

# BAYOU PHOENIX



HENRYCONSULTING



**HILLWOOD**  
A PEROT COMPANY



**MICHAEL TUBRE**  
Vice President, TKTMJ

**TROY HENRY**  
Founder, Henry Consulting

**THOMAS TUBRE**  
President, TKTMJ



**LIVE**

- Eastover Homes Community
- Country Club
- Shopping

**WORK**

- Nearly 1,000 Projected Permanent Jobs
- Logistics Facility
- Mega Travel Center

**PLAY**

- Indoor/Outdoor Water Park
- Sports Facility
- Hotel & Entertainment Facilities

**May 2021 - September 2021**

**Feasibility Study, Community and Stakeholder Outreach, Plan Development**



**August 2022 - January 2023**

**Design and Build**



**October 2021 - July 2022**

**Finalize Plan with City, Recruit Businesses, Secure Tenant Agreements**



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## HENRYCONSULTING

- New Orleans based Management Consulting Firm
- One of the largest Black-owned firms in Louisiana
- Founded in 2001
- Certified DBE & Hudson Initiative Firm
- 241 direct and indirect employees
- Average \$25 million in annual revenue
- Proven track record of success
- Owns and Operates 7 Companies in LA



Troy Henry

Founder, Henry Consulting



### RELEVANT PROJECTS

\$1.2B Louisiana  
Watershed Initiative

\$13B Post-Katrina Unified  
New Orleans Plan

Pontchartrain Park  
Redevelopment

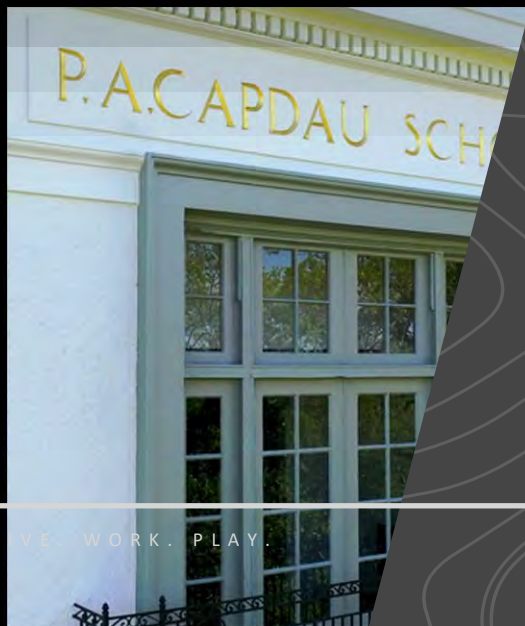




- Multi-state construction and development company
- New Orleans East Based
- Largest private developer in New Orleans East
- Family-owned and founded in 1996
- Completed \$250 million development projects
- Experienced professionals in design, development, and multi-discipline construction



Thomas Tubre, Jr.  
President, TKTMJ



#### RELEVANT PROJECTS

\$32M Lake Forest  
Manor Community

\$24M New Orleans  
Municipal Yacht  
Harbor Renovation

\$20M Capdau  
Home for the Aged





## HILLWOOD QUICK FACTS

- Over 90 companies from either the Fortune 500, Global 500, or Forbes List of Top Private Companies have chosen to locate in Hillwood
- Global Master Developer in 53 Markets Worldwide
- More than 650 associates worldwide
- 208+ million square feet of industrial space developed and acquired
- 35 active residential communities in 28 cities, seven states and two countries overseen by Hillwood Communities



Ross Perot, Jr.

Chairman, The Perot Companies and Hillwood



## ABOUT HILLWOOD

- Founded in 1988 by Ross Perot, Jr.
- Headquarters in Dallas, Texas
- One of the largest and most prestigious investors and developers in the U.S.
- Interest in both commercial and residential property as well as energy



## SIGNATURE DEVELOPMENTS

**ALLIANCE TEXAS** has generated an economic impact on the region of approximately \$92 billion since its inception.

**VICTORY PARK** is the finest example of turning a longtime brownfield into a vibrant, new urban district.

**AMERICAN AIRLINES CENTER** is a premier sports and entertainment venue.

**ALLIANCE CALIFORNIA** is an uncommon success story in the redevelopment of former military bases.

# ALLIANCE TEXAS

- 27,000 acres
- \$10.9 billion invested
- \$92 billion economic impact
- 52.7 million square feet developed
- 525 corporate residents
- 533 top ranked companies
- 63,000 total employees
- Fastest growing area of the nation's fastest growing large city (500,000+)
- Population of two million within 20 miles of AllianceTexas

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## GATEWAY AT ALLIANCE TEXAS | 2014



**RENAISSANCE**  
RIALTO, CA

# MASTER DEVELOPMENT EXPERIENCE

- The all-inclusive **Renaissance master-planned community** has residential, retail, industrial, and corporate use properties
- Features more than 430,000 SF of **shopping, dining, and entertainment**
- Over **800 housing units** opened in 2019
- Over **10,000 jobs**
- Showcases prominent **national retailers and eateries**
- A **20-acre sports park** which includes fields and courts geared to host year-round activities
- Tenants include **Cinemark Theatre, Burlington, 24-Hour Fitness, and Starbucks**





## Hillwood E-Commerce Experience:

- Nearly 100 global projects
- 50M SF of active or completed projects
- 21 States
- 5 Countries



### 23 MILE COMMERCE CENTER

Shelby Township, MI  
85 Acre Site

- Former Packard / Ford Motor Company manufacturing plant constructed in 1927
- Environmentally contaminated
- Lease 1 million square feet to Amazon for a non-sort facility creating 1,500 jobs



### BRASELTON COMMERCE CENTER

Atlanta, GA  
114 Acre Site

- Wetlands mitigation and stream buffer variance
- Worked with federal and state government for permitting
- Williams Sonoma leased the entire 1.1 million square feet distribution center within three months of construction
- Hillwood sold property, as part of a larger portfolio disposition, for \$64.7 million



### INTERCHANGE BUSINESS CENTER

San Bernardino, CA  
50 Acres Site

- Former U.S. Army site for storing, packing, and testing incendiary bombs
- Approved for clearing and development, Hillwood developed six-building USGBC
- LEED Certified business park on sustainable and strategically located site.

# B | BAYOU PHOENIX

## BASE PROJECT PLAN

# B | BAYOU PHOENIX

## EXPANDED DEVELOPMENT PROJECT PLAN



Golf Course Restoration &  
Eastover Homes



Water Park / Hotel



Amusement Park



Logistics Center



Mega Travel Center



Sports Complex



Retail & Restaurant



# SPORTS COMPLEX

- 104 Acre Facility
- 100,000 SF Indoor Sports Facility
- 3 Full Grass Multi-Purpose Fields
- 4 Full-Size Turf Multi-Purpose Fields
- 3 400ft Baseball/Softball Turf Fields
- 4 300ft Baseball/Softball Grass Fields
- 1 400ft Championship Baseball/Softball Grass Field
- 1 Championship Grass MP Field
- 6 Sand Volleyball Courts
- Support Buildings/Press Boxes
- 8 Basketball Courts
- 16 Volleyball Courts
- 10,000 SF Sports Performance Area
- 2,500+ Parking Spaces



- 01 Recreational and professional sporting opportunities
- 02 Attract travel teams, tournaments, and sports tourism
- 03 Available for community use
- 04 Site managed by industry leader - SFA

# INDOOR/OUTDOOR WATER PARK & HOTEL

- Awesome Family Fun
- 200+ rooms/suites New Orleans-themed hotel
- Multiple dining venues
- Land conservation educational program
- Ropes/climbing course
- Airboat and canoe adventures
- Arts, crafts, and music program
- Mini Golf
- Age-appropriate rides and slides
- Dry land attractions



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# LOGISTICS CENTER

## HILLWOOD LOGISTICS CENTER AND WAREHOUSE HUB:

Bayou Phoenix is projected to bring hundreds of jobs to the area with the Hillwood Logistics Center. Hillwood has proven that a dynamic community starts with a strong industrial installation.



### POSITIONED NEAR



- 700+ Jobs Created
- \$64K Average Salary
- Transportation and Logistics Hub for newly relocated Port of New Orleans
- Used for order fulfillment, storage, sortation, consolidation, import, delivery, etc.

# MEGA TRAVEL CENTER

- Positioned directly on I-10
- 100+ New Jobs
- 50,000 Square Feet of Retail Space
- 100+ Gas Fueling Positions
- Multiple Food Offerings
- High Volume Car Wash

Perfectly positioned to welcome travelers visiting New Orleans and send them off with a warm farewell!






## EASTOVER HOMES & GOLF COURSE

### 18-HOLE GOLF COURSE AND EASTOVER HOMES

- 200+ new, high-end homes
- Country club, 18-hole golf course, tennis courts



Re-developed by Hillwood, Eastover Homes will provide the opportunity for hundreds of new families to live in the next up-and-coming Greater New Orleans neighborhood.

### FULL-SERVICE COUNTRY CLUB AND LAKESIDE AMENITIES

- Country Club
- Restaurant and Catering
- Fitness Facility
- Gazebo/Pavilion
- Fishing, Pier, 2.5 Mile Walking Trail, Volleyball Area, Sand Beach
- Swimming Pool



### Education Partner

- Dr. Calvin Mackie, Ph.D., Founder
- National Leader in the Design and Delivery of STEM-Based Programs
- Secured 40,000 square foot space and created a development plan for a new, roughly \$10 million STEM NOLA Innovation Hub for Black Excellence in East New Orleans



## PARTNERS

### TransDev

#### Transportation Partner

- Transportation connection from the Louis Armstrong International Airport to Bayou Phoenix via Light Rail
- Improve Frequency
- Improve Services to Persons with Limited Mobility
- Spur Economic Development

### COX

#### Technology Partner

- Fiber optics for development



# THE HOME-FIELD ADVANTAGE



KW-Brees

SITUS

		KW-Brees	SITUS
Square Feet - Developed Properties	204.7+ MILLION	2.5+ MILLION	?
Economic Impact – Prior Developments	\$100 BILLION	?	?
Public / Private Partnership Experience	30,000+ ACRES	?	?
# of Fortune 500 Companies in Developments	90 COMPANIES	?	?
N.O. East Development Experience	YES	?	?
Residential Development Experience	YES	?	YES
Multi-Discipline Master Developer Experience	YES	?	?
New Orleans DBE History	YES	?	YES
Transformational Development Experience	YES	?	?
Complex Financing Structure	YES	?	?
NOLA Community Engagement Experience	YES	?	YES
Super Bowl Wins	0	1	0