

BLUEPRINT

411

THE BLUEPRINT 411 is the official newsletter of the BLUEPRINT geared to inform the community about what is going on and how to take advantage of the opportunities it presents.

ORLANDO VENUES
CITY OF ORLANDO

Orlando's Events Center Tracking Fall 2010 Open



Orlando Magic's Alex Martins discusses the project with Willard Holmes of True Power Electric, one of the Events Center's minority contractors.

If the construction of the new Orlando Events Center were a Magic game, the massive new arena would be in the first quarter. Alex Martins, the Magic's Chief Operating Officer, is confident that the 875,000 square foot state-of-the-art facility will have no trouble meeting its completion date of fall of 2010. Already, the massive superstructure is in place, and passers-by can see

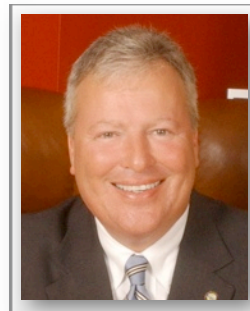
the graceful architecture of this seven-level center starting to emerge.

"We're very pleased with the work that has been done so far," said Martins. "Even with the economic downturn, we're on track for our scheduled completion and we are extremely satisfied with the overall progress that our contractors and subcontractors have made."

He stressed that only 300 or so workers have actually been on-site for the Events Center, which will have up to 900 workers during the peak construction phase. "It's important to remember that we're roughly in the first 20 – 25 percent of construction, and that the bulk of the work has yet to be completed," Martins said.

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More Than \$66 Million In Contracts Awarded To Minority-owned Companies



Mayor Buddy Dyer

Minority-owned companies have been awarded more than \$66 million in contracts for work on the City of Orlando's Community Venues project, which includes the Orlando Events Center, the Dr. P. Phillips Performing Arts Center and the Citrus Bowl.

The contracts include services such as staffing, hard construction, design, geotechnical work and engineering, as of January 31, 2009.

Of the \$229 million in contracts awarded for the Events Center, more than \$60 million, or 26 percent, has gone to minority-owned firms. That's significantly higher than the 18 percent mandated by the City's BLUEPRINT program. Women-owned companies were awarded another \$12.4 million.

"Having minority and women-owned companies actively involved in building the Community Venues has been a cornerstone of the project," said Orlando Mayor Buddy Dyer. "We are pleased to see this level of participation and remain committed to providing and encouraging these opportunities throughout the life of the project."

(Continued on page 4)

Venues Contractor Spotlight: TRZ Construction



Wanda Johnson

Wanda Johnson was determined to gain a contract on the Orlando Events Center project. Her company, TRZ Construction, sets and pours concrete foundation for everything from single-family homes to high-rise buildings, and Johnson was excited at the prospect of participating in the largest construction project in Orlando's history.

From the first announcement of the \$1.1 billion Venues development, Johnson attended every BLUEPRINT initiative meeting and workshop, read every news article, and completed all of the necessary paperwork and administrative requirements.

Yet despite the best efforts of this tenacious minority-woman business owner, her first bid was rejected as being too high. "I tightened my budget, became more competitive, and came back," Johnson said. "If you want something, you have to come after it." In October, Johnson was notified that TRZ Construction was selected for work on the foundation of the Orlando Events Center.

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UPDATES ON BLUEPRINT

Pat Wallace brings her energy and MWBE experience to Orlando Venues



Pat Wallace

You may not know who Pat Wallace is, but if you're a business owner – particularly a minority or woman business owner – you've probably benefited from her nearly four decades of experience.

As President and CEO of P.A. Wallace & Associates, Wallace works with the City of Orlando's Venues Project Office and URS, the Owner's Representative, to make sure that all contractor and workforce Minority/ Women Business Enterprise (MWBE) compliance provisions are met. As Janeiro Coulter, Special Projects Manager for Orlando's Venues Office says, "Wallace wrote the book on MWBE."

As the first Minority/Women Owned Business Enterprise Director for Erie County in upstate New York, Wallace wrote the first MWBE legislation that covered all areas of procurement and compliance, from construction supplies to professional services. This landmark legislation became the framework for other government and private businesses to model.

Wallace's trailblazing business efforts and her exceptional managerial skills caught the eye of the CEO of a national general construction company, who promptly put her in charge of the company's minority business development and contract compliance nationwide. Wallace also wanted to branch out into risk management, earning her professional designation in that area.

"I wanted to expand my knowledge," said Wallace. She became licensed as an insurance agent for property and causality insurance. Her expertise, particularly in construction and government, is the experience behind her company's Owner Controlled Insurance Program products and bonding services in addition to the MWBE division. Insurance and bonding, according to Wallace, are two unnecessary barriers for small and/or minority businesses.

"Many of the larger contractors won't hire subcontractors to work on projects over certain amounts unless they can provide bond," explained Wallace. "It's not expensive to get bonded, and you may include the cost as part of your bid, just like steel, just like

any other viable business expense. But a lot of subcontractors don't realize that, and it can hold them back from getting a contract or from getting bigger contracts. We can help."

In her capacity as the MWBE contract compliance specialist, Wallace and her staff have been working on the minority business and workforce compliance issues on the new Events Center. Wallace is pleased that the contractor and workforce provisions for women and minorities are exceeding the City's requirements.

Orlando's BLUEPRINT requires that 18 percent of the work must go to minority-owned firms, and 6 percent to those owned by women. As of January 31, 2009, of the \$229 million in contracts awarded for design and construction of the Orlando Events Center, more than \$60.5 million, or 25.6 percent, has gone to minority-owned firms. Another \$12.4 million, or 5.4 percent of the total, has gone to women-owned businesses.

"The BLUEPRINT Employment office has recently made significant changes to increase the workforce to include more Parramore residents," said Wallace. "We're starting to see a positive effect from those changes." These changes include direct management of the BLUEPRINT Employment office by Coulter and a re-doubling of the Events Center's efforts to encourage contractors to post available jobs with the office.

"Our goal is to make sure that Parramore residents have the opportunity to attain sustainable jobs, regardless of past criminal history or being homeless," said Coulter.

Wallace runs Wallace & Associates with her son, Edward. She founded the company in 1992, after moving to Florida four years earlier from Buffalo, New York.

Being president and CEO of her own company doesn't allow Wallace much free time, but she travels when she gets the chance. In addition to her undergraduate degree in Human Resources and her MBA, Wallace also holds a master's degree in theology and is working toward completing her PhD – "I've done everything but the dissertation," Wallace said. She's also head of the prayer ministry of her church.

Wallace clearly enjoys what she does, and she's modest about her accomplishments as a pioneer in MWBE development. "I guess you could call me a trailblazer," she said. "But I'd prefer you do it without telling my age."

Orlando's Events Center Tracking Fall 2010 Open (continued from page 1)

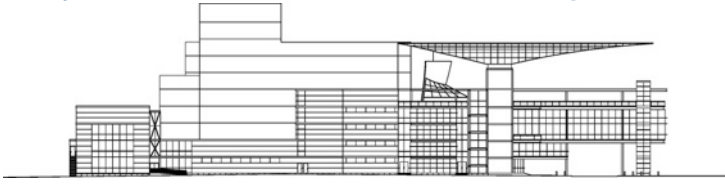
At the current rate of construction, the foundation will be entirely poured and set within six weeks, allowing the next phase of workers – carpenters, electricians, and other skilled technicians – to begin. Martins emphasized that more than 153 contracts have been awarded to 126 different companies, with the bulk of them – 98 – coming from Central Florida-based businesses (Orange, Seminole, Osceola, Lake, Volusia, Polk counties) "We're also very pleased that our outreach into minority and women-owned businesses have exceeded our expectations, as well as the project requirements," Martins said. "Even at this early stage of construction, minority-owned companies in Central Florida have been awarded more than \$73 million in contracts. That's 32 percent of the \$228 million total for the Events Center's design and construction. We're not even at the peak requirements of the project; there are many more contracts to be awarded."

Under the BLUEPRINT initiative, 18 percent of the work must go to minority-owned firms, and 6 percent to women-owned businesses. To date, 26.5 percent of the contracts have been awarded to minority-owned businesses, and 5.6 percent have gone to firms owned by women. Among the total contracts are 35 African-American owned companies, 24 Hispanic-American owned companies, 17 Asian-American companies and 32 women-owned companies.

Martins also reaffirmed the Magic's employment commitment to Orlando's under-served areas such as Parramore. "The majority of the workforce has yet to arrive," Martins said. "This is still very early in the construction phase, but it's easy to tell just by looking at the worksite that we have a diverse workforce. As the structure continues to develop, you'll see more workers on-site, including those hired from the BLUEPRINT office."

BLUEPRINT DEVELOPMENT

Dr. P. Phillips Orlando Performing Arts Center Project Update: Center Plans Moving Forward



NORTH ELEVATION
DR. P. PHILLIPS ORLANDO PERFORMING ARTS CENTER

The Dr. P. Phillips Orlando Performing Arts Center is moving forward.

Recognizing the impact of the challenging economic climate and a decline in Tourist Development Tax revenue, the performing arts center's board of directors and staff have worked with the leadership of First United Methodist Church to identify revisions to the original agreement which would allow the performing arts center to remain on the nine-acre site as designed. A revised agreement has been approved by the performing arts center's board of directors and the congregation of First United Methodist Church.

This agreement was part of the effort to identify where greater efficiencies and savings can be achieved, while preserving the commitment to the mission and vision of the performing arts center and the integrity of the project's design. This was accomplished with the support of the City of Orlando's leadership along with the performing arts center's board of directors, donors and the community.

The team will continue conversations with the City of Orlando and Orange County regarding public financing options to deliver the Dr. P. Phillips Orlando Performing Arts Center to the residents of Central Florida.

The performing arts center will be a world-class destination, including three performance halls, an outdoor plaza and educational space. In addition to its superlative design, it will be the first of its kind to achieve an enhanced level of environmental sustainability certification. This will be the home for the arts in Orlando and also a vibrant economic engine, delivering thousands of jobs and an economic impact of \$244 million during the construction phase alone. Groundbreaking is planned for 2010.

Contracts Awarded to Minority and Women- owned Businesses

Orlando Events Center

Total Contracts	\$229.4 Million
Contracts to MBE Firms	\$60 Million (26%)
Contracts to WBE Firms	\$12.4 Million (5%)

Dr. P. Phillips Orlando Performing Arts Center

Total Contracts	\$27.9 Million
Contracts to MBE Firms	\$6.5 Million (23%)
Contracts to WBE Firms	\$1.7 Million (6%)

Citrus Bowl

Total Contracts	\$4.2 Million
Contracts to MBE Firms	\$987,000 (24%)
Contracts to WBE Firms	\$394,000 (9%)

Venues Contractor Spotlight: TRZ Construction (continued from page 1)

One of ten children born and raised in West Orlando, Johnson is a former semi-professional softball player and college basketball star who never intended to follow in her father's footsteps. "I was home from college on spring break and worked with my father, John McGee, on a job. From then on, I was hooked. I like being there for the start of something and then watching the finishing process, to see something being built before my eyes."

Eighteen years later, Johnson has been involved with the construction and renovation of countless buildings, but admittedly, never one as large in scope as the new Orlando Events Center. Johnson says that you have to follow the BLUEPRINT hiring process in the contract -- and she will have a staff of 15 working on the Events Center project.

Johnson encourages other minority companies to get involved and offers this advice: "If anyone wants to get on with Venues, they need to show up and sell themselves, to prove they can do it. I know for myself, if I get turned down, that's another chance for me to come back."

TRZ Construction is just one of the minority and women-owned businesses which are playing a significant role in the design and construction of Orlando's Community Venues project. The Orlando Events Center is scheduled to be completed in late 2010.

MORE THAN \$66 MILLION IN CONTRACTS AWARDED TO MINORITY-OWNED COMPANIES

(Continued from page 1)

Contracts awarded for work on the Dr. P. Phillips Orlando Performing Arts Center and renovations to the Citrus Bowl also met or exceeded the City's BLUEPRINT guidelines.

For the performing arts center, \$27.9 million in contracts was awarded with \$6.4 million, or 23 percent, going to minority-owned firms. Another \$1.7 million went to women-owned companies. The project is currently in the design and consulting phase.

More than \$4 million was awarded for design work on the Citrus Bowl renovations, of which \$987,000, or 24 percent, went to minority firms.

Under the City's BLUEPRINT, major contractors are required to partner with minority and women-owned companies. Eighteen percent of the work must go to firms owned by minorities, 6 percent to those owned by women.

African-American companies that have received contracts include: 4 Evolution, A-Ryen Unlimited Staffing Solutions, Apex Air Conditioning, B&L Management, Brindley Pieters & Associates, Cohesive Constructors LLC, Comp Security, DEM Development Corp. Inc., Denson Construction, HB Walker, HZ Construction, IMDC, JJ Christie and Associates, Nadic Engineering, P.A. Wallace & Associates, R.L. Burns Inc., Russell Henderson Masonry, Solan Trucking & Excavating, Suca Pipe Supply, True Power Electrical Services Inc., Tyrone Cleaning, TRZ Construction and WBQ Design & Engineering.

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A Glance At Orlando's New Events Center Under Construction



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