



Kiernan-West / S.H.I.E.L.D. 1

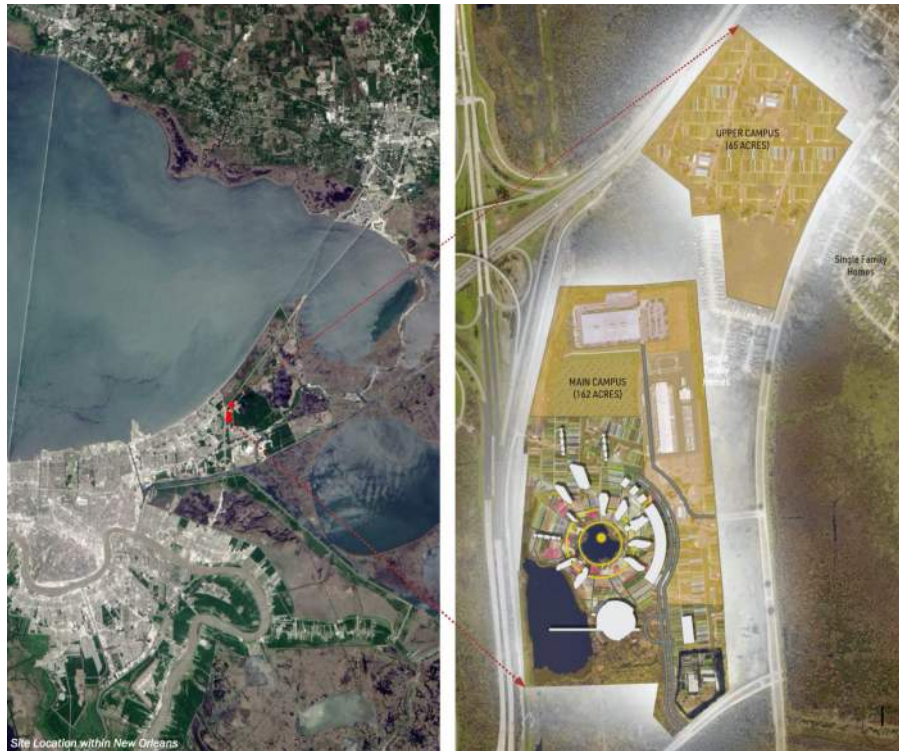
The Future of Community

"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.



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

"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

Our Team



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

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.

MASTER PLAN

PROGRAM GOALS & IDEAS

NON-PROFIT

SUSTAINABLE FOOD SECURITY

- VERTICAL FARMING
- HYDROCULTURE/AQUAPONICS/AEROPONICS
- RIDGE AND FURROW AGRICULTURE
- BAYOU FLOATING AGRICULTURE (CHINAMPAS)
- NATIVE SUSTAINABLE FOOD FOREST

EDUCATION

- STEAM (SCIENCE, TECHNOLOGY, ENGINEERING, ARTS & AGRICULTURE, MATH & MUSIC)
- DISCOVERY LAB & INTEREST CENTER
- FUTURE FARMERS OF LOUISIANA
- 4-H
- FOOD IS MEDICINE/VEGGIE RX

CULINARY ARTS

- GLOBAL MARKET
- WORLD ORGANIC CAFE
- FOOD BANK/GHOST KITCHEN
- ENTREPRENEURSHIP

HEALTH AND WELLNESS

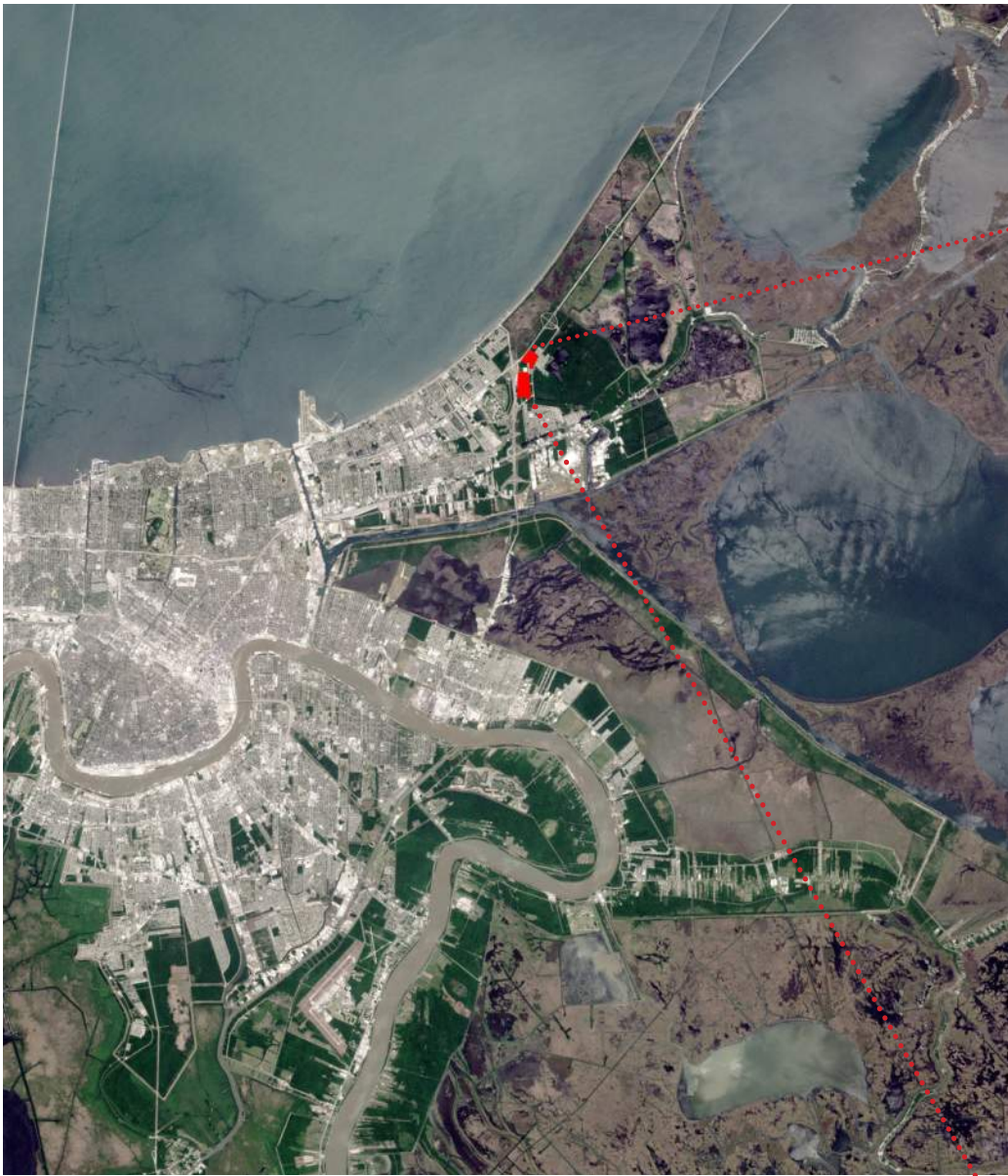
- TELEHEALTH
- HOLISTIC & NATURAL HEALING CENTER
- FOOD CULTURAL CENTER

ECONOMIC DEVELOPMENT & JOB CREATION

- LOGISTICS & DISTRIBUTION
- AGRICULTURE TECHNOLOGY INNOVATION HUB
- LOCAL ENTREPRENEURSHIP ACCELERATOR
- FOOD PACKAGING/PREPRATION CENTER
- SECONDARY RIPPLE EFFECT TO LOCAL ECONOMY

SUSTAINABLE ELEMENTS

- SUSTAINABLE BUILDING MATERIALS
- PHOTOVOLTAIC PANELS (SOLAR)
- HOT WATER PANELS (SOLAR)
- RAIN WATER COLLECTION & REUSE
- VERTICAL AXIS WIND TURBINES

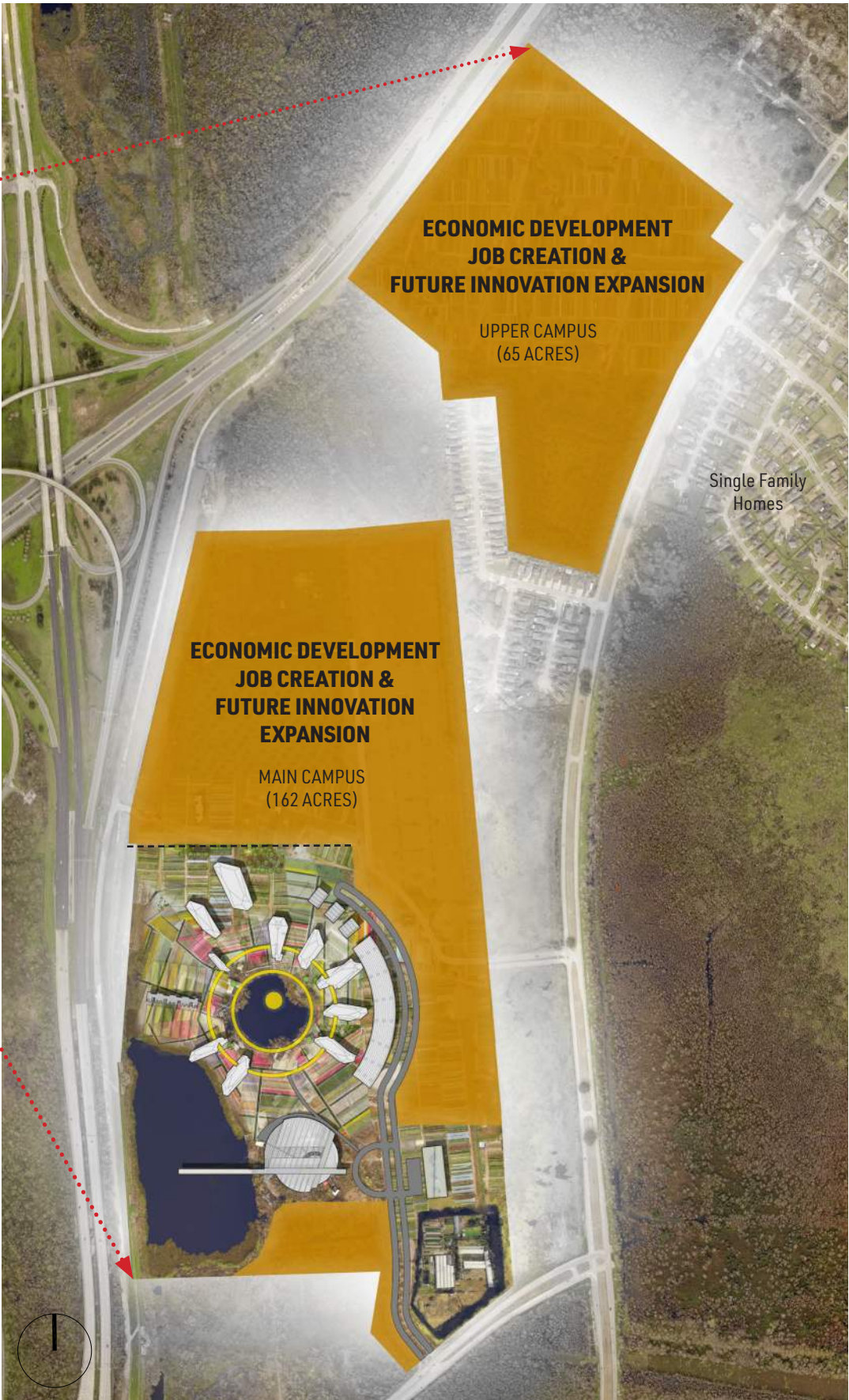


We're creating a self-sustaining cycle. The gardens feed the community leading to food security, public health, and overall community wellness from environment to community safety.

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
- 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

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

AGRICULTURE (MAIN CAMPUS SOUTH)



View from Central Campus Future Walk to state of the art Vertical Farms and Discovery Lab

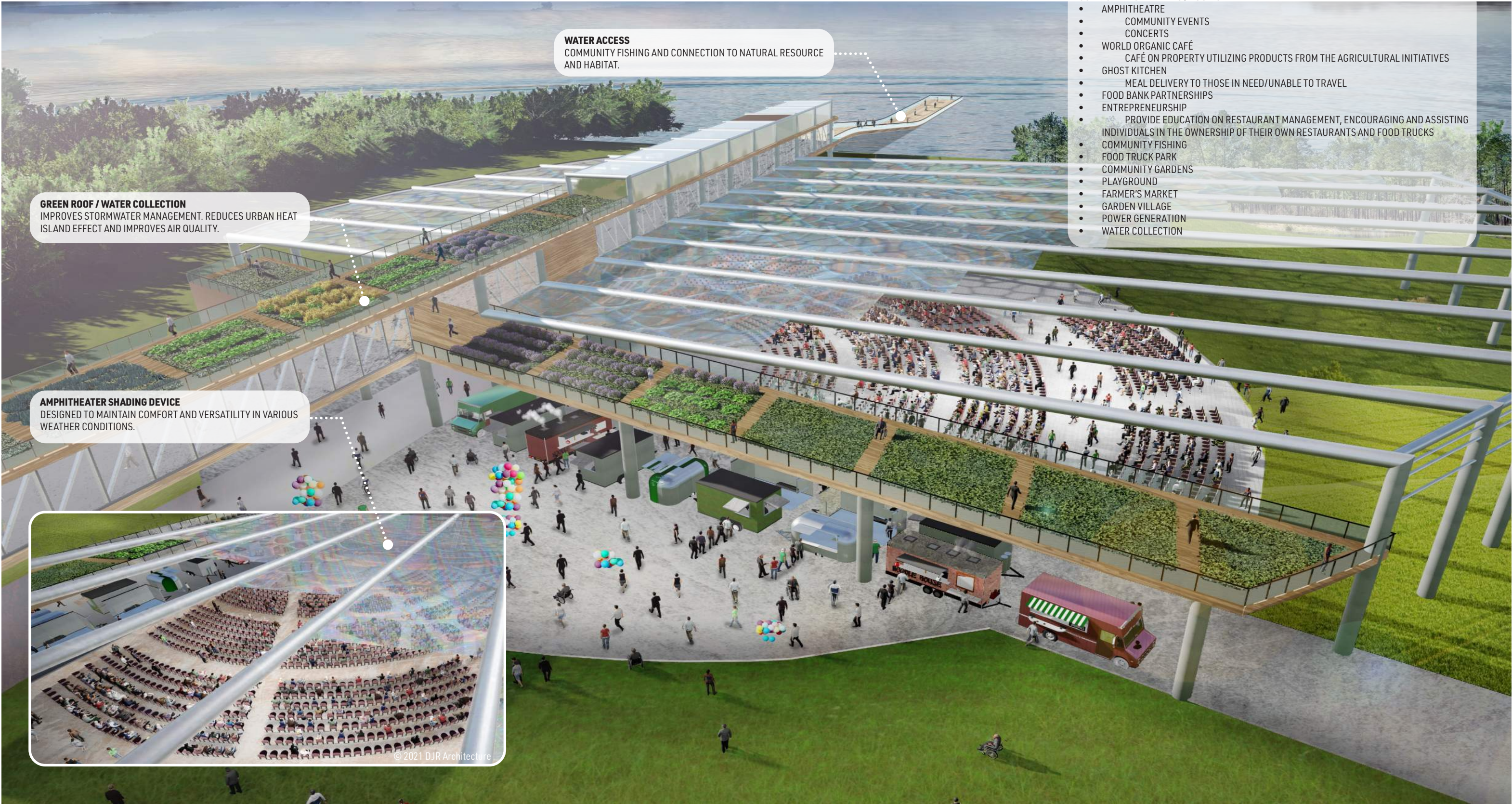


HYDROPONICS, AQUACULTURE. AQUAPONICS, AERONPONICS, CAMPUS

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

- SUSTAINABLE FOOD SECURITY**
- EXPONENTIALLY INCREASING YIELD THROUGH RENEWABLE ENERGY, WHILE MINIMIZING WATER USAGE BY 90% 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.

AMPHITHEATER + GLOBAL KITCHEN



- COMMUNITY GATHERING / TOURISM**
- AMPHITHEATRE
 - COMMUNITY EVENTS
 - CONCERTS
 - WORLD ORGANIC CAFÉ
 - CAFÉ 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

DISCOVERY LAB (STEAM - Science, Technology, Engineering, Arts & Agriculture, Math & Music)



Discover Lab - Water Filtration Forest



Discovery Lab Virtual Reality Learning

- 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
 - RECREATTIONAL PARK SPACE
 - MEDICAL LAB
 - CREATIVITY ZONE



Farm to Table Cafe and Culinary Classroom

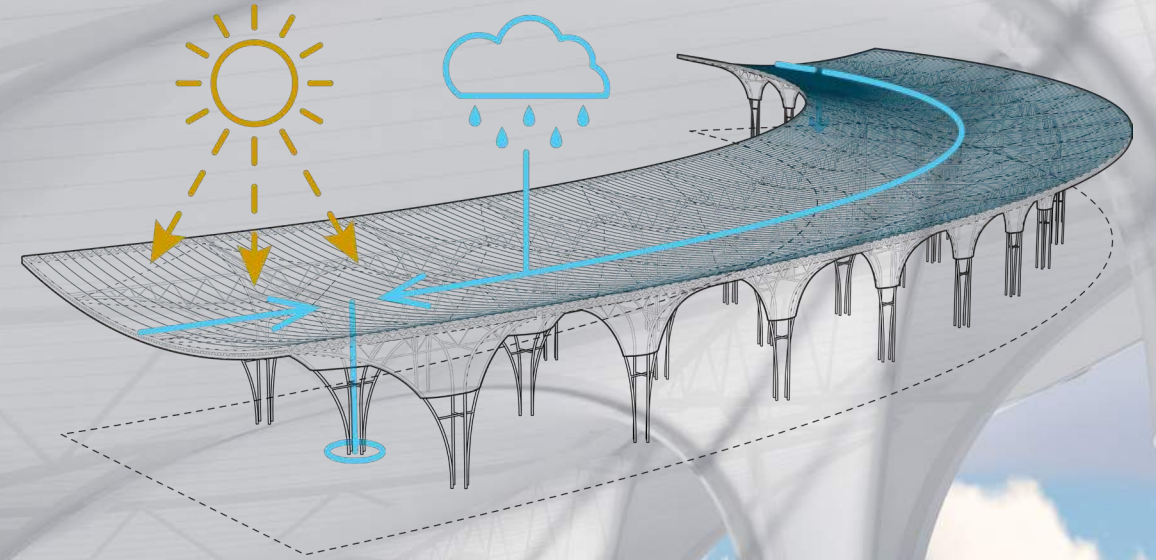
COMMUNITY GATHERING (Farmers Market paired with Solar Energy/Water Harvesting Canopy)

COMMUNITY ENGAGEMENT

- ONE MAJOR 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

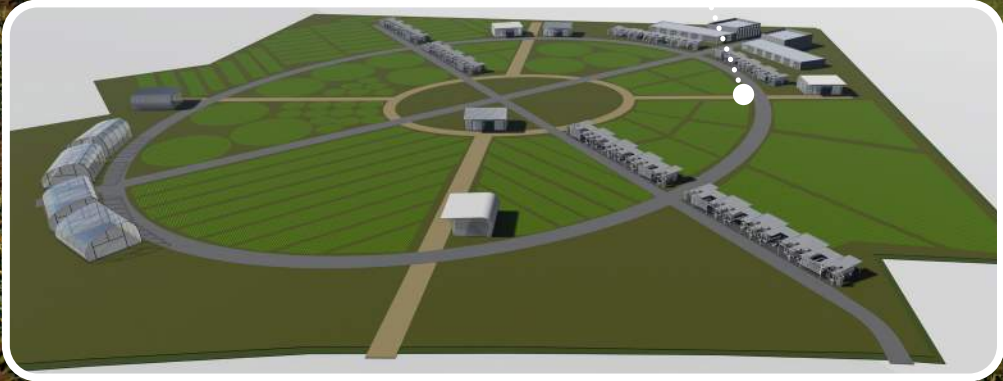
- ROOF LINED WITH PV MATERIAL TO COLLECT SOLAR ENERGY, WHICH IS USED BOTH AT THE MARKET, TO POWER EQUIPMENT AND DISPLAYS, AND THROUGHOUT THE REST OF THE SITE.
- CONCAVE SHAPE ALSO SERVES TO HARVEST WATER, WHICH IS THEN DISTRIBUTED TO SURROUNDING FARMLAND/ GARDEN CROPS. WATER IS FUNNELED TO A CENTRAL LOCATION ON EITHER END OF THE CANOPY AND STORED FOR FUTURE USE.



HEALTH & WELLNESS

- 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 CAFÉ 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)



- WORKFORCE DEVELOPMENT**
- AQUAPONIC, AEROPONIC, AQUACULTURE & HYDROPONIC FOOD PRODUCTION ARE GROWING RAPIDLY WORLD-WIDE
 - 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
 - UPROVIDING MENTORING AND INCUBATION OPPORTUNITIES FOR FOOD PRODUCTION SPECIALTIES WITHIN THE FOOD TRUCK PARK AND GLOBAL CAFÉ

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)		
\$163,106,500 Total Economic Output	1,191 Total Jobs	\$63,301,600 Total Wages
\$91,455,700 direct \$71,650,800 indirect/induced	738 direct 453 indirect/induced	\$39,894,500 direct \$23,407,100 indirect/induced
Operations Impacts (Annual)		
\$247,871,500 Total Economic Output	1,937 Total Jobs	\$97,073,300 Total Wages
\$125,680,000 direct \$122,191,600 indirect/induced	1,110 direct 827 indirect/induced	\$57,717,600 direct \$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.

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.”

-Len Kaiser, retired Mayor for twenty years of North Arlington, New Jersey.



Kiernan-West owned facilities.

- ▶ 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.

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*

