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December 16, 2011

## Bragging Rights: City by City

Some people tour America in an **RV** seeing our national parks. We go from mid- to major markets hosting **real estate events**. Fact: multifamily's grandeur matches the **Grand Canyon**. In each city, we found the experts so respected for their grasp of the local market that it can only be described as **amber waves of awesome**.



**This morning**, 400 joined us for the **Future of Buckhead**, Atlanta's most tony—and infamous—submarket. Often cited as ground zero for over-exuberant developers in the run-up to the recession, our panelists say Buckhead's on the rebound; **Class-A space** is on track to dip below 20% vacancy by year's end. "And that has occurred in the face of negative job growth. It's a pretty strong statement about Buckhead and why people want to be there," says Regent Partners principal **David Tennery**.

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Yesterday, 400 joined us for our first-ever Annapolis event. These guys know a lot about **defense**, both of the national and the football varieties. Moderator **Midgett Parket** (Annapolis Economic Development chair and Linowes Blocher partner) asked Lockheed Martin Cyber Solutions guru **Deon Viergutz** (right) who will win **Super Bowl XLVI**. Witness Boeing Network and Space Systems prez **Roger Krone's** "oh snap" expression as he realizes Deon's a **Wisconsin native**. For non-football fans out there, the Green Bay Packers are not only defending champs but also the only **undefeated** NFL team, while the Baltimore Ravens (Annapolis favorite) are 10-3. Between them and avoiding eye contact is ARINC CEO **John Belcher**.



Yesterday in **LA** at our Hotel Investment Summit: Lowe Hospitality Group's **Rob Lowe**, LW Hospitality Advisors' **Dan Lesser**, Starwood Property Trust's **Warren de Haan**, Chartres Lodging Group's **Maki Nakamura Bara**, and moderator **Rick Davis** of Greenberg Traurig. Some good news: Group bookings for 2012 are up 15%. All that private equity on the sidelines (because it couldn't compete with the REITs) is now going into the market to **backfill**.

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On **Wednesday** in **DC**, **300** joined us at the St. Regis Hotel for *Bisnow's* annual **Retail Summit**—our first **premium** event. Perks included a violinist serenading schmoozers, **breakfast burritos**, drink service to your table, and hot apple cider. **The hot apple topics** on our four panels of industry all-stars: **Urban** locations **outperforming** those in the 'burbs, retailers reducing SF footprints, and securing **pre-leases** to assuage “persnickety” lenders. What’s more, the threat of **e-commerce** may be overblown, experts said. Online purchases account for only 4% of retail sales, and some Internet retailers (like Athleta) are opening **bricks-and-mortar** locations.



Also on Wednesday at our **Hotel Summit** in **Boston**, we heard that corporate travelers and conventioners strongly **boosted** Boston hotel **bookings** this year, with a major **uptick** expected in '12. Panelists pictured: AEW managing director **Jim Luchars**, Great American Hotel Group principal **Robert Greene**, Carpenter & Co CEO **Richard Friedman**, moderator Sherin and Lodgens' **Josh Bowman**, and O'Connell Hospitality Group principal **Jim O'Connell**. (Not pictured: Cornerstone acquisitions and development SVP **Jim O'Shaughnessy** and CBRE SVP **David McElroy**.)



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On Tuesday, 225 joined us for our **Houston Data Center Boom** event with all-star panelists: Digital Realty's **Bryan Marsh**, Stream Data Centers SVP **Anthony Bolner**, Gensler regional leader **Greg LaCour**, Cyrus One director of national accounts **Caroline Brelsford**, Petroleum Geo-Services HPC manager **David Baldwin**, and moderator Newmark Knight Frank senior managing director **Bryan Loewen**. Demand for data centers is skyrocketing (and you're helping if you have a smart phone or use an ATM card). Greg said there was one **zettabyte** (that's one trillion gigabytes and married to Michael Douglas-byte) of data worldwide. In 2011, that doubled.



Also on Tuesday on the West Coast, we held our very first Multifamily Summit in **Orange County, Calif.** Our all-star panel (Moderator **John Condas** of Allen Matkins, Archstone's **Rick Lamprecht**, AvalonBay's **Chris Payne**, Johnson Capital's **Greg Richardson**, Freddie Mac's **Paul Angle**, Equity Residential's **Dan Golovato**, and Mill Creek Residential's **Brad Perozzi**) agreed that strong tailwinds for apartments add up to a bullish outlook for **multifamily development**.



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Raise your hand if you love *Bisnow* and attending our events? Yes! Actually, almost all of the 160 in attendance were pleading guilty to driving to the **Fort Worth** Future of Infrastructure event **Thursday** at the Omni Fort Worth (where the Pittsburgh Steelers stayed for the **Super Bowl** this year). That explains the morning commute traffic jams in DFW.



Also on Monday, 200 came out for our **Baltimore** Retail Real Estate Summit, where Kimco Northeast and Mid-Atlantic head **Tom Simmons** (with the mic) said retailers used the **Internet** to help climb out of the downturn, but now the focus is in-store customer service. Joining Bruce and Tom are Miles & Stockbridge's **Michele Cohen**, Continental Realty Corp prez **Gene Parker**, St. John Properties' **Bill Holzman**, and JPB Partners' **Mike Kalinock**.

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