



MANAGEMENT CO.

June 20, 2013

Members of the East Lansing City Council:

It is an honor to be chosen as a finalist for the Park District development. As the council begins its process of awarding the RFQP, we want to talk about the lessons DTN has learned during the Task Force selection process and how we plan to move forward if selected as the Park District developer.

Our 40 years of development and property management experience in the Greater Lansing region have taught us that life and business require constant learning and a willingness to change. We have eagerly sought out and embraced change over the years, and we understand that responsiveness and flexibility will be critical to successfully developing the Park District.

We greatly appreciated being able to read and absorb the Park District committee's comments on our development team's strengths and weaknesses. Community outreach, engagement and inclusion as part of our development plan was clearly an area we needed to improve. With that in mind, we brainstormed a number of ways to best utilize the creative capacity of our community to develop a unified vision for a redeveloped Park District and bring it to reality.

To start, we have engaged LSL Planning, Inc. to serve as our urban planner / community visioning / charrette leader to ensure the community input is as effective and robust as possible. Their role will be to help lead the visioning, charrette, architectural and design process, working to incorporate the creative community input into an economically viable development. LSL Planning has two offices in Michigan, along with branches in Atlanta and Indianapolis. Their team has extensive experience in urban design, community visioning and charrettes.

Additionally, we will form a Park District visioning and advisory group of local area stakeholders and experts to review our conceptual vision for the Park District. This team will then help us to develop the public engagement and charrette process to ensure we are reaching all area stakeholders and interested parties. Lastly, this group will assist us in evaluating the potential economically viable uses/users for the private and public properties of the Park District RFQP. Our current plan will be to utilize public meetings and charrettes, a development blog, social media and traditional media to communicate with stakeholders, but we are open to more ideas and suggestions to make this an inclusive process.

Whether or not we are selected for the project, DTN remains committed to owning, managing, improving and developing properties that reflect the vision of East Lansing, the Greater Lansing community and serving as economic drivers of the region.

Again, we thank you for your consideration of DTN as a finalist of the Park District RFQP. If you have any questions about our proposal, track record or our approach to the development, please feel free to contact us.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Colin Cronin', written over a light blue horizontal line.

Colin Cronin
Vice President
DTN Management Co.