



## The Enterprise and Empowerment Foundation of Norfolk State University

### **Developer Symposium --- Presentation Content**

Dear prospective development partner,

You will be given a 1-hour timeslot during which you should address the items shown below in the order that they are shown.

#### **Presentation Item #1:**

The Enterprise and Empowerment Foundations utilizes an Equity Participation Model in its governance of the **RISE Campus™** development. As the owner of the land that makes up the **RISE Campus™**, E<sup>2</sup>F will contribute the segment of land our partner(s) will need in order to proceed with developing the campus. In return for this land, E<sup>2</sup>F will maintain an equity participation in the building that is erected on the donated land. Our land contribution will be treated as either an equity investment in the overall program or an individual phase with our percentage ownership interest in the overall program or phase calculated based on the relation of the value of the contributed land to the total equity investment required.

- ◆ **In your presentation, please comment in detail, including examples, on your experiences with the model described above.**



The Foundation will ask its partner(s) to perform the following activities:

**Presentation Item #2:**

**Pre-Development Planning and Feasibility**

This relates to the continuation, where deemed appropriate, of any existing design concepts for future RISE facilities (RISE Two through Six) including conceptual site plans, floor plans, definition of building specifications, etc. During these activities, the private developer will bring together its entire team including architects, contractors, leasing brokers, marketing services, community relations, etc. Input from all of the team members will enable our partner(s) to create a facility-specific pro forma and to determine the feasibility and timing of the development.

- ◆ **Please comment in detail, including examples, on your experiences with providing Pre-Development Planning and Feasibility services as prescribed above.**

**Presentation Item #3:**

**Marketing**

E<sup>2</sup>F will ask its development partner(s) to be responsible for managing third-party brokers and public relations/advertising firms with regard to the promotion of the overall **RISE Campus™** program as well as individual projects within the overall program. These activities will be supplemental to the marketing activities conducted by the Foundation and its parent company. The developer's marketing team, with direction and oversight from the Foundation, will (a) organize a marketing strategy that is compatible with the Foundation's existing strategy, (b) develop promotional materials (i.e., website, brochures, etc.) that co-exist with the Foundation's materials, (c) orchestrate mass mailings, and (d) interact with brokers on tenant meetings, information requests, and relevant follow-up.

- ◆ **In your presentation, please comment in detail, including examples, on your experiences with providing Marketing services as prescribed above.**



#### **Presentation Item #4:**

##### **Financing**

We believe that the most suitable form of financing may involve more than one party and possibly, the investment of additional partners that will serve in a capital-provision capacity in the development of the **RISE Campus™**. We will ask our development partner(s) to identify potential partners that might be brought into the program. These partners will provide capital but will also bring relevant relationships that benefit the overall program.

- ◆ **In your presentation, please comment in detail, including examples, on your experiences with providing Financing services as prescribed above.**

#### **Presentation Item #5:**

##### **Corporate Partnerships**

In a program such as the **RISE Campus™**, where there is (1) a not-for-profit firm providing business oversight, (2) a higher-education stakeholder, and (3) a strong regional focus, we believe that will be authentic opportunities to attract corporate sponsorship that might be potential tenants or are regional and national businesses or governmental agencies that have other motivations to participate in such a program (local community goodwill, access to University-based researchers, access to the State and Federal tax benefits associated with the campuses' venue, etc.). The Foundation will ask our private partner(s) to assist us in identifying and contacting potential corporate partners and bringing them into the program.



### **Presentation Item #6:**

#### **Development**

For each individual phase of the **RISE Campus™** program, we will want our development partner(s) to provide services such as oversight of conceptual designs, management of detail designs, financing, leasing and marketing, approvals, construction management, asset management, commissioning, and product delivery. For each phase, the developer will be called upon to manage the planning, design, construction, and close out of the phase.

- ◆ **In your presentation, please comment in detail, including examples, on your experiences with providing Development services as prescribed above.**

### **Presentation Item #7:**

#### **Community Relations**

Our development partner(s) will be asked to develop and execute a program designed to foster and maintain positive relationships with local constituencies including neighborhood and community groups, local government, the media and other relevant external entities. This capability may be provided by the partner(s) in-house staff or by engaging an external firm that specializes in community relations.

- ◆ **In your presentation, please comment in detail, including examples, on your experiences with providing Community Relations-related services as prescribed above.**