

**Sherman Qualifications for
Delafield Street Redevelopment
City of Waukesha**

Respectfully Submitted by:
Sherman Associates

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PRINCIPAL CONTACT:
Carole Mette, Developer
Sherman Associates
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Letter of Interest





January 29, 2021

Mr. Jeff Fortin
City of Waukesha
Community Development Department
201 Delafield Street, Room 200
Waukesha, WI 53188
DELIVERED VIA EMAIL

RE: City of Waukesha Delafield Street Redevelopment - Request for Qualifications

Sherman Associates is pleased to submit our response to the City of Waukesha and Colliers International's RFQ for the Delafield Street Redevelopment Site.

The enclosed materials demonstrate our experience and ability to meet Waukesha's priorities for the redevelopment. Sherman Associates, Inc. has a long history of successes in developing both urban and suburban multifamily projects, including senior housing.

Our partners in this redevelopment include Greenfire Management Services- construction, and Kaas Wilson Architects- architecture and design.

Sherman is a developer with a unique model; we develop, own, and operate our properties with a long-term commitment to the community. We are acknowledged nationally for our:

- Demonstrated ability to secure, underwrite, and close complex financing sources
- Understanding of how design and construction shapes a vibrant public realm of active streetscapes and parks
- Development and management of high-quality, affordable and luxury projects with many service-provider collaborations

Sherman Associates and its development partners have extensive experience collaborating with cities and completing complex redevelopment projects such as being proposed by The City of Waukesha. Our recent work with the cities of Shorewood, Wis., Coon Rapids and Maplewood in Minnesota, Des Moines, Westminster in Col., and many projects in Minneapolis are successful largely because of our ability to respond to the needs of the communities where we develop and manage communities.

Thank you for the opportunity to submit our team's qualifications and would look forward to continuing to collaborate with you on this important redevelopment. We look forward to a continued conversation regarding our ability to work with the city of Waukesha in building this community.

Sincerely,

A handwritten signature in blue ink, appearing to read "G. Sherman", with a long horizontal line extending to the right.

George E. Sherman
CEO, Sherman Associates



Narrative of Development Concept

Intended Plans and Use of the Property

Sherman Associates envisions the Delafield Redevelopment Site as an ideal location for an “active lifestyle” senior housing community. The proximity to Waukesha’s historic downtown and Riverwalk area make this an ideal location for empty nesters, retirees, and downsizers looking to enjoy all that this community has to offer.

Understanding your vision for the site is critical to our planning process. Based upon our review of the materials you provided, we have outlined an early-stage concept that would include approximately 100+/- units constructed in a 4-story building with underground parking. Amenities would include a pool, engaging outdoor patio and grill space, a pickleball court, clubroom, family room, community garden, and more. Units would include luxury finishes, solid surface countertops, in-unit washer and dryers, and professionally designed interiors.

Developer Track Record, Experience, and Ability to Complete the Project

Sherman Associates has a long track record of working with cities to execute their visions for their communities. Enclosed in this RFQ are examples of such projects. In the last three years alone, we have executed or in our pipeline over \$85 million in active senior living projects. One recent project that mirrors many similarities to our vision for this Delafield site is the Oaks of Shorewood in Shorewood, WI. The project is near the Milwaukee River and has great access to trails, while also having the conveniences of nearby shops and restaurants. We are also partnering with Kaas Wilson Architects for the design and Greenfire Management Services for the construction of the project. We believe this team brings an immense amount of expertise to ensure a successful execution of our concept.



Project Timing

Preliminary Design & City Developer Selection	February 2021
City & Developer Sign Agreement	March 2021
Due Diligence (title, environmental, assessment) & SD drawings	Mar to May 2021
Earnest Money Paid	May 2021
Design Development & City Approvals (120 days)	May to Sep 2021
CDs & Secure Financing (90 days)	Sep to Dec 2021
Permitting	Dec 2021 to Jan 2022
Transfer Land & Start Construction	January 2022
Project Opening	April 2023

While we recognize the city's goals to achieve a land transfer date of 9/7, the project timeline summarized above reflects what we would typically expect. The team we have assembled has the ability to move very quickly and are widely acknowledged for our agility and expertise. We welcome the opportunity to discuss the schedule in further detail with the City to ensure we can meet all parties' expectations.

Design

We are partnering with Kaas Wilson Architects to design the project. They have designed numerous Sherman senior living projects in the past and have a solid track record of designing luxury senior living communities. The plan for the Delafield Redevelopment Site is to orient the building along Delafield Street to create an urban edge and enhance the pedestrian experience. We will design an intentional "jog" in the building as the perfect location to connect indoor/outdoor living with community patio area fronting the street. This provides the opportunity to create an architectural gesture and focal point at the intersection of Delafield and Buena Vista Avenue. This also allows to pool deck to be oriented internal to the site to provide more privacy to this area.



Contact Information

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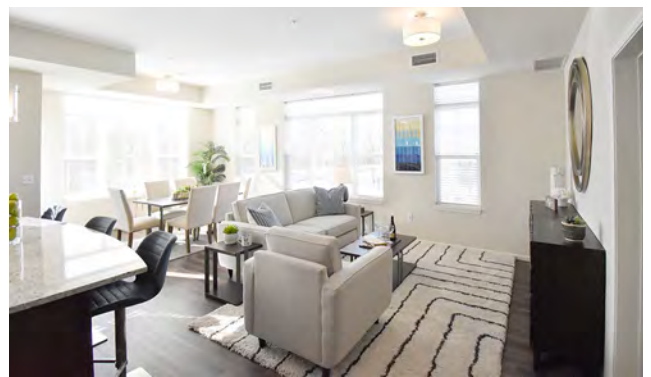
Sherman Backgrounder and Resumes



Recent Projects and Relevant Experience



Oaks of Shorewood
Shorewood,
Wisconsin
101 Units
Active Senior (55+)



Features: surface and underground parking, sports simulator, outdoor pool, fitness center with private class room, pet run, pickle ball court, 2 outdoor seating areas, shared gardens, business center, two lounges- one features catering kitchen and private dining, grandchild play area

Recent Projects and Relevant Experience



Frost English Silver
Maplewood,
Minnesota
103 Units
Active Senior (55+)

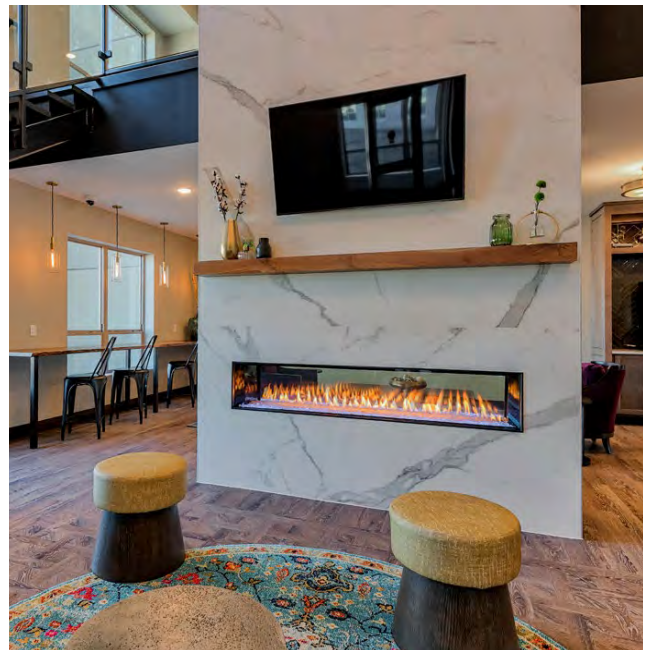


Features: surface and underground parking, fitness center with private class area, indoor pool, outdoor grilling and patios, large community room with kitchen and various seating areas, business center

Recent Projects and Relevant Experience



Lyra
Coon Rapids
Minnesota
180 Units
Market Rate



Features: surface and underground parking, sports simulator, outdoor pool, fitness center with private class room, pet run, outdoor seating areas, two lounges- one features catering kitchen and private dining



2021 COMPANY PROFILE

Sherman purpose
Our team
Completed projects



building communities, enriching neighborhoods



Vision Oriented Development.

Sherman Associates is committed to the production of quality urban housing, hospitality and commercial products. With the belief that the healthiest neighborhoods are comprised of a variety of people and uses, we strive to create mixed-use developments that incorporate a variety of housing types and leverage multiple financing tools.

Our development team is innovative, smart, and determined. The collaboration and support of our legal, compliance, construction, and asset management teams serve as an advantage in executing a vision that utilizes these financing tools and builds communities.

Because of this approach, we are undaunted by what others may view as obstacles. Our experience and expertise allow us to see solutions. This vision allows us to create developments that other developers are unable to envision.

In addition, our motivations are influenced by our desire to develop and hold for the long-term. It allows us unwavering commitment creating developments that have a positive impact on the community.

Sherman Associates has become an industry leader in tax credit, affordable housing and tax increment financing projects as well. Sherman has earned a strong reputation for collaboration, communication and quality results; cities around the country have relied on Sherman Associates to pioneer and partner in the redevelopment of urban neighborhoods.

Sherman Associates has developed approximately 8,500 multifamily, townhouse and single-family homes, and 600,000 square feet of commercial and hotel space.

markets & specialties

Colorado	New Construction
Iowa	Historic Adaptive Reuse
Minnesota	Renovation
Missouri	Multifamily
Wisconsin	Retail
	Office
	Hospitality

40 years of expertise

Development
Design-Build
Construction
Site Analysis
Marketing Planning
Equity and Debt Funding
Financial Analysis/Feasibility
Federal, State & Local Housing Programs
Asset Management/Property Management

recent awards

2019 In-House Counsel: Paula Beck
Minnesota Lawyer

2019 Top Project: East End
Finance & Commerce

**2019 Impact Award: Thresher Square,
Canopy by Hilton Minneapolis Mill District**
RETHOS: Places Reimagined

2018 ICON Award: George Sherman
Finance & Commerce

Sherman Associates has established an impressive and prolific track record, completing over \$2 billion in real estate development. On a yearly basis, our pipeline consists of \$200-\$250 million in development of commercial and residential projects.

GEORGE SHERMAN

George Sherman has planned and delivered multi- and single-family housing for 40 years. As principal in developing more than 8,500 rental units and more than 1,200 for-sale housing units, to-date the total value of his development portfolio exceeds \$2 billion.

DEVELOPMENT

Led directly by George Sherman, the development department has a proven track record of successfully leveraging complex financing packages and strong relationships with local governments and community leaders. It is made up of experts in multiple disciplines, including commercial real estate, affordable housing finance, and conventional real estate finance, who continue to build strong relationships throughout the major markets in which Sherman Associates operates.

Key Staff: George Sherman, Paula Beck, Rich Kiemen, Will Anderson

LEGAL

Sherman Associates' in-house legal team spearheads the closing of all projects while also navigating issues that arise in a diverse real estate company. Consisting of staff with high-level knowledge of real estate and land-use matters, as well as affordable housing and conventional real estate finance, this team is essential to the Sherman Associates process. Led by Paula Beck, the team works hand-in-hand with the development group to ensure the stability and long-term success of Sherman Associates projects.

Key Staff: Paula Beck, Jessica Welk, Ben Grannon

PORTFOLIO OPERATIONS, ASSET MANAGEMENT, AND COMPLIANCE

Sherman Associates' professional management team is made of industry veterans with substantial knowledge and experience in the management of low-income, market-rate and special-needs housing projects. The department consists of over 200 employees ranging from caretakers and maintenance staff to upper-level property management and compliance staff. This dynamic and diverse team manages both the day-to-day and global processes that allow Sherman Associates' robust, multi-faceted rental portfolio to remain financially successful and to cater to the needs of some 20,000 residents throughout the Midwest and Colorado.

Key Staff: Ron Nutting, Chris Sherman, Shiva Anderson, Valerie Doleman, Matt Haggerty

COMMERCIAL PROPERTY MANAGEMENT

The commercial team at Sherman Associates manages real estate and brokerage throughout the five-state portfolio. Leveraging important community connections and strong tenant relationships, this group has been a key on-the-ground presence. They have added important community amenities to Sherman Associates' mixed-use developments, ensuring the long-term growth of the neighborhoods and local economies in which they are located.

Key Staff: Ben Keppel, Brad Goering

HOTEL OPERATIONS

Sherman Associates' hotel operations have added a key component to our ever-expanding portfolio of diverse and highly-acclaimed projects. Boasting a hotel ranked in the top five of all Sheraton hotels nationwide, the Aloft Minneapolis and the Sheraton Duluth have continually operated with high occupancy and regional acclaim. Sherman opened its third hotel in 2016, the Holiday Inn Express located in Des Moines, IA. With the second largest staff pool in the company, consisting of upwards of 175 employees, this department is professionally managed by leaders with decades of experience in the field. In 2019, Sherman completed the historic renovation of Thresher Square, to welcome Canopy by Hilton Minneapolis Mill District.

Key Staff: Caroline Sherman

CONSTRUCTION AND FACILITIES MANAGEMENT

The construction and facilities management team at Sherman Associates is one of the most essential components to the completion of development projects and the continued maintenance of the portfolio. Led by Rich Kiemen, this team coordinates with general contractors, architects, engineers, and the property management staff on a daily basis. Their continued diligence has been integral to Sherman Associates in staying on schedule and within budget to deliver new construction, occupied rehabilitation, and historic rehabilitation projects. This group is also responsible for the oversight of day-to-day maintenance operations and preparation for numerous required site inspections throughout the portfolio.

Key Staff: Rich Kiemen, John Beckman, Brad Goering

ACCOUNTING

With the complexity of financing in many projects, along with the vast diversity and sheer volume of products offered, the accounting department at Sherman Associates is fundamental to the daily operations of the company. The department acts as the core link between the internal and external transactions for the company by managing property accounting, financial reporting, relationships with financial institutions, and support of the property management, commercial, and home ownership teams. The team consists of staff with expertise in residential accounting, commercial accounting, and high-level auditing.

Key Staff: Janelle Hielscher



COMPLETED RENTAL PROJECTS

Project Name	City	State	Year Completed	# Units	Project Type	Family or Senior	Historic	Product Type	Mixed Use
1 3100 Clinton	Minneapolis	MN	1990	12	Rehabilitation	Family		Affordable	
2 3100 Fourth Avenue	Minneapolis	MN	1992	10	Rehabilitation	Family		Affordable	
3 Autumn Ridge	Brooklyn Park	MN	2007	366	Rehabilitation	Family		Affordable	
4 Bell Building	Minneapolis	MN	1985	25	Rehabilitation	Family		Affordable	
5 Blaine Tower Square Senior Apartments	Blaine	MN	2005	87	New Construction	Senior		Affordable	
6 Bottineau Commons Apartments	Minneapolis	MN	2003	119	New Construction	Family		Affordable	
7 Bottineau Lofts	Minneapolis	MN	2003	37	Adaptive Reuse	Family	•	Affordable	
8 Boulevard Apartments	Milwaukee	MN	2007	235	Rehabilitation	Family		Affordable	
9 Browns Meadow	Coon Rapids	MN	1992	148	New Construction				
10 Castle Apartments	Minneapolis	MN	1990	11	New Construction	Family		Affordable	
11 Central Avenue Lofts	Minneapolis	MN	2007	66	New Construction	Family		Affordable	•
12 Community Plaza	St. Paul	MN	1999	40	Rehabilitation	Family		Affordable	
13 Cromwell Commons (Marvin Gardens)	Minneapolis	MN	1996	18	Rehabilitation	Family		Affordable	
14 East End	Minneapolis	MN	2018	180	New Construction	Family		Market	
15 East Phillips Commons	Minneapolis	MN	2004	34	New Construction	Family		Affordable	
16 Emerson Hill	Minneapolis	MN	2007	35	New Construction	Family		Market	
17 Encore	Minneapolis	MN	2016	123	New Construction	Family		Market	
18 Falcon Heights Multifamily	Falcon Heights	MN	2004	119	New Construction	Family		Affordable	•
19 Falcon Heights Senior Apartments	Falcon Heights	MN	2004	56	New Construction	Family		Affordable	
20 Farmington Townhomes	Farmington	MN	2001	16	New Construction	Senior		Affordable	
21 Frost English Village	Maplewood	MN	2016	50	New Construction	Family		Affordable	
22 Gateway Terrace	Grand Forks	ND	1994	248	New Construction	Family		Market	
23 Grand Boulevard Lofts	Kansas City	MO	2009	134	Adaptive Reuse	Family	•	Affordable	•
24 Grande Market Place	Burnsville	MN	2003	113	New Construction	Family		Affordable	•
25 Greysolon Apartments	Duluth	MN	2006	150	Adaptive Reuse	Senior	•	Affordable	•
26 Guardian Angels of Hastings	Hastings	MN	2002	30	New Construction	Family		Mixed-income	•
27 Harrison Lofts	Davenport	IA	2013	60	New Construction	Family		Mixed-income	
28 Highland Chateau	Duluth	MN	1999	60	Rehabilitation	Family		Market	
29 Highland Park Apartments	Milwaukee	WI	2008	150	Rehabilitation	Family		Affordable	
30 Irving School	Duluth	MN	2011	44	Rehabilitation	Family		Mixed-income	
31 Jefferson Square Apartments	Duluth	MN	2000	25	Rehabilitation	Family		Mixed-income	
32 LeSueur Meadows Apartments	Le Sueur	MN	2002	40	New Construction	Family		Affordable	
33 Lexington Shores	Shoreview	MN	2002	68	New Construction			Affordable	
34 Lodge at Little Canada	Little Canada	MN	2003	79	New Construction	Senior		Affordable	•
35 Lofts on Canal	Duluth	MN	2015	29	Rehabilitation	Family		Market	•
36 Longfellow Station	Minneapolis	MN	2013	180	New Construction	Family		Affordable	
37 Lincoln Park School	Duluth	MN	2015	50	Adaptive Reuse	Family	•	Affordable	•
38 Lyons Court	St. Paul	MN	2005	60	New Construction	Senior		Affordable	
39 Merritt School	Duluth	MN	2004	19	Adaptive Reuse	Family		Mixed-income	
40 Metro Lofts	Des Moines	IA	2010	111	New Construction	Family		Mixed-income	
41 Midtown Exchange	Minneapolis	MN	2005	219	Adaptive Reuse	Family	•	Mixed-income	•
42 Mount Royal Manor	Duluth	MN	2002	114	Adaptive Reuse	Family		Market	
43 Mount Washington	Independence	MO	2002	45	Adaptive Reuse	Senior		Market	
44 New Paris Apartments	Benson	MN	1985	40	Rehabilitation	Family		Market	
45 Nexus	Des Moines	IA	2018	143	New Construction	Family		Market	
46 Nova at Riverdale Station	Coon Rapids	MN	2019	71	New Construction	Family		Mixed-income	
47 The Paxon	Minneapolis	MN	2015	140	New Construction	Family		Market	
48 Paper Box Lofts	Milwaukee	WI	2015	72	Adaptive Reuse	Family	•	Affordable	•
49 Phalen Senior Lofts	St. Paul	MN	2006	73	New Construction	Senior		Affordable	
50 Phoenix on the Fax	Denver	CO	2012	50	New Construction	Family		Affordable	
51 Randolph Apartments	Des Moines	IA	2016	55	Adaptive Reuse	Family	•	Market	•
52 Yvette Lofts	St. Paul	MN	2015	88	Adaptive Reuse	Family	•	Market	•
53 River Run Apartments	Minneapolis	MN	2005	74	New Construction	Family		Affordable	
54 Riverside Plaza	Minneapolis	MN	2012	1303	Rehabilitation	Family		Affordable	•
55 Rumely Lofts	Des Moines	IA	2009	66	Adaptive Reuse	Family	•	Affordable	•
56 Russell Lamson	Des Moines	IA	2012	90	Adaptive Reuse	Family		Affordable	
57 Seward Flats	Minneapolis	MN	1997	123	Rehabilitation	Family		Market	
58 Sibley Court Apartments	St. Paul	MN	2003	122	New Construction	Family		Mixed-income	•
59 Sibley Park Apartments	St. Paul	MN	2001	114	New Construction	Family		Mixed Income	•
60 Stradford Flats	Minneapolis	MN	2013	62	Rehabilitation	Family		Affordable	
61 Station Plaza	St. Louis	MO	2015	87	Rehabilitation	Family	•	Affordable	
62 Straus Lofts	St. Paul	MN	2003	49	Adaptive Reuse	Family	•	Affordable	•
63 Syndicate Trust	St. Louis	MO	2007	70	Adaptive Reuse	Family	•	Mixed-income	•
64 Les Chateaux	Duluth	MN	1998	141	Rehabilitation	Family		Market	
65 The Crossings at Valley View	Bloomington	MN	2009	50	New Construction	Family		Market	
66 The Edge at Gray's Landing	Des Moines	IA	2016	90	New Construction	Family		Mixed-income	
67 The Oaks of Shorewood	Shorewood	WI	2018	101	New Construction	Senior		Market	
68 The Roosevelt	Cedar Rapids	IA	2008	96	Adaptive Reuse	Family		Mixed-income	•
69 The Shores Senior Apartments	Shoreview	MN	2002	68	Adaptive Reuse	Senior		Mixed-income	
70 The Vicinity	Minneapolis	MN	2019	118	New Construction	Family		Market	•
71 Vine Street Lofts	Des Moines	IA	2004	110	New Construction	Family	•	Mixed-income	
72 Westgate Townhomes	Duluth	MN	2001	28	New Construction	Family		Mixed-income	
73 West Side Flats	St. Paul	MN	2014	178	New Construction	Family		Mixed-income	•
74 Lyra at Riverdale Station	Coon Rapids	MN	2020	180	New Construction	Family		Market	
75 Ascent	Westminster	CO	2020	255	New Construction	Family		Mixed Income	•
				8122					

COMPLETED CONDOMINIUM PROJECTS

Project Name	City	State	Year Completed	# Units	Project Type	Housing Type
1 Zenith - Phase I	Minneapolis	MN	2008	64	New Construction	Condominiums
2 The Syndicate	St. Louis	MO	2007	102	Adaptive Reuse	Condominiums
3 311 Superior	Duluth	MN	2007	33	New Construction	Condominiums
4 Vista San Jacinto	San Jacinto	CA	2007	34	New Construction	Townhomes
5 Homes of Emerson Hill	West St. Paul	MN	2007	35	New Construction	Townhomes
6 Groveland Terrace	Minneapolis	MN	2007	128	Adaptive Reuse	Condominiums
7 The Villas of Little Canada	Little Canada	MN	2007	45	New Construction	Townhomes
8 The Brownstones at River Run	Minneapolis	MN	2007	10	New Construction	Townhomes
9 The Bridges of Blaine	Blaine	MN	2006	12	New Construction	Townhomes
10 The Chicago	Minneapolis	MN	2006	88	Adaptive Reuse	Condominiums
11 Printer's Row	St. Paul	MN	2006	42	New Construction	Condominiums
12 Midtown Lofts	Minneapolis	MN	2005	72	New Construction	Condominiums
13 Keene Creek Townhomes	Hermantown	MN	2005	44	New Construction	Townhomes
14 9th Street Lofts	St. Paul	MN	2005	49	Adaptive Reuse	Condominiums
15 Water Street Brownstones	Des Moines	IA	2004	37	New Construction	Condominiums
16 Bottineau Commons Townhomes	Minneapolis	MN	2003	27	New Construction	Townhomes
17 The Dakota	St. Paul	MN	2003	32	New Construction	Condominiums
18 Capitol Heights City Homes	St. Paul	MN	2003	25	New Construction	Townhomes
19 Landings at Sawmill Run	Minneapolis	MN	2003	58	New Construction	Townhomes
20 The Shores	Shoreview	MN	2003	15	New Construction	Townhomes
21 The Essex	St. Paul	MN	2002	38	New Construction	Condominiums
22 City Homes on Park Avenue	Minneapolis	MN	2000	29	New Construction	Mix
23 3100 Fourth Avenue	Minneapolis	MN	1992	9	New Construction	Single Family
24 3100 Clinton	Minneapolis	MN	1990	8	New Construction	Single Family
25 Parkway Terrace	Maplewood	MN	1990	90	New Construction	Single Family
26 Highland Terrace	Minneapolis	MN	1990	22	New Construction	Single Family
27 Kenwood Isles	Minneapolis	MN	1988	40	New Construction	Townhomes
28 Lakes CitiHomes	Minneapolis	MN	1985	83	New Construction	Townhomes
29 Boardwalk and Park Place Townhomes	Minneapolis	MN	1982	63	New Construction	Townhomes
30 Kenwood Isles Condominiums	Minneapolis	MN	1980	140	New Construction	Condominiums

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COMPLETED COMMERCIAL PROJECTS

Project Name	City	State	Year Completed	Size (SF)	Project Type
1 The Randolph	Des Moines	IA	2016	10,000	Rehabilitation
2 Rayette Lofts	Minneapolis	MN	2015	3,000	Rehabilitation
3 Lincoln School	Duluth	MN	2015	38,000	Rehabilitation
4 Harrison Lofts	Davenport	IA	2013	3,000	New Construction
5 Russell Lamson	Des Moines	IA	2012	12,000	Adaptive Reuse
6 Phoenix On The Fax	Denver	CO	2012	5,000	New Construction
7 Grande Boulevard Commercial	Kansas City	MO	2009	8,000	Adaptive Reuse
8 Rumely	Des Moines	IA	2009	5,500	Adaptive Reuse
9 Roosevelt	Cedar Rapids	IA	2008	16,000	Adaptive Reuse
10 Zenith Commercial	Minneapolis	MN	2007	10,000	New Construction
11 Syndicate Trust Building	St. Louis	MO	2007	20,000	Rehabilitation
12 Wentworth Commons	West St. Paul	MN	2007	13,000	New Construction
13 Phalen	St. Paul	MN	2006	600	New Construction
14 Blaine Town Square	Blaine	MN	2005	50,000	New Construction
15 Robert Street Retail	St. Paul	MN	2005	4,400	New Construction
16 Garfield Business Park	Duluth	MN	2005	50,000	New Construction
17 Grande Market Square	Burnsville	MN	2004	30,000	New Construction
18 Village of Little Canada	Little Canada	MN	2004	20,000	New Construction
19 Grande Market Place	Burnsville	MN	2004	14,000	New Construction
20 Falcon Heights	Falcon Heights	MN	2004	12,000	New Construction
21 The Lodge at Little Canada	Little Canada	MN	2004	12,000	New Construction
22 Deephaven Court	Deephaven	MN	2003	18,200	Rehabilitation
23 Sibley Park Place	St. Paul	MN	2003	12,000	New Construction
24 The Straus Building	St. Paul	MN	2003	10,000	Rehabilitation
25 Guardian Angels	Hastings	MN	2002	4,000	New Construction
26 The Shores	Shoreview	MN	2002	5,000	New Construction
27 233 Park	Minneapolis	MN	2001	60,000	Rehabilitation
28 Jefferson Square Commercial	Duluth	MN	2000	13,695	Rehabilitation
29 Deephaven Square	Deephaven	MN	1999	25,000	Rehabilitation
30 Canal Park Square	Duluth	MN	1998	60,000	Rehabilitation
31 Hawthorn Crossings	Minneapolis	MN	1997	50,000	New Construction
32 Camden Center	Minneapolis	MN	1997	15,000	New Construction
				609,395	

COMPLETED HOTEL PROJECTS

Project Name	City	State	Year Completed	Size	Project Type
1 Holiday Inn Express	Des Moines	IA	2016	102-key	New Construction
2 Aloft Hotel	Minneapolis	MN	2007	155-key	New Construction
3 Sheraton Duluth Hotel	Duluth	MN	2007	147-key	New Construction
4 Canopy by Hilton Mill District Minneapolis	Minneapolis	MN	2019	183-key	Historic Adaptive Reuse
				587-keys	

AWARDS AND ACCOLADES

2020

2020 Business Hall of Fame: George Sherman
Twin Cities Business

2020 Notable Women in Commercial Real Estate: Valerie Doleman
Twin Cities Business

2020 Favorite Hotel Design Trends- Canopy Mill District Minneapolis
Forbes Magazine

2020 MADAC Leasing Consultant- Abbey Martinson
Minnesota Multi Housing Association

2020 MADAC Support Staff- Brianna Williams
Minnesota Multi Housing Association

2020 MADAC Maintenance Team- Fouad Fouad and Sam Ibrahim
Minnesota Multi Housing Association

2020 MADAC Property Excellence- The Vicinity
Minnesota Multi Housing Association

2020 MADAC Best New Development- Nova
Minnesota Multi Housing Association

2020 MADAC Best Team- Sherman's Human Resources Team
Minnesota Multi Housing Association

2019

2019 39th Annual Gold Key Award for Excellence in Hospitality Design, Best Lobby, Upscale
Boutique Design Magazine

2019 In-House Counsel: Paula Beck
Minnesota Lawyer

2019 Up & Coming Lawyer: Jessica Welk
Minnesota Lawyer

2019 Top Project: East End
Finance & Commerce

2019 Impact Award: Thresher Square, Canopy by Hilton Minneapolis Mill District RETHOS:
Places Reimagined

2019 Pinnacle Award- Best Maintenance Technician Under 150 Units
Greater Iowa Apartment Association

2019 Pinnacle Award- Multi-Site Supervisor of the Year/Affordable
Greater Iowa Apartment Association

2019 Pinnacle Award- Best New Community: Nexus at Gray's Landing
Greater Iowa Apartment Association

2018

2018 ICON Award: George Sherman
Finance & Commerce

2018 Top Project: NorShor Theatre
Finance & Commerce

GEORGE SHERMAN

CEO

612.332.3000

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George Sherman has planned and delivered multi- and single-family housing for more than 40 years. As principal in developing more than 8,500 rental units and more than 1,200 for-sale housing units, the total value of his development portfolio exceeds \$2 billion.

George is recognized as an industry veteran favored by cities and development partners for his ability to commit to a vision for development and deliver the expected results.

George is involved with all aspects of Sherman's development efforts of both the Market Rate and Tax Credit Multi-family Divisions, as well as the Commercial, Hospitality, and Retail Developments.

George is a sought-after speaker at real estate development and urban planning seminars because of the wealth of insight and foresight his development experience provides. George serves on the board for the Minnesota Housing Partnership and is previous board chairman of the Central Community Housing Trust.

George recently served on a panel regarding transit-oriented development for the Urban Land Institute. George has received the Lifetime Achievement Award in Real Estate from the Minneapolis St. Paul Business Journal and the 2016 Presidents Award from the Preservation Alliance of Minnesota. He has been named an Industry Titan by Twin Cities Business Magazine on their list of 101 People to Know and was named a Business Icon by Minnesota Business in 2020. George was inducted in the Minnesota Business Hall of Fame in 2020.

CHRIS SHERMAN

President

612.604.0859

csherman@sherman-associates.com



PRIMARY ROLE

Chris Sherman drives Sherman's mission to build communities. His leadership ensures that every member of the Sherman team is inspired and empowered by the opportunities we provide. Additionally, Chris provides direction to Sherman's leadership team in the oversight of all existing assets in the Sherman portfolio. His oversight requires him to work closely with all internal divisions including our Operations, Legal, Accounting, Development, and Construction Management departments. Chris's focus is ensuring the functionality and profitability of properties; he has a strong relationship with the asset management team in determining budgets, reporting, financing and long-term planning for properties. Chris identifies asset repositioning strategies and oversees implementation with the operations team. In addition, he serves as the primary point of contact in transitioning projects from the development phase into the operating portfolio upon completion of construction.

RESULTS

In addition to serving as a key leader for the entire Sherman team, Chris builds strong, long-standing relationships with the lenders, investors, public entities, and government officials who influence the shared success of Sherman's developments. The knowledge and insight Chris brings to his role at Sherman can be attributed to his hands-on experience in every facet of the development and management process.

QUALIFICATIONS

Chris played a critical role in managing logistics in the redevelopment of several high-profile and complicated projects including Sherman's \$132 million redevelopment of Riverside Plaza from 2008 to 2011.

Chris holds Bachelor of Science degree from the Smeal College of Business at Penn State. Chris serves on the Board of Sanneh Foundation, the Hennepin Healthcare Foundation, the Minnesota Minority Junior Golf Association, as well as RETHOS Places Imagined (formally Preservation Alliance of Minnesota).



PAULA BECK

Vice President and General Counsel
612.604.0852
pbeck@sherman-associates.com

PRIMARY ROLE

Paula Beck, Vice President and General Counsel, provides legal guidance and direction to the Hospitality, Construction, Asset Management, and Accounting teams at Sherman Associates. Beck is a guiding force on Sherman's Development team on the many legal aspects of Sherman's projects, and works with our senior associates from origination through closing in determining structure and financing of complex developments often utilizing Low Income Housing Tax Credits (LIHTC).

RESULTS

Beyond the closing process, Beck works with Sherman's Compliance and Property Management teams to ensure the success of developments that build communities. Because of her wealth of legal experience in both development and financing, she is widely recognized for her expertise and leadership in the use of tax credits, bond financing, and state and federal grant and loan programs. This knowledge gives Sherman's team the exclusive ability to identify strategies and solutions that result in community-enriching opportunities.

QUALIFICATIONS

Prior to joining Sherman, Beck served as General Counsel of the Minnesota Housing Finance Agency. Beck also served as Minnesota Assistant Attorney General for nearly five years and practiced real estate law at Leonard Street and Deinard in Minneapolis. Beck was named a 2019 In-House Counsel by Minnesota Lawyer.

She is held in high esteem by colleagues in the legal, development, and housing arenas and has written about housing law and policy. Most recently she authored "Fighting Section 8 Discrimination: The Fair Housing Act's New Frontier" for the Harvard Civil Rights-Civil Liberties Law Review.

Beck holds a Bachelor of Arts from Swarthmore College and received her law degree from Harvard Law School.

RICHARD KIEMEN
Senior VP | Construction & Development
612.604.0865
rkiemen@sherman-associates.com



PRIMARY ROLE

As Senior Vice President of Construction and Development, Richard Kiemen serves as one of the firm's senior leaders and the President of Craftsman Construction. He, along with General Counsel, Paula Beck, oversee, manage, and direct the development team for Sherman.

RESULTS

Through directing the collaboration of our developers, property management staff, general contractors, architects, and engineers, Kiemen is able to guarantee Sherman's residents and tenants a high quality product that meets Sherman's rigorous design and construction standards. Kiemen's oversight and leadership ensure that Sherman is both on time and within budget on new construction, occupied rehabilitation, and historic rehabilitation projects. Providing support and guidance to the developers is critical to our operations.

QUALIFICATIONS

With 40 years of experience in general contracting and project management, Kiemen has earned the respect and admiration of the parties he has worked with throughout his career. His reputation and strong loyal relationships, paired with his extensive industry knowledge, have served as invaluable tools in the multi-family, residential, public, and private construction projects that he has led for Sherman over the past fifteen years.

Kiemen holds a Bachelor of Science degree in Architectural Engineering from the Milwaukee School of Engineering. He is an active member of the Builders Association of the Twin Cities (BATC) and the Minnesota Contractors Association (MCA).

CAROLE METTE

Developer
Development
612.455.2416
cmette@sherman-associates.com



PRIMARY ROLE

Carole Mette serves as a Developer for Sherman Associates. She provides owner representation throughout the entire development process, and her responsibilities include pre-development activities, project financing, managing the project financial closing process, and overseeing the construction process.

RESULTS

Mette brings a detail-oriented approach and creativity to her work, ensuring all needs are addressed and a quality product is delivered to the market. She is the primary source of communication between cities, lenders and other stakeholders, guaranteeing that Sherman's developments are successfully executed and continue to thrive.

QUALIFICATIONS

Mette brings 12 years of real estate development experience to Sherman Associates. Prior to joining Sherman, Mette drove the acquisitions, development, and commercial leasing efforts for real estate development firms, where she focused on commercial, industrial, and residential urban infill locations nationwide.

Mette holds a Bachelor of Business Administration with majors in Real Estate and Urban Land Economics, and Finance from the University of Wisconsin, Madison. She is an active member of the Wisconsin Real Estate Alumni Association, the Urban Land Institute, and serves on the City of Eden Prairie's Planning Commission.

BOB LUND, MBA, CPPM

Construction Manager

612.436.9146

blund@sherman-associates.com



PRIMARY ROLE

Bob Lund is a strategist, builder, and experienced architect leading pre-construction architectural, engineering and design planning for all of Sherman's new developments. He drives the process during design review and budget planning and ensures that all real estate business needs are captured in each development.

RESULTS

Lund's direction during Sherman's development and design process ensures that scope, budget, and design parameters are defined and communicated with all critical parties. Lund creates strategies and initiatives that allow Sherman's developments to lead the market in design and functionality.

QUALIFICATIONS

Lund brings over 35 years of architectural, construction, and development experience to his critical role at Sherman Associates. Lund has completed over 24.8 million square feet of work in over 40 states with a value of over \$2.8 billion with experience in industrial, retail, office and multifamily segments. He's served as a leader at Target corporation in the development of urban store design worth \$350 to \$400 million annually. He's worked for several, national development companies in senior director roles and was a Sustainable Systems Leader and Executive at a large, regional general contractor.

Lund received his Masters of Business Administration (MBA) from University of Illinois. He attended University of Minnesota for his Bachelor of Architecture and University of Illinois for his Master of Architecture. He achieved his Certified Professional Project Manager (CPPM) designation from the University of St. Thomas. Lund has been a frequent speaker at various Universities, Target Corporation seminars, and International Council of Shopping Centers (ICSC) symposiums.

Partners



Developer: Sherman Associates
Carole Mette, Developer
Sherman Associates
952.457.7103
cmette@sherman-associates.com
www.sherman-associates.com



Architect: Kaas Wilson
Collin B. Kaas
Assoc. AIA, LEED AP
612.223.7954
collink@kaaswilson.com
www.kaaswilson.com



General Contractor: Greenfire Management Services
Jeb Meier
Chief Operating Officer
D: 414.290.9403
jeb.meier@greenfire.com
www.greenfire.com

KAAS WILSON ARCHITECTS

KWA is a unique Architectural design firm that uses a team approach to better understand specialized environments for living and aging. Our team is exceptional in its ability to create positive solutions to complex buildings and interiors. We thrive in early and constant collaboration with Clients and General Contractors, creating a team approach that generates unmatched successes in the end. This process has produced award winning projects in Senior Living, Market Rate Rental, Affordable Housing, Historic Preservation, and Rehabilitation.

Our strength is in our people, and we have attracted not only the brightest architects and designers in the field, but professionals who are skilled at communication



and collaboration. We pride ourselves on our working relationships with our clients, consultants, and general contractors. By proactively establishing good relationships with neighborhoods, planners, and city board members, we can preemptively address concerns. We understand that issues will always arise, so we quickly employ problem solving skills in order to find design solutions that work for everyone and avoid costly delays.

And we don't operate like a traditional company. We intentionally do things differently to foster a different sort of work environment because we believe our end product will be better for it. Our casual, studio-like workspace is designed to facilitate better creativity, teamwork, idea sharing, and a stronger focus on the project.

We specialize in multi-tenant housing of all types, environments, and locations. We love the challenge of designing urban infill projects, like West Side Flats, or bringing class and truly affordable living to the suburbs, like Frost-English Villages. In the past 11 years, we've designed more than 6,000 housing units.



We are proactive in creating and maintaining a strong working relationship with general contractors. Not only does this solve problems quickly and avoid delays, it also has yielded referrals of new clients and projects to our company. We have received feedback from suppliers and subcontractors on numerous occasions that our drawings are concise and well-coordinated. General contractors describe us as exceptionally responsive during construction.

LOCATION: 1301 American Blvd. E, Suite 100, Bloomington, MN 55425

PHONE: (612) 879-6000

YEAR ESTABLISHED: 2007

LEGAL STATUS: LLC

OWNERSHIP: Link Wilson, Collin Kaas

STAFFING: Architectural, 44 (4 LEED AP; Interior Designers, 6; Administration, 5



CONTACT: (612)223-7952,
linkw@kaaswilson.com

EXPERIENCE: 30 years

EDUCATION: BS, Architecture,
University of Nebraska; M.Arch,
University of Minnesota

COMMUNITY INVOLVEMENT:
American Institute of Architects; US
Green Building Council

LINK WILSON, AIA, LEED AP

PRESIDENT & PARTNER

Link Wilson is widely known throughout the Minnesota design community, having spent the last 30 years working in and around the Twin Cities. He has managed projects in more than 20 states. Link has experience in a variety of project types, from renovations to commercial establishments and multi-tenant housing. He is frequently sought out by both non-profit and for-profit developers for his architectural expertise.

Link has the reputation for managing large, complex projects and easily bridging the gap between owners' needs and contractors' practical applications in the field, successfully bringing projects in on time and on budget. His passion for great design and timeless spaces creates a lasting impression for the patrons, owners, and the greater community.

RELEVANT PROJECT EXPERIENCE:

- The Paxon, Minneapolis, MN
- Oaks Union Depot, St. Paul, MN
- The Jax Building, St. Paul, MN
- City Place Lofts, Minneapolis, MN
- Rayette Lofts, St. Paul, MN
- 700 Central, Minneapolis, MN
- Grain Belt Apartments & Historic Office Building
- Seward Square, Minneapolis, MN
- Lewis Park, St. Paul, MN



CONTACT: (612)223-7954,
collink@kaaswilson.com

EXPERIENCE: 19 years

EDUCATION: BS, Architecture,
University of Minnesota; M.Arch,
University of Oregon

PROFESSIONAL MEMBERSHIPS:
American Institute of Architects; US
Green Building Council

COMMUNITY INVOLVEMENT:
American Institute of Architects; US
Green Building Council

COLLIN KAAS, ASSOC. AIA, LEED AP

PRINCIPAL DIRECTOR OF DESIGN

Collin's professional experience has focused on new construction and renovation of multi-tenant housing projects for people of all ages, needs, and cost points. His understanding of housing markets and the complexities of a project's cost structure in relation to financing mechanisms ensure his projects have both the overall schematic design and the user-focused interior design required for success while staying on budget. His strong project management skills, consistent and timely responsiveness to owners, property managers, and contractors help transform those designs into built reality.

RELEVANT PROJECT EXPERIENCE:

- Village Commons, Savage, MN
- Carver Crossing Apartments, Carver, MN
- Frost-English Village, Maplewood, MN
- Frost-English Silver 55 Plus, Maplewood, MN
- Oaks of Shorewood, Shorewood, WI
- City Place Lofts, Minneapolis, MN
- Victoria Park Phase II, St. Paul, MN
- Oaks Station Place, Minneapolis, MN
- 333 on the Park, St. Paul, MN
- Elevate, Eden Prairie, MN



MINDY MICHAEL, AIA, LEED AP

DIRECTOR OF SENIOR LIVING & ASSOCIATE PARTNER

Mindy's strengths lay designing environments with a sensitivity to scale, proportion, and finish that results in warm and inviting spaces. Her eye for detail, combined with an innate understanding of the interconnected nature of how spaces are used, creates synergies that would otherwise not be recognized. This balance of the micro levels of a facility help ensure that the building and its systems function efficiently, support spaces are appropriately located and sized and efficiencies are optimized.

RELEVANT PROJECT EXPERIENCE:

Waters of Oakdale Senior Living, Oakdale, MN
 Waters of Highland Park Senior Living, St. Paul, MN
 Waters of White Bear Lake, White Bear Lake, MN
 The Sanctuary at West St. Paul Senior Living, West St. Paul, MN
 The Sanctuary at Brooklyn Center Senior Living, Brooklyn Center, MN
 The Sanctuary at St. Cloud, St. Cloud, MN
 Lilydale Senior Living & Villas of Lilydale, Lilydale, MN
 Shoreview Senior Living & Villas of Shoreview, Shoreview, MN
 Seasons at Maplewood Senior Living, Maplewood, MN
 Seasons at Apple Valley Senior Living, Apple Valley, MN

CONTACT: (612) 279-8875,
 mindym@kaaswilson.com

EXPERIENCE: 14 years

EDUCATION: BS, Architecture,
 University of Minnesota; M.Arch,
 University of Minnesota

COMMUNITY INVOLVEMENT:
 American Institute of Architects;
 Ramsey County Master Gardeners
 Association



PETRO MEGITS, AIA, CID, NCARB

SENIOR PROJECT MANAGER/ASSOCIATE PARTNER/DIRECTOR OF BUSINESS DEVELOPMENT

Petro began his architectural career at a St. Paul firm, designing educational and institutional facilities, but his talents really took off when he joined Kaas Wilson in 2008 working on multi-tenant housing. His ability to anticipate client need, and respond through phased architectural space planning, budget-minded design, and tenacious coordination of construction documents defines his success in multifamily design.

RELEVANT PROJECT EXPERIENCE:

The Paxon, Minneapolis, MN
 Building 4 - Minnesota Veterans Home Campus
 Grain Belt Apartments & Historic Office Building
 Rayette Lofts, St. Paul, MN
 700 Central, Minneapolis, MN
 The Axis, Plymouth, MN
 Galante at Parkside, Apple Valley, MN
 Compass Pointe, New Hope, MN
 Nuvelo at Parkside, Apple Valley, MN
 Trail Pointe Ridge, Eden Prairie, MN
 West Side Flats Phase II, IIIA, IIIB, St. Paul, MN
 Dublin Crossing I, Mankato, MN
 Eastgate Apartments, Rochester, MN

CONTACT: (612) 223-7957,
 petrom@kaaswilson.com

EXPERIENCE: 15 years (2005)

EDUCATION: BS, Architecture,
 University of Minnesota; M.Arch,
 University of Minnesota

THE PAXON

MARKET RATE APARTMENTS | MINNEAPOLIS, MN

The Paxon was the site of a partially constructed and long-abandoned apartment building foundation. Due to the significant costs required to correct the structural deficiencies of the foundation, full remediation of the existing foundation was not a viable solution. The design for The Paxon site is a new-construction, five-story, 140-unit market-rate apartment building. It included two levels of below-grade parking, and amenities such as an outdoor courtyard, pool, fitness center, pub room, and cyber café. This project's site lies within two character districts of the St. Anthony Falls Historic District: the Warehouse District and the Basset Creek Saw Mill Area. Since the majority of the site is located within the warehouse district character area, primary design considerations were aligned with that district's criteria.

With the primary exterior walls facing the street and aligning the street-facing facade with the adjacent buildings, the facade continues the street wall in both massing and proportion. Windows use regular rhythms and modular, rectilinear proportions appropriate to the district's character. The base, middle, and cap façade articulation, historically common in warehouse design, express the position of each floor through material changes, window patterns, and setbacks in the façade skin. Masonry is the principal material of the street-facing exterior walls. As a modern interpretation of the historic use of stone as ground-floor bases, the street-level base is comprised of a large-module, alternating patterned stone-like concrete veneer. A velour finish on the brick will further differentiate the project's non-historic brick from the adjacent buildings. The recessed top level is a modern interpretation of how surrounding buildings articulate the top story. Surrounding buildings traditionally use a distinct brick relief pattern to distinguish the highest level. By stepping the highest story back and using cement-based panelized cladding textured with a stucco finish as the finish material, the overall façade composition is consistent with its surroundings yet distinct in its use of modern materials and massing.



© FARM KID STUDIOS



© FARM KID STUDIOS



© FARM KID STUDIOS

team & data

ARCHITECT: Kaas Wilson Architects; Link Wilson, principal in charge; Collin Kaas, lead designer; Petro Megits, project manager

ENGINEERS: BKBM, civil, structural; Leaf Mountain Design, electrical; Ken Kendle PE, mechanical, plumbing

CONSULTANTS: Bryan Carlson, landscape architect; BDH&Y Space Design, interiors

GENERAL CONTRACTOR: FRANA Companies

CLIENT: Sherman Associates

CONSTRUCTION COST: \$21.7 million

COMPLETION DATE: July 2015

PROJECT SIZE: 189,000 SF; 140 units

THE OAKS OF SHOREWOOD

INDEPENDENT SENIOR LIVING | SHOREWOOD, WI

On the bluffs of the Milwaukee river, Shorewood Senior Apartments is a 101-unit, age restricted, Independent senior rental apartment complex. Located in Shorewood, WI in a natural setting but still near the city center. Surrounded by walking trails, county parks the beautiful scenery are just some of the things that make this a desirable home.

These luxury apartments have spacious floor plans, high end finishes and many amenities.

Some of the amenities include a business center, theater, club room, exercise room, game room, family room, a pool and for those furry friends a dog run.



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© BILL FRITTSCH PHOTOGRAPHY

team & data

ARCHITECT: Kaas Wilson Architects: Link Wilson, principal in charge; Mindy Michael; project manager

ENGINEERS: Advanced Structural Technologies, structural; JSD Prof. Services, civil/landscape; Matrix Group Eng. MEP

GENERAL CONTRACTOR: Stevens Construction Corp.

CLIENT: Shorewood Senior Apartments, LLC

CONSTRUCTION COST: \$16 million

COMPLETION DATE: February 2018

PROJECT SIZE: 182,079 SF; 101 units

FROST ENGLISH SILVER

INDEPENDENT SENIOR LIVING | MAPLEWOOD, MN

Frost English Silver is the 55+ Phase II portion of a 3-phase new construction development located at the northwest corner of the intersection of English St and Frost Ave in Maplewood, MN, which was an abandoned bowling alley with parking lot.

The second phase is an 107 unit multifamily building along the north portion of the property rented exclusively to 55+. These include one and two bedroom apartments, along with a pool, fitness center, community room, visiting physician room, salon, and conversation areas. The project design has taken into consideration the surrounding areas and neighborhoods into which it will blend seamlessly.

Phase I of the Villages was a 4-story building with 50 units of 1, 2, and 3-bedroom layout options. Forty of the units are affordable and serve households at or below 60% of the Area Median Income, and 10 units are available at Market Rate rent levels. Phase III, is an approximately 6,500 square foot commercial/retail building built on the very southeast corner of the site along the roundabout.



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team & data

ARCHITECT: Kaas Wilson Architects: Collin Kaas, architect; Nick Conniff, project manager

INTERIOR DESIGN: Kaas Wilson Architects: Megan Blanchette, interior designer

ENGINEERS: Solution Blue, civil, landscape; Darren Towells Inc, structural; Cain Thomas Associates, mechanical, electrical, plumbing

GENERAL CONTRACTOR: Frana Companies

CLIENT: Sherman Associates

CONSTRUCTION COST: \$16.7 million

COMPLETION DATE: December 2018

PROJECT SIZE: 148,100 SF; 107 units

LYRA AT RIVERDALE STATION

MARKET RATE APARTMENTS | COON RAPIDS, MN

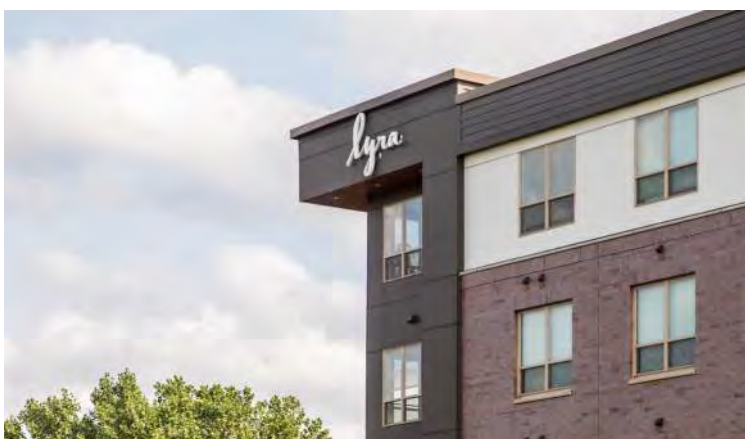
Riverdale Station transit-oriented development is located in Coon Rapids, Minnesota along the North Star Line for easy access to downtown Minneapolis. Lyra at Riverdale Station is the market rate housing portion of the development. The project includes underground parking, retail/commercial space, and potentially senior living. This is part of a five building development.



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team & data

ARCHITECT: Kaas Wilson Architects; Link Wilson, principal in charge; Collin Kaas, lead designer; Enrico Williams, project manager; Sarah Stanke, interior designer

ENGINEERS: Civil Site Group, civil; Darren B. Towells structural; Cain Thomas Associates, mechanical, plumbing, electrical

GENERAL CONTRACTOR: Frana Companies

CLIENT: Sherman Associates

CONSTRUCTION COST: \$30 million

COMPLETION DATE: 2020

PROJECT SIZE: 272,800 SF; 180 Units

FRIDLEY STATION VILLAGE

MARKET RATE APARTMENTS | FRIDLEY, MN



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team & data

ARCHITECT: Kaas Wilson
Architects: Link Wilson,
principal in charge;
Enrico Williams, lead
designer; Dave Morck,
project manager; Megan
Blanchette, interior designer

ENGINEERS: Loucks, civil/
landscape; Sandman
Engineers, structural;
Cain Thomas Associates,
mechanical, plumbing,
electrical

**GENERAL
CONTRACTOR:** Frana
Companies

CLIENT: Sherman
Associates

**CONSTRUCTION
COST:** \$18.2 million

COMPLETION DATE:
2021

PROJECT SIZE:
126,000 SF; 95 Units

AURA SENIOR APARTMENTS

INDEPENDENT SENIOR LIVING | FRIDLEY, MN



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team & data

ARCHITECT: Kaas Wilson
Architects: Link Wilson,
principal in charge;
Enrico Williams, lead
designer; Dave Morck,
project manager; Megan
Blanchette, interior designer

ENGINEERS: Loucks, civil/
landscape; Sandman
Engineers, structural;
Cain Thomas Associates,
mechanical, plumbing,
electrical

**GENERAL
CONTRACTOR:** Frana
Companies

CLIENT: Sherman
Associates

**CONSTRUCTION
COST:** \$20.8 million

COMPLETION DATE:
2021

PROJECT SIZE:
152,800 SF; 107 Units

GREENFIRE OVERVIEW



Greenfire Management Services, LLC is a construction company headquartered in Milwaukee with a regional office in Wausau, WI. Founded in 2010, Greenfire is a wholly-owned company of the Potawatomi Business Development Corporation, the investment arm of the Forest County Potawatomi Community (FCPC), and as such, maintains minority contractor status. Driven by our mission to be the optimal construction partner, our goal is to deliver peace of mind for our client by providing the best value possible for the project. The Greenfire Project Approach guides the project at onset to form collaborative and transparent partnerships, identify and address critical success factors, and seamlessly manage the construction process. **Our team is highly experienced in residential living projects constructed in high-profile, active environments and seamlessly integrate our approach to identify, manage, and overcome all project complexities.**

Our construction philosophy is founded on our core values: **INTEGRITY, COMMUNICATION, TRUST, TEAMWORK, TRANSPARENCY, and COMMUNITY.** Our hand-picked team of experienced problem solvers bring decades of proven experience in a diverse portfolio of markets. We aim to establish a true partnership between the Owner, Architect, and all involved parties. We involve ourselves early in the project development phase to provide design constructability, establish budget and schedule, and seek solutions to optimize value and minimize risk.

PRECONSTRUCTION SERVICES

- Ensure accurate estimates by extremely detailed analysis at each stage
- Collaborative approach with consistent communication to ensure design team has information to “design to budget”
- Analyze constructability and safety concerns throughout design
- Ensure a fair and organized bidding process; leverage massive network of trade partners

CONSTRUCTION SERVICES

- Maintain a clean, organized and **SAFE** jobsite
- Reiterate mission of the project to generate a meaningful culture of project worth for trade contractors and create a strong sense of community purpose
- Coordinate and schedule daily tasks of trade partners to ensure schedule is expedited
- Consistently and openly communicate progress updates with the owner



QUALITY PRODUCT



COMMUNITY PARTNER



TRANSPARENT OPERATIONS



DISRUPTION AVOIDANCE



GREENFIRE BY THE NUMBERS

2010

Year founded

\$765M

Total projects constructed to date

22

Total current projects

\$153M

Projected 2021 revenue

15

Awards received in 2020

35

Total housing projects

4.6M +

Total SF in housing projects managed

\$525M

Total housing projects managed

11

Multi-building housing projects

3,000+

Total multi-family units

“ We have used Greenfire on a couple of projects and to that end, I would highly recommend Greenfire as a GC. They were a fantastic partner – quick to solve problems, knowledgeable, professional, courteous, and all around just a great team to work with. I give them my full support and would be happy to use them again! ”

~ Jake D. Dietrich, VP of Development
Milhaus
Vim + Vigor | Stitchweld



WAUKESHA CITY HALL

Preconstruction & Construction Management | New Construction | 2021 | 55,000 SF | \$20 M

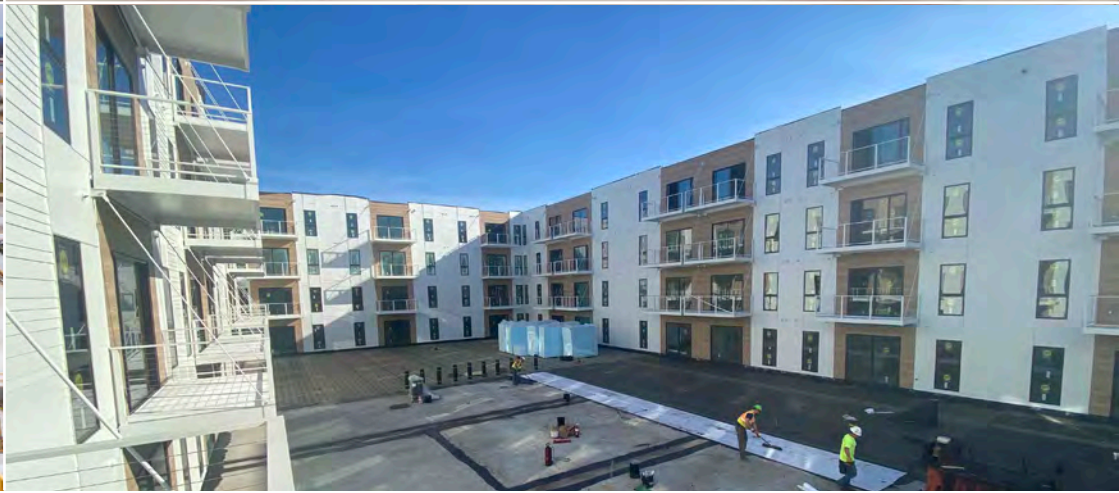
PROJECT TEAM

Owner / Reference: City of Waukesha
Katie Jelacic | Engineer | kjelacic@waukesha-wi.gov

Architect: BWBR Architects

PROJECT HIGHLIGHTS

- Overcome site logistics, environmental conditions, and tight constraints
- Detailed coordination with trade contractors, material procurement, heavy machinery, and traffic rerouting
- Detailed collaboration of entire project team to navigate the complex urban environment, minimize disruption avoidance and maintain unique site logistics and personnel safety
- Compliance with City ordinances, obtaining City-sanctioned permits, and disruption avoidance for local residents and traffic
- Consistent communication and notification with the City, local businesses and residents for milestone events



PARTERRE AT EMERALD ROW

Preconstruction & Construction Management | Multi - Family | 2021 | 348,000 SF | \$39 M

PROJECT TEAM

Owner / Reference: Barrett Lo Visionary Development | Rick Barrett | President | rbarret@barretlo.com

Architect: RINKA+

New construction for the second phase of the Emerald Row Apartments development within Drexel Town Square. Construction occurs adjacent to the existing Emerald Row Apartments and the City of Oak Creek Municipal Office. The two-building, four-story development requires deep foundations to accommodate for below-grade parking. The team enforces a detailed site logistics plan to avoid disruption to the fully operational public square, mitigate risk, and coordinate heavy machinery and deliveries.

PROJECT HIGHLIGHTS

- Early involvement in detailed preplanning to optimize design efficiencies resulting in cost savings which allowed for finish upgrades
- Detailed site logistics and phasing required to ensure safety and disruption avoidance for tenants on congested site within active Drexel Town Square neighborhood
- Project team reworked project phasing to successfully reduce overall schedule resulting in early turnover



BEAUMONT PLACE

Preconstruction & Construction Management | New Construction | 2015 | 220,000 SF | \$17 M | 83 Units

PROJECT TEAM

Owner / Reference: Mandel Group | Bob Monnat | Senior Partner | rbmonnat@mandelgroup.com

Architect: Hammel, Green & Abrahamson Architects

New construction of three four-story buildings sitting on two blocks within a compact, urban environment offering 83 high-end apartments. Project required detailed coordination of heavy equipment to minimize disruption avoidance and maintain a safe and productive job site. Two buildings offer ground-level resident parking with abundant greenspace and manicured landscaping above.

PROJECT HIGHLIGHTS

- Carefully coordinated scope for seamless transition from another general contractor who managed the foundations and podium portion of the project



RIVER HOUSE APARTMENTS

Preconstruction & Construction Management | New Construction | 2017 | 383,000 SF | \$36 M | 243 Units

PROJECT TEAM

Owner / Reference: Atlantic Realty Partners | Matt Schossow | mschossow@goarp.com

Architect: HKM Architects + Planners, Architect

New construction of two four-story buildings on a compact urban infill along the East bank of the Milwaukee River. The complex includes 243 units, underground parking, a pool, with a complete redevelopment of the River-walk. Project required detailed pre-construction analysis of the urban site to mitigate risk. Project challenges include the need for earth retention, environmental issues, and deep foundations. Construction services required complex site logistics in a high-traffic area to minimize disruption avoidance.

PROJECT HIGHLIGHTS

- Detailed preconstruction analysis of all building systems to efficiently overcome tight site constraints, environmental issues, and poor soil conditions
- Complex and compact urban site along Milwaukee River, requiring a full replacement of the dock wall
- High-degree of site supervision to minimize disruption avoidance, and maintain a safe and productive jobsite



PRINCIPAL LEADERS



Kip Ritchie, President

Kip is a unique, multi-skilled professional experienced in operations, marketing and business development, management and strategic planning. A natural leader with excellent interpersonal skills, Kip is accomplished in organizational team building, problem resolution and establishing operational financial strategies. Kip is responsible for driving the company to achieve and surpass sales, profitability, cash flow and business goals and objectives.



Brian Kraus, CFO

Brian is a pro-active and results-oriented professional with broad experience in all aspects of accounting, financial and risk management within the construction industry. As CFO, Brian has the overall authority for the financial operations of the company, including budget preparation and administration, internal control development, monthly financial statement preparation and cash flow management.



Jeb Meier, COO

With over 10 years of construction experience, Jeb has been involved in the early phases of a wide variety of projects throughout southeastern Wisconsin. His analytical skills and strategic thinking are an asset to the team during the preconstruction phase. Asking the right questions allows Jeb to accurately establish budgets. Jeb also has outstanding relationships with the subcontractor community, which benefits the client by generating real-time estimates.



Mike Timmers, Director of Operations

Mike is skilled and experienced in all phases of construction. During preconstruction, he lends to the project in estimating and building information modeling (BIM). During construction, Mike manages quality, cost and schedule. Finally, at the conclusion of the project, Mike oversees commissioning and turn-over, making him a tremendous asset through the life of the project.



Michael Murphy, Director of Northern Operations

Michael is a profitability-conscious, solution-driven construction management professional, acknowledged for his strengths in negotiating construction contracts, empowering teams and building client relationships. With over three decades of experience in the industry, Michael has been in charge of overseeing more than \$1 billion of construction projects across western and northern Wisconsin throughout his career.



PRINCIPAL LEADERS



Pepi Randolph, Vice President of Business Development

With productive professional experience in sales, marketing, management, law and business development, Pepi plays a key role in enhancing the growth of the company and the role we play as a leader in our community. Strong leadership, communication and organizational qualities combined with his vision and understanding of the company allow Pepi to establish solid foundations with current and prospective partners, community organizations and local chambers and businesses.



Rebecca Sadler, Manager of Administrative Services

Rebecca's attention to detail, pro-active approach and organizational skills are instrumental in the development of Greenfire's company culture and community outreach programs. As Manager of Administrative Services, Rebecca is responsible for managing and implementing the administrative processes for our Milwaukee and Wausau offices. Rebecca has been key in strategically planning the future of Greenfire to promote its growth and success.



Thomas Heinrich, Director of Preconstruction

Tom's core strengths lie in analytical and mechanical reasoning, and attention to customer relationships. A solid work ethic and collaborative nature allows Tom to excel in delivering on expectations of both customers and fellow employees. Sixteen years of project management and estimating experience provide Tom with a strong foundation for commercial construction and project development.



Availability

All team members will be available to further discussion this opportunity the week of February 1st. Carole Mette will facilitate scheduling. cmette@sherman-associates.com

