AGENDA

August 17, 2016

CITY COUNCIL SPECIAL WORKSHOP
5:30 p.m.
SPECIAL CLOSED SESSION
Immediately to follow
City Council Chambers
311 Vernon Street
Roseville, California

1. CALL TO ORDER

2. ROLL CALL

Councilmember:	**Bonnie Gore**
Vice Mayor:	**Susan Rohan**
Councilmember:	**Tim Herman**
Councilmember:	**Pauline Roccucci**
Mayor:	**Carol Garcia**

3. PLEDGE OF ALLEGIANCE

4. PUBLIC COMMENTS

NOTICE TO THE PUBLIC

Persons may address the City Council on items not on this agenda. Please complete a "Speaker Information Card" and present it to the City Clerk prior to the start of the meeting. Speakers shall restrict their comments to issues that are within the subject jurisdiction of the City Council and limit their comments to three (3) minutes per person. The total time allocated for Public Comment is 25 minutes. The Brown Act, with certain exceptions, does not permit the City Council to discuss or take action on issues that are not listed on the agenda.

5. PRESENTATIONS

5.1. Hotel & Conference Center Workshop

Memo from Development Services Manager Mike Isom and Development Services Director Kevin Payne with responses to the recent request for proposals concerning the hotel & conference center project.

CONTACT: Mike Isom 916-774-5527 misom@roseville.ca.us

6. ADJOURNMENT

CLOSED SESSION

Closed
Session

A. CLOSED SESSION CALL TO ORDER
B. CLOSED SESSION ROLL CALL
C. CLOSED SESSION PUBLIC COMMENTS
D. CLOSED SESSION ITEM
1. Conference with Legal Counsel - Existing Litigation
Pursuant to Government Code Section 54956.9(d)(1)
Clark, Craig, and Ross v. City of Roseville
United States District Court, Eastern District of California, Case No. 2:15-CV-02282-KJM-CKD
E. CLOSED SESSION ADJOURNMENT
CONTACT: Robert Schmitt 916-774-5325 rschmitt@roseville.ca.us

COUNCIL COMMUNICATION

CC #: 7915
File #: 0400-04-04-1

Title:	Hotel & Conference Center Workshop
Contact:	Mike Isom 916-774-5527 misom@roseville.ca.us

Meeting Date: 8/17/2016
Item #: 5.1.

RECOMMENDATION TO COUNCIL

Staff recommends the City Council hold a workshop to review responses to the recent request for proposals (RFP) concerning the hotel & conference center project and provide direction to staff.

BACKGROUND

On April 20, 2016, the City Council directed staff to release an RFP to solicit proposals for development of the hotel & conference center project. In accordance with Council direction, the RFP was structured to primarily seek proposals for a privately-owned, operated and financed hotel and conference facility. The RFP acknowledged that some level of public participation *may* be necessary to ensure economic feasibility of the project. However, the City's stated goal was to eliminate or minimize the level of public financial and ownership participation in the project.

Two proposals were received in response to the RFP on or before the June 6th submittal deadline. One of the two proposers has since withdrawn from consideration. The remaining proposal was submitted by the Falls Event Center, LLC and its hotel partner Prominence Hospitality Group.

WORKSHOP GOALS

There are three objectives for the workshop: A) to confirm Council expectations for the project; B) review the Falls Event Center/Prominence Hospitality Group proposal, including consistency of proposed terms with Council expectations; and, C) obtain Council direction whether to move forward with an exclusive negotiating agreement.

A. Council Expectations

Staff seeks to review and confirm Council expectations for the project, including:

1. Conference center capacity

   What are the Council's expectations with respect to size/capacity of the facility versus what's

been entitled and surface parking constraints?

2. Number of hotel rooms

   Are 248 rooms essential, or is the City willing to entertain a smaller room count?

3. Project design

   Is it acceptable to move away from the approved architectural and site design in lieu of a brand prototype?

4. Full service vs select service hotel

   Is a full service hotel still a requirement, or would the City consider a higher-end select service hotel with amenities close to (but not equal to) that of a full service brand?

5. On-site parking

   Is the desire to ensure that all facility parking demand can be accommodated on-site. On-site surface parking will dictate maximum facility size.

6. Public financial participation

   What level of public financial participation in the project is acceptable to the Council? Examples include, but are not limited to:

   a. Financial contribution to, or City construction of, public improvements – Would the City be comfortable contributing toward the cost of public improvements on the property, such as underground utilities, parking lot, landscaping, and/or lighting? Such improvements would need to remain under ownership of the City of Roseville. This would potentially expose the City to some level of ongoing maintenance responsibilities.

   b. Grant or Loan – Would the City be comfortable providing a securitized loan to the developers with repayment terms that help achieve project feasibility? For example, would the City be willing to be more patient on loan repayment or offer a more favorable rate than other commercial lending sources? Is repayment of such a loan a priority, or do opportunities exist to forgive the loan after a certain period of time?

   It should be noted that any kind of public construction or financial assistance will require a discussion with the developer about the applicability of prevailing wages. The City Attorney's office (CAO) advises that public subsidies in the form of a below-market rate loan, loan forgiveness, or a grant for any portion of the project would likely require the developer to pay prevailing wages on the *entire* project. Further, since the development would likely be viewed as an "integrated project" by the Department of Industrial Relations (DIR), it is also highly probable that City financing or construction of the parking lot & landscaping/CFD improvements itself would trigger prevailing wages for the *entire* project. A formal determination has not been made with respect to the prevailing wages issue. Rather, staff felt it important to bring the potential issue to light for discussion. We will continue to research and discuss options with the developer should the Council give direction to proceed with the ENA.

B. Proposal & Basic Terms

The complete proposal is included for Council review as Attachment 1. In summary:

- Falls would complete construction of the 15,000 square foot event center currently underway near the Hyatt Place hotel.

- Thereafter, Falls proposes to develop a 20,000 square foot event center on the 11-acre hotel & conference center property. Consistent with the previous entitlement and EIR assumptions for parking, the main event hall would seat 600 in a banquet setting. As market demand warrants, the event center is designed to accommodate a 15,000 square foot expansion for a total of 35,000 square feet.

- Rather than initial development of a 250 room hotel, the proposal calls for phased development of two hotels, the first being approximately 130-150 rooms, and the second up to an additional 100-120. Depending on the Council's response to question #2 above, the second hotel may not be necessary and the ground area could instead be used for surface parking to support a larger event facility.

- Due to the cost of construction, the proposed design of the hotel would deviate from what's been approved and would instead follow more traditional brand standards. Examples will be shared at the workshop.

- The Falls and Prominence would each purchase in fee slightly more than one acre for the event center and hotel parcels, respectively, at the appraised undeveloped value of $10 per square foot ($450,000 for the hotel parcel and $450,000 for the event center parcel). Development and construction of the event center and hotel would be privately financed and operated with no upfront or ongoing City support.

- The remaining property - parking, lighting, drive aisles, and landscaping - would be developed and owned by the City at the City's cost. The property and improvements would be leased to the event center and hotel for a determined period of time (e.g., 15 years) at a yet-to-be determined lease rate, after which the property could be sold to the event center and hotel at an agreed upon price.

- Based on the design shown in the proposal, a preliminary cost estimate assumes the City's development cost of the parking and common area at $12 per square foot, or $4.7 million. This figure is very preliminary, and the site design will likely change. Site development may include construction of a public road connecting Conference Center Drive to the future bridge connection point to the Galleria. Community Facilities Funds (CFD) are reserved and available for this roadway construction. The CFD funding could also potentially help offset the cost of other qualified public improvements on the site, such as underground utilities or other publicly-owned improvements.

- The proposal indicates interest in exploring appropriate "tax incentives," which remain undefined at this point.

Based on the current structure, the proposal preliminarily pegs the City's minimum participation at $4.7 million in site improvements. Additional costs include the City's expenditures to date for previous land acquisition, market studies, and entitlement processing / CEQA document preparation (approximately $4.6 million inclusive of $2.6 million land acquisition).

C. Council Direction – Exclusive Negotiating Agreement

Based on the merits of the proposal and discussion at the workshop, staff respectfully requests direction whether to proceed with an exclusive negotiating agreement to fine tune the deal points presented herein and attached.

FISCAL IMPACT

There are no immediate fiscal costs related to entering into an exclusive negotiating agreement other than staff time to work on the project.

ECONOMIC DEVELOPMENT / JOBS CREATED

No economic development benefit is expected as a result of the workshop. The previous iteration of the hotel & conference center project was projected to generate up to 260 jobs and $23 million in annual economic output. Projected economic activity as a result of the current proposal is undefined at this time.

ENVIRONMENTAL REVIEW

The California Environmental Quality Act (CEQA) does not apply to activities that will not result in a direct or reasonably foreseeable indirect physical change in the environment (CEQA Guidelines §15061(b)(3)). Direction provided to staff at the workshop does not include the potential for a significant environmental effect nor involve any discretionary action or approvals by the City. The action is therefore is not subject to CEQA.

Respectfully Submitted,

Mike Isom, Development Services Manager

Kevin Payne, Development Services Director

_____

Rob Jensen, City Manager

ATTACHMENTS:

Description

Falls Event Center/Prominence Hospitality Proposal

THE FALLS-PROMINENCE HOTEL AND EVENT CENTER PROPOSAL

SUBMITTED IN RESPONSE TO AN RFP BY THE CITY OF ROSEVILLE, CALIFORNIA

SUBMITTED JUNE 6, 2016

THE FALLS EVENT CENTER

9067 South 1300 West, Suite 301
West Jordan, UT 84088

Phone: (801) 537-7700
Fax: (801) 727-7270

June 3, 2016

Mr. Mike Isom, Development Services Manager
Development Services Department
City of Roseville
311 Vernon Street
Roseville, California 95678

Dear Mr. Isom:

We are pleased to submit our application for The Falls–Prominence Hotel and Conference Center Project in response to your Request for Proposals dated April 21, 2016.

TITLE OF RFP: The Falls-Prominence Hotel and Event Center.

NAME AND ADDRESS OF FIRM:
The Falls Event Center, LLC
9067 South 1300 West Suite 301
West Jordan, UT 84088

CONTACT:
John C. Neubauer
Phone: (801) 537-7700 (Office) and (801) 712-4569 (Cell).
Email: jneubauer@thefallseventcenter.com

We hereby offer to negotiate as per our full understanding of and agreement to comply with the terms of this RFP and all related addenda. We also hereby stipulate that our proposal herein remains effective for a minimum period of 90 days.

We also acknowledge that we and our hotel partner, Prominence Hospitality Group, will be the owners and operators of this project and will perform the services set forth and adhere to the requirements described in the RFP.

Please advise. Thank you.

Sincerely,

John C. Neubauer
Corporate General Manager

Attachment: RFP Submittal

TABLE OF CONTENTS

TAB A: TEAM, QUALIFICATIONS, OPERATING ENTITIES

THE FALLS EVENT CENTER, LLC 5
PROMINENCE HOSPITALITY GROUP 6

TAB B: EXPERIENCE

THE FALLS EVENT CENTER, LLC 7
PROMINENCE HOSPITALITY GROUP 10

TAB C: TEAM QUALIFICATIONS

THE FALLS EVENT CENTER, LLC 12
PROMINENCE HOSPITALITY GROUP 13

TAB D

PROJECT UNDERSTANDING 14

TAB E

DEVELOPMENT PLAN 15

TAB F

REQUIRED STATEMENTS/DOCUMENTS 17

TAB G

EXCEPTIONS 18

TAB H

COMPETENCY OF PROPOSER 19

ATTACHMENT A PROPOSER'S CERTIFICATION 20

ATTACHMENT B PROMINENCE HOSPITALITY GROUP EXPERIENCE, QUALIFICATIONS, & ORGANIZATION 21

ATTACHMENT C SIERRA VIEW CONSTRUCTION ESTIMATE 30

ATTACHMENT D PROJECT RENDERINGS, SITE PLAN, AND FLOOR PLAN 34

TAB A
THE FALLS EVENT CENTER, LLC

1. **LEGAL NAME, OFFICERS, AND DEVELOPMENT TEAM:** The Falls Event Center, LLC; Steve Down, CEO; Dave Down, Chief Development Officer; John C Neubauer, Corporate General Manager; architect – Pontis Architectural Group, Springville, UT; outside legal counsel, Cohen & Durrett, Sacramento, CA; and a general contractor to be selected after competitive bid if selected by RFP process. The Falls operating event centers in California to date have all been built with California general contractors.

2. **QUALIFICATIONS:** The Falls Event Center has 22 centers at some stage of operation, construction, development, and acquisition in California, Arizona, Oregon, Utah, Colorado, Texas, and Illinois – including operating centers in Elk Grove CA and Fresno CA. The sites vary in size from as small as 7600 square feet in Fresno CA to 27,000 in Austin TX. The Falls also has a 15,000 square foot center under construction within a block of the RFP site adjacent to The Galleria Mall. All of its 9 operating centers are successful and have positive net operating income. The RFP event center will include a main event hall that can accommodate 600 people seated at rounds (in excess of the 500+ required by the RFP) and support rooms for other breakout sessions and smaller meetings. The proposed event center will be 20,000 square feet in size, which when added to the 15,000 square foot facility under construction a block away provides an initial capacity of 35,000 square feet of event space. Additionally The Falls plans to add another 15,000 square feet of event space abutting the proposed RFP event center as market conditions warrant. Finally, The Falls is developing a 17,000 square foot event center next to a hotel being simultaneously developed by its RFP hotel partner, Prominence Hospitality Group, in Burr Ridge, IL.

3. **PROPOSED OPERATING ENTITIES:** The Falls will operate the proposed 20,000 square foot event center and the subsequent 15,000 facility, as it does with all of its existing and other planned centers referenced. It hires skilled hospitality personnel who are corporate employees of The Falls. Additionally, The Falls space will be constructed with 40% of its own private equity raised via its private placement memorandum and a 60% private construction loan (as it is doing for its current Roseville center under construction). The center will be marketed by a local general manager and sales staff with support from its corporate office as it does with its existing centers.

4. **FILED CLAIMS:** Not applicable.

TAB A
PROMINENCE HOSPITALITY GROUP

1. **LEGAL NAME, OFFICERS, AND DEVELOPMENT TEAM:** Prominence Hospitality Group; Rehan Zaid, Principal and Chief Development Officer; Bimal Doshi, Managing Partner; J. Mark Antolik, Vice President of Operations; Paul Busching, Managing Partner; Junaid Ahmed, Principal. A Chart of Organization is included in Attachment B.

2. **QUALIFICATIONS:** Our family office, Prominence Hospitality Group offers high quality opportunistic investments through value-added propositions. We specialize in alternative investments, with a focus on real estate, distressed investments, asset light businesses and debt and equity strategies. The company's mission is to build a portfolio of value-added real estate investment vehicles that yield a substantial return on investment (RIO). The company employs a distinct and selective due diligence process that identifies investments with demonstrated growth prospects and cash flows that are both durable and positive in order to generate risk-adjusted returns. In addition to building a comprehensive portfolio, PHG Companies continuously pursue analytical, opportunistic and cost-efficient measures that aim to enhance the performance, administration and development of existing real estate holdings and business operations. Current real estate holdings exceed $150MM. We are also currently developing roughly $50MM in mixed-used development (The Orchard @ O'Hare Airport (8-acre development) and a hospitality development (5-acres) in Burr Ridge, IL)). A list of its existing portfolio performance summary is attached in Attachment B.

3. **PROPOSED OPERATING ENTITIES:** Prominence will operate itself the proposed 130-room full-service hotel to include a restaurant, room service, exercise facility, and swimming pool. It plans to partner with the proposed fitness center to be built adjacent to its hotel for hotel guest access to the fitness center. It plans to build a 2nd hotel within the project area (as reflected on the site map included as Exhibit B) with up to another 120 rooms as market conditions warrant. Prominence will privately finance the hotel with a blend of equity and debt as it has done with its other hotels. The hotel will be marketed by experience hotel sales staff in cooperation with its corporate office.

4. **FILED CLAIMS:** Not applicable.

TAB B
THE FALLS EVENT CENTER, LLC

EXPERIENCE: The Falls has been operating since 2011. Its founders also co-founded another event center company in 2004 and helped pioneer the hospitality market niche of event centers. The Falls is recognized for breaking new ground in the hospitality event center industry with its innovative blend of classical and contemporary architecture, its 4-star interior finishings, along with providing guests with freedom to secure their own catering services, event planners, and event support personnel. The interior LED lighting allows the corporate and individual guests to coordinate the lighting with the colors of their event. It also provides guest-controlled audio-visual features in each room with the capability to link presentations to other outside locations.

THE FOLLOWING ARE EXAMPLES OF OUR EXISTING PROJECTS:

BURR RIDGE, ILLINOIS (with Prominence Hotel) scheduled to open in 2017

GILBERT, ARIZONA opened in 2016 (thefallseventcenter.com/gilbert)

TROLLEY SQ IN SALT LAKE CITY, UTAH opened in 2016 (thefallseventcenter.com/slc)

FRESNO, CALIFORNIA opened in 2015 (thefallseventcenter.com/fresno)

ELK GROVE, CALIFORNIA opened in 2014 (thefallseventcenter.com/elkgrove)

ST GEORGE, UTAH opened in 2013 (thefallseventcenter.com/stg)

REFERENCES:

1. Mayor Gary Davis (gary@mayorgarydavis.com) and Councilman Steve Detrick (steve@stevedetrick.com) of the City of Elk Grove CA. The Falls has two side-by-side operating event centers there totaling 27,000 square feet since November 2014.

2. City Planning Director Dwight D. Kroll (dwightk@cityofclovis.com – 559-324-2343) of Clovis, CA. The Falls has been working with the City of Clovis planning department for more than 2 years and has received unanimous approval of its plans from the City Council. The 17,000 square foot center will open in 2017.

3. Mayor John Lewis (mayor@gilbertaz.gov; 480-503-6860) of the City of Gilbert AZ. The Falls has two side-by-side event centers there totaling 27,000 square feet operating there since March 2016.

4. Greg McArthur, Chief Executive Officer of the St. George UT Chamber of Commerce (gregg@stgeorgechamber.com).The Falls has one event center there totaling 12,000 square feet operating since September 2013.

TAB B
PROMINENCE HOSPITALITY GROUP

EXPERIENCE: Our executive team brings more than 40 years of experience in real estate development, dispositions, asset management, contract negotiations, turnaround and distressed investment management. Furthermore, our principals have dealt with over half a billion dollars in real estate transactions and renovated/constructed over 70 hotels. We are driven by selective value-added acquisition opportunities while constantly striving to enhance the performance of our existing portfolio.

Our ability to run a thorough due diligence analysis helps protect the interests of our investors. Our asset management team specializes in the hotel real estate space and works diligently to accelerate cash flow by conducting detailed benchmark overviews, pursuing cost-efficient initiatives, identifying valued-added strategies and constantly working with management teams to oversee the daily performance of our portfolio holdings. This meticulous approach gives us a systematic advantage in the wake of economic fluctuations in the market.

PHG believes in achieving sustainable growth while engaging in corporate social responsibility. We focus on community building initiatives to spearhead development projects in underprivileged areas. The company's principals diligently offer personal and financial support to various non-profit organizations.

THIS IS OUR MOST RECENT DEVELOPMENT, THE RESULT OF A COMPETITIVE RFP ON A PROPERTY THAT LOCAL GOVERNMENT HAD TRIED TO HAVE DEVELOPED FOR MANY YEARS:

O'HARE AIRPORT MIXED-USE PROJECT

O'HARE AIRPORT MIXED-USE PROJECT

Our Existing Portfolio Performance Summary is included with Attachment B.

REFERENCES: Our Professional References are included with Attachment B.

TAB C
THE FALLS EVENT CENTER, LLC

TEAM QUALIFICATIONS:

STEVE DOWN – FOUNDER AND CHIEF EXECUTIVE OFFICER: Steve will provide the vision to make the project an iconic addition to the Roseville community, to assure a successful operation and to raise the private equity needed for The Falls share of the project. Steve has been a visionary entrepreneur for 30+ years as reflected at stevedown.com. He has pioneered several groundbreaking businesses including the first fee-for-service financial planning firm in the early 1990s. Steve resides in the Salt Lake City area.

DAVE DOWN – CHIEF DEVELOPMENT OFFICER: Dave will oversee the construction of the event center, the General Contractor bidding and selection process, and the assurance of timely completion on budget. He also will oversee his team installing state-of-the-art audio visual technology in each room so that an event can not only be internally broadcast within the center, but simulcast to other locations in the US. Dave has served in this capacity since co-founding The Falls in 2011. He had previously served in this position in a similar event center firm in the mid 2000's while owning for more than 30 years a high-tech lock business. Dave resides in the Provo-Orem, Utah area.

JOHN C. NEUBAUER – CORPORATE GENERAL MANAGER: John will oversee all the development efforts that precedes construction and will work with Dave Down to make sure construction is proceeding as planned. He will also work with city officials in structuring the project and addressing their critical criteria. He will similarly spearhead assembling of the institutional debt capital needed to supplement The Falls private equity. John has been a developer for more than 30 years specializing in first-of-a-kind public/private initiatives. John resides in the Salt Lake City area.

SAM RAMIREZ – VICE PRESIDENT OF OPERATIONS: Sam will oversee the hiring of a general manager of operations for the center along with other key staff members to assure the center's successful operations after completion of construction. He will work cooperatively with local promoting groups to assure the center's successful marketing and bookings. Sam has been in this VP position for a year having been initially hired by The Falls as general manager of its Fresno centers following a successful career in the hospitality industry and as president of the Convention & Visitors' Bureau in the Fresno-Clovis cities. Sam continues to reside in the Fresno area.

ALAN SHURTLIFF – PONTIS ARCHITECTURAL GROUP, SPRINGVILLE, UT: Alan will serve as the project's architect thru out the design and construction of the project. He will assist Dave Down in providing construction management. He has worked in these capacities since The Falls founding. Alan has a stellar reputation for iconic design that incorporates contemporary and classical features into his designs. He has had his own architectural firm for 10 years.

DAVID DURRETT – COHEN & DURRETT LEGAL, SACRAMENTO, CA: David will provide local legal counsel as he has for all of The Falls California projects. He will assist in structuring all legal contracts between the City and the project. He has more than 30 years experience in such real estate projects engaging municipalities and private developers to assure compliance with all applicable state and local laws.

TAB C
PROMINENCE HOSPITALITY GROUP

TEAM QUALIFICATIONS:

REHAN ZAID – CHIEF DEVELOPMENT OFFICER: Rehan Zaid heads the vertically integrated hospitality real estate firm which provides equity solutions for the lodging industry and asset light businesses. Prior to founding his own firm, Rehan played an instrumental role at HVS Global Hospitality Services in their Chicago office, providing close to a billion dollars in consulting and valuation services for institutional investors, sovereign funds, REITs & Family offices. Some of his projects included The Langham Hotel, The Godfrey Hotel, Hyatt Loop Chicago, Radisson Blu Aqua Building & the Apple REIT 6 sale to Blackstone for $1.2 billion.

Rehan received his Bachelor's degree from DePaul University's Driehaus College of Business with a concentration on Hospitality Leadership & Lodging Management, and a specialization in Real Estate Finance. He founded DePaul's American Hotel & Lodging Association student chapter and the DePaul Hospitality Society. He also serves on the advisory board of the DePaul University's School of Hospitality Leadership. His continued active involvement made him the 2014 recipient of DePaul University's Alumni of the Year Award.

His entrepreneurial endeavors have led him to be involved in Elgin Academy's board, where he is spearheading their first business incubator lab. Rehan's philanthropic interests led to his involvement in the Developments in Literacy (DIL) organization, where he is the Vice President of YOURDIL's national board.

Rehan has been featured in the "Executive Roundtable Series", quoted in HotelBusiness.com, The Daily Herald and local Chicago newspapers. He was recently named to Bisnow's "Chicago Real Estate's Rising Stars" and his commitment to the hospitality industry landed him a membership into the Emerging Leaders Council for InterContinental Hotel Group (IHG).

Please reference other team members and Porfolio Summary in Attachment B.

TAB D
PROJECT UNDERSTANDING

We understand that the City has for many years sought to have a full-service hotel and convention center developed on land it has assembled, having concluded that there is a compelling market demand for such a complex adjacent to the Galleria Mall. It has previously sought on past occasions to accomplish private development of such a complex. There have previously appeared to be two major obstacles that have impeded moving forward with this development: (1) full service hotels unwillingness to subsidize what has previously been a money-losing convention center; and/or (2) the City's unwillingness to subsidize such losses.

What would seem to make this development feasible at this time, where it has not been in the past, is the pioneering emergence of The Falls Event Center who has learned and proven that an event-style convention center can operate profitably without operating public subsidies or their inclusion as a loss leader into a full-service hotel model. The Falls' current nine operating facilities all have net positive operating income. Similarly, The Falls' hotel partner, Prominence Hospitality Group, has a history of profitable operations, premier guest experience, classy venues, and experience in satisfying municipal RFPs. Through a unique public-private partnership in which the City's investment is limited to supporting public improvements (to be described in the Financial Proposal section) surrounding the hotels and event center, the project would finally seem to be able to be realized.

TAB E
DEVELOPMENT PLAN

DEVELOPMENT PROPOSAL: The Falls would be the overall developer of the project, with a hotel developer and restauranteur working in concert to provide all elements of the project. With its expertise in developing and operating event centers, The Falls would lead with its 15,000 square foot event center that is currently under construction. Thereafter, The Falls would develop a 20,000 square foot event center, and provide a main event hall that would seat 600 people utilizing round tables. The goal would be to increase demand with the operation of the conference facilities for the hotel rooms of its hotel partner Prominence and Embassy Suites brand. The hotel component would be divided into two phases in order to address current market demands and in order to allow for different options for guests. The restaurant would be constructed within the first hotel. Due to market demands, it is anticipated that the first hotel or first phase would be 130 - 150 rooms and the second hotel up to an additional 100-120 rooms with a combination not to exceed 250.

The overall project would be developed as a planned unit development ("PUD"), with the hotel(s), event center and the parking and landscaped areas on separate legal parcels, although the parcels would be integrated using cross easements and restrictive covenants (ECRs). Separate parcels would allow for separate ownership and financing, with the City owning and developing the parking and landscaped areas (the "Common Areas"). The cost of repairing and maintaining the common areas could be allocated to all owners who use the Common Areas. The Falls and Prominence would each purchase their parcels from the City of Roseville, and each would construct its building using private financing, subject to ECRs regarding design and maintenance so that the project would have a unified appearance to the public.

The event center would be built on less than one acre of land purchased from the City at appraised value. The interior finishes for the event center would be comparable to those seen in Elk Grove and as shown on The Falls website for its other locations (thefallseventcenter.com). The center will feature a stunning water feature bordering the outdoor patio, similar to The Falls other sites. Floor plans, colored elevations and a site plan are included herein.

THE EVENT CENTER WOULD BE ABLE TO ACCOMMODATE THE FOLLOWING:

1. Business seminars, trainings, trade shows and gatherings.
2. Large family events, including weddings, reunions and dances; and
3. Community, foundation and non-profit fundraisers.

The Falls envisions being able to attract events from throughout the entire metropolitan Sacramento area as well as from San Francisco to Reno. The center would operate seven days a week from 7 am to midnight.

We believe The Falls' plan is wholly consistent with the Program Objectives of the City.

FINANCIAL PROPOSAL: As previously mentioned, the Falls would finance the purchase of the ground under its building from the City at appraised rates, would privately finance the development, construction and inside amenities with private capital from its own resources and

institutional debt capital. It proposes that the City develop and finance the ingress/egress lanes, parking, lighting, and landscaping around the event center building; similarly with the hotel. Then the City could lease such improvements to the hotel and event center for example, a 15 year period, at which time the asset could be sold to the event center and hotel at an agreed upon price, similar to other projects the City has previously been involved with.

THE FALLS-PROMINENCE DEVELOPMENT BUDGET IS EXPECTED TO CONSIST OF:

EVENT CENTER: For the first 20,000 square foot center, estimated costs include $450,000 for the purchase of the land (based upon purchase of just over 1 acre from the City at recently appraised rates of $10 a square foot), $200,000 in pre-construction costs, $5,200,000 for building construction, $750,000 in FF&E; for a total of $6,600,000. Again the event center would be privately financed with 40% of this amount is expected to come from owner equity and the balance from private institutional debt. This is similar to how most of The Falls' other operating event centers and those under construction (or about to be constructed) have been financed. (A construction estimate for the hotel and the event center is attached in Attachment C .from Sierra View General Contractor based in the Sacramento area and the general contractor for The Falls event center presently under construction nearby along with a clarifying email).

HOTEL 1: The hotel development budget is as follows: $450,000 for the purchase of the land (same basis as above), up to $27,854,000 for building construction, $200,000 for pre-construction costs and up to $2,000,000 for FF&E; for a total of $30,504,000.

The estimated budget for the rest of the site's ingress/egress, parking, lighting, and landscaping for 9 acres is estimated at $12 per square foot or $4,704,480; as estimated in discussions with Sierra View – an amount that would represent the City's investment as previously described via some public improvement bond. The Falls-Prominence would negotiate to pay a rental on such improvements during the term of an agreement with a purchase option able to be exercised.

The combined proposed $40,808,480 financial package would therefore be $36,104,000 of private sector investment versus $4,704,480 in public sector investment; or a leverage for up to $9 of every private investment for every $1 of public investment. There would also be a return on its public investment via the previously-referenced rental agreement. Moreover there would be a substantial economic development return to the City of Roseville and Placer County from this $45 million private-public investment. Finally we would want to explore any appropriate tax incentives for the project.

EVENT CENTER EXPANSION AND HOTEL 2: As market conditions may warrant in the future, The Falls plans to add on an additional 15,000 square feet to its event center and Prominence plans to add on up to another 100-120 rooms, as shown on the architectural renderings included in Attachment D.

TAB F
REQUIRED STATEMENTS/DOCUMENTS

1. The Falls hereby agrees that is will not substitute any designated members of the event center and hotel teams without the approval by City Staff, as per Section 5.0.

2. The Falls states that there is an absence of any conflict of interest as per Section 10.4.

3. Nothing in this proposal is proprietary and is thus available for public inspection and disclosure.

4. Executed copy of Proposer's Certification is attached as Attachment A.

TAB G
EXCEPTIONS

There are no proposed exceptions, alterations, or amendments to the Scope of Services or other requirements of the RFP. What we state herein is that to which we will negotiate an agreement in good faith with the City if selected.

TAB H
COMPETENCY OF PROPOSER

Neither The Falls nor Prominence has any pending bankruptcies, liens, stop payment notices, judgments, lawsuits, arbitrations, mediations, foreclosures, or any other similar actions filed or resolved in the past 7 years. No client has ever terminated a contract with The Falls, except as explained below:

With respect to the following properties, The Falls had disputes or issues –

i. **ROCKLIN** – The Falls, as seller, and Golden State Lumber Company, as buyer, mediated to success a dispute involving the area of the property sold. A sign placed on the property by the broker noted the acreage as one amount; a survey showed a smaller amount. The Falls settled by paying the buyer $55,000.

ii. **ELK GROVE** – Due to problems in the financial markets, The Falls was unable to pay the contractor on time and the contractor stopped work. The parties entered into a Completion Agreement, whereby the contractor was paid with financing obtained thereafter, and the same contractor was retained to complete the interior improvements after resolution of the earlier dispute. The contractor was paid in full for all of its work.

iii. **CLOVIS, FAIRFIELD AND LITTLETON** – With these properties, The Falls forfeited its purchase deposit, although with respect to Littleton, The Falls thereafter went back into contract and closed escrow. Littleton was unique in that the city initially rejected the proposed plans for improvements only to change its mind thereafter. The deposits were forfeited at Clovis and Fairfield.

We hereby state that the financial resources of The Falls and Prominence are satisfactory to arrange private capitalization of the proposed project, to maintain a staff of regular employees, contractors, and other personnel necessary to insure continuous performance of work, and to demonstrate that the equipment for the work contemplated is sufficient, adequate, and suitable. If selected, The Falls and Prominence are willing to provide review of its financial statements; but are unwilling to disclose those in a public setting as both are privately-held companies.

ATTACHMENT A
PROPOSER'S CERTIFICATION

I hereby propose to furnish the goods or services specified in the Request for Proposals ("RFP"). I agree that my proposal will remain firm for a period of up to ninety (90) days in order to allow the City of Roseville ("City") adequate time to evaluate the qualifications submitted.

I have carefully examined the Request for Proposals and any other documents accompanying or made a part of this RFP. The information contained in this proposal is true and correct to the best of my knowledge and is signed under penalty of perjury under the laws of the State of California. I further certify that I am duly authorized to submit this proposal on behalf of the firm as its authorized agent and that the firm is ready, willing and able to perform if awarded the contract.

I further certify that this proposal is made without prior understanding, agreement, connection, discussion, or conspiracy with any other person, firm or corporation submitting a proposal for the same product or service; that this proposal is fair and made without outside control, collusion, fraud or illegal action; that no officer, employee or agent of the City or any other proposer is financially interested in said proposal; that no undue influence or pressure was used against or in concert with any officer, employee or agent of the City in connection with the award or terms of the contract that will be executed as a result of this RFP; and that the undersigned executed this Proposer's Certification with full knowledge and understanding of the matters therein contained and was duly authorized to do so.

The Falls Event Center, LLC
NAME OF BUSINESS

SIGNATURE

John C. Newbauer, Corporate General Manager
NAME & TITLE, TYPED OR PRINTED

9067 S. 1300 W. Suite 301; West Jordan UT 84088
MAILING ADDRESS

(801) 712-4569
TELEPHONE NUMBER

jnewbauer@thefallseventcenter.com
EMAIL

Type of Organization:

____ Sole Proprietorship ____ Corporation _____ State of Incorporation

____ Partnership X Limited Liability Company

ATTACHMENT B
PROMINENCE HOSPITALITY GROUP EXPERIENCE, QUALIFICATIONS, & ORGANIZATION

EXISTING PORTFOLIO PERFORMANCE SUMMARY

	Property	Rooms	Revpar Penetration	Guest Service Scores	Awards / Recognitions
	Four Points by Sheraton Chicago O'Hare Airport	295	102%	8.1/10.0 (+1.2 Brand Average)	Starwood Four Points Property of the Year
	Four Points by Sheraton Kalamazoo, MI	149	105%	8.4/10.0 (+1.5 Brand Average)	Starwood Four Points Renovation of Year 2012
	Holiday Inn Countryside, IL	180	105%	86.5/100.0 (+3.0 Brand Average)	Under Renovation - New Prototype Design
	Holiday Inn Itasca, IL	160	90%	90.3/100.0 (+6.8 Brand Average)	IHG Renovation of Year 2012
	Holiday Inn Express Algonquin, IL	86	110%	90.0/100.0 (+6.1 Brand Average)	IHG Renovation of Year 2011 Heartbeat Market Leader
	Holiday Inn Express Kalamazoo, MI	65	115%	91.4/100.0 (+7.5 Brand Average)	IHG Renovation of Year 2013 Heartbeat Market Leader
	Holiday Inn Express Roselle, IL	101	102%	91.0/100.0 (+7.1 Brand Average)	New Prototype Conversion w/ Attached Banquet Center
	Wyndham Garden Buffalo Grove, IL	155	102%	8.2/10.0 (+0.2 Brand Average)	Under Renovation - New Prototype Design

	Property	Rooms	Revpar Penetration	Guest Service Scores	Awards / Recognitions
	Hampton Inn Collinsville, IL	71	120%	82.1/100.0 (+7.1 Brand Average)	Hilton Salt Scores Recognition Trip Advisor Award Winner
	Country Inn & Suites Sycamore, IL	73	115%	9.0/10.0 (+1.0 Brand Average)	Carlson President Award Trip Advisor Award Winner
	Country Inn & Suites Appleton, WI	106	105%	8.7/10.0 (+0.7 Brand Average)	Under Renovation - New Prototype Design
	Comfort Suites Schaumburg, IL	100	103%	9.2/10.0 (+1.1 Brand Average)	Choice Platinum Award Trip Advisor Award Winner
	Comfort Suites Elgin, IL	80	118%	9.4/10.0 (+1.3 Brand Average)	Choice Gold Award Trip Advisor Award Winner
	Fairfield Inn & Suites Valparaiso,IN	65	95%	9.1/10.0 (+0.6 Brand Average)	Under Renovation - New Prototype Design
	Grandstay Inn & Suites Appleton, WI	80	95%	9.2/10.0 (+1.0 Brand Average)	Under Renovation - New Prototype Design

PRIOR HOTELS MANAGED AND OWNED

Country Inn & Suites
Indianapolis, IN

Country Inn & Suites
Rocky Mount, NC

Country Inn & Suites
Manteno, IL

Comfort Inn & Suites
Dixon, IL

Hampton Inn
Beloit, WI

Hampton Inn & Suites
Natchez, AR

Holiday Inn Express
Lansing, IL

Holiday Inn Express
Mundelein, IL

Holiday Inn
Gurnee, IL

Holiday Inn
Matteson, IL

Holiday Inn Express
Vernon Hills, IL

Fairfield Inn & Suites
Columbia, SC

HOTELS CONSTRUCTED AND RENOVATED

Country Inn & Suites
Indianapolis, IN

Country Inn & Suites
Rocky Mount, NC

Country Inn & Suites
Manteno, IL

Comfort Suites
Schaumburg, IL

Comfort Suites
Elgin, IL

Comfort Inn & Suites
Dixon, IL

Candlewood Suites
Aurora, IL

Fairfield Inn & Suites
Columbia, SC

Hampton Inn
Beloit, WI

Hampton Inn & Suites
Natchez, AR

Hyatt Place
Rogers, AR

Hyatt Place
Fort Worth, TX

Hyatt Place
College Station, TX

Holiday Inn Express
Kalamazoo, MI

Holiday Inn Express
Little Rock, AR

Holiday Inn Express
Searcy, AR

Holiday Inn Express
Vernon Hills, IL

Holiday Inn Express
Niles, IL
(Under Construction)

Holiday Inn
Countryside, IL
(Under Renovation)

Four Points by
Sheraton
Chicago O'Hare
Airport
(Under Renovation)

Four Points by
Sheraton
Kalamazoo, MI

PEARLSHIRE CAPITAL GROUP

PROMINENCE HOSPITALITY GROUP

Professional References

Robert G. Farina
First Midwest Bank

Matt Dennison
Commercial Relationship Manager
Midland States Bank

Brian Baginski
Vice President
Sr. Relationship Manager
U.S. Bank

Maryum Ashraf
HEITMAN

James Ozga
Wells Fargo Bank, NA
Vice President

Chris Williams
Senior Vice President
GE Capital Americas

Brendan Miller
Chief Investment Officer | Co-President
Thorofare Capital, Inc.

Matthew Bogusz
City of Des Plaines
Mayor

Gayle Smolinski
Village of Roselle
Mayor

Sean McDermott
City of Countryside

Andrew Przybylo
Villlage of Niles
Mayor

Sarang (Sar) Peruri
Principal
Oxford Capital Group, LLC

Nate Sahn
Senior Vice President
CBRE Hotels | Capital Markets

Truitt Alday
Vice President
Jones Lang LaSalle
Hotels & Hospitality

Scott Kaniewski
Senior Vice President
Hospitality Real Estate Counselors

Gregory A. LaBerge
Chief Administrative Officer
Marcus & Millichap

Scott Gold
Area Vice President
Lodging Development
Marriott International, Inc.

Shawn Siemers
Intercontinental Hotel Group
Franchise Development

Jamey Cua
Franchise Relations
Starwood Hotels & Resorts Worldwide, Inc.

Matt Wehling
Senior Vice President – US & Canada
Hilton Worldwide, Inc.

Adam Docks
Perkins Coie LLP
Partner

Brad Winczewski
Citgo

Russ Crooks
Phillips 66

Danny Baker
Marathon

BASK
DEVELOPMENT & MANAGEMENT

Resume

Bimal Doshi, Managing Partner
Cell: 847.772.8859

Responsibilities:

Bimal serves as partner and shareholder in BASK Development, Inc. His primary duties focus on hotel asset management and overall hotel investment management – from raising project debt and equity, assisting the in-house construction and management departments, to working directly with clients/partners to ensure requirements are met. As an owner himself in existing hotels, Bimal is aware of all the facets involved in a successful hotel investment.

Professional Experience:

BASK Development, Inc. (2002- Present)

- 13 years in hotel development, construction & management
- Directly involved in the development, design, construction and management of multiple hotels
- Served in various managerial roles at the hotel level
- Successfully negotiated and procured hotel construction projects and hotel management contracts for BASK Development, Inc.

International business machine (ibm) (1996-2002)

- Computer Engineer – designed proprietary operating system for high-end computing

Education:

- Bachelor of Science (BS), Computer Engineering
  - Purdue University, West Lafayette, IN – 1998
  - Graduated Magna cum laude
- Master of Science (MS), Computer Engineering & Physics
  - University of Texas, Austin, TX – 2001

Continuing Education / Certifications:

- Certified Hotel Administrator (CHA) by AH&LA
- Certified Hotel Owners (CHO) by AAHOA
- US Green Building Council – various classes, working toward LEED AP Certification

BASK
DEVELOPMENT & MANAGEMENT

Resume

Paul Busching, Managing Partner
Cell: 815.761.0302

Responsibilities:

Paul serves as partner and shareholder in BASK Development, Inc. His primary duties include spearheading the construction efforts at BASK Development, Inc.—from bidding, contracting, and overseeing design professionals to personally handling permitting, bidding and construction subcontracting to FF&E coordination. Paul is also responsible for the maintenance and renovation/capital-improvement programs at existing properties.

Professional Experience:

- 30 years in commercial construction management
- Managed projects in over a dozen states and the District of Columbia
- Direct responsibility for the construction of over three dozen hotels; representing brands ranging from Holiday Inn Express to Hyatt Place and independent boutique properties
- Winner of multiple AGC and ABC awards for construction quality

Education:

- Bachelor of Science, Civil Engineering
  - Clemson University, Clemson, SC – 1985
- Graduate Coursework, Architectural Engineering / Project Management
  - University of Texas at Austin, Austin, TX – 1985-86
- Master of Business Administration
  - Northern Illinois University, DeKalb, IL – 2005

Continuing Education / Certifications:

- Associated Builders & Contractors' Project Management Institute
- US Green Building Council – continuing education toward LEED AP Certification

J. MARK ANTOLIK C.H.A.

Chicago, IL • P: 630-333-3155 • jmarkantolik@juno.com

~ VICE PRESIDENT OF OPERATIONS ~

Multi-dimensional leader offering a 30+ year hospitality career steering properties through startup, change, revitalization, turn around and accelerated growth. Impressive career history optimizing productivity, improving profitability and P&L performance. Visionary, strategist, and transformational leader of an exceptional team that outperformed an aggregate $93 million budget. Possess a rich mix of Sales, Marketing, Brand Building, Global Systems Management, and Hospitality Leadership. A natural leader with strong team building skills that inspire and empower individual members to perform beyond expectations.

- **Hotel Portfolio Management/Strategic Planning**
- **Budgeting, P&L Leadership/Forecasting**
- **Regional Hotel Sales & Marketing Leadership**
- **Competitive Practices & Industry Trends**
- **Operations & Cultural Vision/Mission**
- **Marketing & Community Relations**
- **Influencer/Innovator/Game-Changer**
- **Team Recruitment/Development**

EXECUTIVE HIGHLIGHTS

- **Multi-Property Hotel Management**: Turned around, revitalized, improved performance, renovated, repositioned and formed strategy of 32 properties. (21 at max, average of 12)
- **Hospitality Sales & Business Development**: A growth catalyst and driving force behind share growth (RevPAR), average daily rates (ADRs), and high Guest satisfaction scores.
- **Marketing and Promotions**: Strategy team member relative to identifying property opportunity and formulating and implementing promotions that drive awareness and share.

LEADERSHIP SNAPSHOT

Community Relations: solid reputation with Asset Managers, Hotel Owners, Finance, HR, and Revenue Management to leverage capabilities and drive sustainable profit margin.

Entrepreneurial Leader & Motivator: hired and built the human infrastructure, team built systems and processes that deepen the customer relationship, engagement, value, and growth.

PROFESSIONAL EXPERIENCE

BASK Development and Management (2014 – Present) **Chicago, IL**

Alliance Hospitality Management LLC (2004-2014) **Raleigh, NC**

Senior Vice President of Operations (2012-2014)
Vice President of Operations (2009-2012)
Director of Operations - Axis(2005 – 2009)
General Manger - Axis(2004)

- Directed the Vision and Strategy for Operational Excellence, Business Planning, Sales and Marketing to result in lead position share shift, high associate retention and exceptional guest satisfaction.
- Achieved P&L/Budget targets; created an unbridled culture and environment that encouraged teamwork and Guest satisfaction; attained growth in 95% of the portfolio.
- Key Executive Committee member, delivering insights on strategies and programs that elevate market share, RevPAR, room nights, ADR, local, regional, and global brand competitive performance.
- Built the strategic direction for brand identity, positioning, image, marketing, advertising, and revenue forecasting; developed/wrote business plans, and led ownership meetings.
- Developed and orchestrated the desired SOP's for the division.
- Ensured properties are in compliance with brand standards, company initiatives, performed audit practices for HR, Accounting, IT and Sales.
- Oversee communication to customers related to long term vision and strategies and ensuring timely and proactive communication to all stakeholders.
- Directed property leadership in revenue growth, market share performance and sales initiatives in coordination with the corporate support team to achieve desired goals.

- Maintain trained and effective General Managers in position; ensure proper staffing of all Executive level positions to achieve individual property and Division goals.
- Effectively act as a mentor to the property Executive Committee resulting in High Potential leaders that can advance and grow in the organization.
- Create and implement strategies to create a positive, thriving culture and elevate associate team member satisfaction to achieve employer of choice status, low turnover and high productivity.
- Create and support strategies to continuously elevate guest experiences and guest survey results.
- Infuse the properties with a Culture that speaks to the values of the organization creating positive and effective work environments while maintaining their individual brand.
- Participate and maintain active company and community relations while taking part in corporate activitives and meetings.
- Provide leadership oversight on special projects, transitions and new property openings.
- Ensure implementation of Alliance SOP's, finanancial systems, HR initiatives and culture immersion at all new and transitioned properties.
- Create and implement innovative solutions that result in company and divisional market differentiators.
- Act as liaison with the owners of the properties ensureing proper and proactive communications.
- Act as liaison with Asset mangers of the properties relative to capital expenditures, property performance review and identification of short and long term expenditures. Implementation of property improvement plans and review of any property driven capital needs.

ADDITIONAL EMPLOYMENT

Hotel Devlopement Consultant, Precedent Group
Regional Director of Operations, 21 Hotels of Lee's Inn & Suites (IN, IL, OH)
General Manager, Lee's Inn & Suites (IL)
Front Office Manager, OMNI Ambassodor East, OMNI Jacksonville, FL
Restaurant Manger, Juliette's – OMNI Jacksonville, FL
Banquet Manager, OMNI Jacksonville, Marriott Jacksonville, FL
Room Service Manger , OMNI Jacksonville, FL
Food and Beverage Manager – Sheraton St John Jacksonville, FL; Holiday Inn Kingsland, GA

EDUCATION / CREDENTIALS

Cornell University
Masters Certificate in Hotel Administration (Enrolled)

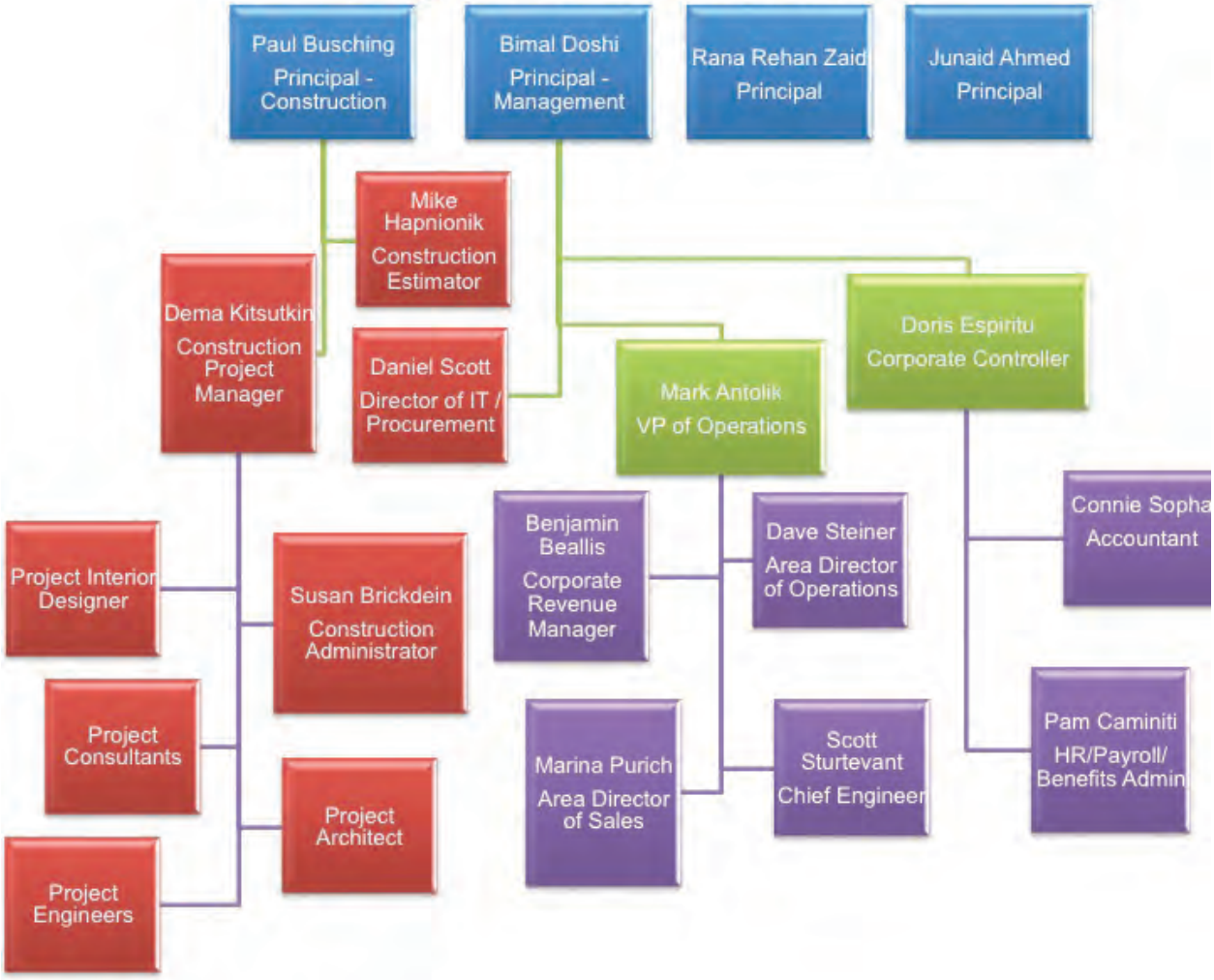
Educational Institute of American Hotel / Lodging Association
Certified Hotel Administrator - 1997

Jones College • Florida State College
Bachelor of Arts Studies (3 Years)

Professional Development: Marriott Training Programs, Marriott certified Sales Edge Trainer, EID Administrator, Hilton Training Programs, IHG Training Programs, Starwood Training Programs, OMNI Management Career Path program

Awards: Relative to properties. ***Marriott property awards in Platinum, Gold and Silver, Lobby Renovation of the Year – Marriott, Most improved RevPAR award - Marriott,*** **Highest Profit Award** - Lee's Inn & Suites, **Torchbearer Award** - IHG, **Hotel of the Year** – OMNI Jacksonville, **Hotel of the Year** – Sheraton St. John

Prominence Hospitality Group, LLC
Organizational Chart



ATTACHMENT C
SIERRA VIEW CONSTRUCTION ESTIMATE

Sierra View
GENERAL CONTRACTOR
Building with a Difference

April 4, 2016

Rehan Zaid
Pearlshire Capital Group
1701 E. Woodfield Road
Schaumburg, IL 60173

Dear Mr. Rehan Zaid

RE: Hotel and Event Center preliminary budget

Rob Downey with Flint Builders and I appreciate the opportunity to present a preliminary budget for the hotel and conference center. Our preliminary budget is based on the Embassy Suite Prototype Design Option III, Version 2 side by side, suites and the cost of the current event center enlarged to 20,000 SF with a main hall to hold 850 guest seating. Attached is an itemized breakdown of costs for the two structures for your review.
Listed below is a summary breakdown of the costs to construct:

Hotel Construction	153,400 SF	$27,854,000
Site improvements	146,000SF	$ 1,393,000
Conference Center	20,000 SF	$ 5,139,742
Site improvements	165,000SF	$ 1,934,870
Total Construction Costs		**$36,321,612**

Additive Alternates

1. Recommended Design Contingency 5%	$1,822,793
2. Recommended Escalation Contingency	$1,393,000

Deductive Alternates

1. Delete meeting rooms	($1,318,000)
2. Delete Food Service Equipment	($464,000)

Exclusions:
All permits, fees and utility hook up charges
Architectural and Engineering costs
Offsite work
FF&E
Preconstruction & design fees
Audio and Video equipment or installation

Let me know if you have any questions.

Sincerely,
Sierra View General Contractor

Mark Davis

Mark Davis
President

Roseville Embassy Suites Hotel
Schematic Design Documents Statement of Probable Cost

Hotel Construction Cost Summary

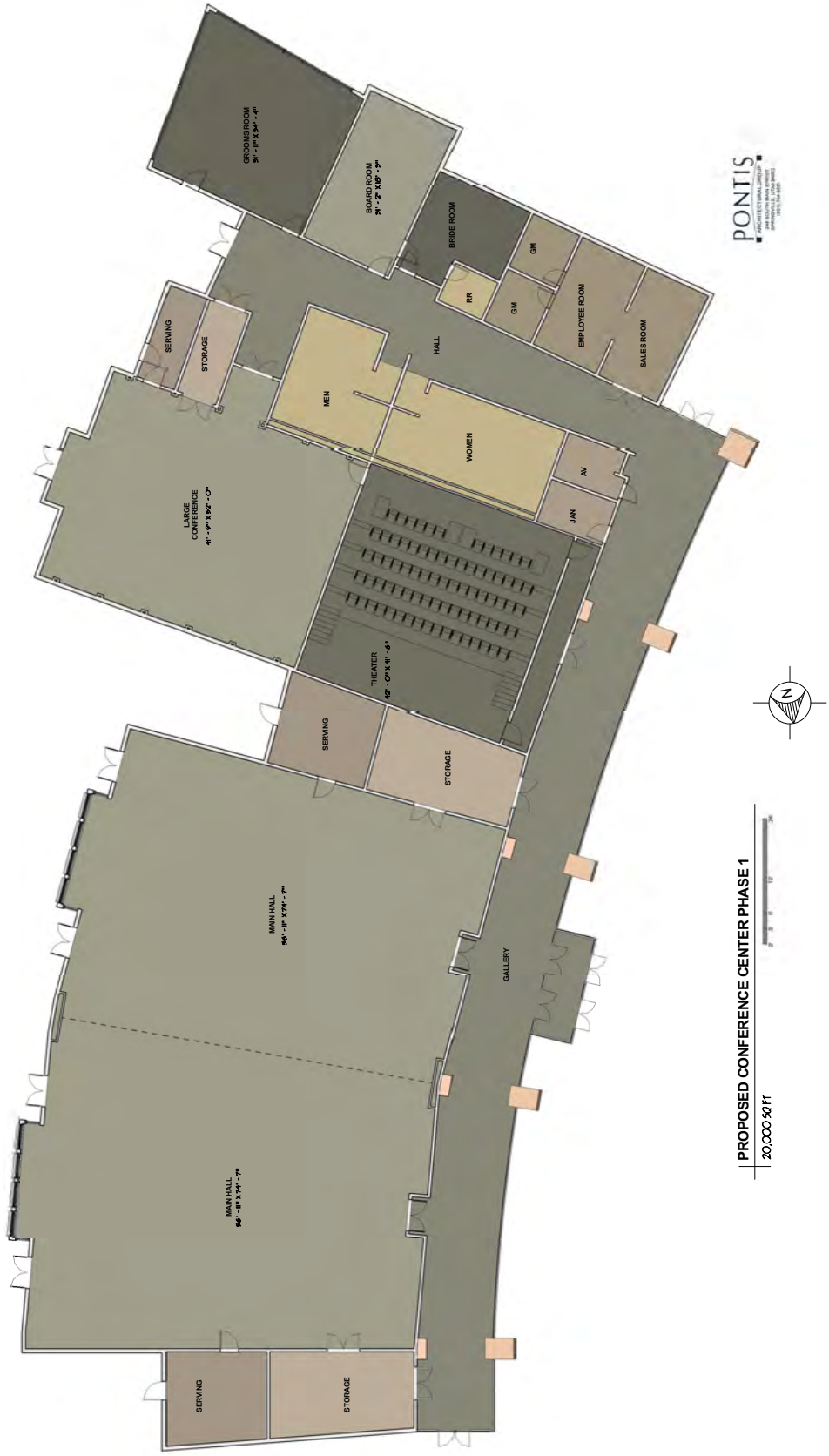
Division (Per CSI Master Format 2004)		Total	Cost / SF
01 General Requirements		$1,001,000	$6.53
02 Existing Conditions			
03 Concrete		$5,352,312	$34.89
04 Masonry			
05 Metals		$653,400	$4.26
06 Wood, Plastics, & Composites		$966,765	$6.30
07 Thermal & Moisture Protection		$650,180	$4.24
08 Openings		$1,640,700	$10.70
09 Finishes		$6,672,290	$43.50
10 Specialties		$160,000	$1.04
11 Equipment		$437,500	$2.85
12 Furnishings			
13 Special Construction		$173,950	$1.13
14 Conveying Equipment		$690,000	$4.50
21 Fire Suppression		$473,780	$3.09
22 Plumbing		$2,070,900	$13.50
23 Heating, Ventilating, & Air-Conditioning		$2,070,900	$13.50
25 Integrated Automation			
26 Electrical		$1,380,600	$9.00
27 Communications		$460,200	$3.00
28 Electronic Safety & Security		$306,800	$2.00
31 Earthwork			
32 Exterior Improvements			
33 Utilities			
Subtotal		**$25,161,277**	$164.02
General Conditions	5.0%	**$1,200,000**	$7.82
Bonds & Insurance	1.6%	**$421,780**	$2.75
Subtotal		**$26,783,058**	$174.60
Preconstruction & Design Fees		**Excluded**	
Subtotal		**$26,783,058**	$174.60
Design Contingency	5.0%	**See Add Alternate**	
Escalation	5.0%	**See Add Alternate**	
General Contractor Fee	4.0%	**$1,071,322**	$6.98
Total Construction Cost		**$27,854,380**	**$181.58**

Roseville Embassy Suites Hotel
Schematic Design Documents Statement of Probable Cost

Event Center Construction Cost Summary

Division (Per CSI Master Format 2004)		Total	Cost / SF
01	Construction Staking and Site Survey	$20,769	$1.04
02	Cast In Place & Precast Concrete	$551,260	$27.56
03	Masonry	$389,067	$19.45
04	Structural Steel and Miscellaneous Metal Fabrications	$325,074	$16.25
05	Rough Carpentry	$523,463	$26.17
06	Finish Carpentry & Architectural Woodwork	$166,456	$8.32
07	Cabinets and Millwork	$28,140	$1.41
08	Thermal and Moisture Protection	$38,927	$1.95
09	Roofing and Sheet Metal Flashing, Metal & Composite Panels	$492,499	$24.62
10	Weather Barrier	$64,694	$3.23
11	Sealants And Caulking	$11,150	$0.56
12	Doors, Frames and Hardware	$145,103	$7.26
13	Aluminum Entrances and Storefront	$270,230	$13.51
14	Plaster Finishes	$193,284	$9.66
15	Metal Framing and Gypsum Board Assemblies	$203,300	$10.17
16	Tiling	$82,586	$4.13
17	Acoustical & Wood Ceilings, Acoustical Treatment	$140,245	$7.01
18	Resilient Flooring and Carpet	$180,166	$9.01
19	Painting	$76,695	$3.83
20	Wall Covering	$22,143	$1.11
21	Toilet Partitions & Accessories	$31,316	$1.57
22	Miscellaneous Specialties / Fire Extingushers and Cabinets	$3,530	$0.18
23	Site Furnishings	$16,940	$0.85
24	Fire Protection	$86,479	$4.32
25	Plumbing	$183,288	$9.16
26	Heating, Ventilating and Air-Conditioning (HVAC)	$233,554	$11.68
27	Electrical, Communications, Fire Alarm, Site Electrical	$915,672	$45.78
28	Site Demo, Earthwork, Paving and Utilities	$809,126	$40.46
29	Erosion Control and Monitoring	$28,343	$1.42
30	Pavement Markings	$11,508	$0.58
31	Landscaping & Irrigation	$125,412	$6.27
	Subtotal	**$6,370,419**	$318.52
	General Conditions 5.7%	**$361,872**	$18.09
	Bonds & Insurance 1.6%	**$114,108**	$356.59
	Subtotal	**$6,846,399**	$0.30
	Preconstruction & Design Fees	**Excluded**	
	Subtotal	**$6,846,399**	$0.03
	Design Contigency 5.0%	**See Add Alternate**	
	Escalation 5.0%	**See Add Alternate**	
	General Contractor Fee 4.0%	**$285,267**	
	Total Construction Cost	**$7,131,666**	$342.32

ATTACHMENT D
PROJECT RENDERINGS, SITE PLAN, AND FLOOR PLAN



PONTIS
ARCHITECTURAL GROUP
249 SOUTH MAIN STREET
SPRINGVILLE, UTAH 84663
(801) 704-9551

PROPOSED CONFERENCE CENTER PHASE 1 & 2

35,000 SQ FT

0' 5' 10' 20' 50'

N

POOL
SERVICE
HOTEL PHASE I
HOTEL SIGN
HOTEL PHASE II
SIGN
WATER FEATURE
SERVICE
WATER FEATURE
CONF. CENTER PHASE II
GRAND PATIO
STORM WATER DETENTION AREA
CONF. CENTER PHASE I
ACCESS TO MALL
OFFICE
SERVICE
SERVICE
PRIVATE GARDEN
Harold T. Bizz Johnson Expy
Roseville Bypass
Roseville Bypass
Galleria Cir
CONFERENCE CENTER
PROPOSED SITE PLAN
SCALE = 1" = 100'
0' 50' 100' 150' 300'
N
PONTIS
ARCHITECTURAL GROUP
243 SOUTH MAIN STREET
SPRINGVILLE, UTAH 84663
(801) 794-9551 WWW.PONTISAG.COM

POOL
SERVICE
HOTEL PHASE I
HOTEL SIGN
HOTEL PHASE II
SIGN
WATER FEATURE
SERVICE
WATER FEATURE
CONF. CENTER PHASE II
GRAND PATIO
STORM WATER DETENTION AREA
CONF. CENTER PHASE I
ACCESS TO MALL
OFFICE
SERVICE
SERVICE
PRIVATE GARDEN
Galleria Cir
Harold T. Bizz Johnson Expy
Roseville Bypass
65

CONFERENCE CENTER
PROPOSED SITE PLAN

SCALE = 1" = 100'

0' 50' 100' 150' 300'

N

PROPOSED CONFERENCE CENTER PHASE 1

20,000 SQ FT

0' 3' 6' 12' 24'

N

PONTIS
ARCHITECTURAL GROUP
248 SOUTH MAIN STREET
SPRINGVILLE, UTAH 84663
(801) 704-9551

PONTIS
ARCHITECTURAL GROUP
248 SOUTH MAIN STREET
SPRINGVILLE, UTAH 84663
(801) 704-9551

PROPOSED CONFERENCE CENTER PHASE 1 & 2

35,000 SQ FT

0' 5' 10' 20' 50'

N