

# SYMPHONY PARK™

LAS VEGAS | MEDIA KIT | SPRING 2010



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SYMPHONY  PARK™





## **SYMPHONY PARK VISION**

Symphony Park is a harmonious blend of diverse developments which, together, create the first modern-day city neighborhood in Las Vegas. Located in the heart of downtown - just a few miles north of the famed Las Vegas Strip - Symphony Park is the next chapter in the history of this great American city. Encompassing an estimated 10 million square feet, Symphony Park is on track to become the single most important development in Las Vegas history. It is a place that will finally give those who live and work in Las Vegas the authentic and inclusive urban experience they have been seeking and that they deserve. Designed to re-energize downtown Las Vegas, Symphony Park is the single most important element of the revitalization of the city's heart. As such, Symphony Park is a top priority for the city of Las Vegas.

As its name suggests, Symphony Park is poised to become the cultural and artistic center of Southern Nevada through The Smith Center for the Performing Arts. This magnificent facility, designed by David M. Schwarz to become the city's center of arts and culture for the next century, is the future performance home of Nevada Ballet Theatre, Las Vegas Philharmonic and first-run touring attractions.

Marked by iconic architecture and a thoughtful community design plan, Symphony Park is also noted for its guiding principles of sustainability that have already earned it gold certification status through the LEED®-ND (Leadership in Energy and Environmental Design for Neighborhood Development) rating system of the U.S. Green Building Council.

As a community conceived to enrich the lives of those who live and work in Southern Nevada, Symphony Park is a stand-out in a city where most major development caters to tourists. Home to the city's most important civic, cultural and medical facilities, Symphony Park's world-class offerings are equally appealing to locals and tourists alike - creating yet another reason to embrace Las Vegas as one of the most dynamic and exciting cities of the 21st century.

Symphony Park is anchored by two key projects, the Cleveland Clinic Lou Ruvo Center for Brain Health and The Smith Center for the Performing Arts. The neighborhood enjoys a substantial art influence, as well as an impressive commitment to world-class medicine. In addition to these two catalytic facilities, Symphony Park will be the future home of The Charlie Palmer, a luxury boutique hotel developed by renowned chef Charlie Palmer and City-Core Development; the World Jewelry Center, a centralized marketplace for the international and domestic gem and jewelry trade developed by Heritage-Nevada; a boutique-style business hotel; a first-class casino/hotel with significant retail space developed by Forest City; abundant street-side retail offerings; a two-acre park also named Symphony Park; and urban style residences developed by Newland Communities.

A confluence of art, architecture, science, business, commerce, retail and entertainment, Symphony Park is transforming not just the downtown Las Vegas skyline; it is creating a new downtown community for the growing population of Southern Nevadans drawn to the vibrancy of city life.



## LEED® Pilot Program

Symphony Park is the only project in the state of Nevada to be accepted into the Leadership in Energy and Environmental Design for Neighborhood Development (LEED-ND) national pilot program. This program is defining what a sustainable neighborhood should be. In other words, Symphony Park's sustainable urban planning and design for the entire community will help define criteria for all other LEED-certified neighborhood developments throughout the country. In 2008, Symphony Park was awarded Gold certification status under stage 2 (approved and entitled but not yet completed) by the U.S. Green Building Council (USGBC), through its LEED for Neighborhood Development green building rating system.

## What is LEED for Neighborhood Development?

The program, developed by the U.S. Green Building Council (USGBC), is creating a rating system that integrates the principles of smart growth, urbanism, and green building into the first national rating system for neighborhood design.

## Benefits of LEED Building

All individual buildings in the Symphony Park Master Association are required to meet LEED-NC (New Construction) standards. Meeting LEED standards for both the overall project and individual buildings creates significant environmental benefits that can be quantified. Consider the following benefits resulting from the use of environmentally-friendly development practices at Symphony Park:

- **Electric and gas energy savings are enough to power approximately 2,100 standard U.S. homes per year for the life of the project.**

That is equivalent to eliminating carbon dioxide emissions from 4,450 cars per year for the life of the project.

- The potable indoor water saved by the use of efficient water fixtures in the restrooms, baths, kitchens and laundries of project buildings will **save approximately 124 million gallons of water per year – enough to supply water to about 500 standard U.S. homes for a year or fill 6,200 swimming pools.**

- The use of parking structures for all but curbside parking and the use of energy efficient rooftops will **significantly reduce the heat island impact** of conventional development practices. This reduction in heat absorbing areas will result in lower nighttime temperatures and reduced daytime cooling loads during the hot summer months in Las Vegas.

- The compact, walkable and mixed-use nature of Symphony Park with easy access to new and efficient public transportation - via the Bus Rapid Transit (BRT) line on Grand Central Avenue - will result in significantly fewer cars. **Traffic engineers estimate this savings to be about one-third fewer car trips per day** when compared to a suburban development of the same size. This means that Symphony Park will have about 13 million fewer car trips (6.5 million fewer cars) per year going to and from the site.

## Land Recycling

Not only does Symphony Park embrace environmentally sensitive development practices going forward, it embodies the very essence of land recycling by transforming a fallow brownfield site into a vibrant community. Symphony Park is taking shape on a 61-acre infill community that was a former railroad switching yard for Union Pacific Railroad.



# **SYMPHONY PARK PROJECT OVERVIEW**

## **Location**

Symphony Park is located in downtown Las Vegas, east of I-15 and north of Charleston Boulevard. The site is bordered on the east by the Union Pacific railroad tracks, west and north by Grand Central Parkway and south by Bonneville Avenue. Symphony Park is surrounded by major developments, including the World Market Center Las Vegas, the Las Vegas Premium Outlets, the Clark County Government Center and the Molasky Corporate Center. Combined, these projects form the nucleus of new urban development in the city's core.

## **Public-Private Partnership**

Symphony Park is a project of the city of Las Vegas - land owner and master developer; and Newland® - retained by the city in December 2005 to act as project manager and oversee day-to-day development.

## **Target Development Program**

The site is planned as a progressive, pedestrian-oriented, mixed-use urban center that will encompass a variety of uses, including:

Office/Medical	1.8 million s.f.
Residential	4.5 million s.f. (3,094 units)
2 Hotels - Non Gaming	675,000+ s.f. (Two with 400 rooms each and 800 total)
Hotel and Retail Complex - Gaming (1)	1.6 million s.f. (1,000+ rooms)
Retail	475,000+ s.f.
The Smith Center for the Performing Arts	379,000+ s.f.
Target Square Footage	10 million s.f.

*All square footage and number of units are estimated. Actual development may vary from development manager's vision.*

## **Economic Impact**

Upon completion, Symphony Park is estimated to encompass approximately 10 million square feet of building space and will employ approximately 14,110 people. According to a 2009 study by Restrepo Consulting Group, the estimated annual economic impact of the completed project is \$1.8 billion (2009 dollars) in Clark County with approximately \$1.6 billion of this activity to occur in the city of Las Vegas.

## **The Symphony Park Districts**

**Civic District** Centered around a two-acre park, the civic district is anchored by The Smith Center for the Performing Arts, the city's first world-class performing arts center. The Charlie Palmer boutique hotel is located on the north side of the park.

**Specialty District** Hospitality, specialty retail, hotel/casino and entertainment uses are planned for this district. This includes the World Jewelry Center and a casino/hotel at Symphony Park developed by Forest City of Cleveland, Ohio.

**Residential District** Planned as a true city neighborhood with a variety of housing types, including apartments, condominiums in both low- and high-rise configurations; street-level town homes, walk-ups and mid-rise mixed-use with retail on the street level. Newland Communities will develop an estimated 2,100 of the planned 3,094 total urban residences, as well as 106,000 square feet of street-level retail.

**Medical/Office District** Anchored by the Cleveland Clinic Lou Ruvo Center for Brain Health and its Life Activity Center, this area of Symphony Park will support both medical and general uses. Future plans call for more medical and office buildings in this district.

## CURRENT PROJECTS

**Cleveland Clinic Lou Ruvo Center for Brain Health** A highly specialized outpatient center to advance the research, early detection and treatment of neurological diseases, including ALS, Alzheimer's, Huntington's and Parkinson's. The Center preserves the memory on the clinical side by providing programming for both patients and caregivers, and creates memories on the events side in its Life Activity Center. Designed by Frank Gehry. First patients seen July 2009; Life Activity Center completed April 2010. [www.keepmemoryalive.org](http://www.keepmemoryalive.org)


**The Smith Center for the Performing Arts** Named in honor of Fred W. and Mary B. Smith, this world-class performing arts center is the future performance home to Nevada Ballet Theatre, Las Vegas Philharmonic and first-run touring attractions. Designed by David M. Schwarz. Groundbreaking May 2009; completion scheduled for early 2012. [www.thesmithcenter.com](http://www.thesmithcenter.com)

**The Charlie Palmer** A luxury boutique hotel featuring 400 suites and rooms, 10,000-square foot spa, Hollywood-style pool and Charlie Palmer signature fine dining restaurant. Developed by the Charlie Palmer Group and City-Core Development. Development agreement executed in March 2008. [www.charliepalmer.com/Properties/CharliePalmerHotel](http://www.charliepalmer.com/Properties/CharliePalmerHotel)

**World Jewelry Center** An important, centralized marketplace for international gem and jewelry manufacturers and distributors and a distinctive jewelry shopping destination for the public. Features a Foreign Trade Zone, gem grading labs, and secure shipping and receiving. Developed by Heritage-Nevada VIII, LLC. Development agreement executed in January 2008. [www.worldjewelrycenter.com](http://www.worldjewelrycenter.com)

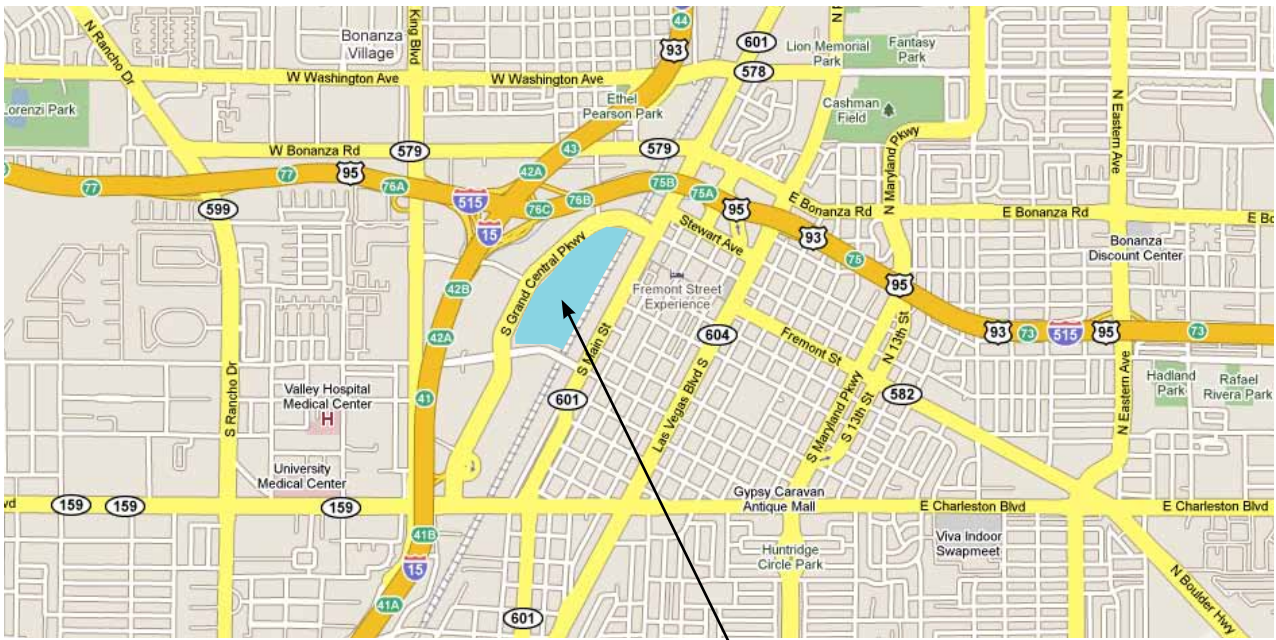
**Residential Neighborhood by Newland Communities** The first of several planned residential neighborhoods (eventually totaling approximately 2,100 homes) will feature more than 200 urban residences, including condominiums, live/work units, and town homes. Resort-style amenity deck includes pool and barbeque areas. Retail stores at street-level. Development agreement executed in November 2007. [www.newlandcommunities.com](http://www.newlandcommunities.com)

**Casino/Hotel/Retail Complex by Forest City** The only casino/hotel at Symphony Park will be developed by Forest City. Long-term land lease of parcels P and Q approved in December 2009 for development of a casino/hotel to an affiliate of Forest City Enterprises, as well as an agreement to convey the parcels to the affiliate at a future date.

*Actual development may vary from development manager's vision. No guarantee can be made that development will proceed as described. This is not intended to be an offer to sell nor a solicitation of offers to buy real estate in Symphony Park to residents of Connecticut, Hawaii, Idaho, Illinois, New York, New Jersey, and Oregon, or in any other jurisdiction where prohibited by law.* 



Symphony Park Site March 27, 2010  
Courtesy of Keep Memory Alive



Symphony Park encompasses 61 acres  
directly west of downtown Las Vegas.





## **SYMPHONY PARK PROJECT MILESTONES**

### **2006 - 2007**

- Master Plan is entitled by the city of Las Vegas and Design Standards are approved
- The Smith Center for the Performing Arts Development Agreement is executed
- Lou Ruvo Brain Institute commences construction
- Newland Development Agreement is executed

### **2008**

- World Jewelry Center, Charlie Palmer and Forest City Development Agreements are executed
- Phase I infrastructure improvement construction commences
- LEED® for Neighborhood Development Gold Certification (stage 2) is awarded
- Design Competition for the park in Symphony Park is completed

### **2009**

- Cleveland Clinic and Lou Ruvo Brain Institute announce partnership in February, forming new Cleveland Clinic Lou Ruvo Center for Brain Health
- Phase I infrastructure improvements are completed
- Name change to Symphony Park from Union Park, reflecting significant role new community will play as cultural center, is approved by City Council
- The Smith Center for the Performing Arts breaks ground and commences construction in May

- Cleveland Clinic Lou Ruvo Center for Brain Health sees first patients in July
- Dr. Delos M. “Toby” Cosgrove, president and CEO of Cleveland Clinic, launches Symphony Park Lecture Series as inaugural speaker
- Cleveland Clinic’s Exclusive Negotiation Agreement for four parcels (A2, B, J and K in the Medical District) is approved by City Council in September
- Long term land lease of parcels P and Q to an affiliate of Forest City Enterprises for development of a casino/hotel and an agreement to convey the parcels to the affiliate at a future date is approved by City Council in December
- Community Charter for Symphony Park Master Association is approved by City Council

### **2010**

- The Smith Center celebrates the raising of final 50 tons of steel to top off the Carillon Bell Tower (highest point of Reynolds Hall) in February

*Actual development may vary from development manager’s vision. No guarantee can be made that development will proceed as described. The artist renderings are for illustration purposes only, based upon current development concepts, which are subject to change without notice.*



## **A PUBLIC-PRIVATE PARTNERSHIP**

Symphony Park is coming to fruition thanks to a strong public-private partnership between the city of Las Vegas office of business development and Newland. As both land owner and master developer, the city retained Newland in 2005 to act as project manager and oversee day-to-day development of the project.

### **City of Las Vegas Commitment**

- Land owner
- Master developer
- Responsible for infrastructure improvements
- Donated sites for catalytic projects
  - The Smith Center for the Performing Arts
  - Cleveland Clinic Lou Ruvo Center for Brain Health
- Providing a capital commitment of \$160 million

### **Newland Commitment**

- Project Manager
- Responsible for securing third-party development agreements
- Oversight on design and implementation
- Development and execution of annual business plans
- Development of marketing plans and implementation of marketing program

### **City of Las Vegas, Office of Business Development**

The Office of Business Development (OBD) coordinates new development and redevelopment throughout the city of Las Vegas, with an emphasis on the downtown area. It works to increase and diversify the city's economic base through business attraction, retention and expansion programs.

The OBD works with the city's Redevelopment Agency on day-to-day operations as well as long-term strategic goals. The city of Las Vegas Redevelopment Agency (RDA) promotes and encourages the redevelopment of the downtown urban core and surrounding older commercial districts by working with developers, property owners and community associations to accomplish beneficial revitalization efforts. [www.lasvegasnevada.gov](http://www.lasvegasnevada.gov)

### **Newland**

Newland is a diversified real estate company leveraging a national platform and over 40 years of experience to perform challenging and diverse development, investment, management and advisory services across a wide range of real estate.

The company's mixed-use development business, Newland Communities, operates and develops premier residential master-planned and urban mixed-use real estate across the US. Headquartered in San Diego, California, Newland and its affiliates have completed or have underway more than 140 diverse real estate developments, over 20 million square feet of commercial and retail space and 175,000 residential units in 14 states.

[www.newlandco.com](http://www.newlandco.com)



### **Description**

The Smith Center for the Performing Arts is a world-class performing arts center designed by renowned architect, David M. Schwarz. This \$470-million facility is poised to become the epicenter of culture for Southern Nevada for generations to come. It will allow the community to experience the arts like never before and provide a magnificent performance home for resident companies - Nevada Ballet Theatre and the Las Vegas Philharmonic - in addition to first-run touring attractions, Broadway shows and much more.

Generously funded and endowed by the Donald W. Reynolds Foundation, The Smith Center is named in honor of Fred W. Smith, chairman of the Reynolds Foundation and his wife, Mary. The Smith Center is funded by a public-private partnership.





As the centerpiece of Symphony Park, The Smith Center will include the 2,050-seat Reynolds Hall and the Boman Pavilion.

### **Location**

Set on nearly five acres in the center of Symphony Park, The Smith Center is at the heart of downtown's new urban core.

### **Facility**

The venues include the magnificent 2,050-seat Reynolds Hall, complete with stunning balconies, a dramatic stage and a full orchestra pit capable of seating up to 100 musicians; the 300-seat cabaret theater that overlooks Symphony Park and is ideal for jazz, cabaret and other performances best seen and heard in an intimate setting; and the 200-seat studio theater, ideal for rehearsals, children's theater, community events and private social gatherings. The theaters have been meticulously designed to provide optimal sightlines and refined acoustics.

### **Design**

Inspired by many styles of architecture including Art Deco, The Smith Center is constructed of Indiana limestone and features smooth masculine lines that are rich in detail. Sixteen stories above it all is a bell tower, housing a four-octave carillon comprised of 46 handcrafted bronze bells. The tower is topped with a stainless steel silver crown.

### **Architects**

The Smith Center has assembled an internationally renowned design team. David M. Schwarz Architects, Inc. is known for extraordinary buildings. Schwarz has designed

two of the most celebrated U.S. performing arts facilities—Bass Performance Hall in Fort Worth, Texas and Schermerhorn Symphony Center in Nashville, Tenn.

HKS Architects, Inc., a top-five architectural firm is the executive architect. Fisher Dachs Associates, Inc. is recognized as a leading theater consultant, with more than 250 projects around the globe. Akustiks is known for refined acoustical design and is responsible for major acoustical successes in the past 10 years, including the recent restoration of Severance Hall, renovations to the John F. Kennedy Center Concert Hall and the new Schermerhorn Symphony Center in Nashville.

### **Timeline**

The Smith Center celebrated its groundbreaking in May 2009; it is projected to open in early 2012.

### **Contact**

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## KEEP MEMORY ALIVE

Supporting the Mission of the Cleveland Clinic Lou Ruvo Center for Brain Health



ALZHEIMER | HUNTINGTON | PARKINSON | ALS | MEMORY DISORDERS

### Description

Founded in 1996 by Las Vegas businessman and philanthropist, Larry Ruvo, in honor of his father who succumbed to Alzheimer's disease, Keep Memory Alive (KMA) is committed to prolonging healthy, vital aging in people at risk for dementia or memory impairments.

Patients receive expert diagnosis and treatment at Keep Memory Alive's facility, the Cleveland Clinic Lou Ruvo Center for Brain Health, which delivers on both partners' multidisciplinary, patient-focused approach to diagnosis and treatment, promoting collaboration across all care providers.



The Center offers patients and caregivers alike a complete continuum of care, infusing education and research into all that it does, and is committed to providing enhanced treatments and ultimately finding the cure for neurocognitive disorders.

Keep Memory Alive's headquarters, also home to its medical partner, the Cleveland Clinic Lou Ruvo Center for Brain Health, are housed in a Frank Gehry-designed building in Symphony Park. Inside the building, two goals are at play:

- **Preserving memory** through research, treatment, and clinical trials.
- **Creating memories** for those in the community who rent space in its Life Activity Center to host personal events, such as weddings, business meetings, and celebrations of life. Proceeds from such rentals benefit Keep Memory Alive and its ongoing support of research and treatment for neurocognitive disorders.

Awareness and early detection followed by aggressive early intervention strategies are the most promising ways to delay the onset of Alzheimer's disease.



**KEEP MEMORY ALIVE**

Supporting the Mission of the Cleveland Clinic Lou Ruvo Center for Brain Health

ALZHEIMER | HUNTINGTON | PARKINSON | ALS | MEMORY DISORDERS

Delaying the onset of the disease by five years cuts the diagnosis by 50%; delaying the onset of the disease by ten years eradicates the disease altogether.

#### **Neurocognitive disorders addressed by KMA:**

- ALS (also known as "Lou Gehrig's Disease")
- Alzheimer's disease
- Huntington's disease
- Parkinson's disease
- Memory disorders of all kinds

#### **Services provided by KMA:**

- Clinical trials & Research
- Prevention
- Diagnosis
- Treatment
- Imaging
- Library: site-based and online
- Caregiver support groups
- Community outreach
- Hosting Scientific Symposia
- Public Policy/Advocacy

#### **Location**

Southwest corner of Symphony Park, approximately 2 acres.

#### **Contact**

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[www.keepmemoryalive.org](http://www.keepmemoryalive.org)



### **Description**

In a town of mega-resorts, hospitality entrepreneur and celebrated chef, Charlie Palmer will open The Charlie Palmer, a boutique hotel at Symphony Park that brings together three significant elements: luxury, lifestyle and location. Known for his “Progressive American Cuisine,” a stunning reinvention of classical French cooking with strong modern flavors and regional American ingredients, Palmer’s unique chef-driven perspective means no detail goes unnoticed. After a 20-year commitment to redefining the fine dining landscape, Palmer turns that same meticulous care to the complete hotel experience.



## THE CHARLIE PALMER (continued)

As a major property within the Symphony Park master plan, the innovative boutique hotel is located adjacent to Symphony Park and The Smith Center for the Performing Arts. The Charlie Palmer is a joint venture between the Charlie Palmer Group and San Francisco-based City-Core Development, combining the best of what the respective companies offer - hospitality development, and operation and urban real estate development.

The Charlie Palmer is envisioned to provide a luxurious hideaway in Las Vegas' Symphony Park complete with retreat-like amenities and services.

### Location

Located on three-plus acres within the center of 61-acre Symphony Park.

### Facility

- Anticipated home to 400 elegantly appointed hotel rooms, spacious suites and 28 poolside bungalows
- Expansive spa with restorative wellness amenities and recreational fitness opening onto a Hollywood-style pool surrounded by tented cabanas with alfresco dining available from an indoor/outdoor breakfast/lunch/dinner bistro.
- Fine dining signature Charlie Palmer restaurant with terrace.
- Ballroom, meeting rooms and conference facilities.

### Contact

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[www.charliepalmer.com/Properties/CharliePalmerHotel](http://www.charliepalmer.com/Properties/CharliePalmerHotel)





### **Description**

Newland Communities® plans to develop a variety of urban residences on five parcels encompassing approximately 2,100 of the neighborhood's total residences, including apartments, low- and high-rise condominiums, street-level townhomes, live/work residences and mid-rise lofts that will be complemented by retail at street level.

Newland Communities first residential neighborhood is designed for a city block located at the center of Symphony Park, just north of The Charlie Palmer, a boutique hotel to be developed by City-Core Development and celebrated chef, Charlie Palmer.



## **NEWLAND COMMUNITIES** **SYMPHONY PARK RESIDENTIAL DEVELOPMENT** (continued)

The plans for the first residential neighborhood call for approximately 200 units within a 19-story high-rise and two mid-rise buildings of approximately 4 to 6 stories each. The building will offer a wide variety of urban-style residences with resort-like amenities at accessible price points.

### **Developer**

Newland is a diversified real estate company leveraging a national platform and over 40 years of experience to perform challenging and diverse development, investment, management and advisory services across a wide range of real estate. The company's mixed-use development business, Newland Communities, operates and develops premier residential master-planned and urban mixed-use real estate across the US. Headquartered in San Diego, California, Newland and its affiliates have completed or have underway more than 140 diverse real estate developments, over 20 million square feet of commercial and retail space and 175,000 residential units in 14 states.

[www.newlandco.com](http://www.newlandco.com)

### **Location**

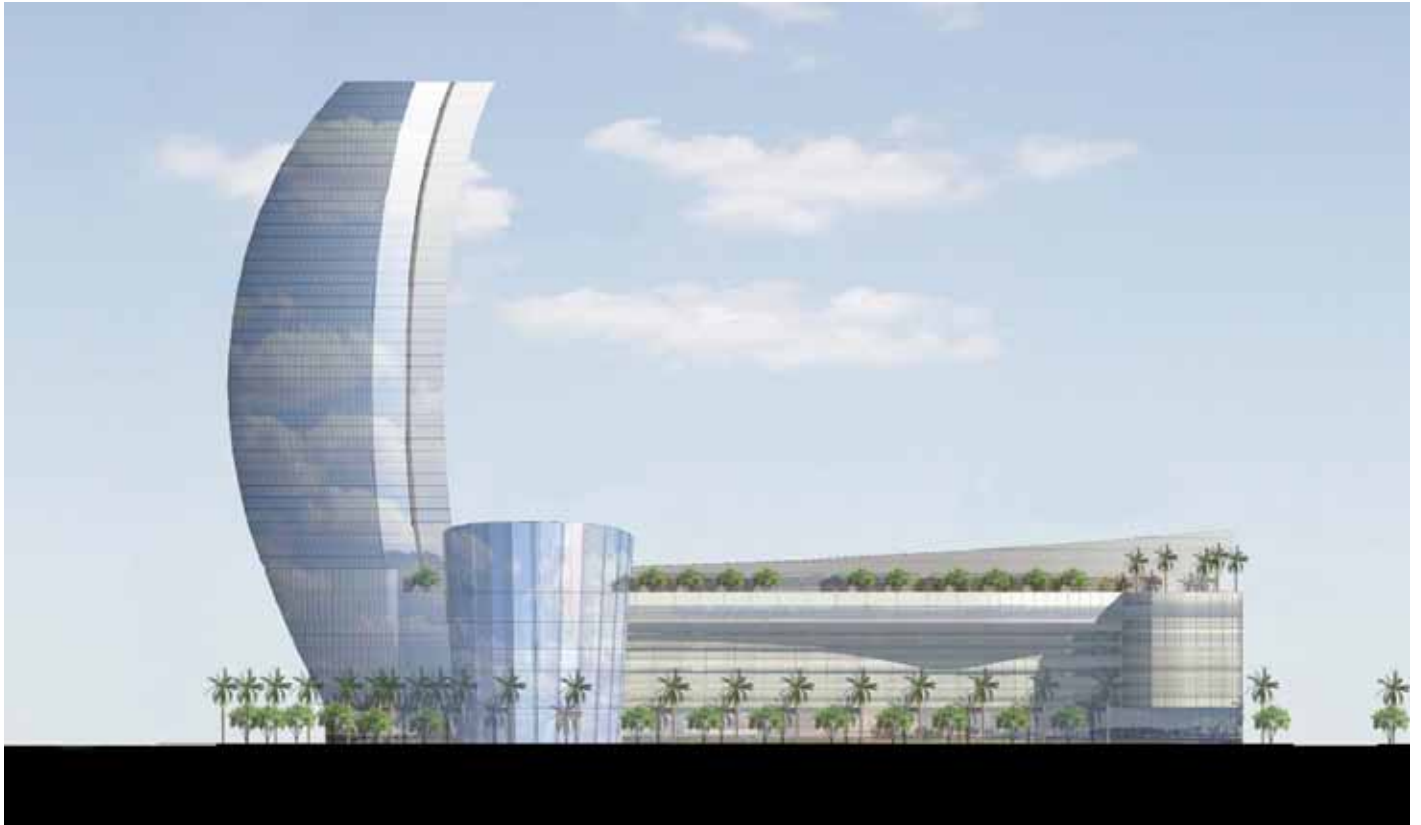
The five city blocks where Newland Communities will develop urban residential neighborhoods are located at the center of the Symphony Park site. The first neighborhood to be developed is expected to be the block directly to the north of The Charlie Palmer boutique hotel.

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## FORESTCITY

### **Description**

Only one casino/hotel will be located at Symphony Park. Forest City Enterprises plans to develop this first-class hotel featuring gaming, retail, meeting rooms, restaurants, spa and pools. The entire complex, encompassing approximately 1.6 million square feet, will be designed and built to support the community's sustainability objectives.

### **Location**

Located on approximately 6-1/2 acres on the northern end of Symphony Park.



## **FOREST CITY ENTERPRISES** (continued)

### **Facility**

The casino/hotel is expected to include:

- 47-story hotel and gaming tower
- 1,000 guest rooms
- 120,000 square feet of casino space
- 90,000 square feet of retail space, restaurants, meeting space, swimming pools and a spa/health club facility.

### **Developer**

Forest City Enterprises is a publicly traded real estate company principally engaged in the ownership, development, acquisition and management of commercial and residential real estate throughout the United States. A leader in mixed-use communities and adaptive reuse projects, Forest City creates communities where people live, work, shop and stay.

Forest City is the developer of the new Las Vegas City Hall to be located downtown between First and Main Streets and Lewis and Clark Avenues. The new City Hall is part of a five-block complex that will include a new downtown transportation terminal as well as future office and retail space. Forest City expects to begin development of the Symphony Park parcel within five years from completion of the City Hall building.

### **Contact**

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# FORESTCITY



# WORLD JEWELRY CENTER

## **Description**

The World Jewelry Center will be a new global marketplace for gem and jewelry professionals and the consuming public. The complex will consist of a business-to-business trade center and a beautiful, designer-direct retail center open to the public. Offices will be available for every sector of the gem and jewelry industry. A designated Foreign Trade Zone, gem grading labs, educational facilities, trade associations, an advanced security system, and secure shipping and receiving are among the many planned advantages for businesses operating in the World Jewelry Center. The public will also benefit from a unique, service-oriented shopping experience that enhances consumer confidence.



## **WORLD JEWELRY CENTER** (continued)

### **Location**

Located on approximately 5.4 acres at the northern point of Symphony Park.

### **Facility**

- Up to 1 million square feet of mixed-use space.
- Jewelry trade center with business offices designed to accommodate retail buyers.
- Proposed amenities to include meeting facilities, restaurants, banking and postal services, concierge and valet, among others.
- Dedicated Foreign Trade Zone (FTZ) approved by U.S. Commerce Department provides significant cost savings through duty deferral and possible elimination of duties.
- A planned adjacent retail center, open to the public, could feature such products as bridal wares, timepieces, accessories and giftware from companies spanning the globe. This promises to be a new and international jewelry shopping experience.

### **Developer**

- Robert Zarnegin, principal and CEO of Probitry International Corporation, a prominent Beverly Hills-based, fully integrated real estate company, and Heritage-Nevada VIII, LLC, development company for World Jewelry Center.
- Owner and developer of The Peninsula Beverly Hills and The Wilshire Condominiums in Westwood, CA.

- For 30 years, Probitry has successfully developed and operated Class-A office, hotel, retail, industrial and residential properties in the U.S. and abroad.

### **Contact**

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[www.worldjewelrycenter.com](http://www.worldjewelrycenter.com)

WORLD  
JEWELRY  
CENTER





## **OSCAR B. GOODMAN**

Mayor, City of Las Vegas

The 19th mayor of the city of Las Vegas, Oscar B. Goodman was re-elected for a third four-year term in April 2007. His trademark no-nonsense, tell-it-like-it-is style helped him capture 86 percent of the vote during his re-election efforts. As mayor, he was successful in acquiring a large piece of urban real estate in the city without resorting to eminent domain. A phenomenal 61-acre planned development called Symphony Park, the project includes the Cleveland Clinic Lou Ruvo Center for Brain Health designed by renowned architect Frank Gehry, the 379,000 square-foot Smith Center for the Performing Arts, urban-style residences, business and retail opportunities.

Through Goodman's leadership, downtown Las Vegas is undergoing a renaissance. In addition to Symphony Park, the area now includes the World Market Center Las Vegas, Las Vegas Premium Outlets mall and the Molasky Corporate Center. The World Market Center Las Vegas is a state-of-the-art home furnishings trade show facility. The Chelsea Properties' discount mall is the country's most successful outlet mall in terms of sales per square feet, and there are almost 15,000 living spaces planned for construction in the downtown area. For the first time in many years, multi-million dollar casino and hotel renovations and expansions are currently underway. A champion of downtown revitalization, Mayor Goodman is focusing his efforts on creating a downtown urban village filled with small businesses, boutiques, fine restaurants, bookstores and an art component where the public can enjoy social dialogue and exchange ideas.



Mayor Goodman serves as the chairman of the Las Vegas Convention and Visitors Authority and feverishly works to

promote the enticing destination of Las Vegas. Mayor Goodman started OPAC, Oscar's Political Action Committee, to promote and protect the interests of Las Vegas. His first action was to donate \$50,000 to Keep Memory Alive, the non-profit organization supporting the mission of the Cleveland Clinic Lou Ruvo Center for Brain Health.

The self-proclaimed "happiest mayor in the universe," Goodman was born and raised in Philadelphia, graduated from Haverford College and received his law degree from the University of Pennsylvania Law School. He is one of the nation's premier criminal defense attorneys and was named one of the "15 Best Trial Lawyers in America" by the National Law Journal. He has also been featured in numerous publications including "Of Rats and Men." He even portrayed himself in the movie "Casino."

Mayor Goodman also serves on the Advisory Board of the U.S. Conference of Mayors. Goodman and his wife of 44 years, Carolyn, moved to Las Vegas in 1964 with \$87 in their pockets. The couple raised four children in Las Vegas, with three of the four now calling Las Vegas their home. All were educated in Las Vegas and went on to acquire college and graduate-level degrees.



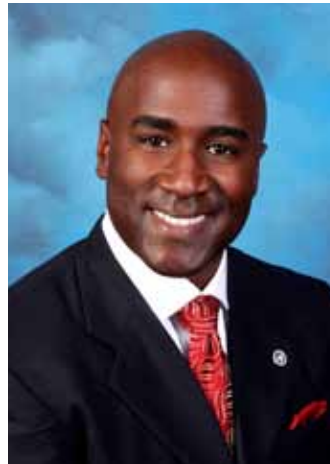
## **RICKI Y. BARLOW**

Councilman, Ward 5  
City of Las Vegas

Ricki Y. Barlow, a lifelong resident of the Las Vegas valley, was sworn into office on June 20, 2007. A resident of Las Vegas for more than 30 years, he knows intimately the unique character of this part of southern Nevada and is passionate about preserving the historic roots of the community. He has done this by encouraging economic diversity, addressing crime and preserving the sense of community within Ward 5.

Through his hands-on approach to the issues facing West Las Vegas neighborhoods, he regularly participates in and sponsors events that garner community involvement including neighborhood clean-ups, town hall meetings, senior events such as Barlow Bingo and events geared specifically toward area youth such as his annual Teen Town Hall.

Councilman Barlow has worked closely with other agencies such as the Las Vegas Metropolitan Police Department to curb violence in the area and local neighborhood associations to clean up the community and erase graffiti. He also works with area businesses to encourage development and revitalization in downtown and West Las Vegas. For example, he has been instrumental in the effort to attract a new grocery store to West Las Vegas, which opened in late 2008, and he has played a vital role in the development of Symphony Park, the 61-acre master planned community in downtown. He is also familiar with the traffic issues in Ward 5 and has mitigated traffic concerns through projects such as the Martin L. King Boulevard improvement project. His commitment to improving the lives of youth and seniors is seen by the improvement projects as several parks



and community centers such as Lorenzi Park and the Doolittle Senior Center.

His commitment to the community can be seen through his participation on numerous boards and commissions.

Currently, he sits on the following boards and committees:

- Las Vegas Housing Authority
- City of Las Vegas Recommending Committee
- Southern Nevada Health District Board
- National League of Cities - Community Economic Development Board
- Neon Museum Board of Directors
- City of Las Vegas Management Committee for Emergency Operations
- KIDS Vote
- Post Office Executive Committee

Over the years, Councilman Barlow has been recognized by his peers in the community with numerous awards and accolades for his community service including the Community Partners "Portrait of Pride" Award, Nevada Library Association Trustee of the Year and Clark County School District PAL Program Supervisor of the Year. Councilman Barlow began his interest in government at an early age, serving as student body president at Vocational-Technical High School. After graduating from UNLV with a degree in political science, he continued to pursue public service when he served as a legislative aide in Washington, D.C. to then-U.S. Sen. Richard Bryan. Upon returning to Las Vegas, he turned his love of public service into a career when he joined the city of Las Vegas Mayor and Council Office as a liaison.



## **SCOTT D. ADAMS**

Chief Urban Redevelopment Officer  
City of Las Vegas

Scott D. Adams was promoted in April 2009 to the newly created position of city of Las Vegas chief urban redevelopment officer. In his new role, Adams oversees the direction, operations and coordinated efforts of the Business Development, Cultural Affairs and Neighborhood Services departments.

Adams previously served as the city's Office of Business Development director for almost five years. He continues to act as the operations officer for the city of Las Vegas Redevelopment Agency.

Prior to his service with the city, Adams held numerous positions in the field of urban economic development, including:

- Director of the Jefferson Parish Economic Development Commission in New Orleans
- Director of Planning and Economic Development with the city of Fort Lauderdale, FL
- Executive Director of the New Orleans Regional Medical Center, Inc.
- Executive Vice President of the Greater Norfolk (VA) Corporation
- Executive Director of the Jacksonville (FL) Downtown Development Authority
- Assistant Executive Director of the Center City Commission in Memphis, TN
- Planning and development positions in his hometown of Jackson, MI



A 1977 Urban Planning Graduate of Michigan State University, he was awarded the American Institute

of Planners Award as the top graduate. He has guest lectured at Florida State University, Memphis State University and Tulane University. He is a Certified Economic Developer with the International Economic Development Council and a past member of the American Institute of Certified Planners. He is a current member of the Urban Land Institute.



## **WILLIAM ARENT**

Director  
Office of Business Development  
City of Las Vegas



Bill Arent is director for the city of Las Vegas Office of Business Development (OBD). In this capacity, he oversees the planning, contractual obligations, finances and day-to-day operations of this department.

Prior to becoming OBD director, Arent held the position of OBD redevelopment manager, supervising the professional staff supporting the city of Las Vegas Redevelopment Agency.

Employed with the city since 1997, Arent has held numerous positions in housing development, economic development, and redevelopment. He was the senior project manager for Symphony Park, and has negotiated development agreements for the Cleveland Clinic Lou Ruvo Center for Brain Health and The Smith Center for the Performing Arts.

He holds a Bachelor of Arts in Economics from the University of Pennsylvania and a Master of Public Administration from the University of Las Vegas. He is certified as an economic development finance professional by the National Development Council and as a certified economic developer by the International Economic Development Council.



## **ROBERT B. McLEOD**

Chairman and  
Chief Executive Officer  
Newland



Bob McLeod is the founder and true visionary behind the growth and evolution of Newland in becoming one of the nation's largest privately held real estate developers. Under Bob's leadership, Newland and its affiliates companies have developed, acquired, completed and managed for third parties more than 140 projects, including master-planned residential communities, mixed-use centers, urban skyscrapers, corporate headquarters, and industrial parks.

Bob has developed residential and urban mixed-use real estate for over 40 years. Prior to Newland, he was President and CEO of Genstar Land - USA, where he had complete responsibility for all residential and commercial development activities, including 20 master-planned communities in five states encompassing approximately 28,000 acres.

Bob is a graduate of the University of California at Berkeley. He has served as an active member of Berkeley's Policy Advisory Board for the Fisher Center for Real Estate and Urban Economics for the past 20 years. He has been a member of the Urban Land Institute since the early 1980s and serves on the Board of Governors of the ULI Foundation. Bob was named Real Estate Entrepreneur of the Year in the Greater San Diego Ernst & Young 2002 Entrepreneur of the Year competition.



## **RITA BRANDIN**

Senior Vice President and  
Development Director  
Newland

Rita Brandin provides operational and senior leadership to Newland's commercial and urban mixed-use development projects. Under Rita's direction, Newland leads the development of Symphony Park, a 61-acre downtown public-private mixed-use development with the City of Las Vegas as landowner. Beyond her responsibilities overseeing management of Symphony Park development, she supports the company's effort in the identification of institutional capital.

Rita has more than 20 years experience in real estate asset management and development. Prior to joining Newland, she was Vice President of Asset Management and Retail Development with additional responsibilities as Chief Operating Officer at Metroflag Management LLC. As Senior Vice President of Retail Development for The Howard Hughes Corporation and Vice President and Senior Development Director for The Rouse Company, she oversaw the expansion and redevelopment of Fashion Show, the largest shopping center in Nevada. She also managed all aspects of operations, leasing, marketing, financial management, and development of nine regional shopping centers.



Rita received a Bachelor of Arts degree from Agnes Scott College, in Atlanta, Georgia, and a space planning and design degree from The Art Institute of Atlanta. She is a certified Shopping Center Manager, a professional designation awarded by the International Council of Shopping Centers and is a member of the Urban Land Institute (ULI) serving on its Urban Mixed-Use Council.

Locally, she is a member of the Executive Committee for ULI, as well as Vice Chairperson of the Executive Committee for the Downtown Las Vegas Alliance. She serves as a member of the board of directors for Make-A-Wish Foundation of Southern Nevada, is a member of the Board of Trustees for the UNLV Foundation, and a board member for HomeAid of Nevada.



## **SAM GLADSTEIN**

Vice President Operations  
Newland



Sam Gladstein is vice president of operations for Newland. In this capacity, Gladstein oversees third-party development planning and land acquisition; manages accounting systems and all development budgets; and supervises infrastructure improvements for Symphony Park, a 61-acre, mixed-use project in the heart of downtown Las Vegas. Gladstein also directs the establishment and operation of the Symphony Park Master Association, the governing entity for the major developments within the community.

Prior to joining Newland, Gladstein was employed by Toll Brothers, Inc, where he oversaw early master planned development. Gladstein was also the Managing Director of Lighthouse Homes and S.A.R.G. Development, luxury-market single- and multi-family construction and land development companies based in Westport, Connecticut. Gladstein brings more than 20 years of construction and project management to Symphony Park.

Gladstein received his Bachelor of Science degree from American University in Washington D.C. Active in both the Urban Land Institute and NAIOP, the Commercial Real Estate Development Association, he is an appointed member of NAIOP's Trends in Real Estate Development II Forum.



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