

Who We Are and Why This Matters

- ▶ We are a real estate advisory firm that works with cities across the country.
- ▶ We help communities plan major civic and destination projects:
 - Invest Atlanta
 - City of Chino
 - City of Alpharetta
- ▶ We think like developers and leverage our proprietary data to engage the development community.
- ▶ The Lawn on Main is defining opportunity for Stone Mountain.
- ▶ This project helps the City shape how it is seen by the community and become a destination for the region and beyond.

Key Message

- ▶ This is not just a development project. It is a chance for Stone Mountain to define its identity and future.

Public Institutions



Ryan Fetz
Transaction and
Local Government
Project Lead
Atlanta, GA

Project and Development Services



Patrick Deveau
Project Co-Lead
Development Advisory
Atlanta, GA

Tourism and Destination Advisory



Dan Fenton
Project Co-Lead and
Stakeholder Engagement



Scott Beck
Project Co-Lead and
Stakeholder Engagement



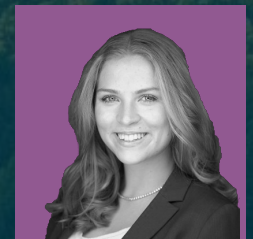
KK Loy
Project Manager
Atlanta, GA



Mitchel Anzivino
Financial Strategy,
Venue Planning



Annie Satin
Financial Strategy,
Destination
Development



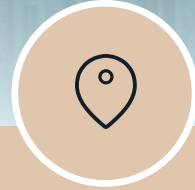
Abigail Harrod
Venue Planning,
Destination
Development

A Local Team with National Destination Experience



Our Team Approach

- A core, hands-on team that will work directly with the City
- Supported by a broader bench of specialists as needed



Local Knowledge

- Atlanta-based leadership with experience working in and around Stone Mountain
- Direct familiarity with Main Street, historic assets, and local challenges

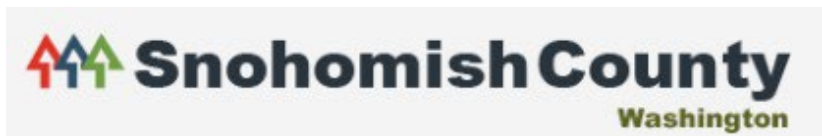


National Experience

- Destination, tourism, and hotel expertise from projects across the U.S.
- Experience scaling big ideas appropriately for small and mid-sized communities

This project needs local understanding, destination thinking, and national experience. What makes our team different is that all three are working together—not separately.

Destination and Venue Advisory



200+
U.S. market/
feasibility studies



100+
Public assembly
facilities



100+
Tourism and
destination planning
clients

Project Strategy and Approach - From Name to Place

Stone Mountain Today

A city with deep character, history, and pride.



Stone Mountain Tomorrow

A destination experience that is unmistakably Stone Mountain.



How We Think About This Project

- Every community is different and this project must reflect Stone Mountain's character
- The goal is a place residents are proud of and visitors seek out

What We Will Focus On

- Protecting historic character and sense of place
 - Creating a real experience, not just buildings
- Making sure new development fits Stone Mountain, not the other way around

Schedule, Costs & Public Accountability



Total cost: \$250,000 | Fixed, Lump-Sum Advisory Fee

Predictable Fees

Our lump-sum fee ensures complete alignment with the City's interests and avoids any potential conflicts of interest.

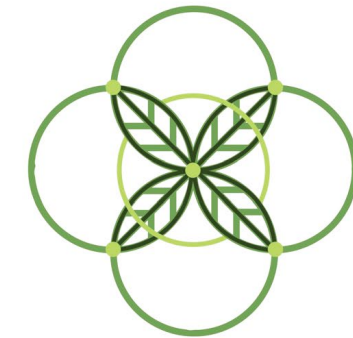
- Payments tied to completed milestones and deliverables
- No brokerage or transaction fees without separate authorization

Timeline

- About 8 months from start to selecting a development partner

Results to the City

- Market-tested development plan
- Qualified development partner selected through a defensible process
- Negotiated terms that protect public and financial interests



**THE LAWN
ON MAIN**

*A place to meet, make memories,
and build community together*