

AGENDA
SPRINGFIELD ECONOMIC DEVELOPMENT AGENCY (SEDA)

Virtual Meeting
225 Fifth Street, Springfield, OR 97477

March 15, 2021

For the hearing-impaired, an interpreter can be provided with 48 hours notice prior to the meeting.

Due to Statewide orders regarding social distancing and large gatherings, these meetings will be available via phone and internet using Zoom. Members of the public wishing to attend these meetings electronically can call in or attend virtually by following the directions below.

Attend from your computer, tablet or smartphone:

Zoom

Meeting ID: 956 8734 5263

https://zoom.us/webinar/register/WN_NQVSw75fSN-cBZi7KyWV9Q

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.....
SEDA REGULAR MEETING
8:00 p.m.

CALL TO ORDER & ROLL CALL

Sean VanGordon____, Damien Pitts____, Steve Moe____, Kori Rodley____, Leonard Stoehr____, Marilee Woodrow____, Joe Pishioneri____, and Joe Berney____.

CONSENT CALENDAR

COMMUNICATIONS

1. Business from the Audience: **Please limit comments to 3 minutes.**
2. Business from the Staff

REPORT OF CHAIR

NEW BUSINESS

1. Glenwood Riverfront Development
[Courtney Griesel] (45 Minutes)

OLD BUSINESS

ADJOURNMENT

AGENDA ITEM SUMMARY

Meeting Date: 3/15/2021
Meeting Type: Regular Meeting
Department: CMO
Staff Contact: Courtney Griesel
Staff Phone No: 541-726-3700
Estimated Time: 45 Minutes

**SPRINGFIELD ECONOMIC
DEVELOPMENT AGENCY**

ITEM TITLE: GLENWOOD RIVERFRONT DEVELOPMENT

- ACTION REQUESTED:**
- (1) Direct staff to schedule presentations from parties currently identified and discussed in this memo with expressed interest in redevelopment of SEDA owned Glenwood Riverfront Property.
 - (2) Provide feedback and/or additions to submittal and presentation information requested of invited proposing parties.
 - (3) Advise staff of any other parties known to have recent interest in redevelopment of the SEDA owned Glenwood riverfront land, reflecting similar stages of concept development work as other groups included, for inclusion in the invitation to present.

ISSUE STATEMENT: The Springfield Economic Development Agency (SEDA) has assembled nearly nine acres of riverfront property in Glenwood for future redevelopment. In 2019, staff initiated a process to begin drafting a formal Request for Qualification (RFQ) for soliciting interest in site redevelopment. This process was paused in order to evaluate other potential opportunities which are no longer contemplated on the site. During this time and within the past year, multiple interested parties have approached the City/ SEDA expressing interest in redeveloping the site and requesting that SEDA begin negotiations for redevelopment. Each interested group has indicated development timelines which would not be met through a typical Request for Qualifications process.

ATTACHMENTS: Attachment 1 – Glenwood Riverfront Development Board Briefing Memo
Attachment 2 – Interested Party Project Summary: LOCALIS Partners
Attachment 3 – Interested Party Project Summary: Glenwood Development, LLC
Attachment 4 – Interested Party Project Summary: Elmore Sports Group
Attachment 5 – Proposed Submittal Information to be Requested

**DISCUSSION/
FINANCIAL
IMPACT:** Information included in this packet and for discussion during the Board meeting outlines a legal path forward for the Board to hear from currently interested development groups and select an entity to begin exclusive negotiations with.

MEMORANDUM**Springfield Economic Development Agency**

Date: 3/9/2021
To: Niel Laudati, Assistant City Manager **BOARD**
From: Courtney Griesel, Economic Development Mgr **BRIEFING**
Subject: GLENWOOD RIVERFRONT DEVELOPMENT **MEMORANDUM**

ISSUE:

The Springfield Economic Development Agency (SEDA) has assembled nearly nine acres of riverfront property in Glenwood for future redevelopment. In 2019, staff initiated a process to begin drafting a formal Request for Qualification (RFQ) for soliciting interest in site redevelopment. This process was paused in order to evaluate other potential opportunities which are no longer contemplated on the site. During this time and within the past year, multiple interested parties have approached the City/ SEDA expressing interest in redeveloping the site and requesting that SEDA begin negotiations for redevelopment. Each interested group has indicated development timelines which would not be met through a typical Request for Qualifications process.

BACKGROUND:

In late January, 2021, the SEDA Board was scheduled to discuss received information from a group interested in exclusively negotiating for the redevelopment of SEDA owned Glenwood property. The City Attorney's Office identified public procurement questions related to exclusive negotiations outside of a public and competitive public procurement process. In order to avoid accidental misstep related to legal procurement rules and required process for negotiating, development discussions with interested development groups was paused. Staff spent the weeks following working with outside legal counsel to further evaluate the selection and negotiation process, specifically the ability for exclusive negotiations outside of a more traditional competitive process like a Request for Qualifications or Proposals.

Staff have continued to work with inside and outside legal counsel to further understand possible mechanisms for moving forward with redevelopment negotiations on SEDA owned riverfront property in a way which meets Board preferences and the expedited decision timelines identified by current interested parties. The timelines for negotiating and decision making expressed by interested redevelopment groups are very short for a number of reasons related to opportunity fund investor timeframes and would not likely coincide with a traditional Request for Qualifications (RFQ) pre-bid, bid, and selection timeframe.

While the initial January Board meeting was specific to one interested group, staff are aware of interest and have received concept information from three different groups with a desire to redevelop SEDA owned Glenwood riverfront property. All groups reached out to staff within similar timeframes and appear to reflect similar stages of concept and team development. Some of the groups have indicated an intent to use opportunity funds. While more vetting work has been done with one group proposal over the others, it is not likely that a substantial advantage was created to any group.

Staff recommends that the three groups be invited to participate in presenting their redevelopment concepts for the SEDA owned Glenwood property. It is also the staff recommendation that other known entities with current interest and developed concepts be identified and invited to propose. Basic summary information provided by the three known parties is included in this packet as Attachments 2, 3 and 4. Attachments are provided in order of how information was received.

LEGAL COUNSEL FINDINGS RE: EXCLUSIVE NEGOTIATION

Expanded advice from a third party attorney specializing in development has indicated a path does exist for SEDA to choose a developer and exclusively negotiate the disposition and redevelopment of land outside of a competitive process like a Request for Qualifications or Proposals (RFQ or RFP). Additionally, should SEDA elect to utilize a competitive process, it may put forth a RFQ or a RFP or both. But there are no legal requirements to use one or the other or both.

While there is no legal requirement for SEDA to engage in a competitive process (RFQ or RFP) to select a buyer/developer and enter into a development and disposition agreement (DDA) for Glenwood, there will be legal nuances related to the development of public improvements on the site. While the selection of the buyer/developer is exempt from public contracting requirements, the design and construction of public infrastructure and improvements on the property is not. This will be important as the SEDA owned riverfront site includes requirements for the construction of public roads, utilities and open spaces.

If SEDA does exclusively negotiate for the disposition and development of SEDA owned Glenwood property, it will encounter complexities related to competitive processes required for the design and construction of these publicly owned infrastructure portions of the site. While these complexities would be navigated as part of a more traditional developer selection utilizing a competitive process, these nuances could also be addressed with special attention, detailed process outline, and legal counsel engagement during the negotiation and execution of a DDA with a party under exclusive negotiation. Similarly, any funding or contracting of public services will also require attention and incorporation of a process which utilizes public procurement rules. But these complexities do not restrict SEDA from initiating negotiations exclusively on the larger redevelopment.

NEXT STEPS

A path forward is discussed below which enables selection of a developer outside of the process and timeline of drafting and releasing an RFQ or RFP.

It is the recommendation of staff that if the Board's ultimate preference and intent is to negotiate with specific parties already identified, that this exclusive negotiation path be pursued as opposed to an expedited alternative publicly advertised competitive process as a means for meeting the same intent. Even under an expedited project timeline, a competitive and traditional RFQ or RFP process preparation, pre solicitation, and bidding window, is not likely to align to one or more of the current interested parties' identified timelines.

Similarly, an expedited RFQ process is not likely to align to the values or expectations of the broader development community which might expect and benefit from a full solicitation process and timeline (6-9 months).

Staff is recommending a process, outlined below, that might allow for both teams to present to the Board and a selection for exclusive negotiation by April:

- **MARCH 15TH REGULAR SESSION–**

- **Requested Action –**

- Direct staff to schedule presentations from parties currently identified and discussed in this memo with expressed interest in redevelopment of SEDA owned Glenwood Riverfront Property.
 - Provide feedback and/or additions to submittal and presentation information requested of invited proposing parties (Attachment 5).
 - Advise staff of any other parties known to have recent interest in redevelopment of the SEDA owned Glenwood riverfront land, reflecting similar stage of concept development work as other groups included, to invite to present.
-

- **APRIL 12TH REGULAR SESSION PRESENTATIONS –**

- **Agenda Topics**

- 90-120 Minutes -
Presentations provided to the SEDA Board. Each group is provided 30 minutes for a virtual presentation highlighting information provided by the team in their submittal.
 - Brief deliberations might occur to inform requested actions.

- **Requested Action –**

- Provide staff with any follow-up questions or requests for additional information from the proposing groups.
 - Alternatively, the Board might make a selection based on what is presented in this session and direct staff to negotiate exclusively with preferred development group.

- **APRIL 26 –**

- **Agenda Topics**

- The Board might deliberate to select a preferred development group for exclusive negotiation.

- **Requested Action –**

- Direct staff to negotiate exclusively with selected development group.
 - The Board might choose not to exclusively negotiate with any currently interested party. In this case, the Board might direct staff to reinitiate a formal Request for Qualification process.

RECOMMENDED ACTION:

- (1) Direct staff to schedule presentations from parties currently identified and discussed in this memo with expressed interest in redevelopment of SEDA owned Glenwood Riverfront Property.
 - (2) Provide feedback and/or additions to submittal and presentation information requested of invited proposing parties.
 - (3) Advise staff of any other parties known to have recent interest in redevelopment of the SEDA owned Glenwood riverfront land, reflecting similar stages of concept development work as other groups included, for inclusion in the invitation to present.
-

Courtney Griesel
Economic Development Manager
City of Springfield
225 5th Street
Springfield, OR 97477

Springfield Economic Development Agency (SEDA)
225 5th Street
Springfield, OR 97477

Glenwood Riverfront Development Project Letter of Interest

Dear Courtney and SEDA Board Members:

Thank you for the opportunity to submit our letter of interest to include the City of Springfield's property in the Glenwood Riverfront Development Project. Please consider this an introduction to LOCALIS partners and the request to present our shared vision to the Springfield Economic Development Agency on April 12, 2021.

Accompanying this letter are the following:

- LOCALIS partners Firm Profile
- Adjacent Property Owners Letters of Support and Partnership
 - M3 Commercial Real Estate Development (Eric and Phil Marvin)
 - Roth & Roth, LLC (Stephen and Paul Roth)
- Fortuitous Partners Letter of Support and Partnership for Project Funding/Development and Opportunity Zone Fund Management
- SheerID Letter of Intent
- United Soccer League (USL) Letter of Support
- Lane United Football Club Letter of Intent

The riverfront in Glenwood has long been an underutilized resource of our community with a hope of one day seeing its potential realized. The development we are proposing aims to revitalize Glenwood into the ideal live, work, and visit environment while respecting the history of the area and the existing Glenwood community. To date, potential projects have looked at single plat developments with little success. Instead of a single plat development approach, the LOCALIS project includes roughly 39 acres of riverfront land with a mix of medium and high-density housing, office and commercial space, retail and restaurants, parking, hotel and meeting center, sports venues, and park improvements. By focusing on a larger plan over multiple properties with a broad mix of improvements, the LOCALIS project will engage multiple facets of the community and create both activity and vitality in the Glenwood area.

LOCALIS partners is a diverse and experienced local team that understands our community and the needs of this project. Our mission is to focus and direct funding and resources of the development team to the common vision of all local Glenwood stakeholders. We have gathered a consortium of investors, developers, and interested parties that have agreed that LOCALIS partners will represent the vision and interests of our partner groups and the project. We look forward to discussing the future of our shared waterfront in April.

Thank you.

LOCALIS partners



As a group we are as unique as our discrete parts. We are sports enthusiasts, architects, designers, tech developers, legal experts, and community-based business owners. We understand that to help communities grow and reach their potential, visionary development projects require unique leadership teams. LOCALIS partners are driven and passionate about improving communities and leaving lasting structures to inspire and foster future successes and growth. We promise to bring this same enthusiasm and devotion to your project and community.

The spark of an idea creates the change we are all looking for.



Dave Galas is the founder and Managing Director of Lane United Football Club, a USL League Two soccer club. Coming from a science and technology background, Dave is an avid problem solver with an eye for environmental and social betterment and community building. Dave believes in the unifying power of sport to better communities through the building of fan bases and through participation at all levels. He led Lane United to the 2014 New Franchise of the Year award and was also awarded the 2016 Executive of the Year award. Dave serves on the Eugene Civic Alliance Board of Directors, the USL League Two Executive Committee, the USL League Two Business Development Taskforce, and formerly on the Oregon Youth Soccer Association Board of Directors. When he finds the time, Dave enjoys skiing in the winter, cycling in the summer, and playing soccer year-round.



Matt Koehler brings over 24 years of experience in landscape architecture, sports planning, and urban design to the Localis family. As a Partner at Cameron McCarthy Landscape Architecture & Planning he has helped bring life and vitality to numerous community driven projects throughout Oregon. Matt's sense of scale and design as well as his understanding of project management allows Localis to help develop projects from start to finish. When not engaged with project development and idea creation, Matt finds balance by surfing the west coast and sliding sideways and straight down many of the cascade mountain slopes.



Eui-Sung Yi is a Partner at Morphosis Architects and the Director of The Now Institute, a research center for urban strategy and sustainability. Through the lenses of cultural politics, his professional work and research scholarship speculate on emerging global and Asian urbanism. He has designed and built a wide range of projects from the new Korean Embassy in Tokyo to the tallest detached core skyscraper in the world to off-the grid water and education stations in Haiti. He has co-authored 100 Buildings and a 730-page visual almanac called Haiti Now. He is a Professor in the Master of Science in the Design of Cities program in SCI-Arc and formerly taught at UCLA and USC. He received his B.Arch from Cornell University and his M.Arch from Harvard University.



As CEO, **Jake Weatherly** spends much of his time and energy on the strategic direction, growth, and development of SheerID, concentrating on channel expansion, strategic partnerships, and product strategy. Prior to co-founding SheerID, Jake traveled the world teaching business and marketing planning to small business leaders, enterprise organizations, consultants, NGOs, and government agencies. Jake co-authored Alberta, Canada's Tourism Marketing education program, developed Pearson Education's Business Feasibility Analysis software, and established Pearson Education's Integrated Marketing Communications software curricula. Jake spends his off time participating in challenging physical events, such as the Seattle to Portland Bicycle Classic and multi-day backcountry skiing adventures, all while prioritizing family life and caring for his three sons.



Current Head Coach of USL League One's FC Tucson, **John Galas** has over 20 years of coaching experience from professional, collegiate, amateur, international, and youth levels. John brings a wealth of knowledge, passion and comprehensive methodology to any club. He has over 4 professional certifications, spanning Europe and America. He has helped develop over 40 professional soccer players from La Liga, NWSL, MLS, USL League One & Two. He has coached with the Villarreal FC B, Portland Thorns FC and Timbers, Lane United, Real Salt Lake Academy, Florida State University, University of Oregon, and the University of Arizona. Aside from coaching, John has over 15 years consulting for European firms on subjects from soccer analytics, business insight into the North American market, and advising players with educational opportunities.



Todd Johnston has been advising regional contractors, developers and businesses in contract negotiations, avoidance of disputes and complex litigation since 1999. Todd has been a partner of the regional Hershner Hunter law firm and litigation practice group leader for over a decade. He is AV Rated by Martindale Hubbell and listed as one of the Best Lawyers in America for much of that time. Todd is licensed in Oregon, Washington, and Idaho, as well as admitted to practice before the 9th Circuit Court of Appeals.



www.localispartners.com



COMMERCIAL REAL ESTATE
DEVELOPMENT

PO Box 2055
Eugene, Oregon 97402

March 7, 2021

Springfield Economic Development Agency (“SEDA”)
225 5th Street
Springfield, Oregon 97477

Re: Localis/Glenwood development

Dear SEDA Board:

I write today to voice my family’s full-throated support for Localis Partners, LLC (“Localis”) and its planned development of approximately 39 acres in Glenwood, including a pristine stretch of riverfront property owned by M3 Commercial Real Estate, LLC (“M3”).

My father, Philip, purchased the property owned by M3, an entity wholly owned by the Marvin family, over 20 years ago with the belief that the tract was ideal for a significant mixed-use development, provided that our family or development partners could assemble additional land and devise a bold program. After more than two decades, my family believes that Localis is the development partner that will enable us to realize Philip's objective and build something truly special in Glenwood.

As an expression of our confidence in the Localis plan, M3 has executed a memorandum of understanding that memorializes my family’s readiness to collaborate with Localis and bring to the City of Springfield a project that does not presently exist anywhere in Oregon. The fully realized plan will provide residents and visitors with the ability to live, work and play in Springfield with the Willamette River as a backdrop.

Further, M3 plans to develop a portion of the relevant area in cooperation with the Localis team. In our opinion, it is significant that Localis and M3’s members are tethered to this community. This is where we were born, where we chose to go to school, where we have raised our families; accordingly, it is pivotal to all of the principals that we design a responsible, durable project that celebrates our home's natural beauty.

Philip, Joan and I look forward to our collaboration with Localis and the execution of a truly game-changing project in Springfield. We believe that the proposed program will allow Oregonians, and the world, to brashly celebrate the beauty of the Willamette River, a gem that has been largely inaccessible to the public.

We look forward to the road ahead with Localis. Please reach out with any questions.

Respectfully,

Eric Marvin

Eric Marvin, Member
M3 Commercial Real Estate Development, LLC

March 5, 2021

Springfield Economic Development Agency
% Courtney Griesel
225 Fifth Street
Springfield, Oregon 97477

Members of SEDA:

My brother Paul and I own approximately 8 acres along the Glenwood riverfront including Roaring Rapids Pizza Co. and Camp Putt Adventure Golf Park (operated by Willamalane). Our property is immediately adjacent to the SEDA owned site. We are writing in support of the exciting development proposal being brought to our community by the LOCALIS partners.

The Glenwood property has been in our family since about 1957 when my grandfather purchased the acreage. At that time he thought the area was ripe for redevelopment and the location on the riverfront had great potential. While he may have been a bit optimistic and premature about new development happening anytime soon; he did do some of his own when he and my grandmother founded the Pietro's Pizza chain and built not just one, but two restaurants in Glenwood that shared a parking lot. The small chain expanded and was so successful that it was acquired in 1973 by Campbell's Soup Company. The Glenwood location, said by one Campbell's executive at the time, was the busiest pizza restaurant in the nation. Fun history and I think speaks to the "potential" for this unique waterfront.

We've met multiple times with the LOCALIS group and are very impressed by their vision and project planning. The integration of sports facilities to activate the area with a mix of residential and commercial projects serving to tie together a large swath of the riverfront under coordinated and sustainable development is exciting. This vision is underpinned by the strong partners, both local and national, who will be involved in the nuts and bolts of funding and building out the community.

We are currently in the process of completing a formal MOU which will formalize a relationship with LOCALIS and pave the way for future development on our acreage in coordination with what occurs on adjacent properties. It's an exciting time for Glenwood's future.

Sincerely,

Stephen Roth
Roth & Roth, LLC
4006 Franklin Blvd.
Eugene, OR 97403

March 8, 2021

Springfield Economic Development Agency
225 Fifth Street
Springfield, OR 97477

Dear Ms. Griesel and SEDA Board members:

We are pleased to be considered for participation in your project.

Fortuitous Partners brings decades of experience in real estate, private and public company operations, fund formation & management, along with capital raise and tax incentives, including opportunity zone financing. We recently announced some positive news on our relationship with Pawtucket and the State of Rhode Island. See below for a visual overview of that project and recent press releases.

<https://www.youtube.com/watch?v=vTyjt2OFJOG&t=2s>



[Press – Fortuitous Partners](#)

February 4, 2021 Commerce committee recommends \$46M in public financing, tax credits for Pawtucket soccer stadium project

fortuitouspartners.com



[Pawtucket approves some financing for \\$248M soccer stadium – Fortuitous Partners](#)

By: Associated Press News. P AWTUCKET, R.I. (AP) — Pawtucket has approved a deal with a developer to finance part of a \$248 million soccer stadium project that the city called the largest single investment in its history.. A city committee approved the use of bonds and tax rebates amounting to \$46 million for the project on Thursday, the city said in a statement.

fortuitouspartners.com

We are very interested in exploring development planning and Opportunity Zone financing opportunities with SEDA and its Board members.

I look forward to speaking with you.

Best regards,

Brett M. Johnson
Founder and Managing Partner
Fortuitous Partners



March 8, 2021

Courtney Griesel and SEDA Board Members:

As a leading growth stage enterprise technology company headquartered in the greater Springfield area, SheerID has been and continues to be committed to the Localis project.

We are enthusiastically and fully engaged in this development for the future headquarters of the Company, because it represents the ideal asset to further our strategic plan as we continue to attract and retain top talent in the technology sector within our community.

Multiple other technology companies in the Southern Willamette Valley have confirmed interest and support in the creation of a technology and innovation campus at the Glenwood location.

If approved, we believe that many technology companies like SheerID will find their home and establish roots as part of this visionary project.

I remain convinced that our work together will foster rapid growth, innovation, and the development of a thriving community space in Glenwood.

Sincerely,

A handwritten signature in blue ink, appearing to read "Jake Weatherly", is written over a horizontal line.

Jake Weatherly
Chief Executive Officer
SheerID, Inc.

SheerID, Inc.
2451 Willamette Street
Eugene, OR 97405



United Soccer League

March 4th, 2021

City of Springfield
225 Fifth Street, Springfield, OR 97477

RE: Glenwood Development Project

Dear Courtney Griesel,

As Chief Operating Officer and Chief Real Estate Officer of the United Soccer League, I am writing to express the league's excitement in bringing professional soccer to Springfield, Oregon. A recent trip to the area hosted by Dave Galas, founder of Lane United—our successful pre-professional club in USL League Two—left me impressed with Localis' vision for the project, and their efforts to bring a professional USL-quality stadium development project to life. As an organization, we would like to play a role in making this dream a reality for you and your community.

Soccer is the fastest growing sport in the United States and the USL is the largest professional soccer organization in North America. With the appetite for the professional game at an all-time high, the enthusiastic soccer demographic and culture in Springfield and the keen youth participation in the sport across the Pacific Northwest, we feel that a professional soccer club in Springfield is a perfect fit for USL League One. To that end, I am pleased to inform you that our USL Expansion Committee has approved the market, and recently entered into USL League One Expansion Agreement with the Localis group, subject to approval of a stadium being built.

At its core, USL is a league that prides itself on a community-first approach. The intersection between a club and the place it represents is a powerful one, and we understand that the positive community impact from stadium developments extend far beyond the field of play. Adding to that sense of optimism, we have extreme confidence in this ownership group to position both the club and the City of Springfield to be one of the top League One markets in the country.

The Localis Stadium development project will create a multitude of opportunities and jobs, attracting other events to the area such as international soccer exhibitions, other major sporting events, festivals, concerts, and community gatherings. As we have seen in several markets across the country, stadium developments drive traffic, increase awareness, and boost economic activity. Furthermore, through our USL Academy initiative, Lane County would have a clear path-to-pro model. It would accelerate player development and create more opportunities in the city and region for elite youth soccer players to pursue professional soccer in their own hometown. With both an Academy and a League One club, Springfield would also be welcomed onto the national stage via the league's broadcast partnership with ESPN. This would ensure that more eyes than ever before would be on the City of Springfield.

Time and time again we have witnessed USL clubs across the United States become essential community assets on and off the pitch. It would be the same in Springfield. Please do not hesitate to contact me regarding the USL, our commitment to the City of Springfield or this stadium development project. Thank you for your time and consideration.

All the best,

DocuSigned by:

3615418C483D4BB...

Justin Papadakis

Chief Operating Officer & Chief Real Estate Officer,
United Soccer League

REDSIDE SPORTS, LLC



March 8, 2021

Dear Courtney Griesel and SEDA Board members:

Lane United FC has played at the highest level of pre-professional soccer in the United States, USL League Two, since 2014. All but one of those seasons has been at the Bob Keefer Center | Willamalane Park and Recreation District.

While we have loved providing high level soccer entertainment to the community in a family-friendly atmosphere, and have felt warmly embraced by the Springfield community, it has always been our goal to bring professional soccer in a 8-month season to the area.

The idea of a home venue in Glenwood has been a percolating idea since meeting with Gino Grimaldi and John Tamulonis in 2013, but not until sports-anchored multi-use developments starting getting real traction in other similar-sized markets around the country did the right solution come into focus.

The Localis Partners' plan encompasses everything Lane United FC stands for: bold vision, forward thinking, tireless execution, and above all, community building. We are proud to be part of this transformational vision and wholeheartedly endorse Localis Partners to bring it to fruition.

Lane United would be honored to represent all the communities of Lane County as Springfield's first professional sports team, and are confident we can make its residents proud as part of this visionary project with Glenwood as our permanent home.

Sincerely,

Dave Galas
Founder/Managing Director

To: Springfield Economic Development Agency Board Members

From: Glenwood Development, LLC

Subject: Glenwood Riverfront Redevelopment

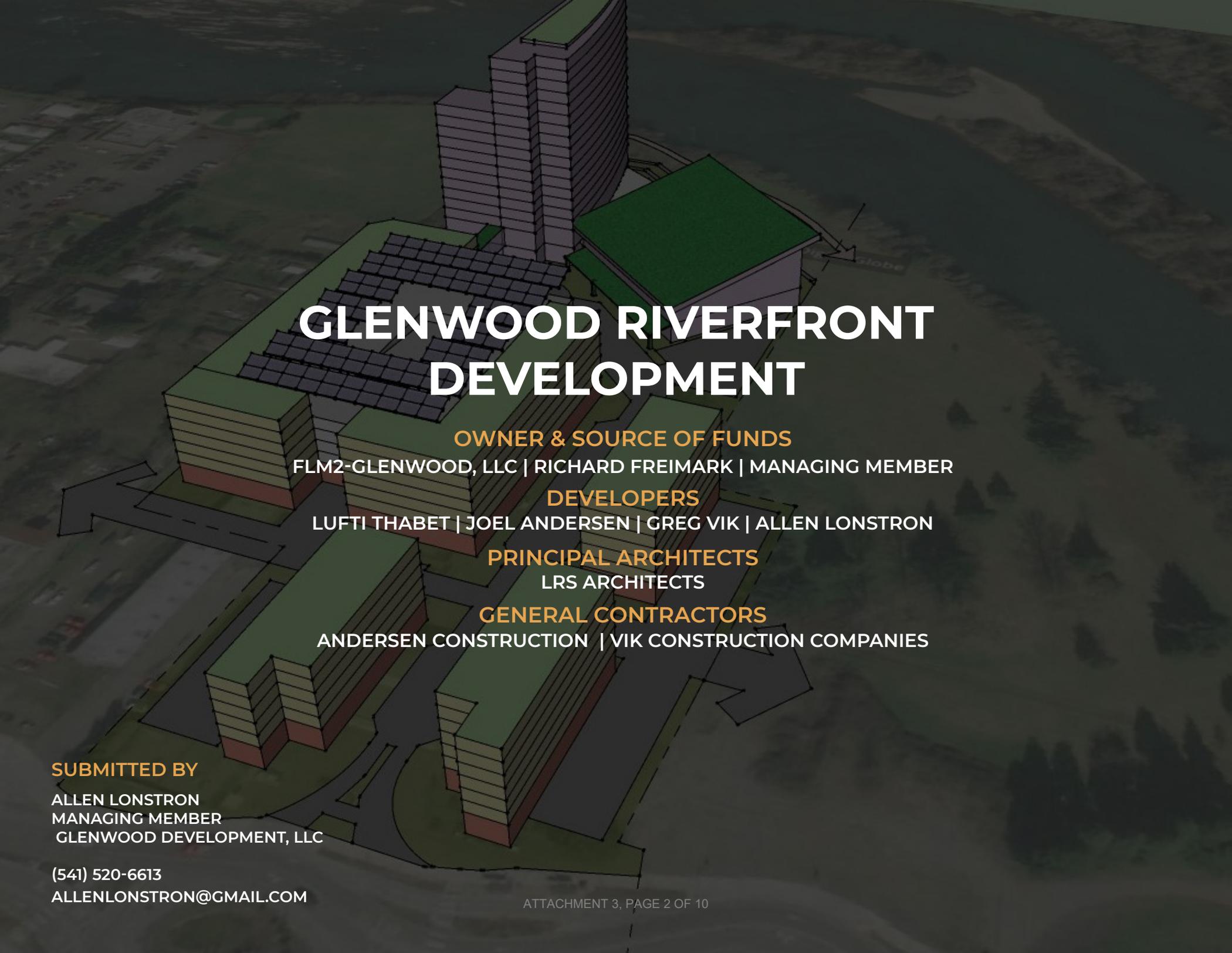
The plan to redevelop and revitalize Glenwood, the Refinement Plan, started twenty-two years and a few million dollars ago. And here we are. Aside from a great Refinement Plan and the expenditure, it looks about the same as it did twenty-two years ago. Maybe a little worse for wear.

We fully appreciate that you have one and only one opportunity to get this right. Perhaps that's why nothing much has happened here in twenty-two years. Until now, the "right" development for the Glenwood Riverfront just hasn't materialized.

We've been at this for over a decade and we can absolutely tell you that the "right" development for the Glenwood Riverfront would not happen without the gift of Opportunity Zone Funding. At best, Springfield/Eugene is a tertiary market for investment and conventional funding for a development of this magnitude is not a realistic expectation. We are investing over \$290 million. This is 100% Opportunity Zone Investment capital and zero financing.

To be clear, that means no mortgage, no debt service and no possibility of failure. Think about that. This is the "right" development and because of the Opportunity Zone Funding program, this is probably the only "right time" to make this happen.

And, now, emerging from the darkness of COVID, there absolutely could not be a better time to introduce this inspirational and transformational development to the marketplace.



GLENWOOD RIVERFRONT DEVELOPMENT

OWNER & SOURCE OF FUNDS

FLM2-GLENWOOD, LLC | RICHARD FREIMARK | MANAGING MEMBER

DEVELOPERS

LUFTI THABET | JOEL ANDERSEN | GREG VIK | ALLEN LONSTRON

PRINCIPAL ARCHITECTS

LRS ARCHITECTS

GENERAL CONTRACTORS

ANDERSEN CONSTRUCTION | VIK CONSTRUCTION COMPANIES

SUBMITTED BY

ALLEN LONSTRON
MANAGING MEMBER
GLENWOOD DEVELOPMENT, LLC

(541) 520-6613

ALLENLONSTRON@GMAIL.COM

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INTRODUCTION

On behalf of the FLM2-Glenwood, LLC (Owner) and Glenwood Development, LLC (Developer), we are pleased to submit this abbreviated version of our proposal to you for the purchase and development of Glenwood property owned by the City of Springfield.

In advance of a complete proposal presentation, this brief is intended to provide you with basic information about our proposal to develop, the nature and cost of the proposed development, the purpose of the development, the experience, capability and respective roles of the development Team, the source of investment capital funding the development and ownership of the development.

OVERVIEW

The intention for the property is to construct, staff, open and operate a multi-faceted development that will create 800 to 1,000 construction jobs, several hundred full time jobs, approximately 370 condominium grade residential housing units, 126 of which will be Affordable/Workforce residences.

The further intention is to establish a collaborative relationship with Homes for Good to include an additional 130 to 160 Affordable/Workforce units, resulting in a total of 500 to 530 housing units, approximately half of which will be Affordable/Workforce residences.

If the Homes for Good leadership approves of incorporating the Homes for Good Building into the overall development, the 130 to 160 Homes for Good residences will be part of the Opportunity Zone funding envelope. This will advance the availability of the Homes for Good Affordable/Workforce residential housing units by several years.

This development will also serve as a lynchpin catalyst for ensuing Glenwood Riverfront development and to attract visitors to the community. The development will include a full service 378 room luxury riverfront hotel complex that features a 55,000 square foot group meeting, event and function venue. The development will also include an 800-space parking structure, roads and infrastructure, landscaping and security. All of this will be paid for by the development ownership.

OVERVIEW CONTINUED

Understand, this is 100% equity investment and zero financing. There is no “mortgage” and no debt service. Should there be stormy financial times, this development cannot be foreclosed upon. Operational offset funds will be held in reserve should they be needed.

Most importantly, this development will generate a lot of needed jobs, a lot of desperately needed places to live and, initially, a couple of million dollars a year in property tax for the Urban Renewal District that will increase year after year.

PROPOSAL

FLM2-Glenwood, LLC, the ownership & Opportunity Zone Fund, will provide 100% of the “Turnkey Cost” of the development.

This means everything from pre-development expense, construction, marketing, through to Grand opening. This includes purchase of the subject property, pre-development and expense for demolition and removal, site preparation and construction of the Hotel Complex, The Parking Structure, the mixed-use buildings, landscaping, fencing and Roads and infrastructure. It includes all furniture, fixtures and equipment, staffing, training and pre-opening sales & marketing and all expense related to preparation for opening and operations, including reserves for operations.

The City of Springfield and the Tax Payers are not asked to spend one cent on this development. Nothing.

PROPOSAL CONTINUED

Our requests of the Springfield Economic Development Agency:

- 1.** Enter into a purchase agreement to sell the City of Springfield owned property (Brombaugh/Koratko/Golden Emerald) to the development for the greater of the amount the City of Springfield paid for the property plus any expense the City of Springfield incurred for the purchase of the property and any subsequent improvements to the property or Appraisal for the value of the property. Payment to be scheduled to coincide with the first tranch of Opportunity Zone Funding.
- 2.** Immediately annex the subject City of Springfield owned property into the City of Springfield.
- 3.** Immediately issue a Demolition permit for the subject property.
- 4.** Retain the Glenwood Refinement Plan as the overarching standard for all Glenwood Riverfront development.
- 5.** Glenwood Riverfront property to remain as currently zoned.
- 6.** Establish Glenwood as a Vertical Housing Development Zone as called for in the Refinement Plan and apply maximum allowed Vertical Housing Development Zone property tax abatement to the development for the longest time allowed.

This will help ownership provide Low Income rent subsidy from the development and would also provide the opportunity for tenants to “Lease to own” their residences.

If the requirements of the Urban Renewal District preclude the creation of the Vertical Housing Development Zone, then we request establishing a PILOT (payment in lieu of tax) to the Urban Renewal District of 50% of what the Property Tax would be so that the other half can be used to subsidize rent for the Affordable/ Workforce residences.

- 7.** Assist the development, where needed and appropriate, through techniques such as optioning land, land assembly, and cooperative development agreements to assist with land assembly issues as called for in the Refinement Plan.

PROPOSAL CONTINUED

- 8.** Expedite the plan check and permitting process to accommodate fast track construction. (We would be happy to pay for outside contractors if required to supplement City Staff in order to expedite the process.)
- 9.** Systems Development Charges to be absorbed (paid) by the Glenwood Urban Renewal District.
- 10.** Refund 50% of Springfield portion of the Transient Room Tax generated by the proposed Glenwood Hotel (and only the TRT generated by the proposed Glenwood Hotel and no other) during the first seven years of Hotel operations. 100% of this will be dedicated to support the hotel complex conference venue's Group Meeting Market Sales and Marketing effort. The objective is to increase capture of group meeting market demand specifically for the proposed Glenwood Hotel and the greater Springfield and Lane County lodging properties.
- 11.** Assistance with request of the Lane County Board of Commissioners to dedicate 50% of the Lane County portion of the Transient Room Tax generated by the Glenwood Hotel during the first seven years of Hotel operations to Travel Lane County to support Travel Lane County's sales and marketing effort to generate group meeting market room nights for all Lane County Lodging properties.

This would not cost Lane County, the City of Springfield or the Tax Payers anything, nor would it redirect any other TRT revenue generated from any other Lane County or Springfield Lodging properties. The premise being that if the proposed Glenwood Hotel didn't exist, there would be zero TRT generated by that hotel.

The Sales and Marketing effort by the Glenwood Hotel will focus on increasing capture of demand for the hotel which will create compression for the benefit of other lodging properties. With enhanced, directed funding, the effort of Travel Lane County will provide the opportunity to increase business for the entire Lane County Lodging Community.

EXHIBIT A - PROPERTY

Approximately 9.5 acres contained in Tax Lots: #400, #500, #700, #800, #900, #1000, #1100, #1300, #1500

EXHIBIT B - DESCRIPTION

- 19 story, 378 room luxury Hotel Complex featuring three restaurants and two lounges, a micro-brewery, fitness center and infinity pool.
- Over 55,000 square feet of state-of-the-art group meeting, event and function space.
- 30,000 square foot plaza between hotel complex and the Southbank of the Willamette River.
- 800 space enclosed parking structure.
- Sky Bridge from Parking Structure to Hotel Complex.
- First floor (street level) of Five 7-story buildings features boutique shops, eateries, drinkeries, entertainment and a grocery store.
- Second through seventh floor of five 7-story buildings contain 350 to 400 Condominium grade residential housing units. These will be a market appropriate blend of low income, market rate and high-end residences.
- The entire development will be attractively landscaped and fenced and will feature a pet friendly walking/jogging path around the entire development that will connect at river's edge to the Bike/Jog/Walk trail that meanders throughout the Eugene-Springfield Community.
- Unobtrusive around the clock security.
- Roads & related Infrastructure.

EXHIBIT C – OWNERSHIP, SOURCE OF FUNDS & SCHEDULING

FLM2-Glenwood, LLC will own the development.

FLM2-Glenwood, LLC is a joint venture between FLM2, the qualified Opportunity Zone Fund and Glenwood Development, LLC.

Turnkey Cost

FLM2, the opportunity Zone fund will provide 100% of the “Turnkey Cost” of the development. This means everything from pre-development expense through Grand opening. It is important to note that the Opportunity Zone Funding is 100% equity Investment. The development has no financing debt service.

Opportunity Zone Fund

Richard Freimark is the Opportunity Zone Fund Manager.

By rule, all of the Opportunity Funds must be expended within 30 to 32 months of the first Draw Payment. That first Draw Payment will be delayed until to allow sufficient time for completion of the development to occur within the 30–32-month funding timeframe requirement.

The actual development schedule is subordinate to the time required for execution of a development agreement with SEDA and the time required for the City of Springfield’s Land Use approval process. At this time completion of construction and opening is targeted for May/June 2024. Therefore, the first Opportunity Zone Fund draw will be made in December of this year, which adheres to the 30-month expenditure of OZ funds requirement.

The completion & opening date and the OZ Fund draw schedule will be adjusted to accommodate the actual time required to execute the Development Agreement with SEDA and the front-end time required for the City of Springfield’s Land Use Approval Process.

All elements of the entire development will be coordinated for completion and opening at the same time.

Interim funding for all expenses, whatever they may be, from actual launch of the development (which begins with execution of the Development Agreement with SEDA) until the first Draw of Opportunity Zone funds (anticipated for December 2021) will be provided through a short-term bridge loan from Bank of the West, which is the Opportunity Zone’s Bank. The Short-Term Loan will be paid off with the first tranch of Opportunity Zone Funding. The Bank of the West bridge loan is being arranged by Richard Freimark, Manager of the Opportunity Zone Fund and the ownership LLC.

EXHIBIT D – DEVELOPER AND DEVELOPMENT TEAM

The Developer is Glenwood Development, LLC

Glenwood Development, LLC consists of Greg Vik, Lutfi Thabet, Joel Andersen and Allen Lonstron.

Representative examples of their individual experience with developments of this nature will be included in the presentation package.

Experienced and qualified development professionals and consultants have joined the Team to carry out specific functions related to pre-development:

T. Paul Frank	LRS Architects	Principal Architect
Robert Boileau	LRS Architects	
Rick Satre	Satre Group	Land Use Planning & Landscape Architecture
Lane Branch	Branch Engineering	Civil/Structural Engineering
Mark Winters	PES	Environmental Engineering

General Contractors for the development are Andersen Construction and VIK Construction.

Additional experienced and qualified professionals and consultants will join the Team appropriately as the pre-opening development progresses.

Michael Smith	Hotel/Conference	Sales and Marketing
Mickey Miles	Cappelli-Miles	Branding, Marketing, Advertising
Dan Curtis	Food and Beverage	Design & Equipment
Martin Alletson	Hotel Operations and Food & Beverage Concepts	

Professional Services

Rohn Roberts	Arnold Gallagher Attorneys at Law
Nicole McOmber	Jones & Roth, CPA's

Real Estate Brokerage

Jeff Elder	Evans, Elder, Brown & Seubert
Rick Martinez	CBRE

Hospitality Industry Job Training

Wendy Popkin	Oregon Lodging Foundation
Mark VanDenHende	Lane Community College



High-A West Affiliate of the **San Francisco Giants**

A NEW CHAPTER FOR EMS BASEBALL

The Eugene Emeralds are entering a new chapter in our long and storied history. For the last 47 years, the Emeralds have played short-season professional baseball. Historically, our season started in mid-June and ended Labor Day weekend. Due to the recent agreement with Major League Baseball, the Emeralds have been promoted two levels to High-A long season professional baseball with a new affiliate in the San Francisco Giants. Essentially, our baseball season will start in early April and end in September. What used to be a 76 game season will now be 132 games. This new agreement also stipulates additional stadium guidelines which will be virtually impossible to accommodate at PK Park.

While we are absolutely thrilled about all the new developments, the Emeralds find themselves in a challenging situation at PK Park due to several key aspects: an overlapping season with the Ducks, competing concessions, sponsorships, ticketing sales, and facility access. When the agreement between the University of Oregon and the Emeralds was forged in 2009, there was never a thought of long season baseball with 74% more games. This significant overlap can work in the very short-term, however, MLB stadium requirements are mandated to be completed within the next 4 seasons. We cannot meet these requirements at PK Park, therefore our only viable options are to either build a new stadium in the Eugene/Springfield area, or MLB will move the Emeralds to a new market.

This situation provides a wonderful opportunity for the Emeralds to build a new home in a community where we've established significant ties and history. Additionally, Springfield is also in a unique position to acquire a respected Minor League professional baseball team who has proven for 6+ decades to be a valuable asset. It's undeniable that the affordable family fun we provide at the Emeralds significantly improves the quality of life of our local citizenry. While unimaginable, the simple fact is that MLB will relocate the Emeralds to a new region if stadium requirements aren't met within their window. It goes without saying that this cannot be an option; we love this community! Given an opportunity to present a more refined stadium proposal to the SEDA board, we will propose various creative ideas for cooperative community growth and success.

ELMORE SPORTS GROUP



THREE GENERATIONS FOR FUTURE GENERATIONS

ELMORE SPORTS GROUP TEAMS



High-A Affiliate – San Francisco Giants
Owned by Elmore Sports Group since 1983



Double-A Affiliate – San Diego Padres
Owned by Elmore Sports Group since 2019



Double-A Affiliate - Milwaukee Brewers
Owned by Elmore Sports Group since 1987



Low-A Affiliate – Anaheim Angels
Owned by Elmore Sports Group since 1992



Low-A Affiliate – Cleveland Indians
Owned by Elmore Sports Group since 2016



Major League Baseball Partner League
Owned by Elmore Sports Group since 1981



Major League Baseball Partner League
Owned by Elmore Sports Group since 1985



East Coast Hockey League
Affiliate – Colorado Avalanche
Owned by Elmore Sports Group since 1994



BRINGING JOY & CREATING MEMORIES

The Elmore Sports Group is the largest owner of Minor League Baseball teams in the country. For almost half a century, Elmore Sports Group has brought first-rate affordable family entertainment to communities throughout the United States.

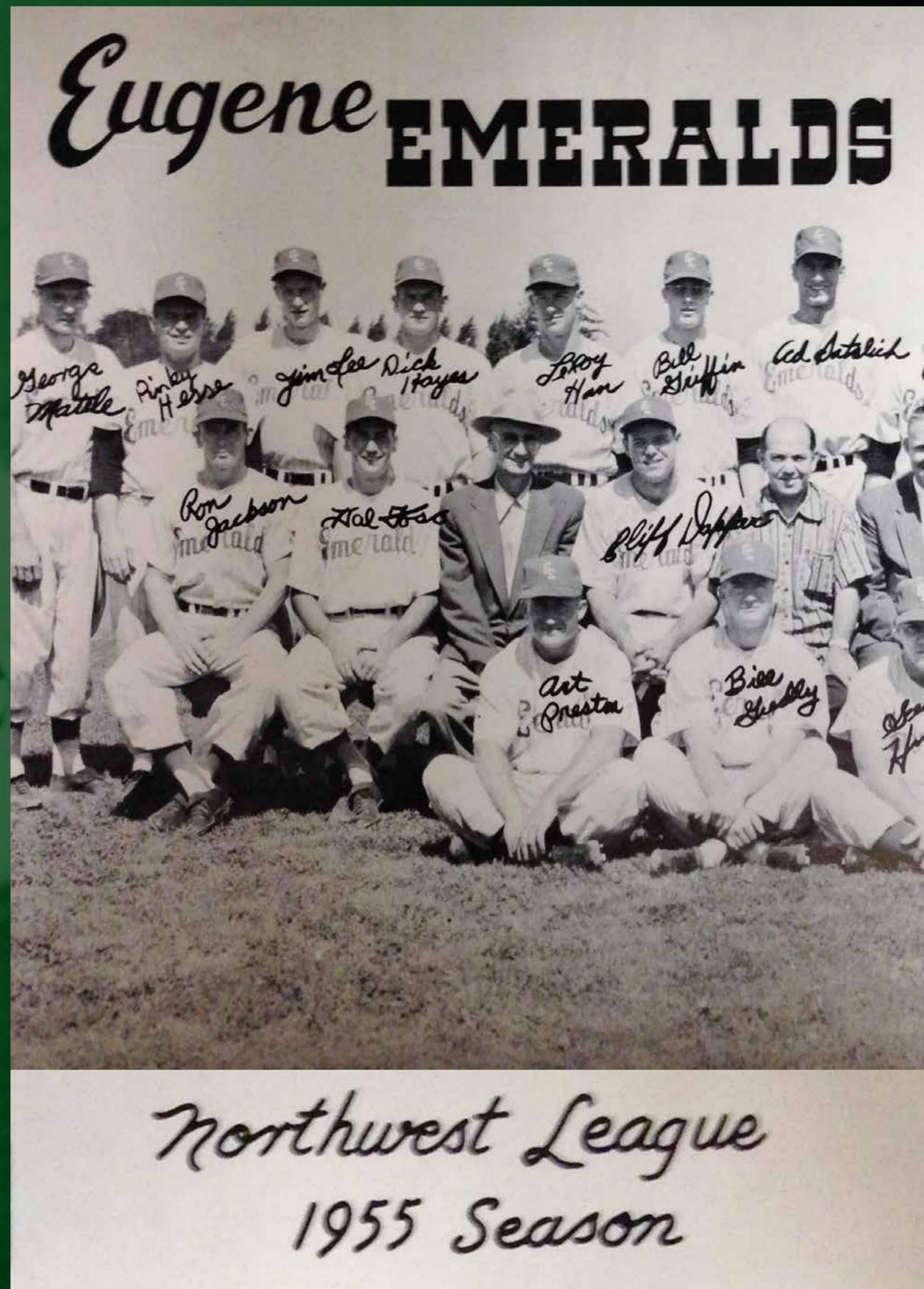
Baseball is just the beginning. We specialize in events and activities that bring joy and create shared memories.

Nearly 3 million families, friends and fans young and old annually enjoy concerts, corporate outings, charity events, and group hospitality, all with first-class food and beverage operations and facilities management provided by Elmore Sports Group.





FRANCHISE HISTORY



SUCCESS ON THE DIAMOND

Founded 66 years ago in 1955 as a charter member of the Northwest League, the Emeralds have been a tradition for generations of Oregonians.

Over the years, the Emeralds earned 6 Northwest League Championships. In 2018, the Ems were recognized as the top marketing and promotions team in 2018. In 2020, the Ems won the coveted Freitas Award which honors franchises that have demonstrated long-term success and sustained excellence in the business of Minor League Baseball.

During their illustrious history, the Emeralds have seen hundreds of their players promoted to the Major Leagues, including Hall of Fame Mike Schmidt and 2011 World Series MVP David Freeze.



SUCCESS WITH THE FANS

Based on our individual tickets sales from the 2019 Season, Ems Fans don't just come from the Eugene/Springfield area.

Fans from the Eugene/Springfield area: 85%

Outside the Eugene/Springfield area: 15%

Fans from the State of Oregon: 97%

Total fans during the
2019 Season – 131,467
PK Park Attendance Record

Total Fans since 1955: Over 8 Million



EMS FANS DATA

Top 5 Zip Codes

97401, 97402, 97477, 97405, 97478

6 - 10 Zip Codes

97404, 97408, 97403, 97440, 97448

11 - 15 Zip Codes

97424, 97487, 97426, 97446, 97475

16 - 20 Zip Codes

97455, 97439, 97489, 97471, 85004* (AZ)

21 - 25 Zip Codes

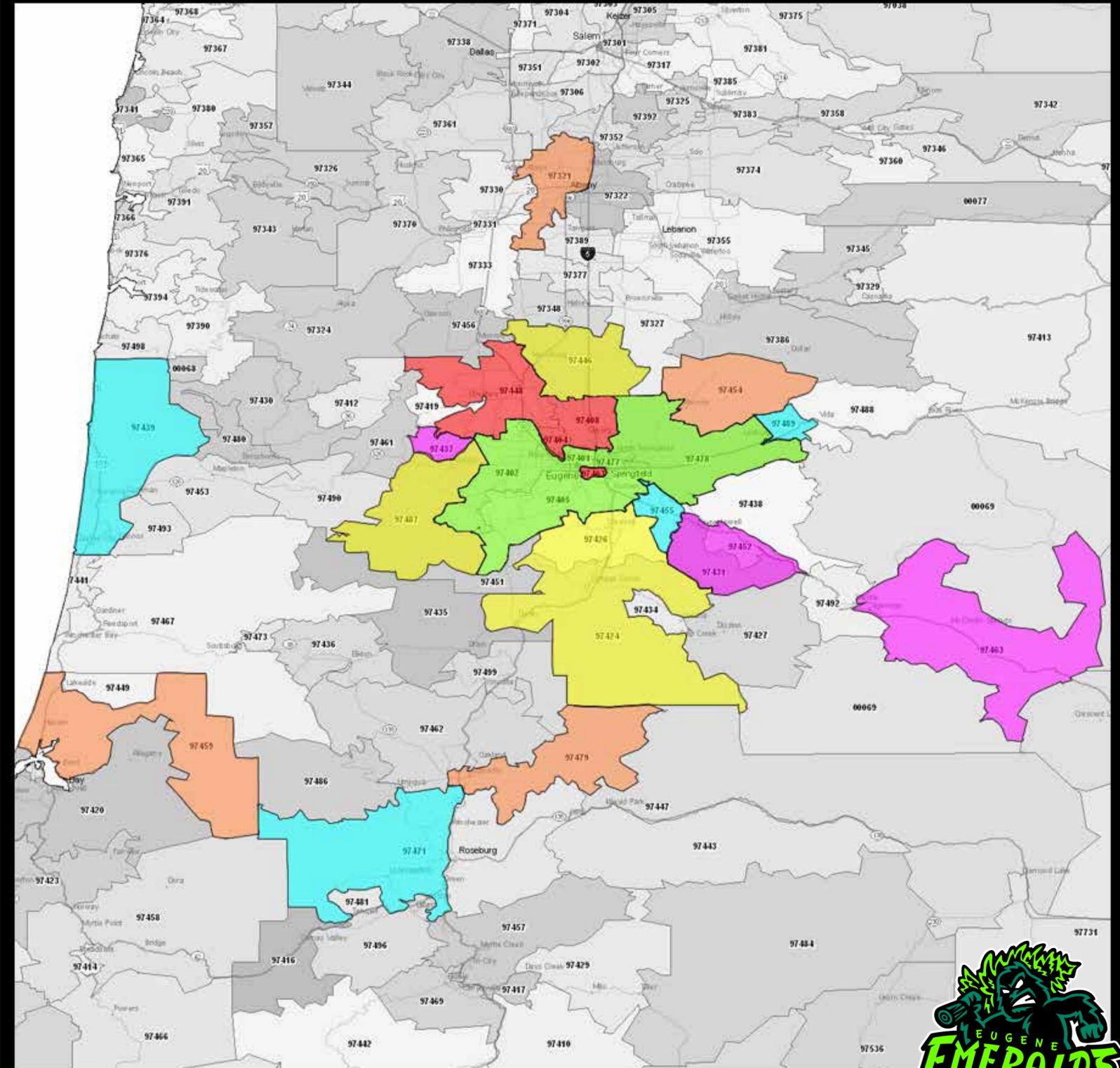
97437, 97205, 97463, 97452, 97431

25 - 30 Zip Codes

97321, 28269* (NC), 97459, 97454, 97479

*OREGON ZIP CODES UNLESS SPECIFIED OTHERWISE

2019 EMERALDS TICKET TRANSACTIONS



WHERE DO EMS FANS LIVE? TOP 30 ZIP CODES



SUCCESS IN THE COMMUNITY

Every summer the Emeralds partner with the Boys & Girls Club of Emeralds Valley and American Cancer Society to raise over \$500K for their causes through off day programs such as Field of Dreams and Relay for Life. We also host community events like National Night out with Eugene Police to raise awareness.

The Emeralds have joined forces with local non-profit organizations for special fundraisers at the ballpark through ticket sales, jersey auctions, in-game auctions, and 50/50 raffles to donate over \$50,000 a year.

Emeralds front office, mascot and players donate over 600 hours of community service a year.



NEW STADIUM



STADIUM SITE

Professional Baseball Stadium with an investment of \$30M - \$40M

Premium picturesque location with excellent access to highways

Spur dynamic growth in the Glenwood area

A unique opportunity for Springfield to bring a historic, award winning and proven professional sports franchise to the city

Add to the tremendous quality of life and entertainment options for the greater Springfield / Eugene residents



EMERALDS & CITY OF SPRINGFIELD PARTNERSHIP

- The team had 280 different groups in 2019 that included hospitality during their gameday experience
- Groups ranged from as small as 12 fans to many groups with over 700 fans
- In a new stadium we estimate over 500 different groups and over 225,000 individual fans
- In a new stadium we estimate 2,000 seats sold as Season Tickets
- The Emeralds will need to expand their full time year-round staff from 14 to upwards of 30 people
- Opportunities to share customer data information between the Emeralds and Springfield Economic Development Agency



EMERALDS & CITY OF SPRINGFIELD PARTNERSHIP

NEW STADIUM AS AN ADDED VENUE FOR THE
COMMUNITY

- Haunted Stadium for the month October
- Santa's Village and Holiday Light show at the Ballpark
- Corporate meetings, events and hospitality with meeting space for groups from 25 to 750
- Unique outdoor concert venue for 12,000 fans
- Areas would include state of the art video conference equipment, sound equipment, smart boards and more
- Premier venue to host High School graduations





CREATING A REGIONAL ENTERTAINMENT DESTINATION TOGETHER!



Since 1955, generations of Oregonian families have made Emeralds baseball their summer tradition year-after-year. After the move to PK Park in 2010, the Ems have welcomed over 1.2 million fans. During that time the Ems were awarded multiple Golden Bobble Heads (a prestigious award for creative promotions) for our superior game-day fan experience. In December 2020, the Ems were the recipient of the Freitas Award which recognizes the top Minor League team in the country; this encompasses everything from promotions, community service, to financial success. Adding to our fan experience, the Emeralds have produced over 400 Major League players and have won 6 Northwest League titles. With the recent promotion to High-A Baseball, the Emeralds will showcase talent not seen in this market since Mike Schmidt played for the Emeralds in the 19702s. By building a new stadium in Glenwood, Springfield has the opportunity to ignite a dynamic spark that will set off tremendous growth in this community.



SUBMISSION INFORMATION AND CRITERIA

The information and guidelines below reflect common requirements and criteria for consideration in evaluating the qualifications and information provided by a proposing development team. These criteria are intended to be a starting place for Board discussion. Additional values and information needs may be identified.

Request of General Information to be Addressed in a Submittal and/or Presentation

- **Vision and Concept** - Provide a conceptual narrative and presentation of initial proposed redevelopment themes, components, and land uses. Provide initial indications of scale and phasing. Images not required but will be accepted.
- **Plan and Phasing** - Include project information reflecting understanding of likely phasing including land-use process, infrastructure planning and construction, and building construction and any other needs anticipated. Indicate general target timelines, including target project initiation and completion date.
- **Market and Financial Feasibility** - Provide indication of plan for completing market research, financial planning and preliminary project construction and operation proforma analysis. Indicate phase of this work to date and describe outcomes.
- **Cost** - Provide estimated project cost to construct and anticipated project valuation. If tax exempt uses for buildings are anticipated, please include.
- **Funding** - Provide indication of project funding strategy. If funding is already secured, indicate amount of full project funding raised (equity and debt), types of funding, project phase for which that funding is applicable (pre-development, development/build, operations, maintenance), ability to provide funding verification, and plans for raising remaining funds.
- **Subsidy or Assistance** - List and describe any known and/or anticipated financial, service and/or public resource asks of the City and SEDA by the project team as part of developing, operating, and/or maintaining the site. Indicate the purpose or reason for this need.
- **Owner/Developer Organization** - Describe the development entity structure including all known members, owners, investors, and or partners of any kind. Identified individuals should be listed including information pertaining to their specific role within the project and position in the ownership structure. For each member, please provide resumes, references, and relevant examples of recently (within the last 5 years) completed projects.
- **General Experience** - Description of project team/entity's relevant and recent (within the last 5 years) project experience and success with projects similar to the project vision and scale reflected in the team's proposal.
- **Public-Private Experience** - Provide examples of constructed projects by the entity or members of the entity, within the last five years, in categories of public-private-partnership negotiations and development. Indicate the role of the entity in that project.
- **Non-Traditional Financing Experience** - Provide examples of constructed projects by the entity or members of the entity, within the last five years, utilizing non-traditional funding in addition to projects utilizing traditional funding. Indicate the role of the entity in that project.
- **Engagement** - Indicate level of engagement with property owners adjacent to SEDA owned parcels and any plans for acquisition, collaboration or partnership.
- **Contact** - Name, title, street address, phone and email address of developer's authorized point of contact concerning the submittal.

General Criteria for Consideration in Developer Selection

A qualified developer/development team will provide information reflecting recent experiences and successful project deployment in areas which are aligned to the Glenwood Refinement Plan and their proposed concepts. These criteria might include:

- **Demonstrated Ability** – Demonstrated ability of developer and assembled team to achieve Agency’s vision and their proposed concept and vision on time and within budget.
- **Experience to Scale** - Recent experience, commitment and ability of developer to pursue and successfully complete mixed-use development to the scale envisioned and to the standards within the refinement plan and supporting documents. Development team has recent proven recent experience in assembling and deploying substantial funding in all phases of development.
- **Relevant Experience of Team Members** - Demonstrated successful completion of similar projects by developer and development team members acting in similar capacities as proposed within the Glenwood specific proposal and development structure.
- **Public-Private and Non-Traditional Financing Experience** - Experience with successfully completed projects by developer in areas of public private partnership and non-traditional financing.
- **Approach and Knowledge** - Realistic approach, understanding of timelines, complicated land-use, and knowledge of key markets, feasibility, and public private partnerships.
- **Market Trends and Risk** - Development team is aware of and values knowledge of current market trends and anticipated market patterns and areas of risk.
- **Financial Proforma and Public Support Asks** - Requests for public financial, service and asset contributions are thoughtful and scaled to informed project proformas and analysis.
- **Transparency and Financial Solvency** - Owners within development entity have ability to provide financial statements (personal financial statements and tax returns – 3 years) if requested.
- **Site Control or Partnership** - Concept does not require non-SEDA owned property for completion or development team is able to demonstrate established partnerships with property owners with property reflected to be incorporated.