in the coordination of the architectural team in all work, from project inception to completion. Mr. Roby's clients appreciate his communication skills, technical expertise, his responsiveness, attention to detail, organizational skills and cost saving solutions.

#### Select Project Experience

- 833 East Michigan Tower, Milwaukee, Wisconsin
- Eaton Corporation, Milwaukee, Wisconsin
- Baker Tilly, Milwaukee, Wisconsin
- Global Water Center, Milwaukee, Wisconsin
- Samsung Telecommunications America, Richardson, Texas
- Martin's Point Health Care, Portland, Maine
- MillerCoors, Various
- Bswift, Chicago, Illinois
- Junior Achievement of Wisconsin, Milwaukee, Wisconsin
- Stevens Construction, Madison, Wisconsin
- Summit Place Office Park, Milwaukee, Wisconsin
- Erehwon Mountain Outfitters, Milwaukee, Wisconsin
- Cannella Response Television, Burlington, Wisconsin
- United Heartland National Headquarters, Milwaukee, Wisconsin
- Time Warner Cable, Various

#### Education

Masters, Architecture, University of Wisconsin, Milwaukee

Bachelor of Science, Architectural Studies, University of Wisconsin, Milwaukee

#### Registrations

Architect, Wisconsin

Construction Document Technologist (CDT), Wisconsin

#### Organizations

Adjunct Professor, Interior Architecture, MIAD, 2002-present; American Institute of Architects, AIA Wisconsin, member; National Association of Industrial & Office Properties (NAIOP), member; Commercial Association of Realtors Wisconsin (CARW); Young Professionals of Milwaukee, member

#### Honors

Business Journal Real Estate Awards, Baker Tilly, Eaton; ASID Gold Design Award, DOKA; ASID Silver Design Award, Association of Equipment Mangers; ASID Bronze Design Award, Hanson Dodge; ASID Gold Design Award, Time Warner Cable Regional HQ; ASID Silver Award, Plastic Surgery Associates; Mayor's Design Award, Commerce Street Power Plant







### DAVID PLANK, AIA, CDT, LEED AP

ASSOCIATE PRINCIPAL, PROJECT MANAGER

David Plank is an associate principal at Kahler Slater. He is a skilled architect and project manager with 20 years of experience managing complex projects. Mr. Plank provides his clients with solutions to their various design challenges and aids in the coordination of the architectural team in all work, from project inception to completion. Mr. Plank's clients appreciate his communication skills, technical expertise, his responsiveness and attention to detail. As a LEED Accredited Professional, he has led the LEED certification process on numerous projects for the firm.

#### Select Project Experience

- Hilton Monona Terrace Hotel and Skywalk, Madison, Wisconsin
- Skirvin Hilton, Oklahoma City, Oklahoma
- Hilton Garden Inn, Milwaukee, Wisconsin
- Marriott Milwaukee Hotel, Milwaukee, Wisconsin
- Hotel Phillips, Kansas City, Missouri
- Nittany Lion Inn, State College, Pennsylvania
- Hotel Roanoke and Conference Center, Roanoke, Virginia
- Hotel Mediteran Resort, Ulcinj, Montenegro
- The Carolina Inn, Chapel Hill, North Carolina
- The Inn at Grand Traverse Commons, Traverse City, Michigan
- Delafield Hotel, Delafield, Wisconsin
- Red Circle Inn, Nashotah, Wisconsin
- Three Arts Club, Chicago, Illinois
- The City Market European Bakery and Café, Whitefish Bay, Wisconsin
- US Bank Tower Parking Structure, Milwaukee, Wisconsin
- Manpower World Headquarters, Milwaukee, Wisconsin

#### Education

Masters, Architecture, University  
Master of Architecture, University  
of Wisconsin-Milwaukee

Bachelor of Arts, Mathematics,  
cum laude, Carleton College,  
Northfield, Minnesota

#### Organizations

Member, American Institute  
of Architects, AIA Wisconsin,  
member, National Trust for  
Historic Preservation; member,  
Association for Preservation  
Technology; member, Urban Land  
Institute; past member, board  
of directors, Sheboygan County  
Habitat for Humanity

#### Honors

Skirvin Hilton, Oklahoma State  
Historic Preservation Officer's  
Citation of Merit

Skirvin Hilton, AIA Oklahoma  
Merit Award

Lakewood Cemetery Chapel  
Restoration, Honor Award, AIA  
Iowa, AIA Central States



### AARON EBENT, AIA, LEED AP, BD+C

ASSOCIATE PRINCIPAL, LEAD DESIGNER

Aaron Ebent is an exceptional architect and talented designer with many years of experience in supporting corporate clients through design. Aaron's clients value his creative design, incredible speed and thorough understanding of their unique business challenges. Aaron has led the planning and design for several corporate, hotel and mixed-use developments, many of which have been developer-led projects.

#### Select Project Experience

- Marriott Milwaukee Hotel, Milwaukee, Wisconsin
- Hilton Garden Inn Waukesha, Waukesha, Wisconsin
- Percheron Square Master Plan, Milwaukee, Wisconsin
- 833 East Michigan Tower, Milwaukee, Wisconsin
- Eaton Corporation, Milwaukee, Wisconsin
- Baker Tilly, Milwaukee, Wisconsin
- Global Water Center, Milwaukee, Wisconsin
- Samsung Telecommunications America, Richardson, Texas
- Manpower World Headquarters, Milwaukee, Wisconsin
- Stark Investments Master Plan, Milwaukee, Wisconsin
- General Capital Group - Reed Street Yards Master Plan, Milwaukee, Wisconsin
- Associated Banc-Corp., Various
- US Bank Parking Structure, Milwaukee, Wisconsin
- University of Wisconsin - LaBahn Arena, Madison, Wisconsin
- University of Wisconsin - School of Nursing, Madison, Wisconsin

#### Education

Master of Architecture, University of Illinois at Urbana, Champaign

Bachelor of Science, Architectural Studies & Certificate of Study in Urban Planning, University of Wisconsin, Milwaukee

#### Registrations

Wisconsin, Illinois

#### Organizations

Member, AIA; Member, NCARB; Member, Village of Menomonee Falls Architectural Control Board; Member, Commercial Association of Realtors Wisconsin.

#### Honors

Business Journal Real Estate Awards, Baker Tilly, Eaton

Cultural Center Competition, Shenzhen, China, AIA Unbuilt Design Award Category

Torre Paris Office Tower & Retail Arcade, Santiago, Chili, Competition Winning Entry





### WILLIAM E. COX, AIA, LEED AP

PRINCIPAL - ARCHITECTURE

Mr. William E. Cox specializes in base building hotel architecture and interior architecture. He believes that properly designed buildings can improve the lives and experiences of the people who interact with them, and his work on The Heldrich and The Savannah Convention Center Hotel showcase that interplay. As a forward-thinking architect, Mr. Cox is driven to create new and exciting experiences and cutting edge design.

#### Select Project Experience

- Williamsburg Lodge Renovation and Expansion - Williamsburg, Virginia  
Master planning, renovation of historic 1939 lodge and design of a new 35,000 SF conference facility, 225-seat restaurant and guesthouses.
- Marriott Charleston Renovation - Charleston, South Carolina  
Renovation of the hotel to incorporate building elements, finishes and furniture according to the most recent version of the Marriott brand standards for the Guest Services, Individual and Social Mingle Zones.
- Atlanta Marriott Alpharetta Renovation - Alpharetta, Georgia  
Renovation of the guestrooms, suites, corridors and Concierge Lounge
- Marriott Century Center Renovation - Atlanta, Georgia  
Renovation of the hotel restaurant, part of the lobby and the meeting rooms.
- Worthington Renaissance Fort Worth Renovation - Fort Worth, Texas  
Master planning services for a renovation of the hotel lobby, spa and bar.
- Savannah Convention Center Hotel - Savannah, Georgia  
Architecture and interior design for a new 500-key convention center hotel with meeting rooms, restaurants, and spa.
- Omni Hotel at CNN Center - Atlanta, Georgia  
A new 27-story, four-star hotel tower including two ballrooms totaling 34,000 SF, 13,000 SF meeting rooms and a 600 guestrooms.
- Grand Hyatt Buckhead Renovation - Atlanta, Georgia  
A renovation including 438 guestrooms, suites and bathrooms.
- Atlanta Hilton Hotel Renovation - Atlanta, Georgia  
Full renovation of a downtown hotel including public areas, meeting areas, recreational areas, 1,226 guestrooms and a new sky bridge.
- Sheraton Ballroom Addition - Atlanta, Georgia  
A 15,000 SF ballroom to be built atop an existing parking deck, with approximately 6,000 SF of breakout space, board rooms, restrooms, and back of house space.
- Hyatt Regency Reunion Tower - Dallas, Texas  
A 300,000 SF addition with 30,000 SF ballroom, 40,000 SF exhibition hall, renovation of 200 guestrooms and parking deck.
- Hyatt Regency DFW Airport Hotel - Dallas, Texas  
Consolidation of two buildings (2,000 rooms) during operations, addition of exterior elevated pool at hotel and a complete renovation of public areas.

#### Education

Bachelor of Science, Georgia  
Institute of Technology,  
Atlanta, Georgia

Master of Architecture, Georgia  
Institute of Technology,  
Atlanta, Georgia

#### Registrations

Wisconsin, Arkansas, Arizona,  
Georgia, Illinois, Louisiana,  
Maryland, Mississippi, Missouri,  
Nevada, North Carolina,  
Pennsylvania, Rhode Island,  
South Carolina, Tennessee, Utah,  
Kentucky, Florida, Indiana, New  
Jersey, New York, Texas, Virginia,  
NCARB



### **BILLIE P. THORNE, ASID**

PRINCIPAL - INTERIOR DESIGN

Ms. Thorne has expertise in both interior renovations and new construction. Her success in exceeding client expectations is shown in both the Westin Birmingham and the Omni William Penn Hotel. Ms. Thorne is incomparable in articulating a client's 'vision' through her work.

#### **Select Project Experience**

- **Marriott Charleston Renovation - Charleston, South Carolina**  
Renovation of the hotel to incorporate building elements, finishes and furniture according to the most recent version of the Marriott brand standards for the Guest Services, Individual and Social Mingle Zones.
- **Atlanta Marriott Alpharetta Renovation - Alpharetta, Georgia**  
Renovation of the guestrooms, suites, corridors and Concierge Lounge.
- **Marriott Century Center Renovation - Atlanta, Georgia**  
Renovation of the guestrooms, suites, corridors and Concierge Lounge.
- **Marriott Century Center Renovation - Atlanta, Georgia**  
Renovation of the hotel restaurant, part of the lobby and the meeting rooms.
- **Worthington Renaissance Fort Worth Renovation - Fort Worth, Texas**  
Master planning services for a renovation of the hotel lobby, spa and bar.
- **The Anza Hotel Conversion- Calabasas, California**  
Master planning, architecture and interior design for the renovation of a Country Inn & Suites into an independent 3.5/4 star boutique hotel.
- **Hyatt Regency Lost Pines Resort and Spa Renovation - Lost Pines, Texas**  
Renovation of 427 guestrooms, 51 suites, concierge lounge, three meal restaurant, lobby and lobby bar.
- **Westin Poinsett Renovation - Greenville, South Carolina**  
Renovation of the public areas including the lobby, lobby bar and dining room.
- **Westin Hotel - Birmingham, Alabama**  
Interior design of new 300-key hotel with a complex space program with meeting rooms, lobby bar and a pool bar.
- **Hyatt Regency Santa Barbara Resort and Spa - Curacao, Netherlands Antillean**  
A 350-key resort with guestrooms, bungalow rooms and suites, restaurants, 6,000 sf meeting space, casino, business center and a world-class spa with 12 treatment rooms.
- **Omni William Penn Hotel Renovation - Pittsburgh, Pennsylvania**  
Historic renovation of lobby, meeting room spaces, guestrooms and suites.
- **Hyatt Regency Indianapolis Renovation - Indianapolis, Indiana**  
Phased renovation of 498 guestrooms, bathroom upgrades and re-concepting of public areas including the lobby, lobby lounge, bar, restaurant, 8,200 sf ballroom and 280 sf boardroom.
- **Westin Atlanta Airport Renovation - Atlanta, Georgia**  
Renovation of exterior porte cochere and public areas including the lobby, registration, bar and meeting rooms.
- **InterContinental Westshore Hotel Renovation - Tampa, Florida**  
Conversion of an existing 11-story Wyndham hotel encompassing 322 guestrooms, 22 suites, corridors and public spaces including the lobby, restaurant, bar/lounge, meeting spaces and business center.

#### **Education**

Bachelor of Science, Architectural Studies, University of Texas, Austin

#### **Registrations**

Interior Design Registration: Texas, NCDQ







### **JAMES E. CULPEPPER, AIA, LEED AP**

SENIOR PRINCIPAL - ARCHITECTURE & INTERIOR DESIGN

Mr. Culpepper is a founding principal of CMMI and a specialist in luxury hotel design. His work is known for a balance of drama and function. One of his most notable projects, the Park Hyatt Chicago, demonstrates a very modern, Eastern aesthetic that combines futuristic technology with hand-crafted artistry. He recognizes that each project represents a dream for his clients, and his goal is to translate these dreams into reality.

#### **Select Project Experience**

- Westin Hotel, Birmingham, Alabama  
Interior design of new 300-key hotel with a complex space program with meeting rooms, lobby bar and a pool bar.
- Renaissance Atlanta Hotel - Atlanta, Georgia  
A luxury hotel with 302 keys, including guestrooms, suites, public areas, 4,400 sf divisible ballroom, meeting rooms, boardroom, prefunction areas and hotel administrative offices.
- The Anza Hotel - Calabasas, California  
Renovation of this boutique hotel includes the master planning and design of all guestrooms, and the lobby and public areas.
- Hyatt Regency Trinidad - Port of Spain, Trinidad and Tobago  
A new 422-room urban hotel, with a 150-seat specialty restaurant, 75-seat bistro / café area, 90-seat lobby, pool, health club, spa, 45,000 SF of function space including a 12,000 SF ballroom.
- One Bal Harbour and Guerlain Spa - Bal Harbour, Florida  
A five-star condominium hotel with a signature restaurant, 123 guestrooms, Presidential Suite, meeting rooms, an outdoor entertainment terrace, fitness center, world-renowned spa, pool and beach cabanas.
- Primland Resort - Meadows of Dan, Virginia  
A new luxury resort located in the Virginia mountains with cabins, a pavilion, golf clubhouse and a lodge overlooking an 18-hole golf course. The main lodge includes 26 guestrooms, a restaurant and lounge.
- The Heldrich - New Brunswick, New Jersey  
A 250-key conference center hotel, with 27 condominium units, 7,700 SF ground floor retail, offices totaling 35,500 sf and subterranean parking for 54 cars.
- Fairmont Condo Hotel - Pompano Beach, Florida  
A five-star 280-room condo hotel with 20,000 SF spa, 7,000 SF ballroom, 6 meeting rooms, restaurant, pool, and library/bar.
- Park Hyatt Chicago - Chicago, Illinois  
A five-star 280-room condo hotel with 20,000 SF spa, 7,000 SF ballroom, 6 meeting rooms, restaurant, pool, and library/bar.
- Ritz-Carlton Boston Common at Millennium Place - Boston, Massachusetts  
A contemporary 193-room hotel with 43 suites, 7 meeting rooms, two-story restaurant, bar, health club, condominiums, retail and theater spaces.
- Hyatt Regency Chicago - Chicago, Illinois  
A 40,000 SF renovation of the Grand Ballroom and 9,000 SF meeting space addition created from an existing retail area. Also completed renovation design services for three spaces including the Plaza Ballroom, lobby and bar areas.

#### **Education**

Bachelor of Architecture, Georgia  
Institute of Technology,  
Atlanta, Georgia

#### **Registrations**

Alabama, Colorado, Georgia,  
Kansas, Oklahoma, Washington,  
NCARB





### J. RANDOLPH BRUCE, AIA

MANAGING MEMBER/PRINCIPAL IN CHARGE

Randy Bruce is the Managing Member at Knothe & Bruce Architects, LLC. He believes that the best projects result from fully engaging clients with an enthusiastic team of consultants dedicated to bringing their unique expertise and professional services to the table. Drawing on over thirty years of housing experience he excels at defining client expectations, and balancing functional or business objectives with project requirements, schedule, and budget constraints. These responsibilities continue through the leadership of master planning, conceptual design, schematic design, and design development to project architecture.

#### Select Project Experience

- On the Boards- City View, Madison, Wisconsin
- On the Boards- The Waterfront, Madison, Wisconsin
- On the Boards- Theta Chi, Madison, Wisconsin
- Present - Vantage Point, Madison, Wisconsin
- Present - X-01, Madison, Wisconsin
- Empire Photo, Madison, Wisconsin
- Parman Place, Madison, Wisconsin
- City Row Apartments, Madison, Wisconsin
- The Overlook at Hilldale, Madison, Wisconsin
- The Depot Apartments, Madison, Wisconsin
- The Overlook at Midtown, Madison, Wisconsin
- Baldwin Corners, Madison, Wisconsin
- Grand Central Apartments, Madison, Wisconsin
- Telluride, Iowa City, Iowa
- Watercrest, Madison, Wisconsin
- Park Central Apartments, Madison, Wisconsin
- The Equinox, Madison, Wisconsin
- Cortland Commons, Madison Wisconsin

#### Education

Master of Architecture,  
University of Illinois , Urbana, Illinois

Bachelor of Business  
Administration,  
University of Wisconsin, Madison,  
Wisconsin

#### Honors

2012 ABC Project of Distinction  
Award for Green Building Practices

Wesley Foundation, 2011  
Historic Preservation Award for  
Commercial Rehabilitation

The Depot Apartments, 2011 ABC  
Projects of Distinction Award for  
Commercial Over \$10 Million.

Baldwin Corners, 2010 ABC  
Projects of Distinction Award for  
Commercial

Grand Central, 2009 ABC  
Projects of Distinction Award for  
Commercial Over \$10 Million

2010 In Business Magazine Award  
for Best New Development or  
Renovation - Residential

Water Crest Condominiums, 2008  
ABC Projects of Distinction Award  
for Concrete





### **DONALD A. SCHROEDER, AIA**

MEMBER/ARCHITECT DESIGNER

Don Schroeder is a partner at Knothe & Bruce Architects, LLC and leads the design team. His 20 years of housing experience includes thoughtful and innovative projects ranging from mixed use buildings to custom residential. He appreciates the challenges created by searching for innovative design solutions and excels at incorporating client input into a holistic design process, resulting in functional and aesthetically pleasing buildings. His extensive experience in all construction practices has resulted in consistently successful projects of all types and scale, and have won him the respect of his colleagues and many loyal clients. Having designed several award-winning projects, Don is skilled at leading as well as listening.

#### **Select Project Experience**

- On the Boards, City View, Madison, Wisconsin
- On the Boards, The Waterfront, Madison, Wisconsin
- On the Boards, Theta Chi, Madison, Wisconsin
- Vantage Point, Madison, Wisconsin
- X-01, Madison, Wisconsin
- Empire Photo, Madison, Wisconsin
- Parman Place, Madison, Wisconsin
- City Row Apartments, Madison, Wisconsin
- The Overlook at Hilldale, Madison, Wisconsin
- The Depot Apartments, Madison, Wisconsin
- The Overlook at Midtown, Madison, Wisconsin
- Baldwin Corners, Madison, Wisconsin
- Grand Central Apartments, Madison, Wisconsin
- Telluride, Iowa City, Iowa
- Watercrest, Madison, Wisconsin
- Park Central Apartments, Madison, Wisconsin
- The Equinox, Madison, Wisconsin

#### **Education**

Bachelor of Science, Architecture,  
North Dakota State University,  
Fargo, North Dakota

#### **Honors**

City Row, 2012 ABC Project of  
Distinction Award for Green  
Building Practices

Wesley Foundation, 2011  
Historic Preservation Award for  
Commercial Rehabilitation

The Depot Apartments, 2011 ABC  
Projects of Distinction Award for  
Commercial Over \$10 Million.

Baldwin Corners, 2010 ABC  
Projects of Distinction Award for  
Commercial

Grand Central, 2009 ABC  
Projects of Distinction Award for  
Commercial Over \$10 Million

2010 In Business Magazine Award  
for Best New Development or  
Renovation - Residential

Water Crest Condominiums, 2008  
ABC Projects of Distinction Award  
for Concrete

The Equinox Apartments, 2006  
ABC Projects of Distinction Award  
for Residential (Multi-unit)



### LIZ DOUGLAS, PE

PRINCIPAL-IN-CHARGE

Ms. Liz Douglas has been a Senior Vice President of the Wisconsin Division since 2001. Prior to 2001, she was a division leader for the company. She has performed quality mechanical engineering design for Henneman since 1993, while providing client advocacy and project management. She is a registered professional engineer in Wisconsin and Illinois and led Henneman's project team for the \$175 Phase II Expansion at St. Mary's Hospital in Madison, Wisconsin.

### Select Project Experience

- Covance, New Clinical Research Center, Madison, Wisconsin
- University of Wisconsin, School of Medicine and Public Health, Centennial LEED Gold Certified Faculty Office Building, Madison, Wisconsin
- University of Wisconsin, University Houses Graduate Student and Family Housing, Madison, Wisconsin  
Master Plan  
Pre-Design
- Rock Cut Crossing, New Medical Office Building, Loves Park, Illinois
- Northern Illinois Health and Wellness Campus, Roscoe, Illinois
- Wheaton Franciscan Health, Brown Deer Medical Office Building, Brown Deer, Wisconsin
- St. Mary's Hospital, Phase II Master Plan and Implementation, Madison, Wisconsin  
New Inpatient Building  
Central Plant Expansion  
Parking Structure  
Renovation
- OSF Healthcare System, Saint Anthony Medical Center, Rockford, Illinois  
Administrative Offices Relocation  
Support Services  
Dietary Expansion/Renovation  
Master Plan  
Patient Room Expansion Study  
Sleep Lab Renovation

### Education

Bachelor of Science, Mechanical Engineering, University of Illinois at Urbana-Champaign

### Registrations

Registered Professional Engineer:  
Wisconsin, Illinois







**MIKE SCHMIDT, PE, SE, AIA, LEED AP**

PRINCIPAL-IN-CHARGE

Mr. Schmidt is a Senior Structural Engineer with more than 30 years of professional experience. He has a wealth of design and management experience. Mr. Schmidt has considerable experience with public/private projects. He has been involved in many projects that require a unique solution. Mr. Schmidt is very active in Downtown Madison, Inc. Economic Development and Madison, Inc. Transportation and Parking Committees.

**Select Project Experience**

- Riser Justice Center, Madison , Wisconsin
- Tommy G. Thompson WHEDA Commerce Center, Madison, Wisconsin
- 21 North Park Street Office Building and Parking Structure, Madison, Wisconsin
- Evanston Place, Evanston, Illinois
- Holiday Inn Express, Hillside, Illinois
- Monona Terrace Community and Convention Center and Parking Structure, Madison, Wisconsin
- Dunton Place Apartment Building, Arlington Heights, Illinois
- State of Wisconsin Administration Building, Madison, Wisconsin
- Tenney Building Addition and Parking Structure, Madison, Wisconsin
- University of Wisconsin Foundation Office Building and Parking Structure, Madison, Wisconsin
- Weston Place Condominium, Madison, Wisconsin
- Yankee Hill, Apartment Buildings, Milwaukee, Wisconsin
- Rait Ruess Federal Plaza, Parking Structure and Pedestrian Bridge, Milwaukee, Wisconsin
- Main Street Retail and Parking Structure, La Crosse, Wisconsin

**Education**

Master Degree, Architecture with specialization in Structural Engineering, University of Illinois at Urbana-Champaign

Bachelor of Science, Architectural Studies, University of Illinois at Urbana-Champaign

**Registrations**

Registered Professional Engineer: Wisconsin, Iowa, Michigan, Ohio

Licensed Structural Engineer, Illinois

Licensed Architect, Wisconsin, Illinois

LEED® (Leadership in Energy & Environmental Design) Accredited Professional by U.S. Green Building Council





### **JASON ALLEN, PE, LEED AP** MECHANICAL ENGINEER

Mr. Jason Allen is a Senior Mechanical Engineer with more than 15 years of professional experience. He holds a Bachelor of Science in Architectural Engineering degree from the Milwaukee School of Engineering. He is a Registered Professional Engineer and LEED Accredited Professional. Mr. Allen specializes in the design of HVAC systems.

#### **Select Project Experience**

- Avalon at Mission Bay, Phase II, San Francisco, California  
17-Floor Residential Apartments  
Retail Space  
Parking Complex
- The Village at Town Center, El Cerrito, California  
9 apartment buildings; 163 living units encompassing 4 city blocks  
8,500 SF of retail
- The Hayes, 55 Page Street, San Francisco, California  
8 stories; 128 living units  
Residential lobby, retail, restaurant, and parking
- 188 King Street, San Francisco, California  
44 living units; 6 floors of residential over 1 floor of retail
- Bryant Street Pier (aka The Watermark), San Francisco, California  
22 stories; 136 single level condominium dwelling units  
6-two level town homes  
136 car parking structure  
Restaurants, swimming pool, and exercise room
- Bryant Street Pier, 2-Floor Condominiums, San Francisco, California
- Extended Stay America, Vacaville, California
- Northern Illinois Health and Wellness Campus, Roscoe, Illinois
- Yahoo! Campus, Five Building Campus, Sunnyvale, California
- Britannia East Grand Campus, South San Francisco, California
- Britannia Oyster Pont Campus, South San Francisco, California
- The Creekside Residence, Woodside, California  
7,8000 SF main house  
14-Car underground parking  
Guesthouse and caretaker house  
Office and pool pavilion
- Casa Kea Extraordinary Residences, Mauna Kea and Maui, Hawaii
- Project Hogan, Extraordinary Residence, Atherton, California
- Mountain Home Road, Extraordinary Residence, Woodside, California

#### **Education**

Bachelor of Science, Architectural Engineering, Milwaukee School of Engineering

#### **Registrations**

Registered Professional Engineer:  
Wisconsin, California, South Dakota  
  
LEED® (Leadership in Energy & Environmental Design) Accredited Professional by U.S. Green Building Council



### **BRAD BIDDICK**

ELECTRICAL DESIGNER

Mr. Biddick is an Electrical Designer with more than 15 years of professional experience. He holds an Architectural Technology Degree from Madison Area Technical College. He is a Registered Designer of Electrical Engineering Systems. Mr. Biddick has extensive experience with commercial and mixed-use facilities, and he is passionate about sustainable design and design of lighting systems.

### **Select Project Experience**

- Country Inn and Suites, Middleton, Wisconsin  
New Hotel  
Conference Room  
Restaurant and Bar
- Athena Office Building, Madison, Wisconsin
- WPPI-E, Sun Prairie, Wisconsin  
Addition and Remodel
- CUNA Mutual Group, Madison, Wisconsin
- Third Wave Technologies, Madison, Wisconsin
- Tomo Therapy, Madison, Wisconsin  
Corporate Headquarters
- Discovery Springs, Middleton, Wisconsin  
New Office Building
- Gilda's Club, Middleton, Wisconsin
- Meriter, Madison, Wisconsin  
Business Center
- ANiU Spa and Salon, Middleton, Wisconsin
- Kahunaville, Lake Delton, Wisconsin  
Restaurant and Bar
- Keylime Cove Waterpark and Resort, Gurnee, Illinois
- Ruth's Chris Steak House, Middleton, Wisconsin
- Sub-Zero and Wolf, Manhattan, New York  
Showroom
- Eragen Biosciences, Madison, Wisconsin
- Eno Vino, Madison, Wisconsin  
Wine Bar and Restaurant
- Kalahari Waterpark and Resorts, Sandusky, Ohio

### **Education**

Architectural Technology Degree,  
Madison Area Technical College

### **Registrations**

Registered Designer of Electrical  
Engineering Systems, State of  
Wisconsin



### TIM COLE, RCDD

INFORMATION TECHNOLOGY DESIGNER

Mr. Tim Cole is a Senior Information Technology Designer and has extensive experience designing voice and data networks, especially structured cabling systems, security systems and audio-visual systems. He is an expert in communication room and data center design, construction and remodel, including outside and inside cable plant design. Mr. Cole's main focus is providing multiple technology systems in large, multi-floor and multi-building sites.

#### Select Project Experience

- University of Wisconsin, Madison, Wisconsin  
School of Medicine and Public Health, Centennial Faculty Office LEED Gold Certified Building  
School of Medicine and Public Health, Centennial Faculty Office Data Center
- Edward Jones, Headquarters Campus, Multiple Buildings and Site Cabling  
Infrastructure, St. Louis, Missouri  
30,000 SF Raised Floor Computer Lab
- Training Facility, North and South Campuses
- Marathon Oil Refinery, New Administration Building Addition, Robinson, Illinois
- Illinois State University, Julien Hall Data Center, Normal, Illinois
- Iowa State University, Student Welcome Center, Ames, Iowa
- Boeing, New Office Building, Beijing, China  
Telephone and LAN Infrastructure  
LAN Hub and Router Installations
- Boeing, New Office Building, London, England  
New Structured Cable Plan  
Telecommunication Room Improvements
- State of Wisconsin, State Capitol Fiber Optic Ring, Madison, Wisconsin
- University of Cincinnati, Cincinnati, Ohio  
Medical Science Building  
Center for Academic and Research Excellence
- St. Mary's Hospital, Phase II Master Plan and Implementation, Madison, Wisconsin  
New Inpatient Building  
Central Plant Expansion  
Parking Structure  
Renovation

#### Education

Bachelor of Arts, Industrial  
Technology, Washington State  
University

#### Registrations

Registered Communications  
Distribution Designer (RCDD)

Network Transport Systems  
Specialist (NTS)







### **WILLIAM PEDEN, CPD**

SENIOR PLUMBING AND FIRE PROTECTION DESIGNER

Mr. William Peden is a Senior Plumbing and Fire Protection Designer with more than 36 years of professional experience. He is a Registered Designer of Plumbing Engineering Systems. Mr. Peden has extensive experience with commercial and mixed-use facilities.

#### **Select Project Experience**

- University of Wisconsin, Madison, Wisconsin  
Lakeshore Residence Hall, Phase II  
School of Medicine and Public Health, Centennial Faculty Office LEED Gold Certified Building  
School of Nursing – Nursing Science Center
- Sub-Zero, Fitchburg, Wisconsin  
Communications Center
- Madison Investment Advisors, Madison, Wisconsin  
New Office Building
- J.H. Findorff & Son, Madison, Wisconsin  
New LEED Certified Headquarters Building
- Dane County, Madison, Wisconsin  
Exhibition Center
- Monona Terrace, Madison, Wisconsin  
Community and Convention Center, LEED Certified  
Parking Structure
- Covance Laboratories, Madison, Wisconsin  
2 West Buildout  
North Building Renovation
- University of Wisconsin, Superior, Wisconsin  
Ross and Hawkes Residence Hall
- University of Wisconsin, Whitewater, Wisconsin  
Drumlin Dining Hall
- St. Mary's Hospital, Phase II Master Plan and Implementation, Madison, Wisconsin  
New Inpatient Building  
Central Plant Expansion  
Parking Structure  
Renovation

#### **Education**

Various Engineering Courses, Ohio  
State University

#### **Registrations**

Registered Designer of Plumbing  
Engineering Systems, State of  
Wisconsin

American Society of Plumbing  
Engineers, Certified in Plumbing  
Engineering

)





### DAVID M. GLUSICK, PE

CIVIL ENGINEER

Mr. David Glusick, Principal at Vierbicher Associates, Inc., manages the firm's Madison, Wisconsin office. Mr. Glusick offers over 18 years of experience in the greater Madison area and has been a part of numerous successful redevelopment projects. His experience has allowed him to build positive relationships with City of Madison staff as he has assisted his clients through the City's land development approval process. His staff provides an integrated range of services including civil engineering, land surveying, land planning, and landscape architecture.

Mr. Glusick's experience covers a wide variety of project types, from individual site redevelopment projects to large master-planned mixed-use communities. His background in civil engineering allows him to understand the needs of a site in the early stages of a project while his management experience allows him to assemble the optimal team for a project. He is a trusted resource and partner to the clients he works with.

#### Education

Bachelor of Science, Civil Engineering, University of Wisconsin, Madison, Wisconsin

M.B.A. (2013 Expected Completion), University of Wisconsin, Madison, Wisconsin

#### Registrations

Licensed Professional Engineer:  
Wisconsin

Licensed Professional Engineer:  
Illinois

#### Affiliations

Downtown Madison, Inc.

Smart Growth Greater  
Madison, Inc.

Metropolitan Builders  
Association

#### Select Project Experience

##### City of Madison Experience

- The Depot Mixed-Use Redevelopment
- Grand Central Apartments
- The Overlook at Hilldale
- Ganser Heights
- Courtland Commons
- Midtown Commons
- The Colony Condominiums
- City Row Apartments
- The Equinox

##### Other Experience

- Uptown Mixed-Use Master Planned Development, Fitchburg, Wisconsin
- Arbor Crossing, Shorewood Hills, Wisconsin
- Fitchburg Technology Campus, Fitchburg, Wisconsin
- Tri-North Builders Corporate Headquarters, Fitchburg, Wisconsin



## DAVE BECK-ENGEL

PRESIDENT

Findorff's President Dave Beck-Engel will be responsible for ensuring that the necessary Findorff resources are in place for the success of this project. Mr. Engel's extensive experience will be invaluable and he will work closely with the project team, particularly during preconstruction and budget preparation.

### Select Project Experience

- University Square Mixed Use Development, \$132 Million, Madison, Wisconsin  
This one million plus SF project is located in the heart of the University of Wisconsin Madison campus. Building features include retail and restaurant space in its lower levels with upper levels containing student housing and office space for the UW Bursar's office, Financial Aid Office, Registrar's office, Student Health Services, and the Student Organizations Student Activity Center. Scope also included 500 underground parking spaces.
- 33 E. Main Office Building, \$13 Million, Madison, Wisconsin  
Located directly across from the Wisconsin State Capitol in downtown Madison, this nine-story glass and brick mixed use facility provides 141,000 SF of office and retail space for tenants such as Park Bank, Heller Erhman, Quarles & Brady and Murphy Desmond.
- University Club Tower Condominiums, \$70 Million, Milwaukee, Wisconsin  
This project involved the construction of a 38-story complex featuring 53 luxury condominiums with high-end custom interiors, large terraces and exceptional views. A separate four-story parking structure including a rooftop garden with walking paths for tenants and pets was also part of the project scope.
- 100 Wisconsin Mixed Use Facility, \$36 Million, Madison, Wisconsin  
100 Wisconsin Avenue features four floors of premier office space topped by eight floors of luxury condominium homes with spectacular views of the Wisconsin State Capitol, Lake Mendota, Lake Monona, Downtown, and the City of Madison. This 12-story building with underground parking is constructed entirely of concrete except for the brick and glass exterior.

### Other Projects

- American Family Children's Hospital Surgical Services Unit
- Capitol Point Condominiums
- First Unitarian Society
- Fourth Ward Lofts
- Hilton Madison, Monona Terrace
- Hyatt Place Hotel
- Madison Children's Museum
- Meriter Hospital  
Floors 3, 4, 6-10, Tower Remodel  
Lobby Remodel  
Parking Ramp Vertical Expansion  
Elevator Tower Addition
- Oakwood Village Hebron Hall Remodel
- Overture Center for the Arts
- Stoughton Hospital  
Phase 2 Vertical Expansion  
Medical/Surgical/ICU  
Dean Clinic Buildout  
Ambulatory Care

### Education

Bachelor of Science, Civil Engineering, University of Wisconsin, Madison

### Affiliations

State of WI Professional Engineer

Board of Directors Vice President, Project Home

UW Engineering School, Lecturer

Collective Bargaining Committee, AGC of Wisconsin

Alumni, Leadership Greater Madison

Board of Directors, Future Madison Housing Fund

President, Board of Directors, Access Community Health Centers



### SAM LAWRENCE

PRE-CONSTRUCTION GROUP MANAGER

As Findorff's Pre-construction Group Manager, Mr. Sam Lawrence will provide leadership and direction for all pre-construction activities related to this project. With more than 20 years of industry experience, Mr. Lawrence will guide the project team on issues related to architectural design, value engineering and constructability analysis.

#### Select Project Experience

- University Square, \$132 Million, Madison, Wisconsin  
This one million plus SF project is located in the heart of the University of Wisconsin (UW) Madison campus. Building features include retail and restaurant space in its lower levels with upper levels containing student housing and office space for the UW Bursar's office, Financial Aid Office, Registrar's office, Student Health Services, and the Student Organizations Student Activity Center. Five hundred underground parking spaces were also included as part of the project scope.
- Edgewood College Dominican Hall, \$9 Million, Madison, Wisconsin  
This 72,000 SF, four-story residence hall features a wide range of living suites and community spaces. Home to nearly 200 students, Dominican Hall is also the first college dorm in Wisconsin to be awarded a Leadership in Energy and Environmental Design (LEED) Silver certification by the U.S. Green Building Council (US).
- Capitol West, \$38 Million, Madison, Wisconsin  
Located in downtown Madison, this project consists of 126 residential units, 18,000 SF of commercial space and 234 parking spaces. In addition to the utilization of BIM technology, Findorff also partnered with the Madison Environmental Group to recycled more than 42 tons of materials.
- Epic Systems Corporation Campus I, \$150 Million, Verona, Wisconsin  
Located in a rural setting just outside of Madison, this project consists of six individual buildings containing more than 500,000 SF, as well as a 1,400-stall underground parking facility. In addition to numerous recycling and sustainable building efforts, this project also features one of the nation's largest geo-thermal heating and cooling systems.
- American Family Children's Hospital, \$78 Million, Madison, Wisconsin  
Located in a rural setting just outside of Madison, this project consists of six individual buildings containing more than 500,000 SF, as well as a 1,400-stall underground parking facility. In addition to numerous recycling and sustainable building efforts, this project also features one of the nation's largest geo-thermal heating and cooling systems.

#### Education

Bachelor of Science, Molecular  
Biology,  
University of Wisconsin,  
Madison

Master of Science, Civil and  
Environmental Engineering,  
University of Wisconsin,  
Madison

#### Affiliations

Member, SAGC of Wisconsin

Member, American Society of  
Civil Engineers

Member, Wisconsin  
Biotechnology Association

#### Other Projects

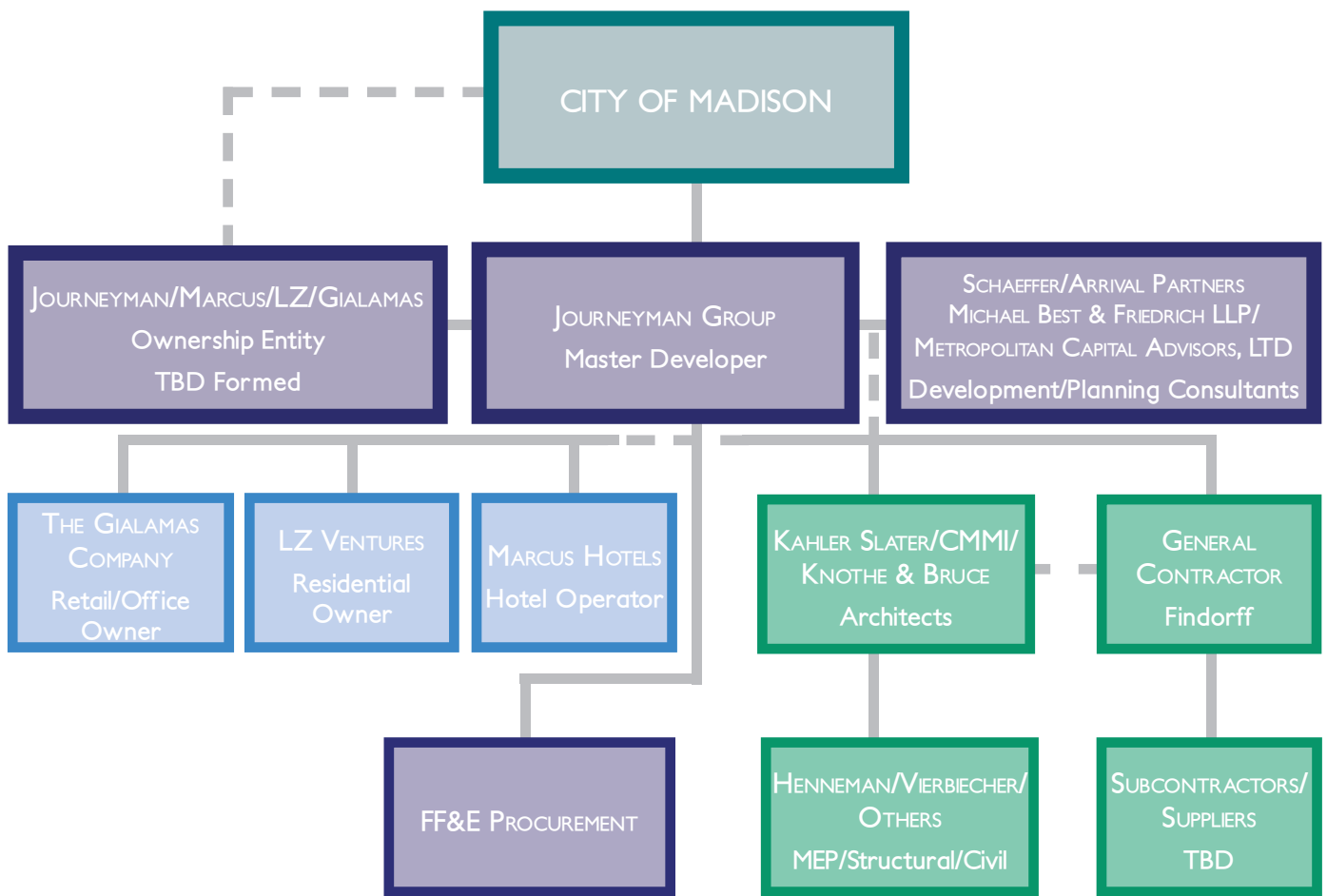
- 33 E. Main, Multiple Projects
- Aberdeen Apartments
- Datex-Ohmeda Office & Lab Remodel
- First Unitarian Society Addition
- Foley & Lardner Office Remodel
- Fourth Ward Loft Condominiums
- Hyatt Place Hotel
- Kahler Slater Office Buildout
- Network 222, Multiple Projects
- Nolen Shore Condominiums
- St. Francis Xavier Parish Addition
- UW Hillel Center





5. Organizational Structure

Our proposed organizational structure for the project team planning to undertake the Judge Doyle Square project is below with solid lines reflecting direct reporting responsibilities and dashed red lines indicating indirect reporting responsibilities. Though open communications between all parties will be encouraged the team interface with the City of Madison project management will be with Journeyman Group as Master Developer. Further definition of the roles of team members is further below.





### JOURNEYMAN GROUP, MASTER DEVELOPER

Journeyman employs a single source management approach to each project delivery process. The City of Madison point of contact at Journeyman for all correspondence and communication from the onset of the project will be Journeyman's Development Manager, Robert Gallup. Mr. Gallup will lead the design and construction teams in meeting the project goals. Specific responsibilities of the Development Manager will eventually be further defined in rather extensive and site specific Project Procedure Manual (PPM) but will include:

- ⌘ Primary interface with the City of Madison;
- ⌘ Overall responsibility for project coordination;
- ⌘ Coordinates efforts of Architects, Consultants and Contractors;
- ⌘ Involve legal and other consultants as required;
- ⌘ Responsible for financial reporting;
- ⌘ Prepare monthly status reports updating past, present and future activities;
- ⌘ Prepare monthly control report providing the City and other stakeholders with key construction management tools;
- ⌘ Assure development and implementation of project specific quality assurance/quality control and safety programs;
- ⌘ Provides value studies, life cycle cost studies, cost benefit studies and constructability reviews with input/feedback from Design Manager and Construction Project Manager;
- ⌘ Establish budget, cost control, and coordinates periodic cost estimates with General Contract and Journeyman estimating resources;
- ⌘ Oversee preparation of milestone schedule and near term schedules to ensure timely project execution;
- ⌘ Manage facility programming;
- ⌘ Conduct project meetings and produces meeting minutes; and
- ⌘ Develop project needs list; and Develops Guaranteed Fixed Price in conjunction with Architect, General Contractor, FF&E, and other project components and resource.



### JOURNEYMAN/MARCUS/LZ/GIALAMAS, OWNERSHIP ENTITY(S)

The anticipated ownership structure of the Project components is reflected in the identity of key entities earlier in this Chapter 1. It is expected that each entity may have indirect communications with the City of Madison, Architects, and Constructors, though formal communications should flow through the Master Developer. Each entity will have a shared responsibility for financing, design, and construction of the specific elements of the Project for which they are involved.

**KAHLER SLATER/CMMI/KNOTHE & BRUCE, ARCHITECTS**  
Kahler Slater, CMMI, Knothe & Bruce, and engineering consultants shall be responsible for the design of the Project with Kahler Slater assuming the design lead role. Direct reporting from Kahler Slater shall be to the Development Manager though it is expected that there will be considerable indirect communications between the designers and specific ownership entities. Kahler Slater shall:

- ⌘ Report to Development Manager;
- ⌘ Manage architects/engineers;
- ⌘ Monitor permitting process;
- ⌘ Monitor quality of A/E documents;
- ⌘ Prepare budget estimate for A/E services;
- ⌘ Participate in value engineering studies;
- ⌘ Monitor A/E schedule;
- ⌘ Prepare A/E master schedule;
- ⌘ Participate in preparation of monthly progress reports;
- ⌘ Develop project design criteria; and
- ⌘ Coordinates with other entities and consultants.



### FINDORFF, GENERAL CONTRACTOR(S)

Findorff will have direct reporting to the Development Manager though it is expected that the Contractor(s) will have considerable indirect communications between with the designers and specific ownership entities. The General Contractor(s) shall:

- ⌘ Report to Development Manager;
- ⌘ Manage and coordinates all trade contractors;
- ⌘ Observe and reports on construction progress;
- ⌘ Analyze trade contractors, vendors and specialty product manufactures change orders;
- ⌘ Monitor QA/QC program and ensure work is in compliance with the contract documents;
- ⌘ Monitor on-site safety program and ensures on-site safety and quality;
- ⌘ Review logic of construction schedule for proper phasing and sequencing;
- ⌘ Participate in preparation of budget estimates;
- ⌘ Participate in review and approval of all trade contractor's monthly billings;
- ⌘ Participate in preparation of monthly progress reports;
- ⌘ Participate in value engineering studies;
- ⌘ Direct and controls all means and methods of construction; and
- ⌘ Review the contract documents for conflicts or omissions.





6. Availability of Project Team Members

Company	Personnel	Pre-Construction	Construction
Journeyman Group	Sam Kumar, President	25%	25%
	Harley Blackburn, Vice President	50%	50%
	Robert Gallup, Vice President	100%	100%
	Lisa Houston, Comptroller	25%	25%
Marcus Hotels	Kirk Rose, President	25%	25%
	Bill Reynolds, Sr. Managing Dir, MCS LLC	50%	25%
	David Merritt	50%	20%
LZ Ventures	Bradley S. Zellner, Principal	25%	25%
	John Leja, Principal	50%	50%
Gialamas Company	George Gialamas, President	25%	25%
	Aris Gialamas, Vice President	25%	25%
	Andy Van Haren, Fac & Const. Mgr.	50%	50%
Schaeffer Consulting	Carole Schaeffer, Owner/President	50%	25%
Arrival Partners	Douglas Nysse, Principal	50%	50%
Kahler Slater	Glenn Roby, AIA, Principal, PIC	25%	25%
	David Plank, AIA, CDT, LEED AP, Assoc. Principal, Project Manager	50%	50%
	Aaron Ebent, AIA, LEED AP, BD+C, Assoc. Principal, Lead Designer	60%	40%
CMMI	William E. Cox, AIA, LEED AP, Principal, Architecture	50%	50%
	Billie P. Thorne, ASID, Principal, Interior Design	50%	25%
	James E. Culpepper, AIA, LEED AP, Sr Principal, Architecture & Interior Design	25%	25%
Knothe & Bruce	Randolph Bruce, AIA, Managing Member/Principal-in-Charge	50%	50%
	Donald A. Schroeder, AIA, Managing Member/Architect Designer	50%	25%







Company	Personnel	Construction	Pre-Construction
Hennerman Engineering	Liz Douglas, PE, Principal-in-Charge	50%	50%
	Mike Schmidt, PE, SE, AIA, LEED AP, Principal-in-Charge	50%	50%
	Jason Allen, PE. LEED AP, Mechanical Engineer	50%	50%
	Brad Biddick, Electrical Designer	50%	50%
	Tim Cole, RCDD, Information Technology Designer	50%	50%
	William Peden, CPD, Sr. Plumbing & Fire Protection Designer	50%	50%
Vierbicher	David M. Glusick, PE, Civil Engineer	50%	50%
Findorff	Dave Beck-Engel, President	25%	25%
	Sam Lawrence, Pre-Construction Group Manager	50%	50%









## CHAPTER 2 - EXPERIENCE OF THE TEAM TO SUCCESSFULLY UNDERTAKE THE PROJECT

### 1. Mixed-Use Urban Scale Projects

#### JOURNEYMAN GROUP

Journeyman Group is a recognized expert in real estate development, financing, design and construction of quality properties in a variety of settings. The Journeyman team has engaged with a variety of clients ranging from commercial to federal, state and municipal agencies.

As a Developer Journeyman Group is a complete source offering a comprehensive scope of services to achieve project success. Our core competencies include real estate development and acquisition, market analysis, conceptual vision and budget, architectural design, estimating, financing, construction management, FF&E selection/procurement and hotel operations. Guaranteed Performance Journeyman Austin Holdings and its general contracting affiliate, Journeyman Construction, Inc., have developed and constructed over 200 projects at a combined cost over \$2 Billion. Journeyman has found success by providing a guaranteed construction price and schedule, turnkey design-build delivery and payment and performance bonding, thereby mitigating the client's risk.

#### FAST-TRACK DELIVERY

Delivering new construction projects is a collaborative process. We understand that each construction project is unique and calls for an individualized approach. Journeyman has self-performed challenging construction projects and served as at-risk program managers. We organize our projects around a single firm point of contact and responsibility that covers both design and construction. This approach translates into lower costs and expedited delivery schedules.

#### LOCAL AND W/DBE PARTICIPATION

Journeyman Group is dedicated to equal and representative employment, with an emphasis on utilizing local, small, woman-owned and minority subcontractors, vendors and consultant firms (W/DBE). Journeyman enjoys a record-setting history of exceeding minority and local participation guidelines.

Even when compliance with W/DBE standards is not a project requirement, we have exceeded our goals. For example, the Hilton Austin-Bergstrom Airport project (44.5%) and the Hilton Austin Convention Center Hotel project (35.4%) both exceeded the City's target of 32.2%. In addition, the Omaha Hilton Convention Center Hotel achieved a record 95% local and W/DBE participation.



Airport Hilton Hotel



Omaha Hilton Convention Hotel



Austin Hilton Convention Center Hotel





**CONVENTION CENTER HOTEL EXPERIENCE**

The principals of Journeyman Austin Holdings have completed over six convention hotels totaling 3,004 rooms since 2004. Additionally, our senior executives have successfully financed a convention center hotel with more than \$75 Million of private equity, Hyatt San Antonio.

Our portfolio includes one of the first LEED certified hotels in the country, Hilton Vancouver as well as the award-winning Hilton Austin and the Hilton Garden and Conference Center, Lawton Oklahoma, Hilton. The Hilton Austin is a convention center hotel with 98 privately and separately owned condominium units, a first of its kind in the country.

**SUMMARY OF DEVELOPMENTS**

The table below describes the collective development experience of our senior executives over the past six years.

Services are indicated by the following:

- Developer (D)
- Design-Builder (D-B)
- Financial Advisor (F)
- General Contractor (GC)
- Construction Manager (CM)
- Program Manager (PM)



Austin Hilton Convention Center Hotel

PROJECT NAME	FIRM	SIZE	SERVICES	START/ COMPLETION
Hilton Garden Inn and Convention Center Lawton, OK	Journeyman	162 Keys 20,000 SF	D, F, GC, CM, PM	June 2012-Dec 2013 (est)
Airport Hilton Hotel Austin, TX	Landmark*	262 keys 228,000 SF	D, D-B, F, GC, CM Turnkey delivery	Feb 1999-Feb 2001
Austin Hilton Convention Hotel Austin, TX	Landmark*	804 keys 633,000 SF	D, D-B, F, GC, CM Turnkey delivery	June 2001-Dec 2003
Omaha Hilton Convention Hotel Omaha, NE	Landmark*	50 keys 4364,480 SF	D, D-B, F, GC, CM Turnkey delivery	Apr 2002-Mar 2004
Vancouver Hilton Convention Hotel Vancouver, WA	Landmark*	226 keys 220,000 SF	D, D-B, F, GC, CM Turnkey delivery	Nov 2003-Jun 2005

\*Indicates projects completed by Journeyman principals under a previous entity







### MARCUS HOTELS AND RESORTS

Marcus Hotels and Resorts is a compelling force in the hospitality industry, with expertise in management, development, and historical renovations. Marcus holdings include a wide variety of properties ranging from city center meeting hotels to upscale resorts.

The senior management team collectively brings experience in developing and operating luxury hotels and resorts, as well as managing branded first-class hotels. Our size enables us to provide significant economies of scale in purchasing, technology, and marketing, yet we are right-sized to provide personal attention and senior management involvement at every hotel we operate.

#### DISTINCTIVE COMPETENCIES

At the center of impressive resources, Marcus Hotels and Resorts brings management and financial acumen in:

- ⌘ Meetings and conference marketing and management;
- ⌘ Spa and fitness;
- ⌘ Accommodations;
- ⌘ Retail;
- ⌘ Quality food and beverage;
- ⌘ Recreation and resort facilities; and
- ⌘ Real estate management.

#### RESTORATION MANAGEMENT

Restoration Management is a strong suit of Marcus Hotels and Resorts. Our proven success in rebirthing properties spans more than 50 years, implementing a simple, clear approach to complex challenges. Every property has its own distinct challenges and opportunities. Our proficiency lies in evaluating, identifying and prioritizing areas of improvement.



Sheraton Four Points

Hilton Milwaukee



#### REPLENISHING LEADERSHIP

Marcus team members are experts at conceptualizing and rebuilding any facet of operations. Extensive knowledge of all aspects of hotel administration is shared to assure that each Marcus owned or operated property receives attention, support and operating direction to prosper.

Every Marcus success begins with a clear focus on excellence. At Marcus, restoration management involves more than adding new brick and mortar. It involves restoring pride, profits, integrity, and vision, by creating a corporate culture for success at each property.

#### RE-ENERGIZING SYSTEMS

Management systems are developed to work in concert with the owners' core beliefs and philosophy. Whether as full owner, equity holder, or managing partner, we operate each property from a well developed, plain language business plan. We analyze all aspects of operations and recommend capital and staff enhancements. We then assume day-to-day management responsibility to ensure maximum return on investment.



Crown Plaza, Minneapolis, Minnesota





### RETAINING THE BEST HUMAN RESOURCES

Training that teaches essential skills and attitudes is reinforced consistently through unique, targeted incentives that ensure loyalty and enthusiasm. Training programs such as Marcus Magic, use the concept People Pleasing People to reaffirm Marcus' commitment to quality service through helpful and courteous associates. Recognized as innovative human resource specialists, Marcus attracts, trains and retains the right people for key positions in a hotel's renaissance. Our inclusive style encourages new ideas from every division and every associate, continually fine-tuning performance.

### REVITALIZING PROPERTIES

An impressive range of properties owned and/or operated by Marcus Hotels and Resorts have been rejuvenated or completely renovated.

The historic Grand Geneva Resort & Spa of Lake Geneva, Wisconsin was an ambitious restoration project. Originally one of Hugh Hefner's Playboy Resorts, the 30 year old property received a complete renovation, updating the Frank Lloyd Wright-inspired architecture, modernizing 50,000 SF of meeting space and three distinctive restaurants. Also updated and improved were two tour-quality golf courses, the Highlands and the Brute. The Grand Geneva Resort was transformed into one of the premier resort, golf and spa destinations in the Midwest and was awarded AAA Four Diamond status.

The beautiful Pfister Hotel is a four star, Four Diamond crown jewel of Milwaukee. Originally built in 1893, the grandeur of crystal chandeliers and richly appointed rooms faded over the years. In decline and slated to be replaced with a parking lot, Marcus purchased the property and four years later restored the Pfister to its original glory. Today the Pfister Hotel is a national historic landmark.

An Oklahoma City landmark, the Skirvin Hotel was neglected and in need of repair for many years prior to closing in 1988. Now transformed into a modern facility, the Skirvin Hilton retains the elegance and beauty of the past, but updated as a full-service facility and hub of activity within the city. Building a Legacy of Success Marcus Hotels and Resorts' track record of quality and consistency, strategic decision-making, and resolve to succeed sets in action a course to do things right, but also to do the right thing.



Sheraton Clayton



Grand Geneva Resort and Spa





HILTON GARDEN INN AND CONVENTION CENTER



WEST ELEVATION



NORTH ELEVATION

The Hilton Garden Inn and Convention Center is a 4-story, 162 room hotel situated on a 261,360 SF site. Hotel amenities include a Great American Grill restaurant and bar, business center and swimming pool.

The Convention Center meeting space is approximately 20,300 SF with a 9,750 SF ballroom. The property is currently under construction with an estimated completion date of December 2013.

**Project Location:** Lawton, Oklahoma  
**Total Project Cost:** \$24 Million  
**Start/Completion:** 2012/Estimated Completion: December 2013  
**Key Personnel:** Sam Kumar, Robert Gallup, Harley Blackburn



UPPER FLOOR



GROUND FLOOR



### HILTON-AUSTIN CONVENTION CENTER-DOWNTOWN



Completed ahead of schedule in October 2002, Journeyman principals served as design-builder and developer for the 31-floor, 804-room Hilton Austin convention center headquarters hotel. The total project includes 98 luxury residential units, ground floor retail space, Class A commercial office space, fine dining, a cafe, tavern and the Tower Health Club and Spa.

The Hilton Austin is the largest hotel in Austin and offers more ballroom and meeting space square footage than any other Austin property with 32 room configurations.

In addition, the Hilton Austin is convenient to Austin's famous Sixth Street entertainment district and local museums.

<b>Project Location:</b>	Austin, Texas
<b>Total Project Cost:</b>	\$165,000,000
<b>Start/Completion:</b>	2000/2002
<b>Key Personnel:</b>	Sam Kumar, Robert Gallup







### HILTON OMAHA



This facility is a 450 spacious guest room, four star quality, full service hotel located adjacent and connected to the Omaha Convention Center. The newly constructed facility contains over 320,000 SF on eight (8) floors and connects to the Convention Center via a sky bridge over a major thoroughfare with a large open courtyard in the center.

In addition to standard amenities, the luxurious hotel offers several restaurant choices in addition to a full service Health Club, a coffee shop and an indoor pool for year-round swimming. The hotel also offers 30,000 SF of flexible, state-of-the-art meeting and banquet space with a 10,000 SF ballroom.

The design intent was to enhance adjacent developments and create a new Omaha image from the transportation

portal to and from the Omaha Regional Airport (Eppley Airfield). This was accomplished by a complex and extensive glass facades at the public levels of the hotel assuring “interaction” between the hotel activities and pedestrian traffic at the exterior. The hotel Lobby and Porte Cochere incorporates a number of local and national art elements. The hotel is located just blocks away from the Historic Old Market, making it a choice location for leisure and business travelers alike.

<b>Project Location:</b>	Omaha, Nebraska
<b>Total Project Cost:</b>	\$71,000,000
<b>Start/Completion:</b>	2002/2004
<b>Key Personnel:</b>	Robert Gallup



Please note this project represents work completed by Journeyman Principals while with another firm.



### HILTON VANCOUVER



The Hilton Vancouver Hotel and Vancouver Convention Center, located in downtown Vancouver, Washington, includes more than 30,000 SF of meeting space.

The project opened two weeks ahead of schedule in June 2005 and is one of the first LEED certified hotels in the country. Contemporary architectural design and custom interior décor give the Hilton Vancouver Washington an upscale boutique atmosphere.

Special measures were taken during the construction to lessen the hotel's impact on the environment, including upgraded heating and cooling systems, light sensors and water flow devices. Designed and decorated by a local firm using the majority of materials and artwork from local craftsmen, guests feel at home with the warm color palette, lobby fireplace and grand granite staircase,

original artwork and comfortable furniture groupings. The "front yard" of the hotel, Esther Short Park, is the oldest town square in the state of Washington and has become a focal point for the downtown district. Managed by the City of Vancouver, the park can be reserved for convention or local events

<b>Project Location:</b>	Vancouver, Washington
<b>Total Project Cost:</b>	\$48,000,000
<b>Start/Completion:</b>	2003 / 2005
<b>Key Personnel:</b>	Robert Gallup

Please note this project represents work completed by Journeyman Principals while with another firm.







### HILTON AUSTIN AIRPORT



This facility is a 262 room, 292,000 SF four star quality, full service hotel located in an existing building at the entrance of the new Austin-Bergstrom International Airport. The existing building was originally used as the command and control center for Bergstrom Air Force Base. The building is circular and contained 124,000 SF on three floors with a large open courtyard in the center.

A fourth floor was added and the outside courtyard enclosed into an atrium bringing the total square footage to 228,000 SF. In addition, the facility contains 16,000 SF of meeting and conference space, along with a full service restaurant and lobby lounge located within the atrium. As a focal point of the project, the circular atrium space is 180 feet in diameter and was once an outdoor area within the building ring. The design intent was to

create an indoor-outdoor environment accomplished by integrating a complex steel structural system with a natural environment of native stone, plantings and water features. The mood of the space can be altered to create a park-like atmosphere through general lighting or a more intimate atmosphere in smaller areas through the use of accent lighting. A large mural, painted by a local artist, adds color and enlivens the space.



<b>Project Location:</b>	Austin, Texas
<b>Total Project Cost:</b>	\$35,200,000
<b>Start/Completion:</b>	1999 / 2000
<b>Key Personnel:</b>	Sam Kumar

Please note this project represents work completed by Journeyman Principals while with another firm.



### HILTON MADISON AT MONONA TERRACE



Kahler Slater partnered with Marcus Hotels and Resorts and was awarded the development of a headquarters hotel to serve the Monona Terrace Community and Convention Center. The Hilton Madison Monona Terrace includes 240 guestrooms and suites, meeting space, swimming pool, 14th floor executive lounge overlooking the Wisconsin State Capitol and Lake Monona, and a restaurant located in an attached historic building.

The hotel offers a pleasant, pedestrian-friendly streetscape, which complements the neighboring historic buildings. A vehicular entry courtyard and porte-cochere provides off-street guest access. Pedestrians can access the convention center through a climate-controlled skywalk.

The site challenges included the Lake Monona water level below, the Capitol height restriction above, existing historic buildings and their foundations on three sides, and an operating railroad and convention center on the fourth side. A 193-space underground parking structure was built below the hotel and the foundations of the adjacent historic buildings. The hotel opened in 2001 and it continues to lead the market.

<b>Project Location:</b>	Madison, Wisconsin
<b>Total Project Cost:</b>	\$30,000,000
<b>Start/Completion:</b>	1999/2001
<b>Key Personnel:</b>	Douglas Nysse, David Plank
<b>Participating Firms:</b>	Kahler Slater, Marcus Hotels, Findorff







### GRAND CENTRAL APARTMENTS



Grand Central Apartments is a 14-story, 162 unit residential building for students, graduate assistants and university staff located in the heart of the University of Madison campus.

The building integrates into its urban context with a strong presence at the street corner. A generous landscaped plaza and associated commons area substantially improve the pedestrian streetscape on this corner of campus.

The building is composed of twelve stories of glass and masonry architecture that changes at the thirteenth floor to a lighter glass and precast concrete expression. Step-backs and architectural differentiation are provided to create a 4-story street presence as the building meets the adjoining parcels. Both private and public open spaces are provided. The street level plaza provides a public space at the corner of Johnson and Mills, while a south facing roof terrace above the twelfth floor becomes a space for semi-public social gatherings. Private balconies and patios provide private outdoor spaces to each apartment.

This project represents Knothe & Bruce Architect's expertise in planning, implementing design, documentation and construction administration of large scale, dense student housing projects. Grand Central's location and amenities create an ideal student housing experience.

<b>Project Location:</b>	Madison, Wisconsin
<b>Total Project Cost:</b>	\$26,000,000
<b>Status:</b>	2007/2009
<b>Key Personnel:</b>	J. Bruce, AIA
<b>Participating Firms:</b>	Knothe&Bruce, Vierbicher, LZ Ventures





## CHAPTER 2 - EXPERIENCE OF THE TEAM TO SUCCESSFULLY UNDERTAKE THE PROJECT

### ATLANTA MARRIOTT



CMMI was retained to design and document a guestroom and corridor renovation for the Atlanta Marriott Alpharetta. This project incorporated elements from Marriott's "Refreshing Mint" guest room scheme, and was augmented with designs for the suites and corridors. CMMI also provided design services for a new concierge lounge and some work in the guest elevator lobbies. The project was completed on an extremely aggressive schedule. CMMI was well positioned to provide design services for this project due to our vast experience in hospitality architecture and interior design.



- Project Location:** Atlanta, Georgia
- Total Project Cost:** \$2,300,000
- Start/Completion:** February 2012-December 2012
- Key Personnel:** William Cox & Billie Thorne
- Participating Firms:** CMMI







### RENAISSANCE ATLANTA



Located in the heart of midtown, the Renaissance Atlanta Midtown (formerly Hotel Palomar) is within walking distance to Atlanta's central business district, the finest restaurants, arts and entertainment. This property is a 4 star, 4 diamond world-class hotel with 302 guestrooms and suites, a 4,000 SF divisible ballroom, meeting rooms, upscale restaurant and lounge. From its prominent location, guests enjoy spectacular views of the skyline and bustling streetscape. Finishes in rich bold colors and luxurious textures are featured throughout the hotel in a contemporary, yet elegant style. Our scope of services included planning, design, selection, and documentation of all interior materials, furnishings, and recommendation of artwork and accessories.

**Project Location:** Atlanta, Georgia

**Total Project Cost:** \$77 Million

**Start/Completion:** 2006/2009

**Key Personnel:** James Culpepper

**Participating Firms:** CMMI





### CHARLESTON MARRIOTT TOWN CENTER



CMMI provided design services for the public areas of the Marriott Town Center. The scope included a re-envisioning of how the guest first perceives the hotel through the entry sequence, and registration. We provided a new feature wall and fireplace in the atrium area, and new decorative lighting above. Further, we implemented Marriott's lobby program with a new day/ night bar, and social zones. We added a new board room, providing the hotel with a new revenue source, and reoriented the entrance to provide better flow for the guest. In addition we provided design services for a new concierge lounge in the guest tower, and some upgrades to the hotel's pool area. All interior materials, furnishings, and recommendation of artwork and accessories.

**Project Location:** Charleston, North Carolina  
**Total Project Cost:** \$800,000  
**Start/Completion:** 2011/2012  
**Key Personnel:** William Cox, Billie Thorne  
**Participating Firms:** CMMI







**BLOCK 21, AURORA COLORADO**



Arrival Partners, in partnership with Waveland Ventures and Jackson Street Holdings, will begin construction in late 2013 on Block 21, a new seven-acre mixed-use urban development adjacent to Aurora’s Fitzsimons complex of medical-related facilities.

A nod to “Army Hospital 21,” the name of the WWI hospital that once stood at the location of Fitzsimons medical complex, the Block 21 development will encompass a four-star hotel and conference center; a four-story apartment complex; dining; retail and “the Quadrangle,” as well as a heavily-landscaped urban park, benefitting the development’s guests, residents and visitors.

**Hotel and Conference Center**

Block 21’s six-story hotel and conference center will include 200 spacious guestrooms and suites; a signature restaurant and bar; swimming pool; fitness center; 30,000 SF of meeting, exhibition, and reception space, comprised of a 15,000 SF divisible ballroom, a 5,000 SF junior ballroom, and additional pre-function space and breakout meeting rooms. The hotel and conference center also includes an adjoining secured covered parking structure with 500 spaces.

**Apartment Residences**

The four-story apartment complex will include 100 apartment residences, ranging in size from one-bedroom to two-bedroom and two-bedroom plus den units. Residents will have access to a private clubhouse and swimming pool, as well as 300 covered parking spaces in an adjoining secure parking structure.

**Dining & Retail**

Block 21 will also include 8,000 SF of space for a destination restaurant, as well as 10,000 SF of retail space, located on the first floor of the apartment building.

**Project Location:** Aurora, Colorado

**Total Project Cost:** \$160,000,000

**Start/Completion:** 2013/Estimated 2015

**Key Personnel:** Douglas Nysse

**Participating Firms:** Arrival Partners





### WESTIN GREENWOOD VILLAGE



Arrival Partners, in partnership with Waveland Ventures and Jackson Street Holdings, will begin construction in late 2013 on the Westin Greenwood Village.

The Westin Hotel will include 200 spacious guestrooms and suites; a signature restaurant and bar welcoming both hotel guests and the Greenwood Village neighborhood; conference and banquet space comprising a grand ballroom, meeting rooms and reception space; and a swimming pool and fitness center. The hotel is positioned to offer expansive views north towards Denver Tech Center and downtown Denver and south towards Pikes Peak. This transit-oriented development is located steps from the pedestrian bridge and parking structure serving the RTD Arapahoe at Village Center light-rail station and the Village Center retail and office buildings. The hotel will be highly visible and convenient to I-25 that runs adjacent to the hotel.

The development is being undertaken as a public private partnership with the City of Greenwood Village. It will involve a collaborative effort between many stakeholders including the development team, the City of Greenwood Village, the Regional Transportation District, the Colorado Department of Transportation and the Federal Transportation Administration.

<b>Project Location:</b>	Aurora, Colorado
<b>Total Project Cost:</b>	Withheld
<b>Start/Completion:</b>	2013/Estimated 2015
<b>Key Personnel:</b>	Douglas Nysse
<b>Participating Firms:</b>	Arrival Partners





### WATER CREST



Uniquely shaped to the site, Water Crest achieves a harmonious balance between Lake Monona and Madison. This unique, 42-unit condominium offers exceptional floor plans with large, multi-pane windows and patio doors to maximize views of the water and Capitol. While cast stone bands and medallions accent the Masonry Vernacular style indicative of historic urban areas.

The overall structure is two levels of post-tension concrete with four levels of mixed structural steel and wood frame with membrane roof. The exterior features wrought iron fences, decorative grilles, steel railings, masonry walls and beautiful landscaping that complement the thoughtful architecture.

In addition, large private balconies with an expansive waterfront terrace offer spectacular views and easy access to the lake for a life on the water on unlike any lakeside residence on Lake Monona.

<b>Project Location:</b>	Madison, Wisconsin
<b>Total Project Cost:</b>	\$14,000,000
<b>Start/Completion:</b>	2008/2009
<b>Key Personnel:</b>	Bradley S. Zellner, John J. Leja
<b>Participating Firms:</b>	LZ Ventures





### GLACIER VALLEY



Located amid a scenic valley setting on Madison's far eastside, Glacier Valley is a series of five, thoughtfully designed apartment buildings surrounding a beautiful clubhouse and pool. Built among single-family houses in the residential neighborhood of Reston Heights, Glacier Valley was developed to feel more like a home than an apartment--offering the benefits of apartment living without the apartment life.

Glacier Valley comprises a range of two-story to three-story buildings from 27,000 up to 50,000 SF apiece. Each building is wood frame, shingle roof with vinyl siding and stone veneer at the first floor. To encapsulate the feeling of a single-family home, Glacier Valley offers amenities that include walk-up entries, two bedrooms with a den, two-story units, porches and dormers with a mature, wooded backyard that's adjacent to a walking path.



**Project Location:** Madison, Wisconsin  
**Total Project Cost:** \$15,500,000  
**Start/Completion:** 2009/20012  
**Key Personnel:** Bradley S. Zellner, John J. Leja  
**Participating Firms:** LZ Ventures





### BUTLER PLAZA



The Butler Plaza complex includes 83 bedrooms, covering 53,000 SF, and 102 underground parking stalls. Six stories of steel and concrete make up Butler's structure. One block off the state's capitol square, Butler's masonry facade and copper clad bay windows offer a distinct presence amongst the downtown atmosphere.

**Project Location:** Madison, Wisconsin  
**Total Project Cost:** Approx \$11,000,000  
**Status:** Completed March 1999  
**Key Personnel:** Bradley S. Zellner, John J. Leja  
**Participating Firms:** LZ Ventures

Please note this project represents work completed by LZ Ventures Principals while with another firm.



THE EMBASSY



12 story steel framed brick veneer student housing with two levels of underground parking, concrete plaza and penthouse.

- Project Location:** Madison, Wisconsin
- Total Project Cost:** Approx \$11,000,000
- Status:** Completed August 2001
- Key Personnel:** Bradley S. Zellner, John J. Leja
- Participating Firms:** LZ Ventures



Please note this project represents work completed by LZ Ventures Principals while with another firm.





### MADISON MARK



Project consists of 113 units of housing, retail space on first floor, three levels of underground parking in a 12 story post-tension concrete frame building. Approximately 200,200 SF consists of 55,194 SF of parking, 11,080 SF of retail space and 133,926 SF of housing.

<b>Project Location:</b>	Madison, Wisconsin
<b>Total Project Cost:</b>	Approx \$14,000,000
<b>Status:</b>	Completed February 2005
<b>Key Personnel:</b>	Bradley S. Zellner, John J. Leja
<b>Participating Firms:</b>	LZ Ventures

Please note this project represents work completed by LZ Ventures Principals while with another firm.





### ONE ERDMAN PLACE



The Gialamas Company was handpicked by Erdman Company to develop and partner in the design of a Gold LEED certified building to house their new corporate headquarters in Madison, Wisconsin. One Erdman Place is Gold LEED Certified and Energy Star Rated. The building is 115,000+ SF and includes a state of the art fitness facility, underground parking, energy efficient HVAC, advanced security system, certified green cleaning and maintenance program, outdoor terrace and fuel efficient vehicle parking program. The Project was awarded the Energy Star Rating 2008-2009-2010-2011. Common area finishes include terrazzo, cork, bamboo, glass, limestone, and granite.



**Project Location:** Madison, Wisconsin  
**Total Project Cost:** \$25,000,000  
**Status:** Completed 2007  
**Key Personnel:** George Gialamas, Andy Van Haren  
**Participating Firms:** The Gialamas Company, Inc.





### 8040 EXCELSIOR DRIVE



The Gialamas Company was asked to develop a new building to house the Madison main branch office for Associated (then First Federal) Bank. The building is a Class A Commercial Office Building. The project includes 77,000+ SF including state of the art fitness facility, underground parking, energy efficient HVAC, advanced security systems, outdoor terrace. The project is developer owned, financed and maintained in-house. The building finishes include, glass, architectural aluminum panel ceiling and building panels, porcelain tile, wood, and stainless steel.



**Project Location:** Madison, Wisconsin  
**Total Project Cost:** \$15,000,000  
**Status:** Completed 2005  
**Key Personnel:** George Gialamas, Andy Van Haren  
**Participating Firms:** The Gialamas Company, Inc.







### 1241 JOHN Q. HAMMONS



At the request of Rural Insurance, The Gialamas Company developed and constructed a new multi-tenant building to house their corporate headquarters. The project is a Class A Commercial Office Building. The building is 103,000+ SF including state of the art fitness facility, underground parking garage, energy efficient HVAC, advanced security systems, outdoor terrace. The project is developer owned, financed and maintained in-house. Building finishes include, glass, limestone.

**Project Location:** Madison, Wisconsin  
**Total Project Cost:** \$17,000,000  
**Status:** Completed 2005  
**Key Personnel:** George Gialamas, Andy Van Haren  
**Participating Firms:** The Gialamas Company, Inc.







### 10 TERRACE COURT



Class A Commercial Office Building was Built-To-Suit for Virchow Krause & Company, LLP (now Baker Tilly). The project is a 122,000+ SF building that includes underground parking, energy efficient HVAC, security system. The building is developer owned, financed and maintained in-house. Building finishes include granite, glass, porcelain floors, wood wall panels and architectural features, stainless steel ceiling clouds, and glass.

**Project Location:** Madison, Wisconsin  
**Total Project Cost:** \$25,000,000  
**Status:** Completed 2000  
**Key Personnel:** George Gialamas, Andy Van Haren  
**Participating Firms:** The Gialamas Company, Inc.





KIMPTON HOTEL



Kahler Slater is working with HKS Holdings and Chicago Holdings to design a new Kimpton hotel in Milwaukee's historic Third Ward. The 158-room boutique hotel will feature an eight-story building housing a restaurant on the ground floor, plus a rooftop bar, fitness center and expansive meeting space. The hotel is scheduled to open in 2015.

- Project Location:** Milwaukee, Wisconsin
- Total Project Cost:** Withheld
- Start/Completion:** 2013/Estimated 2015
- Key Personnel:** Douglas Nysse, David Plank, Aaron Ebent
- Participating Firms:** Kahler Slater, Arrival Partners







### ASQ CENTER RENOVATION



Kahler Slater was hired by Ivory Tusk, LLP to transform this historic, former department store, built in 1887, into a mixed-use office, hotel and retail complex. The renovated building fronts the Riverwalk and includes Class A office space, underground parking, a new landscaped entrance plaza, and a new façade where a structurally unsound and historically insignificant portion of the building once stood. This mixed-use project also includes a 131 suite Residence Inn Hotel and a retail space.

The building posed considerable challenges, including extremely large floor plates and some structural deterioration. Its prominent location on the Milwaukee River created a unique opportunity to be a catalyst in the revitalization of the entire Milwaukee Central Business District. Financed in part with federal tax-credits for historical preservation, the exterior work was required to meet strict federal guidelines. Creative planning led to the final result - the resurrection of one of Milwaukee's architectural gems and the continued resurgence of downtown Milwaukee.

Today the ASQ Center is once again considered the hub of downtown Milwaukee. The central location provides for major interaction with Riverwalk and street pedestrians, as well as public transportation and vehicular traffic. Skywalk connections to adjoining high-rise buildings, a shopping center and popular downtown restaurants sustain the high energy of this building, 24-hours a day.

**Project Location:** Milwaukee, Wisconsin

**Total Project Cost:** \$51,000,000

**Start/Completion:** 1999/2001

**Participating Firms:** Kahler Slater







## CHAPTER 2 - EXPERIENCE OF THE TEAM TO SUCCESSFULLY UNDERTAKE THE PROJECT

### HILTON GARDEN INN MILWAUKEE



Kahler Slater worked with Chicago-based First Hospitality Group on the adaptive reuse of a historic office building to be a 127-key Hilton Garden Inn. This Richardsonian Romanesque structure once housed the headquarters of Northwestern Mutual Life Insurance and is one of the best remaining examples of its kind in the Midwest, from its solid granite exterior to its soaring atrium. It sits in a critical location to help revitalize the key Broadway Corridor in downtown Milwaukee.

Work includes key plan studies for various hotel brands, code analysis, historic consulting services and entitlement support, and architectural and interior design work. Exterior restoration includes removing layers of paint to expose the striking granite detail, repointing, window restoration and the addition of a sensitively-designed entrance canopy. Inside, the hotel lobby, restaurant, meeting space, guest rooms and other hotel amenities will be inserted in the former tenant spaces and will center around the restored atrium.

The building is listed on the National Register of Historic Places and has been designated as a City of Milwaukee Landmark. As such, we worked closely with the State Historic Preservation Office, National Park Service and City to ensure compliance with the Secretary of the Interior's Standards for Rehabilitation and to fully utilize Historic Preservation Tax Credits.

<b>Project Location:</b>	Milwaukee, Wisconsin
<b>Total Project Cost:</b>	\$20,000,000
<b>Start/Completion:</b>	2010/2012
<b>Key Personnel:</b>	Douglas Nysse, Aaron Ebert, David Plank
<b>Participating Firms:</b>	Kahler Slater





## CHAPTER 2 - EXPERIENCE OF THE TEAM TO SUCCESSFULLY UNDERTAKE THE PROJECT

### NORTH PARK STREET OFFICE BUILDING



The North Park Street Office Building is situated in an urban setting on the University of Wisconsin (UW) Madison's East Campus. Kahler Slater worked on this public-private project as the design architect, architect of record and interior designer for the 140,000 SF office building, which sits on top of a 340-car parking structure.

The office building provides needed space for six different UW-Madison administrative departments which currently are distributed throughout the campus. Natural daylighting and warm, inviting interior finishes have been incorporated in the office areas. The interior design focused on re-establishing office standards, incorporating more collaborative work spaces for all departments and allowing for future expansion. The project included specifications of all new furniture using state-contracted furniture vendors. The exterior design was derived from the UW's plan to create a more collegiate appearance for the East Campus and, therefore, makes reference to historical elements found on other existing campus buildings.

Along the Park Street side of the building, a new two-story visitor's center serves as a "gateway" to the campus to the north, as Park Street has become the "front door" to the campus. Interior finishes were selected for the visitor's center to compliment the UW-Madison school colors and to highlight displays for the University and the community of Madison.

<b>Project Location</b>	Madison, Wisconsin
<b>Total Project Cost:</b>	\$27,900,000
<b>Start/Completion:</b>	2004/2006
<b>Participating Firm:</b>	Kahler Slater







MARRIOTT MILWAUKEE HOTEL



A world-class hotel – replacing five deteriorating, outdated and severely underutilized buildings in a high-profile location – will be a tremendous plus for Milwaukee in many ways. It will be a gorgeous addition to the area and provide meaningful activity to spark economic growth for downtown’s revitalization. It will enhance the Milwaukee region’s national reputation and help draw more visitors to town for business, conventions and pleasure.

Kahler Slater was selected by Jackson Street Management to design this important hotel project. What started as design work has turned into much more. Helping to lead the project through the complex municipal approval process amidst great community attention and scrutiny, the design team has developed a brilliant solution to please both the historic preservation community and contemporary business and economic proponents.

The design solution is an L-shaped hotel that wraps around a beautifully restored and renovated corner building. It preserves and recreates the original facades of 19th century buildings along Wisconsin Avenue, while a modern brick building rejuvenates the Milwaukee Street side. A nod to both the new and old are designed to create a compromise for a divided community. This hotel includes 205 guestrooms, a ballroom, meeting rooms, restaurant and bar, retail space, indoor pool and fitness center, concierge lounge and an underground parking structure



- Project Location:** Milwaukee, Wisconsin
- Total Project Cost:** \$28,000,000
- Start/Completion:** 2011/2013
- Key Personnel:** Douglas Nysse, David Plank, Aaron Ebert
- Participating Firms:** Kahler Slater, Arrival Partners





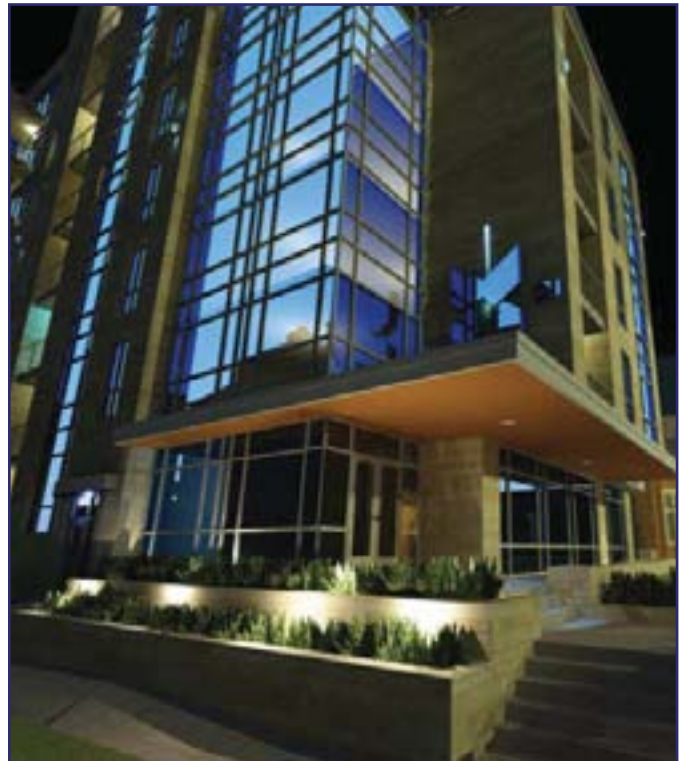


### 1001 UNIVERSITY



This redevelopment consists of an eight-story residential building and includes 79 student housing units on the UW-Madison campus. Units range in size from one to five bedroom apartments. The redevelopment also includes the relocation and preservation of a 1930's masonry chapel, St. Francis House. The new apartments are responsive to the surrounding neighborhood, which poses unique challenges of tying academic and religious buildings with a variety of architectural styles. The development is sensitive to the solar impacts and view lines to the neighboring church and bell tower.

The building is a post-tensioned concrete structure with two levels of under-building parking. The contemporary exterior skin is a combination of stone, metal panels, and spandrel glazing. Metal balconies and railings articulate the facade and create usable open space for the residents.



<b>Project Location:</b>	Madison, Wisconsin
<b>Total Project Cost:</b>	\$16,000,000
<b>Start/Completion:</b>	Under Construction, to be completed in Summer of 2013
<b>Key Personnel:</b>	J. Robert Bruce, Donald A. Schroeder, John Leja
<b>Participating Firms:</b>	Knothe Bruce, LZ, Ventures, Vierbicher



### THE DEPOT APARTMENTS



The Depot Apartments is a redevelopment project in the Bassett neighborhood district of Madison near the UW-Madison campus. This project required demolition of a bus depot and parking area and construction of three linked buildings that line the edges of the site and contain an internal surface parking area. The finished building contains 11,000 SF of retail space, 82 apartment units and 26 surface and 96 underground parking stalls.

The proximity of the site to other large warehouse buildings and the City's requirement to position the buildings close together and close to the street required careful consideration of access points and stormwater management. Accessible transitions from the adjacent City Street to the parking entrances and to the retail space were critical. Surface parking is positioned above the underground parking at street level. This requires collecting stormwater in multiple small inlets installed within the parking structure and piping it through the structural support system to the public storm sewer.

**Project Location:** Madison, Wisconsin  
**Total Project Cost:** \$10,000,000  
**Status:** January 2009/September 2010  
**Key Personnel:** J. Robert Bruce, Donald A. Schroeder  
**Participating Firms:** Knothe & Bruce, Vierbicher







### Block 89



Development, design, and construction of Block 89 represented downtown Madison's most challenging and ambitious real estate developments in recent decades. The project consisted of three main structures: a 325,000 SF underground parking ramp, a nine-story, 135,000 SF Doty Building and the 80,000 SF One East Main Building.

Construction logistics planning was critical to the success of the \$30 Million Block 89 project, located between Main Street on Madison's Capitol Square, and Doty Street, one of the city's busiest thoroughfares.

Traffic routing, construction deliveries, and safety precautions for pedestrian traffic were all carefully planned and coordinated. Regular events, such as the Farmer's Market and Art Fair on the Square required special attention.



**Project Location:** Madison, Wisconsin

**Total Project Cost:** \$30,000,000

**Status:** Completed 2002

**Participating Firms:** Findorff





## CHAPTER 2 - EXPERIENCE OF THE TEAM TO SUCCESSFULLY UNDERTAKE THE PROJECT

### HYATT PLACE



Designed for the busy lifestyle of today's multi-tasking business traveler, Hyatt Place features a selected range of services aimed at providing casual hospitality in a well-designed, high-tech and contemporary environment.

Findorff constructed this 150-room, 11-story hotel for Lodgeworks, a privately held hotel development company based out of Wichita, Kansas. Highlights of the building include an indoor pool, conference rooms, fitness center and one- and two-room accommodations. The lobby area features a great room and den area with an outdoor patio.

**Project Location:** Madison, Wisconsin  
**Total Project Cost:** \$13,800,000  
**Status:** Completed March 2010  
**Key Personnel:** Dave Beck-Engel  
**Participating Firms:** Findorff





## CHAPTER 2 - EXPERIENCE OF THE TEAM TO SUCCESSFULLY UNDERTAKE THE PROJECT

### MONONA TERRACE CONVENTION CENTER



The design for downtown Madison's Monona Terrace Convention Center is one of the last creations of internationally acclaimed architect Frank Lloyd Wright. Extending 1,200 feet along Madison's Lake Monona shore line, the facility consists of a 250,000 SFt multi-level convention center building and an adjacent bi-level parking ramp with 560 spaces.

The center includes a 40,000 SF exhibition hall, 16,000 SF ballroom, 8,000 square foot assembly hall, 10,000 SF of meeting rooms, a 300-seat lecture hall, full-service kitchen and concession facilities, and generous circulation and community spaces. A finely detailed rooftop garden with unique lighting features and extensive landscaping provides a park-like setting for outdoor activities. Olin Terrace and the State Capitol are directly accessed by a pedestrian bridge.

In 2007, Monona Terrace became the first convention center in the country to earn LEED-EB Silver certification from the U.S. Green Building Council. LEED-EB is a nationally accepted benchmark for environmentally friendly, energy-efficient operations and maintenance in existing buildings.

**Project Location:** Madison, Wisconsin

**Total Project Cost:** \$57,400,000

**Status:** Completed 2007

**Key Personnel:** Dave Beck-Engel

**Participating Firms:** Findorff







## CHAPTER 2 - EXPERIENCE OF THE TEAM TO SUCCESSFULLY UNDERTAKE THE PROJECT

### UNIVERSITY SQUARE



This exciting mixed use urban redevelopment project is located in the heart of the University of Wisconsin Madison campus. The base of the building is surrounded with retail space and features outdoor seating and dining. The upper levels include Lucky Apartments student housing and office space for the University of Wisconsin.

The one million plus square foot building is now home to the UW Bursar's office, Financial Aid Office, Registrar's office, Student Health Services, and the Student Organizations Student Activity Center. Five hundred underground parking spaces were also provided as part of the project.

Sustainable features of the project included a "green" roof that provides a small park-like environment that functions as a storm-water management system, allowing plants to absorb rainwater and prevent runoff.



<b>Project Location:</b>	Madison, Wisconsin
<b>Total Project Cost:</b>	\$146,000,000
<b>Status:</b>	Completed 2008
<b>Key Personnel:</b>	Dave Beck-Engel, Sam Lawrence
<b>Participating Firms:</b>	Findorff





### ARBOR GATE



Arbor Gate is a mixed-use redevelopment project consisting of 215,000 SF of office and retail space, with a parking structure, at the intersection of Todd Drive and the West Beltline Highway in the City of Madison. The project includes redevelopment of seven under utilized parcels and served as a catalyst for improvements throughout the central Beltline area.

Through a rigorous schedule and in constant cooperation with the City of Madison, the Arbor Gate team was able to first design, permit, and construct new facilities to relocate existing businesses within 180 days. The team then secured entitlements for the Arbor Gate project within 109 days from submittal.

**Project Location:** Madison, Wisconsin  
**Total Project Cost:** \$140 Million  
**Status:** Complete  
**Participating Firms:** Vierbicher





## CHAPTER 2 - EXPERIENCE OF THE TEAM TO SUCCESSFULLY UNDERTAKE THE PROJECT

### 2. Managing Mixed-Use Urban Scale Projects

The Development Team for the Judge Doyle Square project have a depth of experience in managing mixed-use urban scale projects.

The principals of Journeyman Group had experience on projects of similar scope and complexity, with the Austin Convention Center Hotel being the closest in comparison with office, retail, and residential totaling 1.1 MSF with ~30,000 SF of retail/office space, 103 residential condominiums, along with the 800-key convention oriented hotel. The principals of Journeyman provided executive management (Sam Kumar and Robert Gallup), preconstruction (Robert Gallup), and property management (Lisa Houston) related to the design, construction, and management of the property.



1240 Deming Way (The Gialmas Company)

JOURNEYMAN GROUP			
PROJECT NAME	LOCATION	SIZE	PROGRAM
Hilton Garden Inn and Convention Center	Lawton, OK	162 Keys, 20,000 SF	Full-Service Restaurant, Meeting Space, Bar, Pool, 21,500 SF of convention and meeting space, state-of-the-art fitness center, swimming pool/jacuzzi, outdoor patio, full commercial kitchen
Silverado Crossing	Buda, TX	18.39 Acre Site 300 Units	3, three story buildings with units ranging from 625 SF to 1295 SF, large resort style pool, outdoor fireplace, clubhouse with theatre, fitness center and aerobics center.
Triton Office Building	Austin, TX	28,939 SF 1.56 Acres	High end finishes, common area restrooms with shower facilities and direct remote key building access.
Concordia University Building	Austin, TX	5 Stories 55,000 SF	New restroom facilities, custom wood trim package, multi-tone accent roles, dramatic architectural finishes.
9th Red River	Austin, TX	184 Keys 8 Stories 98,545 SF	Urban select-service hotel with fitness center, swimming pool, outdoor amenity deck, pantry, meeting rooms, and 191-spaces in 3 levels of below grade parking.
Savannah Convention Center Hotel	Savannah, GA	503 Keys, 361,000 SF	Full-service convention center hotel with 503-keys, 30,000 NSF of meeting space, restaurant, bar, fitness center, spa, pool, amenity deck, full commercial restaurant and banquet kitchens, laundry facilities, and related site work.



## CHAPTER 2 - EXPERIENCE OF THE TEAM TO SUCCESSFULLY UNDERTAKE THE PROJECT

### 2. Managing Mixed-Use Urban Scale Projects

MARCUS HOTELS AND RESORTS			
PROJECT NAME	LOCATION	SIZE	PROGRAM
The Pfister Hotel	Milwaukee, WI	306 Rooms 23 Stories	Round-the-clock personal service and wireless, high-speed Internet access. martini and wine bar WELL Spa and Salon, Mason Street Grill.
Hilton Madison Monona Terrace Hotel	Madison, WI	288 Rooms 11 Stories	Capitol Chophouse Restaurant, 24-hour business center, underground parking, 14th floor Capitol Club, fitness center
Four Points by Sheraton - Downtown Chicago Hotel	Chicago, IL	226 Rooms 9 Stories	Secure indoor parking, indoor heated pool and whirlpool, sundeck, fitness center, 24-hour business center, 4,000 SF of meeting space, spacious outdoor terrace.
Sheraton Madison Hotel	Madison, WI	256 Rooms 12 Stories	Equipped with Link@Sheraton, Microsoft®. Social space and connectivity hub, health club, indoor heated pool, Over 17,000 SF of meeting and event space. 5,300 SF Grand Ballroom.
THE GIALAMAS COMPANY			
PROJECT NAME	LOCATION	SIZE	PROGRAM
One Erdman Place	Madison, WI	115,000 + SF 5 Stories	Gold LEED Certified and Energy Star Class A Commercial Office Building, state of the art fitness center, underground parking, outdoor terrace, fuel efficient parking and rain water retention technology.
10 Terrace Court	Madison, WI	122,000 SF+ 5 Stories	Class A Commercial Office Building, state of the art fitness facility, underground parking, energy efficient HVAC, advanced security systems, outdoor terrace.
8040 Excelsior Drive	Madison, WI	77,000 SF+ 4 Stories	Class A Commercial Office Building, state of the art fitness facility, underground parking, energy efficient HVAC, advanced security systems, outdoor terrace.
1241 John Q Hammons Drive	Madison, WI	103,000+ SF 5 Stories	Class A Commercial Office Building, state of the art fitness facility, underground parking, energy efficient HVAC, advanced security systems, outdoor terrace.
LZ VENTURES			
PROJECT NAME	LOCATION	SIZE	PROGRAM
Glacier Valley	Madison, WI	158 units 5 blds + 9 acres +/-	Clubhouse, pool, wood frame, shingle roof with vinyl siding and stone veneer, includes walk-up entries, porches and dormers with a mature, wooded backyard that's adjacent to a walking path.
Water Crest	Madison, WI	42 Units	Large, multi-pane windows and patio doors, wrought iron fences, decorative grilles, steel railings, masonry walls and beautiful landscaping, large private balconies.
Grand Central	Madison, WI	14 Stories 162 Units	Hardwood laminate floors, lounge, study and event rooms, main floor resident coffee shop, inside bike and moped parking, underground car parking, furnished units, 13th floor outdoor terrace for residents.





**PUBLIC/PRIVATE PARTNERSHIPS**

In previous projects, the principals of Journeyman Group have secured project financing on a tax-exempt and taxable basis, have led the industry in structuring debt through the use of non-profit public facility corporations, and provided sources for both debt and equity. We have repeatedly demonstrated an ability to successfully arrange large, complex capital structures necessary to ensure projects are built, operational and completed within the terms set forth in our contracts.

We are known for our innovative concepts and financing strategies. In 1997, Journeyman’s principals secured the first ever public-private financing structure of a hotel project, the Hilton Austin-Bergstrom Airport. Additionally, our senior executives have successfully financed a convention center hotel with more than \$75 Million of private equity. The following table provides an overview of public-private partnership (P3) financing structures for our representative projects, including sources of public and private funding.



PROJECT NAME/LOCATION	%	PUBLIC INCENTIVES	%	PRIVATE EQUITY
Austin Hilton Convention Hotel Austin, TX	98%	Revenue Bonds issued by City and Land Lease	2% 18%	Developer Equity Target Return
Omaha Hilton Convention Hotel Omaha, NE	98%	Public tax-exempt financing and ownership (Revenue Bonds issued by City)	2% 18%	Developer Equity Target Return
Vancouver Hilton Convention Hotel Vancouver, WA	98%	Public tax-exempt financing and ownership (Revenue Bonds issued by City)	2% 18%	Developer Equity Target Return
Austin-Bergstrom Hilton Hotel Austin, TX	98%	Revenue bonds issued by City and Land lease	2% 18%	Developer Equity Target Return
Hilton Garden Inn Lawton, OK	20%	Non-recourse loan and grants (New Market Tax Credits, public incentives)	15% 20%	Developer Equity Target Return





## CHAPTER 2 - EXPERIENCE OF THE TEAM TO SUCCESSFULLY UNDERTAKE THE PROJECT

### 4. Legal/Contract Issues 5. Conflict of Interest

Company	Legal Contract Issue	Conflict of Interest
Journeyman Group	Journeyman Group does not have any prior contract failures, contract breaches, tax delinquencies, civil or criminal litigation investigation pending or contracts, filings or bankruptcies that may affect performance.	Journeyman Group has no potential conflict of interest due to any other clients, contracts or property interests.
Marcus Hotels	Marcus Hotels does not have any prior contract failures, contract breaches, tax delinquencies, civil or criminal litigation investigation pending or contracts, filings or bankruptcies that may affect performance.	Marcus Hotels has no potential conflict of interest due to any other clients, contracts or property interests.
LZ Ventures	LZ Ventures does not have any prior contract failures, contract breaches, tax delinquencies, civil or criminal litigation investigation pending or contracts, filings or bankruptcies that may affect performance.	LZ Ventures has no potential conflict of interest due to any other clients, contracts or property interests.
Gialamas Company	The Gialamas Company, Inc. does not have any prior or ongoing contract failures or breaches. There have been no tax delinquencies, civil or criminal litigation or investigations pending or contracts, filings or bankruptcies that may affect performance.	The Gialamas Company, Inc. has no potential conflicts of interest due to any other clients, contracts or property interests.
Arrival Partners	In response to the Judge Doyle Square RFQ criteria, Arrival Partners LLC has no prior contract failures, contract breaches, tax delinquencies, civil or criminal litigation or investigation pending or contracts, filings or bankruptcies that may affect performance.	Arrival Partners has no potential conflict of interest due to any other clients, contracts or property interests.
Schaeffer Consulting	Schaeffer Consulting, LLC does not have any prior contract failures, contract breaches, tax delinquencies, civil or criminal litigation investigation pending or contracts or bankruptcies that may affect performance.	Smart Growth Greater Madison is a client of Schaeffer Consulting, LLC. Participation in the RFQ process has been disclosed to the Board of Directors.
Kahler Slater	In July 2009, Northcentral Technical College filed a lawsuit against Kahler Slater and four other companies related to water damage. In a mediation in September 2010, Kahler Slater agreed to pay 12% of the cost, without blame or liability.	Kahler Slater has no potential conflict of interest due to any other clients, contracts or property interests.
CMMI	CMMI was retained in 2002 to design a large multi-use facility in New Brunswick, New Jersey. During the course of the project, the owner alleged defects in the design of certain HVAC units. CMMI was named as a defendant in action by the owner against the MEP consultant. While the owner had repeatedly stated that CMMI, as architect, was not the target of litigation in this matter, New Jersey contract law required that the owner include CMMI in the suit as we were the holder of the sub consultant's contract. All parties settled this matter through mediation in December 2011.	CMMI has no potential conflict of interest due to any other clients, contracts or property interests.



## CHAPTER 2 - EXPERIENCE OF THE TEAM TO SUCCESSFULLY UNDERTAKE THE PROJECT

Knothe & Bruce	Knothe & Bruce does not have any prior contract failures, contract breaches, tax delinquencies, civil or criminal litigation investigation pending or contracts, filings or bankruptcies that may affect performance.	Knothe & Bruce has no potential conflicts of interest due to clients, contracts or property.
Hennerman Engineering	Hennerman Engineering does not have any potential conflict of interest due to any other clients, contracts or property interests, nor any contract failures, contract breaches, tax delinquencies, or civil or criminal litigation or investigation pending within the last five years.	Hennerman Engineering has no potential conflicts of interest due to clients, contracts or property
Vierbicher	Vierbicher Associates, Inc. does not have any potential conflict of interest due to any other clients, contracts or property interests, nor any contract failures, contract breaches, tax delinquencies, or civil or criminal litigation or investigation pending within the last five years.	Neither the firm nor key project team members have any contracts in which they were found guilty or liable, nor any bankruptcy filing by the firm for key team members or entities.
Findorff	Findorff does not have any prior contract failures, contract breaches, tax delinquencies, civil or criminal litigation investigation pending or contracts, filings or bankruptcies that may affect performance.	Findorff has no potential conflicts of interest due to clients, contracts or property.







#### PRELIMINARY PROJECT CONCEPT(S)

The preliminary site plan, building massing, and perspectives are one of many options we considered for the Judge Doyle Square development. Though, details of our concept are outlined further, in summary our concept consists of the following:

##### Block 88

- ⌘ (1) A Marriott full-service hotel of ~352-keys or (2) Marriott full-service 219-key hotel and a 133-key Hilton Garden Inn select-service hotel; with a commitment to the City of Madison minimum 250-key room block; and
- ⌘ Below grade parking to accommodate the need of the hotel(s) and City fleet vehicles.

##### Block 105

- ⌘ Retail (~11,000 SF), Bicycle Center (3,000 SF), and Office and Residential Lobbies at grade fronting Doty, Pinckney, and Wilson Streets;
- ⌘ Approximately 81,000 GSF of Class A office space on levels 2 thru 5;
- ⌘ Approximately 147 residential units on levels 6 thru 12;
- ⌘ Approximately 612-spaces of below grade parking to meet the City's need of replacing the current East Garage; and
- ⌘ Approximately 479-spaces of above grade parking to meet the office and residential needs. Above grade parking is "concealed" by the office floors to west and where "exposed" on the north and south will be clad consistent with the office façade to avoid pedestrian visibility of vehicles.

#### ECONOMIC DEVELOPMENT

The level of development on these underutilized blocks, primarily the quality of the hospitality components proposed, represent what we believe to be the highest and best use of the parcels and are certain to:

- (1) "Retain and grow the business of the Monona Terrace Community and Convention Center";
- (2) "Unlock the development potential of two City-owned, tax-exempt parcels to significantly expand the City's tax base and employment";

- (3) Be "consistent with the Project Requirements" found in Section 3 of the RFQ";
- (4) "Unlock the development potential of the sites through careful selection of mixed uses that includes a hotel and provides sufficient parking to achieve the desired density"; and
- (5) "Increase economic and retail activity from additional convention attendees, visitors, downtown workers and residents".

#### LAND USE

We propose is a mixed-use development covering the entire development parcels on Blocks 88 and 105 and include the following elements:

- (1) One or two hotels on Block 88 with a minimum of a 250 room block committable to support not only the Monona Terrace Community and Convention Center, but the adjacent Hilton Hotel and surrounding neighborhood;
- (2) The hotel(s) on Block 88 will have restaurant(s) and a bar at grade fronting Pinckney and Wilson Streets. ~11,000 SF of retail space fronting Doty, Pinckney, and Wilson Streets on Block 105 will likely accommodate retail and restaurant tenants;
- (3) A 3,000 SF bicycle center, as further described in the RFQ, is included and would front Doty Street at grade;
- (4) We have a parking plan for both blocks to support the entire development as defined above with the appropriate level of separation to accommodate the specific needs of the users; and
- (5) Our concept further includes office and commercial spaces and residential housing as encouraged by the RFQ and we have made a "preliminary market analysis" for these uses to "justify the land use mix and density".





Phasing of the Project warrants further discussion that we anticipate will result in the following deliveries:

Phase	Description	Completion
Phase 1A	Block 88 Parking	October 2015
Phase 1B	Block 88 Hotel	November 2016
Phase 2A	Block 105 Garage (Below Grade)	January 2017
Phase 2B	Retail/Office/ Above Grade Garage	July 2017
Phase 2C	Residential	November 2017

<b>Phase 1A:</b>	The initial phase of construction will involve demolition of the Madison Municipal Building (MMB) loading dock and construction of the below grade garage on Block 88. This garage, when completed, will become a temporary public parking until the Block 105 public garage is demolished and reconstructed below grade. Given that construction of the hotel(s) will continue above while the Block 88 garage is utilized careful consideration to the means of vehicle and pedestrian access must be made and implemented. It is expected that Pickney Street will be closed at this initial stage and remain closed until the completion of Phase 2C.
<b>Phase 1B:</b>	Construction of the hotel(s) will continue on Block 88 without disruption in sequence with the garage below. With a duration of 18 months it appears there could be an issue with the hotel opening before the permanent public parking on Block 105 is completed.

<b>Phase 2A:</b>	Demolition of the City's East Parking Garage on Block 105 will commence after the below grade garage on Block 88 is completed and ready for occupancy. This phase is expected to take 11 months from the date of its commencement, and again similar to that of Block 88, after City occupancy will require careful consideration to the means of vehicle and pedestrian access while construction of the office and residential above are in progress.
<b>Phase 2B:</b>	Completion of the structural portions of the above grade parking, retail, and office shell should be completed upon City occupancy of the Phase 2A garage. It is likely that Pickney Street will remain closed until completion of the office shell. Completion and occupancy of the office shell and above grade garage will coincide with the reopening of Pickney Street.
<b>Phase 2C:</b>	The Project's final phase will consist of completion and occupancy of the residential elements.

**DESIGN AND DENSITY**

Though our site and massing concept plans are preliminary they represent an exciting urban design with appropriate architectural themes, scale and massing that is compatible with surrounding buildings including historic structures. Our proposed redevelopment is relatively dense, and we believe maximizes the amount of above-grade development given the consideration to the needs of the neighborhood and substantial public parking element.

For Block 88 the use is exclusively hospitality related but it's at grade restaurant and bar with public access will support the Developments retail mission. For Block 105, we have an ideal mix of street level retail, and office and residential above grade. Though our discussions with retail tenants are preliminary, we expect to attract a compatible and complimentary restaurant use to those in





the neighborhood. With the Block 88 restaurant and bars fronting Pickney, along with the Office Lobby and Retail of Block 105, we will generate significant activity that will enliven Pinckney Street and create a sense of place. The Judge Doyle Square pedestrian experience will become highly active from the Marriott Hotel fronting Wilson Street, the Hilton Garden Inn Hotel and residential lobby fronting Doty Street; and sidewalks widths of 15 feet will be maintained at a minimum to support these uses. Our design, with maximum heights of ~105' for block 88, and ~145' for block 105, is well under the height limits of the City of Madison Capitol View Preservation ordinance.

Our massing concept leverages the potential of Pickney Street from the Capitol Square to Lake Monona. The streetscape developments proposed will greatly enhance public spaces, and our building orientations are intended to capitalize on natural views to Lake Monona and achieve connectivity for pedestrians and bicyclists. We will make Judge Doyle Square a destination for residents, employees and visitors by unifying the emerging restaurant and entertainment district in the southeast quadrant of the Square with the Monona Terrace Community and Convention Center. The design the parking structures proposed will be given greater emphasis later in this Chapter, but will provide a customer-friendly parking experience, optimizing first floor uses, and meet the specific needs of each user.

#### INTERMODAL CONNECTIVITY

We understand in March 2013 the City entered into an agreement for the South Capitol Transit Oriented Development District, of which the Judge Doyle Square site is in, to complete a Planning Study. Absent the completion of that Study we are aware that the Madison Metro Capitol Loop passes to our north on Doty Street, and the location of the Bicycle Center fronting Doty and other street amenities will ensure a high quality pedestrian and bicycle connectivity to Madison Metro. The below grade public parking component on Block 105 will further have elevator access to all garage levels from pedestrian street level lobbies on both Doty and Wilson Streets. Connectively to the loop that encircles Capitol Square and passes in front of the MMB on MLK

will be improved by our Doty and Wilson streetscape improvements on the east half of Block 88.

We understand the plans for a passenger rail service now appear far in the future, but we do see the potential from the Judge Doyle Square density, and adjacent Hilton Monona Terrace and Block 89 developments, warrants consideration in future studies and plans.

#### HOTEL

Though plans for the hotel(s) we would propose will be further developed for the RFP stage a description of the type of hotel product(s) to be developed are identified above and again would include a full-serve hotel or two (2) hotels with one being full-service and the other being select-service, with below grade parking to accommodate the need of the hotel(s) and City fleet vehicles. The hotel(s) we propose:

- ⊗ Are within "easy walking distance of the Monona Terrace Community and Convention Center";
- ⊗ Will provide a minimum of "an additional 250 room block for the Monona Terrace to grow its book business";
- ⊗ Will provide "hotel facilities that support and complement Monona Terrace", with such facilities we propose being commensurate with a full service, first class, convention-oriented, Upscale Hotel operating under a Marriott brand consistent with such class of hotel; and
- ⊗ Address unmet opportunities for capturing the group, commercial and leisure travel sectors and periodic, peak demand.





Our current plans for the amount of function space will include a 7,550 net SF Ballroom and 12,952 net SF of breakout meeting space. We believe this amount and allocation of space will be ideal to address convention and conference needs and further should complement more than compete with Monona Terrace; and we agree “most significant need is for additional breakout meeting rooms” as stated in the RFQ and from our analysis of the Monona Terrace program. The meeting space as now proposed will further compliment and fill a need of the Hilton Monona Terrace and as contemplated, will truly allow the City to more seamlessly market events requiring the combined room block and function space of both these hotels.

By adding these additional rooms with great proximity to the Convention Center will enhance Madison’s ability to capture more and larger group demand. The combination of new first class rooms, the ability of the meeting planners to leverage the premier Marriott brand and the convenience of interior access to the Convention Center will certainly enhance the Convention Center capture for these attractive larger events. Regarding the corporate demand, these additional rooms will better support the strong typically weekday demand coming from the area corporations that already exist. This dynamic is evidenced by the strong weekday demand that the Hilton and the recently opened Hyatt Place currently enjoys. Leisure demand is also expected to increase given the additional connected rooms to the Convention Center. Monona Terrace has been an attractive venue for area weddings, galas, fund raisers and other related social venues over the years.

By combining the 150 rooms at the Hilton and the 250 rooms with this planned hotel(s) the Monona Terrace will be given the needed tools to book larger groups throughout the peak periods of demand, while the shoulder season and off peak season should be reduced.

On the convention center hotels that our principals have been involved with only one, the Hilton - Omaha Convention Center Hotel, had a bridge connection to the convention center. The Hilton - Vancouver Hotel and Conference Center had a direct connection but the others planned and constructed, most often had no such climate controlled connection and relied on sidewalk systems for 1 to 3 blocks for intentional urban considerations. We have made initial studies and believe a skywalk between the Hilton and new hotel is likely the most feasible if such a connection is found a need, but even with this, the total distance to Monona Terrace and vertical transfer hurdles, it may not be utilized except for the most inclement weather conditions. For this reason the skywalk costs has not been included within our estimates presented in Chapter 4 of this response. At this time we believe it is more prudent to rely on the sidewalk systems for all but the largest events with a suggested mid-block pedestrian crossing for a direct access across Wilson Street to the Hilton for a more direct route to the existing pedestrian bridge to Monona Terrace. It may be worth further considering a pedestrian friendly tram to and from the hotels on larger events to Monona Terrace during large events.





A delineation of how our hotel plans conforms or deviates from the HSP market study referenced in the RFQ is in the following table:

Description	HSP Study	Proposed
Guest Rooms	400	352
Grand Ballroom	14,000 SF	7,550 SF
Junior Ballroom	4,800 SF	0 SF
Meeting Rooms	(5 ea) 10,000 SF	(15 ea) 12,952 SF
Board Room	(1 ea) 500 SF	(1 ea) 500 SF
Concierge Lounge	No	(1 ea) 1,080 SF
Parking	380 spaces	246 spaces
3-Meal Restaurant	96 seats	100 seats
Fine Dining	80 seats	TBD
Sports Bar	72 seats	TBD
Lobby Lounge/Bar	16 seats	40 seats
Coffee bar	No	20 seats
Spa	Yes	TBD
Fitness	Yes	Yes
Indoor Pool	Yes	Yes
Concierge Desk	Yes	Yes
Business Center	Yes	Yes
Extended Hours Room Service	Yes	Yes
High Speed Internet (WI/FI)	Yes	Yes

The variances between our program and that recommended in the HSP Study are based on our interpretation of the City's needs along with the considerable experience and knowledge of Marcus Hotels on the Madison hospitality market.

Our proposed program:

- ☞ Has the amount of function space to allow the hotel to induce its own in-house meetings business when the CVB or Monona Terrace is not generating business for the hotel. It also provides an offsite meeting package for convention planners that may want to host board meetings or other side meetings during a conventions while leaving Monona Terrace the market size it is designed to accommodate.
- ☞ One three-meal restaurant is included within our hotel(s) as we want to generate opportunities for other restaurateurs we hope to have as tenants in Block 88 and 105, and further support other businesses in the neighborhood.
- ☞ We have included a coffee bar as it has proven to be a desired amenity and a profit center in all similar projects of which we have been involved.
- ☞ We have yet to determine if the market can support a full-service spa, but an indoor pool and fitness center, business center and room service are included.
- ☞ We currently expect our hotel will be flagged as a full-service Marriott, or if multiple hotels, a full-service Marriott with a select-service Hilton Garden Inn. The hotel(s) will benefit from their national affiliations and the national sales force and reservation system for the hotel use(s).

We currently expect our hotel will be flagged as a full-service Marriott, or if multiple hotels, a full-service Marriott with a select-service Hilton Garden Inn. The hotel(s) will benefit from their national affiliation and the national sales force and reservation system for the hotel use(s).

Our 246-space parking program for the hotel use is based on a ratio of 0.70 spaces per key which is that Marcus Hotels believes can be utilized by these hotel(s). Given the costs of below grade parking surplus parking ("too much") could become a financial burden to hotel operations.

We are aware of the 1999 a development right to Marcus Hotels, Inc. granted by the City for Block 88. We have reached preliminary agreement with Marcus Hotels to







become our partner for the development of Block 88, and should we not come to final terms in the future, we understand we will have the obligation to negotiate exclusively with Marcus for operation and management of the hotel component of the project in total compliance with the terms of the City's Agreement would remain.

#### RESIDENTIAL

The residential proposed on Block 105 is a significant part of our mixed-use plans and will attract additional residents to the central business district, not only increasing the vitality of the area but also specifically that of our Judge Doyle Square. Our residents will further attract additional services to support our residents and others downtown.

Further details of our residential plans will be presented during the RFP stage but currently is programmed to include 147 total units of 1 and 2 bedrooms and likely ranging in size from 750 net SF to 1,200 net SF. The residential component will include 221 allocated spaces within the Block 105 parking component that will be addressed further in the Parking section of this Chapter. Anticipated rental rates have yet to be determined but the expected range of \$1.80 to \$2.10 per square foot is anticipated which is consistent with that of comparable quality products

#### OFFICE, RETAIL, RESTAURANT AND ENTERTAINMENT

Our Block 105 program currently includes 81,053 SF of Class A office space on levels 2 thru 5 and 10,954 SF of retail space fronting Wilson, Pickney, and Doty Streets. The inclusions will "stretch the downtown retail/business district from the Capitol Square and King Street toward the Monona Terrace and Wilson Street and activate the street levels for pedestrians and bicyclists on Doty, Wilson, and Pinckney Streets" and "draw residents and visitors to an eclectic mix of retail and restaurants that engage the sidewalk with activity to enhance the destination quality of the southeast area of the Capitol Square."

The office component will be somewhat unique in how its supporting parking will be delivered. Though this will be discussed further in the parking section we have

programmed the residential and parking that serves the office and residential users to be above grade that allows for office tenants to access their space directly from the garage with the inefficiency common in most urban office developments. Further details of this approach, which we believe is a significant benefit to its marketability, will be provided during the interview or RFP process. The level of retail, all at street level, is restricted by the level of parking to be delivered, along with that allocated for the Bicycle Center component, but is considered adequate and comfortably absorbable by the market for Judge Doyle Square. We expect to provide further details of anticipated lease rates and terms for both office and retail space at the RFP stage but expect it will be competitive with newer Class A developments within the adjoining blocks. We have had some preliminary discussions with limited potential tenants but from our involvement with The Gialamas Company as a Development Partner for this component we are confident this space will be highly desired and expect to provide letters of interest if not letters of intent as part of the future RFP process. At the RFP stage, we further expect to designate whether prospective tenants as new or relocation from within/outside of Madison, provide an overview of employment from prospective tenants (estimate of the number of employees, wages, etc.).



Water Crest Apartments



1. Preliminary Plans

To accommodate the demand created by our retail and office use we have allocated 267 spaces in our program which is based on 1 space per 350 gross square feet of office and 1 space per 275 gross square feet of retail.

**BICYCLES**

As stated above we have currently allocated 3,000 SF of street level space fronting Doty Street for a sustainable, secure bicycle center bicycle center that meets the needs of both the current bicycling community and the new cyclist. The Center will present itself as retail space allowing it to be “architecturally integrated into the project”. We expect this center will “promote and enhance the utilization of bicycles as a viable mode of transportation”, and further believe it will be a highly desired amenity to our office and residential tenants. Though this Center is expected to front Doty Street, its proposed location is 36’ from the corner of Pickney Street, making it highly visible and enhancing Pickney Street as an important connection for bicyclists and pedestrians. We understand that the City’s involvement in the Bicycle Center will be limited to at most the front-end/capital costs, and we expect to provide operation details for this Center as a part of our future RFP response that doesn’t require ongoing City financial assistance.

**PARKING**

We believe our parking approach for Judge Doyle Square achieves the goals of achieving an affordable cost to the Parking Utility and its customers, and provide a customer-friendly parking experience. As these parking elements will also serve as support elements for the hotel(s), retail, office, and residential developments above the City can be assured that the Project and its parking elements will have a “75+ year horizon life cycle”, and will be “affordable”. Our preliminary plans for Blocks 88 and 105 provide a total of 1,384 parking stalls. For this reason our preliminary parking program is reflected in the following table.

Block	Parking Allocation	Levels	Qty (Spaces)	Garage Area
Block 88	Hotel Parking	B1 to B4	246	107,877
	City Parking	B1	44	19,089
<b>Block 88 Subtotal</b>			<b>290</b>	<b>126,966</b>
Block 105	City Public Parking	1 to B4	612	197,966
	Retail Parking	1	34	11,891
	Office Parking	P2 to P6	227	79,388
	Residential Parking	P2 to P6	221	77,115
<b>Block 105 Subtotal</b>			<b>1,094</b>	<b>366,360</b>
<b>Project Totals</b>			<b>1,384</b>	<b>493,326</b>

We believe the parking for the proposed mixed-use development can be delivered at a lower costs and better service the needs of its users by a plan that isolates the parking as much as possible to meet the specific security and access needs of each user as outlined above. The costs of a temporary shoring for the below grade garages on these Blocks is ~\$560K, but we do not believe that mandates that parking be constructed under Pickney Street as has been previously proposed. The cost of shoring excavations fronting Pickney Street can be avoided if Pickney is closed between Doty and Wilson during construction until the completion Phase 2B as discussed in the Land Use section of this Chapter above.



Atlanta Marriott





### 1. Preliminary Plans

We understand that the City prefers the parking for the development be placed below ground, but to meet the needs of the specific users our preliminary concept has above grade parking to serve the residential and office needs to best serve the Development and City Public Parking components. We will make certain that the above ground parking will be visually appealing as viewed from the sidewalk and adjacent structures, and we further believe this added above grade mass further contributes to the developments urban scale.

Phasing or staging of the parking is also discussed in our Land Use section and we acknowledge that the first phase of the parking ramp to be constructed on Block 88 includes 290 parking stalls, which is far short of the 516 parking stalls that are available in the current Government East ramp and the 81 surface parking stalls that are currently located behind MMB. We plan to study this issue further, including enlarging the footprint and/or adding one level to this garage, which would increase the capacity to 430 spaces. We will address this issue further as part of the RFP process, but we do expect that the State Street Capital Ramp, that we understand has a surplus capacity, might be part of a temporary solution during the 15 month period when the Block 105 garage is completed. If not made clear above the 40 spaces needed for the City's municipal vehicle fleet have been allocated in our plans for Block 88 and will likely include if desired a direct connection into the MMB.

The current needs for security in parking areas have become heightened and will be greater emphasis due to the fact that the garages will support the occupied structures above. This Parking Utility's #1 customer concern is shared by our users as the greatest security risk to hotel guests, office tenants, and residents is most commonly in garage areas. Though the specifics of security elements will not be completely defined until the final stages of design if not construction, at minimum the provisions are certain to include video surveillance, higher lighting levels, and likely other analytical technologies commonly employed at Federal and Military facilities.

Measures to address the issues of customer queuing time will ultimately require further study but our concepts initially address this to some degree by the Public Parking elements have points of ingress/egress on both Doty and Wilson Streets and that being isolated to the greatest degree from the office and residential users. The queuing needs during special events can be accommodated, as they are likely no greater than that of the daily peak hour exit times. With our Block 105 Doty and Wilson access points being at the eastern extent of the development, this should best accommodate street capacities and conditions and provide a good parking experience with particular attention paid to entry/exit efficiency. We anticipate we will comply and concur with the requirements of the RFQ to have "a 3-way entry/exit on Wilson Street at Block 105, a minimum of one entrance and one exit lane on Wilson Street at Block 88, a minimum of one entrance lane and one exit lane on Doty Street at Block 105, and a minimum of one entrance and one exit lane on Doty Street at Block 88", and no entries to either the Block 88 or Block 105 garages from Pinckney Street.

Our parking solution will build an adequate supply "not too much or too little" of parking at an affordable rate for the Parking Utility and its customers, but no more than necessary while remaining out of the permanent water table (both due to costs) in order to support the potential multiple uses for above grade development (i.e. public, city fleet, hotel, residential, office). We will include and employ revenue systems that provides choices of a variety of payment options for customers in order to provide both a safe and efficient entry/exit and payment process, including special events.



Lobby of Grand Central Apartments





#### MADISON MUNICIPAL BUILDING (MMB)

From our preliminary analysis we agree with the City's current position to maintain the MMB as city offices and thus have no plans to utilize the MMB for some other purpose. As expected, the loading dock area of MMB will be removed, and there will be a shared loading area with an access drive between the MMB and Block 88 developments.

Though the extent of our proposed development will extend from the east of our "zero lot line" with the MMB, we have interest in seeing the existing structure remain as a vital element. We understand that the "City is currently conducting a schematic design study for the renovation of the MMB for City offices", and that the "MMB is on the National Register of Historic Places and is a City of Madison designated landmark". Accordingly, our preliminary Block 88 plans are sensitive to the context of this National Register building. Further studies for connections from our Block 88 developments to the MMB will be made in the future including the potential of shared use of meeting rooms/spaces.

As stated above, we again do agree that the MMB should remain as City offices, and further we do have an interest in aiding the renovation of the MMB if possible to be concurrent with the Judge Doyle Square's Redevelopment, and do have some thoughts on how this might be feasibly achieved. We believe an option to be considered would be for the City to form a the formation of a MMB public/private partnership which could allow for the renovation to receive the benefit of an estimated \$7.8 Million of Historic and New Market Tax Credits. In such a structure, upon completion of the renovation, the City would lease the MMB from the private entity for a minimum period of 7 years, and at the end of that minimum term, the ownership of the MMB could revert back to the City. We are open to further discussions on such an option for the MMB should the City have an interest in exploring this further.

The above is further supported by our preliminary site plan, building massing concepts and perspective on the following pages.



Sheraton Clayton



Hotel Philips Lobby







Site Plan







Aerial Plan



View from the Southeast







View from the South



View from the North







View from the West



View from the East







Aerial - Pickney Axis



Aerial View - Pickney Axis



Pickney North



Aerial View - Pickney South







Wilson Street



Rendering View







Aerial to South



Aerial to South 2





Aerial to North



Aerial to East





Corner View



East on Wilson







South Pinckney at Doty











## CHAPTER 4 - FINANCIAL CAPABILITY TO COMPLETE THE PROJECT

### 1. Financial Stability and Capability

Journeyman, the Master Developer has two development projects worth approximately \$48 Million currently under construction. One of the projects is a 165-room Hilton Garden Inn Conference Center Hotel being constructed in Lawton, Oklahoma. This project will be ready for occupancy in Spring of 2014. Journeyman worked with the City, Comanche County Industrial Development Authority, Lawton Economic Development Authority, New Market Tax Credits and with a local bank to come up with the financing plan that worked with the project. Journeyman has also invested its own equity in the project (please see the BancFirst and US Bancorp commitment letters under **Appendix 2** for this project). The second project is a 300-unit garden style class A luxury apartment project being constructed in Buda, Texas. Currently, the project is 12% occupied and 35% leased. This \$24 Million project included a conventional loan and mezzanine equity (please see attached term sheet from Bank of the Ozarks under **Appendix 3** for this project).

In addition, the Developer, through a competitive selection process, was awarded and is currently working with Chatham County and the City of Savannah, Georgia on a \$130 Million, 500-room convention center headquarters hotel; and expects to further become involved on adjacent residential and retail developments. Please see the Bank of the Ozarks term sheet attached under **Appendix 4** for this project. Journeyman is also currently planning and anticipates commencing construction on a 200-key hotel in downtown Austin, Texas before the end of 2013.

Metropolitan Capital Advisors, who placed our loans on the Lawton Hilton Garden Inn Convention Center project, will be the financial key member on this project. Attached under **Appendix 1**, please find the term sheet from Metropolitan Capital for this project.



WEST ELEVATION



NORTH ELEVATION

Hilton Garden Inn and Convention Center,  
Lawton, Oklahoma



Silverado Crossing,  
Buda , Texas





## CHAPTER 4 - FINANCIAL CAPABILITY TO COMPLETE THE PROJECT

### 2. Preliminary Estimate

Our preliminary estimate of the expected range of total project costs is ~\$188.4 Million as delineated by element below. This budget includes:

- ⌘ Allocations of estimated values of land cost;
- ⌘ Construction, design, and escalation contingencies;
- ⌘ FF&E;
- ⌘ Pre-construction costs;
- ⌘ Soft costs including finance fees, cost of issuance, construction period interest, and interest reserves; and
- ⌘ Development and Construction Management Fees.

A further delineation of the expected range of total project costs of ~\$188.4 Million by element is below:

Block 88				Block 105					Project Totals
Marriott Hotel	Select Service Hotel	City Parking	Block Totals	Retail/Office	Residential	Bicycle Center	City Garage	Block Totals	\$188,394,595
\$67,404,965	\$29,268,500	\$2,920,930	\$99,594,395	\$22,872,266	\$41,013,874	\$656,969	\$24,257,091	\$88,800,200	

We expect our financing approaches will evolve as the project parameters and goals of the City are further understood but for the purposes of this RFQ our financing approaches are expected to include a combination of:

#### PRIVATE PORTION

- ⌘ \$24.2 Million of Private Equity
- ⌘ ~\$106.2 Million from Private Lending Sources consisting of:
  - \$40.4 Million for Marriott Hotel;
  - \$19.0 Million for Hilton Garden Inn;
  - \$16.0 Million for Retail/Office; and
  - \$30.8 Million for Residential.

#### CITY PORTION

- ⌘ ~\$9.0 Million from the Parking Utility Reserve Contribution.
- ⌘ ~\$18.8 Million from City Revenue Bonds for the City owned and operated parking elements.
- ⌘ ~\$25.8 Million of TIF Bonds issued for the hotel, retail, office, residential, and private parking elements.
- ⌘ ~\$4.4 Million to fund a financial gap that our preliminary estimates indicate could be needed for the Marriott full-service hotel.

The above structure represents “to the extent possible” our development ventures preliminary financing approach and roles we expect the public and private partners to have in developing Judge Doyle Square. We hope to have the opportunity to address this topic further in future interviews and more specifically during the RFP phase.





### Garage Lease Revenue-Backed Option

We can offer an option to deliver the City Parking component on a 30-year NNN Lease Revenue-Backed basis. Based on preliminary estimates (\$2.9 Million for Block 88 and \$24.3 Million for Block 105) annual lease payments would be \$194,000 for Block 88 and \$1,600,000 for Block 105. Though this option might be found as revenue neutral, it will (1) likely reduce the ownership complexity of the development and (2) could reduce the garage operational and maintenance costs by combining the City Parking with the Project's private parking components. Further details of this proposed option is included in **Appendix 1** of this RFQ.

The above structure and option represents “to the extent possible” our development ventures preliminary financing approach and roles we expect the public and private partners to have in developing Judge Doyle Square. It should be understood that this will be refined as the project parameters become further developed a we look forward to addressing these finance topics further in future interviews and more specifically during the RFP phase.

### Appendices

Appendix 1 - Metropolitan Capital Term Sheet/  
Garage Leased Revenue-Backed Option

Appendix 2 - BancFirst and US Bancorp Commitment Letters (Hilton Garden Inn)

Appendix 3 - Bank of the Ozarks Term Sheet (Silverado Crossing)

Appendix 4 - Bank of the Ozarks term sheet (Savannah, Georgia Convention Center  
Headquarters Hotel)



Savannah Convention Center



### 3. Phasing Constraints

There are no apparent constraints resulting from the phasing of the Judge Doyle Square development that would detriment or limit our financing capability or financing plan. One minor item worthy of discussion we do see is the timing of the Block 88 hotel's completion appears to be ~2 months before the Block 105 below grade parking is delivered, but this is also something we expect to address further in our future RFP response.





# APPENDIX ONE





# APPENDIX TWO



# APPENDIX THREE





# APPENDIX FOUR







## CHAPTER 5 - PROFESSIONAL AND PROJECT REFERENCES

### 1. Reference Contacts



This facility is a 262 room, 292,000 SF four star quality, full service hotel located in an existing building at the entrance of the new Austin-Bergstrom International Airport.

Landmark Organization  
Hilton Hotel at ABIA  
8303 N. Mopac Expressway, Suite A-110, Austin, TX 78759  
Mark Schulz  
512-682-6400  
mschultz@landmark.com



The Hilton Vancouver Hotel and Vancouver Convention Center, located in downtown Vancouver, WA, includes more than 30,000 SF of meeting space.

Port of Hood River  
The Hilton Vancouver Hotel and Vancouver Convention Center  
1000 Port Marina Park  
Hood River, OR 97031  
Stephen Burrdick  
Phone: 541-386-1654  
sm.burdick68@gmail.com



This facility is a 450 spacious guest room, four star quality, full service hotel located adjacent and connected to the Omaha Convention Center. The newly constructed facility contains over 320,000 SF on eight (8) floors and connects to the Convention Center via a sky bridge.

Robert Peters Company  
The Hilton Omaha  
Robert Peters, Planning Director  
1819 Farnam Street, Suite 1110  
Omaha, NE 68183 - 0110  
Phone: 402.444.5157  
rpeters@ci.omaha.ne.us



Journeyman principals served as design-builder and developer for the 31-floor, 804-room Hilton Austin convention center headquarters hotel. The total project includes 98 luxury residential units, ground floor retail space, Class A commercial office space, fine dining, a cafe, tavern and the Tower Health Club and Spa.

Hilton  
Hilton Hotel at ABIA  
303 W. 15th Street, Austin, TX 78701  
Andy Slater  
512-478-7000  
andy\_slater@hilton.com



The Hilton Garden Inn and Convention Center is a 4-story, 162 room hotel situated on a 261,360 SF site. Hotel amenities include a Great American Grill restaurant and bar, business center and swimming pool.

Hilton Garden Inn & Lawton Fort Sill  
Convention Center Hotel  
Fred Fitch, Mayor  
City of Lawton  
212 SW 9th Street  
Lawton, OK 73501  
Phone: 580-581-4792  
ffitch@cityof.lawton.ok.us





## CHAPTER 5 - PROFESSIONAL AND PROJECT REFERENCES



An award winning hotel, the Hilton Madison Monona Terrace Hotel is conveniently located within walking distance of State Street and minutes from UW-Madison, guests are close to many dining options, art galleries, theatre and other entertainment options.

Hilton Hotels International  
Hilton Madison-Monona Terrace  
720 South Michigan Ave  
Chicago, IL 60605  
Matt Wehling  
matt\_wehling@hilton.com  
312-294-6666



A Nebraska landmark, The Cornhusker, A Marriott Hotel in downtown Lincoln has been serving Nebraska's capitol city for nearly 90 years. A complete renovation of guest rooms and meeting space will be completed in 2013.

Marriott International  
Marriott Cornhusker Hotel  
1040 Fernwood Road, Dept. 51/514.01  
Eric Fyre  
eric.fyre@marriott.com  
301-380-6775



With over 12,000 SF of meeting space, Westin Columbus specializes in hosting galas and events. Experience the grandeur and elegance of the stunning Grand Ballroom, Columbus' premier event site.

Starwood Hotels and Resorts  
Westin Columbus  
5240 Spikerush Court  
Westerville, Ohio 43082  
Jamey Cua  
jame.cua@starwoodhotels.com  
614-894-3118



InterContinental Milwaukee is the place for vibrant nightlife, zen relaxation and refined business meetings. Mixing traditional elegance with modern luxury, the InterContinental Milwaukee offers an upscale, sophisticated ambiance with a hip twist.

InterContinental Hotels & Resorts  
InterContinental Milwaukee Hotel  
630 N. Washington Street  
Naperville, IL 60563  
Craig Mueller  
craig.mueller@ichotelsgroup.com  
4.5-297-2260



Today's Skirvin Hotel in Oklahoma City is preceded by a rich history, stretching back to 1911. In 1930, a third wing was added and the towers reached 14-stories. After an extensive renovations project and 2007 reopening, the Skirvin Hotel now features a restored exterior finish, historically accurate windows and new guest elevators.

City of Oklahoma  
Skirvin Hilton Hotel  
100 N. Walker, 4th Floor  
Oklahoma City, 73102  
Brent Bryant  
brent.bryant@okc.gov  
405.297.2260



## CHAPTER 5 - PROFESSIONAL AND PROJECT REFERENCES



The Gialamas Company was asked to develop a new Class A commercial office building to house the Madison main branch office for Associated (then First Federal) Bank.

Associated Bank  
Associated Bank Building  
8040 Excelsior Drive  
Madison, Wisconsin 53717  
Brian Zimdars, President  
brian.zimdars@associatedbank.com  
608-259-3691



The Gialamas Company developed and constructed a new Class A commercial multi-tenant office building to house Rural Mutual's corporate headquarters.

Rural Insurance  
Farm Bureau Building  
1241 John Q. Hammons Building  
Madison, Wisconsin 53717  
Peter Pelizza, EVP & CEO  
ppelizza@rurualins.com  
608-828-5400



The 122,000+ SF Class A commercial office building was Built-To-Suit for Virchow Krause & Company, LLP (now Baker Tilly).

Baker Tilly  
Virchow Krause Building (now Baker Tilly Building)  
10 Terrace Court  
Madison, Wisconsin 53717  
Russell L. Wolf, CPA Partner  
russell.wolf@bakertilly.com  
608-249-6622



The Gialamas Company was handpicked by Erdman Company to develop and partner with in the design & construction of a multi-tenant office building to house their new corporate headquarters in Madison, WI. The project is Gold LEED Certified and Energy Star Rated.

Erdman Company  
One Erdman Place  
One Erdman Place  
Madison, Wisconsin 53717  
Brian Happ, President & CEO  
bhapp@erdman.com  
608-410-8003



Class A Commercial Office Building – Built-To-Suit, 61,500+ SF including energy efficient HVAC, advanced security system, outdoor terrace, manufacturing, shipping dock and training centers.

Accuray (formerly TomoTherapy)  
1240 Deming Way  
Madison, Wisconsin 53717  
Rob Zahn, General Manager  
rzahn@accuray.com  
608-824-2800



## CHAPTER 5 - PROFESSIONAL AND PROJECT REFERENCES



This redevelopment consists of an eight-story residential building and includes 79 student housing units on the UW-Madison campus. Units range in size from one to five bedroom apartments.

1001 University Ave.  
Madison, WI 53715  
LZ Ventures  
John Leja  
608-576-3489  
jleja@me.com



Glacier Valley is a series of five, thoughtfully designed apartment buildings surrounding a beautiful clubhouse and pool.

Glacier Valley Apartments  
6845 Littlemore Drive  
Madison, WI 53715  
LZ Ventures  
John Leja  
608-576-3489  
jleja@me.com



Grand Central Apartments is a 14-story, 162 unit residential building for students, graduate assistants and university staff located in the heart of the University of Madison campus.

Grand Central Apartments  
1022 W. Johnson  
Madison, WI 53715  
LZ Ventures  
John Leja  
608-576-3489  
jleja@me.com



The Gialamas Company was handpicked by Erdman Company to develop and partner with in the design & construction of a multi-tenant office building to house their new corporate headquarters in Madison, WI. The project is Gold LEED Certified and Energy Star Rated.

Grand Central Apartments  
1022 W. Johnson  
Madison, WI 53715  
LZ Ventures  
John Leja  
608-576-3489  
jleja@me.com



Water Crest is s two levels of post-tension concrete with four levels of mixed structural steel and wood frame with membrane roof. The exterior features wrought iron fences, decorative grilles, steel railings, masonry walls and beautiful landscaping that complement the thoughtful architecture.

Water Crest Condominiums  
Madison, WI 53714  
LZ Ventures  
John Leja  
608-576-3489  
jleja@me.com





## CHAPTER 5 - PROFESSIONAL AND PROJECT REFERENCES



Chris and Jeff Houden: Developer of the Waterfront Apartment proposal that passed the City Council in February 2013. Chris and Jeff Houden are downtown property owners, landlords, and developers. Recently rated the #2 best landlords on campus, and life long Madisonians, the Houdens are proud to bring another great redevelopment to the Langdon Street District in the Waterfront Apartments.

Palisades Properties  
Waterfront Apartments  
Waterfront Apartments  
Chris Houden  
chrish@selectpublishing.com  
608-770-2335



Block 21 is a \$160 million mixed-use urban development adjacent to Aurora's Fitzsimons complex of medical related facilities.

Waveland Ventures  
Block 21  
515 Congress Ave., Ste 1700  
Austin, Texas 78701  
Rick Hayes  
rhayes@wavelandventures.com  
512-450-5110



Arrival Partners, in partnership with Waveland Ventures and Jackson Street Holdings, will begin construction in late 2013 on the Westin Greenwood Village. The development is being undertaken as a public private partnership with the City of Greenwood Village.

Waveland Ventures  
Westin Greenwood Village  
515 Congress Ave., Ste 1700  
Austin, Texas 78701  
Rick Hayes  
rhayes@wavelandventures.com  
512-450-5110



Arrival Partners is development advisor and planner for a major addition to complement the previously completed conference center. The project marks the tenth year of an ongoing working relationship that has included the addition of a guestroom wing, spa, restaurant, and interior remodeling.

Osthoff Resort  
Osthoff Resort Center Addition  
101 Osthoff Avenue  
Elkhart Lake, WI 53020  
Lola Roeh  
lroeh@osthoff.com  
920-876-5832





## CHAPTER 5 - PROFESSIONAL AND PROJECT REFERENCES

**Kahler Slater**  
experience design



Kahler Slater has a long history of successful projects with Marcus Corporation. Our hospitality team has been a key strategic partner to Marcus on several hotels and resort projects, including the Hilton Madison Monona Terrace, Hilton Milwaukee City Center, Grand Geneva Resort and Spa and Hotel Phillips.

Marcus Corporation  
1001 E. Wisconsin Ave. Ste 1900  
Milwaukee, Wisconsin 53202  
Mr. David Merritt  
414-905-1277  
davidmerritt@marcushotels



Kahler Slater is currently working with Irgens on several development projects, including the 833 East Wisconsin Avenue Tower in downtown Milwaukee and a new medical office building in Chippewa Falls. Our business environments team also worked with Irgens on a new headquarters for United Heartland in New Berlin.

Bradley L. Hutter, President & CEO  
3001 West Beltline Highway, Ste 202  
Madison, WI 53713  
(608) 509-1000  
bradley.hutter@migllc.biz



Kahler Slater was selected by Jackson Street Management to design. The Marriott Milwaukee Hotel The hotel will be a gorgeous addition to the area and provide meaningful activity to spark economic growth for downtown's revitalization.

Jackson Street Management  
731 N Jackson St, Suite 818  
Milwaukee, WI 53202  
(414) 226-1950  
mark@wavedevelopment.com



Adaptive reuse of a historic office building to be a 127-key Hilton Garden Inn. Work includes key plan studies for various hotel brands, code analysis, historic consulting services and entitlement support, and architectural and interior design work.

Mr. James Stephenson  
10275 W. Higgins Rd, Ste 300,  
Rosewood, IL 60018  
(847) 939-5206  
jstephenson@fhginc.com



CMMI provided design services for the public areas of the Marriott Town Center. The scope included a re-envisioning of how the guest first perceives the hotel through the entry sequence, and registration.

Inland American Lodging Advisor, Inc.  
Marriott Charleston Town Center,  
Marriott Century Center  
200 S Orange Avenue, Suite 1200,  
Orlando FL 32801  
Kristine Osburn  
407-982-7315  
kristine.osburn@inlandgroup.com



The transformation included all 1,225 guestrooms and suites, as well as the lobby and atrium areas, meeting space, and food and beverage outlets. In addition, a new sky bridge was created that connects the Atlanta Hilton with the neighboring Marriott Marquis Hotel so that meeting attendees can easily access the facilities at both downtown Atlanta hotels.

Westmont Hospitality Group  
Hilton Atlanta, Radisson Fisherman's Wharf  
5847 San Felipe, Suite 4650  
Houston TX 77057  
Greg Bingaman  
713-782-9100  
greg.bingaman@whg.com



Located in the heart of midtown, the Renaissance Atlanta Midtown (formerly Hotel Palomar) is within walking distance to Atlanta's central business district, the finest restaurants, arts and entertainment. This property is a 4 star, 4 diamond world-class hotel.

ADVENT pds  
Westin Birmingham, Renaissance Atlanta Midtown (formerly Palomar Atlanta)  
3301 Windy Ridge Parkway, Suite 400,  
Atlanta GA 30339  
Rod Radcliffe  
404-365-4810  
rradcliff@adventpds.com





The development of Block 89 consisted of three main structures: a 325,000 square foot underground parking ramp, a nine-story, 135,000 SF Doty Building and the 80,000 SF One East Main Building..

Block 89  
10 E. Doty Street Madison, WI 53703  
Brad Binkowski  
bbinkowski@uli.com  
608-251-0706



Hyatt Place is a 150-room, 11-story hotel featuring an indoor swimming pool, fitness center, conference rooms and community spaces.

Hyatt Place Hotel  
333 W. Washington Ave,  
Madison, WI 53703  
Don Marvin  
on.marvin@lodgeworks.com  
316-681-5100



University Square is a mixed use facility featuring more than 1 million square-feet of office, retail, and residential space in the heart of the University of Wisconsin-Madison campus.

University Square  
365 E. Campus Mall  
Madison, WI 53715  
Greg Rice  
greg@emi-mgmt.com  
608-242-5566



Extending 1,200 feet along Madison's Lake Monona shore line, Monona Terrace Convention Center is a 250,000 SF multi-level building and an adjacent bi-level parking ramp with 560 spaces.

Hilton Madison Monona Terrace  
9 E. Wilson Street, Madison, WI 53703  
Craig Rambo  
craigrambo@marcushotels.com  
(414) 905-1257



This 14-story, 240-room hotel is equipped with a full restaurant, lounge, and various smaller meeting rooms.

Hilton Madison Monona Terrace  
9 E. Wilson Street, Madison, WI 53703  
Craig Rambo  
craigrambo@marcushotels.com  
414-905-1257



## CHAPTER 5 - PROFESSIONAL AND PROJECT REFERENCES



Vierbicher staff have been working with Flad Investment for more than ten years on individual site development projects, providing civil engineering, stormwater management, surveying and site design services.

Flad Development & Investment Corp.  
Oakbridge Commons  
7941 Tree Lane, Suite 105  
Madison, WI 53717  
John J. Flad, President  
jflad@flad-development.com  
608-833-8100



Vierbicher has been working with T. Wall properties for more than 20 years on land development projects, providing professional civil engineering, stormwater management, surveying, landscape architecture, urban design and community development services.

T. Wall Properties  
8333 Greenway Blvd., Community of  
Bishops Bay, Tribeca Village, The West  
End  
8401 Greenway Blvd., Suite 800  
Middleton, WI 53562  
Andrew Inman, PE, VP of Development  
ainman@twallproperties.com  
608-441-1647



Arbor Gate is a mixed-use redevelopment project consisting of 215,000 SF of office and retail space, with a parking structure. The project includes redevelopment of seven underutilized parcels and served as a catalyst for improvements throughout the central Beltline area.

Mortenson Investment Group, LLC  
Arbor Gate, Cornerstone  
3001 West Beltline Highway, Suite 202  
Madison, WI 53713  
Bradley L. Hutter, President & CEO  
bradley.hutter@migllc.biz  
608-509-1000



Vierbicher's work with Avante Properties has focused on the development and implementation of large-scale master plans, providing civil engineering, stormwater, surveying and landscape architecture services.

Avante Properties  
Uptown Mixed-Use Development,  
Fitchburg Technology Campus  
120 E. Lakeside Street Madison, WI 53715  
Chris Armstrong, President  
chris@avanteproperties.com  
608-294-4086



