

SYMPHONY PARK™

LAS VEGAS | MEDIA KIT | WINTER 2009



Newland[®]
COMMUNITIES
AT THE HEART OF GREAT LIVING



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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 actually 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 Communities - 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 directly employ approximately 14,110 people. According to a 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 2,090 of the planned 3,094 total urban residences.

Medical/Office District Anchored by the Cleveland Clinic Lou Ruvo Center for Brain Health with community center, museum and medical research and clinical services to support 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 clinical center to advance the research, early detection and treatment of neurological diseases including Alzheimer's, Huntington's, Parkinson's and Amyotrophic Lateral Sclerosis (ALS). The center offers a patient-focused approach to care based on Cleveland Clinic's model. Designed by Frank Gehry. First phase completed; first patients seen in July 2009; final completion scheduled for first quarter 2010.
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 will be home to Nevada Ballet Theatre, Las Vegas Philharmonic, first-run touring attractions. Designed by David M. Schwarz. Groundbreaking May 2009; completion scheduled for early 2012.
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.charliepalmerhotel.com

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

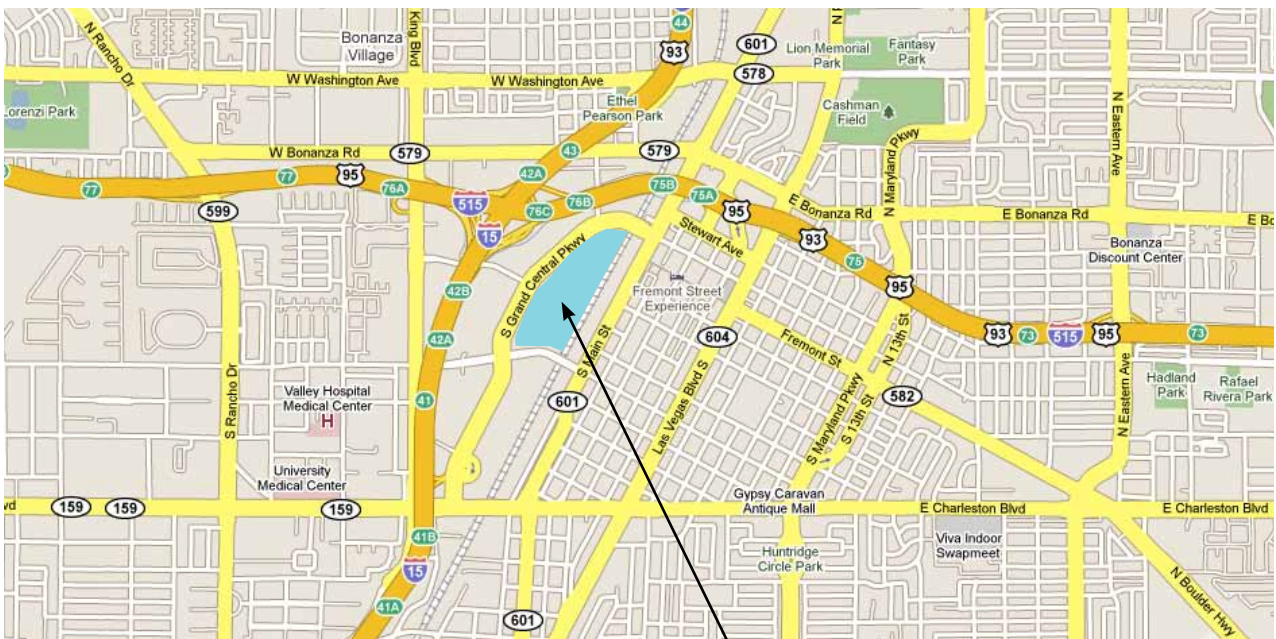
Residential Neighborhood by Newland Communities The first of several planned residential neighborhoods (totaling 2,090 homes) will feature more than 200 urban residences, including condominiums, live/work units, and town homes. Resort-style amenity deck includes pool and barbeque areas. Retail stores at street-level. Development agreement executed in November 2007. www.newlandcommunities.com

Casino/Hotel/Retail Complex by Forest City The only casino/hotel at Symphony Park. To be developed by Forest City. Plans call for a 1.6 million-square-foot complex with a first-class 1,000-room hotel featuring gaming, retail, restaurants, spa and pool. Development agreement executed in 2008.

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. 



Courtesy of Keep Memory Alive



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



2006 - 2007

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

2008

- World Jewelry Center, Charlie Palmer and Forest City Development Agreements executed.
- Phase I infrastructure construction commenced
- LEED® for Neighborhood Development Gold Certification (stage 2)
- Symphony Park Design Competition

2009

- Cleveland Clinic and Lou Ruvo Brain Institute announced partnership in February, forming new Cleveland Clinic Lou Ruvo Center for Brain Health
- Phase I infrastructure improvements completed
- Las Vegas City Council approved name change from Union Park to Symphony Park, reflecting significant role new community will play as cultural and artistic center and serving as a metaphor for its complementary blend of uses
- The Smith Center for the Performing Arts broke ground and commenced construction in May
- Cleveland Clinic Lou Ruvo Center for Brain Health saw first patients in July
- Completion of design of the park in Symphony Park planned

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 Communities. As both land owner and master developer, the city retained Newland Communities 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
- Providing a capital commitment of \$160 million

Newland Communities Commitment

- Project Manager
- Responsible for securing third-party development agreements
- Oversight on design and implementation
- Overall marketing and execution of the business plan
- Developer of select residential and retail projects on the site

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

Newland Communities

Newland Communities is the largest private developer of planned communities in the United States. With a legacy that began in 1968, Newland specializes in comprehensive residential and urban mixed-use master planning with expertise in leading large-scale single-family and multi-family new-home communities. Newland has been successful largely because it has created a portfolio of communities with geographic diversity with a wide range of homes and amenities to meet the needs of all different types of families.

Responsible for the development of Symphony Park, Newland is bringing more than 40 years of experience to the project. Headquartered in San Diego, Calif., Newland and its affiliated companies are currently developing and managing nearly 40 projects in 14 states, valued at approximately \$1.6 billion.

www.newlandcommunities.com



Description

The Smith Center for the Performing Arts is named in honor of Fred W. and Mary B. Smith. Mr. Smith is the chairman of the Donald W. Reynolds Foundation, which in Oct. 2007 announced a \$100 million gift to support construction for The Smith Center. This gift is the largest philanthropic donation in state history, surpassing the Foundation's initial gift to The Smith Center of \$50 million in 2005. The Smith Center for the Performing Arts is being funded by a public-private partnership that includes a special rental car tax, which has resulted in a bond of \$105 million. The Center's Foundation is raising the balance of the funds



THE SMITH CENTER FOR THE PERFORMING ARTS (continued)

needed for construction of the cultural campus from private, corporate, foundation and government contributions.

The Smith Center for the Performing Arts is envisioned as a world-class venue that will be a living room for the community; a place that will uplift, inspire, educate and enrich the citizens of our community for generations to come.

Location

The Smith Center for the Performing Arts is located at the heart of the 61-acres, just northeast of the World Market Center.

Facility

Plans include a 2,050-seat multi-purpose main hall and an education building that will house a 300-seat cabaret theater with a stage facing onto Symphony Park and a 200-seat flexible studio theater for rehearsals, children's theater and community events. The Smith Center will also be home to resident companies including the Nevada Ballet Theatre and the Las Vegas Philharmonic.

Architects

David M. Schwarz Architects, Inc. is known for extraordinary buildings including Bass Hall in Forth Worth, TX and Schermerhorn Symphony Center in Nashville, TN. HKS Architects, Inc., a top-five architectural firm, is the executive architect. Fisher Dachs Associates, Inc. is recognized as one of the leading theater consultants in the world. Akustiks is known for

refined acoustical design. Recent projects include the restoration of Severance Hall in Cleveland, OH and renovations to the Kennedy Center Concert Hall in Washington, D.C.

Timeline

The Center broke ground in May 2009. The Center is scheduled to open in early 2012.

Contact

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www.TheSmithCenter.com





Artist rendering courtesy of Gehry Partners



KEEP MEMORY ALIVE

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



ALZHEIMER | HUNTINGTON | PARKINSON | ALS | MEMORY DISORDERS

Description

In 1995, Keep Memory Alive began as a simple event designed to celebrate the life of a loving father - Lou Ruvo. Over the next several years, the Lou Ruvo Brain Institute was formed to promote healthy vital aging for all citizens of Nevada and to enhance the quality of life for the growing number of people with cognitive impairments or dementia. Today, in partnership with the Cleveland Clinic, Keep Memory Alive is the main awareness, education and development arm of the newly renamed Cleveland Clinic Lou Ruvo Center for Brain Health.

Keep Memory Alive and the Cleveland Clinic Lou Ruvo Center for Brain Health are dedicated



CLEVELAND CLINIC LOU RUVO CENTER FOR BRAIN HEALTH (continued)

to the conquest of Alzheimer's, Huntington's, Parkinson's, Amyotrophic Lateral Sclerosis (ALS) and all other forms of memory disorders.

They are forging a worldwide cooperative research network to validate new treatments for prevention. This definitively new approach to neurodegenerative diseases not only brings experts from all types of medical disciplines together, but also helps them fight a common cause with better efficiency.

In addition to great medical treatment, the Center will also focus on an enhanced patient experience for those who are in their care. For patients and caregivers, being empowered to better understand and endure these diseases is as important as their search for a cure.

The programs of the Cleveland Clinic Lou Ruvo Center for Brain Health cover four core areas that include:

Clinical Services - Diagnosis, treatment and care for people with memory disorders.

Education - Seminars and conferences on diagnosis, treatment and care and caregiver instructions.

Public Policy Forums - Think tank meetings, critical reviews and position papers.

Research - Nevada Vital Aging (NVA) clinical trials, epidemiological studies and health services research.

Location

Southwest corner of Symphony Park: approximately 2 acres.

Facility

- 67,000 square feet
- Designed by Architect Frank Gehry
- Beautiful meeting space that holds up to 500 for dinner, 900 for a reception
- Wolfgang Puck Kitchen & Catering
- Interactive Museum of the Mind
- Diagnostic Imaging Center
- Founded by Larry Ruvo, whose father battled Alzheimer's disease

Timeline

Estimated Opening: 1st Quarter 2010

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



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 high-rise, business-to-business trade tower and a beautiful, designer-direct retail center open to the public. Suppliers from every sector of the jewelry industry will have offices in the trade tower and cater to their retail buyers from around the globe. 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 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

- Over 1 million square feet of mixed-use space.
- High-rise jewelry trade tower with business offices designed to accommodate retail buyers.
- 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.
- An adjacent retail jewelry center, open to the public, will feature designer-direct products including 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 Probity 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, Probity has successfully developed and operated Class-A office, hotel, retail, industrial and residential properties in the U.S. and abroad.

Contact

Robert Zarnegin, Principal and CEO
310-888-1882

www.worldjewelrycenter.com

WORLD
JEWELRY
CENTER





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.charliepalmerhotel.com





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 most successful of its kind, 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 have 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, graduating from Haverford College and receiving 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 such as "Of Rats and Men" and 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.



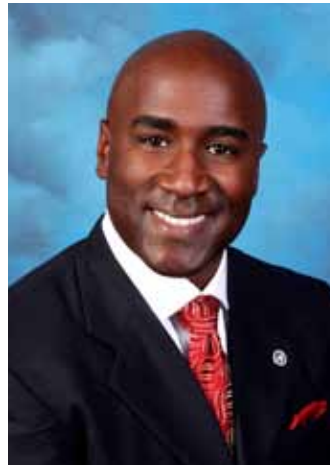
RICKI Y. BARLOW

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 city of Las Vegas position of 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 has held numerous positions in the field of urban economic development, including that of:

- 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

Acting Director
Office of Business Development
City of Las Vegas



Bill Arent is currently serving as acting 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 acting 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.



RITA BRANDIN

Senior Vice President
Newland Communities
Development Director
Symphony Park

Rita Brandin is senior vice president and development director for Newland Communities' Western Region. In this capacity, Brandin oversees development of Symphony Park.

Prior to joining Newland Communities in 2006, Brandin was employed by Metroflag Management, LLC, a development and asset management company based in Las Vegas, where she was the vice president of asset management and retail development. Brandin has more than 20 years experience in real estate asset management and development and previously served as senior vice president of retail development for The Howard Hughes Corporation and vice president and senior development director for The Rouse Company, which was subsequently acquired by General Growth Properties, Inc. in 2005. For The Rouse Company, Brandin 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 of the company's regional shopping centers.



Brandin 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. A member of Urban Land Institute (ULI), Brandin serves on its Urban Mixed-Use Council.

Locally, she is a member of ULI's Las Vegas District Council and its Executive Committee, as well as 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.



ROBERT B. McLEOD

Chairman, President and CEO
Newland Communities
Chairman and CEO
American Newland Communities



Bob is on the board of directors of Plum Creek Timber

Bob McLeod is the founder and true visionary behind the growth and evolution of Newland Communities in becoming the nation's largest privately-held planned community developer. He leads the approval of all project and portfolio-level acquisitions as well as new business opportunities. He is also the principal leader of Newland's new community startups, including the company's extensive visioning and planning processes. Bob focuses much of his energy on helping Newland's core teams to achieve the company vision throughout the creation of each community.

Company Inc, the largest and most geographically diverse private landowner in the nation, with more than eight million acres in major timber-producing regions of the United States. He is also a member of the Board of Governors of the Urban Land Institute (ULI) Foundation. Bob is a graduate of the University of California at Berkeley.

Since 1968, Newland and its affiliated companies have developed, acquired, completed and managed for third parties more than 140 residential and urban mixed-use real estate projects in 24 cities and 14 states. This includes master-planned residential communities, mixed-use centers, urban high-rises, corporate headquarters and industrial parks. Currently, Newland and its affiliated companies manage assets valued at approximately \$1.6 billion.

Prior to Newland, Bob was president and chief executive officer of Genstar Land - U.S.A., where he had complete responsibility for all residential and commercial development activities in the United States, including 28,000 acres in 20 master-planned communities in five states.



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