

# **A VISION FOR SHARED PROSPERITY**

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## **Broadway Corridor Statement of Qualifications**

**FEBRUARY 9, 2018**



**McWHINNEY**

# Executive Summary

## Our Understanding of The Opportunity

We understand that on behalf of the City, Prosper Portland and the Portland Housing Bureau are seeking to select a high quality and experienced master development partner that will be a deeply committed long-term collaborator on the redevelopment of the USPS Property. The first component of work will be the Development Planning Phase, in which the Developer will serve as an advisor to ensure creation of an implementable development plan that delivers broad-sweeping community benefits. We understand that following a successful initial phase, the Developer would ultimately have exclusive negotiation rights for the redevelopment of the USPS Property.

Essential to the partnership will be collaborating in a robust community engagement process. The Steering Committee has already articulated an extraordinarily vivid project vision and set of goals. We understand a major outcome of the community process will be a legally binding Community Benefits Agreement (CBA) achieved as part of a transparent process with specific metrics.

## Understanding Who We Are

We have provided a lot of information about our team and our experience. However, the absolute best way to learn about us, what our values are, how we deliver on our promises, and ultimately what kind of partner we will be is by hearing what others say about us.

So if you do nothing else, we encourage you to:

- Read the many letters of support from our partners, lenders, tenants, and community collaborators (most of which are in the Appendices.)
- Call any of our references, any time (3 references are listed on each project case study).

If you are up for a deeper dive into our team's track record, expertise, and ideas for the future, please read on. Our bottom line promise – we will bring all of our skills, vision, creativity and resources to deliver to the city and people of Portland three things:

**A Great Partner.**

**A Great Place.**

**Great Prosperity.**

## GREAT PARTNER

*For us, success is defined as partners with aligned goals working collaboratively toward a shared vision. All members of our team have substantial experience with this approach, specifically as part of multiple public-private partnerships (PPPs). In fact, McWhinney has recent experience developing nine PPPs, ranging from \$40 million to as much as \$5 billion at full build-out. And all of the core members of our development team have at least one to two decades of experience with PPPs.*

Our team has been assembled with a dedication to:

- Providing extraordinary expertise in similar large-scale, mixed-use, public-private projects;
- Providing deep local knowledge, relationships, and sensibility unique to Portland's culture and diversity;
- Ensuring we will be an outstanding partner for Prosper Portland and the broader community.

### The McWhinney Team

#### 1. **Master Developer**

**McWhinney** will be the master developer and sole developer entity engaged with Prosper Portland.

#### 2. **Development Team**

Working in close partnership with McWhinney throughout the development process:

**Hake Development** (affordable housing), **Sage Hospitality** (hotels and food & beverage) **André Baugh of Group AGB** (equity management), and **Bruce Wood** (public finance and project management).

#### 3. **Consultant Team**

Supporting the core development team with varying levels of involvement in the Development Planning Phase are:

**Beam Development** (entitlements and commercial development), **Mortenson** (construction planning and estimating), **Harper's Playground** (play and universal access), **Grady Britton** (branding and communications), and **Paige Powell** (art curation and education)

#### 4. **Operators/Users**

Subject to City and community support, we have two incredible organizations that would like to partner with us and find a home within the Broadway Corridor: **James Beard Public Market** (public market focused on local food and food education) and **TEDx Portland** (public talks).

#### 5. **Community Partners**

To ensure the development benefits a wide array of the city's citizens, we've built relationships with non-profit organizations to partner with, including: **Hacienda CDC**, **Boys and Girls Club of Portland**, **YMCA of Columbia-Willamette**, and **Urban Gleaners**. We're excited about adding additional community partners in the future.

## What's Unique About McWhinney?

Here are a handful of qualities that set McWhinney apart from the typical development company:

### **WE'RE HERE FOR THE LONG-HAUL**

We build with the intent of owning forever. Plan for us to be your partner for the life of the project.

### **WE DEVELOP IT OURSELVES**

We're master and vertical developers, focused on large-scale land/infrastructure development as well as residential, hotel, office, and experiential retail.

No outside capital partners pulling strings.

### **WE MANAGE IT OURSELVES**

To ensure we can maintain the long-term quality of the places we build, we manage nearly all of our projects in-house.

### **WE'RE ALL ABOUT EXCEPTIONAL PLACEMAKING**

We dedicate our resources and creativity to building beautiful and memorable places that become beloved by locals.

### **PUBLIC-PRIVATE PARTNERSHIP IS IN OUR DNA**

Nearly all of our largest projects have been achieved as part of PPPs. This is natural because we are patient, have deep resources, and are dedicated to being enduring members of the community.

**“The City of Garden Grove has enjoyed a 20-year development relationship with McWhinney. McWhinney was the pioneer developer who shared the City’s vision to create a first-class resort district. It was McWhinney’s patience, fortitude and understanding of a true Public-Private Partnership that enabled the City to realize the full potential of the Grove Resort District.”**

**Matthew Fertal**

Former City Manager  
of Garden Grove, CA

## **GREAT PLACE**

The key elements that we believe are essential to making a great place in the Broadway Corridor include a vision centered on:

- Distinctively Portland
- Ultra-Inclusive
- Comprehensive Wellness
- Extraordinary Design
- Shared Prosperity.

To achieve these goals, some of the ideas we've proposed are thorough integration of art, space for the TEDxPortland headquarters, and a serious emphasis on all things food related. This could include subsidized space to incubate small businesses, educational programs, exhibits on Portland's food culture, and partnerships with non-profits to address childhood hunger and obesity. Providing a permanent home for the James Beard Public Market would further all of these efforts.

Of course systematic sustainability is also essential. We have proposed ideas like net positive energy and water, on-site food production, green roofs, bird-safe designs, CLT construction, and a multi-modal emphasis to achieve a national model of sustainable development.

## **GREAT PROSPERITY**

Equity will be the lens through which every aspect of the development is viewed. We know that if equity is comprehensively integrated rather than addressed in only isolated ways, we will create more and better opportunities for people of color and underserved communities to remain in Portland, have good jobs, and attain wealth. That would be true shared prosperity.

We are proposing a minority developer mentorship program focused on expanding the real estate skills of local African-American businesspeople, job training, small business technical support, partnerships with groups like Hacienda CDC and the Boys and Girls Clubs, partnerships with local schools, and a thoroughly inclusive community process. We are also committed to inclusionary construction and professional services hiring practices focused on communities of color and women (with the Business and Workforce Equity programs as starting points). We have included Andre' Baugh of Group AGB on our team to help ensure we achieve meaningful success on these efforts.

# Why Partner with the McWhinney Team?



McWHINNEY

**DEEPLY EXPERIENCED WITH LARGE-SCALE, COMPLEX, MIXED-USE DEVELOPMENT**

**LONG TRACK RECORD OF SUCCESSFUL PUBLIC-PRIVATE PARTNERSHIPS**

**FINANCIALLY CAPABLE AND FOCUSED ON PROSPER PORTLAND'S FINANCIAL OBJECTIVES**

**PATIENT, LONG-TERM OWNERS THAT CAN PARTNER FOR THE LIFE OF THE PROJECT**

**SUBSTANTIAL EXPERIENCE AND RELATIONSHIPS IN PORTLAND**

**PROVEN DEDICATION TO POSITIVE CHANGE IN OUR COMMUNITIES**

**DEVOTED TO A STRONG CBA WITH METRICS CENTERED ON MEANINGFUL EQUITY**

**DEDICATED TO PUSHING THE LIMITS ON HOLISTIC SUSTAINABILITY**

**PASSIONATE ABOUT SUPPORTING ROBUST COMMUNITY ENGAGEMENT**

**CONSISTENTLY OPERATE TRANSPARENTLY WITH AN "OPEN-BOOK" APPROACH**