

THE DUNWOODY MUSIC CONSERVANCY, INC
(A 501 (c) 4 Corporation)

Response

to

Georgia Music Hall of Fame Authority



RFP 92900-101-0000000001

For the Operation, Management, and Location

of the

Georgia Music Hall of Fame

December 10. 2010



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3.1 Cover Letter

THE DUNWOODY MUSIC CONSERVANCY, INC.

1859 TENNILLE COURT
DUNWOODY, GA 30338-3615

December 10, 2010

Ms. Lisa Love, Director
Georgia Music Hall of Fame Authority
200 Martin Luther King, Jr. Blvd
Macon, Georgia 31201

Dear Ms. Love:

As a qualified Proposer, it is a pleasure to submit this proposal wherein the Dunwoody Music Conservancy, Inc. ("DMC"), a 501(c)4 organization, that will operate, manage, and provide a museum facility that will promote music events, educate and chronicle the history of music in Georgia and house the Georgia Music Hall of Fame to honor individuals that have made outstanding and lasting contributions to music in this state or elsewhere.

DMC has organized a selected group of leaders from the community who are committed to community service, the arts and economic development. Following is the Leadership Team:

- **Danny Ross, Chairman**
Entrepreneur, Inventor, Venture Capitalist, Fund Raiser (\$400 million), Community Involved, Preserver of History & Heritage, Music Lover, Founding City Councilman
- **Robert Kinsley, Member**
Successful Business Executive, President of one of the Largest Arts Facilities in the South
- **William McCahan, Member**
Successful Corporate Marketing Executive with Worldwide responsibility, Olympic Fund Raiser (\$900 million), Community Involved, Historic Preservation
- **Bryan C. W. Tate, Member**
Entrepreneur, Successful Business Executive, Community Involved, Lover of the Arts
- **Brad Sturgeon, Member**
Hospitality Executive, Community Involved, Economically Driven
- **Del Moon, Member**
Public Relations and Communication Executive, Music Lover, Founder of a Music Hall of Fame



- **Bill Grant, Member**
Entrepreneur, Successful Constructive Executive, Community Leader, Business Leader
- **Yvonne Williams, Member**
Superb Executive, Successful Business Leader, Community Developer, Problem Solver, Transportation Expert, Community Involved

As Chairman, I will serve as the contact for the DMC. Following is my contact information:

Danny Ross, Chairman
The Dunwoody Music Conservancy, Inc.
1859 Tennille Court
Dunwoody, GA 30338-3615
ddross@bellsouth.net
404.932.3281

Again, it is a pleasure to submit the enclosed proposal. We look forward to hearing from you in early 2011. If you should have any questions or need additional information, please do not hesitate contacting me.

Very truly yours,

A handwritten signature in cursive script, appearing to read "Danny Ross".

Danny Ross
Chairman



3.2 Statement of Project Understanding

During recent months the Leadership Team of the Dunwoody Music Conservancy, Inc. ("DMC") has made multiple visits to the Georgia Music Hall of Fame ("GMHF") in Macon. During those visits we gained a great appreciation for the rich music history and heritage our state of Georgia has established during the past two centuries. The artifacts and materials which have been assembled by the Georgia Music Authority since the inception of the GMHF in 1976 represents a treasure which serves as a reminder of the importance of music in our society. The genres of Georgia music satisfy every taste from country to classic, from pop to rock, from stage to screen and from rap to gospel.

Our music reflects our culture, our lives and our dreams. It inspires and teaches. By preserving the history and heritage of our music, we celebrate our diversity and ensure that the sounds of this and past generations of Georgians continue to be enjoyed, appreciated and learned from. This is the responsibility the DMC will shoulder if it is selected as the new home of the Georgia Music Hall of Fame.

Analysis

The strategy that will be deployed by DMC will address four areas:

1. Locate the facility to a high density area where attendance can be significantly increased;
2. Use technology to provide a richer and more memorable experience for the visitors;
3. Continually refresh the exhibits by initiating exchanges with other museums that will provide the incentive and motivation for visitors to return multiple times each year; and,
4. Initiate satellite museum locations where the rich music history of Georgia can be shared with the entire state.

Dunwoody

Dunwoody, Georgia's newest city, is located 15 minutes from downtown Atlanta, and is within 30 miles of nearly 5.5 million people, many with an appreciation of music. Dunwoody is centrally located among the major attraction and cultural destinations of this region including Stone Mountain, Six Flags, the Georgia Aquarium, Gwinnett Center, High Museum, Botanical Garden, Fernbank Museum, Chastain Park, Verizon Amphitheater, the Cobb Energy Center and the Kennesaw National Battlefield Park, making it a perfect destination for visitors from outside the region, state or country to stay (see "Addendum A"). See Addendum F for a list of the Atlanta Business Chronicle Top 25 Attractions in Metro-Atlanta.

Mission

The Georgia Music Hall of Fame preserves and promotes the state's rich musical heritage through programs of collection, exhibition, education and performance. The museum fosters an appreciation for Georgia music and



stimulates economic growth through a variety of dynamic partnerships and initiatives. Through the Georgia Music Hall of Fame's Music in Kids' Education ("M.I.K.E.") programs, students are provided with music education opportunities through performances, camps and workshops.

To the above Mission Statement, the DMC would make the mission accessible to the largest audience of any of the bidders who may respond to this Request for Proposal ("RFP"). Over 1 million students reside within an easy 30 minute bus ride of Dunwoody. It is the belief of and will be the responsibility of the DMC to provide access to the GMHF to the broadest number of people, be they students or parents or just lovers of music.

In addition, the DMC envisions establishing satellite GMHF locations in Macon, Albany, Savannah, Augusta, Athens and other communities that have made important contributions to Georgia's music industry. This will maximize exposure of Georgia's music legacy to all the citizens of our state as well as those who visit our state. Operating from secure store-front or existing museum locations, these cities will be able to celebrate their musical legends at the local level. These satellite facilities will also be used to create awareness and promote the attractions in the main location in Dunwoody.

The initial location will be inside Perimeter Mall, the second busiest mall in the South, attracting over 18 million visitors annually. By locating the GMHF inside Perimeter Mall, attendance numbers will increase exponentially. In this response this strategy will be discussed in more detail and pictures of the facility will be provided. See pictures of Perimeter Mall in Addendum C.

The efforts of the DMC to secure the GMHF for Dunwoody is endorsed by the Dunwoody Chamber of Commerce, the Convention and Visitors Bureau of Dunwoody, the Spruill Center for the Arts, the Perimeter Center Improvement District ("PCID") and the City of Dunwoody. It should be noted that no funds have been committed by these leaders, the Spruill Center for the Arts has committed over \$3 million in prime real estate located in the heart of Perimeter Center to construct the Performing Center for the Arts of Dunwoody which would be the permanent home of the GMHF, the performing arts auditorium, meeting rooms, recording studios and exhibit space for the performing and visual arts.

Facility

DMC plans to construct a new permanent facility for the GMHF, which will be constructed at the current location of the Spruill Center for the Arts in Perimeter Center. It will be financed by private (corporate, foundations and individuals) funds that will be raised by the DMC Leadership Team. The new facility, to be named the Center for Performing Art of Dunwoody, will include:

- The GMHF attraction and archival storage
- A performing arts auditorium with seating for 800 people
- Meeting rooms
- Class rooms



- Exhibit rooms for both musicians and fine artists, recording studios and other features to be determined
- Ample parking

Technology

Technology has advanced extensively since the Macon facility was constructed in mid-1990. Much of this technology provides an opportunity for a more interactive experience for visitors to the GMHF in Dunwoody. DMC will implement this technology and in so doing will create a much more memorable experience at the Dunwoody GMHF.

Other Strategies

Other strategies for attracting repeat visits by GMHF visitors will be discussed later in this response.

Economic Development

The GMHF will provide a significant boost to the economy of Dunwoody, the Perimeter Center and Metro Atlanta area. The proposed satellite facilities will also boost the economy of the remote locations as well. The DMC believes it is reasonable to expect over 125,000 visitors to the facility during the first year. This number will grow to 260,000 during the second year as the awareness of the facility gains traction and as the enhanced experience generated by new technologies spreads awareness by positive word-of-mouth promotion. Using the Rock and Roll Hall of Fame in Cleveland (which creates an annual \$107 million impact on the local economy with 500,000+ annual visitors) as a model, it is reasonable to expect the economic impact in Dunwoody to approach \$50 million during the initial year. Much of this economic impact will be accrued by the five major hotels in Dunwoody and the 22 hotels located in Sandy Springs (adjacent to Dunwoody), the more than 50 restaurants and the hundreds of retail shops in the area.

Sustainability

The DMC will operate the facility in a fiscally responsible manner. Source of funds will include donations, membership, entrance fees, sponsorships, merchandising, special events and naming rights. Dunwoody has a history of supporting charitable organizations, especially organizations that support history, heritage and the arts. The principals of the DMC have a history of raising substantial funds for non-profits, churches, corporate and other organizations. The conservative approach to financial management is exemplified in the City of Dunwoody (where one of the DMC principals serves as a member of the City Council and is a member of the budget and audit committees). The new city, in the second year of operation, had a surplus of \$2.7 million and a high level of service in a time when most municipalities are operating at a deficit or with reduced services.

The Leadership Team of the DMC also has relevant experience to starting and developing a state music hall of fame. More information will be provided on the



experiences of the principals of the DMC and how those experiences will be applied to making the GMHF sustainable in Dunwoody.



3.3 Description and Capabilities of the Proposers

The Dunwoody Music Conservancy, Inc. ("DMC")

The Dunwoody Music Conservancy, Inc. is a 501 (c) 4 corporation which was formed to relocate, operate, manage and to provide a museum facility that will promote music events, educate and chronicle the history of music in Georgia, and house the Georgia Music Hall of Fame to honor the individuals that have made outstanding and lasting contributions to music in the state or elsewhere.

General Background and Experience of the DMC Leadership Team

Following is the leadership/Board of Directors of the Dunwoody Music Conservancy. The background of the Leadership Team provides evidence of incredible fundraising capability, non-profit and fine art executive skills, start-up and technology knowledge, construction and hands-on music hall of fame expertise. The background of the Leadership Team demonstrate the ability to launch new start-up ventures, raise considerable sums of money, build an organization and promote the enterprise. In reviewing these backgrounds you will find significant community involvement, broad career achievements and energy to insure the success of the GMHF in Dunwoody. Non of the Leadership Team has filed for bankruptcy in the past five years. The complete resumes of each member can be found in Addendum B.

Danny Ross

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Mr. Ross is the founding chairman of the Dunwoody Music Conservancy, Inc.. He also is a founding member of the City of Dunwoody City Council where he currently serves as a Councilman-at-Large. Mr. Ross is the Managing Director of DDR Holdings, LLC, an intellectual property company. Mr. Ross holds three systems and methods patents relating to syndicating commerce on the internet. This syndication technology served as the backbone for Nexchange Corporation, which he co-founded and served as Chairman of the Board of Directors from October 1996 until December 2000. Mr. Ross served as the President of White Ross Management Company, a venture capital management firm, from 1984-2001 where he was instrumental in starting and building over thirty high technology companies and was responsible for raising over \$400 million in private placements and public offerings for this venture capital portfolio.

Mr. Ross is actively involved in the community. Mr. Ross has served as a member of the Board of Directors of Dunwoody Country Club, the Pastoral Board of All Saints Catholic Church where he was a founding member and led the effort to raise over \$4 million to construct additional Catholic Schools and was a member of the Board of Young Singers of Callanwolde from 1995-1999. Mr.



Ross, together with his wife Queenie, served as Co-Presidents of the Dunwoody Preservation Trust ("DPT") from 2003-2008. Under their leadership DPT has completely renovated the Dunwoody Town Hall ("Farmhouse") and has facilitated the \$1.2 million purchase of the Donaldson-Chesnut Farm, saving this circa 1867 home. The Donaldson-Chesnut Farmhouse was listed on the National Historic Register in 2009. Lemonade Days, an annual celebration of community spirit, is a major fundraising event for DPT. Under their stewardship, this festival has grown each year from a small one day event to a four day festival which attracted over 40,000 citizens from the community to Brook Run Park in 2010. Mr. Ross served as Chairman of the Ethics Committee Task force where he crafted the Code of Ethics, Mission Statement, Vision Statement and Values Statement for the City of Dunwoody.

Mr. Ross and his wife of 45 years, Queenie, have six children and twelve grandchildren and have lived in Dunwoody for most of the past 35 years. Mr. Ross holds a degree from Louisiana Tech in Math and Computer Science.

Robert G. Kinsey

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770.394.3447

Mr. Kinsey has over twenty-five years of managerial and leadership success in printing, marketing and software services. Led a very successful corporate turnaround. Energetic, enthusiastic, collaborative. He has been associated with non-profit arts organizations for many years. His love for the arts brought him to his second career of leading a non-profit arts center.

Mr. Kinsey joined the Spruill Center for the Arts, founded in 1975 is one of the largest private, non-profit arts centers in the Southeast, with about 700 classes and 7,000 students per year. Instruction is primarily in visual arts (drawing, painting, ceramics, sculpture, etc.) in 2004 where he continues to serve as the Chief Executive Officer. The Spruill Center also owns a fine art gallery in a historic building, which mounts professional artist exhibitions throughout the year. The Center operates a Summer Camp for kids and outreach programs for seniors, youth, and audiences with special needs.

Mr. Kinsey served as President of Cadmus Technology Solutions, Chief Operating Officer of Cadmus Marketing Services where he assumed ever increasing responsibilities during his 18 years with the company. Mr. Kinsey has a B.S. degree from Georgia Tech in 1974.



William H. McCahan

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Mr. McCahan served in numerous executive and marketing roles in IBM from 1959-1991 including the Assistant General Manager of Personal Computers Worldwide Market Planning. He was General Manager of eight industries in the U.S., U.S. Group Director of Mid-Range Systems, Division Vice President for U.S. Product Marketing (entire product line) where he also chaired the division's national United Way Campaign

Mr. McCahan served as Chief Marketing Officer for the Games where he managed a joint venture between the Atlanta Games (ACOG) and the U.S. Olympic Committee to develop the corporate sponsors for the Games so that the two entities would not be competing. Over \$900 million in sponsorship's were raised under his leadership.

Mr. McCahan was a Senior Vice President & Chief Marketing Officer for Healthcare at National Data Corporation. Mr. McCahan is active in the Kingswood United Methodist Church where he served as Finance Chair and Capital Campaign Chair, Trustee and Stewardship Chair. Mr. McCahan is active member of the Board of Dunwoody Preservation Trust where he chaired the Fundraising event (Lemonade Days) for four years. He serves as a member of the DeKalb County Parks Bonds Citizen Advisory Committee and is a Trustee of Mt. Vernon Presbyterian School. Mr. McCahan is married to his wife of fifty years, Louise and they have two grown children and two grand-children. He is a graduate of the University of Alabama.

Bryan C. W. Tate

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404.664.3900

Mr. Tate is the Founder and Chairman of the Board of Digitel Corporation, a Georgia based Telecommunications Company, providing voice (VoIP) and data products and services to commercial customers, and wireless solutions to rural municipalities. Since founding the Company 27 years ago, Mr. Tate has acquired seven companies and recently sold an Internet subsidiary.

Prior to founding Digitel Corporation, Mr. Tate held various management positions at NCR Corporation, Questor Corporation and was interim Chairman and CEO of a publically traded NASDAQ company.



Mr. Tate has been active in the business community and has testified before the United States Senate Committee on Small Business regarding the regulatory issues confronting small business. Mr. Tate also served on the Georgia State Senate - Electronic Commerce Study Committee as a Member of the State of Georgia Digital Signatures Task Force.

Mr. Tate has and continues to serve his community as a past President and Director with the Spruill Center for the Arts, Past President and Chairman of the Atlanta Vietnam Veterans Business Association (AVVBA). He is the current Chairman of the AVVBA Foundation, Inc. and is a member of the Business Executives for National Security (BENS). He is also a current Director on the Board of the Dunwoody Chamber of Commerce, and Vice Chairman of the Board of the Convention and Visitor's Bureau of Dunwoody.

Mr. Tate is married and has one grown son and two grandchildren. Bryan and his wife, Johanna, reside in Dunwoody, Georgia and have a farm in Rutledge, Georgia where they raise miniature Hereford cows and miniature donkeys. They attend Buckhead Church in Atlanta and Pine Grove Presbyterian Church in Newton County.

Mr. Tate earned his Bachelor of Science degree in Industrial Technology in 1968 from Ohio University. Mr. Tate served in the United States Army from 1968 to 1974, and was a combat infantryman in the Republic of South Vietnam. He led a rifle platoon with the 1st Infantry Division, and later served with the 173rd Airborne Brigade.

Brad Sturgeon

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BradSturgeon@hilton.com
770.569.1934

Mr. Sturgeon is a veteran of the hospitality industry where he has served in general management positions for the past twenty-five years. Mr. Sturgeon is currently the general manager of the Embassy Suites Hotels in Buckhead and Dunwoody.

Born in Louisville, Kentucky, Mr. Sturgeon has been active in political and industry affairs for over thirty years. He served as the Intern to County Judge (now minority leader of the U.S. Senator) Mitch McConnell, was a member of the Lexington, Kentucky Environmental Commission and was an academic adviser to two community college hospitality programs.

Mr. Sturgeon currently serves as the Chair of the Convention & Visitors Bureau of Dunwoody where he is a founding member. He served on a study group on Alcohol Ordinance for the City of Dunwoody and was a member of the board of the DeKalb Convention & Visitors Bureau.



Mr. Sturgeon is married and has two children. He is a graduate of the University of Kentucky and is an active member of the UK Alumni Association.

Del Moon

290 Oakmere Drive
Alpharetta GA 30009
gamoon@bellsouth.net
678.549.4444

Mr. Moon serves as President of Full Moon Production, Inc. a company that provides professional marketing communications, project management and event marketing services for a variety of clients in the nonprofit, food service and business to business category.

Mr. Moon previously held positions as Public Relations Manager of United Way of Metropolitan Atlanta, Marketing Director of the Atlanta Glory pro basketball franchise, and operational roles with the 1996 Atlanta Olympic and Paralympic games. He has also held key positions in public relations, development and operations with host organizations for the U. S. Olympic Festival, the USA Track & Field Junior Olympics, the National Senior Games, and the U.S. National Hot Air Balloon Championship, among others.

In 1980 Mr. Moon founded the nonprofit Louisiana Music Center, Inc. (d/b/a Louisiana Music Hall of Fame). Mr. Moon is a graduate of Louisiana State University where he received a B.A. in Broadcast Journalism and was named to the Who's Who in American Colleges and Universities.

He is married and lives in Alpharetta. He currently serves as a board member and consultant to the nonprofit La Musique de Louisiana, Inc. d/b/a Louisiana Music Hall of Fame.

Bill Grant

2050 Old Dominion Road
Sandy Springs, GA 30350
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404.293.4208

Mr. Grant is a committed and dedicated Dunwoody corporate citizen. He is currently the Chairman of the Dunwoody Chamber of Commerce, active on two boards of the City Council and Treasurer of the Spruill Center for the Arts. Mr. Grant and his wife, Peggy, started "Light Up Dunwoody". Mr. Grant has been honored by Sandy Springs as the 2009 Builder of Value. He has been given recognition by the Rotary Club, been an honorary Marshall in the 4th of July parade, adopted the care of 5 islands in Dunwoody some for 20 years, and active



in many Dunwoody committees as well as a major supporter in many local charities like Dunwoody Nature Center, Lemonade Days and the new Fall Music Festival. Bill has been a resident of Dunwoody since 1975.

As the owner and founder of Bill Grant Homes, he has built over 300 homes in Dunwoody including Stephen's Walk, Spalding Lakes, Brooke Farm, Bailey Estates, Bellewood, Ball Mill, Bradford Place, Alden Point, Fenimore, Boxwood and Old Cobblestone.

Prior to launching Bill Grant Homes, Mr. Grant was a Senior Vice President and Chief Operating Officer of Chemlawn where he oversaw the growth from \$12 million to 280 million over a six year tenure with the company. He began his career with S.C. Johnson & Son as a brand manager.

Mr. Grant has a Masters Degree in Marketing from Michigan State University

Yvonne Williams

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ywilliams@perimetercid.org
770.390.1781

Mrs. Williams is the President and CEO of the Perimeter Community Improvement District ("PCID"). She has an exceptional record of successes in building public/private partnerships to expand financial resources and implement projects that have produced positive changes for communities. A visionary with extensive knowledgeable about Georgia and economic development, she has a particular talent for grasping a project or issue and finding solutions.

During the past 25 years, as a chief executive, she has helped mold downtown revitalization, industrial development and comprehensive economic development strategy and advocacy in various capacities with the Cobb Chamber of Commerce, Athens Area Chamber of Commerce, the Madison-Morgan County Chamber of Commerce, the Americus-Sumter County Chamber of Commerce, the Bristol Tennessee/Virginia Economic Development Partnership and the Georgia Chamber of Commerce.

Most recently, Williams has been the catalyst in forming business/government partnerships to leverage \$500 million in the next five years in major transportation and infrastructure improvements in metro Atlanta's important Perimeter area - one of the largest Class A office markets in the Southeastern United States. Mrs. Williams was selected president of the newly formed DeKalb Perimeter Community Improvement District in 1999. She was appointed president of the joint DeKalb/Fulton PCIDs, which she helped organize, in 2001.



Through Mrs. Williams' leadership, this precedent-setting collaborative of the largest urban communities in Georgia is spearheading projects such as the following: \$20 million in intersection and streetscape improvements to improve traffic flow, pedestrian accessibility and attractiveness; \$6.5 million in Livable Centers Initiative grants from the Atlanta Regional Commission to help create "smart growth" live, work and play centers; Advocated for the accelerated construction of a \$32 million Perimeter Center Parkway Flyover Bridge over I-285 to provide alternative access to commuters, residents and shoppers; Championed a unique multi-agency partnership that will result in accelerating the Hammond Half-Diamond Project estimated at nearly \$18 million at least 5 years ahead of schedule.

Mrs. Williams has a bachelor's degree in public relations from the University of Georgia. She is a six-year graduate of the Institute for Organization Management, a graduate of the Economic Development Institute of the University of Oklahoma and was among 120 non-profit executives from throughout the country selected to participate in the Harvard Business School's Strategic Perspectives in Non-Profit Management Program during the summer of 2006.

Michael S. Shepherd

Baton Rouge, LA

Consultant to DMC

Mr. Shepherd currently serves as the Project & Facility Director and Executive Director of the Louisiana Music Hall of Fame and the Louisiana Songwriters Association. He is a musician and music promoter. From 1965-1972, Mr. Shepherd promoted over 250 major shows including Festival of Man & Earth (1971) with Jimi Hendrix, Creedence Clearwater Revival, Alice Cooper, Stevie Wonder, the Animals, Herman's Hermits and the Who. He served as artist management roles with A&M, Capitol, Tower and Liberty artist. Mr. Shepherd was a sound reinforcement contractor, consultant and audio mixing engineer for artists including Neil Diamond, Fleetwood Mac, George Harrison, Billy Preston, Ike & Tina Turner and Kenny Rogers.

Since 1974, Mr. Shepherd has been an audio/video consultant and system integrator/designer. His clients include ExxonMobil, Dow USA, Shaw Group, East Baton Rouge Parish and Ascension Parish. In 2005 Mr. Shaw founded and organized La Musique de Louisianne, Inc. (dba The Louisiana Music Hall of Fame).



3.4 Conceptual Plan

The general concept for the Georgia Music Hall of Fame in Dunwoody is a combination of high tech and high touch providing an unmatched, customized sight and sound experience for each visitor. Many technological innovations have come to market since the early to mid-1990's when the facility in Macon opened. Exhibits of that era were static and did not provide the visitor with any interactive capability. Innovations such as flat screen televisions and smart telephones make it possible to provide a personalized and unique interactive experience. Using a smart phone app, the visitor will be able to custom design a multi-media experience which will make each GMHF experience memorable, informative, different and exciting.

The implementation will be designed to provide each visitor with an interactive experience that will immerse them in the rich history of Georgia music while educating them about the role that Georgia music, artists, songwriters and producers played in the development of the 20th Century music. The importance of Georgia's music, artists and song will immerse visitors in a multimedia spectacle of world-famous GMHF Inductees and Georgia's music encompassing multiple areas and genres of music from rock & roll to rhythm and blues, from jazz to country and from blues to gospel.

Relationships will be established with other music museums. Through these relationships new artist exhibits will be brought to the GMHF that will continue to refresh the experience, inviting visitors to return multiple times each year as they do to the High Museum and the Museum of Puppetry Arts. This will substantially increase the number of visitors each year. This approach has made it possible for the High Museum to attract nearly 800,000 visitors each year.

Initially the GMHF will reside inside Perimeter Mall as the permanent facility is developed. Each year over 18 million visitors walk the halls of the second busiest Mall in the South. By having this much "foot" traffic, the GMHF visitor count will increase exponentially over past attendance figures of the Macon exhibit. We believe the visitor count could reach 125,000 during the initial year of operation and increase to 260,000 in the second year, up from 23,000 that traveled to Macon in 2009. It is important that the initial experience is a memorable one. The DMC will take care to present the visitor with an enhanced interactive sight and sound experience. Those visitors will tell their friends and viral marketing for the current and future attraction will commence.

Satellite Facilities

The DMC will work with regional interest in establishing show room museums in such cities as Albany (the home of Ray Charles), Macon (the home of Little Richard and Otis Reading), Augusta (the home of James Brown), Athens (the home of REM, Black Crowe and the B-52s) and other cities that have contributed



musicians, songwriters and music producers to Georgia's music heritage. The satellite exhibits will provide a vehicle for promoting the Dunwoody location by creating awareness of the innovations which are being implemented as well as the new and exciting exhibits from other museums which are being hosted at the facility.

The Center for Performing Arts in Dunwoody

During the initial three years, the Leadership Team of the DMC will begin to develop plans for the final GMHF location at the Spruill Center for the Arts. The Spruill Center will provide the DMC with approximately five acres of land to construct the permanent facility. The Spruill Center is located two blocks north of Perimeter Mall. The DMC plans to construct a Center for Performing Arts which will include more than 10,000 square feet for the GMHF, a performing arts auditorium with a seating capacity of 800-1,000, meeting rooms (which will augment the current shortage of rooms available in the Perimeter Center Hotels), recording studios, exhibit space for both music and visual art. Funds for construction of the facility will be raised from the Fortune 500 businesses, foundations with a focus on music, art and education and citizens who are primarily located in the Perimeter Center area. Construction will commence once the DMC receives indications of the funding. All construction will be LEEDS certified. You will note from bios above, the DMC is composed of individuals that have had extensive experience in major fund raising, facility management, museum administration, and construction and development. A copy of the artist rendering of the facility can be found in Addendum D.

About the Spruill Center for the Arts

Established in 1975, The Spruill Center for the Arts is one of the largest private, non-profit arts centers in the Southeast, with about 700 classes and 7,000 students per year. The Spruill Center's mission is to foster understanding and appreciation of the visual and performing arts, by offering an extensive and diverse program of classes, a professional artist exhibition series and outreach programs for seniors, youth and audiences with special needs. The Center operates a Summer Camp for kids. Instruction is primarily in visual arts (drawing, painting, ceramics, sculpture, etc.). The Spruill Center also owns a fine art gallery in a historic building, which mounts professional artist exhibitions throughout the year.

About Perimeter Mall

Perimeter Mall is strategically located in northern Atlanta off I-285 and enjoys convenient regional access via Interstate 285 and Georgia 400. Georgia 400 is a north-south expressway connecting the area to the affluent areas of Buckhead and Alpharetta. Four MARTA Rail Transit Line stations further enhance the accessibility of the Perimeter Mall area. With 4,000 companies, 28 million square feet of office space, and over 203,339 workers, the Perimeter area is the largest office submarket in the State of Georgia as well as the Southeast. The Perimeter area is home to Fortune 500 companies such as Cox Communications, Hewlett Packard, Porsche USA, UPS and Verizon Wireless and the largest



concentration of hospitals and medical facilities in the state. High-rise residential development is exploding with ten large scale condominium projects on the planning board as the Perimeter area evolves into a live - work - play community. The centrally located Perimeter area is transitioning into one of metro Atlanta's prime venues for high-density mixed-use projects with several high-profile developments planned. There are 26 hotels (approx. 5,000 hotel rooms) nearby that attract over 1.5 million guests annually.

Perimeter Mall draws from a large trade area, in excess of 950,000 residents. Perimeter's Primary Trade Area is one of the most affluent in Atlanta. Within a 5-mile radius of the center the average household income is \$107,059 and over 32% of the households have an average household income of \$100,000 to \$500,000 or more. Over half the mall's customers live beyond the Center's primary trade area showing the Center's broad geographic draw in Atlanta and from nearby small metros such as Augusta, Birmingham, Chattanooga and Macon. See Addendum C for pictures of the Mall and potential locations for the GMHF.

Preservation and Care of Materials

The DMC will exercise great care in insuring that all artifacts, musical instruments and other materials in the collection are handled in accordance with the American Association of Museum standards. This will especially be true with the exhibits that are placed in the satellite locations around the state. Management will insure that proper humidity, heat and air conditioning are used so that the important artifacts will not be harmed or damaged. A state of the art system will be installed to insure that the materials are properly protected.

Parking

The Perimeter Mall has ample parking for the 18 million visitors who are attracted to the retail center each year. Ample parking will be available for attendees to the GMHF while it is located in the Mall.

When the GMHF is relocated to the permanent facility at the Spruill Center, care will be taken in the design of the facility to provide ample parking. The topography of the land slopes 60 feet from west to east. This terrain will allow architects to design five levels of underground parking under the facility. A copy of the site plan and conceptual drawing of the facility can be found in Addendum E. Once constructed, parking at the Center for Performing Arts of Dunwoody can accommodate up to 800 automobiles in an underground parking facility.

Education

Working with local school (k-12 and college) music teachers, education programs will be developed which will appeal to students and non-students of all ages. A targeted advertising program will be developed to attract the more than 1 million students in the 16-county metro area to the Center for Performing Arts of Dunwoody. Courses consisting of music history, music interpretation, theory and



technical recording will be offered. The Music in Kid's Education ("M.I.K.E.") program will provide these courses through performances, camps and workshops. It should be noted that Dunwoody is the home of Georgia Perimeter College, which is part of the University of Georgia System. The College has an enrollment of nearly 10,000 students.

Public Access to the Museum

Access to the museum will be provided during specified hours and during the time the museum is located inside the Perimeter Mall, it will only be open during Mall hours.

Once completed, access to the museum will be provided in the Center for Performing Arts of Dunwoody facility via secure doors and on regularly scheduled or planned hours.



3.5 Financial Plan/Economic Impact

Economic Impact and Importance of Tourism in Georgia

Tourism is the second largest economic engine in the state. In 2009 tourism in Georgia grossed \$20.8 billion, created 241,500 jobs, \$6.3 billion in residential wages and generated \$1.557 billion (\$56.9 million per day) in state and local tax revenues. By placing the GMHF in Dunwoody, the state would realize a greater return on the investment. The DMC leadership has spoken with the Rock & Roll Hall of Fame in Cleveland. Their management reports that over 500,000 visitors toured the facility in 2009 creating an economic impact of over \$100 million on the Cleveland economy. The GMHF will grow to become one of the leading attractions in the state. The DMC believes that over 125,000 people will visit the GMHF during the first year and that number will grow to 260,000 in the second year as the facility matures and the inter-active exhibits are in full operation. The economic impact on this region should be at least \$50 million.

Financial Projections

Following are the financial projections for the DMC and the GMHF. It should be noted that the DMC is being formed for the exclusive purpose of acquiring the rights to the real and intellectual property of the Georgia Music Hall of Fame Authority. Local businesses and individuals will donate \$200,000 or more to fund the initial start-up capital required fund the relocation of materials from Macon to Atlanta, construct the necessary build out of the space at Perimeter Mall and acquire the initial inventory of merchandise. The Leadership Team of DMC has substantial experience in raising large amounts of funds for public and private enterprises and is confident this can be achieved.

Georgia Music Hall of Fame
Dunwoody GA

Projected Revenue & Expenditures - FY 11 - FY 16

	FY 11		FY 12		FY 13		FY 14		FY 15		FY 16	
	Open 7 days/wk	Open 7 days/wk	Open 7 days/wk	Open 7 days/wk	Open 7 days/wk	Open 7 days/wk	Open 7 days/wk	Open 7 days/wk	Open 7 days/wk	Open 7 days/wk	Open 7 days/wk	Open 7 days/wk
Revenue Assumptions												
Attendance at Facility	24,000	125,000	250,000	270,000	300,000	325,000						
Admission Price - Avg. (Net of Taxes)	5.21	5.20	5.20	5.20	5.20	5.20						
REVENUE												
State Funds Received	386,000											
Earned Income Revenue		650,000	1,352,000	1,404,000	1,560,000	1,690,000						
Admissions and Memberships	125,000	10,000	12,000	15,000	50,000	50,000						
Facility Rental	40,000	10,000	12,000	15,000	50,000	50,000						
Retail Store	115,000	625,000	1,300,000	1,350,000	1,500,000	1,625,000						
Special Events	15,000	15,000	15,000	15,000	50,000	50,000						
Interest on Surplus			3,464	16,201	29,714	41,826						
Miscellaneous Income	15,000	15,000	15,000	15,000	15,000	15,000						
SUBTOTAL	310,000	1,315,000	2,657,464	2,815,201	3,204,714	3,471,826						
Contributed Income	100,000											
Macon/Bibb Co. Hotel/Motel Tax - FY 11	90,000											
TOTAL REVENUE	886,000	1,315,000	2,697,464	2,815,201	3,204,714	3,471,826						
EXPENSES - Operating Expenses												
Personal Services	310,000	325,000	331,500	338,130	384,893	392,590						
Cost of Goods - Retail	48,000	416,667	866,667	900,000	1,000,000	1,083,333						
Dues & Subscriptions	1,600	1,600	1,600	1,600	1,600	1,600						
Registration	375	375	375	375	375	375						
Advertising and Marketing Expenses	81,400	83,200	82,300	82,300	83,300	82,300						
Exhibition - Design, Fabrication, Technology	41,920	41,920	41,920	41,920	51,920	51,920						
Misc. Expenses	3,475	3,775	3,775	3,775	3,775	3,775						
Subtotals	486,770	973,137	1,328,137	1,368,100	1,525,863	1,615,894						
EXPENSES - Other Operating Overhead Expenses												
Rental Expense - Building Expenses		Offered by Perimeter Mall at No Charge										
Building Maintenance and Supplies	72,500	500	500	500	375,000	386,250						
Gift Shop Admin, Repairs, Fixtures, Displays	2,500	2,500	2,500	2,500	2,500	2,500						
Building Utilities and Services	183,680	3,600	3,780	3,969	30,167	30,376						
Administrative Exp. - Credit Cards, Dues, Telecom,	34,100	34,400	34,400	34,400	34,400	34,400						
Postage etc												
Telecommunications	5,000	3,000	3,000	3,000	3,600	3,600						
Insurance & Bonding	12,000	12,000	12,000	12,000	12,000	12,000						
Legal and Professional Fees	1,600	1,600	1,600	1,600	1,600	1,600						
Other	350	350	350	350	350	350						
Amendment to State Budget	85,000											
TOTAL	396,730	57,950	58,130	58,319	460,117	471,576						
TOTAL OPERATING EXPENDITURES												
Operating Income	883,500	931,087	1,386,267	1,426,419	1,985,980	2,087,470						
Non Operating Expenses												
Depreciation	2,500	37,500	37,500	37,500	7,500	7,500						
Increase in Net Assets	2,500	346,413	1,273,697	1,351,202	1,211,234	1,376,857						

Page 1 of 3



Georgia Music Hall of Fame
Dunwoody, GA

Cash Flow

	2012	2013	2014	2015	2016
Sources					
Revenue from Operations	1,315,000	2,697,464	2,815,201	3,204,714	3,471,826
Start up seed money					
Donations raised from local businesses	200,000				
Initial Capital	1,000				
Depreciation	37,500	37,500	37,500	7,500	7,500
Uses					
Operational Expenses	873,137	1,328,137	1,368,100	1,525,863	1,615,894
Overhead Expense	57,950	58,130	58,319	460,117	471,576
Start up Expenses					
Tenant finishes at Perimeter Mall/New Lease	112,500			75,000	
Move Exhibits	50,000				
Retail Store startup inventory	35,000				
Surplus/(Overages)	424,913	1,348,697	1,426,282	1,151,234	1,391,857



Georgia Music Hall of Fame
Dunwoody, GA

Balance Sheet/Statement of Financial Position
December 31st

	Assets			
	2012	2013	2014	2015
				2016
ASSETS				
Cash and Equivalents	\$ 424,913	\$ 1,773,611	\$ 3,199,893	\$ 4,351,127
Fixed Assets (Net)	75,000	37,500	-	67,500.00
				60,000.00
Total Assets	\$499,913	1,811,111	3,199,893	4,418,627
				5,802,983



Liabilities And Net Assets

LIABILITIES				
Debt (Lease)	\$ -	\$ -	\$ -	\$ 3,375,000
				\$ 2,988,750
NET ASSETS				
Unrestricted	499,913	1,811,111	3,199,893	1,043,627
				2,814,233
Total Liabilities and Net Assets	\$499,913	\$1,811,111	\$3,199,893	\$4,418,627
				\$5,802,983

Estimated Number of Visitors/Yr.

	125,000	260,000	270,000	300,000	325,000
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3.6 Risk Management Plan

DMC recognizes the responsibility of handling the collection of historic materials that it will be entrusted with it we are fortunate to be selected. Dunwoody is one of the safest and most desirable neighborhoods in the state. The City of Dunwoody Police Department is located two blocks from the Perimeter Mall and the permanent location at the Spruill Center for the Arts. Appropriate staffing will be retained to insure the safety of the patrons and staff of the GMHF.

The grounds of the Center for Performing Arts of Dunwoody will be kept in a park like manner and will include proper lighting and green space. Surveillance cameras will be strategically placed throughout the parking facility as well as throughout the museum to prevent crime and theft.

Facility Security

DMC will install a state of the art security system to protect the irreplaceable artifacts and materials held by the GMHF. Proper security measures will be taken to insure that none of the material is taken from the facility during normal business hours and special events.

Insurance Coverage

With a full understanding that the artifacts and materials entrusted in DMC are irreplaceable, we will consult with the Georgia Musical Hall of Fame Authority and provide the recommended insurance coverage.

Miscellaneous Considerations

DMC will insure that hazardous materials are not placed in a location that could harm the artifacts and other materials. Pest control will be contracted with a nationally known firm and the contract will require at least monthly inspections. The emergency disaster plan will be consistent with the plan that is in effect at the Perimeter Mall during the time the GMHF is housed in that facility. When it is transferred to the Center for Performing Arts of Dunwoody location, a plan will be developed in conjunction with the Dunwoody Police Department, the DeKalb Fire Department, other local Emergency Preparedness Organizations, Homeland Security and FEMA.

Financial Risk

History reflects the greatest risk for the GMHF is financial. The Leadership Team will insure that the GMHF is properly capitalized and that the museum is promoted and financial projections are met. The Leadership Team will begin immediately to plan for the planning, financing and construction of the state of the art Center for Performing Arts of Dunwoody will be constructed in the planned time line. This risk is mitigated by locating the facility in the Perimeter Mall. The Leadership Team of the DMC has a history of operating in a financially responsible manner, both in public and private endeavors.



DMC will seek accreditation from the American Association of Museums.



3.7 Confidentiality

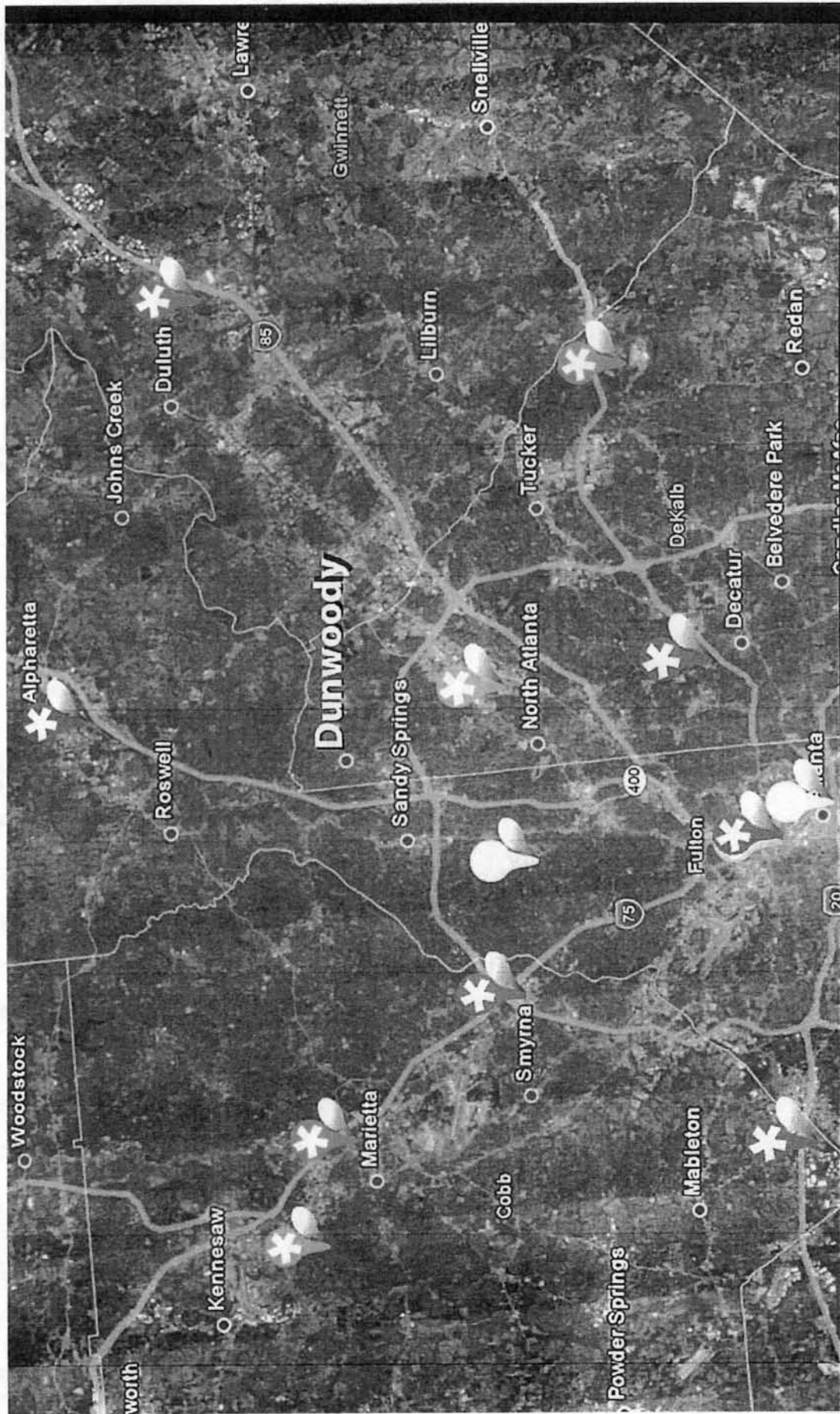
None of the material presented in the proposal is considered confidential.

Proposer agrees to keep the contents of this proposal confidential once it has been submitted. Proposer understands that once the proposal has been submitted to the Georgia Music Hall of Fame Authority any disclosure regarding the proposal to third parties or the media prior to the conclusion of the selection process will be immediate grounds for the Authority declaring the proposal non-responsive.



Addendum A

Strategically & Centrally Located



- Park and theater
- Cobb Energy Performing Arts Centre
- Six Flags White Water
- DeKalb Peachtree Airport
- Stone Mountain Park
- Turner Field
- Verizon Wireless Amphitheater
- World of Coca-Cola
- Fernbank Museum of Natural History
- Georgia Aquarium
- Gwinnett Center
- Kennesaw Mountain National Battlefield Park



Addendum B

Leadership Team
Resumes



Danny Ross

1859 Tennille Court
Dunwoody, GA 30338-3615
ddross@bellsouth.net
404.932.3281

Mr. Ross, age 70, is the founding chairman of the Dunwoody Music Conservancy, Inc.. He also is a founding member of the City of Dunwoody City Council where he currently serves as a Councilman-at-Large. Mr. Ross is the Managing Director of DDR Holdings, LLC, an intellectual property company. Mr. Ross holds three systems and methods patents relating to syndicating commerce on the internet. This syndication technology served as the backbone for Nexchange Corporation, which he cofounded and served as Chairman of the Board of Directors from October 1996 until December 2000.

Prior to launching Nexchange, Mr. Ross was a General Partner of Advanced Technology Development Fund (ATDF) from 1984 to 2001. ATDF was a family of venture capital funds, which invested in thirty-one enterprises in the telecommunication, information processing and healthcare industries. Mr. Ross was the President of White Ross Management Company that managed ATDF. He developed an extensive knowledge of computers, healthcare, finance and related industries during forty years in the venture capital, high technology, data processing and finance fields, first with IBM, then Intel, Memorex and Timex Corporations. Mr. Ross was the founder and lead investor in Syntellect Inc., a leading global provider of call center solutions, including voice response and computer telephony integration. Mr. Ross served as Chairman and Chief Executive Officer of Syntellect from October 1995 until March 1996, during the time the company was completing a strategic acquisition. In 1985, Mr. Ross founded Per-Se Technologies, Inc., the leading provider of practice management services for hospital based physicians and receivable management services for hospitals. Per Se Technologies was recently acquired by McKesson Corporation and is the principal component of the McKesson Provider Services. Mr. Ross was an early investor in and strategic advisor to Broadway and Seymour, a leading provider of system integration, project management, imaging technology, software services, call center technology and software products to the finance industry.

Under Mr. Ross' direction, ATDF was an early venture investor in Fleetcall, OneCall and Transient Communications (d.b.a. Dial Page), three private companies that acquired special mobile radio spectrum in three geographic sections of the country. The Federal Communication Commission ("FCC") permitted these firms to convert this spectrum to its highest and best use: cellular/paging and dispatching. All three of these companies successfully completed an initial public offering and were later consolidated into one company under the banner of Nextel Communication. In 2004 Nextel merged



with Sprint to form Sprint-Nextel.

Prior to becoming a managing partner of ATDF, Mr. Ross was Vice President and Chief Operating Officer of Timex Computer Corporation ("Timex") which he founded in 1982 as a subsidiary of Timex Corporation. Mr. Ross was responsible for the worldwide operations of Timex. Under his direction, Timex captured an industry leading 28% share of the home computer market and developed three computer systems and over 200 software titles. He was Executive Vice President and served on the Board of Directors of Memorex Finance Company, a wholly owned subsidiary of Memorex Corporation. Mr. Ross played an instrumental part in establishing the organization and financing programs for this captive finance company. At Itel, a financial service and data processing company, he rose to Vice President and General Manager for southeastern operations. During his nine years with Itel, Mr. Ross founded Itel Industry Systems Corporation ("Itel ISC"), an industry oriented online service company which provided data processing services to the distribution, retail, banking and transportation industries. Itel ISC expanded rapidly through an internal growth and industry consolidation strategy. Upon graduation from college, Mr. Ross was a System Engineer and Sales Representative in the Data Processing Division of IBM Corporation.

Mr. Ross was a member of the Board of Directors of Syntellect Inc. (1984-1997), Medaphis Corporation (Per-Se Technologies) (1985-1994), T-Bar Corporation (1983-1988), all publicly held companies. In addition, Mr. Ross served as a director of LanTel Corporation, Nexchange Corporation, Healthfield, Omni Eye Service, Medivision, Integratec, Memorex Finance Company, RealWorld Corporation, Veritas and several other ATDF companies.

Mr. Ross is actively involved in the community. Mr. Ross has served as a member of the Board of Directors of Dunwoody Country Club and the Pastoral Board of All Saints Catholic Church where he was a founding member and led a \$4 million fundraising campaign with the proceeds being used to build a school and a rectory for the Church. Mr. Ross, together with his wife Queenie, served as Co-Presidents of the Dunwoody Preservation Trust ("DPT") from 2003-2008. Under their leadership DPT has completely renovated the Dunwoody Town Hall ("Farmhouse") and has facilitated the purchase of the Donaldson-Chesnut Farm, saving this circa 1867 home. The Donaldson-Chesnut Farm was listed on the National Historic Register in 2009. DPT has successfully filed for The Dunwoody Farmhouse and the Ike Roberts House to be listed on this important registry. Lemonade Days, an annual celebration of community spirit, is a major fundraising event for DPT. Under their stewardship, this festival has grown each year from a small one day event to a four day festival which attracted over 40,000 citizens from the community to Brook Run Park in 2008. Mr. Ross served as Chairman of the Ethics Committee Task force where he crafted the Code of Ethics, Mission Statement, Vision Statement and Values Statement for the City of Dunwoody.



Mr. Ross and his wife of 45 years, Queenie, have six children and twelve grandchildren and have lived in Dunwoody for most of the past 35 years. Mr. Ross holds a degree from Louisiana Tech in Math and Computer Science.



Robert G. Kinsey
2660 Peachtree Road, 17C
Atlanta, Georgia 30305
770.394.3447
rkinsey@spruillarts.org

Executive Profile

Over twenty-five years of managerial and leadership success in printing, marketing and software services. Led a very successful corporate turnaround. Energetic, enthusiastic, collaborative. Have been associated with non-profit arts organizations for many years. My love for the arts brought me to my second career of leading a non-profit arts center.

Career History

Spruill Center for the Arts **(February 2004 - Present)**

The Spruill Center is one of the largest private, non-profit arts centers in the Southeast, with about 700 classes and 7,000 students per year. Instruction is primarily in visual arts (drawing, painting, ceramics, sculpture, etc.). The Spruill Center also owns a fine art gallery in a historic building, which mounts professional artist exhibitions throughout the year. The Center operates a Summer Camp for kids and outreach programs for seniors, youth, and audiences with special needs.

Chief Executive Officer **(February 2004 – Present)**

- I was hired to bring a CEO-level skill-set to a 29-year-old community arts center. The Spruill Center for the Arts aspires to attain regional and national prominence through the development of a large, world-class arts center facility on its property on Ashford Dunwoody Road, plus the creation of a master-class program, an enhanced gallery, and an appropriate endowment.
- I have full responsibility for running the Center, reporting to the board of directors which is comprised of outside executives and supporters of the arts.

Hiatus **(January 2001 - February 2004)**

After two decades of being a workaholic, and after a rewarding business career, I took three years off from working. I traveled, re-connected with friends, etc. For seven years I was very active on the board of Callanwolde Fine Arts Center, culminating in a term as president of their board of directors in 2003. That



association, along with my love for the arts, led me to my current career with the Spruill Center.

Cadmus Technology Solutions (Sept 1996 – Dec 2000)

Atlanta-based provider of software services (printing, software duplication, assembly, warehousing, fulfillment, database management); a subsidiary of Cadmus Communications Corporation, Richmond, Virginia.

President (Sept 1996 – Dec 2000)

- I was hired to reverse the decline of Cadmus Technology Solutions, a company that was formed from two merged competitors. I moved quickly to learn the new industry, meet with customers, reconfigure the Leadership Team, reduce unnecessary headcount, and re-energize our associates. The turnaround was very successful.
- I had full P&L responsibility for this autonomous subsidiary of a public company.
- We grew sales at a consistent rate of more than 20% per year, from just under \$10 million in fiscal 1997 to just under \$20 million in fiscal 2000.
- We increased profits at an even greater rate, from about \$725,000 in fiscal 1997 to more than \$1.5 million in fiscal 2000.
- I hired and mentored several key leaders who excelled in their careers, including a v.p. of sales and marketing, a plant manager, an IT director, and a finance director.
- I led the company to ISO-9002 certification. That certification was maintained through all subsequent surveillance audits.

Cadmus Marketing Services (Jan 1978 – Sept 1996)
(formerly American Graphics)

Atlanta-based \$33 million commercial printer and marketing company specializing in top-quality printing and fulfillment services, primarily through third-party marketing systems. Acquired by Cadmus Communications Corporation in 1986.

Chief Operating Officer	(August 1995 – September 1996)
Senior Vice President, Operations	(July 1991 – August 1995)
Senior Production Manager	(July 1990 – July 1991)
Production Manager	(January 1978 – July 1990)

IPD Printing and Distributing (Sept 1974 – Dec 1977)

Atlanta-based commercial printing and distribution company, owned at that time by Equifax.

I held various positions, including estimator, job planner, and assistant plant manager.



Education

Bachelor of Science Degree from Georgia Tech, 1974

Intensive Leadership Development Program through
Turknett Associates Leadership Group, 1995



William H. McCahan

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Dunwoody, GA 30338-5303
billmccahan@bellsouth.net
770.289.1633

IBM Corporation

1959-1991

Assistant General Manager Personal Computers Worldwide Market
Planning

General Manager for eight industries for the United States
U.S. Group Director for Mid-Range Systems
Division Vice President for U.S. Product Marketing (entire IBM product line both hardware and software). Also chaired the division's national United Way Campaign one year.
Various other sales and marketing management positions

Atlanta Centennial Olympic Games

1992-1996

Chief Marketing Officer for the Games - managed a joint venture between the Atlanta Games (ACOG) and the U.S. Olympic Committee called Atlanta Centennial Olympic Properties (ACOP) to develop the corporate sponsors for the Games so that the two entities would not be competing with each other for revenue. Also managed the merchandise licensing program for ACOG, the coin program with the U.S. Mint and other fund raising activities. ACOP raised approximately \$900,000,000.

National Data Corporation

1997-2000

Senior Vice President & Chief Marketing Officer for half the company (the health related portion). Established for the first time a centralized Marketing function focusing on brand development, advertising, communications, education, website development, etc. Also General Manager of the Pharmacy Business Unit and managed the sales operations for all four of the business units.

Note: National Data Corporation split into two publicly held corporations in early 2000. I continued the identified roles as part of NDC Health.

WHMC, INC.

2001- 2005

Founder and President of a one person consulting firm focused on sales, marketing, organization structures and revenue/profit management.

Other Activities

Kingswood United Methodist Church (Dunwoody)
Finance Chairman 1999 - 2004
Capital Campaign Chairman 2004
Trustee 2006 - 2008
Stewardship Chairman 2007 & 2008



Capital Campaign Chairman 2007

President Brook Run Conservancy 2006 - Present

Chairman Lemonade Days 2001 - 2005

Annual fund raiser for Dunwoody Preservation Trust

Member DeKalb County Parks Bond Citizen Advisory Committee 2003 - Present

Trustee Mount Vernon Presbyterian School 2006 - Present

Dunwoody Preservation Trust Board Member 2001 - Present

Personal Information

University of Alabama (BS 1959)

Married to Louise (1961)

Children

Leigh

Greg (married to Becky)

Two Grandchildren

Dunwoody resident since 1972



Bryan C. W. Tate
5035 Old Branch Court
Dunwoody, GA 30338
bryan@tatepartners.com
404.664.3900

Mr. Tate is the Founder and Chairman of the Board of Digitel Corporation, a Georgia based Telecommunications Company, providing voice (VoIP) and data products and services to commercial customers, and wireless solutions to rural municipalities. Since founding the Company 27 years ago, Mr. Tate has acquired seven companies and recently sold an Internet subsidiary.

Prior to founding Digitel Corporation, Mr. Tate held various management positions at NCR Corporation, Questor Corporation and was interim Chairman and CEO of a publically traded NASDAQ company.

Mr. Tate has been active in the business community and has testified before the United States Senate Committee on Small Business regarding the regulatory issues confronting small business. Mr. Tate also served on the Georgia State Senate - Electronic Commerce Study Committee as a Member of the State of Georgia Digital Signatures Task Force.

Mr. Tate has and continues to serve his community as a past President and Director with the Spruill Center for the Arts, Past President and Chairman of the Atlanta Vietnam Veterans Business Association (AVVBA). He is the current Chairman of the AVVBA Foundation, Inc. and is a member of the Business Executives for National Security (BENS). He is also a current Director on the Board of the Dunwoody Chamber of Commerce, and Vice Chairman of the Board of the Convention and Visitor's Bureau of Dunwoody.

Mr. Tate is married and has one grown son and two grandchildren. Bryan and his wife, Johanna, reside in Dunwoody, Georgia and have a farm in Rutledge, Georgia where they raise miniature Hereford cows and miniature donkeys. They attend Buckhead Church in Atlanta and Pine Grove Presbyterian Church in Newton County.

Mr. Tate earned his Bachelor of Science degree in Industrial Technology in 1968 from Ohio University. Mr. Tate served in the United States Army from 1968 to 1974, and was a combat infantryman in the Republic of South Vietnam. He led a rifle platoon with the 1st Infantry Division, and later served with the 173rd Airborne Brigade.

**Brad Sturgeon**

780 Sheridan Ridge Ct
Alpharetta, GA 30022-3417
BradSturgeon@hilton.com
770.569.1934

Born in Louisville, Kentucky

Honors Program graduate of the University of Kentucky
Elected UK Student Government President
Member, UK Board of Trustees 1980-1981

Active in political and industry affairs for over 30 years

- Intern to County Judge, Mitch McConnell (now minority leader U.S. Senate)
- Appointed by mayor to Lexington KY Environmental Commission, 1982-1984
- Academic adviser to two community college hospitality programs, Reynolds in Richmond, Virginia and Onondaga in Syracuse, New York
- Current member Dekalb County CVB board of directors
- Appointed by mayor to the study group on the Alcohol Ordinance for the new City of Dunwoody, GA and to the study group on forming a Dunwoody CVB

Hotel veteran of more than 25 years

Joined Embassy Suites Hotels in Richmond VA in 1988 as Director of F&B
GM from 1992-1994

GM in Syracuse NY 1994-1996

GM of Atlanta Perimeter Center 1996-present

Lives in Alpharetta, GA

Married to M.J., an elementary school media specialist, for over 26 years
Son, Brad Jr., (22) is a senior at UK.
Daughter, Kathleen, (16) is an 11th grader at Alpharetta High School

Hobbies:

Running or daily workouts
Community leader and volunteer worker in Alpharetta
Active member of the UK Alumni Association



Del Moon

290 Oakmere Drive
Alpharetta, GA 30009
gamoon@bellsouth.net
678.549.4444

OBJECTIVE

To continue to carry out challenging and rewarding work drawing from a broad experience base of public relations, journalism, marketing and event management

DEMONSTRATED ABILITIES

- ◆ **President, Full Moon Productions, Inc. (2003 – Current)**
Providing professional marketing communications, project management and event marketing services for a variety of clients in nonprofit, food service and business-to-business categories:
 - American Association of People With Disabilities (AAPD), Washington DC – Newsletter Editor, collateral
 - La Musique de Louisianne Inc./La. Music Hall of Fame, Baton Rouge – Development consulting, media relations support, content for news releases and monthly newsletter
 - Produced and co-presented bid package for *2011 World Police & Fire Games* on behalf of Central Florida's local organizing committee
 - Sponsorship sales, *2004 US Figure Skating National Championships*, Atlanta
 - Daily venue setup management for 5-day *2004 Tour de Georgia* cycling competition
 - Business development projects for 2 event management companies – Ridgeway International and Logical Events and Promotions, Inc. (LEAP)
 - Catering Cajun – site management of catering operation at base camps for 800+ power company workers after Hurricane Katrina (Ocean Springs MS) and Hurricane Rita (Orange, TX)

- ◆ **Public Relations Manager, United Way of Metropolitan Atlanta (1998-2003)**
Contract employee in first two years, hired after hiatus (see below) as full time PR manager in fall 2000. Duties included:
 - Editor of monthly *Connections* internal newsletter
 - "Success Story" collection, writing and editing
 - Generation of press releases, advisories and marketing collateral pieces
 - Member of strategic planning and creative team
 - Management of co-marketing efforts with 200+ grantee organizations



- Photography assignments and production support for major UW events
- ◆ **Project Director, *Spirit of ADA Torch Relay (1999-2000)***
Co-produced a unique 24-city modified torch relay sponsored by Volkswagen that celebrated the 10th anniversary of the Americans with Disabilities Act. Hosted by AAPD and ad hoc local host committees. Key roles included:
 - Recruitment and training of host committees, local nonprofit partners and volunteers
 - Generation of development/operations manual to guide local host efforts
 - Shared day-to-day tour management duties with project partner
 - PR planning and advisory role with sponsor's PR activation
 - Sponsor and partner fulfillment
- ◆ **Marketing Director, *ABL Atlanta Glory women's professional basketball team, 1996-97***
Joined management team recruited to rebuild the Atlanta operation of league-owned team. Managed sponsorships, group ticket marketing, advertising and promotions.
- ◆ **ADA Accessible Motorpool Manager, *1996 Atlanta Centennial Olympic Games***
One of three supervisors tasked with organizing and managing ADA compliance program 24/7 for the Games. Was the only division of the Transportation Dept. to receive a commendation letter from the Atlanta Committee for the Olympic Games (ACOG)
- ◆ **Site Manager, Archery/Cycling, *1996 Atlanta Paralympics Games***
Facilitated asset and management transition with outgoing Olympic staff at Stone Mountain venue; assigned complete venue oversight during the Paralympics. implemented new protocols for access/credentialing for media, athletes, officials and vendors and ensured all assets were returned after completion of games.
- ◆ **Account Manager, *Pelican Management Corp, Baton Rouge, La. (1993-96)***
Account manager for association management and ad agency for three years. Specialized in event services and special projects, including:
 - ***1995 Baton Rouge Culinary Classic*** – Managed charity competition for local chapter of American Culinary Federation with 90+ participants and 1,000+ attendees. Generated all PR materials and created prestigious event program formatted as an elegant “menu.”
 - ***USA Track & Field Junior Olympic National Championships (1993 & 1995)*** - Sponsorship marketing and PR duties for summer



track games and winter cross country nationals included editing and producing event programs and placing feature articles in local print media.

- **Baton Rouge Convention & Visitors Bureau Visitors Guide** – Obtained 5-year turnkey publishing contract for the CVB's primary tourism marketing publication. Managed all aspects of format, design, content, advertising and printing. Senior editor for all features and listings, and wrote much of the content.
- **Better Business Bureau "BBB Book"** - Created "BBB Month" promotion that partnered local BBB with the top-rated TV station. Centerpiece was production of the BBB's first-ever membership directory and consumer guide (*The BBB Book*), which was distributed during BBB month and driven by TV promos. Managed and edited 48-page publication from start to finish.

◆ **Director of Development, US National Hot Air Balloon Championships (1989-92)**

Senior staff role with responsibility for sponsorship marketing, promotions and public relations for annual ten-day national championship event with \$1 million+ budget. PR relevant duties included:

- production and editing of glossy *Official Event Guide* annually
- oversight of all PR and advertising creative and content
- Contributed to ad copywriting, news releases and other communications

◆ **Entertainment Editor, WBRZ TV (1980-86)**

On-air television news reporter for ABC affiliate in Baton Rouge. Wrote and presented a minimum of eight stories weekly, plus special assignments. Also engaged in extensive volunteer community service.

◆ **Other Journalism Experience**

- Regular columnist, *The Advocate* Baton Rouge's daily newspaper (1978-80)
- Regular contributor/columnist, *Gris Gris* regional magazine (1975-78)
- Freelance contributor to various publications 1973-1987

EDUCATION

B.A. Broadcast Journalism, Louisiana State University, 1975

Recognized by *Who's Who in American Colleges and Universities*, active with LSU Marching Band, school newspaper and radio station, drama club and earned honors as chair of student program committees.

Have completed numerous professional training seminars in marketing and public relations.



PROFESSIONAL AFFILIATIONS

Vice President, LSU Alumni Association-Atlanta Chapter (board member since 2001)

Executive Advisory Board, Louisiana Music Hall of Fame (original founder, 1980)

Atlanta Sports Council member

Public Relations Society of America-Atlanta Chapter member

Sales and Marketing Executives International, member 1992-96

Board Member, Greater Baton Rouge Hotel-Motel Association, 1995-96

Founding Board Member, Louisiana Martin Luther King Foundation, Inc. 1992-95



Bill Grant

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Sandy Springs, GA 30350
Bill@BillGrant.com
404.293.4208

Mr. Grant is a committed and dedicated Dunwoody corporate citizen. He is currently the Chairman of the Dunwoody Chamber of Commerce, active on two boards of the City Council and Treasurer of the Spruill Center for the Arts. Mr. Grant and his wife, Peggy, started "Light Up Dunwoody". Mr. Grant has been honored by Sandy Springs as the 2009 Builder of Value. He has been given recognition by the Rotary Club, been an honorary Marshall in the 4th of July parade, adopted the care of 5 islands in Dunwoody some for 20 years, and active in many Dunwoody committees as well as a major supporter in many local charities like Dunwoody Nature Center, Lemonade Days and the new Fall Music Festival. Bill has been a resident of Dunwoody since 1975.

Education: Masters in Marketing from Michigan State University

- 1981-present Owner and President of Bill Grant Custom Homes.
 - Built over 300 homes in the Dunwoody community. These include Stephen's Walk, Spalding Lakes, Brooke Farm, Bailey Estates, Bellewood, Ball Mill, Bradford Place, Alden Point, Fenimore, Boxwood and Old Cobblestone. Bill Grant Homes has also done small commercial construction as well as remodeling both commercial and residential.
- 1975-1981 Chemlawn Corporation – Columbus, Ohio
Senior Vice President and Chief Operating Officer for US and Canada
 - Responsible for their growth from \$12mm to \$280mm.
- 1965-1975 S. C. Johnson & Son, Racine, Wisconsin
Brand Manager for Edge, Raid garden, Jwax automotive.



Yvonne Williams

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Dunwoody, GA 30346
ywilliams@perimetercid.org
770.390.1781

Mrs. Williams is the President and CEO of the Perimeter Community Improvement District ("PCID"). She has an exceptional record of successes in building public/private partnerships to expand financial resources and implement projects that have produced positive changes for communities. A visionary with extensive knowledgeable about Georgia and economic development, she has a particular talent for grasping a project or issue and finding solutions.

During the past 25 years, as a chief executive, she has helped mold downtown revitalization, industrial development and comprehensive economic development strategy and advocacy in various capacities with the Cobb Chamber of Commerce, Athens Area Chamber of Commerce, the Madison-Morgan County Chamber of Commerce, the Americus-Sumter County Chamber of Commerce, the Bristol Tennessee/Virginia Economic Development Partnership and the Georgia Chamber of Commerce.

Most recently, Williams has been the catalyst in forming business/government partnerships to leverage \$500 million in the next five years in major transportation and infrastructure improvements in metro Atlanta's important Perimeter area - one of the largest Class A office markets in the Southeastern United States. Mrs. Williams was selected president of the newly formed DeKalb Perimeter Community Improvement District in 1999. She was appointed president of the joint DeKalb/Fulton PCIDs, which she helped organize, in 2001. Through Mrs. Williams' leadership, this precedent-setting collaborative of the largest urban communities in Georgia is spearheading projects such as the following: \$20 million in intersection and streetscape improvements to improve traffic flow, pedestrian accessibility and attractiveness; \$6.5 million in Livable Centers Initiative grants from the Atlanta Regional Commission to help create "smart growth" live, work and play centers; Advocated for the accelerated construction of a \$32 million Perimeter Center Parkway Flyover Bridge over I-285 to provide alternative access to commuters, residents and shoppers; Championed a unique multi-agency partnership that will result in accelerating the Hammond Half-Diamond Project estimated at nearly \$18 million at least 5 years ahead of schedule.

Recent Appointments:

- Governor's Commission on City of Dunwoody
- Governor Perdue's Congestion Mitigation Task Force
- Regional Atlanta Civic League
- Northside Hospital Foundation



- Board Member Georgia, Chamber of Commerce
- Board Member, Georgians for Better Transportation
- DeKalb Police Alliance – Founding Board Member
- Governor Perdue's Sandy Spring Interim Government Commission
- Congressman Tom Price's Advisory Council Task Force for Transportation and Local Issues
- Sandy Springs Comprehensive Planning Commission
- Governor's Commission on City of Sandy Springs

Mrs. Williams has a bachelor's degree in public relations from the University of Georgia. She is a six-year graduate of the Institute for Organization Management, a graduate of the Economic Development Institute of the University of Oklahoma and was among 120 non-profit executives from throughout the country selected to participate in the Harvard Business School's Strategic Perspectives in Non-Profit Management Program during the summer of 2006.

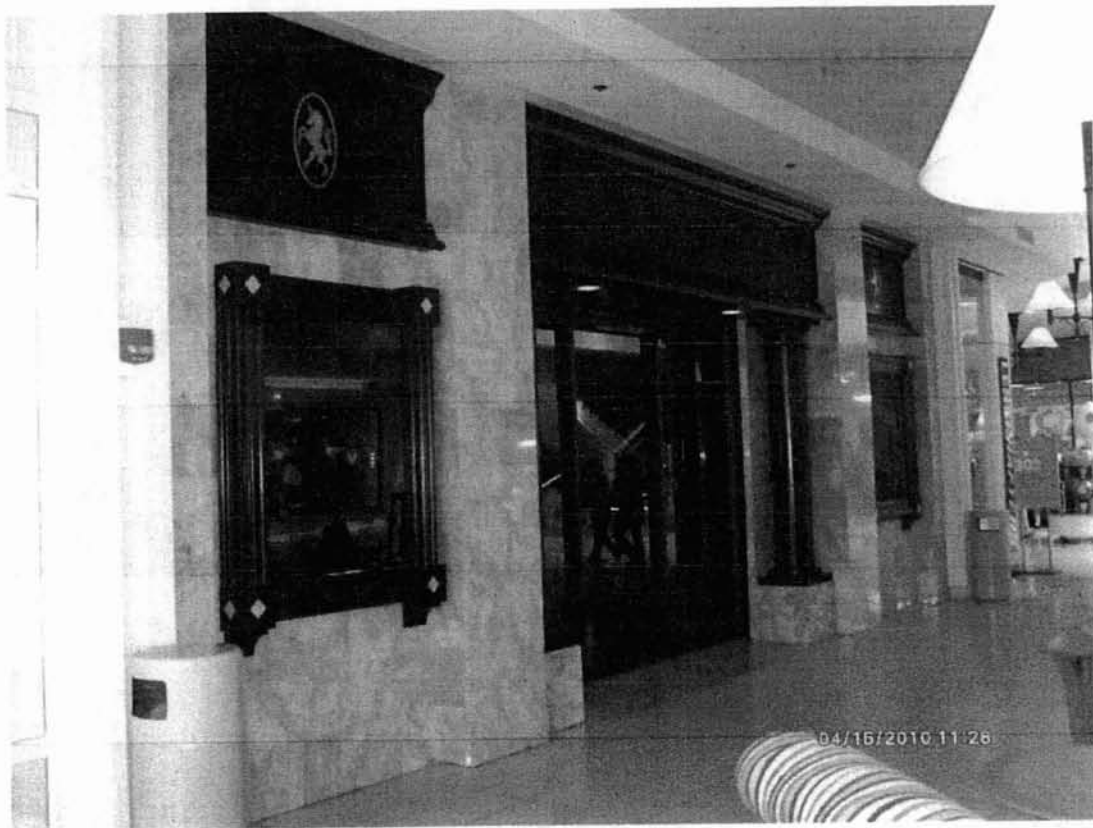
Awards:

- While Cobb Chamber President and CEO, received the "Georgia Chamber of Commerce Certified Executive Award" from Georgia Chamber of Commerce Executive Association
- A nominee for the *Atlanta Woman Magazine* Woman of the Year Award for 2006
- Woman of the Year in 2005 by the Women in Transportation Seminar Atlanta Chapter
- Who's Who in American Business Executives and International Executives
- Selected for Harvard Business School's Strategic Prospective – 2006



Addendum C

Perimeter Mall









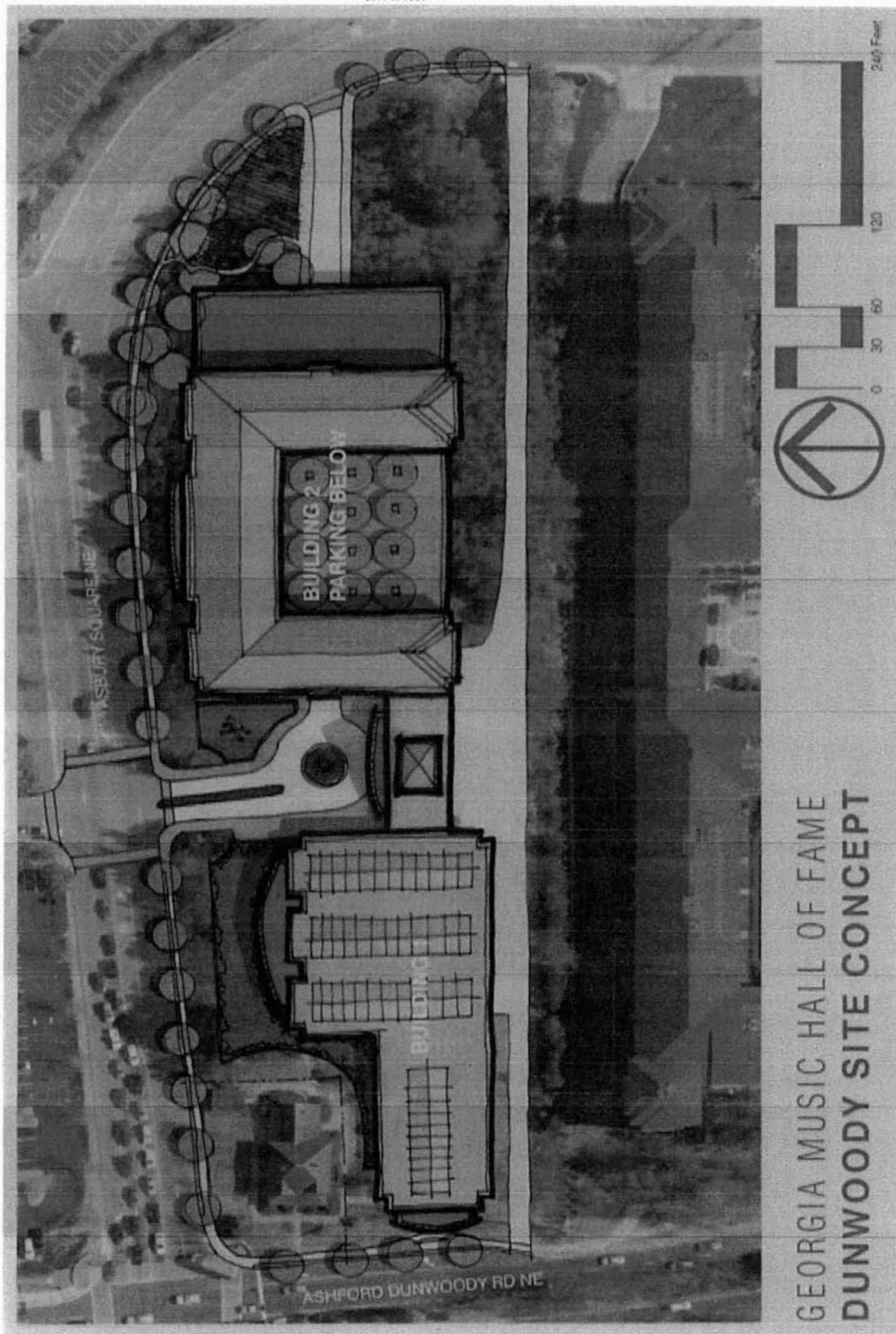
Addendum D

Center for Performing Arts of Dunwoody

Artist Rendering



- The concept illustrates one complex, but two separate buildings with a main connector that also serves as a drop-off/lobby
- Building 1 has a floor plate of approximately 25,800 square feet (per level). This is the site for the Georgia Music Hall of Fame and Exhibit space for the Spruill Center
- Building 2 has a floor plate of approximately 43,200 square feet for the first (potentially ballroom or gallery level) and the upper floors have a floor plate of approximately 28,800 square feet each. A Class A Hotel Could be constructed on this area
- The parking deck is under Building 2 (and peeks out the east side of the site) and can be accessed from the drop off (on the top level of the garage) and from Asbury Square on the lowest level. The deck is approximately 300 feet by 180 feet for +/- 160 spaces per level. The deck can be 4 or potentially 5 levels for a total of 640-800 parking spaces.
- The height of the buildings likely depends upon uses/parking



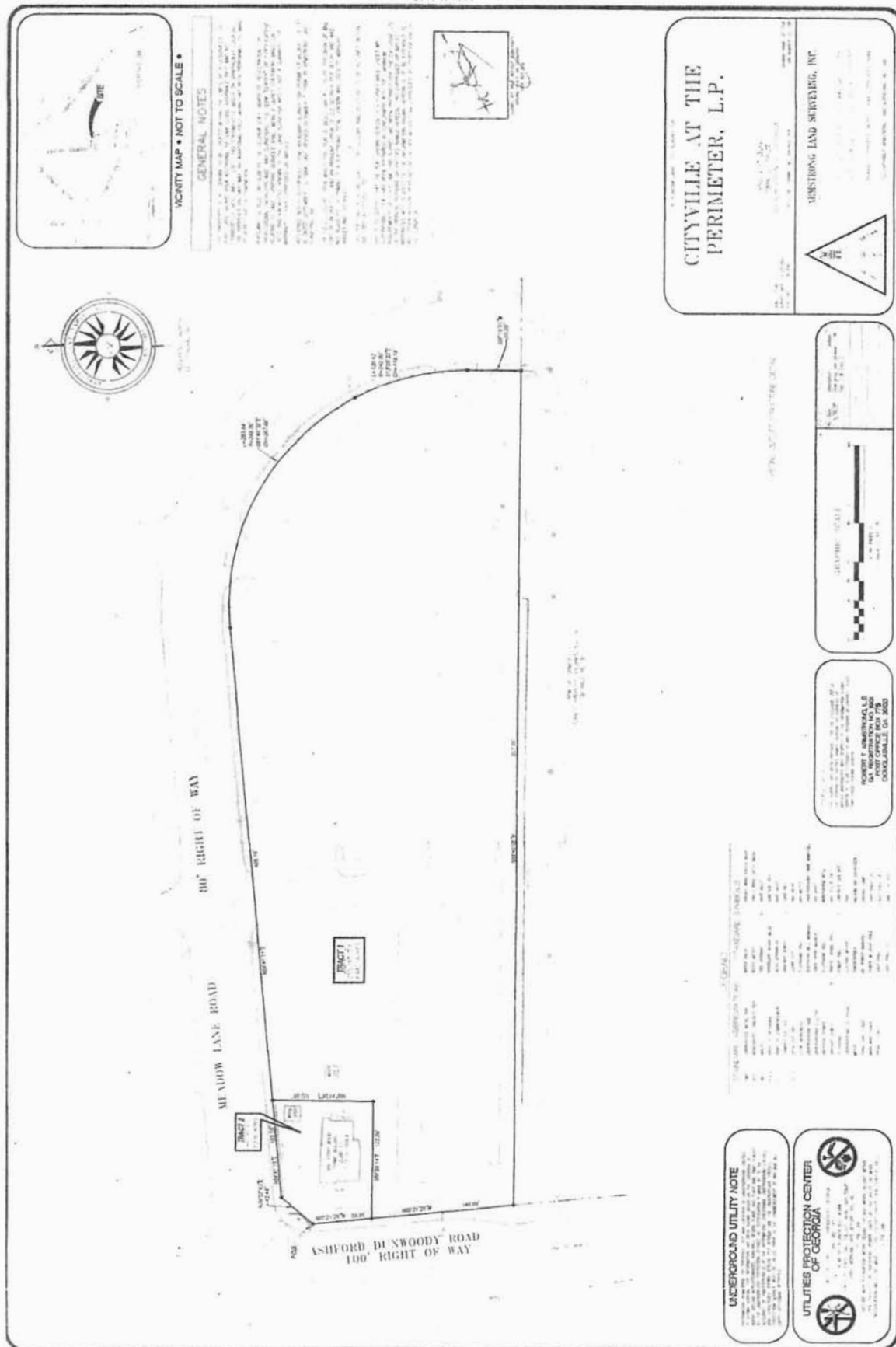


Addendum E

Spruill Center Site Plan

For

The Performing Arts Center of Dunwoody





Addendum F

Atlanta Business Chronicle

Book of List of Metro-Atlanta Attractions



Note: Review Carefully!

In the event of a conflict between previously released information and the information contained herein, the latter shall control.

NOTE: A signed acknowledgment of this addendum (this page) should be attached to your RFP proposal.

The Dunwoody Music Conservancy, Inc.

Proposer Name



Signature

Daniel D. Ross, Chairman

December 10, 2010

Typed Name and Title

Date