

DEVELOPING THE PATH TO SUCCESS



Introducing...

**FLORIDA A&M UNIVERSITY
MAIN STREET CORRIDOR DEVELOPMENT**





Table of Contents

INTRODUCING THE VISION	3
CHAIRMAN'S MESSAGE	4
A PLACEMAKING DESIGN FOR FAMU	5
ABOUT THE CTG DEVELOPMENT COMPANY	6
ABOUT THE CHAIRMAN	7
PROJECT EXPERIENCE	8
TOTAL PROPOSED DEVELOPMENT SCOPE	10
STUDENT HOUSING	12
STATE-OF-THE-ART JAKE GAITHER STADIUM	18
ATHLETIC FACILITIES BENEFITS	19
ADDITIONAL DEVELOPMENT COMPONENTS	20
BRIDGING FAMU AND SOUTH CITY	20
SUMMARY	27





Introducing The Vision...

Construct Two Group (CTG) has designed a revolutionary and transformative project for Florida A&M University, the Main Street Corridor Development (the Development). The Development creates an innovative solution that serves as a catalyst for renewal along FAMU's campus and is expected to establish the university as a pioneer for revitalization of HBCUs campuses throughout the nation.

The vision for the Development is a mixed-use development with an urban feel. The new gateway on the corner of Adams Street and Orange Avenue will transform the corridor into a campus community that promotes positive campus synergy. The Development will introduce a multi-purpose stadium, modern-student housing, athletic facilities, a boutique hotel, parking structures, and mixed-use & retail buildings as the components needed to revitalize the University. This comprehensive plan could advance the University's mission, reflect its core values, and engage its stakeholders while expanding the University's ability to deliver on its brand promise of providing access to a high-quality, affordable education. This revitalization project can engage or re-engage senior leadership members, trustees, alumni, donors, faculty, staff, students, parents, coaches, university partners and other stakeholders.

The project is located in the South Downtown District of Tallahassee, Florida. This neighborhood has a long history of commercial and industrial usage and its land and assets have been largely underutilized or vacant and in poor repair. In response to the project, increased area redevelopment activity will become a priority in the region surrounding neighborhoods. This, will support the overarching goal to transition this former residential area into a more diverse neighborhood that offers housing, entertainment, culture, retail, transportation, food and services.

The project will create significant economic, fiscal, social and environmental benefits to the local community and broader region and would be a model of sustainable development. This project will also be a catalyst for future development in Tallahassee's highly distressed South Downtown and adjacent neighborhoods.

Chairman's Message



On August 29, 2016, Florida A&M University (FAMU) released an Invitation to Negotiate (ITN) and solicited responses from qualified firms with the expertise to provide a transformational development that would reflect the University's values and commitment to education, its student population, and the surrounding community. The successful firm would enter into a public private partnership with the University to provide student housing and amenities that compliment a vibrant living-learning environment, and also serve as the catalyst for economic and social change within Tallahassee, the Southside and South City communities, and specifically, the Monroe-Adams Corridor. The ITN included a request for Student Housing, Stadium, Athletic Facility and

Mixed-Use Retail components that would create synergy between the University's students, the business community, and the residents of the City of Tallahassee.

CTG answered the call for responses with an innovative, comprehensive Master Plan that not only delivers a progressive housing model that supports the relationship between Academics and Housing, but also integrates state-of-the-art learning facilities that promote a positive educational environment and integrates social spaces and amenities that enhance the live-work-play experience. To ensure the goals of the University were met, CTG took into consideration the history and the reputation of FAMU. The continued success of the University and student retention is dependent on its ability to offer quality, affordable, education to students. A thriving economy plays a major role in the decision-making process for students as it pertains to selecting a college to attend. Success also dictates that universities must be able to create desirable social experiences for its students and faculty and foster positive relationships with surrounding communities.

CTG is proud to introduce *"The Main Street Corridor Development"* at Florida A&M University. The Development is designed to energize the University and the community by creating spaces that, while meeting the needs of the University, are socially and economically desirable and sustainable. CTG's next level design includes student housing, a state-of-the-art Athletic Facility, green space that promotes social interaction, a hotel with event space, a 35,000 seat stadium, and mixed-use and retail development; all designed to be inclusive, multi-functional, sustainable, and economically viable. It includes new opportunities for new revenue streams through the development of a Hotel, Multi-Purpose Stadium, Mixed Use and a Youth Sports Program.

The CTG team brings the solution to this dilemma with a game changing vision and strategy to catapult the University to an appealing future where FAMU will once again be able to attract and retain future talent, increase graduation rates, and graduate its students with minimum debt in four years, as well as increased interest from top athletic and academic talent who will enroll because of top flight facilities and programs. This comprehensive plan advances the University's mission, reflects its core values, engages its stakeholders in the process and expands the University's ability to deliver on its brand promise. Revitalization projects like this engage or re-engage senior leadership, trustees, alumni, donors, faculty, staff, students, parents, coaches, university partners and other stakeholders.

Throughout the pages of this booklet you will experience components and designs that embrace the *"Whole University"* concept. We believe that successful universities focus on meeting the needs of all its students by supplying them with the tools necessary for their success. CTG is proud to share its vision with you and looks forward to being a part of the University's continued growth and success.

Derrick Wallace, Chairman
Construct Two Group



CTG'S NEXT LEVEL DESIGN INCLUDES:

STUDENT HOUSING

A STATE-OF-THE-ART ATHLETIC FACILITY

GREEN SPACE TO PROMOTES SOCIAL INTERACTION

HOTEL WITH EVENT SPACE

35,000 SEAT STADIUM

MIXED-USE AND RETAIL DEVELOPMENT

A *Placemaking* Design for FAMU

CTG's Master Plan envisions a variety of facilities that will benefit the University as well as the City of Tallahassee. The Development includes a stadium and mixed-use village. New student housing facilities, athletic training facilities, and community athletic facilities are all components that have been seamlessly linked to the FAMU campus by a highly active linear park system. This park system is a destination location that will incorporate areas for the University's diverse student body to interact with City residents, creating an exciting, vibrant living-learning experience for both students and community residents.

CTG BELIEVES THAT CREATIVE PLACEMAKING, DONE WELL, CAN DELIVER HIGH VALUE TO ITS STAKEHOLDERS, INCLUDING THE COMMUNITY, AND PUBLIC AND PRIVATE PARTNERS.

The focal point of the Village is the pedestrian street that flows through an active commercial center. Inviting, ground-level shops, and restaurants, encourage visitors to spend the day exploring. Spanning the area between Victory Plaza and the adjacent community, the Village will incorporate healthy retail, restaurant, commercial, and residential uses. Students and residents will enjoy urban entertainment and amenities within the confines of the FAMU campus. Victory Plaza is a place for students, alumni, and residents to gather year-round to celebrate in an urban oasis that links the adjacent "Strike Zone" linear park with the high energy Village.

At the south end of the campus, CTG proposes to transform former farmland and sports fields into a state-of-the-art development that will serve as an icon for the campus. We have developed our plan around the community of Southside and South City. Creative placemaking animates public and private spaces, improves local business viability and public safety, and brings diverse people together to celebrate, inspire, and be inspired.

We believe that creative placemaking, done well, can deliver high value to its stakeholders, including the community, and public and private partners.





CONSTRUCT TWO GROUP *Introducing...* THE DEVELOPER

At CTG, we specialize in developing concepts that will yield superior results for our clients and organizations.

An industry leader in development, construction, financing, operations and management, CTG has a unique perspective as a developer and construction company, along with our innovative solutions, excellent customer care, alliances, and technology we seek to ensure success and maximize the value for our clients, owners, partners and employees. A renowned construction company, CTG has been the largest African-American owned construction services enterprise in the state of Florida with more than \$650 million in commercial, education, university, military, municipal and industrial/transportation projects completed to date.

CTG sets exceptionally high standards for site and building design and for fitting well with the surroundings in which our projects are located. We tailor our design and construction teams to fit the needs and characteristics of a particular project. CTG works to assist private and public entities to determine the best use and value potential of property, and analyze feasibility of development projects. CTG's mission is to maximize opportunities that allow our clients to recognize developments that would provide a positive, lasting, and significant impact for the surrounding area, shaping their community.

Our team is led by a Florida A & M University Distinguished Alumnus, Derrick Wallace. Over the past 40 years, Mr. Wallace has remained an engaged graduate of FAMU. Whether it was joining the construction team to build the School of Architecture, providing scholarships to the Construction Architect and Engineering students, building the FAMU Development Research School, planning the renovation of Gibbs Cottage (Historic First President Home) or a ten-year sponsorship of Florida A&M University Florida Classic Battle of The Bands, Derrick has supported FAMU in numerous ways.

As a proud FAMU Alumnus, Derrick Wallace built the largest projects by a black-owned construction management firm in the State of Florida, and his firm, Construct Two Group, is the builder of record for the Florida A&M University Development Research School, a \$25,000,000 project, Orange County's Jones High School, a \$50,000,000 project and the \$500,000,000.00 Phase 5 Orange County Convention Center (JV with Clark).

Mr. Wallace has assembled a stellar team that brings more than 200 years of design, construction, financing, management, operations and development experience, much of which is in higher education-related projects.

Award WINING

The following is a sample list of awards and recognitions that CTG has received over the years.

We take pride in ensuring that the quality of our services exceed the satisfaction of our clients.

Privately Held Companies "Elite 50",
Orlando Business Journal - 2021

1 Ranked "Fast 50" business for
Fastest-Growing Companies in Central
Florida, Orlando Business Journal -
2021

#1 Ranked African-American/
Black-Owned Business, Orlando
Business Journal - 2021 & 2022

#15 Ranked Central Florida
Construction Companies/General
Contractors, Orlando Business Journal
- 2021

#52 Ranked List of "Central Florida's
Golden 100" Companies, Orlando
Business Journal - 2021

#8 Ranked "Best Place to Work in
Central Florida", Orlando Business
Journal - 2021

Excellence in Construction "Award
of Merit" for Universal's Islands
of Adventure Incredible Hulk
Rollercoaster from ABC, Inc. - 1999

ABC Excellence in Construction "Eagle
Award" for University of Central
Florida's Academic Villages

Excellence in Construction "Award of
Merit" for Westbrooke Elementary
School, ABC, Inc. - 2009

About The Chairman DERRICK D. WALLACE



Derrick D. Wallace is the Chairman and Owner of Construct Two Group (CTG). CTG, a construction management firm was founded in 1990. CTG is creating, sustaining and transforming the future through innovative approaches to private-public partnership and unique developments. At CTG, Mr. Wallace has built a company that stands on principals that are as true for our generation as they were for his great-grandfather. Integrity. Dedication. Responsibility. These are the standards for how we deal with others – from our largest client to the hourly construction worker. These values are our truest benchmarks of success. Through the

leadership of Mr. Wallace, the company has grown to a corporation with the headquarters office in Orlando and a satellite office in Tallahassee, Florida.

Mr. Wallace continues his community-minded philosophy by involving himself in many noteworthy organizations. Historically, Mr. Wallace served as Chairman of the Metro Orlando Economic Development Commission's Education Foundation. Prior to that Mr. Wallace served as a Commissioner for the Orange County Transportation Commission and as Commissioner for the Governor's Commission on Workers' Compensation Reform. In 2001, he was appointed to serve an annual term as the first minority Chairman of the Metro Orlando Economic Development Commission (EDC), a private-public commission that works to attract businesses to the area and helps existing businesses expand. He has also been involved with the following boards: Prison Rehabilitative Industries and Diversified Enterprises, Florida Chamber of Commerce, Businessforce, Central Florida Innovation Corporation, Central Florida Technology Partnership and Goodwill Industries of Central Florida.

Mr. Wallace has dedicated himself to helping other minority/women business enterprises succeed. He was a founding trustee and member of the Minority/Women Business Enterprise Alliance and the Businesses for Better Education. He also served as the President of the Orange County Branch of the National Association for the Advancement of Colored People. In 2021, CTG ranked #1 – "Central Florida's Golden 100 - Fast 5" by the Orlando Business Journal. Mr. Wallace received the Florida A&M University Distinguished Alumni in Business Award and the Minority Advocate Magazine's 100 Fastest Growing Businesses recognition award in Washington D.C. Currently, he holds a seat on the Fifth Third Bank Community Board and the African American Chamber of Commerce of Central Florida.

A native and long-time resident of Orlando, Florida, Mr. Wallace attended Florida A&M University and graduated Magna Cum Laude - 1975 with a Bachelor's of Science Degree in Accounting and a minor in Business Administration. Mr. Wallace has continued his education by completing several executive education programs including: the Rollins College Crummer Graduate School of Business Management Program, Northwestern University's Kellogg School of Management's National Minority Supplier Diversity Council's Advanced Management Education Program and the Minority Director Development Program.

Project Experience

With a vast collection of expertise, partners and services to include planning, design, finance, construction and development; CTG has a portfolio of nationally acclaimed projects. Always on the cutting edge, CTG incorporates the latest advances in technology, design and sustainability. Our strategy is centered around a core vision for identifying opportunities with potential for significant capital appreciation through land entitlement, development/re-development and community design. As a renowned construction company, CTG specializes in commercial, education, university, military, municipal and industrial/transportation projects. CTG places great emphasis on the economics of a project to ensure that it is realistic in terms of both the market demand and development costs. CTG employs a full-spectrum development approach, managing the investment process throughout all phases of asset acquisition, planning and entitlement.

CTG is creating, sustaining and transforming the future through innovative approaches to private-public partnership and unique developments.

PRIVATE SECTOR

COMMERCIAL

- Windsor Place, Orlando, FL
- St. Stephens A.M.E. Church, Retail Building, Jacksonville, FL

INDUSTRIAL/TRANSPORTATION

- British Petroleum Fueling Facility, Lithopolis, OH
- Wildwood Sewer and Water Improvements, Progress Energy
- Lockheed Martin Continuous Services Contract, Orlando, FL

ENTERTAINMENT/THEMED

Universal Studios, Orlando, FL

- Universal Studios Expansion
- Incredible Hulk Roller Coaster
- Spiderman Ride

Walt Disney World, Orlando, FL

- BET Soundstage Club
- Wide World of Sports
- Coronado Springs Resort and Convention Center



EXCELLENCE FOR OVER 30 YEARS

PUBLIC SECTOR

AVIATION

Greater Orlando Aviation Authority,
Orlando International Airport,
Orlando, FL

- Orlando International Airport South Terminal Expansion

EDUCATION - K – 12

Orange County Public Schools,
Orlando, FL

- Westbrooke Elementary School
- Eagle Nest Elementary School
- Avalon Park Elementary School
- Chain of Lakes Middle School
- Corner Lakes Middle School
- Discovery Middle School
- Dr. Phillips Ninth Grade Center
- Jones High School
Phase A, B, C
- Timber Creek High School
- Olympia High School

Hillsborough County School
District, Tampa, FL

- Sligh Middle School

Polk County School District,
Bartow, FL

- Caldwell Elementary School



EDUCATION - COLLEGE/UNIVERSITY

University of Florida
Gainesville, FL

- Levin Advocacy Law Center

Florida A&M University
Tallahassee, FL

- FAMU Main Street Corridor
- Developmental Research School
- Gaither Gymnasium
- Continuing Services Contract
 - President's House
 - MLK Manhole Replacement

Tennessee State University,
Nashville, TN

- Cumberland City at TSU

University of Central Florida,
Orlando, FL

- Academic Villages
- Student Union
- Residence Hall
- Campus-Wide Fire Protection and Water Main System
- Student Housing Apartments

GOVERNMENT

Federal Government

- U.S. Army Corps of Engineers
- Modular Temporary Facilities, Ft. Stewart, GA
- National Guard Armory Maintenance Facility #4, Haines City, FL

City of Orlando, FL

- Hannibal Square Orange Center Housing Development
- Primrose Service Center
- Dover Shores Community Center
- Lake Loma Donne and Tampa Avenue Drainage Improvements

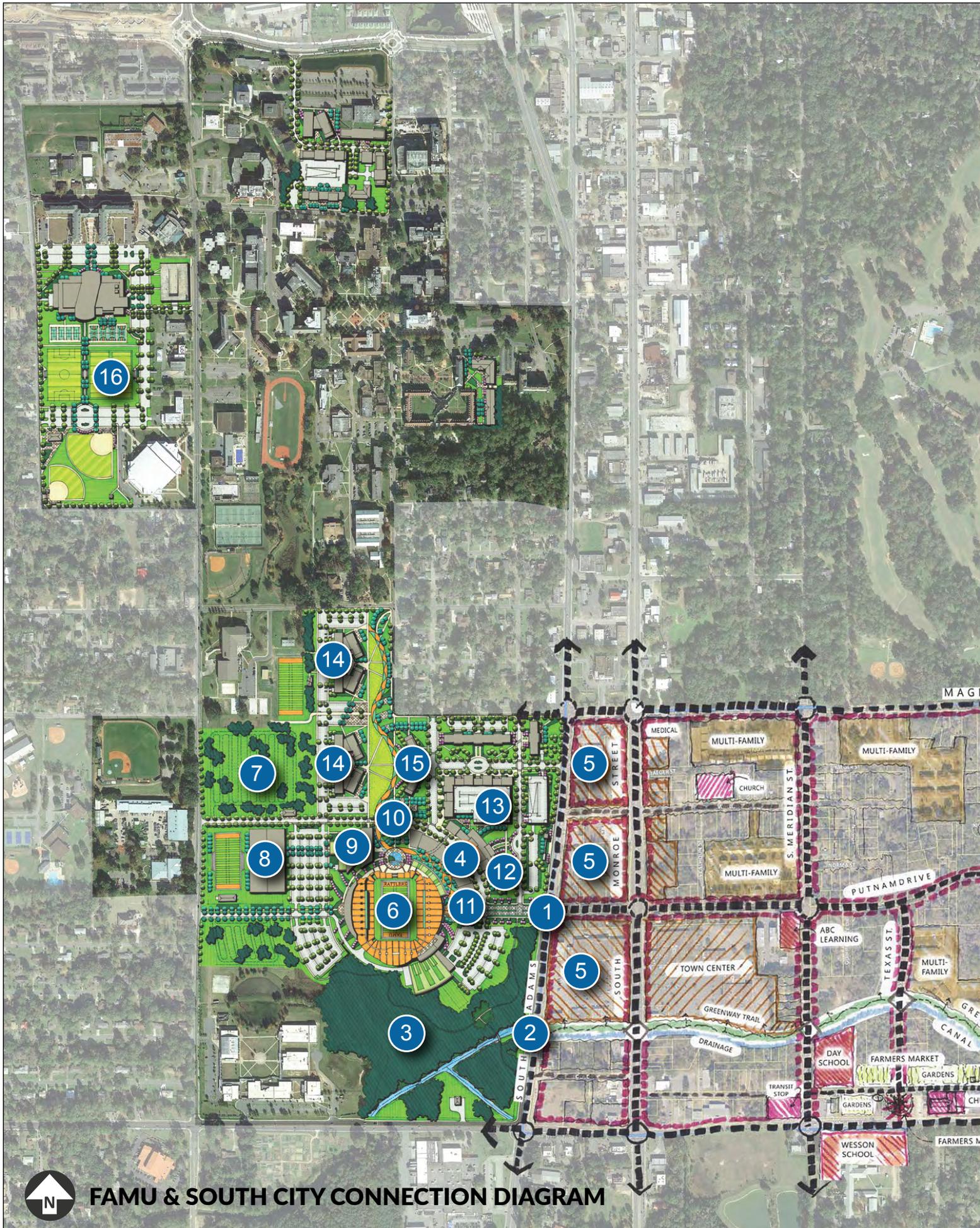
Local Government

City of Lakeland, FL

- Bush-Coleman Community Center

Orange County, FL

- Orange County Convention Center Phase V Expansion
- Orange County Jail Expansion



FAMU & SOUTH CITY CONNECTION DIAGRAM



Total Proposed Development Scope

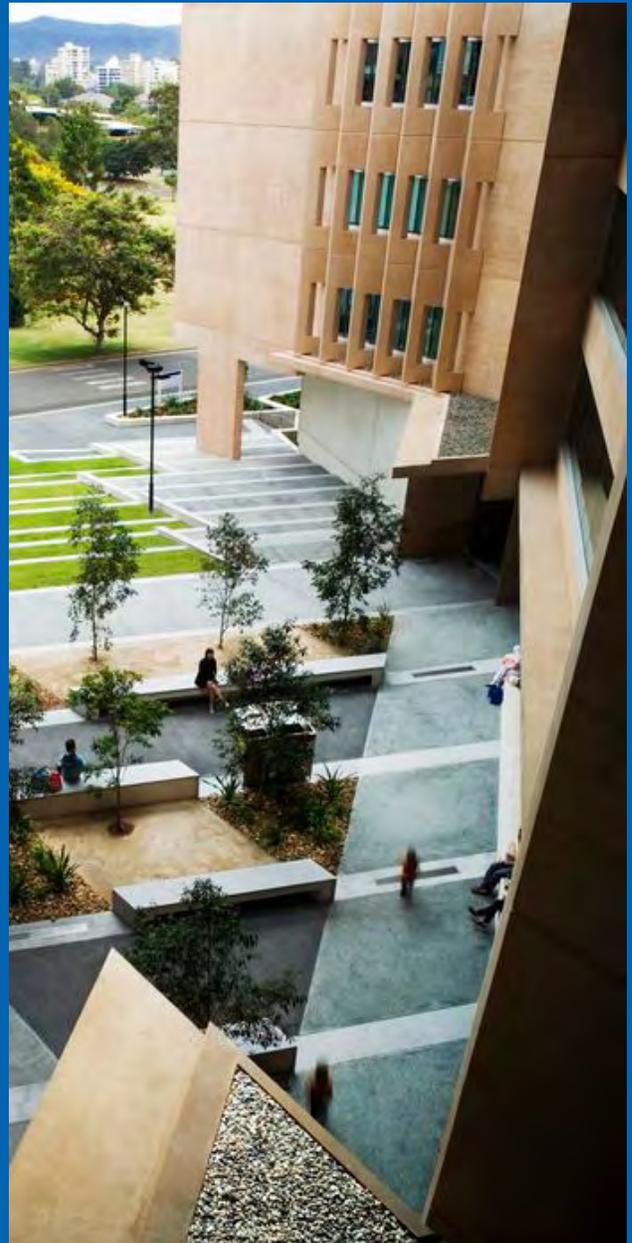
LEGEND

1. Create pedestrian and vehicular connection to South City
2. Connect TAPs Greenway trail to Proposed Educational/Fitness Trail and Park
3. Proposed Park with Educational/Fitness Trails
4. Proposed Mixed-Use
5. TAPs Mixed-Use
6. FAMU Field
7. Grass Parking Lots
8. Athletic Facilities
9. Athletic Building
10. Victory Plaza
11. Pedestrian Retail Corridor
12. Vehicular Retail Corridor
13. FAMU Village
14. Student Housing
15. The Rattle (Linear Park)
16. Youth Sports Center

Transformative Student Housing

CTG team has proposed to FAMU a solution for a comprehensive, holistic approach that will transform the FAMU campus and ensure the University achieves financial viability. Our team has been carefully selected to design, finance, construct and manage an economical and aesthetically pleasing living-learning facility that enhances the student experience and meets FAMU's criteria.





Transformative Student Housing

Florida A&M University (FAMU) faces major dilemmas in providing adequate housing for their students. High-quality and affordable student housing is a major resource used by competing Universities to attract students. A pivotal moment in the college selection process occurs when a student is given the opportunity to tour the campuses of potential colleges and universities. It is at this moment that the student begins to comprehend the possibilities for his or her future. The visual impact and availability of modern living facilities on FAMU's campus will be a deciding factor for many prospective students.

In order to successfully recruit and retain students, FAMU has to understand that they have only one opportunity to make a good first impression and student housing is a huge part of that opportunity. Existing student housing facilities, most of which are 40 to 50 years old, were built in the 1950s, 60s, and 70s and are either in dire need of renovation or have been closed. FAMU must upgrade their facilities to meet changing student preferences if they want to be relevant in the college selection process.

FAMU is now confronting serious housing shortages. Beyond the pressure of increased enrollment, there is an ongoing effort on the part of FAMU to house more students on campus. While FAMU requires freshmen to live on campus, many Universities have expanded this mandate to include upperclassmen.

The quantity of livable student housing is not the only problem facing FAMU's housing administrators. Today's FAMU student expects a great deal more than the old-fashioned bare-bones dorm with double loaded corridors and bathrooms shared by thirty students. FAMU students now expect the modern amenities that they enjoyed in their childhood homes, such as wireless Internet access, cable television, air conditioning, large rooms, security systems, and adaptable furniture. It is not uncommon for students to request even more luxurious accommodations, including kitchens, fitness centers, private bedrooms, and private bathrooms.

The convenience of living on campus provides students easy access to numerous campus resources such as faculty and academic advisors, the library, computer labs, residence hall dining halls and other campus eateries, the health center, recreational facilities, and student organizations. Additionally, students have the opportunity to interact with university faculty outside the classroom by participating in a variety of campus-wide and residence hall programs. The benefits of on-campus living can also be measured quantitatively. Students who live in the residence halls vs. commuting to campus do better academically and also are more likely to remain enrolled.

CTG proposes housing to support having 50% of the student enrollment to include 100% of the freshman and sophomore students on campus. This would require a policy change to require all freshman and sophomores to live on campus. Our solution is to create a transformational development that includes 1400 beds for student housing. By offering more modern and desirable living accommodations with improved amenities, the likelihood of students living on campus is increased. There are numerous benefits to FAMU having housing on campus including convenience, opportunities to develop life-long friendships, and to live in an environment that fosters the educational and personal growth of students.

1400 BEDS FOR STUDENT HOUSING

BY OFFERING MORE MODERN AND DESIRABLE LIVING ACCOMMODATIONS WITH IMPROVED AMENITIES, THE LIKELIHOOD OF STUDENTS LIVING ON CAMPUS IS INCREASED. THERE ARE NUMEROUS BENEFITS TO FAMU HAVING HOUSING ON CAMPUS INCLUDING CONVENIENCE, OPPORTUNITIES TO DEVELOP LIFE-LONG FRIENDSHIPS, AND TO LIVE IN AN ENVIRONMENT THAT FOSTERS THE EDUCATIONAL AND PERSONAL GROWTH OF STUDENTS.

CTG team has presented to FAMU a solution for a comprehensive, holistic approach that will transform the FAMU campus and ensure the University achieves financial viability. Our team has been carefully selected to design, finance, construct and manage an economical and aesthetically pleasing living-learning facility that enhances the student experience and meets FAMU's criteria.

While living in an environment that promotes safety, students also benefit from the opportunity to learn about other cultures and lifestyles, form lifelong friendships and make lasting memories. The concepts of self-respect and respect for others, tolerance of and celebration of diversity, ethical behavior and personal growth are fostered via staff intervention, community-based educational and social programs and the expectation that hall residents hold one another accountable.

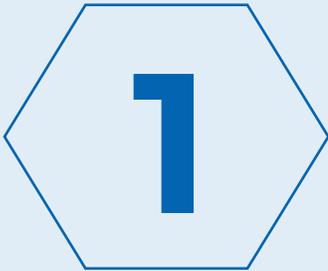
The convenience of living on campus provides students easy access to numerous campus resources such as faculty and academic advisors, the library, computer labs, residence hall dining halls and other campus eateries, the health center, recreational facilities, and student organizations. Additionally, students can interact with university faculty outside the classroom by participating in a variety of campus-wide and residence hall programs. The benefits of on-campus living can also be measured quantitatively. Students who live in the residence halls vs. commuting to campus do better academically and are more likely to remain enrolled.

We propose affordable, safe, quality housing. By leveraging private sector innovations and efficiencies in the design, construction operation, and maintenance we will develop a long-term relationship between institutions and developers and attract students to live on campus while enhancing their college experience. Our team will introduce a new, living-learning community. The new suite style residence halls are progressive in nature and will create an atmosphere where students are able to prosper and succeed. The elements included in the dormitories will shape students learning outcomes in a positive way by presenting them with modern amenities tailored to aid with academics, accessibility, and recreation.

By offering more modern and desirable living accommodations with improved amenities, the likelihood of student living on campus is increased. For FAMU, having students live on campus will provide several benefits, both in revenue and in classroom performance. FAMU can maximize the benefits of new housing by creating an atmosphere that not only attracts a growing number of students, but also ensures that their experience is mutually beneficial. A comprehensive approach that emanates from the concept of providing improved value for the on-campus resident can have far reaching benefits for both student and university.

The mission of FAMU is to provide to residential students a living environment that offers support and assistance to maximize their educational opportunities. Our goal is to offer residential facilities, programs and services that enhance student learning and support student success. While living in an environment that promotes safety, students also benefit from the opportunity to learn about other cultures and lifestyles, form lifelong friendships and make lasting memories. The concepts of self-respect and respect for others, tolerance of and celebration of diversity, ethical behavior and personal growth are fostered via staff intervention, community-based educational and social programs and the expectation that hall residents hold one another accountable.

Student Housing Benefits



1. INCREASED REVENUES

Florida A&M University struggles financially, but with new housing, strong revenues via on-campus housing and retail/commercial services can be a stabilizing factor. By offering more modern and desirable living accommodations with improved amenities such as meal plans, athletic and fitness facilities, and healthcare, students are more inclined to prefer living on campus. Increased options and inclusive services speak directly to the needs of many contemporary college students.

2. PRODUCTIVE SCHOLARS

A powerful argument for on-campus living is the creation of an environment that fosters academic achievement. Placing emphasis the availability of cutting-edge technology, access to computers and electronics, effective study facilities, and multiple layers of student support can go a long way to increase the value of on-campus living. Productive students not only stay in school (thus maintaining a healthy enrollment level), but also boost the university's output of everything from research to high-profile graduates for increased exposure and prominence.





3. DIVERSE POPULATION

While a diverse campus population always reflects well on an institution, there is plenty of evidence that points to the benefits for students as well. If institutions can present multifarious options in everything from housing and dining plans, to social outlets and work-study opportunities, it becomes inviting to a broader pool of potential students when choosing a college. The goal is to bring together undergraduates, post-grads, and representation from a variety of cultural and socioeconomic backgrounds to form a progressive campus culture.



4. ENERGIZED COMMUNITY

Every traditional institution of higher learning should have the desire to foster a healthy, industrious, and appealing campus community - an environment that inspires its residents and energizes visitors, whether they are considering enrollment or returning as alumni. Investing in campus activities that promote student involvement, innovation, and community, such as on-campus food co-ops or student peer-mentoring programs, serves to build a community full of spirit and an experience that's safe, supportive, and increasingly attractive to high-quality applicants.



State-of-the-Art Jake Gaither Stadium



The proposed Jake Gaither Stadium opens to the rest of the new south campus. This new, state-of-the-art establishment will be half dug into the sloping terrain, with a series of terraces accenting the building, allowing for crowds to enter from the campus. During a game, fans have full 360-degree access to the concourse. Rising from the field in three tiers, this 35,000 seat stadium pulls fans as close to the field as possible while keeping optimal site lines. The stadium will remain flexible for other sports such as soccer and lacrosse while featuring 20 Leasable Luxury Suites, four Non-leasable University-Utilized Luxury Suites, 16 Lounge Boxes, 1,076 Premium Club Seats and 3,000 Priority Seats.

CTG team has presented to FAMU a solution for a comprehensive, holistic approach that will transform the FAMU campus and ensure the University achieves financial viability.

CTG envisions a transformational development project to serve as a catalyst along the Monroe Adams Corridor and the “main street” of the FAMU campus to resolve critical housing issues, aesthetic concerns and simultaneously create a viable marketplace that would promote long-term sustainability of the University.

Our solution is to create a transformational development that include student housing, mixed-use, retail, commercial, hotel, parking, athletic facility and a stadium. The new multi-purpose stadium development for Florida A&M University will be constructed in the Monroe Adams Corridor in Leon County, Florida.

We expect the University to employ these benefits that have been proven to occur with the success that can be attributed to bettering sports programs.

Athletic Facilities Benefits

✓ SPORTS PROGRAM

The sports program which includes making sure the university provides adequate sports facilities and equipment. Without these essentials, the enthusiasm, dedication and the will to win characteristic of the seasoned athletes will not be there. Physical stimuli such as the sports arena or the facilities and equipment themselves can influence the athletes.

✓ STUDENT HEALTH

Athletic programs also provide non-tangible benefits such as health and wellness promotion for all students. Formal sport participation provides exercise for athletes, but it also encourages the development of intramural sports.

✓ OVERALL STUDENT EXPERIENCE

Student life is a large part of any college experience. Apart from academics, a sense of community and entertainment is central to colleges and student retention. Collegiate sport programs, just like professional sports, entertain crowds. Students flock to games and contests on campus in their spare time and cheer on their home team.

✓ NONPROFESSIONAL COLLEGE SPORTS AND GRADES

Even if college sports aren't at the national collegiate professional level, they hold importance to maintaining student grade point averages. *"The New York Times"* revealed a study conducted by the American College of Sports Medicine that links vigorous exercise to higher grades in college.

✓ UNITING THE COLLEGE WITH THE COMMUNITY

College sports have a great way of uniting communities with local colleges. The more success a sports team has, the more opportunities there are for drawing in members of the community. This will help boost tuition and local support. This is especially the case if the college is in an area where pro sports don't exist. The sports program is the face of the college that communities first see.

SPECIAL STADIUM FEATURES

35,000 TOTAL SEATS

20 LEASABLE LUXURY SUITES

4 NON-LEASABLE, UNIVERSITY UTILIZED LUXURY SUITES

16 LOUNGE BOXES

1,076 PREMIUM CLUB SEATS

3,000 PRIORITY SEATS





Bridging South City

South City sits in the shadow of FAMU and abuts the east side of the campus. FAMU's new development could play a major role in the revitalization of South City.

Implementation of the following would enhance connectivity, particularly as it relates to the South City and Southside Communities, the retail corridor and residential properties:

Utilization of FAMU's farming area by establishing a farmer's market on Orange Avenue.

Continue drainage ditch from the Greenway Trail through FAMU.

Participate in the creation of the pedestrian way to Bond School through FAMU.

FAMU can define the brand and promote the Development as a place where everyone can celebrate and experience African-American history and culture.

Make health issues a design consideration in review of the Development project.

FAMU can seek opportunities to secure private-sector investment along the South Adams corridors with emphasis on providing job opportunities for residents.

Develop a centralized community park for the residents.

Partner with FSU, Tallahassee Community College and other nonprofits to find training and access to new job opportunities for Southside residents.

Join in the Development of new Greenway Trail along drainage canal from Brighton Road to FAMU with additional green spaces along the trail.

Identify potential catalytic retail sites on property and off.

Energize and design to enhance walkability of the Development

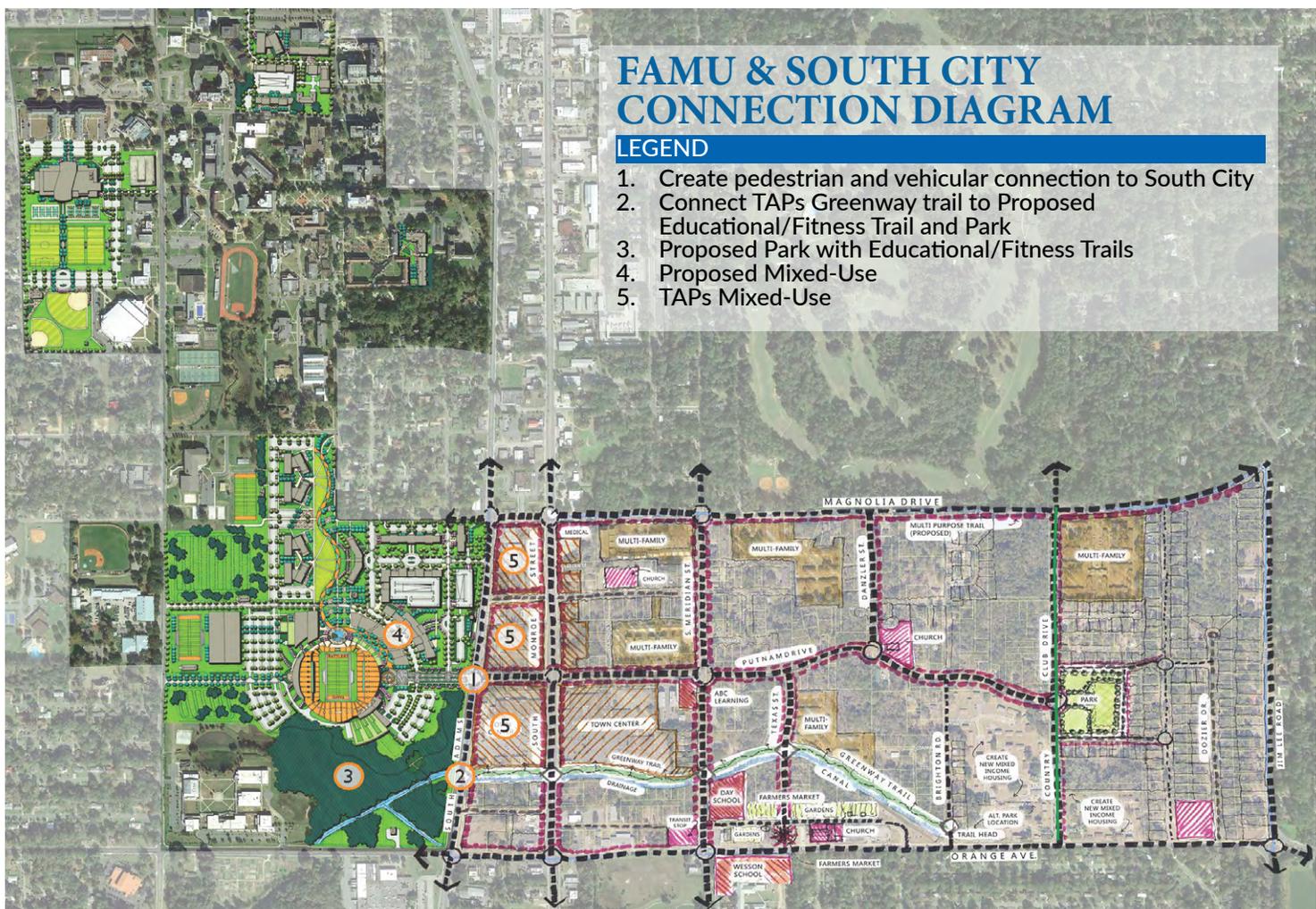
Enhance the landscaping along the streets and all public spaces (trees, plants and public art).

Identify catalytic sites suitable for mixed-use development.

Build a strong connection between retail, educational and recreational activities.

Explore opportunity for FAMU to extend its reach into the South City and Southside neighborhood.

Provide amenities such as bike racks, street lights, public art and murals along corridors.



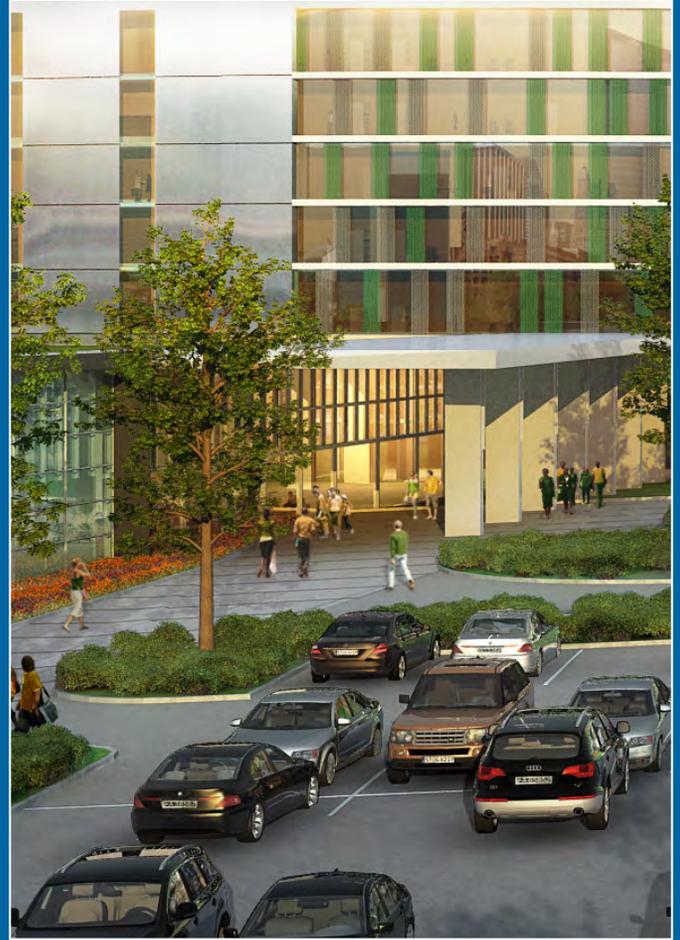
The City of Tallahassee engaged the ULI North Florida District Council to convene a Technical Assistance Panel (TAP) for the purpose of studying South City. The plan shown for this area is their collective vision addressing the challenges faced by South City. All credit for this plan and ideas from this plan is given to ULI North Florida and its panel members.

BOUTIQUE HOTEL & CONFERENCE CENTER

The unique quality of this hotel is that it is entirely integrated into the FAMU stadium. On game-day, guests can watch the FAMU Rattlers march down the field to victory from the privacy of their guest suite. Also, with private access to the stadium club and concourse levels, guests can have instant access to the sights, sounds, and smells of college game-day.

The hotel will feature a conference center and excellent view over the Development. It will serve as a prime location for other events in the Tallahassee area especially those hosted at the new, multi-purpose stadium. Whether guests book the hotel for concerts, sporting events, or festivals they will be in a prime location to join in the entertainment.

Hotel owners want to move closer to universities because they fall into the sphere of influence and act as a stable source of business with predictable seasonality. This will serve as an ideal location for recruiting athletes as well as visiting parents, professionals, and individuals. Graduation, student orientation, game-day, visiting speakers, competing teams, additional events and conferences will be a driving force for the success of the hotel. The conference center itself could be used to host interactions between corporate clients and the University. The relationship the University has with the hotel will foster a lasting partnership that could strengthen the quality of student and university backed events.



YOUTH SPORTS FACILITY



The Youth Sports Facility provides indoor/outdoor components that will capitalize on the opportunity to generate revenue in both regional (sports tourism-based) events and local programming. The goal of a sports tourism model is to attract teams, players, and spectators to the market to generate revenue for FAMU and to create economic impact through direct spending in the community. Located on the former Bragg Memorial Stadium plot will be a new community focused sports center. This will be a shared facility between the university and the local community providing a safe and high quality venue for local recreational sports activities. Included but not limited to outdoor baseball/softball diamonds, a racquet center, basketball courts, and a state-of-the-art indoor sports facility.

The implementation of the Youth Sports Facility will be a driving force in student success and retention. The Youth Sports Facility will aid FAMU by angling the university towards strong community engagements and interaction while becoming a prime location for school tournaments, community events, and nearby places to come and join in the festivities. This can be the start of other organizations creating their own traditions with FAMU that will work towards stability and increased public support.

ATHLETIC FACILITIES



We are not just proposing athletic facilities for student athletes but for students as well. The FAMU Athletic Training Center will incorporate state-of-the-art training and practice venues. Facilities will include a football training center, coaching facilities, meeting rooms, an indoor football practice facility, and an outdoor football practice facility. There will also be a weight room, equipment room, and several classrooms. The location of the athletic facilities immediately adjacent to the stadium will allow for easy access for players, coaches, and staff during practices and games.

A holistic, revolutionary approach was established that allowed for the inclusion of athletic facilities which is linked to greater student success. This strategic design structured to elevate students provides an opportunity for students, athletes, and the University to succeed. This will also aid in solidifying top student athletes and students who expect more from a university. The students who utilize these facilities could acquire additional benefits backed by researchers that include the stimulation of brain cell development, memory retention, increase in focus and concentration as well as relieving stress. The implementation of these athletic facilities will be a driving force in student success and retention.

MIXED-USE & RETAIL

There has been a surge of Mixed-Use developments coming up across the country because of high demands. The Development will allow for retail, eateries and other businesses to utilize this infrastructure creating an ideal destination spot for students and members of the community.

A mixed-use area will incentivize businesses to come to the Development because of several reasons including the positive environmental impact. This would encourage the University to take advantage of the unique design and features of amenities. The most compelling reason for businesses and FAMU to take advantage of this development is because there is a high demand from the people. The population yearns to live in a walkable, mixed-use neighborhood because it offers a strong sense of community.

Individuals want to live in an area that has their necessities and recreational activities within walking distance or a short drive. This area will be a prime location especially on gamedays because people are looking for something to do before and after the event. If we utilize the location of the stadium in regards to mixed-use & retail, the economic impact will be significant. By providing a central location where restaurants can flourish, the mixed-use development can help better the current food climate.

Often universities choose to utilize mixed-use developments to vitalize areas and spur economic growth as well as enhance traditional university character. The mixed-use area in the Development will act as more than the common shopping excursion but a location for leisure and union.





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