

© MARKET WATCH 2006
PROFILE - FLORIDA

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What is ©MarketWatch?

©MarketWatch is a custom, industry-insider information and leads program, delivering you fresh, qualified, targeted leads.

©MarketWatch is also a research, tracking and latest news delivery system. It is a custom research vehicle driven by industry insiders. You will get *further* news, breaking news and analysis on any topic you choose from your ©MarketWatch report.

- ©MarketWatch reports are delivered three or four times a month, and contain 6 comprehensive projects in each, or a total of 18-24 projects each month, totaling multiple millions of square feet and billions of dollars in project worth.
- ©MarketWatch is designed to completely fill your marketing pipelines with the exact project types you have selected as your desired target. It is also designed to give you comprehensive background information on any project, firm or professional you need to track.
- Leads are complete with contact information, relevant industry and project knowledge, all related news and project timetables.
- Qualified leads are sent in the areas most relevant to you and your business; *when industry news happens*; property is bought and sold; when projects are planned; in the pre-RFP stage; even when permits are applied for or obtained.
- This is Not another RFP notification service. Nor is this another reporting service that notifies you of potential jobs that most likely have their teams already in place.

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What are the Features of ©MarketWatch?

©MarketWatch delivers consistent qualified leads directly to your door. This package provides contact names addresses, websites, e-mail address and phone numbers of all key players. You obtain valuable information from reliable firsthand industry sources that are custom researched for high interest in your chosen market sectors and geographical areas.

- 3-4 Comprehensive Leads and Information Reports Monthly
- 6 comprehensive projects in each
- A total of 18-24 projects each month, totaling multiple millions of square feet and billions of dollars in project worth
- Industry News as it Happens
- Contact Names, Addresses and Numbers for Contacts and Database Generation
- Relevant Issues and Background Information Necessary for Successful Closing
- Custom and Exclusive Content
- Any Content, any Geographic Area
- Comprehensive an unlimited Follow up reports on any chosen topic in your ©Marketwatch
- Notification of key meetings and updates on projects
- Notification of places where key project stakeholders will be so that contact can happen

What are the Benefits of ©MarketWatch?

- Information and Project Leads for you to grow your business and your firm to the next level
- Completely fill your marketing pipelines with the exact project types you have selected as your desired target.
- See trends and have the information you need to make the decisions, know where your company is and where it needs to be in the future.
- Custom industry-insider information and leads program, delivering you fresh, qualified, targeted leads
- Action plan for you to compete knowing you have the latest and freshest industry information. Comprehensive background information on any project, firm or professional you need to track.

MCKERNS DEVELOPMENT



©MarketWatch Delivers leads complete with contact information, relevant industry and project knowledge, all related news and project timetables

Qualified leads in the areas most relevant to you and your business; *when industry news happens*; property is bought and sold; when projects are planned; in the pre-RFP stage; even when permits are applied for or obtained.

What is ©MarketWatch for?

- For you to grow your business and your firm to the next level.
- For you to compete knowing you have the latest and freshest industry information.
- For you to free yourself and your staff from time-consuming market and industry research.
- For you to see trends and have the information you need to make the decisions, know where your company is and where it needs to be in the future.

Can I Choose What Goes into my ©MarketWatch?

- You can select any target market, any knowledge you desire, and any geographic area.

Can I Change what I want to go into my ©MarketWatch?

- You can change your targets at any time, and entirely new information will be delivered in your next custom ©MarketWatch report.

Who else receives my ©MarketWatch information?

- Your choices are entirely custom for your firm, and are not shared with your competitors.

MCKERNS DEVELOPMENT

Focus

©**MarketWatch** is designed to focus special attention on projects and decision makers in the Florida development and facilities construction industry as well as the people and companies who play a key role in carrying out their decisions.

©**MarketWatch** identifies the mixed-use, retail, office, industrial, planned development, luxury and multifamily residential, institutional, educational, biomedical, and commercial building projects in the planning stages and the key players active in their construction. It does this through the analysis of trends and issues, comprehensive news sources, web based analysis, feature articles, news items, corporate and financial sources, and informative firsthand interviews attributed to and with--owners and developers, architects and engineers, project managers and consultants, contractors, sub-contractors and others.



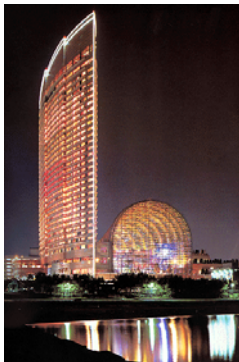
Sources include local and regional newspapers, financial reports, press releases, websites, town meetings, planning committees, regional impact reports, local and national business and trade magazines and more. We'll choose sources of information that include company websites; financial releases; stockholder information; approvals and permit applications; request for zoning changes and more.

Philosophy

Owners, developers and facilities managers want to know what kinds of projects are being built, what makes these projects successful and who is active building them in order to hire the right team for their project. ©**MarketWatch** delivers this timely information in writing to clients of Market Watch Monthly.

Sources and Market Demographics

©MarketWatch personally scans informational sources relating to those who are building owners, developers, facilities managers and engineers, architects, contractors, subcontractors, and those active in the many facets of facilities development.



Market Demographics include: Mixed Use Development; Resort; Hotel; Hotel/Condo; High Rise; Office; Condo Office; Industrial; Luxury; Multi-family; Custom Home; Fractional Ownership; Live/Work/Lofts; Aviation and Transportation; Marinas/Marina Development; Retail; Senior Living; Medical; Higher Education; K-12; BioMedical; Redevelopment; Urban Infill; Secondary Development; Parks and Recreation; and more.

Specific Areas of Interest

Investors in Florida Real Estate; City Marketplace Retail Development in South Florida; Luxury Urban Condominium Projects; Zoning Changes in

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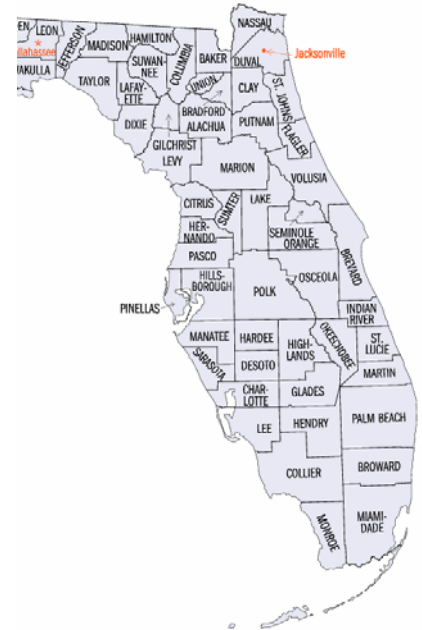
South Florida; Construction Planned in South Florida; Multi Family Development in South Florida; Land Development in Florida; Marina Industry in South Florida; Luxury Marina Development; Requests for Qualifications (RFQ) in South Florida; Developers in Martin County, FL; Developers in Palm Beach County, FL; Architects in Florida; Engineering Services in South Florida; luxury Urban Condominium Projects; Commercial Property Sales in South Florida; Florida Wetlands and Development; South Florida Medical projects; Hotel projects in South Florida; Resort Development; and more.

Clients of MarketWatch can customize their leads in keeping with their marketing and geographic strategies. Leads will be delivered based upon specific criteria that meet the client's strategic needs.

Geographic Areas and Resources

©MarketWatch clients can select not only topics and market sectors to be covered, but can select the geographic areas of interest

Clients will have analysis and resources gained from company websites; financial and corporate data; financial releases; press releases; zoning change applications; approvals and permit applications; local and regional newspapers; financial reports; town meetings; planning committees; PR wire services; regional impact reports; joint venture and merger announcements.



©MarketWatch

- consistent qualified leads reports delivered directly to your door
- contact names, addresses, websites, e-mail and phone numbers of all key players
- unlimited subjects, markets, or topics
- firsthand industry information
- custom researched for chosen market sectors and geographical areas

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Each Marketwatch Report is customized to reflect chosen areas of interest. A listing of projects appears at the top of each report. Each project listing is delivered complete with timelines, names, addresses and contact information. Areas of interest are checked and further information is provided as follow up.

Sample Documents [each ©Marketwatch is customized to desired information]

Indicate interest in Project by copying check symbol and pasting it next to project name. ✓

Callery Judge Grove - Mixed Use Development (Similar to Abacoa)

7,000-acre Medical Office Park Planned near Sarasota

Universal Boulevard, Orlando, a \$1.2-billion venture

3500 acre Inland Port/Cargo facility - Intermodal Cargo and Industrial Complex

Innovation Way Approved for 17-mile corridor University C F to Orlando Airport

I5

Headline:	Callery Judge Grove - Mixed Use Development (Similar to Abacoa) Massive Mixed-Use Development Self Contained new Urban Community
Date:	June, 2006 The Palm Beach County, Fla., Commission approved an amendment to the county's comprehensive master plan late last week. The comprehensive plan amendment will be transmitted to the Florida Department of Community Affairs for review and will come back with recommendations for or against the proposed amendment, in August or September. Comprehensive DOT study of traffic impact of all western sector proposed projects underway.
What:	3,900 acres, west of West Palm Beach (west of 441) 10,00 homes; 2 million square feet of research space, biotechnology cluster, 500,000 square feet of office, fire station, schools, shopping centers, 1.3 million square feet of retail and a 150-room hotel. Walkable live, work, play city.

Where: Western Sector, Palm Beach County
between 140th Avenue, Sycamore Drive and 60th Street
bordered by Pratt Whitney Road and Southern Blvd.

When: next Approval, August/September 2006

Who: Nat Roberts, Grove General Manager/Project Manager
County Planner Brandon Schaad.
Robert Diffenderfer, attorney for the grove owner
Planners – Dover, Kohl & Partners – Coral Gables, FL

Contact Info: Callery Judge Groves
401 Seminole Pratt Whitney Road
Loxahatchee, FL
561-793-1676 extension 202
www.cjgrove.com

Headline: **7,000-acre Medical Office Park Planned near Sarasota**

Date: June, 2006

What: **178,000-square-foot medical office park in Lakewood Ranch**

Notes: The Town Center medical office complex, will have three 36,000-square-foot and one 70,000-square-foot building, will be located about a half mile from the Lakewood Ranch Medical Center which opened in September 2004. The commercial park locations are designed on and around historic Florida ranch land carefully enriched by wetlands, preserves and lakes. Commercial sites are located within three business centers known as [Town Center](#), [Corporate Park](#) and [Commerce Park](#), with future expansion plans to include additional business parks. Each park offers close proximity to international airports, I-75, and major roads within the Lakewood Ranch community.

Where: Master planned community near Sarasota, Fla.
The master-planned community is part of a 30,000-acre ranch which raises cattle, citrus crops and ornamental trees for landscaping. Located in Manatee and Sarasota Counties.

When: Completion 2008

Who: Lakewood Ranch Commercial Realty,
Schroeder-Manatee Ranch Inc.

LWR Communities L.L.C., a subsidiary of Schroeder Manatee Ranch

Contact Info:

Schroeder Manatee Ramul Inc.
6215 Lorraine Road
Bradenton, FL 34202
941-755-1657

www.lakewoodranchrealty.com

8319 Market Street
Bradenton, FL 34202
941.907.2000

[Mike Clapp](#)

mclapp@lwrcommercial.com

Vice President, Commercial Development

941-907-6677

Headline:

Universal Boulevard, Orlando, a \$1.2-billion venture that will create urban village, 10,400 hotel rooms, 6,200 homes and condos

Date:

June, 2006

What:

The project is spearheaded by Universal City Property Management and its president, Marc Watson, a former director of design and development at Universal Studios. A 2,200-acre community, Universal Boulevard will be built over the next six-plus years. It will include an urban village with hotels, dining and shopping, about 1,000 condos and townhouses, the **Rosen Shingle Creek golf resort**, and a neighborhood expected to attract hospitality executives with prices from less than \$200,000 for condos, \$350,000 for townhouses and \$850,000 for single-family homes.

Notes:

Watson and business partner Stanley Thomas, a Georgia land developer, are spending as much as \$90 million to clean up hazardous waste on the property, which used to be a missile test site for Lockheed Martin, and to restore Shingle Creek to its natural state as headwaters of the Florida Everglades. They plan to leave 700 acres intact as a nature preserve.

Where:

Orlando

Who:

Universal City Property Management

Contact Info:

Marc Watson, President
9751 Universal Blvd.

Orlando FL 32819

McKerns Development

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Headline: **Inland Port Cargo facility - Inland Port Intermodal Cargo Industrial Complex** - A cargo complex as large as 3,500 acres

Date: June, 2006

What: Inland port in study stage It would connect to ports not only in Palm Beach but also Broward and Miami-Dade counties, as well as the Gulf coast. The new terminal would also allow for greater growth of cargo operations at the Port of Palm Beach.

Notes: large inland port terminal in Western Sector of Palm Beach County
Funding study being conducted by FDOT

Where: South Bay – near US 27 and State Road 80

Contact Info: Clarence Anthony – Mayor of South Bay
anthonyc@southbaycity.com
City Hall: 335 SW 2nd Ave, South Bay, FL 33493
Phone: 561-996-6751 **Fax:** 561-996-7950
Kathy Andress, Deputy Port Director, Riviera Beach
Kevin Johns – Director, Economic Development, Palm Beach County
Economic Development Office
Palm Beach County
301 N. Olive Ave. 10th Floor
West Palm Beach, FL 33401
(561) 355-3624
FDOT – Transportation Secretary, Denver Stutler, Jr.
Marion Hart, FDOT, Administrator for Modal and Public Transportation
Gaston Cantens, Spokesperson, Florida Crystals
Judy Sanchez, Spokesperson, US Sugar
Richard Orman – Planning Consultant for South Bay

Headline: **Innovation Way approved - designed to lure high-tech business and housing along a 17-mile corridor from the University of Central Florida to Orlando International Airport**

Date: June, 2006

What: Innovation Way approved - designed to lure high-tech business and housing along a 17-mile corridor from the University of Central Florida to Orlando International Airport. County leaders approved a plan that would tie high-wage job creation to more intense housing development in east Orange County.

Where: The 14,000-acre area is near the Econlockhatchee River. Vote keeps the corridor relatively close to the BeachLine Expressway, but allows higher-density housing development near it to promote future mass-transit option. Tying new jobs to new homes - job-creation requirements and detailed rules for Innovation Way will be crafted in the next year.

Who: **Orange County**

Contact Info: Mayor, Richard T. Crotty
mayor@ocfl.net
(407) 836-7370
County Mayor Richard Crotty
201 S. Rosalind Ave., 5th Floor
Orlando, FL 32801

Commissioners Linda Stewart and Teresa Jacobs

Headline: **International Speedway Corporation & Casto Lifestyle Properties, developing 50 acre commercial mixed-use shopping center in Daytona Beach**

Date: August 2006

What: 50 acre mixed use retail across from International Speedway

Notes: The project is \$75 million/retail, entertainment, office and residential. The concept for the development is based on the successful Winter Park Village lifestyle project located in Winter Park, Florida, developed by Casto in 2001. Loft apartments above street front stores, offices, specialty and convenience retail, and restaurant and entertainment venues combined to create an urban village environment.

Where: **Daytona Beach**

Who: Casto Lifestyle Properties