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THE SECOND ANNUAL NEW Jersey Gold Coast Investment Summit

March 5, 2014 | Jersey City, NJ

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Agenda

March 5, 2014

*Location: Maritime Parc, 84 Audrey Zapp Drive, Liberty State Park,
Jersey City, NJ 07305*

**7:30-8:30 Registration, Networking & Breakfast, Featuring:
Architecture & Design Showcase**

Hear from:



* **David J. Minno**, A.I.A., P.P., President of Minno
& Wasko Architects and Planners
Additional Speakers TBA

8:30-8:40 Opening Remarks

**8:40-9:10 The View from Trenton: State Incentives for Business
Growth & Real Estate Development**

- * Analysis and review of the New Jersey Economic Opportunity Act 2013
- * What are the measures and incentives likely to impact the state's multifamily industry?
- * Sandy relief/rebuilding update
- * Analysis of transit-oriented development/mixed use incentives

- * How are New Jersey executives viewing the completion of World Trade Center and its impact on Jersey City?
- * What should the industry expect in a Chris Christie second term?

Hear from:



* **Timothy J. Lizura**, President and Chief Operating Officer, New Jersey Economic Development Authority

9:10-10:00 The New Gold Coast: How World Trade Center Completion, and the Macro-and-Regional Economies will Impact Overall CRE Opportunities in 2014

- * Analysis & review of World Trade Center completion and occupancy: How will WTC occupancy and new product coming online in Lower Manhattan impact Jersey City and other Gold Coast submarkets?
- * How is the new Jersey City administration approaching development opportunities in burgeoning submarkets, such as Journal Square?
- * What submarkets are seeing new development, and why? And, what submarkets are forecast to see new development in 2014?
- * Analysis of value in 2014 in the various property types and investor demand
- * Is there a “typical” profile of the Gold Coast investor in 2014? Who is deploying capital, where, and why?
- * Analysis of rental growth and vacancy in the various property types: office, multifamily, retail.
- * Exploring the role of local banks vs. equity in regional transactions: Who is becoming more active and why?
- * Public incentives/public programs: What are the unique state/regional agency programs available and their lending rates?

Hear from:



Adam Altman Dr. Alexander Heil John Leon William Procida

- * **Adam Altman**, Partner, KABR Real Estate
 - * **Dr. Alexander Heil**, Chief Economist of the Planning and Regional Development Department, The Port Authority of New York and New Jersey
 - * **John Leon**, Senior Director of Government & Community Relations, NJ TRANSIT
 - * **William Procida**, Founder and Chief Executive Officer, Procida Funding and Advisors
 - * **Ryan Severino**, CFA, Senior Economist and Associate Director of Research, Reis, Inc.
- Additional Speakers TBA*
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10:00-10:40 **In the Zone: The Future of Jersey City: New Administration, New Tenants & Reinventing Growth**

- * Analysis of Jersey City's new "pro-real estate" administration
- * Analysis of new development and redevelopment projects at Harborside Financial Center, Grove St. and Journal Square
- * Jersey City multifamily projects: Analysis of new, state-of-the art and luxury projects coming online

Hear from:

- * **Steven M. Fulop**, Mayor, Jersey City
- * **Bryan E. Oos**, Vice President of Development, Toll Brothers (tentative)

Additional Speakers TBA

10:40-11:00 Networking Break

11:00-11:45 **New Jersey Gold Coast Multifamily Investment, Development & Financing Update**

- * State of the Gold Coast multifamily market: How are big-picture housing trends impacting multifamily demand in Hoboken, Jersey City, Weehawken, etc?

- * Analysis of migration trends in the metro New York region: Where are people moving to-and-from and why?
- * What types of tenants are taking residence in popular Gold Coast markets, and why?
- * Why will the Gold Coast's multifamily market remain strong in the face of stagnant job growth?
- * Is the for-sale market making a comeback?
- * Analysis of new buyers to the market: What type of investors are expected to deploy capital for multifamily product in 2014, and why?
- * What are the challenges to New Jersey Gold Coast multifamily investment sales and leasing in 2014, and why?

Hear from:



Jose R. Cruz



Allina
Boohoff



Brent E.
Jenkins



Richard G.
Murphy



Jonathan
Schwartz

- * **Jose R. Cruz**, Senior Managing Director, HFF, L.P.
 - * **Allina Boohoff**, Executive Director, J.P. Morgan Asset Management
 - * **Brent E. Jenkins**, Vice President, LCOR
 - * **Cindy Clare**, CPM, President, Kettler Management
 - * **Eric D. Moeller**, Partner, Donnelly Kennedy Investments, LLC
 - * **Richard G. Murphy**, Managing Director, New Jersey, Mill Creek Residential Trust
 - * **Josh Solomon**, Director – Investments, DSF Group
 - * **Jonathan Schwartz**, Senior Vice President, BNE Real Estate Group / Millennium Homes
- Additional Speakers TBA*

11:45-12:15 Multifamily in Focus: Innovations in Leasing, Marketing, Management & Day-to-Day Operations

- * Bridging the gap between landlords, tenants and brokers: How to improve lines of communication during the leasing process
- * Insuring the lease: How innovations secure the relationship and tenant-landlord terms

- * What are the unique dynamics of insuring a lease?
- * What types of landlords are insuring leases in New York and New Jersey, and why?
- * What are the benefits of the insured lease for the tenant, and landlord?
- * How are landlords using technology to improve day-to-day operations?
- * Modernizing utility options: Efficient processes leading to lower costs for electricity, heat, hot water and cooling.
- * Adding value & funding energy efficiency upgrades

Speakers TBA

12:15-1:00 **New Jersey Gold Coast Retail & Mixed-Use Investment, Development & Financing Update**

- * Analysis of regional growth: What are the unique demographic, population, and residential changes, and how are they benefiting mixed-use and retail development?
- * Beyond Starbucks and Empire Coffee: What are the new and unique boutique retailers taking space in popular submarkets such as Hoboken and Grove Street and why?
- * Big Box: Analysis of retail rental and investment trends in Newport and popular Gold Coast submarkets
- * How are mixed-use projects being financed today?

Hear from:



* **Bob Feldman**, Acquisitions/Development, Basser Kaufman

* **Chuck Lanyard**, President, The Goldstein Group

* **Stuart Z. Koperweis**, Executive Vice President,

Economic Development Division, Millennium Strategies, Inc.

* **Jonathan Schultz**, Co-Founder and Managing Principal, Onyx Equities, LLC

Additional Speakers TBA

1:00-1:30 Networking Luncheon



1:30-2:10 Alternative Financing Strategies vs Traditional Bank Financing

* Analysis of the availability and the methodology of the various non-traditional commercial real estate financing opportunities available in the market today

* Who has the funding?

* How to access the funding

* Interest rates in 2014 (rising, falling or about the same?) and the impact on CRE investment sales volume and new development activities

Hear from:



* Moderator: **Ronald M. Shapiro**, Administrative Director, Rutgers Business School Center for Real Estate Studies

* **Dan Shields**, Managing Partner, Downing Street Partners, LLC

* **William C. Skelley**, Founder and Chairman, iFunding

Additional Speakers TBA

2:10-2:40 New Jersey Gold Coast Hotel Investment, Development & Financing

* Analysis of buying, selling and financing trends in 2014

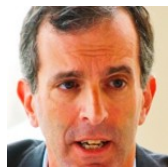
* Beyond the W Hoboken and Hyatt Regency Jersey City: What are the new and innovative luxury projects in the pipeline now?

* Analysis of hotel demand in 2014: Where are occupancy rates, rental rates and why?

* Could Gold Coast hotels benefit from additional transportation

connecting Manhattan to New Jersey?

Hear from:



* **Jonathan Falik**, CEO, JF Capital Advisors

* **Daniel H. Lesser**, President & CEO, LW
Hospitality Advisors

* **Michael H. Sonnabend**, Managing Member,
PMZ Realty Capital LLC

Additional Speakers TBA

2:40-3:10 The Rise of New Jersey Waterfront Office Sector: An Evolving-and Growing Skyline in the Face of the Modern Office & Mobility

- * Analysis of investment sales activity, vacancy and rental rates
- * How have investors repositioned industrial and other non-performing assets to unique office space?
- * Is New Jersey's current administration doing its part to bring real jobs to the Gold Coast?
- * What is the future of office in today's digital and increasingly mobile/"work-from-home" world?

Hear from:

* Moderator: **George Gnad**, Managing Director, LorCap

* **Greg Dell'Aquila**, Owner, Mission 50

Additional Speakers TBA

3:10-3:30 Networking Break



3:30-4:15 **Keynote Address: TBD**

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