

A new day for
DeLand's
Historic Jail

 **CONRAD**
REALTY COMPANY

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Oct. 29, 2018

ADDENDUM TO HISTORIC JAIL RFP SUBMITTAL

Greetings,

Please accept this letter as an addendum to Conrad Realty Co.'s submittal package delivered this morning in response to the City of DeLand's Historic Jail RFP 18-20.

This letter is to inform you that, just after noon today, Conrad Realty Co. was contacted by a potential funding partner who is interested in joining with us to effect the plan described in our submittal.

It is anticipated that our negotiations with this potential partner, and possibly other funding partners, will continue as the city proceeds in its review of the proposals submitted.

Thank you for your consideration.

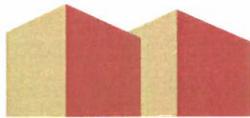
Sincerely,

A handwritten signature in blue ink that reads "Barb Shepherd".

Barb Shepherd
President, Conrad Realty Co.

“ ... neighborhoods that mature incrementally over time not only create more opportunity for more people to live at a wide range of price points, but they make people and communities wealthy with much less risk.”

— **Charles Marohn, professional engineer, member of the American Institute of Certified Planners, and the founder and CEO of StrongTowns.org**



October 27, 2018

Greetings,

Conrad Realty Co. is pleased to submit this concept for redevelopment of the City of DeLand's Historic Jail property in Downtown DeLand, along with Parcel No. 701601030070 on the south side of West Georgia Avenue.

Conrad Realty Co. and our team of advisors have worked to determine an environmentally responsible, economically viable plan for redevelopment of the property — a plan that also enhances the South of New York/Georgia Avenue/Entertainment District neighborhood.

Conrad Realty Co. is a Florida for-profit corporation originally organized in 1921.

Over its 97-year history in DeLand, often drawing on close relationships with two other West Volusia companies — the Bond Brick Co. of Lake Helen and Conrad Lumber Co. of DeLand and DeLeon Springs — Conrad Realty Co. has developed and managed a significant number of properties in the DeLand area at large, and in Downtown DeLand in particular.

By the late 1980s, Conrad Realty Co. had sold all of its holdings except the 1-acre parcel stretching between the 100 blocks of West New York Avenue and West Georgia Avenue at the heart of Downtown DeLand.

The successful redevelopment and management of this acre, adjacent to the Historic Jail, has been Conrad Realty Co.'s principal activity over the past 14 years.

The company is a closely held Subchapter S corporation with 19 shareholders, most of whom live in West Volusia.

Our shareholders — whose financial support made Conrad Realty Co.'s success possible — are on the cusp of paying off Conrad Realty Co.'s debt and finally enjoying the fruits of our faith and labor.

For this reason, Conrad Realty Co. — while capable of leveraging its equity to finance the enclosed redevelopment plan — chooses not to take on the new debt required.

We are confident in the plan and in our ability to bring to fruition and to help the city realize the benefits it offers Downtown DeLand and the immediate neighborhood. However, we do not anticipate the City of DeLand's willingness to enter into a partnership that would allow us to make the redevelopment happen without Conrad Realty Co. assuming significant debt.

However, we remain keenly interested in what happens to the property at 130 W. New York Ave., and willing to help in any way we can.

Thus, we offer our plan — which we believe describes the highest and best use of the property, at the lowest cost to the City of DeLand — for informational and comparative purposes.

Our plan:

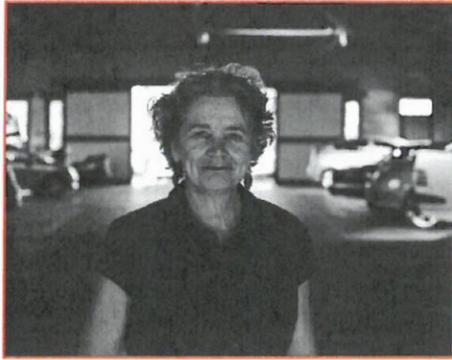
- Creates a business incubator that will encourage entrepreneurship and create many jobs
- Relies on and encourages incremental, granular, economic development
- Lowers the price point of business ownership in Downtown DeLand, thereby *increasing diversity*
- Creates a destination tourist attraction
- Saves the City of DeLand the cost of demolishing the building
- Requires no waiver or abatement of property taxes

We sincerely wish the best for the City of DeLand, and offer our concept with Downtown DeLand's best interests at heart.

Barb Shepherd
President, Conrad Realty Co.

Note: The letters of support for this redevelopment concept, enclosed herein, were solicited by Conrad Realty Co. under the assumption that Conrad Realty Co. would be the developer of this project.

Concept Team & Advisors



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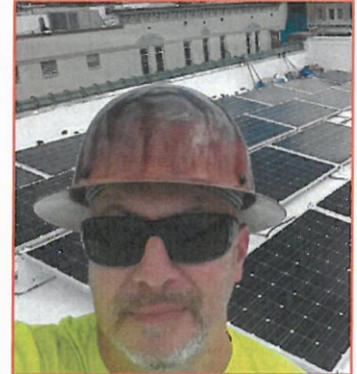
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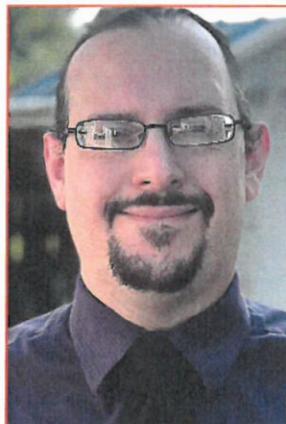
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Dorothy "Dot" Brown
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Concept Team Members

Barb Shepherd

112 W. New York Ave., Suite 209, DeLand, FL 32720

386-717-9500; barbshepherd@beacononlinenews.com

Barb Shepherd has guided redevelopment of Conrad Realty Co.'s 1-acre Downtown DeLand property for 14 years, working with the City of DeLand and the MainStreet DeLand Association, as well as contractors, tenants, other investors and neighbors.

Shepherd is president and treasurer of Conrad Realty Co.; she and her husband, Jeff Shepherd, a Florida Department of Transportation survey mapper and DeLand Planning Board member, own 38 percent of the company's issued and outstanding stock.

Barb Shepherd is also a major shareholder and president of another successful DeLand business, *The West Volusia Beacon* newspaper, founded by Shepherd and two partners in 1992.

Shepherd's experience of more than a decade of tenant recruitment and management inform her extensive knowledge of the local commercial-rental market, and has given her intimate knowledge of the opportunities and challenges faced by small businesses in Downtown DeLand.

She has also guided and supervised more than \$2 million worth of construction, reconstruction and renovation projects on the Conrad Property.

Shepherd has led creation of this Historic Jail concept, shaping the vision and investigating the financing, and offering her experience to inform the projected costs and leasing opportunities.

Hernando Gomez - resume attached

26 Villa Villar Court, DeLand, FL 32724

386-262-2303; hdgomez@gmail.com

Team member and architect Hernando Gomez was involved early and was instrumental in the Conrad Property redevelopment, helping to shape the initial vision for the complex.

He is currently working for Conrad Realty Co. as architect for the Conrad Lofts project, a development of three market-rate residential units at 120.5 W. New York Ave.

Four times honored with design awards by the American Institute of Architects, Gomez has degrees from the University of Illinois (architecture), Universidad Nacional de Colombia (project management), and Cornell (hotel planning and design) and Harvard (master planning) universities.

Gomez is now doing limited work in semi-retirement.

During his more than four decades as an architect, Gomez has been involved in a wide variety of projects in Central Florida and South America, ranging from residential historic restorations in DeLand to, for example, the 3,000-acre Fundo Mandor Pampa at Machu Picchu, Peru, an eco-tourism development with three lodges, a train station and a research center.

Gomez has assisted in envisioning the concept for the Historic Jail project.

Mark Watts

231 N. Woodland Blvd., DeLand, FL 32720

386-736-7700; mark.watts@cobbcole.com

Team member Mark Watts, an attorney and native DeLand resident, is a member of the Cobb Cole law firm Administrative, Land Use and Environmental Law Department.

His practice is focused on representing landowners and developers in securing entitlements and regulatory approvals.

In addition, Watts is experienced in structuring infrastructure financing through the use of special-assessment districts, commu-

nity-development districts, tax-increment financing and other creative financing strategies.

Watts has been and is involved in many transformative development projects in the DeLand area.

Watts and his wife, Natasha, are actively involved with local youth sports, musical programs and Scouting on behalf of their three children.

Watts has been advising the Conrad Realty Co. team on development strategies and on working with the City of DeLand and other regulatory agencies.

Astrid de Parry - resume attached

107 W. Church St., DeLand, FL 32724

386-736-1223; mail@delandattorney.com

Astrid de Parry has been Conrad Realty Co.'s corporate attorney since 2004. She has also represented *The West Volusia Beacon* newspaper since its founding in 1992.

She is intimately familiar with both companies' structure, principals and development.

De Parry guided capitalization of the new owners' purchase of Conrad Realty Co. in 2004, and assisted in negotiations with investors.

De Parry's expertise in commercial and construction contracts, land-development law has developed throughout her 40-year legal career.

De Parry has been assisting with Conrad Realty Co.'s creation of a plan for redevelopment of the Historic Jail.

Courtney Ford Hamil - resume attached

328 W. Rich Ave., DeLand, FL 32720

386-334-7963; courtneyfordevents@gmail.com

As the owner for 16 years of Courtney Ford Event Design, team member Courtney Ford Hamil of DeLand has been advising the team on creation and management of the proposal's event venue and micro-business marketplace.

Hamil's company manages four to 12 events per month, including weddings, corporate meetings, art shows, nonprofit events, fashion shows and more.

A DeLand native, Hamil has served for three years on the MainStreet DeLand Association board of directors, and has been an active volunteer with the organization for more than a decade.

She is a former Downtown DeLand business owner, and is the creator and curator of the DeLand Indie Market, which brings 2,500-3,000 visitors to DeLand's central business district four times a year.

Ford Hamil's years of experience in event management have given her a sharp appreciation of what event planners are looking for, and a deep knowledge of the event-venue business in Central Florida.

She is keenly aware of the shortage of large-event space in DeLand, and her expertise has helped us interpret the opportunities presented by the Historic Jail site.

Ken Goldberg

538 Cygnet Lane, DeLand, FL 32724

386-804-3732; kenbo@gbergconstruction.com

Ken Goldberg has been involved in redevelopment of the Conrad Property since 2008, when he was the contractor responsible for creating Artisan Alley from a row of underutilized storage spaces.

Goldberg also was the contractor for the Dally in the Alley restaurant space on Artisan Alley (now Bake Chop).

Ken Goldberg Construction Co. has been directly or indirectly involved in the management and/or construction of numerous projects on the Conrad Property, including management of a federal energy-efficiency grant in 2011-12, and of a 2016 roof-and-solar-array project on the main building, as well as truss reinforcement during the Persimmon Hollow Brewing Co. buildout, and other projects.

A certified general contractor in Florida since 2006, Goldberg has also worked on several other new-construction and historic-preservation projects in Downtown DeLand and Central Florida, including the St. Joe Co. project in Celebration, where he was construction manager from September 2005 to June 2007, along with performing those duties in Victoria Park beginning in 2003.

Goldberg's clients in Downtown DeLand are numerous, including Café DaVinci, Florida Victorian, Mac's on Main, Pho Co. Noodle House, Becker's Best Shoes, Mainstreet Community Bank and others.

In addition to residential historic renovations, Goldberg's company has donated services to renovation of the historic Orange-Baker American Legion Post 187 in DeLand and significantly discounted services to the Good Samaritan Clinic medical clinic build-out.

In 2014, Ken Goldberg Construction Co. renovated the 1948 Fire Station on Faulkner Street in New Smyrna Beach, as part of the kick off of the Tabby House Project.

Conversion of the fire station into retail space was recognized with a Historic Preservation Award by the New Smyrna Beach City Commission in 2017.

In Atlanta, Goldberg was a general contractor on economic-redevelopment projects in East Atlanta and Little Five Points business districts.

Ken Goldberg has been a member of the Rotary Club of Downtown DeLand since 2013 and has been serving on the board of directors of the MainStreet DeLand Association since 2014. He is a volunteer in various DeLand events such as the "Thin Man" Watts Jazz Fest and the Fall Festival of the Arts.

Goldberg has served as a construction adviser for Conrad Realty Co.'s Historic Jail concept.

Dorothy "Dot" Brown

**531 E. New York Ave., DeLand, FL 32724
386-747-5783; sm2psu@aol.com**

Dot Brown has been a member of the DeLand community since 1953.

She left her career in university-level student recruitment to settle in DeLand with her husband, Robert "Bob" Horton Brown, a DeLand native.

During the 1950s and early 1960s, while raising her daughters in DeLand, Dot was involved in the Brown family's operation of the Hotel Putnam. Her husband, Robert "Bob" Horton Brown, managed the hotel for his parents, who were founding DeLand settlers.

Later, Dot and Bob Brown lived for 25 years in New Jersey, where Bob Brown co-owned and co-managed a tire-service company.

As president of the PTA at her daughters' school, Dot Brown used her entrepreneurial skill to create and manage — for 11 years — monthly bus trips into New York City, which proved a very successful fundraiser for the school.

A longtime member of St. Barnabas Episcopal Church, the Garden Club of DeLand, Junior Service League and PEO, as well as an honorary Stetson University alumna, Dot Brown's decades of community service and involvement have blessed her with strong relationships in many sectors.

Bob and Dot Brown are also investors and were early supporters of both *The Beacon* newspaper and the Conrad Realty Co. redevelopment.

Dot Brown has been handling community relations for the Conrad Realty Co.'s creation of a concept for the Old Jail site.

Michael E. Jaeckle

**110 W. New York Ave., DeLand, FL 32724
Tel: 386-873-9426; michaeljaeckle@gmail.com**

Native Floridian Michael E. Jaeckle has an MBA from Keller Graduate School of Management, where he graduated with honors in 2018, and a bachelor's degree in computer science with a minor in mathematics from Stetson University.

Jaeckle is chief financial officer and technology manager of Mustard Seed Publishing Inc., publisher of *The Beacon* newspaper, where he has worked since 2001.

Jaeckle has assisting the team with financial planning for the project.

Jeff D. Shepherd

**112 W. New York Ave., Suite 209, DeLand, FL 32720
386-748-5280; jeffdshepherd14@gmail.com**

Since 2004, Jeff Shepherd has been assisting in redevelopment and management of the Conrad Property in Downtown DeLand.

A member of the DeLand Planning Board since 2006, Shepherd will retire Nov. 30, 2018, from the Florida Department of Transportation, where he has worked for more than 30 years in right-of-way surveying and mapping.

He has extensive experience in working as member of a team of professional surveyors developing large scale transportation planning, and construction projects. This experience involves production of right-of-way maps, and managing priorities on numerous projects to meet deadlines, while maintaining quality standards and practices.

As a working professional musician and producer of the annual "Thin Man" Watts Jazz Fest, Shepherd is also an active and involved member of the DeLand community.

Shepherd has been assisting his wife, Barb Shepherd, in creating a concept for the Old Jail redevelopment, using his experience in aspects of design, including construction, aesthetics, and functionality, as well as ensuring friendly bike and pedestrian access to site, along with ideas for marketing the goods and services the development will bring to the region.

Caryn Long

**176 N. Euclid Ave., Lake Helen, FL 32744
386-228-2646; longlc@earthlink.net**

Caryn Long is secretary of the Conrad Realty Co. board of directors. She and her immediate family members — husband Lewis Long, and sons Chase Long and Clark Long — own 15.54 percent of Conrad Realty Co.'s issued and outstanding stock.

Parent corporation / subsidiaries

Conrad Realty Co. and this development team have no relationships with any parent corporation or subsidiary, and is not proposing a joint venture with any other company.

Wrongdoings

No team member is under investigation for any wrongdoing nor has any team member been sued, convicted, fined, or entered into a settlement with regard to any matters relating to the services being proposed herein.

Conrad Property Redevelopment



Artisan Alley Courtyard ~ before



Artisan Alley Courtyard ~ after



110 W. New York Ave. ~ before



110 W. New York Ave. ~ after



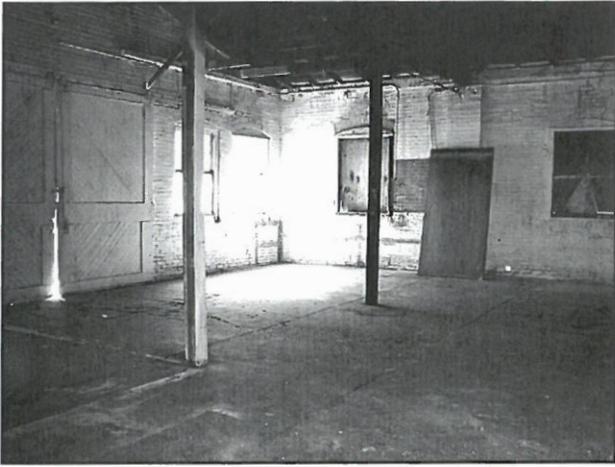
Artisan Alley ~ before



Artisan Alley ~ after

In December 2004, Conrad Realty Co. had a monthly mortgage payment of \$6,395, and monthly income from six tenants of about \$5,800.

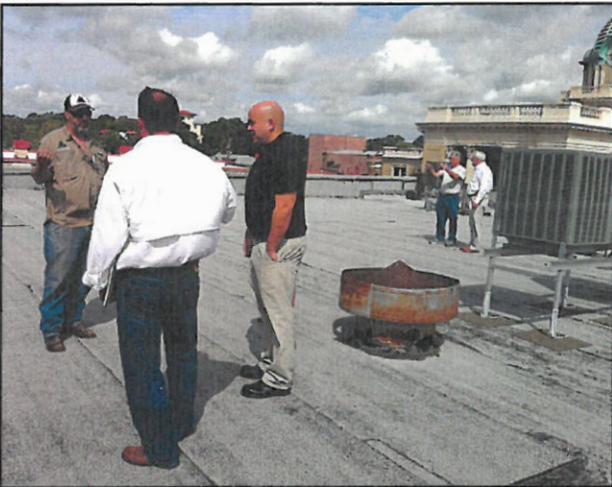
Now, we have a waiting list for space, and our 1-acre complex is home to 25 small businesses. Three market-rate apartments are in development.



104 Artisan Alley (NEST) ~ before



104 Artisan Alley (NEST) ~ after



9,000 SF roof ~ before



9,000 SF roof ~ after \$240,000 roof-and-solar project

- Elevator hydraulics rehabbed
- Plumbing added, rehabbed, upgraded
- 1 residential unit built; 3 more in progress
- 21 energy-efficient HVAC systems installed
- 1 restaurant, 1 brewery built
- Garage converted to popular event venue
- Storage units converted to retail spaces
- Parking/driveway areas repaved

- 50 KW solar system installed
- Approx 18,000 SF of office space modernized
- 7 re-roofs, incl. shingle, metal, membrane
- Community gathering space created
- Bat houses, rain barrels, garden installed
- Electrical systems added, rehabbed, upgraded
- Fire-sprinkler systems added
- Efficient-lighting upgrades throughout



111 W. Georgia Ave. ~ before



111 W. Georgia Ave. ~ after - DeLand's 1st brewery

Conceptual Redevelopment Program

In terms of conserving resources and reducing our waste footprint, the most responsible thing we can do is use what we already have.

Our proposal for DeLand's historic jail is for reuse and repurposing the solidly constructed 50-year-old building.

This proposal allows the project to go forward without the significant contribution of public funds that would be necessary to demolish the jail and build new.

The cost of demolition is avoided. Further, in our scenario, 100 percent of the project's property taxes could flow to DeLand's CRA (as long as it exists), providing funds to assist other Downtown DeLand redevelopment projects.

Conrad Realty Co.'s experience in restoring and repurposing the 95-year-old buildings next door makes us confident that the Old Jail can be repurposed in a way that will bring positive attention to DeLand, create a community gathering spot, further enhance the Georgia Avenue neighborhood, and contribute significantly to DeLand's economy.

Around the United States and the world, former facilities for incarceration have been repurposed as museums, hotels, restaurants, tourist attractions, museums and offices.

DeLand can join its neighbor, Sanford, along with Boston, Massachusetts; Maricopa County, Arizona; Jim Thorpe, Pennsylvania; Boone County, Indiana; and many others where showpieces have been created from old jails.

MICRO-BUSINESS INCUBATOR

Our plan for the ground floor of the Old Jail is Courthouse Marketplace, a collection of small businesses that fosters entrepreneurship and creates a destination shopping experience for tourists and locals.



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Chelsea Market, New York City

This concept can be seen in successful operation at Plant Street Market in Winter Garden and East End Market in Orlando, as well as on a much larger scale at Chelsea Market in New York City.

As does our plan, these projects repurposed buildings that formerly had much different uses.

The Old Jail floor plan lends itself to creation of 26-30 small and very small business spaces that will rent at varying price points, probably ranging from \$300 to \$600 per month. Shared amenities, utilities and management allow these entrepreneurs to function in small, affordable spaces.

Conrad Realty Co.'s experience both in leasing small-business space and in operation of the Friday-night Farmers Market has made us eye-witnesses to the way in which lowering the price point of business creation and fostering entrepreneurs creates jobs, encourages diversity in business ownership, and otherwise contributes to the local economy.

We have seen four Farmers Market vendors (Beetroot, Trilogy Coffee Roasting Co., Twisted Chopstick and Erica Group's Nature's Patina) grow

"Over the past five years, my business has grown and evolved. What started as a small booth at the Friday night Farmers Market, morphed into a booth at the quarterly DeLand Indie Market and further developed into a tiny brick and mortar within South of New York Market."

— Erica Group, owner of two.collect and artist-in-residence for the West Volusia Tourism Advertising Authority

to become brick-and-mortar DeLand enterprises.

Courthouse Marketplace will encourage more of this type of granular business growth and development.

As part of renovation of the ground floor of the Old Jail, the magnificent courtroom also should be restored to serve as a rentable space for meetings, seminars and ceremonies, and thereby preserving a historic space where some of DeLand's most notable judges and attorneys have worked (and where some of the county's most notorious criminals were tried).

Central to the success of Courthouse Marketplace will be creation of a large commercial kitchen that can be shared not only by tenants producing edible goods, but accessed by other now-home-based businesses that need such space to efficiently and safely increase their production and grow their businesses.

Creating a welcoming entrance to the building on West New York Avenue, as well as two safe and attractive pedestrian passageways, including business storefronts along the east side of the building, will encourage exploration of the Courthouse Marketplace and further enhance Downtown DeLand's growing reputation as a destination, and "enlarging the pie" for all of the businesses in the Downtown district.



FLICKR.COM

Rooftop Garden at Chelsea Market, New York City

services.

However, use of the Garage is limited by several factors. It is available only on weekends. It has no restrooms, heat or air conditioning, or catering kitchen.

Despite its limitations, event planners are drawn to the Artisan Alley Garage because of its location in the midst of a vibrant entertainment district and its funky, industrial feel.

The second floor of the Old Jail building has a similar appeal, offering two roughly 3,900-square foot open spaces and the opportunity to open these event venues onto a rooftop garden on the north and into the fascinating former exercise cage on the east.

Event planners tell us that, every week, they are forced to book events outside DeLand because suitable space of the type and size their clients want is not available here.

The addition of the Old Jail event space will help keep these events, and the considerable spin-off revenue they provide to local businesses, here at home in DeLand.

The Old Jail event space will complement other event venues in the DeLand area, offering a different size and style to meet the demands of a particular market segment.

Additionally, during event off-times, the second floor should be subleased to an Escape Room business. Where better to practice this trending experience than a former jail?

The primary task in renovating the second floor



NORMAN YU PHOTOGRAPHY

Wedding, Artisan Alley Garage, DeLand

EVENT SPACE

For five years, Conrad Realty Co. has been very successfully renting its 5,500-square-foot Parking Garage for weekend events that include community gatherings and fundraisers as well as private weddings, retirement parties and even memorial

Continued, next page

will be to open up the space with access to the two outdoor spaces, as well as with the addition of good lighting and numerous windows. It may also be possible to open part of the space to the third floor, creating the high-ceiling space people find attractive.

Preserving and repurposing some elements of the Old Jail, such as cell doors (especially to complement the Escape Room business), while casting off the closed-in, depressing atmosphere, will provide a delightful contrast to highlight the building's transformation from incarceration to celebration.

THIRD FLOOR

We envision redevelopment of the third floor as Phase II of the project.

A key to Conrad Realty Co.'s success with Artisan Alley and the Conrad complex has been allowing the market, not predetermined design, to dictate the specific direction.

With a portion of the space open to the second floor, the approximately 3,900 square feet remaining on the third floor of the Old Jail could potentially be redesigned for residential or office space, or even for a data center, boutique hotel, gallery, shared work space or some other creative use.

It should be possible to get the first- and second-floor operations underway successfully following renovation, and to offer the third floor either for sale or lease to another party with a viable business plan, allowing the market to drive the development, and further diversifying ownership interests in this part of DeLand.

ENERGY EFFICIENCY

The roof over the three-story section of the Old Jail, unobstructed and sturdily built, lends itself to installation of a solar array of a size similar to the 50 KW system on Conrad Realty Co.'s 9,000-square-foot roof next door.

Additionally, the Old Jail is likely in need of a new roof, presenting the opportunity to install a cool-roof system.

All HVAC systems in the building should be replaced with energy-efficient systems.

Lighting and plumbing fixtures, as well as windows and doors, should be selected with resource-conservation and energy efficiency in



FLICKR.COM

Clink restaurant in repurposed jail, Boston

mind.

Landscaping should use native materials and be designed for maximum water conservation. A water-saving cistern-and-pump system should be installed for watering the landscape.

Fortunately, the basic construction of the Old Jail as a fortress lends itself readily to energy efficiency.

As a side note, the public nature of this transformation of the building should allow its use for community purposes in times of natural disaster, such as for a hurricane shelter or ancillary emergency-operations space.

EXTERIOR, PUBLIC PASSAGE AND LANDSCAPING

The exterior of the Old Jail and its driveway and parking area should be dramatically redesigned, including:

- A welcoming, landscaped entry
- A safe, landscaped pedestrian passageway along the east side of the property, with connection to Artisan Alley
- Complete repaving of the parking and driving areas
- Adding windows and entry points wherever possible to make shoppers and visitors feel welcome to explore the interior
- A rooftop garden on the one-story portion of the north end of the building, visible to passersby on West New York Avenue and available to the business tenants for growing herbs and other food

plants for use in their businesses

- Landscaping in the exercise cage
- Outdoor seating amid the landscaped areas
- Retention of much of the parking now available on the site, with a 12-foot-wide, one-way drive connecting New York and Georgia avenues
- An exterior paint scheme that highlights the Old Jail's architectural features
- A mural that captures the spirit of the Old Jail's transformation from imprisonment to redemption

- Well-planned trash-management area, with mandatory recycling by building users
- The parcel's current stormwater management will be enhanced by the addition of pervious surfaces
- The parcel on the south side of Georgia Avenue, recently refreshed by the City of DeLand for parking, should remain as public parking at least until the time of redevelopment of the current Fire Station site at Florida and Howry avenues

“Create a place that is enjoyable and interesting — one that encourages entrepreneurship, where you can mostly depend on your own two feet for daily errands. That is how you create a successful city.”

— **Andrew Price, software developer and urbanist, for StrongTowns.org**

“The perfect city is one that provides a platform for organic growth and fosters a sense of ownership in its population.”

— **Memoori, Smart Building Research**

“We believe in the power of pulling up our sleeves, working with our neighbors, and trying to build a place so worthy of admiration you could write a song about it. We also believe in the power of small. We have seen that it takes only a few inspired people to create a contagious sense of hope and excitement. A single storefront can transform a street. A lovable building can lift a whole neighborhood. ...”

— **The Incremental Development Alliance**

NOTES: Several factors will determine the feasibility and final cost and viability of this concept plan. Working with contractor Ken Goldberg, as well as consulting with a second DeLand contractor, we have designed a reasonable plan and cost estimates. However, given the timeframe and known presence of friable asbestos in the building, a full engineering study was not possible.

Further, the uncertainty posed by Constitutional Amendments No. 1 and No. 2 on the ballot Nov. 6, 2018, make it impossible to calculate the future cost of property taxes (now estimated at \$5,208 per month) for the operation described here.

Project costs & example schedule

We believe our reconstruction plan can be realized with a budget of approximately \$2.5 million to \$3 million.

Our proposal envisions the City of DeLand:

- Conveying title to the property, including the Historic Jail site, along with salvage rights to any contents,
- Providing hazardous-materials remediation in the old jail building,
- Providing demolition of the southern one-story section of the jail building,
- Assigning all impact-fee credits or waivers for existing fixtures in the building.

With the known presence of friable asbestos in the building currently, it has not been possible in the short proposal period to study the interior space in depth.

The redevelopment plan would depend on intense engineering study not possible during the proposal period.

We've based our renovation concept on casual observation of the interior and use of the 1967 construction drawings created by Daytona Beach architect William A. Faust. However, the Faust drawings do not appear to provide a 100-percent accurate picture of the jail as built.

For these reasons, our renovation plan sketches a broad concept. We expect details of the plan to change as the project progresses.

We expect our project cost to be \$2.5 million, with major costs including:

- Site redevelopment, including landscaping, repaving, cistern-and-pump system for irrigation: \$500,000
- Surgical interior demolition to open up the space, including salvage of the prison iron works and mechanicals: \$100,000
- Addition of windows and doors: \$60,000
- New cool roof on the three-story portion: \$75,000
- Reroof with addition of rooftop-garden elements on the one-story section: \$117,045

- Solar array atop the three-story section: \$132,000
- HVAC systems for ground and second floor: \$80,000
- Fire sprinklers: \$150,000
- Replumbing as needed: \$75,000
- Exterior painting: \$40,000
- Commercial kitchen: \$200,000
- Miscellaneous interior renovation: \$600,000
- Reserve for contingencies at \$2.5 million: \$350,000

This schedule assumes, for example, that selection is made and schedule begins Jan. 1, 2019:

January-May 2019 — Demolition of south one-story section by City of DeLand; hazardous-materials abatement by City of DeLand
Consideration of contractor(s).

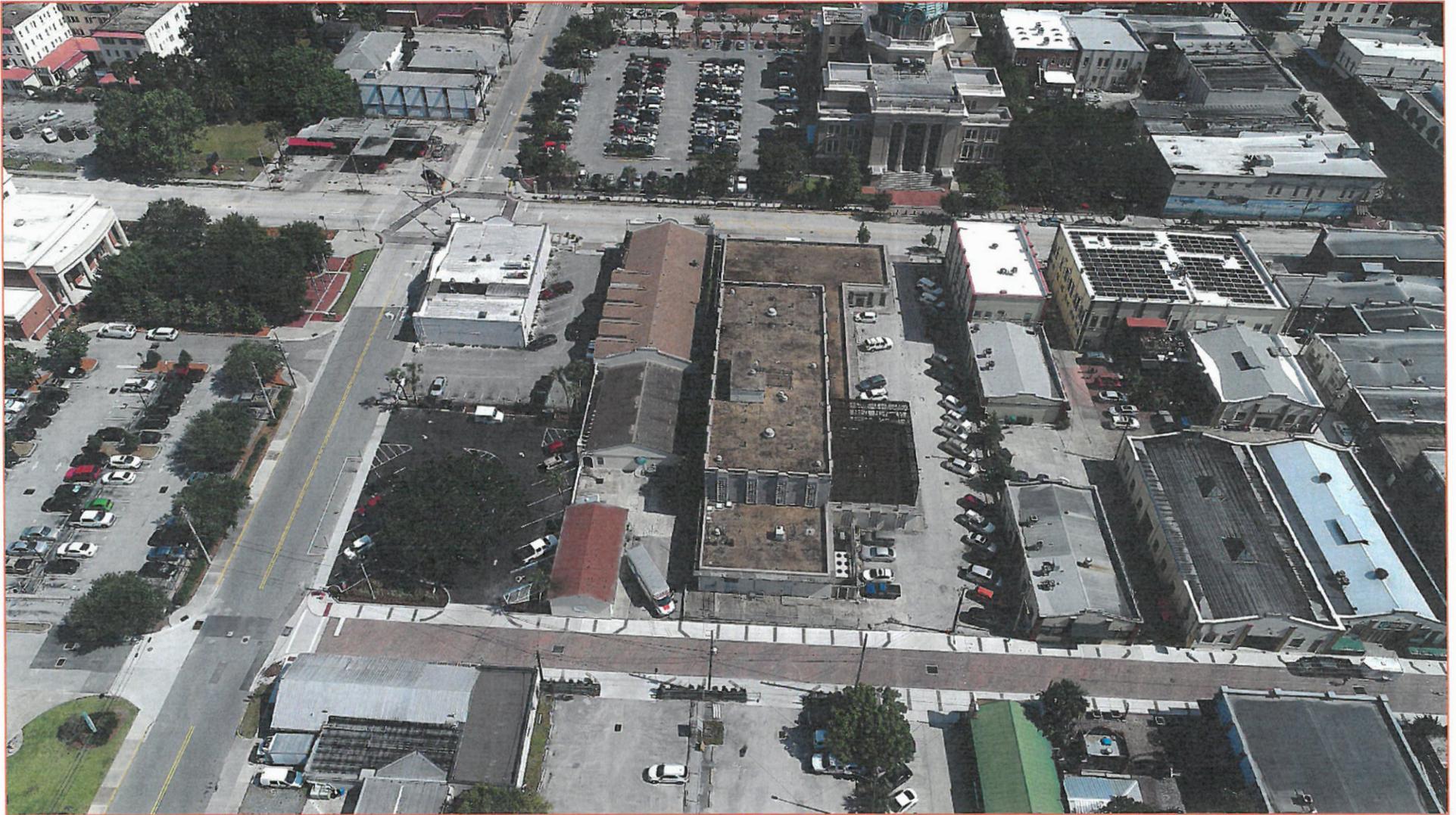
May-July 2019 — Selection of contractor(s).
Engineering evaluations
Preparation of construction drawings and permit materials
Demolition permit

July-September 2019 — Permitting with City of DeLand
Salvage operations in interior

September-October 2019 — Demolition and restructuring of parking lot and public-passageway
Re-roof; installation of solar equipment and rooftop garden areas
Interior demolition

October-November 2019 — Interior reconstruction
Final landscaping
Begin leasing marketplace

December 2019-January 2020 — Grand opening



PHOTO/FLYING CAT DRONEWORKS/ANTHONY DeFEO

SCALE AND STYLE — Proposals for the Historic Jail site at 130 W. New York Ave. will take into account the scale and style of the existing neighborhood, including the surrounding uses. The impact on the Volusia County Historic Courthouse, for example, must be considered. The right redevelopment plan for the Old Jail site, midway between DeLand City Hall and Woodland Boulevard on one of DeLand's most heavily traveled streets, could serve as an important expansion of the Downtown DeLand shopping-and-dining district that has brought such positive notoriety and economic benefit to DeLand residents and business owners. The recently completed Georgia Avenue Streetscape, visible here, is a stunning addition to the neighborhood.

Financial analysis

Construction Capital

Construction Cost

Month	Construction	Principal	Rate 6%/12 Months	Monthly Interest Payment
1	208,337	208,337	0.50%	\$1,042
2	208,333	416,670	0.50%	\$2,083
3	208,333	625,003	0.50%	\$3,125
4	208,333	833,336	0.50%	\$4,167
5	208,333	1,041,669	0.50%	\$5,208
6	208,333	1,250,002	0.50%	\$6,250
7	208,333	1,458,335	0.50%	\$7,292
8	208,333	1,666,668	0.50%	\$8,333
9	208,333	1,875,001	0.50%	\$9,375
10	208,333	2,083,334	0.50%	\$10,417
11	208,333	2,291,667	0.50%	\$11,458
12	208,333	2,500,000	0.50%	\$12,500

Income

Monthly Income

Business Incubator

Units	Rate	Monthly Revenue
26	450	\$11,700

Event Rentals

Units	Rate	Monthly Revenue
8	3000	\$24,000

Escape-Room Activity

Units	Rate	Monthly Revenue
10	250	\$2,500

Kitchen Rentals

Units	Rate	Monthly Revenue
40	35	\$1,400

Courtroom Rentals

Units	Rate	Monthly Revenue
5	200	\$1,000

Expenses

Monthly Expenses

Debt Service (Mortgage Payment) \$18,038

Property Tax (\$2.5M taxed at 25 mills) \$5,208

Insurance \$2,000

Manager Payroll \$5,000

Maintenance \$5,000

Utilities \$3,500

NOTES ON FINANCIALS

Our analysis shows this concept would contribute, at today's rates, approximately \$62,000 a year in property taxes.

This analysis borrows from information available about

event-rental income from Artisan Alley Garage and the City of DeLand's Sanborn Center.

This analysis does not anticipate any revenue from the third floor of the old jail, which — at Downtown DeLand's current rates for commercial-space rental — should produce

approximately \$8,000 per month in rental income, offset by the cost of any build-out or reduction in space created by the renovation.

Debt service and costs during the construction period are calculated using information from Mainstreet Community Bank.

Cashflow

Annual Capital

	Year 1	Year 2	Year 3	Year 4	Year 5
Income					
Business Incubator	0	140,400	140,400	140,400	140,400
Event Rentals	0	288,000	288,000	288,000	288,000
Escape-Room Activity	0	30,000	30,000	30,000	30,000
Kitchen Rentals	0	16,800	16,800	16,800	16,800
Courtroom Rentals	0	12,000	12,000	12,000	12,000
Total Income	0	487,200	487,200	487,200	487,200
Expense					
Interest Paid On Construction	81,250	0	0	0	0
Debt Service (Mortgage Payment)	0	216,450	216,450	216,450	216,450
Property Tax	0	62,496	62,496	62,496	62,496
Insurance	0	24,000	24,000	24,000	24,000
Manager Payroll	0	60,000	60,000	60,000	60,000
Maintenance	0	60,000	60,000	60,000	60,000
Utilities	0	42,000	42,000	42,000	42,000
Total Expense	81,250	464,946	464,946	464,946	464,946
Net Cash Increase for Period	(81,250)	22,254	22,254	22,254	22,254
Cumulative Net Cash Increase	(81,250)	(58,996)	(36,743)	(14,489)	7,765











SITTING AREA

SOLAR PANELS ON ROOF

ROOF GARDEN

DRIVE WAY

PARKING

PARKING



Insurance,
Bank Letters

DELAND OFFICE

838 E. New York Ave., DeLand, FL 32724
386-734-0800



EDGEWATER OFFICE

101 E. Yelka Terr. Ste A, Edgewater, FL 32132
386-427-5201

September 19, 2018

Richard Werbiskis, AICP
Community Development Director
City of DeLand
Downtown Community Redevelopment Agency
120 S Florida Avenue
DeLand, FL 32720

RE: RFP-18-20
Redevelopment of Downtown Parcel

Dear Mr. Werbiskis,

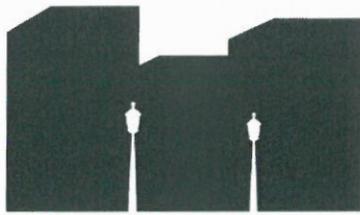
Please be advised that Conrad Realty Co., Inc. is a long-standing insured with our agency. We will have no problem securing what ever additional insurance they may need for their proposal of the combination of general/professional office, retail and market rate residential housing mixed use development on the property located at 130 West New York Avenue and the second parcel of land located south of West Georgia Avenue.

Most sincerely,

Donna M. Lennon, AAI, CIC, CRM
Managing Member

OUR BUSINESS IS PEOPLE, NOT POLICIES.

LANEINS.COM



**MAINSTREET
COMMUNITY BANK**
OF FLORIDA

September 19, 2018

Dear City of DeLand,

This correspondence is intended to serve as written confirmation that Conrad Realty Co. is a valued customer of Mainstreet Community Bank of Florida. Conrad Realty Co. has been pre-qualified for their proposed plan to redevelop the downtown parcel located at 130 W. New York Ave. DeLand, FL, RFP -18-20.

Final loan approval will be contingent upon normal real estate requirements such as, but not limited to, an acceptable appraisal, evidence of clear title, proof of insurance, construction budget, etc.

This letter was submitted at the request of Conrad Realty Co. If you should have any questions, please feel free to contact me at (386)785-2304 or Richard.Prescott@MainstreetCBF.com

Sincerely,

A handwritten signature in black ink, appearing to read 'Richard M. Prescott'.

Richard M. Prescott
Vice President/ Commercial Lender
Mainstreet Community Bank of Florida
204 S. Woodland Blvd.
DeLand, FL 32720
Ph: (386) 785-2304
NMLS# 982260
Richard.Prescott@MainstreetCBF.com



Conrad Realty Company
C/O Barbara Button
112. W. New York Ave., Suite 209
DeLand, FL 32720

RE: 130 W. New York Ave., DeLand, FL 32720

To whom it may concern:

Please use this letter as evidence that First Green Bank has pre-approved Conrad Realty Company, and/or an entity to be determined, for construction financing on the aforementioned property. It is noted that full approval is contingent on full underwriting and normal real estate due diligence.

Should you need assistance with any other matter, please feel free to contact me.

Sincerely,

Lex Ford
Senior Vice President
First Green Bank
Lex@FirstGreenBank.com
(352)483-9923



Letters of Support
for Concept



DELAND | ORANGE CITY | ENTERPRISE | PIERSON | BARBERVILLE | CASSADAGA | DELEON SPRINGS | DEBARY | DELTONA | LAKE HELEN | SEVILLE

City of DeLand

To whom it may concern:

I have had the opportunity to review Conrad Realty Co.'s concept for redevelopment of the Historic Jail site in Downtown DeLand, as President of the DeLand Area Chamber of Commerce and Orange City Alliance, it is apparent this concept is the right quality diverse plan that would work well with the current DeLand business climate. Conrad Realty Company is a proven leader in our community, with projects that have improved our culture, generated positive impacts to our city and cultivated an environment for businesses to grow and succeed.

Professionally speaking, as someone who has been in the event industry for over 30 years in Central Florida, I can attest to the desire of people wanting to have their events in a happening safe Downtown such as DeLand. We witness more and more every day the real struggle for many industry professionals, from both the corporate and the private sector in search of dedicated venue space in the Downtown district. It's unfortunate that many times we are forced to take the influx of revenue from events, out of our local area due to the lack of convenient, functionally planned, indoor event space.

As our demographic grows the need for more community event space has never been more prevalent. DeLand has done an amazing job preparing for this with the Sanborn Activities Center, creating a community center that provides a quality environment to keep residents engaged with activities and events for a positive DeLand lifestyle. It's apparent with the many new homes being built in DeLand this center won't take long to be at full capacity. With the many non-profits, large corporations, public and private organizations that are currently challenged with the limited venue space in DeLand, it would certainly make this concept plan proposed by Conrad Realty ideal for our community as we plan and prepare for our future.



DELAND | ORANGE CITY | ENTERPRISE | PIERSON | BARBERVILLE | CASSADAGA | DELEON SPRINGS | DEBARY | DELTONA | LAKE HELEN | SEVILLE

Additionally, as an advocate for economic growth as president of the DeLand Area Chamber of Commerce & Orange City Alliance, I am enthused about this concept for a small-business incubator and the diversity it will bring to our Downtown in the form of Conrad Realty's Courthouse Marketplace. Small businesses are the heart and soul of our downtown economy, creating jobs, and opportunity. This incubator would be a positive approach to the 21st century and a model example for other cities and main streets across our country.

I would like to thank the City of DeLand for this RFP process, providing an equal and fair opportunity for the professionals in our community. Ultimately I've seen the hard work of our city staff and dedicated City Commission and know with confidence this hard decision will be made for the best interests of our downtown and greater community.

Sincerely,

A handwritten signature in black ink, consisting of a large, stylized 'J' followed by several sweeping, overlapping strokes.

JOSEPH HEARN

2018 PRESIDENT

120 S. Florida Ave, 2nd Floor, City Hall Complex

DeLand, FL 32720

President@DeLandChamber.org

(386) 734 - 4331



FLORIDA VICTORIAN & Architectural Salvage &

Tuesday, October 23, 2018

City of DeLand
Jail Facility RFP Review Board

As a Georgia Ave. historic building owner since 1988, for over thirty years I have witnessed (and contributed to) the development of the nascent Arts & Entertainment District in Delightful Downtown DeLand.

Restaurants and bars, family owned retail businesses, art studios and museums and craft emporiums are flourishing in this environment of slow but steady organic authentic local entrepreneurs working together to foster a positive climate for local people and visitors alike to enjoy our downtown shopping and entertainment experience.

For this reason I am heartily supporting the proposal of Conrad Realty to rehabilitate the former jail structure for use as a multi-faceted event facility with micro-business incubators and rooftop garden vistas overlooking our Historic Courthouse.

We have carefully reviewed the Conrad proposal and it simply speaks to those of us who care about having a "good fit" for this developing arts and entertainment district :

1/ The proposal offers opportunities to build on micro-business creative activities similar to the highly successful "Artisan Alley" markets initiated several years ago by the same Conrad Realty group.

2/ The adaptive reuse of the jail facility is a Green environmental project – why not refit, reuse, adapt a building for multiple uses rather than tear it down? Also, with careful retrofitting, many of the jail facility accoutrements can be reused or salvaged for use elsewhere.

3/ The "scale" of this proposal is suitable to the neighborhood – do we really want to dwarf out Historic Courthouse and other historic buildings nearby with multi-story condos and parking garages and businesses better suited to be located away from our downtown tourism area with arts and entertainment establishments?

We urge you to carefully consider the Conrad Realty proposal which will continue the development of a unique downtown arts and entertainment district we can all be proud to patronize.

Respectfully submitted,

Mark Shuttleworth
Florida Victorian Architectural Salvage
Da Vinci Design Studios
The Hacienda on Voorhis



10-16-2018

Greetings,

I have been a part of the Artisan Alley business community since 2013, when I bought the retail store NEST from Rob and Teri Peaden.

My family has been part of DeLand since 1958, when my parents came here, which led to my father, Thomas Sperling, going to work in 1961 in DeLand's Recreation and Parks Department.

As a tenant of Conrad Realty Co., I have witnessed the company's skill in property management and its commitment to tenant businesses. The success of tenant businesses is a prime objective.

Conrad Realty Co. is very community-minded, looking out not only for the company's bottom line, but the growth and economic prosperity of the community, as well.

As the owner of NEST, I also partner with Conrad Realty Co. to manage our weekly Farmers Market and the rental of the Artisan Alley Garage for a wide variety of events.

My experience gives me great confidence in Conrad Realty Co.'s plan for redevelopment of the Historic Jail site. The company's focus on small businesses will help assure successful operation of the marketplace business incubator. Also, from the many contacts I have for event rentals (on average 10-15 inquiries a week), I am certain that a large-event venue in this neighborhood, that (unlike the Garage) offers air-conditioning, restrooms and kitchen access, will be very popular.

I appreciate this opportunity to comment on Conrad Realty Co.'s proposal, and, as a business owner in DeLand, look forward to the redevelopment of this long-neglected property.

Sincerely,

Cindy Sperling

Résumés

Astrid de Parry, P.A.

Attorney at Law

107 East Church Street

DeLand, FL 32724

Phone: 386-736-1223

FAX: 386-736-1022

email@delandattorney.com

EMPLOYMENT EXPERIENCE:

Astrid de Parry, P.A., DeLand, Florida, May, 1993 to present

Engaged in a general civil practice, concentrating in the areas of probate and guardianships, wills, trusts, and estate planning, elder law, real property transactions, business and commercial law, land use and environmental law, civil litigation and mediation. Florida Supreme Court Certified Circuit Civil and Appellate Mediator.

City Attorney, City of DeLand, DeLand, Florida, February, 1989 to September, 1992

Provided comprehensive legal services to the Mayor and City Commissioners, Planning Board, Board of Adjustment, City Manager and senior administrative staff. Principal areas of responsibility included litigation and risk management, administrative law proceedings, land use planning and zoning, environmental regulation, real property transactions, utility administration and bond issues, airport leasing, grants and contracts, labor law and employee relations matter.

General Counsel and Project Coordinator, Park Equus, Inc., Kissimmee, Florida, September 1987 to February, 1989

Provided comprehensive legal services to the developer of a new theme park and dinner attraction near Disney World, Florida. Principal areas of responsibility included real property transactions, land use planning, environmental permitting, construction contract administration, employee benefits, insurance and general corporate matters.

Associate Attorney, Boroughs, Grimm, Bennett & Griffin, P.A., Orlando, Florida, September, 1986 to September, 1987

Engaged in a general corporate practice with a special emphasis on the securities laws aspects of venture capital transactions. Other areas of practice included technology transfer and licensing agreements, copyright and trademark matters, real property transactions, legislative lobbying and administrative law proceedings.

General Counsel, Alaska University Statewide System, Fairbanks, Alaska, November, 1980 to September, 1985

Provided comprehensive legal services and management guidance to the President and Board of Regents of the Statewide System of Higher Education. Supervised staff of four and all outside attorneys retained for litigation support and other specialized services. Principal areas of responsibility included litigation and risk management, construction contract administration, real property transactions, administrative law proceedings, government procurement, labor law and employee relations matters.

Assistant University Counsel, Cornell University, Ithaca, New York, August, 1977 to October, 1980

Advised the Provost and senior executive staff regarding equal opportunity and affirmative action matters. Other areas of responsibility included medical and veterinary malpractice, administrative law proceedings, commercial contracts, risk management, real property transactions, immigration, labor law and employee relations matters.

EDUCATION:

Cornell University Law School, J.D., 1977
University of Michigan, B.A., magna cum laude, 1974
Albert Ludwigs Universität, Freiburg, Germany, 1972-73

MEMBERSHIPS:

Florida, Alaska and New York State Bar Associations; Florida Municipal Attorneys Association (1989-92); National Association of College and University Attorneys (1977-1985); Rotary International (1991-present).

Currently admitted to practice before all courts in the State of Florida, the United States District Court for the Middle District of Florida and the United States Court of Appeals for the Eleventh Circuit.

REFERENCES:

Furnished upon request.

HERNANDO GOMEZ

Florida Architect AR0014852

PROFESSIONAL QUALIFICATIONS

EDUCATION:

University of Illinois Bachelor of Architecture (five year program)
Universidad Nacional de Colombia Stage in project management
Cornell University Hotel Planning and Design
Harvard University Master Planning

WORK EXPERIENCE:

- 2002-2008 Boutique practice in Deland, Florida, concentrating primarily in historical renovation and restoration.
- 1990-2002 VOA Associates Inc., Orlando and Chicago. Principal-in-Charge of Latin American work.
- 1987-1990 Russell and Axon Inc., Daytona Beach and St Louis. Project Manager for various projects in Central Florida
- 1972-1987 Asinarco Ltda, Bogotá Colombia Founding partner. Commercial and residential work in South America.

SELECTED PROJECTS:

Master Planning and Conceptual Design:

- La Tirilluca PUD, Chile: 2,000 hectares (5,000 acres) second home development on the Pacific Ocean. 2000+ homesites in three distinct communities (golf, ecological and equestrian), conference center, amusement park and other components.
- Lajitas, Pto. Lopez, Colombia: 3,000 (7,000 acres) hectares vacation villages, water park, conference center hotel, 1,200 homesites, eco-center in the Orinoco basin of Colombia
- Fundo Mandor Pampa, Machu Picchu, Peru. 3,000 acre eco-tourism development, consisting of three eco-lodges, a train station, and an ecological research center.
- Hotel Cabanas Tikal, Flores, Guatemala, 300 hectares near the Maya ruins. 120 room hotel, cultural center and horticultural station.
- Watchtower Society Branch Office, Facatativa, Colombia, 120 hectares, campus for 500 resident community, educational, printing and administration facilities in 600,000 square feet of construction.
- Nerbonne NV, Orlando, Florida: 30 acres on International Drive. Master land use plan, and environmental permitting. Two hotels, restaurants and convenience store.

Hospitality and Entertainment:

- Daytona Park, Lima, Peru: Entertainment center inside the Monterrico race track. Planned for 600,000 visitors a year. Go-karts, mini-golf, food court, birthday rooms, arcade and redemption and other attractions
- Renaissance Hotel, Cali, Colombia. 250-room four-star hotel and 50,000 square-foot convention center.
- LagunAventura Theme Park, Bogotá, Colombia. Destination theme park for 1,200,000 visitors a year on 24 hectares. 200-room hotel and entertainment zone.
- Divesa 127, Bogotá, Colombia. Urban Entertainment center vertically organized in six levels and three underground parking levels. Multiplex, adult clubs and children's birthday club, festive retail and multimedia center.

HERNANDO GOMEZ

Florida Architect AR0014852

PROFESSIONAL QUALIFICATIONS

SELECTED PROJECT CONTINUED

Institutional and Office Buildings:

-
- Edificio Teusaquillo Internacional, Bogotá, Colombia. Seven-story Office building in the downtown business center of Bogotá.
- Edificio Torre Ejecutiva, Bogotá, Colombia: Eighteen-story office building in Bogotá.
- Gobernación de Cundinamarca, Bogotá, Colombia. Interior design for public spaces, Hall of Deputies, Auditorium and other public spaces.
- Animal Services Building of Marion County, Florida.
- Impex Ecuatoriana Building, Guayaquil, Ecuador. Office building headquarters for this importation company.

Historical Restoration/renovation:

-
- Calle 71A No. 5-36 Bogota, Colombia
- Finca Quayaquil, Chia Colombia
- Ponce Inlet Lighthouse Fuel Building
- 220 West Wisconsin Avenue, Deland
- 228 West Wisconsin Avenue, Deland
- 341 West Wisconsin Avenue, Deland
- 813 N. Clake, Deland (unfinished)
- 226 West Michigan Avenue, Deland
- Chase House, Deland Florida (unfinished)
- Persimmon Hollow Office Suites, Deland Florida
- 140 North Woodland Boulevard, DeLand
- Deland/Deltona Beacon/120 North New York, DeLand (ongoing)
-

PROFESSIONAL CERTIFICATIONS AND REGISTRATIONS:

-
- State of Florida: Architect AR0014852
- Republic of Colombia: Architect
General Contractor

PROFESSIONAL AFFILIATIONS:

-
- American Institute of Architects (inactive)
- Sociedad Colombiana de Arquitectos
- American Planning Association (inactive)

AWARDS AND RECOGNITIONS:

American Institute of Architects Florida Design Awards

-
- Unbuilt Design Award for Renaissance Cali Hotel, 1996
- Unbuilt Design Award for DIVESA-127, Bogotá, Colombia
- Built Design Award Project: Compensar Entertainment Center, Bogotá, Colombia
- Unbuilt Design Award for Curitiba International Convention Center
-

HERNANDO GOMEZ

Florida Architect AR0014852

PROFESSIONAL QUALIFICATIONS

AWARDS AND RECOGNITIONS:

- **American Institute of Architects Florida Design Awards**
 - Unbuilt Design Award for Renaissance Cali Hotel, 1996
 - Unbuilt Design Award for DIVESA-127, Bogotá, Colombia
 - Built Design Award Project: Compensar Entertainment Center, Bogotá, Colombia
 - Unbuilt Design Award for Curitiba International Convention Center
-

TEACHING AND RELATED EXPERIENCE:

- **George Washington University Seminars**
 - Eco-lodge Design
- **Daytona Beach Community College**
 - Auto Cad Applications
- **United Nations Commissions**
 - Simultaneous interpretation
- **Universidade Candido Mendes**
 - Master Planning Entertainment in Latin America

PUBLICATIONS

- **AIA Florida Magazine, December 1997**
 - Practicing Outside the Region- Gobernación de Cundinamarca Capitol
- **Architectural Record, September 1998**
 - Hot Markets in South America
- **Urban Land Magazine, June 1999**
 - Master Planning in Latin America
- **Florida Trend, March 2000**
 - Southern Exposure, Exporting Services
- **American Bungalow Magazine, February 2006**
 - What Is Behind DeLand's Bungalows

HERNANDO GOMEZ-BROWA

Florida Architect AR0014852

MASTER PLANNING EXPERIENCE



Image by La Torre del Viga

Bird's eye view from the northwestern side. Residential blocks in the background and educational center in the foreground. (Entrance and maintenance area are not visible).



View of the service courtyard from the residential center



View of the park. Farmlands in the background.

PROJECT NAME: La Torre Del Viga Sucursal Facatativa, Colombia

Master Plan accomplished in 1985 while a Principal at Asinarco Limitada in Bogota. La Torre del Viga's in-house A and E Department did all the architectural and engineering work.

PROJECT TYPE: Master Plan for 28 hectares of multiuse campus. Printing plant and distribution center for the Watchtower and Awake magazines for the Andean region. Educational and training center with residential facilities for up to 500 volunteers. Office complex and visitor center.

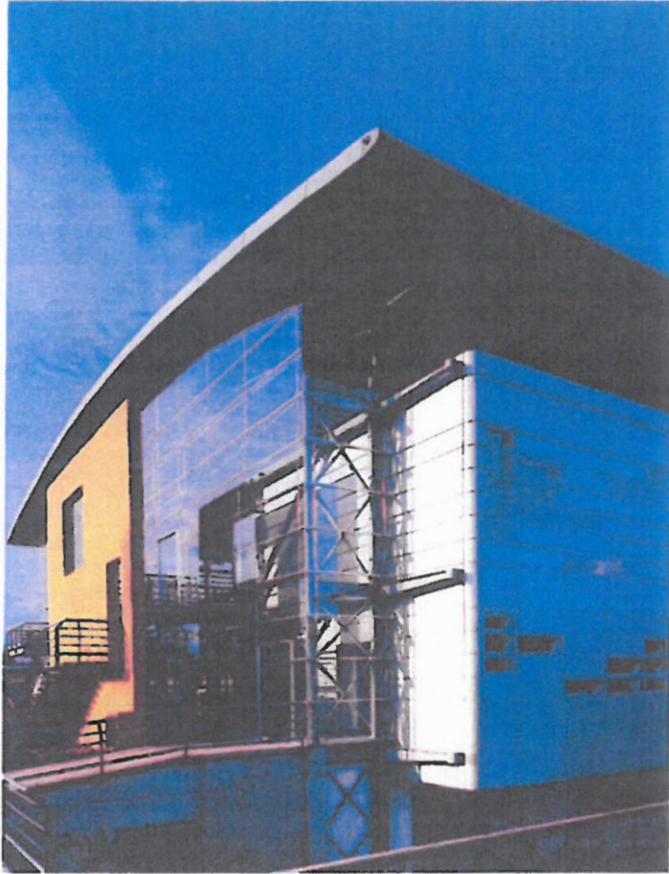
SIZE: 240,000 square feet construction in first phase expandable to 400,000 square feet over a period of time.

SPECIFIC REQUIREMENTS: The local authorities considered density and the environmental requirements to be high priority for this project given the farming designation of the area. The Client wished to address these requirements in an exemplary way. The project has been widely recognized for its sensitivity to its surroundings.

HERNANDO GOMEZ

Florida Architect AR0014852

PROFESSIONAL QUALIFICATIONS



PROJECT NAME: Compensar Family Cultural Center, Bogota, Colombia

Project accomplished while a Principal at the top-20 firm of VOA Associates, Inc., Chicago/Orlando

PROJECT TYPE: A combination of entertainment and cultural facility for a social service organization

SIZE: 120,000 Square feet

PROJECT BUDGET: 5.3 Million

CLIENT: Compensar Caja de Subsidio Familiar

CLIENT CONTACT: Nestor Rodriguez, Director

Tel. 011.571.410.0088

email: nrrodriguez@compensar.com

DATE: 1998-2002

DESCRIPTION: Master Planning and Architectural Design through Design Development. An unusual mix of entertainment, education and cultural. Set in a garden. The Plaza was designed for performing arts, the fountains are interactive and the whole project is tied together by water features.

RECOGNITIONS: AIA Award for Excellence in Design in Architecture 2001

PUBLICATIONS: AIA Florida and other publications

HERNANDO GOMEZ

Florida Architect AR0014852

PROFESSIONAL QUALIFICATIONS



PROJECT NAME: Divesa Family Entertainment Center, Bogota, Colombia
Project accomplished while a Principal at the top-20 firm of VOA Associates, Inc., Chicago/Orlando
PROJECT TYPE: Family Entertainment Center

SIZE: 53,000 Square feet

PROJECT BUDGET: 4.5 Million

CLIENT: Inversiones Divesa/ Holguines y Cia

CLIENT CONTACT: na

DATE: 1996 (suspended)

DESCRIPTION: Master Planning and Architectural Design through Design Development. A complex program on a small urban site. Multiplex cinema, fast foods and other entertainment venues.

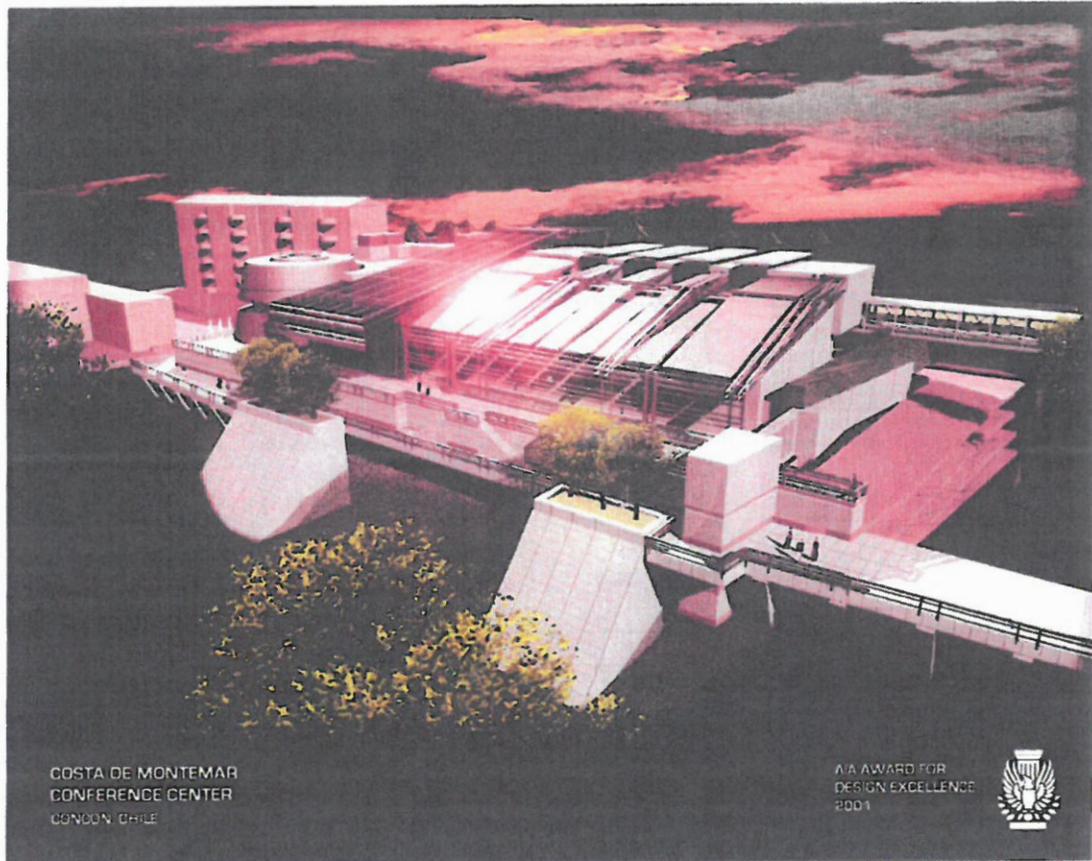
DESCRIPTION: RECOGNITIONS: AIA Award for Design Excellence 1996

PUBLICATIONS: AIA Florida and other architectural publications

HERNANDO GOMEZ

Florida Architect AR0014852

PROFESSIONAL QUALIFICATIONS



PROJECT NAME: Costa de Montemar Conference Center, Chile

Project accomplished while a Principal at the top-20 firm of VOA Associates, Inc., Chicago/Orlando

PROJECT TYPE: Banquet and Conference Facility

SIZE: 80,000 square feet

BUDGET: 10 MILLION

CLIENT: Inmobiliaria Montemar

CLIENT CONTACT: NA

DATE: 2000 pending

DESCRIPTION: Master Planning and Architectural Design through Design Development. A very complex mix of high-technology meeting and banquet facilities on a very steep cliff overlooking the Pacific Ocean

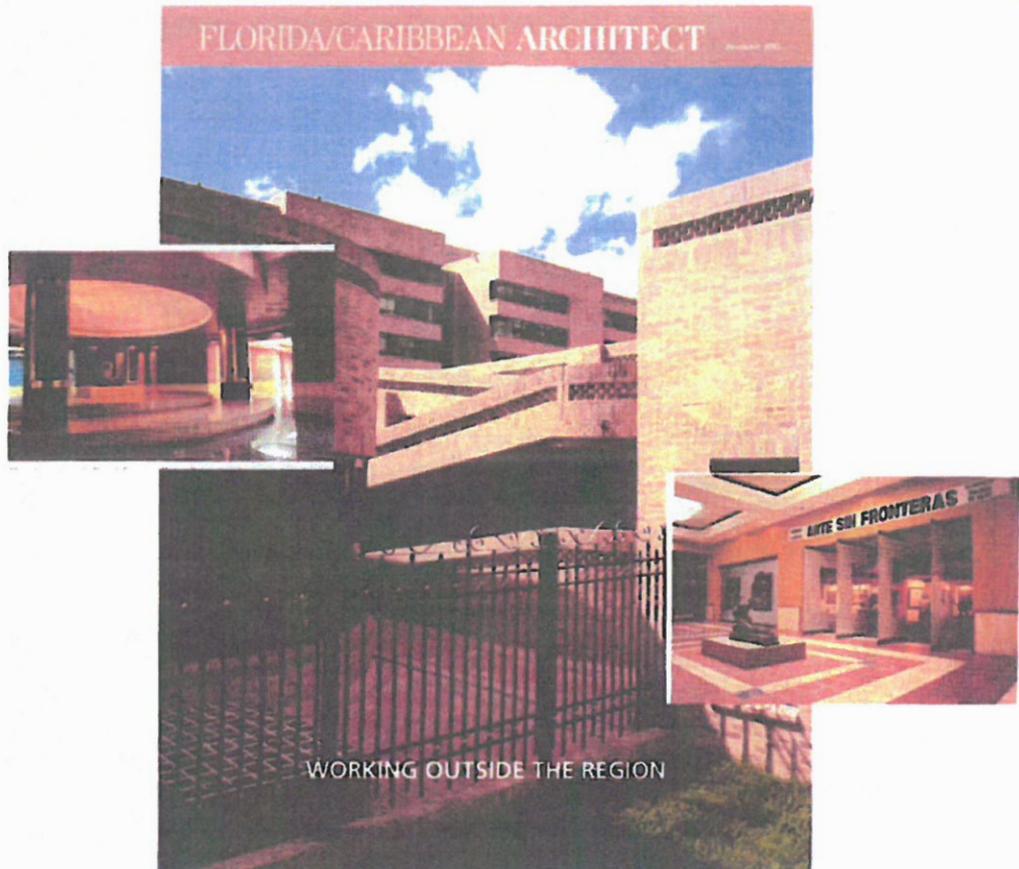
RECOGNITIONS: AIA Award for Design Excellence in 2001

PUBLICATIONS: AIA Florida magazine

HERNANDO GOMEZ

Florida Architect AR0014852

PROFESSIONAL QUALIFICATIONS



PROJECT NAME: Cundinamarca provincial Capitol Complex, Bogota, Colombia
Project accomplished while a Principal at the top-20 firm of VOA Associates, Inc., Chicago/Orlando
PROJECT TYPE: Government Center

SIZE: 800,000 square feet

BUDGET: 230 MILLION

CLIENT: Gobernacion de Cundinamarca

CLIENT CONTACT: Gustavo Caceres, Project Manager
tel. 011.571.636.3021 or 011.571.594.2323

DATE: 1998

DESCRIPTION: Interior Design of all public spaces, auditorium, Chamber of Deputies, Museum, food service.

PUBLICATIONS: AIA Florida Magazine

HERNANDO GOMEZ

Florida Architect AR0014852

PROFESSIONAL QUALIFICATIONS



PROJECT NAME: Compensar Family Cultural Center, Bogota, Colombia

Project accomplished while a Principal at the top-20 firm of VOA Associates, Inc., Chicago/Orlando

PROJECT TYPE: A combination of entertainment and cultural facility for a social service organization

SIZE: 120,000 Square feet

PROJECT BUDGET: 5.3 Million

CLIENT: Compensar Caja de Subsidio Familiar

CLIENT CONTACT: Nestor Rodriguez, Director

Tel. 011.571.410.0088

email: nrrodriguez@compensar.com

DATE: 1998-2002

DESCRIPTION: Master Planning and Architectural Design through Design Development. An unusual mix of entertainment, education and cultural. Set in a garden. The Plaza was designed for performing arts, the fountains are interactive and the whole project is tied together by water features.

RECOGNITIONS: AIA Award for Excellence in Design in Architecture 2001

PUBLICATIONS: AIA Florida and other publications

HERNANDO GOMEZ

Florida Architect AR0014852

PROFESSIONAL QUALIFICATIONS



PROJECT NAME: Lace and Accessories 140 North Woodland Avenue, Deland

PROJECT TYPE: Historically-sensitive reconstruction

SIZE: 1,200 square feet

BUDGET: \$45,000

CLIENT: Chris and Sandy Chavez

CLIENT CONTACT: Chris Chavez
1.386.451.3787

DATE: 2007

DESCRIPTION: Planning and design of storefront and display case, looking at 1880s storefronts as reference. The new construction had to meet the new codes, consequently a metal structure and masonry enclosure were first built and the wood around it. The Owners wanted to recreate an 1880s storefront for their business. The existing 1960s aluminum storefront had to go and be replaced by the new structure. The showcase was designed to glow at night and highlight the merchandise inside. The stained glass transoms were handmade to period designs.

HERNANDO GOMEZ

Florida Architect AR0014852

PROFESSIONAL QUALIFICATIONS



Before

Nighttime view

PROJECT NAME: 206/208 North Woodland Boulevard, Deland, Florida

PROJECT TYPE: Commercial, Retail and Executive Center

SIZE: 1,600 square feet

BUDGET: \$145,000

CLIENT: Diane Aunapu and Bob and Jerry Risting

CLIENT CONTACT: Diane Aunapu
Tel. 386.748.0143

DATE: 2006-2008

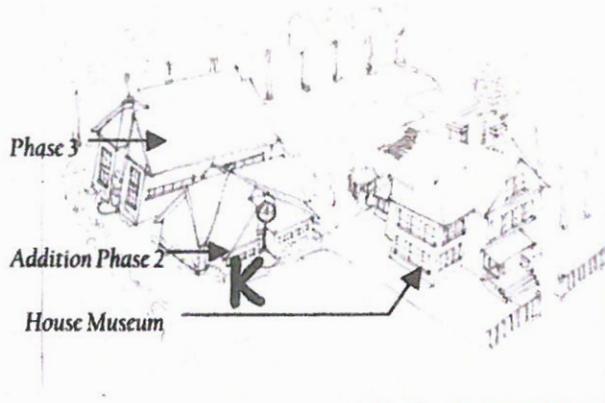
DESCRIPTION: Complete architectural design, coordination of consultant team. The derelict building was near collapse. The front façade had to be demolished and reconstructed along historical lines, down to all the brick and awning details. The interiors were designed on an unusual angle to give a sense of spaciousness on a very narrow building

RECOGNITIONS: LEED certified project.

HERNANDO GOMEZ-BROWN

Florida Architect AR0014852

MASTER PLANNING EXPERIENCE



Phase 3

Addition Phase 2

House Museum

House Museum

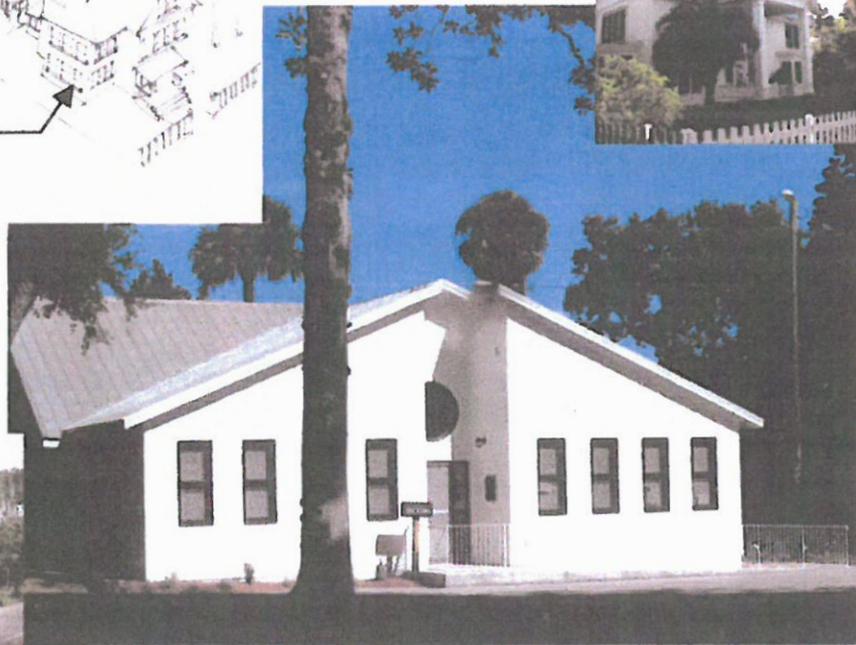


Master Plan showing
Phases 1,2,3

A



Phase 1 (existing)



Phase 2- New Addition to Conrad Center completed in January 2009

PROJECT NAME: DeLand House Historical Museum Additions

Project developed in Phases for the West Volusia Historical Society in 2007.

PROJECT TYPE: Historically-sensitive new architectural design delivered in phases per the Society's needs. The DeLand House needed an expanded gift shop and the office was to move to a new location (Phase 1). The existing Conrad Center which houses the reading and research rooms as well as display area needed to be enlarged. The design needed to be contemporary but not compete or detract from the historical house. Additionally, the design was to be approved by the local Historical Board, since the site is in a Federal Historic District. (Phase 2). Phase 3 will be carried out sometime in 2012 and will involve a fully equipped library and museum to allow for the Conrad Center to become office space exclusively.

HERNANDO GOMEZ

Florida Architect AR0014852

PROFESSIONAL QUALIFICATIONS



PROJECT NAME: 341 West Wisconsin Avenue, DeLand, Florida

PROJECT TYPE: Residential

AREA: 2,300 square feet

BUDGET: 185,000

CLIENT: Hernando and Barbara Gomez

CLIENT CONTACT: Barbara Gomez
Tel. 1.386.747.6818

DATE: 2004

DESCRIPTION: Historic restoration of an authentic Sears kit house from 1921.

PUBLICATIONS: American Bungalow Magazine

HERNANDO GOMEZ-BROWN

Florida Architect AR0014852

MASTER PLANNING EXPERIENCE



Diagram of all elements to be tied in by plan



One of the "portals" of the park-tie in system



Signage



Crosswalks/murals

PROJECT NAME: City of DeLand Park and Trail Tie-In Master Plan, DeLand Florida

Master Plan presented to the MainStreet Association of DeLand and to the DeLand Engineering Department in 2006.

PROJECT TYPE: Master Plan for Downtown DeLand to tie-in the existing parks, murals, historic buildings and public amenities into an integrated walking system. DeLand's downtown area is listed on the Federal Registry of Historic Places. Through several private initiatives its history has been expressed through a series of murals throughout the Downtown area. Additionally, a patchwork of green spaces and parks needed to be integrated into a coherent system. One particular park had been created as a retention pond area and a requirement was to change its utilitarian image to one that would attract the local population to recreational use.

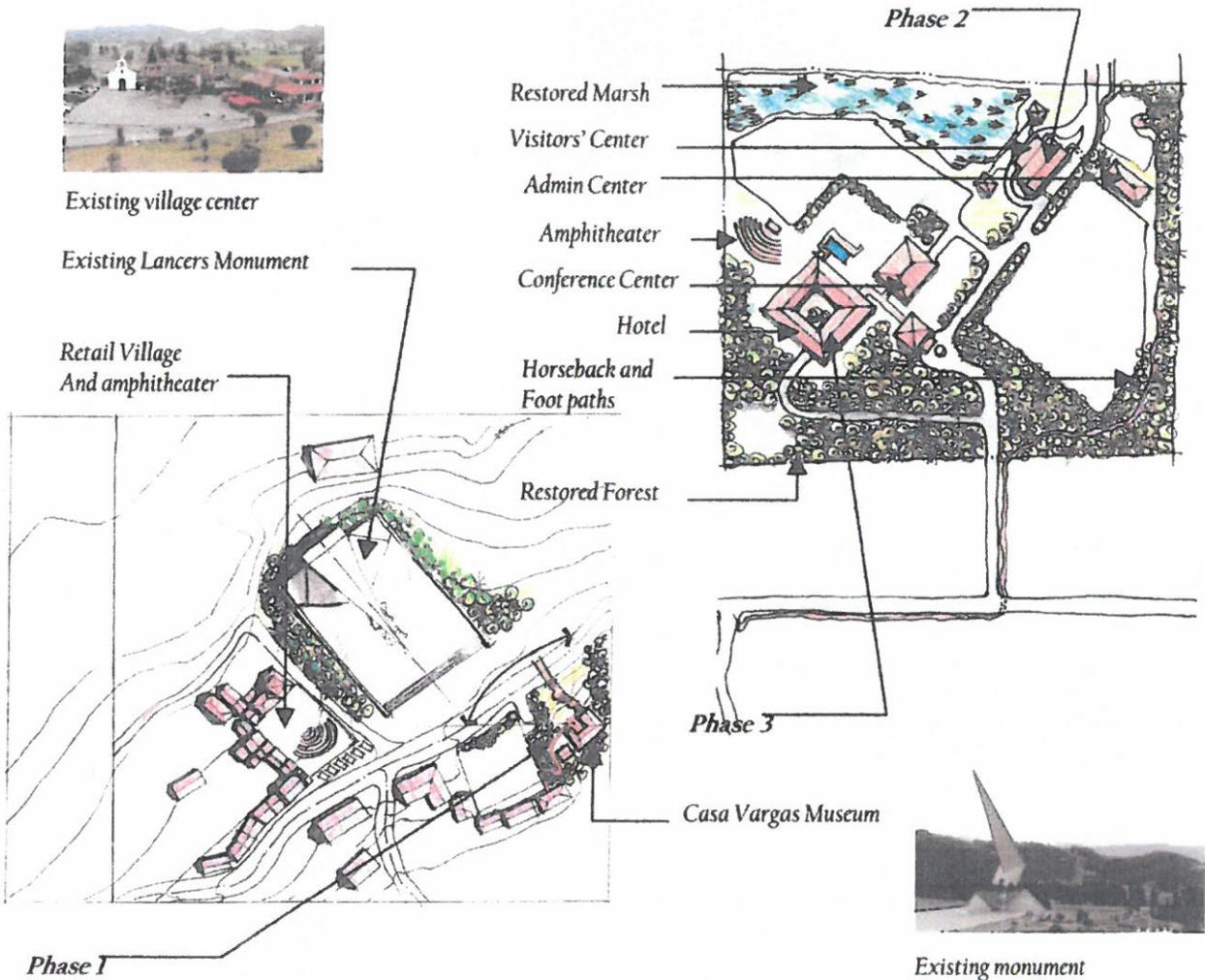
ELEMENTS:

- A. A network of crosswalks and amenities to create walking and biking routes.
- B. Signage to create a sense of place and coherence.
- C. Landscaping buffers to soften the more utilitarian elements.
- D. Interpretive elements for mural and architectural history walks

HERNANDO GOMEZ-BROWN

Florida Architect AR0014852

MASTER PLANNING EXPERIENCE



PROJECT NAME: Pantano de Vargas Historic Battlefield Park Place Master Plan

2009 current.

PROJECT TYPE: Take existing historic monument and plan for a historic park in three phases.

Phase 1. Take the existing elements and structure for improved public use, introducing interpretive elements.

Phase 2. New construction to build parking and a visitors' center to take these functions out of the village and increase capacity.

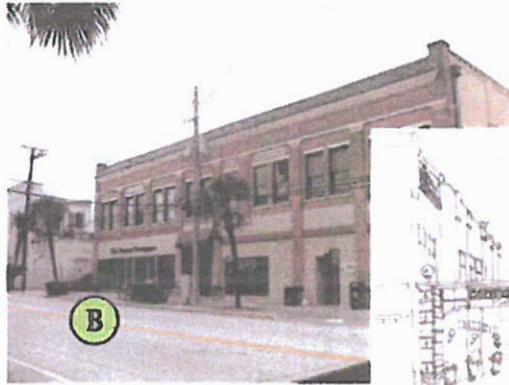
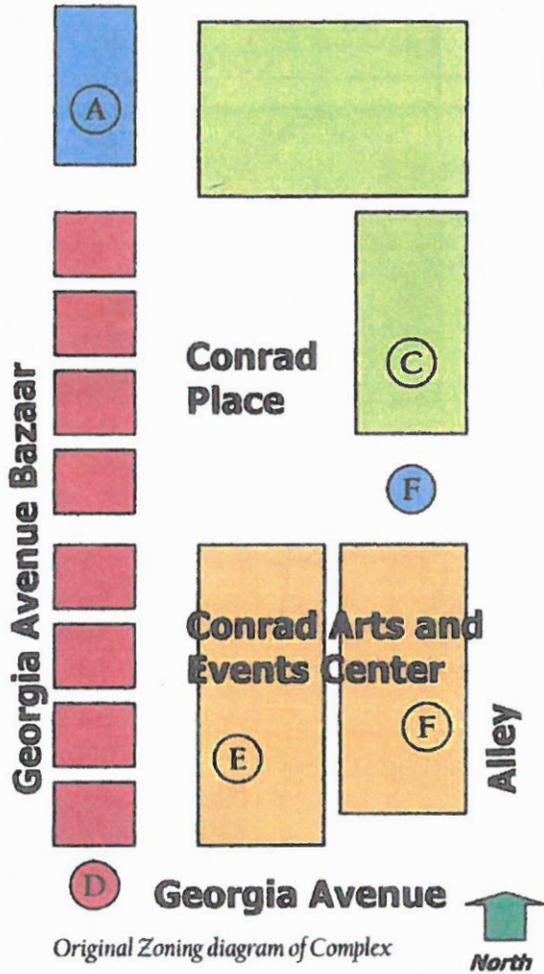
Phase 3. New construction to allow for park to expand its function by adding training and investigation, as well as to allow for large-scale events.

HERNANDO GOMEZ-BROWN

Florida Architect AR0014852

MASTER PLANNING EXPERIENCE

New York Avenue



Phase 1 restoration of office building
Design of apartment in second floor



Phase 3-Portal
Into Bazaar



Phase 2-reconstruction of
warehouses



Beacon Editors' room
Phase 1 rehab of offices

PROJECT NAME: Conrad Place Master Plan

Master Plan presented to the Conrad Building Investment Group and the Beacon Newspaper of DeLand.

PROJECT TYPE: Convert an historic office and warehouse complex into a multi-use facility.

HERNANDO GOMEZ

Florida Architect AR0014852

PROFESSIONAL QUALIFICATIONS



PROJECT NAME: 220 Wisconsin Avenue, Deland Florida

PROJECT TYPE: Residential, historic restoration

AREA: 2350 square feet

BUDGET: \$210,000

CLIENT: Hernando and Barbara Gomez

CLIENT CONTACT: Barbara Gomez
Tel. 1.386.747.6818

DATE: 2002

DESCRIPTION: The structure was a derelict tenement property, termite-ridden and in danger of collapse. Design work included all structural remediation, historical restoration, interior design following period guidelines and landscaping.

RECOGNITIONS: The project was recognized by the City of DeLand for its contribution to city enhancement.

PUBLICATIONS: The project was published in American Bungalow Magazine

HERNANDO GOMEZ

Florida Architect AR0014852

PROFESSIONAL QUALIFICATIONS



PROJECT NAME: 218 West Michigan Avenue, Deland Florida

PROJECT TYPE: Residential

SIZE: 1,800 square feet

BUDGET: First phase \$23,000, second phase \$25,000

CLIENT: David Dysart and Michael Rickman

CLIENT CONTACT: David Dysart
email ddysart@stestson.edu

DATE: 2004-2006

DESCRIPTION: This Arts and Crafts house has been immaculately kept by its owners. However, the coquina/dash exterior finish had serious cracks that had to be repaired, window frames repaired and painted. Other exterior features improved or corrected as well. An existing arbor from the 1920s was on the verge of collapse. It was rebuilt maintaining the original pool and reproducing the original wood detailing.

June 19, 2013

To Whom It May Concern:



By means of the following letter, I wish to certify that Hernando Gomez worked for our firm in our Orlando office between the years of 1990 and 2002.

Mr. Gomez worked primarily as Architect and Planner. He worked in Latin America on most of our projects at that time. He was especially involved in our Master Planning work. Three of the many projects that he directed were the following:

1. Lajitas Master Plan for Compensar in Colombia, a 3,000-hectare master plan that included a downtown village center, a water park, several hotels, and a residential component.
2. La Tirilluca Master Plan for Mapre in Chile, a 2,000-hectare master plan that included three different residential types: a golf residential community, an equestrian center and a fisherman community. All of this was planned around a small downtown, located at the Pacific Ocean's edge.
3. Rio Quente, Brazil Hotel Complex, a 1,000-acre hotel complex, already in operation, where a water park and new oriental hotel were requested. A street for carnival events was also designed.

If we can be of further assistance in our recommendation of Mr. Gomez, please feel free to contact the undersigned.

Regards,

VOA Associates Incorporated

A handwritten signature in black ink, appearing to read "Michael A. Toolis".

Michael A. Toolis, AIA LEED AP
Chairman and CEO

June 20, 2013

To whom it may concern:

I wish to present my colleague and friend, Hernando Gomez.

Mr. Gomez worked with us in the Orlando office of VOA Associates while I was Managing Principal. His area was primarily focused in Latin America where he served as director of many projects. Particularly noteworthy, were the following four projects:

El Tikal Hotel Cabañas, near Tikal, Guatemala, where the famous Maya ruins are located near a 300-acre project, which included an ecological hotel and a small commercial center and research facility. The hotel was a grouping of cabins centered around a reception area and a dining area. The commercial center was designed to include local craftspeople. The entrance to the hotel was designed to appear longer than it really was so as to give the illusion of a bigger space.

Fundo Mandorpampa, eco lodges, Machu Picchu, Peru, located on 3,500 hectares between the Vilcanota River and the Nevado La Victoria. When we were called in to work on the project, there was an on-going scandal related to the existing design. Due to the fact that the entire project was visible from the ruins, it was obvious that it did not blend into its surroundings. It was too "modern." We had to design something that could not be seen from the ruins. It had to be eco friendly and appropriate to the surroundings. We designed three small lodges and a conference center with a research facility. Our proposed construction sites were located where there were no pre-Columbian ruins, which was a complicated proposition considering that most of the area had ruins. The project was approved by the Ministry in charge of Inca ruins.

Lajitas, Colombia Master Plan, a 2500 hectare project, which included three hotels for the Compensar community and a water park. This project was particularly interesting because it was located on the Meta River where the llanos begin and the presence of the Orinoco Pink River Dolphin. Compensar is an organization designed to provide a variety of services to its members including tourism. They selected the best part of the site for their three hotels and the rest was to provide locations for residential units and private hotels that would help pay for Compensar's projects. We were responsible for the planning and the financial and technical components.

Brasilia's Boardwalk Park, a 300-hectare project in Brasilia, Brazil on the lake. This project was particularly interesting because it is part of Lucio Costa's plan. There is a kiosk and bridge designed by Oscar Niemeyer as well as a eucalyptus grove introduced by Roberto Burle Marx on the site. All of this makes for a very interesting opportunity. We designed a project based on the idea of a boardwalk with restaurants and nightly entertainment, which is badly lacking in the city. The project has been built and functions very successfully.

This is an example of only four projects, but represents just a few of the fascinating projects that Hernando worked on with various teams in the VOA office.

Respectfully submitted,

Calvin H. Peck, AIA



Courtney CF Ford Hamil

(386) 334-7963 | E: courtneyforevents@gmail.com | 328 West Rich Avenue, DeLand , FL 32720

PROFESSIONAL SUMMARY

A resourceful, creative and highly motivated self starter, I have been planning and executing events for more than 20 years.

Deeply rooted in this community, bringing a proposed vision to actualization and being a participant in some of the most important events in people's lives is a passion and a calling.

My strong work ethic and ability to build lucrative and lasting business connections is paramount to maintaining relevance in a highly competitive field.

I am client-focused and driven to translating my clients' needs into cost-effective, and one-of-a-kind events and functions.

SKILLS

- Strategic marketing
- Social media engagement
- Revenue-generation strategies
- Brand management
- Creative and innovative
- Exceptional attention to detail
- Internet marketing
- Self-starter
- Digital marketing

WORK HISTORY

EVENT SPECIALIST 01/2007 to CURRENT

Courtney Ford Event Design | DELAND, FL

Individual event-planning includes prioritizing the clients' event vision, from inception to completion.

Developing appropriate timelines and budgets. Working with event-specific purveyors to actualize client vision. Maintaining and negotiating contracts. Developing work plan for vendors.

Supervision of onsite team members (20 or more), including caterers, photographers, audio-visual technicians and venue-management team.

Corporate event-planning strategies involve constructing the clients' need within the confines of their corporate structure.

Develop appropriate timelines and discuss budget. Design and present curated proposal with designated line items. Implement and execute work plan for self and staff.

Supervision of contracted vendors (20 or more) including business staff, caterers, and photographers.

Community-growth initiatives involve self-starting in the development and design of a community based and driven event. These events include markets and festivals.

Determine a need for a market or festival in desired area.

Location-scouting and procurement, including appropriate permitting and insurance. Develop and foster business-vendor relationships.

Curate and design event footprint and schematic.

Management of more than 100 vendors and contracted services. Supervision of team members including volunteers and surrounding business owners/proprietors.

AFFILIATIONS

Board of directors, Dutton House, 2007-2014
Board of Directors, DeLand Fall Festival of the Arts, 2007- Present
Chair, Patron and Artist Events, 2008 - Present
Road Crew and Festival Logistics, 2010- Present
Owner, Newfangled Modern Market, 2012-Present

Creator/Curator, DeLand Indie Market, 2013-Present
Board of directors, MainStreet DeLand Association-2016-present
Promotions Committee, MainStreet DeLand Association, 2017-present
Love like Lyndsey Loved, nonprofit board member, 2017

