



Dan Fenton
Executive Vice President



Bill Sandridge
Managing Director, Raleigh

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Overall Goal

GRCVB's goal is to increase Wake County visitation to 19.5 million by 2028

Q: *What is the goal of the Destination Strategic Plan?*

A: To advance Wake County's overall visitation and enhance the tourism industry.

Goals Continued

Increase
number of
overnight
visitors

Increase
overnight
visitor length
of stay

Increase
economic
impact of
tourism

Generate
community
impact from
new jobs,
higher wages
etc.

Transform
community
from a
destination
perspective

Project Team



Dan Fenton
Global Tourism Director



Bill Sandridge
Managing Director,
Raleigh



David Holder, CDME
Vice President–Tourism



Bethanie Parker
Associate–Tourism



Dan Douglas
Urban Planner

JLL Local Raleigh Presence

JLL's local team knows the market

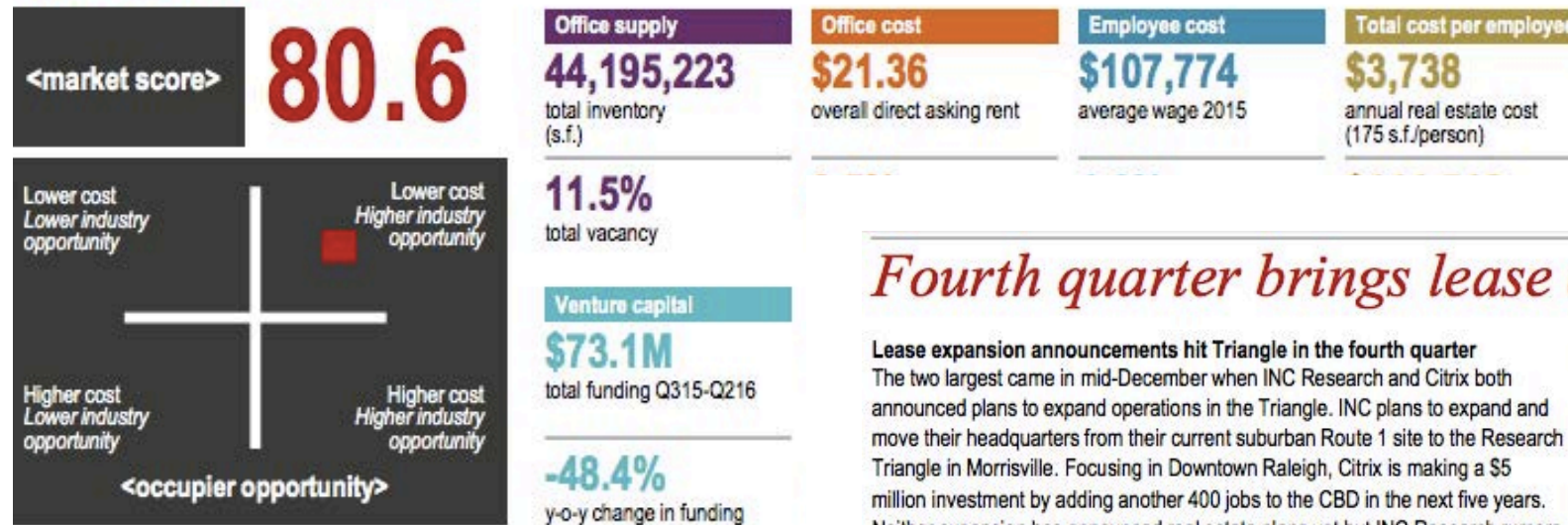
We are invested in this community and will provide insight to benefit the development of the plan.

Technology Office Outlook

Raleigh-Durham | Summer 2016



MARKET SCORE AND MATRIX POSITION



TOP LEASE TRANSACTIONS

Perimeter Park IV RTP / RDU Tenant: ChannelAdvisor Size: 136,538 s.f. Relocation and expansion	Perimeter Park RTP / RDU Tenant: TrialCard Size: 73,014 s.f. New lease
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Fourth quarter brings lease expansions to triangle

Lease expansion announcements hit Triangle in the fourth quarter
The two largest came in mid-December when INC Research and Citrix both announced plans to expand operations in the Triangle. INC plans to expand and move their headquarters from their current suburban Route 1 site to the Research Triangle in Morrisville. Focusing in Downtown Raleigh, Citrix is making a \$5 million investment by adding another 400 jobs to the CBD in the next five years. Neither expansion has announced real estate plans yet but INC Research rumors suggest Perimeter Park while Citrix's goal is to keep the employee base close to their current Warehouse District redevelopment. Nutanix and Smartlink also released Raleigh-Durham expansion plans in the past quarter in Downtown Durham and Cary, respectively.

Large office portfolio sales round out 2016
2016 saw 4.2 million square feet of office product trade throughout the year with 1.3 million square feet in the last three months. Singerman Real Estate, out of Chicago, picked up just under 500,000 square feet of office and flex product with six buildings in Perimeter Park. In another notable transaction, local real estate investment firm, The Dilweg Companies, purchased Quadrangle Business Park in Chapel Hill for \$21.5 million or \$156.95 per square foot. This Class A park totals 264,410 square feet and was 91 percent leased at the time of sale. As GlaxoSmithKline sold off its Triangle real estate, Longfellow Real Estate purchased its second lab building of the portfolio with the Stiefel building on TW Alexander Drive. Longfellow Real Estate also acquired Venture Center in late 2015 from GlaxoSmithKline's property downsizing.

Construction groundbreakings continue among suburban submarkets
Raleigh-Durham suburban submarkets saw two additional groundbreakings fourth quarter contributing to a total of seven suburban groundbreakings in 2016 and two urban. Legacy at Brier Creek in the Glenwood/Creedmoor submarket and Churchill Hall at Imperial Center in the RTP/RDU submarket both broke ground. With 2.2 million square feet under construction, Raleigh-Durham speculative construction has caught up with demand. With numerous recent expansion announcements in addition to North Carolina's steady job growth, in general, leasing activity is expected to keep up with abundant supply as it delivers.

Citrix and INC Research job announcement for next 5 years

950 jobs

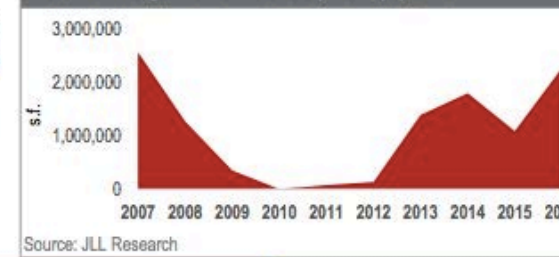
Source: JLL Research

2016 investment sales



Source: JLL Research

Historic Raleigh-Durham development pipeline



Source: JLL Research

44,221,958 Total inventory (s.f.)	194,861 Q4 2016 net absorption (s.f.)	\$22.27 Direct average asking rent	2,587,695 Total under construction (s.f.)
10.2% Total vacancy	1,112,253 YTD net absorption (s.f.)	8.4% 12-month rent growth	64.4% Total preleased

JLL Local Corporate Clients



JLL Industry History

- **30** tourism strategic planning clients
- **100** convention/civic/conference facilities representing over 15 million square feet of function space
- **65** hotels totaling 35,000 rooms and representing nearly \$8 billion in value
- **65** economic impact studies
- **30** civic centers, amphitheaters, arenas, ballparks and stadiums, including MLB, NFL, NBA and MLS facilities
- **30** commercial/retail/office projects representing nearly \$10 billion in value and 30 million square feet
- **50** hotels globally under asset management

Charlotte Case Study

JLL's recommendations have spurred catalytic development in Charlotte

JLL has a 15-year relationship with Charlotte and the Charlotte Regional Visitors Authority

- Transformed the landscape for:
 - Residential services
 - Convention amenities
 - Leisure tourism offerings

New effort underway based on JLL's recent recommendations at Charlotte Convention Center

Hospitality and Tourism Assignments



The Focus

**The
Overnight
Visitor**

Project Approach

OBJECTIVE 1: Stakeholder consensus

OBJECTIVE 2: Tourism infrastructure and destination development

OBJECTIVE 3: Increase visitor flow across all channels

Steering Committee

- John Q. Adams, Red Hat
- Dan Ault, Town of Cary
- Jenn Bosser, City of Raleigh
- Angela Caraway, MMP, The Caraway Management Group, Inc.
- Jason Cannon, Town of Wake Forest
- Deanna Crossman, Mayton Inn
- Robert Doreauk, AT&T
- Katharine Eberhardt, NCFC Youth
- Sherry Fadool, Triangle Volleyball Club
- Jim Greene, City of Raleigh
- Michael Haley, Wake County Economic Development
- Greg Hatem, Empire Properties
- Scott Manning, Holly Springs Chamber of Commerce
- Jennifer Martin, Greater Raleigh Merchants Association
- Todd Masinter, Triangle Glides
- Eleanor Oakley, United Arts Council of Raleigh and Wake County
- Ian Sauer, Summit Hospitality Group
- Lesley Stracks-Mullem, Taste Carolina Gourmet Food Tours
- Jason Widen, HQ Raleigh

Stakeholder Consensus

We want to hear from you.

*The broader
the spectrum
of input and
engagement,
the better the
outcome*

Inclusiveness

- Hospitality Industry
- Arts Community
- Event Organizers
- Business Community
- Venue Operators
- Elected Officials
- Cities and Towns
- Residents

+

Engagement

- Focus Groups
- Monthly Updates
- Dedicated Website
- Stakeholder Survey
- Resident Survey
- Ongoing Access to JLL
- Final Report Review

=

**Broad-based
support
for ultimate
Destination
Strategic Plan**

wakecountydsp.com

What is a Tourism Asset?



an event



an attraction



a park



a story



an experience



a restaurant



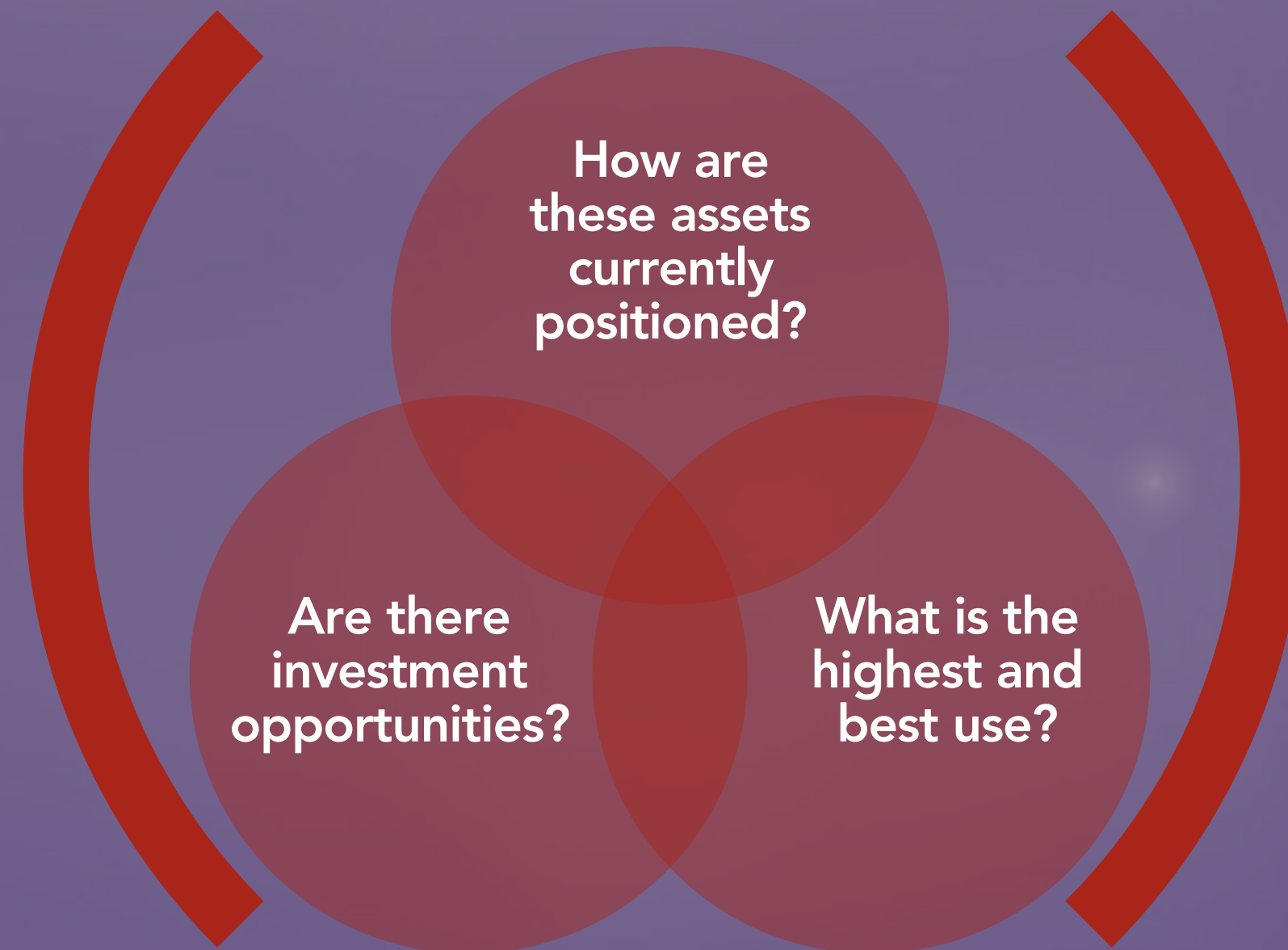
a special place

Tourism Infrastructure & Destination Development

JLL will look at all relevant elements related to development and growth



Countywide
Asset Inventory



Situational Analysis



Key Recommendations—
Implementation Plan

Implementation

JLL will develop a timeline and actionable short-, medium- and long-term recommendations

This is a countywide plan that will encompass a wide variety of partners

Recommendation	Participation	Details implementation	Lead	Partners	Timeline
Implement new program	Determine participation	Confirm at least five participants for pilot program in year one	CVB	Industry Association Regional Association Cities and Towns Local Business Owners	< 6-8 months

Thank You!

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