



The Lawn On Main Project

Development Advisory Services

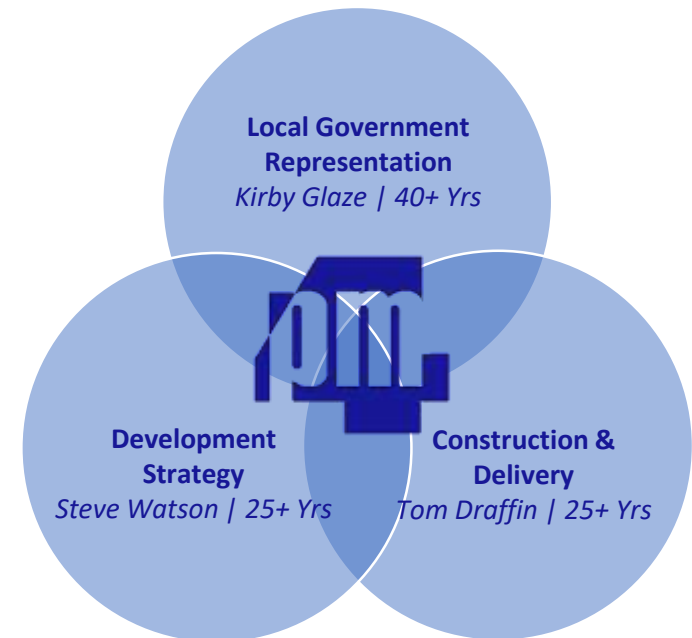
Why 4PM

- 25+ years serving Georgia municipalities
- \$500M+ civic projects delivered
- Owner's Representation ONLY (no developer conflicts)
- Direct Principal involvement on every project

What That Means for Stone Mountain

- Independent from developers & transactions
- Focused solely on protecting City's interests
- Aligned with Stone Mountain's goals – not deal volume
- Built to ensure projects are delivered, not just proposed

Integrated Experience Single Point Accountability



Our value is in the **focus, accountability, and commitment** we bring to ensuring your project **aligns with your vision, gets built, and performs.**

Experience

4PM Moves Projects Forward



Athens: Downtown Mixed-Use + Parking

The Challenge

- City wanted more than a standalone parking deck
- Limited economic activation
- Missed opportunity for integrated development

4PM's Role

- Positioned project as public-private mixed-use opportunity
- Structured developer selection and development approach
- Integrated public infrastructure with private investment

The Outcome

- Delivered mixed-use + structured parking
- Activated downtown site
- Created a financeable & executable project
- LEED certified



Albany: Public-Private Development (in progress)

The Challenge

- City & DDA selected Developer for historic hotel Project
- No coordination between vision and execution
- Procurement and development efforts misaligned

4PM's Role

- Established unified development framework
- Aligned City objectives with developer capabilities
- Structured process to function as a true public-private partnership

The Current Outcome

- Created alignment between public goals and private delivery
- Positioned project for successful execution
- Parties have agreed upon process to move towards construction



Augusta: Downtown Redevelopment (in progress)

The Challenge

- Initial Developer identified – but deal collapsed
- Site constraints (parking easement) created major limitations
- Second Developer required a restructured approach

4PM's Role

- Repositioned project as a structured public-private partnership
- Navigated constraints & redefined development framework
- Led negotiation of terms aligned with site realities

The Current Outcome

- New development for vacant public property
- Established viable path forward
- Structured agreement aligned with City/Developer

We don't just plan projects like this...
We structure, select & deliver them.

Project Understanding

Defining Success for The Lawn On Main



Tourism-Driven Development Must Be Market-Aligned

- Proximity to Stone Mountain Park is a strength, but not a guarantee
- Hotel performance depends on demand, seasonality and positioning
- Development must be grounded in realistic financial assumptions



Opportunity Must Be Structured to Attract Right Developer

- Not all developers are suited for destination-oriented projects
- The City must define the type of partner before going to market
- Structure drives the quality of responses – not just outreach



Public + Private Components Must Function as One Project

- Greenspace, amphitheater, & hotel must be integrated, not separate efforts
- Design, infrastructure, & Phasing must be coordinated from the outset
- Misalignment creates cost, delay, & operational challenges



Selection Must Be Based on Deliverability

- Strong concepts do not always translate into executable projects
- Evaluation must prioritize financial capacity, experience and realism
- Goal is a project that can be built, not just proposed.

Others will understand the project. We focus on understanding the City and delivering a project that reflects your goals.

Approach



*Success Isn't Selecting The Most Impressive Developer.
It's Securing The Right PARTNER To Deliver The Project.*

Schedule + Cost



A CLEAR, EFFICIENT PATH TO DEVELOPER SELECTION

Our disciplined process ensures the right partner is selected and the best outcome is achieved for the City and the community.

OUR PROCESS IS DESIGNED TO DELIVER:

- ▶ Efficiency without sacrificing quality
- ▶ Transparency at every step
- ▶ Results aligned with the City's priorities



FEE STRUCTURE

Fee structure provided
per RFP requirements.

Our structure prioritizes outcome –
not transaction volume.