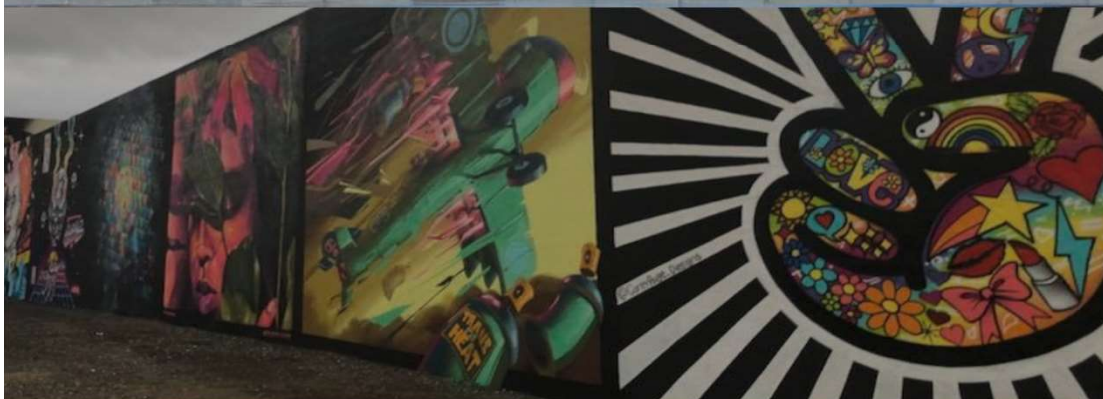




The Delray Beach Artist Collective



OBJECTIVE



Illuminate the gateway to **East Delray** while bringing awareness to **West Delray** through the **colors and inspiration of art**

PROJECT SPONSORS

In collaboration with local volunteers, property owners, local & international artists, community members & business owners



Paint the City

In a world tempted by withdrawal, art has to be shared. It forges deep ties between men, artists and humanity. It brings commitment, confidence, hope and optimism to everyone. Paint the City's ("PTC") mission is to provide art to all, through medium that creates an unprecedented opportunity to communicate positive messaging and inspiration. By hyper-exposing artwork outside the traditional context of museums and galleries, Paint the City provides a unique platform for an unparalleled public encounter with art of our time.



BH3™

Since inception in 2009, BH3 Management ("BH3") has acquired, restructured or developed, dozens of multifamily, condominium, and mixed-use properties in South Florida and New York City through these investment strategies.

BH3 is built first and foremost on the principle that extraordinary things can happen when great relationships are built. As founders, Daniel Lebensohn and Greg Freedman formed the core of the business not on deal making alone but rather on relationships through which deals emerged, starting first with their own unique bond. Each transaction is formed from relationships whose fabric is woven from threads of time, integrity, honesty, admiration, and trust.

TEAM OVERVIEW

Comprised of business leaders from four different organizations, key team members bring forward extensive experience in real estate, community development and public art creation

BH3 Management



Daniel Lebensohn

As a Co-Founder of BH3 with over 25 years of industry experience, Daniel has extensive expertise in real estate law, deal structuring, complex litigation and workout scenarios. Outside of the office, Daniel is actively engaged in the community and a Co-Founder of PTC. Daniel and his family are Delray Beach residents.

Levy Land Trust

Taylor Levy is an experienced real estate professional and Founder of Levy Land Trust. With 18 years of experience, Taylor has been involved in a total of \$100 million in combined real estate acquisition and financing transactions. He is also active in efforts to ensure responsible development and appropriate land conservation.



Taylor G. Levy

Marcus & Millichap

Brian Rosen is a 3rd generation South Florida real estate professional with Marcus & Millichap, one of the industry's largest real estate brokerage firms. Brian specializes in real estate investment sales and financing, as well as providing research and advisory services to clients throughout the region.



Brian Rosen

BH3 Management



Greg Freedman

As a Co-Founder of BH3 with 18 years of industry experience, Greg has extensive expertise in real estate development, acquisition, analysis and sales/marketing. Greg is actively involved in various charitable causes throughout South Florida.

Paint the City

A Co-Founder of PTC and a founder of Heritage Outdoor Media, James is a third-generation sign builder with over 15 years of experience in the outdoor signage industry. He has coordinated and developed over 50 public displays and specializes in project development, implementation and construction.



James Manfredi

LOCAL CREATIVES

Working in tandem with project sponsors, influential local artists have been engaged to foster relationships with potential murals artists and coordinate outreach within the creative community



Glayson LeRoy

Delray Beach Entrepreneur with passion for making things better. Glayson LeRoy has worked in fields such as coaching (youth soccer), graphic arts, advertising, design, and sustainable green technology. After 10+ years of industry experience revealed that many creatives, as freelancing solopreneurs, focused on primarily on their art and had difficulty promoting themselves as a business, Glayson founded Galera Collective as way to help bridge that gap for local artists. Glayson's specialties include: entrepreneurship, graphic design, marketing, advertising, coaching, branding and identity development.

Galera Collective

Galera Collective was founded in 2016 with the objective to support local creatives in getting their work advantageously displayed and sold, and to provide businesses and brands with access to creatives across multiple disciplines. The co-founders' 10+ years of industry experience revealed that many creatives, as freelancing solopreneurs focused on their art, were missing opportunities essential to profitably selling their work and scaling their businesses.



Alex Ducenord

Delray Beach native Alex " Dj Slym" Ducenord wears many hats and is no stranger to hard work. He is a International touring Dj who has been featured on some of the largest festival stages such as Rolling Loud Music Festival. He has toured with some of the biggest hip hop & pop stars in the world from Lil Wayne to BeBe Rexha. Alex is also a philanthropist with many focuses on mental health, lupus awareness and youth prevention. Also a entrepreneur, Alex created The Network Music Conference in Orlando Florida now partnered with UCF and many institutions to deliver a high energy networking event to the many creatives in the state of Florida.



CONCEPT

CREATIVE PLACEMAKING: HARNESSSES THE POWER OF THE ARTS, CULTURE AND CREATIVITY TO EFFECT CHANGE AND GROWTH WITHIN A COMMUNITY

THE DELRAY BEACH ARTIST COLLECTIVE IS AN ART INITIATIVE ESTABLISHED TO ACTIVATE CREATIVE PLACEMAKING IN WEST DELRAY

By painting murals on buildings located on the West Atlantic side of Atlantic Avenue, the initiative will enrich local residents lives while complimenting the maturity of East Atlantic Avenue

CONCEPT THESIS

Initiating change and growth through the creation and development of public art will have far reaching benefits for both the community and the local economy

Community Development Benefits

- Tangible sense of place
- Connects artists with local communities
- Promotes interaction in public space
- Attracts other artists and creatives

Economic Development Benefits

- Creatives drive traffic
- Mural collectives have Impact
- Artists are always there first. Not stores, shops or commercial property
- Artists lead Money follows

PROJECT TIMELINE

- ❑ The entire collective is expected to take 3-6 months to complete
- ❑ Proposed locations owned by the team will be completed first with the remaining locations to follow

FUNDING

- ❑ The collective is to be primarily financed by Paint the City & BH3 as project sponsors
- ❑ Additional sponsorship opportunities for local business leaders are being offered with active conversations currently taking place

COMMUNITY INVOLVEMENT

- ❑ The collective plans to implement a series of community involvement initiatives within the project which may include:
 - Public Events
 - Mentoring Programs
 - Volunteer Opportunities

ARTIST ENGAGEMENT

- ❑ The collective intends to work with local Delray Beach artists, as well as renowned international artists
- ❑ Artists will be sourced and engaged through Galera Collective and PTC





LEOGONE MARKET



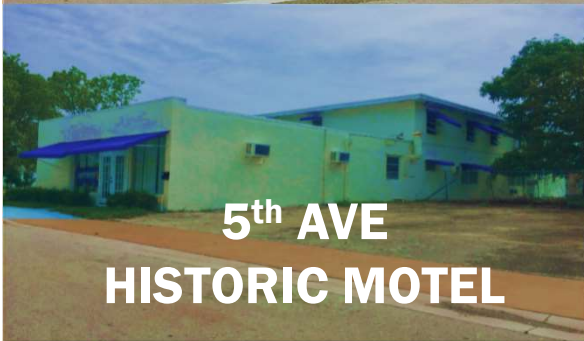
11th AVENUE



VINTAGE TAP



10th AVENUE



**5th AVE
HISTORIC MOTEL**



8th AVENUE



5th AVENUE



**POTENTIAL
FUTURE
LOCATIONS**

PROPOSED LOCATIONS



NEXT STEPS

1. Receive Mayoral, commission and local support for project with subsequent approvals and permits

2. Collaborate with local government, property owners, artists and community members to select mural design and artist for each location

3. Organize and plan community outreach programs and events for proposed locations; Prepare and install first mural of the collective



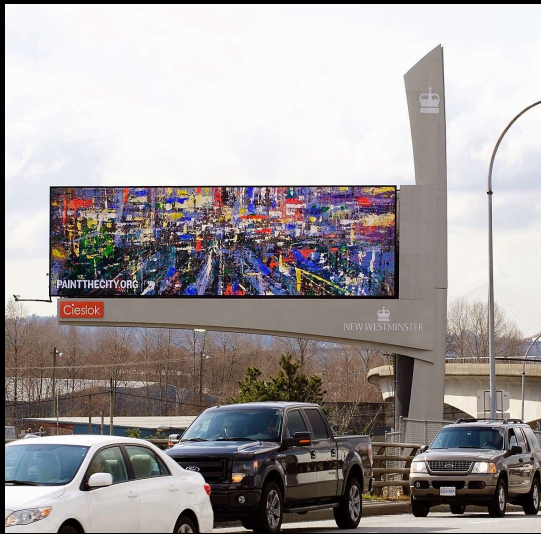
SUPPLEMENTAL INFORMATION

- I – Previously Completed Projects**
- II – Proposed Locations**
- III – Team Biographies**



Completed Projects

Key projects previously completed by Paint the City





Proposed Location

VINTAGE TAP

Artist: TBD

Timeline: September 2018

Budget: \$21,750

Representative mock-up for illustrative purposes only





Proposed Location

5th AVENUE HISTORIC MOTEL

Artist: TBD

Timeline: September 2018

Budget: \$25,500

Representative mock-up for illustrative purposes only





Proposed Location

LEOGANE MARKET

Artist: TBD

Timeline: October 2018

Budget: TBD



Representative mock-up for illustrative purposes only



Proposed Location

8th AVENUE

Artist: TBD

Timeline: November 2018

Budget: TBD

Representative mock-up for illustrative purposes only





Proposed Location

10th AVENUE

Artist: TBD

Timeline: November 2018

Budget: TBD

Representative mock-up for illustrative purposes only





Proposed Location

5th AVENUE/ 11th AVENUE

Artist: TBD

Timeline: December 2018

Budget: TBD



9TH AVE SOUTH WEST



10TH AVE SOUTH WEST



11TH AVE SOUTH WEST



8TH AVE NORTH WEST

Potential Future Locations

**9TH AVE SOUTH WEST,
10TH AVE SOUTH WEST,
11TH AVE SOUTH WEST &
8TH AVE NORTH WEST**



Representative mock-up for illustrative purposes only

TEAM BIOGRAPHIES

BH3 Management



Daniel Lebensohn

With an expertise in complex distressed and workout scenarios, Mr. Lebensohn oversees the Legal and Structuring components of BH3's acquisitions. Prior to cofounding BH3, Mr. Lebensohn served as an in-house counsel to a Manhattan owner, operator and developer for several years and has more than 20 years of operational and investment experience, including acquisitions and management of multifamily projects in NYC through BH3-affiliate Windward Real Estate. Mr. Lebensohn holds a juris doctorate from the prestigious New York Law School and practiced law in New York City for more than 12 years.



Greg Freedman

With an expertise in financial analysis, sales and marketing, Mr. Freedman oversees Acquisitions, Financial Analysis, and Sales/Marketing efforts at BH3. Prior to cofounding BH3, Mr. Freedman was a principal in a private lending company based in South Florida that financed bridge loans on commercial and residential real estate, where he managed a national team of more than 40 account executives. Mr. Freedman holds a bachelor's degree from Florida Atlantic University.

TEAM BIOGRAPHIES

Taylor G. Levy

Levy Land Trust



Inspired by a passion for real estate, Taylor Levy founded Levy Land Trust with a commitment to excellence and integrity. Early in his career, Taylor established a financial services firm focused on mortgage banking, which he expanded from a base in Long Island to offices in New York, New Jersey and Florida. Bank of America then recruited Taylor to its retail mortgage desk in New York City. Intrigued by real estate, Taylor began acquiring and repositioning large multi-family properties, building a portfolio of assets that continue to yield consistent returns. He excels at identifying viable properties, crafting strategy and executing investment plans. He is equally adept at monitoring the details of development from financing to construction and management. Throughout his 18-year career in real estate, Taylor has been involved in a total of \$100M in combined real estate acquisition and financing transactions. He is also active in efforts to ensure responsible development and appropriate land conservation. Taylor resides in Delray Beach with his family.

Brian Rosen

Marcus & Millichap



Brian Rosen is a 3rd generation South Florida real estate professional with Marcus & Millichap one of industry's largest firm specializing in real estate investment sales and financing, as well as a leading source of research and advisory services. Brian brings with him the understanding of integrity and a wide range of expertise. With a degree in Entrepreneurial Studies from the University of Massachusetts at Amherst, Brian has used his vision and problem-solving abilities in market research, acquisition analysis, refinance, property management and negotiations surrounding a portfolio of more than a 1.5 million square feet of product that includes Brown-fields, JVs with REITS, Free Standing NNN's, Life-Style Centers, Community Centers, and Research Development Parks. Brian's passions include the Art and Culture and is an Executive Board Member of the Arts Garage and an integral part of The Founding Family of the Okeechobee Music and Arts Festival. Brian believes in the power of art and culture to drive traffic and development to create place and true value both monetarily as well as to the cultural fabric of a local community.

James Manfredi

Paint the City



A Co-Founder of PTC, James is a third-generation sign builder with over 15 years of experience in the outdoor signage industry. James is also the founder of Heritage Outdoor Media, a boutique outdoor advertising company. Throughout his career, James has coordinated and developed over 50 public displays and specializes in project development, implementation and construction. His previous experience also includes: successfully orchestrating sales of advertising assets worth over \$35 million and creating in excess of \$150 million in digital outdoor assets. James is a graduate of George Washington University.