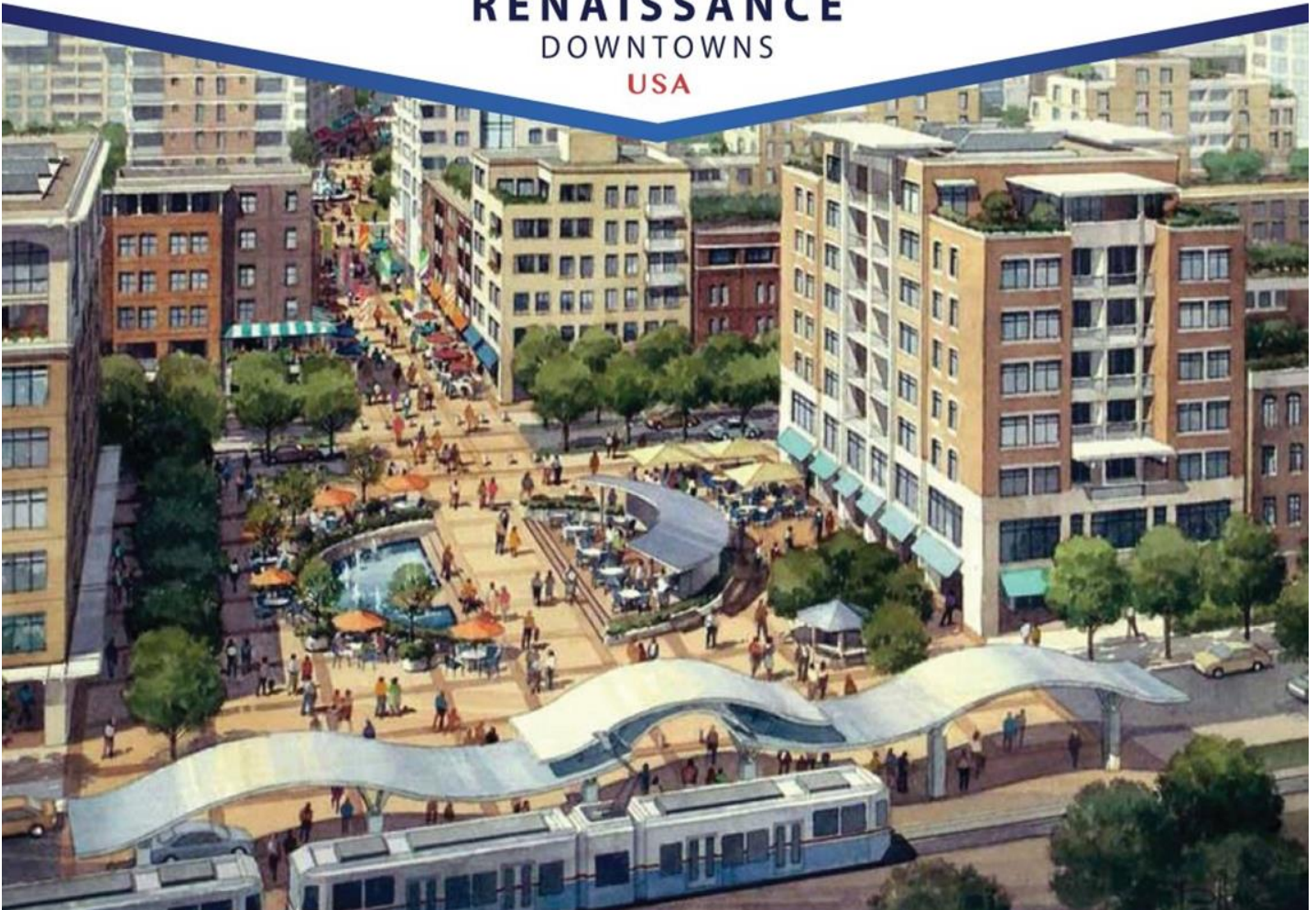




RENAISSANCE
DOWNTOWNS
USA



IMPACT REAL ESTATE DEVELOPMENT

**At RDUSA we believe that it often takes
Respectful Disruption to bring about *Positive Change***

OUR SOCIAL IMPACT PURSUIT

Our MISSION

To create healthy, vibrant, and sustainable communities for people from all walks of life while adhering to our Triple-Bottom-Line principles of social, environmental and economic responsibilities.

Our VISION

To collaborate with Community Stakeholders and Municipalities to co-create Equitable Transit-Oriented Development in order to maximize Social Returns on Investment.

Our VALUES

Center around the belief that “If You Do Good, You’ll Do Well” and are embedded in the DNA of every member of Team **RDUSA**.

ABOUT US

In 2008, Donald Monti had an epiphany to create a **Triple Bottom Line** development model based on **Social, Environmental and Economic Responsibility**. This vision resulted in the creation of Renaissance Downtowns, an East Coast Based Company committed to **Social Impact Investment**. In an effort to amplify this vision, in January 2018, Don created Renaissance Downtowns **USA (RDUSA)**, a National Real Estate Development Company with offices in New York and California, specializing in the co-creation of **Urban Nodes in Suburbia (UNiS)**. As a self-proclaimed recovered developer, Don promises that he will never return back to the development days of **Suburban Sprawl**. He brings over 35 years of diverse experience covering all aspects of the real estate spectrum with the Company’s sole focus now centered around **Equitable Transit-Oriented Development (ETOD)** alongside a commitment for **Social Returns on Investment (SROI)**.

In today’s world, the one thing that is certain is ‘uncertainty.’ That being said, one cannot remain stagnant as a result of no identified post-covid path forward having yet been established. The upheaval of the retail industry that has occurred in recent years, along with the unknowns that currently exist around the commercial office sector, and the hospitality industry, is something that will likely result in a new paradigm in the months and years ahead. What can be relied upon in perpetuity, is that people will always need a place to live. It is for that reason that the residential asset class will remain strong and actually gain strength. This resilience within the residential marketplace, is likely to result in new and innovative building typologies that will address the potential for an expanding, as well as permanent remote workforce. Building upon the continued strength of the residential asset class, enables **RDUSA** to aggressively address the **Housing Crisis** that exists today in this country.

The residential housing market falls into three categories; the **Upper-Market Segment**- which encompasses approximately 15% of overall demand, the **Middle-Market Segment**, which represents approximately 70% of overall demand and the **Below-Market Segment**- which encompasses approximately 15% of overall demand. This middle market represents the opportunity to provide **Attainable Housing** for America's challenged and disappearing middle class. (an endangered species) At **RDUSA** we have made the conscious decision to be at the forefront of providing housing for all, with creative and innovative solutions that include appropriately sized dwelling units and a plethora of physical and social design reforms, addressing the **New Norm**.

In addition to the aforementioned **Housing Crisis**, the current mobilization against systemic racism and inequality across the country, exacerbates the need to address widening socio-economic disparities, particularly in locations where disproportionate health and economic concerns are present. Never has there been a time like the present for addressing these social and economic challenges that threaten the well-being of our entire society. This problem is not going away by itself, and has finally reached the boiling point that mandates a sustainable solution. **Talking the Talk** has been exhausted! It's time to start **Walking the Walk**. Until we meaningfully address the fact that critical problems require structural solutions, we will continue this downward spiral into the foreseeable future. For us to create the type of diverse, judgement-free zones that focus on economic and health resilience in these disinvested communities, we must stop kicking the can down the road waiting for the next episode to occur. The time to unite and co-create these sustainable solutions is now. Surround yourself with people who motivate and inspire you. History has proven that **Responsible Change Presents a Real Opportunity to do Things Better**.

RDUSA's holistic and comprehensive approach to social impact real estate development provides structural solutions that are uniquely tailored to communities with the highest need. Many would say, **Easier said than Done**, but at **RDUSA**, we believe that it is **Easier to Do than to Say** since history has demonstrated that **Where There is a Will, There is a Way**. This imperative mission should not, and will not, be deterred by political discord-- **silence is not an option. Every Person of Conscience Should Stand Up for the Basic Rights of Humanity**.

RDUSA has believed for several years that the **Urbanization of Suburbia** is where both present and future demand will emanate from. Our beliefs are further strengthened by what has occurred recently. Prior to this crisis, large to mid-size Cities have experienced difficulties that have driven people and businesses to the brink of relocation. The primary cause for this shift is economics. These Cities have simply become too expensive for America's **Disappearing Middle-Class**, which represents over 70% of our nation's population. In addition, most major Cities are built out to the point where any significant changes become more challenging than those areas that have the ability to recreate and reinvent themselves to adapt to the **New Norm**. In other words, it's easier and more cost-effective to build new product in **UNiS**, than to revise cities that have been fully built-out over the years. Imagine the opportunity that exists to create entirely new architectural and engineering typologies that have built-in design solutions that cannot be replicated in renovated buildings.

According to the Urban Land Institute (ULI) 2050 Study, it is estimated that 85% of all redevelopment in this country will occur as a result of the urbanization of suburbia (**UNiS**) between now and 2050.

What is most attractive about this is that most of the redevelopment of these Suburban Downtowns will occur in the form of new construction. This offers each and every Municipality the opportunity to address their critical problems with creative and exciting structural solutions, while designing and building to a **New Norm**.

RDUSA and its Partners have been selected as Master Developer for several **UNiS** Redevelopment Opportunities. We believe that our business model has reached the threshold of significant expansion and growth potential. The parameters that explain our Vision and Mission are reiterated throughout this document, along with the investment opportunities and requirements for achieving these goals. In short, **RDUSA**'s charge is to co-create healthy, vibrant, and sustainable communities for people from all walks of life while adhering to social, environmental and economic responsibilities – our commitment to the **Triple-Bottom-Line**≡.

We have made the conscious decision that the most important element for the formation of a Sustainable Socially-Driven Development Partnership is the **Alignment of Mutual Values**. We are seeking both **Purpose-Driven Investors** and **Socially-Driven Vertical Impact Development Partners** who believe in our **Mission, Vision and Values**, where the focus is on Social Return on Investment (SROI) alongside Responsible Financial Returns on Investment (ROI). We need to collectively co-create a Conscious Capital Strategy and Culture whereby both financial and social goals can complement one another. This must be demonstrated by emphasizing the importance of supporting the well-being of both, **Investors and Community Stakeholders** alike. The whole premise behind our business philosophy is to create a **Win-Win for all**. We are firm believers that **When you do Good, you'll do Well**.

Many of the world's largest Socially Responsible Companies, Foundations and Funding Sources are already contributing substantial amounts towards Social Impact Investment Strategies. Now, more than ever, is the time for **RDUSA** to aggressively explore the expansion of our **Social Impact Pursuits** by aligning our Core Values with like-minded Investors. These are the guiding principles from which we cannot, and will not, deviate. The opportunity exists to help rebuild and reshape our Country in a time of desperate need. The contents of our **Social Impact Pursuit** reflect not only the problems that we are all aware of, but also the solutions that we are so desperately seeking.

This support of well-being, also extends to the health characteristics associated with **Climate-Smart Redevelopment Initiatives**. At **RDUSA**, we are committed to co-creating sustainable built environments that contribute to the reduction of greenhouse gas emissions and carbon footprints, as well as, protection and preservation of water.

Adherence to these characteristics represents the necessary building blocks serving as the foundation of a healthy community. A fine-grained network of streets, trails and parks increases physical activity. Supportive retail such as grocery stores, farmers markets, rooftop agriculture and community gardens enhance access to healthy foods. Quality Urban Environments help reduce absenteeism at work and school and foster an overall sense of well-being. And with robust external connections these positive impacts can spill over to improve the quality of life in surrounding

communities. We must adhere to the principles of a **Green Economy**, and act to implement these now or pay the price later.

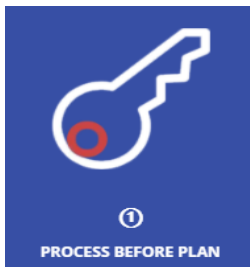
IMPACT DEVELOPMENT METHODOLOGY

Our proven Impact Development Methodology incorporates a series of well-thought out and proven strategies, imperative for transformative redevelopment to occur. These strategies are illustrated below in an order that is almost assured to bring about an alignment amongst the Municipalities, its Community Stakeholders, and **RDUSA** as its Master Developer.

Our philosophy is that for an ecosystem to be sustainable, all species must be included. This is exemplified in our **Triple-Bottom-Line** ≡ commitment to develop socially, environmentally, and economically sustainable communities. Our Core Revitalization Methodology is custom-tailored around this philosophy and vision for the co-creation of **Equitable Transit-Oriented Communities in Suburban Downtowns**. This methodical approach ensures that redevelopment of Suburban Downtowns serves as the catalyst for future, sustainable growth.

RDUSA has pioneered community-driven economic development of **UNiS** while staying true to the **Triple-Bottom-Line** ≡. Outlined below is our proven Eight-Step methodology, that when followed in partnership with Municipalities and Community Stakeholders, is assured to bring about a holistic, comprehensive, and synergistic result.

THE STARTING GATE... PROCESS BEFORE PLAN



The economic development and revitalization of Suburban Downtowns through the co-creation of a shared development vision must begin with a partnership between the MUNICIPALITY, COMMUNITY STAKEHOLDERS and MASTER DEVELOPER, and a commitment to place **PROCESS Before PLAN**. All too often, the unveiling of a Plan prior to the introduction of the Process leads to community opposition that can result in the premature derailment of even a well-conceived project. Conversely, the PROCESS Before PLAN approach enables a Community, including private property owners, to participate in the vital role of co-authorship through their early involvement in the Process which results in the co-creation of the Plan.

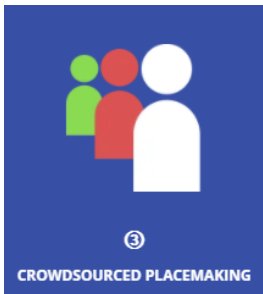
PROCESS Before PLAN allows for the return of the “Art of Listening” which is essential to our **Triple-Bottom-Line** ≡ development approach. By making a commitment to a PROCESS Before PLAN approach and selecting a Master Developer with the unique qualifications and experience to lead a collaborative and holistic process, Municipalities expedite the implementation of comprehensive downtown revitalization that is economically viable, vibrant, and pedestrian-friendly.

ROUND 2... SELECTION OF A MASTER DEVELOPER



The economic development and revitalization of Suburban Downtowns can only succeed if done in a holistic and comprehensive manner. An infill development approach has not, and will not, work to produce transformative suburban downtown economic development and revitalization. Infill development may work in major Gateway Cities since those are normally the only opportunities that exist for development in built-out urban centers. It's impossible to think of re-inventing cities like New York, Los Angeles and Chicago. However, what is needed in many suburban downtown communities is total reactivation of a central business district in order to create a walkable, pedestrian-friendly environment where people can **Live, Work, Shop, Learn and Play**. This transformation can only be accomplished in a responsible manner and timeframe under the auspices of a Master Developer, such as **RDUSA**, working collaboratively to co-author and implement a shared development vision with the Community Stakeholders and the Municipality.

ROUND 3... CROWDSOURCED PLACEMAKING (CSPM)- OUR "SECRET SAUCE"



RDUSA's key asset is 'Crowdsourced Placemaking' (CSPM), a grassroots, bottom-up program for Community Engagement. The resulting pride of authorship generated through the CSPM process enables Community Stakeholders to be involved from the outset leading to unprecedented public support which converts into increased **Political Will**. Shortly after a Municipality designates **RDUSA** as the Master Developer, we initiate the program by opening a local Community Engagement Office staffed by local residents. Stakeholders work together to launch a community-based portal and outreach program which they will self-name, that enables Community Members to join this collaborative process. Each community member is required to sign, either electronically or in person, a **Triple-Bottom-Line** agreement that the development ideas which they suggest must be socially, environmentally, and economically sustainable—difficult to argue with those rules. Once posted, we do feasibility studies on the largest vote-getters for the purpose of gauging the impact of these Triple-Bottom-Line development ideas cultivated through the CSPM process. In addition, the overall impact of the CSPM process results in an enormous boost in **Political Will** which is so necessary for the required project momentum to remain strong. In fact, even those negative people that find a problem with every solution, end up either neutralized or in most cases become Project Supporters.

- Developer** - Opens Community Office Staffed by Locals
- Community** - Self-Names & Signs Triple-Bottom-Line Agreement
- Community** - Recruits Thousands of Participants & Votes on Ideas Posted
- Developer** - Performs feasibility studies on largest vote getters.

ROUND 4... UNIFIED DEVELOPMENT APPROACH (UDA) & REVITALIZATION ACTION PLAN (RAP)



The **UDA** provides a framework to facilitate a comprehensive, mixed-use Transit-Oriented Development Strategy that brings together Community Stakeholders, Private Property Owners and Transit Agencies to collaboratively create and implement a shared, holistic development vision. The UDA helps to ensure project sustainability, maximize the social, environmental, and economic benefits and eliminates the need for eminent domain or displacement. This inclusive strategy creates an alignment between the Master Developer and Private Property Owners that would otherwise result in the potential for competing interests that frequently thwart large-scale redevelopment efforts, resulting in significant time delays.

The UDA, coupled with the ongoing CSPM process, serves as a platform to co-author a **Revitalization Action Plan (RAP)**. The RAP enables the commencement of the **Triple-Bottom-Line** process of analyzing the social, environmental, and economic impacts of the Project.

ROUND 5... TRIPLE-BOTTOM-LINE (TBL) ANALYSIS



SOCIAL IMPACT INVESTMENT (SII) is now being measured, and in many instances required, to fulfill **Social Returns on Investment (SROI)** mandates. **RDUSA**'s social impact real estate development model adheres to these forward-thinking standards which provide much needed benefits to disinvested Communities and the surrounding region, for generations into the future. The social impact created by this 21st Century development program extends far beyond the immediate boundaries by providing entire regions in the country with a sustainable and equitable model for development.



Examples of our *Triple-Bottom-Line* Analysis:

Social Sustainability Analysis:

- Attainable Housing Analysis
- Social Impact & Equity Study
- Social Returns on Investment
- Purpose Driven Investors
- Diversity & Equal Opportunity Focus
- Adherence to Mission, Vision & Values

Environmental Sustainability Analysis:

- Climate-smart Development
- Healthy Land Use & Open Space
- Multimodal Transportation Options
- Reduced Vehicle Miles Traveled (VMT's)
- Carbon- Neutral Development Goals
- Consider Tomorrow's Generation

Economic Sustainability Analysis:

- Job Creation & Entrepreneurial Opportunities
- Sustainable Fiscal Outcomes
- Sales Leakage Review
- Sales Tax Benefits
- Property Tax Benefits
- Community Benefits Agreement

ROUND 6... FORM-BASED ZONING CODE (FBZC)



In order for truly transformative suburban downtown economic development and revitalization to occur within a reasonable timeframe, the Community must be able to adapt to market cycles and preferences in a timely manner. This is most effectively achieved utilizing the elements of a Form-Based Zoning Code, in contrast to Conventional Zoning. Conventional Zoning can stifle the ability of a Municipality and potential Developers, to quickly respond and adjust to future uncertainties that surely lie ahead. Different regions of the Country have varying Municipal Plan Updates that serve as the foundation for the enactment of a FBZC.

A properly written FBZC can actually produce a form of currency for the City by encouraging Downtown Property Owners to aggregate their properties for larger development, as well as attracting National and Local developers to participate in a downtown revitalization. By working collaboratively under this newly created Overlay Zone, all Stakeholders stand to benefit from this inclusive process and through the value created by the '*certainty*' resulting from the approval of sustainable entitlements.

ROUND 7... COMMUNITY BENEFITS AGREEMENT (CBA)



Baked into a Form-Based Zoning Code are provisions of Community-Driven terms and conditions of a Community Benefits Agreement (CBA). This mandate ensures that residents, local businesses and contractors are given opportunities for construction jobs and contracting awards, permanent jobs and careers as well as entrepreneurial opportunities, so they can collectively participate in this newly created Live, Work, Shop, Learn and Play environment. We believe that a CBA will provide significant benefits to residents and local businesses while serving as the much-needed *economic stimulus* to both a Municipality and Community Stakeholders. A CBA also provides a Municipality with *revenue sharing opportunities* to fund services, public improvements and amenities, or other benefits identified as top priorities by the Municipality and the Community as a result of our *PROCESS Before PLAN* approach.

ROUND 8... GROUNDBREAKING



What one might perceive as the end of this development methodology, actually represents a "*New Beginning*," demonstrating the dividends that can be realized through this holistic and comprehensive process. As a result of our proven 8-Step Methodology, the ground-up development of a transformative downtown can begin. It is totally feasible for there to be a significant amount of complimentary, rather than competing, development projects taking place simultaneously enabling a Municipality's dream to become a reality.

"Where there is a will, there is a way."