

THE LAURA STREET TRIO

Adaptive Reuse Development Program

Exactly Like *nothing else*

HISTORIC BY ALL ACCOUNTS

representing the pinnacle of Jacksonville's "Golden Age"

The "Laura Street Trio" as it is most commonly known, remains the most important group of historic buildings in the region built in the early 1900's yet to be restored. Their storied past and place in the Jacksonville business community is unrivaled as an icon of downtown and the epicenter of the city's Central Business District.

SouthEast Development Group, LLC is pleased to present this proposal for a public-private partnership focused on the preservation and reactivation of these trophy assets. With a creative adaptive reuse development plan, the developer seeks to reimagine the property with a mixed-use program, featuring a new Four-Star Autograph Collection Hotel by Marriott, 169 new blended-rate Multifamily Apartments, along with dynamic retail and entertainment uses unlike anything else in Northeast Florida.

Within the City of Jacksonville's official CRA Plan, the Laura Street Trio is represented as the greatest opportunity to reinvest and celebrate Jacksonville's rich heritage, while creating new hospitality and residential opportunities with the reactivation of these irreplaceable architectural masterpieces.

Everything old can be new again, and a new history for future generations of residents and visitors to Downtown Jacksonville can begin now.



FRONT & CENTER

The Laura Street Trio is the epicenter of Downtown Jacksonville.

A landmark adaptive reuse project, the historic property offers itself a remarkable canvas. With over 300,000 SF of mixed-use program, The Laura Street Trio is front and center to the downtown core, with easy access to all parts of North Florida.

Situated west of the sports & entertainment district, east of LaVilla and Riverside, two blocks north of the waterfront, and south of the emerging church district, The Laura Street Trio represents the crown-jewel of rich Jacksonville history and the promise of the full potential of downtown revitalization to be realized.

To restore these buildings and put them back into service positively impacts every neighborhood of the city, enhances its national reputation and empowers a long awaited renaissance making every other project in Downtown Jacksonville more viable.

In combination with the renewed desirability of downtown living and the other complementary development projects happening in the area, this critical development offers both the public and private sectors the unique opportunity to shape the future of Downtown Jacksonville.





BUILD ON GREAT FOUNDATIONS

“experience, strength and commitment”

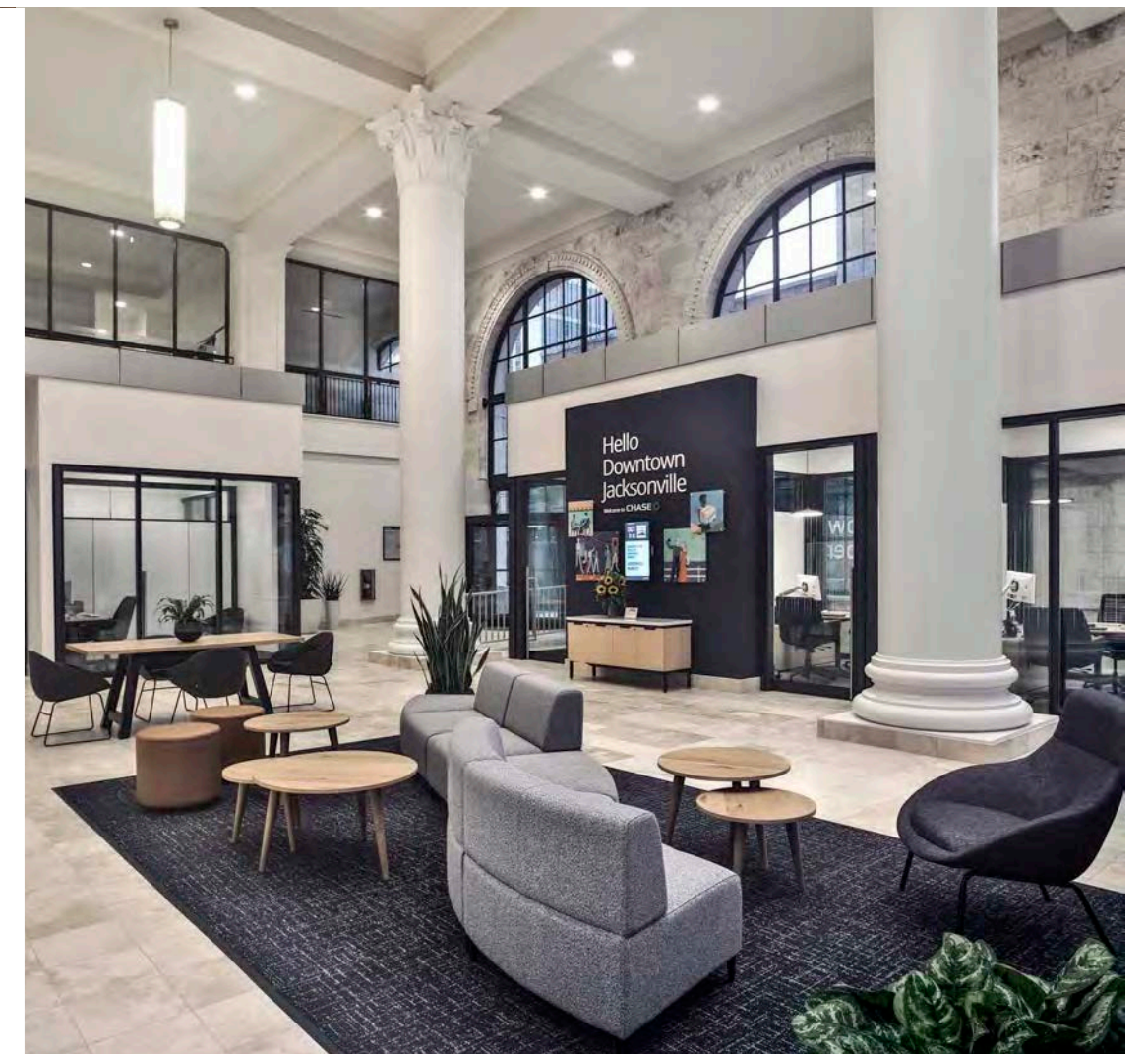
Success in the preservation and adaptive reuse of distressed historic properties is extremely challenging. SouthEast Development Group and its team of design and construction professionals offer a strong background of expertise in this important development category.

With over thirty years of success in the industry, SouthEast’s most recent example of creating catalytic change with a successful adaptive reuse program can be seen in the historic Barnett Building in Downtown Jacksonville.

Built in 1926, the Barnett National Bank Building was redeveloped after being vacant and deteriorating for over twenty years. With the first true mixed-use program in Downtown Jacksonville, SouthEast Development Group created a tremendous influx of activity to the Central Business District.

With the transformational \$55 million adaptive reuse of the Barnett, the building now operates as a LEED Certified hub of activity in Downtown Jacksonville with over 150,000 SF of reimagined uses, including 107 market and affordable rate Multifamily Apartments, a satellite location for the University of North Florida, the home office for the Jacksonville Business Journal and the North Florida flagship for J.P. Morgan Chase & Co., with the region’s largest retail banking branch.

As a Jacksonville based real estate developer, SouthEast Development Group’s commitment to the Jacksonville community is long-standing, and its dedication to bringing sustainable, expert preservation and reactivation of the area’s most important historic assets is proven with a strong foundation of success.



SouthEast Development Group's transformation of the historic Barnett Building is a great example of how creative adaptive reuse programs and expert preservation can not only bring new life to distressed properties, but how they can become strategic assets to the entire community.

Historic properties can be restored and become the strong stitching to the fabric of the urban environment.



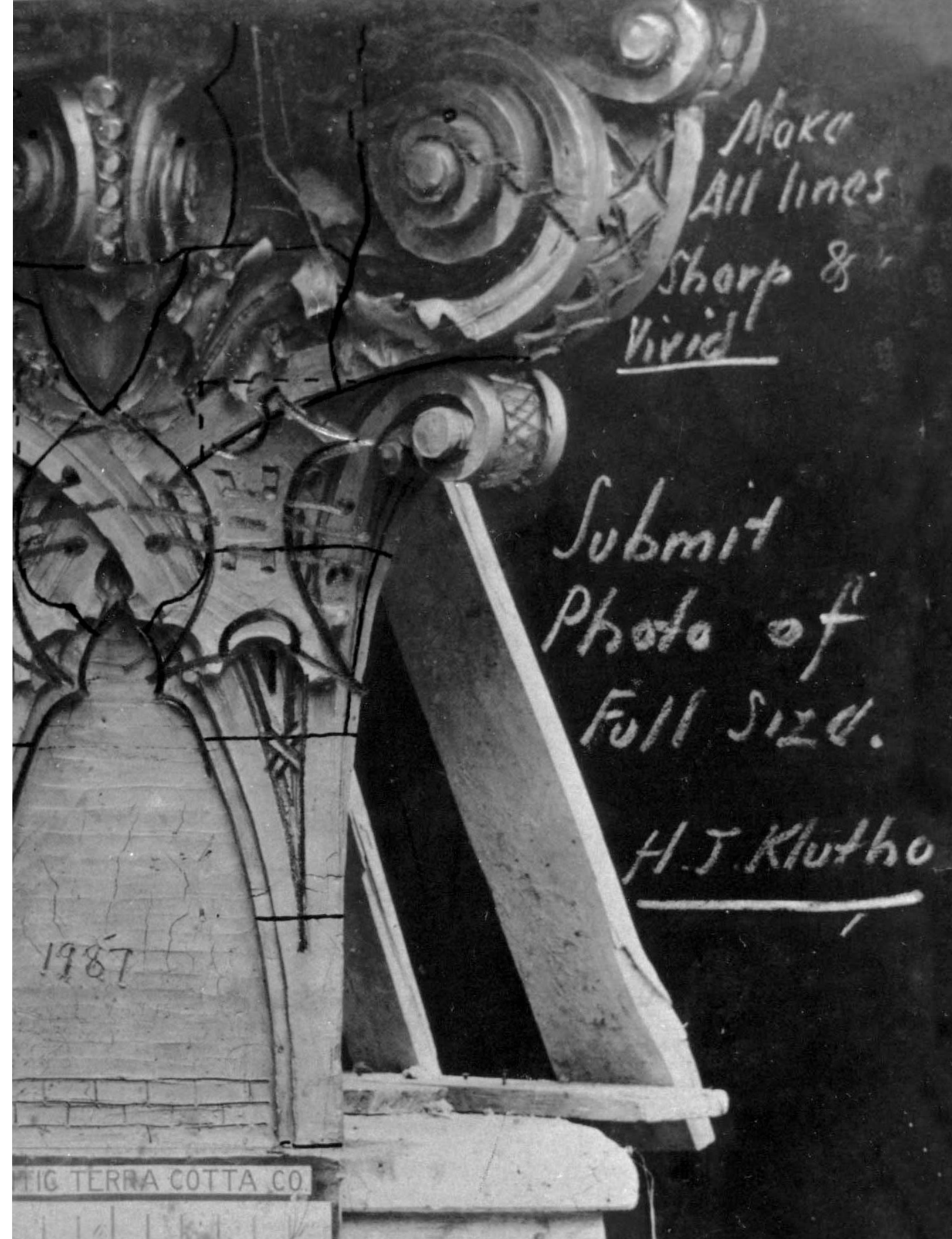
DEVELOPMENT PROGRAM

The City of Jacksonville, along with the Jacksonville Historic Society have deemed the preservation and reactivation of these buildings as *critical to the public purpose*, as well as to the continued success of the city's efforts for downtown revitalization. All three buildings are not only of individual historic and architectural significance, but are also important in the visual relationship to each other and their collective contribution to the urban core.

SouthEast Development Group, LLC has created a mixed-use program to be executed through an adaptive reuse of the three historic buildings, along with the new construction of two building additions containing expanded area for the multifamily and hospitality operations.

The Laura Street Trio Development Program will consist of the following:

- Preservation & Adaptive Reuse of 3 Historic Buildings
- 2 New Construction Building Additions; 11-Stories
- Total Development Area: 308,305 SF
- 143 Key, Four-Star Autograph Collection Hotel by Marriott
- 6,000 SF Flexible Conference/Event Space
- Full-Service Grand Restaurant & Bar
- Indoor/Outdoor Rooftop Bar
- Underground Speakeasy Lounge & Bar
- 169 Multifamily Apartment Units
- 118 (70%) Market Rate Units
- 51 (30%) Attainable-Workforce Rate Units (80% AMI)
- 6,550 SF Street Level Retail Space
- Proposed LEED Certification





LAURA STREET TRIO - Adaptive Reuse Development

Mixed-Use Program; Hotel, Multifamily & Retail

LAURA STREET (WEST) ELEVATION



LAURA STREET TRIO - Adaptive Reuse Development
Mixed-Use Program; Hotel, Multifamily & Retail
W. FORSYTH STREET (SOUTH) ELEVATION



LAURA STREET TRIO - Adaptive Reuse Development
Mixed-Use Program; Hotel, Multifamily & Retail

CORNER OF W. ADAMS & N. LAURA STREETS ELEVATION

51 W. ADAMS STREET
DOWNTOWN JACKSONVILLE
Central Business District (CBD)

Laura Street Frontage between:
Southeast corner N. Laura & W. Adams Streets
Northeast corner N. Laura & W. Forsyth Streets

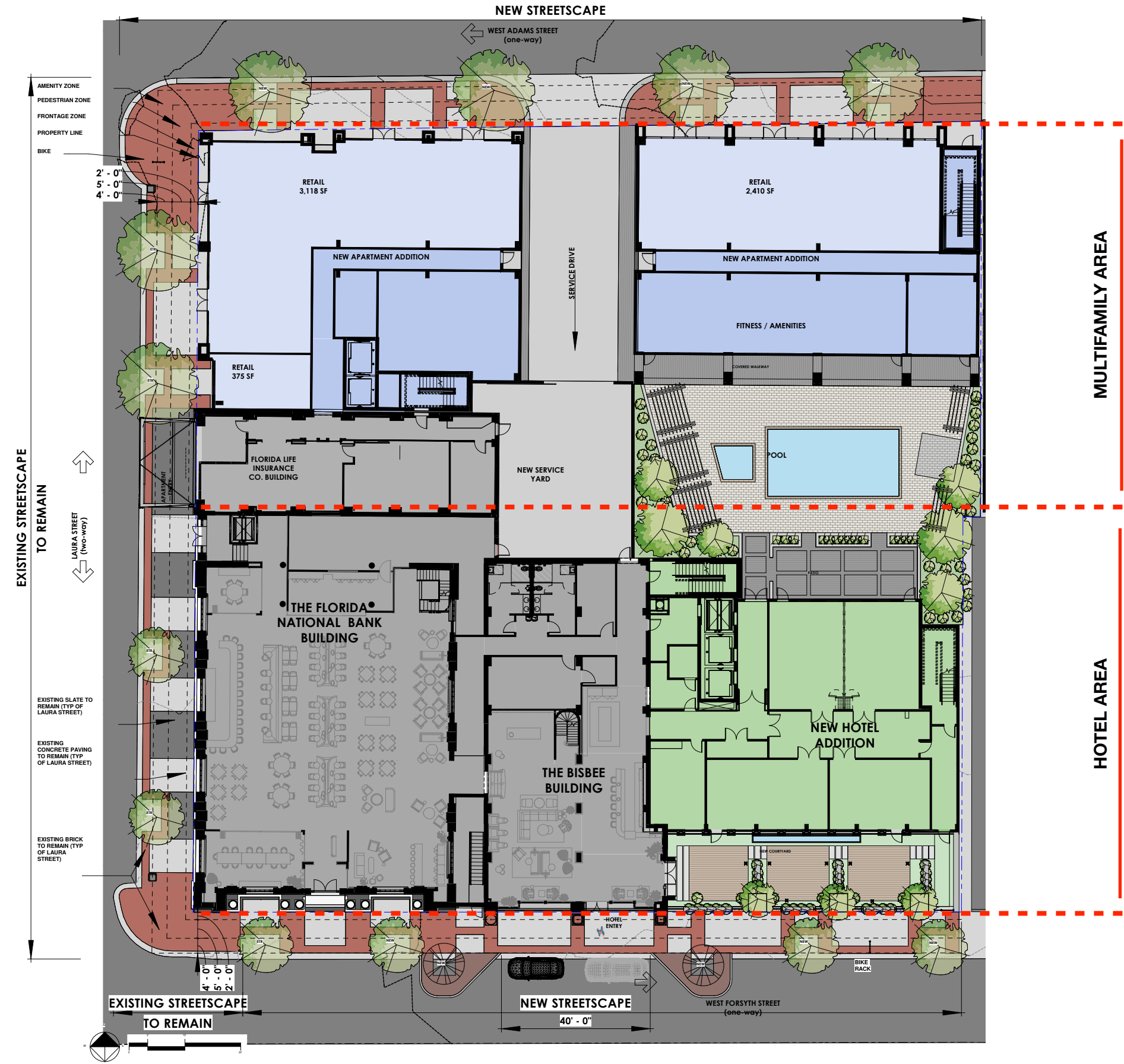
Historic Florida National Bank Building (1902)
51 W. Forsyth Street

Historic Bisbee Building (1908)
47 W. Forsyth Street

Historic Florida Life Ins. Co. Building (1912)
117 N. Laura Street

Vacant Parcels:
RE #073687-0000
RE #073688-0000

Total Area: 1.02 Acres



LAURA STREET TRIO - Adaptive Reuse Development
Mixed-Use Program; Hotel, Multifamily & Retail

MASTER SITE PLAN / MULTIFAMILY & HOTEL LEVEL 1



LAURA STREET TRIO
Development Program

Multifamily Apartment Units

Typical Floor Plan Level 2

Studio:	1
One Bedroom:	11
Two Bedroom:	5

Hotel Keys

Typical Floor Plan Level 2

King:	8
Double Queen:	4
Ext Double Queen:	1
Ext King Suite:	1
Premium King Suite:	1



LAURA STREET TRIO
Development Program

Multifamily Apartment Units

Typical Floor Plan Levels 3-10

Studio:	1
One Bedroom:	11
Two Bedroom:	5

Hotel Keys

Typical Floor Plan Levels 3-10

King:	10
Double Queen:	1
Ext Double Queen:	4
Ext King Suite:	1



LAURA STREET TRIO
Development Program

Multifamily Apartment Units

Typical Floor Plan Level 11

Studio:	1
One Bedroom:	10
Two Bedroom:	5

Hotel

Roof Top Bar



AUTOGRAPH COLLECTION[®] HOTELS

MARRIOTT
BONVOY[™]

HOTEL POSITIONING STRATEGY

By beautifully blurring the lines between the hotel and the surrounding community, we will create a hub of connection and participation—a place uniquely attuned to our civic inheritance. With a focus on placemaking as our highest ideal, we will foster a unique symbiotic relationship with our neighbors and preserve the enduring nature of our locale.

Drawing on the many facets of Jacksonville’s past, the new Autograph Collection Hotel can set a tone for a unique hospitality experience, with a gracious and reverent spirit that celebrates all that precedes us. Our hotel will be a beacon for preservation, with an inspirational environment. Unlike any other hotel currently in the market, the Autograph Collection Hotel by Marriott will create a worldly and one-of-a-kind offering in Downtown Jacksonville.

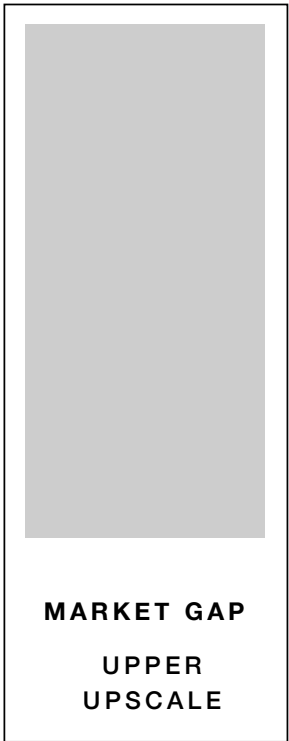
The Autograph Collection Hotel by Marriott is a unique brand of 143 distinctive properties in North America and 78 throughout Europe.

Driven by a dedication to delivering boutique hospitality, each hotel’s experience is carefully crafted and brought to life through passion and expert skill. Rooted in their individual personalities, they offer uncommon moments that leave a vivid imprint and stay with you long after you’ve left.

- Marriott International



FOUR SEASONS
LUXURIOUS MODERNITY



MARKET GAP
UPPER
UPSCALE



MARRIOTT
TRADITIONAL BRANDED
LUXURY



HYATT REGENCY
SWISH CITY
SOPHISTICATE



SHERATON
RELAXED BIG BRANDED
HOSPITALITY



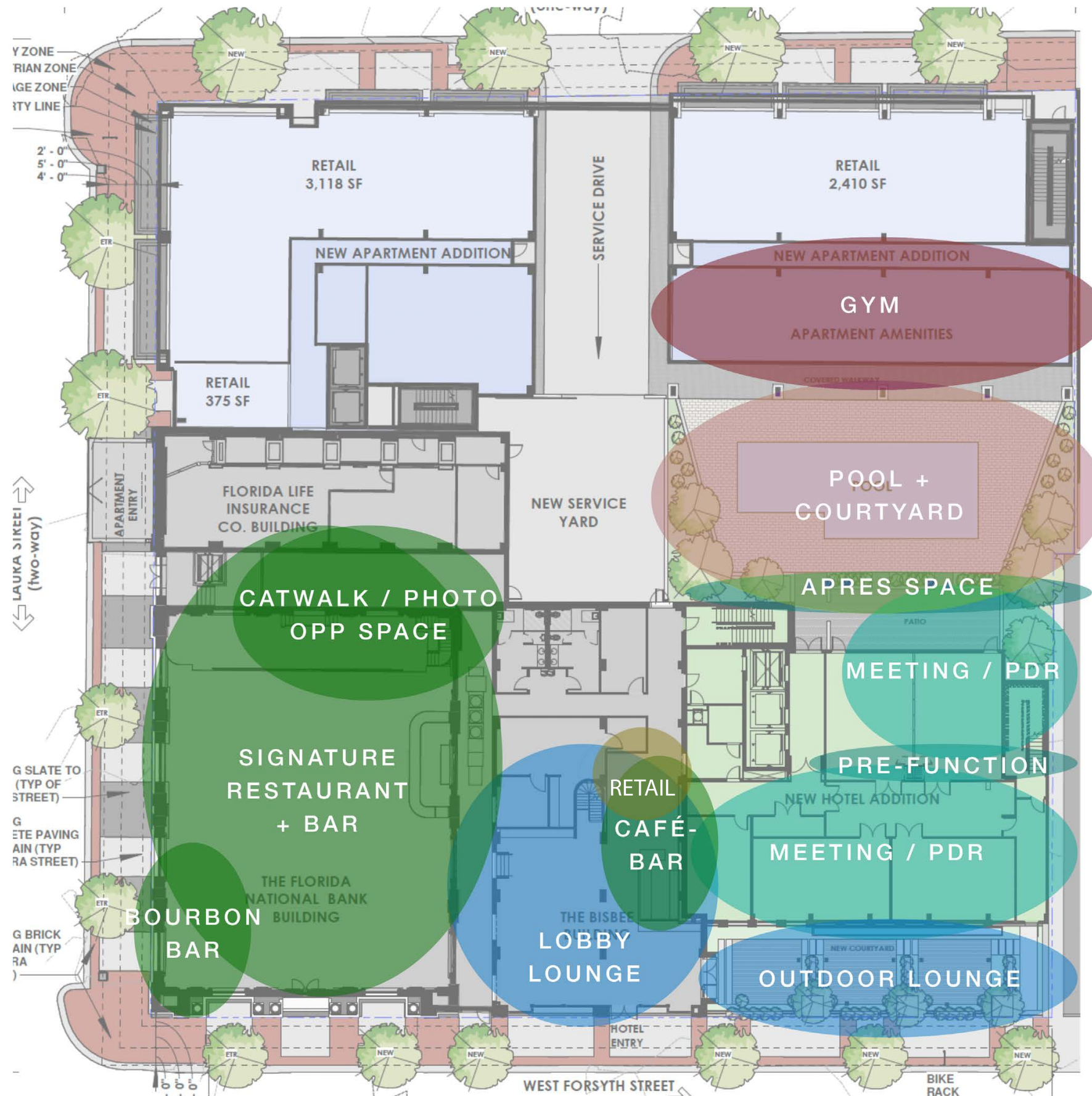
AC HOTELS
LIFESTYLE TRAVEL REDUX



POSITIONING OPPORTUNITY
FOUR-STAR BOUTIQUE (ELEGANT SOUTHERN LEGACY)

MULTILAYERED FOUR-STAR BOUTIQUE HOSPITALITY PROGRAM

- Start with a historic lobby space that sets the tone and welcomes guests with a rich story and atmosphere.
- The lobby experience blends into the grand restaurant with a generous fluidity between the spaces.
- Celebrate in the lobby at an all-day bar that doubles as a lively cafe corner each morning, creating a buzzy social vibe throughout the day.
- Meeting spaces furnished to function as an elegant private event space, doubling the uses-cases upon demand.
- Interior retail spaces thoughtfully chosen and lending to the rich tapestry of Jacksonville's unique local culture.
- A great fitness center and outdoor oasis pool space with shared amenities with the multifamily apartments allowing guest and residents to keep moving.



UNIQUE EXPERIENCES, BOTH GRAND & INTIMATE

Bring a new chapter of heritage and tradition to our historic-of-the-city destination, with a grand restaurant bar, small personal bourbon bars and an underground speakeasy in the historic vaults of the Florida National Bank Building.

Mixing high-end pours and intimate scene, this becomes a coveted spot to come for pre-theatre drinks and perfect nightcaps, or simply settle in to relish the moment.



FRONT LOBBY & BAR

“genuine welcome, generously poured”

The bar has an intimate feel, nestled within the grander scale of the lobby. Warm wood and antique mirror paneling with aged brass shelving creates a beautiful display for food and drink, paired with a softly lit stone bar top wrapped in a rich hue of vintage glazed tile.





AUTOGRAPH
COLLECTION®
HOTELS

Hotel Front Desk Reception & Lobby
Historic Bisbee Building - 51 W. Forsyth Street
Downtown Jacksonville, Florida

Gensler southeast

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The RESTAURANT AS SOCIAL CENTRAL

In a hotel that arrives as downtown's feature story, our restaurant will command the front page. Give guests seats at its grand bar for the opportunity to connect in a magnetic space that mixes history and a touch of indulgence... smart, sexy and social.

Serve upscale southern, sophisticated comfort food from an open concept kitchen that showcases quality cuisine and a confident menu. Beckon visitors from early to late as a power breakfast spot, the go-to for lunch gatherings and an evening standard - the restaurant Jacksonville has been craving.



THE MARBLE BANK RESTAURANT & BAR

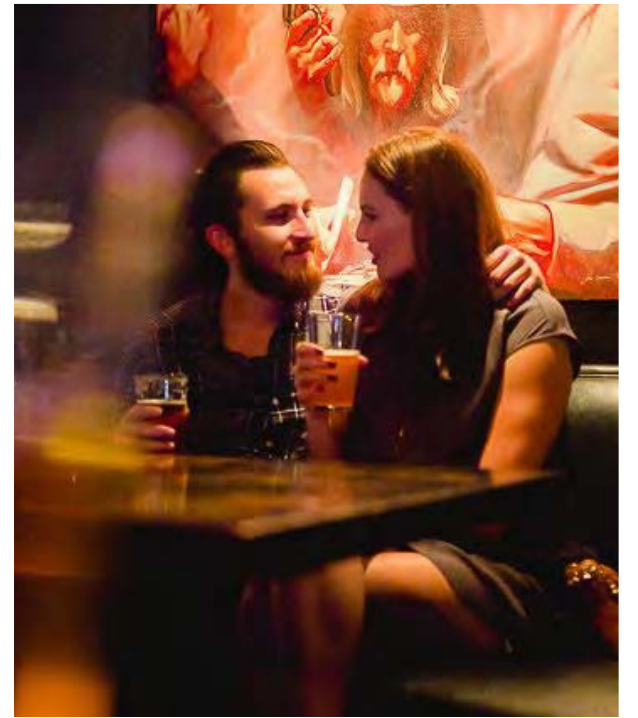
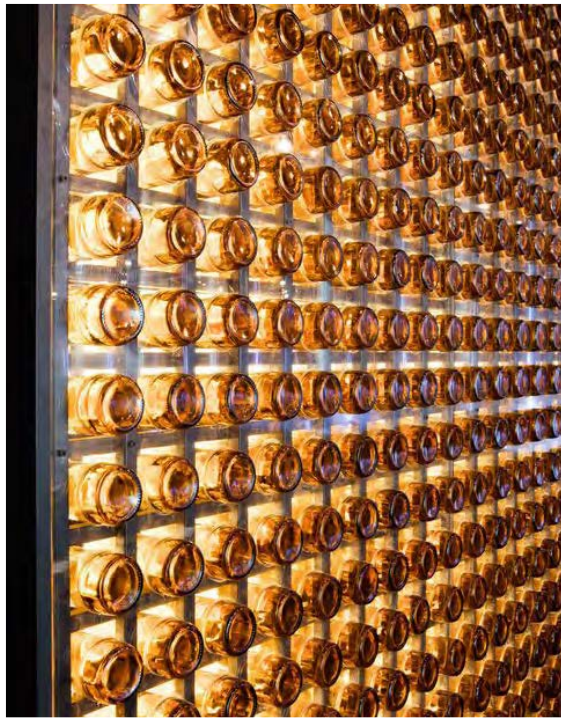
Enveloped by stunning historic architectural details, the restaurant is full of dimensionality and richness. A mix of dining styles takes advantage of the expansive volume of the space, with intentional use of grounded color that lets the classic light plaster walls shine. It's exactly like nothing else.

SPEAKEASY LOUNGE & BAR

"storied spirit, rich in color and character"

Deep in the bank vaults underground, the speakeasy draws on its 120 year heritage. Arrival to the private wine cellars through vault doors, dramatic low lighting, draped lounges and a classic bar stocked with hard to find spirits evoke an air of intrigue and exclusivity.

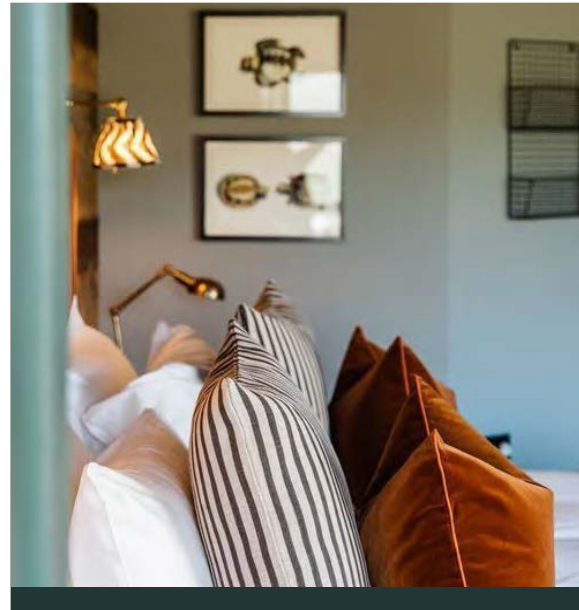




THE ROOFTOP BAR

"great drinks, great views and a great reason to return"

Atop the hotel is a stunning destination that draws both guests and becomes a local favorite, with an expansive indoor-outdoor bar, cozy seating around fire pits and sheltered by lush citrus trees, with 270 degree views of downtown and the St. Johns River.



HOTEL GUEST ROOM

“settle in with sophisticated ease”

Thoughtful details are found throughout the room that give it a ‘homey’ classic feel: a tray of vintage glassware sitting atop a statement piece bar cabinet, a plush stack of accent pillows at the bed, a leather writing station at the desk, and residential sconces that cast a warm glow.

GUEST ROOM & BATH FINISHES

"Four-star, bespoke style"

Vintage inspired touches throughout connect our guests back to days of old. Pattern and color are layered in with custom wallpaper, accent tiling and a playful ceiling light above. A delightfully unexpected "Press for Champagne" button sets the tone for the level of hospitality and luxury found at a Four-Star boutique with bespoke style, an Autograph Collection Hotel.





AUTOGRAPH
COLLECTION®
HOTELS

Hotel Guest Room

Historic Bisbee Building - 51 W. Forsyth Street
Downtown Jacksonville, Florida

Gensler **southeast**

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The
KLUTHO *at*
LAURA STREET



MULTIFAMILY LIVING

ATTAINABLE -WORKFORCE HOUSING

Critical to the Northeast Florida community and particularly the Downtown Jacksonville area is the creation of new Attainable-Workforce Housing.

The Attainable-Workforce category is defined as marketable units priced between 60% to 120% of the average Area Median Income (AMI). This category of renter typical includes teachers, first responder agents, mid-level staffers and young professionals. Ideally, Attainable-Workforce products are available to renters at rates that are not greater than 30% of their total income.

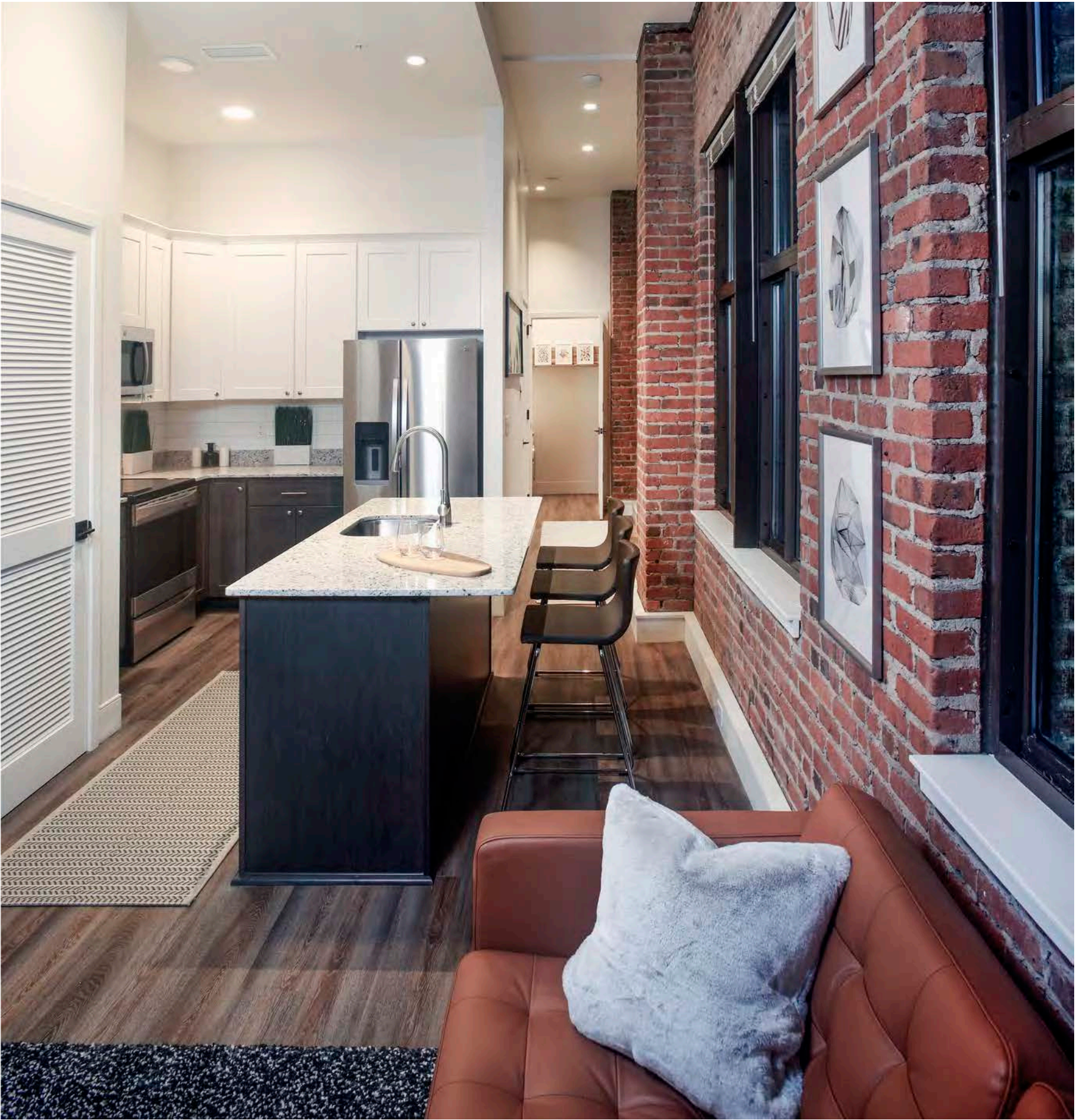
Based on 2022 statistics, Florida ranks first, ahead of California and New York with the highest rent-to-income ratio. The most recent available data indicates that 47.4% of Jacksonville renters are cost burdened (greater than 30% of income absorbed by rent) and 23.2% are severely cost burdened (greater than 50% of income absorbed by rent).*

SouthEast Development Group is one of the only developers to bring a true blended-rate multifamily product to the Downtown Jacksonville market with high-quality apartments, including units priced at the Attainable-Workforce category. Since 2019, SouthEast’s Barnett Building has remained leased at or near 100% occupancy, including 25% of its available units priced at the 80% AMI rent limits. With the introduction of the multifamily program at the Laura Street Trio, the Developer will expand this blended-rate program to include 30% of the total new units offered at 80% of the Jacksonville Metro Region Area Median Income.

Attainable Workforce Rent Rates - Jacksonville, FL Metro Region

One Bedroom Units	2022	2023	2024
120% AMI	\$2,076	\$2,244	\$2,322
100% AMI	\$1,730	\$1,870	\$1,935
80% AMI	\$1,348	\$1,496	\$1,548
60% AMI	\$1,038	\$1,122	\$1,161

* UNF Northeast Florida Center for Community Initiatives February 2023



Barnett Building - Downtown Jacksonville



The
KLUTHO at
LAURA STREET

Multifamily First Floor Lobby & Reception

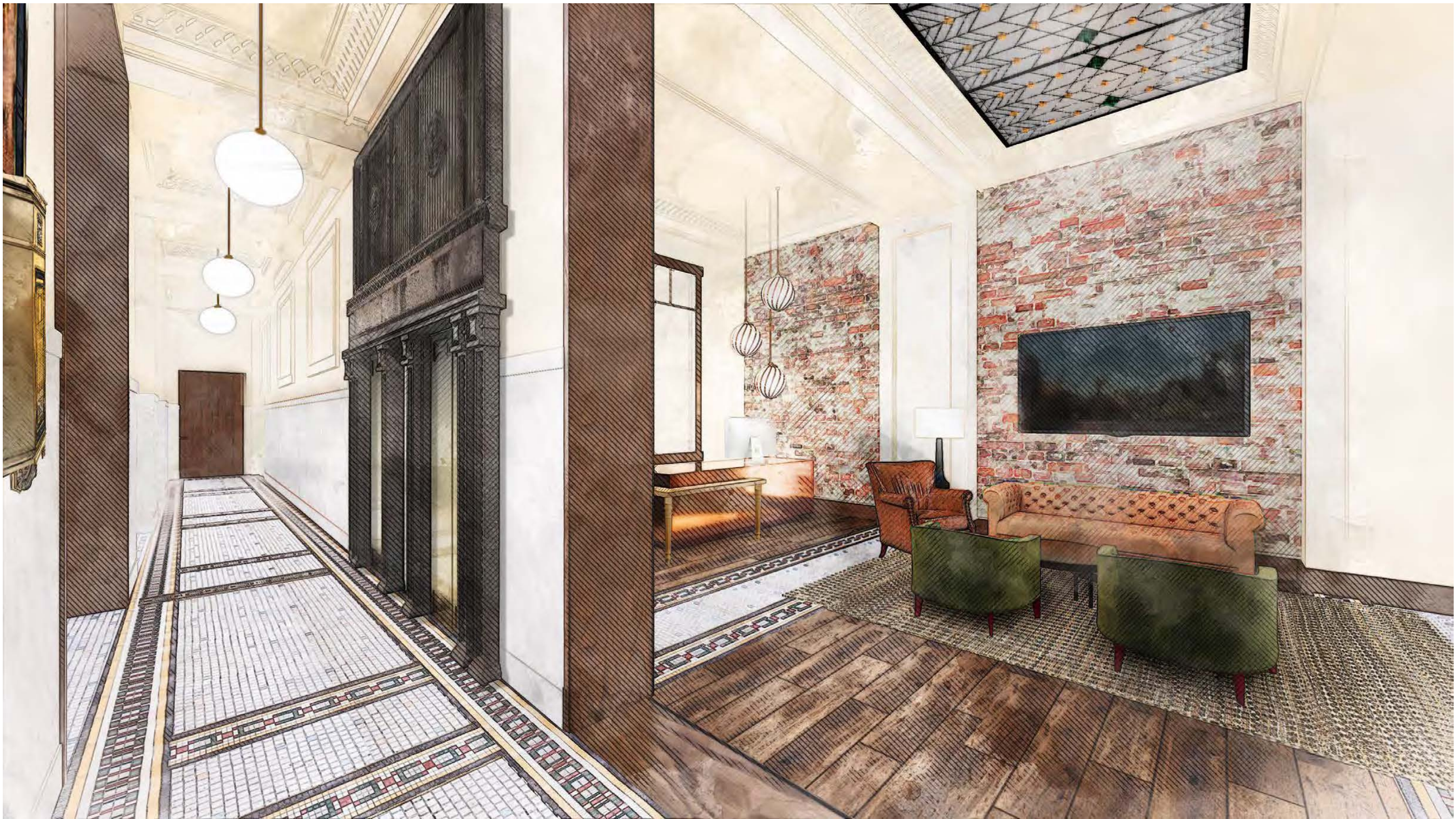
Historic Florida Life Insurance Co. Building - 117 N. Laura Street
Downtown Jacksonville, Florida

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ARCHITECTS

Gensler

southeast

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The
**KLUTHO at
LAURA STREET**

Multifamily Lobby & Historic First Floor Corridor
Historic Florida Life Insurance Co. Building - 117 N. Laura Street
Downtown Jacksonville, Florida

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ARCHITECTS **Gensler** **southeast**

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Multifamily Apartment Amenities

Typical One Bedroom Unit

Average Area 690 SF

Floors 2 through 11

Northern Exposure Overlooking W. Adams Street

Chef's Kitchen

Custom Painted Cabinets

Quartz Counter Tops

Marble Island w/integrated Double Sink

Stainless Steel Double-Door Refrigerator

Stainless Induction Range

Stainless Microwave

Stainless Dishwasher

Garbage Disposal

Premium LVT Wood Floors

Custom Bathroom Tile

Large Walk-in Closet

Stackable Washer/Dryer

40-Gallon Water Heater

Pre-wired Fiber Optic IT

Premium Sound Insulation

Onsite Fitness Center

Pool & Private Interior Courtyard

Pet Spa

Bicycle Storage

Concierge Services Available

The
KLUTHO at
LAURA STREET

Multifamily Apartment - One Bedroom (738 SF)

New Construction Addition - 117 N. Laura Street
Downtown Jacksonville, Florida



North

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Multifamily Apartment Amenities

Typical Two Bedroom Unit
Average Area 949 SF
Floors 2 through 11
Northern Exposure Overlooking W. Adams Street

Chef's Kitchen
Custom Painted Cabinets
Quartz Counter Tops
Marble Island w/integrated Double Sink
Stainless Steel Double-Door Refrigerator
Stainless Induction Range
Stainless Microwave
Stainless Dishwasher
Garbage Disposal
Premium LVT Wood Floors
Custom Bathroom Tile
(2) Large Walk-in Closets
Stackable Washer/Dryer
40-Gallon Water Heater
Pre-wired Fiber Optic IT
Premium Sound Insulation
Onsite Fitness Center
Pool & Private Interior Courtyard
Pet Spa
Bicycle Storage
Concierge Services Available

The
KLUTHO at
LAURA STREET

Multifamily Apartment - Two Bedroom (957 SF)
New Construction Addition - 117 N. Laura Street
Downtown Jacksonville, Florida



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LAURA STREET TRIO – ADAPTIVE REUSE FINANCIAL SUMMARY



Laura Street Trio - Financial Summary

Economic Input Matrix

Development Program:	Preservation / Adaptive Reuse
Total Site Area:	1.2 Acres
Total Historic Preservation Area:	88,332 SF
Total Building Area:	308,305 SF
Total Hotel Units:	143 Keys
Total Hotel Retail Area:	21,557 SF
Total Multifamily Units:	169 Blended-Rate
Total Attainable/Workforce Units:	30%
Average Area One Bedroom Units:	690 SF (108)
Average Area Two Bedroom Units:	949 SF (61)
Total Multifamily Retail Area:	6,550 SF

Estimated Rates at Stabilization (2026)

Multifamily Apartments	
Multifamily Average (Market 2024):	\$3.14 per square foot
Workforce (80% AMI Limited 2024):	\$2.20 per square foot

Autograph Collection Hotel by Marriott	
Occupancy:	73%
Average Daily Rate:	\$208.56
RevPAR:	\$152.25

Estimated Development Costs

Total Development Cost Hotel:	\$89,105,000
Total Development Cost Multifamily:	\$89,760,000

Total Project Development Costs: \$178,865,000

Proposed Public Investments

Downtown Preservation & Revitalization Program (DPRP)

Multifamily Apartments

Historic Preservation Restoration & Rehabilitation (HPRR) Forgivable Loan:	\$2,837,000
Code Compliance Renovations (CCR) Forgivable Loan:	\$1,969,000
Downtown Preservation & Revitalization Program Deferred Principal Loan:	\$1,201,000

Autograph Collection Hotel by Marriott

Historic Preservation Restoration & Rehabilitation (HPRR) Forgivable Loan:	\$7,463,000
Code Compliance Renovations (CCR) Forgivable Loan:	\$5,418,000
Downtown Preservation & Revitalization Program Deferred Principal Loan:	\$3,220,000

Total DPRP Program: \$22,108,000

City of Jacksonville Recapture Enhanced Value (REV) Grant

Multifamily Apartments:	\$9,378,000
Autograph Collection Hotel by Marriott:	\$5,997,000

Total REV Grant Program: \$15,375,000

Jacksonville City Council - Proposed Completion Grant

Multifamily Apartments:	\$14,775,000
Autograph Collection Hotel by Marriott:	\$10,225,000

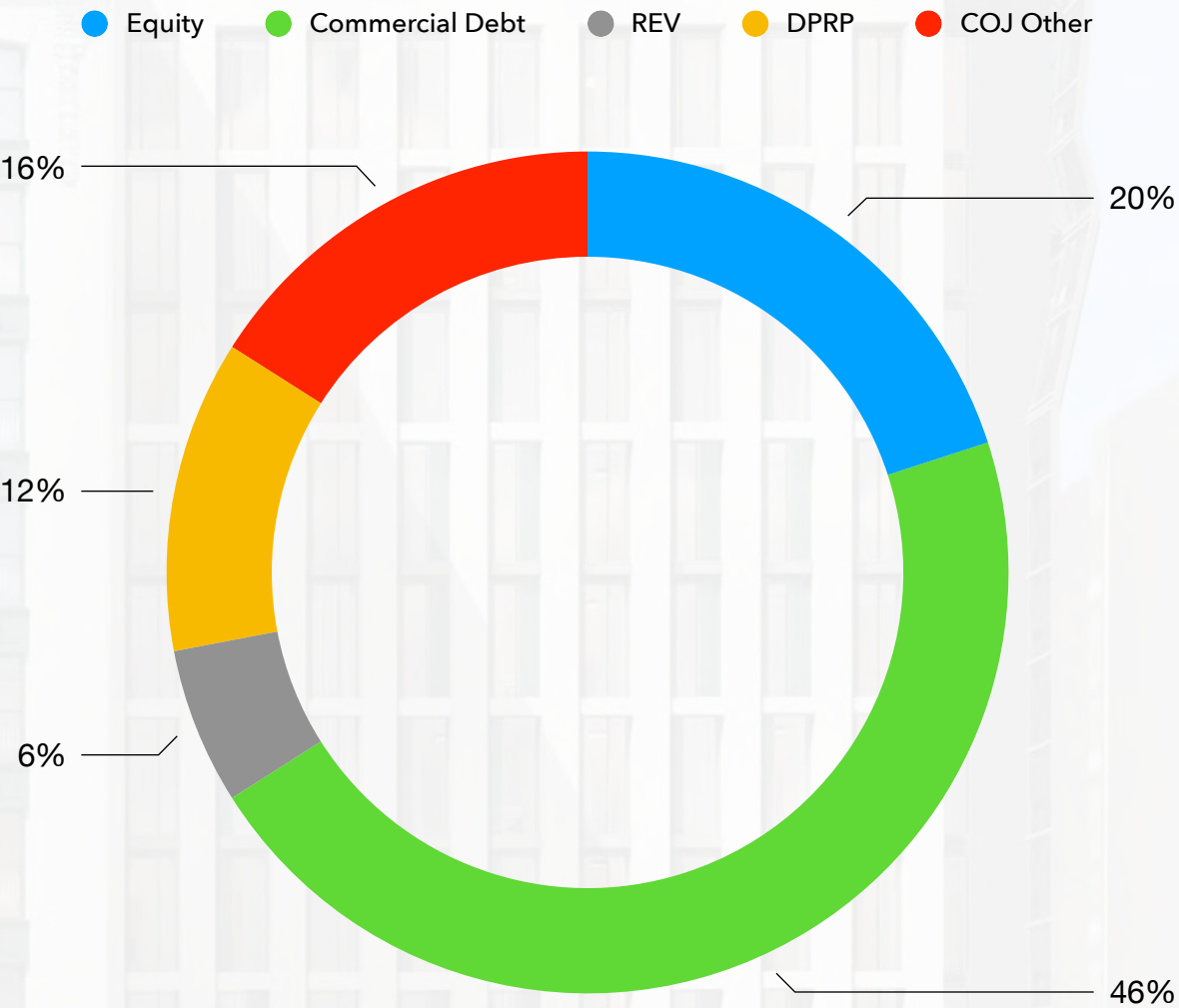
Total Proposed Completion Grant: \$25,000,000

LAURA STREET TRIO - FINANCIAL SUMMARY

Proposed Financial Structure - Sources & Uses

Uses		Total \$	% of Total
Land / Site		8,300,000	4.6%
Predevelopment		4,166,000	2.3%
Hard Costs		134,244,000	75.1%
Special Construction		4,000,000	2.2%
Soft Costs		10,505,000	5.9%
Financing Fees		2,700,000	1.5%
Capitalized Interest		8,100,000	4.5%
Retired Debt		4,000,000	2.2%
Debt & Operating Reserves		2,850,000	1.6%
Total Uses:		\$178,865,000	100.0%
Sources		Total \$	% of Total
Land Contribution	Equity	8,300,000	4.6%
Predevelopment Contribution	Equity	4,166,000	2.3%
Economic Development Loan	Equity	2,000,000	1.1%
Federal Historic Tax Credits	Equity	12,405,000	6.9%
Limited Parter (LP) Investment	Equity	11,000,000	6.1%
C-PACE Financing	Debt	21,700,000	12.1%
Senior Commercial Loan	Debt	61,326,000	34.3%
City of Jacksonville - HPRR Forgivable Loan	DPRP	10,300,000	5.8%
City of Jacksonville - CCR Forgivable Loan	DPRP	7,387,000	4.1%
City of Jacksonville - Deferred Principal Loan	DPRP	4,421,000	2.5%
City of Jacksonville - REV Grant	REV *	10,860,000	6.1%
City of Jacksonville - Completion Grant	City Council	25,000,000	14.0%
Total Sources:		\$178,865,000	100.0%

Proposed P3 Structure - Capital Percentages



* The City of Jacksonville REV Grant amount has been discounted to a net value based on either; (1) monetizing the 20 year total as a single commercial loan to the project, or (2) adding the discounted total to the senior debt to increase the total loan amount at closing.

Laura Street Trio - Financial Summary

Downtown Jacksonville
Major Real Estate Development / Economic Catalyst Projects

CITY OF JACKSONVILLE PUBLIC INCENTIVE MATRIX

ID / Category	Laura Street Trio SouthEast Dev Group	Barnett Building SouthEast Dev Group	Shipyards / Four Seasons Iguana Development	Former Landing Site American Lions, LLC	Ford on Bay Site Carter & Associates
Development Program	Mixed-Use (Hotel, Multifamily, Retail)	Mixed-Use (Office, Multifamily)	Mixed-Use (Office, Hotel, Condo)	Mixed-Use (Multifamily, Retail)	Mixed-Use (Multifamily, Retail)
Total Estimated Development Costs	\$178,865,000	\$55,400,000	\$391,000,000	\$150,000,000	\$150,000,000
Status	Proposed	Completed	Approved	Approved	Approved
Includes Workforce Housing / Percentage	Yes / 30%	Yes / 25%	No / 0%	No / 0%	No / 0%
City of Jacksonville Public Incentives					
Recapture Enhanced Value Grant (REV)	\$15,375,000	\$0	\$58,000,000	\$28,557,200	\$26,770,000
Percentage of REV Grant / Total Development Costs:	8.60%	0%	14.83%	19.04%	17.85%
Completion Grant	\$25,000,000	\$0	\$25,000,000	\$2,500,000	\$9,600,000
Downtown Preservation & Revitalization (DPRP)	\$22,107,300	\$0	\$0	\$0	\$0
City of Jacksonville Land Contribution	\$0	\$0	\$0	\$3,500,000	\$4,610,000
Off-Site Improvement Costs	\$0	\$0	\$45,000,000	\$0	\$0
City of Jacksonville Mezzanine Loan	\$0	\$0	\$0	\$28,000,000	\$0
Total City of Jacksonville Public Incentives:	\$62,482,300	\$0	\$128,000,000	\$62,557,200	\$40,980,000
Total Percentage of Development Costs:	34.93%	0%	32.74%	41.70%	27.32%

LAURA STREET TRIO - FINANCIAL SUMMARY

DOWNTOWN REVITALIZATION & ECONOMIC IMPACT

In order to gain specific insight into the financial dynamics of this project, SouthEast Development Group. LLC engaged KB Advisory Group of Atlanta, Georgia to perform an independent analysis of the economic impacts of the proposed development program. This report outlines several key factors resulting in significant regional economic impact:

DURING CONSTRUCTION (26 Months)

- In excess of \$180 million in new capital investments to Downtown Jacksonville
- \$24 million in annual payroll from 448 full-time construction jobs
- \$40.9 million in construction materials purchased locally
- \$4.1 million in public revenues from additional local sales taxes from construction

FROM OPERATIONS (ANNUALLY)

- \$98.8 million in new assessed value
- \$18.5 million in new retail sales on-site annually
- 155 new permanent jobs with annual payroll of \$4.2 million
- \$595,500 in annually in additional local government revenues from hotel/sales taxes
- \$842,000 in new property taxes to the City of Jacksonville annually
- \$300,000 in new retail sales taxes to the City of Jacksonville annually
- \$5,125,000 over 20-Years to the City of Jacksonville and Duval County Public Schools

TOTAL ECONOMIC BENEFITS (DIRECT & INDIRECT)

- \$152 million in total economic impact from construction
- \$18.1 million in public revenue from operations over 10 years
- 600 new jobs supported in the regional economy
- \$110 million in annual regional payroll impacts

In addition to these specific impacts, the mixed-use program within the Laura Street Trio includes significant positive contributors to the economic landscape of Downtown Jacksonville:

- An increase in new downtown hotel room counts and hospitality options
- Introduction of a new national brand
- A significant increase in new high-profile restaurants / bars within the Jacksonville CBD
- 169 new multifamily residential units
- SIGNIFICANT INCREASE IN ATTAINABLE - WORKFORCE HOUSING OPTIONS
- Creation of new retail demands

