

The background of the entire page is a honeycomb pattern. Each hexagon contains a different image: some are solid orange or light beige, while others show close-up, high-magnification photographs of bees, focusing on their heads, eyes, and antennae. The images are in various color schemes, including grayscale and sepia tones.

UTAH REAL ESTATE CHALLENGE

Ivory-Boyer Real Estate Center

Competition
Packet

2019

2019 UREC Coordinators

McCall Longson
mccalllongson@gmail.com

Molly Jones
mollyjoneshomes@gmail.com

Tyson Williamson
tysondwilliamson@gmail.com

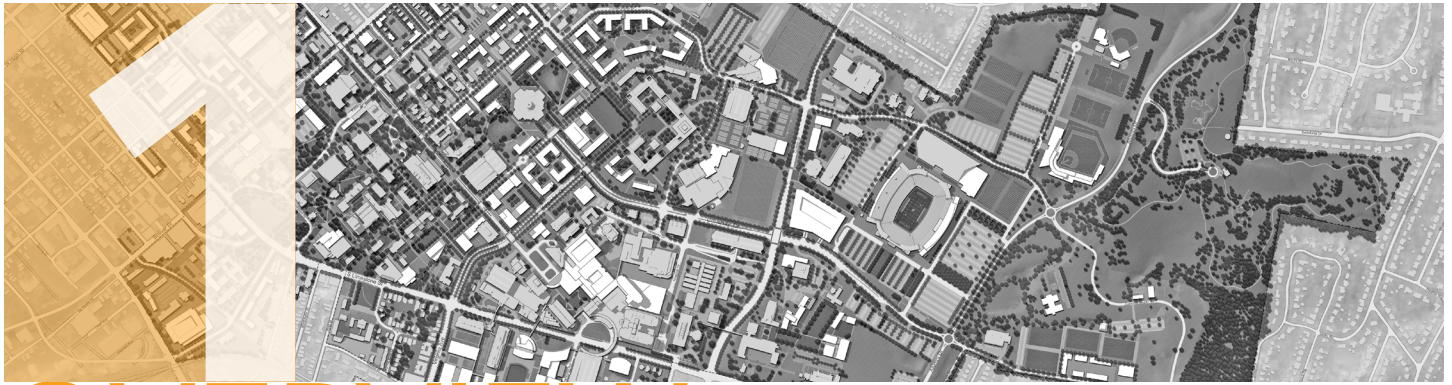
UREC on the web

Official Website for information about UREC:
utahrealestatechallenge.com

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OVERVIEW

OVERVIEW

The Utah Real Estate Challenge (UREC) is an intercollegiate real estate development competition for undergraduate and graduate students throughout the state of Utah. The competition fosters understanding of real estate development by giving students the opportunity to prepare and present a real estate development plan to a panel of expert judges. A grand prize of \$20,000 will be awarded to the student team with the most promising and economically viable Real Estate Development Plan. Second and third prizes are \$10,000 and \$5,000 respectively.

COMPETITION TIMELINE

Registration Opens _____	S - December 1, 2018
Team Registration Deadline _____	Th - January 17, 2019
One Page Summary Deadline _____	M February 4, 2019
Five Page Development Proposal Deadline _____	M - February 18, 2019
First Round Judging _____	Th - February 28, 2019
Finalist Announcement Luncheon _____	Th - February 28, 2019
Development Business Plan Submission Deadline _____	M - April 1, 2019
Final Presentation/Awards Banquet _____	W - April 10, 2019

INFORMATION SESSIONS

The UREC team will hold information sessions at various colleges and university campuses throughout the state. These forums will include a presentation introducing the UREC and answering questions. To schedule an information session at your school, please contact: Deborah.Hansen@Eccles.Utah.edu.

TEAM ELIGIBILITY

Each submitting team must have at least two members and no more than five. Each student is allowed to be on one team only. All team members must be matriculated students at a college or university in the state of Utah. A graduating student may participate if he/she completes all graduation requirements during fall semester. Student standing will be verified by the UREC. Teams may utilize outside mentors, but only registered team members will be eligible for award money. Teams may not pay for any outside services. All project work must be completed by team members. Teams may only present one plan. Successful teams have a strong combination of finance, construction, land planning, and real estate development skills. All participants in the 2019 UREC waive any rights, privileges or ownership of the ideas presented.

PROJECT ELIGIBILITY

In order for the project to be eligible for the UREC, it must meet the following standards:

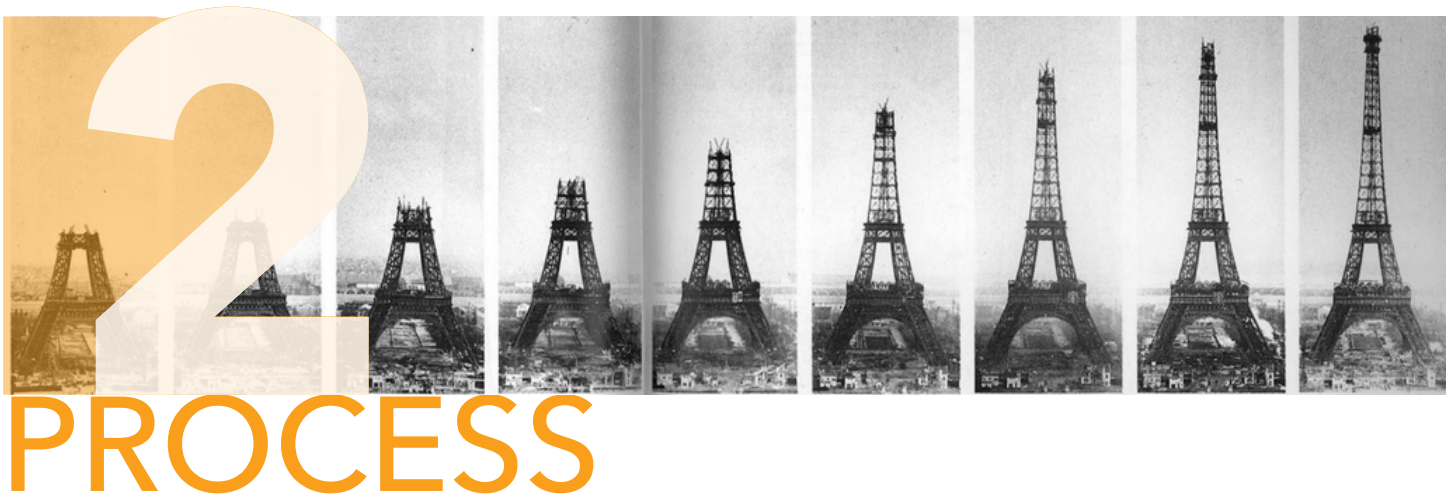
LOCATION: The Proposed Project must be for the development site selected for the competition. The judges have selected the Emporium/Center Block in downtown Logan, Utah as the competition project. The Block is bound on the north by First North, Main Street on the east, Center Street on the south and First West on the west. Please see Exhibit A for a Frame Up of the site.

PROJECT SIZE: The Proposed Project must have a minimum development budget of \$5 million. The cost for the project can include land cost, on- and off-site work, building construction costs, and all soft costs associated with project development.

PROPERTY TYPE: Any legal real estate development proposed must maximize the highest and best use of the site and incorporate innovation and affordability.

ORIGINALITY: The project development plan must be an original plan and/or concept developed by the team. Teams may not use ideas, renderings, models, iterations or any other likeness created by a third party. Plans are allowed to be created as class assignments. Projects submitted to a prior Real Estate Challenge that did not make the finals are eligible, provided an original team member is submitting it. Proprietary information derived from a company or development may not be used to create the project. If a student works for real estate related company, the student must not use company time or company resources when working on the UREC project.





2 PROCESS

THE COMPETITION PROCESS

REGISTRATION

All contestants must register their team before the registration deadline by clicking on the registration link at utahrealestatechallenge.com and completing the required form before 11:59 p.m. on the registration deadline. The team name and team members must be registered by the deadline to be eligible to compete. Only registered winning team members will be awarded prize money.

ONE PAGE SUMMARY:

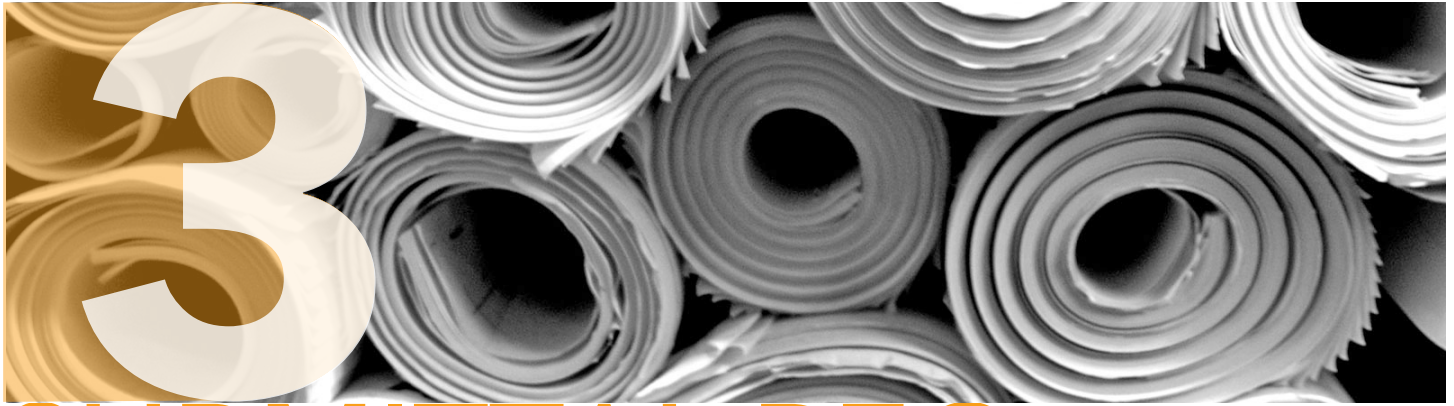
The one-page summary should be a brief overview of the project and may include the total budget amount for the project, proposed use(s), proposed building square footage, gross leasable area, and other information deemed pertinent by the submitting team. The One Page Summary will not be judged, but will be kept as part of the team registration documents.

ROUND ONE: Development Proposal – 5 pages

The Development Proposal is an executive summary which highlights the most important aspects of the proposed development. The summary should identify the highest and best use for the site and provide market support for why the development would succeed. Refer to the Submittal Requirements section for more specific information about the minimum requirements. All submitting teams will be required to give a five-minute presentation to the panel of judges, followed by a two minute Q&A. A printed copy of the Development Proposal will be given to the judging panel as well as projected on the screen. Teams will be assigned a morning presentation time. Team members should be available for the morning presentations as well as the announcement luncheon.

ROUND TWO: Development Business Plan – 25 pages

The three finalist teams must submit a complete Development Business Plan (DBP). It should include why the proposed project is feasible based on market analysis and cost support. Refer to the Submittal Requirements section for more specific information about the minimum requirements. Judging of the Final Round will be based on the criteria set forth under the DBP section as well as an oral presentation. For details regarding judging, refer to the Judging section below. The winning team, as well as second and third place teams, will be announced at the Awards Banquet.



SUBMITTAL REQs.

SUBMITTAL REQUIREMENTS

MINIMUM STANDARDS FOR DEVELOPMENT PROPOSAL

The Development Proposal may not have more than five pages plus a cover page. A penalty of 10% will be applied for submittals over this limit. Proposals may include site plans, elevation plans, maps, financial and market information. The following requirements must be adhered:

- The front cover page must identify the Team Name. No names or identity or school of any team members should be on the front cover page or anywhere in the Development Proposal.
- Font size must be legible. For your information: proposals will be printed, three hole punched and placed in a binder by the UREC administrative committee for the judges to review when the judging panel meets to select the three finalist teams. It is in a team's best interest to format proposals so they are easy to understand.
- The submittal of the Development Proposal must be in PDF format.

Teams must submit the Development Proposal in a PDF format on the UREC website before 11:59 p.m. MST on the submission deadline.

SUMMARY OF SALIENT FACTS

This section is to be a brief overview of the project and may include the total budget amount for the project, proposed use(s), proposed building square footage, gross leasable area, land to GLA ratio, land to building footprint ratio, current and/or proposed zoning, and other information deemed pertinent by the submitting team.



DEAL ECONOMICS

This section may include a development budget for the project with a breakdown of all the development costs. The budget may include land cost, site work (both on and off), hard construction costs and soft costs. Development proposals may also include details of the projected income and expenses and other pertinent factors. Contestants should include an operating pro-forma that outlines projected revenues, operating and management expenses, net operating income, debt service, and net cash flow for the project.

PROPERTY DESCRIPTION

The Property Description section describes the scope of the project. It may include an area map, site plan of the development, schematic drawing of the floor plan of the proposed building(s), schematic drawing of the elevation of the project, along with any other exhibits the contestants feel are necessary to help the judges understand the project.

FEASIBILITY STUDY

This section may support feasibility of the proposed project in the marketplace, and may include why it will be successful. Use market data and comparables, show demand for proposed uses, support for projected income, rational for estimated costs, and provide an explanation for land planning and overall use of the property.

PRESENTATION

All submitting teams will be required to give a five-minute presentation to the panel of judges, followed by a two-minute Q&A. The Development Proposal plan will be printed for the judging panel. Please note that teams will be assigned a morning presentation time. Team members should be available for the morning presentations as well as the announcement luncheon.

POSTER

Each team is required to bring one poster showcasing their Development Proposal. This poster will be on display during the Finalist Announcement Event, during which teams will meet and network with judges, other contestants, and industry professionals. Posters must be professionally printed and mounted. The suggested size is 24" x 36". Posters will not be displayed during the presentation to the judges.

MINIMUM STANDARDS FOR DEVELOPMENT BUSINESS PLAN

THE PACKAGE

Each finalist team is required to submit a Development Business Plan (DBP). The DBP contains the same general categories as the Development Proposal, but requires thorough support for the assumptions and postulations outlined in the Development Proposal. For example, the DBP would include a detailed discounted cash flow (DCF) analysis, including absorption and inflation projections. The DBP will count as 90% of the final score.

The **DBP** is limited to 25 pages, including exhibits. Detailed items could include detailed comparable market rent studies to show support for projected income, cost analysis report coinciding with the cost budget, additional feasibility to demonstrate market demand for the proposed use(s) within the project, more detailed site plans and drawings, etc.

Specific additional requirements will be given to each of the finalist teams at the time they are chosen to compete in the final round. The website will also have updates and information.

Teams must submit the Development Proposal in a PDF format on the UREC website before 11:59 p.m. MST on the submission deadline.

FINAL PRESENTATION

The three finalist teams will be required to prepare a professionally printed and mounted poster display (24" x 36") and a final presentation for the Final Presentation/Awards Banquet. Each team must provide professional slides (PowerPoint, Prezi, videos, and other approved media) on a laptop for the presentation. A projector and screens will be provided by the UREC, and each team will be given 10 minutes to present the project in person to the judges and audience. There will then be five minutes for question and answers by the judges.

“There's as much risk in doing nothing as in doing something.”

= Trammell Crowe





JUDGING

JUDGING

Three finalist teams will be selected to move on to the Final Round. Judging criteria was developed by real estate professionals from the community and is indicative of the emphasis that investors place on real estate investment opportunities. Overall selection of winners is based on the viability and likely success of the proposed project.

JUDGING PANEL

The judging panel consists of 12 members, including industry professionals such as: real estate developers, mortgage bankers, contractors, real estate brokers, etc. All judges have real estate industry experience. The development proposal judging panel will meet together to judge all development proposal submissions and select the three finalists. All teams will receive valuable feedback from the judging panel.

The three finalists will be announced following the judging panel's decision at the Finalist Announcement Event. This event will provide an opportunity for students to meet the judges and network with other contestants and industry professionals. Each team will be responsible to bring one poster showcasing their development proposal. This poster will be displayed at the event following the finalist team's announcement.

Prior to the Final Presentations and Awards Banquet, the judges will review and score the Development Business Plan. 90% of the final score is based on the written proposal with the remaining 10% being evaluated on the final presentation as voted by the audience.

Decisions of the judging panels will be final and not subject to appeal. Judges must not be affiliated with, or involved in the preparation or funding of any participating team.



AWARDS

Prize money will only be awarded to registered team members of the winning team. The award breakdown is as follows:

GRAND PRIZE **\$20,000** | SECOND PLACE **\$10,000** | THIRD PLACE **\$5,000**

Novelty checks will be awarded at the Awards Banquet. Prize money will be equally divided among each registered team member and cannot be given to anyone not registered as a team member. Please note that it may take up to 180 days for the prize money to arrive.

The judges will use the following criteria in scoring the developmental proposals:

Land use and design | Pro forma logic, assumptions and feasibility | Quality of Presentation

“ Real estate cannot be lost or stolen .
nor can it be carried away. Purchased
with common sense . paid for in full .
and managed with reasonable care . it is
about the safest investment in the world.” ”

= Franklin D. Roosevelt



RESOURCES

THE CHALLENGE WEBSITE

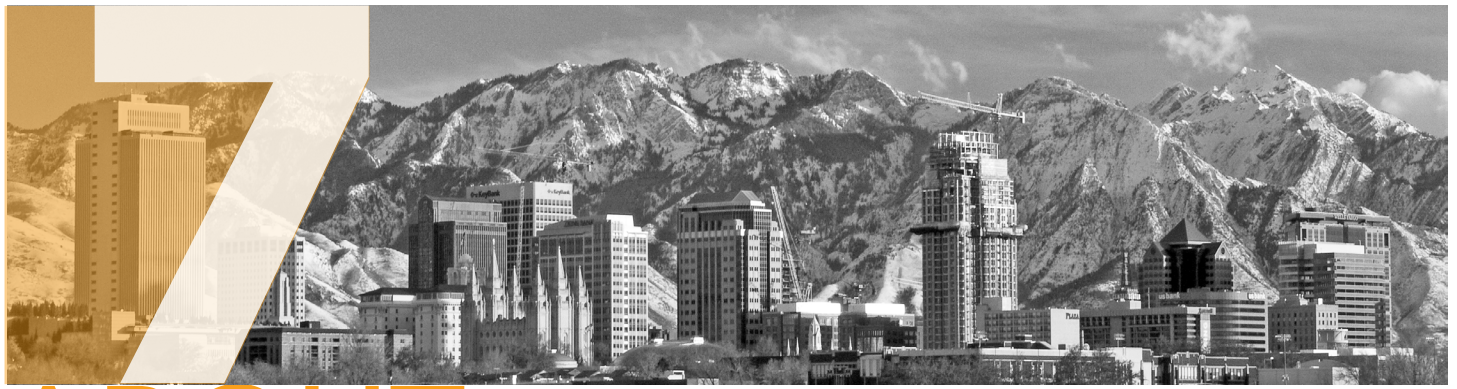
Students who register for the competition may utilize educational forums and other resources to aid in the creation and implementation of their Real Estate Development Plan. UREC will provide important reminders of upcoming events, forums, key submission deadlines and judges' decisions through email and the UREC website. Challenge participants are automatically subscribed upon registration.

MENTORS

Teams may choose their own mentors or ask the UREC committee to assign a mentor. Mentors should be selected for their experience in a variety of areas, including: development, construction, legal, land planning, leasing, financing etc. Mentors are people who have successfully developed, financed, planned or been a significant part of the development process and completed many real estate development projects. Mentors are not involved in the judging of the competition and the use of mentors by UREC participants, while encouraged, is optional. Mentors aid teams by:

- Providing focus and identifying strengths/weaknesses
- Discussing development strategies, land planning, highest and best use, etc.
- Offering a resource for market information on costs and income
- Helping find technical expertise and advice on pro-formas and site planning issues
- Offering suggestions to improve the deliverables
- Suggesting contacts and resources

Executive Mentors are available to prepare finalist teams for the Round Two Development Business Plan and the Final Oral Presentation. On request, teams will be matched with mentors by related field. Executive Mentors are industry veterans and offer expert advice to finalist teams.



ABOUT

ABOUT THE UREC

Made possible by generous support from sponsors, mentors, judges and faculty members of participating schools, the UREC began in 2007 and welcomes all educational institutions throughout the state of Utah. The UREC is administered by a committee comprising the director of the Ivory-Boyer Real Estate Center, volunteer members of the real estate community, and graduate assistants in the Master of Real Estate Development program at the University of Utah. The administrative committee manages the following functions for the UREC:

- UREC Outreach
- Event Planning
- Sponsor Relations
- Judge Coordination
- Mentor Recruitment
- Public Relations
- Marketing



“The major fortunes in America have been made in land.”

- John D. Rockefeller

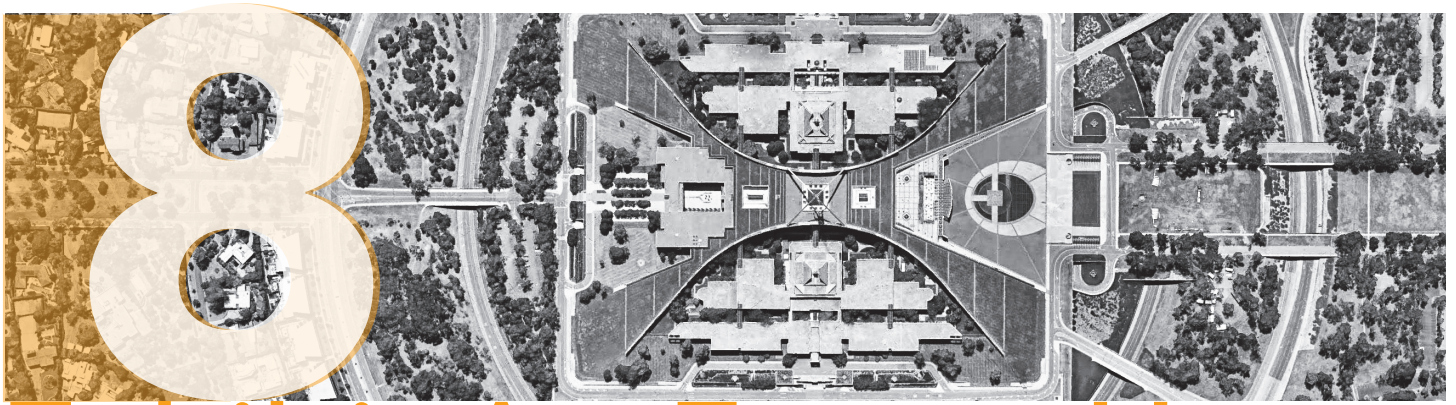


Exhibit A - Frame Up

EXHIBIT A - FRAME UP

SITE FOR THE 2019 UREC STUDENT COMPETITION

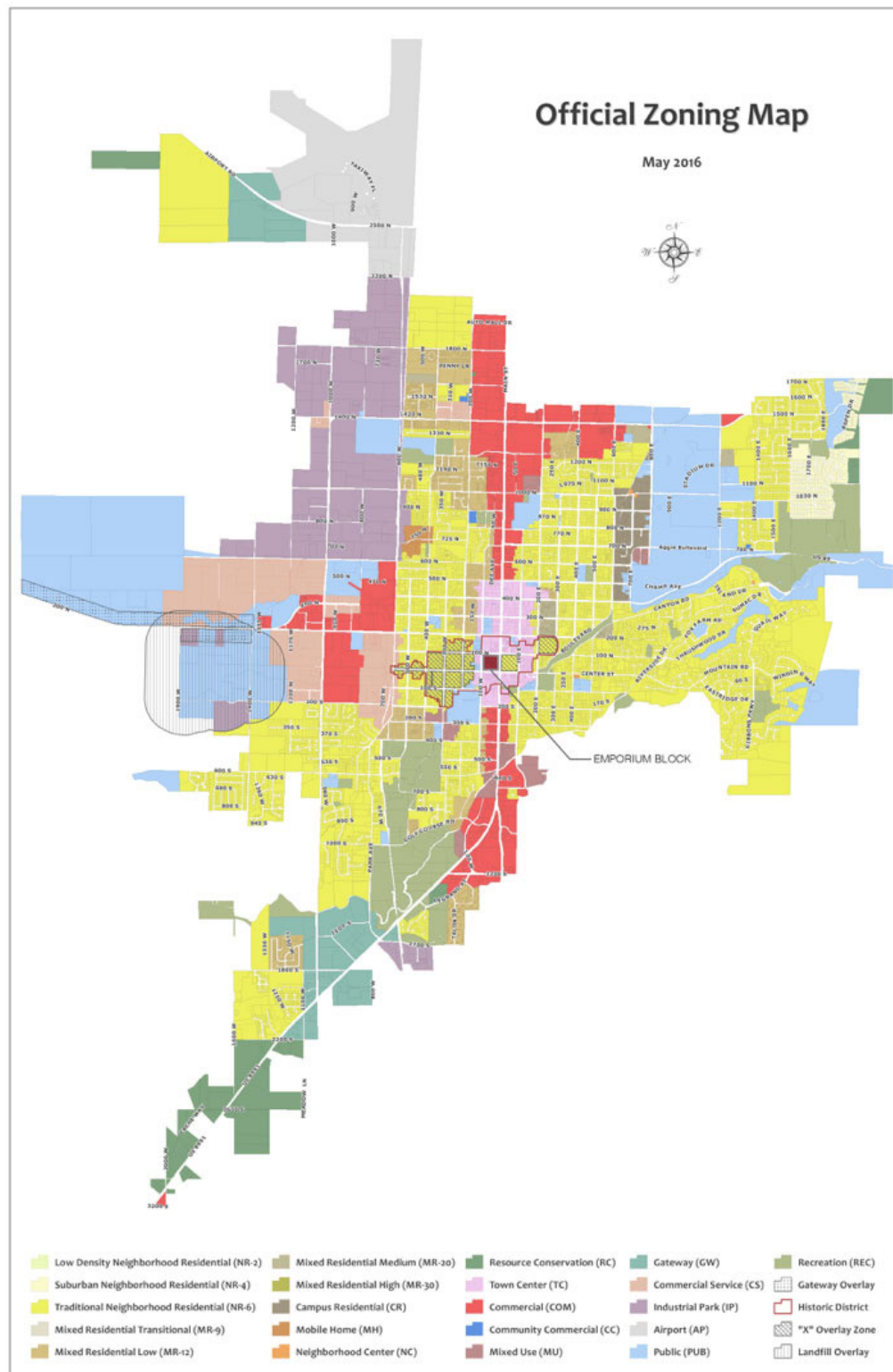
The goal of the UREC Challenge is to bring design together with business and real estate methods and principles to reveal how development can better suit the needs of the Utah market. Utah is a diverse economy with a unique demographic composition and a distribution of population in communities, diverse in size and geographic location. Each geography faces unique real estate development challenges. By engaging in varied locations in this state the interest in UREC grows and diversifies and the lessons expand the scope of student and industry awareness.

There is a national/global challenge to urbanize our populations by providing conditions that stimulate positive social impact. Mixed use, live work, affordable housing, the changing face of retail environments and open space systems must be conceived and built to reach all geographies and scales of community. This challenge is universal and very pertinent in all corners of the state of Utah.

Holly Daines, mayor of Logan, Utah and her staff, generously offer a critical site in downtown Logan that will be the focal point of this year's UREC competition. Their support comes in the form of access to information from their economic development and planning departments and political insights from city council and the planning commission. The chosen site for this year's competition is the **Emporium/Center Block**, at the center of the downtown and across from the LDS Tabernacle. This block is bounded on the north by First North, Main street on the East, Center Street on the south and First West on the west.

ZONING AND SITE CONTEXT

Logan's downtown is the center of its civic life. The zoning map reflects the zoning designations which overlay the site of the Emporium Block. These districts include the following designations; Historic District, Public (parking at the center of the block), and the Town Center designations. Visit the City's General plan for more details.



DOWNTOWN DISTRICTS

From discussions within various city departments and as a result of recent studies to locate a new library the City is beginning to view the core of the downtown to be comprised of three districts 1) The Civic/Administrative District to the north, 2) The Retail/Commercial District (anchored by the Emporium/Center Block), and 3) The Cultural District to the south. While these districts carry no special administrative or zoning classification they suggest development programs and use orientations that will help the downtown establish a diversified yet cohesive identity.



EMPORIUM BLOCK

The competition site, the approximately 3-acre Emporium Block, is located in the Retail/Commercial District. This City-owned land includes the Emporium Building and adjacent buildings (to be torn down), an interior surface parking lot, and a portion of ownership fronting 100 West.



Through an RFQ process Logan City has selected Cowboy Partners to develop the Emporium Block. Cowboy Partners, working with the City, has conducted considerable public outreach, including sessions with several key stakeholder groups, as part of the process of creating a development concept for the Emporium Block. Cowboy Partners has generously agreed to make the input from those sessions available for competition teams. UREC competition teams are specifically precluded from stakeholder (adjoining property owners, community and neighborhood groups, civic organizations, etc.) contact during this process.

URBAN DESIGN, BUILDING AND STREETSCAPE DESIGN ISSUES

The City's objectives for the site include development and investment that will be a catalyst for further investment and economic development in downtown and creating a node of activity that extends the day and is a public gathering place that enlivens Main Street.

Given these objectives mixed-use development appears to be an obvious strategy. Ground level retail and commercial uses are desirable with specific concern for the viability of retail. With this in mind, a tall first floor (approximately 15-foot height) is called for with subsequent floor heights for residential or office use considered at approximately 10 feet.

Building heights on the competition site should top off at a maximum of five floors, or 55 feet including building parapets along any street frontage. However, a step-up to 80 feet, using a height transition standard equal to one foot vertical for two feet horizontal is allowed. Mechanical equipment and accommodation for rooftop equipment should be screened and/or sensitively presented.

Structural bays and building modulation should respect the existing historic architecture of the block.

Ground level fenestration should emphasize transparency with maximum access while acknowledging the proposed ground floor uses.

The rooftops of the buildings should be considered a design opportunity given the extraordinary views of Bear River Range to the east and the Wellsvilles to the west.

Streetscape design and pedestrian friendly approaches to all site areas, including the block interior, are all part of the competition site and goals for the City and the end users. The interior of the block is currently used primarily for surface parking that supports the surrounding uses and includes approximately 220 stalls. Any development plan for the block must preserve that same number of convenient public parking stalls at no cost to the adjoining land owners as well as accommodating the added parking demand from new development. Additionally the plan needs to consider the impact of construction on adjoining property owners on-going business. The convenient, secure, and sensitive design of surface and structured parking are part of the competition goals.

A successful development plan for the Emporium Block will also include specific consideration as to how to accomplish the development without disrupting the business activity of adjoining and neighboring properties.

FINANCIAL ANALYSIS ISSUES

Specifics about size and scope of the proposal are as follows:

1. Development / Redevelopment Proposal should have a minimum development budget of \$5,000,000. The cost for the project can include land cost, on- and off-site work, building construction costs, and all soft costs associated with project development.
2. Proposal must maximize highest and best use of the site. Remember, highest and best use components are:
 - a. Legally Permissible
 - b. Physically Possible
 - c. Financially Feasible
 - d. Maximally Productive
3. Participants should specifically point out what they are willing to pay for the acquisition of the site in order to meet borrower and investor expected returns.

PARCEL MAP

