



FOZ OVERVIEW

Mar 1/2012

FRIENDS OF ZIOCK (FOZ)

- ✘ Citizen's group, partnering with the City of Rockford to conduct a coordinated effort seeking qualified companies to redevelop the Ziock Building.
- ✘ 65+ Members^{*}, Representing 35 Downtown Projects Valued At More Than \$25.5 Million[†]

* = Marketing professionals, "C"-level business people, downtown business owners, downtown property owners and residents, attorneys, architects, property developers, urban planners, realtors, researchers, individuals with advanced degrees in historic preservation. Members include three of four Richard H. Driehaus Foundation award winners.

† = Does not include \$18.4 million privately funded portion raised by FOZ member for Coronado Performing Art Center rehabilitation.

AIMS AND OBJECTIVES

- ✘ Deliver Highest and Best Use
 - + Market Rate
 - + Private Sector
 - + For-Profit
- ✘ Put The Property Back On Tax Rolls
- ✘ Create Jobs Downtown
- ✘ Increase 24-Hour Traffic

FOZ TEAMS

Leadership Circle

- Liaison With City and IHPA
- Review RFP
- Communicate With Community and Private Sector Leaders

Finance and Construction

- Determine Physical, Safety, Stabilization Issues and Budget
- Facilitate Marketing
- Pro Forma

Marketing

- Prospectus
- Website
- Social Media
- Marketing Agreement
- Marketing Budget
- Marketing Plan (FOZ Only)

Developer Relations

- Create and Maintain List of Prospective Developers
- Manage Interfacing Between FOZ and Developers

APPROACH

- ✘ Coordinated Approach That Compliments City Activities
- ✘ Dedicated Website
 - + Link To Relevant Specific Targets on City Website
 - + Social Media
- ✘ Research Historic-Capable Developers
- ✘ Developer Relations Team Will Actively and Individually Pursue Leads From Prospect List

POSSIBLE TIMELINE

- ✘ Memorandum of Agreement
+ City, SHPO, FOZ (Mar 2012
- ✘ Marketing Agreement
+ City Mar 2012
- ✘ RFP (City and FOZ) Apr 2012
- ✘ Pre-Submission Meeting s Ongoing
- ✘ Property Inspections Ongoing
- ✘ Proposal Submissions 45 Days
- ✘ Proposal Reviews 14 Days
- ✘ Negotiations To Follow
- ✘ City Council Selects Developer TBD

READINESS

- ✓ Marketing Plan (Done)
- ✓ Marketing Budget (Draft, In-Process)
- ✓ Create RFQ/RFP (Done)
- ✓ List of Prospects (Prioritized)
- ✓ Prospectus (Done)
- ✓ Pro Forma (Preliminary)
- ✓ Marketing Website (Operational)