

# Performa

Entertainment Real Estate, Inc.

203 Beale Street, Suite 300

◆  
Memphis, TN 38103

◆  
BUS (901) 526-0110

◆  
FAX (901) 526-0125

April 6, 2007

Edward E. Spears, Administrator  
Neighborhood & Economic Development Division  
City of Pensacola  
5<sup>th</sup> Floor, city Hall  
222 West Main Street  
Pensacola, Florida 32502

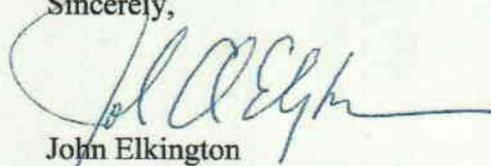
Dear Mr. Spears:

As the enclosed information shows, Performa Entertainment Real Estate, Inc. has the qualifications to develop the Community Maritime Park Project. Under Performa's management, Beale Street in Memphis has grown from a scene of urban decay to one of the biggest tourist attractions in Tennessee. With its mix of clubs, restaurants and retail, Beale is the center of an entertainment district that includes the FedEx Forum and a new Westin Hotel. We'd like to use our experience to bring the same level of excitement and success to Pensacola by creating a world-class, signature mixed-use development.

Performa has an outstanding record of long-term management, of including small and minority businesses, of finding the right tenant mix and of attracting financing. Once you review our proposal, we hope you'll agree that we have the qualifications you are looking for. With your waterfront site, you have the opportunity to create a distinctive development that's a tourist attraction and a community asset. As your partner, Performa can help you maximize that opportunity.

We look forward to hearing from you.

Sincerely,



John Elkington  
Chief Executive Officer

*Internet address*

<http://www.performaentertainment.com>

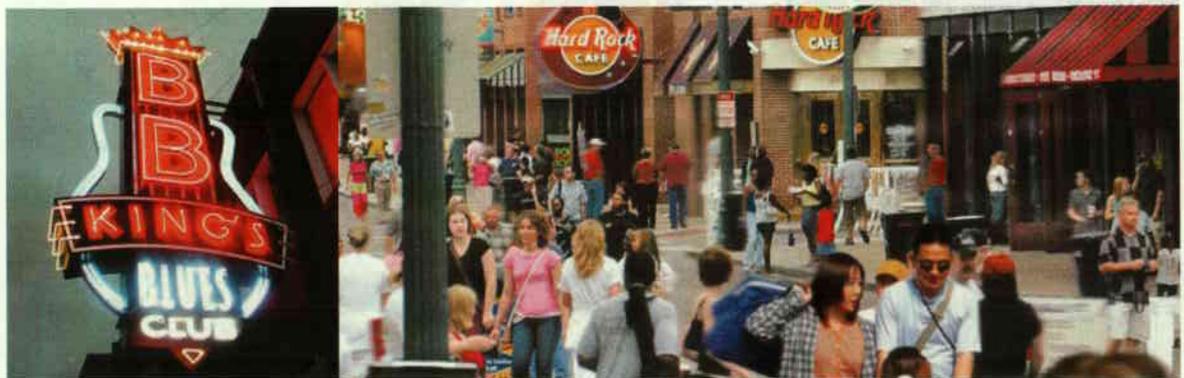
REQUEST FOR QUALIFICATIONS  
Master Developer for

# The Community Maritime Park Project

Proposal No. 2007-02  
April 6, 2007

**Performa**  
Entertainment Real Estate, Inc.

203 Beale Street Suite 300  
Memphis, TN  
Contact- Donna Williams, CPM  
Phone - 901-526-0110  
Fax - 901-526-0125  
[www.performaentertainment.com](http://www.performaentertainment.com)





The ingredients for development success

## The Performa Approach

Performa's primary focus is mixed-use developments in both urban and suburban markets. In urban markets, the company concentrates on cities that can attract additional visitors, conventioners, business travelers, and group, leisure and recreational tours. These urban developments use tax credits and subsidies and secure distinctive tenants in keeping with the music, history and culture of the area.

In managing the rebirth of historic Beale Street in Memphis, Performa created the ingredients for success in urban development. The company is applying this formula to other urban entertainment districts around the country:

### History and culture

The area must have a distinctive historical or geographic significance that can be capitalized on. Success depends on marshaling the music, culture and history of the area to support the development.

### Local flavor

Local restaurants, clubs and shops are vital. National tenants must be willing to make a presentation that harmonizes with the development theme.

### Maintaining control

Mechanisms to enforce rules of operation for the development are essential, either through ownership and leases or other legal structure. Control must be maintained of special events such as festivals, parades, sponsorships, and outdoor activities.

### Public/private partnership

Performa concentrates on developments that, because of their complexity, require a government partner. The key to success is a relationship that maximizes government's ability to make infrastructure improvement, assist in the key areas of security and parking and find programs that improve the property.

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## Partnerships

Projects such as the redevelopment of Beale Street offer a unique set of challenges. No one entity, public or private, can successfully create an historic urban mixed-use development. Success depends on cooperation among stakeholders including:

- **Local Governments**
- **Area Property Owners**
- **Longtime Area Residents**
- **Historic Preservationists**
- **Business Owners** (Both local entrepreneurs and national franchises)
- **Private and Public Investors**
- **The Project Management Team**

For more than 25 years, Performa has consulted with developments throughout the U.S. helping assemble and manage the partnerships necessary for success. The Performa team understands the importance of developing trust among the stakeholders. Developing such trust requires commitment and determination. It can be difficult at first, but Performa understands what is required, and has demonstrated the ability to bring together all of these stakeholders.

The results are worth it – projects that enhance the community's culture, create jobs, promote tourism, and serve as the catalyst for additional development.

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## Beale Street Memphis, TN

In the 25th year of its rebirth, historic Beale Street is the entertainment epicenter of downtown Memphis, drawing residents, tourists and conventioners alike. Beale's success under Performa management provides a template for urban entertainment districts throughout the country. Pulsing with the blues, rock and rockabilly that Memphis made famous, lined with distinctive restaurants, thronged with crowds enjoying food and drink, Beale Street lives again.

### Features

- 100,000 sf of restaurants, clubs and shops
- national tenants such as Hard Rock Cafe, B. B. King's Blues Club, Pat O'Brien's and Coyote Ugly
- four million visitors a year
- open-air theater in W. C. Handy Park can accommodate 3,000 fans for music performances by well-known acts

### History

Under the management of Performa, Beale Street emerged from an urban wasteland with vacant, decaying storefronts to become one of the top tourist attractions in Tennessee and one of the leading entertainment districts in the country. The revitalization of the blocks between Second Street and Fourth Street was a major catalyst in the rebirth of Downtown Memphis.

Performa handled marketing, leasing and property management, selecting the tenants and preserving the historical significance of Beale as a center of African American culture and commerce.

In the late 1970s, the City of Memphis acquired most of the properties along the street and formed the Beale Street Management Corporation, which brought Performa on board in 1982 to oversee the creation of an entertainment district. Starting with the opening of the first club in 1983, Performa brought new businesses, one by one, into renovated spaces. After some lean early years, a critical mass of excitement and entertainment was reached and the crowds started coming. They haven't stopped.

On its 25th anniversary, the reborn Beale Street is the center of an ever-expanding entertainment mecca that includes AutoZone Park and Peabody Place. The street serves as the "front door" to the FedEx Forum, home of the Memphis Grizzlies, which opened in 2002. Coming soon is Lee's Landing, a Performa-developed hotel, restaurant and retail complex.



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## History

**Performa Entertainment Real Estate, Inc. is a privately owned real estate development and advisory firm located in Memphis, Tennessee. In two decades, Performa has become the nation's leading developer and consultant for urban entertainment districts. The development of a mixed-use urban retail/entertainment district is a highly specialized niche of the development industry.**

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Performa was founded to manage and develop the Beale Street Historic District for the city of Memphis. Beginning in 1983 with the opening of its first club, reborn Beale Street was a key building block in the revitalization of Downtown Memphis and has become one of Tennessee's largest tourist attractions. Performa handled construction, marketing, leasing and asset management of the district, creating the entertainment theme through the selection of tenants and events.

USA Today called Beale Street *"perhaps the greatest urban success story combining black history, culture and commerce."*

Performa has won recognition from the Urban Land Institute, and consistently receives high ratings from the Department of Interior for its adherence to historical correctness in maintaining Beale's designation as a National Historic Landmark Area.

Communities throughout America are striving to redevelop urban areas as magnets to attract business travelers, leisure and group tourists, and conventioners eager to experience the distinctive richness of these cities. The successful redevelopment of Beale Street provides a model for how to reinvigorate decaying inner cities by capturing the regional flavor, music and culture. Performa Entertainment Real Estate, Inc. has the skill and experience to help entertainment related redevelopment opportunities succeed in other communities.



The ingredients for development success

## Services

### Full-service development

Performa concentrates the expertise and experience of its professional staff on a limited number of projects at one time, ensuring that its formula for success is followed. Success can be measured in terms of financial return, community acceptability and longevity of the development.

Performa will participate in all aspects of the development process including site selection, rezoning and construction supervision. We will also create the concept for the development, prepare all budgets related to the property including site development, construction and tenant improvement. Performa will also handle leasing and asset management.

Before beginning a development, Performa prepares a detailed development plan. Our development study process involves three stages:

- Determine the probability of success of the development.
- Develop an identity for the development, either based on a community's history or some other unique facet of the community that will maintain the interest of local citizens and attract various visitor groups.
- Explore opportunities for funding the development.

### Commercial real estate leasing and management

Performa Entertainment Real Estate, Inc. and/or its principals hold real estate licenses in numerous states. Performa has been active since its inception with brokering leases and the sale of commercial property. Over the years, we have developed a specialty in finding tenants for entertainment related properties.

Regardless of what the property is used for, the key to a successful sale or lease is matching a unique piece of property with the appropriate party. The property must be able to meet the party's needs and expectations.

Performa will become active in the real estate markets in and around all developments with which the company is involved to enhance and protect the investment. Performa will also be involved in managing the asset, including preparing budgets, capital improvement programs and supervising all management and maintenance of the property.

### Event management

Performa's development philosophy puts a primary emphasis on event management to promote long-term performance. The definition of "events" covers

*(continued next page)*

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a broad spectrum including everything from annual festivals to parades to major concerts.

The management of these events provides recurring opportunities to promote the development and to attract new patrons. The key to success in managing an entertainment development is creating, through events, a magnet to draw patrons.

The professionals at Performa Entertainment Real Estate, Inc. are highly experienced in this area and produce more than 50 events annually. Building upon this experience, we can provide ideas and talents to maximize a development's potential.

## **Financial planning**

Entertainment Districts are not typical commercial developments. It is imperative to utilize a variety of lending sources to finance a district. Developments can take advantage of the following financial options:

- The establishment of a TIF District
- Historical tax credits
- New Market Tax Credit
- Private equity
- Bonds
- Conventional financing
- Low-income tax credit

Each development in which we have been involved has required its own approach to funding. Performa has the experience and ability to obtain the best mix of funding to complete an urban entertainment mix-use district development.

## **Consulting**

Performa has established a division that specializes in consulting with governmental agencies and private investors in developing entertainment districts. Performa is experienced in handling the complexities of such development and provides critical services such as market analysis, development concepts and assistance in arranging financing.

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Entertainment Real Estate, Inc.

## Reference List

### City of Memphis

Mayor Willie W. Herenton  
125 N. Main Street, Room 700  
Memphis, TN 38103  
Phone 901-576-6007  
mayor@memphistn.gov

### Memphis Convention & Visitors Bureau

Kevin Kane, President  
47 Union Avenue  
Memphis, TN 38103  
Phone 901-543-5300  
Fax 901-543-5350  
kkanemcvb@aol.com

### Beale Street Merchants Assoc. (BSMA)

Preston Lamm  
168 Beale Street, Upstairs  
Memphis, TN 38103  
Phone 901-525-3891  
Fax 901-526-5887  
prestonlamm@msn.com  
Contract term: 10/2001 - 10/2041

### Lee's Landing Garage and Commercial

Memphis, Tennessee  
Steve Sallion  
New City Partners  
145 W. 57th Street, 9th Floor  
New York, NY 10019  
Phone 212-239-7432  
Fax 212-898-0403  
steve@newcitypartners.com  
Contract term: 11/2006 - 11/2015

### Center City Commission

Jeff Sanford, President  
114 N. Main Street  
Memphis, TN 38103  
Phone 901-575-0543  
Fax 901-575-0541  
sanford@downtownmemphis.com

### Farish Street Entertainment District

Zach Taylor  
Attorney for Jackson Redevelopment Auth.  
633 N. State Street  
Jackson, MS 39202  
Phone 601-949-4860  
Fax 601-949-4804  
ztaylor@watkinsludlam.com  
Contract term: 42 years from opening date

### Silver Companies

Larry Silver, CEO  
6001 Broken Sound Parkway Northwest  
Sabre Center II, Suite 600  
Boca Raton, FL 33487  
Phone 561-981-5252 / 540-786-1405 (D.C.)  
Fax 561-981-5253  
lsilver@silverco.com

### The Foundry @ 129

Phillip S. Miller, Exec. Director  
Mercer County Improvement Authority  
McDade Administration Building  
640 South Broad Street  
Trenton, NJ 08650  
Phone 609-278-8100  
Fax 609-695-1452  
pmiller@mercercounty.org  
Contract term: property and project owner

### City of Richmond

Mayor L. Douglas Wilder  
900 E. Broad Street, Room 201  
Richmond, VA 23219  
Phone 804-646-7970  
Fax 804-646-7987  
normanlp@ci.richmond.va.us

  
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## Financial Reference List

### **Meridian Capital**

1 Battery Park Plaza  
New York, NY 10004  
Phone 212-972-3600  
Fax 212-612-0100  
Isaac Filler 212-612-0161

### **New City Partners**

Steve Sallion  
145 W. 57th Street, 9th Floor  
New York, NY 10019  
Phone 212-239-7432  
Fax 212-898-0403  
steve@newcitypartners.com

### **Harbor Capital Group**

Frank Satterfield, President  
5325 Katy Freeway, Suite Two  
Houston, TX 77007  
Direct 832-203-6662  
Main 832-203-6664  
Fax 832-203-6684  
Mobile 832-439-4419  
satterfield@harbor-capital.com

### **Trustmark National Bank**

Shauna Yeldell, VP  
Community Redevelopment Division  
248 East Capital Street, Suite 800  
Jackson, MS 39201  
Phone 601-208-7493  
Fax 601-208-6823  
syeldell@trustmark.com

### **DTZ Rockwood**

Brian T. Kuzniar, VP Financial Services  
One South Dearborn  
Suite 700  
Chicago, IL 60603  
Direct 646-871-6016  
Main 312-252-5800  
Fax 312-252-5555  
Cell 773-931-4319  
bkuzniar@dtzrockwood.com

### **RREEF**

Michael Denton / Mike Denton  
875 North Michigan Avenue  
41st Floor  
Chicago, IL 60611  
Phone 312-278-6517  
Fax 312-266-9346  
www.rreef.com



## People

### John A. Elkington, CCIM, Chairman and CEO

Under John Elkington's leadership, Performa Entertainment Real Estate, Inc. has grown into one of the top companies in the urban redevelopment field. His expertise and vision are transforming entertainment districts around the country.

#### Beale Street

Since 1983, he has led the redevelopment of Beale Street in Memphis, Tennessee. Under his management, the Beale Street district has:

- been one of the top tourist attractions in Tennessee;
- been called by ABC-TV's Good Morning America "one of the greatest urban success stories in America";
- returned more than \$50,000,000 in sales and liquor tax to the State of Tennessee and Shelby County;
- been called the "best bar hopping stretch in the land" by US News and World Report.

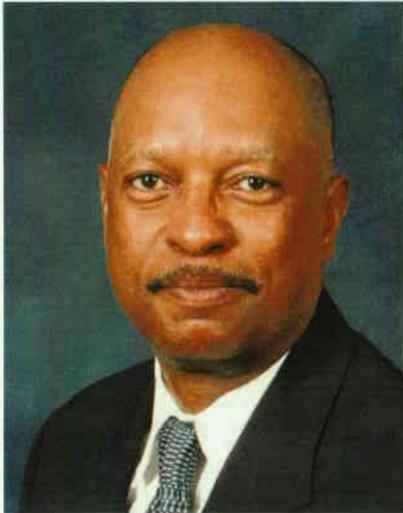
He began his career in 1974 as a homebuilder and developer. Recognized by Professional Builder Magazine as one of the top 300 builders for the years 1982-1994, Elkington has a number of professional distinctions. These include being ranked the 79th fastest growing company by Inc. Magazine in 1984 and as the developer of the first historical building under the 1982 National Economic Recovery Act. Between 1976 and 2006, he developed 40 properties with a total value in excess of \$300 million.

#### Accolades and Appointments

- Board of National Civil Rights Museum
- Board of National Slavery Museum
- Board of Memphis Center City Commission
- Board of Center City Development Corp.
- Chairman of Downtown Parking Authority
- Chairman, Memphis & Shelby County Planning Commission
- Recognized as one of Tennessee's Outstanding Young Men in 1980
- Listed as one of "America's Future Leaders" by Esquire Magazine in 1985
- Named one of the "50 Leaders of Tomorrow" in Real Estate Forum Magazine in 1996
- Appointed by the Governor to serve on the Tennessee State Board of Licensing contractors as its chairman in 1991 and the Film and Music Task Force in 1995
- CCIM designation from the National Association of Realtors
- Blue Note Award from the National Blues Foundation for support of the blues music community
- A.W. Willis preservation award from the Memphis Heritage Foundation in 1999
- Education Bachelor of Arts degree from Law degree from Vanderbilt University University of Memphis Law School

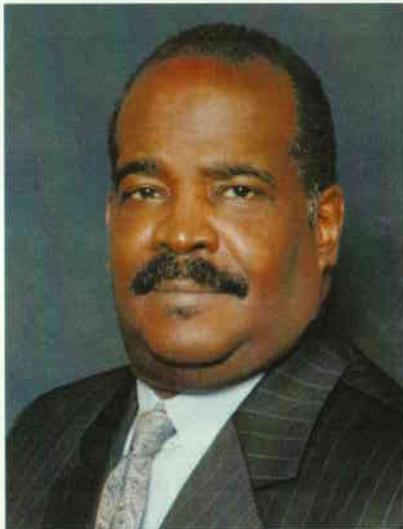
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## Al James, President

James has been a key player in the expansion of the company's developments. He is responsible for Performa's daily operations, which includes management of Beale Street. He serves as liaison with the technical staffs of various city departments and is responsible for all maintenance, security, contract service operations and capital improvements. After graduating from Arkansas State University, James began his career as a technical adviser for Beale Street Development Corp. In 1983 he joined Performa (then Beale Street Management) as director of operations, overseeing the 45-building Beale Street Historic District.



## Cato T. Walker III, Sr. Vice President of Development

Cato T. Walker III is the liaison between the company and city and state government and community agencies. With Performa developments, he assists in site selection, manages the development's progress with its local partners and recruits tenants. He attended the University of Texas, Memphis State University, Kentucky State College and the University of Tennessee. He began his career in the entertainment industry with Stax Records, where he was the music director and conductor for the Soul Children and blues guitarist, Albert King. Subsequently, Walker became music director and conductor for the legendary "King of the Blues," B.B. King.

He conducted the musicians that played with King on tour. He also has conducted symphony orchestras from Hamilton, Ontario, Kansas City, Missouri and Memphis while working for King. In 1983, Walker became the entertainment director for the Beale Street Redevelopment Project where he booked and produced local and national entertainment acts including Lou Rawls, B.B. King and Rufus Thomas. Walker later became tour manager for Lou Rawls, acting as liaison with agents, talent buyers and the media.

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## **Donna J. Williams, CPM-Chief Operating Officer**

Donna Williams has more than 15 years' experience in real estate development and property management. She prepares financing packages, serves as liaison with lenders and contractors, and coordinates funding with city and state government entities. She is also involved in the day-to-day monitoring of Performa projects and oversees new apartment development and property management.

Before joining Performa in 2005, she was the Community Manager for Valley Ranch, a 2600 acre mixed-use development in Irving, TX. She also served as Regional Vice President for Capital Consultants Management Corporation in Dallas, TX, overseeing a region that included 50 community associations and eight master planned communities. Williams attended Union University and the University of Memphis. She received the Certified Property Manager (CPM) certification in 1993 through the Institute of Real Estate Management and is a member of a number of industry organizations.



## **L. Dianne Glasper, Leasing Coordinator**

Dianne Glasper is responsible for preparing leases for the Beale Street District and for tenants in Performa's other developments. She will also be working on commercial leases for the Beale Street Historic District, sales and leasing of other commercial properties in the downtown area, and residential sales in Memphis and the surrounding areas. She joined Elkington & Keltner Properties in 1984 during the beginning days of Beale Street redevelopment, working in the accounting department for the Beale Street District. She and a partner were among the street's first tenants, opening a retail store in 1983. She returned to Performa in 1994 as executive assistant to the CEO. In 2004, she received her Affiliate Broker's license from the Tennessee Real Estate Commission. She is a member of the Tennessee Association of Realtors.

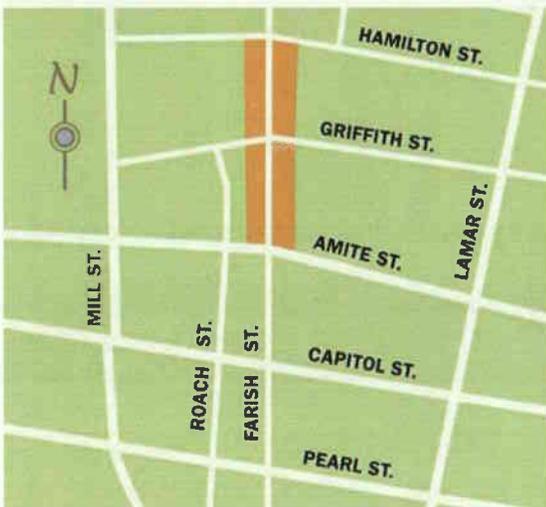


## **Darren Fant, Event Coordinator**

Darren Fant joined the Performa team in 2005 with over five years' experience in marketing, advertising, and public relations. He has served as marketing coordinator for MTV-Music Television on two high-level productions, Sports and Music Festival and Spring Break '99. Fant is responsible for managing and coordinating events in W. C. Handy Performing Arts Park (Pepsi Pavilion). He has managed events such as Country on Beale, Jazz on Beale, ESPN 2 Tuesday Night Boxing and Good Morning America's live broadcast from Beale.

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## Farish Street Jackson, MS



## Farish Street

MUSIC • CULTURE • FOOD • HISTORY

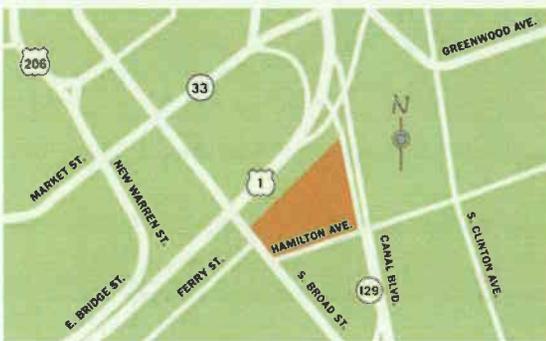
Located in historic downtown Jackson, Mississippi, just blocks from the state capitol, Farish Street will reflect the area's history, culture and character. The Farish Street Historic District, anchored by the restored Alamo Theater, was once the center of African American commerce and entertainment. Visitors to the restored street will enjoy the blues, jazz, food and nightlife that made the area distinctive. The district will also offer residential units above commercial establishments.

### Features

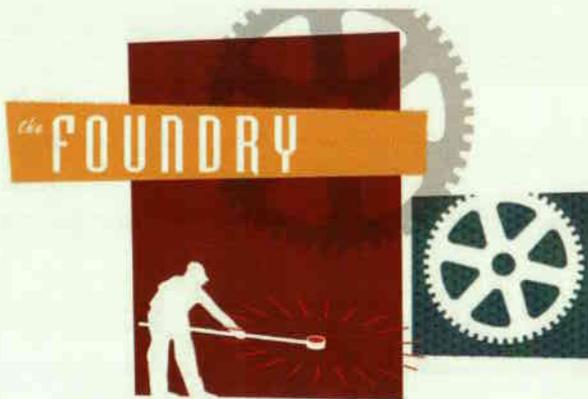
- 100,000 sf of retail, entertainment and restaurants
- 84 two-story apartments
- 60 townhouses
- 30 shotgun houses
- 80-lot cottage house development

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## The Foundry Trenton, NJ



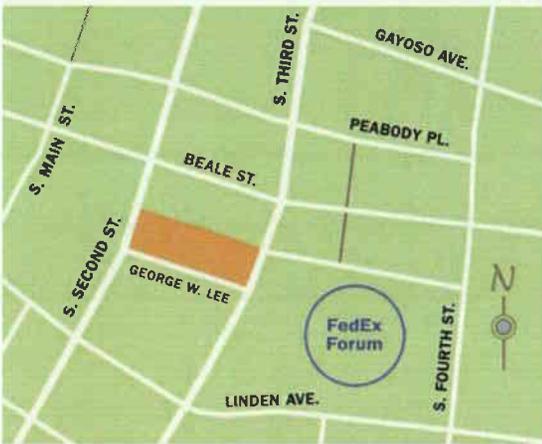
Located in the heart of the state capital, The Foundry on Route 1 and 129 will be a colorful, exciting area to shop, eat, stroll – to see and be seen. The Foundry will be a gathering place for visitors to its downtown neighbors – the Sovereign Bank Arena, which hosts conventions, concerts and sporting events, and the Mercer County Waterfront Park, home of the minor league baseball team, the Trenton Thunder. The development is also near the new River Line light rail system, which connects to regional transportation.

### Features

- 100,000 sf of retail, dining, entertainment and residential
- 99 mid-rise one-bedroom and two-bedroom apartment units
- a 30,000 sf plaza that will host outdoor dining and entertainment and arts and crafts shows
- five-level 702-space parking deck, 64 surface parking spaces, 20-space covered parking

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## Lee's Landing Memphis, TN



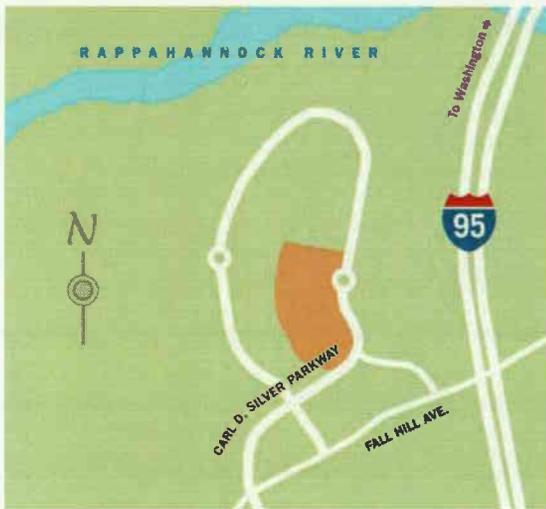
Lee's Landing is a multi-use development in Downtown Memphis, adjacent to Beale Street and across from the FedEx Forum. The development will serve visitors to the entertainment district and the arena with restaurants, entertainment, hotel rooms, and parking. Ground Zero Blues Club and King Biscuit are among the tenants.

### Features

- 10-story Westin Hotel
- 536-space parking garage
- 20,000 sf of restaurant and entertainment space

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## Rappahannock Ridge at Celebrate Virginia Fredericksburg, VA



Performa will develop Rappahannock Ridge, a lifestyle and entertainment district that will be part of Celebrate Virginia, a 2,400-acre mixed use "retail resort" near the Rappahannock River. Celebrate Virginia, located along the I-95 corridor between Washington, DC and Richmond, VA, will offer an unprecedented array of amenities for business and tourists, including a world shopping mall, live theater, water park hotel, convention center, and the National Slavery Museum. More than 3 million people live within 50 miles of Celebrate Virginia. Rappahannock Ridge Entertainment District, scheduled to open in late 2007, will reflect the architecture and character of old Virginia towns and will spotlight the music, history and culture of the area. The pedestrian friendly, family-friendly district will offer live entertainment daily.

### Features

- Approximately 160,000 sf of space for retail, dining and entertainment venues
- Virginia Music Hall of Fame with a 1,500-seat performing arts center and a television studio
- 60-room Rappahannock Ridge Inn Bed & Breakfast

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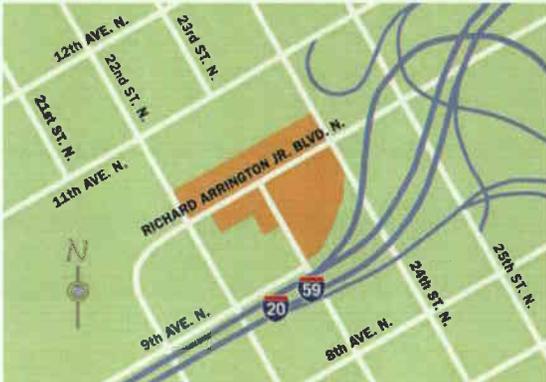


## *The District at the BJCC* Birmingham, AL

Performa will develop a two- to three-block entertainment district adjacent to the Birmingham-Jefferson Convention Complex. The \$55 million downtown development will offer a mix of entertainment, dining and retail venues, along with apartments above the shops. A flagship hotel and a parking garage are also planned. The selection of tenants will reflect local music, history and culture. The District (note: that's the working title) will attract conventioners at the BJCC, leisure tourists, and local residents.

### Features

- Approximately 100,000 SF of restaurants, nightclubs and retail
- 107 Room flagship hotel
- 100 apartment units (above the retail)
- 20,000 SF Sports Hall of Champions





## Team Composition

**Developer**

**Performa**  
Entertainment Real Estate, Inc.

Performa Entertainment Real Estate, Inc.  
Memphis, TN

**Architect**



HKW Associates  
Birmingham, AL  
(Registered Florida Architect)

Note: All Mechanical, Electrical, Plumbing, Fire Protection  
and Structural Engineers shall be duly licensed to practice in Florida

**Civil Engineer**



INNOVATIVE INFRASTRUCTURE SOLUTIONS

BDI Baskerville Donovan  
Pensacola, FL  
(Registered Florida Engineer)

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**Landscape Architect**

**REECE, HOOPES & FINCHER**

Reece Hoopes & Fincher  
Birmingham, AL/Destin, FL  
(Registered Florida Landscape Architect)

**Contractor**

**BRASFIELD  
& GORRIE**  
GENERAL CONTRACTORS

Brasfield & Gorrie  
Birmingham, AL  
(Florida Licensed General Contractor)

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**Architect  
HKW Associates**

**Fred L. Keith, AIA, NCARB**  
**Principal-In-Charge**

**Education**

Bachelor of Architecture  
Auburn University, 1982

**Professional  
Registrations**

NCARB cert.  
Alabama  
Arizona  
California  
Georgia  
**Florida #AR0017163**  
Illinois  
Mississippi  
New Jersey  
North Carolina  
Ohio  
Oklahoma  
Pennsylvania  
South Carolina  
Tennessee  
Virginia  
Wisconsin

**Memberships**

American Institute of  
Architects  
National Council of  
Architectural Registration  
Boards  
Charter Member  
US Green Building Council  
Alabama Chapter  
International Council of  
Shopping Centers  
Urban Land Institute

Mr. Keith has 25 years experience in the field of architecture, including thirteen years as president of HKW. During that time he has been responsible for the design, management, and construction administration of a variety of project types, including mixed-use developments, entertainment venues, schools, libraries, shopping centers, office buildings, apartments and restaurants. HKW has successfully completed projects throughout the United States.

**The Foundry Mixed-Use Entertainment Development, Trenton, NJ**

**The Highlands, Bristol, VA**

**Village at Bay Park, Green Bay, WI**

**BJCC Entertainment District, Birmingham, AL**

**Rappahannock Ridge Entertainment District, Fredericksburg, VA**

**Northport Riverfront Development, Northport, AL**

**Forest Hill Plaza Mixed-Use Development, Memphis, TN**

**Brookwood Village Redevelopment and Renovation, Birmingham, AL**

# Performa

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Colonial Brookwood Village  
Mountain Brook, Alabama



2300 Bryant  
Tuscaloosa, Alabama



Martin Biscuit Company  
Birmingham, Alabama

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Mixed-Use Entertainment District - The Foundry  
Trenton, New Jersey



Forest Hill Plaza  
Memphis, Tennessee

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## Civil Engineer



INNOVATIVE INFRASTRUCTURE SOLUTIONS

### Our Experience

BDI has begun its eighth decade of professional service to Florida and Alabama. The firm traces its origins to 1927 when its founder, Russell G. Patterson, served as Project Engineer for the financing, design, and construction of the first bridge across Pensacola Bay. Over the course of time, the company has undergone extensive growth and corporate change, but it retains the pioneering spirit and innovation of its origins.

In addition to its corporate headquarters in Pensacola, BDI has regional offices in Sarasota, Panama City, Tallahassee, Destin, Apalachicola, Brevard County, and Pasco County Florida, as well as in Mobile, Alabama. With this geographic coverage we are able to provide our clients with a local familiarity and a quick response time that complements the strength of our professional abilities.

As a multidiscipline professional firm, BDI provides comprehensive services to more than 200 clients in the public, private, and industrial sectors. We are proud to have been ranked among the "Top 500 Design Firms" in the United States by Engineering News Record magazine.

BDI takes great pride in its excellent client relationships. We have the resources and the experience to handle the largest engineering projects, but we also have the professional sensitivity to serve the smallest client in an efficient and cost-effective manner. We are committed to providing quality service to each and every one of our clients.



Destin Sports Complex  
The City of Destin, Florida



Waterfront Redevelopment/Riverwalk  
The City of Milton, Florida



Whole Foods Centre  
Sarasota, Florida

**Landscape Architect**

**REECE HOOPES & FINCHER**

ATLANTA • BIRMINGHAM • DESTIN

Reece Hoopes & Fincher is a professional landscape architectural practice specializing in land planning and landscape architecture. Since 1964, the firm has provided design services for clients throughout the southeast. Our projects experience includes urban design, multi family, commercial and athletic facilities and destination developments.

**Mixed Use**

Midtown Village  
Tuscaloosa, Alabama  
Office/Retail/Residential

Daniel Island  
Charleston, South Carolina  
Residential/Office

Kelly Plantation  
Commercial/Residential/Recreational  
Destin, Florida

Inverness  
Office/Residential/Recreational  
Birmingham, Alabama

**Multi Family**

Lake Heather Reserve  
Birmingham, AL

The Springs – Continental Properties  
AL, TN, NC

University Commons - Capstone Dev.  
AL, GA, TX, FL, KS, IL

Columbus Partners  
Spanish Fort/Tuscaloosa AL

**Recreational**

Joe Wheeler State Park  
Regersville, Alabama

Alexander Springs Recreational Area  
Tallahassee, Florida

Columbus Riverwalk – Phase II  
Columbus, Georgia

Cleaveland Field  
Lagrange, Georgia

**Streetscapes**

**Pensacola Airport  
Pensacola, Florida**

Huntsville Airport  
Huntsville, Alabama

Lakeview District Streetscape  
Birmingham, Alabama

41st Street Business District  
Birmingham, Alabama

**Resort**

Laketown Wharf  
Panama City Beach, Florida

Acqua  
Gulf Shores, Alabama

One Water Place  
Destin Florida

Waterscape  
Fort Walton Beach, Florida

**Key Personnel**

Hoyt T. Fincher III - Principle  
University of Georgia, BLA, 1971

William R. Johnson, Jr - Partner  
Auburn University, BLA, 1992

Neil Couvillion – Project Manager  
Mississippi State University, BLA, 2003

The ingredients for  
development success

# Performa

Entertainment Real Estate, Inc.

## REECE, HOOPES & FINCHER

Our Experience



University of Alabama Birmingham - 15th Street Promenade  
Birmingham, Alabama



Inverness  
Birmingham, Alabama



Forty-First Street Commercial Revitalization Plan  
Birmingham, Alabama

The ingredients for  
development success



George Ward Park  
Birmingham, Alabama



Birmingham Museum of Art  
Birmingham, Alabama

# Performa

Entertainment Real Estate, Inc.

## Pensacola Projects

Sandy Key Condominium - Reconstruction  
Select Specialty Hospital Pensacola Inc.  
Palms of Perdido  
One Pensacola Plaza

The ingredients for  
development success

General Contractor

**BRASFIELD  
& GORRIE**  
GENERAL CONTRACTORS

## Our Experience

Brasfield & Gorrie has been building entertainment/lifestyle centers since 1986. We have completed a wide variety of construction and renovation projects ranging from small specialty shops to anchor stores and malls, to shopping centers and entertainment facilities. Regardless of the scope of a project, we have always focused on the considerations uppermost in the minds of our clients - a quality facility delivered on time and on budget. Brasfield & Gorrie and HKW Architects have partnered on previous Entertainment/Lifestyle Centers.

One Pensacola Plaza  
Palms of Perdido  
Parisian Cordova Mall  
Select Specialty Hospital



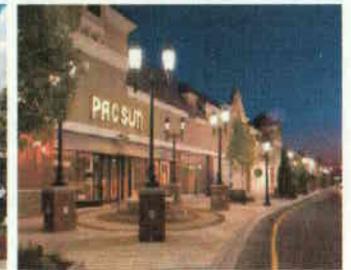
Georgia Aquarium  
Atlanta, Georgia



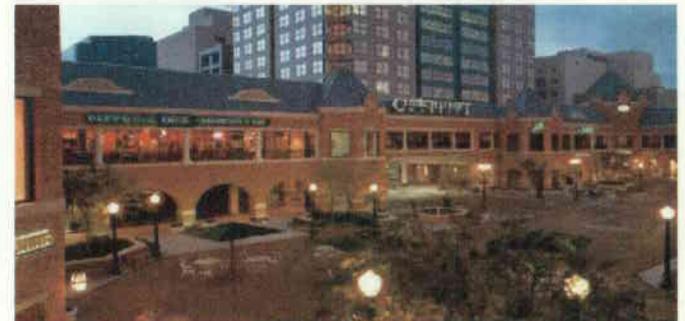
Eastchase Lifestyle Center  
Montgomery, Alabama



Colonial Pinnacle Turkey Creek  
Knoxville, Tennessee



Colonial Pinnacle at Tutwiler Farms  
Trussville, Alabama



Church Street  
Orlando, Florida