

CITY OF  
**RENO**





April 9th, 2019

**VISION**

Bill Thomas, AICP  
Assistant City Manager  
Office of the City Manager  
1 East First Street  
Reno, NV 89501

Dear Mr. Thomas:

**RE: Unsolicited Proposal for Development and Management of Facilities in Downtown Reno, Nevada**

The City of Reno has spent millions of dollars in the development of sports facilities in the downtown over the past twenty plus years. As the demographics of the community and the gaming industry have changed, the existing sports facilities do not provide the versatility to meet today's sports facility requirements. As a result, this significant public investment falls short of meeting community need, provides limited economic development spinoff, and is a current drain on City resources.

**CONCEPT:** The Nsports Hotel and Performance Center concept is a program that P3 Partners has developed with the assistance of Sports Facilities Advisory and Sports Facilities Management. Together with the Nsports Hotel, the Performance Center is currently being deployed in multiple locations nationally in a network of facilities specifically designed to meet the amateur athlete needs of our youth, while developing and operating wellness-based facilities, attractive to the business traveler and family as a whole.

The primary component of the Nsports Hotel and Performance Center is the development of a large volume space, that is designed for and can accommodate a wide range of activities, that can be utilized by and attract local, regional and national events. Each event bringing hundreds and thousands of new visitors to the downtown Reno for an extended period of time. Just as important as the tourism aspect of the facility, is the utilization of this diverse space by children of all ages. Integral to the success of the Nsports Hotel and Performance Center is the integration of a hotel. Because we are approaching this as an athletic, fitness and wellness facility it is important that a small number of rooms be attached directly to the sports facilities for the purposes of providing a non-smoking, family focused, wellness-based hotel. Because of the abundance of casino-hotel opportunities in the area, we are suggesting that the Nsports Hotel be less than 100 rooms. We will strive to partner with the other hoteliers in the area to provide visiting athletes and families a wide range of hospitality opportunities.

**PROPOSAL:** P3 Partners and their team of experts is proposing to invest in the repurposing of the current public facilities, i.e. (the National Bowling Stadium and Reno Events Center). The level of that investment to be determined through a comprehensive Strategic Development Plan that will analyze the sports demand and recommend the appropriate mix of sports, wellness, fitness, and other amenities necessary to maximize the utilization of these existing facilities. Once the depth and breadth of market demand is completed, a concept plan will be prepared to include improvement cost estimates, preliminary financing, and implementation schedule to be presented to the City. P3 Partners estimates that the Strategic Development Plan will be completed approximately 60 days following execution of a Development and Disposition Agreement.

With many unknowns as to prior agreements, building conditions, and market demand, we are asking the following of the City:

- Approval of an Exclusivity Agreement (EA) for a period of 120 days to include provisions to convert to a Development and Disposition Agreement.
- Funding in an amount not to exceed \$49,900 to prepare a Strategic Real Estate Development Plan to include market assessment, concept plans, preliminary cost estimates, schedule and implementation plan. The Strategic Development Plan would include the former transit site, the National Bowling Center and Reno Event Center.
- Execute a Development and Disposition Agreement with P3 Partners to implement the Strategic Development Plan, subject to the sole discretion of the City.

Thank you for your review and consideration of our team's qualifications.

Sincerely,



Steve Nielsen, Senior Partner  
P3 Partners  
775-525-5739  
Steve.nielsen@p3-partners.com





:00 AM...Olympic Trials Coming Soon...TODA

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YOUR NEW  
DOWNTOWN **RENO**  
**DESTINATION**

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FROM  
**LOCAL**  
FAMILY FUN



TO THE  
*EXCITING* **NIGHTLIFE**

AND  
**HANGING**  
*WITH* **FRIENDS**



AND LEARNING  
*SOMETHING* **NEW**





EVENTS

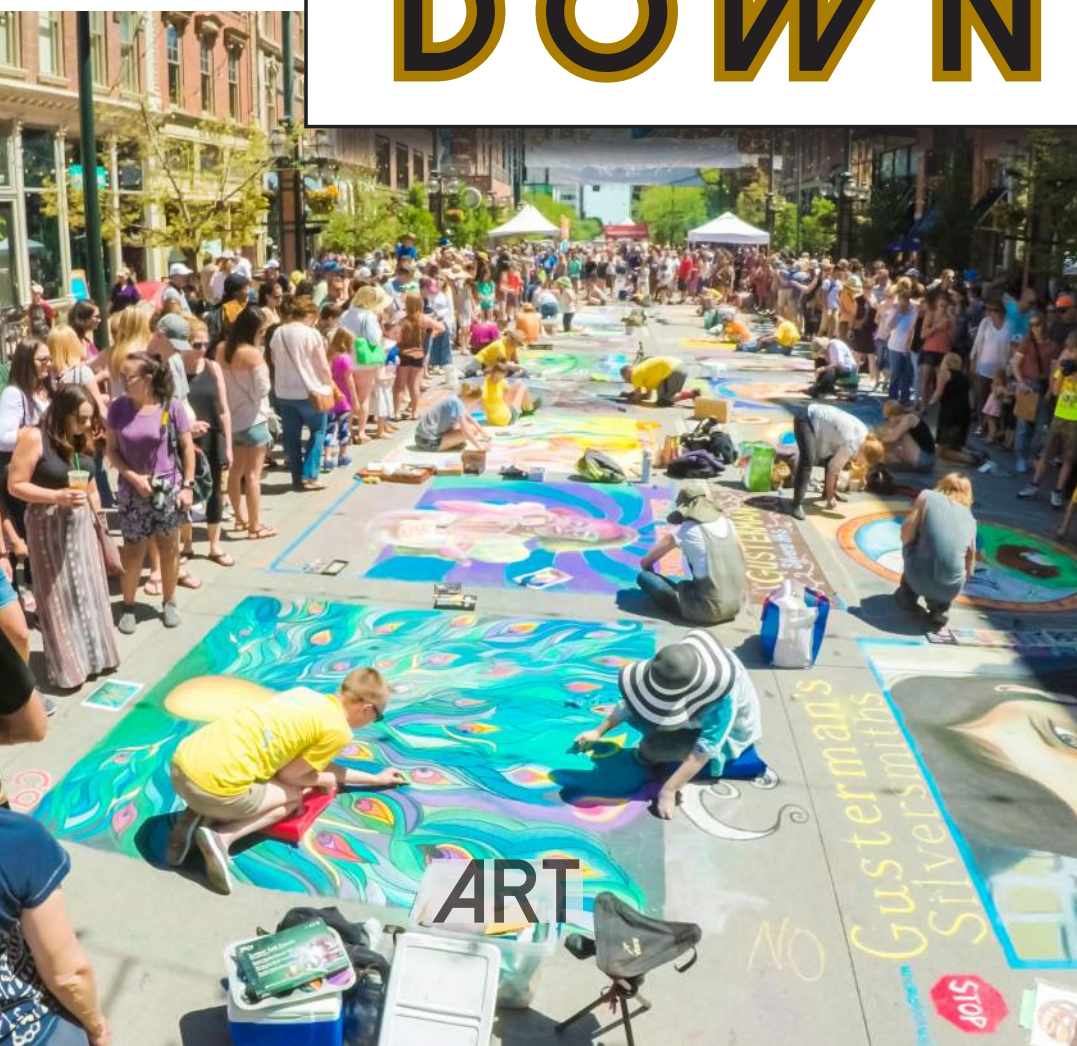


MUSIC



EDUCATION

# DOWNTOWN DIVERSITY



ART

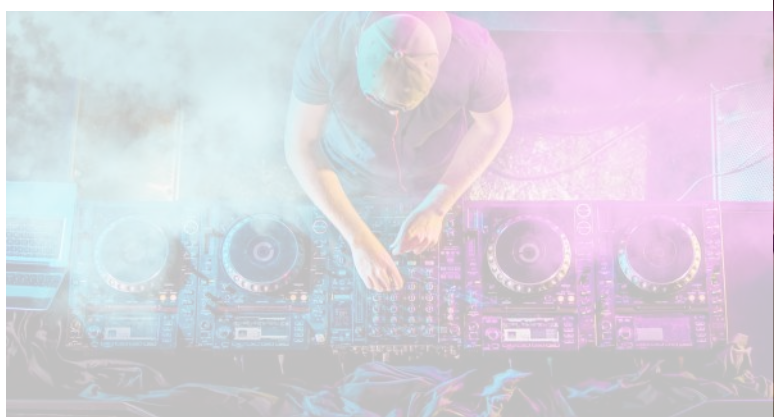
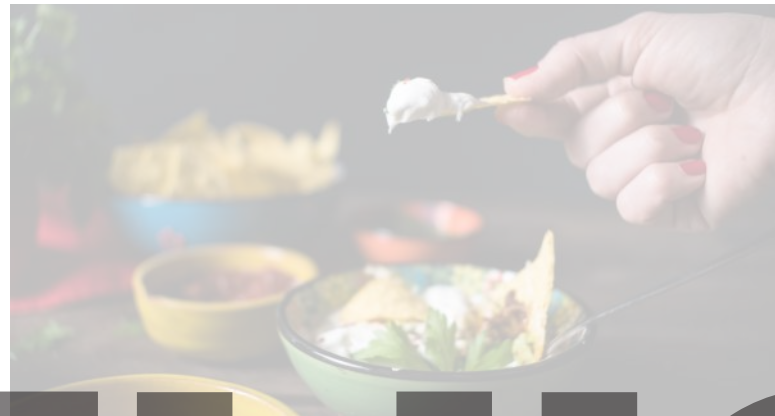


FOOD



SPORTS





THIS IS



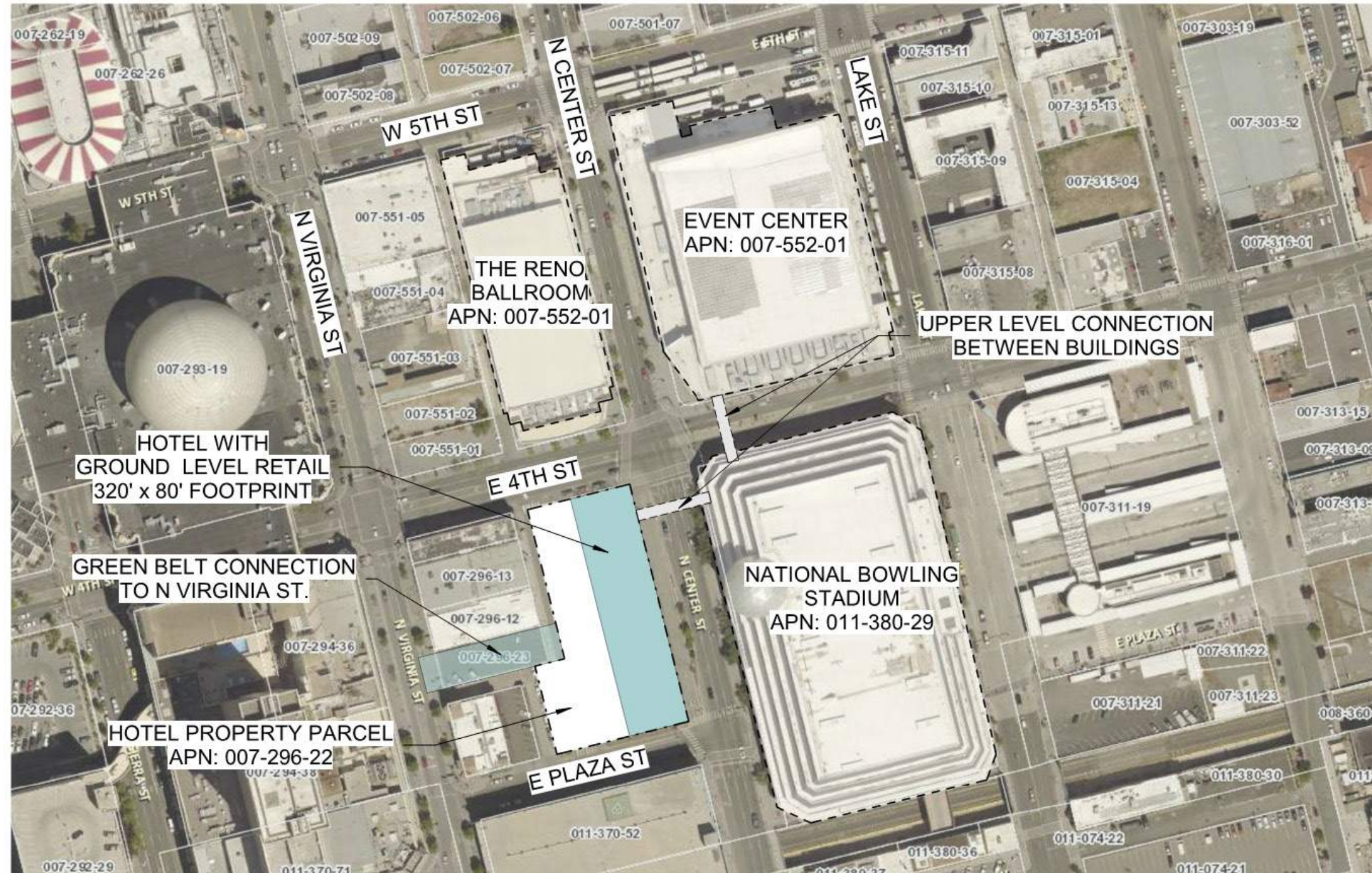
An aerial view of a city downtown featuring modern architecture. A prominent white spherical structure is visible in the background. The foreground shows a multi-story building with a grid of windows and a street with cars and pedestrians. The text 'DOWNTOWN' is overlaid in large, white, outlined letters.

DOWNTOWN

RENO

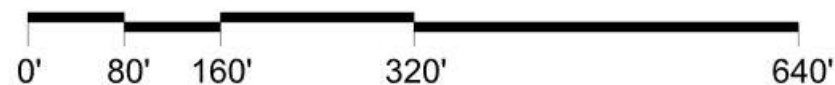


# AREA PLAN



NORTH

SCALE: 1" = 160'-0"

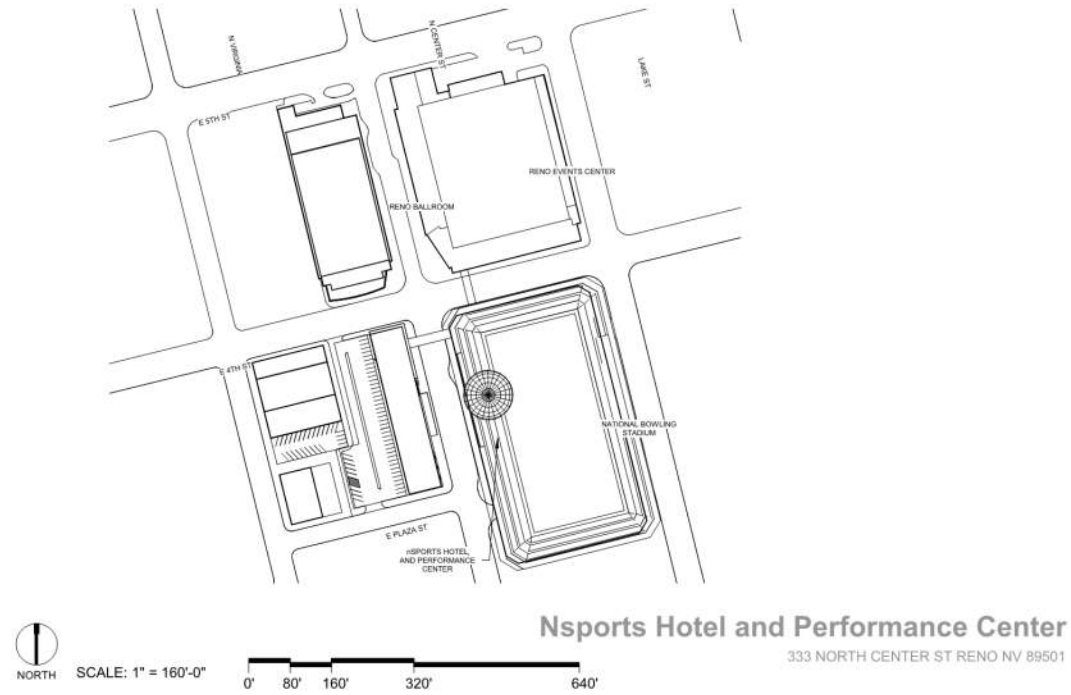


## Nsports Hotel and Performance Center

333 NORTH CENTER ST RENO NV 89501



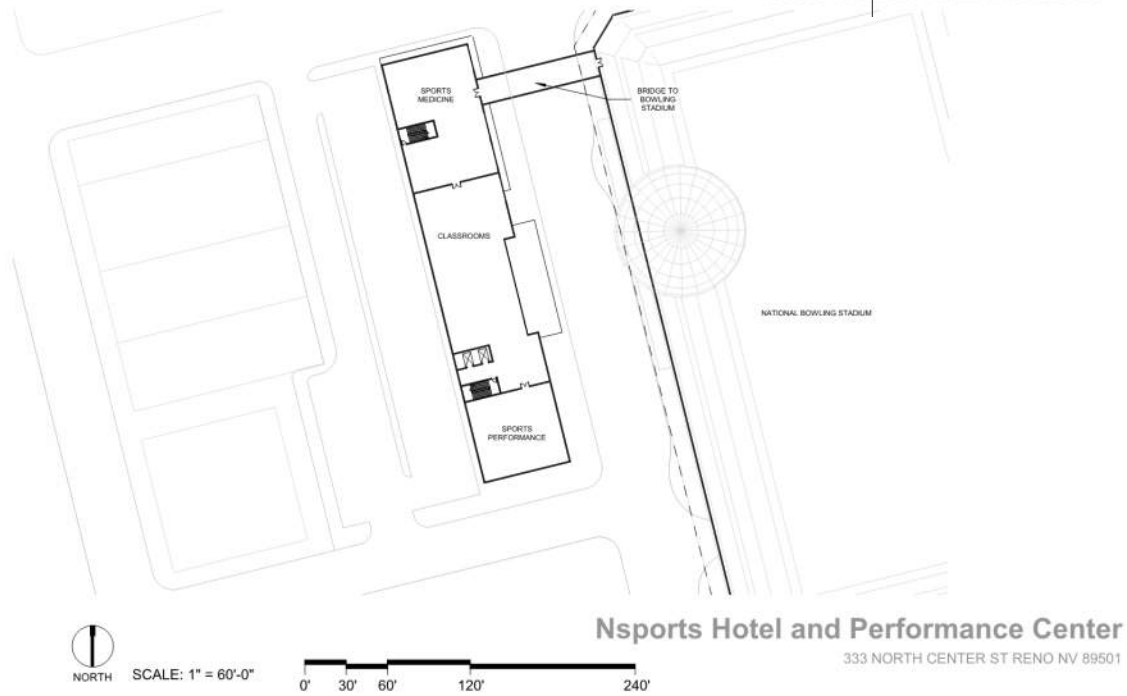
# SITE PLAN



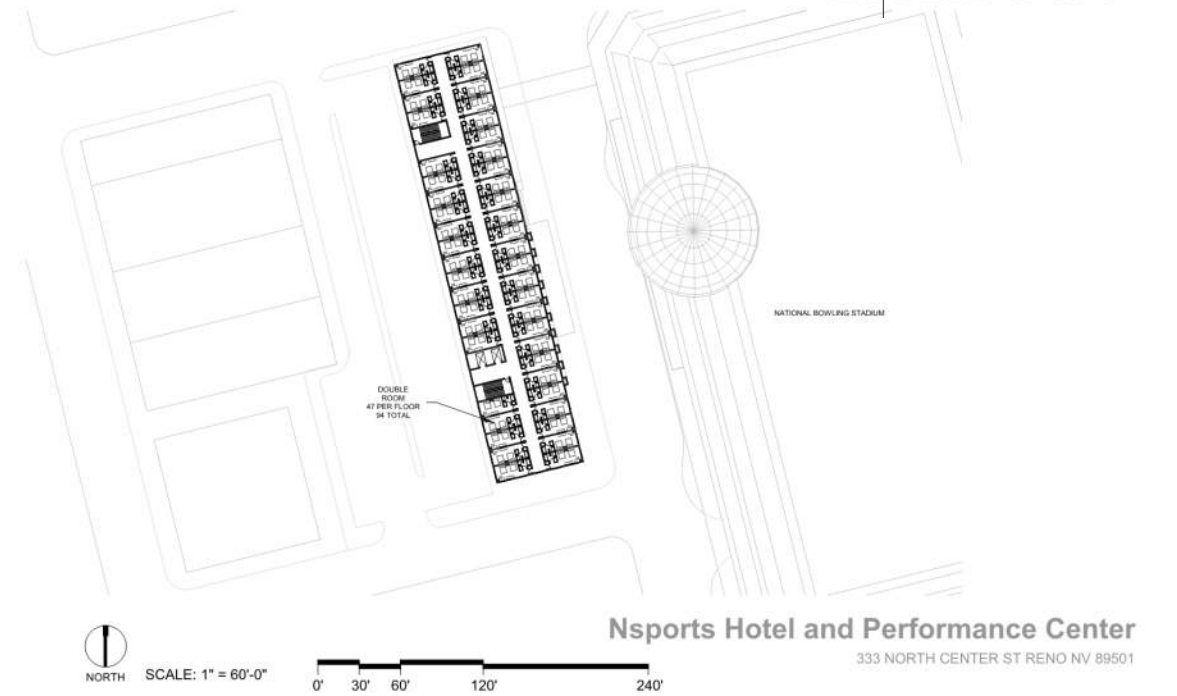
# HOTEL LEVEL 1



# HOTEL LEVEL 2

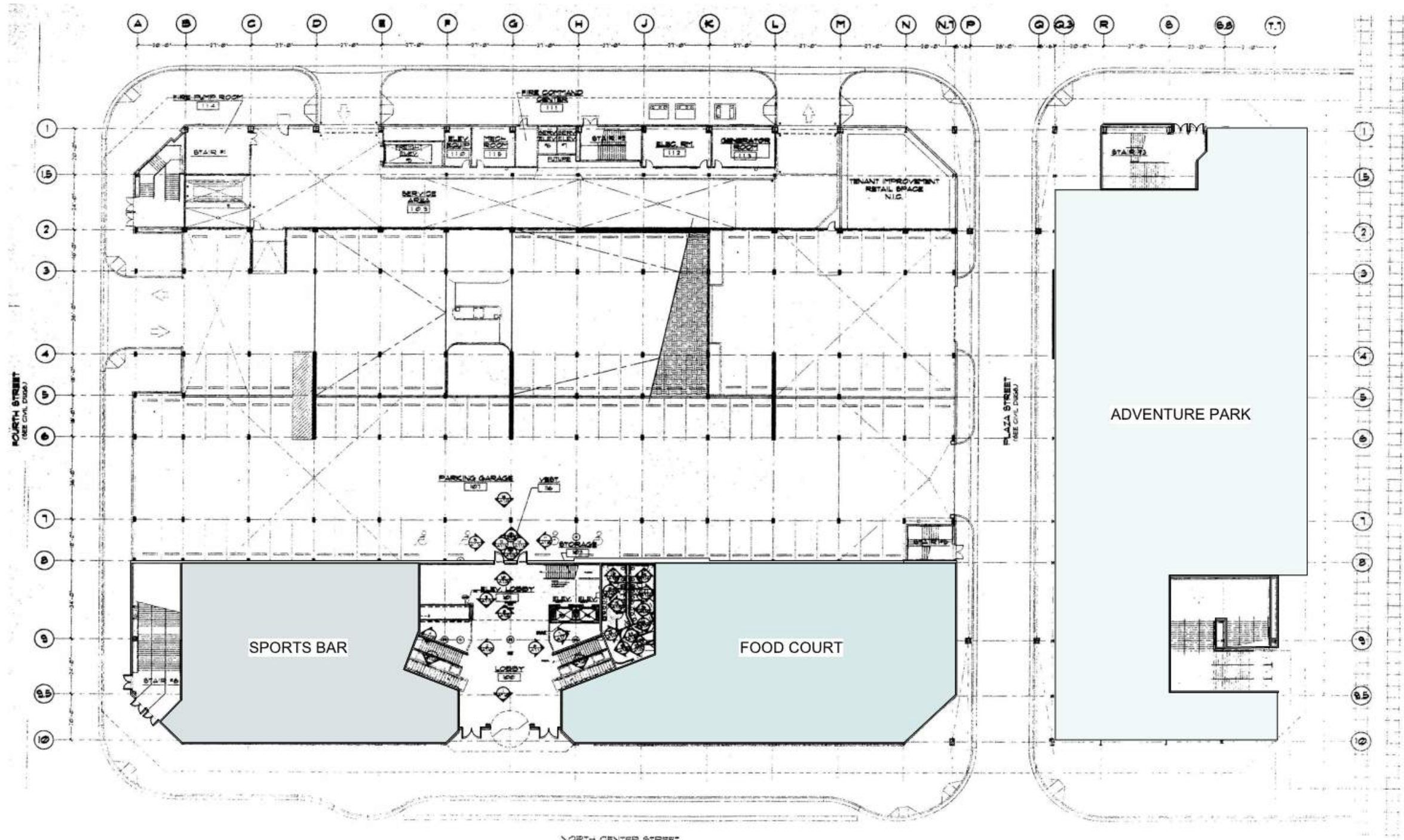


# HOTEL LEVELS 3 & 4

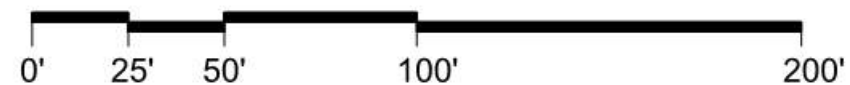




# MAIN LEVEL



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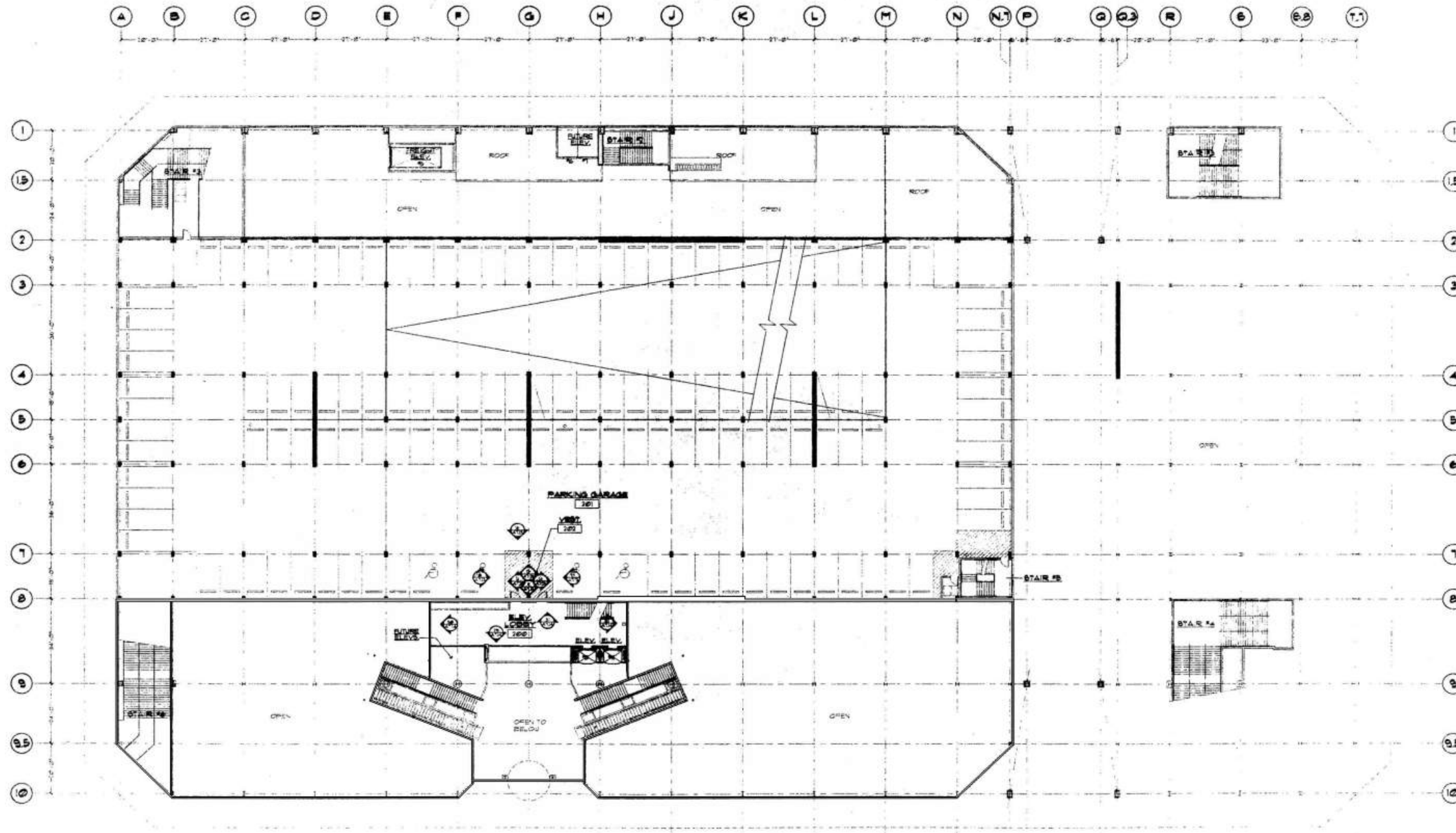


## Nsports Hotel and Performance Center

333 NORTH CENTER ST RENO NV 89501

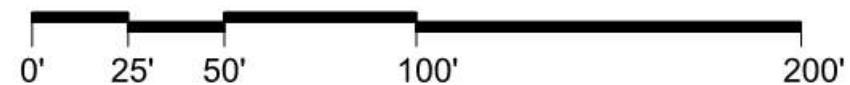


# LEVEL 2



NORTH

SCALE: 1" = 50'-0"

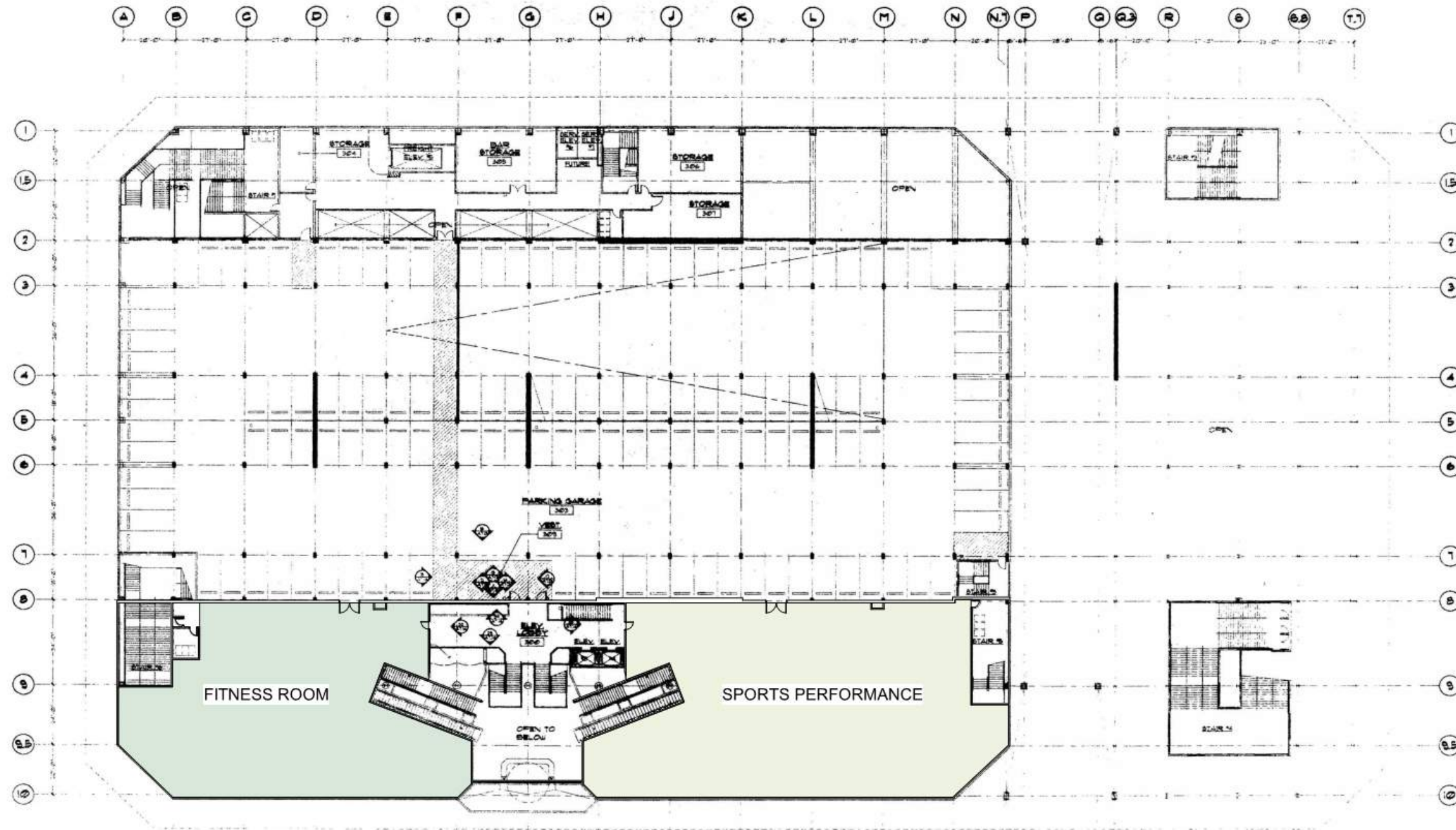


## Nsports Hotel and Performance Center

333 NORTH CENTER ST RENO NV 89501

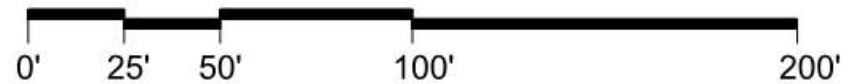


# LEVEL 3



NORTH

SCALE: 1" = 50'-0"

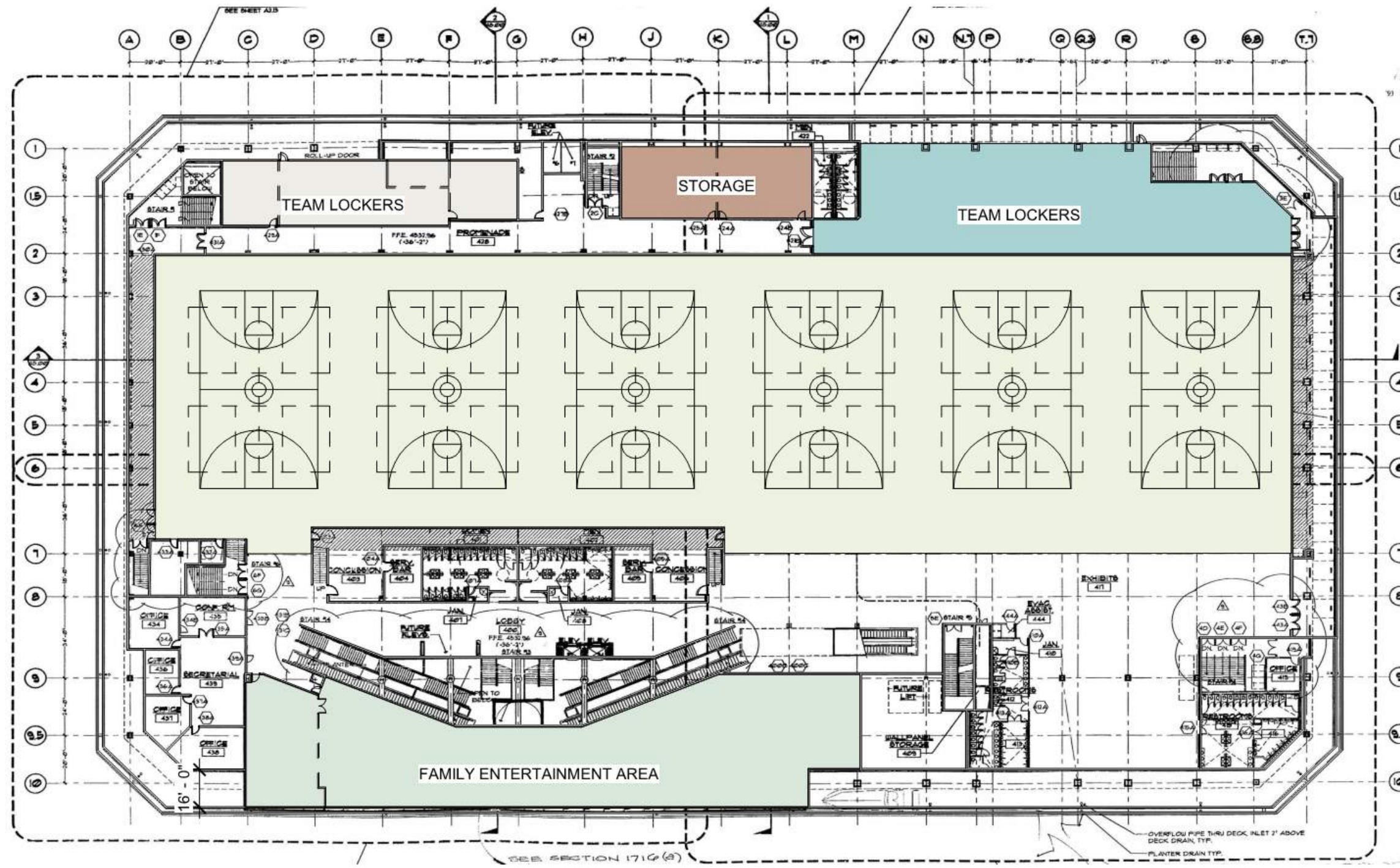


## Nsports Hotel and Performance Center

333 NORTH CENTER ST RENO NV 89501

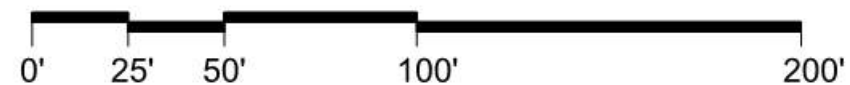


# LEVEL 4 - COURT LAYOUT



NORTH

SCALE: 1" = 50'-0"

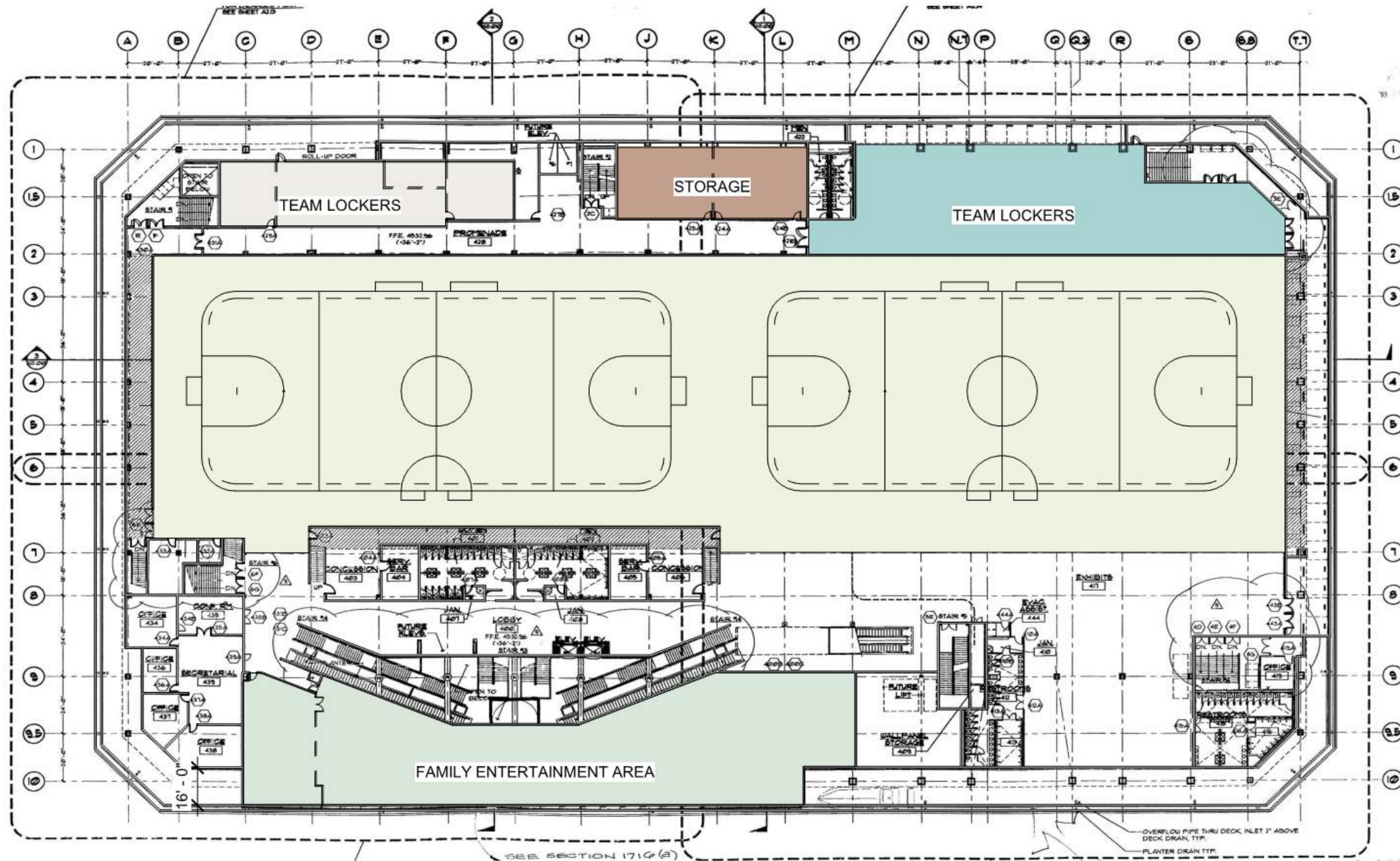


Nsports Hotel and Performance Center

333 NORTH CENTER ST RENO NV 89501

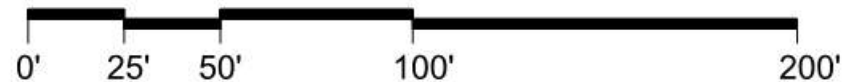


# LEVEL 4 - INDOOR SOCCER LAYOUT



NORTH

SCALE: 1" = 50'-0"

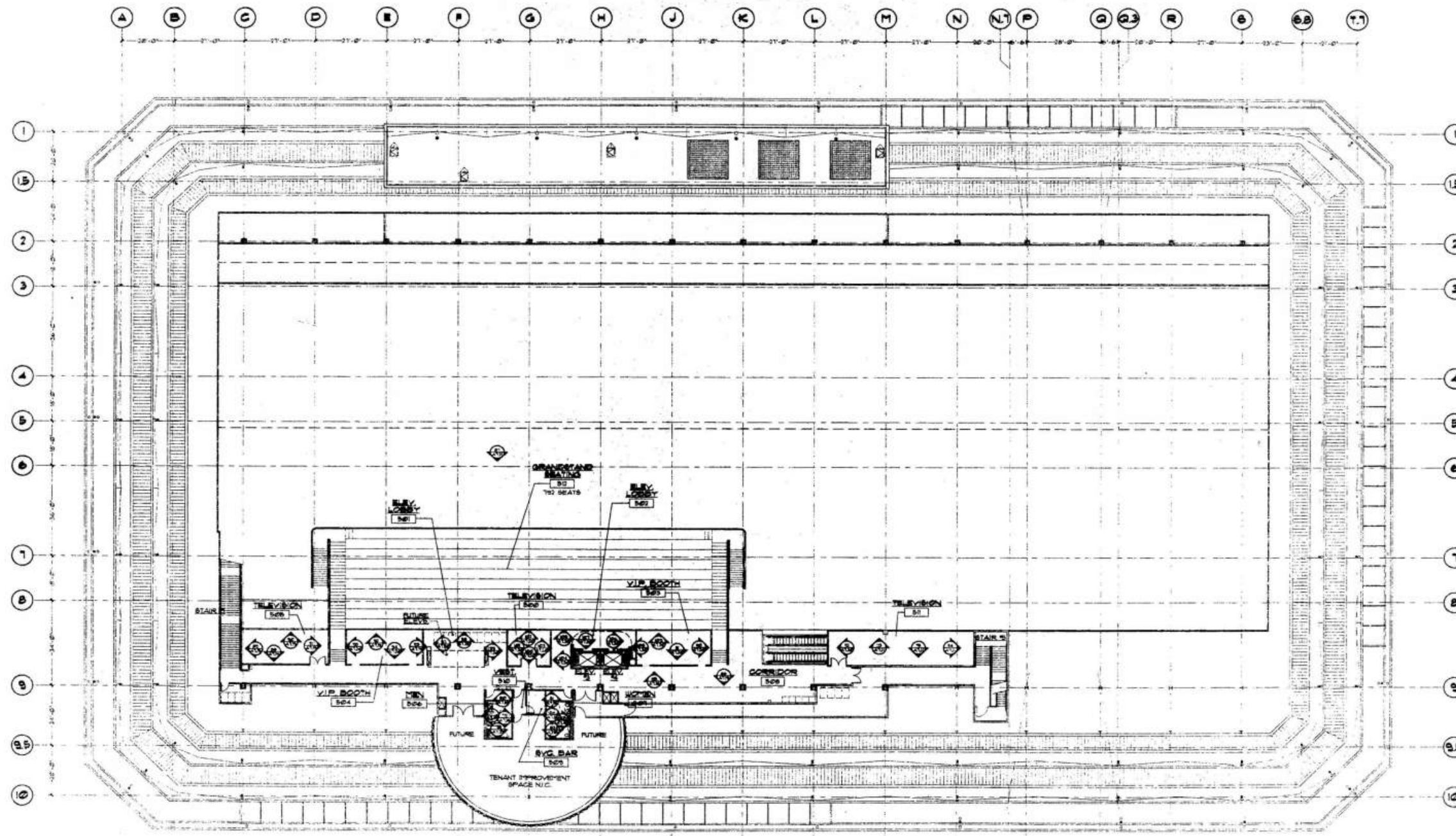


Nsports Hotel and Performance Center

333 NORTH CENTER ST RENO NV 89501

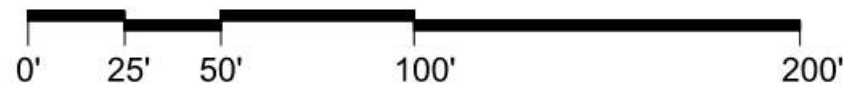


# LEVEL 5



NORTH

SCALE: 1" = 50'-0"

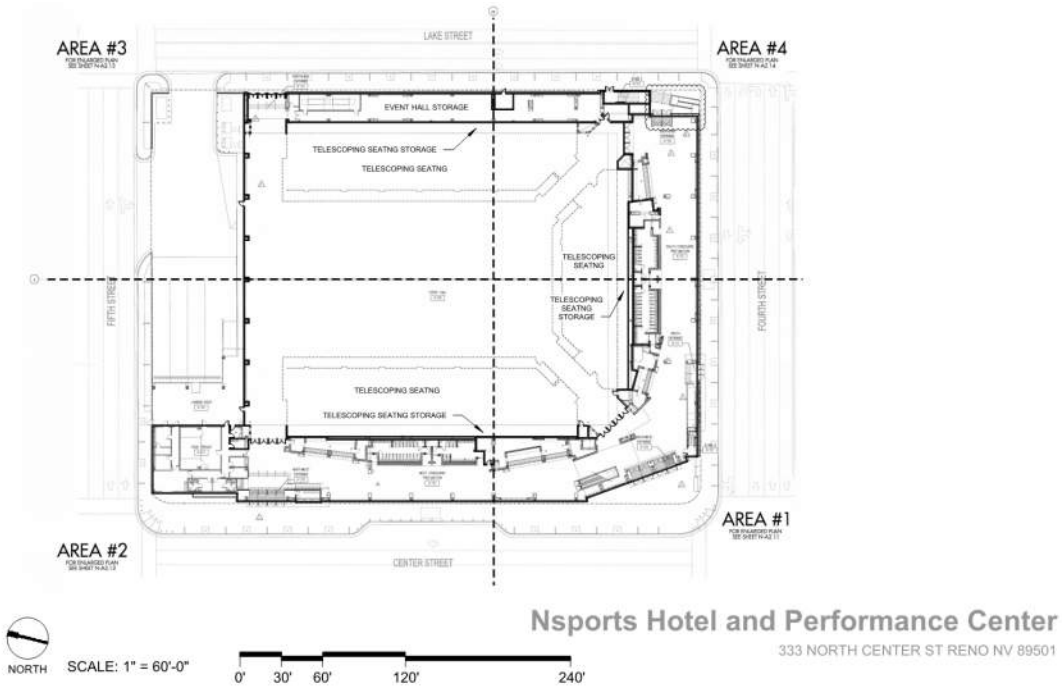


## Nsports Hotel and Performance Center

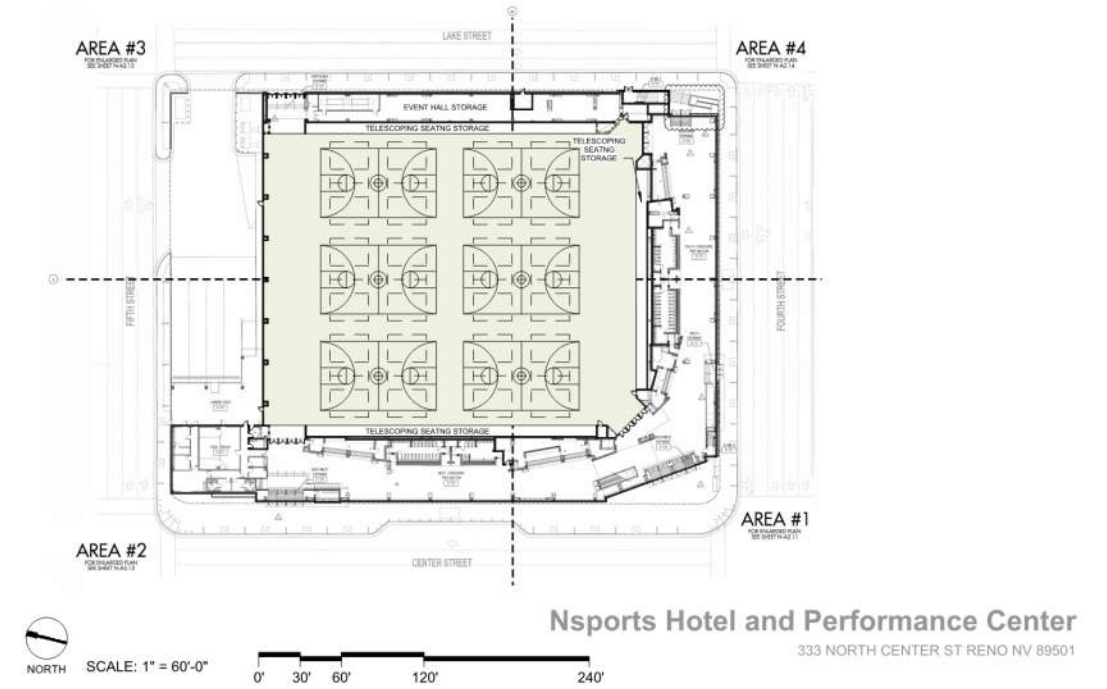
333 NORTH CENTER ST RENO NV 89501



# EVENT CENTER MAIN LEVEL



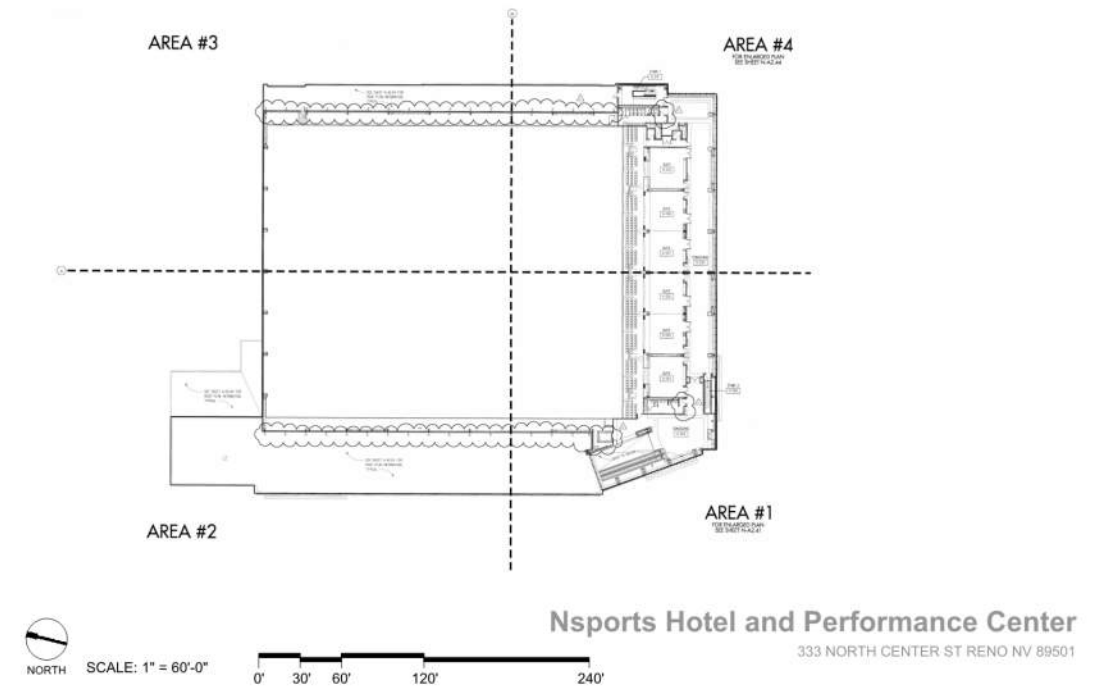
# BASKETBALL / VOLLEYBALL



# INDOOR SOCCER



# SUITE LEVEL





# TEAM





# TEAM



**STEVE NIELSEN**  
SENIOR VICE PRESIDENT  
P3 PARTNERS

With over 35 years of direct governmental experience, Steve challenges the norm and excels in finding solutions that enhance our environment, address social needs, and lessen the burden of government. During his tenure with the City of Tempe, he led a successful downtown revitalization effort including the planning and development of the Tempe Town Lake. The Town Lake is a conversion of a dry riverbed into the second most visited attraction, next to the Grand Canyon, with over 10 million square feet of development and growing, demonstrating his creativity and experience in executing a complex partnership, inter-governmental coordination of 22 State and Federal agencies and the private sector for the benefit of all.

While at Arizona State University, he led the planning and development team, instrumental in the decision by State Farm Insurance to build a super-regional headquarters on University property. This was the largest corporate relocation in Arizona history, **creating over 9,000 jobs** within a two million-square-foot campus, while creating a long-term revenue stream to assist in University funding.



**DEV PATHIK**  
FOUNDER & CEO, SFA, CO-FOUNDER SFM  
SFA/SFM

Dev founded SFA in 2003 and is widely regarded as an industry thought-leader who has contributed to the well-being of communities around the world. Dev is a passionate social entrepreneur and innovator who has dedicated more than 25 years to the development of numerous businesses that empower and develop communities. He's led numerous efforts to expand the youth and amateur sports in suburban, urban, and rural environments.

His leadership has produced facilities that integrate traditional sports with special events, adventure sports, education, leadership-development, and amusement to turn early concepts into financeable and **sustainable facilities that make a difference in communities**. Dev is a sought after public speaker, leadership mentor, and advisor to public and private owners.



**ERIC SULLIVAN**  
PARTNER  
SFA/SFM

Eric Sullivan joined SFA in 2006 and has since held nearly every operational role through SFA & SFM's growth. Eric now leads SFA and SFM's growth effort by designing service solutions that help clients achieve their goals.

Eric developed the original financial and market analysis tools that SFA is most well-known for. Eric also led the first facility opening projects in company history that paved the way for the launch of SFM. Eric currently leads SFA & SFM's expansion efforts in our continued vision to integrate **sports, fitness, education, leadership development, and adventure sports** into communities around the globe.



**DARRYL SCHULTE**  
CHAIRMAN AND CEO  
SCHULTE HOSPITALITY

Darryl Schulte is a third-generation hotelier. Being an entrepreneur at heart, Darryl decided to build upon his family's knowledge of the hotel business and form the Schulte Hospitality Group with his father and brother in 1999. Since then, Schulte Hospitality has grown to encompass all aspects of hotel management, development and financing. Through Darryl's leadership and staunch commitment to the company's core values, he has successfully grown the company from its first management agreement in Detroit to **151 properties in 31** states, with current or past ownership interests in the vast majority of these properties. Darryl continues to lead Schulte Hospitality's growth and operates hotels for institutional partners including global private equity firms and publicly traded REITs, as well as its various independent owner and investor groups.





**SETH MAURER, LEED AP**  
**PRESIDENT**  
**CORE**

Seth has worked for CORE since 1992, serving from laborer to President, and most every facet of construction in between. Seth has helped guide CORE's focus entirely on servicing its clients through alternative delivery methods such as public-private-partnerships. His leadership has resulted in CORE becoming the largest qualifications-based contractor in the state of Nevada with a superior reputation for serving public and municipal entities using a teaming approach with the owner, client, design team, subcontractors and partners. Seth's duties include project oversight, administration and mentorship. **As a resident of Reno, Nevada and builder in this community, Seth is dedicated to serving the City of Reno.**



**MARK HOBAICA, AIA**  
**EXECUTIVE VICE PRESIDENT**  
**CORE**

Mark brings over 28 years of industry experience. His roles have been vast and varied, and he's been involved in every phase of development including securing funding, design, procurement, construction and operations for numerous government redevelopment agency and private projects. Additionally, for three years, Mark managed the City of Henderson Redevelopment Agency, overseeing numerous RDA areas with a strong focus on their Downtown Water Street District. Needless to say, Mark is extremely **passionate and experienced with revitalizing downtown communities.**



**WINDOM KIMSEY, FAIA, LEED AP**  
**CEO + PRESIDENT**  
**TSK ARCHITECTS**

Windom has devoted his career to enhancing the quality of public architecture with a focus on design and sustainability. He oversees planning and development of all projects, including the current Las Vegas Convention Center being construction for the **Las Vegas Convention and Visitors Authority.**

He has received numerous awards for design excellence and commitment to the profession, including the AIA National Young Architect Award, AIA Nevada Silver Medal and Western Mountain Region Silver Medal.



**KEVIN KEMNER**  
**ASSOCIATE PRINCIPAL**  
**TSK ARCHITECTS**

Kevin is an associate principal at TSK and award-winning planner and designer with expertise in a range of civic entity project types.

Kevin is skilled at working with public agencies and multiple user groups through programing, scope refinement, and design. Kevin is familiar with multiple project delivery methods including Public-Private-Partnerships. **As a leader for TSK in the Reno market, Kevin is extremely passionate about this community and project.**





## CITY OF TEMPE REDEVELOPMENT



### HISTORY + PROFILE

P3 Partners was formed to address the ongoing facility funding problem facing governmental entities. With shrinking federal and state-funding, debt and bonding capacity limitations and voter apathy, governmental entities have found themselves unable to maintain their existing facilities and equally concerning, unable to expand when community growth warrants the need for new facilities.

With over 75 years of collective development, financing and governmental experience, the partners of P3 Partners believe that the introduction of a new model for building and maintaining governmental facilities is necessary. P3 Partners has developed a “turnkey” solution to address the development of the needed governmental facilities in an efficient, low-cost manner. We do this by providing access to private capital while doing so in a manner that preserves the integrity and goal of providing the lowest cost possible construction and the long-term ownership of these facilities by the governmental entity.

Through this method of financing and ownership, P3 Partners is able to create a long-term partnership with the governmental entity that is also capable of seeking grants, loans and other unique funding opportunities to lessen the burden on behalf of the governmental entity. We are able to look at revenue generating uses and partnerships that are not normally found in governmental projects.



### ELKO CONFERENCE CENTER

#### ADDITIONAL SELECT EXPERIENCE:

Arizona State University/City of Tempe Hotel + Conference Center  
Arizona State University Center





**P3 PARTNERS PROVIDE A COHESIVE & COMPREHENSIVE PROJECT DELIVERY METHOD THAT INCLUDES ALL ELEMENTS OF A SUCCESSFUL PUBLIC PRIVATE PARTNERSHIP (PPP)**

**P3 PARTNERS DELIVERS MAXIMUM EFFICIENCY ACROSS THE ENTIRE DEVELOPMENT SPECTRUM WITH AN EXPERIENCED TEAM**

**P3 PARTNERS PROVIDES CREATIVE FINANCING SOLUTIONS WITH OUR FOR- PROFIT, AND A NON-PROFIT SOLUTION TO DELIVER AN "OFF-CREDIT", NON-RECOURSE FINANCING ALTERNATIVE.**





MYRTLE BEACH  
SPORTS CENTER



**HISTORY + PROFILE**

Since 2003, The Sports Facilities Advisory (SFA) and the Sports Facilities Management (SFM) have played a transformational role in the youth and amateur sports industry.

SFA | SFM have led more than 1,000 amateur sports complex projects including nearly every major development during the past 16 years. SFA | SFM are deeply networked throughout the industry.

SFA utilizes market research and real-time performance data to produce institutional grade financial forecasts for all types of sports and recreation assets.

SFM is a management firm that oversees community recreation, sports, tourism, water park, and adventure sports operations. SFM oversees all aspects of operations from staffing, bookkeeping, operations, to events booking and day-to-day sales.



ROCKY MOUNT EVENT CENTER

**ADDITIONAL SELECT EXPERIENCE:**  
The Hub Community and Recreation Center  
Legends Sports Complex



# OUR MISSION

TO IMPROVE THE  
HEALTH AND  
ECONOMIC VITALITY  
OF THE COMMUNITIES  
WE SERVE.







UNIVERSITY OF NEVADA, RENO  
GREAT BASIN HALL



### HISTORY + PROFILE

CORE Construction has been in business for over 80 years and has been a cornerstone of construction for public facilities within the state of Nevada for many, and is **proud to be a Reno, Nevada contractor**. CORE specializes in alternative delivery methods including public-private partnerships.

CORE constructed a convention center expansion for the Elko Convention and Visitors Authority, which provides real value in terms of understanding how to successfully structure a public-private partnership in Nevada for this product type.

CORE successfully built \$60 million in school construction under the public-private partnership model with Governmental Facilities Development Services, completing 275,000 square feet in construction within seven months.

CORE has worked on 15 public projects with TSK totaling over \$300 million on nearly two million square feet. CORE and TSK are strong, proven partners through the preconstruction and construction processes.

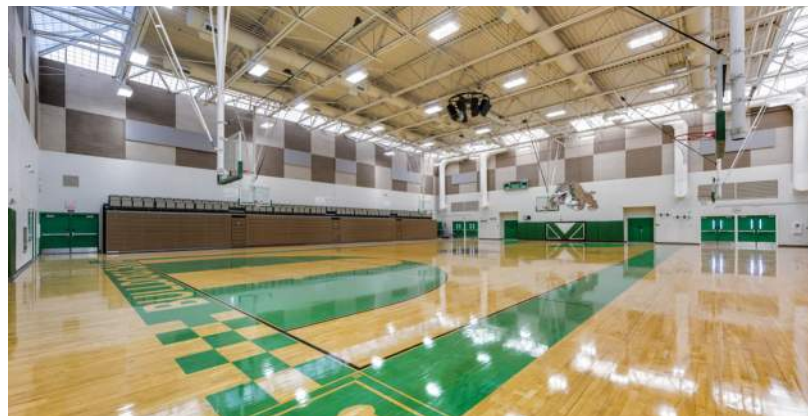


STARBUCKS CARSON VALLEY DISTRIBUTION CENTER

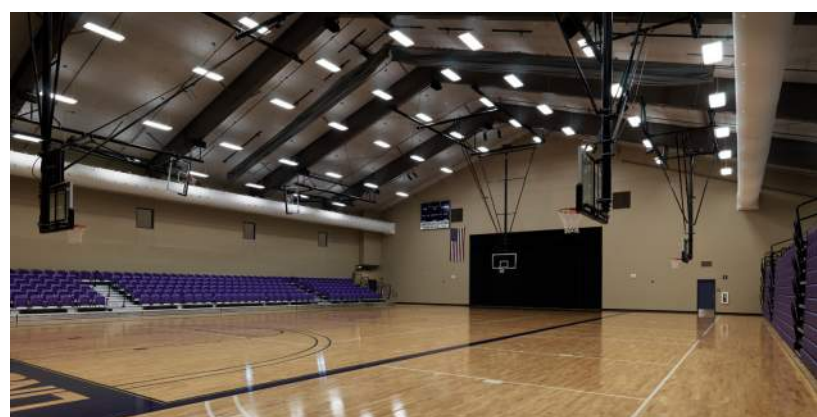
### ADDITIONAL SELECT EXPERIENCE:

Elko Conference Center  
Douglas County Community and Senior Center





**25+ MULTI-USE GYMNASIUMS IN NEVADA**







LVCIA  
LAS VEGAS CONVENTION CENTER



### HISTORY + PROFILE

TSK is an international planning and design firm with offices in Reno, Henderson, Grand Rapids, Los Angeles and Shanghai, China. Recognized on a national level for their commitment to design excellence and sustainability, TSK has a 58-year history of progressive and award-winning architectural solutions.

TSK's project portfolio is diverse and varied in project typology and scale. From large international aviation terminals to modest-sized animal shelters, TSK's projects are related in quality and thoughtfulness of design, as well as their reduced environmental impact.

TSK's process is collaborative. Their partnerships extend beyond the design studio to include the owner, client, builder and the community. This method infuses the spirit and uniqueness of place in each of their structures, while building stakeholders. TSK strives to create more than just buildings, they look to build communities.



SPRINGS PRESERVE VISITORS CENTER

### ADDITIONAL SELECT EXPERIENCE:

- Desert Diamonds Baseball Complex
- Douglas County Community & Senior Center





LE MERIDIEN HOTEL

# SCHULTE hospitality group

## HISTORY + PROFILE

Schulte Hospitality Group was formed by several generations of experienced and quality innkeepers who had a passion for the business and the drive and fortitude sought by many owners. Their assembled team of experienced professionals offer a variety of talents encompassing all aspects of hospitality. Schulte Hospitality believes that all hotels must be active in their local communities, and their team members participate in various community projects along with charitable organizations at both the property and corporate levels.

Schulte Hospitality assumes management responsibility and control as the agent of the owner, with specified comprehensive duties, such as: complete direction and supervision of all staff; contract negotiation; preparing accurate and timely financial reports; establishing ongoing training programs; preparing tax filings and government reporting; and recruiting, hiring, as well as training of all on-site staff.




## AC HOTELS

### ADDITIONAL SELECT EXPERIENCE:

- Homewood Suites
- Westin San Francisco Airport





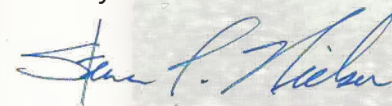
The Nsports Hotel and Performance Center concept is one of diversification; of people and uses within downtown Reno. Redeploying the existing City assets into a coordinated development and management program designed to be a magnet for sports tourism, fitness and wellness participants. This diversification brings local, regional and national attention to the downtown, new investment and spending. The National Association of Sports Commissions (NASC) notes that youth and amateur sports is recession resistant and the fastest growing segment of the \$15 billion-dollar sports tourism industry, which is projected to reach \$30 Billion dollars annually within the next 10 years.

Through partnerships with higher education and the medical industry, we will provide a platform and training center to promote education, healthy lifestyle and wellness.

The hotel and event center concept is designed to be an economic engine for downtown that drives investment, sports tourism, and higher revenue while, supporting community participation and revitalization. The most recent example is the Rocky Mount, NC Event Center which opened in October of 2018. Located in a community of 55,000 residents, the Rocky Mount Event Center is prototypical of a tournament facility, developed by the City and managed by SFM. This facility is projected to have a \$240 million ten-year economic impact. At stabilization in year five, the facility will have an annual demand of over 46,000 room nights and bring 440,000 visitors annually into this small community. Within three months of opening, 108 events had been booked into the facility.

On behalf of P3 Partners and our team of industry experts, we welcome the opportunity to discuss how a synergistic use of existing facilities, coupled with new investment can be a catalyst for change in the downtown and a diversification of uses.

Thank you,



Steve Nielsen, Senior Partner  
P3 Partners  
775-525-5739  
Steve.nielsen@p3-partners.com





:00 AM...Olympic Trials Coming Soon...TODA



CITY OF  
**RENO**

