

RE-IMAGINING 1300 GENDY STREET

PROPOSAL FOR REDEVELOPMENT OF COMMUNITY ARTS CENTER



INTRODUCTIONS



Zachary A. Wiegert
MANAGING PRINCIPAL



John Zogg
PRESIDENT, SOUTHWEST REGION



Paul Coury
FOUNDER & CEO



Scott Armstrong
PRINCIPAL-IN-CHARGE



Ross Conway
DESIGN DIRECTOR, PLANNING



Christian Lehmkuhl
DESIGN DIRECTOR, ARCHITECTURE

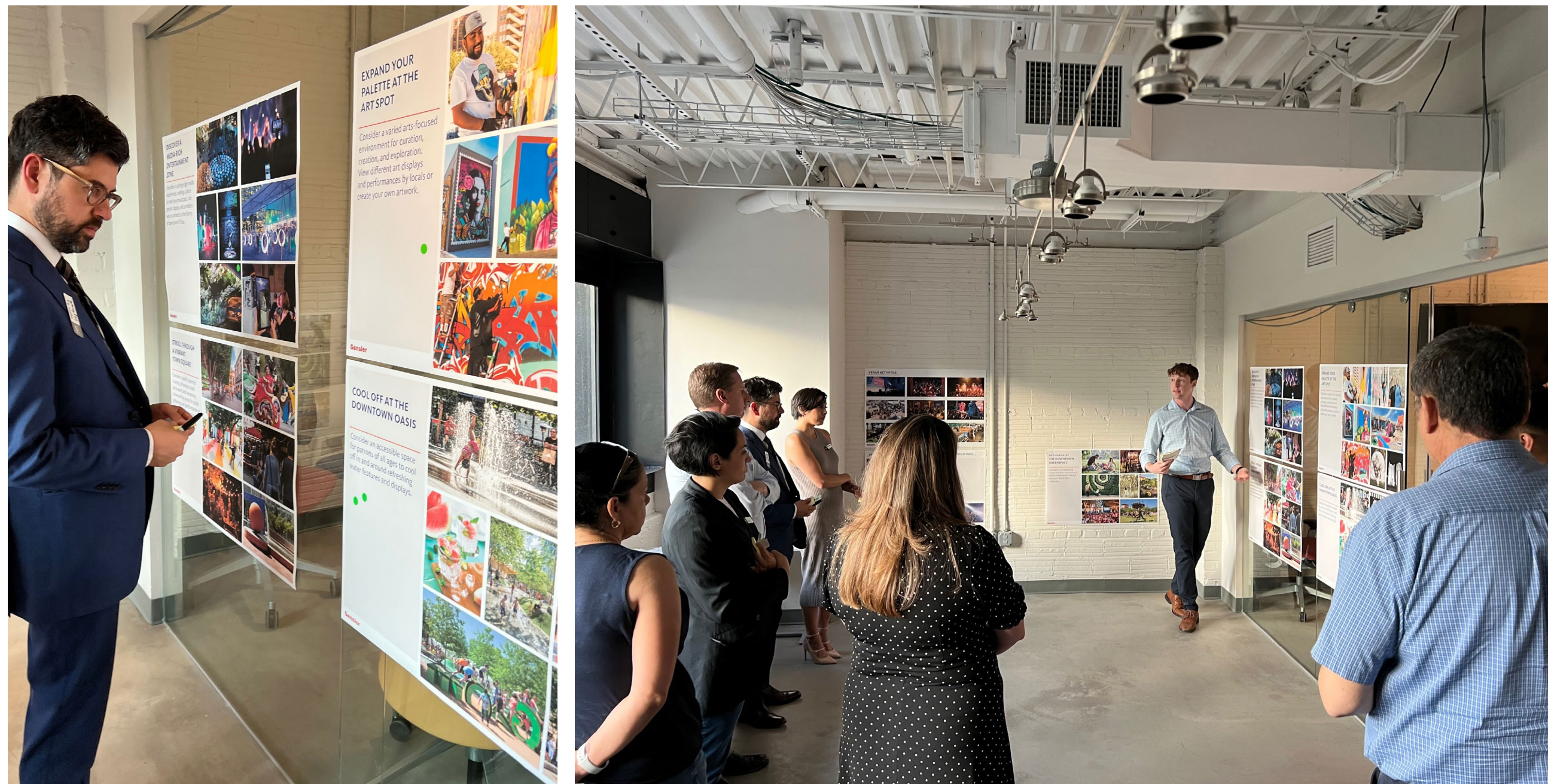


AN INTEGRATED TEAM OF PARTNERS FOR THE CITY OF FORT WORTH



CONSULTANT TEAM		
MANHARD CONSULTING CIVIL ENGINEERING	DFW CONSULTING MEP ENGINEERING	MARTINEZ MOORE STRUCTURAL ENGINEERING
KELLY HART HALLMAN LEGAL		STUDIO OUTSIDE LANDSCAPE

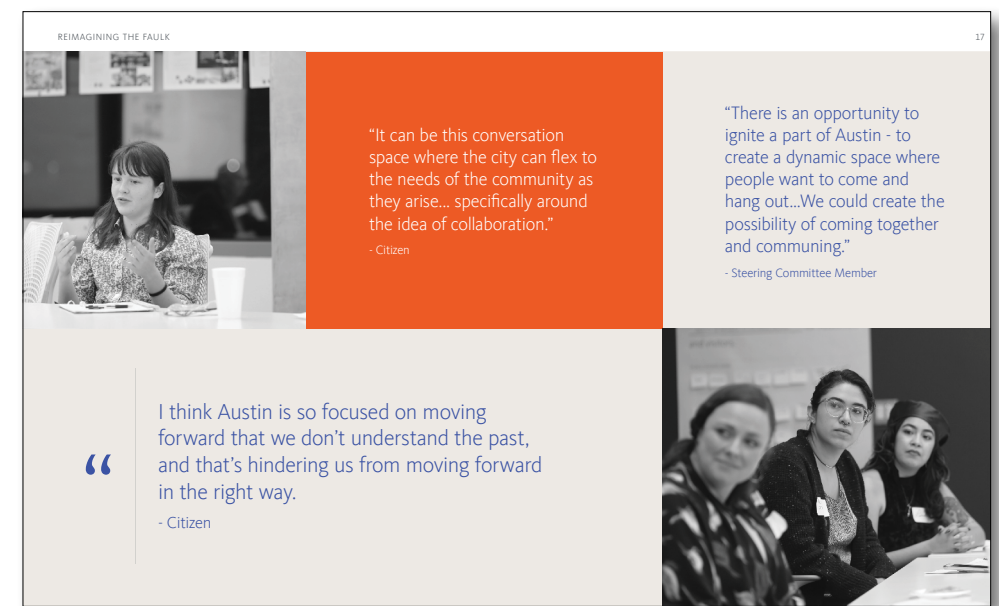
PUBLIC ENGAGEMENT EXPERIENCE



MULTI-PURPOSE PERFORMING ARTS AND ENTERTAINMENT CENTER, EL PASO, TX



SAY SI COMMUNITY ARTS CENTER, SAN ANTONIO, TX



FAULK CENTRAL LIBRARY REPOSITIONING, AUSTIN, TX

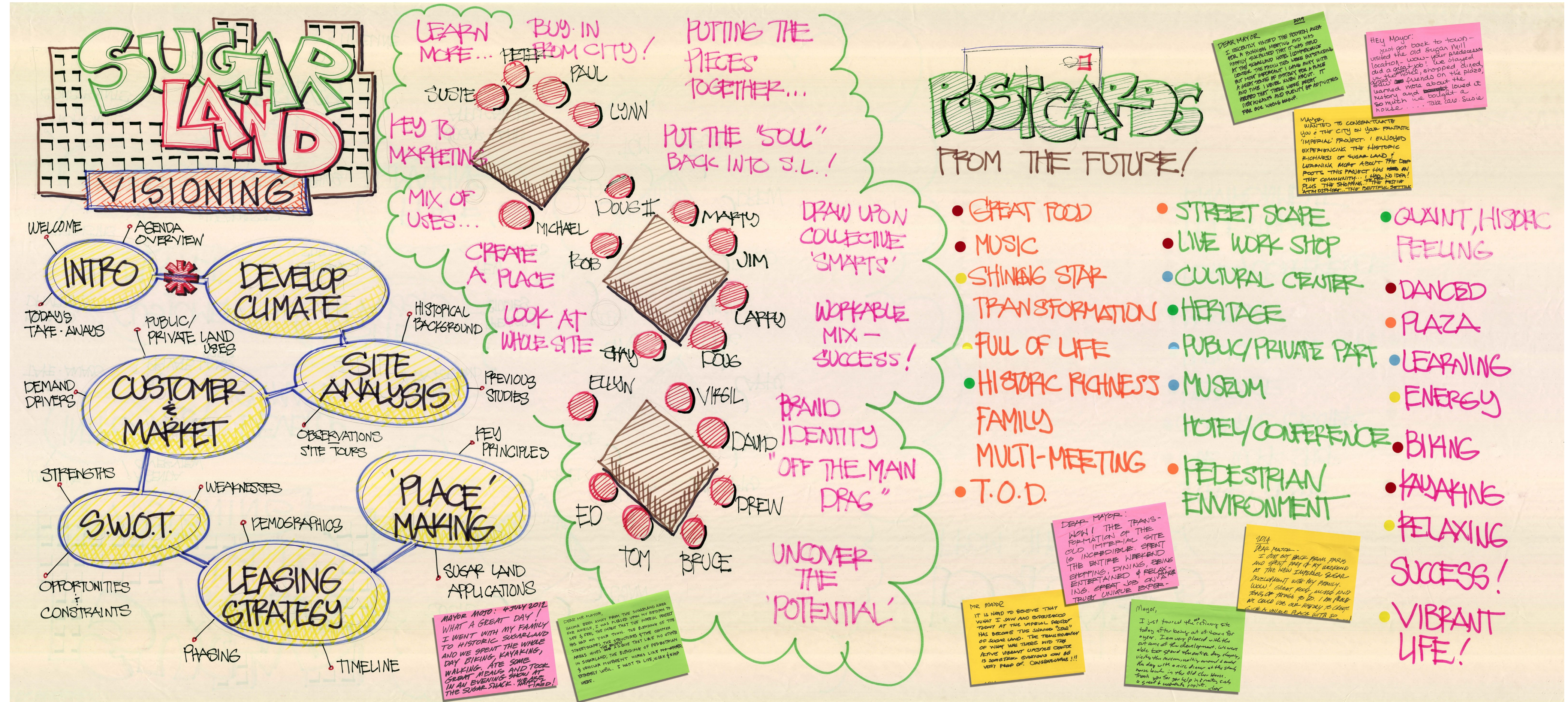


AMERICAN AIRLINES GLOBAL HEADQUARTERS, FORT WORTH, TX



SPACE CENTER HOUSTON STRATEGIC PLAN, HOUSTON, TX

ESTABLISHING A SHARED VISION



ACT 1: AN OPEN-ARTSCAPE:
MAKING ART AND CULTURE VISIBLE AND ACCESSIBLE.

“Imagine a place where art isn’t confined to hushed, white-walled galleries where visitors tip-toe around masterpieces. Instead, envision a sprawling landscape where art is as ubiquitous as the air we breathe, intertwining seamlessly with daily life, sparking conversations and kindling the imagination.”

NATURE AS A GALLERY



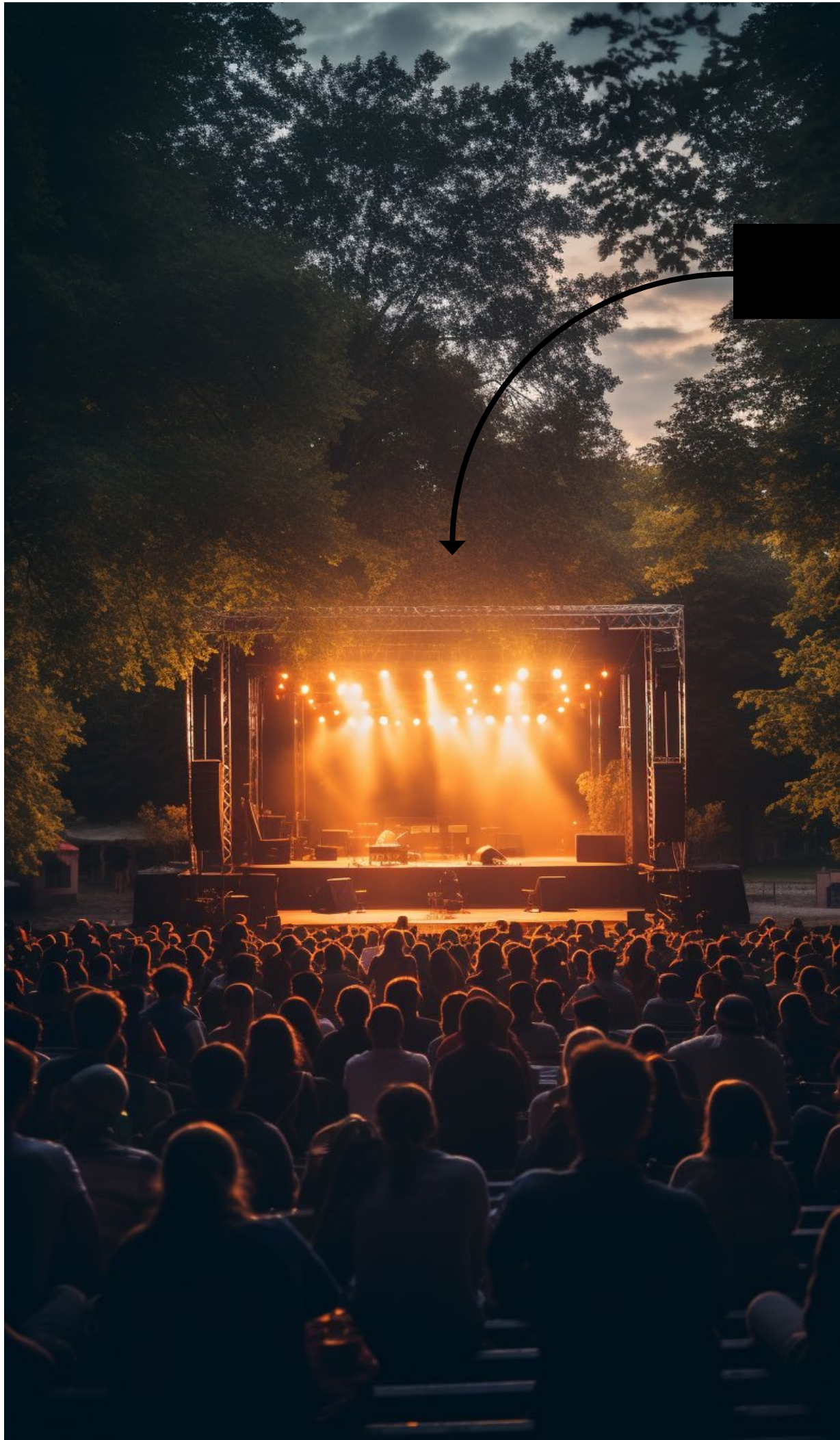
WORKSHOPS EVERYWHERE



ACT 2: A KALEIDOSCOPE OF ASPIRATION

CREATING A RICH CULTURAL LANDSCAPE OF CO-EXISTING REALITIES

Imagine a place, where a ballet dancer's delicate pirouette on one end resonates with the vibrant strumming of a country band on the other, both synchronized with the dynamic brush strokes of the resident artists. In the same breath, you can taste the sizzle of Texas barbeque and the aroma of fresh tamales. The Fort Worth Cultural Center is not (just) a building; it's where different realities converge, creating a rich, vibrant tapestry of cultures, traditions, and dreams.



PUBLIC CONCERTS



GALLERY OPENINGS



GALAS AND EVENTS

ACT 3: A CULTURAL CENTER AS THE CENTER OF OUR CULTURE

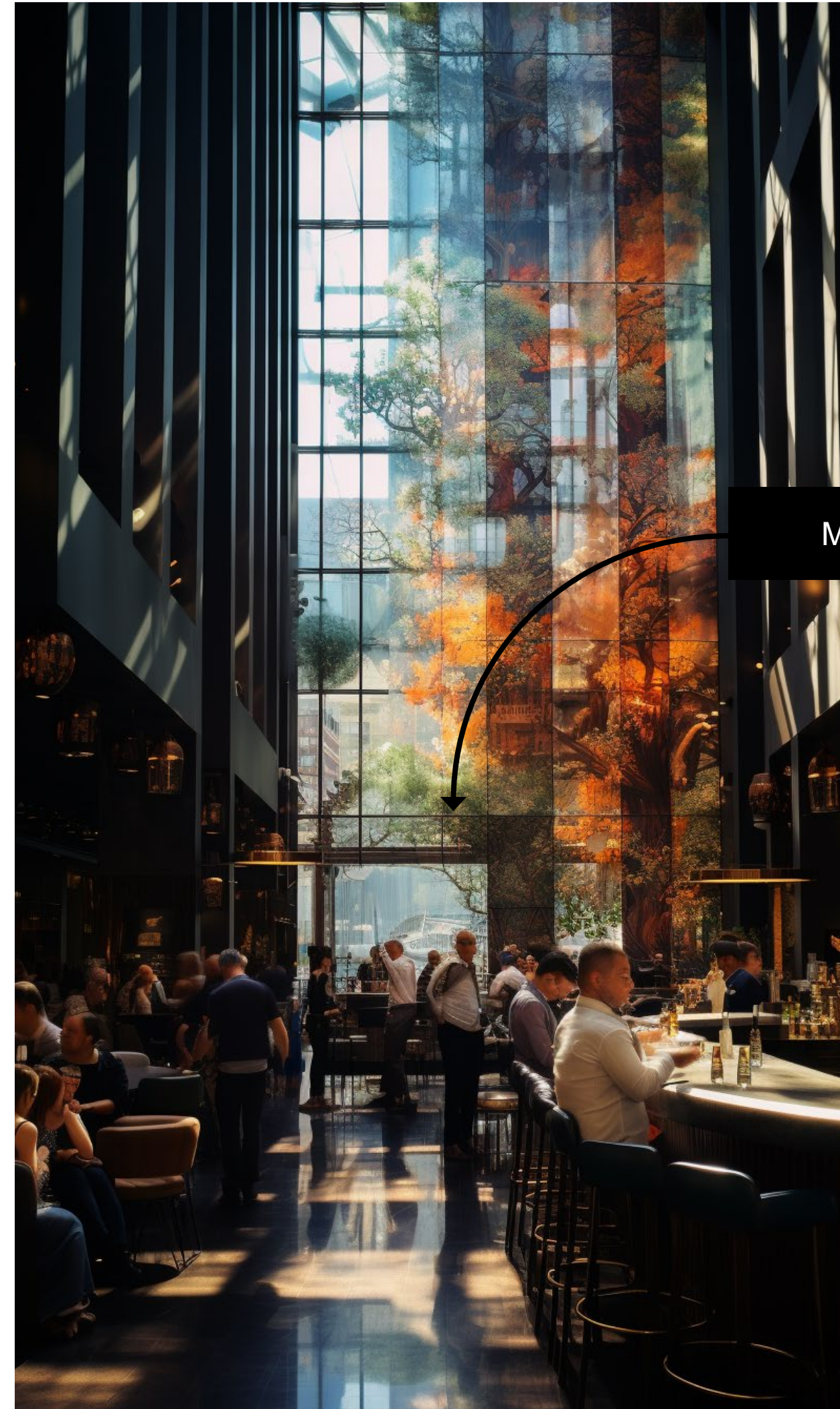
ART IS LIFE AND LIFE IS ART

Imagine a place where art and culture are not confined to canvas or sculptures but are alive in every interaction, every connection. The walls resonate with the laughter and tears of experiences past, and the spaces pulsate with the anticipation of stories yet to be told. It's not just a place to witness art; it's a place to feel, to live, to be a part of a grand symphony that sings the song of Fort Worth.

SOCIAL CULTURE



MEETING NEW CULTURES



HYPER-LOCAL CULTURE

START WITH THE W.E. SCOTT THEATER



OPEN UP THE THEATER



NEW STUDIOS & GALLERIES



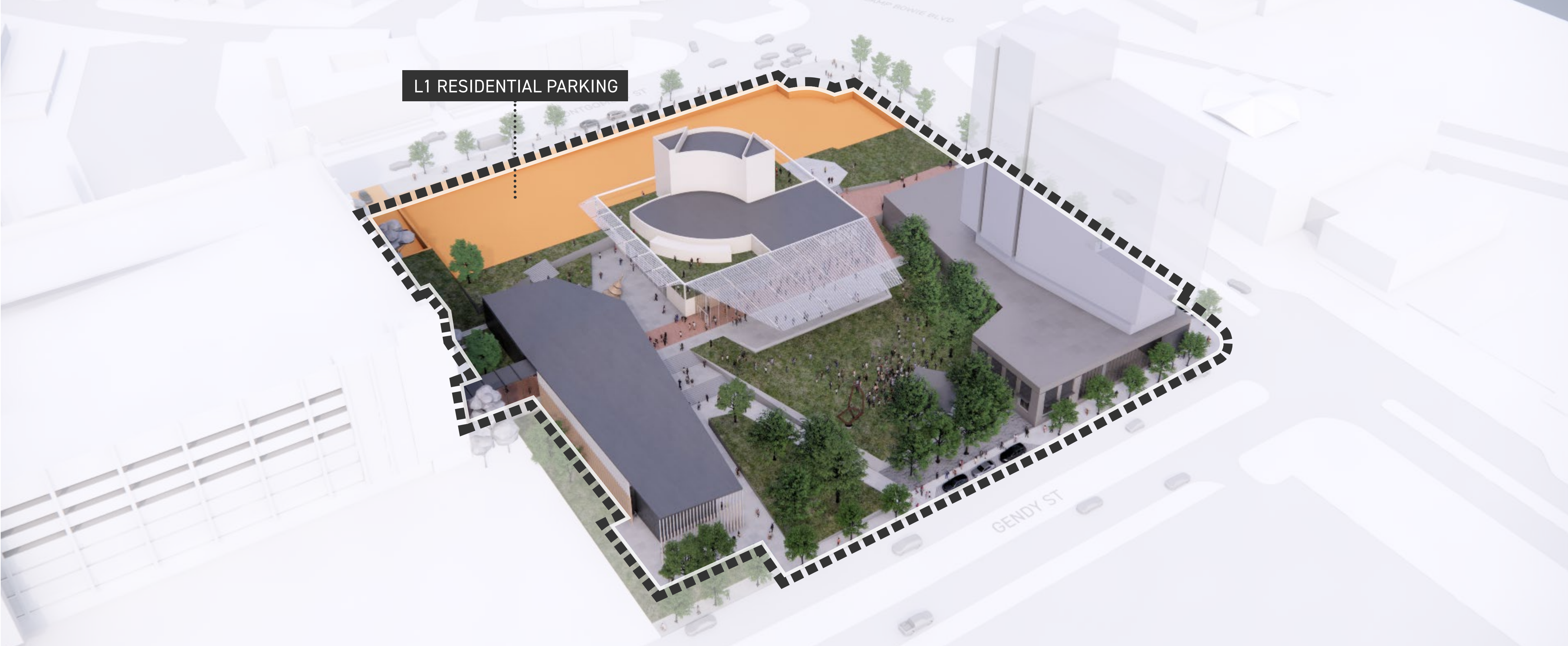
HOSPITALITY & EVENTS



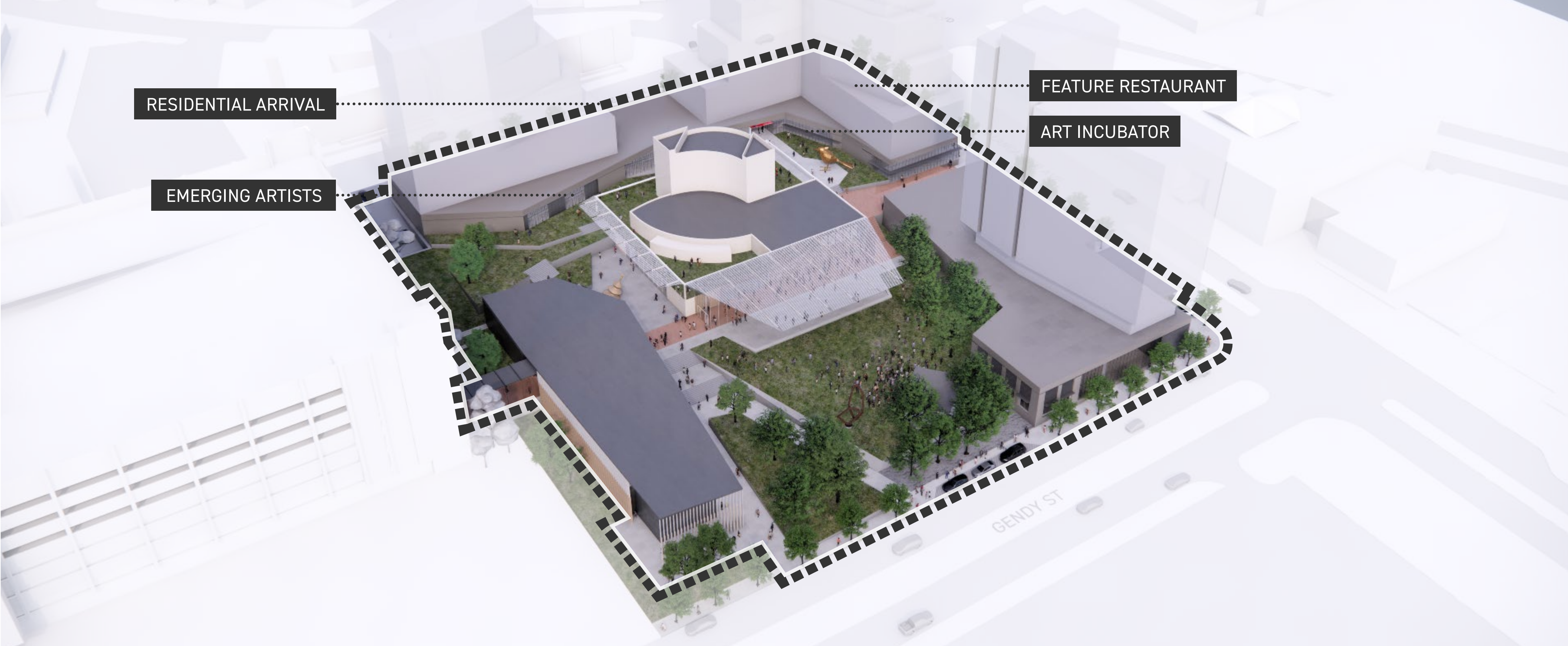
BRING IN THE COMMUNITY



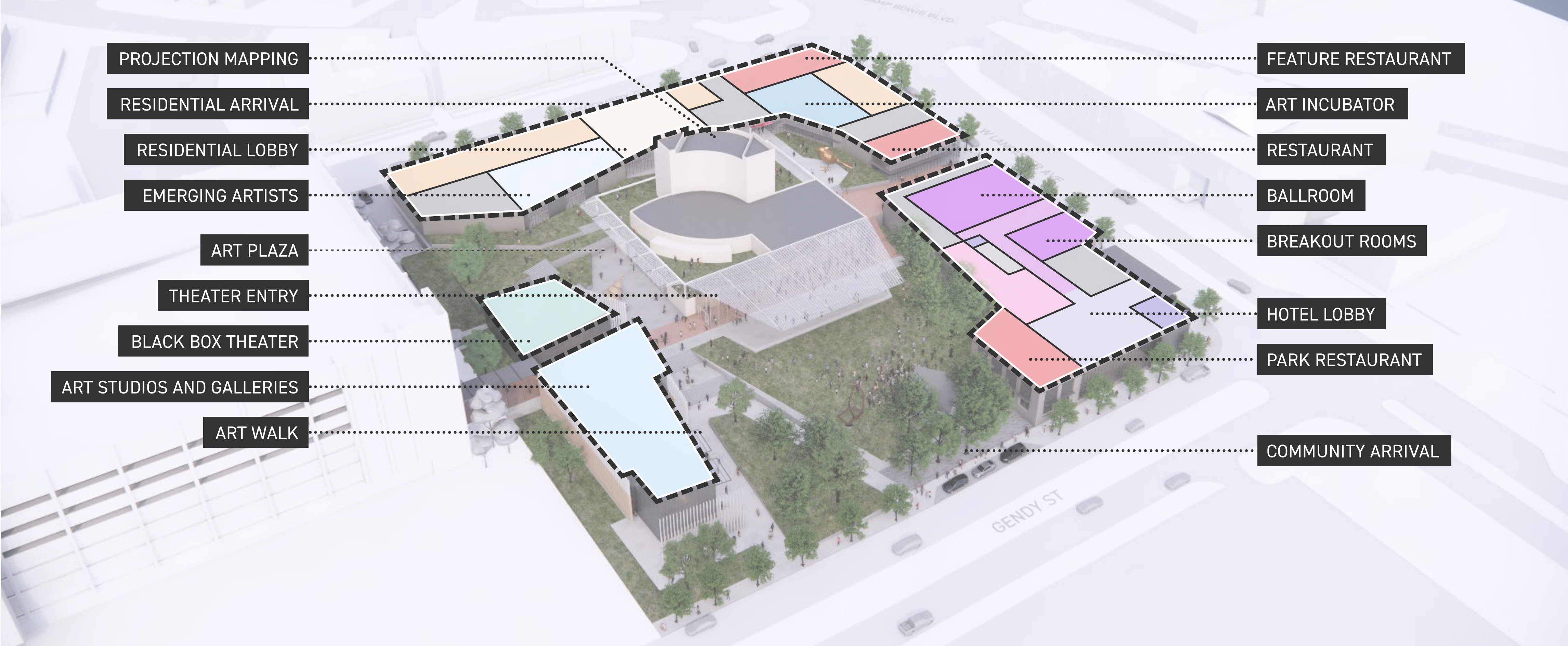
BRING IN THE COMMUNITY



BRING IN THE COMMUNITY

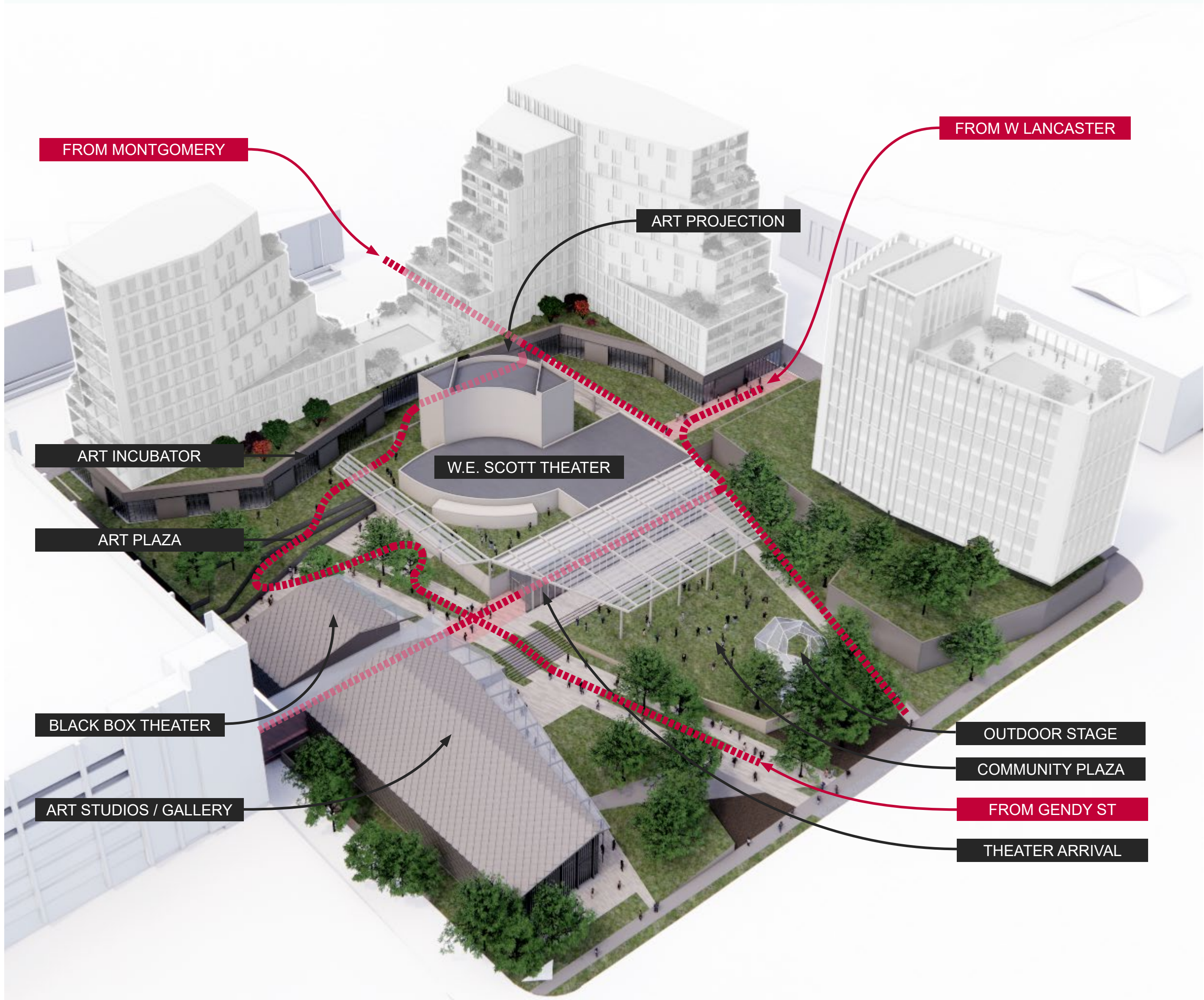


THE GROUND PLANE



THE PUBLIC REALM

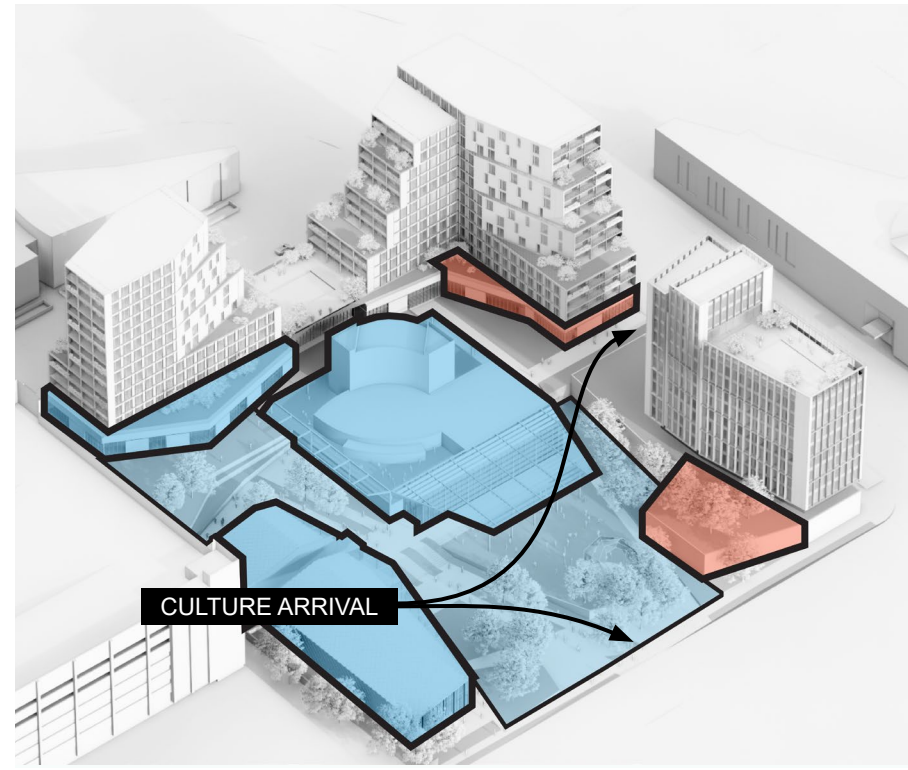
The expansive public realm is artfully segmented into a series of intimate plazas, each exuding its unique identity and allure. While every plaza boasts its distinct flavor and ambiance, they are all intrinsically linked by a common thread: a design ethos that allows them to seamlessly function as adaptable outdoor extensions to the neighboring cultural, art, hospitality, and retail spaces. This thoughtful integration ensures that these plazas not only stand out individually but also cohesively contribute to the overarching vibrancy of the entire area.



A PLACE FOR THE COMMUNITY

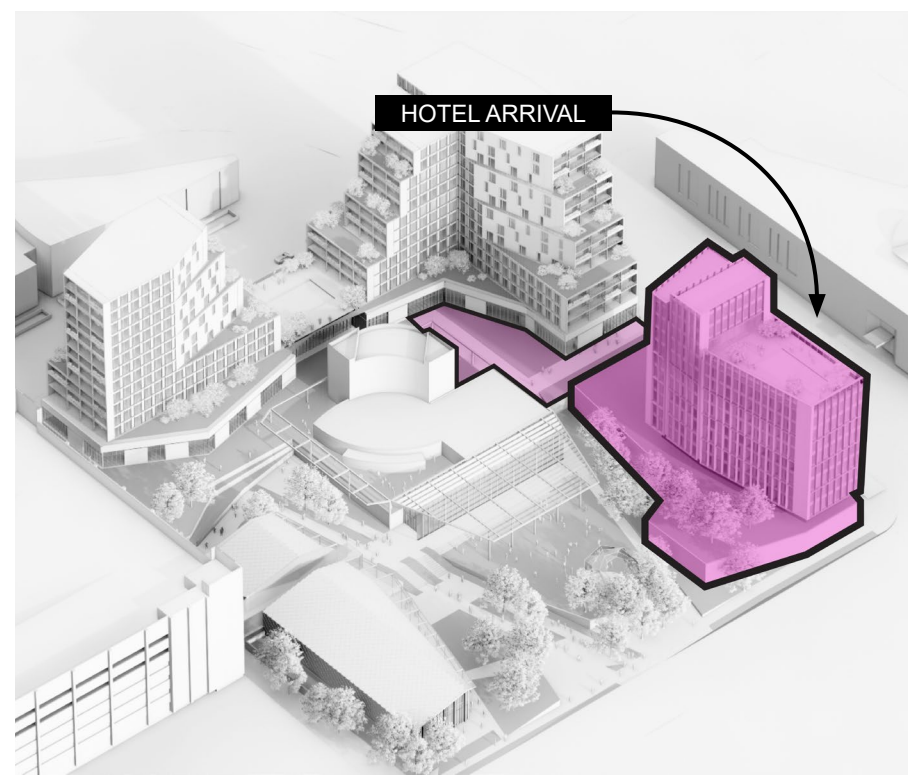






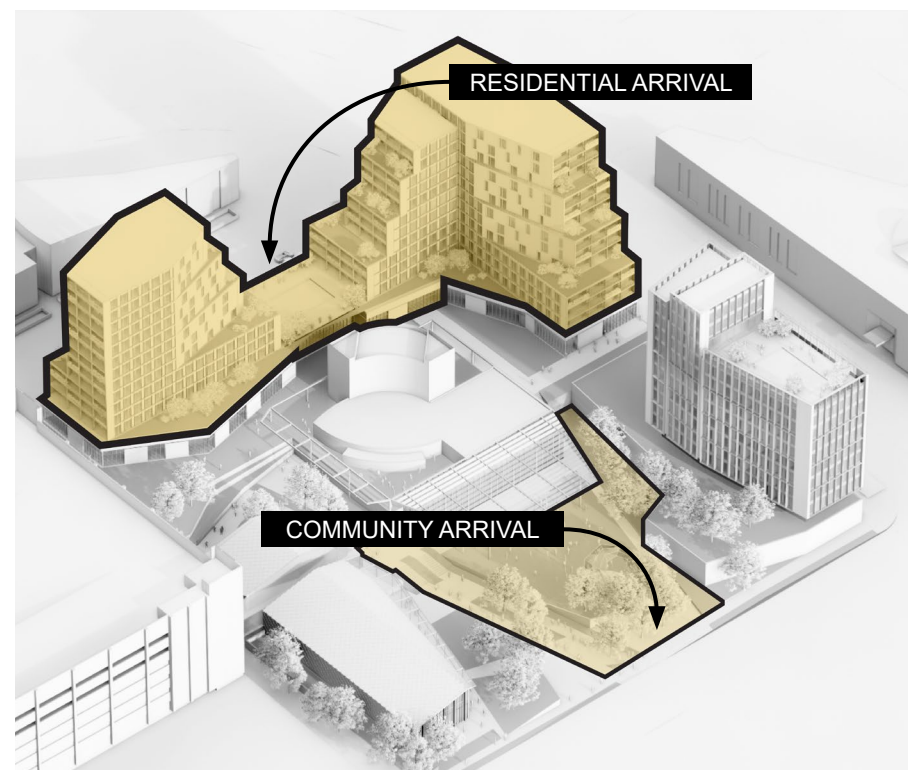
The Cultural & Retail Experience

The 500-seat theater, blackbox theater, art incubator featuring up-and-coming artists, and resident artist studio are strategically spread across the site. Each of these entities seamlessly extends its functions, inviting the public to partake and immerse themselves in diverse artistic experiences, thereby blurring the lines between private creation and public appreciation.



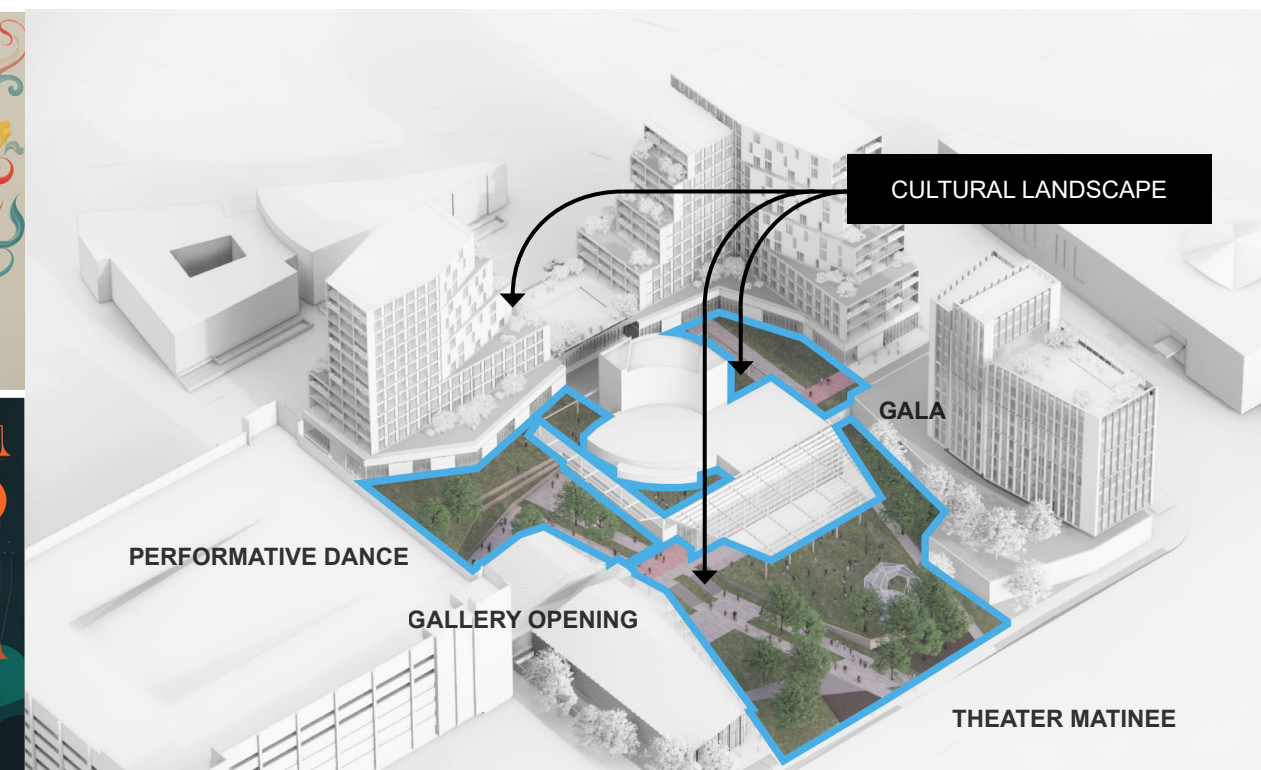
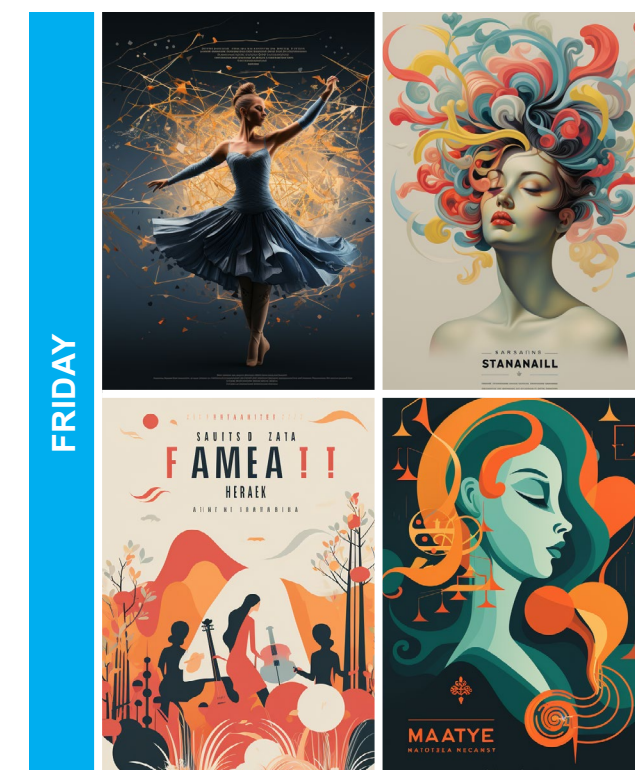
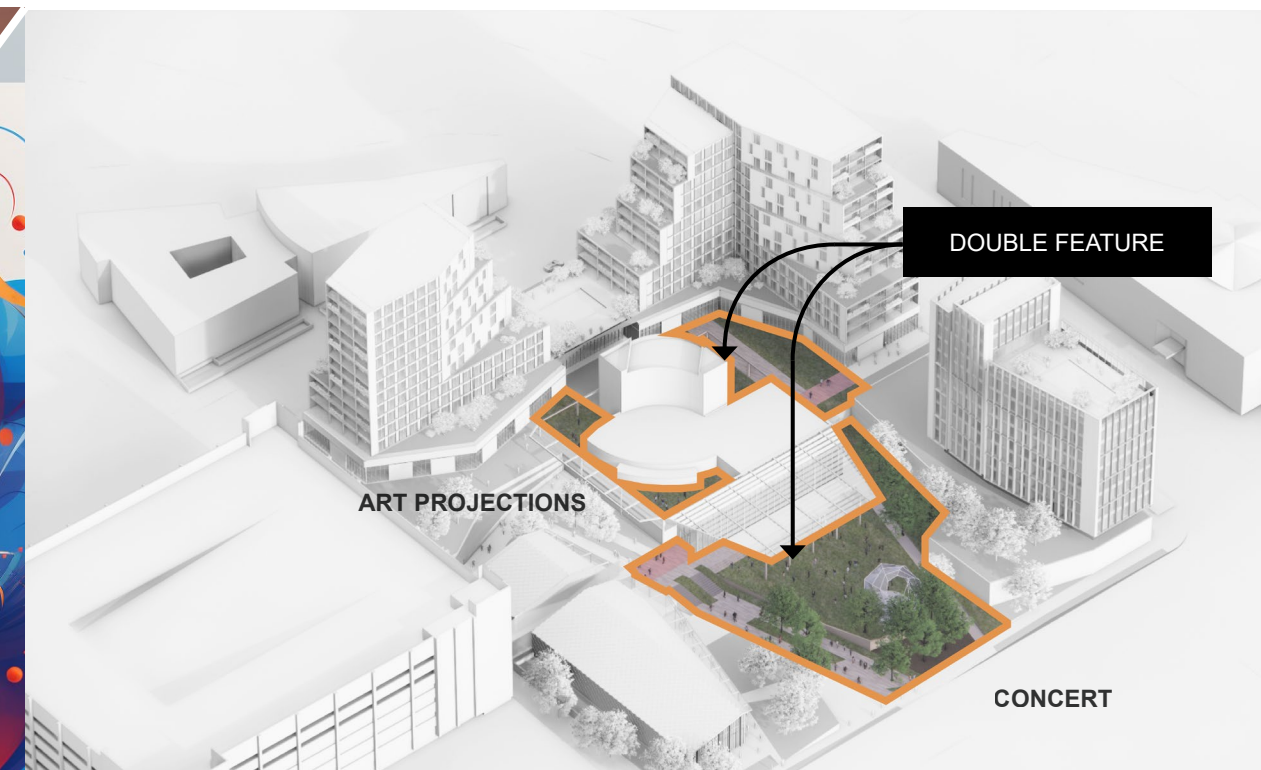
The Hospitality Experience

The 175-room hotel creates a constant stream of visitors and perpetually renewed curiosity. This influx not only enriches the local experience but also stimulates the surrounding area's vibrancy. Its restaurants and bars provide a gastronomic journey for both residents and tourists alike, while its grand ballroom further extends and diversifies the range of venues available on the site.



The Community Experience

The intricate tapestry of unique spaces not only operates as a public domain for the community but also emerges as a bustling social nexus, richly endowed with amenities and experiences. The dynamic nature of the site allows the community to encounter fresh experiences, ensuring that the hub remains relevant, engaging, and a magnet for social interactions.





NEW LIFE FOR THE W.E. SCOTT THEATER









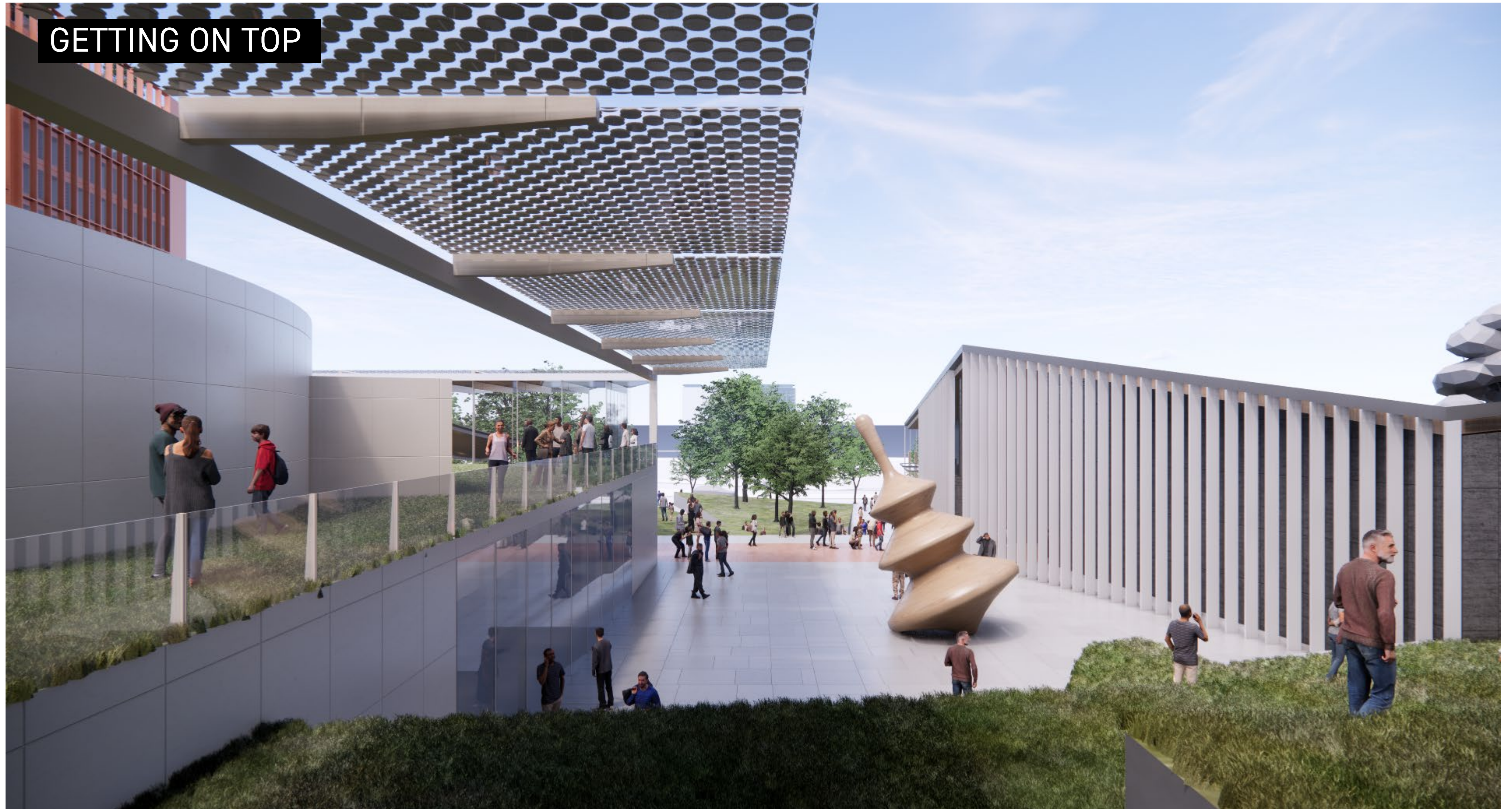
A PLACE FOR ARTISTS AND THEIR CRAFT







GETTING ON TOP



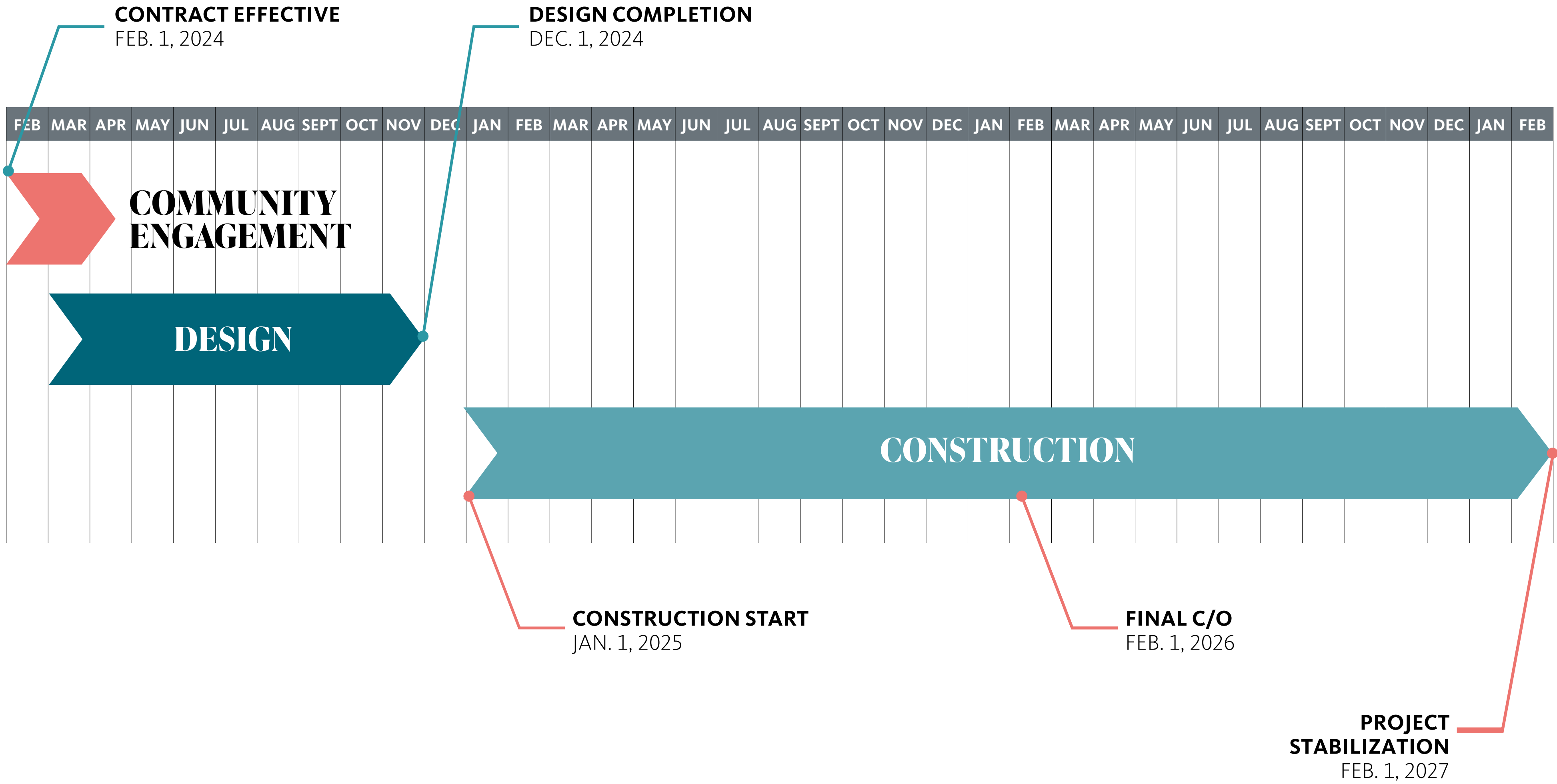








ESTIMATED PROJECT TIMELINE

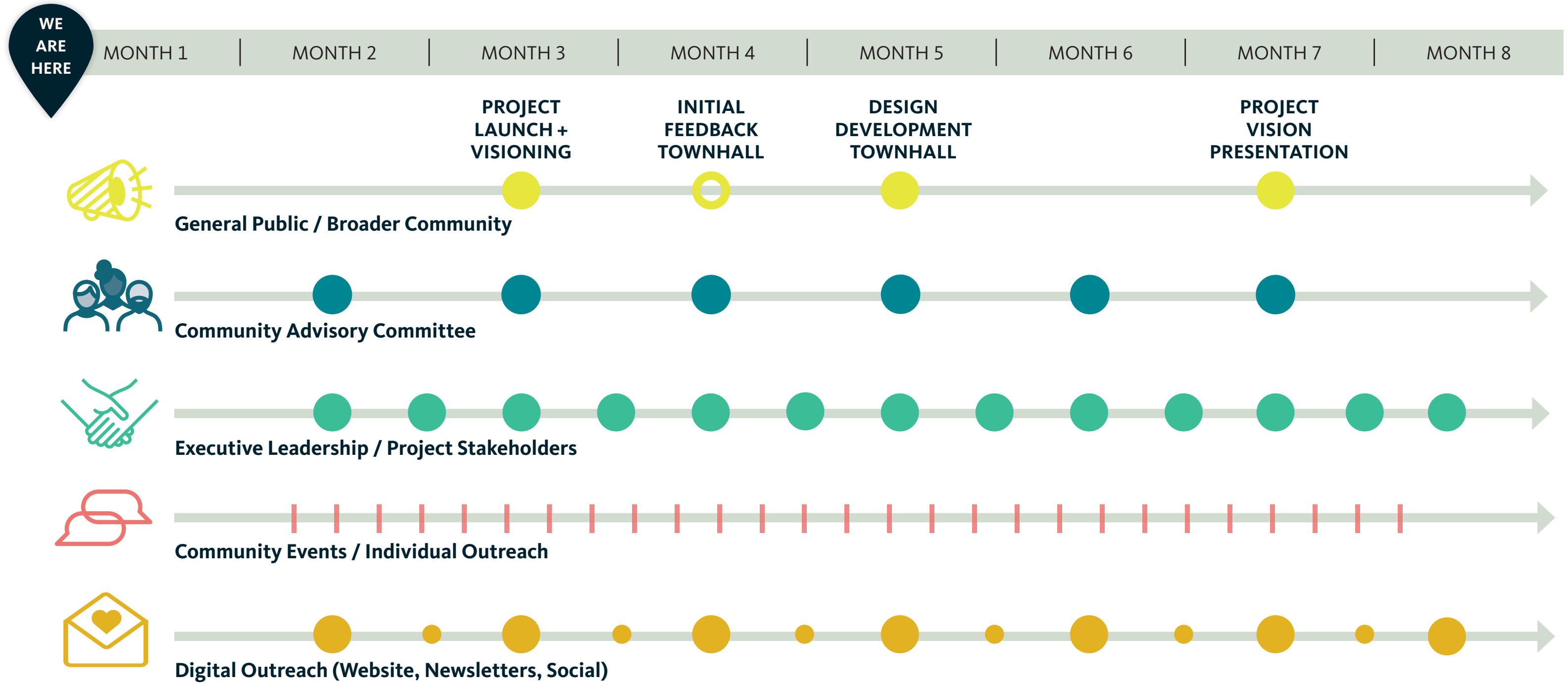


QUESTIONS & DISCUSSION



APPENDIX

SAMPLE PUBLIC ENGAGEMENT ROADMAP



ENGAGEMENT STRATEGIES

ON THE GROUND



Temporary Activations and Installations

- Pop-Ups At Existing Events
- Designed Tactical Installations
- Incentive Passport Programs With Local Raffle Prizes
- Bike Rides
- “Walk-Shops” And Walking Tours
- Photo Booths

Public/Town Hall Workshops or Meetings

- Public Community Meetings
- Hands-On Workshops and Charrettes

Focus Groups + Neighborhood Outreach

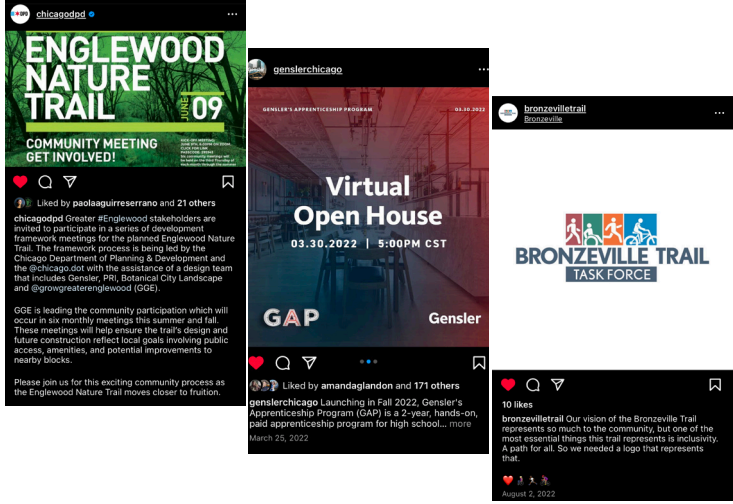
- Focus Groups
- Neighborhood Meetings
- One on One Outreach

Community Events

- Community Events Highlighting Local Art, Music, and Culture
- Games
- Kids’ Events

ENGAGEMENT STRATEGIES


DIGITAL & PRINT



 **Print, Signage, Swag**

 **PR/Media Outreach**

 **Website & Social Media**

 **Leveraging Existing Initiatives**

- Door-to-door Distribution with USPS / Flying Team: Postcards And Flyers
- Mini Posters or Postcards at Local Businesses
- Street Pole Banners, Cross Street Banners, Fence Banners
- Text-In Signs With Questions (Co-Urbanize Web Tool)
- Branded Totes, Hats, T-Shirts, Water Bottles, Pins, Stickers

- Campaign Marketing Strategy
- Crafting the Story
- Press Releases
- Press Events/Conferences
- TV Live Remotes
- Ad Buys (Social Media, Print, Radio, Digital Banners, Out-Of-Home Signage)
- Social Media Influencers

- Website with Interactive Mapping/Feedback Board (Co-Urbanize, Neighborland, Social Pinpoint)
- Social Media (Facebook, Instagram, Twitter)
- Text-In via App
- Virtual Reality/Augmented Reality Tools
- E-blast Newsletters

- City Utility Bill Flyer Inserts
- School District In-Backpack Flyers
- Bulletin Boards (Physical And Digital) at Local Businesses, Libraries, Churches, Grocery Stores, Gyms, Farmers Markets
- Re-Posts and Shares on Existing Social Media/Websites
- Inserts In E-Newsletters From Community Orgs, City Depts, Churches, Museums, etc.

TEAM OVERVIEW



GOLDENROD COMPANIES

Master Developer

Founded in 2005, Goldenrod Companies is a full-service real estate firm that creates innovative and successful commercial real estate (“CRE”) projects across the Central United States. Led by its principal, Zachary A. Wiegert, the firm has operated in the CRE industry for more than 25 years and employs 50+ experienced real estate professionals with a presence in 13 states. Goldenrod is headquartered in Omaha, Nebraska, with offices in Atlanta, Dallas, Lincoln, and Tulsa. Our firm has completed a number of highly complex projects across the Central United States, with a niche foothold in the Public-Private, Partnership (“PPP”) sector.

We specialize in building long-term partnerships that leverage the strengths of stakeholders to deliver a tailored strategy for each project. We are willing to take on as much or as little responsibility as required and are not afraid to think outside of the box. Goldenrod has vast experience in creating and managing a multitude of partnership structures, including public-private partnerships with government, higher education, public institutions and other quasi-public institutions. We value our relationships with our investment and development partners, and pride ourselves on our flexibility, creativity and innovative thinking.

NewcrestImage

NEWCREST IMAGE

Hospitality Developer

NewcrestImage is a privately-owned, Texas-based real estate investment and management company, predominantly focused on the lodging industry. With more than four decades of experience, our company’s leadership is a collective of hands-on industry professionals dedicated to achieving the highest standards of investment and operational excellence within the communities we serve.

At NewcrestImage, our history influences our communication, and excellence influences our experiences. From lenders to the hotel brands, our partnerships are the reason for our success. Leveraging our strategic relationship between operations and development partners, NewcrestImage brings an innovative, all-encompassing approach to building and managing our assets and achieving an optimal return for our investors.

NewcrestImage’s constant standard of excellence combined with our legacy of success, hospitality, and our dedication to stewarding investments solidifies us as a steadfast leader in the real estate investment, management, and fund manager realm. At every stage, our teams draws from our considerable experience in market analysis and real estate selection, innovative construction and renovation, and top-rated management and operational expertise.

TEAM OVERVIEW



COURY HOSPITALITY

Hotel Operator

At Coury Hospitality, everyone has a vision—so everyone has a voice. We empower our Experience Curators to share ideas and make decisions. Our focus on listening and learning from each other translates into a progressive and respectful approach. As a result, our properties consistently rank at the top of our class for guest satisfaction.

Paul Coury, our Founder and Chief Executive Officer, launched Coury Properties in Tulsa, Oklahoma more than 30 years ago. Led with a combination of vision, design, and creativity, it quickly became one of the state’s leading property management companies capable of converting unsuccessful properties into prosperous investments.

Paul worked with investors and developers on land deals and asset management for over 20 years before opening his first hotel, the Ambassador Hotel Tulsa, in 1999. The progression of Coury Properties into Coury Hospitality became the future as a hotel management company, which has grown to include 25+ hotels and restaurants with an ever-expanding pipeline.

Gensler

GENSLER

Design Architect

M. Arthur Gensler Jr. & Associates, Inc. is a California Corporation, founded in 1965 in San Francisco. With more than 6,000 people across 53 global offices, Gensler is the world’s largest architecture firm. Our core services include architecture, interior design, strategy services, brand and digital experience design, sustainability, and urban strategies. We put human relationships at the center of all we do. As the boundaries of work, life, and play become more blurred, our cross-disciplinary expertise helps connect the pieces.

Placemaking—making places where people want to be—is at the heart of our practice. People are drawn to developments that offer a multitude of experiences and places that feel real, not fabricated. Gensler has an unrivaled portfolio of successful mixed-use developments, as well as highly regarded thought leadership on the trends and future of cities. We design with context in mind, creating places that are part of the urban fabric, not just individual buildings.

What sets Gensler apart from other firms is our market-specific perspective to achieving the highest and best use of mixed-use properties. We partner with clients to tailor each project’s program to their site by examining the community’s assets, existing conditions, and opportunities. We help our clients design for current and future needs with a plan for flexible growth, putting stakeholder value and performance in harmony. The result is a unique program strategy that suits your site, attracts people, and provides a return on investment.

TEAM OVERVIEW

CONSULTANT TEAM



DFW Consulting Group, MEP Engineering

For more than three decades, DFWCGI has operated as a full-service Mechanical, Electrical, and Plumbing engineering consulting firm. Located in Texas, DFWCGI is a regional firm with national expertise. Since inception, the firm has grown from two employees to over 40 and has successfully delivered more than 5,000 projects in 47 states. DFWCGI has a long history supporting local governments, including more than 20 years designing municipal facilities to represent their communities and serve key public needs. From emergency services to community centers, city halls to libraries, and whether a renovation or new construction, DFWCGI understands each project is unique and must be designed to accommodate a variety of needs.



Martinez Moore, Structural Engineering

Martinez Moore Engineers and Walter P Moore bring together a fully integrated team of engineering expertise. Founded in 2015 by Rubén Martínez, P.E., S.E., Martinez Moore Engineers is an Texas-based structural engineering, civil engineering, building envelope consulting, and parking consulting firm. Prior to forming Martinez Moore Engineers, Ruben spent over 17 years with Walter P Moore as a Principal and Project Manager. His experience in structural engineering and parking consulting includes a wide range of projects from \$1M to over \$500M in construction cost. Ruben understands each project has unique design requirements, and works diligently to design efficient and cost effective structural solutions that meet the operational, functional and aesthetic needs of their users.



Manhard Consulting, Civil Engineering

Manhard Consulting is a full-service consulting civil engineering, surveying, water resources, and land planning firm offering comprehensive professional services. Established in 1972, and consistently named to the ENR Top 500 Design Firm list, Manhard has been solving tough engineering challenges for over 50 years. The firm's local teams are familiar with local codes, requirements, and procedures, while their offices across the U.S. are backed by a nationwide network of more than 100 professional engineers, professional land surveyors, landscape architects, land planners, and LEED-accredited professionals. Combined with their rigorous QA/QC procedures, Manhard aims to provide each client with the highest quality work in the most efficient and cost-effective manner. Manhard Consulting has planned recreational and visitor facilities for vibrant communities nationwide. Their project success stems from addressing the big-picture needs of the community while creating viable, functional and unique recreational assets.

studioOutside

Studio Outside, Landscape Architecture

Studio Outside is a Landscape Architectural practice based in Dallas, Texas, that thrives on the challenge of projects which demand a comprehensive, intellectual, artistic & collaborative design process. The firm has completed projects around the world, ranging widely from high-profile public spaces to high-end residential properties.



Kelly Hart & Hallman LLP, Legal

EXPERIENCE IN FORT WORTH

GOLDENROD COMPANIES

Master Developer

With strong US networks and real estate market intelligence, Goldenrod Companies serves as knowledgeable local partners on projects throughout the DFW Metroplex and across the country. Goldenrod Companies has identified Fort Worth as a primary market for real estate development and, as such, have acquired two large development plots within the cultural district.

The redevelopment of the Community Arts Center is a prime example of the unique potential energy waiting to be utilized within the cultural district. Our existing developments have provided us with the experience to bring a project to fruition and we have seen firsthand how the City of Fort Worth has the people and resources to make projects like this a reality.



The Zan Vandt, Fort Worth, TX

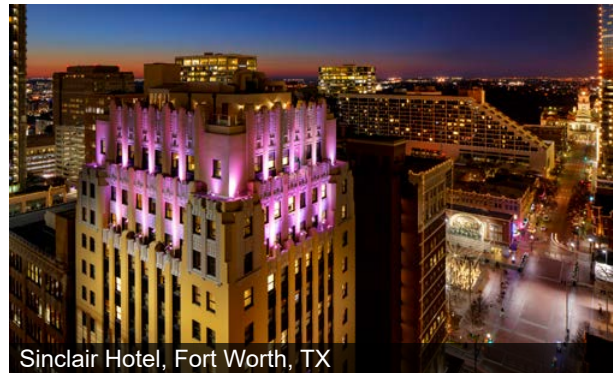


One University, Fort Worth, TX

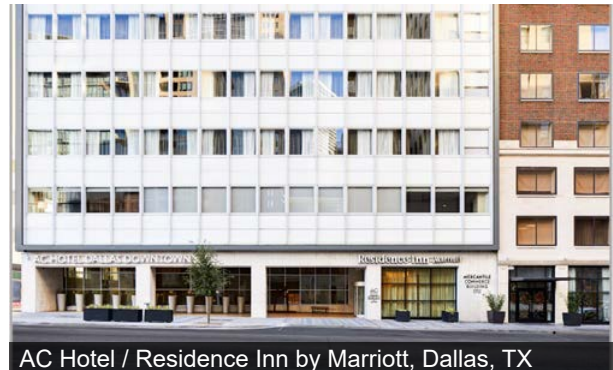
NEWCREST IMAGE

Hospitality Developer

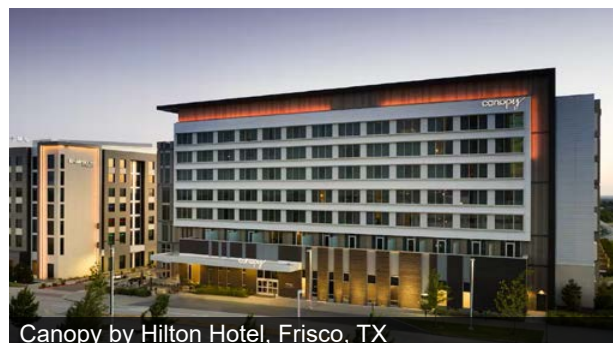
NewcrestImage has a long and successful track record in hotel and mixed use developments, including several Public-Private Partnerships within Texas. As a real estate investment and management company focused on hospitality and lodging developments, we have in-depth experience and a strong presence in the DFW market.



Sinclair Hotel, Fort Worth, TX



AC Hotel / Residence Inn by Marriott, Dallas, TX



Canopy by Hilton Hotel, Frisco, TX

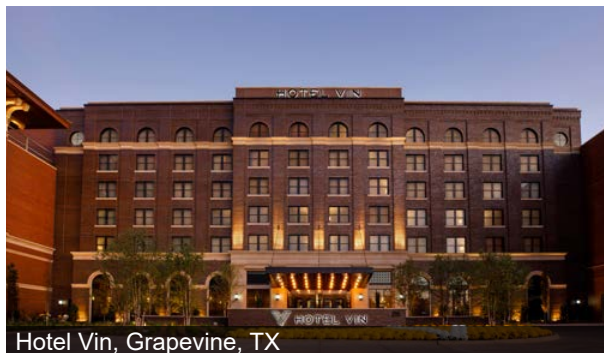
EXPERIENCE IN FORT WORTH

COURY HOSPITALITY

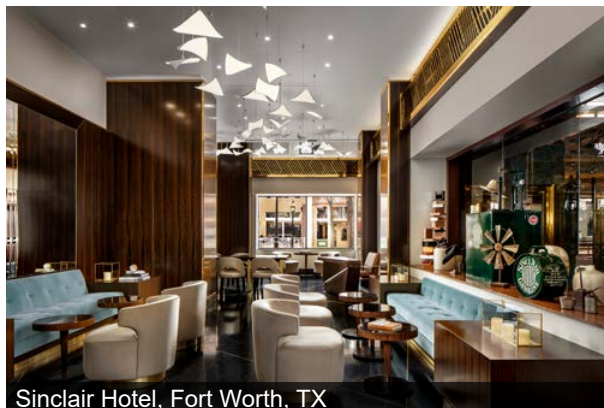
Hotel Operator

Coury Hospitality, headquartered in Irving, Texas, is involved in numerous hospitality projects across the DFW Metroplex. These include currently open hotels such as Hotel Vin in Grapevine, The Sinclair in Fort Worth, and multiple development projects in Frisco, Dallas, and Fort Worth.

Coury Hospitality is exclusively focused on the luxury and lifestyle hotel space, with a goal of creating community-focused spaces that are a reflection and enhancement to their neighborhoods. We continue to look for exciting opportunities to increase our footprint and impact in the DFW Metroplex and provide opportunities for guests to experience our take on hospitality.



Hotel Vin, Grapevine, TX



Sinclair Hotel, Fort Worth, TX

GENSLER

Design Architect

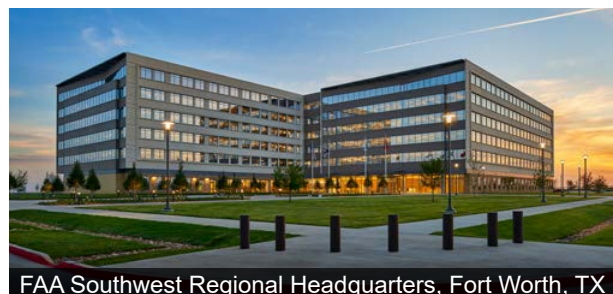
Since our first day of business in 1997, our Dallas office has been committed to and building our local expertise with knowledge from around the globe. Although our physical office is in Dallas, our teams are actively living in, working in, and committed to cities across the Metroplex. Our office has been a major contributor to the DFW community, including landmark projects like Tarrant County College District, DFW International Airport, The Star in Frisco, American Airlines Headquarters, AT&T Discovery District, and the expansion of Klyde Warren Park.



Tarrant County College NW Campus, Fort Worth, TX



Legacy West, Plano, TX



FAA Southwest Regional Headquarters, Fort Worth, TX

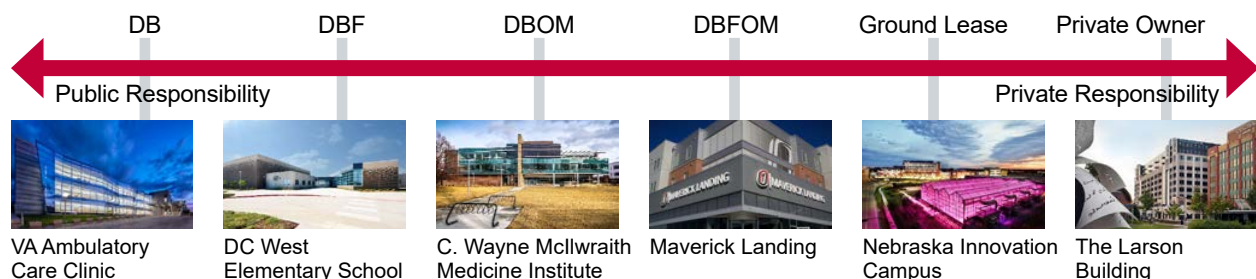
DELIVERING SIMILAR PROJECTS

Goldenrod Companies is a best-in-class development partner with a proven track record of completing successful real estate projects across the Central United States. Since 2012, Goldenrod has delivered nearly eight million square feet of new developments, many of which under a Public-Private Partnership “PPP” arrangement. We have an experienced team, of which the primary members have been with Goldenrod for more than a decade. The table below lists selected projects that have relevance to the redevelopment of the Community Arts Center, totaling \$1.16 billion in project costs. Additional examples of team’s similar project experience can be found in **Section 34.10 Past and Current Projects**.

PROJECT	LOCATION	USE	OCCUPANCY	GSF	COST (MIL)
Blue Cross Centre	Omaha, NE	Office	Dec 2010	326,000	\$140.100
The Larson Building	Lincoln, NE	Mixed-Use	Aug 2012	283,000	\$33.005
Courtyard by Marriott - Lincoln Haymarket	Lincoln, NE	Hospitality	Nov 2012	110,000	\$21.000
Olsson Headquarters I	Lincoln, NE	Office	Sep 2014	81,000	\$21.860
Jackson Dinsdale Art Center	Hastings, NE	Education	Aug 2016	27,000	\$9.000
Scott Conference Center	Omaha, NE	Conference	Aug 2017	17,000	\$32.940
Charles E. Lakin YMCA	Council Bluffs, IA	Community	Oct 2017	78,000	\$17.000
The Scarlet Hotel	Lincoln, NE	Hospitality	Jun 2021	115,000	\$40.000
Converge KC I	Kansas City, MO	Mixed-Use	Jul 2021	224,000	\$44.280
The Van Zandt	Ft. Worth, TX	Mixed-Use	Mar 2024	251,100	\$144.106
The Henry I & II	Atlanta, GA	Mixed-Use	Oct 2024	1,100,000	\$473.714
1001 University Drive	Ft. Worth, TX	Mixed-Use	Mar 2025	369,000	\$185.920
TOTAL				2,981,100	\$1,162.925

Goldenrod’s experience with large mixed-use redevelopments includes The Larson Building in Lincoln, Nebraska—which featured a partnership with the City of Lincoln and included the delivery of a 10-story project that included retail, residential units, and structured parking—and Converge KC in Kansas City, Missouri, which includes the rehabilitation of an existing parking structure and included a 6-story facility that included 29,000 square feet of retail and 213 residential units. We also have experience delivering community facilities, including the Charles E. Laking YMCA in Council Bluffs, Iowa and the Jackson Dinsdale Art Center in Hastings, Nebraska.

PUBLIC-PRIVATE PARTNERSHIPS *Adapted from the National Council for Public Private Partnerships*



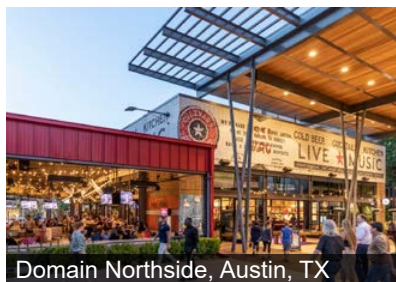
TEAM APPROACH

Goldenrod Companies, NewcrestImage, Coury Hospitality, and Gensler have formed a team to build on each other's strengths. Together, we bring significant knowledge in areas that are important to this project—including real estate strategy, hospitality, urban planning, mixed-use, and in-depth knowledge of Public-Private Partnerships. We engage each discipline as an important contributor to our integrated design and development process. This entails commitment to shared project success and professional accountability at each step in the process. We pride ourselves on working collectively and collaboratively, with stakeholders and experts alike, to foster an environment of open communication and participation. Asking the right question at the right time is often more important than knowing the right answer. From the beginning, we will engage in ongoing conversation with the City, building tenants, community members, and other stakeholders in the project.

We understand that the challenges of planning, financing, constructing, and operating critical public/civic infrastructure, continues to grow in the face of increasing demand for services and economic uncertainty. Our team has the right mix of talent and experience to design, finance, build, and manage a modern, forward-thinking PPP project. Collectively, our team has a reputation for getting projects financed, approved, built, and delivered—on time and on budget—across a variety of project types. The professionals on our proposed team are available and fully committed to undertaking this project. Our approach is to build teams of professionals with complementary skills in the development, design, and delivery of projects. Equally important, we make sure to include individuals who are able to mobilize immediately and have your project as a major focus of effort. Our initial approach to the development can be found in **Section 34.9 Project Proposal**.

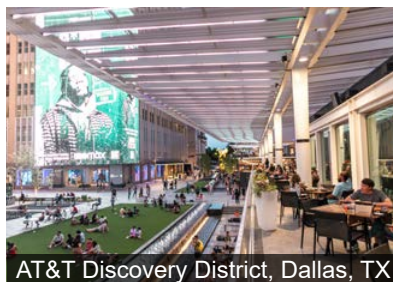
PLACEMAKING APPROACH

Great places don't happen accidentally. They are not just a collection of buildings in proximity. They are a product of careful curation of diverse, interactive, connected, and aspirational experiences. We see opportunities for the 1300 Gendy project to embody these principles.



Domain Northside, Austin, TX

Intrinsically Diverse: Broadly varied and carefully curated environments, tenants, programs, and opportunities create subtle, profound, and inspirational impressions.



AT&T Discovery District, Dallas, TX

Hyper Connected: There's a perceivable tie to the community, coexistence of interior and exterior environments, and a seamless extension of the existing urban fabric.



CITYCENTRE, Houston, TX

Intuitively Interactive: Opportunities for spontaneous interaction, an engaging retail street experience, and easy-to-follow wayfinding will draw people in and keep them coming back.

PARTNERSHIP APPROACH

For this project, we have assembled an exceptionally qualified and capable team with a rich history of forging unique partnerships with public entities. Our team approach is to bring a collective of nationally recognized firms while also drawing upon our local experience in Fort Worth. We are well-equipped to fully grasp the significance of this redevelopment, both culturally and financially, and will deliver a successful real estate solution that benefits all stakeholders.

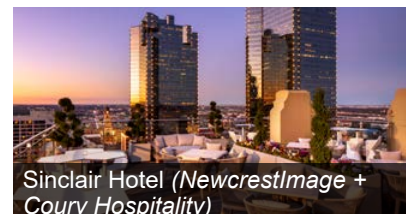
The Cultural District stands as a distinctive community, serving as the cultural epicenter not only for Fort Worth but also for the entire state of Texas. Our team intends to leverage the expertise and insights of stakeholders to nurture local talent, attract renowned artists, and harmonize with other institutions in the Cultural District. We place a high priority on soliciting input from local stakeholders regarding the integration of the performance center, gallery space, and arts incubator. With the collective wisdom of our development team, local groups, the arts community, and the broader Fort Worth area, our partnership promises to fortify the arts community in Fort Worth.

Throughout our team's submission, we have consistently demonstrated our profound familiarity with Fort Worth and our prowess in Public-Private Partnerships (P3). Goldenrod, in particular, boasts over 15 years of experience and has successfully executed P3 projects totaling over \$1 billion. Our commitment is to effectively serve our partners by applying our expertise to deliver projects efficiently, generating revenue for the city, and acting as a catalyst for growth in the communities we engage with. In collaboration with the City of Fort Worth, the arts community, residents, visitors, and other stakeholders, our team is uniquely positioned to craft an all-encompassing, one-of-a-kind experience in the Cultural District.

Our business approach to the project starts with maximizing the value of the site. Due to the cost prohibitive nature of improving and maintaining the existing real estate, a redevelopment of the entire site may generate the best outcome. Our aim with the City of Fort Worth would be to offer fair value for the land through either (1) an up-front payment for fee simple ownership, or (2) a long-term ground lease structure.

We seek to be a partner with the City of Fort Worth on a site design that provides the best outcome for all parties. Our goal as a partner is to first listen, then engage our development team to create a real estate solution that leads to a successful development project. Our recommendation would be to design-build at risk the cultural art center on behalf of the City of Fort Worth, allowing for a fixed, not-to-exceed budget. We have managed complex projects in the past and can separately track costs for each structure, providing funding schedules to the owner of the improvements. We believe this team is best positioned to deliver a best-in-class development to the community of Fort Worth.

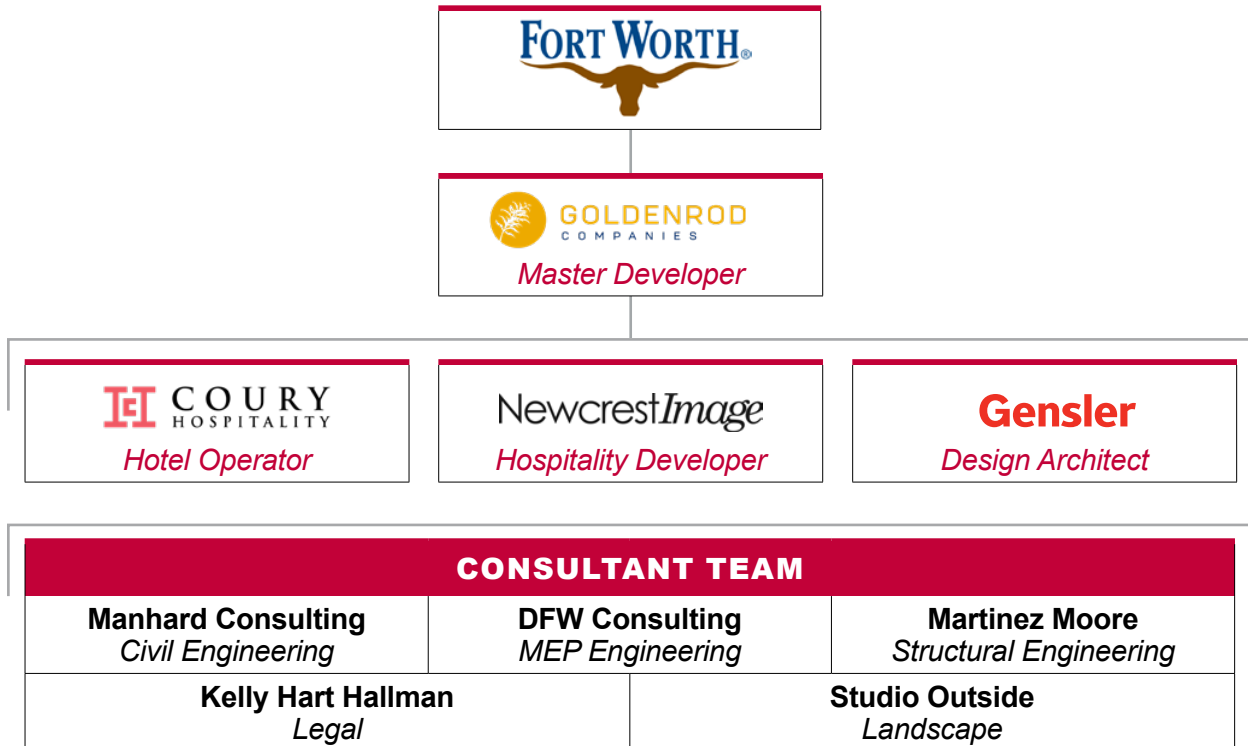
TEAM PARTNERSHIPS



TEAM ORGANIZATION

TEAM STRUCTURE

The organizational chart below outlines the structure of our proposed team. Details regarding the experience and credentials of key staff can be found on the following pages.



PRIMARY CONTACT



Zachary A. Wiegert
Managing Principal



CONTACT INFORMATION

402.991.6925

zwiegert@goldenrodcompanies.com

BACKGROUND

Bachelor of Science, Economics, University of Nebraska-Lincoln

SELECTED PROJECT EXPERIENCE

Baxter Arena, University of Nebraska-Omaha, Omaha, NE

After a decade of working in CRE as an investor and developer, Mr. Wiegert formed Goldenrod Companies in October 2005 to oversee his own portfolio of assets. Following his 2007 retirement from a 12-year career in the National Football League, and through 2016, Mr. Wiegert acquired and developed real estate projects under a joint venture structure with high-net-worth family offices. Mr. Wiegert has led the acquisition and development of over \$4 billion in CRE, currently overseeing \$2.7 billion of AUM. He began his pursuit of growing his newly formed CRE investment company to focus on creating the best outcomes for investors in the Central U.S. markets.



John Zogg
President,
Southwest Region



BACKGROUND

Bachelor of Science, Business, University of Texas at Austin
Member, Fort Worth Chamber of Commerce
Founding Board Member, University of Texas Real Estate School
Member, University Lands Advisory Board
Former Executive Committee Member, Uptown Improvement District
30 Years as Managing Director, Crescent Real Estate Equities
Founding Board Member, Dallas Inside the Loop

SELECTED PROJECT EXPERIENCE

Klyde Warren Park (Co-Founder), Dallas, TX
Chair of Klyde Warren Park/Arts District Public Improvement District, Dallas, TX



Kendra Ringenberg
J.D.
General Counsel



BACKGROUND

Bachelor of Arts, University of Nebraska-Wesleyan
Juris Doctorate, University of Nebraska College of Law

SELECTED PROJECT EXPERIENCE

Nebraska Innovation Campus, Lincoln, NE
Aksarben Village, Omaha, NE
One University, Fort Worth, TX
The Zan Vandt, Fort Worth, TX
Trinity Groves, Dallas, TX
The Henry, Atlanta, GA
The Scarlett Hotel, Lincoln, NE



Mario Ramirez
Chief Client Officer



BACKGROUND

Finance Degree, University of Arkansas
Board Member, Southland Holdings
Dean's Executive Advisory Board, University of Arkansas
Board of Directors, Liberty Christian School
Board Chair, Fossil Rim Wildlife Center
Managing Director, Executive Relations and Hispanic Markets, TIAA

SELECTED PROJECT EXPERIENCE

One University, Fort Worth, TX
The Zan Vandt, Fort Worth, TX
Trinity Groves, Dallas, TX



Nate Pfeiffer
Chief Investment Officer



BACKGROUND

Bachelor of Science, Business Administration, Economics and Finance, University of Nebraska-Lincoln
Master of Business Administration, University of Nebraska at Omaha

SELECTED PROJECT EXPERIENCE

One University, Fort Worth, TX
The Zan Vandt, Fort Worth, TX
Trinity Groves, Dallas, TX
Nebraska Innovation Campus, Lincoln, NE
Aksarben Village, Omaha, NE
The Scarlett Hotel, Lincoln, NE
The Henry, Atlanta, GA



Mehul Patel

Managing Partner & CEO
NewcrestImage

BACKGROUND

Associates of Arts Science in Business,
Richland College
Bachelor of Science, Computer Information
Systems, University of Texas at Arlington
Certified Hotel Administrator, The Education
Institute of the American Hotel & Motel
Association
Board of Directors, American Bank, NA
Board of Directors, Summit Hotel Properties
Member, CEO Advisory Board, Aimbridge
Hospitality
Member, AAHOA

SELECTED PROJECT EXPERIENCE

Hotel Sinclair, Fort Worth, TX
Courtyard & TownePlace Suites, Grapevine, TX
AC Hotel & Residence Inn, Dallas, TX
AC Hotel & Residence Inn, Frisco, TX



Paul Coury

Founder & CEO
I E I C O U R Y
H O S P I T A L I T Y

BACKGROUND

Bachelor of Science, Finance, University of
Tulsa
President, Advisory Board, Marriott Hotels'
Autograph Collection
Member, Advisory Board, Marriott Hotels'
Tribute Portfolio
Member, Young Presidents Organization

SELECTED PROJECT EXPERIENCE

Hotel Vin, Grapevine, TX
Colcord Hotel, Oklahoma City, OK
Hall Park Hotel, Frisco, TX
The National, Oklahoma City, OK
Ambassador Hotel Collection,
Various Locations



Mital Patel

Managing Partner
NewcrestImage

BACKGROUND

Bachelor of Science, Conrad N. Hilton
College of Hotel and Restaurant
Management, University of Houston

SELECTED PROJECT EXPERIENCE

Hotel Sinclair, Fort Worth, TX
AC Hotel & Residence Inn, Dallas, TX
AC Hotel & Residence Inn, Frisco, TX
AC Hotel Downtown Houston, Houston, TX
AC Hotel Downtown New Orleans, New
Orleans, LA
AC Hotel Oklahoma City, Bricktown,
Oklahoma City, OK
Canopy by Hilton, Frisco, TX
Courtyard & TownePlace Suites, Grapevine, TX
Courtyard by Marriott, Amarillo, TX



Steven Upchurch

AIA
**Principal, Managing Director/
Executive Oversight**
Gensler

BACKGROUND

Bachelor of Architecture, Kansas State
University
Registered Architect, TX
Member, American Institute of Architects
Member, Texas Society of Architects
Member, Urban Land Institute
Member, Hospitality and Entertainment
Development Council

SELECTED PROJECT EXPERIENCE

Universal Studios, Frisco, TX
Assembly Food Hall, Nashville, TN
American Airlines Headquarters, Fort Worth, TX
Dallas Cowboys and Omni Frisco at The Star,
Frisco, TX
The Beverly Hilton Revitalization & Waldorf,
Beverly Hills, CA



Scott Armstrong
AIA, NCARB, LEED AP BD+C
Principal
Principal-in-Charge
Gensler

BACKGROUND

Master of Architecture, Texas Tech University
Master of Business Administration, Texas Tech University
Bachelor of Science, Architecture, Texas Tech University
Registered Architect, TX
Certified, National Council of Architectural Registration Boards
Member, American Institute of Architects
Member, Texas Society of Architects
LEED AP Building Design + Construction

SELECTED PROJECT EXPERIENCE

The Star in Frisco, Frisco, TX
City of Frisco, Public Library, Frisco, TX
Walmart, Home Office Campus, Master Plan, Bentonville, AR
Spectrum Center Repositioning, Addison, TX



Chris Callegari
AIA, LEED AP BD+C
Senior Associate
Project Manager
Gensler

BACKGROUND

Bachelor of Architecture, Design Specialization, Texas Tech University
Registered Architect, TX
Member, American Institute of Architects
Member, Texas Society of Architects
Member, Urban Land Institute
LEED AP Building Design + Construction

SELECTED PROJECT EXPERIENCE

Fields Development, Frisco, TX
AT&T Discovery District, Dallas, TX
Klyde Warren Park 2.0, Dallas, TX
Assembly Food Hall, Nashville, TN
Magnolia Hotel Repositioning, Dallas, TX
Legacy West, Master Plan Redevelopment, Plano, TX



Alejandro Guerrero
AIA, LEED AP BD+C
Senior Associate
Design Director, Architecture
Gensler

BACKGROUND

Master of Science, Architecture & Urban Design, Columbia University
Bachelor of Architecture, Monterrey Institute of Technology
Registered Architect, TX, NY, Mexico
Member, American Institute of Architects
Member, Urban Land Institute
LEED AP Building Design + Construction

SELECTED PROJECT EXPERIENCE

Frisco Fresh Market, Office Building Concept Design, Frisco, TX
Magnolia Hotel Repositioning, Dallas, TX
Bank of America Plaza, Repositioning Concepts, Dallas, TX
Miyako Hotel, Plano, TX



Ross Conway
AIA, LEED AP BD+C
Principal
Design Director, Planning
Gensler

BACKGROUND

Master of Architecture, University of Texas at Arlington
Bachelor of Science, Architecture, University of Texas at Arlington
Registered Architect, TX
Member, American Institute of Architects
Member, Texas Society of Architects
Member, Urban Land Institute
LEED AP Building Design + Construction

SELECTED PROJECT EXPERIENCE

City of Frisco, Public Library, Frisco, TX
Fields Development, Frisco, TX
Lesso, Frisco Mixed-use Master Plan, Frisco, TX
Klyde Warren Park 2.0, Dallas, TX
Assembly Food Hall, Nashville, TN

THE HEARTBEAT OF FORT WORTH: AN ODYSSEY THROUGH ITS CULTURAL EPICENTER IN 4 ACTS

Fort Worth, a city pulsating with a vibrant arts and culture scene, is about to further enshrine its rich heritage with the unveiling of the new Cultural Center. This establishment, poised at the epicenter of the city's cultural tapestry, is not just a structure, but an embodiment of Fort Worth's historical and cultural ethos. Designed with an intent to be the city's soul, the center provides a platform for both established and budding artists, ensuring that every member of the community finds a piece of themselves within its confines.

Beyond mere walls and ceilings, the center integrates diverse elements: the existing W.E Scott Theatre, a cutting-edge blackbox theater, an art incubator spotlighting emerging talents, and a dedicated space for resident artists. Its geographical prowess, situated with visibility from Camp Bowie, anchors it as a central node, connecting various cultural, retail, and hospitality points within the district.

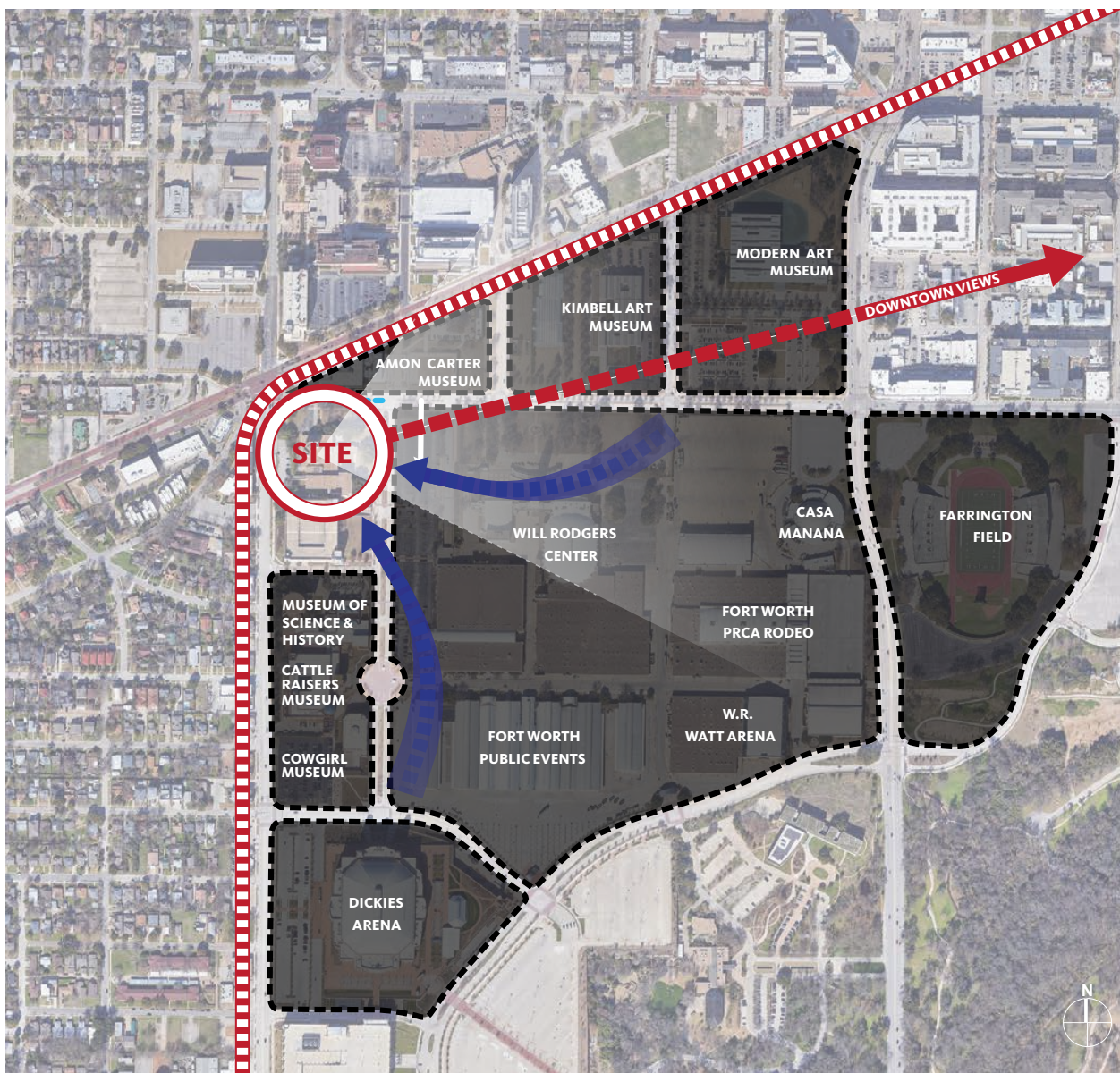
Yet, its essence transcends its physical attributes. Visitors are invited to immerse themselves in art, not just as silent spectators but as active participants, with art intertwined in daily life and spaces designed for shared experiences. The site also boasts a 175-room hotel, amplifying its magnetic pull by ensuring a consistent influx of curious visitors and amplifying the area's vibrancy with gastronomic offerings.

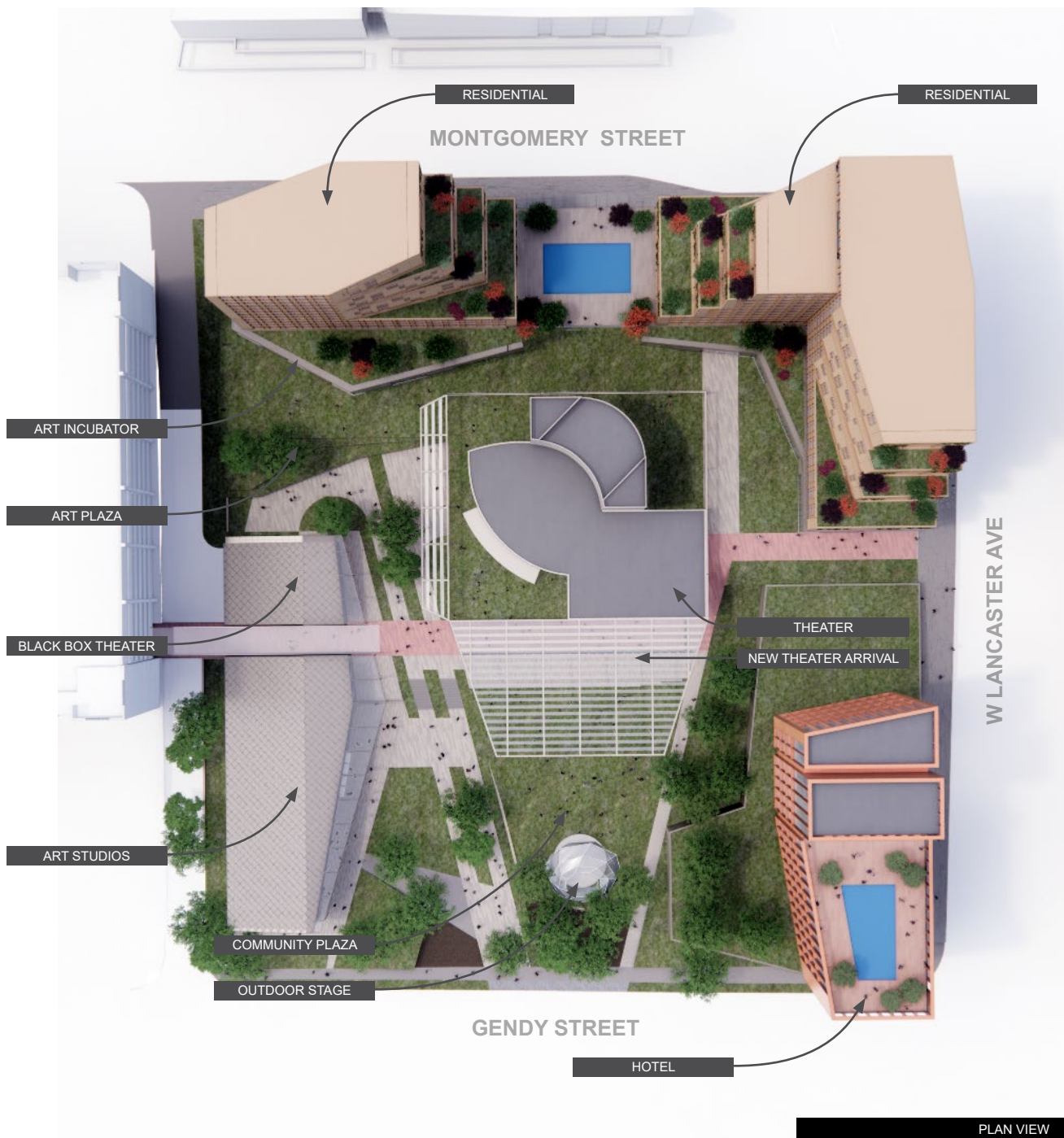
Dovetailing this is a robust public realm, marked by a series of plazas, each with a unique flavor but united in purpose, serving as adaptable outdoor extensions to the nearby venues. When it comes to capturing the architectural heart of Fort Worth, the Cultural Center encapsulates its essence, mirroring the city's subtlety and craftsmanship, and reinforcing the mantra: "Art is life and life is art." In sum, the Cultural Center isn't just a space; it's an odyssey through Fort Worth's rich cultural fabric.

SITE OPPORTUNITIES

A fulcrum with the potential to connect and ground the Cultural District

The Fort Worth Art and Culture Center serves as a prominent hub for the abundant artistic and cultural events in the district. Not only does it link to nearby venues, making it a central point of convergence, but its prime location also offers remarkable visibility from Camp Bowie, establishing it as a welcoming gateway to the area.



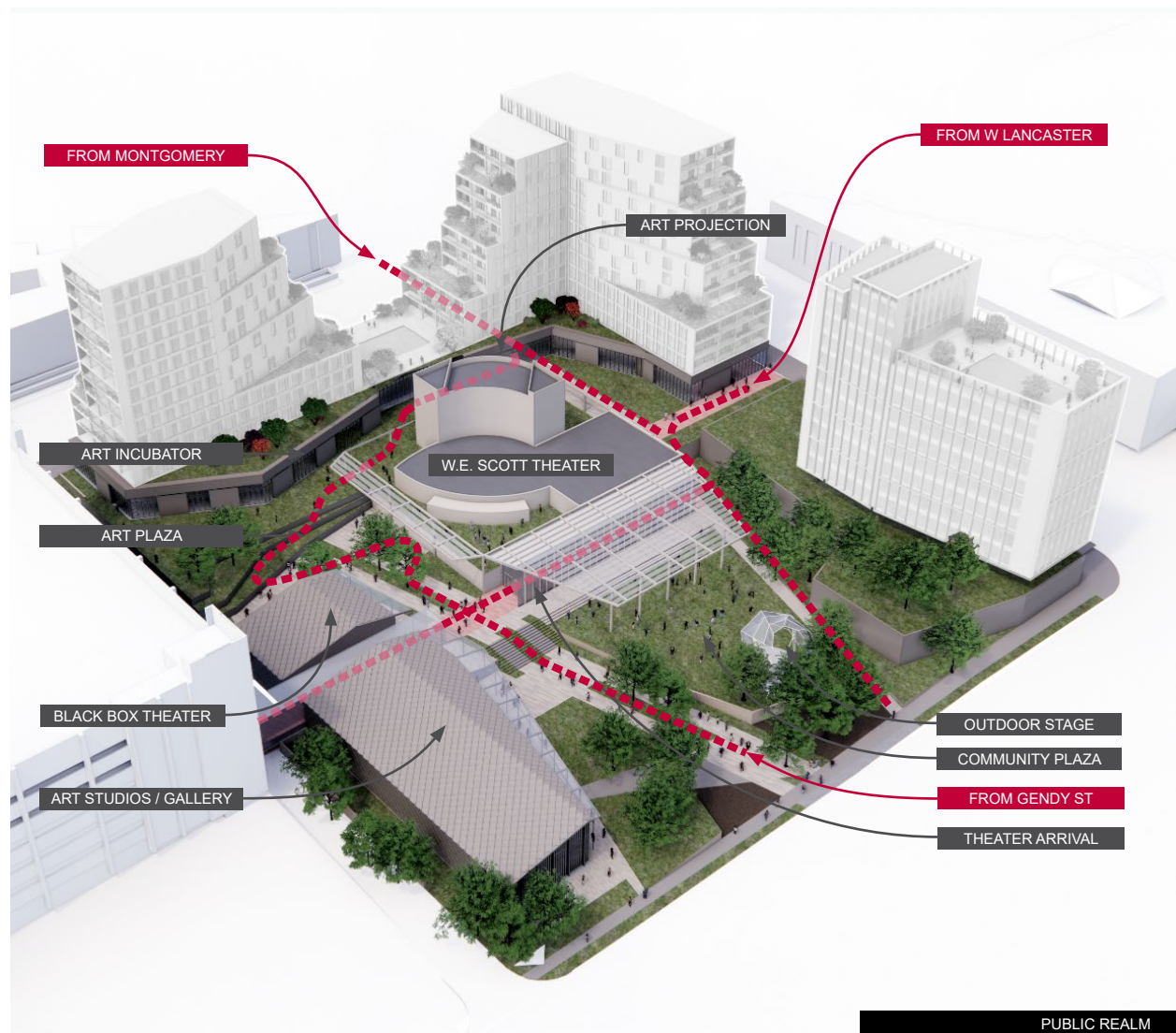


**ACT 1: AN OPEN ARTSCAPE:
MAKING ART AND CULTURE VISIBLE AND ACCESSIBLE.**

Imagine a place where art isn't confined to hushed, white-walled galleries where visitors tip-toe around masterpieces. Instead, envision a sprawling landscape where art is as ubiquitous as the air we breathe, intertwining seamlessly with daily life, sparking conversations and kindling the imagination.

NATURE AS A GALLERY



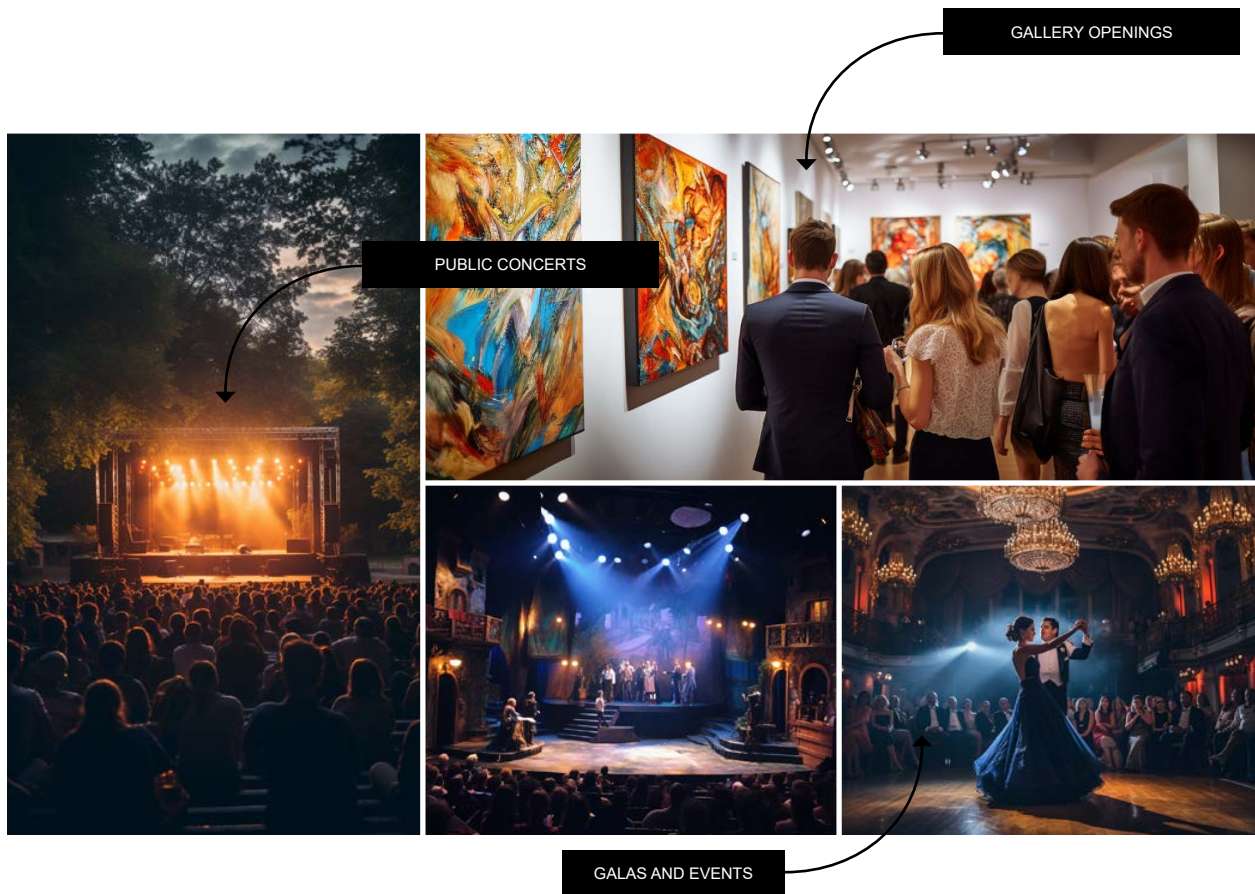


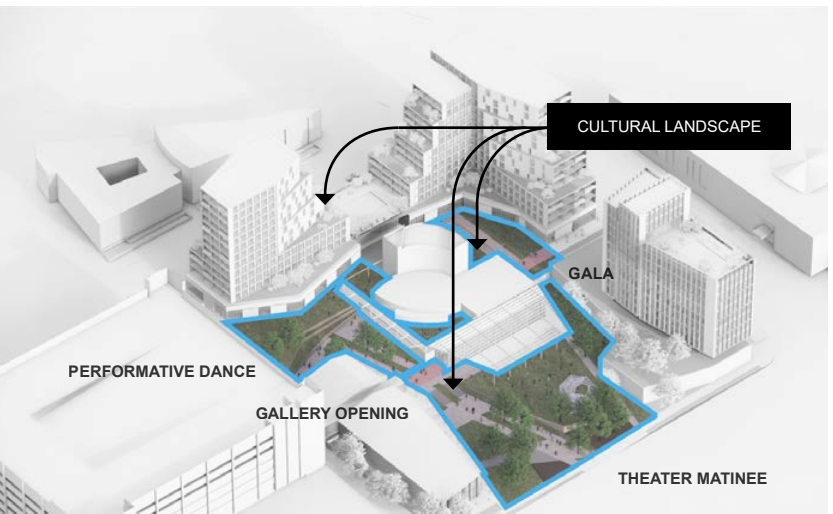
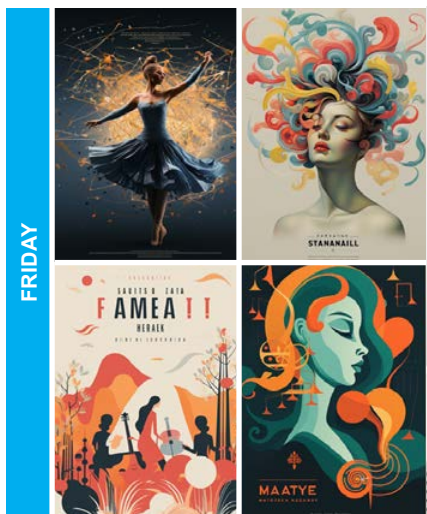
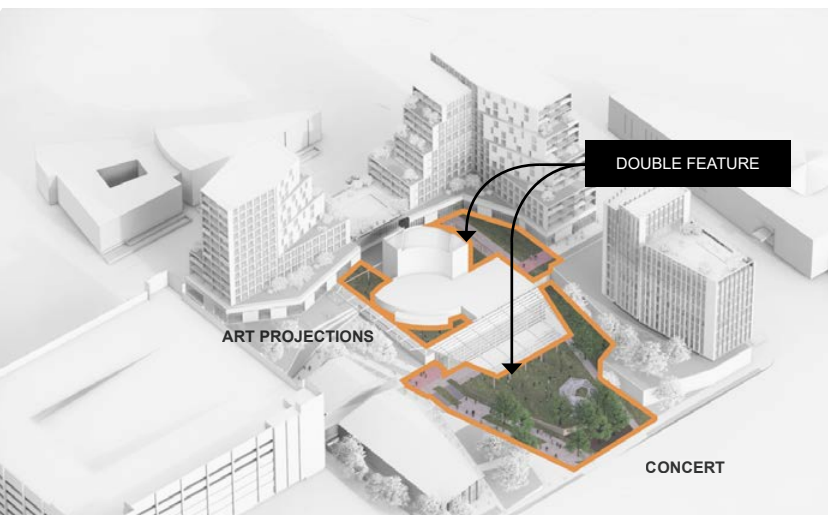
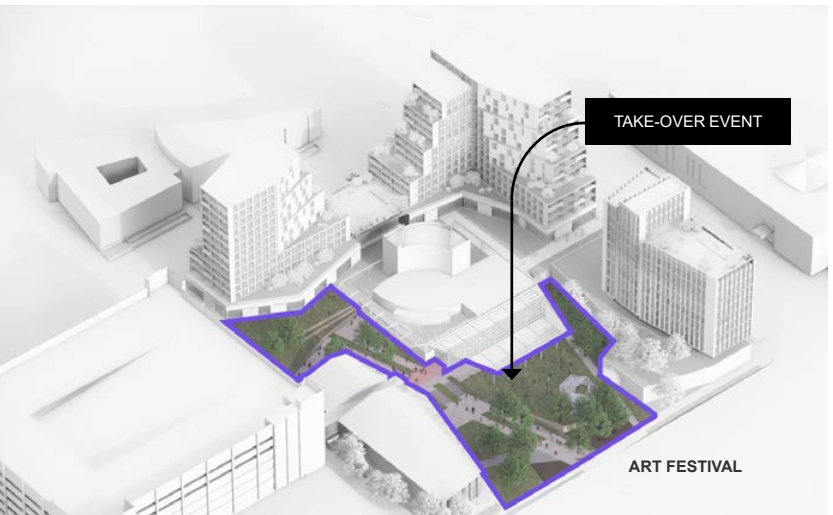
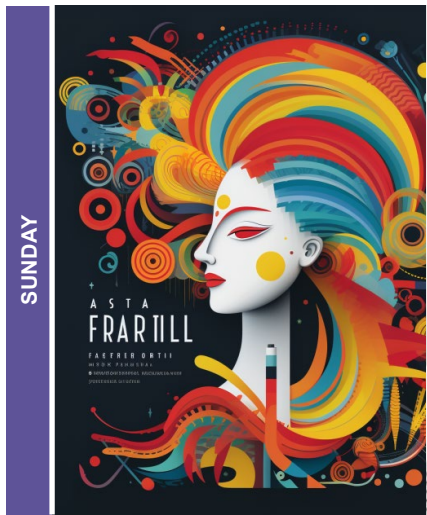
The expansive public realm is artfully segmented into a series of intimate plazas, each exuding its unique identity and allure. While every plaza boasts its distinct flavor and ambiance, they are all intrinsically linked by a common thread: a design ethos that allows them to seamlessly function as adaptable outdoor extensions to the neighboring cultural, art, hospitality, and retail spaces. This thoughtful integration ensures that these plazas not only stand out individually but also cohesively contribute to the overarching vibrancy of the entire area.

ACT 2: A KALEIDOSCOPE OF ASPIRATION

CREATING A RICH CULTURAL LANDSCAPE OF CO-EXISTING REALITIES

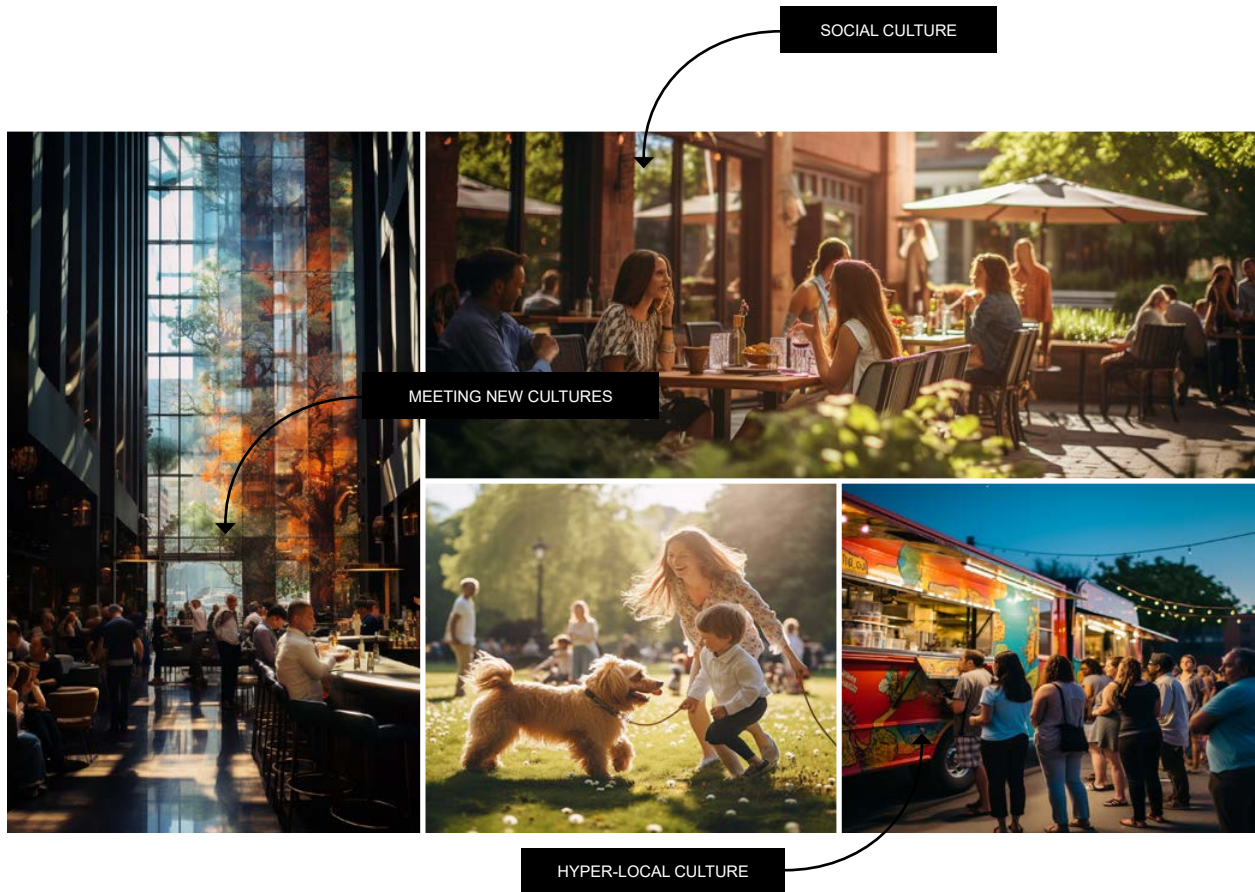
Imagine a place where a ballet dancer's delicate pirouette on one end resonates with the vibrant strumming of a country band on the other, both synchronized with the dynamic brush strokes of the resident artists. In the same breath, you can taste the sizzle of Texas barbecue and the aroma of fresh tamales. The Fort Worth Cultural Center is not just a building; it's where different realities converge, creating a rich, vibrant tapestry of cultures, traditions, and dreams.

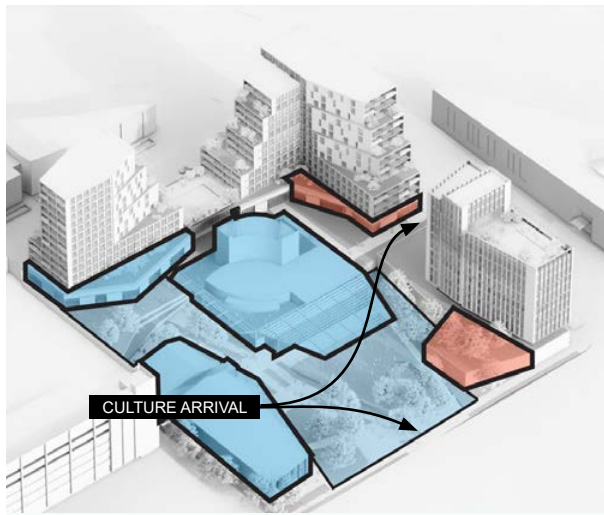




ACT 3: A CULTURAL CENTER AS THE CENTER OF OUR CULTURE
ART IS LIFE AND LIFE IS ART

Imagine a place where art and culture are not confined to canvas or sculptures, but are alive in every interaction and every connection. The walls resonate with the laughter and tears of experiences past, and the spaces pulsate with the anticipation of stories yet to be told. It's not just a place to witness art; it's a place to feel, to live, to be a part of a grand symphony that sings the song of Fort Worth.

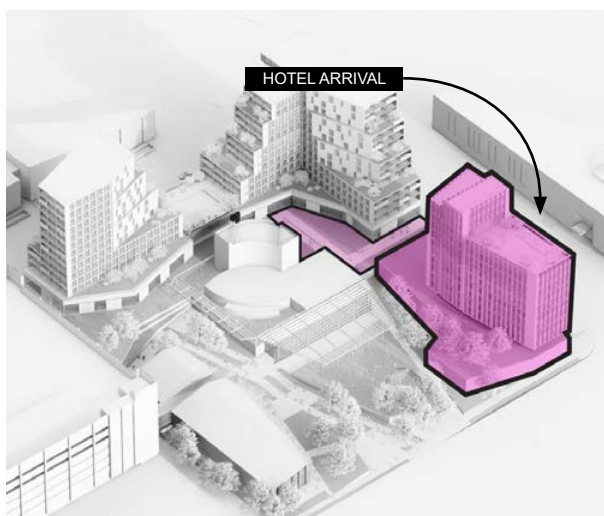




The Cultural & Retail Experience

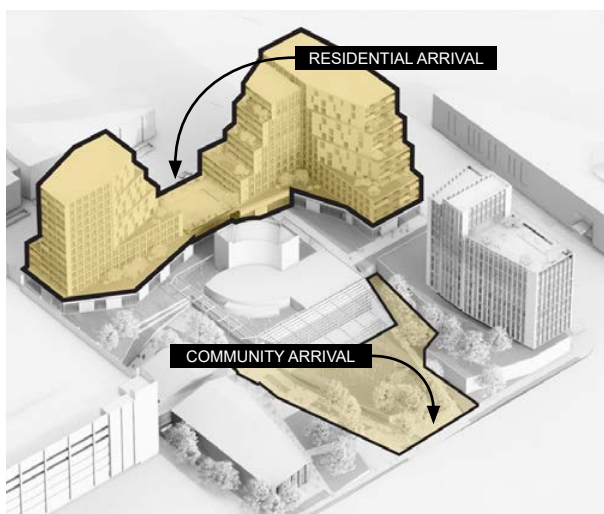
The 500-seat theater, blackbox theater, art incubator featuring up-and-coming artists, and resident artist studio are strategically spread across the site.

Each of these entities seamlessly extends its functions, inviting the public to partake and immerse themselves in diverse artistic experiences, thereby blurring the lines between private creation and public appreciation.



The Hospitality Experience

The 175-room hotel creates a constant stream of visitors and perpetually renewed curiosity. This influx not only enriches the local experience but also stimulates the surrounding area's vibrancy. Its restaurants and bars provide a gastronomic journey for both residents and tourists alike, while its grand ballroom further extends and diversifies the range of venues available on the site.



The Community Experience

The intricate tapestry of unique spaces not only operates as a public domain for the community but also emerges as a bustling social nexus, richly endowed with amenities and experiences.

The dynamic nature of the site allows the community to encounter fresh experiences, ensuring that the hub remains relevant, engaging, and a magnet for social interactions.



NEW THEATER ARRIVAL



ENTRANCE TO SITE FROM W LANCASTER



VIEW FROM CAMP BOWIE



ARRIVAL, W LANCASTER AVE



34.9

Project Proposal

HOTEL

BUILDING SUMMARY						ELEVATORS				GUESTROOMS					
Floor Level	Elev. (ft)	Floor-to-Floor Height (ft)	Zone	Program	Total GFA (sf)	Outdoor Terrace (sf)	G	S	E	P	Standard	Deluxe	Suite	Total Keys	
Level 13	170	11	Hotel Tower	Hotel Suite Level	9,100	12,500	3	1			8			8	
Level 12	159	11		Typical Guestroom Floor	9,100		3	1				16			16
Level 11	148	11		Typical Guestroom Floor	9,100		3	1				16			16
Level 10	137	11		Typical Guestroom Floor	9,100		3	1				16			16
Level 9	126	11		Typical Guestroom Floor	9,100		3	1				16			16
Level 8	115	11		Typical Guestroom Floor	9,100		3	1				16			16
Level 7	104	11		Typical Guestroom Floor	9,100		3	1				16			16
Level 6	93	11		Typical Guestroom Floor	9,100		3	1				16			16
Level 5	82	11		Typical Guestroom Floor	9,100		3	1				16			16
Level 4	71	11		Typical Guestroom Floor	9,100		3	1				16			16
Level 3	60	11		Typical Guestroom Floor	9,100		3	1				16			16
Level 2	40	20		Amenities / Fitness / Guestrooms	9,100		3	1	0			9			9
HOTEL ARRIVAL*	20	20		Ballroom/Lobby/Restaurant/Breakout/BOH	28,300		3	1	0						
ART PLAZA	10	10	Hotel Bar/ BOH/Office	13,500	3	1	0								
			F+B	3,800											
COMMUNITY PLAZA	0	20	BOH	7,200											
			Blackbox Theater	3,800	3	1									
* HOTEL ARRIVAL IS AT +/- 630 LEVEL AT ELEVATION											177	0	0	177	

HOTEL SUBTOTAL	158,200 sf	12,500 sf
CULTURAL SPACES SUBTOTAL	3,800 sf	
RETAIL SUBTOTAL	3,800 sf	

RESIDENTIAL + CULTURE / ART

BUILDING SUMMARY						ELEVATORS				RESIDENTIAL UNITS			
Floor Level	Elev. (ft)	Floor-to-Floor Height (ft)	Zone	Program	Total GFA (sf)	Outdoor Terrace (sf)	G	S	E	P	Standard	Total Units	
Level 15	170	11	Residential Tower	Club house / Penthouse / Mech	11,600	8,100	3	1			3	3	
Level 12	159	11		Typical Floor	20,500		3	1				23	23
Level 11	149	11		Typical Floor	20,500		3	1				23	23
Level 10	138	11		Typical Floor	20,500		3	1				23	23
Level 9	127	11		Typical Floor	20,500		3	1				23	23
Level 8	116	11		Typical Floor	20,500		3	1				23	23
Level 7	105	11		Typical Floor	20,500		3	1				23	23
Level 6	94	11		Typical Floor	20,500		3	1				23	23
Level 5	83	11		Typical Floor	20,500		3	1				23	23
Level 4	72	11		Typical Floor	20,500		3	1				23	23
Level 3	61	11		Typical Floor	20,500		3	1				23	23
Level 2	50	11		Fitness / Residential Units	20,500		3	1				17	17
				Lobby / Leasing Office	5,400								
RESIDENTIAL ARRIVAL	30	20	Retail	4,700									
			ARTIST Incubator	4,800									
			ARTIST Studio / Gallery	1,600									
ART PLAZA	10	20	ARTIST Studio / Gallery	7,260									
			BOH	5,500	3	1							
COMMUNITY PLAZA	0	10	Parking		3	1							
											250	250	

RESIDENTIAL SUBTOTAL	248,000 sf	12,600 sf
CULTURAL SPACES SUBTOTAL	13,660 sf	
RETAIL SUBTOTAL	4,700 sf	

THEATER

Floor Level	Elev. (ft)	FTF Height (ft)	Program	Total GFA (sf)	Outdoor Terrace (sf)
Level 02				3,500	10,000
Level 01				10,000	
Basement				18,000	
Sub-basement				4,500	

CULTURAL SPACES SUBTOTAL	36,000
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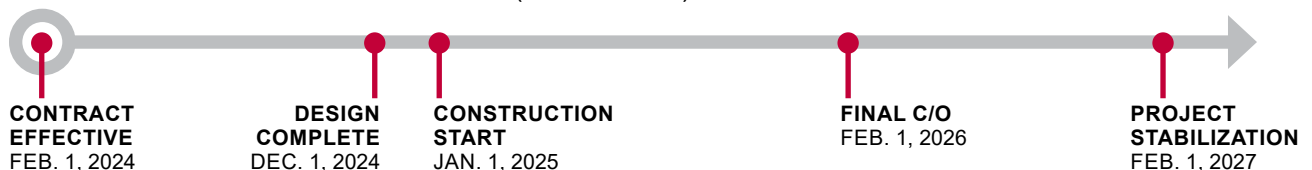
RESIDENTIAL PARKING (ON-SITE)

Parking Level	Elev. (ft)	FTF Height (ft)	Parking (sf)	Count
UG 1 (Art Plaza)	10	10	53,000	123
UG 2 (Community Plaza)	0	10	61,000	167
TOTAL PARKING			114,000 sf	290

HOTEL TOTAL	158,200 sf	12,500 sf
RESIDENTIAL TOTAL	248,000 sf	12,600 sf
CULTURAL SPACES TOTAL	49,060 sf	
RETAIL TOTAL	8,500 sf	

TOTAL PROGRAM FLOOR AREA (GROSS)	463,760 sf	25,100 sf
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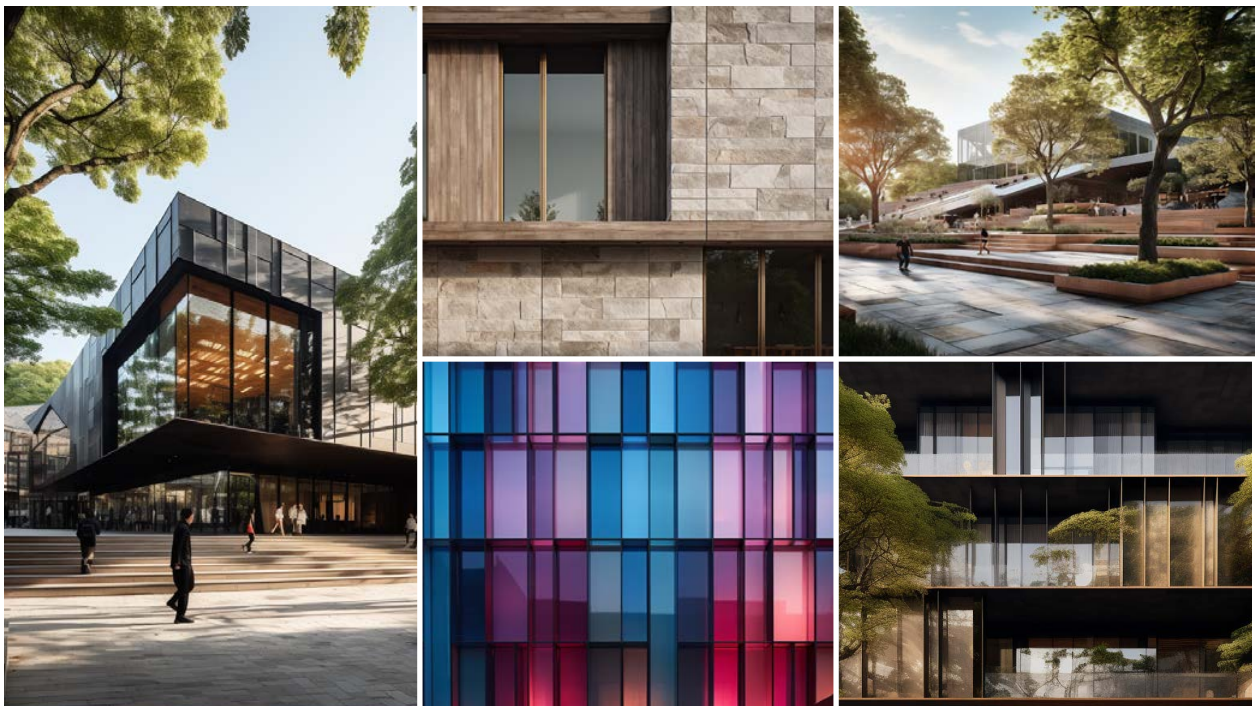
PROJECTED TIMELINE/MILESTONES (ESTIMATED)



**ACT 4: CARRYING FORWARD THE ARCHITECTURAL HERITAGE OF FT WORTH
QUIETLY PROFOUND, RICHLY TEXTURED & EXPERIENCE-DRIVEN.**

When pondering the architectural essence of Fort Worth, no single edifice dominates one's perception. Rather than being characterized by a singular, dazzling icon, the city prides itself on its subtlety: crisp lines & pragmatic designs blend seamlessly with rich textured materials. The city's true architectural charm lies in its craftsmanship, its thoughtful details, the interplay of light and shadow, and the deep human connections they nurture. It's this understated yet profound character that forms the enduring voice of Fort Worth's architectural narrative and that is shared by the new Art & Culture Center.

REFERENCES FOR PROPOSED DESIGN



**COMMUNITY CO-CREATION
PUBLIC ENGAGEMENT FRAMEWORK**

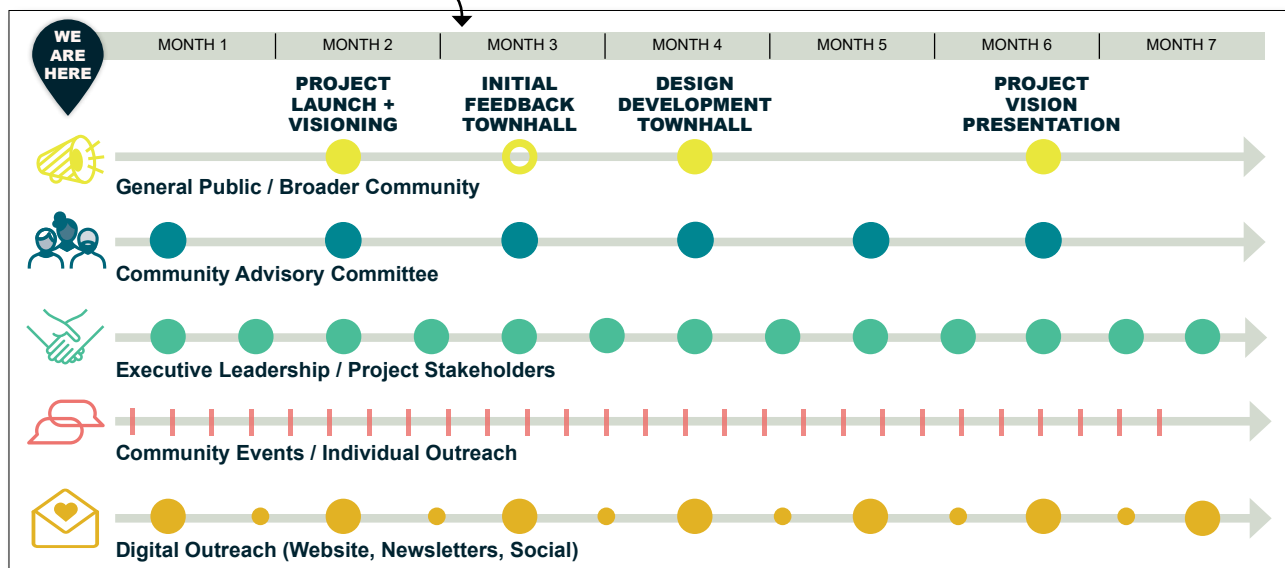
We know that there is a high level of public interest around this project, and our team will work closely with the City to build a process that incorporates meaningful feedback from stakeholders, while building support for the project. Our team has experience working effectively with diverse community groups who will have a major stake in the planning of the project. We bring extra sensitivity to the design strategy of this work, and our in-house public engagement teams specialize in creating projects that are transformative for the communities they impact. The more overlap between the interests of the development team, the client, and the community, the greater the opportunity for successful design.

Each engagement strategy we design is custom-tailored to the specific location, stakeholder needs, and project goals. At the outset of the project, we will work with the City to identify the key stakeholders who will need to be informed, consulted, and engaged throughout the development of the project. Our goal is to ensure that multiple points of view contribute to an authentic, sustainable result.

We believe transparency is key—thus, we consciously develop a process of information gathering and solicitation, and then report back findings and themes through visioning documents or similar illustrated collateral. The engagement roadmap is a highly scalable, constantly evolving tool that aids in the strategic planning of activities across channels and helps document what’s been done.

We know that gaining buy-in and establishing trusted partnerships takes patience, diligence, speed, and thoughtfulness, and we will stand by you through all of this. We understand that we are responsible for helping stakeholders visualize the project. Our team, fluent in the language of design, can provide the highest level of focus and expertise in translating your vision to a design concept that can be shared and gain support to be realized. We are committed to creating designs that are appropriate, but also exciting, so that they engage and motivate supporters. For many of our past projects, our team members have hosted workshops, led visioning sessions, answered questions, and helped explain why project support is so important.

SAMPLE ENGAGEMENT ROADMAP



**COMMUNITY CO-CREATION
PUBLIC ENGAGEMENT FRAMEWORK**

With each project, we reflect a vision for how the building will create better societal, functional, and financial value. We respect the importance of shared spaces where institutional missions intersect with public life. At the same time, we believe in the delight of the unexpected and the sophisticated. Our ambition is always to envision the best environments in which our clients can create, display, educate, and interact. Buildings that tell a purposeful story—reflecting local culture and context—create an authentic experience that will be adopted by the community while respecting and enhancing their surroundings.

Our team has experience repositioning existing properties and creating new ones that are poised to succeed as the pace of change quickens and community needs continue to evolve. We can design with fluency across urban design, historic preservation, adaptive reuse, art and performance space design, and experience design expertise, while keeping sustainability and accessibility top of mind. We also have a strong belief in the importance of contributions made to our communities by structures of historic significance, the stories

behind their brick and mortar facades, and the heritage inherent in their rightful places in our communities. To perform thoughtful and well-executed services for historic buildings requires considerable foresight, imagination, technical expertise, and—above all—understanding of cost implications, code requirements, and approval processes. Recasting these spaces requires a balancing act between preserving historically significant elements, meeting the operating requirements of contemporary users, and providing long-term adaptability.

Through the RFP process, we have seen the significance of the W.E. Scott Theatre to the Fort Worth community. We view its renovation within the cultural district as an opportunity to transform a sense of place, drive economic development, and sustain the building’s style as we re-craft its environments and systems for a long life into the future. We understand that current tenants, stakeholders, and the community will have a vested interest in the progress of the project, and we will work with the City to develop communication plans that will keep them informed and involved throughout the development process.



TEAM

Goldenrod Companies
Cory Hospitality

SIZE

497,000 sq ft

FINANCING

Private Development

STATUS

Est. Completion 2026

WEBSITE

goldenrodcompanies.
com/single-portfolio-
page/29

One University

Fort Worth, TX

This 10-story urban infill mixed-use development sits on a 2.85-acre site just off University Drive and across the street from the Modern Art Museum.

One University is comprised of 254 luxury multifamily units and 116,945 rentable square feet of Class AA office space situated atop a three-level structured parking garage with 11,778 rentable square feet of ground floor retail. The Property is located in the highly popular Cultural District just west of the Fort Worth CBD, surrounded by tourist destinations featuring

music (Will Rogers Auditorium, Dickies Arena), history and art museums, entertainment (Fort Worth Stock Show & Rodeo) and nature (Fort Worth Botanic Garden, Trinity Park).

Directly north is West 7th Street / Crockett Row, a popular mixed-use entertainment and shopping development encompassing six city blocks.



TEAM

Goldenrod Companies

SIZE

1,095,000 sq ft

FINANCING

Developed in partnership with the Atlanta Braves

STATUS

Est. Completion 2026

WEBSITE

goldenrodcompanies.com/single-portfolio-page/63

The Henry

Atlanta, GA

Goldenrod Companies broke ground on The Henry, a mixed-use development near The Battery in Atlanta, GA.

The entertainment district is home to the Atlanta Braves, who have partnered in the \$470 million development. The project includes two 24-story towers consisting of 646 luxury high-rise units, 250 keys under a Marriott Autograph branded hotel, 54 condo units, and ground floor retail with a skywalk connection to the Battery.

A 40,000-square-foot rooftop will make The Henry one of the premier places to live in Atlanta. Just a short walkover bridge away, The Battery was the 4th most visited destination in the United States in 2022, clocking in at 10.1 million visitors. On the other side of the street, more than 468,000 vehicles per day utilize the I-285 and I-75 interchange, making it one of the most visible sites in Atlanta.



TEAM

Goldenrod Companies

SIZE

115,000 sq ft

FINANCING

Developed in partnership between University of Nebraska-Lincoln and private sector business

STATUS

Completed 2022

WEBSITEscarlethotelnebraska.com

The Scarlet Hotel

Lincoln, NE

The Scarlet Hotel is the perfect blend of small-town generosity, genuine connection, and creative common ground.

The 154-key Marriott Tribute is a University of Nebraska-Lincoln branded hotel located on Nebraska Innovation Campus, and home to UNL's Hospitality, Restaurant and Tourism Management, which provides students with a real-world taste of hospitality management. Designed to live up to Nebraska's motto, "the good life," The Scarlet instills unique local touches.

The pet-friendly guest rooms are named after small towns in Nebraska, while three suites are named after prominent leaders. As guests walk into their room, they're transported to that town through custom artwork and exclusively crafted historical facts. The Scarlet Hotel showcases the diverse products produced in-state, giving visitors a taste of Nebraska through elevated American cuisine.



TEAM

NewcrestImage

SIZE

226 keys

STATUS

Completed 2017

WEBSITE

[hilton.com/en/hotels/
amadoes-embassy-
suites-amarillo-
downtown](https://hilton.com/en/hotels/amadoes-embassy-suites-amarillo-downtown)

Embassy Suites Amarillo Downtown

Amarillo, TX

Public/Private Partnership of a 226-suite, full-service hotel with 18,000 square feet of meeting space proximate to the Amarillo Civic Center and adjacent to the Glove News Center for Performing Arts.



TEAM

NewcrestImage

SIZE

300 keys

STATUS

Completed 2019

WEBSITE

marriott.com/en-us/hotels/
dalaf-ac-hotel-dallas-
frisco

AC Hotel / Residence Inn by Marriott

Frisco, TX

This ground-up development is part of a 242-acre mixed-use campus. The dual-brand hotel features 150 AC Hotel rooms and 150 Residence Inn by Marriott suites. The property opened in August 2019.



TEAM

NewcrestImage

SIZE

176 keys

STATUS

Completed 2016

WEBSITE

[hilton.com/en/hotels/
daldxhx-hampton-
suites-dallas-downtown](http://hilton.com/en/hotels/daldxhx-hampton-suites-dallas-downtown)

Hampton Inn & Suites Dallas Downtown

Dallas, TX

Built in 1923, the Allen Building was completely gutted and converted into a 176-room limited-service hotel that opened in June 2016.



TEAM

NewcrestImage

SIZE

150 keys

STATUS

Completed 2020

WEBSITE

hilton.com/en/hotels/
dfwfsy-canopy-dallas-
frisco-station

Canopy by Hilton Hotel Frisco

Frisco, TX

This ground-up lifestyle development features a full-service hotel in 242-acre mixed-used campus. The hotel offers 150 rooms and opened in June 2020.



TEAM

NewcrestImage
Cory Hospitality

SIZE

164 keys

STATUS

Completed 2020

WEBSITE

[coryhospitality.com/
portfolio/sinclair-hotel](http://coryhospitality.com/portfolio/sinclair-hotel)

Sinclair Hotel

Fort Worth, TX

The historic, art deco Sinclair Building in Downtown Fort Worth was originally constructed as office space for the Sinclair Oil Company in 1929. With 164 total guest rooms, including a two-story Penthouse Suite with an expansive downtown view, the amenities of The Sinclair Hotel are refined and approachable. Unrivaled in their tech-forward accouterments, the sophisticated rooms feature Kohler digital showers, savvy electric mirrors, and OLED TVs. The Technogym will get you energized and ready for your day in Fort Worth. Contemplate your day over cocktails on our 17th-floor Rooftop Bar. Join friends for shareable plates at The Wicked Butcher, a bold and unique steak and seafood dining concept.



TEAM

Coury Hospitality

SIZE

120 keys

STATUS

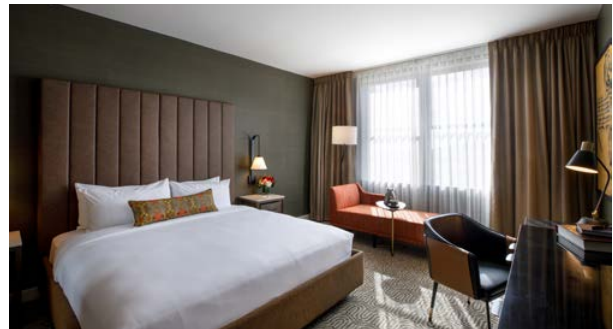
Completed 2020

WEBSITE[couryhospitality.com/
portfolio/hotel-vin](http://couryhospitality.com/portfolio/hotel-vin)

Hotel Vin

Grapevine, TX

Hotel Vin is a hotel and community plaza project in Grapevine, TX. Coury Hospitality partnered with the City of Grapevine to develop, manage and operate the hotel. The hotel has 120 hotel rooms, a ballroom, meeting rooms, a rooftop plaza, and a spacious six-restaurant and entertainment space, Harvest Hall. With a live music venue and six very unique restaurants, Harvest Hall and Hotel Vin have become a destination for visitors and locals.



TEAM

Coury Hospitality

SIZE

125 keys

STATUS

Completed 2020

WEBSITE[couryhospitality.com/
portfolio/hotel-
carmichael](http://couryhospitality.com/portfolio/hotel-carmichael)

Hotel Carmichael

Carmel, IN

This Carmel City Center hotel opened in 2020 as part of the Autograph Collection, Marriott's independent lifestyle brand. The hotel boasts 125 guest rooms, 4,000 square feet of meeting space, a full-service restaurant, bar and Feinstein's Cabaret—an exciting live-music venue based on the Great American Songbook. This project was a public/private development with local development partners and the City of Carmel.



TEAM

Coury Hospitality

SIZE

190,000 sq ft / 146 keys

STATUS

Completed 2022

WEBSITE[couryhospitality.com/
portfolio/the-national](https://couryhospitality.com/portfolio/the-national)

The National Hotel

Oklahoma City, OK

The National transforms approximately 190,000 square feet of the 1931 First National Bank office tower into an inspired hotel with 146 guest rooms. The restoration is part of the First National Center project and includes the preservation of murals, decorative painted ceilings, stone columns, cast stone, metal finishes, vault doors, and safes.



TEAM

Gensler
NewcrestImage

SIZE

352,000 sq ft

SERVICES

Architectural Design
Interior Design
Historic Preservation
Feasibility Studies
Environmental Graphics

STATUS

Est. Completion 2025

WEBSITE

[magnoliahotels.com/
dallas-downtown](http://magnoliahotels.com/dallas-downtown)

Magnolia Hotel Repositioning

Dallas, TX

Ushering in a new era of luxury, the century-old landmark Magnolia Building is carefully restored and repositioned into a world-class hotel.

NewcrestImage leveraged Gensler's expertise in luxury hospitality, historic landmark renovations, and brand activation to preserve the building's legacy while introducing contemporary elements that appeal to today's discerning traveler. Guests enjoy larger accommodations, with a transformation that turns 330 smaller rooms into 233

reimagined rooms and suites that are more spacious and better reflect modern upscale luxury hospitality.

Given the central location and proximity to high-profile Dallas landmarks, the renovation pays homage to the building's historical significance and continues to invigorate the neighborhood developments.



TEAM

Gensler

SIZE

517,000 sq ft

SERVICES

Interior Design
Environmental Graphics
Signage & Wayfinding

STATUS

Completed 2023

WEBSITE

dallasnews.com/business/airlines/2023/02/07/photos-go-inside-skyview-6-american-airlines-new-hotel-for-flight-attendants-pilots

American Airlines Hospitality Complex

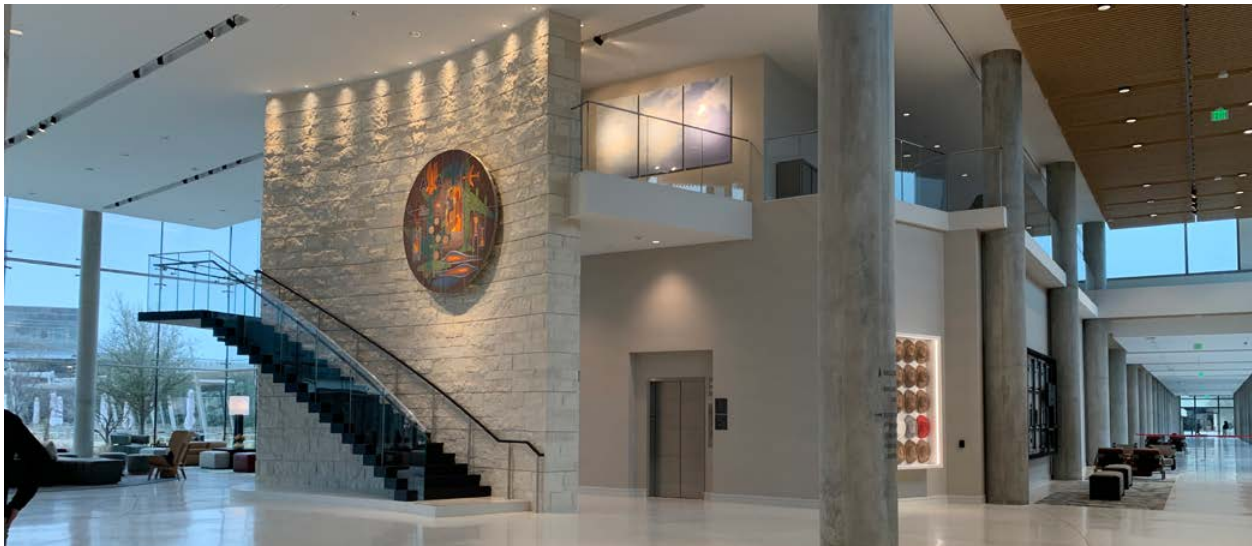
Fort Worth, TX

A world-class hospitality and training facility renews American Airlines’ commitment and focus to its people.

The hospitality complex is often the first exposure and arrival point for visitors to AA’s corporate headquarters. Since many employees stay for several weeks at a time, the atmosphere is warm, inviting, and curated—with elements that feel like home, not a corporate hotel. The design is centered around creating immersive and enriching experiences, and

ultimately embraces American Airlines’ values and represents who they are as a company.

More than just a training center, it is a true hospitality complex with many amenities—like the large fitness center, multiple dining options, and the tavern watering hole—that are open to all American Airlines employees on campus.



TEAM

Gensler

SIZE

35,000 sq ft

SERVICES

Architectural Design
Master Planning

STATUS

Completed 2022

WEBSITE

gensler.com/projects/klyde-warren-park-2-0

Klyde Warren Park

Dallas, TX

Klyde Warren Park is a public park fusing the culture and communities of Uptown and Downtown Dallas.

By bridging the chasm between districts, the new proposed Klyde Warren Park Pavilion & Promenade will further the client’s original initiatives—promoting public accessibility and urban development. Gensler’s phase two expansion adds a 50,000-square-foot pavilion on 1.2 acres to be built over the existing freeway and contributes a stunning, innovative solution to needed

private event space in the park. The park has become Dallas’ most popular public space for residents and visitors alike, as well as a catalyst for unprecedented economic development.

The pavilion will enable the park to host private events, an important ingredient in the ability to provide free programming for years to come.



TEAM

Gensler

SIZE

25 acres

SERVICES

Architectural Design
 Interior Architectural Design
 Site & Building Analysis
 Master Planning
 Environmental Graphics
 Signage & Wayfinding

STATUS

Completed 2016

WEBSITE

gensler.com/projects/the-star

The Star

Frisco, TX

The Star is a multi-use development located approximately 30 miles north of Dallas. The flexible, community-centered destination engages players, fans, and residents in unprecedented ways.

The Star in Frisco is a culmination of the unique partnership among the Dallas Cowboys, the City of Frisco, and Frisco independent School District, forming a public-private partnership that captures the incredible potential of parallel branding. At the cornerstone of project is the Dallas Cowboys’

World Headquarters, The 12,000-seat Ford Center, and the 300-room Omni Frisco Hotel. Building on the culture of Texas high school football and Frisco’s reputation as a sports-centric city, The Star in Frisco sought to become a community destination for players, fans, and residents.



TEAM

Gensler

SIZE

300,000 sq ft

SERVICES

Architectural Design
Interior Architectural Design
Digital Experience Design
Signage & Wayfinding

STATUS

Completed 2020

WEBSITE

gensler.com/projects/att-discovery-district

AT&T Discovery District

Dallas, TX

The major transformation of the AT&T headquarters into an immersive urban campus creates a destination place not only for AT&T employees, but all Dallas visitors and the downtown community to enjoy new restaurants and retail in a media-rich landscaped environment.

The dining offerings have been carefully crafted to align with one of the company’s core values: diversity. The AT&T Discovery District celebrates people, programming, and activities, offering unique, dynamic experiences for visitors. The myriad of food offerings is a testament to that.

Gensler has crafted a unique architectural experience, blurring the boundaries between the physical and digital realms that AT&T represents. A matrix of digital platforms, seamlessly integrated into the buildings and landscape, enables immersive moments of lighting, audio, and creative media content.



TEAM

Gensler

SIZE

944,000 sq ft

SERVICES

Architectural Design
Interior Architectural
Design

STATUS

Completed 2022

WEBSITE

gensler.com/projects/fifth-broadway

Fifth + Broadway

Nashville, TN

Fifth + Broadway is a mixed-use development located on the former site of the Nashville Convention Center.

Taking advantage of its prime location, Fifth + Broadway integrates with the vibrant urban fabric of Music City by inserting rich, pedestrian-focused spaces steps away from icons such as Honky Tonk Row, the Ryman Auditorium and the Bridgestone Arena. Two crystalline towers—one 350-unit residential and one Class A office—frame the new development.

Its mix of retail and restaurants, with a rooftop events space, a market hall, live music venue and the highly anticipated National Museum of African American Music, will draw visitors from across Nashville to the new focal point of downtown’s renaissance. Fifth + Broadway presents a unique opportunity to reconnect isolated entertainment zones into a thriving district.



REFERENCES



THE LARSON BUILDING, LINCOLN, NE

David Landis
Former Head of Economic Development
City of Lincoln
402.817.8179
dlandis2@unl.edu



AUTOGRAPH HALL PARK HOTEL, FRISCO, TX

Kymberly Scalia
Senior Vice President, Marketing
Hall Group
214.269.9537
kscalia@hallgroup.com



THE STAR, FRISCO, TX

Mark Hickman
Director of Stadium Projects
Dallas Cowboys
mhickman@dallascowboys.net
817.892.4179

Gensler



AT&T DISCOVERY DISTRICT, DALLAS, TX

Roger Ferris
Director, Brand Identity & Design
AT&T
972.567.0602
rf7044@att.com

Gensler

Financial & Litigation History: Goldenrod Companies remains financially strong as a result of sound management practices, solid business acumen, and a diverse portfolio of work. Goldenrod has performed a large volume of projects throughout the United States and is very proud of its record and ability to resolve disputes quickly and amicably. There is no current litigation involving Goldenrod Companies that would have a material impact on Goldenrod Companies' financing standing.

Goldenrod offers an array of professional real estate support and services, including:

Vision Planning: We believe that a clear and concise plan is one of the biggest drivers of success for any project. Whether as a vested stakeholder or independent advisor, we help craft a development plan that meets the needs and objectives of each stakeholder. As a developer and advisor, we look to create one-of-a-kind opportunities, while keeping in mind the design impact on efficiency, budget, and risk.

Construction Management: As your Development Partner, we lead the entire project team and manage each development partner to ensure a unified, collaborative effort. Our team provides services throughout the entire development process: from due diligence, entitlements, approvals, and incentives, all the way through construction completion and operational onboarding. We provide a healthy buffer between ownership and the project team, managing partner relationships, contracting third-party providers, and coordinating with agencies and authorities.

Additionally, a vital component is construction management: the planning, design, and construction oversight. Our proprietary system allows project managers to track and supervise all facets of the project, including financials, schedules, performance, compliance, and principal reporting.

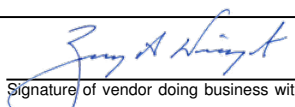
Our access to real-time information and experience solves challenges quickly, which saves the project cost, improves the delivery timeline, and enhances asset quality.

Legal: Our in-house legal team has broad experience working with many different federal, state and local agencies, public institutions, and large corporations. We have a library of previous PPP legal documents and structures that can be used as the baseline for new projects. Likewise, we negotiate our own lease agreements, architect contracts, and general contractor documents in-house which saves stakeholders significant time and effort.

Financing: Goldenrod can provide and/or secure equity and debt financing, as well as provide analysis and recommendations for the financing of any development. We have implemented a variety of financing methods for development projects, including public/private financing, life insurance debt, traditional financing, incentive financing, private equity investment and credit tenant lease financing.

Asset and Property Management: Quality, reliable asset management is essential to a successful investment. We have a dedicated staff focused on managing, reporting, inspecting, and maintaining all of the various asset types in our portfolio. We manage both third-party and in-house properties and report monthly to all principals involved. Keeping all stakeholders informed about asset performance is essential to our management philosophy.

We are committed to maintaining a client-focused and innovative approach to development in order to continue our long-standing success with development partners. Our combination of experience and desire to be an investment partner, combined with the services we provide, has resulted in a plethora of successful projects.

CONFLICT OF INTEREST QUESTIONNAIRE For vendor doing business with local governmental entity		FORM CIQ
<p>This questionnaire reflects changes made to the law by H.B. 23, 84th Leg., Regular Session.</p> <p>This questionnaire is being filed in accordance with Chapter 176, Local Government Code, by a vendor who has a business relationship as defined by Section 176.001(1-a) with a local governmental entity and the vendor meets requirements under Section 176.006(a).</p> <p>By law this questionnaire must be filed with the records administrator of the local governmental entity not later than the 7th business day after the date the vendor becomes aware of facts that require the statement to be filed. See Section 176.006(a-1), Local Government Code.</p> <p>A vendor commits an offense if the vendor knowingly violates Section 176.006, Local Government Code. An offense under this section is a misdemeanor.</p>	OFFICE USE ONLY Date Received	
<p>1 Name of vendor who has a business relationship with local governmental entity.</p> <p style="text-align: center;">Goldenrod Services, LLC ("Goldenrod")</p>		
<p>2 <input type="checkbox"/> Check this box if you are filing an update to a previously filed questionnaire. (The law requires that you file an updated completed questionnaire with the appropriate filing authority not later than the 7th business day after the date on which you became aware that the originally filed questionnaire was incomplete or inaccurate.)</p>		
<p>3 Name of local government officer about whom the information is being disclosed.</p> <p style="text-align: center;">N/A</p> <p style="text-align: center;">_____ Name of Officer</p>		
<p>4 Describe each employment or other business relationship with the local government officer, or a family member of the officer, as described by Section 176.003(a)(2)(A). Also describe any family relationship with the local government officer. Complete subparts A and B for each employment or business relationship described. Attach additional pages to this Form CIQ as necessary.</p> <p style="margin-left: 40px;">A. Is the local government officer or a family member of the officer receiving or likely to receive taxable income, other than investment income, from the vendor?</p> <p style="margin-left: 80px;"> <input type="checkbox"/> Yes <input type="checkbox"/> No N/A </p> <p style="margin-left: 40px;">B. Is the vendor receiving or likely to receive taxable income, other than investment income, from or at the direction of the local government officer or a family member of the officer AND the taxable income is not received from the local governmental entity?</p> <p style="margin-left: 80px;"> <input type="checkbox"/> Yes <input type="checkbox"/> No N/A </p>		
<p>5 Describe each employment or business relationship that the vendor named in Section 1 maintains with a corporation or other business entity with respect to which the local government officer serves as an officer or director, or holds an ownership interest of one percent or more.</p> <p style="text-align: center;">N/A</p>		
<p>6 <input type="checkbox"/> Check this box if the vendor has given the local government officer or a family member of the officer one or more gifts as described in Section 176.003(a)(2)(B), excluding gifts described in Section 176.003(a-1).</p>		
<p>7</p> <p style="text-align: center;">  _____ Signature of vendor doing business with the governmental entity </p>		<p>September 14, 2023 _____ Date</p>

PROJECTED TOTAL ASSESSED VALUE & JOBS CREATED

Property Type	Est. Complete	Units / Keys	Square Footage	Projected Assessed Value Per SF	Projected Total Assessed Value	Est. FTE's Created
<i>Mixed-Use Development</i>						
Multi-Family Residential	2027	250	251,500	\$272.18	\$68,453,270	9
Hotel	2027	177	158,200	\$266.95	\$42,231,490	89
Theater Renovation	2027		36,000	\$0.00	\$0.00	163
Retail	2027		10,600	\$280.67	\$2,975,049	64
Total			456,300	\$249.09	\$113,659,809	325

INCREMENTAL REAL PROPERTY TAX REVENUE - CITY OF FORT WORTH

Date of Assessment	Final Tax Due Date	3% Inflation Factor	Value Per SF	Projected Assessed Value	Base Value	Estimated Incremental Value	City of Fort Worth Real Property Tax Rate (Per \$100 A.V.)	Total Incremental Tax Revenues
1-Jan-25	31-Jan-26	100%	\$246	\$0	\$0	\$0	\$0.712500	\$0
1-Jan-26	31-Jan-27	100%	\$246	\$0	\$0	\$0	\$0.712500	\$0
1-Jan-27	31-Jan-28	100%	\$246	\$113,659,809	\$0	\$113,659,809	\$0.712500	\$809,826
1-Jan-28	31-Jan-29	103%	\$254	\$117,069,603	\$0	\$117,069,603	\$0.712500	\$834,121
1-Jan-29	31-Jan-30	106%	\$262	\$120,581,691	\$0	\$120,581,691	\$0.712500	\$859,145
1-Jan-30	31-Jan-31	109%	\$269	\$124,199,142	\$0	\$124,199,142	\$0.712500	\$884,919
1-Jan-31	31-Jan-32	113%	\$277	\$127,925,116	\$0	\$127,925,116	\$0.712500	\$911,466
1-Jan-32	31-Jan-33	116%	\$286	\$131,762,870	\$0	\$131,762,870	\$0.712500	\$938,810
1-Jan-33	31-Jan-34	119%	\$294	\$135,715,756	\$0	\$135,715,756	\$0.712500	\$966,975
1-Jan-34	31-Jan-35	123%	\$303	\$139,787,229	\$0	\$139,787,229	\$0.712500	\$995,984
1-Jan-35	31-Jan-36	127%	\$312	\$143,980,845	\$0	\$143,980,845	\$0.712500	\$1,025,864
1-Jan-36	31-Jan-37	130%	\$322	\$148,300,271	\$0	\$148,300,271	\$0.712500	\$1,056,639
1-Jan-37	31-Jan-38	134%	\$331	\$152,749,279	\$0	\$152,749,279	\$0.712500	\$1,088,339
1-Jan-38	31-Jan-39	138%	\$341	\$157,331,757	\$0	\$157,331,757	\$0.712500	\$1,120,989
1-Jan-39	31-Jan-40	143%	\$351	\$162,051,710	\$0	\$162,051,710	\$0.712500	\$1,154,618
1-Jan-40	31-Jan-41	147%	\$362	\$166,913,261	\$0	\$166,913,261	\$0.712500	\$1,189,257
1-Jan-41	31-Jan-42	151%	\$373	\$171,920,659	\$0	\$171,920,659	\$0.712500	\$1,224,935
1-Jan-42	31-Jan-43	156%	\$384	\$177,078,279	\$0	\$177,078,279	\$0.712500	\$1,261,683
1-Jan-43	31-Jan-44	160%	\$396	\$182,390,627	\$0	\$182,390,627	\$0.712500	\$1,299,533
1-Jan-44	31-Jan-45	165%	\$407	\$187,862,346	\$0	\$187,862,346	\$0.712500	\$1,338,519
1-Jan-45	31-Jan-46	170%	\$420	\$193,498,217	\$0	\$193,498,217	\$0.712500	\$1,378,675
1-Jan-46	31-Jan-47	175%	\$432	\$199,303,163	\$0	\$199,303,163	\$0.712500	\$1,420,035
Total								\$21,760,332

HOTEL OCCUPANCY TAX REVENUE - CITY OF FORT WORTH

Year Ending	Total Room Revenue	City of Fort Worth Hotel Occupancy Tax Rate	Total Incremental Tax Revenues
31-Dec-25	\$0	9.00%	\$0
1-Dec-26	\$0	9.00%	\$0
1-Dec-27	\$13,752,789	9.00%	\$1,237,751
1-Dec-28	\$15,886,619	9.00%	\$1,429,796
1-Dec-29	\$16,998,448	9.00%	\$1,529,860
1-Dec-30	\$17,508,401	9.00%	\$1,575,756
1-Dec-31	\$18,033,653	9.00%	\$1,623,029
1-Dec-32	\$18,574,663	9.00%	\$1,671,720
1-Dec-33	\$19,131,902	9.00%	\$1,721,871
1-Dec-34	\$19,705,860	9.00%	\$1,773,527
1-Dec-35	\$20,297,035	9.00%	\$1,826,733
1-Dec-36	\$20,905,946	9.00%	\$1,881,535
1-Dec-37	\$21,533,125	9.00%	\$1,937,981
1-Dec-38	\$22,179,119	9.00%	\$1,996,121
1-Dec-39	\$22,844,492	9.00%	\$2,056,004
1-Dec-40	\$23,529,827	9.00%	\$2,117,684
1-Dec-41	\$24,235,722	9.00%	\$2,181,215
1-Dec-42	\$24,962,793	9.00%	\$2,246,651
1-Dec-43	\$25,711,677	9.00%	\$2,314,051
1-Dec-44	\$26,483,027	9.00%	\$2,383,472
1-Dec-45	\$27,277,518	9.00%	\$2,454,977
1-Dec-46	\$28,095,844	9.00%	\$2,528,626
Total			\$38,488,361

SALES TAX REVENUE - CITY OF FORT WORTH

Year Ending	Gross Sales Revenue	City of Fort Worth Sales Tax Rate	Total Incremental Tax Revenues
31-Dec-25	\$0	1.00%	\$0
1-Dec-26	\$0	1.00%	\$0
1-Dec-27	\$7,558,785	1.00%	\$75,588
1-Dec-28	\$8,395,747	1.00%	\$83,957
1-Dec-29	\$8,721,675	1.00%	\$87,217
1-Dec-30	\$9,068,120	1.00%	\$90,681
1-Dec-31	\$9,428,349	1.00%	\$94,283
1-Dec-32	\$9,711,199	1.00%	\$97,112
1-Dec-33	\$10,002,535	1.00%	\$100,025
1-Dec-34	\$10,302,612	1.00%	\$103,026
1-Dec-35	\$10,611,690	1.00%	\$106,117
1-Dec-36	\$10,930,041	1.00%	\$109,300
1-Dec-37	\$11,257,942	1.00%	\$112,579
1-Dec-38	\$11,595,680	1.00%	\$115,957
1-Dec-39	\$11,943,550	1.00%	\$119,436
1-Dec-40	\$12,301,857	1.00%	\$123,019
1-Dec-41	\$12,670,913	1.00%	\$126,709
1-Dec-42	\$13,051,040	1.00%	\$130,510
1-Dec-43	\$13,442,571	1.00%	\$134,426
1-Dec-44	\$13,845,848	1.00%	\$138,458
1-Dec-45	\$14,261,224	1.00%	\$142,612
1-Dec-46	\$14,689,061	1.00%	\$146,891
Total			\$2,237,904

ATTACHMENT - C: PROPOSER'S CONTACT INFORMATION

Proposer's Company Legal and dba Name: Goldenrod Services, LLC ("Goldenrod")

Proposer's Address: 14606 Branch Street, Suite 100, Omaha, NE

Phone: 402.991.6925 Fax: _____

Email: zwiegert@goldenrodcompanies.com

Name of persons to contact:

1) Name/Title: Zachary A. Wiegert, Managing Principal

Phone: 402.991.6925 Fax: _____

Email: zwiegert@goldenrodcompanies.com

2) Name/Title: John Zogg, President, Southwest Region

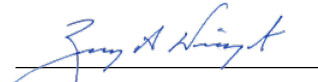
Phone: 214.676.3441 Fax: _____

Email: jzogg@goldenrodcompanies.com

3) Name/Title: Scott Armstrong, Principal-in-Charge

Phone: 214.273.1612 Fax: _____

Email: scott_armstrong@gensler.com


Signature

Zachary A. Wiegert
Printed Name

9/14/2023
Date

ATTACHMENT - D: REFERENCE SHEET

Proposer shall furnish the following information with their bid, for at least three (3) current customers to whom subject services were provided that are similar to the requirements stipulated in this Request for Proposal.

1. Company's Name: City of Lincoln
 Name of Contact: David Landis
 Title of Contact: Former Head of Economic Development
 Present Address: 1400 R St
 City, State, Zip Code: Lincoln, NE 68588
 Telephone No.: 402.817.8179 Email: dlandis2@unl.edu
 Type of Services Provided: Goldenrod Companies development services for The Larson Building
2. Company's Name: Hall Group
 Name of Contact: Kymerly Scalia
 Title of Contact: Senior Vice President, Marketing
 Present Address: 2323 Ross Avenue, Suite 200
 City, State, Zip Code: Dallas, TX 75201
 Telephone No.: 214.269.9537 Email: kscaliam@hallgroup.com
 Type of Services Provided: Coury Hospitality operations services for Autograph HALL Park Hotel
3. Company's Name: Dallas Cowboys
 Name of Contact: Mark Hickman
 Title of Contact: Director of Stadium Projects
 Present Address: 1 Cowboys Way
 City, State, Zip Code: Frisco, TX 75034
 Telephone No.: 817.892.4179 Email: mhickman@dallascowboys.net
 Type of Services Provided: Gensler architecture, interior design, master planning, and environmental graphics services for The Star

ATTACHMENT - E: DOCUMENTATION CHECKLIST**Proposer shall complete the below to aid in responsiveness**

Refer to Section 34.0 for more information on the below required documents.

<u>Required Document</u>	<u>Document Attached? Yes/No</u> *Answering No may result in failure to be awarded*
A completed and signed original Request for Proposals (RFP) Cover Sheet	Yes
Executive Summary	Yes
Company History and Ownership	Yes
Company Experience with similar developments that the proposer has worked on	Yes
Statement of Organization	Yes
Minimum Qualification and Experience	Yes
Organization chart for key personnel and job descriptions indicating the qualifications and experience of key personnel the Proposer would assign to the transition team and to the ongoing management	Yes
Proposer's financial and litigation history	Yes
Project Plan and Contingency Plan	Yes
All items stated in Section 34.0 PROPOSAL REQUIREMENTS	Yes
Attachment – A: Conflict of Interest Disclosure Requirement	Yes
Attachment – B: Financial Proposal	Yes
Attachment – C: Proposer's Contract Information	Yes
Attachment – D: Reference Sheet	Yes
Attachment – G: Applicable Business Equity Forms	Yes
Two (2) copies and one (1) USB	Yes

PRELIMINARY UTILIZATION PLAN

Our selected team for this project includes Martinez Moore as our structural engineer and DFW Consulting Group, Inc. as our MEP Engineer, both of which are certified Business Equity Firms. Our integrated project team has always encouraged the participation of HUB, Small Business, and MBE/WBE partners in our profession. We have a track record of consistently meeting or exceeding client participation goals and requirements on past projects, as well as engaging these firms on projects where no requirements exist.

Goldenrod has exceeded the minimum Business Equity requirements on recent projects including One University, The Van Zandt, and Trinity Groves. Our project team's strategies for engaging suppliers have been successful in meeting Business Equity goals on all of our projects, and we are confident the 15% participation goal will be met for this project as well.

Our team offers expertise in a cross-pollination of disciplines and thought leadership, complemented with the support of an expert team of consultants, engineers, and other specialists. Each consultant has an expertise, experience, or specialty that add value to our overall team capabilities. Diversity is paramount to our business, and we build our project teams to reflect the communities in which we work. We share an ethos of common purpose and align our team around shared values and creativity. We know that by partnering with a diverse base of high-quality, cost-effective consultants, we not only enhance our service and competitiveness, but also strengthen the communities in which we work and live.

We select consultants based on a number of criteria, including the following: relevant experience locally and globally; previous experience working with the City of Fort Worth and/or similar clients; proven ability to meet schedule and budget objectives; design, management, and technical competence; proven ability to deliver innovative, cost-effective solutions; Business Equity certification status; availability of resources and commitment to the project. For many disciplines, we have experience working with teams composed of national firms partnered with local Business Equity firms to deliver their services.

Some of the efforts undertaken by our project team members include: development of local MBE/WBE contact lists and/or databases, ongoing contact and/or involvement with MBE/WBE trade associations, attendance at MBE/WBE business procurement conferences, and internal education and communication regarding our MBE/WBE participation program. We have a successful track record of seeking out and teaming with qualified firms and will continue to expand on this practice.

With 2,000+ active minority and women-owned businesses in our Design Architect's ("Gensler") network of vendors, Gensler is pro-active in identifying and developing relationships with MBE/WBE subconsultants and suppliers through its international network of offices. Gensler continues to write repeat sub-contracts with numerous HUB and MBE/WBE businesses and remains loyal to firms which demonstrate excellence in providing professional services to our clients. Gensler's local track record of exceeding participation goals includes the Dallas County Records Building, Hall of State at Fair Park restoration, and West Dallas Multipurpose Center.