

JOE RALEY BUILDERS, INC. PROPOSAL SUBMISSION

Currently, The CMPA has approved the design-build delivery approach for the Community Maritime Park Project due to the numerous advantages it can offer. Joe Raley Builders Inc. is proposing to act as the Construction Owner's Representative ("COR") for the CMPA ("Owner") on this design-build construction project. In the Community Maritime Park design-build delivery system, the selected COR clearly needs to understand their role's requirements. These would include: (1) protect the CMPA and public and monitor the design-build contractor abides by the applicable codes, approved design standards, and all CMPA contractual requirements; (2) provide appropriate and adequate oversight, reporting and inspection of the design, construction and activities of the design-build contractor; 3) provide assistance, counseling and reports to the CMPA regarding project progress, including but not limited to construction timelines, deadlines, quality, safety, cost estimates and expenditures and small, minority and local participation; and 4) other detailed scope of work tasks that are detailed in the Scope of Work section of this document.

Joe Raley Builders, Inc. hereby agrees to launch and sustain as provided for an Equal Business Opportunity Program to fulfill the CMPA's Covenant with the Community and deliver on the commitment established by Community Maritime Park Associates to ensure the inclusion of minority and women owned businesses in the CMPA Construction Owner's Representative. The EBO Program will concentrate on finding potential MBE and SBR contractors, vendors, consultants, sub-contractors and other MBE/SBE businesses primarily in Escambia,, Santa Rosa and Okaloosa Counties in Florida secondarily in the wider Pensacola Region. In conjunction with the Gulf Coast African Americam Chamber of Commerce, Joe Raley Builders is currently interviewing and pre-qualifying MBE/SBE businesses to participate on the C.O.R. team.

MANAGING THE MARITIME PARK DESIGN-BUILD PROCESS

Managing the design and construction process is one of the most difficult aspects of Community Maritime Park design-build project. This is owing to a number of reasons. Firstly, the CMPA Master Development Agreement and the prospective Design-Build Contract are scope driven (quality-cost-time) and the project delivery is performance based rather than specifications based. Hence the COR and design-build contractor team has to meet early and meet often in order to assure that they are on the right track. Secondly, a design-build project is typically contractor-led, which means that the contractor is on the design team. Hence an important role needs to be taken by the COR is of a design-build manager protecting the Owner's interests. Thirdly, in the Maritime Park design-build process, the project's cost and design specifics of the project are determined through the design process and not as a result of (after) the design process and therefore it is critically important for the CMPA to have the early input of an experienced COR.

Managing the design and construction process in a design-build project is more of a risk management issue, which necessitates joint risk assessment. In order to better manage this risk issue, appropriate roles have to be played by the Construction Owners Representative and the design-build contractor team as well as early design commitment is needed. Furthermore, developing appropriate incentives is essential in order to manage the shared risks/ rewards.

Joe Raley Builders, Inc. COR Project Approach

Joe Raley Builders feels that the Community Maritime Park design-build delivery method can lead to superior project performance. Our design-build approach to projects brings together professional design and construction expertise. Our company handles both design and construction monitoring and management with an in-house team of experienced project professionals, which means that the CMPA will enjoy greater continuity of service. These services can be wholly completed by Joe Raley Builders, Inc.; and in part through subcontractor agreements. This joining of the design and construction COR functions also can save the CMPA time and money, and helps make the CMPA more of a partner in the construction of the project. We have analyzed the growing trend towards the use of the Joe Raley Builders design-build delivery method and the shift from more traditional delivery methods.

The specific titles, roles, and responsibilities of the people on our COR team will vary during the term of the Community Maritime Park Projects public improvement phase. In this Project, one person acts as the CMPA's primary contact throughout the design-build process. However, the Joe Raley Builders COR team provides the

building and design experience, knowledge, and skills that turn the CMPA's ideas into reality. Joe Raley Builders can show examples of similar projects and present a menu of economical, practical, and aesthetic solutions to frequently encountered design problems. In addition to CMPA's requirements, our COR team will consider space needs, building code requirements, and any other applicable factors, and combine these elements to create a pleasing, structurally sound design. When all design decisions, allowances, and selections have been made, a set of complete construction drawings can be created and a final contract price established.

The advantages of the Joe Raley Builders COR proposal are many:

- A closer cooperation synergy between the CMPA and the Maritime Park Development Partners, which may lead to lower costs due to a more economical and constructible design.
- Fewer disputes over scope of work issues or errors and omission because the CMPA and the Maritime Park Development Partners are on the same team and must work together in preventing design conflicts and resolving them expeditiously when they occur.
- Faster completion of the project because of the opportunities for "fast tracking" and the avoidance of the more traditional "bid and award process."
- Further time is saved in that the approval cycle for submittals may be reduced or eliminated in many instances.
- Administrative burdens of change order processing should be greatly reduced.

Preliminary Issues for Consideration in the CMPA/MPDP Design-Build Contract

However, the CMPA/MPDP design-build process is not a panacea or a grease trap for the evils of traditional construction. In order for it to succeed, a few essential elements must be incorporated into the CMPA/MPDP Design Build Contract. Joe Raley Builders is prepared to assist in the contract negotiation phase and recommends the following issues be discussed:

- The most important step for the CMPA, with the assistance of technical consultants, is to develop a scope of work. The scope of work must be adequately detailed to assure the CMPA's ultimate needs and expectations are clearly stated. It must be free from ambiguity to avoid conflicts between the CMPA and the design-construct team resulting in additional cost and delays. The COR must also establish operation and maintenance standards as well as construction standards. Life cycle cost criteria must also be taken into consideration, as a low cost building may be very high cost maintenance.
- The detailed design drawings must match the requirements of the CMPA's approved design criteria. And the CMPA should be required to "sign off" on the drawings, agreeing that the contractor's design solution matches the scope of work. If during construction it is determined that the drawings are deficient, that is the responsibility of the contractor. On the other hand, if the CMPA wants something more than the original scope or something different than originally specified, this becomes the CMPA's financial responsibility.
- The next consideration of the CMPA must be the make-up of the members of the design-build team and how the members of the team will perform. What is the role of the CMPA? Will it be the final arbiter on matters of design and engineering, or does the contractor have control over these issues? What is the CMPA's access to the designer? Does the CMPA go through the contractor or deal with him directly?
- How will the craft contractors be incorporated into the process? What generally doesn't work is getting craft contractors to add input into the design process and then bid out these trade packages. For one reason, the design build contractor has a "performance contract" whereas the craft contractors have a "prescription contract."
- However, as in all projects, the name of the game is to establish a comprehensive scope of work, highly qualified teams, outstanding communication, timeliness of performance and of decision-making by all parties, minimizing changes during the project, and maintaining the role of the designer as the professional guardian of quality.

Recommended D-B Contract Incentives for Design Risks/ Rewards

The following guidelines are proposed to share design risks and rewards fairly and equitably in order to obtain design commitment from the project team.

- Build incentives around design milestones
- Incentives for meeting Release Schedules
- Incentives on Quality of the Documents (drawings and specifications)

- Incentives on Quality of Design (and compliance with budget & schedule)
- Incentives on Technical/ Code Compliance
- Incentives on Budget Alignment to Design
- If re-design is requested for savings, the savings should be shared.

Recommended D-B Contract Incentives for Construction Risks/ Rewards

The following guidelines are proposed to share design risks and rewards fairly and equitably in order to obtain design commitment from the project team.

- Build incentives around construction milestones
- Incentives for meeting Construction Schedules
- Incentives on Quality of the Construction (quality and specifications)
- Incentives on Contingency Cost Savings (and compliance with budget & schedule)
- Incentives on Contact/ Code Compliance
- Incentives on Budget Alignment to Schedule of Values
- If “field changes” are requested for savings, the savings should be shared.

Benefit of Joe Raley Builders inclusion early in the CMPA/MPDP Design Process

The CMPA’s need for oversight of the design effort in the Community Maritime Park design-build project is much earlier in the life cycle of the project as compared to a traditional design-bid build project. Hence, the inclusion of Joe Raley Builders’ experienced design-build personnel provides talented and qualified COR staff to manage the design process at a critical phase of the D-B process. Moreover, if the COR design management is employed early in the project, it has a much greater opportunity to positively influence the project at a much lesser cost.

SCOPE OF WORK

Joe Raley Builders is proposing to provide COR professional services to include, but not limited to: negotiation and/or oversight of design-build agreement/s, negotiation and oversight of Guaranteed Maximum Price (GMP) contracts, oversight of design, engineering and construction general contracts, compliance with design guidelines, budgeting, scheduling and on-site, day-to-day construction oversight, liaison with contractors, trouble-shooting, decision making and conflict resolution for the Community Maritime Park project in order to assist the CMPA and City in realizing their programmatic, policy, and financial objectives for the project. The COR may be a firm and/or individual and or any legal collaborative partnership of same. The COR shall:

- Represent and protect the CMPA’s and City of Pensacola’s interest in regards to the Community Maritime Park Project aspects identified in this scope of work.
- Meet with the CMPA Board and staff to gain understanding of the background and purpose of the project and its various component parts.
- Coordinate with the CMPA Board, staff and CMPA consultants as required or scheduled.
- Coordinate with City staff and City Consultants as necessary.
- Recommend approaches, implement processed and negotiate a Design-Build Contract(s) and Guaranteed Maximum Price (GMP) contract(s) on behalf of the CMPA and City of Pensacola, which shall address such contract aspects as phasing, schedule, materials, approach, price, terms and deliverables.
- Monitor the preconstruction phase to ensure issues implying risk, cost, quality, or delay are adequately addressed and competitive, market-reasonable pricing is attained, including input on staging, contracting approaching and arrangements.
- Provide or coordinate cost estimation services at various stages of design/value engineering and contracting process to verify reasonableness of Master Developer’s pre-construction estimates and proposed GMP budgets.
- Serve as the CMPA’s Owners Representative throughout construction.
- Provide assistance, counseling and reports to the CMPA regarding project progress, including but not limited to construction timelines, deadlines, quality, safety, cost estimates and expenditures and small, minority and local participation.
- Conduct meetings with the Master Developer, CMPA City and others as required.

- Assist CMPA staff with administering the Master Development Agreement and Design-Build Agreement(s).
- Assist CMPA staff with approval and oversight of the Master Developer’s design/engineering and construction general contracts.
- Enforce the Design Criteria Package as approved by the CMPA.
- Ensure, along with CMPA staff and City staff, compliance with all regulatory approvals, including all environmental permits, zoning and land use regulations.
- Review and recommend, along with CMPA and City staff any changes to the Design Criteria, project scope, program and change orders to the CMPA.
- Review plans and specifications and special instructions to contractors.
- Verify and approve, along with CMPA staff project payments.
- Review and recommend, along with CMPA staff expenditures from project contingencies
- Complete regular, ongoing on-site inspections and written progress reports.
- Assist CMPA with dispute resolution to invocation of contract dispute resolution procedures.
- Make final inspections, report on completed projects and oversee close-out procedures.

Joe Raley Builders’ Approach to Performing Scope of Work

Joe Raley Builders’ approach to performing the aforementioned Scope of Work as the Construction Owners Representative will include:

- Clearly defining the scope of design/construction services.
- Developing a complete estimate template before beginning design.
- Confirming team agreement on allocation of cost to each component.
- Refining the estimate continuously as design progresses.
- Setting up CAD protocols, software, file formats, and scheduling.
- Establishing design schedules for each discipline (especially if fast-tracked).
- Setting up an electronic action list – by discipline, trade, facility system, date, and status.
- Setting up design review/comments method.
- Setting up design binder (by CSI sections) for CMPA requests, permit requirements, meeting agendas and minutes, sketches, etc.
- Establishing lines of communication and protocol.
- Ensuring that construction participates in the design process.
- Clarifying ambiguities and manage constructability reviews.
- Ensuring that the contractor is responsive to designer needs for budget and schedule checks in a timely fashion.
- Ensuring that COR and CMPA are included in the submittal loop.
- Making sure design is meeting budget and schedule requirements.
- Exploring alternatives not contemplated by MPDP and coordinating value engineering ideas.
- Engaging and coordinating subcontractor input.
- Facilitating CMPA-MPDP “marriage”.
- Managing the A/E firm providing the design for contractor-led design build.
- Facilitating communication between different cultures of the parties.
- Interpreting CMPA’s needs, constraints, and intent to a contractor from a CMPA’s perspective.
- Interpreting contractor’s needs, constraints, and intent to the designer from the contractor’s perspective.
- Encouraging over-the-shoulder reviews by contractor’s individuals on A/E personnel so that they can quickly give their input back to them.
- Adopting easy to use collaboration websites, integrated design, and Building Information Modeling.
- Encouraging a work environment promoting partnership.
- Understanding (by all) that time is money.
- Proactive problem solving that eliminates the “not my problem” syndrome.

Recommended Additional Service/Responsibilities of Construction Owners Representatives

The following major job responsibilities have been identified by Joe Raley Builders for the CMPA for the Construction Owners Representative's Scope of Work.

- Ensuring that the MPDP provides a schedule of deliverables that meet the CMPA's needs and desire to expedite construction.
- Ensuring that the contractor provides alternatives and constructability reviews in a timely fashion to minimize redesign and wasted effort.
- Tracking design progress against schedule.
- Reviewing drawings (or Building Information Model) to ensure acceptable quality of construction.
- Coordinating, reviewing and approving of shop drawings and other subcontractor submittals by the Designer of Record.
- Controlling all design/construction documents going back and forth to the CMPA.
- Managing the Request for Information (RFI) process (between contractor and A/E).
- Monitoring the construction cost estimates to ensure that the A/E designs within allowable cost and the construction estimates are not over-budgeted or under-specified, in order to satisfy the firm cost commitment.
- Ensuring all concerns are voiced – not stifled.
- Recommending when to release construction contingencies or reallocating cost targets among contractor packages.
- Conducting quality assurance visits during construction (design-build entity is responsible for QA).
- Ensuring as-built drawings are completed, reviewed by A/E and submitted to CMPA.
- Determining whether MPDP receives a satisfaction fee award (if applicable).

CONCLUSIONS

Joe Raley Builders' realizes managing the design process in a design-build project is more of a risk management issue. We clearly understand the roles that have to be played by the Construction Owners Representative, CMPA and MPDP and that early COR commitment is needed. Furthermore, developing appropriate incentives is essential in order to manage the CMPA/MPDP risks/ rewards.

Our strategy is to build the job the way it has been envisioned and to do it with innovation and to adopt strategies such as to optimize the design in order to help the CMPA and the MPDP team to save time and money without compromising any of the aesthetic aspects of the project. Also, one of the most important things for COR to manage is the individuals involved in project design, construction or oversight.

The Joe Raley Builders' project approach provides a mechanism to convert the conflicting attitudes of the CMPA and MPDP into a collaborative project management based approach. In such an approach, the role to be played by the Construction Owners Representative is significant. Joe Raley Builders is uniquely qualified to perform the COR role better than anyone else. Joe Raley Builders has lived both sides of the world i.e. have worked as an owner/developer and contractors. We have been extremely collaborative with experience in both worlds to be successful.

Joe Raley Builders, Inc.



Statement of Interest and Qualifications for Community Maritime Park Construction Owners Representative

Joe Raley Builders, Inc.



Company Overview



The Gulf Coast's Leading Minority Construction and Development Company

With over three decades of construction experience, Joe Raley Builders, Inc. is one of the leading minority construction and development companies on the Gulf Coast. With projects currently in Alabama, Florida and Mississippi, Joe Raley Builders is quickly making a name for itself across the southern portion of the United States. Licensed in Alabama for over 30 years, today Joe Raley Builders also holds a General Contractors license in Texas, Louisiana, Mississippi and Florida.

Our services include:

- Commercial Construction
- Residential Construction
- Construction / Program Management
- Development



Joe Raley Builders began in the mid 1970's in Gulf Shores, Alabama, and quickly the company built a reputation as one of the area's premiere residential contractors and condominium developers. From constructing one of the first condominiums on the Alabama Gulf Coast to building the first back bay condominium in the Gulf Shores area, Joe Raley Builders has added tremendous value to the coast during its 30 plus years of operation. In recent years, Joe Raley Builders has constructed over \$110 Million in commercial and multi-family residential projects just on the Alabama Gulf Coast alone.



Today, the company's vision is to expand its services across the Southeast by aggressively seeking public and private sector commercial construction projects that are increasingly requiring participation of a qualified minority business enterprise. With their commitment to quality and expertise to fulfill even the most complex construction needs, Joe Raley Builders is well on its way to being recognized as one of the top commercial and multi-family residential contractors and in the Southeast.

Joe Raley Builders, Inc.



About Us

Minority-Owned Construction and Development Company

Beginning his career as a carpenter's helper in 1955, Joe Raley never dreamed that fifty years later his self-named commercial and multi-family residential construction company would be one of the fastest growing businesses of its kind on the Gulf Coast. Back in 1975, Joe opened Joe Raley Builders, Inc. with just three employees. Today, Joe's son Scott Raley serves as President of the company and his grandsons, Brad and Bryan Raley, serve as Vice Presidents. Together the three generations have grown the company to employ dozens of full-time employees and hundreds of sub-contractors. In addition, Joe Raley Builders has enjoyed a growth in revenues of \$10 (M) Million in 2001 to over \$110 (M) Million in recent years.

In fall of 2008, the Raley family welcomed a new partner, George Hawthorne, to the majority of the company ownership making Joe Raley Builders a minority led construction company. Hawthorne, who serves as Chairman / Chief Executive Officer, brings a wealth of expertise in construction management, development and commercial & corporate finance. Today, the company's vision is to expand its services across the Southeast by aggressively seeking public and private sector commercial construction projects that are increasingly requiring participation of a qualified minority business enterprise. Licensed in Alabama for over three decades, Joe Raley Builders is also a licensed general contractor in Texas, Louisiana, Mississippi and Florida.

Joe Raley Builders' services include Commercial and Residential Construction, Construction / Program Management and Development. The company has assembled a team of highly experienced estimators, schedulers, project managers and superintendents with a combined 50+ years of experience in the construction industry. Among our list of clients you'll find companies such as Connexion Technologies, one of the largest technology service providers in the United States, and Columbia Southern University, one of the nation's first and most successful online Universities. Joe Raley Builders' impressive portfolio includes everything from restaurants, retail and entertainment venues to office complexes, educational facilities and churches.



Licenses & qualifications

Joe Raley Builders Licenses:

- Florida Licensed General Contractor
- Alabama Licensed General Contractor
- Louisiana Licensed General Contractor
- Mississippi Licensed General Contractor
- Registered with the Texas Secretary of State
- Registered with the City of Houston, Texas
- Registered with the City of Galveston, Texas
- Member of the Alabama Home Builders Association
- Lifetime Member of the Alabama Gulf Coast Chamber of Commerce

Joe Raley Builders' Qualifications:

- General contractor of non-residential including infrastructure projects, residential buildings other than single-family, industrial buildings, warehouses, non-residential buildings other than industrial and warehouses
- Highway and street construction
- Heavy construction including bridge, tunnel, elevated highway construction, water, sewer, pipeline, and communications and power line construction
- Marinas and marine related infrastructure , bulkheads and seawalls
- Masonry, stonework, tile setting and plastering including drywall, acoustical, insulation work, terrazzo, tile, marble and mosaic work
- Carpentry and floor work
- Roofing, siding and sheet metal work
- Concrete work, structural concrete, post-tension concrete structures
- Miscellaneous special trade contractor including structural steel erection, glass and glazing work, excavation work, wrecking and demolition work

Joe Raley Builders, Inc.



Our Services

• **Commercial Construction**

Joe Raley Builders has been a General Contractor for commercial construction for over three decades and has successfully completed numerous projects varying in size, complexity and cost. As a General Contractor we are responsible for all material, labor, equipment, and services necessary for the construction of the project. We take very seriously our responsibility to make sure your project is completed as quickly as possible and in budget, while maintaining a strict safety policy. Among our list of clients you'll find companies such as Connexion Technologies, one of the largest technology service providers in the United States, and Columbia Southern University, one of the nation's first and most successful online Universities. Joe Raley Builders' impressive portfolio includes everything from restaurants, retail and entertainment venues to office complexes, educational facilities and churches.

• **Residential Construction**

With over 30 years of residential construction experience on the Alabama Gulf Coast, Joe Raley Builders has gained a reputation as one of the area's premier homebuilders. Known for our commitment to quality, lavish style and attention to detail, we specialize in unique, handcrafted work including custom cabinetry, doors and trim. Our custom homes range from 2,000 to over 10,000 square feet and can be found on some of the most desirable waterfront lots and finest inland neighborhoods.

• **Construction Management/ Program Management**

From the design stage to completion, the Construction / Program Management Division of Joe Raley Builders will make sure your next project is professionally planned, accurately estimated, managed and safely built. We are responsible for the overall project including awarding contracts, procuring materials, monitoring cost and schedule, managing the necessary reporting and communications. As a representative for the owner, we assume full responsibility for successfully completing your project. As a program manager, Joe Raley Builders' resume includes everything from high-rise condominiums and marinas to marine parks and restaurants. Our highly experienced estimators, schedulers, project managers and superintendents have a combined 50 + years of experience in Construction / Program Management.



Gulf World's
Paradise Resort



Our Services

• **Development**

Known as one of the top development companies on the Gulf Coast, Joe Raley Builders has been developing commercial projects and condominiums for decades. The company's experience ranges from working with investment groups and financial institutions to land planners and government officials. As a representative for the owner, our Development Division is available to assist in choosing site location, site plan creation, zoning and approval. Our development portfolio currently includes projects ranging from \$2 (M) Million to over \$400 (M) Million.

Current Developments:

- Bama Bayou, Orange Beach, AL
- Bama Bayou Resort & Convention Center, Orange Beach, AL
- Bayou Beach, Orange Beach, AL
- The Bald Cypress Lodge, Orange Beach, AL
- Embassy Suites at Gulf World, Panama City Beach, FL
- River Front, Gulf Shores, AL
- Waters Edge Condominium, Gulf Shores, AL
- Verana Casa, Gulf Shores, AL
- Callaway Landing Condominium, Gulf Shores, AL
- Callaway Apartments, Gulf Shores, AL
- Roans Creek at Steelwood Country Club, Loxley, AL
- Legacy Estates, Elberta, AL
- Sandy Creek Farms Phase II & III, Elberta, AL
- Innerarity Point Townhomes Phase II, Pensacola, FL

Joe Raley Builders, Inc.



Our Portfolio

Commercial Construction:

Office/Institutional:

- Connexion Technologies, Gulf Shores, AL: \$550,000
- Centurytel, Orange Beach, AL: \$100,000
- Temporary Police Administration Facility, Gulf Shores, AL: \$400,000
- Gulf Shores Industrial Park Office Complex, Gulf Shores, AL: \$1,800,000
- Canal Road Office Complex, Orange Beach, AL: \$800,000
- Parkway South, Gulf Shores, AL: \$1,200,000
- Southern Automotive, Gulf Shores, AL
- Visions Real Estate Office Complex, Gulf Shores, AL
- Alabama Gulf Coast Welcome Center, Gulf Shores, AL

Restaurants/Retail/Entertainment Venues:

- Gulf Shores Yacht Club & Marina, Gulf Shores, AL: \$5,500,000
- Foley Sports Park Concession Stand Building, Foley, AL: \$400,000
- Gulf World Marine Park, Panama City Beach, FL: Ongoing
- Gulf World Marine Park, Orange Beach, AL: \$35,000,000
- Sweet Peppers Deli, Gulf Shores, AL: \$350,000
- Sweet Peppers Deli, Gulfport, MS: \$500,000
- Surf Style, Gulf Shores, AL
- Sea & Suds, Gulf Shores, AL

Educational:

- Columbia Southern University Canal Rd. Campus, Orange Beach, AL: \$600,000

Religious:

- Christian Life Church – Student Activities Center, Orange Beach, AL: \$2,800,000



Our Portfolio

Multi-Family / Residential:

- The Rookery III, Gulf Shores, AL: \$11,000,000
- Gulf World's Paradise Resort, Orange Beach, AL: \$9,000,000
- Oceania Condominium, Gulf Shores, AL: \$15,000,000
- Sanibel Condominium, Gulf Shores, AL: \$28,000,000
- Wolf Bay Landing Condominiums, Foley, AL: \$10,200,000
- The Rookery I & II, Gulf Shores, AL: \$8,500,000
- Navy Cove Harbor Condominiums, Gulf Shores, AL: \$13,700,000
- Innerarity Point Townhomes, Pensacola, FL: \$10,800,000
- Villas By The Bay Phase II, Orange Beach, AL: \$1,200,000
- Fairfield Inn, Orange Beach, AL: \$81,000
- The Galley, Bon Secour, AL: \$1,800,000
- Back Bay Condominium, Orange Beach, AL
- Island Sunrise, Gulf Shores, AL
- Island Shores, Gulf Shores, AL
- Island Winds West, Gulf Shores, AL
- The Original Light House, Gulf Shores, AL
- Youngs by the Sea, Gulf Shores, AL
- The Oleander Inn, Gulf Shores, AL

Subdivisions:

- Sandy Creek Farms, Elberta, AL: \$2,500,000
- Stonegate Estates, Gulf Shores, AL: \$2,300,000
- Savannah Point, Gulf Shores, AL: \$800,000
- Ancient Oaks, Gulf Shores, AL

Restoration:

- Driftwood Condominium, Gulf Shores, AL
- Tropic Isles, Gulf Shores, AL
- Ocean House I & II, Gulf Shores, AL
- Lani Kai Condominium, Gulf Shores, AL
- Navy Cove Harbor Condominium Phase I, Gulf Shores, AL

Joe Raley Builders, Inc.



References

Accounting Firm:

Johnson, Slaughter, Wells and Associates
Foley, AL
251.943.1565

Banking:

Bryant Bank
Rob Downing
Foley, AL
251.971.4999

Bankers Bank
Buddy Sharbell
Atlanta, GA
770.805.4970

References:

Wayne Burnett
205.967.9744

Oliver Darden
Gulf Coast African American Chamber of Commerce
850-384-5622

Jeff Silvers
City of Orange Beach City Council
251-981-6979

Project Specific References Available
Upon Request due to the Numerous
Quantity of Completed Projects that
Would Exceed the Number of Pages
Permitted in the RFQ

Company Design-Build Site Developments



Nestled in the quiet countryside of South Alabama, lies 254 acres of unruffled beauty. Five ponds, magnificent oak trees, grassy fields and pristine woodlands create Sandy Creek Farms, an upscale neighborhood development. You'll enjoy a quality lifestyle in a wonderful location. Sandy Creek Farms is just 1.5 miles from the Foley Beach Express and minutes from Alabama's beautiful beaches. Home sites range from one acre to just over two acres. Come home to Sandy Creek Farms and experience the lifestyle you deserve. Phase I, featuring 28 lots, was completed in spring 2007.



Stonegate Estates is South Baldwin County's newest and most exclusive residential development. Combining the very best elements of cozy neighborhood living with upscale amenities, Stonegate Estates is truly a unique community with charm and class. Located in the City of Gulf Shores, Stonegate Estates is conveniently located halfway between Highway 59 and the Foley Beach Express. This upscale, gated community features large lots with custom designed homes. Make Stonegate Estates the place of your next residence and enjoy living at its finest.



This one of a kind development will take your breath away! Standing 17-stories high, this stunning condominium is located directly on the beach off West Beach Boulevard in Gulf Shores. Oceania Condominium includes 14 suites each approximately 4,000 +/- square feet. These spacious suites include four bedrooms, four and a half baths, a custom kitchen, large living room, private elevator entrance and multiple balconies. There is also a two-story penthouse unit with an amazing view of the Gulf of Mexico. Each unit has a large balcony overlooking the beautiful beaches of the Alabama Gulf Coast. Oceania was completed in early 2007.



The recently completed Sanibel Condominium is located on West Beach Boulevard in Gulf Shores. Ideally situated on the lagoon, you'll enjoy access to both the lagoon and the Gulf of Mexico. This 17-story condominium is filled with 108 two and three bedroom units. Each unit has a balcony facing the sugar-white beaches of the Gulf Coast. Amenities include a fitness center and outdoor swimming pool.



Just a short drive down County Road 12, is a waterfront condominium like no other. Wolf Bay Landing Condominium offers the absolute best in quality, style, craftsmanship and good taste. You'll love the tranquility and beauty of the area, plus the convenience to Perdido Bay and the Gulf of Mexico. This 62 unit condominium features a mix of two and three bedroom units. Construction on Wolf Bay Condominium was completed in spring 2007.

Company Waterfront Design-Build Projects

Navy Cove Harbor

Enjoy a Mobile Bay front condominium at Navy Cove Harbor. Located on Fort Morgan Road, these two and three bedroom condominiums are within walking distance to the historic Fort Morgan, and Navy Cove Harbor is just minutes from some of the hottest fishing spots on the Gulf Coast. Amenities include a deep water boat basin, fish cleaning and pump out stations. Navy Cove Harbor Condominiums Phase II was completed in 2006. Phase I was completed in 2005.

INNERARITY POINT
WATERFRONT TOWNHOMES

At Innerarity Point Townhomes, located on Innerarity Island in Perdido Key, Florida, you'll experience the beauty of waterfront living. Many townhomes overlook Perdido Bay, while other units feature an amazing view of the Intracoastal Waterway. Each two and three bedroom unit comes with a spacious kitchen, living room, carport and veranda. Amenities include a gated entrance to the Island community, clubhouse and swimming pool. Best of all, you'll enjoy over 1,000 feet of snow white beaches and crystal blue waters. Innerarity Point Townhomes Phase I was completed in 2006.

The Galley

The Galley offers a different environment than the usual Gulf Coast development. Located on scenic Bon Secour River and set among tall majestic oaks, you'll fall in love with the serenity of the locale and the quaintness of the cottages. Each cottage includes two bedrooms and one bath. The famous Galley Restaurant is also conveniently located nearby. The Galley was completed in 2005.

CALLAWAY LANDING
CONDOMINIUMS

Just a few miles down Fort Morgan Road sits a picturesque piece of property where history runs deep. Soon to be the home of the 51 unit Callaway Landing Condominiums, this site overlooks Alabama's unspoiled beaches and the clear blue water of Little Lagoon. This site was once home to Callaway's Fish House in the 1930's, the Callaway Store in the 40's and Callaway Cottages in the 1960's. Upon completion, Callaway Landing Condominiums will feature a mix of two and three bedroom units.

Callaway Apartments

Callaway Apartment is a proposed development by Joe Raley Builders. Plans call for the Key West style apartments to be located on the north side of Fort Morgan Road just two miles from Highway 59.

RIVER FRONT
CONDOMINIUM

River Front Condominium is another great pre-construction development by Joe Raley Builders. Located off County Road 6 on Oyster Bay Place in Gulf Shores, Alabama, this proposed mixed-use marina development will overlook the beautiful Bon Secour River.



Additional Current Design-Build Projects

Located on the bay side of the beautiful Fort Morgan Peninsula, The Rookery I & II covers over 22 acres. This resort community is the perfect place to relax by the pool, enjoy a cocktail with friends at the tiki bar or explore the beauty of nature. With white lattice trimming and natural wood floors, the single family and duplex style cottages convey a sense of simplistic beauty that can only be matched by the surrounding nature. Construction is underway on The Rookery Phase III, an 88 unit cottage community just east of Rookery I & II.

Verana Casa

Located on West Beach Boulevard in Gulf Shores, Verana Casa is a luxurious 14 unit pre-construction condominium. Plans call for each floor to house one spacious unit with its own private elevator entrance and multiple balconies. With three bedrooms and three bathrooms, each unit will be around 2,440 square feet. Verana Casa will offer the ultimate in luxury.



Waters Edge Condominium is an outstanding pre-construction development by Joe Raley Builders. This proposed condominium, located near the tip of Fort Morgan Road, will offer easy access to the Gulf of Mexico for those wanting to enjoy a day of fishing or boating. Conveniently located next to Gulf Shores Yacht Club & Marina, upon completion Waters Edge Condominium will feature spacious units and luxurious accommodations. Enjoy the Gulf Coast like never before at Waters Edge Condominium.



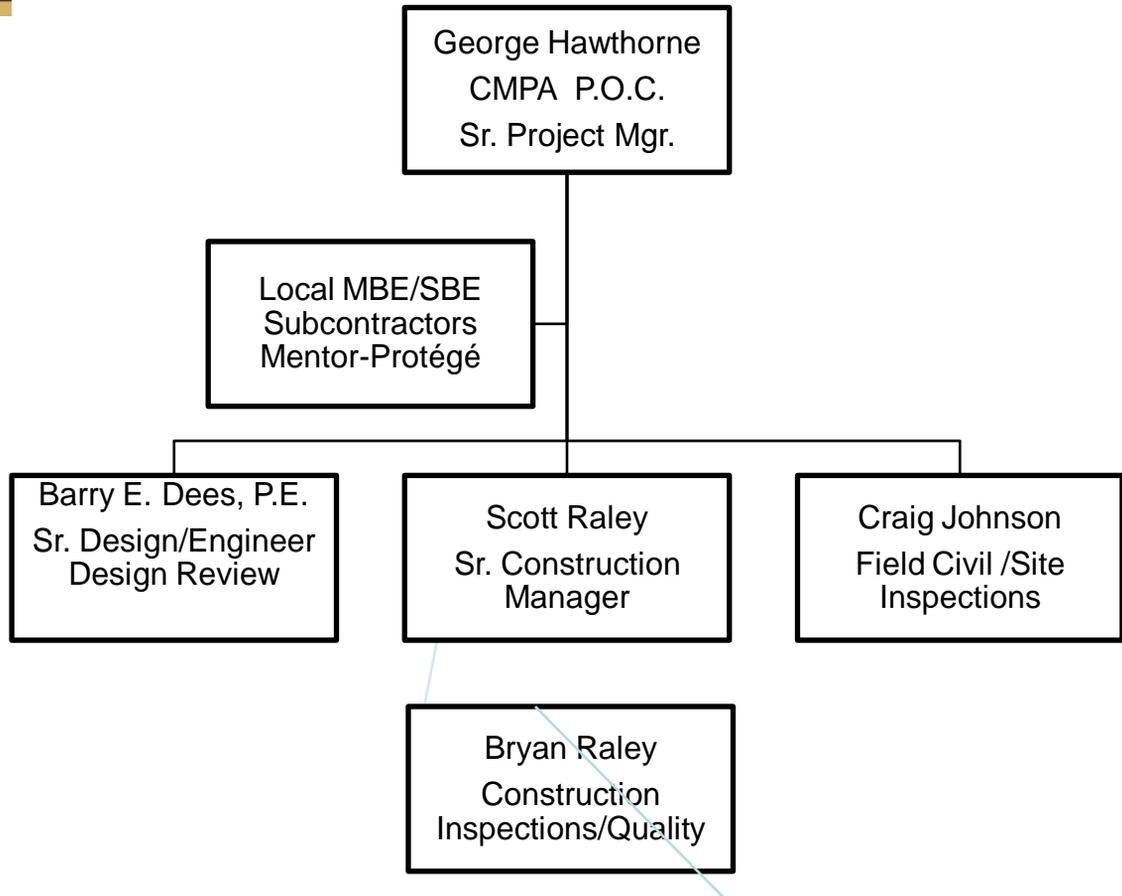
Located within minutes of some of the best fishing the Gulf Coast has to offer, Gulf Shores Yacht Club & Marina has just what you need to catch the big one! Formerly known as Fort Morgan Marina, Gulf Shores Marina was annexed into the city of Gulf Shores in 2005. It is the only full service marina on the Fort Morgan Peninsula. This marina offers 108 dry storage slips, 70 wet slips, a Dock Store and Tacky Jacks 2 restaurant. Get closer to your favorite fishing spot at Gulf Shores Yacht Club & Marina!



Situated in the far south corner of Steelwood Country Club in Loxley, Alabama, is a development like no other. Luxurious, spacious and unique, Roans Creek will feature 36 upscale condominium units. Overlooking the magnificent lake and backing up to pristine woodlands, Roans Creek will offer the absolute best in quality, style, craftsmanship and good taste. Enjoy the security of being located in a private, gated country club and experience the exclusive lifestyle only Steelwood can offer. Whether for a weekend or a lifetime, it is a magical place to unwind and recharge. Roans Creek is a proposed development by Joe Raley Builders.



Community Maritime Park Construction Owners Representative Key Personnel Organizational Chart



Joe Raley Builders, Inc. hereby agrees to launch and sustain as provided for an Equal Business Opportunity Program to fulfill the CMPA's Covenant with the Community and deliver on the commitment established by Community Maritime Park Associates to ensure the inclusion of minority and women owned businesses in the CMPA Construction Owner's Representative. The EBO Program will concentrate on finding potential MBE and SBR contractors, vendors, consultants, sub-contractors and other MBE/SBE businesses primarily in Escambia, Santa Rosa and Okaloosa Counties in Florida secondarily in the wider Pensacola Region. In conjunction with the Gulf Coast African American Chamber of Commerce, Joe Raley Builders is currently interviewing and pre-qualifying MBE/SBE businesses to participate on the C.O.R. team.



George Hawthorne

CMPA Point of Contact/Senior Project Management

Relevant Project Experience

Mr. Hawthorne is the Chairman/ Chief Executive Officer of Joe Raley Builders, Inc. ("JRB"), an Alabama qualified Minority-Business-Enterprise general contractor and construction management company, with more than 35 years of operation and licensed in Alabama, Florida, Louisiana, Mississippi and Texas. Mr. Hawthorne is the Principal-in-Charge and majority shareholder of Joe Raley Builders, Inc. He provides the Company's strategic vision, MBE management expertise, program management and project oversight for the clients and construction projects of the company. His duties include corporate management, construction/development principal, strategic planning, business development and corporate finance advisory services on behalf of Joe Raley Builders, Inc. JRB's clients include general contractors, real estate developers, property owners, financial institutions, municipal corporations and governmental agencies.

Mr. Hawthorne has more than 25 years of experience in real estate development, investment and finance services. He has been involved in more than \$600,000,000 worth of real estate projects in the various capacities of general contractor, construction management, development, corporate management and real estate investment as a principal, consultant, manager and/or advisor. His professional experience includes program management, commercial construction, construction/development management, asset management and real estate investment.

Mr. Hawthorne has prior professional experience as the V.P. Real Estate Development with H.J. Russell & Co., the largest African-American owned construction/development company in the United States and based in Atlanta, Georgia, where he headed the real estate development division of this company. He also worked with the Rouse Company as the General Manager for Underground Atlanta, a specialty retail/entertainment facility located in Downtown Atlanta, where he provided management oversight for all facets of the property's management, accounting, human resources, retail leasing, retail construction and facilities operations. His diverse professional experience includes construction management, real estate/corporate law, corporate finance, property development, financial analysis and real estate investment advisory services.

Additionally, Mr. Hawthorne is an Executive Board Member of the Gulf Coast Tri-State Chapter of the Association of Minority Contractors. He also has held board of director positions and professional affiliations with various non-governmental organizations and civic associations within the South East. He holds a B.S. degree in Finance with a real estate emphasis from California State University.



Scott Raley **Senior Construction Manager/Estimating**

Relevant Project Experience

Experience with both large and small scale projects municipal projects, public works projects commercial site development, industrial site development, resort and recreation construction, as well as site planning for mixed-use and institutional projects. Providing planning, project management, construction management, and inspection services. Specializing in site grading, drainage, paving, erosion control, and permitting. Design and management emphasis on serviceability, accuracy, and economics.

- Expertise in areas of construction management/ site development
- Extensive knowledge of construction management and general contracting
- Extensive Senior Management experience as developer/contractor

Work Experience:

•**1987 – Present: Joe Raley Builders, Inc., Gulf Shores, AL**

President/Chief Operating Officer

Scott has served as President of Joe Raley Builders for the past six years. During his time as President, the company has experienced tremendous growth. In recent years, the company has completed the following projects:

Licenses:

- Alabama General Contractor
- Florida General Contractor
- Louisiana General Contractor
- Mississippi General Contractor

Affiliations:

- Lifetime member of the Gulf Shores Chamber of Commerce
- Member of the Home Builders Association

Community Involvement:

- Current Construction Manager for Youth-Reach Gulf Coast, a Christian Juvenile Drug Rehab facility
- Served on the Parks and Recreation Board for the City of Orange Beach
- Little League Coach for 9 years



Barry E. Dees, P.E.

Proposed C.O.R. Senior Design/Engineer Principal

Relevant Project Experience

Experience with both large and small scale projects municipal projects, public works projects commercial site design, industrial site planning, resort and recreation design, as well as site planning for municipal and institutional projects. Providing planning, civil engineering design, project management, construction management, and inspection services. Specializing in site grading, drainage, paving, erosion control, and permitting. Design and management emphasis on serviceability, accuracy, and economics.

- Expertise in areas of civil engineering / site development as Senior Engineer
- Extensive knowledge of water and sewer system management as Engineer for Water and Sewer Board
- Extensive Senior Management experience as City Engineer

Professional Experience

Dees Engineering Services, Inc. – President

September 2001 - Present

Experience with both large and small scale projects in the areas of residential subdivisions and cluster home developments, commercial site design, industrial site planning, resort and recreation design, as well as site planning for municipal and institutional projects. Providing planning, civil engineering design, project management, construction management, and inspection services. Specializing in site grading, drainage, paving, erosion control, and ADEM/Corp of Engineers permitting. Design and management emphasis on serviceability, accuracy, and economics.

Lucido & Oliver, Inc. – Senior Engineer

September 1999 – September 2001

Director of Civil Engineering operations. Experience in various commercial, industrial, and residential subdivision applications involving civil engineering site work design and project management. Applications involve the planning, design, preparation of plans and specifications, contract administration and inspection of earthwork, hydraulics/hydrology, water, sanitary sewer, and roadways.

City of Phenix City, Alabama – City Engineer

February 1999 – September 1999

Coordinate all capital improvement projects within the City. Review all subdivision plans, ensuring compliance with subdivision regulations. Perform *right-of-way and easement acquisitions associated with capital projects and “in-house” improvement projects. Conduct economic analysis related to capital projects and utility studies. Prepare annexation documents and maps. Develop strategic plan for upgrades and maintenance of the City’s infrastructure in accordance with the overall Master Plan. Budget preparation for Engineering Department, capital improvement projects, and “in-house” development projects*



Craig Johnson

Proposed Design-Build Plan Review/Field Inspections

Relevant Project Experience:

Craig currently oversees various commercial and residential projects from permitting through construction. He also actively works as a liaison between Joe Raley Builders and the local municipalities. Craig is a Professional Licensed Surveyor in the State of Alabama, and has over 18 years of experience in surveying, engineering, land planning and environmental planning.

His experience in surveying, engineering and planning includes: large scale subdivisions, large scale multi-family projects, commercial developments, numerous State schools and colleges, and government work including: the Fort Sheppard Armory at the Montgomery Municipal Airport and the Fort Rucker Military Base in Dale County, Alabama.

Work Experience:

- 2001 – Present: Joe Raley Builders, Inc., Gulf Shores, AL
Planner of Commercial and Residential Development
Licensed Surveyor in the State of Alabama**
- Goodwin, Mills & Caywood, with offices in AL, MS, GA**
- David Volkert & Assoc., with 51 offices Nationwide**
- Lucido & Oliver, Orange Beach, AL**

Craig has over 18 years of experience in surveying, engineering, land planning and environmental planning. After a successful career with Goodwin, Mills & Caywood, as well as David Volkert & Associates, Craig helped to start engineering firm Lucido & Oliver in Orange Beach, Alabama.

Affiliations:

- Past President of the Alabama Society of Professional Land Surveyors, Baldwin County Chapter, two terms**

Community Involvement:

- August 2005: Hurricane Katrina Relief, Coastal Mississippi**

Craig helped to create and lead the largest faith-based relief mission after Hurricane Katrina in 2005. Craig was responsible for setting up, planning and leading this mission which spent over \$18.9 million in relief and recovery.



Bryan Raley

Proposed C.O.R. Construction Inspections/Quality Assurance

Relevant Project Experience:

Bryan Raley's duties are to oversee and manage quality control, construction inspections and estimating for Joe Raley Builders, Inc. Bryan was raised in the construction industry. Bryan's experience includes project management overseeing commercial and residential projects, estimating and making sure jobs are completed on time and in budget. He has experience as a Structural Engineer with Joe DeReuil & Associates of Pensacola, Florida. Bryan received his Engineering degree from the University of Alabama.

Work Experience:

- **2007 – Present: Joe Raley Builders, Inc., Gulf Shores, AL**
Helps to oversee and manage the commercial/institutional division
Job superintendent for various commercial/institutional projects
Projects include:
 - Stonegate Estates**
 - Sandy Creek Farms**
 - The Rookery III**
 - Gulf Shores Yacht Club & Marina**
 - Navy Cove Harbor**
 - Sweet Peppers Deli**
- **Joe DeReuil & Associates, Pensacola, FL**
EIT, Structural Engineer
Bryan was employed with Joe DeReuil & Associates for two years. During his time with the company, he served as Project Engineer on numerous residential and condominium projects. Bryan was responsible for the structural design and inspection of concrete, steel and wood structures.

Licenses:

- **Storm Water Management license by the Home Builders Association of Alabama**