

MAY 5, 2026



Development Advisory & Representation Services

The Lawn on Main



+ **CBRE**

Global Leader, Local Execution

Trusted by 90% of the Fortune 100 and over 100 federal, state, and local government clients

500+
OFFICES

#1

Most admired real estate company for 15 years in a row by Fortune

140,000+
EMPLOYEES

11

years consecutively one of the world's most ethical companies by Ethisphere

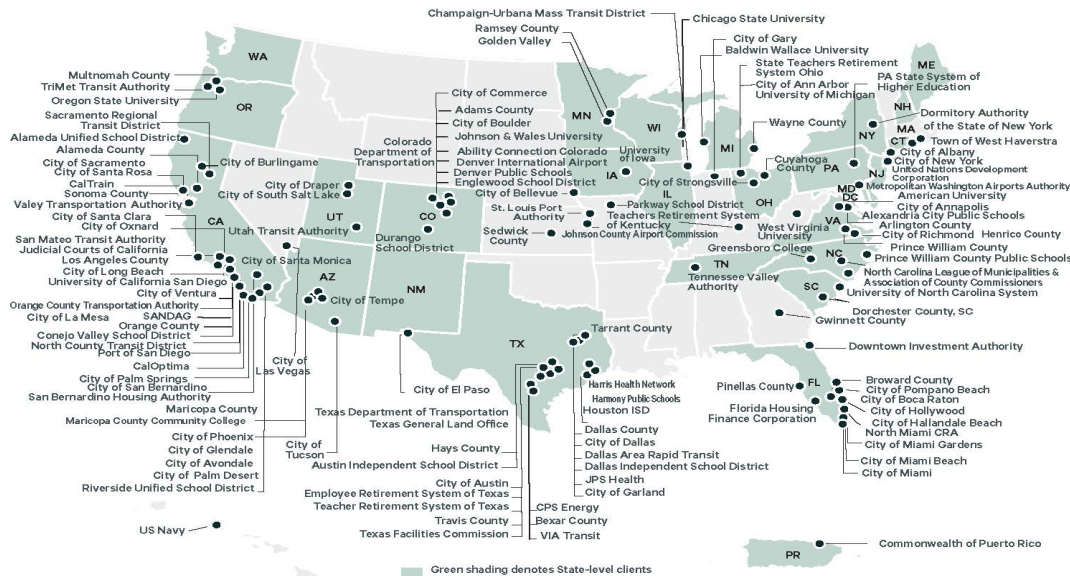
100+
COUNTRIES

#128

on the Fortune 500 list

CBRE offers access to a broad network of specialty groups including Public Institutions & Education Solutions, Hotels & Hospitality, and Retail.

Public Institutions & Education Solutions



Deeply Rooted Local Market Expertise

- ✓ Specialists across relevant use types
- ✓ Global marketing network
- ✓ Development and place-making experts
- ✓ Public sector and P3 specialists
- ✓ Robust analytical platform for scenario analysis and financial modeling

CBRE Atlanta by the numbers in 2025

#1

Real Estate Firm in Atlanta/Stone Mountain

70+

Years in Atlanta/Stone Mountain area

750+

Professionals Statewide

4

Offices Statewide

3,000+

Total Transactions

4,400

Valuation Assignments Annually



Community-Centric Destination Projects

Hotels, Gathering Spaces, & Amenities



Gwinnett Place Mall, GA - Hotel, Green Space, Mixed Uses



City of Hollywood, FL - Hotel, Recreation Amenities, Mixed Uses, Golf



CRA of Pompano Beach, FL - Hotel, Green Space, Pedestrian, Amenities, Riverwalk, Mixed Uses



Dorchester County, SC - Hotel, Event Pavilion, Park & Memorial, Mixed Uses



Perimeter, Dunwoody, GA -
Rooms: 141
Affiliation: Aloft by Marriott
Consideration: \$4,500,000



Bonnet Creek Resort, Orlando, FL-
Rooms: 1,500 rooms
Financing: \$380 million of debt financing, \$52 million of mezzanine financing and \$110 million of equity financing that included a \$19 million key-money investment from Hilton



The Banks, Cincinnati, OH -
Rooms: 171
Affiliation: AC Hotel by Marriott
Consideration: \$3,000,000



The Driskill Hotel, Austin, TX -
Rooms: 189
Consideration: \$52,700,000

From Vision to Market-Ready Opportunity

Protect Long-Term Public Value

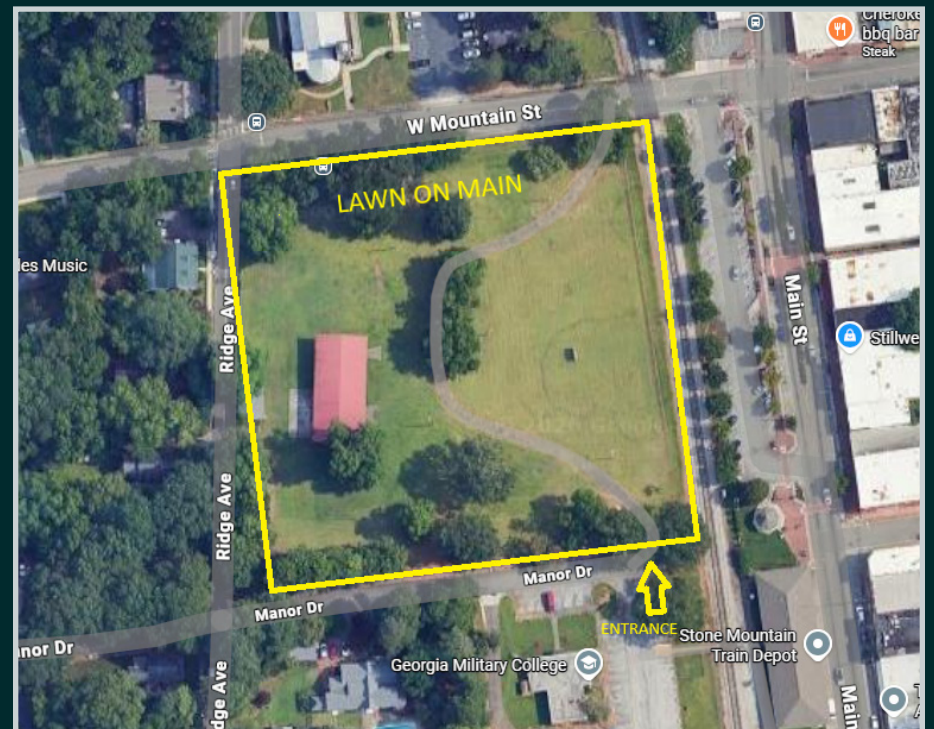
- City interests first; flexibility preserved — CBRE's responsibility is to earn the City's respect as a trusted advisor by prioritizing civic goals
- Transparent, defensible decision-making
- Maximize civic use + economic impact

Promote the Opportunity

- Once-in-a-generation downtown site (3.47 acres)
- Strong community vision + tourism goals
- Flexible outcomes still on the table

Shape the Vision

- Validate market, site fit, and feasibility assumptions for the preferred concept (hotel, mixed-use, and public amenities) relative to the City's site capacity, parking & phasing analysis
- Create a welcoming community place that supports Stone Mountain tourism
- Evaluate trade-offs—not prescribe outcomes



A Clear, Disciplined Path to Execution

1	2	3	4
Due Diligence & Planning	Market Engagement	Proposal Evaluation, Partner Selection	Transaction Execution
<p>Thoroughly plan, model, and structure the project to ensure it is market-viable and set up for success</p>	<p>Approach the market with a well-planned and conceived offering process to generate competitive, high quality responses, while protecting your interests.</p>	<p>Provide development and construction professionals to examine developer proposals for assumptions and risks that may impact the project's viability.</p>	<p>Upon client approval negotiate documentation to secure the project; provide additional support to secure end uses, provide optional owner's representation and leasing services</p>
<p>CBRE will work with the City to translate the site plan into a clear development strategy and valuation baseline. This will include:</p> <ul style="list-style-type: none"> - Confirm project understanding and City goals and preferences - Prepare preliminary valuation and assess market support for desired use types including hotel, outdoor space, and retail - Model various transaction and financing structures and corresponding financial/operational implications - Evaluate phasing strategies and use-mix implications on value and risk - Scenario planning for the hotel location and corresponding impact on project financials - Address questions relating to parking feasibility and capacity - Frame economic parameters that balance long-term ownership objectives with near-term developer feasibility 	<p>Leveraging CBRE's national mixed-use and developer coverage platform, we will design and manage a targeted marketing process to identify qualified development partners with demonstrated experience in complex, phased, mixed-use projects delivered under ground-lease structures. CBRE will:</p> <ul style="list-style-type: none"> - Prepare comprehensive offering materials highlighting the site, entitlements, vision, and partnership objectives - Identify and pre-qualify developers aligned with the City's ownership and control priorities - Conduct global marketing and outreach and manage market engagement 	<p>CBRE will lead the evaluation of developer responses with the City through a structured, objective framework, including:</p> <ul style="list-style-type: none"> - Comparative economic analysis of proposed ground lease terms - Assessment of developer capitalization, balance sheet strength, and execution capability - Review of proposed phasing, design collaboration, and community integration - Identification of key risks, assumptions, and deviations from the City's stated objectives <p>CBRE will distill complex proposals into clear, decision-ready comparisons to support the City's internal governance and decision-making processes.</p>	<p>CBRE will lead negotiations in partnership with the City to finalize and secure documentation governing the project including but not limited to:</p> <ul style="list-style-type: none"> - Letter of Intent - Land Leases - Development and Operating Agreements <p>CBRE often continues to represent the client with Owner's Representative Services during the construction phases of P3s and redevelopments to:</p> <ul style="list-style-type: none"> - Ensure delivery to specifications - Drive cost savings through design review services and audits - Ensure the developer delivers its commitments on time by maintaining project schedules and accountability - Provide ongoing solicitation of end users and leasing services in support of project activation

Our process has withstood media interest, bid protests, and passed voter referenda

Proposed Timeframe & Associated Costs

Proposed Schedule

We estimate a project timeline between 12-18 months.

- **May 2026:** Contract Award and Execution
- **June - July 2026:**
 - Review proposed project with City team
 - Assess site capacity, phasing, parking, and other feasibility factors
 - Evaluate potential transaction structures
 - Seek stakeholder feedback where appropriate
 - Present findings to City
- **August - September 2026:**
 - Incorporate feedback and modifications to project plan where appropriate
 - Seek consensus from City decision-makers
- **October - December 2026:** Prepare and finalize developer solicitation incorporating prior findings
- **January - March 2027:** Begin marketing and release developer solicitation
- **March 2027:** Proposals due
- **Ongoing:** Council briefings and presentations as required
- **April 2027:**
 - City evaluates proposals with CBRE analysis support
 - Shortlist presentations
- **Ongoing:** Council briefings and presentations as required
- **June 2027:** City awards project
- **July - September 2027:** Finalize all binding agreements

Associated Costs

- Monthly retainer payable by the City of \$20,000 throughout execution period.
- Success Fee (paid within 30 days of project completion) for Development Advisory Services **by the selected Developer, calculated on the Total Project Cost** on a sliding scale as listed below.

SERVICE	PAID BY	AMOUNT	TIMING
Consulting services for project planning, marketing, RFP development and distribution, bid analysis and documentation	City of Stone Mountain	\$20,000 / Month	Monthly upon notice to proceed
Transaction and development advisory brokerage	Developer	Per sliding scale listed below	30 days of execution of development agreement

SUCCESS FEE	TOTAL PROJECT COST TRANCHE
3.50%	\$0 - \$10 M
3.00%	\$10 M - \$20 M
2.50%	\$20M - \$30 M
2.00%	\$30 M - \$50 M
1.50%	\$50 M - \$100 M
0.95%	\$100 M or greater

Why CBRE?

YOUR QUESTIONS

- ✓ Proven track record of performance
- ✓ Speciality practice areas for your desired use types
- ✓ A global to local approach to leave no stone unturned
- ✓ End-to-end advisory from initial site analysis to final project delivery

Your trusted advisor.

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