Kiernan-West / S.H.I.E.L.D. 1
The Future of Community

“Our desire is to transform the Six Flags/Jazzland site from a dormant asset to a vibrant multifaceted sustainable opportunity for the people of New Orleans, utilizing a combination of non-profit and community facilities subsidized by economic growth initiatives.”

– Drew Brees, Development Principal/Co-Founder S.H.I.E.L.D. 1
Our Commitment to New Orleans

Our commitment is simple, focused, and immediately executable;
To provide Social Justice and Economic Development to the people of New Orleans.

“We are creating a global platform where people around the world will recognize New Orleans as a technology, agriculture, and innovation hub. It will give us access to the most dynamic resources in the world while transforming New Orleans into a region of prosperity.”
–Demario Davis, Co-Founder S.H.E.I.L.D.1

Part One: Non-Profit Initiatives
- Sustainable Food Security
- STEAM Education
- Community Gathering / Tourism
- Culinary Arts
- Health & Wellness
- Long Term Skilled Workforce Development

Part Two: Job Creation
- Logistics
- Tech
- Research
- Construction
- D.B.E. Focused Hiring
Our Team

**S.H.I.E.L.D. 1 Org**: Supporting Humanity through Investing and Economic and Legislative Development.

Focused on serving distressed communities to develop our young future global leaders, innovators, and entrepreneurs through sustainable food security, improving public health outcomes, STEAM education, job creation, skilled job training and workforce development, and community resilience.

**Kiernan-West** has over 30 years in industrial and commercial development. Backed by their own private equity, they are able to implement new projects immediately, resulting in a short turnaround between being awarded the project and its completion.

Most recent Master Planned Development generating over $266MM in economic impact, providing over 2,000 jobs with over $100MM in annual wages.

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Drew Brees  
*Co-Founder*  
*S.H.I.E.L.D. 1*

Demario Davis  
*Co-Founder*  
*S.H.I.E.L.D. 1*

Joshua Norman  
*Visionary Founder*  
*S.H.I.E.L.D. 1*

Pageant Ferriabough  
*Executive Director*  
*S.H.I.E.L.D. 1*

Kevin Kiernan  
*CEO*  
*Kiernan-West*
We're creating a self-sustaining cycle. The gardens feed the community, leading to food security, public health, and overall community wellness from environment to community safety.

Then we take that produce and use our Ghost Kitchen to deliver meals to those in need and we engage with students to start their STEAM education.

We take that passion and beginning knowledge and we foster it with restaurant management courses and work experience in our World Organic Café, giving those students the skills they need to go out and open their own restaurant on a base of knowledge and healthy eating.

Our desire is to provide all the tools so everyone can succeed.
MASTER PLAN
MAIN CAMPUS (SOUTH)
FUTURE PHASES FOR EXPANSION
Ridge and Furrow Agriculture
Chinampas Floating Agriculture
Live Oaks
Water Garden
Wind Energy and Geothermal
Experimental Agroforestry and Forest Walk
Hotel and Convention Center
Green Village – Farming with Affordable Housing
Smart Parking & Autonomous Transportation

STEAM CAMPUS
WALK OF THE FUTURE
REGENERATIVE AGRICULTURE
NATIVE HABITAT

ECONOMIC DEVELOPMENT JOB CREATION & FUTURE INNOVATION EXPANSION
VERTICAL FARM
DISCOVERY LAB / INNOVATION CENTER
GREEN HOUSES + NATIVE FOOD FOREST
COMMUNITY GATHERING
SMART PARKING
EXPERIMENTAL URBAN FARM
PLOTS FOR R+D
GLOBAL COMMUNITY KITCHEN,
FOOD TRUCK INCUBATOR
AMPHITHEATER / GLOBAL KITCHEN
AGRICULTURAL TECHNOLOGY INNOVATION HUB
BAYOU AGRICULTURE

FUTURE PHASES FOR EXPANSION
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INNOVATION WARD - MASTER PLAN
New Orleans, Louisiana
04/20/2021

AGRICULTURE (MAIN CAMPUS SOUTH)

- HYDROPONICS
- AQUACULTURE
- AQUAPONICS
- HYDROPONIC GARDENS
- NATIVE SUSTAINABLE FOOD FOREST
- LIVE OAKS
- WATER GARDEN
- URBAN AGRICULTURE
- VERTICAL FARMING
- HYDROPONICS
- AQUAPONICS
- RIDGE AND FURROW AGRICULTURE
- BAYOU FLOATING AGRICULTURE

SUSTAINABLE FOOD SECURITY
- EXPONENTIALLY INCREASING YIELD THROUGH RENEWABLE ENERGY WHILE MINIMIZING WATER USAGE BY 99% AND LAND USAGE VIA VERTICAL GROWTH.
- CONTROLLED ENVIRONMENT CREATING ORGANIC, CLEAN PRODUCE.
- YEAR-ROUND GROWTH CYCLES, WITH MULTIPLE HARVESTS AT A FRACTION OF THE LAND USAGE.
- AQUAPONICS: THE FISH FERTILIZE THE PLANTS, WHICH FILTER THE WATER, CREATING A SYMBIOTIC RELATIONSHIP.
- VIEWING LABS THROUGHOUT THE FACILITY TO CREATE A LEARNING ENVIRONMENT.
- EMERGING TECHNOLOGIES FOR RESEARCH AND SECURITY SUCH AS ARTIFICIAL INTELLIGENCE, ROBOTICS, BIOMETRIC, AND DRONE USAGE.

VIEW FROM CENTRAL CAMPUS FUTURE WALK TO STATE OF THE ART VERTICAL FARMS AND DISCOVERY LAB
AMPHITHEATER + GLOBAL KITCHEN

- Amphitheater
- Community Events
- Concerts
- World Organic Cafe
- Cafe on property utilizing products from the agricultural initiatives
- Ghost Kitchen
- Meal delivery to those in need/unable to travel
- Food Bank Partnerships
- Entrepreneurship
- Provide education on restaurant management, encouraging and assisting individuals in the ownership of their own restaurants and food trucks
- Community Fishing
- Food Truck Park
- Community Gardens
- Playground
- Farmer's Market
- Garden Village
- Power Generation
- Water Collection

WATER ACCESS
Community Fishing and connection to natural resource and habitat.

Green Roof / Water Collection
Improves stormwater management, reduces urban heat island effect and improves air quality.

Amphitheater Shading Device
Designed to maintain comfort and versatility in various weather conditions.

Community Gathering / Tourism
- Amphitheater
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Amphitheater + Global Kitchen Rendering
04/20/2021

Innovation Ward - Master Plan
New Orleans, Louisiana
21-045.00
DISCOVERY LAB (STEAM - Science, Technology, Engineering, Arts & Agriculture, Math & Music)

EDUCATION

- STATE-OF-THE-ART INTERACTIVE CENTER FOR THE YOUTH OF NEW ORLEANS TO COME AND LEARN STEAM PROGRAMS.
- HANDS-ON EXPERIMENTAL LEARNING OF EMERGING TECHNOLOGIES.
- ARTIFICIAL INTELLIGENCE, ROBOTICS AND AUTOMATION LABS.
- AQUAPONICS TEACHING, RESEARCH, AND DEVELOPMENT.
- DISCOVERY LAB & INTEREST CENTER.
- POST VISIT ACTIVITIES FOR CHILDREN TO FURTHER ENCOURAGE STEAM LEARNING.
- RECREATIONAL PARK SPACE.
- MEDICAL LAB.
- CREATIVITY ZONE.
COMMUNITY GATHERING (Farmers Market paired with Solar Energy/Water Harvesting Canopy)

COMMUNITY ENGAGEMENT
- One valuable area in which the public can interact with the site is the Farmers Market. Crops grown both at the adjacent site and the surrounding land would be displayed along a crescent-shaped promenade.
- The area beneath the canopy would be fully flexible to accommodate a variety of stall types and configurations, including seating areas and connections allowing for the preparation of food.

SUSTAINABLE DESIGN INTEGRATION
- Roof lined with PV material to collect solar energy, which is used both at the market, to power equipment and displays, and throughout the rest of the site.
- Concave shape also serves to harvest water, which is then distributed to surrounding farmland/garden crops. Water is funneled to a central location on either end of the canopy and stored for future use.
HEALTH & WELLNESS

- Holistic and Natural Healing Center
- Foster an understanding of natural and holistic nature of food as medicine
- Veggie RX
- Food Cultural Center
- Lecture Hall for Culinary Arts Education
- Culinary Curriculum
- Education Program Regarding Owning and Operating a Restaurant
- Focus on Culinary Tourism
- World Organic Cafe Restaurant
- Food is served from the garden

"Off Site Community Farms" as part of this proposition we plan to connect with and institute community farms throughout the City of New Orleans as a "hub and spoke" model.
AGRICULTURAL TECHNOLOGY INNOVATION HUB (Workforce Development)

- Aquaponic, aeroponic, aquaculture & hydroponic food production are growing rapidly worldwide.
- Demand for a skilled workforce is outstripping supply in the U.S. as consumers are seeking locally sourced, safe and secure food sources.
- Skilled workforce development will occur on many levels including:
  - Hands-on lab opportunities for learners at all stages.
  - Providing technical operation and development of drone technology, machine learning, and other techniques used to monitor and optimize the aquaculture health and production.
  - Providing mentoring and incubation opportunities for food production specialties within the food truck park and global cafe.
**ECONOMIC DEVELOPMENT**

- Kiernan-West provides new technologically advanced facilities for select Fortune 500 companies creating workforce development and economic impacts under long term leases.
- Kiernan-West focus is on the quality of the tenant and the long-term nature of their history and business plan.
- Preliminary projects for the Economic Impact of the Jazzland project are:
  - Annual economic impact from operations: **$247.9M**
  - Economic impact of construction: **$163.1M**
  - Employment at completion: **1,110 people**
  - Average approximate wage per employee: **$52,000/year**

“Drew’s vision is to be deliberate in selection and pursuit of our economic partners.”

- Kevin Kiernan, CEO Kiernan-West
# ECONOMIC IMPACT STUDY RESULTS

## Economic Impacts

### Construction Impacts (Total)

- Total Economic Output: $163,106,500
- Total Jobs: 1,191
- Total Wages: $63,301,600
- Direct: $91,455,700
  - Indirect/Induced: $71,650,800
- Indirect/Induced: 738
  - 453 Indirect/Induced
- Indirect/Induced: $39,894,500
  - $23,407,100 Indirect/Induced

### Operations Impacts (Annual)

- Total Economic Output: $247,871,500
- Total Jobs: 1,937
- Total Wages: $97,073,300
- Direct: $125,680,000
  - Indirect/Induced: $122,191,600
- Indirect/Induced: 1,110
  - 827 Indirect/Induced
- Indirect/Induced: $57,717,600
  - $39,355,700 Indirect/Induced

In 2021 dollars. May not sum to total due to rounding.

* In addition to the Non-Profit economic impact

Rounds Consulting Group, Inc.

04/20/2021
Innovation Ward - Master Plan
New Orleans, Louisiana
21-045.00
EXECUTION & EXPERIENCE

“Developing property in New Jersey is not for the faint of heart. Dealing with many regulatory agencies and coordinating the receipt of the approvals required of each is a formidable task. A task that Kevin patiently and diligently performed with the highest level of professionalism and integrity.”

- Kiernan-West has developed and owned over 40 logistics and distribution centers throughout the United States and Canada.
- Extensive experience with complicated sites involving soils stabilization, wetlands and storm water mitigation.
- Current project-Fortune 500 Company’s largest build to suit in history located in Phoenix, Arizona.
  - $65MM in total cost on 80 acres located in a major distribution HUB area.
  - Tight Timelines for entitlement, permitting, construction and tenant turnover.
  - Complicated site conditions including permits and approvals from FEMA, FAA, DEQ, Public Transportation, Soils Mitigation and Flood Control.

Kiernan-West owned facilities.
FINANCIAL STRENGTH

- Kiernan-West principals utilize their own capital for their projects, not dependent on independent investors or bridge/gap financing.

- Kiernan-West has intimate relationships with large banking institutions, all of which readily provide both construction and long-term permanent financing on a traditional basis.

- Currently multiple Kiernan-West banking relationships include lending limits in excess of $100,000,000.

- Projects are not built to sell, Kiernan-West retains real estate ownership long-term to fund its philanthropic initiatives and to provide long term continuity for the community and its Tenants.

- One of the largest private family offices in the nation that owns a segment of logistics distribution facilities nationwide for a Fortune 500 company.

*Lending references and financial statements provided as a response to the RFQ*