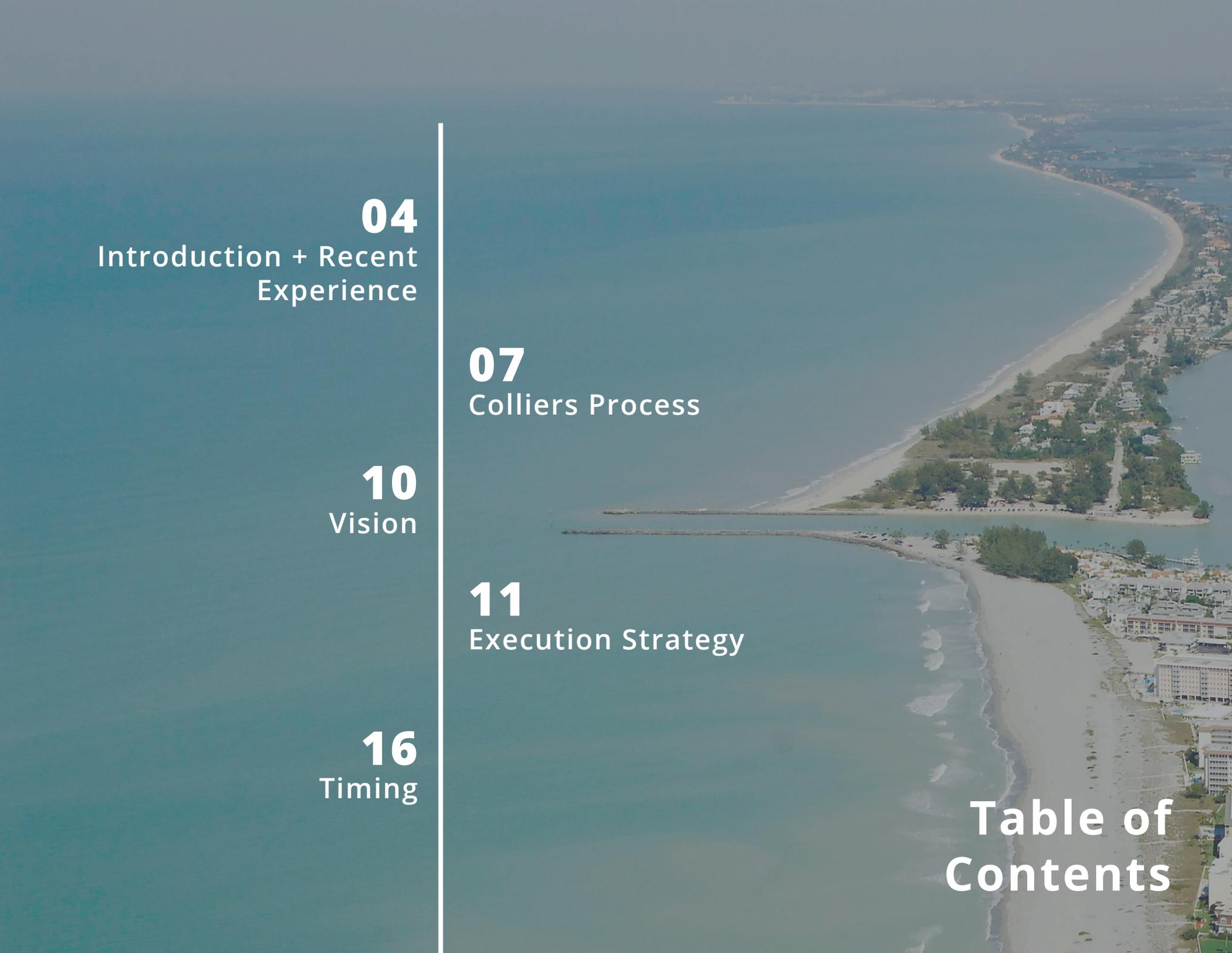


# Dallas White Park Presentation

Prepared Exclusively for the City of North Port, FL



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An aerial photograph of a coastal town, likely in the Caribbean, showing a long pier extending into the ocean. The town is built on a narrow strip of land, with buildings and palm trees visible. The water is a deep blue-green color. The image is used as a background for the table of contents page.

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## Your Team



**Casey Babb, CCIM**

Executive Managing Director  
Multifamily Investments  
casey.babb@colliers.com



**Ken Krasnow**

Vice Chairman  
Institutional Investment Services  
ken.krasnow@colliers.com



**Brooke Berkowitz**

Director  
Government Solutions  
brooke.berkowitz@colliers.com



**Mark Eilers**

Executive Managing Director  
Land Services  
mark.eilers@colliers.com



**Luis Baez, CCIM**

Managing Director  
Multifamily Investments  
luis.baez@colliers.com



**Shawn Rupp**

Managing Director  
Multifamily Investments  
shawn.rupp@colliers.com

### Roles + Responsibilities

- Direct Point Of Contact With Ownership
- Valuation
- Identifying Target Buyers
- Qualifying Buyers
- Developer Outreach
- Touring
- Negotiation
- Due Diligence
- Personally Marketing Asset

## Marketing & Operations



**Kristyn Thomas**

Marketing Coordinator  
Multifamily Investments



**Jessica Lescano**

Transaction Coordinator  
Multifamily Investments



**Patrick Brennan**

Research Coordinator  
Multifamily Investments

# Colliers Florida Multifamily Team

## Jacksonville



**Brad McCollum**  
Senior Associate  
Florida Multifamily Team  
+1 904 521 6959  
brad.mccollum@colliers.com

## Central Florida



**Casey Babb, CCIM**  
Founding Partner  
Florida Multifamily Team  
+1 813 368 0835  
casey.babb@colliers.com



**Tyler Carbonelli**  
Senior Associate  
Florida Multifamily Team  
+1 727 744 9291  
tyler.carbonelli@colliers.com

## South Florida



**Ken Krasnow**  
Vice Chairman  
Institutional Investment Services  
+1 786 517 4990  
ken.krasnow@colliers.com



**Brooke Berkowitz**  
Director  
Government Solutions  
+1 954 652 4633  
brooke.berkowitz@colliers.com

## National



**Will Mathews**  
Managing Director  
National Platform Leader  
+1 404 877 9285  
will.mathews@colliers.com

## Florida Panhandle



**Mike Steiner**  
Partner  
Florida Multifamily Team  
+1 850 322 8267  
mike.steiner@colliers.com

## Tampa Bay / SW Florida



**Shawn Rupp**  
Founding Partner  
Florida Multifamily Team  
+1 727 916 7877  
shawn.rupp@colliers.com



**Luis Baez, CCIM**  
Founding Partner  
Florida Multifamily Team  
+1 813 767 6275  
luis.baez@colliers.com



**Jay Ayres**  
Senior Associate  
Florida Multifamily Team  
+1 813 956 9700  
jay.ayres@colliers.com



**Miles Tombrink**  
Partner  
Florida Multifamily Team  
+1 813 716 2781  
miles.tombrink@colliers.com



**Mark Eilers**  
Executive Managing Director  
Land Services  
+1 813 871 8533  
mark.eilers@colliers.com

## Debt & Equity



**Donald Jennewein**  
Executive Managing Director  
U.S. Capital Markets  
+1 813 559 7022  
donald.jennewein@colliers.com



**Nathan Lynch**  
Executive Managing Director  
U.S. Capital Markets  
+1 813 559 7009  
nathan.lynch@colliers.com

## Florida Office Locations

**Tampa Bay**  
4835 W. Kennedy Blvd | Suite 300  
Tampa, FL 33609  
+1 813 221 2290

**Panhandle**  
116 MC Davis Blvd  
Santa Rosa Beach, FL 32459  
+1 706 773 4097

**Sarasota**  
1819 Main Street | Suite 102  
Sarasota, FL 34236  
+1 727 442 7184

**Fort Myers**  
13241 University Dr | Suite 101  
Fort Myers, FL 33907  
+1 239 418 0300

**Fort Lauderdale**  
200 E Broward Blvd | Suite 120  
Fort Lauderdale, FL 33301  
+1 954 652 4600

**Boca Raton**  
2385 NW Executive Ctr Dr | Suite 220  
Boca Raton, FL 33431  
+1 561 353 3650

**West Palm Beach**  
901 Northpoint Pkwy | Suite 109  
West Palm Beach, FL 33407  
+1 561 478 6400

**Orlando**  
255 S. Orange Ave | Suite 1300  
Orlando, FL 32801  
+1 407 843 1723

**Jacksonville**  
76 S. Laura Street | Suite 1500  
Jacksonville, FL 32202  
+1 904 358 1206

**Miami**  
2121 Ponce de Leon Blvd | Suite 1250  
Coral Gables, FL 33134  
+1 305 854 7342

**Clearwater**  
311 Park Place Blvd | Suite 600  
Clearwater, FL 33609  
+1 813 221 2290



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## Recent Experience



More Than  
**89,954**

Units Transacted Since 2011



Deal volume  
**\$10B**

Group gross transaction volume since 2011



The Team  
**12**

Dedicated Multifamily Professionals & Advisors

*The Colliers team specializes in Class A apartments and Mixed-Use development projects throughout Florida but particularly in secondary markets like North Port which are driven by our very active land business. With a proven track record, Colliers will drive active developers including those with public-private partnership experience to focus on the Dallas White Park redevelopment opportunity.*



Sold

**Downtown Mixed-Use Redevelopment Site**  
Sarasota, Florida  
5.25 Acres | \$25 Million



Sold

**Cassia Cay Mixed-Use Site**  
Sarasota, Florida  
32 Acres | \$16.6 Million



Under Contract

**Westshore Marina District Site**  
Tampa, Florida  
12 Acres | \$19 Million



Under Contract

**Archer Road Mixed-Use Site**  
Gainesville, Florida  
21.3 Acres | \$6 Million



Sold

**Vista Brooklyn Mixed-Use**  
Jacksonville, Florida  
308 Units | 13,000 SF Retail | Built 2021  
\$410,000/Unit | 3.75% Cap Rate



Sold

**Latitude at Hammock Bay**  
Freeport, Florida  
232 Units | Built 2020  
\$290,000/Unit | 4.25% Cap Rate



Sold

**Alexander at Sabal Point**  
Orlando, Florida  
286 Units | Built 2018  
\$210,000/Unit | 4.5% Cap Rate



Sold

**Alexander at Countryside**  
Clearwater, Florida  
330 Units | Built 2018  
\$210,000/Unit | 4.5% Cap Rate (Proforma)



## Why Colliers



### National & Global Reach with Local Presence

- Operating on a national and global platform, Colliers also has 11 Florida offices and is uniquely positioned to direct local, regional, national and international developers to the Dallas White Park redevelopment opportunity.
- Colliers is the only firm that can reach key national decision makers and have boots on the ground in North Port, FL.



### Incredibly Active Land Business

- Colliers has a very active land business throughout Florida but particularly in the West and Central Florida markets which puts us in regular contact with the most active and qualified developers in the marketplace.
- The deal team currently has 2,000+ units of land under contract or in some phase of development in Tampa Bay, Sarasota, Venice, Port Charlotte, Fort Myers, Lakeland, the Orlando MSA, Volusia County, Gainesville and South Florida.
- Many of these development deals are mixed-use and involve various Public-Private partnership structures.



### Best-in-class Team Maximizes Pricing and Mitigates Transaction Risk

- Colliers has assembled its top multifamily transaction team consisting of 12 brokers and 6 marketing professionals with deep experience in Florida.
- Through a comprehensive process, integrating sales, debt, and operations, Colliers will build a competitive market around the opportunity and drive both price and terms to their optimal point to meet the City of North Port's goals.



### Familiarity with the Property & Market

- Ken Krasnow and Brooke Berkowitz have a long history with the subject site and the City of North Port's objectives.
- Having brought the site to market pre-Covid and then pausing the process at the onset of the pandemic, considerable time and thought have been invested.
- Ken and Brooke are based in South Florida, however, they specialize in working with municipalities across the state and have significant expertise in this particular field.
- Mark Eilers and Casey Babb, CCIM, have a collective 55+ years of experience in the disciplines of land and multifamily brokerage along Florida's West Coast having each worked in the Tampa Bay and SW Florida MSA's their entire career.



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# Marketing Materials

## Best-in-class Marketing Materials

### Broker/Referral Marketing

- + Local and national listing services
- + Foster referral marketing through demonstrated performance
- + Leverage vast network of local and national brokerages

### Print Media

- + Customized brochures showcasing property attributes, Offering Memorandum
- + Market and demographic information
- + Property floor plans, site plans and photos
- + Access and amenities aerial maps

### Electronic Media & Mobile Marketing

- + Email campaigns
- + Digital collateral + Virtual Tours
- + Customized property website with mobile accessibility
- + Leverage valuable social media channels (LinkedIn, etc.)

**For Sale**

**813 221 2290**  
Dallas White Park, North Port

- ± 19 Acres
- Mixed-use Development

Ken Krasnow: 786 517 4990  
Brooke Berkowitz: 954 652 4633

[colliers.com](http://colliers.com)



Complete Exterior / Amenity Drone footage





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## Global Enterprise

Colliers International is a leader in global real estate services, defined by our spirit of enterprise. Through a culture of service excellence and a shared sense of initiative, we integrate the resources of real estate specialists worldwide to accelerate the success of our partners.

When you choose to work with Colliers, you choose to work with the best. In addition to being highly skilled experts in their field, our people are passionate about what they do. And they know we are invested in their success just as much as we are in our clients' success.

This is evident throughout our platform—from Colliers University, our proprietary education and professional development platform, to our client engagement strategy that encourages cross-functional service integration, to our culture of caring.

We connect through a shared set of values that shape a collaborative environment throughout our organization that is unsurpassed in the industry. That's why we attract top recruits and have one of the highest retention rates in the industry. Colliers International has also been recognized as one of the "best places to work" by top business organizations in many of our markets across the globe.



**Comprised Of**  
**18,000**  
Professionals



**Managing**  
**2B**  
Square Feet



**Generated**  
**\$3.6B**  
In Annualized Revenue (US\$)



**Established In**  
**66**  
Countries



**Generated**  
**\$129B**  
In Transaction Value (US\$)



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# Vision



# POSITIONING THE DALLAS WHITE PARK AS A TRANSFORMATIVE MIXED-USE DESTINATION IN NORTH PORT

## Asset

**The Site:** 19 +/- Acres

**The Opportunity:** Create a vibrant, mixed-use destination that could possibly accommodate 500+ permanent residents and another 200+ employees living on and working at the site daily. A new public park with abundant green space would need to be created and activated with planned events, festivals and concerts throughout the year and become a catalyst for the community.

**The Vision:** Development is moving more toward mixed-use within live/work/play formats which then create a true sense of place and a symbiotic relationship between the various product types. In Tampa, Sparkman Wharf, Midtown and Armature Works are prime examples of how multifamily residential, offices, retail shopping, dining and entertainment all work together and actually help each other from an economic standpoint creating vibrant communities. While all of the Tampa examples are in urban locations, the same concept (albeit on a smaller scale) can work at Dallas White Park.

**The Uses:** To be successful, density must be embraced. At Midtown Tampa, 1.8 MM square feet of apartments, hotels, offices and retailers coexist on a 22-acre site with structured parking garages connecting the various buildings. This would be far too dense for the Dallas Park site in North Port but 200 - 250 workforce apartments within 4-story buildings, 50,000 - 100,000 sf of office/meeting space and 5 - 10 'container retail' stalls with an active public park with abundant green space for events would be a successful mix and a catalyst for the City.

**The Strategy:** Multifamily development is very active in the 'Post-Covid' Florida marketplace which gives certain markets and sites like Dallas White Park in North Port more liquidity than normal but only if the deal is structured correctly. The City's preference is to retain the underlying land asset via a long-term ground lease rent structure but is open to discussing other alternatives. Proposals will be viewed favorably if they preserve as much green space as possible for the public use. The end goal is to activate both the waterfront and park/public space with events, activities and access for kayak launches, observation docks, etc. that will create a community destination.





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# Vision



## EAST ITALY AVENUE SITE

# A BRAND NEW SINGLE FAMILY RENTAL COMMUNITY IN NORTH PORT

## Asset

**The Site:** 26 +/- Acres

**The Opportunity:** Create a new public park for the City including a new community center and dog park as well as a brand new single-family rental community on the balance of the site which will bring 400+ new permanent residents and a new amenity for the City.

**The Vision:** Single-family rental is an altogether new product type within commercial real estate and there are no less than 30 of these communities on Florida's West Coast either recently delivered or in some phase of development. They look and feel like a master-planned, single-family community but operate like a multifamily apartment community with a centralized leasing office, clubhouse, community amenities, on-call maintenance staff, etc. Residents range from Baby Boomers and empty nesters to Millennials and young families and fill a gap in the marketplace for affordable housing although they are not typically income or age restricted.

**The Uses:** Single Family Rental (SFR) communities are single-story construction with single or duplex building types and are typically 8 - 10 units per acre in density. For the Italy Avenue site, we envision a Single Family Rental community of +/- 200 units, a new public park including a new resident/community center and dog park for the City.



# FAST GROWING NORTH PORT MARKET WITH STRONG MARKET FUNDAMENTALS

	1-Mile Radius	5-Mile Radius	North Port MSA
Population Growth - Last 10 Years	+11.7%	+17.3%	+29.7%
Population Growth - Next 5 Years	+6.8%	+7.5%	8.7%
Average Annual Household Income	\$72,379	\$80,721	\$85,730
Income Growth - Next 5 Years	+15.3%	+14.3%	+14.6%
Median Age	59.2	49.1	45.5
Median Home Value	\$184,513	\$223,037	\$236,103



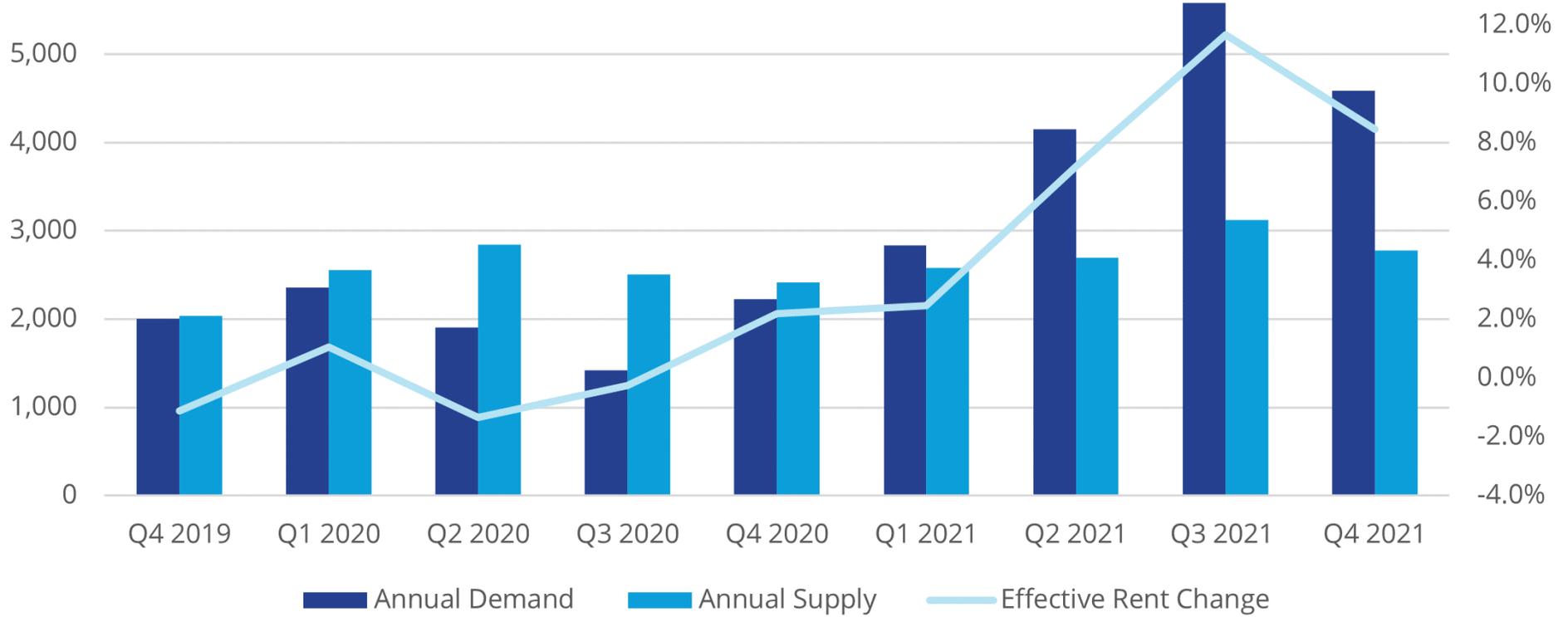


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All Signs Point to a Full Market Recovery

# COLLIERS WILL DEMONSTRATE THE INCREDIBLE MARKET UPSIDE STORY TO POTENTIAL INVESTORS

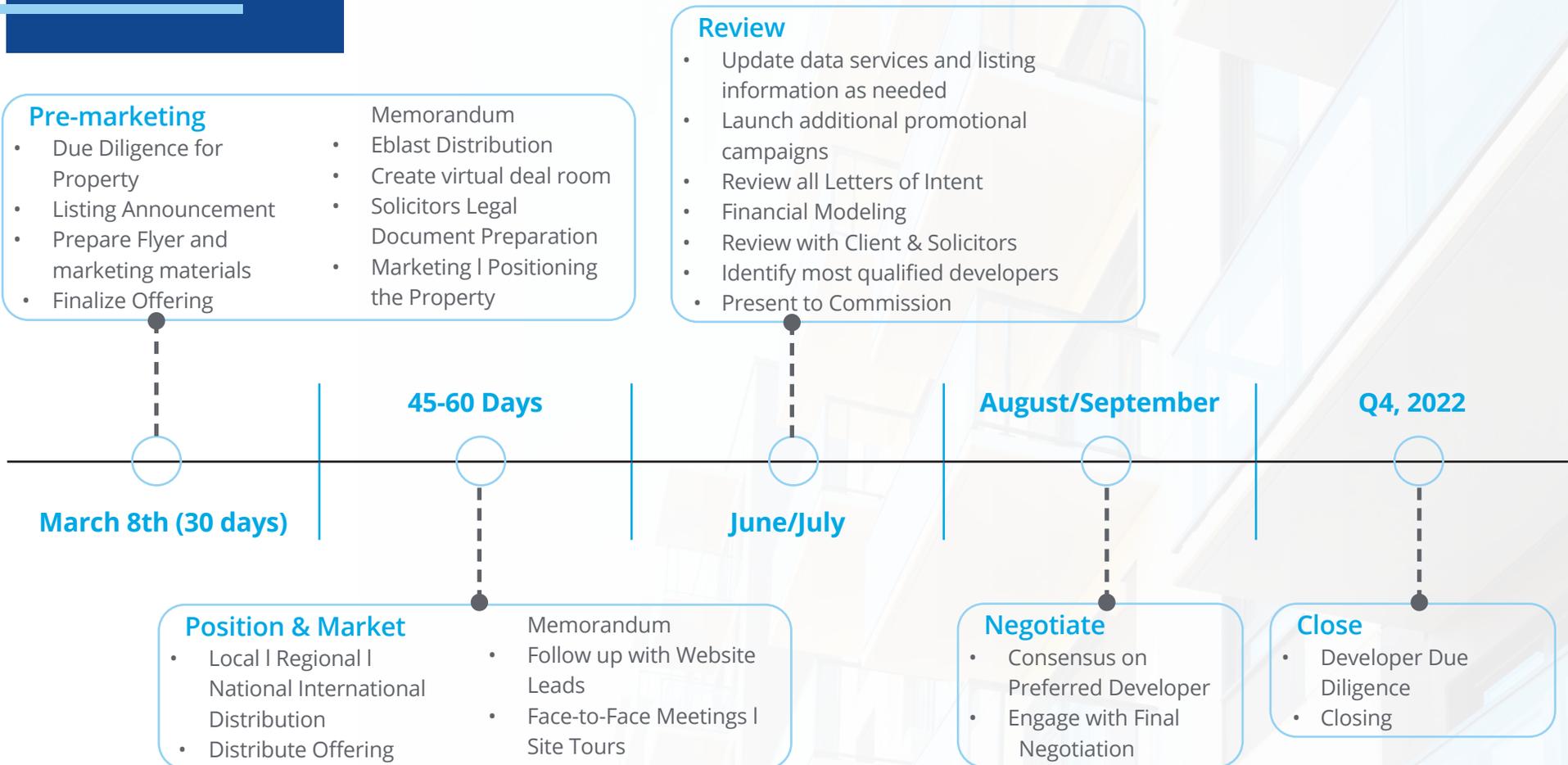
Colliers Projects A Full Market Rebound Beginning In 2022 Due To A Lower Pipeline And Outsized Multifamily Demand





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# Colliers Marketing Timeline



# Thank you!

**Casey Babb, CCIM**

Executive Managing Director  
Multifamily Investments  
casey.babb@colliers.com

**Ken Krasnow**

Vice Chairman  
Institutional Investment Services  
ken.krasnow@colliers.com

**Brooke Berkowitz**

Director  
Government Services  
brooke.berkowitz@colliers.com

**Mark Eilers**

Executive Managing Director  
Land Services  
mark.eilers@colliers.com

**Luis Baez, CCIM**

Managing Director  
Multifamily Investments  
luis.baez@colliers.com

**Shawn Rupp**

Managing Director  
Multifamily Investments  
shawn.rupp@colliers.com

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