NORTH OF SOUTH

January 24, 2011

“Indiannapolis must continue to lead”

- Senate Avenue YMCA Leadership Committee - 1910
Introduction

Two years in the planning, this outline describes a transformational project that can have dramatic and immediate economic impact on the City of Indianapolis by creating, attracting, and retaining jobs.

- Creation of over 2,800 permanent and temporary jobs
- Overall economic impact of $350 million via income generation and consumer spending
- $156 million investment in private and public improvements located within the Central Business District
- Mixed-Use development designed to serve the community and four of Indianapolis’ largest employers
Design & Programming Process

18 Month Collaborative Process with Design Team and Key Stakeholders

Principle Design Objectives:

- Enhance employers capacity for retention of existing and attraction of new talent
- Provide current & future employees with amenities & services not currently available
- Respect the Regional Center Design Guidelines and urban design principles
- Provide necessary connection between southeast quadrant and the Central Business District
- Emphasis on art and sustainable design
Connectivity
Residential Housing

328 upscale urban apartments including 1-3 bedroom units, townhouses and studio apartments

Amenities include parks and open space, pool and community clubhouse, rooftop terraces and structured parking

Supports Lilly Retention:

- Global Sales Representatives are in Indianapolis for 2-3 weeks of training every month for 11 months per year
- Currently housed in corporate apartments not located within the Central Business District
- Only connection to Eli Lilly & Company campus/environment is during training hours
Residential Housing

Residential Market Conditions:

- Current vacancy rates in the urban Indianapolis market are 3-5%
- In the first half of the year, the number of occupied apartments in 64 U.S. markets rose to double the level of all of last year, according to MPF Research.
Retail Services

Over 15,000 employees and contractors within three block radius and virtually no services available

- Subway, White Castle and Arby’s [number one grossing in the state]
- CSX Railroad is a barrier to downtown
- Vehicle oriented streets, sidewalks and intersections
- Large parking lots
- Approximately 40,000 square feet of retail located along Delaware & South Streets
- Emphasis on bringing new restaurants and services to strong employment base
Dolce Hotel/Conference Center

Full-Service Dolce hotel with 158 guestrooms and over 15,000 square feet of meeting and conference center space


International Association of Conference Centers [IACC] Certification

Cutting edge audio/visual infrastructure
Dolce Hotel/Conference Center

Supports ICVA initiative with Lilly to bring new life science groups and meetings to the Indianapolis

Supports Lilly Talent Attraction:

- 60-100 domestic and international students from top tier colleges and universities
- Currently housed throughout the metropolitan area in extended stay hotels and corporate apartments
- Do not get the benefit of being in the central business district and all that it has to offer
- Need to create a collegiate/collaborate/team environment
- Significant opportunity to attract new talent to Indianapolis upon graduation

Represents 1% of the rooms within the Indianapolis metropolitan area
“As with the new JW Marriott and Lucas Oil Stadium, the NOS project will further expand the footprint of the city by providing new options to underserved segments of the global market. The hotel is a niche property that should be considered complementary, rather than competitive.”

- Don Welsh, CEO, Indianapolis Convention and Visitors Association
Feasibility Study [agency has performed +100 studies across the nation]

“Home Run” study would support 3,500 membership units - North of South location study supported 10,000 membership units

Summary of Report findings:
- 75,000 flagship facility at this location
- Maintain existing facilities including Athenaeum location
- Develop 1-2 additional “Express Y” locations within the CBD

Lilly support and contributions

Additional benefit to WellPoint, Farm Bureau and Rolls Royce campuses
“Our aim is to make Indianapolis one of the 10 healthiest cities in America and this project, along with other current and planned YMCA locations in our region, would play a major role in accomplishing that goal”

-Eric Ellsworth, President & CEO, YMCA of Greater Indianapolis
Mixed-Use Office Building

Approximately 10,000 SF of incubator office flex space

- Life-science oriented business
- Lilly spin-offs or businesses with a desire to be located adjacent to the Lilly Campus
- Nexus of the Certified Technology Park
- Potential lab space
Certified Technology Park

Pursuit of state designation of the area as a “Certified Technology Park”

- Promotes the project and the city and state’s economic development/innovative business initiatives
- Provides for the capture by the city of project generated sale, use and personal income taxes (otherwise collected primarily by the state) up to $5 Million
- One of a very few urban Certified Technology Parks
Making medicines has never been easy. But in today's global health care environment, the challenges are unprecedented. Familiar ways of working aren't working anymore, so Lilly is transforming to meet the challenges head on — from how we make medicines to how we talk about them. Throughout our organization, we're asking tough questions and discovering better answers.

- Founded in 1876
- Marion County business, based in Indianapolis
- Medicines marketed in 143 countries
- Approximately 40,000 global employees
- Conducts clinical trials in more than 50 countries
- Facilities in 8 countries
Buckingham is a full service, fully integrated, real estate platform consisting of property/asset management, development, investment and construction.

Buckingham focuses on the acquisition, renovation and asset management of multifamily and mixed-use communities with a consistent focus on adding value.

- Founded in 1984
- Marion County business, based in Indianapolis
- Manages approximately $900 million of real estate assets
- Managed portfolio includes more than 100 properties totaling greater than 17,000 units located throughout the United States
- 480 Employees, which includes job growth in the last few years