

MEMORANDUM

TO: Alice Dreger

FROM: Harbor Bay & The Ballein Family

RE: Center City District Project

DATE: May 13, 2017

Dear Alice,

Thank you for reaching out to the Harbor Bay team, myself, and the Ballein Family in regard to our local business and community endorsement list for the Center City District development. As a member of the East Lansing community, we recognize the passion you have for the City of East Lansing. We too have passion. We have a company-wide passion to build superior, enriched communities by way of well-developed, well-positioned, well-managed real estate. Harbor Bay, and its family affiliates, date back to 1856. The Ballein Family's business, SBS, dates back to 1960. Our respective companies have had success based on **innovation, honesty, and a commitment toward excellence**. As a developer, we understand the uncertainty and anxiety that can come by taking a bold step toward progress. We would like to reaffirm our intentions and personally assure you that our goal for the Center City District project is to design, engineer, develop and construct a dynamic, mixed-use project that will become a timeless asset for the East Lansing community.

Our continued interest in investing in the East Lansing community is based on a commitment to further enrich East Lansing's downtown core, by means of nationally accepted, urban design principles, which collectively, create a vibrant, pedestrian environment. In order to accomplish this objective, we have been investing and working tirelessly for over 5 years with city staff, local businesses, the community and decision makers throughout this long-running process. The endorsements we procured are those of property and business owners and the community at large. In viewing the group, you will notice that many voicing their support for this initiative are those of longstanding businesses – staples of East Lansing's economic infrastructure.

In our conversations with local business owners, the message that remains most consistent is the need to stimulate economic growth, while also being respectful and cognizant of construction disruption. We passionately believe that the Center City District will be a catalyst for business growth and recruiting elite talent. This will support current businesses, as well as attract new businesses.

We encourage continued discussion regarding the Center City District development as well as the organizations involved in the project. We welcome a transparent process. Through civil conversation and proper representation of perspectives and facts, we aim to earn the trust of the community through transparency, collaboration and integrity. We'd like to remind you that we presented letters of recommendation from other communities, in which we have earned their trust by means of hard work and sound execution.

Above all, our organizations are rooted by the single most important thing in life – honesty. As a new father of an 18-month old son, there is no greater lesson that a person must learn than an unwavering commitment to honesty. We have been honest in every project we have ever worked on as a company, including the Center City District Project. Our honesty as a company and as individuals is unwavering, period.

In summary, we applaud your passion and enthusiasm. East Lansing possesses a deep heritage of tradition and community riches. We are confident that the Center City District project will add to those riches, while also opening the doors for new ventures and economic growth. By working together, we will develop a community asset that accentuates the region’s diverse set of standards, goals and direction.

Respectively and sincerely,

A handwritten signature in black ink, appearing to read "M. J. Bell". The signature is fluid and cursive, with the first letters of each name being capitalized and prominent.

Mark J. Bell
Chief Executive Officer
Harbor Bay Real Estate Advisors
mark@harbor-bay.com

Cc: Brad Ballein
Greg Ballein
James Litwin
City of East Lansing Staff
City of East Lansing City Councilors