

Request For Information—
Redevelopment of Old City Hall
202 N. Alabama, Indianapolis, IN

Provided by:
Ersal and Izabela Ozdemir
47 S. Pennsylvania St., 10th Floor
Indianapolis, IN 46204
(317) 636-2000

Paul F. Smith, Real Estate Manager
City of Indianapolis — Real Estate Division
200 E. Washington St., Suite 2301
Indianapolis, IN 46204
(317) 327-5832

October 30, 2009

Dear Mr. Smith,

Thank you for accepting our response to the Request for Information that your office recently published. Our proposal will provide unique ideas to provide a permanent and sustainable redevelopment that will foster job growth, complement economic development activities already in place, enhance our City's cultural spirit, and utilize the historic characteristics of the building.

Our proposal is to form a non-profit entity to redevelop the building into an Immigration Museum, International Non-Profit Hub, and International Business Center. This idea has been a personal passion of mine for many years, and I believe the availability of this asset could provide the key to making this dream a reality. Therefore, I have committed to make a significant financial donation to ensure its success.

Following is a brief overview of how this project might be structured, how the City will benefit from this usage, and how our experience with similar projects can help make it happen.

Thank you for this opportunity and for your consideration. Please feel free to call me directly if you have any questions.

Best regards,

Ersal Ozdemir

Ersal Ozdemir
President and CEO
Keystone Group

STRATEGIC APPROACH

The development of the proposed International Museum, International Non-Profit Hub, and International Business Center will require input and support from the City of Indianapolis to achieve success. We envision a partnership with the City that will allow for effective communication as we seek to utilize, support, and leverage the international programs and committees already in place, such as the newly reenergized Sister City Program. The ultimate goal will be to take the vision and mission of these programs to a new level by creating a central hub of international awareness, incubation, and activity.

Our strategy will be to attract existing non-profit and for-profit organizations with international influence and/or missions. We have already gained significant interest from several local organizations, including the International Center, the Sycamore Institute, and others. We will also establish the Indianapolis Immigration Museum, which will focus on our City's rich and ever-changing history of immigration. The cumulative strength of these companies and organizations will help foster the growth of new companies with similar international missions. We will work closely with the Mayor's office, the Indianapolis Sister City Committee, and Indianapolis Economic Development to supplement and enhance their economic development strategies.

IDEAS

The ultimate goal of our strategy is to promote economic development, create job growth, and enhance our City's cultural spirit by creating a permanent international hub of business, cultural, and civic activity. The former City Hall building at 202 N. Alabama is a perfect location for this hub because of its central, downtown location, its proximity to the City-County Building, and the historic character of the building.

We believe it is very important to keep the historic character of the building while modernizing the building for efficient use. We have demonstrated capability to redevelop historic buildings into sustainable, green, and efficient facilities while keeping the historic charm. Our LEED Accredited staff will work closely with the city in the design and development process to achieve the goal of an environmentally-friendly and sustainable facility while respecting the historic integrity of the building.

The support of our community leaders will be an essential component of the proposed Indianapolis International Center and Immigration Museum. We have already engaged many local leaders that have pledged support, and we believe that the momentum created by these community leaders will provide the network of influence needed to achieve this mission. With the City's help, we will further engage these leaders, complementary organizations, and supportive companies to make targeted attempts to attract new and existing organizations to create job growth and enhance economic development efforts.

Further, the implementation of the Immigration Museum will provide a central and visible organization to help pull the individual missions of each organization into one common theme. The Museum will serve as a platform to elevate the proposed development's mission and will help showcase the historic character of the newly modernized facility.

STAFF EXPERIENCE

Ersal Ozdemir **President & CEO**

Ersal Ozdemir was born in Mersin, Turkey, where he was involved in the family real estate and construction business until he moved to the United States. He graduated from Purdue University with a bachelor's degree in Civil Engineering. He is also a graduate of the Stanley K. Lacy Executive Leadership Class XXVIII.

Mr. Ozdemir is the Founder and CEO of Keystone Group. Keystone is a real estate development, commercial construction, property management, and investment firm. Currently, Keystone employs forty-four people. Some recent developments include Six Over Meridian Condominiums, the Majestic Building, Madison Plaza, 3 Mass Condominiums, Carmel Arts Lofts & Shoppes, Old Meridian Plaza, University Shoppes and many others.

Mr. Ozdemir speaks to various groups about diversity and has been interviewed for different international issues over the years. Some of his hobbies are traveling, spending time with family and friends, and playing soccer and table tennis. Mr. Ozdemir enjoys the arts and attends, as well as supports, the local art community.

- Board of Directors, Greater Indianapolis Progress Committee (GIPC)
- Board of Directors, Indiana Historical Society
- Board of Directors, American Turkish Association of Indiana (Co-founder)
- Board of Directors, Liberian Humanitarian Foundation
- Board of Directors, Regional Performing Arts Center Foundation
- Board of Directors, Vice Chair, Children's Bureau
- Member, Indianapolis Sister City Committee
- Member, Indianapolis Chamber of Commerce
- Member, Indiana Chamber of Commerce

Company Overview

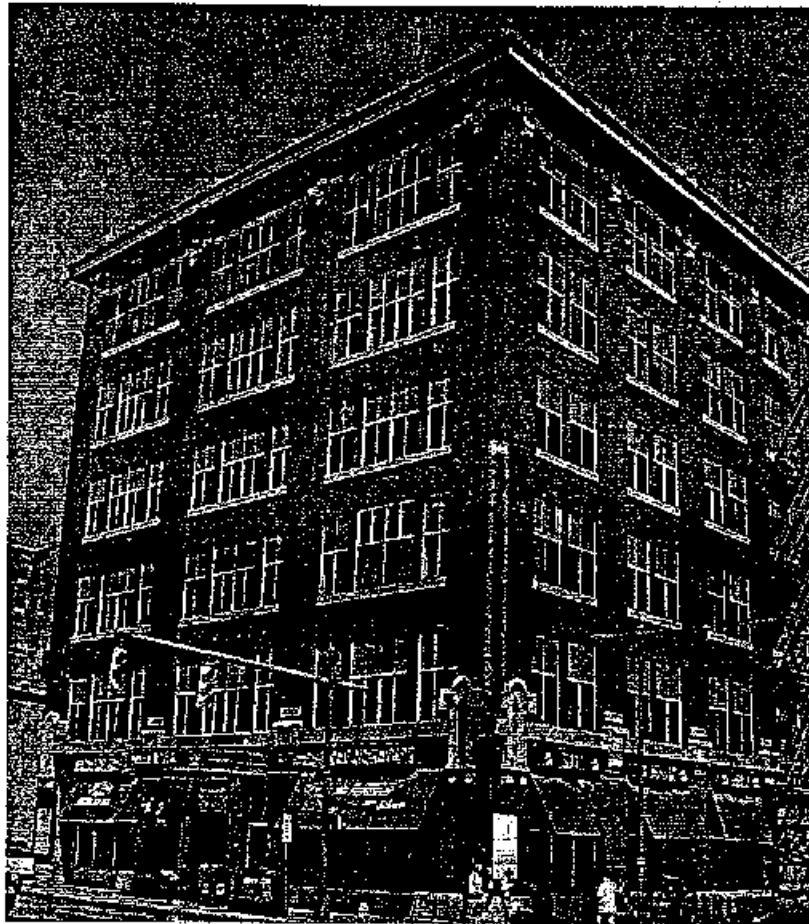
Keystone is located in downtown Indianapolis in the historic Majestic Building. Keystone offers Construction Management, General Contractor, Design-Build, Project Management, Property Management, Investment, and Development services and specializes in new construction, complicated redevelopments, and historic renovations.

Keystone has successfully executed hundreds of projects with varying degrees of complexity for clients in these market segments: educational, municipal, multifamily, commercial, institutional, industrial, and healthcare. Keystone's current projects in process range in size from \$50,000 to \$53 million. Current work in process exceeds \$100 million. Keystone was honored as one of the fastest growing companies in Indiana by the Indiana Chamber of Commerce in 2008. The Chamber also recognized Keystone as one of the best employers in the state.

Keystone is certified by the State of Indiana and the City of Indianapolis as a Minority Business Enterprise.

Nearly seventy percent of Keystone's Project Managers are LEED Accredited Professionals.

PROJECT EXPERIENCE



COMPANY Keystone Construction Corporation

PROJECT Six Over Meridian

LOCATION 141 S. Meridian St.,
Indianapolis, IN

SQUARE FOOTAGE 140,000 square feet

TYPE OF PROJECT Significant Historic Renovation and Redevelopment
Mixed-Use—Retail/Multi-Family

DESCRIPTION OF PROJECT Originally built in 1914, Keystone Construction completely renovated and redeveloped this seven-story historic building in 2004. The redevelopment included the construction of condominiums on the top three floors, retail on the first three floors, and a newly created heated underground parking garage. By constructing the underground parking garage in the existing basement of the building, Keystone was able to sustain the historical integrity of the building while providing the required parking to make this project a success. Keystone served as both Developer and Construction Manager on this project.

PROJECT EXPERIENCE



COMPANY Keystone Construction Corporation

PROJECT Madison Plaza

LOCATION 1200 Madison Ave.,
Indianapolis, IN

SQUARE FOOTAGE 180,000 square feet

TYPE OF PROJECT Significant Historic Renovation and Redevelopment
Office

DESCRIPTION OF PROJECT Keystone completely renovated and redeveloped this five-story building in 2008. It was originally constructed in 1920 for industrial use, but the property stood abandoned and blighted for the past thirty years. Keystone has now redeveloped the building into brand new office space while keeping its historic charm. It currently houses the Department of Public Works and the Department of Metropolitan Development for the City of Indianapolis. The building is located on 4.55 acres and includes a gated parking lot. The 180,000 SF structure was completed in less than a year, with the first 80,000 SF being completed in less than 4 months. Madison Plaza is located on the near South Side of Indianapolis at 1200 Madison Ave.

PROJECT EXPERIENCE



COMPANY Keystone Construction Corporation

PROJECT The Majestic Building

LOCATION 47 South Pennsylvania St.
Indianapolis, IN

SQUARE FOOTAGE 80,000 square feet

TYPE OF PROJECT Significant Historic Renovation and Redevelopment
Mixed-Use—Retail/Office

DESCRIPTION OF PROJECT Keystone completely renovated and redeveloped this eleven-story historic building in downtown Indianapolis. It was originally used by Citizen's Gas as its corporate headquarters and retail store. The Majestic Building was constructed in 1895 and was the city's first steel-framed skyscraper.

The historic renovation of The Majestic Building was completed in 2006 and is currently the corporate headquarters for Keystone Construction Corporation and Keystone Group. Interior renovations and design improvements have made this building more than just a historical high-rise, but also a great place to work and entertain. The Majestic Building is listed on the National Historic Register. It is located at 47 S. Pennsylvania St. in downtown Indianapolis.

VALUE ADDED BENEFITS

The to-be-formed non-profit organization will have full usage of Keystone's staff and expertise. Below are value added benefits that Keystone will provide to the non-profit organization.

Keystone is an expert in creative financing techniques. Past and current projects have utilized tax increment financing, federal tax credits, federal bonds, charitable giving, in-kind donations, and traditional financing sources to fund projects. Keystone has the capability and the expertise to fund this project.

Keystone is able to develop creative solutions for seemingly impossible problems. An excellent example of this is the parking solution for Six Over Meridian at 141 S. Meridian Street. This building stood vacant for many years simply because there was no dedicated parking available. The lack of parking rendered the upper floors practically unusable. Many developers attempted to develop ideas to overcome the problem, but Keystone was the company that finally came up with the solution. Keystone cut an opening in the side of the building utilizing an existing window and built a concrete ramp from the street, through the existing first floor, and down to the basement. After installing proper ventilation equipment and developing a creative parking space plan, the converted basement—now an underground parking garage—provided enough dedicated parking to make the development a success. Keystone redeveloped the building into luxury condominiums on the top three floors, and all units sold out within one year.

Whenever working with a historic building, there will always be unknown issues that will be uncovered during the construction process. Careful attention should be given to environmental concerns as well. Our firm has extensive experience with these issues, including massive asbestos remediation and environmental cleanup. Our goal will be to identify these issues during the planning stage so they do not become surprises during the construction and implementation stages.

Keystone is a certified Minority Business Enterprise. We will also strive to maximize MBE, WBE, and VOB participation to meet and exceed the City's goals.

FINANCIAL STRUCTURE

This project will be funded through private donations. Mr. Ersal Ozdemir will make a significant contribution to this project.

STATE-OWNED PARKING LOT

This proposal does not require the adjacent state-owned parking lot. This will be addressed as a separate issue.