



# VIRGINIA BEACH SPORTS CENTER

*Amateur Sports Capital of The East Coast*

September 26, 2017



Taylor Adams, Purchasing Agent  
Purchasing Division  
2388 Liberty Way  
Virginia Beach, VA 23462

**RE: Conceptual PPEA Proposal for the Virginia Beach Sports Center**

Dear Mr. Adams:

The City of Virginia Beach is uniquely positioned to greatly benefit from the development of a state-of-the-art indoor sports center. As an appealing destination with substantial existing infrastructure – from transit to hotels – the addition of a **multipurpose facility targeting the travel sports industry** has the potential to dramatically impact off-season business. On behalf of our team, we are pleased to offer the following PPEA proposal detailing our vision for a multi-sport facility in Virginia Beach. Developed over months of meetings, the following pages showcase our ideas, goals, and strategy to provide a turnkey solution that will meet the City's objectives.

Our proposal includes the development, design, construction, and operation of an indoor sports center located adjacent to the Convention Center on 19th Street. We have assembled a highly qualified team with the expertise to develop an exceptional facility that will **boost Sports Tourism, drive economic impact, and increase tourism** by hosting youth travel sports, championships and special events.

Each member of the project team – MEB, American Sports Centers, Phase 5, ICG, Clark Nexsen, and Hanbury – has been strategically selected to ensure all areas of design, construction, operation, and management are performed by accomplished individuals with the relevant experience to deliver a landmark indoor sports center. Many of these team members are experienced and locally-based, complemented by nationally-regarded experts in sports facility design and operation.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Eric'.

Eric Keplinger, AIA, LEED AP  
Vice President, Business Development  
ekeplinger@mebgc.com

A handwritten signature in blue ink, appearing to read 'Rick Hibbett Jr.'.

Richard (Rick) Hibbett, Jr., Assoc. DBIA  
Business Development Manager  
rhibbett@mebgc.com

We envision a Sports Center that will accomplish the following goals for the City:

- + Serve as a catalyst for Sports Tourism and become a major player in the travel sports industry
- + Drive economic impact by creating new jobs and drawing new visitors
- + Support the local business industry and community
- + Increase tourism during shoulder and winter seasons
- + Align with the City's goal of creating more year-round attractions

Our team includes the operational capability to create an event calendar that will be the envy of all competing East Coast facilities. We believe our operational partner is strategically positioned to build a unique East Coast/West Coast event synergy that will result in off-season and shoulder season room night generation beyond expectations.

We are enthusiastic about the tremendous opportunity associated with this project. We look forward to partnering with the City to develop, design, build, and operate the Virginia Beach Sports Center, the **"Amateur Sports Capital of the East Coast."**



4

E3

E2

D4

D3

C4

C3

B4

D2

A1



## EXECUTIVE SUMMARY

**The City of Virginia Beach is uniquely positioned to capitalize on substantial economic opportunity driven by the travel sports industry.**

The development of a versatile, multipurpose indoor sports center complements the existing infrastructure and appeal of the Virginia Beach area and has the potential to transform off-season occupancy and business.

**Success in this endeavor requires the selection of a partner who is not only experienced, but is deeply familiar with the region and its culture.**

Led by locally-based MEB General Contractors, our highly qualified team integrates operators, designers, and a variety of travel sports experts, offering the City of Virginia Beach the ideal balance of expert insight and local knowledge.

The following summary details our review of key considerations impacting project success, including: key facility components, the growing travel sports industry, the importance of the right operator and location, and the benefits of our team composition.

### THE PROJECT

MEB and its highly qualified project team are pleased to propose a strategic partnership to design, build, and operate a highly versatile, multipurpose, indoor sports center in Virginia Beach that will become a destination for travel sports and events. **This facility will host hundreds of annual events, attracting hundreds of thousands of amateur athletes, coaches, spectators, professional athletes, and building users.**

Our proposal provides the development, design, construction, and operation of a state-of-the-art indoor sports center with 12 basketball courts (convertible into 24 volleyball courts) and six collegiate size

basketball courts. The clear-span hardcourt space would be utilized for a wide array of functions including:

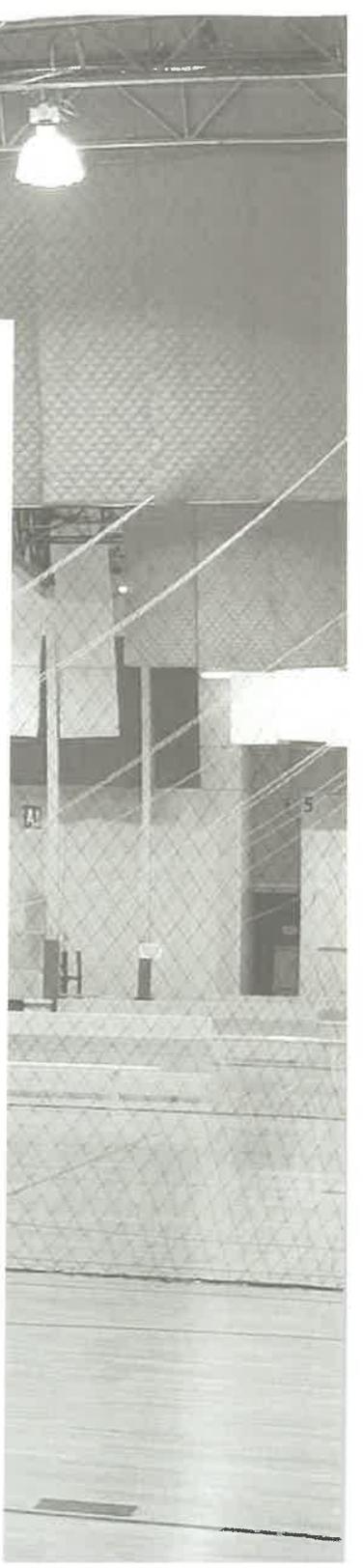
- + Youth and adult basketball and volleyball
- + Wrestling
- + Gymnastics
- + Cheer and dance
- + Martial arts
- + Fencing
- + Futsal, small sided and boarded soccer
- + Ping pong
- + Badminton
- + Camps, clinics, showcase events
- + Convention style events

The facility would include amenities such as concessions and dining areas, team rooms, camping space, lobby space, administrative offices, storage areas, a championship court, appropriate rest rooms and locker rooms, and entertainment areas.

Design and construction is estimated to take 20 months after the necessary agreements and permits are in place.

Aligning with the City's 2012 Strategic Plan, the Center will:

- + Create jobs and serve as a major economic stimulator
- + Attract large participation in tournaments and events that will generate significant economic impacts
- + Greatly enhance the City's established sports tourism market
- + Provide quality of life improvements for residents
- + Establish a year-round tourism venue to increase hotel occupancy during historically lower shoulder and off-seasons



## SPORTS TOURISM

Sports tourism is a **\$15 billion a year industry that is growing annually by 20 percent**. Youth travel sports have become extremely popular over the last 15 years, with parents spending tens of thousands of dollars annually on their children's participation. These sports include basketball, volleyball, soccer, baseball, cheer and dance, wrestling, and gymnastics. Municipalities across the nation are racing to take advantage of this growing opportunity and the economic impact associated with it.

Our research has shown that Virginia Beach is an optimal location for a multipurpose indoor sports center; further, the City of Virginia Beach, its businesses, and residents would benefit greatly from developing the right venue. The beach hotel and resort area provide an ideal place for families to come, stay, shop, eat, and watch their children compete. The proximity of numerous hotel rooms, restaurants, and entertainment venues will make it a true "destination" for youth travel sports. The City's natural resources are its best asset, creating an environment that people would prefer over other potential locations. As an experienced and local team, we know the value of Virginia Beach – our team has proposed the right facility, with the right operator, that will drive sports tourism and establish Virginia Beach as a leader in the travel sports industry.

### THE RIGHT OPERATOR

Selecting the right operator is the most important decision the City will make, providing the right partner to ensure the sports center's success. We reached out to key individuals in the sports facility industry and quickly determined that Mike Gallups and American Sports Center (ASC) was the operational group that provided the best partner for our team and the City of Virginia Beach.

The success of travel sports centers hinges on the ability of an operator to market, attract, and manage a facility that maintains full event calendars and establishes long lasting relationships with the key players in the travel destination sports world.

Having operated travel sports facilities in Anaheim, CA and Avondale, AZ for 14 years, ASC has developed the experience and relationships necessary to ensure success. Two of the largest basketball and volleyball event promoters in the country, hosting 400 team basketball tournaments, have committed to bringing their events to an ASC facility on the East Coast. **The Virginia Beach Sports Center would be ASC's third facility, and the only one on the East Coast, eliminating the risk of a conflict of interest with other venues located in the same region.**

ASC will partner with locally based Phase 5 to create a diverse operational partnership, providing the City with proven experience, local knowledge and connections, and established relationships with national event promoters.

## KEY POINTS



Anticipate **36** MAJOR EVENTS **A YEAR** and over

**ATTRACT VISITORS** during historically low seasons **fall, winter, early spring**

**180,000** Visitors Annually

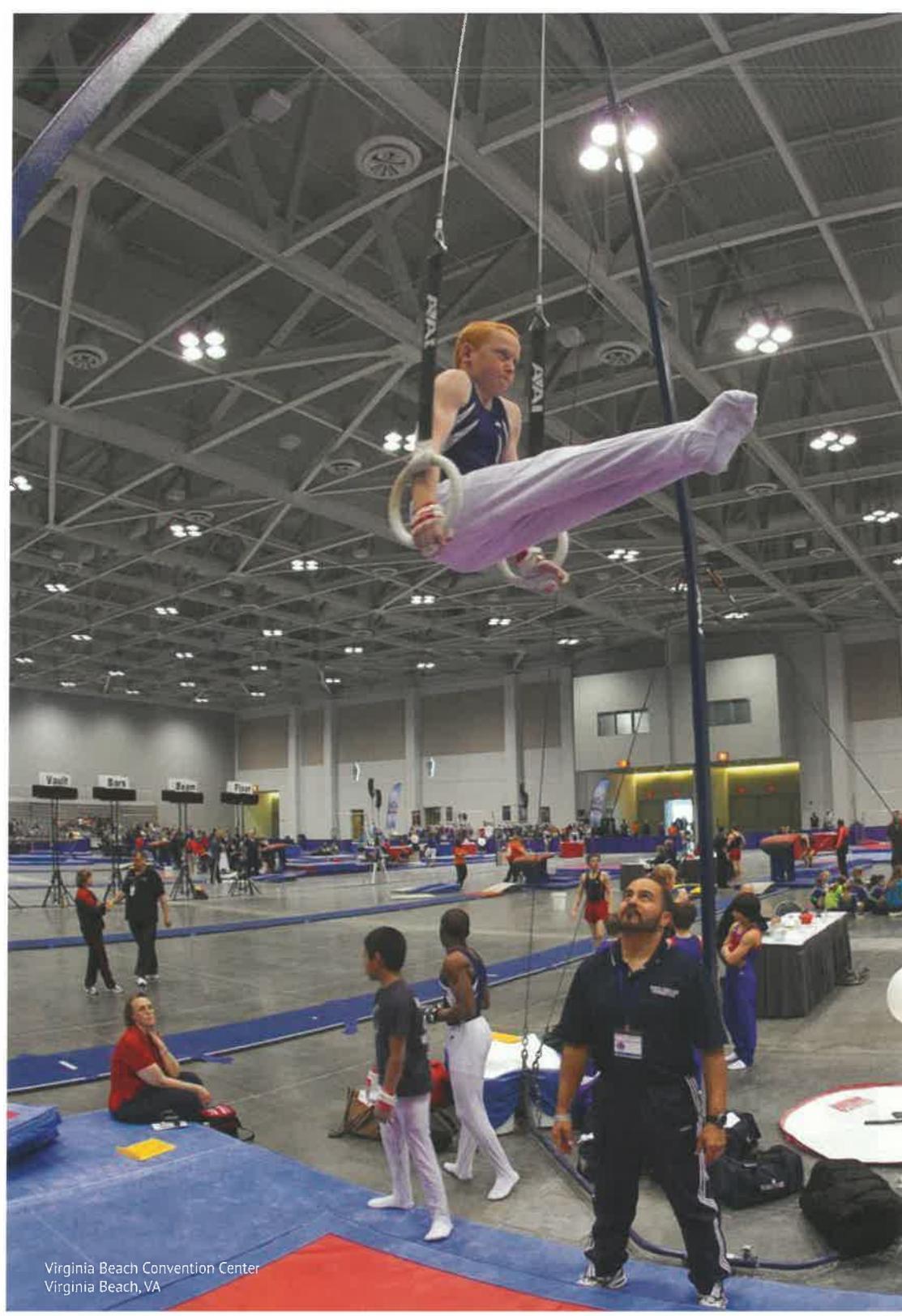
## THE LOCATION

Over the past 10 months, our team has designed several conceptual layouts on multiple site locations where we envisioned this project could be most successful and enhance the overall development of the Virginia Beach Convention and Sports Center campus. For the purposes of this proposal and per the requests of the solicitation, we have provided our conceptual layout of the existing parking lot west of the Convention Center. Our design allows for two future bays of expansion to the Convention Center and will leave 200 parking spaces until a future expansion takes place. If interested, our team can provide the other layouts for perspective on other site selections.

Benefits of locating the sports center in the Convention Center campus:

- + Collaboration and synergy with the existing Virginia Beach Convention Center and proposed Virginia Beach Arena
- + Proximity to resort district hotels, restaurants, retail, and entertainment, providing athletes, spectators, and coaches ample options for lodging, food, and entertainment – making Virginia Beach a prime location for event promoters and coordinators
- + Proximity to Virginia Beach's greatest asset, the beach, which will provide a major advantage over competing cities for the nation's largest travel sports events and tournaments
- + Ease of access due to existing infrastructure and transportation, including airport and Interstate 264
- + The Virginia Beach Sports Center will attract and host some of the largest travel sporting events in the country, which primarily take place during the shoulder and off-seasons for beach tourism, and the proposed location will significantly boost hotel room nights during what are typically "slower" months

*With our team's unique experience, connections in operating the nation's largest travel sport events, and the City's superior amenities and natural resources, our partnership will establish Virginia Beach as a premier, national destination for sports tourism.*



Virginia Beach Convention Center  
Virginia Beach, VA





American Sports Centers  
Anaheim, CA

## PROJECT TEAM

The Virginia Beach Sports Center will be developed, designed, constructed, and operated by an experienced team led by locally based MEB General Contractors, Inc. MEB has established a partnership of accomplished professionals and companies with the precise combination of expertise needed to deliver a high-quality facility that meets the goals and objectives of the City of Virginia Beach.

The team has delivered large, complex projects on-time and within budget both in Virginia and nationally, and the members have a documented history of successful collaboration on major sports-related projects.

**MEB**, a local Hampton Roads construction firm that has served the Hampton Roads area for more than 35 years and has a reputation for completing design-build projects on-time, on-budget, and meeting the expectations of their clients.

**American Sports Centers**, a sports facility management firm that has nearly 20 years of experience developing and operating indoor sports centers, including the largest hardwood facility in the world, which hosts the nation's biggest volleyball, basketball, and other sporting events.

**Phase 5 Sports Management**, a local firm founded by twin brothers from Virginia Beach that specializes in sports management, including operations, event coordination, performance training, consulting, coaching, etc.

**ICG**, an architecture firm that specializes in sports facilities including indoor hardwood, indoor turf, and outdoor complexes, with unparalleled expertise in facility layout, amenity spaces, site layout, and parking.

**Clark Nexsen and Hanbury**, a design team of local architects and engineers responsible for some of the most iconic municipal, entertainment, and sports venues in Virginia. These firms offer local expertise and a superior knowledge of the Virginia Beach Resort and 19th Street Entertainment District.

**Beynon Sports**, an East Coast firm that specializes in indoor/outdoor sports surfacing materials, including supply and installation.

A wide range of specialized economists, analysts, attorneys, public communication experts, and business consultants with specialized knowledge and experience in the sports and entertainment industry.

*At all phases of development, design, construction, and operation, MEB has assembled team members with local, regional, and national experience to create the "Amateur Sports Capital of the East Coast" venue, capitalizing on the unique strengths and offerings of Virginia Beach.*



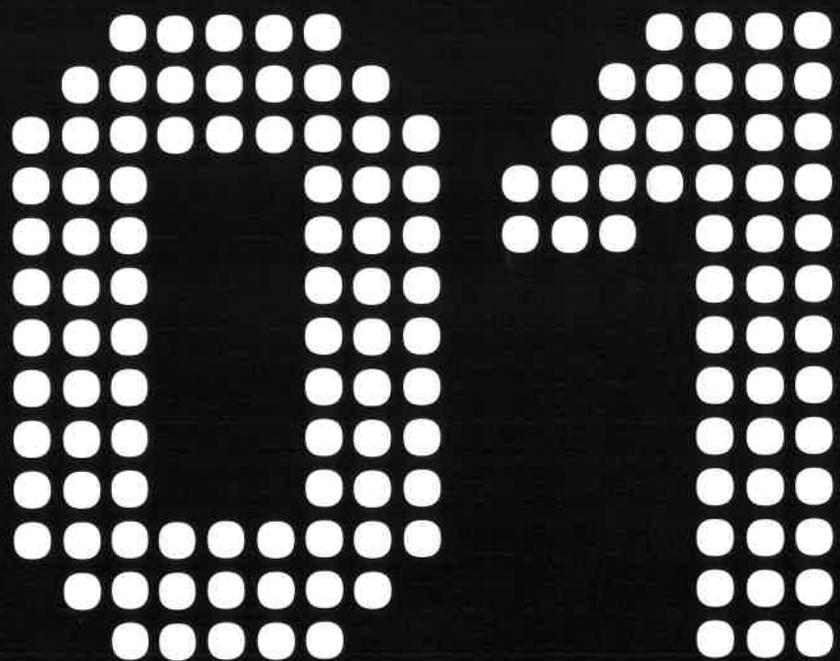
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**QUALIFICATIONS  
AND EXPERIENCE**







# QUALIFICATIONS & EXPERIENCE

## A. STRUCTURE AND MANAGEMENT APPROACH

Identify the legal structure of the firm or consortium of firms making the proposal. Identify the organization structure for the project, the management approach and how each partner and major subcontractor in the structure fits into the overall team.

The development, design and construction of the facility will be led by MEB, creating a single point of contact for the City. MEB will contract with Clark Nexsen as the Architect/Engineer of Record. Clark Nexsen will engage Hanbury and ICG for programming and architectural design collaboration. MEB will contract separately with ASC, Phase 5 and Beynon Sports for consulting services. This highly qualified team will utilize their expertise, based on experience and research, to collaborate with the City of Virginia Beach to provide a unique indoor sports center that meets the demands, goals and expectations of the City.

**MEB** will provide qualified management staff to oversee design and construction, including executive program management, project managers, quality control, field superintendent, and safety personnel. As one of the top construction firms in Hampton Roads, MEB has completed several similar and related projects.

**ICG** will provide architectural and engineering consulting services for the indoor sports facility design. ICG specializes in sports tourism facilities, providing in-depth knowledge and understanding of travel sports and the programming requirements of indoor sports facilities.

**ASC** will utilize their operational experience to assist in programming, design and construction of the sports center to ensure the venue meets the needs and desires of event coordinators/promoters. Their 15 years of experience operating multiple facilities ensures the Virginia Beach Sports Center will be a national leader in competing for the highest profile events.

**Phase 5 Sports Management** originally brought our team their vision of a state-of-the-art, multiple sport facility in Hampton Roads and will play a major role throughout the design, construction and operation of the sports center. Phase 5 will provide expertise in sports management and athletic training to ensure the center is design and built for athletes. They will partner with ASC to operate the facility, providing the operations team with local knowledge, sports management, and key connections.

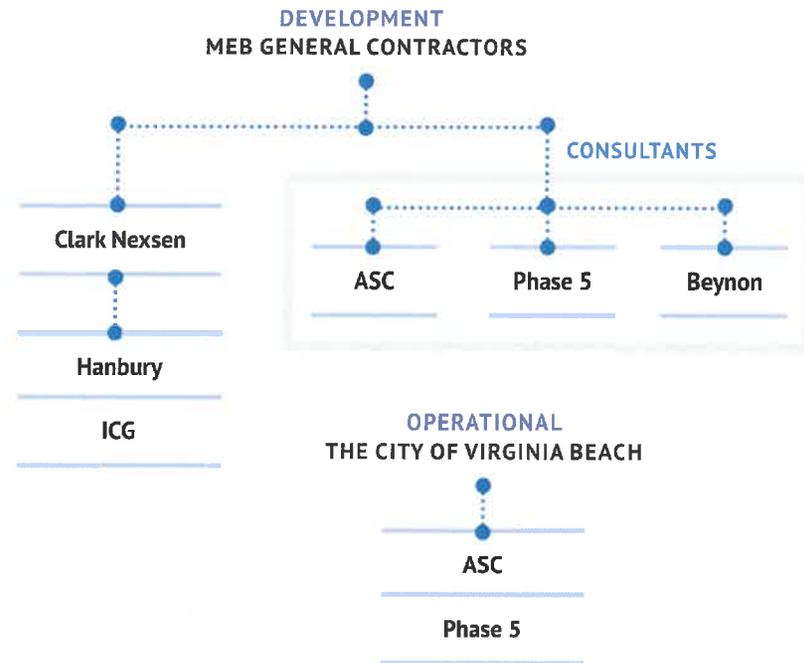
**Clark Nexsen** and **Hanbury** have partnered to provide architectural and engineering services. They have worked hand-in-hand with ICG to program the center and will utilize their expertise to provide an architectural design that complements the Convention Center and proposed Arena. They have an unparalleled understanding of the Convention Center and 19th Street Entertainment District with the design of the Convention Center and the proposed arena. Clark Nexsen's extensive knowledge of the site and civil conditions provides our team the tools we need to address all necessary site concerns.

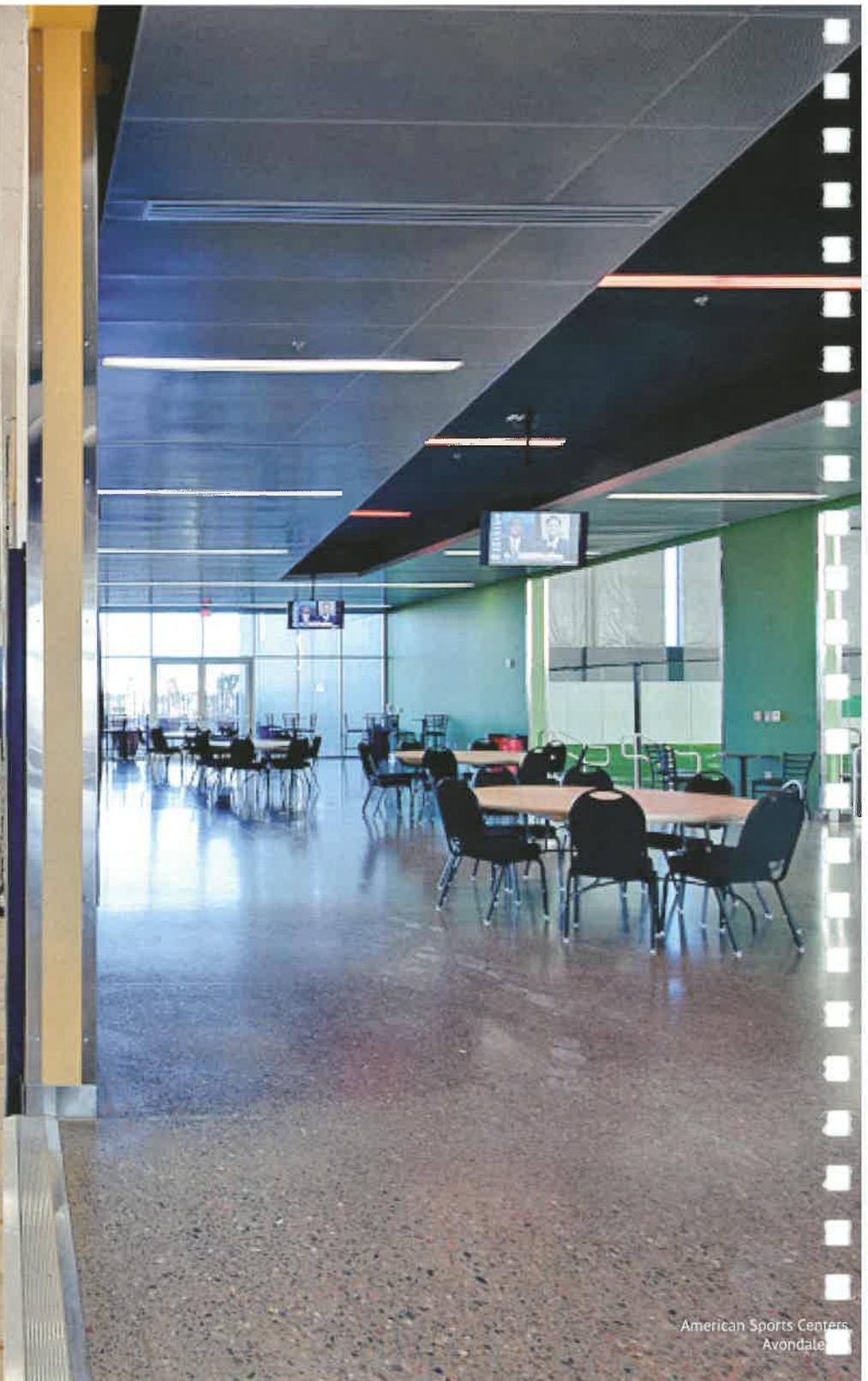
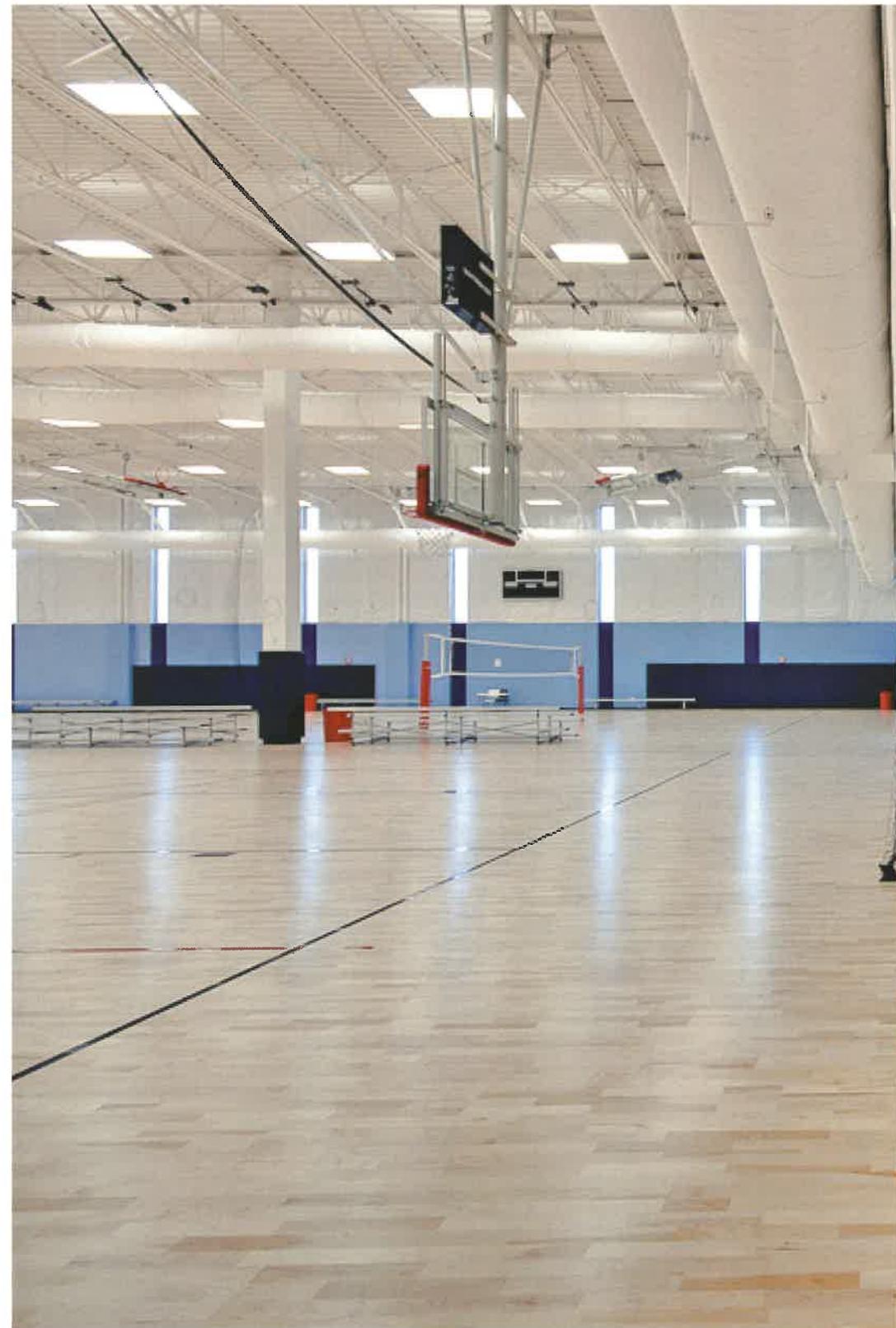
We propose that the City enter into an operational agreement with ASC and Phase 5 to operate the proposed Virginia Beach Sports Center.

## B. EXPERIENCE

Describe the experience of the firm or consortium of firms making the proposal and the key principals involved in the proposed project including experience with the projects of comparable size, value, quality and complexity. Describe the length of time in business, business experience, public sector experience and other engagements of the firm or consortium of firms. Include the identity of any firms that will provide design, construction and completion guarantees and warranties and a description of such guarantees and warranties. Provide resumes of the key individuals who will be involved in the project.

The Sports Center development team led by MEB, is comprised of regional and national leaders in their respective industries. Each partner has a history of completing project on-time and on-budget, providing high-quality services and successful track record of current pursuits. We have built our team with experts in each field including; development, design, construction, and operation. **Our combination of local knowledge and national connections provides the team with an unmatched ability to provide the City with an indoor sports center that ranks among the nation's best and boost Virginia Beach's ability to enhance Sports Tourism.**





## AMERICAN SPORTS CENTERS

ASC provides numerous benefits and services to our team. ASC will serve as a sports facility consultant during the design and construction phases, bringing with them several years of experience designing, developing and operating large sport facilities. They own and operate a 240,000 SF indoor sports facility in Anaheim, CA, and they operate through a public/ private partnership, a 83,000 SF facility in Avondale, AZ. Currently, ASC Development is working on a number of sports facilities across the country. **ASC has years of experience working hand-in-hand with the cities of Anaheim and Avondale to attract, manage and operate large scale local, regional and national tournaments, that draw hundreds of thousands of people to their facilities each year, boosting the local economy through direct and indirect economic impacts. Their events generate tens of thousands of hotel room nights for their respective cities.** In both cases, their 3rd party operational services allow the convention and visitors departments to focus on attracting visitors to their cities and partner with sports facility professionals to run and operate the centers in the most efficient and effective way possible. Both facilities provide weekly programming for the use and benefit of the local community, while establishing priorities to the cities for large weekend events.



**MIKE GALLUPS**  
*President*

As president of American Sports Centers, Mike is responsible for managing the day-to-day operations of the flagship Anaheim facility, overseeing the public private partnership established in Avondale, and executing the overall business plan for ASC.

Mike's exceptional organizational skills have been responsible for the success of filling virtually all of the prime time hours at ASC Anaheim throughout the year. In addition, he negotiates all of the court user contracts; communicates with tenants, vendors and sponsors; and establishes new procedures to increase efficiency and profitability.

Mike also represents American Sports Centers at local, regional, and national sports conventions affiliated with sports business and sports travel. He has spoken at several national events including US Indoor's Annual Facility Operators Conferences and the Athletic Business Conference.



**JOHN SHIELDS**  
*General Manager*

John is the General Manager of American Sports Centers Avondale facility and is responsible for managing the operations of the facility.

John and his team have been responsible for the success of building both youth and adult leagues as well as booking special events and tournaments that fill the facility in Avondale year round. In addition, he negotiates all special event contracts, leases court and field time, deals with vendors, establishes sponsorships, and helps ASC Avondale to increase profitability through new programs and procedures.

John has also represented ASC at national sports conferences affiliated with the indoor sports industry. In addition, John has been a teacher for facility operator classes at the US Indoor, Certified Arena Operator program.

# AMERICAN SPORTS CENTERS ANAHEIM, CA

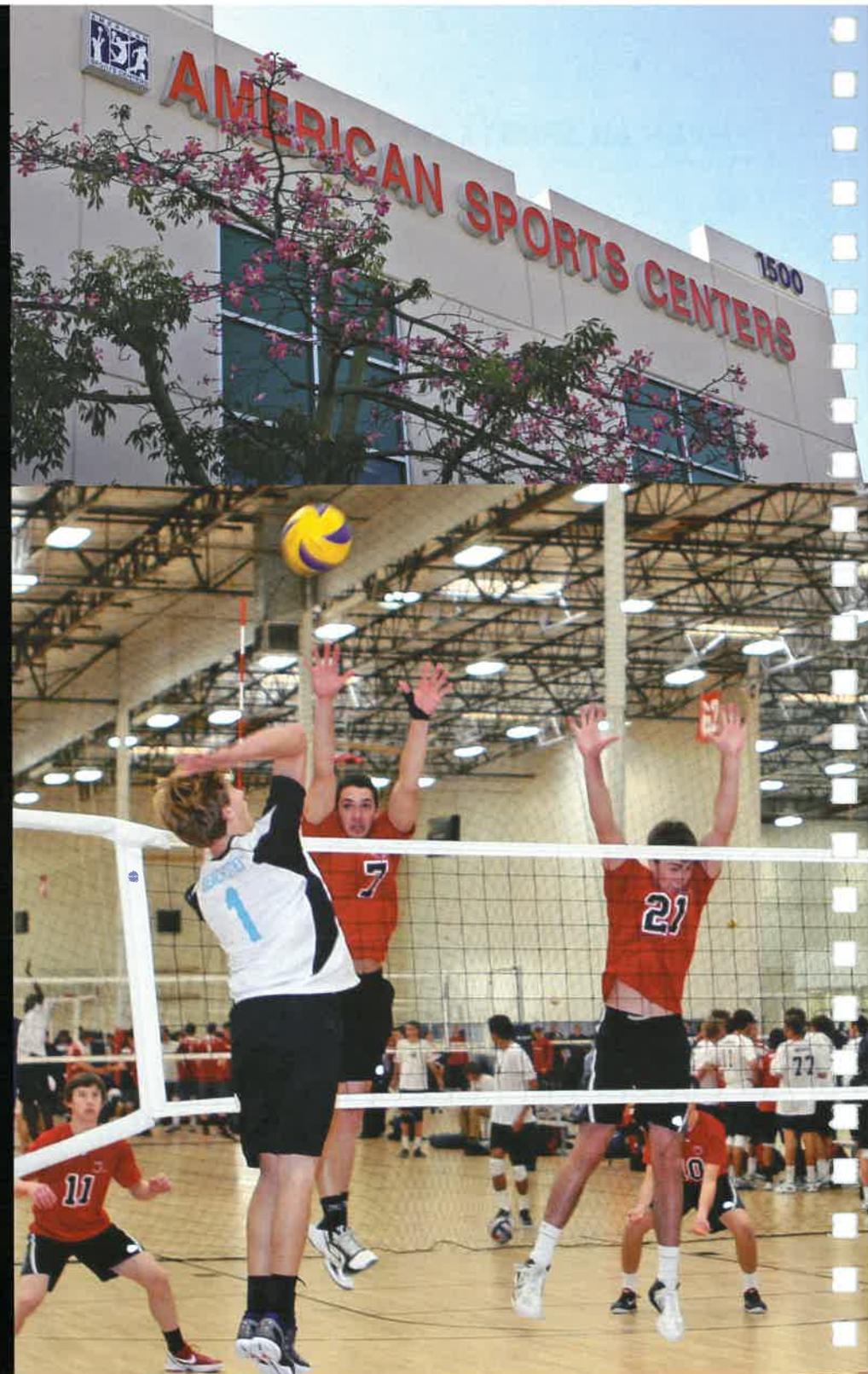
American Sports Centers Anaheim is the largest indoor court facility in the United States. It features **34 volleyball courts** which can be converted into **25 basketball courts**.

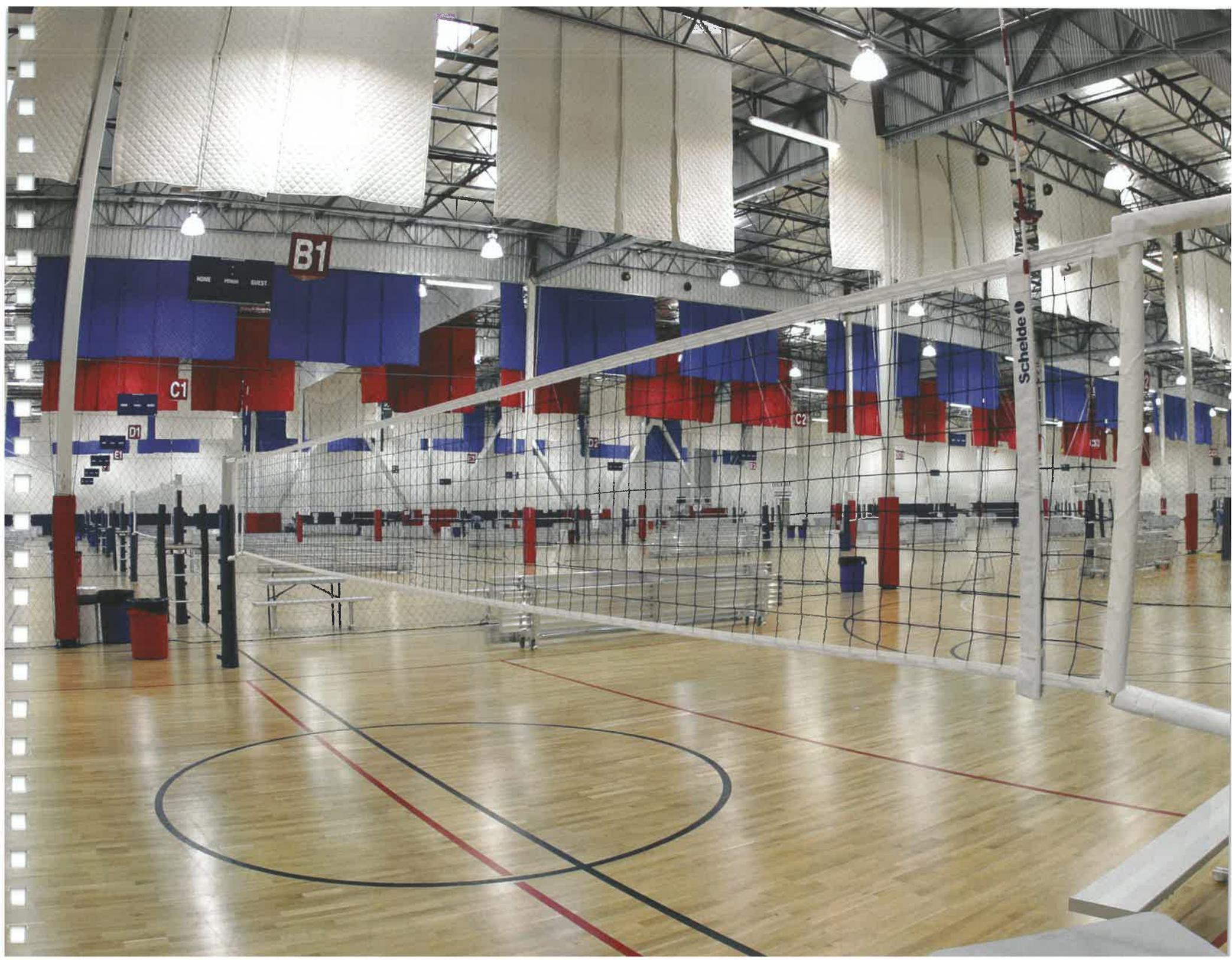
The **242,000 square foot** facility is home to the US Men's and Women's National Volleyball teams along with numerous youth club volleyball and basketball programs, adult basketball and futsal leagues, and a variety of weekend tournaments and events. Courts continue to be offered for lease year round for practices, leagues, tournaments, and special events.

State-of-the-art Haro hardwood flooring is used throughout the facility along with top of line Schelde basketball standards and volleyball systems and official Kwik Goal indoor soccer goals.

In addition to sports activities, guests of ASC can enjoy the Sidelines Grill, a full service food court located at the end of the pavilion between court rows E and F; Sidelines Café, a sandwich and smoothie/coffee bar located adjacent to row A; and The Store at ASC, a sporting goods store featuring the top brands in volleyball and basketball.

The Anaheim location, which opened March 2004, was chosen due to its proximity to several freeways, the large number of hotel accommodations and the availability of a variety of family entertainment options. ASC's success allowed for a recent expansion project of an additional 92,000 square feet enhancing the experience for guests.





## AMERICAN SPORTS CENTERS AVONDALE, AZ

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American Sports Centers Avondale opened in November of 2010. It features **6 volleyball courts** which can be converted into **4 basketball courts**, two 80 x 180 foot infill turf boarded soccer fields and a 3,000 square foot multi-purpose room. The 83,000 square foot facility is home to numerous youth club volleyball and basketball programs, adult basketball and indoor soccer leagues, and a variety of weekend tournaments and events. Courts continue to be offered for lease year round for practices, leagues, tournaments, and special events.

State-of-the-art Haro hardwood flooring is used throughout the facility along with top of line Schelde basketball standards and volleyball systems and official Kwik Goal indoor soccer goals.





## PHASE 5 SPORTS MANAGEMENT PERFORMANCE & FITNESS

Phase 5 is a local Virginia Beach company specializing in high level performance training, fitness and nutrition. Their primary list of services includes sports management, fitness training, nutritional consulting, full body composition analysis and sports science. The knowledgeable staff and innovative approaches to the developing market of performance-based training have helped significantly in establishing Phase 5 amongst other competitors. Since their establishment, they have helped nearly 120 athletes from the Hampton Roads Area alone pursue their high school, college and professional-athlete goals.



### CHRIS & AARON JOHNSON

#### *Phase5 Founders*

Founders of Phase 5, Aaron and Chris Johnson are no strangers to the Virginia Beach community. From attending Green Run Elementary to Green Run High, it's safe to say they have spent their lives in the area, entrenched in the sports and recreational community. From an

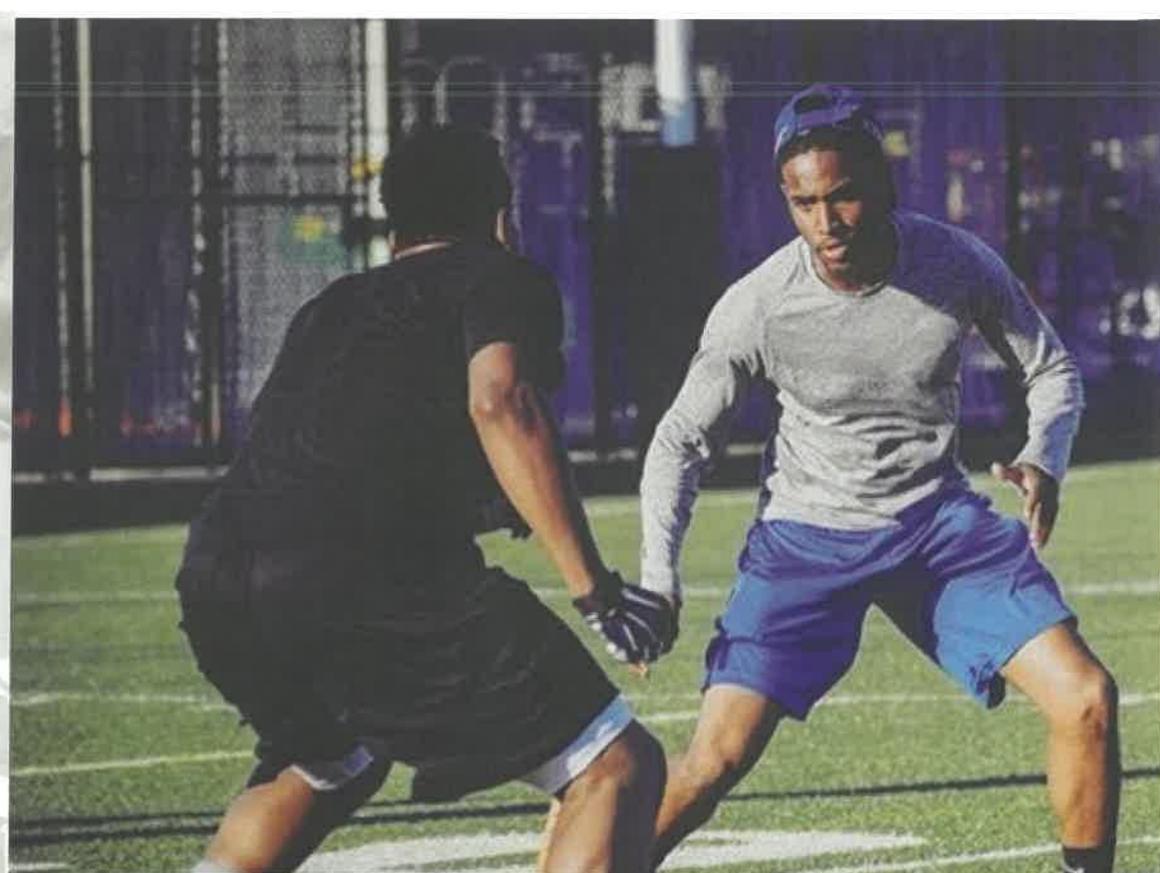
early age, the two have participated in recreational, school and travel/club leagues. At Green Run High, the duo continued to display their passion for athletics by earning several varsity letters including golf, wrestling, football, baseball and track and field. Along with sports, Aaron and Chris have also been very active in the community of Virginia Beach. As lifelong members of Rock Church, they have had the opportunity to participate in community outreach programs that allowed them to interact with neighboring communities.

Following high school, the two went on to attend Liberty University where they became standout walk-on athletes with the Track and Field team. It was here where Aaron and Chris first began to conceptualize a future career in sports and athletic development. Part of their Track and Field success stemmed directly from their ability to develop personalized workouts, giving them a competitive edge. By specializing in speed, strength, explosion, functional movement and mobility, the brothers had found a niche in the sports community that gave these unique workouts application to all sports. Graduating in 2013, Aaron earned a degree in Sports management and Chris in Business Management. They soon decided to use their abilities to return home with a vision in mind. That vision, solely driven by their passion for both sports and the community they grew up in, was to create a permanent platform to aid with the development of other aspiring athletes in the area and help grow the Virginia Beach community.



NY JETS/ SYRACUSE SHAMARKO THOMAS  
SYRACUSE BRANDON SHARPE  
SAN FRANCISCO 49ers / UVA ELI HAROLD  
NFL FREE AGENT / NSU / VIRGINIA TECH XAVIER BOYCE  
NY GIANTS/ NY JETS/ VIRGINIA TECH MARCUS DAVIS  
CINCINNATI BENGALS / UVA DAVID DEAN  
UVA / ARMY ALL-AMERICAN TRA NICHOLSON  
NFL FREE AGENT/ECU GIAVANNI RUFFIN  
BUFFALO BILLS JOE POWELL  
ODU CARVINN POWELL  
ODU DEVON SIMS  
ODU KENAN TERRY II  
PITTSBURGH STEELERS / UT JUSTIN HUNTER  
NFL FREE AGENT/ JMU SAGE HAROLD  
INDIANAPOLIS COLTS/ LIBERTY KENNY SCOTT  
LIBERTY JAQUAN GLOVER  
UVA MARK HALL  
ODU BRANDON ADDISON  
NSU SANDY CHAPMAN  
NSU GERARD JOHNSON  
DEQUESNE BLAIR ROBERTS  
UVA DONTA WILKINS  
CINCINNATI / UVA / ALL-AMERICAN JAMILL KAMARA  
JMU/ ODU QUINTIN REYNOLDS  
ODU BLAIR ROBERTS  
ODU NICK ENGLAND  
HAMPTON SCOTT WILLIAMS  
ECU JETON BEAVERS  
ABILENE CHRISTIAN UNIVERSITY JONATHAN EPPS  
SETON HILL UNIVERSITY LARRY JOSHUA  
SETON HILL UNIVERSITY ROBERT BROWN  
SETON HILL UNIVERSITY ERIC BROWN  
UVA / UA ALL-AMERICAN ANDREW BROWN  
UVA CHRIS PEACE  
UVA / UA ALL-AMERICAN JAHVONNI SIMMONS  
LIBERTY AARON GLOVER  
ODU TRAVIS FULGHAM  
ODU JORDAN GLOVER  
ODU MARQUEL THOMAS  
ODU TI COWART  
FSU / UA ALL-AMERICAN LEVONTA TAYLOR

PASSION  
HEART  
AMBITION  
SACRIFICE  
EXCELLENCE



## MEB GENERAL CONTRACTORS

Serving the Hampton Roads area for 35 years, MEB is full-service construction firm, headquartered in Chesapeake, VA. Completing nearly \$150M in annual revenues, the team boasts over 200 employees with project managers, estimators, superintendents, preconstruction managers, quality control and safety managers, project engineers, foremen, carpenters, concrete and utility crews. MEB provides full design-build, construction management, and general contracting services. With a focus on service, teamwork and integrity, the firm has become one of the leading construction firms in the Mid-Atlantic. Their diverse portfolio includes commercial, hospitality, education, recreation, industrial, infrastructure and healthcare projects. Their rich history with design-build projects has provided a deep understanding of preconstruction services and the importance of working in partnership to ensure the highest quality product.



**ERIC KEPLINGER, AIA, LEED AP**

*VP, Business Development*

Eric has a Bachelor of Architecture degree from Virginia Tech and practiced architecture in New York City and Richmond before relocating to the Hampton Roads region in 1999. This professional experience helps with regard to developing, maintaining and coordinating relationships between the various owners, architects and consultants that MEB works with on a variety of diverse projects. Mr. Keplinger is extremely active in community and professional organizations and currently serves on the executive committee of the Virginia Society of the American Institute of Architects (VSAIA). He is a past president of the Hampton Roads Chapter of the Design Build Institute of America (DBIA) and serves or has served as a board member for the Hampton Roads Association of Commercial Real Estate (HRACRE), HR District Council of the Urban Land Institute (ULI), AIA Hampton Roads Chapter, Chesapeake Chamber of Commerce, Virginia Beach Vision, as well as numerous positions for St. Gregory the Great Catholic Church and school.



**RICK HIBBETT, JR.**

*Business Development Manager*

After receiving his BS in Construction Management and minor in Business Administration from East Carolina University, Rick worked for a Virginia Beach construction firm for a year and a half before joining MEB in 2012. Rick's focus is working with clients to help define appropriate solutions to address their needs and the complexities of their projects. He keenly understands that strong relationships and carefully selected teams must be built long before groundbreaking. His experience in collaborative delivery methods like Design-Assist and Design-Build allows him to uncover efficiencies and assure project certainty. Rick will play a key role in the development, design and construction of the Sports Center, representing the interests of the City of Virginia Beach and ensuring the project meets the goals and expectations.

## INTEGRATED CONSULTING GROUP

ICG, Inc. offers comprehensive project development and delivery to a wide variety of clientele. The founders have an expansive background in the fields of planning, architecture, and landscape architecture, offering over 30 years in the field.

**ICG specializes in the design and programming of indoor and outdoor travel sports destination centers. Their primary focus is large youth tournament venues in the sports tourism industry. They provide their clients an unparalleled knowledge understanding of facility layouts that designed specifically for youth travel sports and weekly programming.**

ICG's Planning department specializes in assisting clientele with project development and planning efforts. We have years of experience in regards to site development and the entitlement process as well as comprehensive site planning practices as it relates to sports developments, its users, and their surrounding communities.

In any design effort ICG takes on they use a sustainable approach. Their Architecture department provides innovative direction, which incorporates green practices with attractive design, meant to uphold the demands of a high use facility. Design is approached based on the initial data and information obtained through the planning process as well as our clientele's needs. This information is culminated into the final end product, be it on site restaurants, indoor sporting facilities, concessions and restrooms or administration offices.

With ICG's background of sports facility design, our Landscape Architecture department provides viable exterior design solutions looking at all aspects of design from preferred field layouts, users access, parking proximity, on site water retention, and drought tolerant planting.



**JEFF SCOTT**

*Owner/President*

With over 20 years in overseeing multidisciplinary team environments, Mr. Scott has brought a vast background of project experience and seamless delivery, allowing the firm to specialize in a wide range of projects that vary in scale and complexity.

Mr. Scott's main responsibilities have focused on business development, project management, land planning, landscape architectural and architectural design, including design and planning for sports facilities, parks, streetscapes, schools, commercial, residential, and industrial developments. His past 25 years have been spent in land planning, park planning, landscape architecture, architectural design, project management and construction management, with a concentration in sports venues. He understands the needs associated with large travel sports complexes including indoor and outdoor facilities. He specializes in programming facilities to meet the needs of sporting events associated with sports tourism.



**MATT EVANS**

*Principal*

Mr. Evans has been working in the field of architecture for over 25 years. His focus has been on sports facility and park master planning in addition to the public realm, which has included civic and redevelopment projects such as community centers and municipal facilities. Private projects have included office/retail mixed use, commercial/retail, tenant improvements and religious facilities throughout Southern California.

Matt has spent the past 10 years creating and designing indoor and outdoor sports complexes. He is proficient in sports venue layouts, amenity spaces, and programming. His knowledge of court and field dimensions provides his clients a unique understanding of maximizing space and types of sports in their facilities.



# CLARK NEXSEN + HANBURY

## CLARK NEXSEN

Clark Nexsen is a fully integrated architecture and engineering firm with nearly 400 employees, 10 offices, a global reputation for excellence, and clients large and small, in markets ranging from infrastructure to K-12. Since its founding, the firm has emphasized measured growth and financial stability, strategically moving into new markets and locations to create a company that clients can rely on today and in the future.

They believe partnership – with clients, colleagues, and communities – is fundamental to the effective pursuit of transformative design. Their transdisciplinary team of planners, architects, engineers, and interior designers partners with clients to shape ideas that transform our world.

## HANBURY

Since 1979, Hanbury has been a voice in the planning, architecture, and interior design professions across the United States and abroad. Their practice is based on a willingness to listen and learn, exploring transformational ideas with colleagues, clients, and consultants, garnering the recognition of both design and industry specific award programs. Hanbury brings together a wide range of experience in providing planning, programming and design services for recreation and athletic facilities for municipalities, commercial operators, and university campuses.



**CHAD POULTNEY, PE, LEED AP**  
*Principal*

With 22 years of experience in the management of large, complicated projects, Chad is skilled at coordinating the efforts of various disciplines, while clearing the path for the contractor to effectively deliver the end product. He engages the community by presenting at public hearings, architectural review boards and jurisdictional approval hearings for a broad range of projects throughout the country. Through successfully navigating an array of complicated projects, Chad has developed a skill for listening to the client's needs, coupling that with the concerns of the public, and tactfully negotiating the terms and execution of projects that serve both. As Principal, Chad will represent the interests of the City of Virginia Beach to the firm. He will actively monitor all project activities to ensure quality, specifically the progress towards achieving project goals.



**DAVID KEITH, AIA, LEED AP BD+C**  
*Design Principal / President*

David Keith is a design principal and President of Hanbury. With a career that has centered around creating environments that promote a great sense of community, his work spans a wide range of athletic and recreation facility types. A resident of Virginia Beach, David is passionate about helping the City to be the best place to live, work, play and visit and has dedicated his time to helping lead planning and design efforts in the resort area. David values creating spaces that engage with their surroundings and the people that experience them. He enjoys opportunities to discover what clients are trying to achieve, develop a series of ideas and a clear vision, and propose ideas that bring those visions to life. He believes that when you understand the potential of the client, you can be truly innovative. David is an active member of the Virginia Beach Resort Advisory Commission Planning and Design Review Committee and is the Past-President for the Hampton Roads Design-Build Institute of America. As a Design Principal with Clark Nexsen, David worked on each of the projects included in this submission.

## ATHLETIC RESEARCH & PERFORMANCE CENTER

The Athletic Research and Performance Center (ARPC) at the University of Tennessee, in partnership with the athletic field industry, wishes to create the "Athletic Research and Performance Center" which will serve as both a fully functional sports center and a research facility focusing on playing surface and athlete interactions. Skilled turfgrass, biomechanical, and kinesiology researchers, as well as medical physicians from around the world will conduct research and educate the public to optimize athlete performance and reduce sports related injuries. The hands-on knowledge gained from the Athletic Research and Performance Center will improve athletic field quality, which will correlate to safer turf. In addition, the goal of the Athletic Research and Performance Center is to eliminate the number of sport-related injuries resulting from unacceptable playing surfaces.

The Athletic Research and Performance Center will be located at the East Tennessee Research and Education Facility at the University of Tennessee in Knoxville, Tennessee.

The (ARPC) will be a testing facility and working sports complex for all levels of athletes (youth to professionals) and will be created in four phases:

- + Phase I: Outdoor performance and testing fields, including two natural turf (one cool season and one warm season grass) fields and two synthetic fields; breaking ground in 2018
- + Phase II: An indoor performance and testing lab that includes six basketball courts that can convert to nine volleyball courts, a motion capture court for athlete testing, and one indoor soccer pitch; breaking ground in 2018
- + Phase III: An indoor football/soccer/rugby complex that will be a full-size synthetic field for research, athlete training, and competitions; breaking ground in 2019
- + Phase IV: An outdoor baseball and softball complex that will consist of one baseball and two softball fields; breaking ground in 2019.
- + 7 basketball courts, 9 volleyball courts, 9 outdoor fields, 5 test fields, 1 indoor turf field





## LAKE ELSINORE DIAMOND SPORTS CENTER

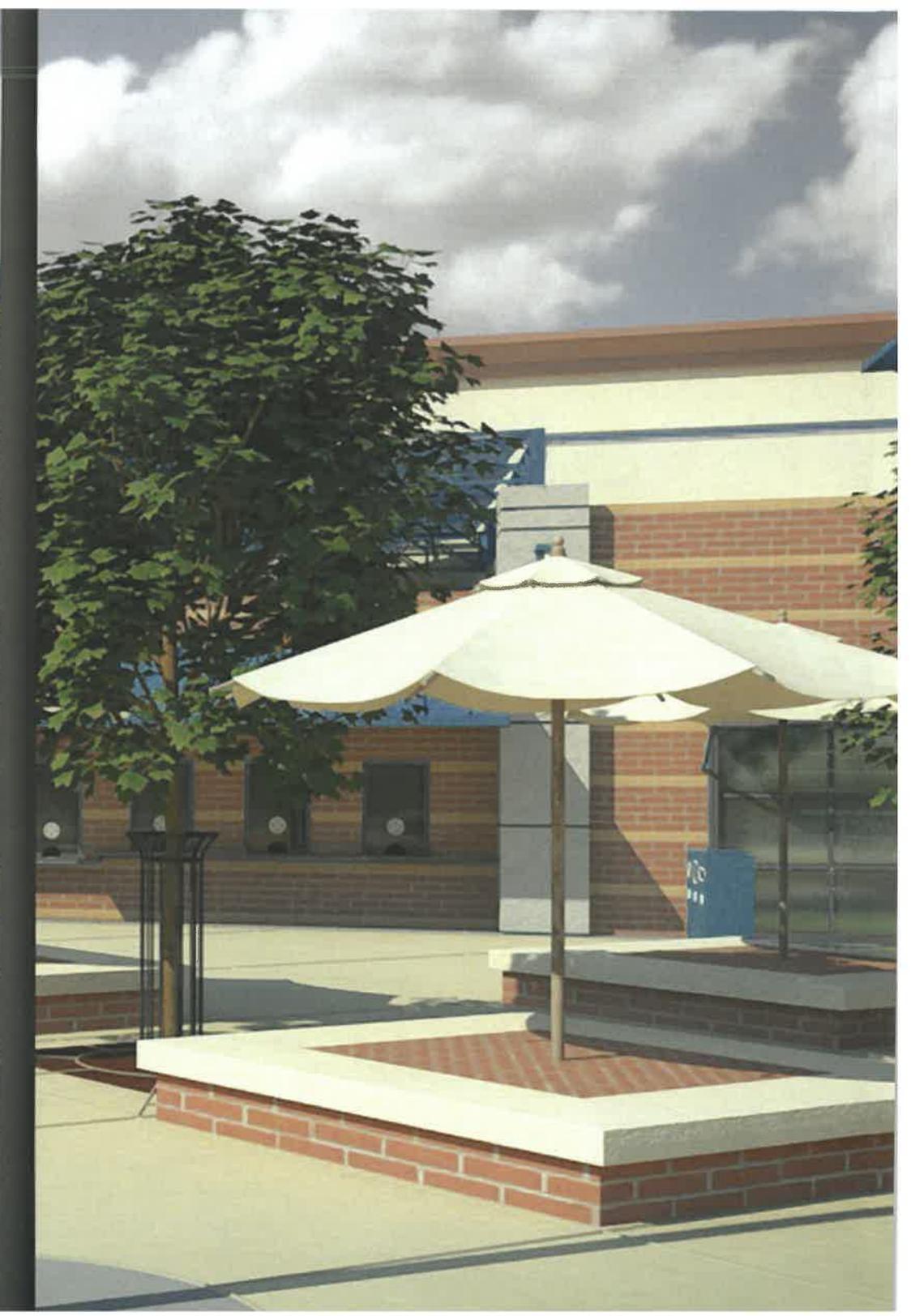
The 520,000 square foot indoor Lake Elsinore Diamond Sports Center will be a first class facility built to host a variety of sports in one of the largest youth sports regions in the country. With **58 volleyball courts** and **26 basketball courts**, the facility will hold sporting events to include Cheerleading, Basketball, Volleyball, Skateboarding and a variety of additional indoor sports and activities. The facility will feature a championship court with stadium style seating for 3,000 spectators and infrastructure to the level required for national television broadcasting.

The first floor will include a food court, family-style restaurant, merchandise shop, sports training rooms, and potentially, locker rooms.

The second floor will have 52 team rooms for rent, a number of suites surrounding the championship court, and a uniquely designed sports bar.

Construction of the center will provide in excess of 700 jobs, while there will be roughly 240 employees at the facility on the weekends and 80 employees during the week once it opens. In addition, significant sales tax and room tax will be generated. Upon completion of construction financing, the anticipated opening of the center is the winter of 2018.





## L.R. HILL SPORTS COMPLEX

The LR Hill Sports Complex at Old Dominion University is committed to the sports performance development of ODU's Conference USA and other affiliated conference athletic programs. Every aspect of the facility focuses on the development of the players on the field and in the classroom. The recent expansion, adding a state-of-the-art weight room and training space, supports this mission and also serves the ODU Athletic Department.

The 17,000 square foot expansion to the existing facility expands programming and features unique functions – a new sports performance training center and a spa-like football coaches' lounge. The new football coaches' lounge offers the additional room needed for the growing staff; modern, spa-like showering facilities; and increased lounge spaces. This move also creates the space needed for a phase two project to provide more student athlete lockers for the expanding football program. The building's new sports performance training center is a major highlight, complete with a weight room, cardio area, sprinting mezzanine, nutrition center, and more.

The state-of-the-art expansion adds a sports performance center that distinguishes ODU's facilities from other conference competitors. This space supports the recruitment of talented athletes and coaches, as they see the vast possibilities for growth. The facility design also reflects ODU's commitment to sustainability in the region, having achieved LEED Silver rating on the existing facility. The expansion is designed to achieve a LEED Silver rating as well. The additional athletic and academic space will enable our growing number of student athletes to set and reach higher goals than ever before, supporting their success both here at Old Dominion and wherever their lives take them after college.



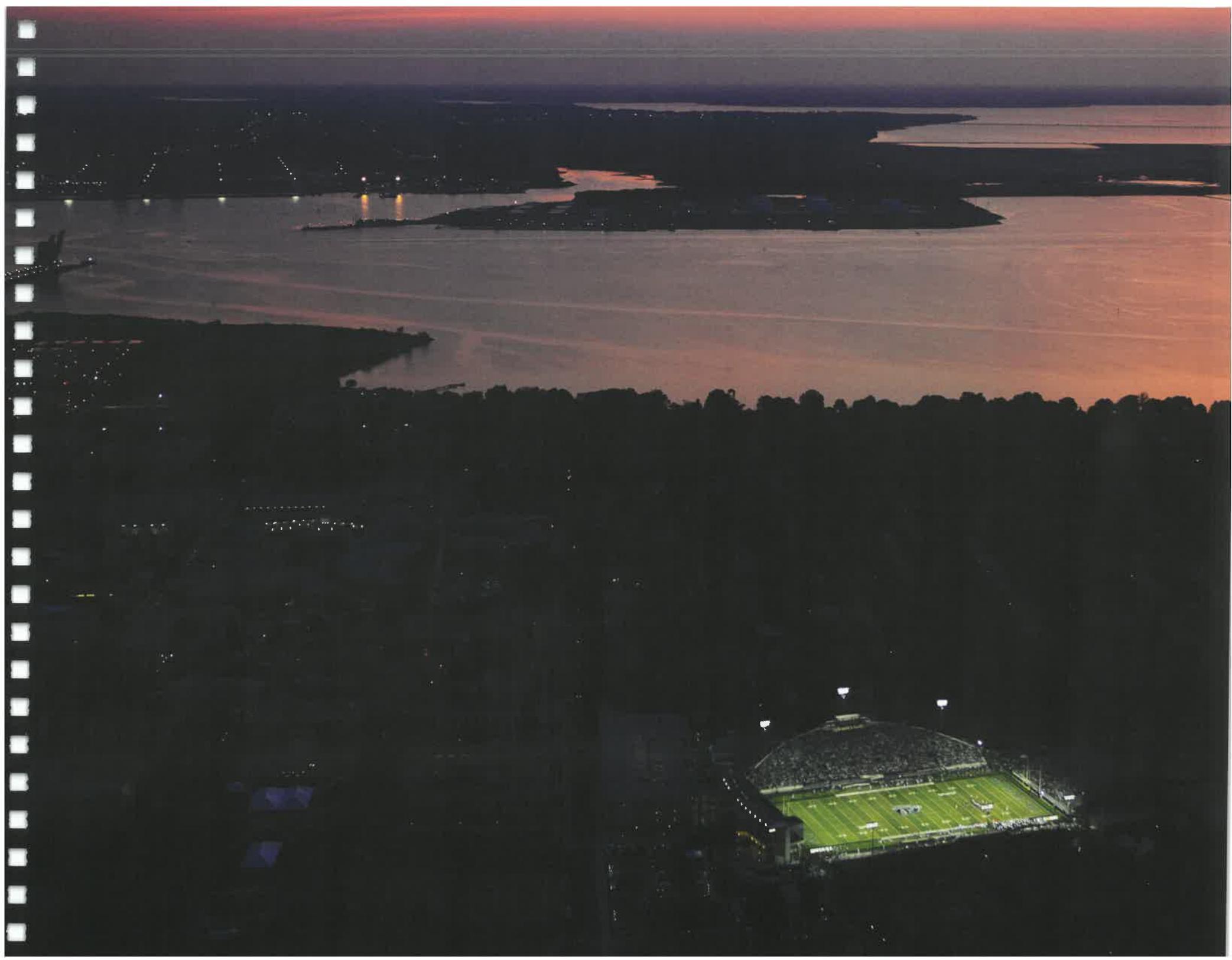


## FOREMAN FIELD EXPANSION + RENOVATION

To accommodate their new Division I-AA football team, Old Dominion University partnered with Clark Nexsen and Ellerbe Becket (now AECOM) to design upgrades to the existing Foreman Field Stadium, including expanding seating, adding a new game day building to anchor the complex, and enhancing parking and access with a new parking garage.

Today, the upgraded stadium seats approximately 20,000 spectators, houses a visitors' locker room beneath the north end zone stands, and features a new scoreboard and sound system. The four-story game day building anchors the complex, encompassing more than 46,000 square feet and providing space for luxury suites and areas to host high school recruits. To help meet state water quality requirements, a drainage system was included beneath the new playing field, which is an Astroturf GameDay Grass 3D field. Clark Nexsen's civil engineers provided site layout, grading, storm and sanitary sewer design, stormwater management design, water distribution system design, and specifications. Each structure in the project is supported by precast concrete driven piles, with the 727-space contiguous parking garage constructed with prestressed, precast concrete. The new game day building is constructed with reinforced, cast-in-place concrete, and most levels are open-bay to minimize visual obstructions. Arched construction is featured on the perimeter to complement the existing Foreman Field structure.





## ABBOTS CREEK COMMUNITY AND INDOOR SPORTS CENTER

To serve a rapidly growing area of the city, the Raleigh Parks and Recreation department partnered with Clark Nexsen design the new, health-focused Abbotts Creek Community Center. The healthy living themed facility houses a high bay gymnasium space with supporting classrooms, fitness spaces, and staff space. Complimentary outdoor athletic and fitness spaces are also included.

The bow-trussed gym supports full-size basketball and volleyball courts, and also offers cross-courts for basketball. Support spaces consist of a multi-purpose room, associated kitchen, storage, office, and classroom to serve tracked-out students who are enrolled in year-round programs in nearby Wake County schools. A studio and fitness center, as well as spaces for staff offices and a lobby, round out the main program elements. The facility also includes shower and locker facilities, and is LEED Silver certified.

The construction of the building is a structural steel frame with envelope construction consisting of a ground-face CMU veneer and metal panels. The upper level of the gymnasium has insulated fiberglass sandwich panels with a clear insulated vision glass system. The lobby contains curtain wall construction with perforated metal screening. The building orientation maximizes daylighting on the northern and southern façades.

The site is a joint-use site in conjunction with Wake County Public Schools and Wake County Parks. It is located on the former borrow site for the now decommissioned Wake County landfill, and is part of a larger Wake County park that is master planned for the area. Construction of two multi-purpose fields are included with the community center in Phase One of the project. Future phases include construction of an additional multi-purpose field, baseball and softball fields, and a skate park.





## VIRGINIA BEACH CONVENTION CENTER

When the city's existing meeting pavilion became too small and outdated to meet guest needs, the City of Virginia Beach partnered with Clark Nexsen and Skidmore, Owings and Merrill (SOM) to design a new convention center. The resulting facility stands as a signature symbol for the city and provides three times as much space as the former pavilion, increasing potential city revenue. Due to both striking visual appeal and efficient function, the Virginia Beach Convention Center has earned multiple design awards, including the 2008 American Public Works Association National Public Works Project of the Year.

Building on our long standing relationship with Virginia Beach, Clark Nexsen's engineers collaborated closely with both SOM and PHA Lighting to deliver a well-coordinated solution. Leveraging the transparency of the building skin, the team created a dynamic, color-changing LED lighting scheme that is integrated with the architecture to create an inspirational and iconic space – both by day and night. Our electrical engineering team integrated these compelling design elements with the lighting controls, emergency lighting, and electrical power systems to ensure safe and efficient function.

Our multidiscipline engineering teams were instrumental in providing solutions throughout the facility and site. Our civil design team improved pedestrian safety with specialized crosswalks at signalized intersections and supported indoor-outdoor connectivity by weaving interior nautical themes into exterior design. Our mechanical and electrical teams focused on efficiency, controls, and standby power as they designed a 2,800 ton central chilled water plant to serve the center and an electrical system that supports more than 2.5 million watts dedicated to floor boxes, providing flexibility for various conventions.





## BERNETT & BLANCHE MITCHUM BASKETBALL PERFORMANCE CENTER

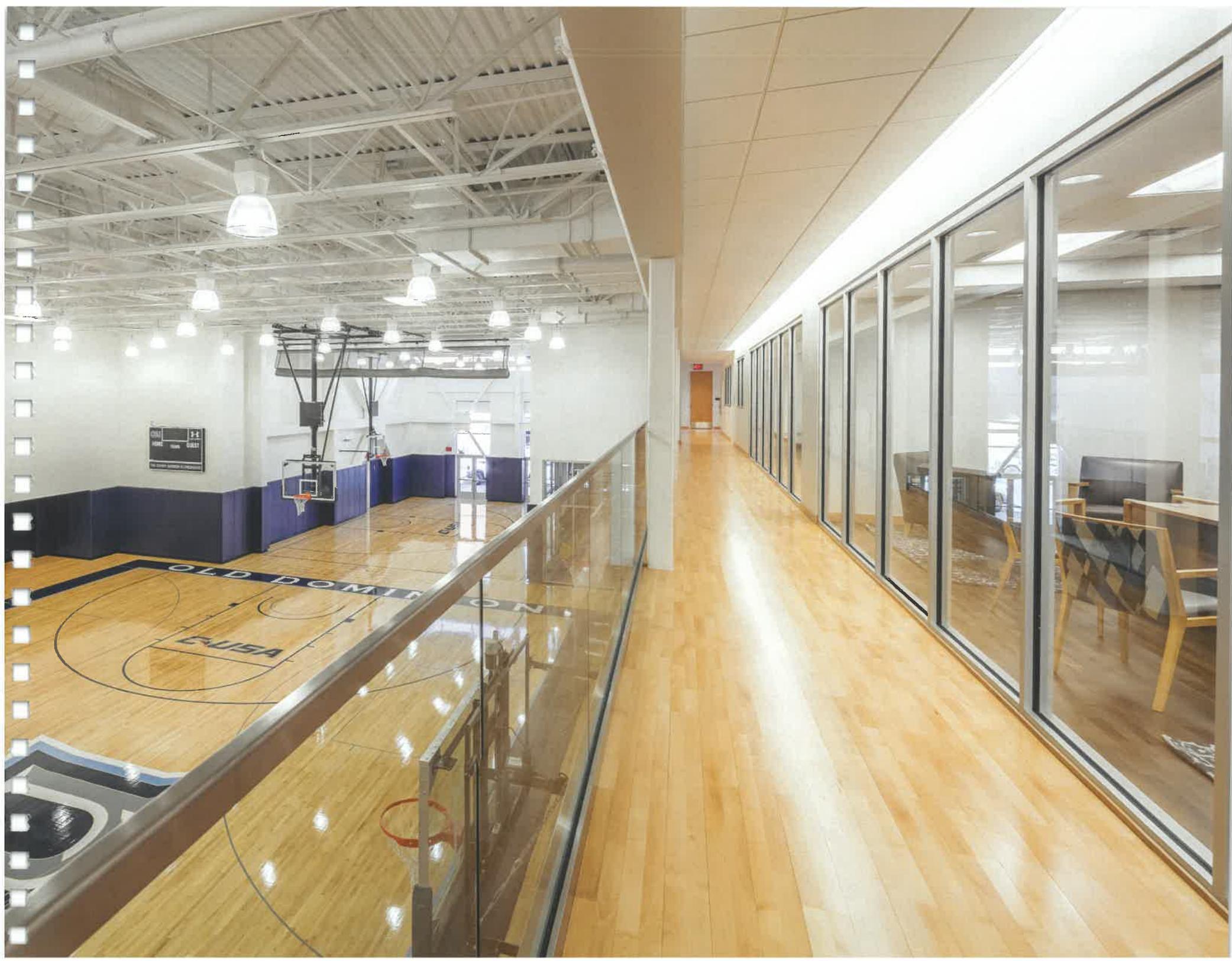
Old Dominion University is committed to providing state-of-the-art facilities for student athletes that support dual goals for academic and athletic success. Part of the long-term campus master plan, the new Basketball Performance Center, informally known as “the Mitch,” reflects this shared focus and prepares both the men’s and women’s Division 1 NCAA basketball programs for a bright future.

Located on a small site next to the Ted Constant Convocation Center, the desired programming called for the design team to reimagine how these spaces could work together, ultimately delivering a remarkably comprehensive facility despite the tiny footprint. The Mitch features a dedicated strength and conditioning room, sports medicine suite with hydrotherapy pools, hydration room, film room, players’ suites, office space, a main court with three cross courts, and a shooting court.

The facility’s exterior aligns with its surrounding context, with materiality reflective of the Ted, while the Monarch Way façade is reminiscent of the mixed-use storefronts of University Village. The use of glazing supports goals for transparency on the interior of the facility, bringing natural light into the corridor and office suites. On the interior, the coaches’ offices provide direct visual connection to the practice court, promoting a collaborative environment between coaching staff and student athletes. The players’ suites offer both traditional locker room amenities as well as lounge space where players can bond over gaming consoles or focus on academics.

The Basketball Performance Center advances ODU toward its goals to attract, retain, and support the highest level of academic and athletic talent. The Clark Nexsen/AECOM team partnered on the building design, sharing a vision for an environment of transparency and collaboration.





## THE MULTIPURPOSE CENTER AT VSU

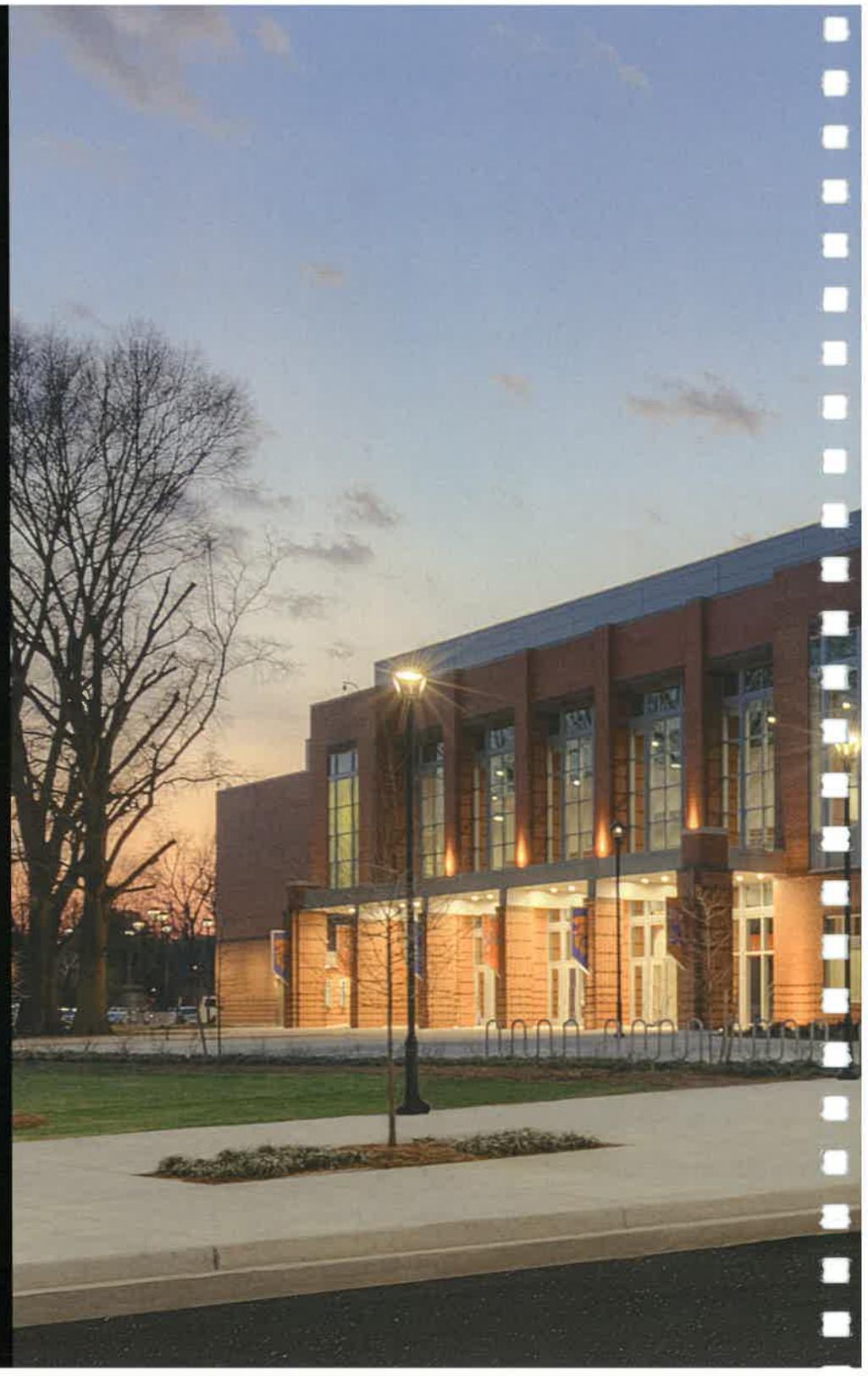
Virginia State University, with its proud and storied history, has realized a dream 20 years in the making with the completion of their new, \$84-million Multipurpose Center. This facility changes the campus landscape and delivers economic and cultural promise to the village of Ettrick, the greater community of Petersburg, and the state of Virginia.

As the largest capital project ever awarded to an HBCU, the Multipurpose Center presents significant academic, athletic, cultural, and entertainment opportunities to the University and its surrounding communities. A product of the deeply collaborative partnership among the school, the community, and the project team of Clark Nexsen, AECOM, and S.B. Ballard, the facility is described as “transformative to the University community” by Jane Harris, AVP of Facilities and Capital Outlay at VSU. The venue has a seating capacity of 5,100 to 6,100, making it ideally suited for athletic events, concerts, high school graduations, and other cultural events.

Home to the VSU basketball and volleyball teams, the Multipurpose Center is a physical manifestation of Trojan pride and serves as a catalyst for the revitalization of Ettrick to become a distinguished college town. As the largest arena in the area, it is intended to be a destination for public shows, meetings and events, concerts, and other cultural entertainment. Conveniently located, the Multipurpose Center is a short walk from the main campus and is also positioned for community access.

The exterior design of the facility blends the traditional aesthetic of the campus with modern elements of metal and glass, while the interior layout showcases a panoramic view of the campus from the main monumental stairway. Supporting University sustainability initiatives, the Multipurpose Center has earned LEED Silver accreditation. In addition to the horseshoe-style arena and the open-bowl design, the facility includes classrooms and offices, a fitness and wellness center, spectator suites, conference spaces, and a full-service kitchen able to accommodate a 900-person banquet.

The Clark Nexsen/AECOM design team sought to design a facility that complemented VSU’s surroundings, honored the campus history, and supported the University’s vision for the future. The trusted partnership between the experienced design and construction team, coupled with the University and community’s energy and vision, has delivered an exceptional end result—a Multipurpose Center that will effectively serve the region for years to come.

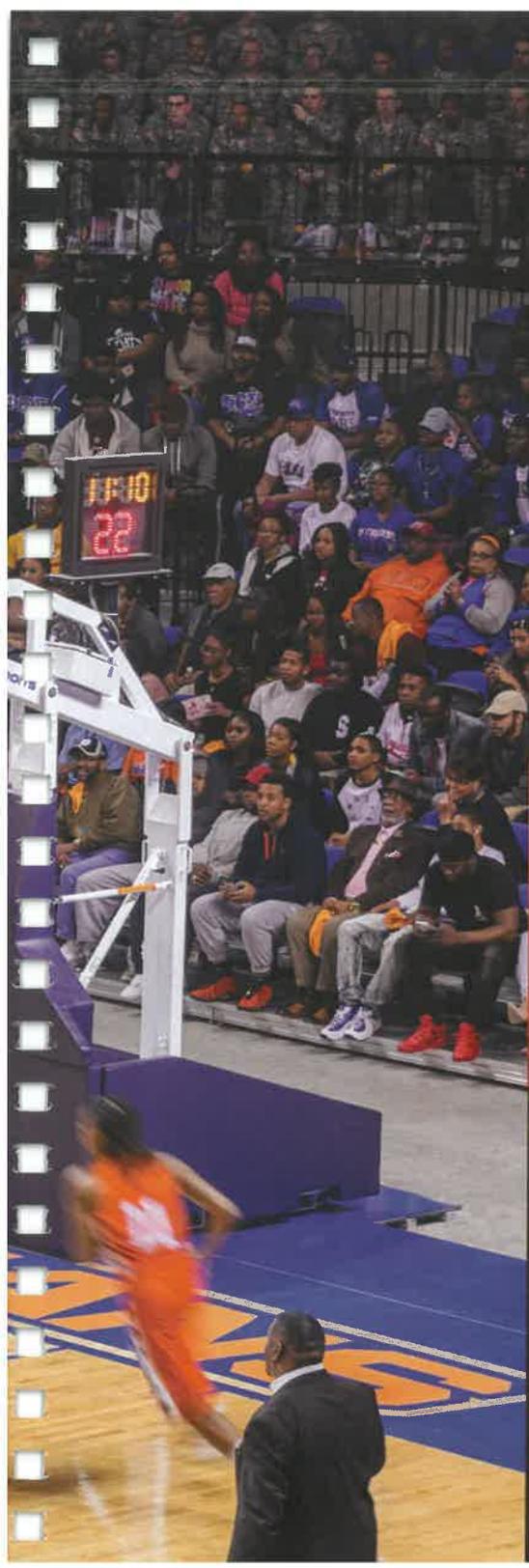




VSCU  
VIRGINIA STATE

VSCU  
VIRGINIA STATE





# CENTRAL BEACH DISTRICT & ARENA MASTER PLAN

Throughout the last decade, the City of Virginia Beach has made key, strategic strides forward in creating a stronger sense of community with the development of the high profile Convention Center, Town Center, and an increasing shift toward healthier, more walkable neighborhoods. To support continued economic growth and tourism development, the city began exploring proposals for a new, downtown arena in 2015, and Clark Nexsen developed the Central Beach District and Arena Master Plan in conjunction with this effort.

With a 15-year-plus partnership, our architects, engineers, and urban designers have worked with the city on many projects relating to the Central Beach District including the Virginia Beach Convention Center, Central Beach District Master Plan, 19th Street Corridor Streetscape and Infrastructure, and the proposed Virginia Beach Entertainment and Sports Complex. The array of projects from 17th street to 22nd streets aim to create a vibrant, pedestrian-friendly entertainment and commerce district connecting the Convention Center, future Arena, and the Boardwalk.

The Central Beach District plan focuses on infrastructure issues including mass transit, pedestrian paths, and bicycle access to facilitate connectivity to the beach's resort area. By utilizing existing right-of-way easements of 17th, 18th, and 19th streets as well as properties currently owned by the city, connections to the boardwalk and surrounding community can be enhanced with minimized added investment and impact to private property.

Throughout the development of the Central Beach District and Arena Master Plan, capital improvement projects to support the vision were determined. Working with development and construction partners, Clark Nexsen has also provided design services for the construction of these projects.

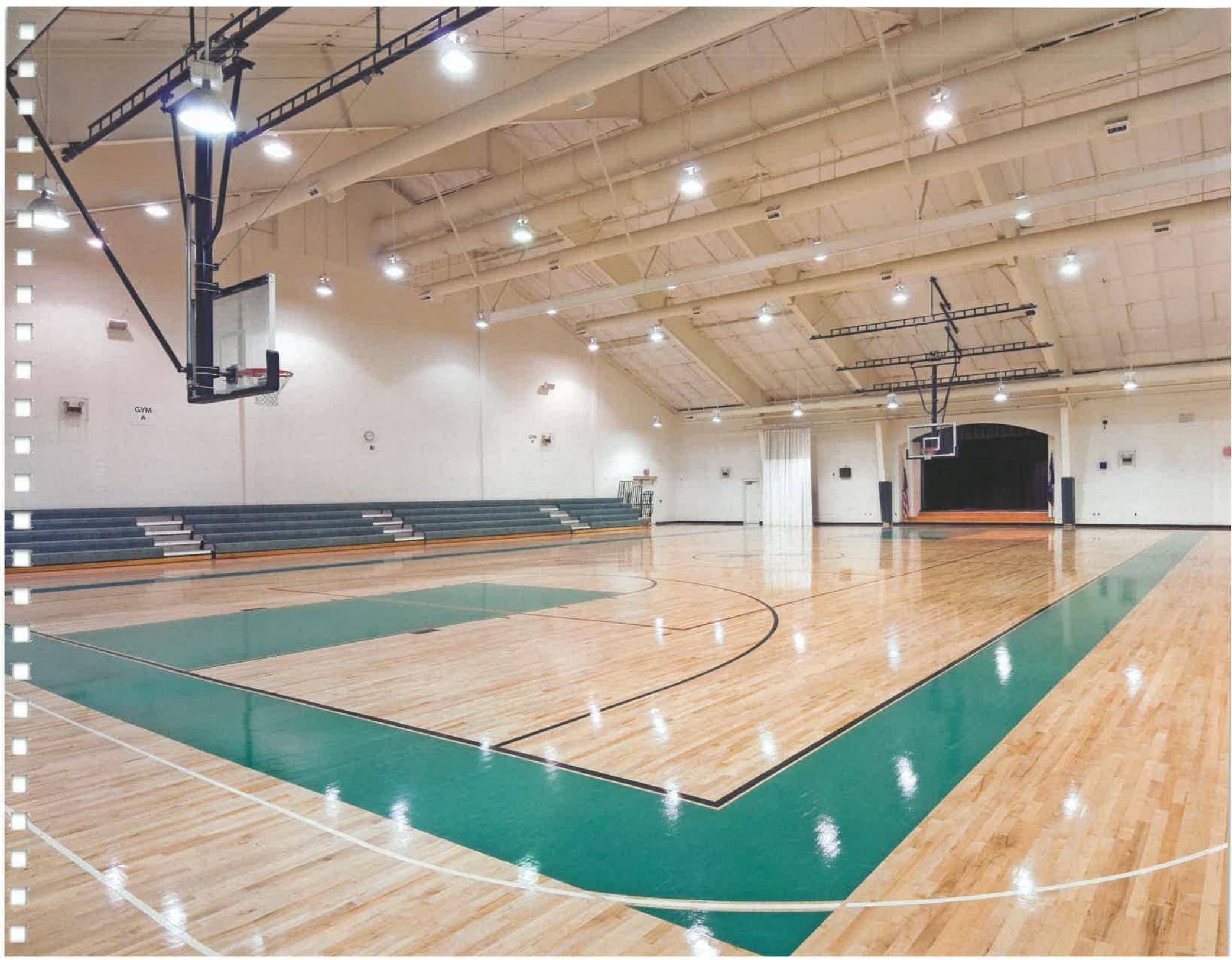




## MIDTOWN COMMUNITY AND INDOOR SPORTS FACILITY

The Midtown Community and Indoor Sports Facility a multi-sport and event venue in Newport News, VA. The facility has three (3) full size basketball courts, three (3) full size tennis courts, three (3) volleyball courts and a 50M Olympic size, aquatic center. The 80,000 SF center's amenities include; multipurpose rooms, open air pavilion, administrative offices, computer learning center and a café/restaurant with full food service capabilities. The aquatic center incorporates a 14' deep diving well with a 3 meter and (2) 1-meter diving boards, a moveable bulkhead for sectioning a variety of activities, a retractable roof for natural lighting and ventilation, and seating for 500. The tournament quality indoor sports center, houses a full length, wood floor basketball court and volleyball court, scoreboards, encircled by a walking track as well as a performance stage and seating for 200. The 14,000 SF open air pavilion includes (2) full size basketball courts, convertible into two volleyball courts. Ranging in capacity from 30 – 80 seats, the (8) flexible use multi-purpose rooms are equipped with (2) demonstration kitchens, mirrored dance rooms, (2) mini stages, and instructional computer labs. The center hosts basketball and volleyball tournaments, local and regional swim meets, special events, including the National Senior Games and the Special Olympics.

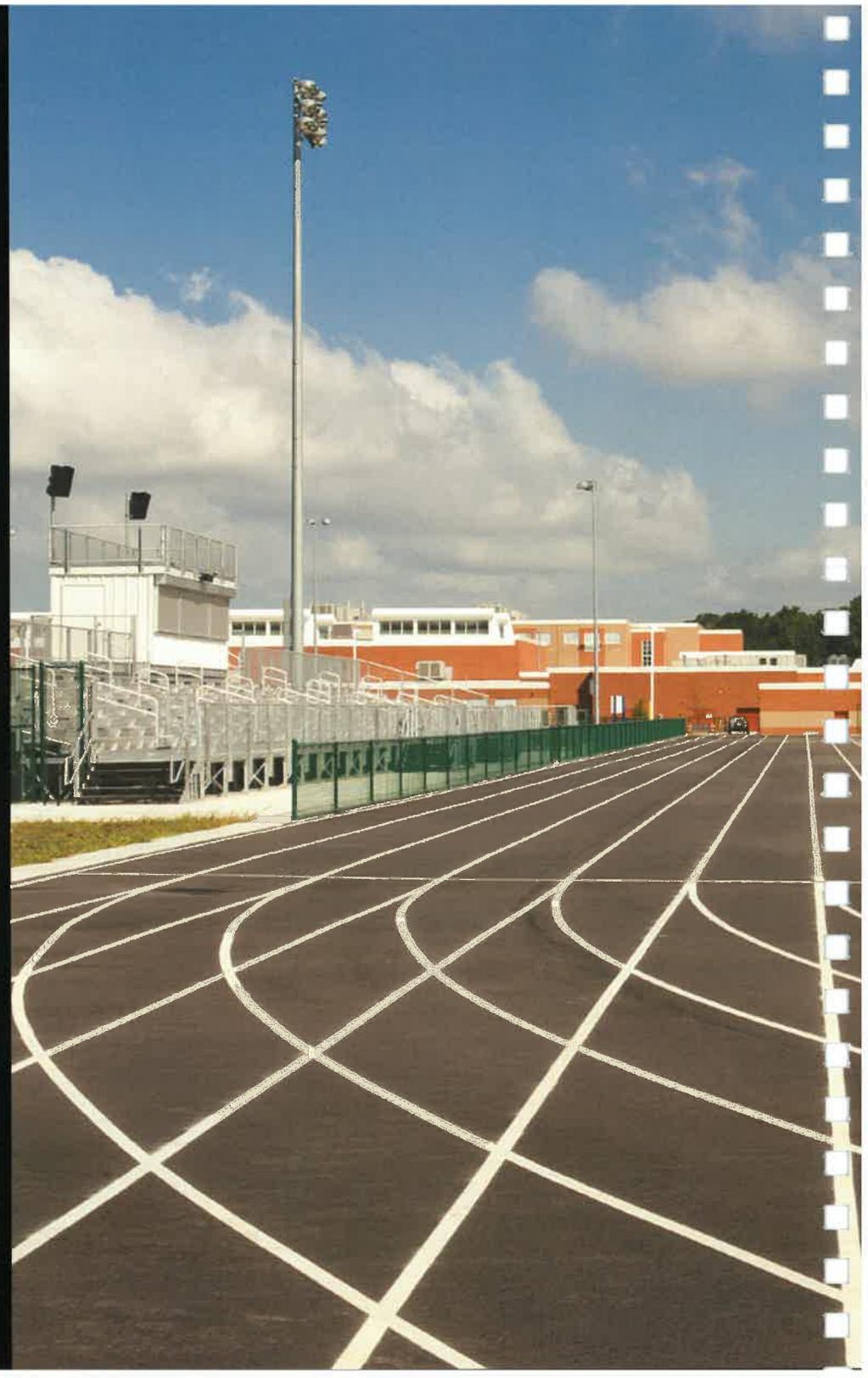




## OSMS ATHLETICS COMPLEX

MEB constructed the 245,000 SF Oscar Smith Middle School in Chesapeake, VA. The state-of-the-art educational institution included an expansive and high-quality athletics complex. The competition level amenities included a full-size gymnasium with multiple basketball and volleyball courts, outdoor football and soccer stadium, softball field, baseball field, tennis courts, practice fields, locker rooms, concessions, gathering space, ticket box offices, scoreboards, sports training room, team rooms, and bleacher seating. The football stadium included a regulation 400-meter track with shot put and long jump field events. The venue has designated spaces for officials/referees. The clear space hardcourt space is utilized for an array of events including; basketball, volleyball, cheer and dance, wrestling, indoor soccer, and special events. The facility included classrooms, labs, multipurpose areas, a professional full-service kitchen and cafeteria, and outdoor recreational areas.

The new facility was constructed adjacent to the existing middle school that remained operational and required extensive scheduling and coordination to ensure limited interruptions to daily school activities. MEB generated a project specific safety plan to create a safe and healthy site for the jobsite visitors as well as the faculty, staff and students of Oscar Smith Middle School. MEB is proficient in completing projects with limited site logistics and near surrounding facilities.







## QUALIFICATIONS & EXPERIENCE

### C. CONTACT INFORMATION

*Provide names, addresses, and telephone numbers of persons within the firm or consortium of firms who may be contacted for further information.*

To assure a consistent line of communication between Sports Center project team and the City of Virginia Beach, please direct all questions, comments, and requests to MEB Business Development Manager, Rick Hibbett.

Rick can be reached at:

E: rhibbett@mebgc.com

P: 757-487-5858

MEB General Contractors, Inc.

4016 Holland Blvd.

Chesapeake, VA 23323

### D. FINANCIAL STATEMENTS - PROPRIETARY INFORMATION IN VOLUME 2

*Provide current or most recently audited financial statement of the firm or firms and each partner with an equity interest of twenty percent or greater.*

Financial statements are provided in a separately sealed envelope.

### E. OFFICERS AND DIRECTORS

*Identify the officers and directors of the firm or firms submitting the proposal.*

- i. George B. Clarke, IV – President MEB
- ii. Mike Gallups – President American Sports Center
- iii. Jeff Scott – President ICG
- iv. Chris Johnson – CEO Phase 5
- v. David Keith – President Hanbury
- vi. Chad Poultney – Principal Clark Nexsen

### F. AFFILIATED BUSINESSES

*Identify all businesses that have a parent-subsidary or affiliated business entity relationship with the firm or firms submitting the proposal.*

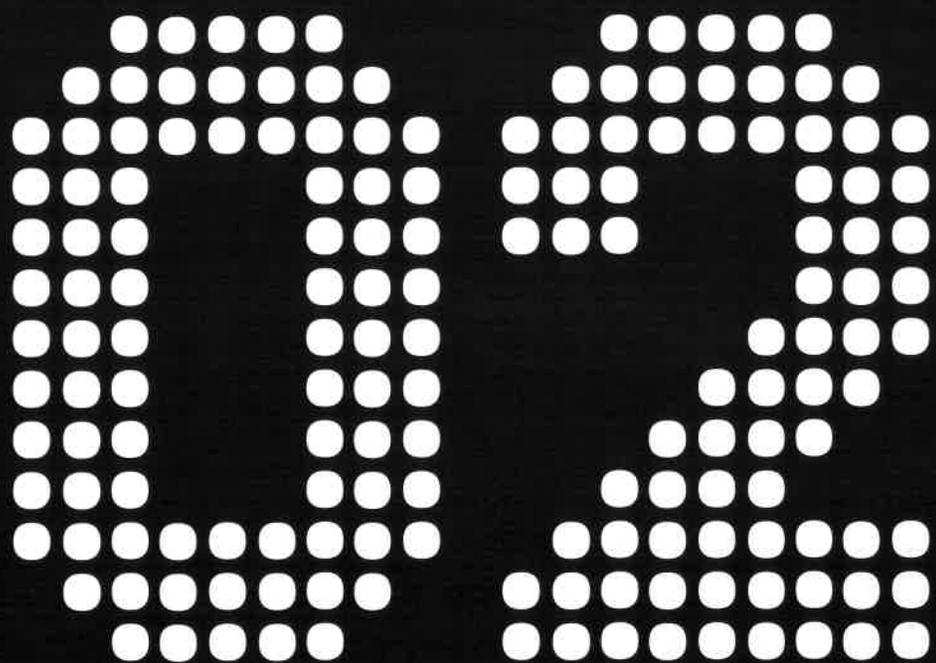
Not applicable.

### G. CONTRACTORS AND SERVICE PROVIDERS

*Identify all known contractors or service providers, including but not limited to the providers of architectural services, real estate services, financial services, and legal services.*

MEB has assembled a team of highly qualified and experienced partners in the design, construction and operation of travel sports facilities. Our team includes local Hampton Roads firms, with nationally recognized indoor sports venue experts in design and operation.

Key partners include: ASC, Phase 5, ICG, MEB, Clark Nexsen, Hanbury and Beynon Sports



# PROJECT CHARACTERISTICS





## 02\_ PROJECT CHARACTERISTICS

### A. PROJECT DESCRIPTION – PROPRIETARY INFORMATION IN VOLUME 2

*Provide a description of the project, including the conceptual design. Describe the proposed project in sufficient detail so that type, quality, value and intent of the project, the location, preliminary value of the land necessary to be acquired, and the communities that may be affected are clearly identified.*

The Virginia Beach Sports Center will be the premier travel sports destination on the East Coast. Our team is prepared to complete the design, construct and operate the proposed indoor sports center that will attract out-of-market tournament business and events. **This facility will create a more competitive oceanfront resort by serving as an economic asset for sports tourism and enhance the quality of life for Virginia Beach residents.** The facility will be operated by a leader in the indoor sports facility industry, who will draw in hundreds of thousands of visitors and provide weekly programming for the community.

#### Site Considerations

For the purposes of this proposal and per the recommendations of the PPEA solicitation, we have provided layouts for the indoor sports center, located directly west of the Convention Center. However, over the past 10 months, our team has developed conceptual site layouts on several properties in the 19th Street area. The design will complement the design of the Convention Center, which was designed by Clark Nexsen. The current design allows for two bays of future Convention Center expansion, while keeping approximately 200 parking spaces until an expansion takes place. Our design maintains access around the proposed sports center to the rear of the Convention Center. The design allows for functional outdoor space for “camping” and special events.

Our team has researched the potential impacts that the Sports Center could have on the existing infrastructure. We have designed the facility so that it will not impact the current location of the 19th Street pump station; however, it will require the relocation of underground utilities that run underneath the existing parking lot. MEB self-performs utility construction (pump stations, sanitary sewers, storm drains, watermains) and our team will provide the most cost efficient and best solution to rerouting the existing utilities affected by this facility.

#### Operations

Our operations team is prepared to enter into a qualified management agreement. They have experience in many operational agreements and will work with the City to determine the best value to the City. At a minimum, the City will maintain complete control of scheduling and event types. The operator will partner with the City to set competitive pricing, develop a strong marketing strategy, create City owned, operated and branded events. They have significant experience in working with adjacent venues, including convention centers to host multi-venue events and coordination of parking.

To learn more about our proposed design, construction and operation of the Virginia Beach Sports Center, please see Section 2, Project Characteristics of Volume 2. We have provided greater detail regarding design, including layouts, diagrams, and narratives which is proprietary and confidential. Volume 2 contains more information in terms of construction and operation of the facility, which we deem to be proprietary and confidential.

### PROPOSED PROJECT SCOPE

- 12 high-school size top-quality, hardwood basketball courts, convertible into 6 collegiate size courts and 24 volleyball courts
- A clear span, high ceiling area to accommodate; basketball, volleyball, wrestling, cheer and dance, gymnastics, futsal, side soccer, indoor field hockey, martial arts, fencing, athletic training, and specials events
- Ceiling mounted and remotely operated court dividers, basketball goals, and volleyball stanchions/nets
- Built-in & portable bleacher systems to accommodate 3,000 spectators
- Designated championship court with seating for 2,000 spectators
- Innovative technology for scoreboards, video screens/systems, security
- Open, inviting lobby/entrance space with clear lines of sight to tournament/event space
- Elevated mezzanine/walk space for camping & dedicated coach/recruiting areas with seating and food services
- Separate team and participant entrance and check-in area
- Food service area and seating for small to large scale events
- Catering area with dedicated service entrance to outside the facility
- Adequate storage areas for equipment, maintenance, supply, and food service
- Large overhead doors for load-in/out with access to program space
- Designated male & female official's changing rooms with outside access
- Multipurpose and dividable rooms utilized for team rooms, camping space, vendors, event logistics, and special events
- Indoor and outdoor common areas for dining, gathering, team areas, and “camping” space that can accommodate 5000+ people
- Dedicated facility operations space
- Sports trainer/medical room
- Box office and ticketing logistical areas
- High-quality, energy efficient HVAC system specifically designed for indoor sports facilities



## 02\_ PROJECT CHARACTERISTICS

### B. CITY WORK CONTRIBUTION

*Identify and fully describe any work to be performed by the City or any other public entity.*

Currently, the City of Virginia Beach will provide funding for the design and construction of the Sports Center, with funds generated by the Tourist Investment Program (TIP) fund and according to the approved budget. Our team has acquired several potential private investors that have committed to funding the project in its entirety or partially funding it, if the City desires to do so.

In order to maintain Convention Center operations and to not interfere with the Arena construction it is essential to coordinate between the parties on a regular basis. We recommend similar coordination meetings on an as-needed basis as has occurred with the Arena Design and Construction team with the City. The parking for the facility will be combined-use in agreement with the Convention Center and Arena operations. The primary parking areas for the Sports Center will be in the area south of the plaza and west to Birdneck Road. Coordination between the Arena and Convention operations are essential to the success of the complex during construction and after completion to ensure smooth operation of each component. Storm water will be handled with the regional detention areas east of site and median between 264 East and West.

### C. PERMITS AND APPROVALS

*Include a list of all federal, state and local permits and approvals required for the project and a schedule for obtaining such permits and approvals.*

The permitting will be a traditional permitting process for the site and the building permit. Storm-water requirements will be based upon a regional approach for the Arena, Convention Center and Sports Center Complex in order to maintain the ability to expand the convention center or

sports center in the future. The egress and construction type for the facility will be designed to allow for potential connection to the convention center in the future.

### D. ANTICIPATED ADVERSE IMPACTS

*Identify any anticipated adverse social, economic and environmental impacts of the project. Specify the strategies or actions to mitigate known impacts of the project.*

The addition of the Sports Center will be primarily a positive impact on the surrounding area. Potential adverse impacts are primarily associated with the coordination of traffic, parking and scheduling of events between the Convention Center, Arena and Sports Center. This facility will reduce the number of parking spaces for convention center events during the construction phase; however, our team will minimize our disruption to the adjacent facilities and operations by creating a detailed logistics and phasing plan. We have completed projects in some of the most difficult locations in the resort area and have become specialized in working with limited site conditions and in on-going operations.

Our team will continuously monitor, assess and mitigate potential adverse impacts.

### E. PROJECTED POSITIVE IMPACTS

*Identify the projected positive social, economic and environmental impacts of the project.*

**The Sports Center will be an off-season economic catalyst for the resort area.** The primary tournament season for basketball, gymnastics, wrestling, volleyball, and field hockey is during the fall, winter and spring when the surrounding resort areas need "heads-in-beds". The operational model for the sports center is focused on attracting weekend tournaments and events where teams travel to Virginia Beach.

Specific positive impacts include:

- + Significant economic impact
- + Increased room nights for Virginia Beach resorts and hotels during shoulder and low seasons
- + Venue to host larger sporting events
- + Provides the City with a facility to host high level basketball, volleyball and other hardcourt events
- + Reduced use of the Convention Center for sporting events
- + Quality of life improvements for residents
- + Overflow Convention Center space
- + Combined use of Sports Center and Convention Center for major sporting events

The economic impacts of these events have been felt in part through the years with the events that the convention center has been able to attract, however with the new Sports Center these events will dramatically increase in size and quantity. One of the most important impacts for the sustained success of the Sports Center is that everyone that visits Virginia Beach has an experience that is unmatched in any other market. With the beach, new entertainment venues at the new arena and dome site, along with pending development of the new City Pier complex the experience for each visitor promises to be unique and memorable. These experiences are invaluable to long-term sustainability of the center and for getting the word out to the rest of the world that **Virginia Beach is the Amateur Sports Capital of the East Coast.**



## F. PROJECT SCHEDULE

*Identify the proposed schedule for the work on the project, including the estimated time for completion.*

We anticipate this project will last 20 months from agreement of a contract to completion.

## G. RISK MANAGEMENT PLAN

*Propose allocation of risk and liability for work completed beyond the agreement's completion date, and assurance for timely completion of the project.*

### i. Schedule adherence liability

MEB will assume all risks for on-time and on-budget schedule adherence in the form of cost escalation, supervisory and quality assurance costs due to delays, except caused by external forces.

### ii. Completion Assurances

Our approach is based upon decades of success in completing complex projects. Our team has never defaulted on a project and we have always accomplished our

contracts. However, we will utilize performance bonds during the construction contracting process to ensure timely and high-quality project completion.

## H. ASSUMPTIONS OF OWNERSHIP, OPERATION & USE

*State assumptions related to ownership, legal liability, law enforcement and operation of the project and the existence of any restrictions on the public entity's use of the project.*

### i. Ownership, Legal Liability, and Law Enforcement

The Virginia Beach Sports Center will be developed on City owned property and will be City owned.

### ii. Sports Center Operations

ASC partnered with Phase 5 will be responsible for all sports center operations including; event programming, food and beverage, day-to-day operations, maintenance, and venue marketing. We proposed the City enter into a qualified operating agreement similar to existing ASC agreements.

They will work closely with the City and the Convention and Visitors Bureau Sports Marketing (VBCVB) group to:

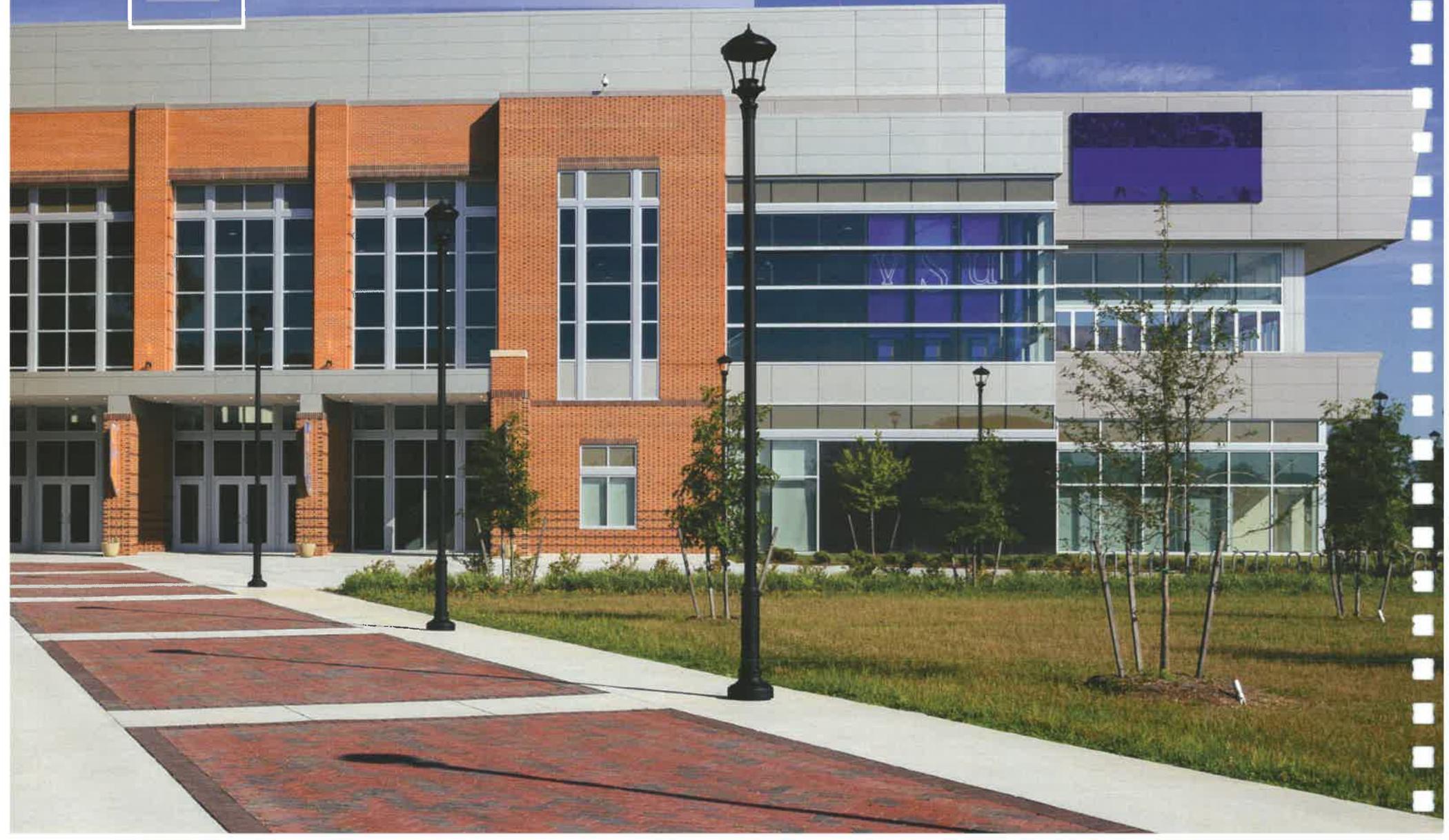
- + Provide the VBCVB a City controlled booking policy, that meets their needs and desires
- + This will be a "City First" facility
- + Set pricing strategy
- + Create city owned, operated and branded events
- + Partner with the Convention Center, proposed arena and other adjacent venues to host multi-venue events
- + Assist the City with parking



I know with selecting MEB you will not just get a team that knows how to build a great facility, you are getting an operator that understands sports tourism whom will work at any length to make sure the city is successful.

ROY EDMONDSON, VP SPORTS DEVELOPMENT  
SPORTS ANAHEIM, CA

# CHANGING THE GAME



## 02\_ PROJECT CHARACTERISTICS

### I. PHASED OPENINGS

*Provide information relative to phased or partial openings of the proposed project prior to completion of the entire work.*

The Sports Center will be opened and fully operational at the completion of construction with no phased openings. Upon acceptance of our proposal and final contract agreement in January 2018, our team projects the facility would be open for business in fall of 2019.

### J. PROJECT STANDARDS

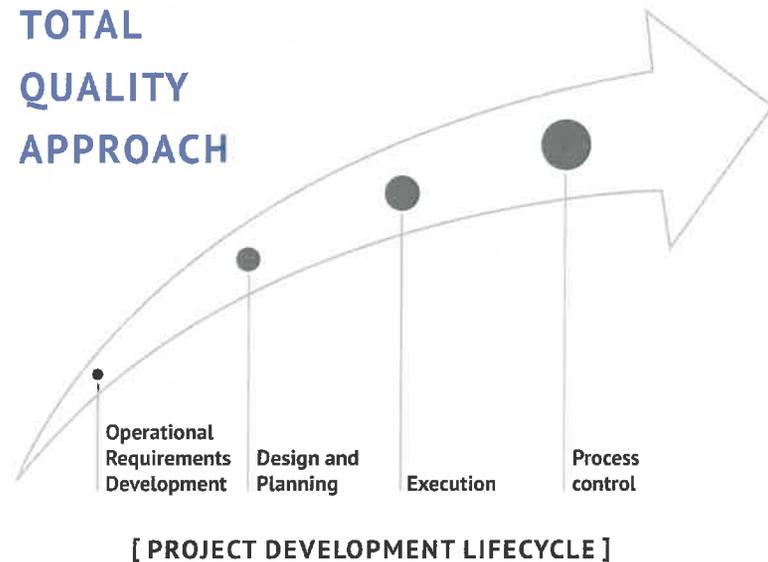
*Describe any architectural, building, engineering, or other applicable standards that the proposed project will meet. Define applicable quality standards to be adhered to for achieving the desired product outcome(s).*

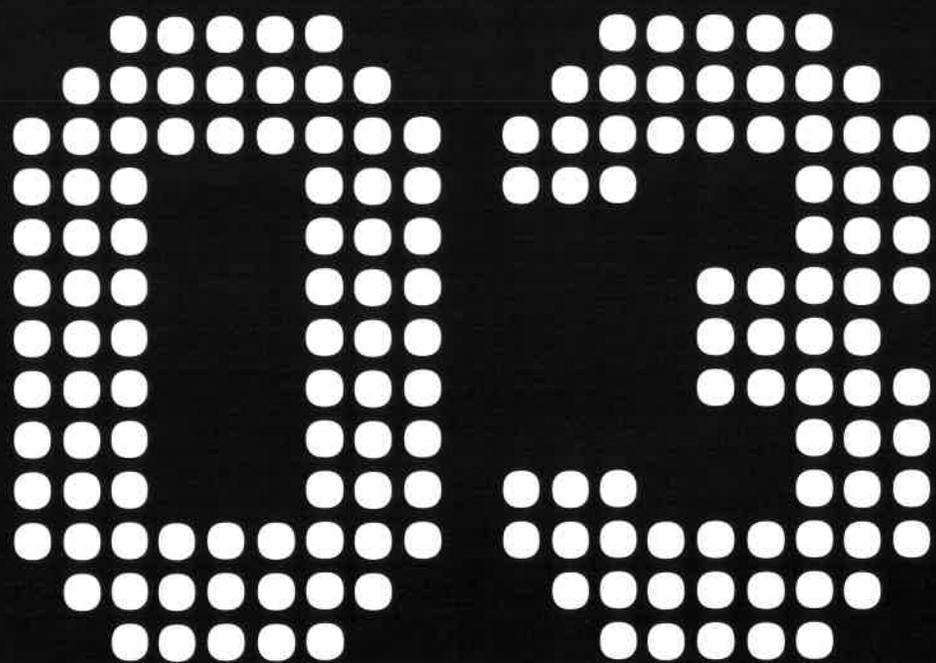
Our design is inspired by the best practices and lessons learned from our team's experience and extensive research. **The most vital component of an indoors sports facility is creating a venue that event promoters and organizers come back to year after year.** Our design team is centered around ICG and ASC, leaning on their specific experience with travel sports destinations, combined with Hanbury and Clark Nexsen's extensive understanding of the 19th Street Entertainment District. We have included several travel sports industry leaders to providing consulting services. These professionals include; basketball and volleyball event promoters, operators, convention and visitor's bureau representatives, performance trainers, and more. The success of this facility will hinge on the design and programming that will establish Virginia Beach as one of the top facilities in the nation. It is imperative that the right team is selected, with the right expertise in these specific types of venues.

The facility is being designed with a clear understanding of all the design elements, materials, expansion plans, and pedestrian and traffic circulation patterns of the surrounding arena and convention center campus. Additionally, the Sports Center brings a unique sports-focused identity to the district. Transparent lobbies and hallways line 19th street to show the center activity and provide interest and connectivity to the plaza and surrounding landscape. The materials planned are metal, glass and concrete to match the palette of the arena/convention center. The scale of the complex is punctuated with translucent clerestory panels that will glow when the Sports Center is active and provide diffused daylighting to

the interior courts. Sports-themed super-graphics will be integrated in a way that promotes the diversity of activities as well as create an iconic memory of the center. Generous camping, meeting and relaxation areas are dispersed around the courts to provide areas for teams to get organized prior-to, between and after game times.

The VBSC will be designed and constructed with a commitment to quality, making it the new benchmark for indoor sports centers and cementing Virginia Beach as a leader in travel sports. There will be a project specific Quality Assurance plan and Quality Control Plan to ensure quality adherence from conceptual design through completion. Each project team member will do his or her part in ensuring quality standards and providing a final product that meets or exceeds the expectations of the City.

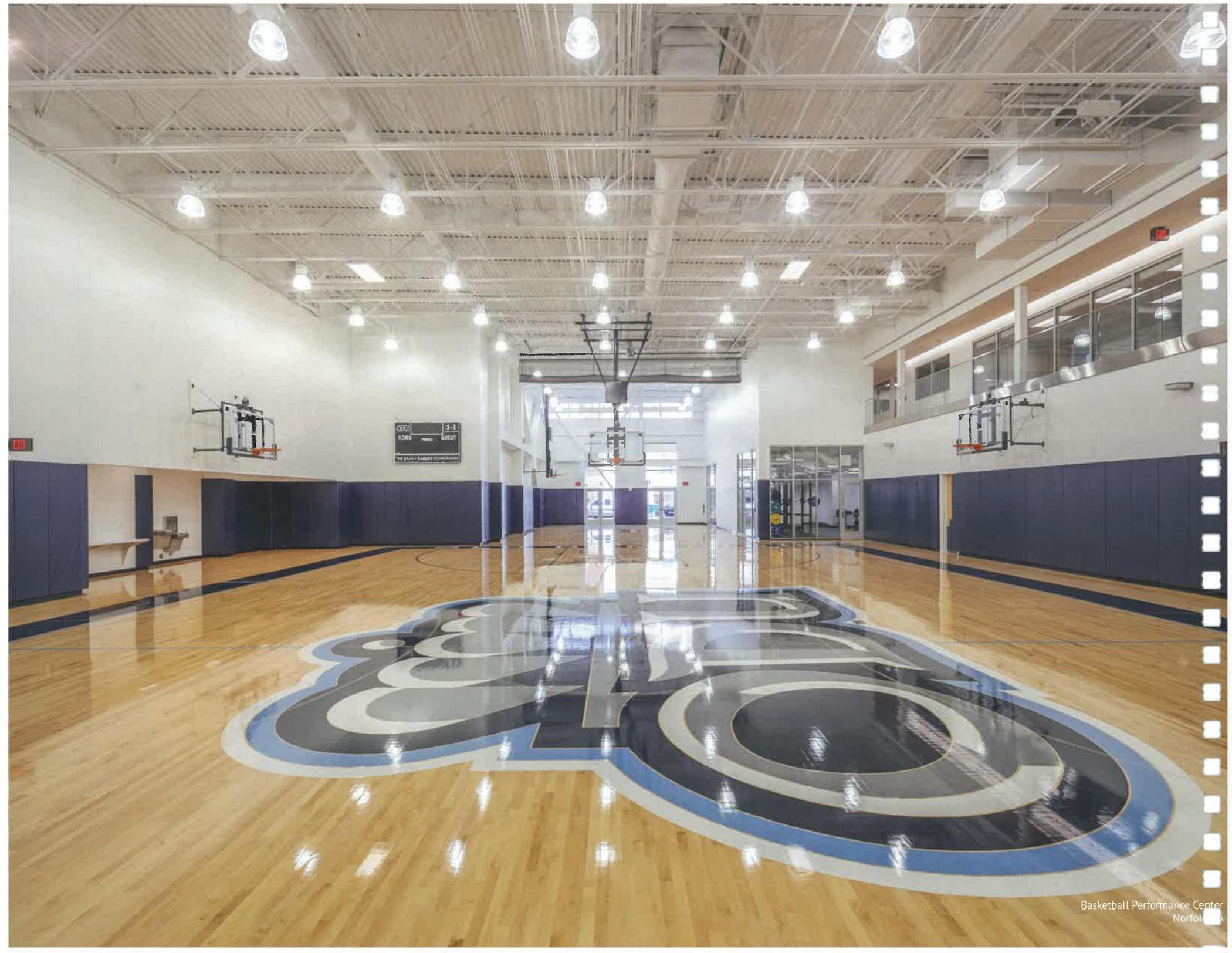




**PROJECT  
FINANCING**







HOME	3-1
AWAY	3-1
THE GANNY MURPHY	

## 03\_ PROJECT FINANCING

MEB and our partners are prepared to complete the Sports Center project in several financing options. Those options include public financing through the TIP fund, private financing through investors, and a true private/public partnership. This section will address the estimated cost of construction, the development, financing and operation plan, assumptions, risk management and other financing components.

### A. PRELIMINARY COST ESTIMATE—PROPRIETARY INFORMATION IN VOLUME 2

*Provide a preliminary estimate and estimating methodology of the cost of the work by phase, segment, or both.*

The preliminary cost information is provided in Section 3, Project Financing of Volume 2.

### B. DEVELOPMENT, FINANCING, AND OPERATION PLAN—PROPRIETARY INFORMATION IN VOLUME 2

*Submit a plan for the development, financing and operation of the project, showing the anticipated schedule on which funds will be required. Describe the anticipated costs of and proposed sources and uses for such funds.*

As proposed, the Sports Center will be publicly financed through the TIP Fund.

All other development, financial and operation information is provided in Section 3, Project Financing of Volume 2.

### C. ASSUMPTIONS—PROPRIETARY INFORMATION IN VOLUME 2

*Include a list and discussion of assumptions underlying all major elements of the plan.*

The underlying assumptions are provided in Section 3, Project Financing of Volume 2.

### D. RISK MANAGEMENT PLAN—PROPRIETARY INFORMATION IN VOLUME 2

*Identify all anticipated risk factors and methods for dealing with these factors.*

The largest risk factor involves the City's ownership of a large indoor sports center. A facility that is designed and constructed the RIGHT way will require a significant amount of capital. It is imperative that the RIGHT operational group is selected, specifically an operator that has a proven record of managing successful facilities. Other operating groups may tout their "number" of venues; however, the success of a facility is measured by their event calendars. Research shows that operators with limited numbers of facilities in geographical areas are far more successful than others that have several venues in the same regional area. Our team has selected the RIGHT operator to minimize the City's risk by implementing the same management plan that has proven to be successful.

### E. PUBLIC RESOURCES –PROPRIETARY INFORMATION IN VOLUME 2

*Identify any local, state or federal resources that the private entity contemplates requesting for the project. Describe the total commitment, if any, expected from governmental sources (and identify each such source) and the timing of any anticipated commitment.*

Requested government resources are identified in Section 3, Project Financing of Volume 2.

### F. FINANCING—PROPRIETARY INFORMATION IN VOLUME 2

*Identify any third parties that the private entity contemplates will provide financing for the project and describe the nature and timing of each such commitment.*

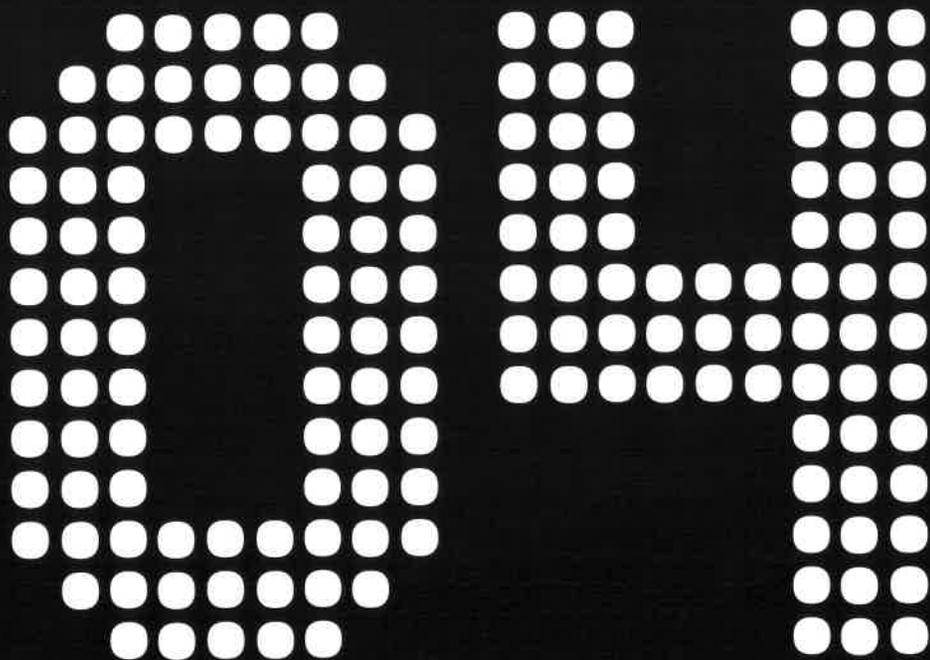
The source of financing is provided in Section 3, Project Financing of Volume 2.

### G. COMPARABLE COSTS OF ALTERNATIVE PROJECT DELIVERY METHODS

Due to schedule restraints and budget requirements, a design-build-operate delivery method would provide the best value to the City of Virginia Beach. Our team has already completed several months of design development and programming, providing a major start on this project. Upon selection of our team, we would be able to expedite the design process, greatly reducing the overall schedule, and allowing our team to meet the City's desire to open the Sports Center prior to the grand opening of the proposed Arena.

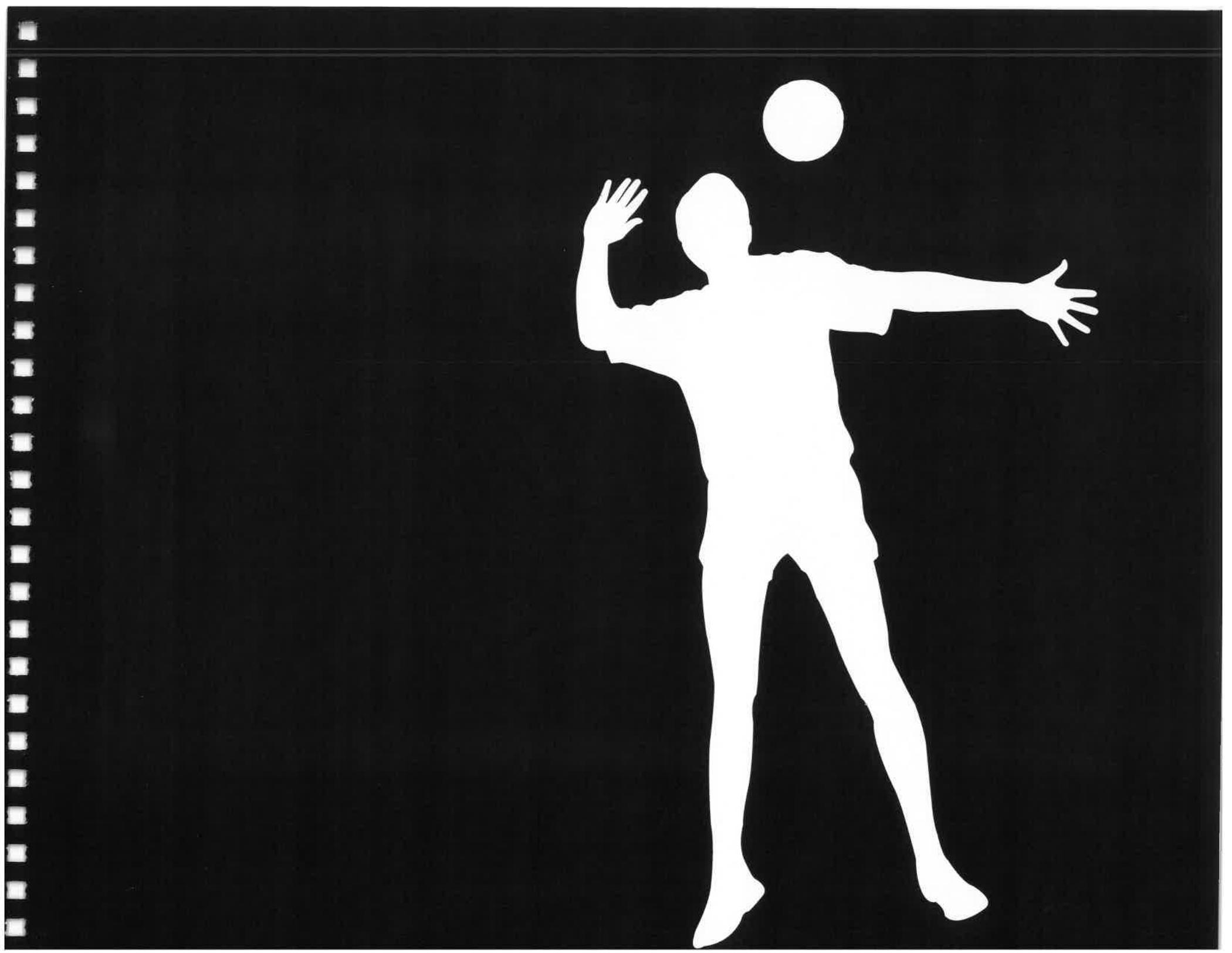
### H. OPPORTUNITY COST ASSESSMENT

The Virginia Beach community is underserved in travel sports facilities according to many studies conducted by the City as well as our team. There is a large market demand for an indoor sports facility, which in turn will bring significant economic impact and jobs to Virginia Beach and surrounding areas.



**PROJECT BENEFIT  
& COMPATABILITY**







## 04\_ PROJECT BENEFIT & COMPATIBILITY

The proposed Sports Center will be a widely successful project for the City of Virginia Beach. Across the country, cities are witnessing the major benefits associated with Sports Tourism and owning/operating a travel sports destination center, and Virginia Beach is capable of standing out as one of the leaders of the travel sports industry.

**This facility will drive economic impact, generate jobs, and improve the quality of life for residents. The Sports Center would host dozens of annual events, most of which would be multiple day functions, drawing local, regional and most importantly national visitors.** Hundreds of thousands of athletes, coaches, spectators, and visitors will pass through the facility each year, driving up hotel room nights and filling up restaurants and shops.

The Victus Advisor's feasibility study combined with an independent study our team had completed, clearly highlights the benefits of a venue like the one we have proposed. Both studies indicated that Virginia Beach would be a prime location for an indoor sports center due to its natural resources, resort destination, supply of lodging, demographics, infrastructure and lack of suitable facilities. We have reached out to several high-profile event coordinators, all of which have responded positively to the concept of an indoor sports facility in Virginia Beach. The City of Virginia Beach will see higher hotel room night generation during the shoulder and winter seasons, increased tax revenues from local businesses, and the residents in the community could have access to the facility and its amenities. Due to TIP funding of this project, there will not be any added tax burden upon the citizens and will greatly increase the local economy.

The right facility would be a one-of-the-kind venue in the Mid-Atlantic region, giving the City a major leg up on its competitors and potentially limiting the growth of other nearby centers. Our research has shown that this is the perfect time to build the proposed center and since our

team has been working on this project for 12 months, we stand in a unique position to fast-track the schedule of the design and construction, providing an operational facility faster than other firms. The sooner this facility is hosting events, the sooner the City can begin taking part in the tremendous benefits it will offer.

### A. ANTICIPATED BENEFITS

*Describe the anticipated benefits to the community, region or state, including anticipated benefits to the economic condition of the City, and identify who will benefit from the project and how they will benefit. Describe benefits other than economic here before quantifying benefits below.*

A world-class indoor sports center will bring numerous benefits, both qualitative and quantitative. Benefits include:

- + The City's ability to increase Sports Tourism
- + Drive economic impact through family oriented events
- + Increase hotel room nights or "heads in beds" during low tourist seasons
- + Stimulation of Virginia Beach businesses through increased tourism
- + Quality of life improvements
- + Create permanent and temporary job opportunities

### B. ANTICIPATED COMMUNITY RESPONSE

*Identify any anticipated public support or opposition, as well as any anticipated government support or opposition, for the project.*

#### i. Public

The public would benefit greatly from the proposed Sports Center. Businesses would see a significant increase in revenue, especially during that is typically "slower" months. Facility users will stay at local hotels, dine at local

restaurants and play at local entertainment venues. This facility will provide sizable opportunities for Virginia Beach establishments that will allow them to operate at high efficiencies during the late fall, winter and early spring months.

The citizens of Virginia Beach and surrounding communities would benefit in several ways. The Sports Center could be utilized for weekly programming, providing space that the community could take advantage of during times when the facility is not scheduled for large events. These strategies will demonstrate to the public that they too can enjoy the benefits of the Sports Center and would drastically reduce "downtime" or times when the venue is not in use.

Our team understands there will be concerns and questions from the business and public communities, and we are committed to doing our part to provide all the appropriate public relations. We are prepared to attend and present at town hall meetings, City Council meetings, and media opportunities. This project will be a major success for all members of the Virginia Beach community!

#### ii. Government

Our research has demonstrated to our team that an indoor sports center is a top priority for the city leaders of Virginia Beach. They see the countless benefits of Sports Tourism and that Virginia Beach is an ideal location for hosting travel youth sports. By increasing Sports Tourism and partnering with our team to develop the proposed indoor sports center, the City will see significant impacts to the local economy, tax revenues, job creation, and tourism. This facility will draw in large events, increasing revenues for the hotel and resort district, restaurants, retail shops and entertainment facilities. These economic impacts will be felt throughout the Virginia Beach community!

## 04\_ PROJECT BENEFIT & COMPATIBILITY

### C. COMMUNICATION AND PUBLIC INVOLVEMENT STRATEGY

*Explain the strategy and plans that will be carried out to involve and inform the general public, business community, and governmental agencies in areas affected by the project.*

The Virginia Beach Sports Center project will attract attention and curiosity from the surrounding communities and our team stands ready to address any concerns that might arise.

Our team will develop a project specific public relations plan to promote public support and resolve any potential concerns. The plan will be implemented by a selected team made up of key individuals from each partner including the City. Our public relations team will work together with City leaders and City Council to determine the goals and priorities of Virginia Beach. The plan would include overall mission statement, goals, communication strategies that will create a uniform approach and message. We will use a project specific website, social media and connections with local media outlets to increase awareness and support. All project information will be consistent and transparent (where appropriate), and shall be made available to the public. Where needed, our team will rely on the services of a public relations firm.

Most of our team partners are based in Hampton Roads, including Virginia Beach. Many of our employees including executive leaders, live in Virginia Beach and have created important relationships with valuable members of the community. Our team will engage the business community and emphasize the tremendous benefits that will be associated with this project. The support of large and small local businesses will increase the opportunity for success by creating synergy and highlighting the roles that local businesses can play in generating Sports Tourism. Our team is invested in this project, because it will become a part of our community and will stimulate the local economy.

### D. INDUSTRY AND BUSINESS IMPACT

*Explain whether and, if so, how the project is critical to attracting or maintaining competitive industries and businesses to the City or the surrounding region.*

The Sports Center aligns with the City's goal of creating a year around destination for tourists. In fact, out of all the proposed projects including the Arena and Dome Site, the Sports Center is the best project to generate overnight tourism. Most of the events held at the Arena and Dome Site will attract local visitors that do not require overnight stays, whereas most of the events hosted at the Sports Center will draw thousands of out-of-town visitors that will require hotel nights. Many of these events are multi-day tournaments which means that athletes, coaches, and families will book hotel nights, eat at local restaurants and spend money in Virginia Beach businesses.

Statistics show that families travel many miles to participate in travel sports and spend significant amounts of money during their stay on food, beverages and entertainment. Sports Tourism facilities have a proven track record of stimulating more development around the venue to provide adequate amenities.

Our team is confident that the Sports Center will provide synergy opportunities with the Convention Center and the proposed Arena. The Convention and Sports Center Campus would be able to host a variety of multi-venue events including but not limited to; basketball and volleyball tournaments, wrestling championships (high school and college), NCAA events (basketball tournaments could use the Sports Center as practice areas), conventions, corporate meetings and much more.

The Sports Center will provide immediate economic growth and impact to the Virginia Beach business community.

### E. CITY COMPATIBILITY

*Explain whether and, if so, how the project is compatible with the City's comprehensive plan, infrastructure development plans, capital improvements budget, or other government spending plan.*

As our research has shown, Virginia Beach is a prime location for an indoor sports center that attracts travel sports. The RIGHT facility, operated by the RIGHT operation team, will accomplish several of the City's goals set forth in its comprehensive plan. It will create a true year around destination spot, with most events taking place during the fall, winter and spring months, attracting out-of-town visitors during shoulder and low seasons, one of the City's top priorities.

The venue will become a leader in the travel sports industry and ASC's unparalleled ability to attract and manage the center, will bring event promoters back year after year. The facility will spur development opportunities throughout the 19th Street Entertainment and ViBe Districts, strengthen the marketability of the Convention Center and increase the capabilities of the proposed Arena. We understand the City's strong desire to develop the 19th street corridor and the Sports Center is a perfect project for this location and will right in-line with the City's plans and goals.

### F. PROJECT QUALITY STANDARDS

*Explain how quality standards of the project will be satisfied in comparison with the qualities anticipated or proposed by the City of Virginia Beach for the project.*

Our team has combined thousands of hours of research and decades of years of experience to design the Virginia Beach Sports Center that will provide the highest quality of design and construction, creating the nation's premier indoor sports venue. The design and construction team has a proven track record for quality and timely performance, in strict compliance with industry standards and practices, plans

and specifications, applicable local, state, and federal laws. A project specific quality control plan will be generated, implemented and managed by the Quality Control personnel. Where appropriate, special inspections will be completed by certified representatives.

#### **G. SMALL AND DISADVANTAGED BUSINESS UTILIZATION PLAN**

*Provide a statement setting forth participation efforts that are intended to be undertaken in connection with this project with regard to the following types of businesses: i) minority-owned businesses; (ii) woman-owned businesses; and (iii) small businesses.*

In adherence to the City's requirements for utilization of SWAM businesses, our team will establish appropriate goals and we are confident in our ability to exceed those goals. We will make every effort to use local SWAM subcontractors, suppliers, and vendors.

Hampton Roads offers a unique amount of qualified Small, Woman, Minority and Service Disabled Veteran Owned businesses and we have established relationships with several of these firms.

Of significant importance, a key member of our team, Phase 5 is an established Virginia Beach based minority-owned business. Diversity is a strength of our team in this regard and will provide the City of Virginia Beach with an opportunity to support the local minority business community.



## QUALIFICATIONS & EXPERIENCE

### A. STRUCTURE AND MANAGEMENT APPROACH

*Identify the legal structure of the firm or consortium of firms making the proposal. Identify the organization structure for the project, the management approach and how each partner and major subcontractor in the structure fits into the overall team.*

See Volume 1.

### B. EXPERIENCE

*Describe the experience of the firm or consortium of firms making the proposal and the key principals involved in the proposed project including experience with the projects of comparable size, value, quality and complexity. Describe the length of time in business, business experience, public sector experience and other engagements of the firm or consortium of firms. Include the identity of any firms that will provide design, construction and completion guarantees and warranties and a description of such guarantees and warranties. Provide resumes of the key individuals who will be involved in the project.*

See Volume 1.

PROPRIETARY AND  
CONFIDENTIAL

# QUALIFICATIONS & EXPERIENCE

## C. CONTACT INFORMATION

*Provide names, addresses, and telephone numbers of persons within the firm or consortium of firms who may be contacted for further information.*

See Voume 1.

## D. FINANCIAL STATEMENTS

*Provide current or most recently audited financial statement of the firm or firms and each partner with an equity interest of twenty percent or greater.*

Financial statements are provided in a separately sealed envelope.

## E. OFFICERS AND DIRECTORS

*Identify the officers and directors of the firm or firms submitting the proposal.*

See Volume 1.

## F. AFFILIATED BUSINESSES

*Identify all businesses that have a parent-subsidiary or affiliated business entity relationship with the firm or firms submitting the proposal.*

See Volume 1.

## G. CONTRACTORS AND SERVICE PROVIDERS

*Identify all known contractors or service providers, including but not limited to the providers of architectural services, real estate services, financial services, and legal services.*

See Volume 1.

PROPRIETARY AND  
CONFIDENTIAL

## 02\_ PROJECT CHARACTERISTICS

### B. CITY WORK CONTRIBUTION

*Identify and fully describe any work to be performed by the City or any other public entity.*

See Volume 1.

### C. PERMITS AND APPROVALS

*Include a list of all federal, state and local permits and approvals required for the project and a schedule for obtaining such permits and approvals.*

See Volume 1.

### D. ANTICIPATED ADVERSE IMPACTS

*Identify any anticipated adverse social, economic and environmental impacts of the project. Specify the strategies or actions to mitigate known impacts of the project.*

See Volume 1.

### E. PROJECTED POSITIVE IMPACTS

*Identify the projected positive social, economic and environmental impacts of the project.*

See Volume 1.

### F. PROJECT SCHEDULE

*Identify the proposed schedule for the work on the project, including the estimated time for completion.*

See Volume 1.

### G. RISK MANAGEMENT PLAN

*Propose allocation of risk and liability for work completed beyond the agreement's completion date, and assurance for timely completion of the project.*

See Volume 1.

### H. ASSUMPTIONS OF OWNERSHIP, OPERATION & USE

*State assumptions related to ownership, legal liability, law enforcement and operation of the project and the existence of any restrictions on the public entity's use of the project.*

See Volume 1.

PROPRIETARY AND  
CONFIDENTIAL

## 02\_ PROJECT CHARACTERISTICS

### I. PHASED OPENINGS

*Provide information relative to phased or partial openings of the proposed project prior to completion of the entire work.*

See Volume 1.

### J. PROJECT STANDARDS

*Describe any architectural, building, engineering, or other applicable standards that the proposed project will meet. Define applicable quality standards to be adhered to for achieving the desired product outcome(s).*

See Volume 1.

PROPRIETARY AND  
CONFIDENTIAL

## 04\_ PROJECT BENEFIT & COMPATIBILITY

### A. ANTICIPATED BENEFITS

*Describe the anticipated benefits to the community, region or state, including anticipated benefits to the economic condition of the City, and identify who will benefit from the project and how they will benefit. Describe benefits other than economic here before quantifying benefits below.*

See Volume 1.

### B. ANTICIPATED COMMUNITY RESPONSE

*Identify any anticipated public support or opposition, as well as any anticipated government support or opposition, for the project.*

See Volume 1.

### C. COMMUNICATION AND PUBLIC INVOLVEMENT STRATEGY

*Explain the strategy and plans that will be carried out to involve and inform the general public, business community, and governmental agencies in areas affected by the project.*

See Volume 1.

### D. INDUSTRY AND BUSINESS IMPACT

*Explain whether and, if so, how the project is critical to attracting or maintaining competitive industries and businesses to the City or the surrounding region.*

See Volume 1.

### E. CITY COMPATIBILITY

*Explain whether and, if so, how the project is compatible with the City's comprehensive plan, infrastructure development plans, capital improvements budget, or other government spending plan.*

See Volume 1.

### F. PROJECT QUALITY STANDARDS

*Explain how quality standards of the project will be satisfied in comparison with the qualities anticipated or proposed by the City of Virginia Beach for the project.*

See Volume 1.

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*Provide a statement setting forth participation efforts that are intended to be undertaken in connection with this project with regard to the following types of businesses: i) minority-owned businesses; (ii) woman-owned businesses; and (iii) small businesses.*

See Volume 1.