

RE-IMAGINING SIX FLAGS

SDC

SITUS DEVELOPMENT
COLLECTIVE, LLC.

**WE ENVISION A COLLABORATIVE PARTNERSHIP
IN THE CREATION OF A NEW “CITY WITHIN OUR CITY”—
DESIGNED WITH A FUNDAMENTAL UNDERSTANDING
OF THE DESIRES AND ASPIRATIONS OF THE COMMUNITY.**

TEAM LEADERSHIP...

DEPTH OF DIVERSITY +
DEPTH OF EXPERIENCE



DEVELOPMENT TEAM
SITUS DEVELOPMENT COLLECTIVE



FINANCIAL TEAM
THE HACKETT GROUP, LLC
M^CCLAIN FINANCIAL GROUP
BUTLER SNOW
CFP³
HARDWICK LAW
CLASSIC LAKE CONSULTING
BAKER DONELSON



DESIGN &
CONSTRUCTION TEAM
GOULD EVANS
WAGGONER & BALL
LIVERS CONSTRUCTION, INC.
MORPHY MAKOFKY, INC.
CORNERSTONE ENGINEERING, LLC
URBAN SYSTEMS, INC.
GARDEN DOCTORS



MANAGEMENT, COMPLIANCE TEAM
WINDFEEL PROPERTIES
SMART START, LLC

WHAT WE ARE DOING...

OUR PRIORITIES



INFRASTRUCTURE+ ECONOMIC ENGINE GROUNDWORK

Roads and Bridges
Central Island
Parking Structures
Police Station + Satellite Stations
Fire Station
Infrastructure Improvements
Water Retention



ASPECTS OF LIVABILITY+ ENVIRONMENTAL SUSTAINABILITY

Townhouse Buildings
Single Family Housing
Residential Tower + Sky-bridge
Mixed-Use Residential Above Retail
Grocery Store
Day Care Facility
Active & Passive Recreation Areas



BOLSTER BUSINESS + EDUCATIONAL OPPORTUNITIES AND JOB CREATION

Hotel/Hospitality
Educational Facilities
Landmark Retail
Warehousing/Sales/Manufacturing
Film Studio/Animation Studio
Additional Industrial Use Facilities

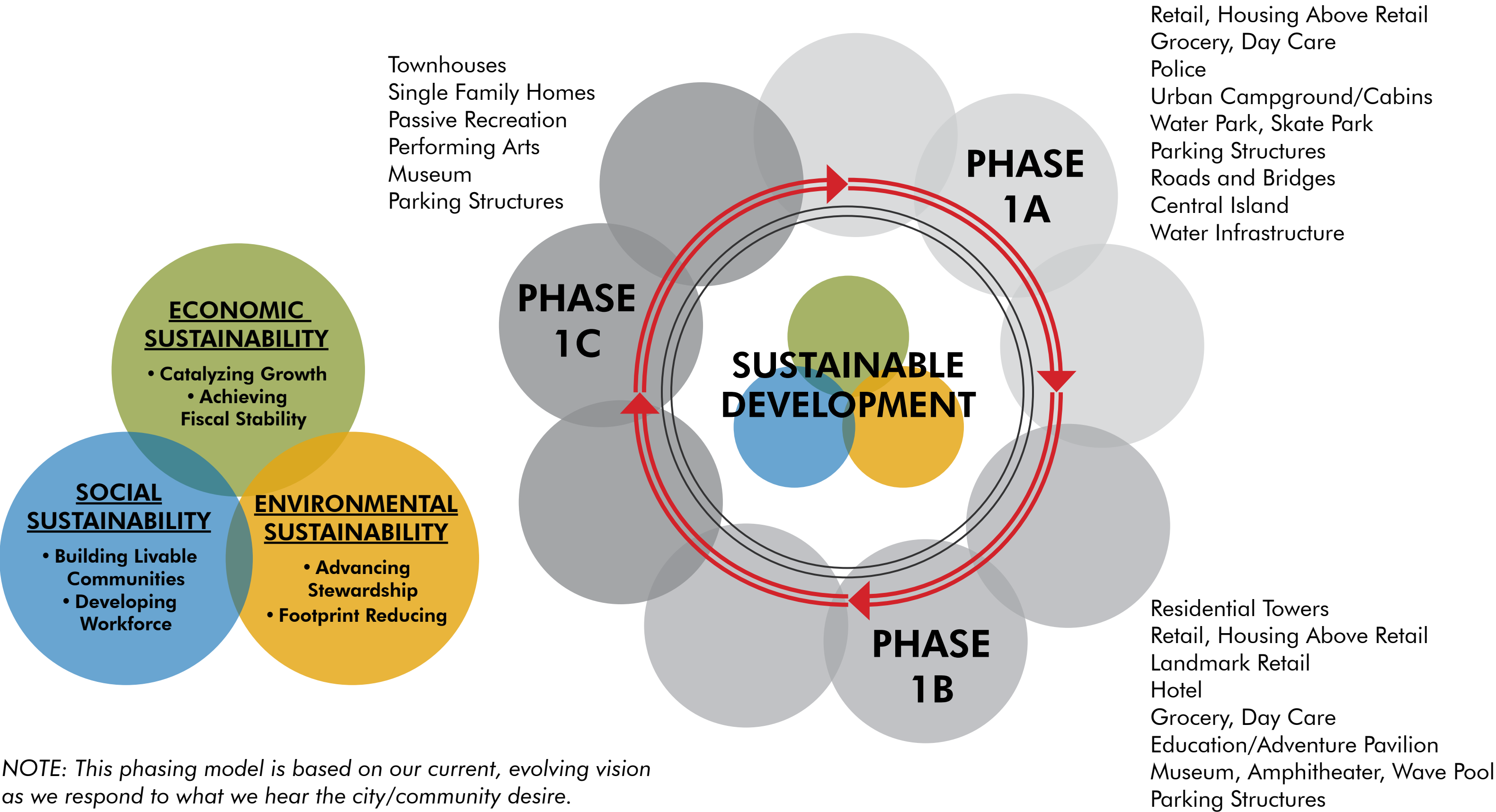


INTEGRATING ENTERTAINMENT + RECREATION

Amphitheater
Performing Arts
Urban Campground/Cabins
Water Park/Wave Pool
ATV Park/BMX Bike Park/Skate Park
Zip-Line Attraction

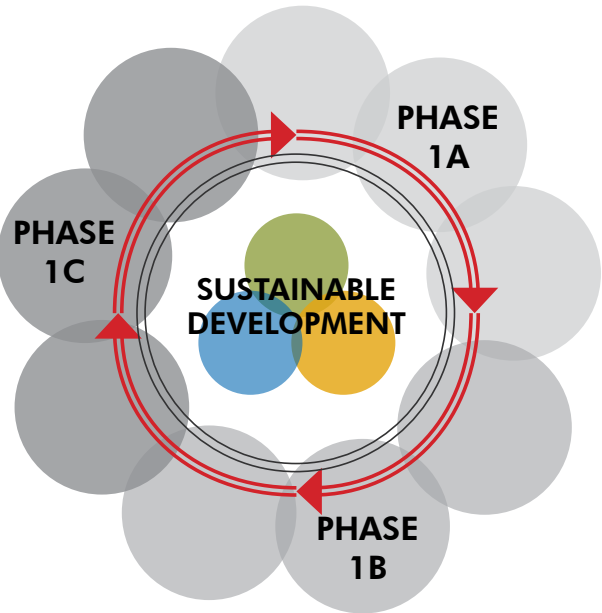
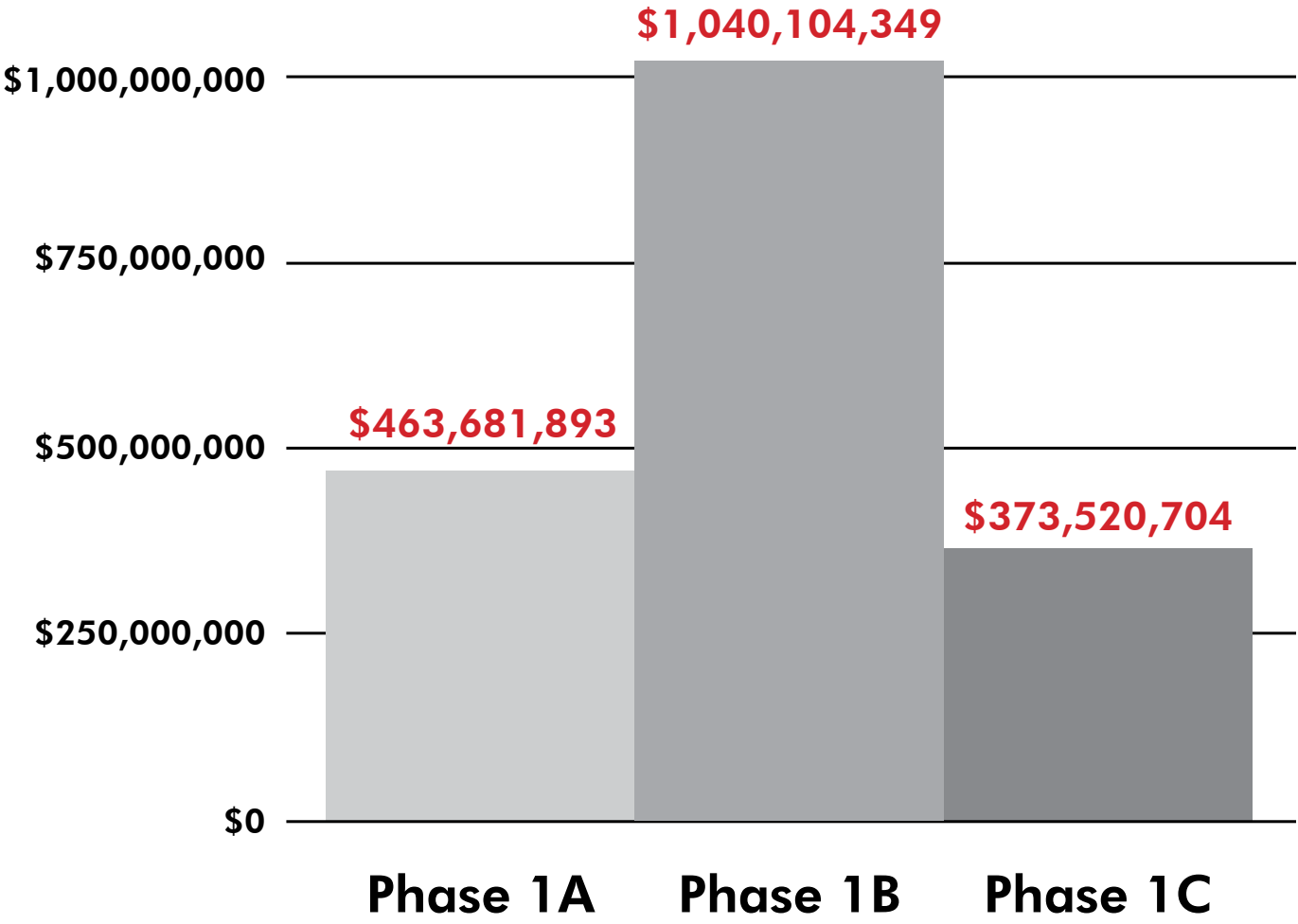
WHAT WE ARE DOING...

AN INTEGRATED MODEL FOR SUSTAINABILITY

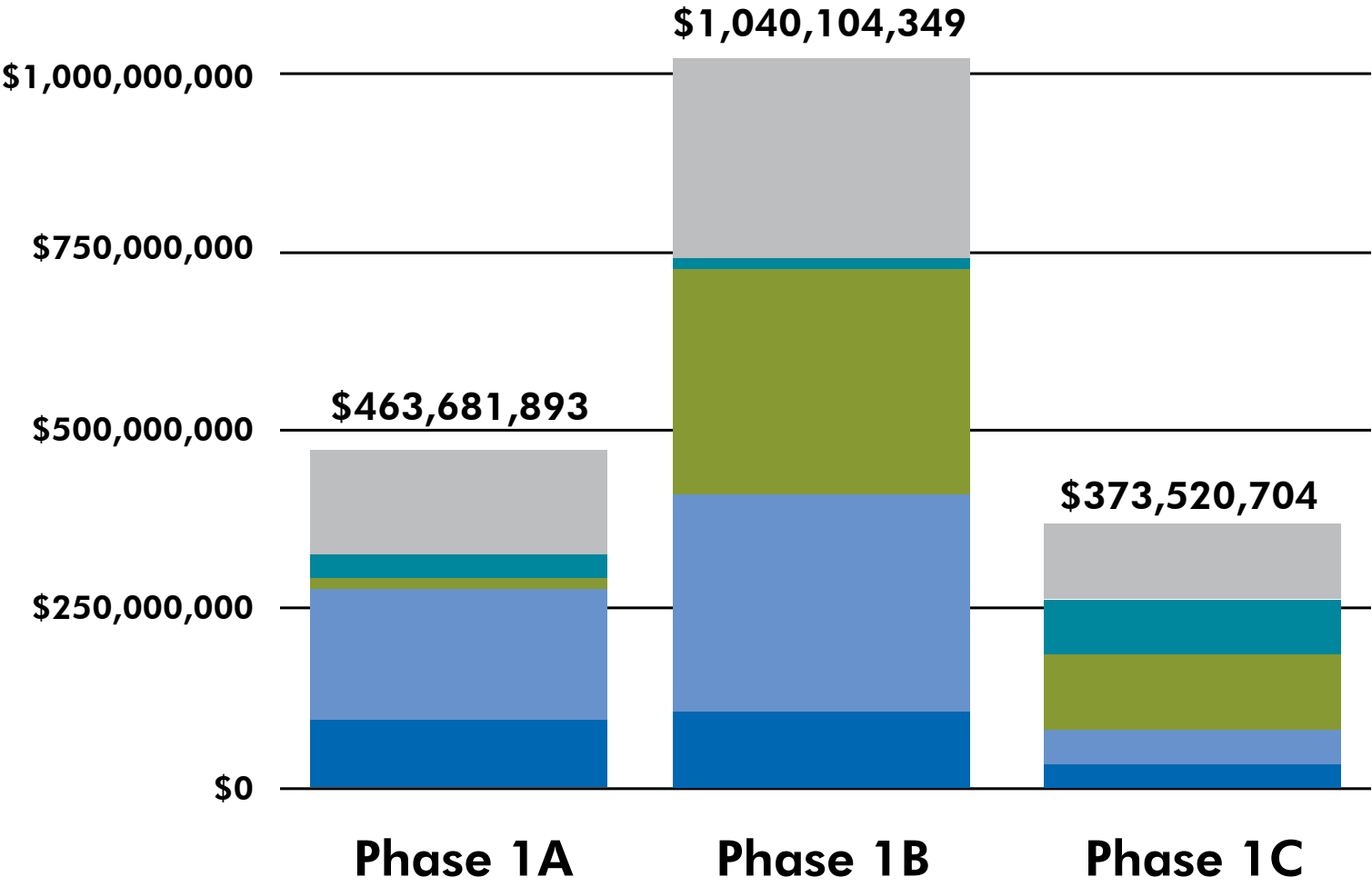


HOW WE ARE GOING TO DO IT...

PHASED BUDGET FRAMEWORK



TOTAL PHASING



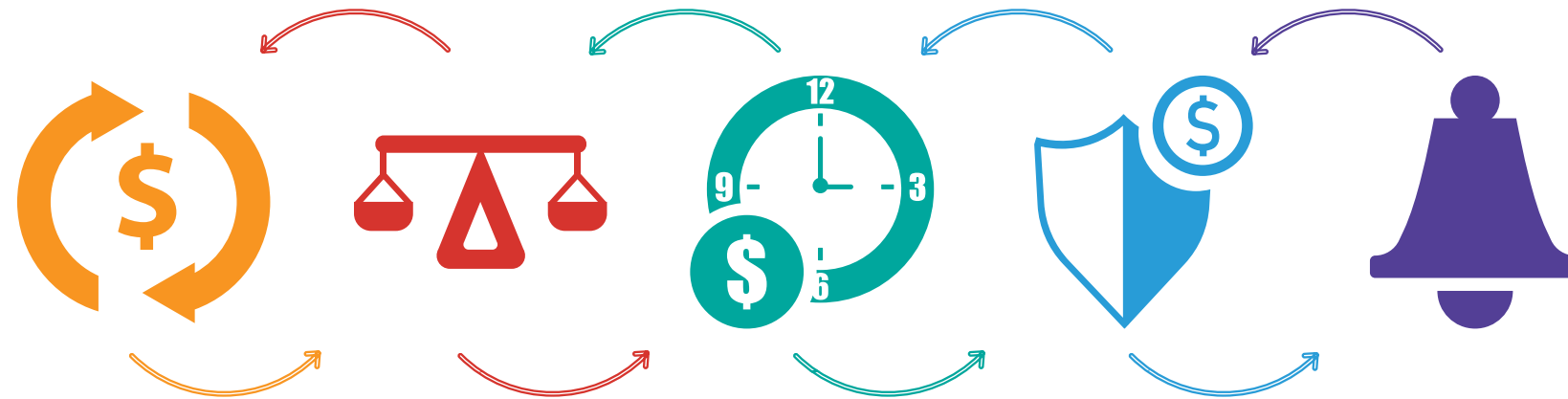
TOTAL PHASING: PRIORITY BREAKDOWN

- SOFT COSTS
- INTEGRATING ENTERTAINMENT+RECREATION
- BOLSTER BUSINESS+EDUCATIONAL OPPORTUNITIES AND JOB CREATION
- ASPECTS OF LIVABILITY+ ENVIRONMENTAL SUSTAINABILITY
- INFRASTRUCTURE+ECONOMIC ENGINE GROUNDWORK

HOW WE ARE GOING TO DO IT...

A PUBLIC PRIVATE PARTNERSHIP: FINANCING FRAMEWORK

This framework hinges on the full participation and partnership of the City. We will seek the assets of the City, tapping into its bonding capacity, project alignment with infrastructure and transportation goals, direct funding as well as resources supporting economic development initiatives in the East.



INSTITUTIONAL PHILANTHROPY

- Program Related Investments

PUBLIC PARTICIPATION

- Tax Exempt Bond
- Conduit Financing
- Tax Increment Financing (TIF)
- Section 108 Loan
- Mandatory/Discretionary Grants – Block Grants and Earmarks

EQUITY PARTICIPATION

- Opportunity Zone Investors
- Private Equity Funds
 - > Traditional
 - > Community Investment Fund

INCENTIVE PROGRAMS/TAX CREDITS

- New Market Tax Credits
- Industrial Development Bonds
 - > Payment in Lieu of Financing (PILOT)
 - > State Economic Development Incentives
 - > Enterprise Zone and Quality Jobs

HOW WE ARE GOING TO DO IT...

REVENUE SOURCES -EXAMPLE-

Type	Units	SF	Prices Per SF	Gross Revenue
Residential - Lease (Market Rate)	1072	1,572,000	\$16.80	\$26,409,600
Residential - Lease (Affordable Rate)	268	393,000	\$13.44	\$5,281,920
Commercial - Retail	170	375,000	\$25.00	\$9,375,000
Commercial - Non-Retail	N/A	1,943,500	\$12.60	\$24,488,100
Urban Campground	107	10,000	\$110.00	\$1,100,000
Hotel	500	432,000	\$36.46	\$15,750,000
Parking	6	961,250	TBD	TBD
Landmark Retail	N/A	53,000	\$40.00	\$2,120,000
TOTAL				*\$84,524,620

* ANNUAL RECURRING GROSS REVENUE

Type	Units	SF	Prices Per SF	Gross Revenue
Town Homes	150	420,000	\$135.00	\$56,700,000
Single Family Homes	10	35,000	\$135.00	\$4,725,000
TOTAL				**\$61,425,000

** ONE-TIME SALES GROSS REVENUE

HOW WE ARE GOING TO DO IT...

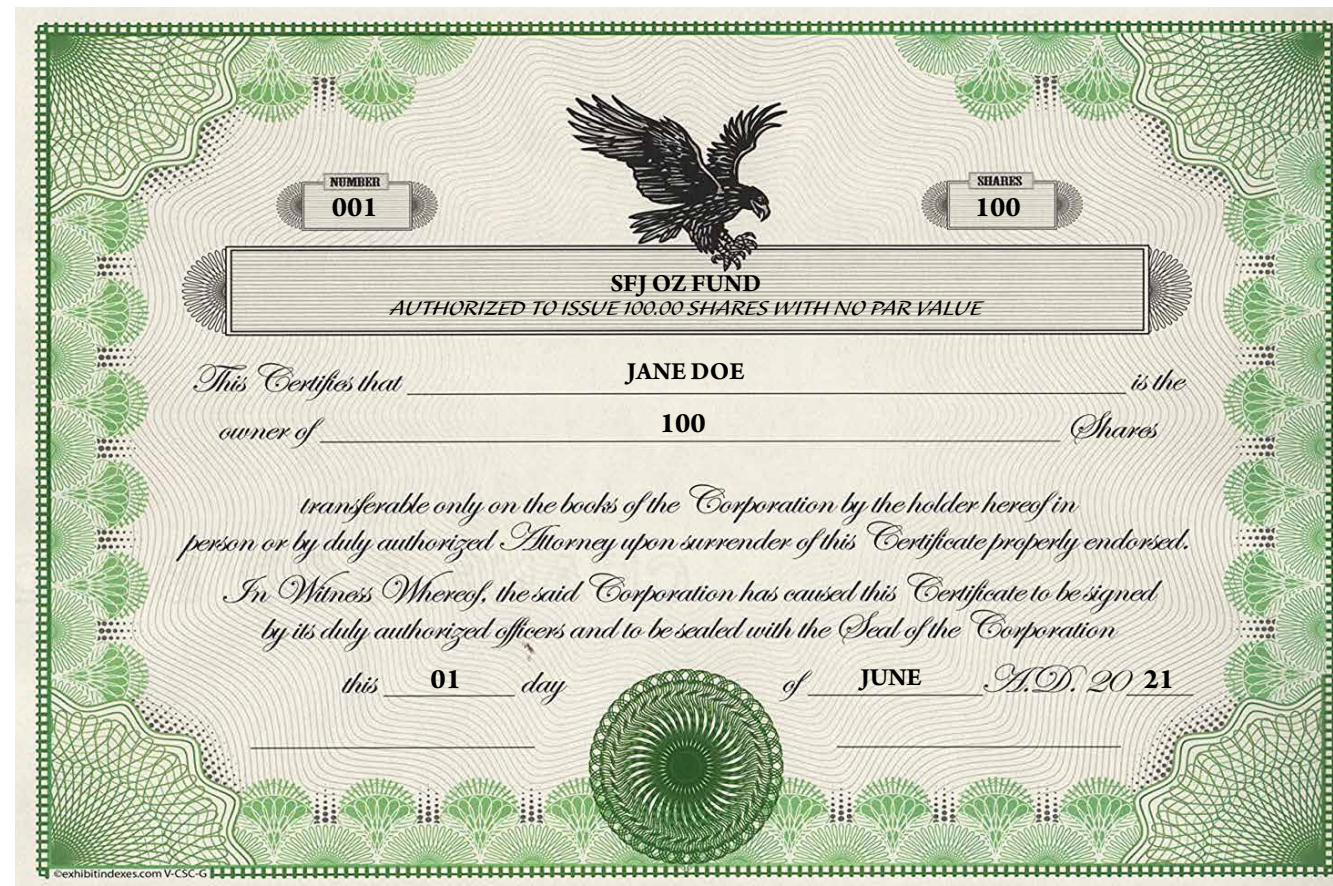
COMMUNITY INVESTMENT VEHICLE: BUILDING WEALTH

Many times, smaller investors are left out of the equation; profiting and prospering from investments in their own communities.

We will launch a fund for New Orleanians to invest in New Orleans, building generational wealth.

WHAT: An equity fund utilizing a crowd funding approach to project investment.

INVESTMENT SIZE: \$5,000 and up.



HOW WE ARE GOING TO DO IT...

CONDUIT FINANCING

[Ideal for public use components of the project, i.e., Parks, Amphitheaters, Parking Facility]

- CFP3, a 501(c)(3) Entity, stands “On Behalf” of the City.
- Issues Tax-Exempt Debt, Borrows Proceeds to Finance the Project.
- CFP3 Owns the Facilities.
- Usage Fees and Enhanced Tax Revenues Pay Off the Bonds.
- When Bonds are Paid, CFP3 Donates the Facilities to the City.

THE BENEFIT: This approach saves time and money.

» LOWER TAX-EXEMPT RATES

» FASTER DELIVERY OF THE PROJECT

» NO PROFIT MARGIN BUILT INTO THE FINANCING



HOW WE ARE GOING TO DO IT...

OUR EQUAL BUSINESS OPPORTUNITY PLAN & STRATEGY

OUR MISSION

Our mission is to ensure small, minority and women-owned firms have the maximum practical opportunity to bid and perform on the Six Flags/Jazzland redevelopment project.

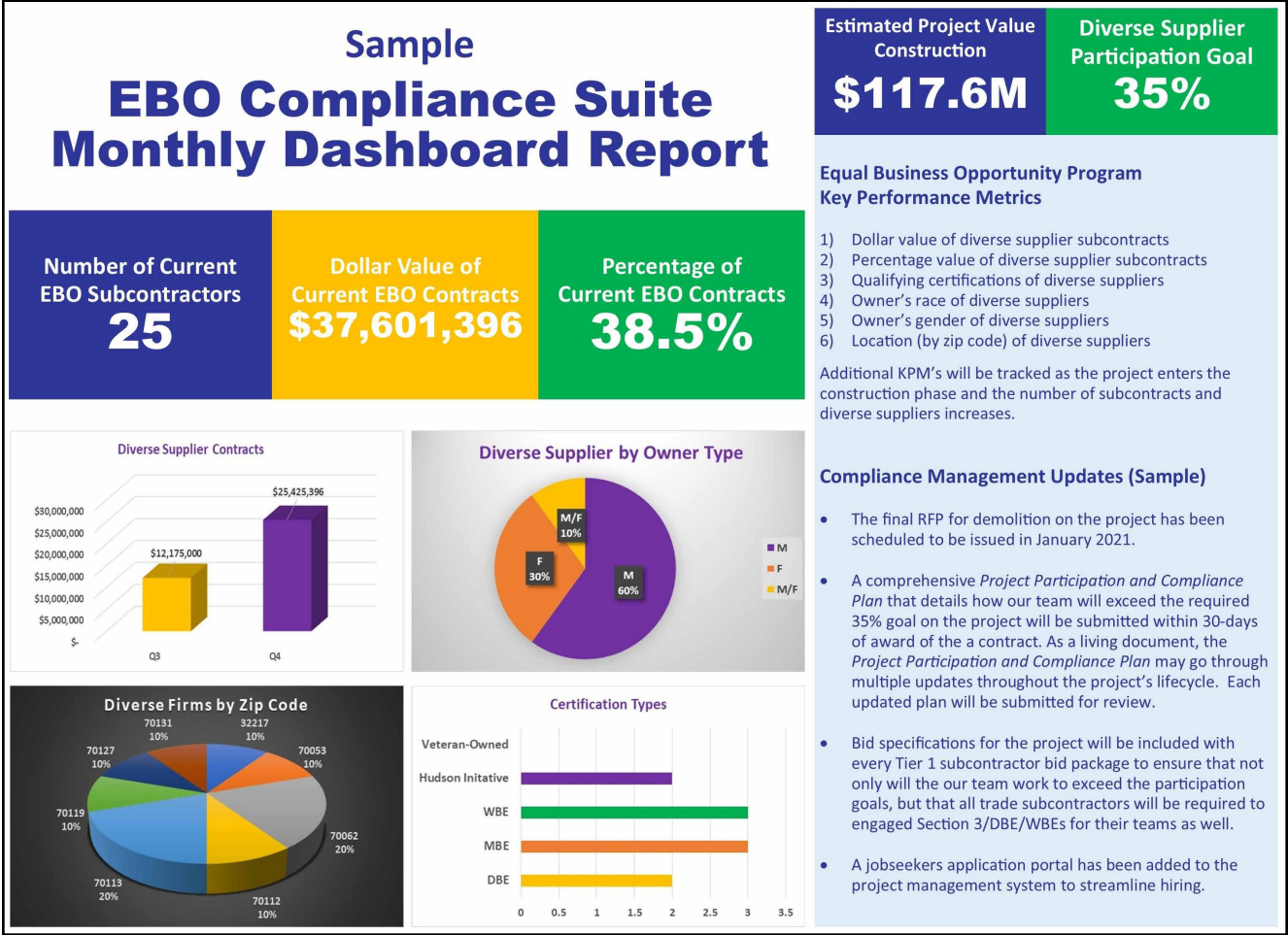
OUR STRATEGY

Through planning sessions with City Leaders, Community Leaders and Stakeholders in New Orleans East, we will develop and implement a comprehensive **Equal Business Opportunity Project Participation and Compliance Plan** that aligns seamlessly with our mission to provide the maximum practical opportunity for diverse firms to participate on this project.

REPORTING

Our team will monitor and report supplier participation on a monthly and as-needed basis, tracking key performance metrics like:

- Dollar value and percentage of diverse supplier contracts
- Ownership race, gender and location of diverse suppliers



Diverse Supplier Contracts

Quarter	Value
Q3	\$12,175,000
Q4	\$25,425,396

Diverse Supplier by Owner Type

Owner Type	Percentage
M	60%
F	30%
M/F	10%

Diverse Firms by Zip Code

Zip Code	Percentage
70113	20%
70112	10%
70127	10%
70131	10%
70053	10%
70062	20%
70119	10%

Certification Types

Certification Type	Count
Veteran-Owned	2
Hudson Initiative	2
WBE	3
MBE	3
DBE	2

Equal Business Opportunity Program Key Performance Metrics

1) Dollar value of diverse supplier subcontracts

2) Percentage value of diverse supplier subcontracts

3) Qualifying certifications of diverse suppliers

4) Owner's race of diverse suppliers

5) Owner's gender of diverse suppliers

6) Location (by zip code) of diverse suppliers

Additional KPM's will be tracked as the project enters the construction phase and the number of subcontracts and diverse suppliers increases.

Compliance Management Updates (Sample)

The final RFP for demolition on the project has been scheduled to be issued in January 2021.

A comprehensive *Project Participation and Compliance Plan* that details how our team will exceed the required 35% goal on the project will be submitted within 30-days of award of the a contract. As a living document, the *Project Participation and Compliance Plan* may go through multiple updates throughout the project's lifecycle. Each updated plan will be submitted for review.

Bid specifications for the project will be included with every Tier 1 subcontractor bid package to ensure that not only will the our team work to exceed the participation goals, but that all trade subcontractors will be required to engaged Section 3/DBE/WBEs for their teams as well.

A jobseekers application portal has been added to the project management system to streamline hiring.

HOW WE ARE GOING TO DO IT...

COMMUNITY ENGAGEMENT

STEP #1: LET'S GET TO KNOW EACH OTHER



WE WANT TO HEAR WHAT YOU HAVE TO SAY!

WHAT THIS CAN DO FOR US...OUR CITY, YOUR COMMUNITY

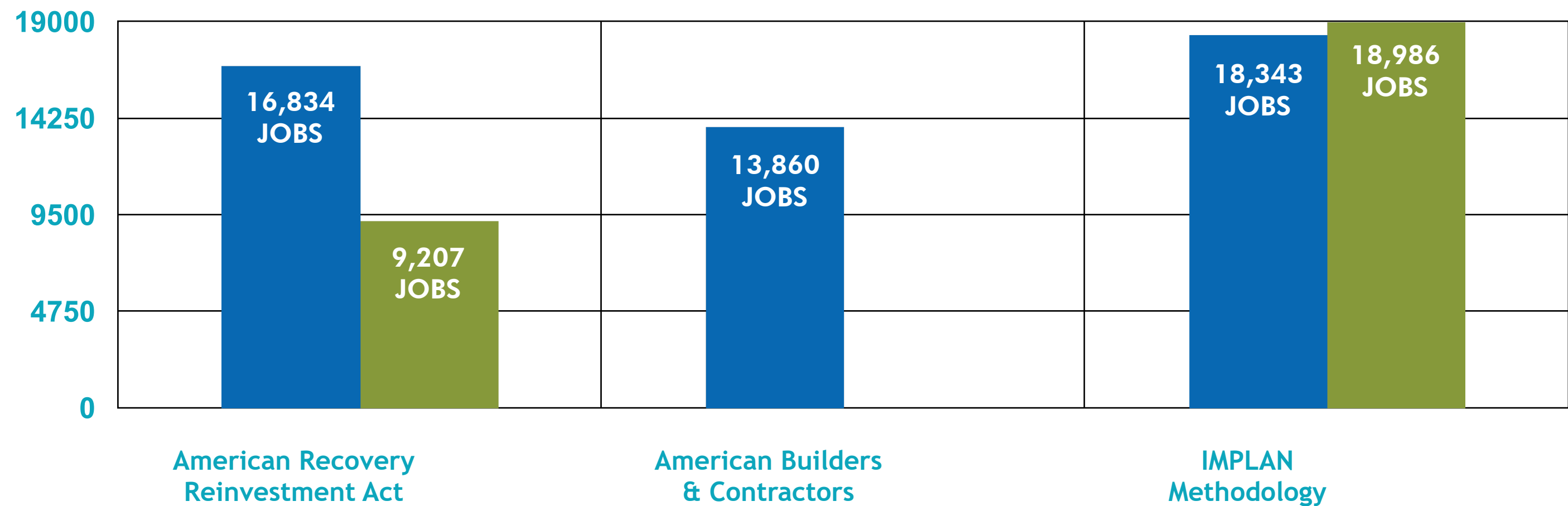
RENEWING THE EAST



**THE ESSENCE OF RENEWAL IS WHEN A PEOPLE, WHILE UNDERSTANDING THEIR PAST,
ENVISION A FUTURE THAT PAYS HOMAGE TO THAT WHICH CAME BEFORE,
BUT IMAGINES A FUTURE FULL OF POSSIBILITIES.**

WHAT THIS CAN DO FOR US...OUR CITY, YOUR COMMUNITY

JOB CREATION + NEW TAX REVENUES



Direct Jobs

Full and part-time individuals on the payroll of construction establishments, including construction workers and employees.



Indirect Jobs

Work that can not be traced back or billed to services or goods produced.



New Tax Revenues

Increased cash flow to the City through new sales tax, property tax, hotel/motel taxes, usage fees and revenue multipliers.

WHAT THIS CAN DO FOR US...OUR CITY, YOUR COMMUNITY

CATALYST FOR ATTRACTION



RECREATION

EDUCATION

ENTERTAINMENT

LIVING



WHY US?...

Our Community Investment Values

Like you, we want the best for your community.
We are committed to a holistic vision that sustains:

- » Effective Community Leadership
- » Informed Citizen Participation
- » Sense of Community
- » Fostering Healthy Families, Individuals, Youth
- » Lifelong Education and Learning
- » Community Services, Facilities, Utilities
- » Recreation and Cultural Heritage
- » Working Landscape and the Natural Environment
 - » Economic Vitality
 - » Growth and Development
 - » Transportation



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