



DOWNLOAD THE ULI EVENTS APP – FALL MEETING

Optimize your experience at ULI meetings and conferences with the free ULI Events app

- Plan your schedule
- Connect with other leaders at the Fall meeting
- Find nearby restaurants

Available for Apple and Android devices www.uli.org/mobile



Entertainment Development Council Agenda

Wednesday October 22nd, 2014

Le Parker Meridien Hotel

New York, NY

Council Reception: Tuesday, October 21st, 2014

Location: Cheri Harlem
231 Lenox Ave.
New York, NY 10027
212-66-CHERI

Time: 6:00 Cocktails
7:30 Dinner

RSVP: Angie.Velasquez@etiemail.com

Cost: Please reference separate letter from
Normalynn Cutler

Payment: **Please send checks ONLY**
Payable To: Brian Edwards, Edwards Technologies, Inc.
Send to: 139 Maryland Street, El Segundo, CA 90245
Attn: Brian Edwards

Chair:	Jill Bensley	Phone: (805) 985-7671	Email: jill@jbresearchco.com
Assistant Chair:	Brian Edwards	Phone: (310) 536-7070	Email: brian.edwards@ETIemail.com
Program Vice Chair:	Peter Tomai	Phone (435) 655-7500	Email: ptomai@SPerformance.com
Memb. Vice Chair:	Mark Woodbury	Phone (407) 224-3000	Email: mark.woodbury@nbcuni.com
Vice Chair At Large:			

Council Day Agenda – Wednesday, October 22nd, 2014 Le Parker Meridien (Tansa Room), 119 West 56th Street

7:30-8:00 Networking Breakfast

8:00-8:30 Chairman Welcome

- Introduction of Members and Guests
- Reminder to Complete Evaluation Form
- ULIF Announcement
- Review of ULI Priorities & Council Member Expectations (see back page of your agenda)
- Discussion re: Suggestions for Future Council and Concurrent Meeting Programs
- Council Mission Statement

8:30 – 9:30 Trends- Entertainment in Public Spaces: New Ideas from New York and Newark

Speakers: Daniel Biederman
President
34th Street Partnership
1065 Avenue of The Americas
Room 2400
New York, NY 10018-0667
(212) 719-3434
dbiederman@urbanmgt.com

Parks in the East have begun to derive their programming from the world of sports, theater, entertainment, children's games, and libraries. This brief summary will expose the Council to some of these new ideas, and how they're being financed.

9:30-9:45 Break

9:45 – 10:30 Exhibition Industry Update: Performance Metrics-Trends and Challenges-Emerging Specialty Venues

Speakers: Jay Shapiro
President
JMS Advisory
20 Fresh Pond Place
Cambridge, MA 02138
(781) 894-9640
jmshapiro@att.net

Present historic review and YTD exhibition industry performance metrics – both international and domestic – highlighting box office grosses, admissions, ticket pricing as well as the digital and 3D roll outs. (Featuring Regal Entertainment Group)

Address exhibition industry challenges profiling current design/operations trends and identifying on-going issues among members of this tripartite industry: production-distribution-operations. (Featuring AMC Theatres)

Showcase a “sampler” of emerging specialty venues addressing their similarities and differences by participation from a galaxy of star representatives of various emerging brands and EDC members who are developers/landlords to emerging specialty venues. (Cameo appearances by iPic, Arclight, Cinopolis, AlamoDraft House, NAI/SuperLux, Violet Crown)

10:30-11:15 New Member Introduction and New Project Backgrounds – Things Are Lookin’ Up!

David Malmuth
David Malmuth Development, LLC
2660 1st Ave.
San Diego, CA 92103
(619) 823-3290
david@davidmalmuth.com

Michael McNaughton
WS Development
Senior Vice President of Asset Management
33 Boylston Street, Ste 3000
Chestnut Hill, MA 02467
(617) 646-3276
michael.mcnaughton@wsdevelopment.com

Michael McCall
Strategic Leisure, Inc.
President
11619 Lakewater Way
Columbia, MD 21044
(410) 964-2484
michael.mccall@strategicleisure.com

11:15-12:00 Big Data Update

Speakers: Kathleen Cohen
Digital Advisor, (former) Vice President, Digital Innovation and Integration
The National Constitution Center
(215) 409-6745
www.constitutioncenter.org
kathleencohen@constitutioncenter.org

In our last meeting numerous questions and discussion arose from Kathleen presentation. She has graciously agreed to return. In this session, she will explain in more detail the definition of “big data”, how it is being used in every aspect of our business, and how we can adopt it to help guide the narrative of our future experiences. Brian Edwards will be onhand at this session to guide the discussion and keep it understandable for all members!

**12:00-1:15 Lunch – Harlem Globetrotters
Learning From the Funniest Athletes in the World!**

Who hasn’t seen this group of athlete/comedians rip up a gym floor with their absolutely stunning antics as they create family entertainment? One of the best attractions for all ages, we will hear from the leader of this group how the team was formed, their recent history, the recent sale to Herschend, and what’s new for the future. We are indeed fortunate to have the CEO, Kurt Schneider, provide a look into the antics and the economics of the team.

Mr. Schneider served as an Executive Vice President of Marketing of World Wrestling Entertainment Inc. from February 24, 2003 to May 2007. Prior to 2003, Mr. Schneider was Chief Executive Officer of Asimba, Inc. for two years and its President. He served as Vice President of Marketing at Fox Sports Net. Mr. Schneider serves as a Director of Harlem Globetrotters International, Inc. and The Apollo Theater Foundation, Inc.

Speaker(s): Kurt Schneider
Harlem Globetrotters CEO
Address TBD

1:15-1:30 Orbi: Sega, The First Year

Joseph P. Schmelzeis, Jr.
Corporate Director
Entertainment Park Division Manager
Manager for International Business
Sega Corporation
2-12-14 Higashikojiya, Ohta-ku,
Tokyo 144-8532, Japan
Tel: +81-3-5736-7706
Fax: +81-3-5736-7703
jps@sega.co.jp<<mailto:jps@sega.co.jp>>

Joe will update us on the first year of operation of Orbi, which opened in Tokyo in August 2013. The attraction is equal parts nature and tech. Sega has paired up with BBC Earth to provide a new location-based experience which combines cutting edge technology from Sega spliced interactively with nature footage from the BBC. Come hear about the successes and challenges of debuting one of the first new location-based attractions open in the last ten years!

1:30-2:00 Break and walk to afternoon location at the Sheraton Hotel and Towers, Times Square, 811 Seventh Ave. (Walking distance from our location)

2:00– 3:30 Sheraton Hotel & Towers Times Square (Metropolitan West), 811 Seventh Ave. Joint Meeting with RDC – Topic Synopsis: The Multi-Generational Market for Entertainment, Resorts and Second Home Communities- Baby Boomer Grandparents

Speaker(s): NormaLynn Cutler
President
Cutler Enterprises
15 Driftwood St., #2
Marina Del Rey, CA 90292
normalynn@cutlerenterprises.com

Jill Bensley
President
JB Research Company
2564 Jamestown Court
Oxnard, CA 93035
(805) 958-7671
jill@jbresearchco.com

Presentation of the recent ULIF-funded study of Multi-Generational Consumer Demographics, followed by a Discussion of Implications for the Entertainment, Resort and Second-Home Community Markets. This recent study presents fascinating information regarding the gracefully-aging Boomers and how their spending power is now increasingly being exercised on behalf of the younger generations of their families. What are the trends and implications for our industry as this generation enters the generative stage of their lives and desires to provide both entertaining activities and character-building experiences for their progeny?

3:30 -3:45 Closing Business-Cocktails with the RDC Council

3:45-4:15 **Cocktails with the RDC Councils at Faces and Names, 159 West 54th Street**

Jacob K. Javits Convention Center
4:30-6:00 **General Session: Capital Markets: A Global Perspective**
Capital users and providers from across the globe will engage in a provocative conversation on where the money is coming from and how it is being used.

Speakers:

Jeff T. Blau
Chief Executive Officer
Related Companies

Kok Huat Goh
Chief Operating Officer and President
GIC Real Estate

6:00-7:30 **Cocktail Reception, Jacob K. Javits Convention Center**

KEY:

(f)=Full Member

(m)=Member

(nm)=Nonmember

(i)=Invited Speaker/Moderator/Panelist

(p)=Proposed Speaker/Moderator/Panelist

(c)=Confirmed Speaker/Moderator/Panelist

For more information about ULI please visit www.uli.org



ULI's Priorities

1. Promoting Intelligent Densification and Urbanization

- What are the most responsible ways to provide cost-effective housing for a rapidly increasing global population that is becoming increasingly urbanized?
- How can we advance the understanding of the relationship between a high-quality of life and the built environment to create high-quality, appropriately-priced density that is attractive to users?
- What is the relationship between a thriving economy and a thriving city (and vice versa)-the relationship between a dynamic society and the built environment?

2. Creating Resilient Communities

- What are the best new business models in the real estate and land use industry and how can we support their development?
- How can we best adapt and reuse existing real estate while eliminating obsolete space to create thriving communities?
- How can we influence land use leaders locally and around the world as they reshape the process of community building and developing both social and physical infrastructure?

3. Understanding Demand and Market Forces

- How can we best understand the demand (quantity, type, price, and location of the need) for real estate and discover what the market wants short-term versus what the market needs long-term
- How can we help balance local, regional, national, and global interests as well as public and private interests in terms of how they affect land use decisions and development?
- How will changing technology influence building and buildings, and how will people's use of technology influence how they interact with the physical environment?

4. Connecting Capital and Real Estate Through Value

- How can we best generate value in the built environment that is greater than its cost?
- What are the best ways to ensure the attractiveness of real estate as an investment as institutional capital allocators continue to change and become more global?
- What is the most effective way to demonstrate and explain the relationship between investment in public projects and amenities and the impact on real estate value?

5. Integrating Energy, Resources, and Uses

- How can we best reduce the negative impact of the built environment on our natural resources and climate?
- What are the best ways to use the world's energy resources and protect the built environment from volatile and unpredictable conditions?
- How will trends in energy and resources impact the future best use of land?



ULI Council Member Expectations

Council membership is a privilege desired by many ULI members and the value of the Council experience is determined by the quality and participation of its members. Each Council member is therefore expected to be a committed and participating part of the Council, contributing as much value to the Council experience as they take home.

OPEN, HONEST, SPECIFIC INFORMATION AND EXPERIENCE: Come to Council meetings ready to participate openly and honestly with specific, detailed information and experience from your current real estate practice.

CONFIDENTIALITY: Everything discussed within a Council is kept completely confidential by all Council members. This is the foundation that makes open and honest sharing of detailed information and experience possible. Violation of confidentiality will result in immediate expulsion from your Council.

REAL DEALS, REAL NUMBERS: The key to truly valuable interaction between the Council members is the sharing of real deals and real number, successes as well as lesson learned.

RESPECT FOR OTHERS: Help make discussions productive and high value by engaging your fellow council members respectfully with your most relevant information and experience.

NO SELF PROMOTION: Councils members are all highly successful real estate professionals. Self-promotion and pitching do not add value for your fellow council members. Keep your presentations and discussions aimed at delivering real take home value for your peers, not your business.

NO CELL PHONES OR BLACKBERRIES: It should go without saying that you cannot be fully engaged in your council while checking your email. Most Councils have breaks designed to allow members to check in and stay connected a few times during the day.

ATTEND EVERY MEETING AND ATTEND ALL DAY: Each Council member has been chosen for the value that their unique background and experience brings to the Council. Missing a Council meeting or part of a Council meeting reduces the value for every other member of your Council. Your empty seat could easily be filled by someone else who has value to bring to the table.

RECRUIT THE BEST AND BRIGHTEST: Council members often come into contact with new leaders in the industry, ULI members and non-ULI members, with exciting new products, ideas and best practices that will add greatly to the value of their Council. Bring these new leaders as guests to your Council, sponsor them for Council membership and work with your Council leadership to help them become future members of your Council.

PARTICIPATE IN ULI AND ULI LEADERSHIP: Council members are expected to be active participants in ULI's mission of providing leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. Your involvement in ULI provides excellent opportunities to network and to learn both within and beyond the boundaries of your industry segment:

- Attend and participate as speakers and panelists at ULI Spring Council Forums and Fall Meetings.
- Attend and participate as speakers and panelists at Council meetings.
- Serve as panelists at Project Analysis Sessions held at Spring Council Forums and Fall Meetings.
- Serve as panel members for Advisory Services assignments scheduled throughout the year.
- Contribute to ULI publications through the contribution of articles and papers.
- Contribute to the ULI Foundation.
- Participate as Committee/Subcommittee/Task Force members.
- Participate in research and education programs.
- Participate in District Council programs in each member's area.