



**JUDGE DOYLE SQUARE
MADISON, WISCONSIN**

**Response to Request for Proposal
January 19, 2016**

Vermilion Development
Marcus Hotels & Resorts
Eppstein Uhen Architects
Tri-North Builders
Siegel-Gallagher Management Company



Judge Doyle Square, Madison, Wisconsin



January 19, 2016

City of Madison Department of Planning & Community & Economic Development
Office of the Director
Room LL100, Madison Municipal Building
25 Martin Luther King Jr. Boulevard
Madison, WI 53703-3346

To Whom It May Concern:

Vermilion Development is pleased to submit this response to the Judge Doyle Square request for proposals. In the attached document, Vermilion details the members of its team, their collective qualifications and experience, our preliminary design, our financing plan, and our references.

We look forward to discussing this proposal with you in greater detail. Should have any questions, please do not hesitate to contact me at (312) 239-3534.

Thank you.

Sincerely,

A handwritten signature in black ink that reads "Dave Cocagne".

Dave Cocagne
President/CEO

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RFP Form A

RFQ FORM A

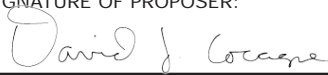
SIGNATURE AFFIDAVIT

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: January 19, 2016
NAME AND TITLE OF PROPOSER: David Cocagne, President/CEO	COMPANY NAME: Vermilion Enterprises, LLC d/b/a Vermilion Development
TELEPHONE: 312-239-3534	ADDRESS: 401 N. Franklin, Ste. 4S Chicago, IL 60654
E-mail Address: dave@vermiliondevelopment.com	
Person to Be Contacted If There Are Questions about Your Proposal (if different from above)	
NAME: Same as above	TITLE:
TELEPHONE:	E-mail Address:

RFP Form B

RFP FORM B

Proposer Profile

1. Proposing Company Name:

Vermilion Enterprises, LLC d/b/a Vermilion Development

2. FEIN

Corporation Limited Liability Company General Partnership

3. Form of Organization:

Sole Proprietor Unincorporated Association Other: _____.

4. Location of Main Office:

ADDRESS	CITY	STATE	ZIP+4
401 N. Franklin, Ste. 4S	Chicago	IL	60654

5. Location of Office servicing City of Madison account:

ADDRESS	CITY	STATE	ZIP+4
Same as above			

6. Principal Information and Contact:

NAME	David Cocagne	TITLE:	President/CEO
TEL	312-239-3534	TOLL FREE TEL	
FAX	312-488-1919	E-MAIL	dave@vermiliondevelopment.com

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

NAME	Same as above	TITLE:	
TEL		TOLL FREE TEL	
FAX		E-MAIL	

RFP Form C

RFP FORM C – PAGE 1

PROPOSER REFERENCES

FOR PROPOSER:	Vermilion Enterprises d/b/a Vermilion Development		
Provide company name, address, contact person and information and appropriate information on up to four (4) or more development projects with requirement similar to Judge Doyle Square. If proposer is proposing any arrangement involving a third party, the named references should also be involved in a similar arrangement.			
Organization Name	City of Chicago		
Project Name	Harper Court		
Address (include ZIP)	5235 S. Harper Court, Chicago, IL 60615		
Contact Person	Kim Goluska (strategic consultant)	Phone No:	312-543-4743
E-mail:	ccs@ccstudioinc.com	FAX:	
Contract Period	2010 - 2013		
Services Provided	Master developer for \$140 million mixed-use project jointly procured by the City of Chicago and University of Chicago		
Organization Name	Indiana University		
Project Name	IU Philanthropy and Social Work Building (a/k/a University Hall)		
Address (include ZIP)	301 North University, Indianapolis, IN 46202		
Contact Person	John Lewis	Phone No:	317-506-0302
E-mail:	jmlewis5@indiana.edu	FAX:	
Contract Period	2013-2015		
Services Provided	Master developer for new administrative and academic building on the IUPUI campus		
Organization Name	University of Illinois at Urbana-Champaign		
Project Name	Lincoln and University Gateway Redevelopment		
Address (include ZIP)	901 W. University Avenue, Urbana, IL 61801		
Contact Person	Bill Adams	Phone No:	217-333-3070
E-mail:	wdadams@uillinois.edu	FAX:	
Contract Period	2008-2009		
Services Provided	Redevelopment of a vacant property into a gateway for the Urbana-Champaign campus.		



CHAPTER 1 – DEVELOPMENT
VENTURE AND TEAM





EXECUTIVE SUMMARY

Vermilion Development is pleased to submit this response to the City of Madison's Judge Doyle Square request for proposals ("RFP"). Vermilion has assembled a team of professionals with deep experience in developing transformative, mixed-use projects; expertise in structuring public private partnerships; an understanding of community engagement; sensitivity to surrounding architectural context, especially historic structures; and a commitment to sustainability. Marcus Hotels, Eppstein Uhen Architects, Tri-North Builders, Siegel-Gallagher, and Vermilion comprise the heart of the team, with various design, construction, legal, and finance professionals providing support. The team's qualifications and experience are detailed in this proposal.

Vermilion's development concept fulfills the City's aspirations for Judge Doyle Square. It provides a 279-room Marriott flagged hotel on Block 88, adding significant capacity to accommodate convention attendees and other visitors at Monona Terrace. That hotel will enter into a room block arrangement with the convention center, broadening the meetings and events that it can attract. Our proposal includes a pedestrian bridge over Wilson Street to strengthen the connection between the new hotel and Monona Terrace.

The plan creates retail on Pinckney, engendering vibrancy and street life on this corridor. In other mixed-use projects, Vermilion has enjoyed success at populating space with a high quality mixture of retail uses, and it will employ a similar merchandising strategy for Judge Doyle Square. The plan also adds retail to Doty and Wilson Streets. In addition to the hotel on Block 88, Vermilion's concept adds density to the site with residential and office towers on Block 105. These uses will provide a 24/7 vitality to the project.

Vermilion's plan utilizes all below-grade parking and phases the construction of the replacement parking to allow the City access to 352 spaces of replacement parking on Block 88 prior to demolition of the Government East Parking Ramp. This reduced parking capacity of 352 spaces is only for nine months until the delivery of the remaining 750 parking spaces on Block 105. Vermilion's plan also provides a bicycle center for those who prefer a less costly, more environmentally friendly means of transit.

In constructing this project, Vermilion and its team are committed to best practices in workforce utilization and labor harmony. Vermilion and Tri-North Builders have consistently met or exceeded their MBE/WBE goals, and they have established appropriate targets for this project. Further, we are committed to ensuring labor harmony, and we intend to utilize union labor for construction of the project. Vermilion and Marcus Hotels have reviewed the Labor Peace Agreement and have no objection to employees exercising their right to join or not join a union for purposes of collective bargaining. We believe that decision is best made when employees have access to as much information as possible, and will not sign any agreement that inhibits employees' access to relevant information, prejudices employees' choice of unions, or requires disclosure of employees' private information.

To bring the project to reality, Vermilion has assumed a conservative mix of debt and equity financing. The hotel, retail, residential, and office components, which total approximately \$150 million in project cost, will be financed with 70% debt and 30% equity. Preliminary financial projections indicate that these uses are financially viable, and expressions of interest from debt capital sources are included. Parking will be financed with the Parking Utility's cash balance and future TIF receipts. Importantly, Vermilion's financing plan utilizes public financing exclusively for the project's parking and bicycle components. From an economic development perspective, preliminary estimates indicate that the development will generate approximately \$2.6 million of annual property taxes.

In sum, Vermilion has assembled a team with demonstrated success in executing transformative, mixed-use projects. Our development concept fulfills the City's many ambitions for Judge Doyle Square, and we have developed a financing plan that enables those ambitions to be fulfilled. We look forward to the opportunity to work with the City of Madison on this catalytic project.

Our Development Team



■ VERMILION DEVELOPMENT

Vermilion Development is one of the Midwest's pre-eminent specialists in community-oriented mixed-use projects and public-private partnerships. Vermilion has successfully elevated the economies of a growing number of communities with projects that blend creativity, thoughtful planning and design.
MAIN CONTACT: DAVE COCAGNE 312-239-3534



■ EPPSTEIN UHEN ARCHITECTS

Eppstein Uhen ("EUA") is a multi-faceted architectural firm that performs work for clients throughout the country. The firm has diversified and grown through our focused staff expertise in the key industries of Workplace, Education, Healthcare, Living, and Science + Technology.
MAIN CONTACT: STEVE HOLZHAUER 608-442-5350



■ TRI-NORTH BUILDERS

Tri-North Builders was founded in Madison, Wisconsin, in 1981 as a General Contracting firm by three friends with a vision for the future of construction. For over thirty years, Tri-North has continuously expanded its services to include pre-construction, general construction, construction management, design-build, independent cost estimating, and LEED® consulting services.
MAIN CONTACT: TOM THAYER 608-271-8717



■ MARCUS HOTELS & RESORTS

Marcus Hotels is a compelling force in the hospitality industry with expertise in management, development, and historical renovations including a wide variety of properties ranging from city center meeting hotels to upscale resorts. Our 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.
MAIN CONTACT: KEVIN GALLAGHER 414-905-1200



■ SIEGEL-GALLAGHER MANAGEMENT COMPANY

Since 1995, companies throughout the United States have come to rely on Siegel-Gallagher's commitment to meet their real estate needs. With an emphasis on creative problem solving and building long-term relationships, Siegel-Gallagher expertly guides its clients on the journey to reach their ultimate real estate goals.
MAIN CONTACT: DAVID BEHNKE 414-270-4125



Chapter 1 – Development Venture and Team

A.1. Identify the legal name of the proposer and the officers who would be legally authorized to bind the development venture to the development contracts.



Vermilion Enterprises, LLC d/b/a Vermilion Development is the proposer. It will form one or more special purpose entities to undertake the project. David Cocagne is the authorized signatory for Vermilion Enterprises and its affiliates.

A.2. Identify the key entities comprising your team, describing briefly their respective backgrounds and history.



The key members of Vermilion's team are Vermilion Development, Eppstein Uhen Architects, Tri-North Builders, Marcus Hotels & Resorts, and Siegel-Gallagher Management Company. Background information on each firm is provided in the pages that follow.

The team is augmented by several other professional service firms, which include:

- William Blair & Company, Financial Advisory
- HFF, Financial Advisory
- Vierbicher Associates, Site/Civil Engineering
- Michelle Burse Surveying, Survey/Site Layout
- Ken Saiki Design, Landscape Design
- Halvorson and Partners, Structural Engineering
- Oneida Total Integrated Enterprises, Structural Engineering
- JDR Engineering, Inc., MEPFP Engineering



Development Team



Vermilion Development

Vermilion Development is one of the Midwest's pre-eminent specialists in community-oriented mixed-use projects and public-private partnerships. It has successfully transformed under-utilized, in-fill sites into vibrant, mixed-use developments. Vermilion's innovative approach to financing and public-private partnership has enabled it to succeed in even the most difficult environments.

Most recently, it completed Harper Court, one of the largest mixed-use commercial developments in Chicago since the recession (\$140 million). That project has received numerous industry awards, has been featured in an Urban Land Institute case study, and has garnered national media attention from the Wall Street Journal and the New York Times. Vermilion has also accumulated a portfolio of 3,000 student housing beds across 4 Tier I public university campuses, and it has a growing assisted living platform.

From large projects to those of a smaller scale, Vermilion has enabled a growing number of communities and institutions to accomplish their real estate objectives, despite unprecedented challenges in the financing markets. As a result, its counsel has been sought by municipalities and institutions large and small.

Vermilion's entrepreneurial philosophy and temerity have enabled it to succeed where others have failed.



Development Team



Eppstein Uhen Architects

Eppstein Uhen Architects (“EUA”) is a multi-faceted architectural firm that performs work for clients throughout the country. The firm has diversified and grown through our focused staff expertise in the key industries of Workplace, Education, Healthcare, Living, and Science + Technology.

Since our 1907 inception, we have actively worked to retain the core values of “doing the right thing,” treating customers and partners with respect, ensuring a quality product, and delivering proactive planning and design solutions. Our mission is to provide our clients with design and service that go far beyond the norm with relationships built on honesty and a shared understanding.



Development Team



Tri-North Builders

Tri-North Builders was founded in Madison, Wisconsin, in 1981 as a general contracting firm by three friends with a vision for the future of construction. For over thirty years, Tri-North has continuously expanded services including pre-construction, general construction, construction management, design-build, independent cost estimating, and LEED® consulting services.

With five nationwide offices, Tri-North has grown beyond what was imagined; however, it has remained privately-owned and managed with Thomas Thayer (one of the original founders) as the President and CEO. In 1995, Tri-North became an employee-owned company. Though Tri-North has the resources and experience of a larger firm, we remain committed to maintaining the dedication, passion, and personal care of a small firm.

Because our expertise encompasses every facet of the construction process from conception to completion, each project receives the full benefit of a uniquely insightful, innovative, multidisciplinary approach that far surpasses the capabilities of a traditional construction manager.

One of our focus areas is sustainable design and green construction. Our team is among the most knowledgeable and practiced in the industry. Many of our project managers are LEED® and WasteCap accredited professionals who actively promote sustainable construction methods and materials that will benefit our clients. In addition, our deep experience in constructing green buildings includes our own LEED® Gold certified headquarters. This intimate experience gives us the superior knowledge to not only complete sustainable projects to the highest standards, but also provide owners with a valuable analysis of life cycle cost benefits based upon our actual experience with sustainable methods, materials, and systems.



Development Team



Marcus Hotels & Resorts

Marcus Hotels and 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 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); owning/operating the 5th largest movie theater chain in the United States with nearly 700 movie screens in 65 locations throughout the Midwest; and operating 20 full service hotels and resorts with an active pipeline of future deals. Marcus Hotels & Resorts is a collection of higher end, full-service hotels and resorts located primarily throughout the Midwest. Our hotel/resort portfolio consists of many of the premium brands such as Westin, Marriott, Hilton, InterContinental, and Preferred Hotels & Resorts. Marcus also owns and operates several independent branded properties such as the Grand Geneva Resort & Spa in Lake Geneva. In Madison, Marcus has had a long and prosperous history; it has developed numerous Marcus Theaters, developed several Baymont Inns and operates 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.



Development Team



Siegel-Gallagher Management Company

In 1995, Siegel-Gallagher set out to establish a new standard of real estate property management, becoming a management powerhouse for clients large and small. While understanding and maintaining property and asset performance is crucial to success, Siegel-Gallagher hedged asset performance against the importance of understanding WHY a particular investment, tangible or intangible, is attractive to its clients and generated a new paradigm that in everything we do, we believe in our clients living the life they want, we believe in their peace of mind.

With more than 4.4 million commercial square feet and 3,500 residential units under management, Siegel-Gallagher continues to establish itself as one of the nation's elite, winning the "Accredited Management Organization® (AMO®) of the Year" award in 2015, presented by the Institute of Real Estate Management (IREM®). Headquartered in Milwaukee, Wisconsin, Siegel-Gallagher is a premier, full-service real estate firm offering property management services in Wisconsin, Illinois, Texas and Florida.

Siegel-Gallagher offers the following list of services:

- Property Management
- Leasing and Brokerage Services
- Building Maintenance
- Energy Auditing
- Tenant Services
- Lease-up Specialists
- Turnaround Specialists
- Troubled Assets: Receiverships and Workouts
- Asset Management
- Construction Management
- Commercial Office, Retail and Industrial Brokerage
- Investment Sales: Multi-family, Retail, Office, Industrial and Land
- Marina Management



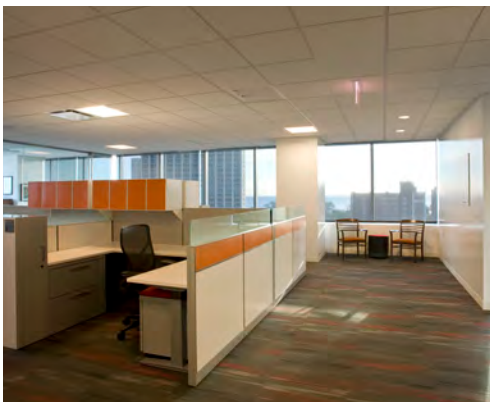
Chapter 1 – Development Venture and Team

A.3. Identify the key project team members (names and titles) and affiliates who would become directly responsible for the various aspects of the proposed development.



- Vermilion Development (Master Developer)
Dave Cocagne, President/CEO
- Eppstein Uhen Architects (Lead Architect)
Steve Holzauer, Principal
- Tri-North Builders (General Contractor)
Tom Thayer, President & CEO
- Marcus Hotels & Resorts (Hotel Developer/Operator)
Kevin Gallagher, Senior Corporate Director, Project Development
- Siegel-Gallagher Management Company (Property Manager)
David Behnke, President

A.4. Identify the development manager for your team. Provide resumes of all key team members to be involved in the project. A principal or partner level individual shall be the contact provided for all issues related to the RFP.



Development Manager

Kerry Dickson
Vermilion Development
401 N. Franklin Street, Suite 4 South
Chicago, IL 60654
312-525-8808
kerry.dickson@vermiliondevelopment.com

Project Contact

Dave Cocagne
Vermilion Development
401 N. Franklin Street, Suite 4 South
Chicago, IL 60654
312-239-3534
dave.cocagne@vermiliondevelopment.com.

Resumés of key team members follow.



Development Team - Vermilion Development



Dave Cocagne, CFA President and CEO

Dave Cocagne is President and CEO of Vermilion Development and is the firm's principal. During his career, he has been involved in the development of office, retail, and medical office facilities across the Midwest, developments that have played a catalytic role in neighborhood revitalization.

He has particular expertise in crafting public/private partnerships and executing on complex, multi-faceted projects. Much of his career has centered on working with institutional tenants, in particular institutions of higher education and healthcare organizations. Under his leadership, his firm and its affiliates have developed and acquired over \$200 million of real estate assets. In recognition of his work, Mr. Cocagne was named the 2012 Young Visionary by the Urban Land Institute's Chicago chapter, and Crain's Chicago named him to its "40 under 40" list for 2013.

Mr. Cocagne has served on a variety of not-for-profit boards, including the University of Illinois Alumni Association Board of Directors; the Board of Directors of the Chicago Area Council, Boy Scouts of America; the University of Illinois Board of Trustees; and the Merit Board of the State University Civil Service System.

Mr. Cocagne received a Bachelor of Arts in finance from the University of Illinois. He earned a Masters of Business Administration from The Wharton School of the University of Pennsylvania, graduating as a Palmer Scholar. He was awarded the Chartered Financial Analyst designation in 2004. He is an adjunct lecturer of real estate at the Kellogg School of Management, and he is a member of the Urban Land Institute, the CFA Institute, the Chicago Club, the Chicago Council on Global Affairs, and the University of Illinois Alumni Association.



Development Team - Vermilion Development



Kerry Dickson, LEED AP Director of Residential Development

Kerry Dickson joined Vermilion Development in March of 2014. His past work experience includes the completion of over 35 successful developments creating almost 3,000 homes ranging from luxury condominiums to affordable housing.

Over his 24 year career in real estate development, Mr. Dickson has focused on complex residential and mixed-use properties requiring unique solutions. He is experienced in all facets of the development process with special emphasis on land entitlement, sustainability, historic rehabilitation, and accessibility. He has successfully negotiated several large planned development ordinances with the City of Chicago, and worked with the State of Illinois Historic Preservation Office to utilize financial incentives to rehabilitate over 18 properties. Mr. Dickson holds accreditation as a LEED BD+C with the United States Green Building Council and was instrumental in the development of the first residential high-rise in the Midwest to achieve LEED certification. He served on the City of Chicago Mayor's Task Force on Accessibility and is currently a member of the Mayor's Office for People with Disabilities Technical Committee re-writing Chapter 11 of the Chicago Building Code.

Mr. Dickson graduated with Highest Honors from the University of Illinois with a Bachelor of Science degree in Architecture. He also holds Master of Business Administration and Master of Architecture degrees from the University of Illinois. Mr. Dickson serves on the Board of Directors of Wesley Child Care and is active with the Boy Scouts of America as an Assistant Scoutmaster and Outdoor Activities Chair for Troop 156 in Glenview, IL.



Development Team - Vermilion Development



Darrin Jolas Director of Leasing and Development

Darrin Jolas joined Vermilion Development in March of 2012 as the Director of Leasing and Development. Throughout his career, Mr. Jolas has been involved in the leasing and management of over five million square feet of commercial property. Early in his career, he worked on a development team at The Daly Group that completed several RFPs for the City of Chicago and completed numerous power-centers throughout the Midwest. In 2000, he became head of leasing for The Kroenke Group, responsible for deals in owned properties in 14 states.

Mr. Jolas left Kroenke to become the youngest partner with Oxford Development Partners, a boutique retail development firm where he was responsible for leading leasing efforts, sourcing property acquisitions and underwriting. In this position at Oxford, he was part of a team that created a \$100 million JV Fund focused on the acquisition of value-add retail. In part due to his efforts, the fund acquired three properties and actively worked toward repositioning them within the market.

Mr. Jolas holds a Bachelor of Arts in Geography/Environmental Studies from Augustana College. He is a member of Urban Land Institute, International Council of Shopping Centers, and is a licensed Broker in the State of Illinois. He has served on not-for-profit boards, recently President of the board of Epiphany UCC in Chicago.



Development Team - Eppstein Uhen Architects



Steve Holzauer, AIA, LEED AP, BD+C Client Executive : Principal

Steve is an enthusiastic and creative leader, informed by passion for detail and a desire to challenge complex obstacles. He is committed to the community and to producing inspiring and sustainable designs. As your Client Executive, Steve understands the changing trends and will guide his team to push boundaries on innovative sustainable design.

Featured Projects:

Ovation – Madison, WI

In his role as the Client Executive, Steve leveraged his knowledge and experience guiding the design through neighborhood meetings and City presentations. His strong communication skills created transparency reassuring clients and the community.

2550 University Avenue – Madison, WI

With previous proposals considered grossly over-scaled and unimaginative, Steve led the client and surrounding neighborhood through frequent meetings requiring strong communication and listening skills. As Client Executive, Steve worked closely with the design team managing the project from concept to completion delivering a result that met the client's drivers.

Hotel Metro – Milwaukee, WI

Hotel Metro needed help securing a unique and challenging variance by the City Plan Commission. Market factors showed a strong demand for rooftop spa and patio space, but the historic building and fire codes restricted the feasibility. Steve was able to create a solution meeting the objectives of the codes, respecting the historic features of the building and achieving a unique rooftop amenity.



Development Team - Eppstein Uhen Architects



Jonathan Parker, RA, LEED AP Senior Project Manager : Principal

Through his years of broad experience, Jonathan has developed a strong portfolio and understanding of trends. His experience ranges from small, private developer-based projects to multi-million dollar projects for major clients. Jonathan is recognized for his ability to manage all aspects of a major campus development and he regularly shares his knowledge through various speaking engagements.

Featured Projects:

Boston Lofts – Milwaukee, WI

Jonathan led the design team and client through the process of obtaining project approvals from the City, State, and National Historic Preservation entities for this complex urban mixed-use project in Milwaukee. He negotiated a path to approval that satisfied all entities while at the same time designing a building that worked functionally and financially for the client.

Varsity Quarters – Madison, WI

This mid-rise mixed-use project revitalized a key site in the Regent Street South Campus Neighborhood. Jonathan's leadership helped guide the project, embracing the Neighborhood Plan, as well as the recently re-written zoning code. The final design addressed the recommendations of City Planning while creating a project that met the Owner's financial goals.

2040 Lofts – Madison, WI

Jonathan managed the initial design feasibility studies, meetings with City Planning and Economic Development representatives, Alders and neighboring businesses to help craft a City supported, financially feasible, successful project. Not only did the renovation revitalize the existing building, but it also transformed the neighborhood.



Development Team - Eppstein Uhen Architects



J. Christopher Gallagher, RA, LEED AP Senior Design Architect : Design Principal

Chris is a creative designer who is widely recognized as a market leader in urban redevelopment. His expertise runs the full complement from mixed-use projects to retail, parking, hotels and market rate apartments. Chris embraces the challenge of designing complex urban projects that are sensitive to surrounding context, maximize program goals and meet proforma objectives – all while keeping an eye on cost. His unique approach and understanding of the real estate development process makes him a valuable resource to clients, partners, and colleagues.

Featured Projects:

Ovation – Madison, WI

Chris brought market and design expertise for a very complex urban project with multiple uses and program requirements. He delivered a signature design at a reasonable scale with a tower on Dayton Street and a lower scaled component along Johnson Street allowing for separate identities for the program components including retail, office, City of Madison Fire Administration, and a residential complex.



Development Team - Tri-North Builders



Tom Thayer
President and CEO

Tom Thayer is one of three founders of Tri-North Builders. His expertise is evident by the firm's success as one of Wisconsin's largest contractors. Tom feels the prime ingredient for success is quality people. He is proud of Tri-North's trained and dedicated team, from the managers in the office to the craftsmen on the site.

As President of Tri-North Builders, Tom is responsible for overseeing accounting and project management activities. Tom personally monitors the activities of projects and provides whatever resources he deems necessary for the project to run smoothly. His goal is to ensure successful completion and owner satisfaction.

Project Experience (Abbreviated List):

- AC Hotel - Chicago, IL
- City Center West - Madison, WI
- Dane County Regional Airport - Madison, WI
- Galaxie - Madison, WI
- Grand Geneva Resort & Spa - Lake Geneva, WI
- Greenway Station - Middleton, WI
- Hilldale Shopping Center - Madison, WI
- Hilton Milwaukee City Center - Milwaukee, WI
- Holiday Inn City Center - Milwaukee, WI
- Lussier Community Education Center - Madison, WI
- Milwaukee Theatre Renovation - Milwaukee, WI
- Sheraton Hotel - Madison, WI
- The Pfister Hotel - Milwaukee, WI
- Treysta on the Water - Monona, WI
- Urban League of Greater Madison - Madison, WI
- VA Hospital - Madison, WI
- Woodfield Suites - San Antonio, TX



Development Team - Tri-North Builders



Darren Noak, LEED® AP Project Executive

Darren works on all sides of a project from pre-construction planning and conceptual budgeting to final bidding, contract negotiations, and scheduling. Darren also has experience with many types of projects including design build, negotiated, and hard bid. No matter what type of project, he ensures that all work meets his clients' expectations, budgets, and schedules. Darren joined Tri-North as an intern in 1996. Upon graduation from Purdue University in 1998, Darren began work as a project manager/estimator in our commercial construction division. He focuses much of his work on making sure all clients receive the best value and that their expectations have been met.

Project Experience (Abbreviated List):

- AC Hotel - Chicago, IL
- City Center West - Madison, WI
- Family Centers - Madison, WI
- Grand Geneva Resort & Spa - Lake Geneva, WI
- Hilton Milwaukee City Center - Milwaukee, WI
- InterContinental Milwaukee - Milwaukee, WI
- Marriott Courtyard - Madison, WI
- Michael Best & Friedrich - Madison, WI
- Sheraton Hotel - Madison, WI
- Stafford Rosenbaum - Madison, WI
- The Galaxie - Madison, WI
- The Pfister Hotel - Milwaukee, WI
- The Towers Apartments - Madison, WI
- Treysta on the Water - Monona, WI
- Urban League of Greater Madison - Madison, WI
- UW Health - Madison, WI
- Woodfield Suites - San Antonio, TX



Development Team - Tri-North Builders



Jesse Armstrong Senior Project Manager

As a project manager, Jesse is responsible for all phases of the construction process including preliminary pre-construction budgets for negotiated work, contract negotiations, scheduling, cost management, and a timely project close-out. Mr. Armstrong has a Business Management and Communications degree from Concordia University, Wisconsin and a Building Construction Technology degree from Morrison Institute of Technology.

Project Experience:

- Bone and Joint Surgery Center - Madison, WI
- Born Preventative Health Care Clinic - Kentwood, MI
- Central Florida Ambulatory Surgery Center - Lakeland, FL
- Erdman Place - Madison, WI
- InterVarsity Christian Fellowship - Madison, WI
- Madison Area Technical College West Campus - Madison, WI
- Medical Office Building and Clinic - Abilene, TX
- Medical Office Building and Clinic - Sweetwater, TX
- Mentor Biologics - Madison, WI
- One Financial Place - Middleton, WI
- Sun Prairie Community Center - Sun Prairie, WI
- Wisconsin Energy Conservation Corporation



Development Team - Marcus Hotels & Resorts



Kevin Gallagher Senior Corporate Director, Project Development

Kevin Gallagher joined Marcus Hotels & Resorts in January of 2004 as Resort Manager. He was promoted to General Manager of the Grand Geneva Resort & Spa where he was involved in several large capital projects, including the building of the Grand Entry and the Grand Geneva conference center. In July 2007, Kevin was promoted to Operations Project Manager, responsible for supporting all construction and renovation projects throughout the Marcus Hotels portfolio. Through Kevin's leadership from 2007 – 2011, more than 55 projects have been completed. In 2010, the Grand Geneva Resort & Spa underwent a \$15 million renovation, including guestrooms, pool, and lobby. More recently, Kevin oversaw the completion of an \$11.5 million multi-phase renovation of the Hilton Milwaukee City Center including guestrooms, lobby area, public spaces, fitness center and other areas. This renovation resulted in the Hilton Milwaukee receiving the AAA four diamond rating for the first time in the hotel's history. Prior to his tenure at Marcus, Kevin held various General Manager positions for Adam's Mark Hotels and Resorts. During this time with Adam's Mark Hotels, Kevin was involved in multiple renovation and new build projects including the building of the 1,850 room Adam's Mark Dallas.

A graduate of the University of Wisconsin – Stout, Gallagher has a passion for hospitality management and creating memorable guest experiences. The achievement of an exceptional guest experience through outstanding service and thoughtful design has been Kevin's mission.



Development Team - Marcus Hotels & Resorts



Gregory S. Marcus President and CEO

Gregory S. Marcus is president and chief executive officer of The Marcus Corporation, a Milwaukee-based company that is a leader in lodging and entertainment. The Marcus Corporation has two divisions, Marcus Theatres and Marcus Hotels and Resorts. The company's common stock is listed on the New York Stock Exchange.

Marcus joined the company in 1992. He was elected to the Board of Directors in 2005. He was elected president in 2008 and chief executive officer in 2009.

Greg Marcus currently serves as:

- Director of the Greater Milwaukee Foundation
- Director of the Marcus Center for the Performing Arts
- Director of the Metropolitan Milwaukee Association of Commerce
- Director of the United Performing Arts Fund
- Director of the Milwaukee Development Corporation
- Director of the United Way of Greater Milwaukee
- Director of the Greater Milwaukee Committee
- Director of the American Hotel & Lodging Association
- Director of the Wisconsin Avenue Milwaukee Development Corp.
- Honorary Board member of Betty Brinn Children's Museum
- Trustee of The Wisconsin Conservatory of Music

Greg Marcus was born in Milwaukee, Wisconsin. He received a B.A. degree in accounting from Indiana University in 1986 and a J.D. degree from Boston University School of Law in 1989.



Development Team - Marcus Hotels & Resorts



Bill Reynolds
Sr. Managing Director, MCS Capital, LLC

Bill Reynolds serves as Sr. Managing Director of The Marcus Corporation and its development affiliate, MCS Capital. He 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. His career includes roles as chief investment officer of Thayer Lodging Group and Meristar Hospitality Corporation, a NYSE-traded REIT. Bill Reynolds serves on the Hotel Development Council of the Urban Land Institute (ULI).

Select Project Development and Acquisitions 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



Development Team - Marcus Hotels & Resorts



Joseph S. Khairallah Chief Operating Officer, Marcus Hotels & Resorts

Joseph S. Khairallah is chief operating officer of Marcus Hotels & Resorts, the hospitality division of The Marcus Corporation. He is responsible for the company's hotel and resort operations and oversees the company's operations Vice Presidents, sales and marketing, construction project management, IT, and procurement teams.

Joe joined the company in 2013 following a distinguished 30-year career with Hyatt Hotels, where he gained extensive experience managing hospitality businesses across six continents and 44 countries. He most recently served as vice president of rooms, spa and security for the Hyatt Americas Group. In this role, he supported 383 hotels, oversaw 155 properties and 30 existing spas, and played a lead role in opening the new luxury Andaz Maui at Wailea resort in Wailea, Hawaii. During his tenure with Hyatt, he served as vice president of rooms for the company's international group where he was responsible for 115 hotels around the globe. He also served as general manager of the Hyatt Regency in Montreal where he oversaw a multi-million dollar rebranding and renovation of the property. He planned and executed numerous hotel openings in his years with Hyatt.

Joe prides himself in finding operational approaches that engage employees, improve profitability, and result in an exceptional customer experience. Since arriving at Marcus Hotels, he has spearheaded a number of successful customer-impacting initiatives including roll out of comprehensive NPS scoring and a digital newspaper platform called PressReader.



Development Team - Marcus Hotels & Resorts



Peggy Williams-Smith Vice President, Food and Beverage

Peggy Williams-Smith is corporate vice president of food & beverage for Marcus Hotels & Resorts. She is responsible for standardizing and expanding the company's leading food and beverage operations including successful brands such as the ChopHouse and Miller Time Pub & Grill.

Peggy joined Marcus Hotels & Resorts in 1997 as a catering manager with the Hilton Milwaukee. During her career with the company, she served in a variety of positions including director of catering for the Hilton Milwaukee and The Pfister Hotel, general manager of Brynwood Country Club and most recently, as senior corporate director, catering sales and event management. She has been responsible for overseeing 17 hotel catering departments as well as supervising catering budgets totaling over \$17 million. Peggy also played an instrumental role in leading The Marcus Corporation's 75th anniversary celebrations and activities in 2010, resulting in charitable donations of over \$150,000.

Actively involved in charitable and business organizations, Peggy is the past president of TEMPO Milwaukee and serves on the Board of Directors of the American Heart Association and United Cerebral Palsy of Southeastern Wisconsin. She also volunteers her time with Junior Achievement, United Way, Best Buddies, and the United Performing Arts Fund (UPAF).

Peggy graduated with a bachelor's degree in mass communication from the University of Wisconsin – Milwaukee.



Development Team - Siegel-Gallagher



David Behnke, CPM President

Since Mr. Behnke joined the firm in 1999, Siegel-Gallagher Management Company has grown from approximately 400,000 square feet and 21 properties to 109 properties totaling more than 8 million square feet. Initially a commercial real estate centric property management company, Behnke expanded Siegel Gallagher Management Company's platform to address the need for professional property management in other disciplines, such as large residential (100 units plus), facilities management and marina management. Today, in addition to Siegel-Gallagher Management Company's growing commercial real estate property management business, Siegel-Gallagher Management Company manages more than 3,500 apartments, 1,700 marina slips (Great Lakes and East Coast) and several facilities throughout the greater Milwaukee and Chicago-land areas. Behnke also expertly undertook and navigated the immense task of solidifying the coveted "Accredited Management Organization (AMO®)" designation, from the Institute of Real Estate Management (IREM®), differentiating Siegel-Gallagher from its management peers by joining an elite fraternity of only 500 management organizations, globally.

Mr. Behnke graduated with a degree in Accounting from the University of Wisconsin-Madison. He began his career as an auditor with Peat Marwick Mitchell & Company, the forerunner of accounting giant KPMG focusing on clients in the insurance, banking and higher education industries. He developed his Real Estate philosophy among global leaders of the industry, including JMB, Jones Lang LaSalle, Jacobs Brothers Group and COMPASS Management & Leasing.

At Jacobs Brothers, he had an integral role as part of the development team. He was a consultant on design and operations management of the Key Corp. Building in Cleveland, Ohio – a multi-faceted project, which featured a 63-story and 1.3 million-square foot office tower, a 454-room hotel, an historic 10-story bank building, a 909-car parking garage, and a city park. At COMPASS and Jones Lang LaSalle, he managed a number of premier high-rise office towers in Chicago, Illinois. These include the 1 million-square foot Madison Plaza, the 850,000-square foot tower at 333 Wacker Drive, the 750,000-square foot tower at 401 North Michigan Avenue, as well as the 1.1 million-square foot U.S. Bank Building in Milwaukee, Wisconsin.

Mr. Behnke is a Certified Property Manager and is a member of the Institute of Real Estate Management (IREM®) and the National Association for Industrial and Office Parks (NAIOP®), and has sat on boards for the Boy Scouts of America, the Catholic Archdiocese and the Building Owners and Managers Association.



Development Team - Siegel-Gallagher



John Matheson, CPM, CMD Chief Operating Officer

Mr. Matheson has been in commercial property management since 1983 beginning with one of the largest mall developers/managers in the U.S. With Melvin Simon & Associates (later Simon Property Group), Matheson marketed and managed some of the largest and most productive enclosed malls in several states including Texas, Florida, Wisconsin, Illinois and Indiana before joining Siegel-Gallagher Management Company as a partner.

Mr. Matheson improved policies and procedures and created a platform to grow the company leveraging the latest technology to efficiently manage properties. Siegel-Gallagher has grown from a local Milwaukee-based management company to a national firm, offering property management services in Wisconsin, Illinois, Texas and Florida.

Mr. Matheson has specialized in property turnarounds, renovations, improved operating efficiencies for properties, retail consulting, consumer marketing, re-positioning, market analysis and cost containment. He has worked closely with local municipalities managing and renovating government owned property. Mr. Matheson is the licensed broker of record for the company, Certified Marketing Director, Certified Property Manager, member of the International Council of Shopping Centers (ICSC), Institute of Real Estate Management (IREM), and holds a B.S. from the Indiana University School of Business.



Development Team - Siegel-Gallagher



Joseph McGuire, CPM Vice President of Commercial Properties

Joseph brings a strong background in commercial property management built upon more than 15 years of experience in the real estate industry.

Prior to joining Siegel Gallagher, Joseph was responsible for the direct management of a commercial management Milwaukee portfolio and served as the regional property manager across the Midwest with Greywolf Partners, Inc. He also served as a Property Manager for Wangard Partners, Inc. managing 1.7 million square feet of commercial real estate in Southeast Wisconsin.

Joseph's strong business background, financial skills and ground operations experience prove invaluable to both our management firm and our clients. He previously was with Richter Realty and Investment, Inc. located in Brookfield, WI, acting as the Director of Property Management. As part of the management team, he was responsible for the oversight of more than 500,000 square feet of office and retail properties. Prior to that, Joseph served as the Property Manager for The Marcus Corporation (NYSE), the fifth largest theater circuit in the U.S., with locations in major markets throughout the Midwest. Joseph was responsible for managing Marcus' investment portfolio through their corporate, theater, and hotel divisions.

Joseph's expertise include: Portfolio Management of Office and Retail Properties; Financial Accountability for Real Estate Divisions; Asset and Construction Management; Receiverships; Property Transitions; and Lease Negotiations. He received his Bachelor's degree in Business Management from Concordia University and went on to receive his designations as Certified Property Manager (CPM) and Real Estate Property Administrator (RPA). His affiliations include the Building Owners and Managers Association (BOMA) as the past President, as well as the Institute of Real Estate Management (IREM) and the National Association of Realtors (NAR).



Development Team - Siegel-Gallagher



Sue Sprague, ARM, SCS Vice President of Residential Properties

Ms. Sprague has specialized in residential real estate for over 15 years. Prior to joining the Siegel-Gallagher team, her responsibilities included the management, supervision and success of over 2000 residential homes for two prominent, Wisconsin-based real estate companies. In addition to her own portfolio, she is responsible for the oversight and success of Siegel-Gallagher's residential property division.

Ms. Sprague is a resource for all residential property managers as well as an active mentor for new and seasoned employees – one who challenges condo and multi-family managers to continually improve. She actively promotes further education for Siegel-Gallagher managers and holds frequent training meetings. This training not only gives managers a vehicle to come together and discuss common challenges in the industry but also keeps them on trend with the condo and multi-family markets.

Ms. Sprague's professional experience has given her the tools and knowledge of the operation and management of residential real estate. She is a member of the Institute of Real Estate Management (IREM) and the Community Associations Institute (CAI). She currently holds an ARM designation and is licensed as a Real Estate Broker by the state of Wisconsin.



Development Team - Siegel-Gallagher



Patrick Gallagher, CCIM President & CEO

Patrick Gallagher co-founded Siegel-Gallagher in 1995 upon returning to Wisconsin from an investment property brokerage career in Chicago. He heads the firm's Investment Property Group (IPG) and sets strategic direction for the brokerage and property management companies. Mr. Gallagher has a wealth of capital markets expertise garnered over his 26-year career and has been involved in portfolio and single-asset transactions in excess of \$4.1 billion.

Product types include apartments, retail, office, industrial, land and golf courses. His team has significant receivership and troubled asset advisory experience, working with financial institutions in the evaluation, takeover, management and disposition of numerous troubled assets and notes.

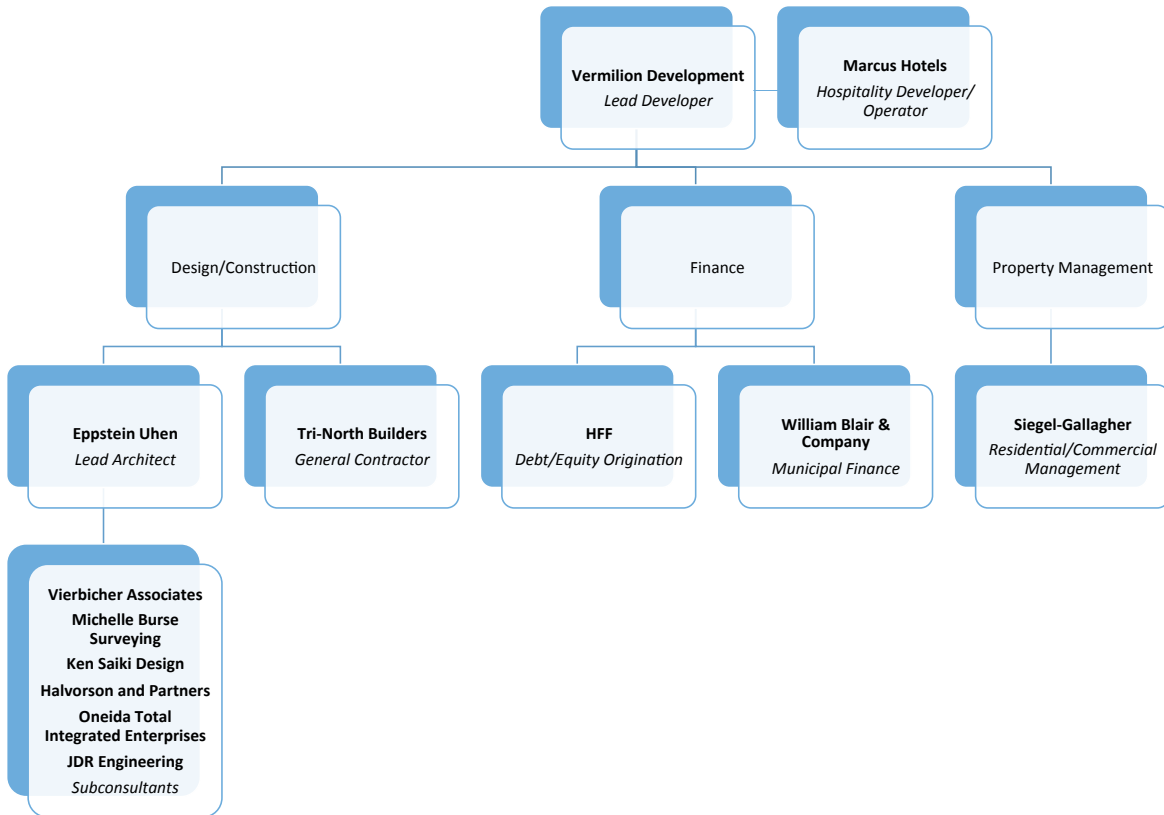
Mr. Gallagher has represented many lender, private equity and institutional clients. Financial clients include BMO Harris, WaterStone Bank, Ixonia State Bank, LNR Partners, Inc., JP Morgan Chase & Co., Park Bank, North Shore Bank, Capmark Bank, Investors Bank, PNC Bank and Community Bank & Trust. Institutional clients include Equity Residential Property Trust (sale of last three apartment assets in Wisconsin, 686 units), Apartment Investment & Management Co. (sale of last asset in Wisconsin), First Industrial Realty Trust, CenterPoint Properties, Sun Life Financial, Principal Capital Properties and the RREEF Funds. Among his numerous private equity clients are Lubar & Co., Zilber Property Group, Decade Properties, Opus North Corporation and Lokre Development Company.



Chapter 1 – Development Venture and Team

A.5. Describe the proposed organizational structure for the project team planning to undertake the Judge Doyle Square project, their roles, reporting responsibilities and team interface with City of Madison project management.

Please see the organization chart below.



A.6. Include a brief statement of the availability of key assigned personnel to the team.

Vermilion Development affirms the availability of its key personnel to undertake the Judge Doyle Square project. Judge Doyle Square represents a signature project for the firm, and Vermilion would accord it priority over other developments. Vermilion has confirmed the ability of each of its team members to devote the requisite resources to execute successfully on this project.



CHAPTER 2 – EXPERIENCE OF
THE TEAM TO SUCCESSFULLY
UNDERTAKE THE PROJECT



ILLINOIS
UNIVERSITY OF ILLINOIS AT URBANA - CHAMPAIGN





Harper Court, Chicago, Illinois

COLLABORATION VERMILION DEVELOPMENT HAS ASSEMBLED A TEAM WITH EXTENSIVE EXPERIENCE IN CATALYTIC, MIXED-USE PROJECTS; AN INTIMATE UNDERSTANDING OF THE MADISON MARKET; DEEP KNOWLEDGE OF PUBLIC-PRIVATE PARTNERSHIPS, THEIR FINANCING STRUCTURES, AND THE ATTENDANT COMMUNITY ENGAGEMENT PROCESS; SENSITIVITY TO SURROUNDING ARCHITECTURAL CONTEXT, PARTICULARLY HISTORIC STRUCTURES; AND A COMMITMENT TO SUSTAINABILITY.

The lead developer, Vermilion Development, specializes in mixed-use, public-private partnerships. From projects of small scale to large, multi-phased ones, Vermilion has developed projects throughout the Midwest that have anchored important commercial sites and catalyzed investment in the surrounding area. It has extensive expertise with layered finance, including tax increment financing, new markets tax credits, enterprise zones, special service areas, and other governmental financing vehicles. Vermilion undertook the largest commercial, mixed-use project in the Chicago land area during the recent economic downturn, winning accolades from the Urban Land Institute, the New York Times, and the Wall Street Journal. Each Vermilion project is designed to be sensitive to its surrounding context, not only architecturally, but to the community it serves. To that end, Vermilion is widely known for its ability to engage the surrounding community. Further, it has shown its commitment to environmental sustainability, developing the Midwest's first LEED ND Gold project. It has also consistently met or exceeded its MBE/WBE goals.

Lead architect Eppstein Uhen is one of Wisconsin's most prolific architects. EUA has designed numerous signature, mixed-use projects throughout Madison. EUA designs its buildings to respond to and complement the surrounding context. Extending on this principle, EUA is often involved in adaptive re-use of historic structures, preserving a site's architectural legacy. It is deeply familiar with and committed to the community engagement process, and it has designed several projects that have anchored neighborhoods. Madison projects include Nolan Shore Condominiums, Ovation 309, Monroe Commons, 2550 University Avenue and The City of Madison Fire Administration Headquarters.

Madison-based Tri-North Builders completes the development/design/construction team. Tri-North has constructed several of the Madison area's most complex commercial mixed-use projects. Through this experience, it has gained a deep understanding of the construction challenges associated with mixed-use projects. It has also constructed several developments involving public-private partnerships, giving it exposure to the unique attributes of these. In particular, it has consistently met or exceeded the MBE/WBE goals associated with such projects. It is also conversant with the public bidding process that will be required for the parking component of the project. Finally, it has demonstrated a substantial commitment to sustainability, achieving LEED Gold for its Madison headquarters.

The team's hospitality developer and operator, Marcus Hotels, is the manager of the only hotel connected to Monona Terrace. As such, Marcus Hotels has an intimate and unique understanding of the hospitality business associated with Madison's convention center. This understanding will be critical to dovetailing the Judge Doyle Square hotel seamlessly with Monona Terrace's lodging needs. Milwaukee-based Marcus operates six hotels in the State of Wisconsin, giving it deep insight into the State's hospitality market. Further, it operates hotels under all major hotel brands -- Hilton, Marriott, Westin, and InterContinental -- providing it a comparative perspective on which hotel concept will best suit the needs and aspirations of the Madison market. Finally, Marcus has worked extensively with both Eppstein Uhen and Tri-North Builders.

Siegel-Gallagher will operate the residential, retail and office components of the projects upon their completion. Siegel-Gallagher is the State's largest and one of the most well respected property management firms. Its expertise spans the office, retail, residential (both condominium and apartments), as well as medical office asset types. Siegel-Gallagher has consistently won industry awards for the quality of its property management. Siegel-Gallagher's experience, expertise and award-winning management will ensure Judge Doyle Square is operated in a first-class manner.

In sum, the Vermilion team has a deep understanding of public private partnerships, knowledge of the local market, experience with each use, sensitivity to the surrounding community, financial strength, and other attributes that position it to execute successfully on a project of this scale and importance. Experience of each team member is further described in the pages that follow.



Chapter 2 – Experience

B.1. Demonstrate your capability, experience in planning, designing and constructing mixed-use urban scale projects similar to the proposed Judge Doyle Square. Include information for each land use element of the proposed project.



Harper Court, Chicago, Illinois

Harper Court is a public-private partnership among the City of Chicago, the University of Chicago, and Vermilion located in the Hyde Park neighborhood. To create the South Side's newest destination, Harper Court blends 225,000 square feet of commercial space, a select service hotel, and future phases that will incorporate 550,000 square feet of complementary uses. The first phase, constructed by McHugh Construction, is anchored by a 150,000 square foot University of Chicago office tower that serves as a prominent gateway to both campus and community. The ground floor features 45,000 square feet of retail with an emphasis on dining and entertainment. As the largest private-sector investment of its kind on the South Side, it serves a number of surrounding communities.

Completed in 2013, the project has garnered accolades nationally, including feature articles in the *Wall Street Journal*, *New York Times*, and the *Chicago Tribune*. It was also featured in an Urban Land Institute case study, and it won the Chicago Food Depository Development of the Year award in 2013.

It generated 1,098 union construction jobs, and it created approximately 280 permanent jobs. The University of Chicago also relocated 600 University employees into the project. The project achieved a LEED for Neighborhood Development gold pre-certified plan, LEED for Core & Shell gold certification, LEED for New Construction gold certification (pending), and LEED for Commercial Interiors platinum certification.

The project's public contributions included Tax Increment Financing (TIF) totaling nearly \$14.75 million and a land contribution valued at \$6.045 million. A total of \$16.6 million in equity capital was contributed by the developer and the Canyon Johnson Urban Fund. An additional \$4 million in equity contributions resulted from the sale of the hotel pad improvements. Citi Community Capital and Private Bank provided senior debt totaling \$65 million.





Harper Court, Chicago, Illinois

Experience



University Hall, Indianapolis, Indiana

In 2012, Vermilion Development secured a 100,000 SF office development at Indiana University Purdue University Indianapolis (IUPUI) in a competitive bid competition drawing 17 respondents. As part of its bid, Vermilion developed a series of creative financing scenarios. These scenarios provided the University flexibility for a build-to-suit project incorporating academic and administrative space for the Indiana University administration, the Lilly Family School of Philanthropy and the School of Social Work. The University Hall project will serve a total of 320-400 occupants on IUPUI's urban campus located on the west side of Indianapolis.

The IUPUI Campus Master Plan calls for this site to be part of the most urban part of the campus. In support of that goal, the site development characteristics create a more urban presence along University Avenue. From a site planning perspective, the building respects the setbacks and other design parameters articulated by the IUPUI master plan. An overhead walkway will connect into the adjacent IUPUI ES/Education and Social Work Building.

The design palette of the five story build-to-suit building, designed by RATIO Architects, Inc., complements the materials utilized on many other buildings on the IUPUI Campus, using a combination of masonry, pre-cast concrete (finished to match limestone), metal panel, and glass. The project is projected to achieve LEED for New Construction (LEED-NC) silver certification.

The \$20.4 million build-to-suit project utilized an installment purchase structure. Construction commenced February 2014.





SITY OFFICE BUILDING

New York St

University Hall, Indianapolis, Indiana

Experience



901 W. University, Urbana, Illinois

Vermilion Development completed the 31,843 SF, three story mixed-use building at the northeast entrance to the University of Illinois in 2009. Developed in partnership with the University of Illinois to create a fitting gateway to the campus community, the prominent facade greets visitors as they enter the university district through the Lincoln Avenue and University Avenue corridors. This mixed-use building offers restaurant and office space on the first floor and two floors of Class-A office, medical office and institutional space above.

The University of Illinois Foundation sold these parcels to Lincoln & University Holdings, LLC (an affiliate of Vermilion Development) in April of 2008 after a failed Request for Proposal (RFP) process. The University of Illinois Foundation selected Vermilion Development as the developer for the project because of Vermilion's vision for a building that would serve as a connection to both the community and the University.

The University of Illinois is an anchor tenant in the development, a tangible sign of its dedication to the gateway concept. The University of Illinois also provided 65 off-site parking spaces for the University employees located in the project, enabling increased density for the site, which is a distinct departure from other private sector developments on the University Avenue corridor. Office tenants include the University of Illinois Office of Continuing Education, the Carle Development Foundation, and Fresenius Medical Care. The ground floor retail space is anchored by Einstein Bros. Bagels.

The project's sources included approximately \$800,000 of equity capital and senior debt totaling \$5.58 million.





ILLINOIS
UNIVERSITY OF ILLINOIS AT URBANA - CHAMPAIGN

CAUTION
WALK TIME
SHORTENED
WHEN TRAIN
APPROACHES

Experience



Sycamore Plaza, Terre Haute, Indiana

Completed in 2011, Sycamore Plaza links the Wabash Avenue corridor to the Indiana State University campus, and serves as a distinctive destination for campus and community alike.

The Indiana State University Foundation (ISUF) sold these parcels to 22 N. Fifth Street, LLC, an affiliate of Vermilion Development, in February of 2010. The ISUF selected Vermilion Development as the developer for the project because of Vermilion's vision to create a campus destination that leveraged the Barnes & Noble College Booksellers previously located in the student center. The vision was to create a destination that connected campus and downtown, serving both the community and the University. As part of its commitment, the ISUF is an anchor tenant in the development. Recognizing the project's importance, it also invested endowment funds into the project. Indiana State also provided off-site parking spaces for the project, enabling increased density for the site.

Located just off the intersection of North Third Street (US-41) and Wabash Avenue (US-40) in the historic downtown commercial district, this destination has quickly become a prominent fixture linking the ISU campus to the Terre Haute community, serving as a retail hub for a 16-county area. Moreover, Barnes & Noble serves as the first new retail anchor to enter downtown Terre Haute in nearly 40 years.

The project's public contributions included \$500,000 in Tax Increment Financing (TIF) and \$1.1 million of proceeds from New Markets Tax Credits. Equity contributions included \$1.29 million of endowment funds from the ISUF and developer equity totaling \$2.37 million.





INDIANA STATE UNIVERSITY FOUNDATION



Sycamore Plaza, Terre Haute, Indiana

Experience



Residential Housing Experience

Vermilion has strategically enhanced its capabilities with regard to residential development in order to expand the student housing portfolio and pursue opportunities with a significant residential component with the recent addition of Kerry Dickson to its executive team. Kerry's prior experience on the following list of projects developed while with another Chicago-based developer will be applied to Judge Doyle Square:

One Evanston, Evanston, Illinois

Re-branding of a 99-unit stalled condominium development in downtown Evanston

340 on the Park, Chicago, Illinois

343-unit condominium building facing Millennium Park was the first residential high-rise in the Midwest to achieve LEED® certification

Park Tower, Chicago, Illinois

117-unit condominium above the Park Hyatt at 800 North Michigan Avenue, Chicago

Fort Sheridan, Highland Park, Illinois

Conversion of the closed Army base in Highland Park, Illinois, into residential housing including the rehabilitation of 17 buildings designated in the Fort Sheridan Historic District listed on the National Register of Historic Places

189 E. Lake Shore Drive, Chicago, Illinois

Conversion of the historic Mayfair-Regent Hotel into 19 condominiums utilizing the Tax Assessment Freeze Program administered by the Illinois Historic Preservation Agency





340 On The Park, Chicago, Illinois

Experience



Ovation 309, Madison, Wisconsin

EUA designed this remarkable mixed-use high-rise building in downtown Madison, just off Madison's signature State Street. The 14-story building will house the City of Madison Fire Department Headquarters, the future Madison EUA office, over 350 underground parking stalls, 255 market-rate apartments, and ample commercial space.

Working closely with the city, the neighborhood and a team of experts from Hovde Properties and J.H. Findorff, the new building is expected to be a major catalyst to the downtown business and arts district. Concurrently, the firm is designing a complete renovation to Fire Station No. 1, the station is a double company with a ladder, engine and ambulance, also housing the Lake Rescue team.





Ovation 309, Madison, Wisconsin

Experience



Varsity Quarters, Madison, Wisconsin

The OPUS Group set out to develop a new mixed-use building near University of Wisconsin's Camp Randall Stadium. EUA was brought on to assist the client with establishing an appropriate site that was the right price, location, and size for the development. The design team coordinated and guided the project through zoning, site feasibility, preliminary design concepts, and city approvals. EUA's site and yield analysis resulted in a location that fit within OPUS'S financial and functional objectives while embracing the Neighborhood Plan, complying with the recently re-written zoning code, and addressing the recommendations of neighborhood representatives, City Planning, and Alders.

One challenge the design team faced was the irregular shape of the site. The design needed to optimize the rent-able space of the complex and be aesthetically fresh with plenty of amenities to attract tenants. The developers wanted the design to stand out from the crowd in a competitive market place. The first floor provides retail space with the top five floors featuring high quality living units. The expansive internal amenities include in-unit washers/dryers, a fitness center, study rooms, and a clubroom.





Varsity Quarters, Madison, Wisconsin

Experience



Rosemont Hotel, Rosemont, Illinois

This luxury four star hotel is a mixed-use development, currently in the design phase located on a 6-acre site near Chicago O'Hare International Airport. The main components are an 11-story Hampton Inn & Suites containing 240 guest rooms and an 12-story luxury hotel containing 254 guest rooms.

A swimming pool and many other amenities are provided in each hotel. In addition, two restaurants designed around an outdoor dining court and a six-story parking structure are planned. One of the Midwest's premiere hospitality real estate developers sought after EUA to help coordinate and design a project in a convenient hot-spot between Chicago O'Hare International Airport and Downtown Chicago.





LUXURY

ROSEMONT CENTER

Rosemont Hotel, Rosemont, Illinois

Epstein

Experience



City Center West, Madison, Wisconsin

Tri-North constructed this award-winning \$90,000,000 office and retail complex in three phases. The project included two eight-story office buildings (totaling 450,000 sq. ft.), a 22,000 sq. ft. retail center, a 420,000 sq. ft. parking garage, and 14 acres of site development.

The two eight-story office buildings appear separate, but they are actually connected at each floor level, providing most floors with up to 45,000 sq. ft. of contiguous space. Positioned with the largest square footage/floor in the Madison area, these office towers are the core of the development, with a distinctive retail building and the largest parking ramp in Dane County. The spaces combine to reflect the ideals of new urbanism, where the space between the buildings is as important as the buildings themselves. Offering prestige and many amenities, the needs of residential neighbors, pedestrians, and tenants were incorporated in placing this development within the urban fabric of Madison.



JOHNSON BANK

City Center West, Madison, Wisconsin



Experience



Galaxie, Madison, Wisconsin

This 14-story mixed-use development is part of the redevelopment of the historic East Washington Avenue corridor in Madison. It will feature 201 apartment units and 77,500 square feet of additional commercial space. This project is receiving more than \$5 million in TIF financing. In addition, Tri-North, the owner, and the City worked in collaboration while the City cleaned up the previous site.

The project will also include the area's first Festival Foods, which will utilize a unique truss system and columns built from locally sourced trees by the innovative Whole Trees, LLC. This interior build was also awarded to Tri-North.





Experience



Washington Plaza, Madison, Wisconsin

This project is a new five-story mixed-used building. It features two levels of underground parking, five floors of high-end residential apartments (totaling 50 units), a juice bar, an optometrist office, and a fitness center. The modern apartment units are catered towards young professionals interested in living downtown. Unit options include one bedroom lofts and two bedroom, two bath units. All units have private exterior space, full-sized kitchens, upgraded finishes, and high-efficiency heat pumps for HVAC.





425

CAPITAL FITNESS

Capital Fitness
\$200
Special Offer

Apartment
Move In
Specials Now

Washington Plaza, Madison, Wisconsin

Chapter 2 – Experience

B.2. Demonstrate your capability in managing the completed mixed-use urban scale projects similar to the proposed Judge Doyle Square.



Award-Winning Property Management

Siegel-Gallagher Management Company prides itself on offering an all-inclusive managerial approach to real estate. With the ever-changing and dynamic nature of real estate, it is a crucial time to adapt and evolve to the marketplace. Since its inception, Siegel-Gallagher has been guided by a vision to shaping a balanced portfolio of assets under management in order to tackle the largest and most complex developments regardless of market or submarket.

Primarily operating within densely populated urban areas and affluent suburban developments, Siegel-Gallagher is one of the few firms intentionally and uniquely positioned to managed a completed mixed-use urban scale projects of similar scope to Judge Doyle Square. In 2015, Siegel-Gallagher’s distinctive approach to management was validated and recognized by its peers for its commercial and residential management efforts. The Building Owner’s and Managers Association (BOMA) honored Siegel-Gallagher for its management of Ovation 309, a 248-unit high-rise in Madison, Wis., with its coveted “The Outstanding High-Rise Building of the Year Award (TOBY.” On the heels of Siegel-Gallagher’s TOBY award, the Institute of Real Estate Management (IREM) subsequently recognized Siegel-Gallagher with its year-end capstone award of the “Accredited Management Organization (AMO) of the Year Award.” This award recognizes the highest level of performance, experience, and financial stability among real estate management firms. Worldwide, only (500) companies hold the AMO credential.

Siegel-Gallagher Management Company’s Management Services Include:

- Lease Review & Abstraction
- ADA Compliance Programs
- Third-Party Vendor Management
- Internal Staff Hiring & Management
- Disaster Planning & Recovery
- Financial Accounting & Reporting
- Financial Analysis & Budget
- Group Purchasing Programs for Services & Insurance
- Proforma Analysis
- Market Analysis
- Property Marketing Strategies
- Website, SEO & Online Management
- Strategic Planning & Site Development
- Rebranding & Reposition Analysis
- Energy Auditing





Chapter 2 – Experience

B.3. Demonstrate your team’s experience with public/private partnerships.

Please see the response to Chapter 2, Section B1.

B.4. Disclose any alleged significant prior or ongoing contract failures, contract breaches, tax delinquencies, any civil or criminal litigation or investigation pending within the last five years which involves your firm and the key team members identified above. List any contracts in which your firm and/or key team member has been found guilty or liable, or which may affect your performance. Describe any bankruptcy filing by your firm or key team member or an entity they controlled in the last ten years.

Vermilion Development

In connection with the sale of a real estate asset in Chicago, Illinois, a minority investor named David Cocagne and an affiliate of Vermilion Enterprises, LLC as defendants in a lawsuit. The case was settled, and the plaintiff admitted that Mr. Cocagne and his co-defendants committed no wrongdoing.

Eppstein Uhen

EUA strives to resolve project issues based on cooperative working relationships. Below is a list of legal action related to design during the past ten (10) years.

2014

Indian Community School (ICS)

Claim involving a collection claim by EUA and a counter claim by ICS. A judgment was awarded to EUA and the case was settled in early 2014.

2013

Franciscan Sisters of Chicago Service Corporation

Claim involved a claim pursuing EUA’s MEP consultant from the City of Chicago. The claim was settled in Arbitration in late 2013.

2011

Gorman Co.

Building settling issue with inadequate allowance for movement provided under window sills. Project started in 2000 with claim made in 2005. The claim was settled without any litigation with EUA paying for repairs.

Other Team Members

The balance of the team members have no contract failures, contract breaches, tax delinquencies, litigation, or other matters to disclose.

B.5. Disclose any potential conflict of interest due to any other clients, contracts or property interests.

Vermilion Development and its team members are not aware of any conflicts of interest arising from their involvement in this project.



CHAPTER 3 – PRELIMINARY
PROJECT CONCEPT





Judge Doyle Square, Madison, Wisconsin

Chapter 3 – Preliminary Project Concept

C.1. A detailed project concept design and general outline specifications. This includes:
a) conceptual site and landscape design plans sufficient to convey how the project will generally create an engaging pedestrian environment along all street frontages

Design Goals and Objectives

The city is an organic and living thing, and neighborhoods comprise its DNA. The neighborhood we propose to develop adjacent to the Madison Municipal Building will be a catalytic connector and also a hub of new energy bridging between the Capitol Square and Monona Terrace.

Our proposal plan will bring new and extended vitality to the neighborhood with a synergistic mix of uses including retail, hotel, residential apartments and Class A office; at the same time, we will replace the Government East Parking Ramp. With thoughtful streetscape design—including landscaping, pedestrian-scaled architecture and permeable facades with multiple entrances, our project will transform Pinckney Street, as well as Doty Street and Wilson Street, into a walkable, vibrant link connecting Capitol Square and King Street to Wilson Street and Monona Terrace. A bicycle facility to promote intermodal transportation will be located at the center on the east side of Pinckney Street on Block 105.

Care has been taken to conceive a concept plan that responds appropriately to the neighborhood context and sound planning principles. The architectural expression and materials for the building on Block 88 are intended to reflect the historic Municipal Building directly to the west. The building on Block 105 is intended to be more contemporary in style with distinct architectural vocabulary to express the different primary uses—office and residential. While the development encompasses two city blocks, the massing of the buildings has been treated to break down the scale. Specifically, both blocks include step backs along Pinckney Street at multiple levels to define the urban space with a street wall while pulling the full building height back from the street.

The design is intentionally modern and sustainable. As a living component in this important neighborhood, the new buildings will be targeting Leadership in Energy and Environmental Design (LEED) certification at the Silver level through the U.S. Green Building Council. The design represents a forward-looking Madison. We are proposing a massing that is sensitive to the surrounding context, the character is explicitly contemporary. Our plan achieves the aspirations of Madison and the neighborhood.



Context Site Plan

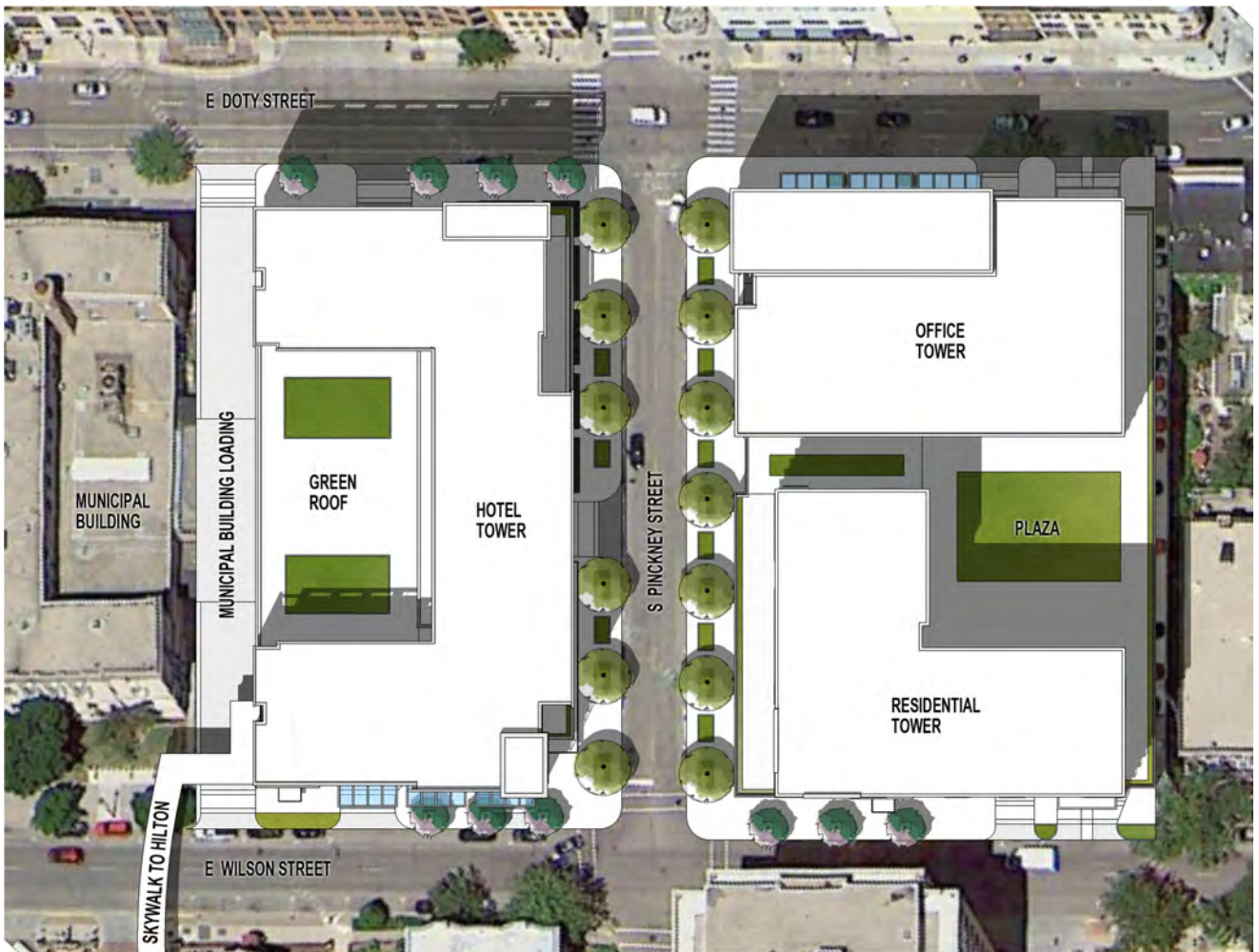
With an engaging hotel restaurant and compelling retail lining Pinckney Street, the redevelopment of Blocks 88 and 105 will transform Pinckney Street into a walkable, vibrant corridor. Parkways designed to include café dining, landscaping, street furnishings and bike racks will create an active, enjoyable transition between King Street and Lake Monona. Building uses are oriented appropriately toward the surrounding context—hotel toward Monona Terrace, office toward the city center and State Capital and residential toward Lake Monona.



Site Plan

Different uses are placed within the buildings to activate each of the streets fronting the site—Doty Street, Pinckney Street and Wilson Street. Doty Street is business orientated with the office lobby and pedestrian and vehicular access to the parking structures. Pinckney Street is vibrant with the hotel restaurant, retail and the bicycle facility. Wilson Street is residential in nature with the hotel entrance and apartment lobby. The hotel main entry is orientated toward Monona Terrace enabling easy walking access to the convention center as well as identifying the hotel readily along the primary access road, Wilson Street. A skywalk connection is proposed to provide an enclosed walkway among the new hotel, the Hilton, and Monona Terrace.

The building on Block 88 is set back from the Municipal Building 25 feet to accommodate the City's needs.



Chapter 3 – Preliminary Project Concept

C.1. b) preliminary architectural direction, including anticipated building massing, architectural expression, a shading study and typical building materials to convey the general style of the building and how it will relate to surrounding buildings and positively contribute to the built urban character of the immediate area

Building Massing and Architectural Expression







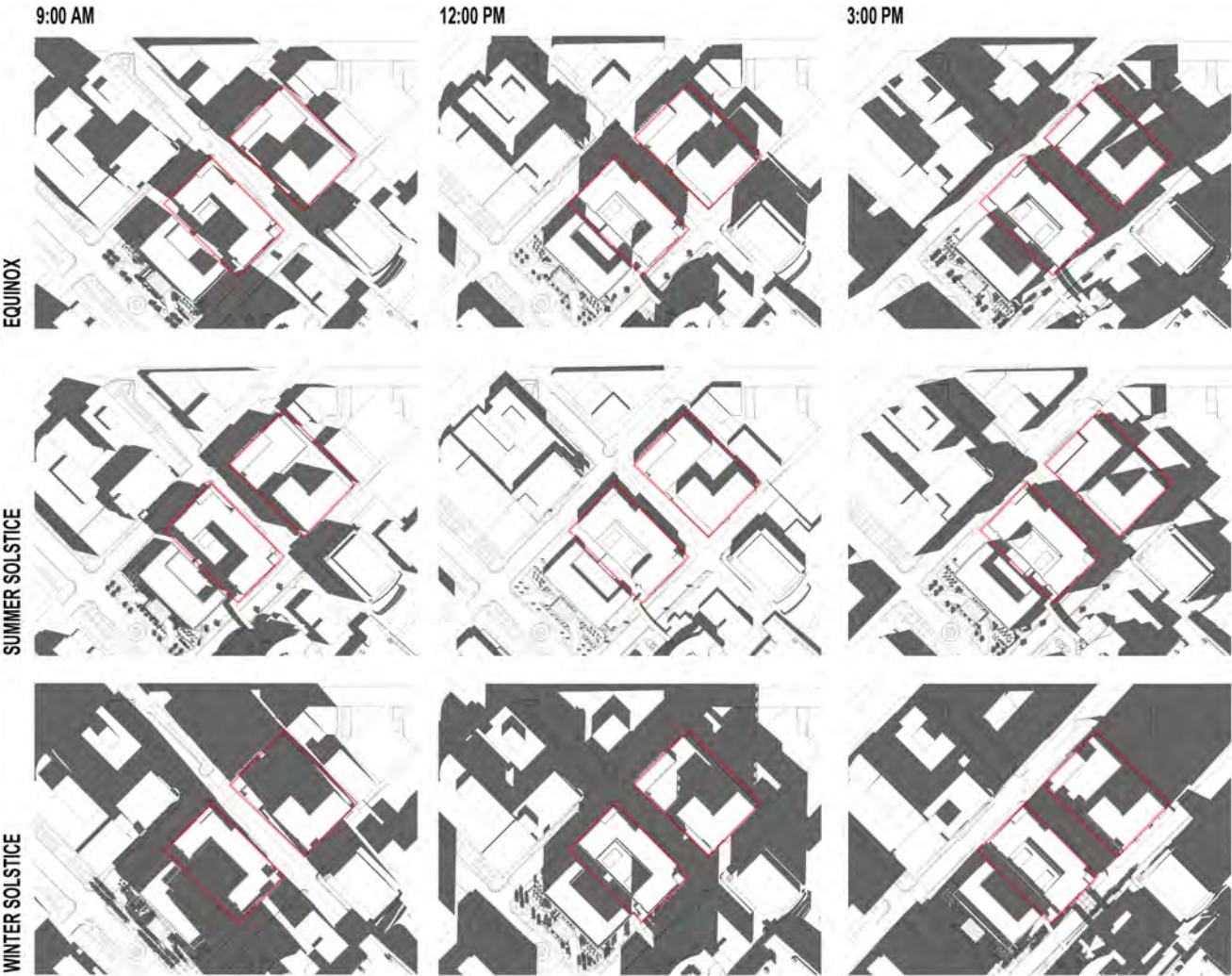


Building Materials

The material palette for Block 88 and 105 consists of natural, rich tones that are timeless and fit into the surrounding neighborhood. Both Block 88 and 105 consist of primarily masonry and metal panels while the office portion of Block 105 consists of primarily glass. Accent panels help to break up the facades and provide interest in key areas. Multiple materials are used to provide interest to the facades. All glass will be transparent and non-reflective. All materials used are of a high quality.



Shadow Study



Chapter 3 – Preliminary Project Concept

C.1.c) green building practices to be used during the construction phase

Green Building Practices

The entire Vermilion team holds sustainable design and construction as a core value, and is targeting Leadership in Energy and Environmental Design (LEED) certification at the Silver level through the U.S. Green Building Council for the development.

Collectively, we recognize the impact that our work has on the environment and consistently seek to incorporate green elements into our projects. From the conservation of natural resources to the use of recycled and re-used materials to proper waste management, our team recognizes that sustainability is not a trend, but rather a fundamental change in development.

The companies comprising our team have been leaders in the incorporation of this new way of doing business into our projects as evidenced by the following list of projects we have completed achieving LEED certification. Three examples of this leadership are Vermilion Development's Harper Court, the corporate offices of Tri-North, and the commercial interior of Eppstein Uhen's office. Harper Court was the first project to achieve LEED for Neighborhood Development (LEED-ND) Gold certification in the State of Illinois. Further, it was the first project to assemble four separate LEED certifications in the United States. Its unique attributes and Platinum certification under the LEED for Commercial Interiors designation make it among the most sustainable projects in the City of Chicago. Both Tri-North and Eppstein Uhen created corporate offices that were first of their type to receive LEED certification. Tri-North was the first building in Southwest Wisconsin to achieve LEED Gold certification, and Eppstein Uhen received the first LEED certification for commercial interiors in Madison.

LEED® Platinum Certified Projects

Harper Court (LEED-CI) | Chicago, IL

LEED® Gold Certified Projects:

Harper Court (LEED-ND and LEED-CS) | Chicago, IL
Tri-North Builders Corporate Headquarters | Fitchburg, WI
Diversey Building 220 | Racine, WI
Green Technology Training & Enterprise Center | Plain, WI
Heart & Hope Place | Milwaukee, WI
Lake Mills Elementary School | Lake Mills, WI
ManpowerGroup World Headquarters | Milwaukee, WI
Northwestern Mutual Van Buren Office | Milwaukee, WI
The Brewery Parking Deck | Milwaukee, WI
UW-La Crosse Eagle Hall | La Crosse, WI
UW-Madison Aldo Leopold Residence Hall | Madison, WI
UW-Milwaukee Zilber School of Public Health | Milwaukee, WI
Whitewater Innovation Center | Whitewater, WI
Wisconsin Energy Conservation Corporation | Madison, WI
Fitchburg Public Library | Fitchburg, WI
Goodman South Madison Branch Library | Madison, WI

LEED® Silver Certified Projects:


Catalano Place on the Park | Milwaukee, WI
Dane County Regional Airport Exit Plaza | Madison, WI

Derse Exhibits | Milwaukee, WI
Travel Guard Headquarters | Stevens Point, WI
CBRE Office | Milwaukee, WI
Coldwater Creek | Various Nationwide Locations
Kerry Centre | Beloit, WI
Meriter-Unity Point Clinic | Monona, WI
Urban League of Greater Madison | Madison, WI
UW Health Clinic | Stoughton, WI

LEED® Certified Projects:

EUA Office at Network 222 | Madison, WI
Johnson Bank | Brookfield, WI
Oldenburg Group Engineering Headquarters | Kingsford, MI
Comerica Bank | Richardson, TX
Comerica Bank | Fort Worth, TX
Kohl's | Various Nationwide Locations
Meriter-Unity Point Clinic | Deforest, WI
SmithGroupJJR | Madison, WI
Victoria's Secret | Various Nationwide Locations
Tri-North Builders Texas Office | Fort Worth, TX
US Bank | Nashville, TN
UW Health Clinic | Deforest, WI

Preliminary LEED Checklist

 LEED 2009 for New Construction and Major Renovations		Project Checklist		Judge Doyle Square Mixed Use Building	
22		Sustainable Sites		Possible Points: 26	
Y	?	N			
1			Prereq 1	Construction Activity Pollution Prevention	1
5			Credit 1	Site Selection	5
	1		Credit 2	Development Density and Community Connectivity	1
6			Credit 3	Brownfield Redevelopment	6
1			Credit 4.1	Alternative Transportation—Public Transportation Access	1
3			Credit 4.2	Alternative Transportation—Bicycle Storage and Changing Rooms	3
2			Credit 4.3	Alternative Transportation—Low-Emitting and Fuel-Efficient Vehicles	2
	1		Credit 4.4	Alternative Transportation—Parking Capacity	1
		1	Credit 5.1	Site Development—Protect or Restore Habitat	1
1			Credit 5.2	Site Development—Maximize Open Space	1
1			Credit 6.1	Stormwater Design—Quantity Control	1
1			Credit 6.2	Stormwater Design—Quality Control	1
	1		Credit 7.1	Heat Island Effect—Non-roof	1
1			Credit 7.2	Heat Island Effect—Roof	1
1			Credit 8	Light Pollution Reduction	1
6		Water Efficiency		Possible Points: 10	
Y			Prereq 1	Water Use Reduction—20% Reduction	6
4			Credit 1	Water Efficient Landscaping	4
	2		Credit 2	Innovative Wastewater Technologies	2
2			Credit 3	Water Use Reduction	2
7		Energy and Atmosphere		Possible Points: 35	
Y			Prereq 1	Fundamental Commissioning of Building Energy Systems	7
Y			Prereq 2	Minimum Energy Performance	17
Y			Prereq 3	Fundamental Refrigerant Management	11
6	6	7	Credit 1	Optimize Energy Performance	6
1	2	4	Credit 2	On-Site Renewable Energy	1
	2		Credit 3	Enhanced Commissioning	2
	2		Credit 4	Enhanced Refrigerant Management	2
	3		Credit 5	Measurement and Verification	3
	2		Credit 6	Green Power	2
8		Materials and Resources		Possible Points: 14	
Y			Prereq 1	Storage and Collection of Recyclables	8
		3	Credit 1.1	Building Reuse—Maintain Existing Walls, Floors, and Roof	3
		1	Credit 1.2	Building Reuse—Maintain 50% of Interior Non-Structural Elements	1
2			Credit 2	Construction Waste Management	2
2			Credit 3	Materials Reuse	2
2		Materials and Resources, Continued		Possible Points: 15	
Y			Prereq 1	Minimum Indoor Air Quality Performance	2
Y			Prereq 2	Environmental Tobacco Smoke (ETS) Control	2
		1	Credit 1	Outdoor Air Delivery Monitoring	1
		1	Credit 2	Increased Ventilation	1
		1	Credit 3.1	Construction IAQ Management Plan—During Construction	1
		1	Credit 3.2	Construction IAQ Management Plan—Before Occupancy	1
		1	Credit 4.1	Low-Emitting Materials—Adhesives and Sealants	1
		1	Credit 4.2	Low-Emitting Materials—Paints and Coatings	1
		1	Credit 4.3	Low-Emitting Materials—Flooring Systems	1
		1	Credit 4.4	Low-Emitting Materials—Composite Wood and Agrifiber Products	1
		1	Credit 5	Indoor Chemical and Pollutant Source Control	1
		1	Credit 6.1	Controllability of Systems—Lighting	1
		1	Credit 6.2	Controllability of Systems—Thermal Comfort	1
		1	Credit 7.1	Thermal Comfort—Design	1
		1	Credit 7.2	Thermal Comfort—Verification	1
		1	Credit 8.1	Daylight and Views—Daylight	1
		1	Credit 8.2	Daylight and Views—Views	1
3		Innovation and Design Process		Possible Points: 6	
1			Credit 1.1	Innovation in Design: Specific Title	1
1			Credit 1.2	Innovation in Design: Specific Title	1
	1		Credit 1.3	Innovation in Design: Specific Title	1
	1		Credit 1.4	Innovation in Design: Specific Title	1
	1		Credit 1.5	Innovation in Design: Specific Title	1
	1		Credit 2	LEED Accredited Professional	1
4		Regional Priority Credits		Possible Points: 4	
1			Credit 1.1	Regional Priority: Development Density and Community Conn.	1
1			Credit 1.2	Regional Priority: Alt. Tran.-Bicycle Storage and Changing Rms.	1
1			Credit 1.3	Regional Priority: Parking Capacity	1
1			Credit 1.4	Regional Priority: Stormwater Design - Quantity Control	1
59		Total		Possible Points: 110	
Certified 40 to 49 points Silver 50 to 59 points Gold 60 to 79 points Platinum 80 to 110					

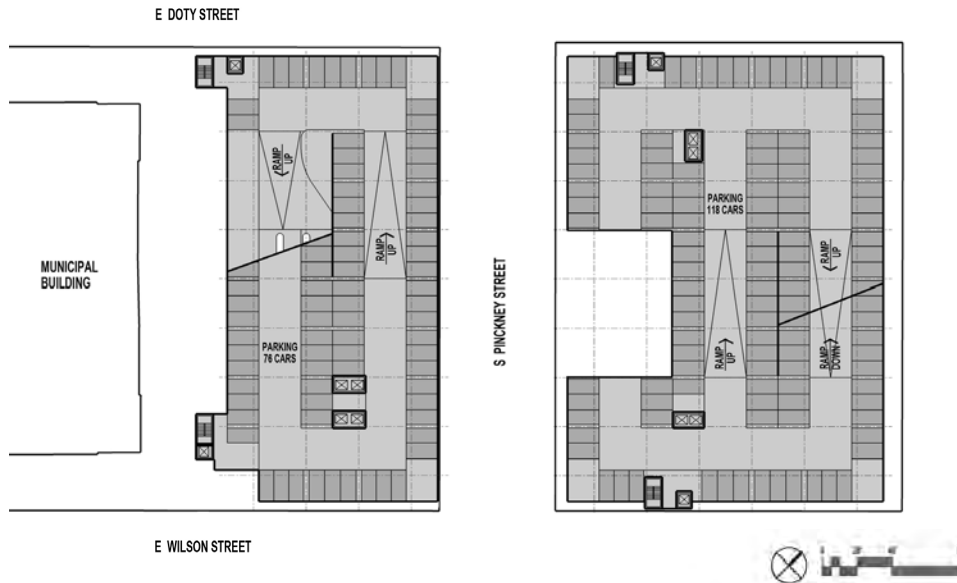
Chapter 3 – Preliminary Project Concept

C.1. d) preliminary floor plans for all floors sufficient to understand how the building’s internal program is expressed on the exterior of the building.

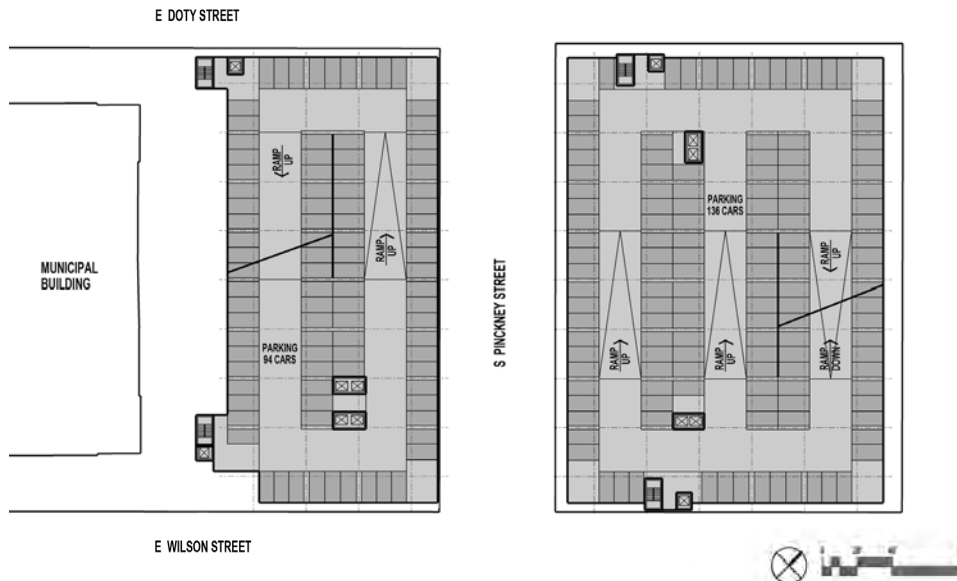
A total of 1,108 parking spaces are included on the lower levels of Block 88 and Block 105 Below-grade parking is utilized to support the development while allowing the street level and upper floors to provide uses contributing to the vitality and walkability of the neighborhood.

The parking use is sized to meet the needs of the proposed new uses (hotel, office and residential) while designating 639 of the spaces to be municipal parking spaces replacing the existing Government East Parking Ramp and municipal fleet parking currently located on Block 88. Vehicular access to the parking is primarily from Wilson Street with the larger

Parking Lower Level 1



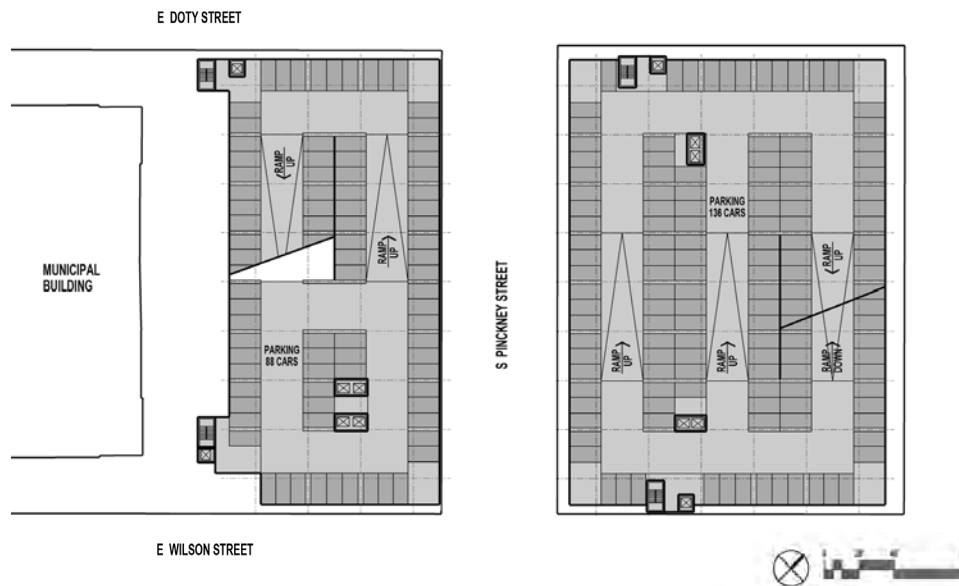
Parking Lower Level 2-3



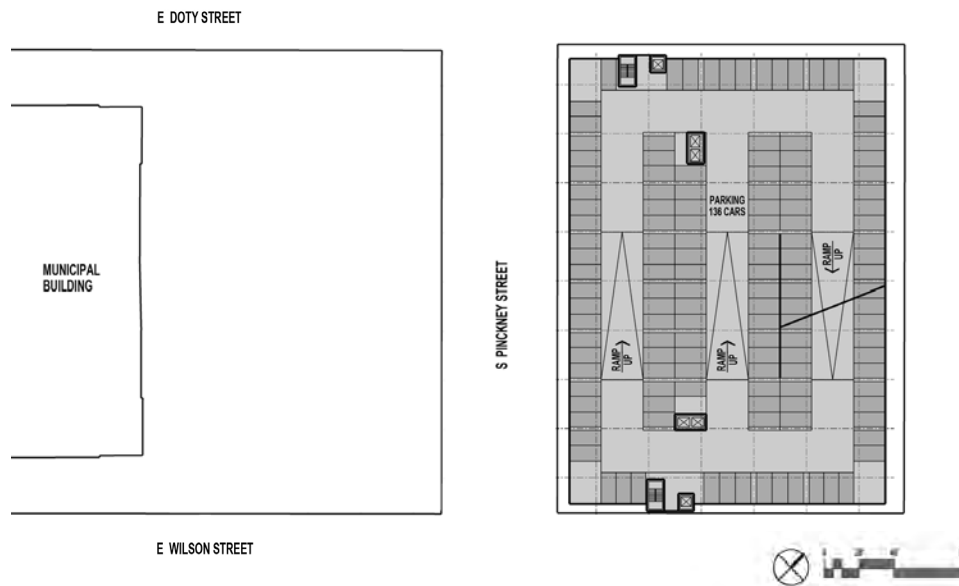
parking ramp on Block 105 also accessed from Doty Street. Pedestrian access to the parking is provided along Doty Street and from elevators at the bridge connecting the hotel to Monona Terrace.

The parking is planned to allow phasing of the delivery of the new parking facilities. Construction is intended to commence on Block 88 with delivery of 352 parking spaces preceding the completion of the hotel and prior to the demolition of the Government East Parking Ramp.

Parking Lower Level 4

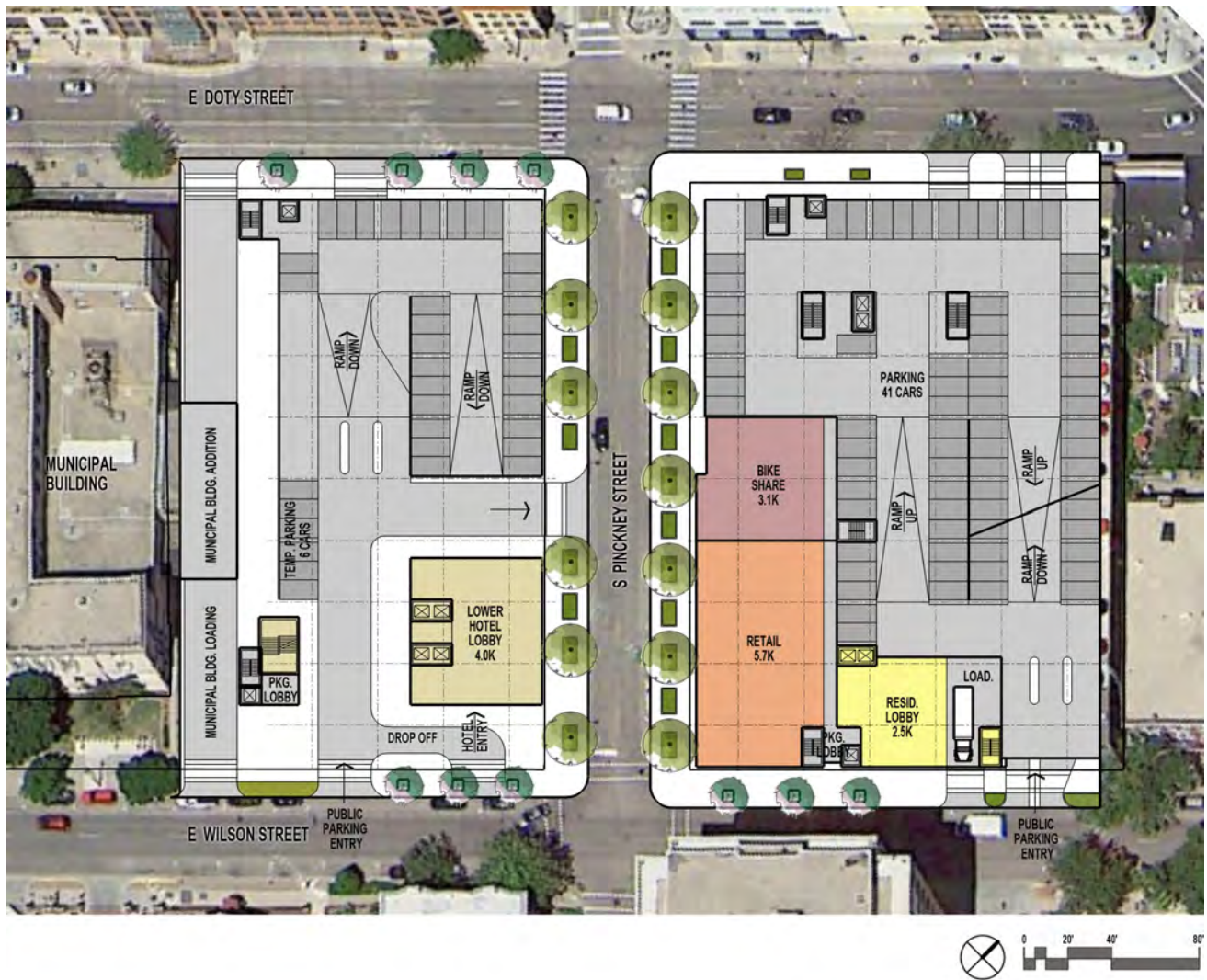


Parking Lower Level 5



Wilson Street Level

Wilson Street is activated with the inclusion of the hotel front door and residential apartment lobby as well as retail space on the corner of Pickney and Wilson Streets. The two-story hotel lobby is located at and overlooking the corner of Wilson Street and Pinckney Street with pedestrian entrances from both streets. A porte cochere drop off area has been provided along Wilson to provide protection from the weather for guests arriving by car or walking to Monona Terrace. Provisions for the hotel valet to easily access parking and return back to the hotel entrance have been incorporated via a driveway onto Pinckney Street. Both parking ramps can be accessed via Wilson Street keeping the majority of vehicular traffic entering the site away from the more pedestrian neighborhood streets and on the prime circulator street. A pedestrian bridge over Wilson Street will allow convention center visitors to access the upper hotel lobby and meeting room levels easily from Monona Terrace.



Doty Street Level

Doty Street is activated with the inclusion of the office lobby, retail and hotel restaurant on the corners. The hotel restaurant includes an outdoor café lining Pinckney Street. Doty Street is linked to Wilson Street by approximately 10,000 square feet of retail space anchored by the bicycle facility located in mid-block. The target market for the retail space will be pedestrian-friendly uses such as restaurants and services to infill gaps in the current offerings. The retail will cater to neighborhood residents, daytime office workers and convention and hotel visitors.

Loading berths are provided interior to both buildings for each major building use.



The hotel, located on Block 88, is a 279-key hotel with 18,000 square feet of meeting space on floors two and three. The meeting space includes a ballroom of 11,000 square feet and is intended to sustain the hotel during non-convention times and augment the social function space available in the Madison city center. The meeting space will also complement the convention and meeting room space available in Monona Terrace.

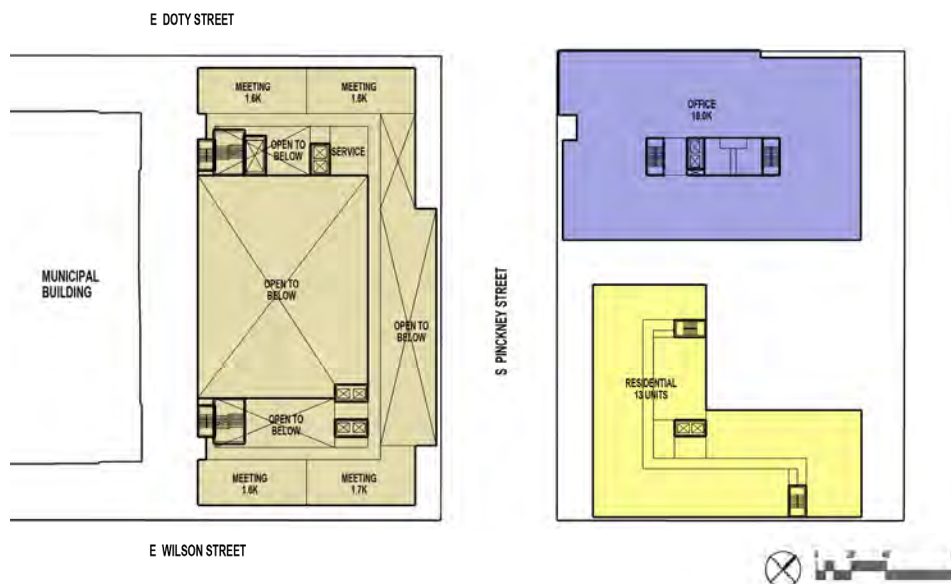
A pedestrian bridge over Wilson Street will strengthen the connection of the hotel to Monona Terrace providing a visual link enhancing both properties. The bridge connects to the hotel in key locations providing convenient access to the hotel lobby, meeting space levels via escalator and parking levels via elevator.

The lobby and restaurant are located on the first floor in the prime corner locations to activate the street. The primary guest room floors are floors four through nine.

Hotel Level 2 - Ballroom



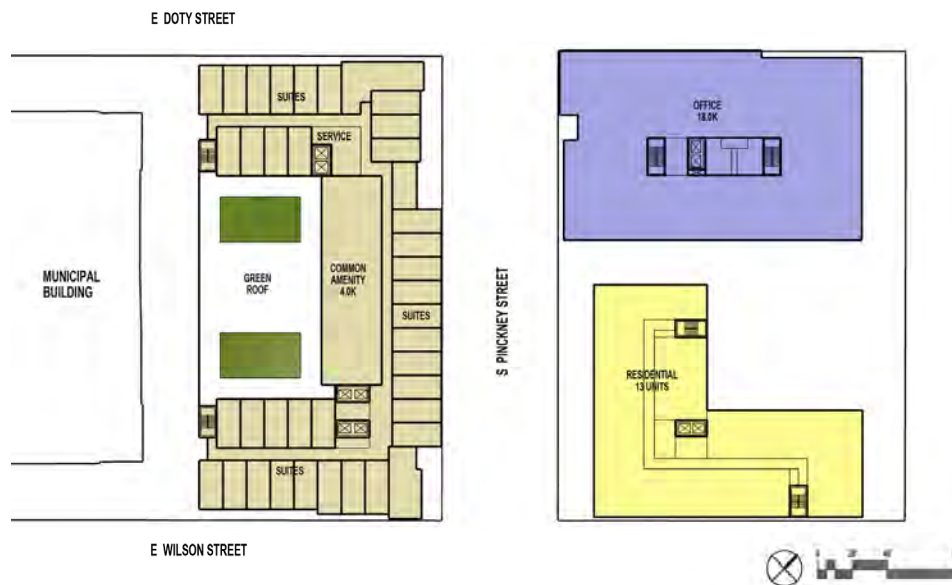
Hotel Level 3 - Meeting Rooms



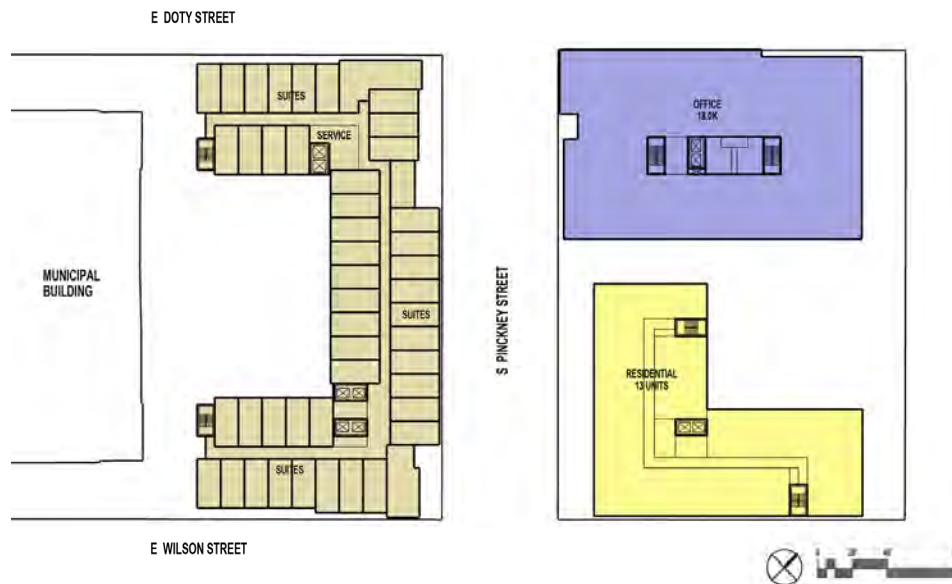
The luxury apartments are located on the south side of Block 105 to take advantage of 360 degree views toward the State Capitol and over Lake Monona. The 125 luxury apartments will be a mix of one, two and three-bedroom residences and will be targeted toward professionals and empty nesters requiring condominium-level finishes, amenities and services. The amenity features, such as club room, fitness and tech center, would be located on the lowest floor of the residential tower with access to a landscaped exterior amenity terrace located on the first floor roof.

The Class A office space is located on the north portion of Block 105 to be closer to Capitol Square. With a lobby located on Doty Street, the office floors can also be accessed directly from the parking levels providing convenient access for tenants. The 94,000 square feet would be included subject to pre-leasing a substantial portion of the space prior to beginning construction. If a suitable tenant is not available, alternate uses such as additional residential condominiums or apartments could be easily included.

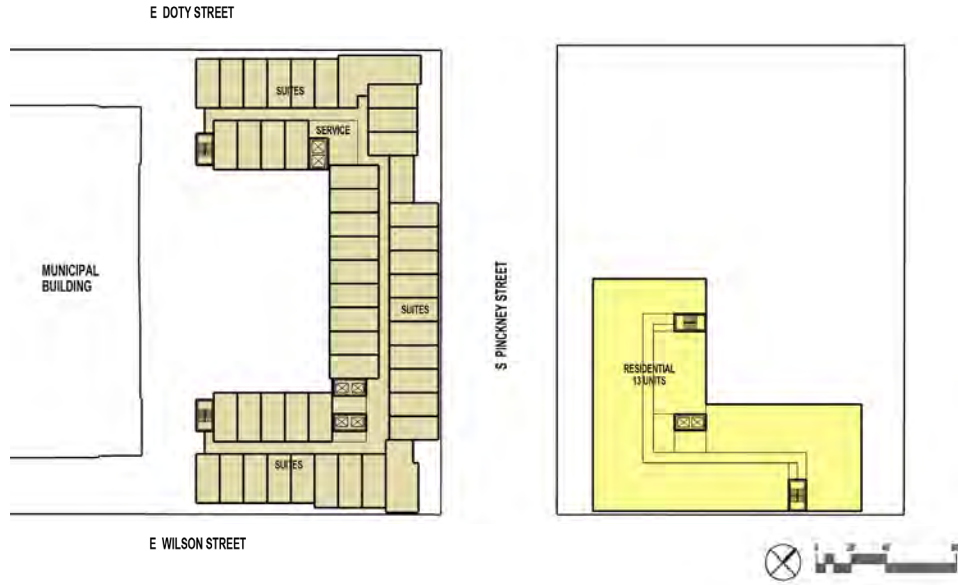
Level 4 - Hotel, Residential Apartments & Class A Office



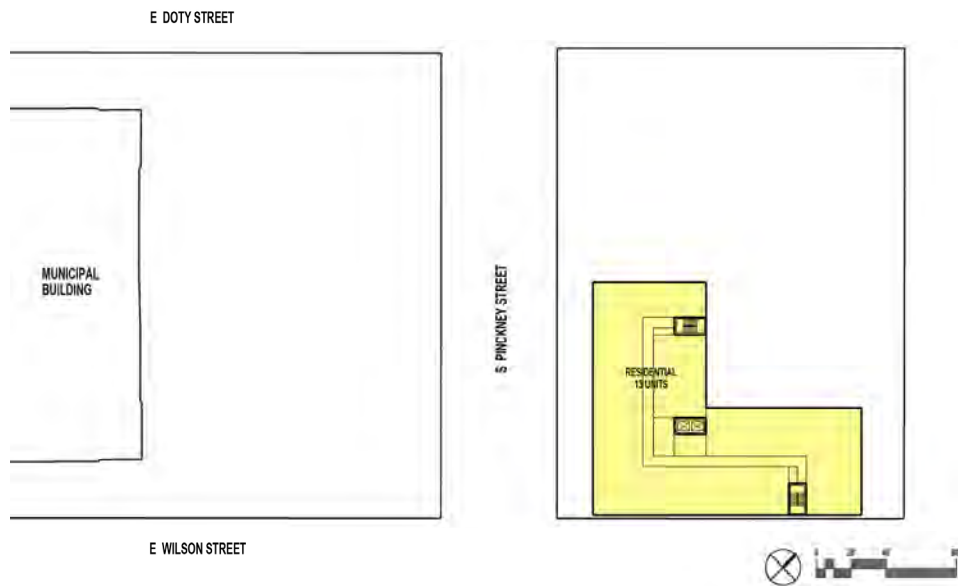
Level 5-6 - Hotel, Residential Apartments & Class A Office



Level 7-9 - Hotel & Residential Apartments



Level 10-11 - Hotel & Residential Apartments



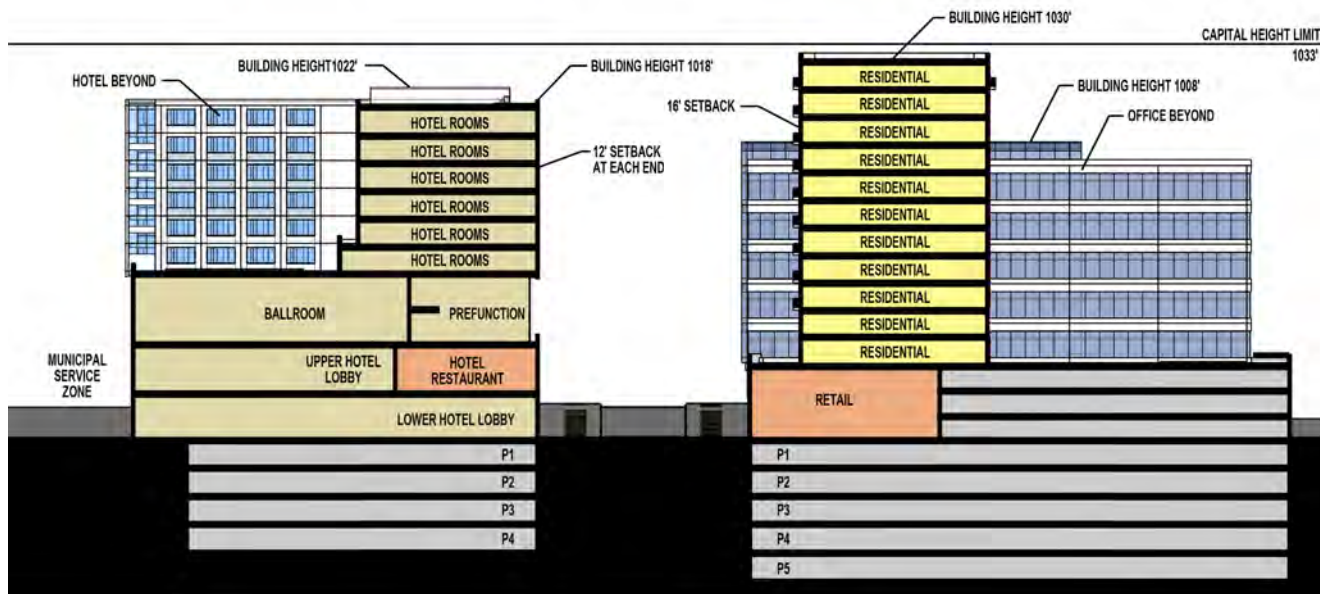
Building Data

Block 88									
Description	Hotel						Parking		TOTALS
floor	GSF	hotel rooms NSF	common	efficiency	# of keys	banquet & meeting	GSF	cars	Total GSF
parking lower level 4							30,992	88	30,992
parking lower level 3							30,992	94	30,992
parking lower level 2							30,992	94	30,992
parking lower level 1							30,992	76	30,992
Wilson Street Elevation	7,109		7,109				3,933	6	11,042
Doty Street Elevation	34,630		34,630				470		35,100
level 2	31,423		20,400			11,023	470		31,893
level 3	11,379		4,773			6,606			11,379
level 4	24,652	15,789	8,863		39				24,652
level 5	23,898	19,191	4,707		48				23,898
level 6	23,898	19,191	4,707	80.3%	48				23,898
level 7	23,898	19,191	4,707	80.3%	48				23,898
level 8	23,898	19,191	4,707	80.3%	48				23,898
level 9	23,898	19,191	4,707	80.3%	48				23,898
Totals	228,683	111,744	99,310	48.9%	279	17,629	128,841	358	357,524
ave GSF per unit									
TOTAL PARKING								358	
Required Hotel								100	
Remaining Municipal Parking								258	

Block 105											
Description	Retail	Bike Share	Apartments					Office	Parking		TOTALS
floor	GSF	GSF	GSF	NSF	common	efficiency	# of units	GSF	GSF	cars	Total GSF
parking lower level 5									45,908	136	45,908
parking lower level 4									45,908	136	45,908
parking lower level 3									45,908	136	45,908
parking lower level 2									45,908	136	45,908
parking lower level 1									40,859	118	40,859
Wilson Street Elevation (900' MCD)	5,791	3,125	2,578		2,578				22,960	41	34,454
Doty Street Elevation	4,218							3,975	18,241	47	26,434
level 2			13,944	6,901	7,043	49.5%	8	18,094			32,038
level 3			13,944	11,682	2,262	83.8%	13	18,094			32,038
level 4			13,944	11,682	2,262	83.8%	13	18,094			32,038
level 5			13,944	11,682	2,262	83.8%	13	18,094			32,038
level 6			13,944	11,682	2,262	83.8%	13	18,094			32,038
level 7			13,944	11,682	2,262	83.8%	13				13,944
level 8			13,944	11,682	2,262	83.8%	13				13,944
level 9			13,944	11,682	2,262	83.8%	13				13,944
level 10			13,944	11,682	2,262	83.8%	13				13,944
level 11			13,944	11,682	2,262	83.8%	13				13,944
Totals	10,009	3,125	142,018	112,039	29,979	803.5%	125	94,445	265,692	750	515,289
ave square footage per unit			1,136	896							
PARKING										750	
Required Residential										133	
Required Office										236	
Remaining Municipal Parking										381	

Site Section

The massing of both buildings has been treated to break down the scale. Specifically, both blocks include step backs along Pinckney Street at the second and third floors to define the urban space with a street wall while pulling the full building height back from the street. All facades of the buildings will include quality materials appropriate for a site in this location. The development is designed to be below the maximum height of 1032.8 feet above sea level as outlined in the State Capitol View Preservation Act.



General Outline Specifications

DIVISION 01 - GENERAL CONDITIONS

Targeting LEED Silver certification

DIVISION 02 - EXISTING CONDITIONS

A. Demolition: Existing structures and foundations will be demolished and removed from both sites. Recyclable materials will be recycled.

B. Remediation: Materials in the building and on the site will be tested via industry acceptable measures, and if hazardous materials are encountered they will be remediated in a regulatory compliant manner.

DIVISION 03 - CONCRETE

A. Cast-in-Place Concrete:

Foundations: Pressure slab or spread footings with conventional reinforcing.

Parking Garages: Epoxy coated mild steel reinforced concrete columns, walls, and floor slabs. Post tensioned concrete beams. Mild steel reinforced concrete stairs.

Hotel: Concrete columns, post tensioned concrete slabs

Residential: Concrete columns, post tensioned concrete slabs

Retail: Concrete columns, post tensioned concrete slabs

Office: Floor slabs will have lightweight concrete topping on metal deck

DIVISION 04 - MASONRY

Stone and Brick exterior cladding material will be 4" veneer rain screen anchored to gypsum sheathed metal stud support infill.

DIVISION 05 - METALS

Office: The superstructure of the office building will be steel wide flange columns & beams, and steel bar joists. Floors will be lightweight concrete on metal deck. Roof will be metal deck on bar joists sloped to drain.

Stairs in the hotel, residential, and office building will be concrete filled steel pan with steel railings. The parking Garages will have steel stair railings.

DIVISION 06 - WOOD, PLASTICS, AND COMPOSITES

Wood Blocking and Curbing: Buildings will have wood blocking and curbing at the roof for parapets and mechanical equipment.

Architectural Casework: There will be architectural casework at the Hotel Lobby and Restaurant areas.

Pre-manufactured Casework: The hotel and residential buildings will utilize pre-manufactured casework for kitchens and bathrooms.

Stone Counter tops: The hotel and residential buildings will utilize stone counter tops for kitchens and bathrooms.

DIVISION 07 - THERMAL AND MOISTURE PROTECTION

Metal Composite Material Wall Panels will be installed as a rain screen, anchored to gypsum sheathed metal stud support infill.

Roofs will be fully adhered Ethylene-Propylene-Diene-Monomer Roofing (EPDM) membrane over polyisocyanurate insulation. Green roofs will be provided on the habitable courtyard roof and other select areas of the buildings.

Spray fiber fire protection will be installed on structural steel elements.

Exterior stud walls will receive thermal insulation.

DIVISION 08 - OPENINGS

Hotel, office, and retail will have hollow metal frames and solid core wood doors with mortise lock sets.

Residential will have wood frames with solid core wood doors with cylindrical lock sets.

Parking structures will have hollow metal frame and doors with mortise lock sets.

Aluminum framed curtain wall, storefront, and windows: Hotel and residential will have aluminum framed thermally broken operable windows with insulated glass. Office have aluminum framed thermally broken fixed curtain wall windows with insulated glass. Retail will have aluminum framed thermally broken fixed storefront windows with insulated glass.

General Outline Specifications

DIVISION 09 - FINISHES

Partitions will be gyp board on metal stud framing. Demising partitions will be constructed full height to deck to reduce sound transfer. Cavities will be insulated to reduce sound transfer. Toilet room ceilings will be gyp board. There will be some gyp board soffits in the lobby areas.

Toilet room floors and wet walls will have ceramic tile installed.

Acoustical Ceilings: Offices, conference rooms, and corridors will receive lay in tile in 9/16" grid.

Hotel common areas, ballrooms, conference rooms, guest rooms and corridors will receive broadloom carpet and vinyl straight base.

Residential units will receive LVT wood look flooring in living rooms and kitchens, and broadloom carpet in bedrooms.

Base will be wood in all areas

Gyp board walls, ceilings, & soffits will be painted.

DIVISION 10 - SPECIALTIES

Room identification signs will be provided for each room in all buildings. Exterior signage will comply with City regulations

10 2113.19 – Toilet Compartments: Stainless Steel overhead mounted partitions will be installed in all public toilet rooms.

Wire mesh partitions and gates will be installed in storage rooms that require partitions.

High impact wall covering will be installed in storage rooms.

Hand dryers, paper towel dispensers, soap dispensers, toilet tissue dispensers, and sanitary napkin dispensers will be installed in all public toilet rooms. Baby changing tables will be provided at public toilet rooms near the main entrance

Mail Boxes will be provided in the residential building.

DIVISION 11 - EQUIPMENT

A dock leveler will be provided at all loading docks.

Kitchen equipment will be part of the restaurant tenant build-out.

DIVISION 12 - FURNISHINGS

A. Horizontal louver blinds will be installed at all office and residential windows. Hotel rooms will receive draperies.

B. Entrance floor mats and frames will be installed at all vestibules.

DIVISION 14 - CONVEYING EQUIPMENT

Passenger and service elevators will be traction type.

DIVISION 21 - FIRE SUPPRESSION

All buildings will be fully sprinklered. The parking garages will have dry sprinkler systems, all other areas will have wet sprinkler systems. Standpipes will be provided per code.

DIVISION 22 - PLUMBING

Buildings will have commercial grade plumbing systems.

Sanitary sewers will connect to the City system

Storm water quantity and quality will be controlled before discharging to the city system. Green roofs will be provided on the habitable courtyard roof and other select areas of the buildings.

DIVISION 23 - HEATING, VENTILATING, AND AIR-CONDITIONING (HVAC)

The hotel lobbies, banquets rooms, and common areas will be served by a central ducted heating and cooling system.

The office and retail areas will be served by a central VAV heating and cooling system.

The residential units will be served by individual heating and cooling units in each unit.

DIVISION 26 - ELECTRICAL

DIVISION 27 - COMMUNICATIONS

DIVISION 28 - ELECTRONIC SAFETY AND SECURITY

All buildings will have commercial grade electrical systems and energy efficient lighting.

DIVISION 31 - EARTHWORK

Industry standard bank retention systems will be used during excavation for footing, foundations, and below grade parking.

General Outline Specifications

DIVISION 32 - EXTERIOR IMPROVEMENTS

Vehicular and pedestrian paving will be concrete.

Street tree selection will be made in conjunction with the City of Madison Forestry Department

Street scapes and rooftop plazas will be landscaped.

DIVISION 33 - UTILITIES

- A. Manholes and Structures will be provided as needed
- B. Site Water Utility Distribution Piping will be connected to the City system and metered per building
- C. Site Sanitary Utility Sewerage Piping will be connected to the City system
- D. Site Storm Utility Drainage Piping will be detained and treated before discharging to the City system
- E. Site Natural-Gas Distribution will connect to the MG&E system
- F. Electrical Underground Ducts and Manholes will connect to the MG&E system

Chapter 3 – Preliminary Project Concept

C.2. A description of the hotel room block for Monona Terrace and the key provisions of the room set-aside, including any impact of the phasing of the hotel(s) on the room block availability. The room block is essential for the new hotel(s) to induce demand for the market and the RFP response must specifically state how the room block will be provided and whether there is any phasing involved. In addition to the room block, the RFP must:

- **Identify the national affiliation (hotel flag) and the national sales force and reservation system for the hotel(s).**
- **Provide a description of the service level of the hotel(s).**
- **Describe the rationale for the planned meeting spaces in the hotel including an analysis of how this component will complement/compete with Monona Terrace.**
- **If there are two hotels proposed, specifically describe how the sales/booking process and operations will be coordinated.**
- **Describe the pedestrian connections, if any, desired to Monona Terrace.**

Hotel Flag and Service Level

The proposed hotel should be “flagged” with a Marriott brand. Two options exist within the Marriott family of brands that would readily apply in this location – Renaissance and Marriott. Other options could be considered such as Westin or Hyatt, but given the needs of the Monona Terrace convention center and the type of market Madison represents, adding the powerful Marriott system to the already powerful Hilton system is the most compelling and productive choice. Hilton and Marriott, in addition to having global distribution reach and the largest guest loyalty programs, also provide the best convention center group sales and marketing and “national rotation” in the U.S. Comparing the Renaissance and Marriott core brand flags, we believe the Renaissance brand is the appropriate choice. The design standards for Renaissance are wider-ranging and more informed by elements such as local culture and art which appeal to the contemporary traveler who seeks unique experiences. Thus, we think that the Renaissance affiliation allows for the most authentic and memorable local character and dynamic while still accessing the overall distribution of the Marriott system and levels of service. We believe this will make the best contribution to the urban energy and flavor of Judge Doyle Square. The hotel will have a warm and distinctive personality, offer the same high service levels as the Hilton or a Marriott and give its guests the same rewards as a Marriott.

Acknowledging the preferences outlined above, multiple hotel brands (including, if necessary, a limited service hotel) will be considered in consultation with the City to ensure the best choice to meet the City of Madison and Monona Terrace’s goals.

Rationale for planned meeting spaces (incl. complement/competition to Monona Terrace)

Our plans include 18,000 square feet of meeting space. We believe this quantity will optimally address convention and conference needs and complement (rather than compete with) Monona Terrace. This amount of meeting space will respond to the off-cited need for additional break-out meeting rooms for Monona Terrace, a need our own analysis confirms. The meeting space will allow the City to more seamlessly market events requiring the combined room block and function space of both the existing Hilton Monona Terrace and the new hotel.


Adding these additional guest rooms in 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 distribution system, and the convenience of the recommended interior access to the Convention Center will certainly enhance the Convention Center capture for financially attractive larger events. Regarding corporate demand, these additional rooms will support the strong weekday demand coming from area corporations and other demand generators. This dynamic is evidenced by the strong weekday demand that the Hilton and Hyatt Place currently enjoy. Leisure demand is also expected to increase given the central location of the new hotel and the additional rooms adjacent to the Convention Center. Monona Terrace has been an attractive venue for area weddings, galas, fundraisers and other related social events over the years, and new hotel rooms will enhance its desirability for these occasions.

If more than one hotel, coordination of sales and operation

Not applicable.

Pedestrian connections (if any) to Monona Terrace

The proposal includes a skywalk connection across Wilson Street to the Hilton and Monona Terrace. The skywalk would benefit both the hotel and Monona Terrace by creating a protected link allowing the two facilities to function as one for certain events. Other benefits include solving the obvious concerns about inclement weather and aiding convention attendees and other guests to safely cross the major thoroughfare at all times of the day.



CHAPTER 4 – FINANCIAL
CAPABILITY AND PROJECT
FINANCIAL INFORMATION



vermilion
development

Chapter 4 – Financial Capability & Project Financial Information

D.1. Provide evidence that the development venture has the financial stability and capability to undertake the development. A lender’s preliminary commitment letter will be considered a demonstration of the development venture’s financial capacity.



Vermilion Development has undertaken complex, mixed-use projects in the most difficult financing environments. Its creativity, track record, and strong financial backing have enabled it to execute in very constrained credit markets. Financial references are provided in Chapter 5. Further, Vermilion has developed numerous projects combining public subsidies such as tax increment financing and new markets tax credits with private sector capital. It is experienced in the transactional structuring that attends such layered capital stacks.

Vermilion has attached letters from capital sources that have expressed interest in financing this project.

D.2. Provide a preliminary estimate of the expected range of total project cost (hard and soft costs). To the extent possible, the development venture should also provide the financing approach(es) it wishes to use and the preliminary roles it expects the public and private partners to have in developing Judge Doyle Square.



The estimated sources/uses for each component of the project is shown below.

JUDGE DOYLE SQUARE REDEVELOPMENT SOURCES AND USES OF FUNDS

	BLOCK 88	BLOCK 105	TOTAL
SOURCES OF FUNDS			
Debt	63,088,624	41,934,269	105,022,893
Equity	27,037,982	17,971,830	45,009,811
TIF	9,934,068	17,334,032	27,268,100
Parking Utility Cash	7,127,989	15,044,898	22,172,887
	<u>107,188,664</u>	<u>92,285,028</u>	<u>199,473,691</u>
USES OF FUNDS			
Land acquisition	1,000,000	1,000,000	2,000,000
Demolition/site preparation	-	600,000	600,000
Hard Costs and FF&E	93,122,442	77,552,768	170,675,210
A/E Fees	3,955,222	3,635,119	7,590,341
Soft Costs	5,041,878	6,002,700	11,044,578
Developer fee	4,069,121	3,494,441	7,563,562
Total Soft Costs	<u>13,066,222</u>	<u>13,132,260</u>	<u>26,198,481</u>
Total Project Costs	<u>107,188,664</u>	<u>92,285,028</u>	<u>199,473,691</u>

For financing of the retail, office, hotel and residential components of the project, Vermilion anticipates financing them with approximately 70% debt and 30% equity.

Per the requirements of the RFP, Vermilion has assumed that TIF is only applied to the parking component of the project. Vermilion has assumed that the Parking Utility uses \$22 million of its cash surplus to fund the parking infrastructure and that the balance is funded via TIF funds.

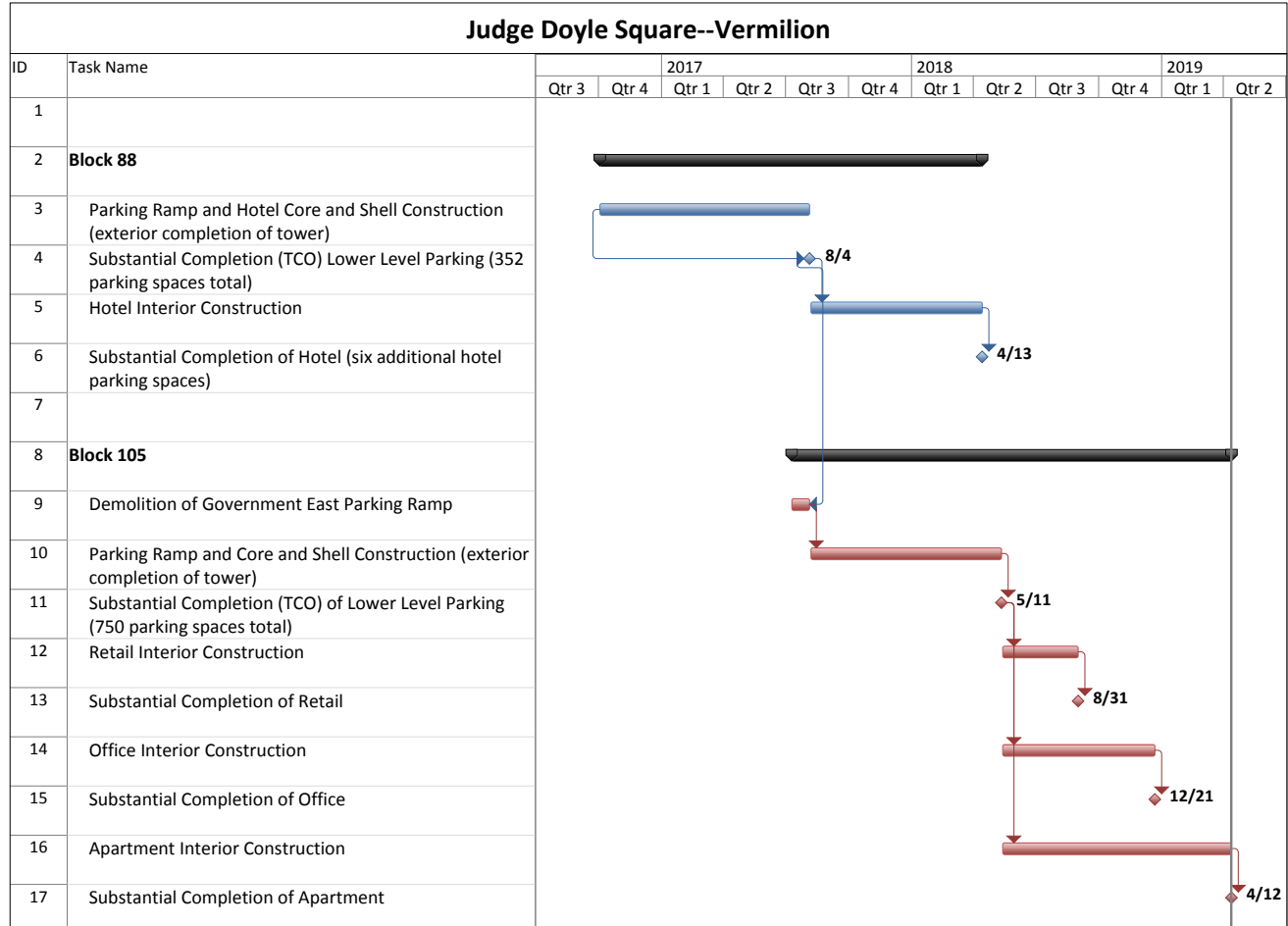
D.3. Provide a development phasing plan including a plan to maintain the public parking supply during construction. Identify any constraints that the phasing of the Judge Doyle Square development may have on your financing capability or financing plan.

Vermilion proposes to begin development with the hotel and associated parking on Block 88. Construction on Block 88 is estimated to be 20 months with delivery of parking spaces to the Parking Utility prior to the entire building being completed. Eleven months after commencement of construction, 352 of the public parking spaces will be delivered, and the remaining six spaces associated with the hotel on Block 88 will be available nine months later.

Coinciding with the delivery of the first 352 parking spaces, construction on Block 105 would commence with the closure and demolition of the Government East Parking Ramp. Construction on Block 105 is estimated at 22 months with delivery of 750 parking spaces to the Public Utility 11 months after construction commencement on this block.

Utilizing this phasing schedule with accelerated delivery of the parking levels, the Parking Utility maintains a minimum of 352 parking spaces throughout the development period with all 1,108 parking spaces available one month after completion of the hotel.

Development of the office space is dependent upon securing substantial pre-leasing commitments, and construction of this portion of the site could be moved to a later phase after the completion of the parking structure. There are no phasing constraints to our development plan.



D.4. Market information and data that demonstrate the appropriateness of the assumptions made within the financial plan and operating pro forma outlined below.

Our team has analyzed the market for the three primary uses proposed for the development — hotel, residential and office. All three uses show strong performance in the Madison market.

The most comparable hotel in the Madison market to the proposed hotel on Block 88 is the Hilton Madison Monona Terrace. As shown on the following pages, the Hilton Madison Monona Terrace immediately across the street from Block 88 consistently outperforms the hotels in its competitive set in Madison in terms of occupancy, average daily rate and RevPar. It is not expected that the addition of the ACE hotel currently under construction will significantly change the performance of hotels associated with Monona Terrace.

Tab 2 - Monthly Performance at a Glance - My Property vs. Competitive Set

Hilton Madison Monona Terrace 9 E Wilson St Madison, WI 53703-3421 Phone: (608) 255-5100

STR # 17413 ChainID: 000023370 MgtCo: None Owner: Marcus Hotels & Resorts

For the Month of: November 2015 Date Created: December 17, 2015 Monthly Competitive Set Data Excludes Subject Property

November 2015

	Occupancy (%)			ADR			RevPAR		
	My Prop	Comp Set	Index (MPI)	My Prop	Comp Set	Index (ARI)	My Prop	Comp Set	Index (RGI)
Current Month	73.8	66.0	111.7	146.61	129.76	113.0	108.12	85.67	126.2
Year To Date	81.6	72.7	112.3	165.66	144.26	114.8	135.14	104.83	128.9
Running 3 Month	83.2	76.6	108.7	185.91	159.67	116.4	154.73	122.29	126.5
Running 12 Month	80.0	69.8	114.6	163.23	142.92	114.2	130.65	99.81	130.9

November 2015 vs. 2014 Percent Change (%)

	Occupancy			ADR			RevPAR		
	My Prop	Comp Set	Index (MPI)	My Prop	Comp Set	Index (ARI)	My Prop	Comp Set	Index (RGI)
Current Month	-1.3	4.6	-5.6	-3.9	-4.0	0.1	-5.1	0.5	-5.6
Year To Date	-2.8	-0.3	-2.5	1.2	5.3	-3.9	-1.6	5.0	-6.3
Running 3 Month	-2.0	1.5	-3.5	-0.6	2.3	-2.9	-2.6	3.8	-6.2
Running 12 Month	-2.0	-0.6	-1.5	1.1	5.4	-4.1	-1.0	4.8	-5.5

STR, Inc.

Tab 3 - STAR Summary - My Property vs. Comp Set and Industry Segments

Hilton Madison Monona Terrace 9 E Wilson St Madison, WI 53703-3421 Phone: (608) 255-5100
 STR # 17413 ChainID: 000023370 MgtCo: None Owner: Marcus Hotels & Resorts

For the Month of: November 2015 Date Created: December 17, 2015 Monthly Competitive Set Data Excludes Subject Property

Occupancy (%)								
	Current Month	% Chg	Year to Date	% Chg	Running 3 Month	% Chg	Running 12 Month	% Chg
Hilton Madison Monona Terrace	73.8	-1.3	81.6	-2.8	83.2	-2.0	80.0	-2.0
Market: Madison, WI	54.7	-3.7	65.6	-1.4	67.4	-1.0	63.5	-1.5
Market Class: Upper Upscale Class	60.4	-4.4	71.2	-1.8	74.3	-1.9	68.6	-2.3
Tract: Madison CBD/West, WI	59.6	-2.8	69.4	-2.8	72.1	-0.2	67.1	-2.8
Tract Scale: Upscale Chains	65.3	1.7	73.6	-1.2	76.7	0.7	71.2	-1.3
Competitive Set: Competitors	66.0	4.6	72.7	-0.3	76.6	1.5	69.8	-0.6

Supply			
Month % Chg	YTD % Chg	Run 3 Mon % Chg	Run 12 Mon % Chg
0.0	0.0	0.0	0.0
0.6	3.0	1.4	3.1
-0.2	-1.4	-0.2	-1.2
1.0	5.0	2.4	5.1
0.0	0.0	0.0	0.0
0.0	0.2	0.0	0.3

Average Daily Rate								
	Current Month	% Chg	Year to Date	% Chg	Running 3 Month	% Chg	Running 12 Month	% Chg
Hilton Madison Monona Terrace	146.61	-3.9	165.66	1.2	185.91	-0.6	163.23	1.1
Market: Madison, WI	105.39	0.3	112.63	6.6	124.89	3.9	111.50	6.6
Market Class: Upper Upscale Class	130.73	-3.1	144.40	2.3	159.60	0.7	143.23	2.5
Tract: Madison CBD/West, WI	116.40	0.1	125.88	7.2	139.21	3.7	124.57	7.1
Tract Scale: Upscale Chains	127.35	-1.6	138.79	4.7	151.21	0.5	137.47	4.7
Competitive Set: Competitors	129.76	-4.0	144.26	5.3	159.67	2.3	142.92	5.4

Demand			
Month % Chg	YTD % Chg	Run 3 Mon % Chg	Run 12 Mon % Chg
-1.3	-2.8	-2.0	-2.0
-3.1	1.6	0.4	1.5
-4.6	-3.2	-2.1	-3.5
-1.8	2.1	2.2	2.2
1.7	-1.2	0.7	-1.3
4.6	0.0	1.5	-0.3

RevPAR								
	Current Month	% Chg	Year to Date	% Chg	Running 3 Month	% Chg	Running 12 Month	% Chg
Hilton Madison Monona Terrace	108.12	-5.1	135.14	-1.6	154.73	-2.6	130.65	-1.0
Market: Madison, WI	57.63	-3.4	73.85	5.1	84.14	2.8	70.83	5.0
Market Class: Upper Upscale Class	78.94	-7.3	102.81	0.4	118.51	-1.2	98.20	0.1
Tract: Madison CBD/West, WI	69.32	-2.7	87.32	4.2	100.33	3.5	83.63	4.2
Tract Scale: Upscale Chains	83.20	0.1	102.08	3.4	116.03	1.2	97.93	3.3
Competitive Set: Competitors	85.67	0.5	104.83	5.0	122.29	3.8	99.81	4.8

Revenue			
Month % Chg	YTD % Chg	Run 3 Mon % Chg	Run 12 Mon % Chg
-5.1	-1.6	-2.6	-1.0
-2.8	8.3	4.3	8.3
-7.5	-1.0	-1.4	-1.1
-1.7	9.5	6.0	9.5
0.1	3.4	1.2	3.3
0.5	5.3	3.8	5.1

Census/Sample - Properties & Rooms					
Census		Sample		Sample %	
Properties	Rooms	Properties	Rooms	Properties	Rooms
				Market: Madison, WI	Planning

Pipeline			
Month % Chg	YTD % Chg	Run 3 Mon % Chg	Run 12 Mon % Chg
0.0	0.0	0.0	0.0
0.6	3.0	1.4	3.1
-0.2	-1.4	-0.2	-1.2
1.0	5.0	2.4	5.1
0.0	0.0	0.0	0.0
0.0	0.2	0.0	0.3

Tab 8 - Segmentation at a Glance - My Property vs. Competitive Set

Hilton Madison Monona Terrace 9 E Wilson St Madison, WI 53703-3421 Phone: (608) 255-5100
 STR # 17413 ChainID: 000023370 MgtCo: None Owner: Marcus Hotels & Resorts
 For the Month of: November 2015 Date Created: December 17, 2015 Monthly Competitive Set Data Excludes Subject Property

November 2015

	Transient			Group			Contract			Total		
	My Property	Comp set	Index (MPI)	My Property	Comp set	Index (MPI)	My Property	Comp set	Index (MPI)	My Property	Comp set	Index (MPI)
Occupancy (%)	41.9	46.2	90.7	31.9	19.2	165.9	0.0	0.6	0.0	73.8	66.0	111.7
	-21.8	0.0	-21.8	50.5	21.8	23.5	0.0	-46.0	0.0	0.0	-5.6	-1.3
	% Chg	% Chg	% Chg	% Chg	% Chg	% Chg	% Chg	% Chg	% Chg	% Chg	% Chg	% Chg
ADR	148.66	137.14	108.4	143.91	114.17	126.1	0.00	62.88	0.0	146.61	129.76	113.0
	-6.1	-5.7	-0.4	4.2	3.8	0.5	0.0	0.2	0.0	-3.9	-4.0	0.1
	% Chg	% Chg	% Chg	% Chg	% Chg	% Chg	% Chg	% Chg	% Chg	% Chg	% Chg	% Chg
RevPAR	62.25	63.35	98.3	45.87	21.93	209.2	0.00	0.39	0.0	108.12	85.67	126.2
	-26.5	-5.7	-22.1	56.9	26.4	24.1	0.00	-45.9	0.0	-5.1	0.5	-5.6
	% Chg	% Chg	% Chg	% Chg	% Chg	% Chg	% Chg	% Chg	% Chg	% Chg	% Chg	% Chg

Year To Date

	Transient			Group			Contract			Total		
	My Property	Comp set	Index (MPI)	My Property	Comp set	Index (MPI)	My Property	Comp set	Index (MPI)	My Property	Comp set	Index (MPI)
Occupancy (%)	46.0	50.0	91.9	35.6	21.9	162.4	0.0	0.7	0.0	81.6	72.7	112.3
	-4.1	14.7	-16.4	-1.0	-20.0	23.8	0.0	-59.8	0.0	-2.8	-0.3	-2.5
	% Chg	% Chg	% Chg	% Chg	% Chg	% Chg	% Chg	% Chg	% Chg	% Chg	% Chg	% Chg
ADR	167.20	147.49	113.4	163.66	139.79	117.1	0.00	59.12	0.0	165.66	144.26	114.8
	1.1	5.2	-3.8	1.4	3.6	-2.1	0.00	-34.2	0.0	1.2	5.3	-3.9
	% Chg	% Chg	% Chg	% Chg	% Chg	% Chg	% Chg	% Chg	% Chg	% Chg	% Chg	% Chg
RevPAR	76.83	73.72	104.2	58.31	30.67	190.1	0.00	0.44	0.0	135.14	104.83	128.9
	-3.0	20.6	-19.6	0.4	-17.2	21.2	0.00	-73.6	0.0	-1.6	5.0	-6.3
	% Chg	% Chg	% Chg	% Chg	% Chg	% Chg	% Chg	% Chg	% Chg	% Chg	% Chg	% Chg

The apartment tower will consist of 125 units with a mix of studio, one, two and three bedroom high-end luxury apartments. Amenities consistent with a high-end luxury apartment include management office, controlled entry with intercom system, covered parking, community room, fitness center, elevator, community outdoor deck space, concierge service, and pet exercise area. Unit amenities would include high-end finishes, all appliances (stove, refrigerator, dishwasher, garbage disposal, and in-unit washer/dryer), central air conditioning, patio/balcony, window treatment, security locked entry, and internet/cable TV hookups.

Delivery of units to market is forecasted to occur in the spring of 2019. As shown on the residential market report on the following page, current market rental rates for comparable properties in Madison are between \$2.10 and \$2.35 per square foot, with an average of \$2.20 (current dollars, which are trended in the pro forma). It is likely that 35% - 40% of the units will be pre-leased with a strong preleasing marketing program. To be conservative, however, the pro-forma assumes a longer lease-up period. The unit mix, unit sizes, rents, and amenities will be consistent with other high-end luxury apartments in the primary market area.

Overall population is projected to increase sufficiently through 2017 gaining approximately 4.8 percent with household growth at 6 percent. Although the site is located southeast of more recent luxury apartments, we believe the site offers a quieter neighborhood while still offering easy foot access to many of the same popular venues.

We believe the proposed development will likely draw from areas outside the housing market area. The market is experiencing strong demand from the Dane County young professionals associated with Epic, UW Health, Meriter Health Services, and the University of Wisconsin. The draw of residents from outside will likely continue especially with continued growth from Epic. Epic typically draws candidates from outside of the housing market area. We estimate that between 35% and 40% of the housing demand will emanate from outside the housing market area.

MADISON CBD - Competitive Average Rent Comparisons
As of April 15, 2015

ONE BEDROOM UNITS									
Property	Av. 1 Bdrm Rent	Av. 1 Bdrm SF	Av. 1 Bdrm \$/SF	Parking	Amenity Fee	Pet	Storage	Utilities Included	Specials
9lines	\$1,317	569	\$2.31	\$150	\$0	\$50/\$0	None	water/sewer/trash	None
Seven27	\$1,685	766	\$2.20	\$150	\$0	\$50/\$0	\$50-\$75	water/sewer/trash	None
306 West	\$1,612	744	\$2.17	\$140/\$175	\$0	\$50/\$0	\$50	None	\$100 referral fee
Ovation 309	\$1,508	716	\$2.11	\$175/\$200	\$250	\$40/\$300 non-refundable	\$50	None	None
Domain	\$1,657	807	\$2.05	\$150	\$100	\$50/\$300 refundable	Free	gas/water/sewer/trash	\$500 1st mo. Rent
Constellation	\$1,310	687	\$1.91	\$80/\$115	\$0	\$25/\$0	\$20	water/sewer/trash	None

ONE BEDROOM/DEN UNITS									
Property	Av. 1 Bd+Den Rent	Av. 1 Bd+Den SF	Av. 1 Bd+Den \$/SF	Parking	Amenity Fee	Pet	Storage	Utilities Included	Specials
Seven27	\$2,430	1,045	\$2.33	\$150	\$0	\$50/\$0	\$50-\$75	water/sewer/trash	None
Ovation 309	\$1,740	780	\$2.23	\$175/\$200	\$250	\$40/\$300 non-refundable	\$50	None	None
Domain	\$1,987	961	\$2.07	\$150	\$100	\$50/\$300 refundable	Free	gas/water/sewer/trash	\$500 1st mo. Rent
306 West	\$1,862	1,008	\$1.85	\$140/\$175	\$0	\$50/\$0	\$50	None	\$100 referral fee

TWO BEDROOM UNITS									
Property	Av. 2 Bdrm Rent	Av. 2 Bdrm SF	Av. 2 Bdrm \$/SF	Parking	Amenity Fee	Pet	Storage	Utilities Included	Specials
Ovation 309	\$2,282	1,075	\$2.12	\$175/\$200	\$250	\$40/\$300 non-refundable	\$50	None	None
Domain	\$2,397	1,143	\$2.10	\$150	\$100	\$50/\$300 refundable	Free	gas/water/sewer/trash	\$500 1st mo. Rent
9lines	\$2,212	1,058	\$2.09	\$150	\$0	\$50/\$0	None	water/sewer/trash	None
306 West	\$2,237	1,085	\$2.06	\$140/\$175	\$0	\$50/\$0	\$50	None	\$100 referral fee
Seven27	\$2,467	1,221	\$2.02	\$150	\$0	\$50/\$0	\$50-\$75	water/sewer/trash	None
Constellation	\$1,750	1,001	\$1.75	\$80/\$115	\$0	\$25/\$0	\$20	water/sewer/trash	None

TWO BEDROOM/DEN UNITS									
Property	Av. 2 Bd+Den Rent	Av. 2 Bd+Den SF	Av. 2 Bd+Den \$/SF	Parking	Amenity Fee	Pet	Storage	Utilities Included	Specials
Ovation 309	\$2,897	1,375	\$2.11	\$175/\$200	\$250	\$40/\$300 non-refundable	\$50	None	None
Domain	\$2,492	1,220	\$2.04	\$150	\$100	\$50/\$300 refundable	Free	gas/water/sewer/trash	\$500 1st mo. Rent
306 West	\$3,050	1,752	\$1.74	\$140/\$175	\$0	\$50/\$0	\$50	None	\$100 referral fee

THREE BEDROOM UNITS									
Property	Av. 3 Bdrm Rent	Av. 3 Bdrm SF	Av. 3 Bdrm \$/SF	Parking	Amenity Fee	Pet	Storage	Utilities Included	Specials
9lines	\$3,400	1,426	\$2.38	\$150	\$0	\$50/\$0	None	water/sewer/trash	None
Ovation 309	\$4,185	1,852	\$2.26	\$175/\$200	\$250	\$40/\$300 non-refundable	\$50	None	None
Constellation	\$2,480	1,234	\$2.01	\$80/\$115	\$0	\$25/\$0	\$20	water/sewer/trash	None

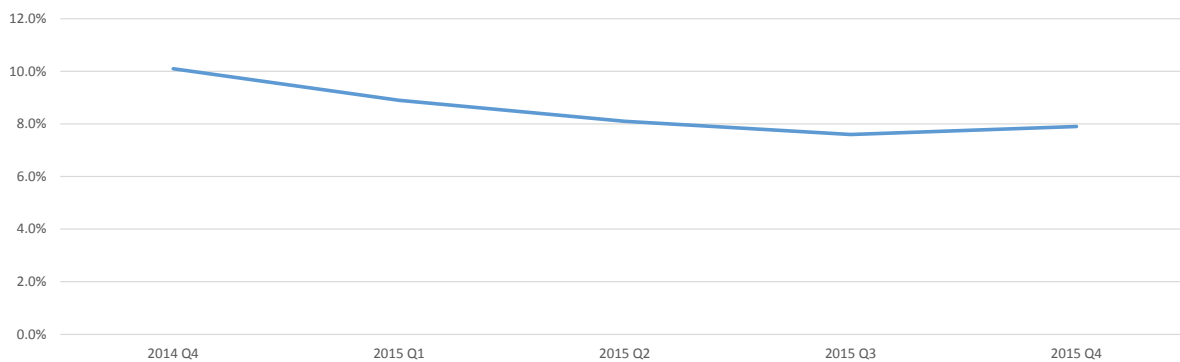
For the office market, the following pages include a market report for downtown Madison office buildings. As it indicates, rental rates range from \$11.95 to \$31.00 per square foot (current dollars) on a gross or modified gross basis. Many of the downtown buildings are older, so it is reasonable to assume that new Class A office space will price towards the upper end of this range. Thus, we have assumed it will price at \$22.00 per square foot (current dollars) NNN, trended through the anticipated date of occupancy. We have also assumed a \$45 per square foot tenant improvement allowance. As noted elsewhere in this response, the development of the office building will be predicated upon either securing an office lease with the City or securing substantial pre-leasing commitments from other tenants.

Vermillion Development Madison Office Market Summary



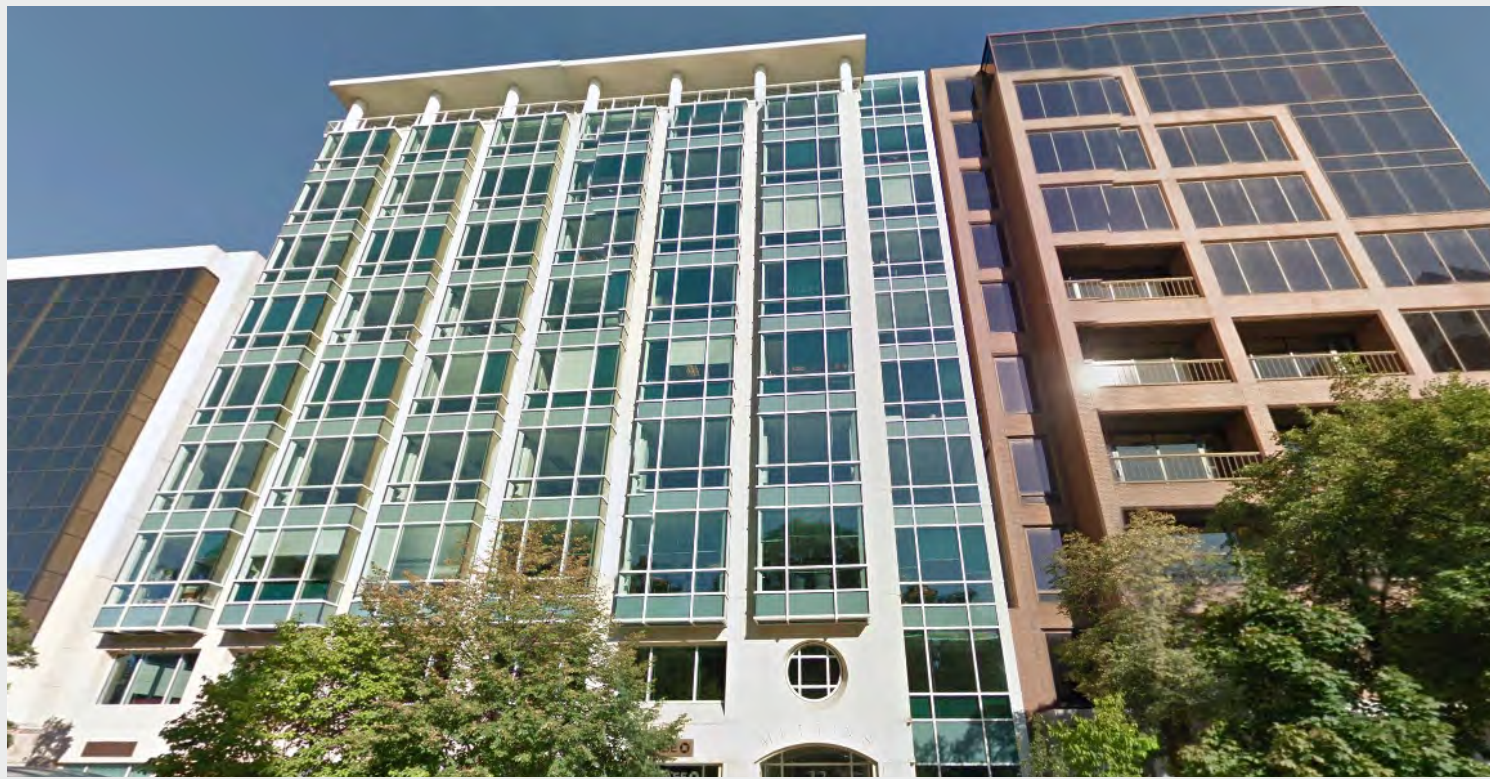
	Address	Building SF	Available SF	Lease Rate
1	22 E Mifflin Street, Madison, WI 53703	135,061 SF	36,196 SF	\$13.95 MG
2	222 W Washington Avenue, Madison, WI 53703	190,000 SF	21,478 SF	\$24.00 - \$28.00 MG
3	1 S Pinckney Street, Madison, WI 53703	264,317 SF	4,157 SF	\$25.00 - \$31.00 Gross
4	1 E Main Street, Madison, WI 53703	171,852 SF	6,586 SF	\$16.00 - \$29.00
5	10 E Doty Street, Madison, WI 53703	180,116 SF	12,525 SF	\$11.95 - \$31.00 MG
6	44 E Mifflin Street, Madison, WI 53703	83,947 SF	5,386 SF	\$28.00 - \$31.00 MG
7	10 W Mifflin Street, Madison, WI 53703	50,000 SF	16,631 SF	\$13.00 - \$27.50 MG

Historical Vacancy Rates - Class A



Madison, WI 53703 | Dane County | Madison Market | Downtown Submarket 135,061 SF

135,061 SF Class A Office General Bldg with 36,196 SF Available at \$13.95 MG



Property Type **General Office**
 Building Size **135,061**
 Status **Existing**
 Year Built **1998**

Land Area **.43 Ac.**
 Zoning **PD**
 Sublease **No**
 % Occupied **73.2%**

Building Class **A**
 Stories **10**
 Typical Floor **13,569 SF**
 Parking Spaces **300**
 Parking Ratio **2.22/1,000 SF**
 Tenancy **Multi-Tenant**

Available SF **36,196 SF**
 Max Contig **21,635 SF**
 Min Divisible **3,287 SF**
 Rental Rate **\$13.95 MG**
 Sale Price **Not for Sale**
 Price/SF **Not for Sale**

Core Factor
 Elevators **4**
 Parcel # **70914424092**

Operating Exp/SF **-**
 Taxes/SF **-**

Floor	Unit	SF Avail	Max Contig	Min Div	Lease Rate	Space Type	Vacant	Occupancy	Term
Ground Level		11.274	11.274	11.274	\$13.95 MG		Yes	Now	

Madison, WI 53703 | Dane County | Madison Market | Downtown Submarket

190,000 SF Class A Office General Bldg with 21,478 SF Available at \$24.00 \$28.00 MG



Property Type	General Office	Land Area	1.19 Ac.
Building Size	190,000 SF	Zoning	-
Status	Existing	Sublease	No
Year Built	1972	% Occupied	90.79%
Building Class	A	Available SF	21,478 SF
Stories	10	Max Contig	7,372 SF
Typical Floor	19,000 SF	Min Divisible	1,830 SF
Parking Spaces	20	Rental Rate	\$24.00 - \$28.00 MG
Parking Ratio	1.59 /1000 SF	Sale Price	Not for Sale
Tenancy	MultiTenant	Price/SF	Not for Sale
Core Factor	15%	Operating Exp/SF	\$10.48 /SF
Elevators	4	Taxes/SF	-
Parcel #	070923108017; 070923108017; 70923108017		

Floor	Unit	SF Avail	Max Contig	Min Div	Lease Rate	Space Type	Vacant	Occupancy	Term
1	30	1,830	1,830	1,830	\$24.00 MG	Office	Yes	Now	
Built-out cafe space on the first floor, with frontage along West Washington Avenue.									
2	200	7,372	7,372	7,372	\$24.00 MG	Office	Yes	Now	5 years
6	650	4,080	4,080	4,080	\$28.00 MG	Office	Yes	Now	5 years
6	680	4,216	4,216	4,216	\$28.00 MG	Office	Yes	Now	

Madison, WI 537032892 | Dane County | Madison Market | Downtown Submarket

264,317 SF Class A Office General Bldg with 4,157 SF Available at \$25.00 \$31.00 Gross



Property Type **General Office**
 Building Size **264,317 SF**
 Status **Existing**
 Year Built **1973**

Land Area **1.35 Ac.**
 Zoning **-**
 Sublease **No**
 % Occupied **98.73%**

Building Class **A**
 Stories **9**
 Typical Floor **29,368 /SF**
 Parking Spaces **40**
 Parking Ratio **0.15 /1000 SF**
 Tenancy **MultiTenant**

Available SF **4,157 SF**
 Max Contig **2,125 SF**
 Min Divisible **795 SF**
 Rental Rate **\$25.00 - \$31.00 Gross**
 Sale Price **Not for Sale**
 Price/SF **Not for Sale**

Core Factor **-**
 Elevators **4**
 Parcel # **070913329011**

Operating Exp/SF **-**
 Taxes/SF **-**

Floor	Unit	SF Avail	Max Contig	Min Div	Lease Rate	Space Type	Vacant	Occupancy	Term
3	312	1,237	1,237	1,237	\$25.00-\$31.00 Gross	Office	Yes	Now	-
5	550	2,125	2,125	2,125	\$28.00-\$31.00 Gross	Office	Yes	Now	-
9	920	795	795	795	\$27.00-\$30.00 Gross	Office	No	30 Days	-

Madison, WI 53703 | Dane County | Madison Market | Downtown Submarket
 171,852 SF Class A Office General Bldg with 6,586 SF Available at \$16.00 \$29.00



Property Type	General Office	Land Area	0.47 Ac.
Building Size	171,852 SF	Zoning	PUDSIP
Status	Existing	Sublease	No
Year Built	1986	% Occupied	96.5%
Building Class	A	Available SF	6,586 SF
Stories	5	Max Contig	6,012 SF
Typical Floor	12,363 /SF	Min Divisible	574 SF
Parking Spaces	261	Rental Rate	\$16.00 - \$29.00
Parking Ratio	1.51 /1000 SF	Sale Price	Not for Sale
Tenancy	MultiTenant	Price/SF	Not for Sale
Core Factor	-	Operating Exp/SF	-
Elevators	-	Taxes/SF	-
Parcel #	070924204046		

Floor	Unit	SF Avail	Max Contig	Min Div	Lease Rate	Space Type	Vacant	Occupancy	Ter
3	300	6,012	6,012	6,012	\$26.00-\$29.00 Gross	Office	Yes	Now	
Law office build out with exceptional reception area and large interior conference room. Suite immediately adjacent to Wisconsin's Legislative Fiscal Bureau office.									
LL	13	574	584	584	\$16.00 NNN	Office	No	Now	

Madison, WI 53703 | Dane County | Madison Market | Downtown Submarket

180,116 SF Class A Office General Bldg with 12,525 SF Available at \$11.95 - \$31.00 MG



Property Type **General Office**
 Building Size **180,116 SF**
 Status **Existing**
 Year Built **1997**

Land Area **.46 Ac.**
 Zoning **PUDSIP**
 Sublease **No**
 % Occupied **93.49%**

Building Class **A**
 Stories **10**
 Typical Floor **16,900 SF**
 Parking Spaces **20**
 Parking Ratio **0.11 /1000 SF**
 Tenancy **Multi-Tenant**

Available SF **12,525 SF**
 Max Contig **8,767 SF**
 Min Divisible **400 SF**
 Rental Rate **\$11.95 - \$31.00 MG**
 Sale Price **Not for Sale**
 Price/SF **Not for Sale**

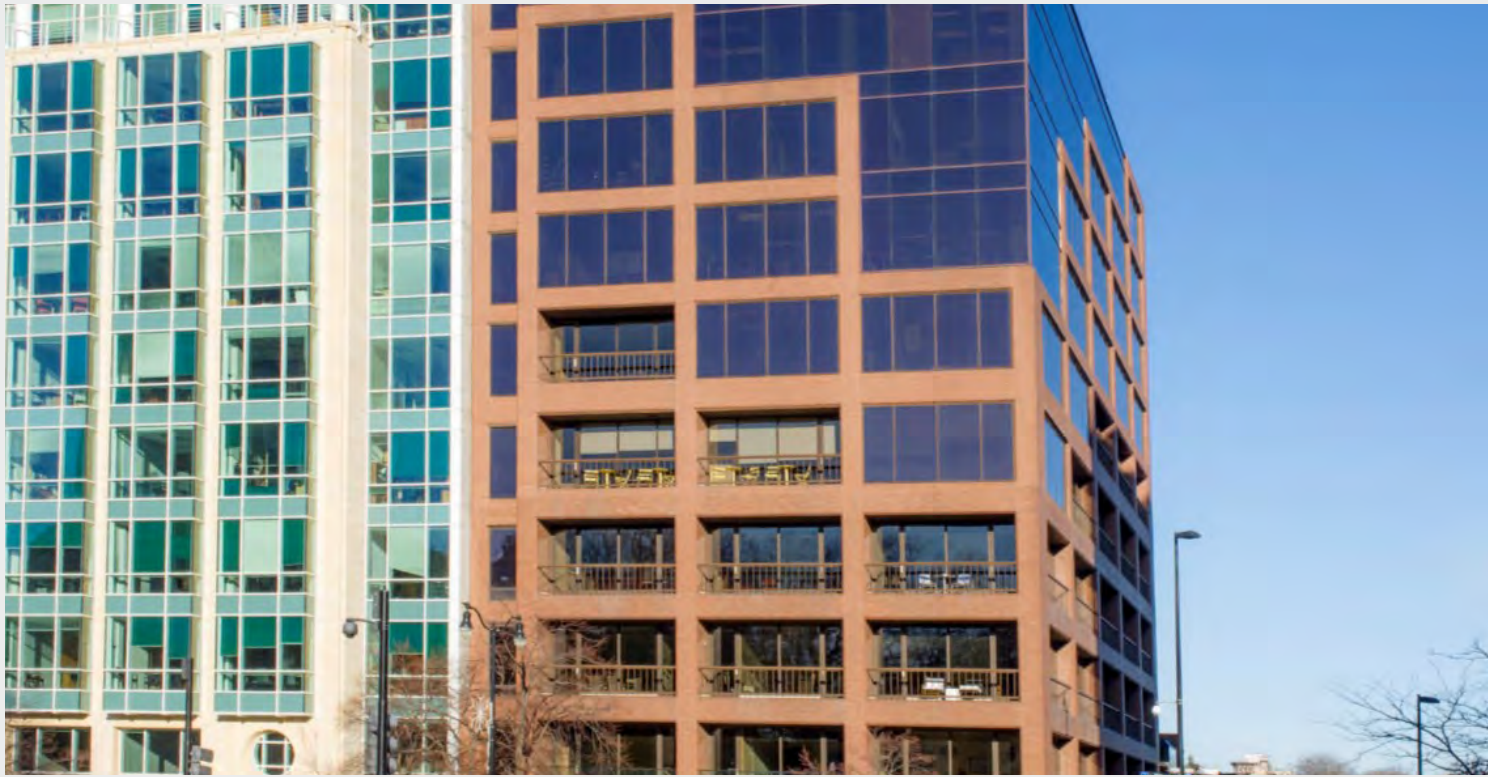
Core Factor **-**
 Elevators **3**
 Parcel # **070924204161**

Operating Exp/SF **-**
 Taxes/SF **-**

Floor	Unit	SF Avail	Max Contig	Min Div	Lease Rate	Space Type	Vacant	Occupancy	Term
4	400	8,767	8,767	8,767	\$25.00-\$28.00 MG	Office	Yes	Now	
5	513	791	791	791	\$29.00-\$31.00 MG	Office	Yes	Now	
7	702	1,289	1,289	1,289	\$26.00-\$28.00 MG	Office	Yes	Now	
LL	10	545	545	545	\$13.76 MG	Office	Yes	Now	
LL	11	733	733	733	\$11.95 MG	Office	Yes	Now	
LL	22	400	400	400	\$15.00 MG	Office	Yes	Now	

Madison, WI 53703 | Dane County | Madison Market | Downtown Submarket

83,947 SF Class A Office General Bldg with 5,386 SF Available at \$28.00 \$31.00 MG



Property Type	General Office	Land Area	.19 Ac.
Building Size	83,947 SF	Zoning	-
Status	Existing	Sublease	No
Year Built	1966	% Occupied	98.46%
Building Class	A	Available SF	5,386 SF
Stories	10	Max Contig	4,094 SF
Typical Floor	5,392 SF	Min Divisible	1,292 SF
Parking Spaces	465	Rental Rate	\$28.00 - \$31.00 MG
Parking Ratio	5.53 /1000 SF	Sale Price	Not for Sale
Tenancy	Multi-Tenant	Price/SF	Not for Sale
Core Factor	-	Operating Exp/SF	-
Elevators	-	Taxes/SF	-
Parcel #	070914424117		

Floor	Unit	SF Avail	Max Contig	Min Div	Lease Rate	Space Type	Vacant	Occupancy	Tern
8	802	1,292	1,292	1,292	\$28.00-\$31.00 MG	Office	Yes	Now	
10	905	4,094	4,094	4,094	\$28.00-\$31.00 MG	Office	Yes	Now	



Property Type	General Office	Land Area	1.21 Ac.
Building Size	50,000 SF	Zoning	-
Status	Existing	Sublease	No
Year Built	1955	% Occupied	66.74%
Building Class	A	Available SF	16,631 SF
Stories	12	Max Contig	14,516 SF
Typical Floor	4,166 SF	Min Divisible	707 SF
Parking Spaces	20	Rental Rate	\$13.00 - \$27.50 MG
Parking Ratio	0.40 /1000 SF	Sale Price	Not for Sale
Tenancy	Multi-Tenant	Price/SF	Not for Sale
Core Factor	14.6%	Operating Exp/SF	-
Elevators	-	Taxes/SF	-
Parcel #	070914425090		

Floor	Unit	SF Avail	Max Contig	Min Div	Lease Rate	Space Type	Vacant	Occupancy	Term
1	1 st Fl	707	707	707	\$25.50-\$27.50 MG	Office	Yes	Now	
2	2	1,408	1,408	1,408	\$13.00 MG	Office	Yes	Now	5-10 y
4	4 th Fl	14,516	14,516	14,516	\$25.50-\$27.50 MG	Office	Yes	Now	

D.5. A description of the terms of real estate acquisitions, phasing of such acquisitions, purchase price and planned ownership structure.

Vermilion proposes to purchase Block 88 for a price of \$1,000,000, and Block 105 for a price of \$1,000,000. Vermilion would close on the purchase of Block 88 upon commencement of construction. Vermilion would acquire Block 105 once (a) replacement parking is completed and usable on Block 88 and (b) construction financing is secured for Block 105. The terms of these purchases would be memorialized in a redevelopment agreement with the City of Madison. Salient terms of the purchase are expected to include

- Conveyance by general warranty deed
- Delivery of an environmentally “clean” site
- No encroachments or other encumbrances that would interfere with the site’s future development (beyond demolition of the existing improvements)
- Entitlements for the project approved
- Basic title insurance to be provided by seller

Upon selection as the developer, Vermilion will enter into a license agreement with the City to perform customary due diligence on the site (i.e., surveying, an environmental site assessment, and geotechnical borings).

From an ownership perspective, the hotel will be owned by a special purpose entity formed by Marcus Hotels and one or more equity investors. The retail, office, and apartment components on Block 105 will be owned by one more special purpose entities formed by Vermilion Development and its equity investors.

In terms of parking, Vermilion proposes to manage its design and construction. Doing so will ensure proper design and phasing coordination with the broader development. Vermilion will comply with all public bidding requirements. From an ownership perspective, the Parking Utility will own the parking structures with Vermilion retaining access rights for the privately-developed uses.

D.6. A workforce utilization plan and targeted business goals for the construction and operations periods.

Our goal is to make a genuine and effective effort to utilize minority and women owned businesses on the Judge Doyle Square Project. We recognize the importance of minority business participation and have developed a holistic approach from pre-construction and design to operation and maintenance of the buildings. As such, we already have W/MBE professional services included in our design and planning team. We have set a target of 5% participation based upon the specifics of this project and our previous experience in the local market. Our team has a proven track record of not just meeting, but exceeding target goals set for M/MBE participation on projects. The following plan describes our objectives and strategies to achieve those objectives.

Goals

- Communicate the experience and capacity building opportunities that will be available as part of the Project.
- Assist majority and minority owned firms with navigating a prequalification process for participation on the project.
- Assist prequalified firms with identifying, pursuing, proposing/bidding and successfully performing work in accordance with project requirements and contract documents.
- Develop and implement workforce goals, tracking, and reporting to meet project workforce objectives.
- Create new and stronger businesses, strategic alliances and overall program development results that strengthen the local construction industry.
- Create new and stronger businesses, strategic alliances, and overall program development results that demonstrate a fruitful and sustainable community in Madison.

Objectives

- To establish an effective program to encourage the participation of women and minority owned businesses and workers in the construction of the project.
- To be accountable for achieving measurable outcomes of minority engagement in the project.
- To be open and transparent in the implementation and documented outcomes of minority engagement programs on the project.
- To provide qualified firms and individuals with timely and accurate information to support successful and meaningful engagement with the Project.

Strategies

The Project Manager will be charged with the overall responsibility for the administration of this plan including the following:

1. Outreach to MBE/WBE firms, regional businesses, and workforce development partners, apprenticeship and union representatives for participating trades, project stakeholders, and the community.
2. Prequalification of Certified MBE/WBE firms to identify those that are fully prepared and ready for immediate contract opportunities as well as those needing additional assistance to reach that level of preparation for future contract opportunities.

-
3. Providing information and needed assistance to minority owned firms to increase their ability to compete effectively for contract opportunities.
 4. Assisting with defining and right-sizing bid packages to increase potential for achieving the participation objectives.
 5. Assisting in soliciting bids from prequalified firms and documenting acceptable levels of good faith effort to meet the minority engagement objectives.
 6. Assisting in evaluating the responsiveness of bids to the engagement objectives.
 7. Monitoring the project throughout its duration to measure and report the effectiveness of the implementation of the minority engagement efforts.
 8. Providing contract, payment, and workforce utilization data on a routine basis to track project outcomes and ensure early identification of threats to achieving the expected outcomes.

Outreach

As part of the initial outreach efforts and implementation process for the workforce utilization plan, certified M/WBEs will be contacted and encouraged to apply for prequalified status thereby affording the opportunity to compete and perform on the project. This process includes the preassessment of each firm to validate the readiness to successfully work on the project, including such factors as experience, resources, staffing, work load capacity, etc.

Pre-Qualifying and Assessment

- Pre-assessing contractors can minimize many of the barriers that affect the engagement of minority firms on large construction projects and improve the level of trust and cooperation during project performance.
- Pre-assessment will seek to identify primary issues and critical challenges to successful project performance, e.g., early identification of contracting opportunities; assuring cash flow to meet payroll; sufficient resources to purchase material, labor, and lease equipment and having sufficient control over employing skilled laborers to perform on the job.
- All interested minority firms will have the opportunity to complete the pre-assessment process that will determine capacity and capability. This may include additional documentation, in-person interviews, and clarification of their firm's operating position, staff, and other available resources.

Bid Package Breakdown

Wherever feasible, we will divide project requirements into small tasks or portions in order to encourage maximum inclusion of women and minority owned businesses, which are typically smaller firms.

Bid Solicitation - Relationship Building

- With a continuous effort being made to capitalize on relationships found within the various construction trade associations, the project manager will encourage minority businesses to seek mentoring relationships. As an example, on the Urban League project, one of the successful bidders, a masonry and carpentry firm with minority ownership, needed assistance with its accounting practices and some other matters. Tri-North entered into a mentoring relationship with that company and provided it with assistance on cash flow management and bookkeeping procedures.

-
- All contractors, including minority and women owned businesses will be kept informed of changes to drawings, related scope of work, and progress of current work. We will make a diligent effort to respond to all queries regarding scope changes, pricing, etc. in a timely manner, employing strategies to reduce barriers to teaming relationships when minority contractors have limited records of accomplishment in the construction industry. We will be available to address concerns and provide technical assistance specific to barriers that have excluded minorities and women on past projects, i.e., regular meetings, follow-up phone calls, on-site monitoring to identify, support, assess and evaluate relationships.

Pre-Bid Conferences

Attendance at the pre-bid meeting will be a critical evaluation factor for any firm submitting a bid or proposal for work on the Project. The intent of the pre-bid conference is to provide information about the project in general, including scope of work, specifications, size, and other considerations. In addition, the pre-bid conference is an opportunity for contractors to interact and increase potential for collaborating on projects. We will be available to discuss all issues and concerns associated with the project that may need further clarification.

Competitive Bid Process

- All bid packages will be made available online on iSqFt.com.
- We will notify all potential contractors about the project by sending bid invitations via e-mail or fax to all entities with whom we have worked in the past as well as all entities on the State's SBE, MBE, WBE, EBE, and VBE lists.
- Prior to the bid release, we will call contractors on the State lists to inquire if the entity will be submitting a bid for the project. All responses are documented and any necessary assistance is provided.
- A focused effort will be made to award bids to minority firms that demonstrate experience, competitive pricing and growth potential as a result of their participation on the project. Bids will be awarded as a result of a competitive process, with the ultimate responsibility of award to the bidder that represents the best value.
- In determining the best value, we will give weight to a bidder's commitment and approach to engaging minority businesses on the project, including both the level of participation and effort to promote mentor protégé relationships.

Risk Mitigation

The following actions will be taken throughout the duration of the project to reduce risks and improve outcomes:

- Meeting with selected contractors regularly to address items identified as critical characteristics to success for firms working on the project including the following:
 - Quality, within budget, and on time job performance
 - Timely payment for work performed
 - Effective management and reporting of problems
 - Availability of an adequately skilled labor to perform the work
 - Open, continuous, and respectful communication

-
- We will continuously focus on alleviating barriers to inclusion and helping to develop the skills of minority businesses. We will encourage development of the capacity and capability of minority firms in relevant areas of knowledge, skills, and abilities, particularly in the following:
 - Effective communication skills
 - The ability to read and interpret plans and specifications
 - Problem identification and problem solving skills
 - Understanding industry terminology including knowledge of fundamental physics and mathematics supporting the work
 - Willingness to get to know the prime subcontractor and gain confidence by their ability to perform.
 - Working diligently to achieve success on the project, we hope that practices utilized in working with diverse contractors will help ensure future access to opportunities in the area for minority and majority contractors. The following represents measurable outcomes for the project.
 - Resource directory for all contractors currently working on the project, including the name of the contractor, services provided, capability of participation, capacity, contact person, and telephone/fax numbers.
 - Data monitoring of key participation and economic outcomes on the project. This will include documentation concerning the individuals participating on this project (minority and non) showing workforce demographics, hours worked, overall hours worked toward apprenticeship or promotion targets, new jobs created, new relationships established in the industry, support provided to those needing assistance and the outcomes of that support provided by the assisting organization.
 - Documentation of the bidding process.
 - Matriculation of workers from one level to another will be celebrated as part of the jobsite and project outreach, training, and counseling activities, further creating a culture of diversity on this project that will ultimately serve as a model for other projects with similar workforce diversity commitments and expectations.

D.7. A detailed public / private financial plan showing how the project is to be financed, including letters of interest or commitment from potential lenders/partners.

The projected sources and uses for each element of the project is shown below.

**JUDGE DOYLE SQUARE REDEVELOPMENT
SOURCES AND USES OF FUNDS**

	BLOCK 88		
	Hotel	Parking	Total
SOURCES OF FUNDS			
Debt	63,088,624	-	63,088,624
Equity	27,037,982	-	27,037,982
TIF	-	9,934,068	9,934,068
Parking Utility Cash	-	7,127,989	7,127,989
	<u>90,126,606</u>	<u>17,062,058</u>	<u>107,188,664</u>
USES OF FUNDS			
Land acquisition	1,000,000	-	1,000,000
Demolition/site preparation	-	-	-
Hard Costs and FF&E	78,105,493	15,016,949	93,122,442
A/E Fees	3,204,375	750,847	3,955,222
Soft Costs	4,401,302	640,577	5,041,878
Developer fee	3,415,436	653,685	4,069,121
Total Soft Costs	<u>11,021,113</u>	<u>2,045,109</u>	<u>13,066,222</u>
Total Project Costs	<u>90,126,606</u>	<u>17,062,058</u>	<u>107,188,664</u>

	BLOCK 105				
	Office	Residential	Retail	Parking	Total
SOURCES OF FUNDS					
Debt	18,574,199	21,311,174	2,048,896	-	41,934,269
Equity	7,960,371	9,133,360	878,098	-	17,971,830
TIF	-	-	-	17,334,032	17,334,032
Parking Utility Cash	-	-	-	15,044,898	15,044,898
	<u>26,534,570</u>	<u>30,444,535</u>	<u>2,926,994</u>	<u>32,378,929</u>	<u>92,285,028</u>
USES OF FUNDS					
Land acquisition	383,188	576,203	40,609	-	1,000,000
Demolition/site preparation	-	-	-	600,000	600,000
Hard Costs and FF&E	21,858,073	25,465,073	2,323,064	27,906,558	77,552,768
A/E Fees	879,152	1,264,504	96,135	1,395,328	3,635,119
Soft Costs	2,413,933	1,995,292	356,955	1,236,520	6,002,700
Developer fee	1,000,224	1,143,463	110,231	1,240,523	3,494,441
Total Soft Costs	<u>4,293,309</u>	<u>4,403,258</u>	<u>563,321</u>	<u>3,872,371</u>	<u>13,132,260</u>
Total Project Costs	<u>26,534,570</u>	<u>30,444,535</u>	<u>2,926,994</u>	<u>32,378,929</u>	<u>92,285,028</u>

TIF projections are as follows:

**JUDGE DOYLE SQUARE REDEVELOPMENT
TIF Analysis**

Block 88

	Hotel	Parking	Total
Land Cost	1,000,000		1,000,000
Construction Cost (incl. contingency)	64,087,493		64,087,493
Value	65,087,493		65,087,493
Millage Rate	0.0242		0.0242
Annual Property Taxes	1,575,117		1,575,117
Discount Factor	50%		50%
Property Taxes available for TIF Support	787,559		787,559

Block 105

	Office	Residential	Retail	Bike Share	Parking	Total
Land Cost	383,188	576,203	40,609			1,000,000
Construction Cost (incl. contingency)	17,583,048	25,290,073	1,922,704			44,795,825
Value	17,966,236	25,866,276	1,963,313			45,795,825
Millage Rate	0.0242	0.0242	0.0242			0.0242
Annual Property Taxes	434,783	625,964	47,512			1,108,259
Discount Factor	50%	50%	50%			50%
Property Taxes available for TIF Support	217,391	312,982	23,756			554,129

Vermilion has assumed that TIF will be used exclusively to finance the project's parking components. Per the terms of the RFP, these assets will be publicly owned. When viewed narrowly, one concludes that several of the City's TIF policies would not apply. Specifically,

- Publicly-owned assets are not financed with equity, so this asset would not satisfy the requirement that TIF funds be less than or equal to developer equity.
- While the developer will be providing guaranties for the privately-owned portions of the project, the debt service associated with publicly-owned assets is generally not guaranteed by private developers, and it would not be for this project.
- While the project as a whole will generate real estate taxes, the parking component may not, and thus it would not satisfy the City's requirement that it pay real estate taxes.
- An equity participation payment would not apply to a publicly-owned or leased asset.

However, when examined more holistically, the parking utilized for private purposes (vs. new public parking) could be viewed as a subsidy to the overall project, particularly if it is offered at a free or reduced rate. When viewed in this broader context, the following would be true:

- The developer's equity investment would exceed the cost of city-financed parking for private uses.
- The project will generate real estate taxes.

Exceptions to the City's TIF policy would still apply, however:

- The parking could not be financed with only 50% of the available increment.
- Because of the project's marginal returns, no equity participation payment would be available. If the project exceeds certain return thresholds, some sort of participation could be considered.
- No private guaranties would be available.

Expressions of interest from financing sources are provided below.



DATE: April 29th, 2015

TO: City of Madison Department of Planning & Community & Economic Development

FROM: Zack Issleib & Ken Holub, MB Financial Bank, N.A.

RE: Judge Doyle Square

To whom it may concern:

The purpose of this memo is to express a letter of interest regarding the construction project at Judge Doyle Square (JDS) in Madison, Wisconsin. MB Financial has previously worked with Vermilion Development on a large scale mixed-use development that included several layers of both public and private funding sources. This project included office, retail and hotel components on an under-utilized, urban site. Vermilion Development delivered the project on time, on schedule and the project was extremely successful. Subject to further due diligence and underwriting, MB would be interested in providing a layer of funding for the referenced project.

On top of our relationship with Vermilion Development, MB Financial has a variety of financing tools which are applicable to the aforementioned project. Some of these facilities included Tax-Increment Financing (TIF) on both public projects and with private developers, Tax-Exempt Financing facilities including Industrial Revenue Bonds and 501c3 bonds, and other federal / state programs including New Markets Tax Credits.

With the long-standing relationship between MB Financial and Vermilion Development, we would be interested in playing a role as a financing provider.

Let us know if you have any questions or would like to discuss further.

Sincerely,

A handwritten signature in black ink, appearing to read "Zack Issleib", written over a horizontal line.

Zack Issleib
Commercial Banking Officer

A handwritten signature in black ink, appearing to read "Ken Holub", written over a horizontal line.

Ken Holub
Vice President – Division Manager



April 29, 2015

Dave Cocagne
President and CEO
Vermilion Development
401 North Franklin St.
Chicago, IL 60654

RE: Judge Doyle Square RFP – Construction Financing Opinion

Dear Mr. Cocagne:

This letter provides HFF's opinion regarding potential construction financing of the Judge Doyle Square development (the "Project") for Vermilion Development ("Vermilion").

HFF is a leading provider of commercial real estate and capital market services in the U.S. With 22 offices nationwide, HFF executed over \$32 billion of financing transactions in 2014. Over 100 of these transactions with a total volume of \$6.4 billion were construction financings. The firm has superior relationships with capital sources and a deep understanding of market conditions. As such, HFF is well qualified to provide financial guidance for potential development projects.

The Judge Doyle Project is a mixed-use development that includes a 282-key hotel, 93 residential apartments, a 94,610 square foot office building, 15,447 square feet of retail space. The total project cost is approximately \$136.8 million (excluding parking). Given HFF's knowledge and constant presence in the construction finance market, it is our belief that projects of this nature could obtain financing of up to 70% of the total cost.

Financing terms for a mixed use project of this scale would approximate:

Interest Rate: Interest would accrue at LIBOR + a spread of between 250 and 300 bps

Loan Term: Initial term of three (3) or four (4) years with one (1) or two (2) one-year extension options

Amortization: Three (3) or four (4) years interest only, followed by twenty-five (25) year amortization

Fees: 50-100 bps

Recourse: Completion and repayment guarantees would be expected, with potential for the repayment guarantee to reduce as stabilization metrics are met (e.g. a 1.25x DSCR)

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April 29, 2015

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Guarantor Covenants: Net worth and liquidity requirements as a percentage of the total project costs

Performance Covenants: Prospective lenders will expect stabilized debt yields of approximately 12% for the hotel component, 10% for the residential component and 9% for the office component


HFF's opinion of the Project's financing is based on the budget and stabilized income projections provided by Vermilion. The opinion is contingent on market conditions at the time of financing, adequate recourse and guarantors on the loan, substantial pre-leasing on the office building, and a demonstrated market need for the apartment and hotel components.

Sincerely,

A handwritten signature in black ink, appearing to read 'CSC'.

Christopher S. Carroll
Managing Director

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Based on the preliminary sources/uses statement and projected cash flows, the project will generate sufficient returns to attract debt and equity investors, and thus it is financially viable. The projected cash flows and returns for each use are shown in the pages that follow.

JUDGE DOYLE SQUARE REDEVELOPMENT

RESIDENTIAL

PRO-FORMA SUMMARY (ANNUAL)

Investment Period	1 *	2 *	3	4	5	6	7	8	9	10
CONSTRUCTION	(9,133,360)									
Equity Investment										
Residential Revenue	-	1,023,678	3,016,730	3,134,248	3,212,605	3,292,920	3,375,243	3,459,624	3,546,114	3,634,767
Misc. Income	-	48,600	142,925	148,497	152,209	156,015	159,915	163,913	168,011	172,211
Total Revenue	-	1,072,278	3,159,655	3,282,745	3,364,814	3,448,934	3,535,158	3,623,537	3,714,125	3,806,978
Residential Operating Expenses		(308,555)	(907,413)	(942,788)	(966,358)	(990,517)	(1,015,280)	(1,040,662)	(1,066,678)	(1,093,345)
Management Fee Expense		(32,168)	(94,790)	(98,482)	(100,944)	(103,468)	(106,055)	(108,706)	(111,424)	(114,209)
Total Operating Expenses		(340,724)	(1,002,203)	(1,041,271)	(1,067,302)	(1,093,985)	(1,121,335)	(1,149,368)	(1,178,102)	(1,207,555)
NOI		731,554	2,157,452	2,241,475	2,297,512	2,354,949	2,413,823	2,474,169	2,536,023	2,599,423
Reserves		(121,500)	(351,375)	(356,250)	(356,250)	(356,250)	(356,250)	(356,250)	(356,250)	(356,250)
Debt Service - Block 105		(639,335)	(852,447)	(852,447)	(852,447)	(852,447)	(852,447)	(852,447)	(852,447)	(852,447)
Operating Deficit Reserve		52,117	-	-	-	-	-	-	-	-
Total Cash Flow	-	22,836	953,630	1,032,778	1,088,815	1,146,252	1,205,126	1,265,472	1,327,326	1,390,726
Unleveraged	0.00%	2.40%	7.09%	7.36%	7.55%	7.74%	7.93%	8.13%	8.33%	8.54%
DSCR	-	1.14	2.53	2.63	2.70	2.76	2.83	2.90	2.97	3.05
Cash-on-Cash		0.25%	10.44%	11.31%	11.92%	12.55%	13.19%	13.86%	14.53%	15.23%

* Pre-Stabilization

JUDGE DOYLE SQUARE REDEVELOPMENT

RETAIL

	PRO-FORMA SUMMARY (ANNUAL)									
Investment Period	1 *	2 *	3	4	5	6	7	8	9	10
CONSTRUCTION										
Equity Investment	-		(878,098)							
Retail Revenue		147,085	256,038	261,485	261,485	281,097	287,634	287,634	287,634	287,634
Total Revenue	-	147,085	256,038	261,485	261,485	281,097	287,634	287,634	287,634	287,634
Management Fee Expense	-	(4,413)	(7,681)	(7,845)	(7,845)	(8,433)	(8,629)	(8,629)	(8,629)	(8,629)
Total Operating Expenses	-	(4,413)	(7,681)	(7,845)	(7,845)	(8,433)	(8,629)	(8,629)	(8,629)	(8,629)
NOI	-	142,673	248,356	253,641	253,641	272,664	279,005	279,005	279,005	279,005
Debt Service - Block 105	-	(61,467)	(81,956)	(81,956)	(81,956)	(81,956)	(81,956)	(81,956)	(81,956)	(81,956)
Operating Deficit Reserve										
Total Cash Flow	-	81,206	166,401	171,685	171,685	190,708	197,049	197,049	197,049	197,049

Unleveraged	0.00%	4.87%	8.49%	8.67%	8.67%	9.32%	9.53%	9.53%	9.53%	9.53%
DSCR	-	2.32	3.03	3.09	3.09	3.33	3.40	3.40	3.40	3.40
Cash-on-Cash		9.25%	18.95%	19.55%	19.55%	21.72%	22.44%	22.44%	22.44%	22.44%

Note: All leases are presented as NNN
* Pre-Stabilization

JUDGE DOYLE SQUARE REDEVELOPMENT

<u>OFFICE</u>	<u>PRO-FORMA SUMMARY (ANNUAL)</u>									
<u>Investment Period</u>	<u>1 *</u>	<u>2 *</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>
CONSTRUCTION										
Equity Investment	(7,960,371)									
Office Revenue	-	826,945	1,795,651	2,139,719	2,193,212	2,248,043	2,304,244	2,361,850	2,420,896	2,481,418
Total Revenue	-	826,945	1,795,651	2,139,719	2,193,212	2,248,043	2,304,244	2,361,850	2,420,896	2,481,418
Management Fee Expense	-	-	(53,870)	(64,192)	(65,796)	(67,441)	(69,127)	(70,855)	(72,627)	(74,443)
Total Operating Expenses	-	-	(53,870)	(64,192)	(65,796)	(67,441)	(69,127)	(70,855)	(72,627)	(74,443)
NOI	-	826,945	1,741,782	2,075,528	2,127,416	2,180,601	2,235,116	2,290,994	2,348,269	2,406,976
Debt Service - Block 105		(557,226)	(742,968)	(742,968)	(742,968)	(742,968)	(742,968)	(742,968)	(742,968)	(742,968)
Operating Deficit Reserve		22,375								
Total Cash Flow	-	292,094	998,814	1,332,560	1,384,448	1,437,633	1,492,148	1,548,026	1,605,301	1,664,008
Unleveraged	0.00%	3.12%	6.56%	7.82%	8.02%	8.22%	8.42%	8.63%	8.85%	9.07%
DSCR	-	1.48	2.34	2.79	2.86	2.93	3.01	3.08	3.16	3.24
Cash-on-Cash		3.67%	12.55%	16.74%	17.39%	18.06%	18.74%	19.45%	20.17%	20.90%

Note: All leases are presented as NNN
* Pre-Stabilization

JUDGE DOYLE SQUARE REDEVELOPMENT

HOTEL

Investment Period	PRO-FORMA SUMMARY (ANNUAL)									
	1 *	2	3	4	5	6	7	8	9	10
Equity Investment										
Hotel Revenue	12,623,394	19,361,110	22,434,542	24,445,537	25,853,662	26,776,982	27,564,656	28,390,397	29,255,232	30,042,927
Total Revenue	12,623,394	19,361,110	22,434,542	24,445,537	25,853,662	26,776,982	27,564,656	28,390,397	29,255,232	30,042,927
Hotel Operating Expenses	(10,734,222)	(15,953,379)	(18,103,186)	(19,598,886)	(20,556,871)	(21,182,358)	(21,748,841)	(22,351,000)	(22,981,826)	(23,567,351)
Total Operating Expenses	(10,734,222)	(15,953,379)	(18,103,186)	(19,598,886)	(20,556,871)	(21,182,358)	(21,748,841)	(22,351,000)	(22,981,826)	(23,567,351)
NOI	1,889,172	3,407,731	4,331,355	4,846,651	5,296,791	5,594,625	5,815,815	6,039,396	6,273,406	6,475,576
Debt Service - Block 88	(1,892,659)	(2,523,545)	(2,523,545)	(2,523,545)	(2,523,545)	(2,523,545)	(2,523,545)	(2,523,545)	(2,523,545)	(2,523,545)
Operating Deficit Reserve	85,273	38,899								
Total Cash Flow	81,786	923,085	1,807,810	2,323,106	2,773,246	3,071,080	3,292,270	3,515,851	3,749,861	3,952,031

Equity Investment	(27,037,982)									
Hotel Revenue										
Total Revenue										
Hotel Operating Expenses										
Total Operating Expenses										
NOI										
Debt Service - Block 88										
Operating Deficit Reserve										
Total Cash Flow	-	81,786	1,807,810	2,323,106	2,773,246	3,071,080	3,292,270	3,515,851	3,749,861	3,952,031
Unleveraged	2.10%	3.78%	4.81%	5.38%	5.88%	6.21%	6.45%	6.70%	6.96%	7.18%
DSCR	1.00	1.35	1.72	1.92	2.10	2.22	2.30	2.39	2.49	2.57
Cash-on-Cash	0.30%	3.41%	6.69%	8.59%	10.26%	11.36%	12.18%	13.00%	13.87%	14.62%

CHAPTER 5 - PROFESSIONAL AND PROJECT REFERENCES





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Chapter 5 - Professional and Project References

E.1. Include a list of contacts from no more than five organizations, from recent projects, similar in scope and size. Selected organizations may be contacted to determine the quality of work performed and the personnel assigned to the project.

Vermilion Development

Project: Harper Court
Redevelopment, Hyde Park, IL
Contact: Kim Goluska
Chicago Consulting Studios
(Consultant to City of Chicago)
(312) 357-1557
ccs@ccstudioinc.com

Project: IUPUI School of Social Work
and Philanthropy, Indianapolis, IN
Contact: John Lewis
Indiana University (Tenant)
(317) 274-7755
jmlewis5@indiana.edu

Project: University of Illinois Gateway
Contact: Bill Adams
University of Illinois
(217) 333-3070
wdadams@uillinois.edu

Financial References

Lender: Citi Community Capital
Contact: Doug Leezer
(502) 715-4535
douglas.r.leezer@citi.com

Lender: Busey Bank
Contact: Rod Kirby
(217) 365-4201
Rod.Kirby@busey.com

Eppstein Uhen Architects

Project: Ovation
Contact: Mike Slavish, President
Hovde Properties, LLC
(608) 255-5175
mslavish@hovdeproperties.com

Project: Nolen Shore
Contact: Lance McGrath, President
McGrath Property Group
(608) 616-0705
lmcgrathllc@gmail.com

Project: Boston Lofts
Contact: Jerry Franke, President
Wispark Corporation
(414) 274-4600
jfranke@wispark.com

Marcus Hotels and Resorts

Project: Marriott International
Contact: Noah Silverman
Sr. Vice President Full Service Hotel
Development
(301) 380-5253
Noah.Silverman@marriott.com

Contact: Rob Palleschi
Global Head Full Service Brands
(703) 883-5311
Rob.palleschi@hilton.com

Contact: Roy Cowan
Vice President at Midfirst Bank
(405) 767-7135
Roy.cowan@midfirst.com

Contact: Darren Noak
President of Commercial Construction
Tri-North Builders
(608) 204-7206
dnoak@tri-north.com

Tri-North Builders

Project: The Marcus Corporation
Contact: Kevin Gallagher
Numerous hotels within Marcus
Hotels & Resorts
(414) 905-1257
kevingallagher@marcushotels.com

Project: Urban League of Greater Madison
Contact: Edward Lee
(608) 729-1200
elee@ulgm.org

Project: City Center West
Contact: Terrence R. Wall
T. Wall Properties
(608) 575-1018
twall@twallenterprises.com

Siegel-Gallagher Management Company

Office

Contact: Steve Rice, Vice President, Special
Asset Officer
Anchor Bank
(608) 252-8820
srice@anchorbank.com

Retail

Contact: Natalie Erdman, Executive Director,
Community Development Authority
City of Madison
(608) 267-1992
nerdman@cityofmadison.com

Residential

Contact: Mary Kolar, District 1 Supervisor
Dane County
(608) 886-2640
kolar.mary@countyofdane.com







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