



LAI Land Economics Weekend

APRIL 21-23, 2016



Welcome to Memphis!



LAI Land Economics Society Memphis Chapter

The LAI Memphis Chapter is honored to host the spring 2016 Land Economics Weekend Conference (LEW) in our beautiful city by the Mississippi River. We are excited to have you here. We have an informative and interesting program of historic locations,

redevelopment projects and iconic destinations that are generally unavailable to real estate professionals. We hope to give you a taste of our Southern charm with some good food and music as well. Our programs, presentations and tours will touch on important land economics issues and development projects in Memphis.

As you may know, Land Economics Weekends are international gatherings held twice a year and are open to all members and their guests. These meetings address wider international, national and regional issues, and include tours of projects of interest within the host city. They provide a further invaluable forum for networking discussions among LAI's wider membership. Recent gatherings have taken members to Washington DC, Madrid, Atlanta, San Francisco, Honolulu, Phoenix and San Diego. We are also looking forward to visiting Toronto, Canada, this Fall and Philadelphia in the Spring of 2017.

We hope you enjoy your time here, and let me know if I can help you with anything.

Steve Guinn
MEMPHIS CHAPTER LAI PRESIDENT

TABLE OF CONTENTS

Day 1 - Thursday, April 21

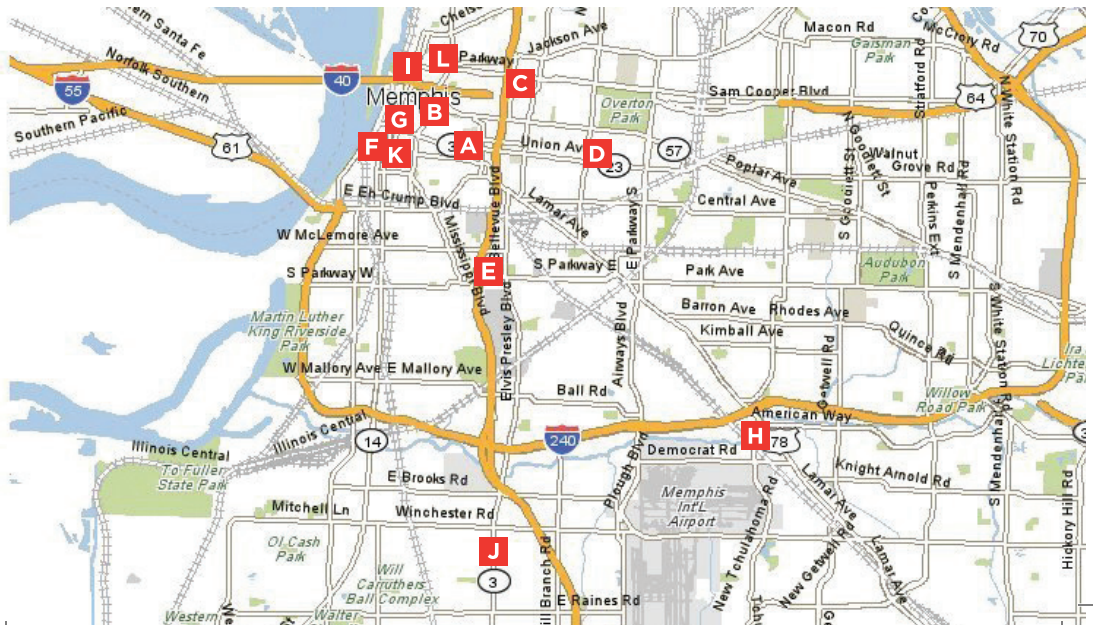
- LAI Business Meetings - Peabody Hotel **G**
- President's Welcome Reception - AutoZone Park **A**

Day 2 - Friday, April 22

- St. Jude Children's Research Hospital **B**
- Sears Crosstown Revitalization Project **C**
- Lafayette's Music Room **D**
- Stax Museum of American Soul Music **E**
- Tennessee Brewery - Happy Hour **F**
- Duckmaster Ceremony with Steven Gragg at The Peabody Hotel Lobby **G**
- Optional FedEx Hub Tour **H**

Day 3 - Saturday, April 23

- Musical Driving Tour with Graceland Drive-by
- Terrace at the River Inn on Mud Island **I**
- Optional Afternoon Tours
 - Graceland **J**
 - National Civil Rights Museum **K**
 - Bass Pro Shops **L**
- Awards Banquet - Peabody Hotel Skyway **G**





Day One

THURSDAY, APRIL 21, 2016



THURSDAY'S SCHEDULE

APRIL 21, 2016

7:30AM - 8:30AM

Peabody Hotel - Grand Ballroom D
Breakfast (LAI/LEF Board
Members and Chapter Presidents)

8:30AM - 5:30PM

Peabody Hotel - Grand Ballroom E
LAI Business Meetings
LAI Executive Committee
LAI Chapter Presidents Roundtable
LAI Board of Governors

6:30PM - 8:30PM

LEW Welcome Reception at
AutoZone Park - Redbirds Club

PRESIDENT'S WELCOME RECEPTION
THURSDAY, APRIL 21, 2016 | 6:30PM-8:30PM

AutoZone Park



Located in the heart of Downtown Memphis, AutoZone Park was named the 2009 Minor League Ballpark of the Year by Baseball America. In 2015, AutoZone Park underwent a \$6 million renovation led by Redbirds General Manager Craig Unger.

The renovations included updated suites, a new club level, more affordable seating, LED video boards, grass bluff seating areas and reducing the ballpark's overall capacity by removing more than 3,000 seats.

SPEAKER _____

CRAIG UNGER

Craig Unger was named the General Manager of the Memphis Redbirds in April of 2014. As the Redbirds' GM, Craig is responsible for running the day-to-day operations of the St. Louis Cardinals' Triple-A affiliate and AutoZone Park. Additionally, Craig has managed the recent upgrades to the ballpark.

Prior to moving to Memphis, Craig spent five years with the St. Louis Cardinals Front Office as an Account Executive, Corporate Sales and Marketing. In this position, Craig sold and managed corporate sponsorships and oversaw club radio promotion and advertising, among other notable achievements.

In his spare time, Craig enjoys cooking and barbecuing. He graduated from Webster University in 1998 with a Bachelor of Arts in Communications. Craig, along with his wife, Pamela, and three daughters, Emma, Ellen and Eden, reside in Memphis.

Day Two

FRIDAY, APRIL 22, 2016



FRIDAY'S SCHEDULE

APRIL 22, 2016

7:30AM - 8:00AM

Breakfast at The Peabody Hotel -
Grand Ballroom D & E

8:00AM - 8:30AM

John Zeneah - Mid-South Regional
Greenprint and Sustainability Plan

9:00AM - 10:00AM

St. Jude Children's Research
Hospital Tour

10:30AM - 12:00PM

Sears Crosstown Revitalization
Hard Hat Tour

*Must wear pants and closed-toe shoes

12:30PM - 1:30PM

Lunch at Lafayette's Music Room

2:00PM - 3:00PM

Stax Museum of American Soul Music

3:30PM - 4:30PM

Tennessee Brewery Tour and
Happy Hour

5:00PM - 5:30PM

Duckmaster Ceremony with
Steven Gragg at The Peabody
Hotel Lobby

6:00PM - 9:00PM

Dinner On Your Own

10:30PM - 12:30AM

Optional FedEx Hub Tour

*Please be in the hotel lobby by 10:00pm to
board shuttles.



FRIDAY'S LOCATIONS

St. Jude Children's Research Hospital

Founder and entertainer Danny Thomas opened the doors to St. Jude in 1962 with the dream that "no child should die in the dawn of life." St. Jude is leading the way that the world understands, treats and defeats childhood cancer and other life-threatening diseases.



Crosstown Sears Tower



After the building sat abandoned for 17 years, Crosstown Arts formed to facilitate the redevelopment of the building using arts and culture as a catalyst for change. In 2014, after four years of planning, designing and campaigning, the

historic Sears Crosstown building is being preserved and redeveloped as a mixed-use vertical urban village called Crosstown Concourse. Construction is slated for completion by 2017.

FRIDAY'S LOCATIONS

Lafayette's Music Room

The music lives on... Some 38 years after going dark, the legendary Lafayette's Music Room returns to the heart of Memphis' revitalized Overton Square. Once again, Lafayette's Restaurant and Bar is the spot to enjoy great food, good local conversation, and some of the best live music in town, seven nights a week.



Stax Museum of American Soul Music



Stax Museum is a cultural phenomenon. What began as a tiny record store in an old movie theater at the corner of McLemore Avenue and College Street in Memphis, Tennessee, grew to become one of the most important music recording studios in the world. Stax Records pays

tribute to all of the artists who recorded there, with a rare and amazing collection of more than 2,000 interactive exhibits, films, artifacts, items of memorabilia and galleries designed to keep Stax alive forever.

FRIDAY'S LOCATIONS

Tennessee Brewery



The Tennessee Brewery was originally organized in 1877 by G.H. Herbers as “The Memphis Brewing Company.” In 1885, it was bought by J.W. Schorr, Casper Koehler, and associates and soon it became one of the largest breweries of the era. By 1903, production was up to 250,000 barrels per year making it the largest brewery in the South before prohibition shut down operations.

After prohibition ended, the plant was reopened by J.W. Schorr’s son, John Schorr. Very rapidly they got back up to production speed, and the best known and leading beer sold in Memphis was “Goldcrest.” After 1938, the beer was named “Goldcrest 51” to honor more than 51 years in the brewing business.

In 1954, the brewery ceased all operations.

In 2014, the brewery was purchased by Billy Orgel, who has spearheaded a development project called the “Brewery District,” which will include the redevelopment of the Tennessee Brewery building, a six-story residential structure adjacent to it called the Wash House, and a four-story parking garage.

FRIDAY'S SPEAKERS

JOHN ZEANAH

John Zeanah, AICP, is the Deputy Director for the Memphis and Shelby County Division of Planning and Development. In this role, Mr. Zeanah assists the direction of planning functions, including land use controls, comprehensive planning, sustainability, transportation, housing, and development services.

Mr. Zeanah led the development of the Mid-South Regional Greenprint and Sustainability Plan, a unified vision for a regional network of green space connecting across the Greater Memphis area, and Shelby County's Greenprint for Resilience initiative, which received over \$60 million in HUD's National Disaster Resilience Competition. Mr. Zeanah holds a BA in Political Science from Rhodes College and a Master's in City and Regional Planning from the University of Memphis.

LESLIE BAILEY DAVIDSON

As a Senior Philanthropic Advisor, Leslie Bailey Davidson is a personal St. Jude Children's Research Hospital® representative for donors in the Southeast. Working with St. Jude has been her passion for more than two decades, and she enjoys sharing the latest information about St. Jude's progress in research and treatment. Leslie provides confidential assistance to donors as they plan a gift to benefit the children of St. Jude.

ANDREW ELLIS

As a Philanthropic Advisor, Andrew Ellis is a personal St. Jude Children's Research Hospital® representative for donors in the Southern Region. Since 2001, his goal has been to share the latest information about St. Jude's progress in research and treatment, and share stories about the hospital, patients and families served. Andrew helps donors achieve their philanthropic goals for the children of St. Jude.

FRIDAY'S SPEAKERS

TODD RICHARDSON

Todd Richardson is Co-Leader of Crosstown Concourse. Since 2010, he has helped to lead the effort to transform the historic, 1.5 million square foot Sears Crosstown building into a vertical urban village anchored in arts, education and healthcare. Due to open in 2017, the project recently received an Innovation Award from Memphis Business Journal and the 2015 John S. Wilder Rebuild Tennessee Award. An art historian by training, Richardson is an associate professor of European Renaissance Art at the University of Memphis and co-founder of Crosstown Arts. He has lectured and published internationally on topics ranging from art and architecture to religion and politics.

GIL UHLHORN

Working primarily with publicly traded real estate investment trusts (REITs) and commercial real estate owners, Gil Uhlhorn advises clients on the acquisition, disposition and financing of real estate assets. He also assists with long-range planning, leasing and day-to-day issues encountered by owners of real estate. In the past five years alone, Gil has assisted public and private clients in more than \$3.4 billion worth of commercial transactions and more than \$7.9 billion in financing transactions.

FRIDAY'S SPEAKERS

RICHARD SPORE

With more than 25 years of practice, Richard Spore has advised hundreds of real estate investors and other capitalists on how to best reach their business objectives through three primary areas: commercial real estate and lending, business and transaction planning, and business divorce. Richard has represented private investors, publicly traded REITs and institutional lenders in commercial real estate projects across the nation. He has been at the center of numerous high-profile transactions in Memphis, including landmark buildings and projects such as International Place, Crescent Centre, Clark Tower, Hard Rock Cafe relocation, Overton Square, Crosstown Concourse and Central Station.

BOB LOEB

Bob is President of Loeb Properties, Inc. Loeb Properties and its affiliates are involved in real estate investment, development, brokerage, and management of retail, multi-family, office, single-family and mixed-use properties. Its portfolio includes over 100 retail properties from single-tenant to 170,000-square-foot grocery-anchored centers. Bob graduated from Southern Methodist University (B.S. 1977; M.B.A. 1985). He is also a member of Lambda Alpha International and the Urban Land Institute.

FRIDAY'S SPEAKERS

JEFF KOLLATH

Jeff Kollath is the Executive Director of the Stax Museum of American Soul Music. Prior to arriving in Memphis in June 2015, Jeff worked at the University of Wisconsin-Madison, the Milwaukee County Historical Society, and the Wisconsin Veterans Museum. A Wisconsin native, he earned his BA in History from UW-La Crosse, and an MA in Public History from Indiana University-Purdue University-Indianapolis (IUPUI), where he researched and wrote about the history of Indianapolis' black community and soul music.

BILLY ORGEL

William (Billy) E. Orgel is a native of Memphis, Tennessee, and a graduate of the University of Texas at Austin in 1985. After graduation, he moved to Memphis to work at his family business, Majestic Communications, which he helped build into the area's largest retailer of Motorola two-way radios. Recently, he was re-elected to a second term on the Shelby County School Board and served as its Chairman for two years.

Billy is also a past Board Member of the New Memphis Arena Public Building Authority that oversaw the construction of the FedExForum, the home of the University of Memphis Tigers and the NBA's Memphis Grizzlies. He also became one of the members of the Grizzlies ownership group in 2013.

Over the years, Billy became interested in preserving historic buildings in Downtown Memphis, and to date, he and his partners have completed new construction as well as the preservation of seven buildings that include commercial space and 500 apartments.

Friday Downtown Dinner Suggestions

ON YOUR OWN

Itta Bena \$\$\$

Flight \$\$\$

Majestic Grille \$\$

Blues City Café \$\$

McEwen's on Monroe \$\$\$

Rendezvous \$\$

Central BBQ \$\$

Gus's Fried Chicken \$

Agave Maria \$\$

Automatic Slim's \$\$





Day Three

SATURDAY, APRIL 23, 2016



SATURDAY'S SCHEDULE

APRIL 23, 2016

8:30AM - 9:00AM

Grab and Go Breakfast at the Peabody Hotel - Corner Bar

9:00AM - 11:30AM

Musical Driving Tour and Graceland Drive-By Tour
Highlights Include:

- Sun Studios
- Beale Street
- The Lorraine Motel

12:00PM - 1:00PM

Lunch - Terrace at the River Inn

1:00PM - 5:00PM

Optional Tours:

- Graceland
- National Civil Rights Museum
- Bass Pro Shops at The Pyramid

6:30PM - 7:30PM

Cocktail Hour at the Peabody Hotel - Skyway

7:30PM - 10:00PM

Awards Banquet Dinner at the Peabody Hotel - Skyway

SATURDAY
APRIL 23, 2016

Musical Driving Tour

The Home of the Blues comes alive on this city tour aboard the nation's only music bus. All of the guides on this tour are professional Beale Street musicians who play and sing selections from the city's rich musical heritage, while entertaining you with comedy, history and behind-the-scenes stories of your favorite Memphis personalities. Along the way, you will see Graceland, Sun Studio, Beale Street, Stax Studio, The Lorraine Motel, Cotton Row, Overton Park, Historic Central Gardens and so much more. Enjoy an exciting introduction to Memphis on this action-packed drive through the city.



Terrace at the River Inn



SATURDAY'S OPTIONAL TOURS

Bass Pro Shops at The Pyramid

It's a new national destination experience located inside the massive iconic Pyramid in Downtown Memphis, TN. This new, immersive retail experience offers something for everyone, from the serious outdoor enthusiast to families looking to have fun. Bass Pro is much more than just a store. Inside the expansive 535,000-square-foot pyramid are many experiences and features that offer something for everyone.



Graceland



Graceland was voted in 2013 as USA Today's #1 Iconic American Attraction. Graceland is now one of the first historic homes in the U.S. to offer an interactive iPad tour that provides a fully immersive experience. Narrated by celebrated actor and Elvis fan John Stamos, visitors will take a multimedia tour of the iconic music landmark while exploring content hotspots which, when

activated, allow users to dive deeper into the story of Elvis' life through unique archival audio, video and photo elements.

Thank You

TO OUR SPONSORS



FARNSWORTH
HOLDING COMPANY



Solomito Land Planning



Creative Solutions for Land Development

