

Draft List of Questions for Master Developer/ Real Estate Broker

INTRODUCTION

The City of Ramsey's discussion RE strategies for marketing/ selling The COR has started. To kick off the process, the EDA would like to do a Q&A/informational interviews.

The purpose of informational interviews is to allow for a free-flowing conversation to take place RE The COR, between you and the EDA. The EDA wants to get a better general understanding of what options exist to market/ sell The COR (and provide master developer services), and to gather your thoughts on The COR. They want to have these conversations to get better educated/ become more informed. They prefer this method, rather than simply doing a standard blanket RFP process (with expectations not clearly defined by the City). The outcome of these interviews will be a basis in which the EDA can create a "scope" for how they want to market/ sell The COR (i.e. define their expectations).

We will have 3-4 informational interviews. We expect each informational interview to last 30-40 minutes.

1. **Background** (ideally something we can attached to staff report ahead of time)
 - a. Contact Person, Company (area of expertise, service offerings, strengths)

2. **Example Projects** (could be one project that covers all)
 - a. Projects that included multiple sites/ large sites/ master planning
 - b. Projects that included consulting a land owner and/or city

3. **The COR** (from a development perspective)
 - a. What is your general perception of The COR (as a development project). What are Ramsey's Strengths and weaknesses?

4. **Marketing/ Sale/ Master Developer Services Strategies**
 - a. What strategies do you *RECOMMEND* for Ramsey?
(i.e. broker listing agreement, financing partnerships, option-to-buy agreements with master developers, professional service agreements for master developer services, upfront land sale to master developer, partnership agreements with master developers, marketing campaigns, websites, construct speculative buildings, etc.)
 - b. Are those options your company can help with? If yes, from a high level, what might those options look like (i.e. basic deal parameters).

5. **Three specific questions**
 - a. About 150 acres of available retail land is located within/adjacent to The COR today. Is it realistic for Ramsey to absorb that much retail land? For example, by comparison, Riverdale is just shy of 200 acres.
 - b. Ramsey currently owns about 85 acres of greenfield land located within The COR (multiple zoning districts). Is it realistic for the City to create a single RFP for all of the City's land holdings in The COR at this time—would developers be interested in purchasing all land upfront?
 - c. What can the City do to better entice developers/ investors in wanting to come to The COR? (specifically for retail and restaurants) Are there any specific strategies we should consider?