

# PONTCHARTRAIN BEACH

## FOUNDATION

Request for Proposals/Qualifications for a lease of

# Pontchartrain Beach

New Orleans, Louisiana

Submitted to the **Lakefront Management Authority**  
6001 Stars and Stripes Blvd., Suite 219  
New Orleans, LA 70126

By the **Pontchartrain Beach Foundation**  
200 St. Charles Ave. New Orleans, LA 70130

In partnership with **Kupperman Companies**

Pontchartrain Beach, July 23, 1940  
From the New Orleans Library Digital Archives

[www.backtothebeach.org](http://www.backtothebeach.org)

07/15/2022

**Attn: Louis J. Capo**  
**Executive Director**

**Lakefront Management Authority**  
6001 Stars and Stripes Boulevard  
Suite 219, New Orleans, LA 70126

Dear Mr. Capo,

Thank you for the opportunity to submit our proposal to reopen Pontchartrain Beach to the public. For too many years this unique and historic property has been out of commerce and unusable.

What was once a vibrant public beach is now a dangerous, unsightly and environmentally hazardous home to vagrants and rodents. Unfortunately, this mess is in plain view of a thriving technology park adjacent to the University of New Orleans. An attractive useable beach would be a great amenity for the city, the technology park, and the University of New Orleans.

The timing of the request for this proposal is critical; through the American Recovery plan led by former New Orleans Mayor Mitch Landrieu, significant federal dollars are available for projects such as the restoration of the beach. These funds are competitive and will all be allocated soon. We have a short window of opportunity to apply for these and other similar funds. The beach as it is now cannot be used safely. The Pontchartrain Beach Foundation will secure the necessary funding to make the key site improvements and remove the underwater hazards so that the beach can be reopened.

Our sole desire is to restore this amenity to the citizens. To that end, we have spent our own money and other philanthropic dollars to further this project with no expectation of receiving anything but the satisfaction of seeing this priceless asset restored and used.

Sincerely,



Guy T. Williams  
Pontchartrain Beach Foundation



Swimmers enjoy the water, early 1960s from the Times-Picayune archive

## Selection Criteria

1. Amount of rent offered and escalations of rental overtime. See page: 30
2. Nature of the tenancy occupancy. See page: 6, 30, 54
3. Length of lease proposed. See page: 8
4. Description of how the new development will create opportunities for the public use and enjoyment of the leased premises. See page: 6, 30, 54
5. Types of businesses/occupancies to be conducted on the leased premises. See page: 30, 54
6. Description of any proposed new construction and development at the lease premises. See page: 6, 30, 54
7. Financial Stability of proposal and the overall benefit to the public and the Lakefront Management Authority. See page: 6, 30, 54

## EXECUTIVE SUMMARY

The Pontchartrain Beach Foundation (PBF) is honored to submit our response to the Lakefront Management Authority (LMA) Request for Proposals for the lease of Pontchartrain Beach. Our proposal is a comprehensive plan that seeks to redevelop the currently blighted beach area, develop revenue for the LMA, and provide a world-class public amenity for the residents of New Orleans.

Our mission is to partner with the Lakefront Management Authority and the Southeast Louisiana Flood Protection Authority to roll out long-lasting and sustainable improvements to the beach facility that the community will enjoy for the next 50 years or more.

We have examined other artificial beaches around the United States and the world. We find that they offer a variety of cohesive strategies for the implementation and management of beaches that are both sustainable and successful. The beach along the Southshore of Lake Pontchartrain is a unique setting which requires careful, ecologically based planning and design. As described in the Development Team section, our team is eminently qualified to take on this challenge. As home-grown team members, we are professionally and personally committed to bringing Pontchartrain Beach forward into the future as a jewel along Lake Pontchartrain's south shore.



## Introduction Continued...



Postcard of beachgoers in the late-1950s from the Times-Picayune archive

PBF, founded by Guy Williams and Michael Liebaert, was born after 40 years of persistent campaigning specifically tasked with the restoration and redevelopment of Pontchartrain Beach as a major public recreation area. Gulf Coast Bank, under the leadership of Founder and CEO Mr. Williams and the Azby Foundation, and under former Managing Director and current Board Member Mr. Liebaert, have made donations toward Pontchartrain Beach restoration efforts over the last several years. PBF now proposes to continue and expand these restoration efforts to further catalyze the momentum built over the last forty years.

Among their accomplished work is commissioning design consultant Dana Brown & Associates to design a master plan that would capture and illustrate a vision for the Beach. The plan, originally completed in 2016 and updated this year, includes perspective renderings of various elements of the design, information on both the waterside and landside improvements envisioned, and an estimated opinion of construction costs for budgetary purposes. Eugene Joanen, a scientist, and Robert Lambert, an engineer were asked to assess waterside conditions and improvements needed for public safety using available data and studies. Their estimates of construction costs were incorporated into the master plan document in 2016. Updated estimates of these costs are presented in the Financial Capabilities section of this proposal. PBF also undertook funding, purchasing, and transporting to the Beach more than 51,000 tons of sand in 2016 in preparation for restoration. The sand remains stockpiled on the beach ready to be used.

In the brief time since PBF was formally established, we have had overwhelming support from community leaders and adjacent stakeholders. Please refer to our Letters of Support section. Our Board of Directors and Advisory Committee continues to grow to comprise representatives from the racial, gender, and socioeconomic gamut of the residents of New Orleans.

If we are selected, once PBF obtains a lease for the Beach from LMA, its financial resources will grow at a rapid pace. We are in the process of creating an honest, transparent vehicle for local, state, and federal funding and for contributions from public and private businesses. PBF's non-profit status will enable us to seek and obtain grants from major national foundations and to seek donations from corporations and the public that are tax deductible.

Our business model is to start with our nonprofit organization as the center of the wagon wheel for all improvement activities that will facilitate the beach once again becoming a public recreation area. PBF will undertake the studies related to the following project phases: conceptual design, final design, construction activities, and Beach operations and maintenance.



# Narrative and Approach

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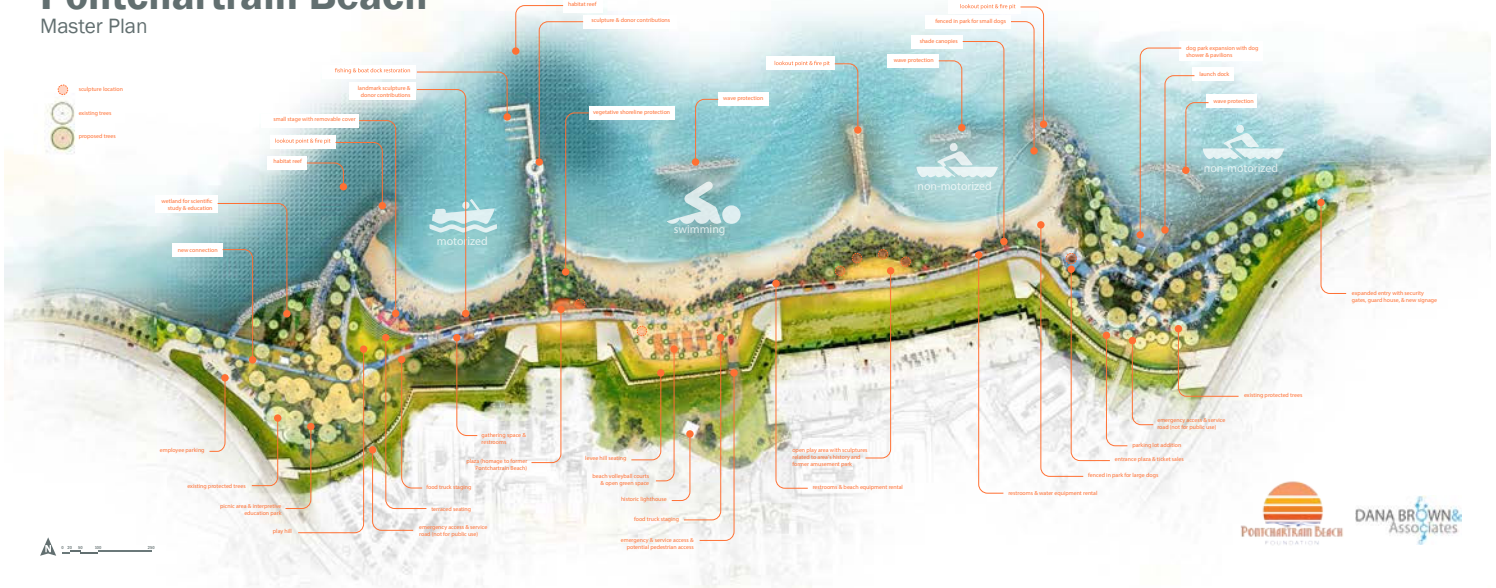


  
PONTCHARTRAIN BEACH  
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COMPANIES

## Pontchartrain Beach

Master Plan



Pontchartrain Beach Master Plan, 2016, from the Development Team

### Approach

Pontchartrain Beach, in one form or another, has been an important asset of the City of New Orleans for nearly two centuries. Each generation has derived pleasure and enjoyment of Lake Pontchartrain from its shore. To further validate the importance of Pontchartrain Beach in our culture, in 2013 the Krewe of Endymion invested \$1.2 million to create the world's largest float, 365 feet long, entitled "Pontchartrain Beach Then and Now". It garnered praise, press, and public cheers.

### The Master Plan Vision

The master plan represents a vision, meaning it represents a conceptual idea of what Pontchartrain Beach could be. Pontchartrain Beach is envisioned to be a recreation area that residents and visitors in the New Orleans region will enjoy for generations to come.

The goals for the beach are to:

- Make Pontchartrain Beach a public recreation area
- Take advantage of the unique space
- Provide a wide range of activities throughout the year for seasonal interest and use
- Promote environmental education
- Create a strong brand for Pontchartrain Beach
- Reflect the history and culture of the lakefront to



Pontchartrain Beach, Existing Conditions from the Development Team, April 2016



## Narrative and Approach Continued...



Pontchartrain Beach Master Plan, 2016, from the Development Team

- attract older and younger people
- Support the City's Resiliency Plan

Our first effort is to finalize the master plan and develop a project design that is reasonable and obtainable within four (4) years (see the proposed development schedule at the end of this section). As to be expected with large projects like this, the first two years will be focused on investigations and analysis, design, public engagement, permitting, and initial site preparation activities including preservation of existing assets.

Among the program elements and facilities envisioned are:

- a safe, open beach area for swimmers, sunbathers, water fun
- a separate waterfront cove for non-motorized boats
- a separate waterfront cove for motorized boats
- grassed areas in the shade of existing Live Oaks for sitting, picnicking, games
- a renovated fishing pier
- beach volleyball area
- dog park and dog swimming – separate for small and large dogs
- jetties to protect the beach from erosion
- beach nourishment to sustain the beach
- areas for food trucks
- kayak, canoe, pirogue rental vendor space
- small event spaces
- entry plaza
- restrooms

These programs and facilities are illustrated in the Master plan graphic and perspective renderings of the

plan. On the eastern end, a small curvilinear parking lot is laid out to protect and preserve existing trees while providing some parking. Pedestrians will enter through an entrance plaza as views open up to the lake and the rest of the beach. The main pedestrian circulation spine runs the length of the shoreline along the five beach areas. A vehicular service road runs parallel to the pedestrian circulation spine and provides access for emergency vehicles and, potentially, food trucks. Employees and service vehicles enter from the parking lot in the west, acting as the westernmost anchor of the site.

Along the pedestrian circulation spine, a series of stages and gathering spaces are proposed for casual everyday use as well as small live events. The easternmost gathering area is programmed for open play but can also be used as a gathering area. A semi-circular showcase of sculptural pieces is planned as the backdrop of this space. The most central gathering space is proposed to include beach volleyball courts, areas for food truck staging, and seating on the grassed levee. The area between the volleyball court area and sculpture showcase is planned as the location for the restrooms and beach rental equipment. Moving west, another secondary gathering space will feature an iconic pavilion that pays homage to the days when the beach was home to the Pontchartrain Beach Amusement Park. Lastly, terraced seating on the western end acts as an amphitheater creating the largest open space beneath shade sails.

Along the shoreline, the first of the five beach areas at the easternmost end of the beach is envisioned to provide a dog park with secured shallow water access for the dogs.

## Narrative and Approach Continued...



Pontchartrain Beach Master Plan - Rendering, 2021

Large and small dogs will be secured in separate areas. Dog showers and pavilions will be on the western side of the eastern jetty. Outside of the dog fence is the water area for non-motorized boating with a launching dock for kayaks and other small watercraft. Swimming will not be allowed in this area of the water.

The central cove is the largest area of the beach and water access, reserved for swimmers only. This area has a substantial sand surface and opens up toward the levee to the sand volleyball courts, and easy access to restrooms, food vendors, and rentals. Access to the pier begins at the iconic 'Pontchartrain Beach' pavilion. Fishing will be allowed on the western side of the pier within the fourth beach cove. Framed by the western jetty and the pier, this area of water is designated for motorized boats. The beach connects directly to the large gathering space and seating area, where the shade sails will provide shelter for beach-goers. The area also provides a tranquil setting for enjoying views of lake and beach activities.

The westernmost cove is planned as a wetland and reef habitat for education and scientific study. Closer to the levee, the theme of native landscape preservation is continued by preserving a Live Oak grove that also serves as a picnic area.

Whether weekends or weekdays, the new Pontchartrain Beach is designed to offer a wide range of spaces and memorable experiences at the site of one of the most remarkable assets of the city, Lake Pontchartrain.

### **Lease Requested**

PBF requests an equivalent lease from LMA similar in

scope and scale to what was previously provided to the Lake Pontchartrain Basin Foundation. We request a 50-year lease with options to get to 99 years. We propose to pay rent of \$300 per year to LMA until the beach becomes operational on a regular basis, which PBF defines as open to the public. At full operational status PBF proposes to pay 4% of the Municipal and State tax bills. The 4% of the tax bill is outlined at the end of the revenue model and is substantially higher than the \$300 annual rental payment.

### **Public Outreach & Engagement**

PBF will engage LMA, City departments, business leaders, other stakeholders, and the public to finalize the master plan. To ensure the restoration and improvement project is successful, public outreach and engagement is of the utmost importance. A variety of outreach and engagement methods will be employed. The PBF website, [www.backtothebeach.org](http://www.backtothebeach.org), will explain the overall project, status, and ways for the public to provide input. See Appendix C. for potential strategies.

### **Engineering & Design**

PBF will bring the most qualified and local consulting firms to the project for engineering and landscape architectural design. In addition, PBF has its own internal engineering advisors, along with experienced developers, to guide the restoration and improvement of Pontchartrain Beach. We believe this will be important in managing the first four years of activities.

PBF will select the best qualified professional design and engineering firms, including these specialists when needed: underwater engineering inspectors, shoreline engineers,



## Narrative and Approach Continued...



Pontchartrain Beach Master Plan - Rendering, 2021

structural engineers, cultural resource specialists, ecological specialists, aquatic specialists, landscape architects, beach ecology experts, and wildlife experts.

### **Beach Nourishment**

Beach nourishment is a soft engineering alternative to hardened structures on our shores. We believe the current supply of sand that is staged at the beach is crucial but still falls short of what is envisioned for this project. The addition of quality sand will improve the beach for recreational use, create new natural environments, and help eliminate detrimental effects of shore protection. Design elements will include structures to help retain sediment and sand during sea level rise and day-to-day wave activities. Studies on prevailing winds at this location and all other available data will be incorporated into our master plan for beach nourishment. The goal is to provide a system that accretes natural nourishment while preserving imported nourishment. This will also encourage beneficial beach organisms to proliferate and

those that are not beneficial or invasive to be eradicated. It should also be noted that as part of our management plan we will have a spill contingency plan that will cover incidents that may adversely impact the beach, water, or wildlife habitat.\*

*\*Please see Appendix C., for more details on Beach Nourishment and Habitat Strategies*

# Development Timeline



PONTCHARTRAIN BEACH IMPROVEMENTS TIMELINE				
Submitted by the Pontchartrain Beach Foundation				
	YEAR ONE	YEAR TWO	YEAR THREE	YEAR FOUR
<b>Waterside Improvements</b>				
Detailed investigation of waterside conditions & structures				
Determine improvements needed & estimate costs of waterside improvements				
Prioritize implementation of waterside improvements				
Engineer priority waterside improvements				
Obtain permits for waterside work				
Begin construction of waterside improvements				
Continue construction of waterside improvements				
Waterside improvements complete - open to the public				*
<b>Funding &amp; Financing</b>				
Plan & establish multi-faceted fundraising program				
Kickoff multi-faceted fundraising program				
Continue multi-faceted fundraising program				
Apply for grant funds				
<b>Landside Improvements</b>				
Draft programming & facilities ideas				
Finalize programming & facilities list				
Obtain landside survey of topo, features, property boundaries				
Revise master plan based on final programming & facilities list				
Finalize master plan				
Prepare cost estimates of landside improvements				
Prioritize landside improvements				
Design priority landside improvements				
Obtain permits for landside improvements				
Begin construction of landside improvements				
Continue construction of landside improvement				
Landside improvements complete - open to the public				*
<b>Public Engagement</b>				
Plan the multi-media engagement program				
<b>Implement the multi-media engagement program</b>				
Back To The Beach website - project updates, comment section, Q&A section				
Online interactive mapping				
In-person workshops				
Information tabling at farmers markets, festivals, other events				
Events at libraries				
Surveys				
Inform public about the project & status				
Inform public about fundraising program				
Hear from the public - their memories of Pontchartrain Beach				
Inform the public about waterside improvements				
Hear from the public - how would they like to use the new Beach				
Hear from the public - final programming & facilities list				
Hear from the public - revised master plan				
Update the public on project status				
Pontchartrain Beach open to the public				*



# PONTCHARTRAIN BEACH DEVELOPMENT TEAM



**Guy Williams**

Project Funding,  
project oversight, and  
fundraising



**Michael Liebaert**

Project Management,  
funding management,  
and fundraising



**Zach Kupperman**

Development  
Lead



**Eugene Joanen**

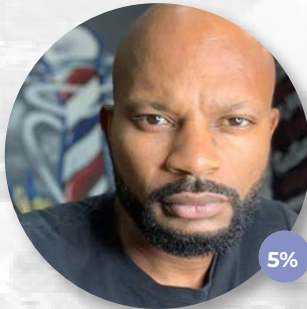
Government Liaison,  
Permitting, and  
fundraising



## ADVISORY COMMITTEE



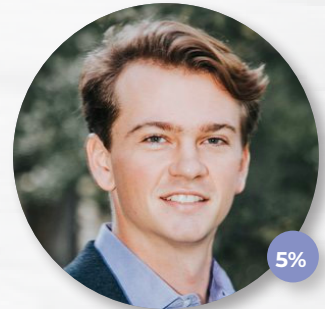
**Dana Nunez Brown PLA,  
FASLA, AICP, LEED AP**  
Design Lead,  
public engagement



**Sage Michael Pellet**  
Programming,  
public engagement



**Robert Lambert**  
Engineering Advisor



**Patrick Dougherty**  
Development Funding  
Lead, financial modeling



# Development Team Continued...

## Development Team

To accomplish the Vision, PBF assembled a world-class team of consultants, advisors, and partners to implement this project, and our proposal brings to bear the varying expertise of these team members. Each team member will contribute specific services that together will transform not only Pontchartrain Beach, but also economic development in the city of New Orleans.

The Development Team is led by Mr. Guy Williams as Project Director who will lead financing and funding for the project. Mr. Michael Liebaert will serve as Project Manager overseeing the beach improvements. Both have worked together over several years to bring back the beach. Rounding out the Development Team are Zach Kupperman of Kupperman Companies, who will bring extensive development experience to financing, funding, logistics, project management, and implementation strategies for the beach. Eugene Joanan is an engineer who wears many hats and will lead permitting efforts, serve as government liaison, and will oversee waterside engineering.

The PBF Advisory Committee consists of Dana Nunez Brown, landscape architect, who will lead the landside design and public engagement, and will serve as a secondary point of contact for the project. Sage Michael Pellet, of Healthy Gulf of New Orleans, is a tireless community activist working to restore and improve Lincoln Beach. Mr. Pellet will draw on his experience and contacts to amplify the Team's public engagement efforts. Robert Lambert is an experienced engineer who will serve as a valuable advisor in all waterside and landside engineering and will lead quality control and engineering inspections. Patrick Dougherty, with Kupperman Companies, will lead financial modeling and funding for the project.

The minimum time percentage each team member has committed to this project is denoted on their photographs and in their resumes in Appendix A.

### **Guy Williams**

Guy Williams is the CEO and Co-Founder of Gulf Coast Bank and Trust, a community bank established in 1990 which has over three billion dollars in total assets, 800 employees, and 45 locations across 23 states. In

addition to Williams' tireless work toward the equitable redevelopment of the gulf south, he created the Soft Second loan program, which bonded 3,000 first mortgages for homebuyers with difficulties receiving traditional mortgages.

### **Michael Liebaert**

Michael Liebaert is known for his passion in funding and preserving cultural and historical sites in New Orleans as well as funding and overseeing restoration and expansion of well known educational and art institutions. Mr Liebaert has worked with others over the last six years to make Pontchartrain Beach fulfill its mission as the great beachfront recreation area in Louisiana. As part of that effort, he obtained funding and oversaw the purchase and transport of 51,000 tons of high quality sand for beach restoration. Mr. Liebaert also commissioned the landscape architecture firm Dana Brown & Associates to create a visionary master plan of what Pontchartrain Beach could be. To this day, he is passionate and energetic about the beach. From 1979 to 2020, Mr. Liebaert served as a Member, Director and Managing Director of The Azby Fund, which is a non-profit private foundation established in 1969 by Herbert Harvey Jr. Mr. Liebaert remains a Member & Director of the Foundation with the authority to recommend donations to the Board of Directors. His duties have included management of real estate and commercial properties in both Louisiana and Mississippi, supervision of multiple historic renovations in the French Quarter.

### **Zach Kupperman**

Zach is the Founder and CEO of New Orleans-based Kupperman Companies. He is an experienced developer and entrepreneur with over a decade of experience developing real estate throughout the Southeast. Current and past projects include hotels, multi-family, mixed-use, and retail. Zach sets the overall strategy for the firm and oversees all acquisition, development, and financing efforts. Mr. Kupperman is very active in the New Orleans community. In addition to the Pontchartrain Beach Foundation, he currently sits on the boards of the Anti Defamation League, The N.O.C.C.A. Institute, theTouro Infirmary Foundation, French Quarter Festivals, Inc. and the Lower Garden District Association. Mr. Kupperman previously practiced law as a real estate, business, and corporate attorney. Zach earned his B.A. from the University of Texas at Austin and his J.D. from Tulane University Law School.

# Development Team Continued...

## **Eugene Joanen**

Eugene (Gene) Joanen is an environmental sciences professional with proven experience in environmental assessments, land management and site selection, environmental program development, UAS and ROV Assessment and monitoring programs. He served as a Board Member and State Commissioner for the Flood Protection Authority – East and served as the Chairman of the Coastal Committee. In addition, he served as President of the Friends group for the Big Branch National Wildlife Refuge. He currently serves as manager for thousands of acres of coastal holding in Louisiana and is Lead Scientist for Senegal's coastal monitoring program covering over 720 miles of coastland. Joanen has a lifelong interest professionally and personally with land management and wetlands management throughout the Gulf South and leads monitoring programs at ports and coastal projects worldwide, is a voting member with ASTM with E50, leads a UAS/drone development team, and is an REM, RSO and UAS ground pilot. He served as VP for Lifescience/Geoscience Technical Leader for Germfree Labs, designed programs that included mobile and modular laboratories throughout the world for oil/gas, mining, coastal monitoring, environmental impact assessment and industrial purposes and also serves as expert witness on numerous environmental disciplines.

## **Advisory Committee**

### **Dana Nunez Brown**

As a native of New Orleans, Dana Brown is devoted to improving parks and open space in the city. She has 42 years of experience as a landscape architect and planner, managing large projects with construction budgets over \$9 million as well as small park projects with construction budgets as low as \$100,000. She is a licensed Landscape Architect in Louisiana, Alabama, and Mississippi, a LEED Accredited Professional, a Certified Planner with the American Institute of Certified Planners, and a Fellow of the American Society of Landscape Architects. Dana's work in Louisiana focuses on urban design, park design, stormwater management, and community engagement. She has been complimented by officials of New Orleans, Gretna, Hammond, Lafayette, Baton Rouge, Lake Charles, Houma, and others on her authentic interaction with stakeholders and members of the public. She truly listens and the public can clearly see that. Dana pioneered stormwater management in Louisiana beginning in 2004, writing new ordinances that require developers to implement green infrastructure.

### **Sage Michael Pellet**

As Healthy Gulf's New Orleans Climate Justice Organizer, Sage Michael is a local and established community

activist and organizer working to better the quality of life in his hometown of New Orleans. Unfortunately it is a city that faces constant disasters of flooding and loss of homes caused by climate change, an outdated stormwater system, and local citizens living with disaster trauma. His work is centered on community building with those underrepresented and most impacted and building coalitions to ensure community decision-making and just transition in the process moving forward. His commitment and leadership are shown through his advocacy to restore and reopen historic Lincoln Beach.

### **Robert Lambert**

Mr. Lambert has been involved in multiple aspects of engineering design, management and construction throughout his entire adult life, having participated at multiple levels including but not limited to the design, analysis and implementation of the following; structure, water quality and waste water, storm water drainage and retention, geometric and roadway design, engineering management and business development, construction management, construction engineering and design build and expert witness. His extensive and broad consulting background has contributed to both municipalities and other governing agencies at the local, state and federal levels and private, commercial and industrial industry.

### **Patrick Dougherty**

As a development manager for Kupperman Companies, Mr. Dougherty is responsible for supporting projects through all stages of the development process. He primarily focuses on project management, project analysis, financial modeling, and land use. He also works in acquisitions and property management. Prior to Kupperman, Patrick worked as an analyst at HRI Properties and as a consultant at a land use firm. Patrick holds a B.A. and a Master of Sustainable Real Estate Development from Tulane University.

*\*Full Resumes for all members of the development and advisory teams can be found in Appendix A.*

## **Supporters**

PBF has built a broad coalition of supporters for the redevelopment of Pontchartrain Beach including:

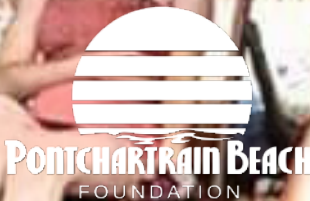
- The UNO Research & Technology Foundation
- New Orleans & Company
- New Orleans Botanical Garden Foundation

*\*Please see attached letters of support from the foregoing in Appendix B.*



# Technical Capability

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**KUPPERMAN  
COMPANIES**



Conservatory of the Two Sisters, New Orleans Botanical Garden



Pontchartrain Beach facing the Research & Technology Park, from the Development Team, April 2016

## Track Record of Success on Similar Projects

The Development Team assembled by The Pontchartrain Beach Foundation consists of five board members and four advisory staff.

These multidisciplinary professionals have proven records of outstanding service in development, finance, project management, fundraising, landscape architecture, site planning, and public outreach and coalition-building.

## Development projects completed by the Foundation's team members include:

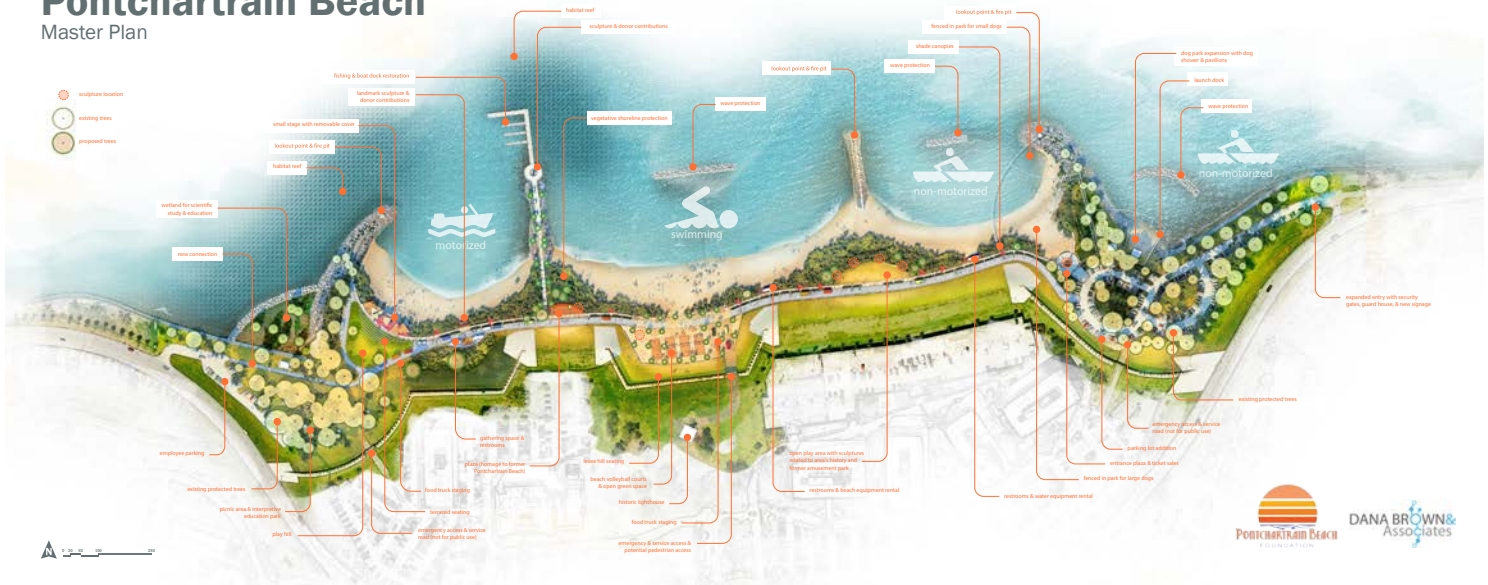
- **Redevelopment and renovation of the New Orleans Botanical Garden and Story Land** - *Azby Fund*
- **Significant renovations to the structures and grounds of the Destrehan Plantation** - *Azby Fund*
- **Funding and support for the construction of 70 homes in Musician's Village** - *Gulf Coast Bank & Trust*
- **Historic renovation and redevelopment of Hotel Saint Vincent, at the site of a former orphanage in New Orleans** - *Kupperman Companies*



# Technical Capability Continued...

## Pontchartrain Beach

Master Plan



Pontchartrain Beach Master Plan - Aerial Rendering, 2021

- **Historic renovation and redevelopment of Mountain Chalet Aspen in Colorado** - Kupperman Companies
- **Historic renovation and redevelopment of The Drifter Hotel in New Orleans** - Kupperman Companies
- **Pontchartrain Beach Master Plan** - Dana Brown & Associates
- **Charity Hospital Redevelopment** - Dana Brown & Associates
- **Four Seasons Hotel Master Plan** - Dana Brown & Associates

- The Southeast Louisiana Flood Protection Authority East
- Orleans Parish
- The Louisiana Department of Environmental Quality

We anticipate coordination early and often with USACE, LDNR, and Orleans Parish among other agencies to secure permits. A pre-application meeting with regulatory agencies is recommended to discuss the project's description and concept elements to provide permitting agencies a clear understanding of project goals/objectives and identify any constraints and opportunities from regulatory input.

*\*For additional information on permitting and compliance, see Appendix E.*

### Permitting & Compliance

PBF will institute a permitting program at the local, state, and federal level and keep LMA informed of all permit correspondence and applications permit applications including 408 and joint permit applications.

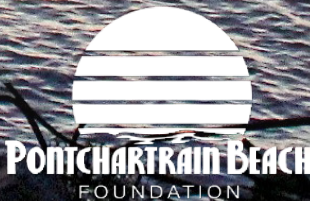
Regulatory bodies we may need to work with include but are not limited to the following:

- The Louisiana Department of Natural Resources
- The United States Fish and Wildlife Service
- NOAA
- The United States Army Corps of Engineers



# Development Experience

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PONTCHARTRAIN BEACH  
FOUNDATION



KUPPERMAN  
COMPANIES



# Development Experience

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The Pontchartrain Beach Foundation has assembled a team of financial and technical professionals with proven development capacity.



## Pontchartrain Beach Foundation

With professional experience ranging from the creation of actionable site and master plans, to the renovation of numerous historic structures, to the development of state-of-the-art systems to reduce the energy consumption of commercial buildings, the individuals which make up the Pontchartrain Beach Foundation are well-positioned to make creative use of the historic Pontchartrain Beach site for the enjoyment of a new generation of New Orleanians.

The Foundation has strong connections to multiple streams of capital to take this redevelopment from rendering to reality, and stands ready to partner with stakeholders to restore the site to its former status as a regional centerpiece.

## Kupperman Companies

Kupperman Companies is a real estate development and investment firm with holdings throughout the Southeast and Mountain Region. We design, develop, and acquire hotels, retail, multi-family, and mixed-use projects in Louisiana, Texas, Georgia, Colorado and across the Gulf Coast. Kupperman invests in award-winning redevelopments that preserve the history, architecture, and culture of the surrounding community. Kupperman Companies specializes in unique, nuanced, specialty assets, including hospitality, retail, and mixed-use developments.

## Dana Brown & Associates

Dana Brown & Associates is the collaborative creation of landscape architects and planners who have practiced in diverse professional realms and geographic regions. We are one of the largest landscape architecture and planning firms in Louisiana. In business since 2004, the staff of DBA bring amazing talent and worldwide experience to our projects. Working closely with multidisciplinary teams, DBA's extensive experience includes work on a wide range of projects that transform communities.

DBA believes in designing aspirational yet legible landscapes that reflect and reveal the culture and character of a place. Our designs are creative, contemporary, and inspired by the context of their site location. This design approach, called placemaking, ensures that designed spaces have a strong sense of place. Placemaking refers to developing an area that is integrated into the lives, physical fabric, and cultural heritage of its context. DBA sees placemaking as an imperative element to every design, and this is highlighted in the recent design work on the renovation of Spanish Plaza, the Dining Plaza and Motor Court of the new Four Seasons Hotel, the design of outdoor spaces in the renovation and new hotel at Harrah's Casino, and the design of many parks in south Louisiana.

Among the critical physical design components of an authentic outdoor place, though not cookie-cutter in design, are ample spaces for many to gather, small spaces for intimate conversations, tree shade for thermal comfort, site furnishings that support a variety of uses, and views of iconic landmarks often located at confluences of great spaces and activity areas. Placemaking integrates and connects people through the design of an area, often creating a new place that is memorable, compelling, and inspirational.

*Project Detail Sheets can be found on the following pages.*



## New Orleans Botanical Garden

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**Team Member Responsible:** Michael Liebaert

**Stage of Implementation:** Completed

Since its opening in the 1930s, the mission of the New Orleans Botanical Garden has been to cultivate, promote, and inspire the knowledge, love and appreciation of plants through educational programs and exhibits and to evaluate, introduce, and distribute new plant materials suitable for cultivation in the Gulf South region.

Michael Liebaert, as Managing Director of the Azby Fund worked to restore and renovate the Botanical Garden facilities in New Orleans City Park.

Expediting over \$4 million in donations for the garden, Michael personally supervised the restoration of the three WPA structures at the site: the “Stove House” greenhouse and two “Dungeon” greenhouses.

In addition, Michael coordinated a major donation for the restoration of the antique carousel –the oldest wooden carousel still in operation in the United States.

In the immediate aftermath of hurricane Katrina, Michael personally co-supervised the restoration of the Botanical Garden and Story Land. He also coordinated major donations for four years to underwrite the Celebration in the Oaks Preview Party and supervised production of the laser light show for Celebration in the Oaks. While the mission of the New Orleans Botanical Garden is to promote the knowledge and love of plants, the garden itself has become an important part of the cityscape and history of New Orleans. The work of Michael Liebaert has been instrumental in not only maintaining the garden, but also in expanding its reach and influence.





## Musician's Village - Habitat for Humanity

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**Team Member Responsible:** Guy Williams

**Stage of Implementation:** Construction Completed

Guy Williams, at Gulf Coast Bank and Trust, was part of the team which conceived and constructed Musician's Village after hurricane Katrina, consisting of 40 homes for musicians and other qualifying New Orleans residents. Of these 40 homes, Guy Williams was House Captain –supervising and managing the construction of two.

Habitat for Humanity and New Orleans Area Habitat for Humanity, and working with Harry Connick Jr. and Branford Marsalis, announced their plans in December 2005 for a "Musicians' Village" in New Orleans. On Friday, January 6, 2006, the governing board for New Orleans public schools approved the sale of 8 acres (32,000 m<sup>2</sup>) of surplus property in the Upper 9th Ward to the New Orleans Area Habitat for Humanity. New Orleans Area Habitat for Humanity was the only bidder for the advertised property. The board unanimously approved the \$676,500 sale. The core property was a residential area for decades and the former site of Kohn Junior High School, which was razed. The land covers two city blocks bounded

by North Roman, Alvar and North Johnson streets. It also includes parts of three other blocks along what once was Bartholomew Street—the stretch between North Johnson and North Derbigny streets. Another Habitat project, in the same area, is the Baptist Crossroads Project. The idea of bringing music back to New Orleans was popular, and by September 2006 the entire area, including the Baptist Crossroads project, was known and referred to as Musicians Village. The Musicians' Village was conceived as a way to help New Orleans' musicians, who were struggling to find affordable housing after Hurricane Katrina. The Village consists of 70 residences, a community center, and a performance space. The homes were designed to be affordable for low- to moderate-income families, with a preference given to musicians. To date, the Village has been a success, with many of the residents actively involved in the music community.





## Turnberry Townhomes

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**Team Member Responsible:** Guy Williams

**Stage of Implementation:** Completed

As part of a four-person development group, Williams was responsible for the redevelopment and restoration of a low-income townhouse apartment complex in Thibodeaux, Louisiana. The complex features two and three-bedroom apartments with amenities such as in-unit appliances, built-in storage, and a community pool, fitness center, and clubhouse.





## Hotel Saint Vincent

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**Team Member Responsible:** Zach Kupperman

**Stage of Implementation:** Completed

The St. Vincent's Guesthouse was an historic hotel in New Orleans' Lower Garden District originally built as an orphanage in 1861. Kupperman Companies and its partners acquired the property in 2017. After an extensive renovation, we opened Hotel Saint Vincent, a 75-room boutique hotel with two restaurants, San Lorenzo and Elizabeth Street Cafe, a jazz club (Chapel Club), two bars (Paradise Lounge and Pool Bar), a pool, and event center Evangeline Hall.

Kupperman Companies led the acquisition and redevelopment of the hotel, including the renovation of 5 historic buildings, the new construction of three additional buildings, all financing, capital raising, deal structuring, and project management. We undertook a detailed, in-depth, and comprehensive community outreach and consensus-building efforts, hosting over 80 in-person meetings with stakeholders and ultimately winning the support of the Preservation Resource Center, Lower Garden District Association, City Planning Commission

and City Council. The Hotel opened in June of 2021 and has won several national awards including being selected as one of the Best 100 New Hotels in the World by Travel + Leisure, one of the Best New Hotels in North America by Esquire, being selected for Condé Nast Traveler's 2022 Hot List, recipient of the 2022 Louisiana Landmarks Society Excellence in Historic Preservation Award, and the national Winner of the Excellence in Construction Eagle Award for Best Historic Renovation by the Associated Builders and Contractors, Inc. Zach Kupperman currently serves as general partner and asset manager.





## Mountain Chalet Aspen

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**Team Member Responsible:** Zach Kupperman

**Stage of Implementation:** Ongoing

MML Hospitality and Kupperman Companies acquired the historic Mountain Chalet Aspen in 2021. The hotel, previously owned for nearly 70 years by the same family that built it, sits in the heart of Aspen at the base of Aspen Mountain. Current plans are underway to reposition the hotel. Lake Flato is the design architect, Rybek Architecture is the architect of record, and Lambert McGuire Design is the design firm.

The hotel is being renovated into a repositioned hotel with 60 keys, three restaurants (a steakhouse, sushi bar, and alpine restaurant), an outdoor beer garden, a rooftop club, and a full-service spa.

Zach Kupperman currently serves as general partner, asset manager, and leads development, financing, and project management efforts. Kupperman Companies is committed to retaining the historic status of the Mountain Chalet Aspen in Aspen while modernizing the experiences offered to guests.





## The Drifter Hotel

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**Board Member Responsible:** Zach Kupperman

**Stage of Implementation:** Completed

Kupperman Companies and its partners acquired, repositioned, and developed the derelict yet historic hotel on Tulane Avenue in 2016. They repositioned the former motor lodge into The Drifter Hotel, a 20-key boutique hotel on Tulane Avenue that features a heated salt-water pool, swim club, bar, coffee shop, event spaces, live music and hosts a rotating cast of food pop-ups serving global cuisine. Designed by Nicole Cota Studio, the property features murals and artwork by artists Alexandra Kilburn, Scott Sturgill, and Butch

Anthony. The Drifter was created for the global nomads looking for an experience off the beaten path. Winner of the 2018 Louisiana Landmarks Society Award for Excellence in Historic Preservation. Zach Kupperman co-lead development and repositioning efforts and currently serves as general partner and asset manager.



# Pontchartrain Beach Master Plan

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**Prime Consultant:** Dana Brown & Associates

**Stage of Implementation:** Design Complete

Dana Brown & Associates, Inc. (DBA), was selected to develop the Pontchartrain Beach Master Plan. Pontchartrain Beach is a 15-acre site that hugs the south side of Lake Pontchartrain. The 3,000-foot-long site boasts 2,000 feet of beach with a protection levee abutting the University of New Orleans Research and Technology Park. The Master Plan addresses programming, amenities, recreational and land uses, lighting, circulation, plantings, and stormwater management. These elements are planned to create an enjoyable local retreat and to reawaken the New Orleans region to interacting with the lake. One of the main features of the design is to create and enhance the existing shoreline along the beach and incorporate it into useable space. The westernmost beach area is designated as a wetland and reef habitat for education and scientific study. The levee is also important to the design of the site as it has already facilitated amphitheater-style seating. Due to the nature of the site, and its location outside the floodwall protection, no permanent structures were to be

used. The Master Plan addressed these issues with the use of mobile facilities and stages, and existing building foundations. One of the major improvements to the lake is that it is now safe for swimming and other recreational uses. DBA believes that a reopened Pontchartrain Beach will be immensely popular. Given the public expectations, DBA prepared the master plan to be beautifully designed while accommodating a wide range of activities. Walking, recreating, and swimming areas are designated along with areas for fishing piers, paddle boats, and outdoor concerts. Parking for cars and bicycles, restroom facilities, and picnic areas are also planned. This unique site is envisioned to be a flexible space that can accommodate both individuals and small groups in quiet, passive activities, as well as larger, more active outdoor events including concerts, weddings, and reunions.





# Charity Hospital Redevelopment

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**Prime Consultant:** Dana Brown & Associates

**Stage of Implementation:** Design Complete

Charity Hospital is a historical facility with deep ties to the community, dating back to its initial opening in 1939 as a residence for the indigent population of New Orleans. The 20-story building located at 1532 Tulane Avenue includes a basement and occupies 938,966 square feet. Damage caused by Hurricane Katrina caused its doors to close in 2005. The site is now being slated for adaptive reuse. Programmed tenants include Tulane Medical School classrooms and student housing, over 150 rental apartments, a high school, an early learning center, retail stores, and restaurants. The scope for landscape services included landscape design for infant and toddler playgrounds, a new transit hub, and renovations to the historic entry courtyard. DBA designed three reflecting pools and two splash fountains in the main courtyard in addition to a patio area with two distinct dining areas. In collaboration with the project architects, DBA provided design services for a half-dozen roof terraces that provide space for private apartment terraces, private restaurant outdoor seating,

a private health club terrace, and a public event terrace. The active roof terraces include four pools, while the health club terrace alone provides a lap pool with outdoor showers, a half-court basketball court, and a yoga pavilion. Several terraces, both public and private, incorporate outdoor kitchens. Beyond the landscape and terraces, DBA also provided stormwater management design services for the project. DBA achieved the city's requirement to collect, detain, and filter the first 1.25 inches of stormwater runoff using a combination of bioretention cells and subsurface storage tanks located around the perimeter of the site. At the client's request, DBA identified areas where an underground storage tank could exist to further increase the site's stormwater storage capacity and provided design services for a rain harvesting system that can use the collection of rainwater and the building's process water for landscape irrigation.





# Four Seasons Hotel

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**Prime Consultant:** Dana Brown & Associates

**Stage of Implementation:** Design Complete

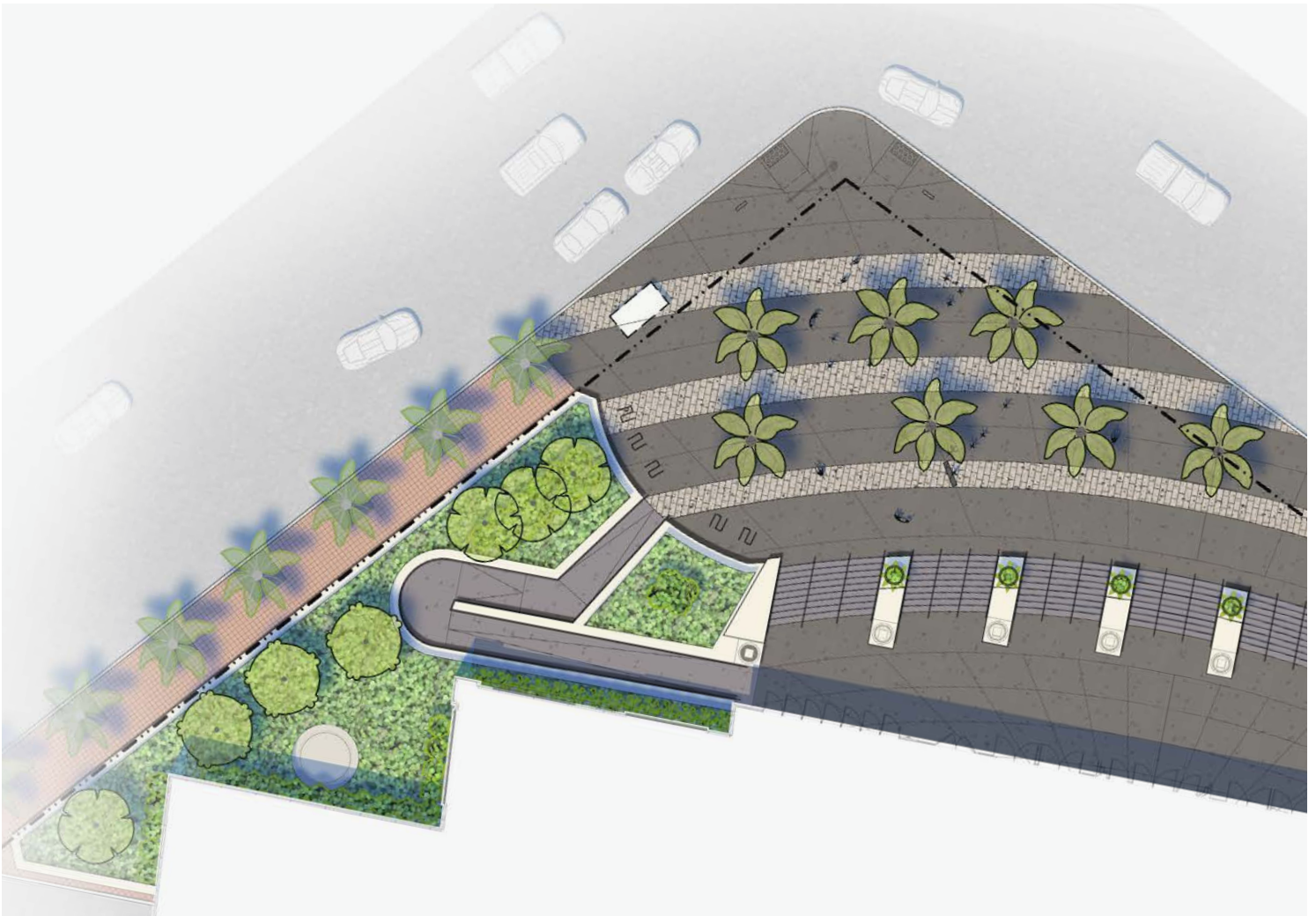
The Four Seasons Hotel and Residences, which broke ground during the spring of 2018, will include both ground and roof level exterior spaces. The Four Seasons is located at 2 Canal Street, which is the former site of the 33-story World Trade Center Building, which has been vacant since Hurricane Katrina. The original tower will be renovated into hotel rooms and condominiums. Additionally, a new five-story building will wrap the side of the tower's base facing the Mississippi River. This new building addition will house retail, restaurants, and event spaces, as well as a pool deck, gym, spa, and other amenities.

DBA also designed the exterior spaces surrounding the building into a dining court, an event lawn with adjacent garden spaces, and a motor court on the south side of the building. A portion of the hotel's grounds will become

part of the Canal Street Plaza, a 10,000 SF public plaza with new planting, lighting, bike racks, benches, and a refurbished Bernardo de Galvez monument.

The plaza will be the foot of Canal Street terminating the thoroughfare at an important node featuring the Four Seasons Hotel and Residences the newly renovated Spanish Plaza, the Outlets at Riverwalk, and the Mississippi River.





## Harrah's Casino

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**Prime Consultant:** Dana Brown & Associates

**Stage of Implementation:** Design Complete

DBA was hired to renovate the exterior entry plazas and ground-floor planting in coordination with the renovation of the Harrah's Casino to become the new Caesar's Casino and Hotel in New Orleans, LA.

DBA redesigned the corners of Canal Street, Poydras Street, and Convention Center Boulevard, including the pavement patterns, site furnishings, and plantings. The new stairways were set back from building entrances to create an expansive, porch-like landing area for entering and exiting the building.

DBA also designed a new planter wall to align with the existing wall and worked with the project team to

redesign the existing basement and abandoned tunnel (originally designed for interstate traffic). New plantings will create a cohesive palette, with more terraces added to expand access to the outdoors.

The site's iconic palm trees will be removed from site, protected during construction, and relocated back into the plazas to align with the new paving pattern.

# Financial Capability

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**PONTCHARTRAIN BEACH**  
FOUNDATION

**KUPPERMAN  
COMPANIES**



# Financial Capability Statement

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Aerial Photograph of the Lake Pontchartrain Amusement Park, 1948, From the Times-Picayune Archive

**The Pontchartrain Beach Foundation** is dedicated to restoring Pontchartrain Beach and reopening it to the public. The organization was cofounded by two individuals, Michael Liebert and Guy Williams with a long history of work on issues related to the recreational use of Lake Pontchartrain. Mr. Liebert through the Azby foundation and Guy Williams through Gulf Coast Bank have both worked on lake related issues for years. Immediately after hurricane Katrina, Gulf Coast Bank and the Lake Pontchartrain Basin foundation raised the needed funds to remove the seriously damaged new basin canal light house literally board by board.

This saved the lighthouse from demolition, Mr. Williams then arranged for Conrad Appel at Construction South to rebuild the historic structure and reinstall it on a foundation donated by Shell Oil Company. The restored light house is now open to the public as a museum.

Following the financial crisis of 2008, Michael Liebert, Carlton Dufrechou, and Guy Williams heard that 51,000 tons of clean fracking sand was available for purchase at a discounted price from a bankrupt oilfield contractor. The team raised the money to purchase and move the

sand to Pontchartrain Beach where it remains as an important resource for restoring the beach.

The beach foundation has operated as a funder of all expenses for the development of the beach cost estimates, the legal review, the restoration plans, the landscape planning, and the other related planning documents.

The Pontchartrain Beach Foundation has no debt and a current bank balance of \$20,000. More important than the cash balance is the experience of the development team in securing federal, state, local, and philanthropic monies for significant public benefit projects. Among the major projects this group has facilitated and developed were:

- **Baptist Community Health Services**
- **Community Sailing New Orleans**
- **Destrehan Plantation**
- **The Botanical Gardens at City Park**

# Financial Capability Continued...

## Financial Resources

Following establishment of a lease, the Foundation is confident that the resources available will increase exponentially.

## Revenue Model Overview

Our proposed revenue model and assumptions are outlined in the following section. Please note that this model contains a variety of assumptions that need to be verified and examples of which are illustrative in nature. Projected revenues are based on our current vision and known site conditions. A model will be finalized once the lease has been awarded.

After the first three years of site restoration and very limited operation, the Beach should be ready for regular activity as outlined in the Master Plan, including educational programs, environmental awareness events, outreach events and other endeavors that promote the PBF.

We plan to make money by:

- **Charging admission fees**
- **Hosting events**
- **Charging dog park admission fees**
- **Charging rent to food and beverage providers**
- **Charging rent to retail & other service providers**

## 1. Revenue Model

### Beach Recreational Area & Admissions

The summer months of May, June, July & August includes 35-weekend days and 87-weekdays. Minus 37% rain days (statistic from almanac), rounded down to 30% rain days (not total rain out), is a net of 25-weekend days and 61-week days.

The Beach is 2,000' long, which will accommodate one visitor for every 2' of width, multiplied by the depth of the beach, which should be at least 50'. That provides each Beach visitor with 100 square feet, or a 10' X 10' area. The business model presumes 500 to 1,000 visitors per day on weekdays and 1,500 to 2,000 visitors per day on weekends.

- 15 weekend days X 2,000 visitors per day = 30,000 visitors
- 10 weekend days X 1,500 visitors per day = 15,000 visitors
- 31 week days X 1,000 visitors per day = 31,000 visitors
- 30 week days X 500 visitors per day = 15,000 visitors
- 91,000 total visitors



Riders hold on tight on the Zephyr, 1969 From the Times-Picayune Archive

91,000 visitors of which 20% are young children, is:

- 72,800 adults @ \$10.00 = \$728,000
- 18,200 children @ \$5.00 = \$ 91,000
- Gross revenue at the gate = \$819,100
- Minus 75% expense overhead\* = \$614,250
- Profit from the Beach = \$184,275

\*As a point of reference for expenses, New Orleans City Park, in 2016 had the following expense ratios. Ratios greater than 100% means the attraction is losing money: Botanical Garden-144%, Golf-108%, Celebration in the Oaks-95%, Athletic-85%, Concessions-73%, Tennis-73%, Catering-71%, Rides & Storyland-70%, Dog Park-63%, City Putt-42%, Concerts & Special events-27%

## 2. Revenue Model - Events

The PBF anticipates for the first three years of operation, especially during phase improvements and construction, that a limited number of discrete private events could be produced on site.

### 2024-Back to the Beach Event

- 10,000 + paying patrons over a Saturday and Sunday at \$15.00 for a ticket would yield a gross of \$150,000 (\$0 net revenue)

### 2025-Back to the Beach Event

- 15,000 + paying patrons over a Saturday and Sunday at \$20.00 for a ticket would yield a gross of \$300,000 (\$45,000 excess revenue, or 15% of gross)



# Financial Capability Continued...

## 2026-Back to the Beach Event.

- 20,000+ paying patrons over a Friday through Sunday at \$25.00 for a ticket would yield \$500,000 (\$75,000 excess revenue, or 15% of gross)

The following are examples of a broad range of nominal revenue events, which after renovation is completed can be engaged at the Beach:

### Local community, low-revenue events based on flat fees:

- Boy Scouts, Girl Scouts, Big Brother/Big Sister events.
- Neighborhood events.
- Low income underserved community events.
- Holiday driven.
- UNO University events (sorority and fraternity fundraisers, university fundraisers, science program fundraisers, etc.)
- Local community driven events; regattas, jazz and classical music evenings on the lake, competitions, etc.
- Personal watercraft events including but not limited to paddle boarding, kayaking, snorkeling.
- Pet driven events for small and large dogs.
- Local outreach to promote volunteerism for a stewardship program.

### Corporate

- Cooperate Events: Inclusive of exhibitions, private events, fundraisers,
- Convention Entertainment
- Team Building Events

### Fundraisers outside of the purview of PBF

- United Way
- Special Olympics
- Professional Team Events

Small and medium events (Assumes 3 weekends per year)

- Mardi Gras Series
- Festivals
- Summer Concert Series. Sunset events

### Pontchartrain Beach Foundation

#### Pontchartrain Beach Special Events

Presuming there are three major weekend events (Fri, Sat & Sun) that rent the facility for a flat rate of \$25,000 per weekend, plus expenses. The net income to the PBF would be \$75,000.

The overlap of Special Event days are deducted below from the aforementioned model of the highest Beach attendance days.

- 12 weekend days X 2,000 visitors per day = 24,000 visitors
- 10 weekend days X 1,500 visitors per day = 15,000 visitors
- 31 week days X 1,000 visitors per day = 31,000 visitors
- 30 week days X 500 visitors per day = 15,000 visitors
- 85,000 total visitors
- 68,000 adult annually @ \$10 = \$680,000
- 17,000 youngsters annually @ \$5.00 = \$85,000
- Total Beach revenue adjusted special events \$765,000
- Minus 75% overhead = \$573,750
- Excess revenue from Beach = \$191,250
- +Net revenue from regular Beach operation = \$191,250
- +Net revenue from Back to the Beach = \$75,000
- +Net revenue from food truck concessions = \$54,791
- +Net revenue from Dog Park = \$33,300
- +Net revenue from special events = \$75,000
- Annual excess revenue when 100% operational \$429,341

### 3. Revenue Model, Dog Park

The Pontchartrain Beach Dog Park model is based on operation of 8 months per year from April through September.

In 2016, The New Orleans City Park-Dog Park was open twelve months per year. It had annual gross revenue of approximately \$96,036 and current annual expenses of approximate \$\$60,903, which is a 63% expense ratio.

The net annual revenue is approximately \$35,565. The City Park-Dog Park business model issues an average of approximately 151 permit applications per month at \$53 each (fee per year), which is an approximate annual total of 1,812 dogs.

Pontchartrain Beach-Dog Park business model is projected at 100 permit applications per month at \$100, from April through November, which is 900 dogs at \$100 each (fee per year) or \$90,000 gross revenue with a 63% expense ration.

#### April through November:

- Gross revenue = \$90,000
- Minus Expense Overhead @63% = \$56,700



A diver billed as “Aqua Maniac” performs stunts for a crowd at Pontchartrain Beach in 1977, from the Times-Picayune Archive

- Excess Dog Park revenue = \$33,300

#### 4. Revenue Model, Food & Beverage Rent

We anticipate having at least six (6) food trucks paying annual rent from \$12,000 to \$18,000 per year. We anticipate at least an additional two (2) beverage providers paying annual rent of between \$18,000-\$36,000 each per year.

The following model is based on information from a survey of food truck services. Because of inflation, the numbers have been increased for price adjustments in 2026.

The average food truck can serve up to 50 orders per hour. The average sale is \$12.50, which is a food item and a drink. Food cost is 30%, labor is 20%, and all other overhead is 25%. The net profit is 25%. Food trucks strive to gross \$1,875 to \$2,500 per four-hour shift and net \$469 to \$625 profit.

#### Charging Rent to Retail & Other Service Providers

We anticipate leasing space at the beach to the following organizations, all of which will pay a to-be-negotiated rent:

- Paddle board, kayak, and non-motorized rental providers

- Beach chair rental providers
- Retail stores including sunglasses, merchandise, and beach provisions

#### CONFIRMATION MINIMUM STANDARDS WILL BE MET

The Pontchartrain Beach Foundation can confirm that it will meet all of the Minimum Standards set forth on pages 3 through 8 of the RFP.

Many of these Minimum Standards items cannot be obtained prior to a lease being awarded. For instance, until a lease is signed, we do not have the insurable interest needed in order to obtain all of the required coverages. As it relates to that particular standard, please see Appendix D. conrming that we will obtain all coverages once a lease is signed.

To that end, please allow this section to confirm that the PBF is aware of the Minimum Standards and will commit to meeting any and all Minimum Standards.



# APPENDICES

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# A. RESUMES

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# Guy T. Williams



## Director

**MBA, Finance:** Georgia State University

**BBA:** Emory University

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**Pontchartrain Beach Foundation - Board Member:** Guy Williams is the CEO and Co-Founder of Gulf Coast Bank and Trust, a community bank established in 1990 which has over three billion dollars in total assets, 800 employees, and 45 locations across 23 states. In addition to Williams' tireless work toward the equitable redevelopment of the gulf south, he created the Soft Second loan program, which bonded 3,000 first mortgages for homebuyers with difficulties receiving traditional mortgages.

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## Featured Projects and Redevelopment Experience

- **Gulf Coast Bank and Trust** - *CEO and Co-Founder*  
Built 16 new buildings including one completely constructed during the covid shutdowns. Sole responsibility for site selection, architecture, and contractor selection and the overall design look. Redeveloped three historic buildings for mixed use while preserving their historic character including our headquarters at 200 St, Charles Avenue
- **Habitat for Humanity** - *New Orleans, LA*  
Part of the team which conceived and constructed Musician's Village after hurricane Katrina - 40 new homes.  
House captain for the physical construction of two homes
- **Finance Authority of New Orleans** -  
Chairman and longest-serving board member. Created the Soft Second home buyer program and over 3,000 bond loan first mortgages. Redeveloped an abandoned apartment building in New Orleans East
- **DANDA** - *Co-Founder*  
Purchased and rehabbed five apartment buildings in Midtown Atlanta
- **Turnberry Townhomes** -  
Part of a four-person development group who restored a low-income apartment building in Thibodeaux, Louisiana

## Non-Profit Experience

- **Baptist Community Health Services** - *Founding director*  
This group initially opened one clinic in the 9th ward to serve people without health insurance. Successfully expanded to five clinics including two auxiliary clinics in public schools
- **Community Sailing New Orleans** - *Founding director*  
This group provides access to the lake for leadership and sailing skills to groups such as Son of a Saint, Wounded Warriors, and NORD. Recognized nationally for community inclusion.
- **Sails for Sustenance** -  
Reorganized this non profit and moved the headquarters to New Orleans. This group helps Haitians create sustainable businesses. Traveled to Haiti as part of the New Orleans delegation to visit our sister city in Port Salut

## Awards and Honors

**Community Banker of the Year**

**Chairman Louisiana Bankers Association**

**Hispanic Chamber Annual Award Winner**

**City of New Orleans Golden Hammer Award for community development**



# Michael Liebaert



## Project Manager - Principal

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**Pontchartrain Beach Foundation - Development Team:** Michael Liebaert is known for his passion in funding and preserving cultural and historical sites in New Orleans as well as funding and overseeing restoration and expansion of well known educational and art institutions. Mr Liebaert has worked with others over the last six years to make Pontchartrain Beach fulfill its mission as the great beachfront recreation area in Louisiana. As part of that effort, he obtained funding and oversaw the purchase and transport of 51,000 tons of high quality sand for beach restoration. Mr. Liebaert also commissioned the landscape architecture firm Dana Brown & Associates to create a visionary master plan of what Pontchartrain Beach could be. To this day, he is passionate and energetic about the beach. From 1979 to 2020, Mr. Liebaert served as a Member, Director and Managing Director of The Azby Fund, which is a non-profit private foundation established in 1969 by Herbert Harvey Jr. Mr. Liebaert remains a Member & Director of the Foundation with the authority to recommend donations to the Board of Directors. His duties have included management of real estate and commercial properties in both Louisiana and Mississippi, supervision of multiple historic renovations in the French Quarter.

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### Featured Projects & Donations

- **Old Ursuline Convent Building**- *New Orleans, LA*

Major benefactor for renovation of the main building, Chapel and living quarters for the Chancellor of the Archdiocese. Major funding for the translation, transcription and publishing of the first volumes of the Birth, Death and Marriage Records of the Louisiana Colony, which are stored on site.

- **New Orleans City Park** - *New Orleans, LA*

Major benefactor and construction supervisor for the Pavilion of the Two Sisters and the Conservatory of the Two Sisters as well as renovation of the Stove Greenhouse and Dungeon Greenhouses in the Botanical Garden. After Hurricane Katrina in 2005, Mr. Liebaert co-supervised the restoration of the Botanical Garden. From 2005 through 2010, Mr. Liebaert supervised production and operation of the Laser Light Show in the Botanical Garden for Celebration in the Oaks.

- **New Orleans Museum of Art** - *New Orleans, La*

Donation of 6 major works of art from the Estate of Herbert J. Harvey Jr in addition to substantial contribution for the NOMA expansion. Funding in the aftermath of Hurricane Katrina to place an electric generator on site to maintain climate and humidity control. Formation of the Azby Fund Endowed Fund for the promotion of traveling art shows. Underwriter of the Azby Fund Bridge within The Sydney & Walda Besthoff Sculpture Garden within the New Orleans Museum of Art.

- **Tulane University Medical Center** - *New Orleans, LA*

Establishment of the Herbert J. Harvey Jr. Immunological Research Laboratory. Formation of the Herbert J. Harvey, Jr., Distinguished Professorship in Clinical Immunology.

- **St. Mary's Dominican High School** - *New Orleans, LA*

Major benefactor of the Erminia Wadsworth/Azby Fund Computer Lab and Technology Center. Second-largest benefactor of the Tom & Gayle Benson Science & Technology Complex.

- **Louisiana State Museum** - *Baton Rouge, LA*

Major benefactor for the renovation of the Civil War Submarine that was previously located at the Cabildo and now on display at water well in the Seignouret-Brulatour Building at 520 Royal Street.



- **Destrehan Plantation** - *Destrehan, LA*

Benefactor for the maintenance and expansion of the Plantation. With funding by the Azby Fund and supervision by Mr. Liebaert coordinated major donation for the construction of replica Cisterns, which serve as the elevator for handicapped access, facilitated and coordinated the research, documentation, and display of the names of persons who were enslaved at Destrehan Plantation, and coordinated major donations for and supervised the restoration of the “1811 Slave Revolt Room”. In addition, Mr. Liebaert coordinated major donation for the purchase and authentication of the Louisiana Territorial Council document, signed by President Thomas Jefferson and Secretary of State James Madison, to prepare Louisiana for Statehood, establish Civil Law of Government and create Parishes. Coordinated modification of a display case with an environmental purification system and fiber optic lighting to present and preservation the Louisiana Territorial Council document. Coordinated renovation of the “Jefferson display room” with fiber optic lighting, environmental monitoring and alarm system to house the Louisiana Territorial Council document in the display case.

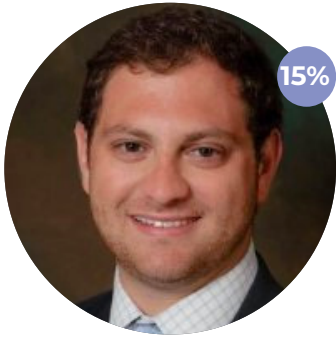
## **Memberships**

- **Pontchartrain Beach Foundation Board of Directors**

- **The New Orleans Municipal Yacht Harbor Management Corporation**

- **Board Secretary and Chairman of the Boathouse Committee** - *Major benefactor and project coordinator for the inspection and restoration feasibility report for the Darlington #1 Electrically Operated Prismatic Fountain at West End Park, New Orleans.*

- **Orleans Marina Tenants Association** - *Founding Member, serving as Board Secretary.*



# Zach Kupperman



## Development Lead

**Chief Executive Officer:** Kupperman Companies

**Juris Doctorate :** Tulane School of Law

**Bachelor of Arts:** Tulane University School of Law

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**Pontchartrain Beach Foundation - Development Team:** Zach Kupperman is the Founder and CEO of New Orleans-based Kupperman Companies. He is an experienced developer and entrepreneur with over a decade of experience developing real estate throughout the Southeast. Current and past projects include hotels, multi-family, mixed-use, and retail. Zach sets the overall strategy for the firm and oversees all acquisition, development, and financing efforts. Mr. Kupperman is very active in the New Orleans community. In addition to the Pontchartrain Beach Foundation, he currently sits on the boards of the Anti Defamation League, The N.O.C.C.A. Institute, the Touro Infirmary Foundation, French Quarter Festivals, Inc. and the Lower Garden District Association. Mr. Kupperman previously practiced law as a real estate, business, and corporate attorney. Zach earned his B.A. from the University of Texas at Austin and his J.D. from Tulane University Law School.

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## Featured Projects

- **Hotel Saint Vincent | Lead Developer & General Partner** - New Orleans - LA
- **Mountain Chalet Aspen | Lead Developer & General Partner** - Aspen - CO
- **The Drifter Hotel | Co- Developer & General Partner** - New Orleans - LA
- **The Catahoula Hotel | Lead Developer & General Partner** - New Orleans - LA
- **The Rampart Hotel | Lead Developer & General Partner** - New Orleans - LA
- **The Joy Theater | Lead General Partner** - New Orleans - LA
- **The Heirloom Hotel | Co-Developer & General Partner** - Savannah - GA
- **The Fairlane | Co-Developer & General Partner** - Covington - LA
- **The Coliseum | Lead Developer & General Partner** - New Orleans - LA
- **Maison de Krewe | Lead Developer & General Partner** - New Orleans - LA
- **YWCA of Greater New Orleans | Lead Developer** - New Orleans - LA
- **Baronne Manor | Lead Developer & General Partner** - New Orleans - LA

## Memberships & Community Involvement

- **The Anti-Defamation League, Board Member**
- **The NOCCA Foundation, Board Member**
- **The Touro Infirmary Foundation, Board Member**
- **Lower Garden District Association, Board Member**
- **French Quarter Festivals, Inc., Board Member**
- **Pontchartrain Beach Foundation, Board Member**
- **Member, Louisiana State Bar Association and New Orleans Bar Association**





# Eugene Joanen



## Programming - Fundraising

**Owner/Operator:** Balance Consulting, Inc.

**Environmental/Marine Toxicology/Biochem:** Thesis: CYP-449/450 Enzymes in the Alligator *Mississippiensis*

**B.S. Environmental Management Systems:** College of Agriculture; Minors in Biochem, Geology, Nuclear Science

**State of Louisiana Licensing Board for Contractors:** License 35672 Material/Waste Handling

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**Pontchartrain Beach Foundation - Development Team:** Eugene (Gene) Joanen is an environmental sciences professional with proven experience in environmental assessments, land management and site selection, environmental program development, UAS and ROV Assessment and monitoring programs. He served as a Board Member and State Commissioner for the Flood Protection Authority – East and served as the Chairman of the Coastal Committee. In addition, he served as President of the Friends group for the Big Branch National Wildlife Refuge. He currently serves as manager for thousands of acres of coastal holding in Louisiana and is Lead Scientist for Senegal's coastal monitoring program covering over 720 miles of coastland. Joanen has a lifelong interest professionally and personally with land management and wetlands management throughout the Gulf South and leads monitoring programs at ports and coastal projects worldwide, is a voting member with ASTM with E50, leads a UAS/drone development team, and is an REM, RSO and UAS ground pilot. He served as VP for Lifescience/Geoscience Technical Leader for Germfree Labs, designed programs that included mobile and modular laboratories throughout the world for oil/gas, mining, coastal monitoring, environmental impact assessment and industrial purposes and also serves as expert witness on numerous environmental disciplines.

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### Eugene has over 30 years of experience in the following areas:

- **Asset Development** - Served as environmental lead for Port Marigny in Mandeville LA. Was instrumental in the development of the Big Branch Wildlife Management Area from private ownership to federal acquisition. Developed national recognized entertainment events.
- **Permitting** - Currently serves as permitting lead for industrial operations including but not limited to surface mining operations, surface water treatment, oil and gas, downstream, midstream, upstream, NPDES programs. Serves as permitting lead for developments near water throughout Louisiana. Consistently interfaced with the USCG, MMS, USEPA, DOTD, US Fish & Wildlife, State Wildlife & Fisheries, USACE, NASA, US Air Force, port authorities, MARPOL, World Bank, ASTM and ISO complaint organizations.
- **Land Management** - Experience includes interfacing with regulatory authorities over issues resulting from tenant operations at oil and gas facilities, mining facilities and other industrial operations. Experience with regulatory interface wildlife management, hunting lease management, timber management and harvesting plans timber audits, drainage and soil management, reporting and aerial photographic documentation and insurance documentation. Project management and land management for private land/wetlands throughout Louisiana.
- **Site Assessment and Remediation** - Over 30 years' experience in all facets of due diligence and site investigation. Served as the lead project manager over numerous public, private, institutional and industrial remediation projects under numerous jurisdictions throughout the United States and abroad. Experience includes but is not limited to removal of hazardous materials on marine vessels, oil/chemical spills, abandoned sites, National Priority List sites, Formerly Used Defense Sites (FUDS), expanding industrial facilities, mining and oil and gas sites.
- **Laboratory Development** - Developed a division of modular and mobile laboratory space with custom analytical lab equipment integration for GF Environmental Labs (VP of Technology Integration), a subsidiary of Germfree

since 2012. Projects include customized laboratories and program development for ANAM - Senegal, NIMASA - Nigeria, Rio Tinto - Guinea, Chevron - US, Luke Oil - Iraq, and confidential clients in the KSA and others. Developed platforms specifically for mining, oil and gas, marine, rapid assessment, toxicology and specialty missions.

- **Technology Integration** - Integrated specialty wastewater treatment equipment at facilities worldwide. Integration of monitoring equipment deployed at remote locations for water and air quality. Developed sediment sampling equipment specific for the Gulf Coast that utilized thorium and cryogenics in situ for accurate measurement of unconsolidated materials. Currently developing algorithms and payloads on drones and ROVs for wildlife management and numerous environmental tasks. BCI is currently on three development teams related to UAVs and ROVs.
- **Wildlife Assessment & Invasive Species Management** - Currently developing algorithm for alligator nesting criteria assessed from drones. Conducted ecological impact studies throughout the United States. Participated in a privately funded Red Tide monitoring event from October 2017 through August 2018. Utilized drones and remote sampling techniques to garner insights on possible remedies. Invasive species management experience includes feral hog eradication with telemetry, water borne plant removal and prevention activities and development of biofouling programs for the marine industry.
- **Program Development** - Designed and implemented water surface monitoring programs throughout the United States and abroad. Specific monitoring programs included those for the lower Mississippi, Senegal, West Africa, and impaired river assessments throughout the United States.
- **Water Quality Assessment** - Water resource management in rural communities, industrial complexes, water distribution systems in urban environments.
- **Disaster Assessment** - Currently developing response system to integrate a fleet of drone's post disaster for stakeholders with the intention of implementing a program in Louisiana. This will include participation with local, state and federal entities and public adjusters and insurance companies. Experience includes assessment of damage to industrial complexes, municipal infrastructure, natural resources, commercial properties and agricultural land.





# Dana Nunez Brown

PLA, FASLA, AICP, LEED AP



**President:** Dana Brown & Associates

**Master of Landscape Architecture:** Harvard Graduate School of Design

**Bachelor of Landscape Architecture:** LSU

**Louisiana Licensed Landscape Architect:** B-360

**Fellow of American Society of Landscape Architects:** (FASLA)

**Professional Landscape Architect** - Louisiana, Texas, Mississippi, and Alabama

**American Institute of Certified Planners (AICP):** 021644

**LEED Accredited Professional (LEED AP)**

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**Pontchartrain Beach Foundation - Advisory Committee:** As a native of New Orleans, Dana Brown is devoted to improving parks and open space in the city. She has 42 years of experience as a landscape architect and planner, managing large projects with construction budgets over \$9 million as well as small park projects with construction budgets as low as \$100,000. She is a licensed Landscape Architect in Louisiana, Alabama, and Mississippi, a LEED Accredited Professional, a Certified Planner with the American Institute of Certified Planners, and a Fellow of the American Society of Landscape Architects. Dana's work in Louisiana focuses on urban design, park design, stormwater management, and community engagement. She has been complimented by officials of New Orleans, Gretna, Hammond, Lafayette, Baton Rouge, Lake Charles, Houma, and others on her authentic interaction with stakeholders and members of the public. She truly listens and the public can clearly see that. Dana pioneered stormwater management in Louisiana beginning in 2004, writing new ordinances that require developers to implement green infrastructure.

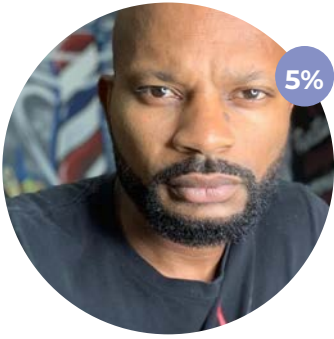
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## Featured Parks Projects

- **Pontchartrain Beach Master Plan** - *Vision* - New Orleans, LA
- **Bayou Metairie Park Master Plan** - *Design, Construction Administration* - Metairie, LA
- **Brechtel Park Master Plan & Lagoon Rehabilitation** - New Orleans, LA
- **New Orleans Riverfront Master Plan** - New Orleans, LA
- **Lafitte Greenway Master Plan** - New Orleans, LA
- **Richard Lee Park Master Plan** - New Orleans, LA
- **Bogue Falaya Park Master Plan** - Covington, LA
- **Riverside Park Master Plan** - *Design, Construction Administration* - Lake Charles, LA
- **City Park New Orleans, Inclusive Playground Study** - New Orleans, LA
- **City Park New Orleans, Wisner Tract Master Plan** - New Orleans, LA
- **Forest Park Master Plan** - *Design* - *Construction Administration* - Baton Rouge, LA
- **Hillcrest Park** - Lake Charles, LA
- **Norman Playground, Master Plan & Phase I Implementation** - New Orleans, LA
- **North Boulevard Town Square, Phases I & II** - Baton Rouge, LA
- **Spanish Plaza Renovations** - *Design, Construction Administration* - New Orleans, LA
- **Tuten Park Master Plan** - *Design, Construction Administration* - Lake Charles, LA

## Memberships

- **ASLA, National Fellow, national and state member**
- **APA member**
- **American Institute of Certified Planners (AICP)**
- **U.S. Green Building Council**
- **National Green Infrastructure Certification Program** - *Licensed Trainer*
- **Water Wise Gulf South** - *Co-founder*



# Sage Michael Pellet



## Programming - Public Engagement

**Health Gulf:** Climate Justice Organizer

**Business Major:** Robert Morris University

**Business Major:** Southern University of New Orleans

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**Pontchartrain Beach Foundation - Advisory Committee:** As Healthy Gulf's New Orleans Climate Justice Organizer, Sage Michael is a local and established community activist and organizer working to better the quality of life in his hometown of New Orleans. Unfortunately it is a city that faces constant disasters of flooding and loss of homes caused by climate change, an outdated stormwater system, and local citizens living with disaster trauma. His work is centered on community building with those underrepresented and most impacted and building coalitions to ensure community decision-making and just transition in the process moving forward. His commitment and leadership are shown through his advocacy to restore and reopen historic Lincoln Beach.

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### Featured Experience

- **Gulf Coast for Green New Deal Action Table Lead** - 10/2020-Present  
Act as Louisiana table lead in regional formation of 300+ Gulf South organizations. Worked with Eye on Surveillance and other stakeholders to host cleanup and beautification events highlighting community empowerment and people first / local solutions to environmental concerns. Working with Water Wise Gulf South, Posigen and other stakeholders on a Culture of Cleanliness Campaign to educate the community on flooding issues and keep our waters trash free.
- **Advocate for Lincoln Beach** - 05/2020 - Present  
Social media management, content creation, strategic communications to engage network of over 330 online participants, public speaking engagements including: Ashe CAC - *Losing Louisiana and Coastal Restoration Coalition* - Future
- **Founder of New Orleans for Lincoln Beach** - New Orleans, LA  
Supervised team of 50 volunteers, built networks with government agencies and regional partners including US Senator Troy Carter, State Representative Jason Hughes, District E Councilman Oliver Thomas, Gulf South For a Green New Deal, Eastern New Orleans Neighborhood Advisory Commission, New Orleans East Matters, and Pontchartrain Conservancy
- **Orleans Parish Prison Reform Coalition, Help Not Handcuffs Campaign Lead** - New Orleans, LA  
Designed and supported the launch of a New Orleans-based campaign to create alternatives to incarceration for people experiencing mental health crises. Trained as organizer and facilitator, convening a series of listening sessions with over 400 participants
- **City of New Orleans Community Advisory Group** - New Orleans, LA  
Program Coordinator, coordinated events for art installation to boost community input, speaking to media outlets, collaborating with various community partners, developing program content for the jail population
- **Project Future for the Youth** - New Orleans, LA  
Program administration, programming of festivals and cultural events. Oversight of Treme Neighborhood Community Garden

### Projects

- **Art Installation** - *What Makes Me Feel Safe*
- **Video Series** - *Featuring Formerly Incarcerated People*
- **OPPRC Art Installation** - *End Cash Bail System*





# Robert Lambert



## Engineering Advisor

**Bachelor of Science Civil and Environmental Engineering :** LSU

**Louisiana Professional Engineering and Land Surveying Board:** Reg. # 29902

**Mississippi Board of Licensure for Professional Engineers and Surveyors:** Reg. # 27056

**National Council of Examiners for Engineering and Surveying:** NCEES Record, Reg. # 37580

**Green Building Certification Institute:** LEED AP Accredited Professional

**Louisiana Licensing Board for Contractors:** License No. 52178

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**Pontchartrain Beach Foundation - Development Team:** Mr. Lambert has been involved in multiple aspects of engineering design, management and construction throughout his entire adult life, having participated at multiple levels including but not limited to the design, analysis and implementation of the following; structure, water quality and waste water, storm water drainage and retention, geometric and roadway design, engineering management and business development, construction management, construction engineering and design build and expert witness. His extensive and broad consulting background has contributed to both municipalities and other governing agencies at the local, state and federal levels and private, commercial and industrial industry.

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## Featured Projects

- **Design of St. Tammany Ave., Associated Infrastructure & Inspection** - *City of Slidell, LA*  
Responsibilities: Design of construction documents and specifications. Project coordination and inspection
- **Design of Club Lane, Associated Infrastructure & Inspection** - *City of Slidell, LA*  
Responsibilities: Design of construction documents and specifications. Project coordination and inspection
- **Design of Florida Avenue, Associated Infrastructure & Inspection** - *City of Slidell, LA*  
Responsibilities: Design of construction documents and specifications. Project coordination and inspection
- **St. Tammany Parish Water and Sewer Analysis Study** - *St. Tammany Parish, LA*  
Responsibilities: To determine and recommend locations for future water distribution and waste water collection facilities throughout southern and central St. Tammany Parish
- **750,000 Gallon Water Storage Tank** - *City of Mandeville, LA*  
Responsibilities: Project Manager for the design of pumping apparatus and tie-in to city infrastructure
- **St. Tammany Parish Justice Center** - *Covington, LA*  
Responsibilities: Site work design, field inspection. Project Coordination.
- **Fleur de Lis Boulevard** - *New Orleans, LA*  
Responsibilities: Design of roadway and associated infrastructure. Project Coordination.
- **Diversified Foods, Inc.** - *St. Tammany Parish, LA*  
Responsibilities: Design of a 50-Acre industrial food processing facility.

## Memberships

- **A.S.C.E. – American Society of Civil Engineers**
- **N.S.P.E. – National Society of Professional Engineers**
- **L.E.S. – Louisiana Engineering Society**
- **U.S.G.B.C. – United States Green Building Council**
- **St. Tammany Parish Leadership Alumni**



# Patrick Dougherty

MSRED



## Financial Modeling Lead

**Development Manager:** Kupperman Companies

**Master of Sustainable Real Estate Development:** Tulane School of Architecture

**Bachelor of Political Science:** Tulane School of Liberal Arts

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**Pontchartrain Beach Foundation - Development Team:** As a development manager for Kupperman Companies, Mr. Dougherty is responsible for supporting projects through all stages of the development process. He primarily focuses on project management, project analysis, financial modeling, and land use. He also works in acquisitions and property management. Prior to Kupperman, Patrick worked as a financial analyst at HRI Communities, focusing on affordable housing and historic rehabilitation projects. While working at HRI communities, Patrick worked on two LIHTC applications for projects that were recently awarded 9% credits in the Louisiana 2022-2023 LIHTC funding round. Patrick holds a B.A. and a Master of Sustainable Real Estate Development from Tulane University.

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### Featured Projects & Donations

- **Maison de Krewe | Development Manager** - *New Orleans, LA*
- **The Fairlane | Development Manager** - *Covington, LA*
- **The Catahoula Hotel | Development Manager** - *New Orleans LA*
- **The Coliseum | Development Manager** - *New Orleans, LA*
- **Woodring Apartments | Financial Analyst** - *Lake Charles, LA*
- **Bonne Terre Village I | Financial Analyst** - *Houma, LA*



# B. REFERENCES

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THE UNIVERSITY *of*  
**NEW ORLEANS**

RESEARCH AND TECHNOLOGY  
FOUNDATION

July 7, 2022

Lakefront Management Authority  
6001 Stars and Stripes Blvd., Suite 219  
New Orleans, Louisiana 70126

**RE: Letter of Support for the Pontchartrain Beach Foundation's Proposal to lease and redevelop Pontchartrain Beach from the Lakefront Management Authority (the "Property")**

To Whom It May Concern:

On behalf of the UNO Research and Technology Foundation, I am writing to offer my support for Zach Kupperman's and Guy Williams' proposal to redevelop the shoreline of Lake Pontchartrain Beach.

The University of New Orleans Research and Technology Foundation is a 501 (c)3 created for the betterment of the University of New Orleans. It supports the research, scholarship, and commercialization activities at the University of New Orleans and advances the development of the greater New Orleans economy by providing space for growing business, public and non-profit enterprises at The Beach at UNO, a premier research and technology park located on the shore of beautiful Lake Pontchartrain.

New Orleans needs a safe functioning beach and we welcome Pontchartrain Beach's redevelopment. Cleaning up and creating a world-class beach would be a huge boon for the city and a major benefit for the University of New Orleans, our tenants, and the people of New Orleans.

We know Zach Kupperman and Guy Williams, key members of the Pontchartrain Beach Foundation team, and are familiar with their plan. Their leadership is well established in the New Orleans community, and I fully support their efforts to redevelop Pontchartrain Beach. We are pleased to have them develop this signature property at such a key section of the city. We believe this Project can serve as a catalyst and anchor future economic development at our facilities and greatly benefit the students and faculty at the University of New Orleans.

Please let us know if you have questions or require any additional information.

Sincerely,

Rebecca Conwell  
President and CEO



# NEW ORLEANS COMPANY

Lakefront Management Authority  
6001 Stars and Stripes Blvd.  
Suite 219  
New Orleans, Louisiana 70126

July 5, 2022

RE: Letter of Support for the Pontchartrain Beach Foundation's Proposal to lease and redevelop Pontchartrain Beach from the Lakefront Management Authority (the "Property")

To Whom It May Concern:

New Orleans & Company is the official destination marketing and sales organization for the New Orleans tourism industry. We exist to drive economic growth and to promote the local hospitality & tourism industry for the benefit of our members, visitors and our residents.

A redeveloped Pontchartrain Beach will be a major benefit to the City of New Orleans and will provide yet another exciting attraction to our already incredible city. New Orleans residents deserve a beach and recreational playground on the shores of Lake Pontchartrain, and visitors will enjoy having the option to enjoy the lakefront as well. This project can also serve as a catalyst to attract business to the city, help create new job opportunities, and convert blighted land into something of which we can all be proud.

We have spoken with Zach Kupperman and Guy Williams, key members of the Pontchartrain Beach Foundation team, and are impressed with their plans and support their efforts. It is essential that our city continue to provide new and varied attractions to its already robust offering. We believe this Project can serve as an anchor for future economic development in the city, create an amazing quality of life amenity for our residents, and enhance the visitor experience as well.

Please let us know if you have questions or require any additional information.

Sincerely,



Walter J. Leger III  
Executive Vice President and General Counsel



## GREATER NEW ORLEANS EXPRESSWAY COMMISSION

P.O. BOX 7656 • METAIRIE, LOUISIANA 70010  
TELEPHONE 504-835-3118 • FAX 504-835-2518  
[www.thecauseway.us](http://www.thecauseway.us)

June 8, 2022

Board of Directors  
Lakefront Management Authority  
6001 Stars and Stripes Blvd., Suite 219  
New Orleans, Louisiana 70126

Ladies and Gentlemen:

I strongly support the proposal by the Pontchartrain Beach Foundation to lease the old Pontchartrain Beach site. By far, Pontchartrain Beach is the best location for public access to the lake along the entire south shore and the Pontchartrain Beach Foundation is dedicated to making public access a reality again.

Messrs. Guy Williams and Michael Liebaert are at the helm of the Pontchartrain Beach Foundation. For the last three decades, I have known and worked with both. They are visionary leaders and successful but their strongest common denominator is their public spirit. Both sincerely desire to make metro New Orleans a better for all of us. Their track records demonstrate that they make positive things happen for our region.

Specifically, regarding the New Orleans Lakefront, Guy and Michael were instrumental in rebuilding the New Basin Canal Lighthouse and securing sand to replenish Pontchartrain Beach. After Hurricane Katrina destroyed the Lighthouse, they assisted with efforts to acquire the property from the U.S. Coast Guard, dismantle and preserve materials from the original structure, plan the rebuild and convert the site for public use, raise almost one million dollars to fund the project, and ultimately reopen the Lighthouse as a museum for the public. Michael and Guy stepped up to the plate for Pontchartrain Beach by spearheading development of conceptually plans to reopen the beach for public use and locating suitable material, securing funding, and transporting tons of sand to complete the only renourishment of sand at the Beach since it was constructed in the 1920s.

Pontchartrain Beach can and should be the centerpiece for our lakefront again. With Messrs. Liebaert and Williams at the helm, that vision will become a reality for tens of thousands of metro New Orleanians to enjoy again.

Sincerely,

Carlton Dufrechou, AICP



*New Orleans  
Botanical Garden Foundation*



City Park • #1 Palm Drive • New Orleans, Louisiana 70124 • (504) 483-9386 • Fax (504) 483-9485

Lakefront Management Authority  
6001 Stars and Stripes Blvd., suite 219  
New Orleans, Louisiana 70126

To Whom it may concern

For over 15 years Michael Liebaert as Managing Director of the Azby Fund worked to restore and renovate Botanical Garden facilities in New Orleans City Park.

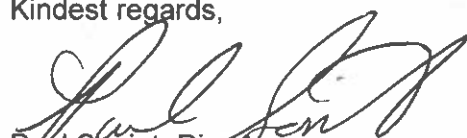
Expediting over \$4 million in donations for the Botanical Garden. Michael personally supervised the restoration of the three WPA structures at the site: the "Stove House" green house and Two "Dungeon" green houses.

1. Coordinated a major donation for restoration of the antique Carrousel.
2. Coordinated major donations for Pavilion of Two Sisters and personally supervised the restoration an of the Conservatory of Two Sisters, which was completed in two years.
3. Coordinate major donations for and supervised the restoration of the WPA-constructed Dungeon Green Houses and Stove Green House.
4. Immediately after Hurricane Katrina, co-supervised the restoration of Botanical Garden and Story Land.
5. Coordinated major donations for four years to underwrite the Celebration in the Oaks Preview Party and supervised production of the laser light show for Celebration in the Oaks.

His service to the Botanical Garden in New Orleans City Park has been indispensable to our mission. I strongly recommend Michael Liebaert and his team redevelopment and management of project at Pontchartrain Beach

Please do not hesitate to contact me if you would like to discuss Mr. Liebaert's skills and performance.

Kindest regards,

  
Paul Sniat, Director  
New Orleans Botanical Garden



July 1, 2022

Lakefront Management Authority  
6001 Stars and Stripes Blvd., suite 219  
New Orleans, Louisiana 70126

To Whom it may concern,

I am writing this letter in support of the work Michael Liebaert is and has been doing to bring back Pontchartrain Beach for the residents of New Orleans. We believe that when the project is realized as Mr. Liebaert and his team have envisioned, Pontchartrain Beach will instantly become a major recreational asset and attraction.

The River Road Historical Society has worked with Michael Liebaert for over 20 years in restoring and improving facilities at Destrehan Plantation. As Managing Director of the Azby Fund, he expedited donations totaling nearly \$4 million and personally supervised and collaborated with donors on a variety of projects, including the following:

1. Coordinated major donation for the construction of replica Cisterns, which serve as the elevator for handicapped access.
2. Facilitated and coordinated the research, documentation, and display of the names of persons who were enslaved at Destrehan Plantation.
3. Coordinated major donations for and supervised the restoration of the "1811 Slave Revolt Room".
4. Coordinated major donation for the purchase and authentication of the Louisiana Territorial Council document, signed by President Thomas Jefferson and Secretary of State James Madison, to prepare Louisiana for Statehood, establish Civil Law of Government, and create Parishes.
5. Coordinated modification of a display case with an environmental purification system and fiber optic lighting to present and preserve the Louisiana Territorial Council document.
6. Coordinated renovation of the "Jefferson display room" with fiber optic lighting, environmental monitoring and alarm system to house the Louisiana Territorial Council document in the display case.
7. Coordinated major donation for the purchase of an original portrait of Jean Noel Destrehan that is displayed alongside the Louisiana Territorial Council document.
8. Coordinated major donation and hands on supervision for the replacement of the roof on the main plantation house, garconnières and Mule Barn.

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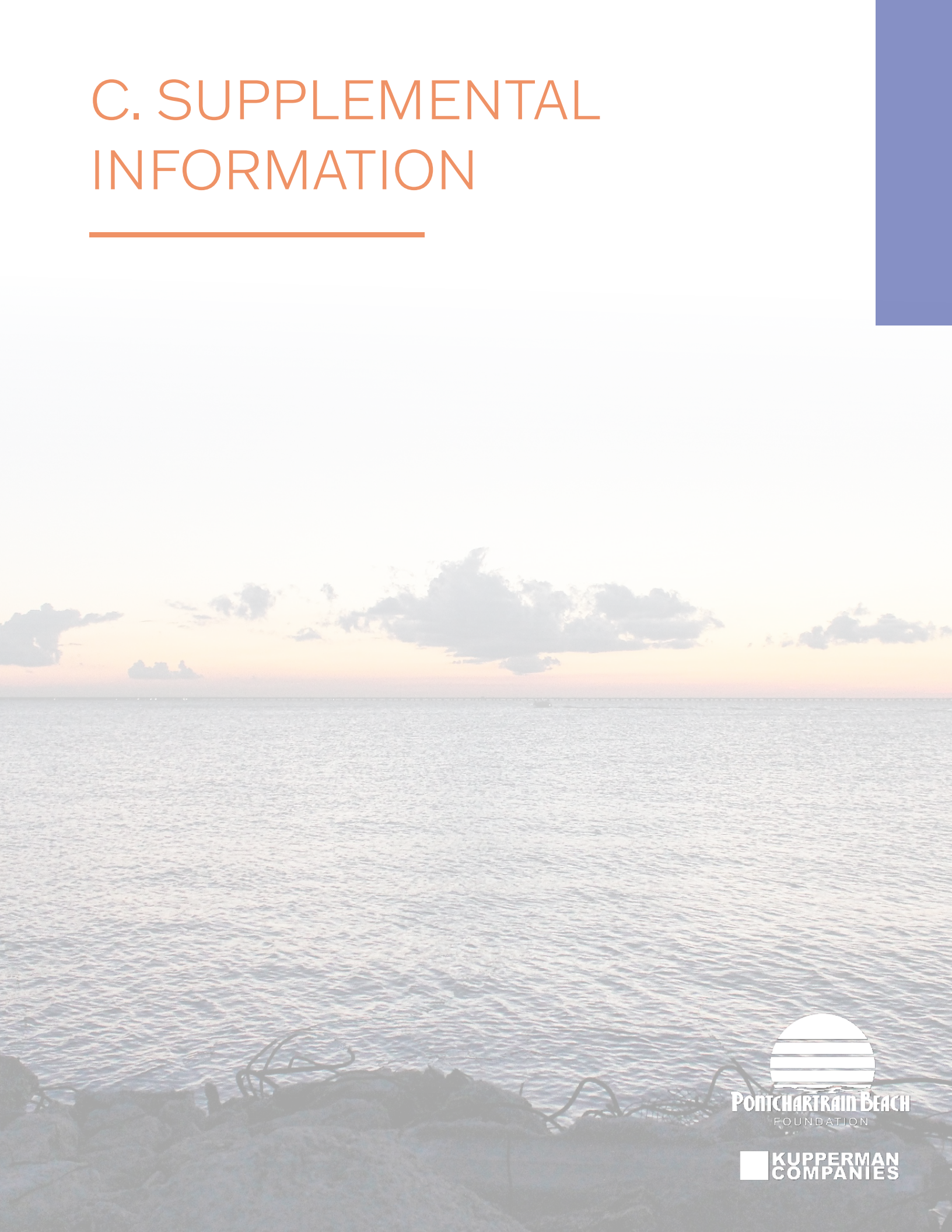
**DESTREHAN PLANTATION • RIVER ROAD HISTORICAL SOCIETY**

📍 13034 River Road, Destrehan, LA 70047 • 📞 (985) 764-9315 • 🌐 [www.destrehanplantation.org](http://www.destrehanplantation.org)



# C. SUPPLEMENTAL INFORMATION

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# Supplemental Information

## Public Outreach & Engagement Strategies

PBF will engage LMA, City departments, business leaders, other stakeholders, and the public to finalize the master plan. To be successful, public outreach and engagement is of the utmost importance. The following are among the strategies PBF will likely employ to engage as many members of the public as possible.

Historically, Pontchartrain Beach has drawn residents from throughout the region. Prior to its 1983 closure, Pontchartrain Beach's amusement park rides, beach, and lakeshore were major attractions. A renewed Pontchartrain Beach would likely again lure regional visitors, so hearing many voices will be crucial to the project's success. A robust public engagement agenda will include residents of all ages, races, genders, and socio-economic levels.

The anticipated recreational audience for the new Pontchartrain Beach reaches across the Greater New Orleans region. Public engagement will consist of outreach focused primarily on residents of Orleans and Jefferson Parishes, where most visitors are likely to originate. Outreach efforts will include all of the regional parishes as well. For residents with limited internet access at home, online access is available at city and parish libraries. PBF will design and implement a variety of outreach and engagement strategies as part of a comprehensive plan for public engagement that will encourage input from all residents who wish to contribute their thoughts and ideas. Public outreach for the project will involve compiling a contact list of residents in the region who are interested in Pontchartrain Beach, reaching out to keep them informed of progress, and seeking their input.

To quickly reach the broadest audience at the beginning of public engagement, PBF will arrange for a spokesperson to be interviewed on a diverse range of local radio and television shows. Local newspaper coverage will be facilitated by regular press advisories.

This media effort is intended to generate interest and to build the project contact list by referring listeners and viewers to the PBF website.

Local organizations will be informed about the project and will be requested to provide the information to their constituents about the project and of the PBF public engagement website address (see website description

below). These contacts and the emails that constituents submit on the website will serve as the initial project stakeholders list. We envision that the contact list will grow as more people learn about the project. For those who sign up, email and text blasts will notify residents of major website updates, events, availability of surveys, and specific yes/no questions. This will support the momentum of engagement.

The Pontchartrain Beach Foundation website, [www.backtothebeach.org](http://www.backtothebeach.org), will incorporate public engagement windows. Introductory pages will explain the overall project, status, and ways for users to provide input. Graphics of early visioning ideas and videos of the project site will be made available. The website will include video clips of testimonials from current residents that are reminiscent of enjoying the beach years ago, adults who were brought to the beach as children, surfers who currently use the westernmost shore area, boaters, and others who remember their experiences at Pontchartrain Beach. PBF will regularly post updates regarding the project's planning and design status, upcoming events, online interactive input opportunities, current results of public engagement, and new project information on Facebook, Instagram, and Twitter.

Online surveys will be provided at strategic stages of the project. For instance, residents will be surveyed about their previous experiences at Pontchartrain Beach before it closed, if any, and the types of passive recreation activities in which they would like to participate at the beach. Illustrations of design concepts will be posted for residents to identify their favorite design ideas and to provide comments. Interactive maps of the project site and concept plans will enable residents to move icons around to show preferences for the location of a variety of program elements.

Two in-person public workshops that will simultaneously be held virtually conducted, the first addressing the beach site's history, existing conditions, and primarily the recreational activities desired by the public. The second workshop will display a series of conceptual plans and sketches for different areas of Pontchartrain Beach and ask residents to review, comment, and use interactive graphics to relocate and change the size of program elements. Information about standard sizes of elements that can be referenced at parks in the region will aid residents in comparing and commenting.

The true value of the engagement plan will extend beyond receiving public input in organized formats. Input will also be captured from the website, surveys, interactive mapping, workshop comments, preference polling, and email and text responses. Each comment will be tagged by topic to enhance sorting. Analysis of



responses and input will reveal not only gross numbers of responses and residents' preferences, but also, when arrayed against each respondent's zip code, will reveal where supporters and opponents of each program element live. These data will be used to inform further engagement methods and survey questions to resolve concerns that arise and streamline the design process.

Public outreach and engagement data and analysis will be made available on the engagement website for residents to interactively explore. This capability will provide the added benefit of residents seeing what we believe will be a groundswell of enthusiasm and support for the Pontchartrain Beach project.

PBF will ensure residents of all backgrounds are informed, through the website, surveys, and interactive maps and diagrams. Public engagement pages will be available in English, Spanish, Vietnamese, and, if needed, other languages spoken in New Orleans. All public announcements will be in lockstep with LMA.

### Permitting & Compliance Objectives

The foundation will institute a permitting program at the local state and federal level.

The foundation wants the lease is granted will keep LMA informed of all correspondence with permit applications including 408 and joint permit application approvals.

Regulatory bodies can include but are not limited to the following

- The Louisiana Department of Natural Resources
- The US fish and wildlife
- NOAA
- The US army corps of engineers
- The Southeast Louisiana flood protection authority East
- Orleans Parish
- The Louisiana department of Environmental quality

We anticipate coordination with USACE, LDNR, and Orleans Parish among other agencies to secure permits. Coordination with agencies will be early and often. A pre-application meeting with regulatory agencies is recommended to discuss the project description and concept elements to provide permitting agencies a clear understanding of project goals/objectives and identify any constraints and opportunities from regulatory input.

The following permits/permissions may be necessary:

- Section 10/404: Discharge of dredged or fill material into waters of the United States, including wetlands; construction of any structure in or over any navigable water of the United States
- Section 408: Permanent or temporary alteration or



Lincoln Beach April 1970  
From the New Orleans Library Digital Archives



Fats Domino performs on the last day the Park remained open, 1983, from the Times-Picayune archive



Beachgoers in front of the Wild Maus ride, early-1960s  
from the Times-Picayune archive

- use of any USACE Civil Works project
- Coastal Use Permit: Consistency with the state management program
- Consultations
- Section 7 Consultation: Endangered Species
- Section 106 Consultation: Historic preservation
- USFWS Consultation: Endangered Species
- SLFPA-E Consultation: General coordination

### **Stormwater pollution prevention plans (SWPPP or SWP3)**

In preparation for pre-construction activities a construction SWP3 Plan will be developed specifically for this facility. For all construction activities responsible parties will develop stormwater pollution prevention plan specific to the activity that are protective of the waters of the state and the habitats we intend to enhance. During all the construction activities numerous storm water pollution prevention plans will be developed for those respective construction projects. Once the facility is underway with operations a stormwater pollution prevention plan will be instituted for the perpetuity of the facility and be part of the management plan.

### **Water Quality Monitoring**

The foundation believes in maintaining water quality in Lake Pontchartrain. Regardless of a requirement or not, the PBF intends to institute a program that would comply with the Louisiana pollutant discharge elimination system. This could include stormwater monitoring only or could include other sampling points that may be part of an educational component to the system. In addition, during construction activities or other overwater activities sampling may occur to provide a baseline for periods of time when there is no activity in the water or near water or during times when activities are intense or could potentially have an impact on wildlife habitat. Having the infrastructure at this facility will also facilitate others at the regulatory level or at the academic level to access the lake in monitor water quality. It is envisioned that the water quality at the beach will be something stakeholders would be very interested in. We will work closely with our partners at the Louisiana Department of Environmental quality and at the Louisiana Department of Health and hospitals.

A permanent dashboard will be created so I'll stakeholders can follow the progress of permits and middles and the commensurate approvals. Most of the permanent process have very long lead times. The foundation will do its best to advance the permitting process in the most efficient way. Some permits will require the LMA's participation, support letters and even in some cases signature representation according to state or federal law. The PBF will designate a specific

representative that will monitor all of the environmental permitting requirements.

During construction all applicable local and state construction permitting will also apply. Our in-house engineering staff and outsourced engineering experts will assure through property condition assessments before during and after all construction activity compliance with ordinances, requirements from EU S army core of engineers or other regulatory entities we will also do a property condition assessment every two years to maintain awareness of all structures at the facility.

Over the course of the first few years our foundation will work with LMA to provide for all health and safety and environmental prevention measures. Always generated at the site will also be managed in our beach cleanup program. This may also involve a voluntary core of stakeholders that will be known as friends of the beach.

### **Beach Nourishment**

This facility will become one of the shining stars of coastal initiatives along the Lakeshore. We will work closely with our coastal partners that include biologists and other experts and other groups moving forward. Beach nourishment is a soft engineering alternative to hardened structures on our shores.

We believe the current supply of sand at the beach that is staged is crucial but still comes up short or inadequate for what is envisioned for this project. The addition of quality sand will improve the beaches for recreational use create new natural environments and help be helpful in eliminating detrimental effects of shore protection. Design elements will include structures that will help retain sediment and sand during sea level rise and day-to-day wave activities. Studies have been done on prevailing winds at this location all available data will be incorporated into our master plan for beach nourishment.

Beach nourishment may occur in a number of ways through pipelining it in through barging or by trucking. There may also be an acceptable method to recover beach materials that were placed there in 1949. The sand used to nourish this shoreline will have a grain size similar to natural or coarser native sands. The sources for these sands will be pre-approved through very stringent profiles. Our team will ensure that all materials imported to the facility are clean and free of pollutants.

The envisioned manicured beach for certain sections of this project. A beach management plan will be developed once the design for the beach nourishment comes to fruition. Basic components of rebuilding the artificial





Beachgoers, early-1950s, hand-colored image from the New Orleans Library Digital Archives

beach will include but not be limited to trapping sand that's brought in by longshore transport and removal of lower beach issues that may deprive downward drift. The goal is to provide a system that accretes natural nourishment and also preserves imported nourishment. This will also offer beach organisms that are beneficial to proliferate and those that are not beneficial or maybe invasive to be eradicated. It should also be noted that as part of our management plan we will have a spill contingency plan that will cover incidents that may be impactful to the beach or to the water or wildlife habitat. To the extent that is feasible the foundation envisions having a back beach and for shore protection that will and capsule 8 the beach nourishment management area. This can include stabilization from storm water that could damage Overwatch of the back beach but also create advantages to utilize storm water in a beneficial way to certain portions of the beach.

Beach nourishment is frequently used together with coastal structures in beach protection and restoration schemes to minimize or counteract the far field impacts of coastal structures. Nourishment can be regarded as a natural way of combating coastal erosion by artificially replacing a deficit in the sediment budget over the stretch of this 2000 plus shoreline. The sand used to nourish this shoreline will have a grain size similar to natural or coarser native sands. The sources for these sands will be pre-approved through very stringent

profiles. Our team will ensure that all materials imported to the facility or clean.

They will also ensure that they promote wildlife habitat. components of the nourishment will include but not be limited to backshore nourishment beach nourishment and shoreface nourishment. The upper part of the beach will be strengthened by placing nourishment at the back shore or the four of dunes. Shoreface nourishment can consist of supplying sand to the outer part of the beach profile and usually on the seaward side of any barrier. All types of nourishment may be applied. For example, based on weather activities it may be required to regularly re nourish the beach or move existing sand at the beach. This will be included in our plan. Regular renourishment requires a properly functioning organization and a standalone solution for this beach system.

The combination of beach nourishment and coastal structures will provide detachment of wave energy that will prolong the life cycle of all components of the infrastructure and beach system. This will also provide an inviting habitat for wildlife and coastal protection. Further the beautiful white sand will be inviting for all stakeholders for recreational purposes.

Public lands like this can provide both natural resources for humans and habitat for wildlife. When they interact at



ASACE Aerial Photograph of Pontchartrain Beach, March 1947, From the New Orleans Library Digital Archives

facilities like this humans and wildlife species both have positive and negative effects on each other. However, when managed properly wildlife-based tourism and other forms of recreation can benefit conservation goals and meet the enthusiasm of recreational users. As we know our lake has become very productive. We will invite wildlife biologists and recreation social scientists and public land managers to provide us with a well-rounded input for planning and management moving forward. We will also make sure that our projects fall within the acceptable guidelines under the US Fish and Wildlife service our local wildlife and fisheries and other social ecological system groups.

An example of a possible positive impact maybe to leave some of the existing dilapidated infrastructure in place as habitat for fish and other wildlife species. Numerous schemes have been created at recreational facilities like this to protect humans but also give them unprecedented access to wildlife. Any negative impacts from facility operations will be mitigated or overcome by the positive impacts of habitat management beach nourishment and wildlife and water quality monitoring. We will pay particular attention to summer recreation

activities for non-motorized watercraft and onshore access to the water and other potential wildlife habitats.

As part of the management plan, we will make sure that all sensitive species are not impacted by the recreational uses of the facility. A comprehensive plan will be developed that will cover all of this plus sustainable studies and monitoring programs for water quality. The foundation also envisions having a weather station and participating with UNO & NOAA.

Providing opportunities for recreation list to connect with nature is essential part of our goal. Shoreline preservation Wildlife Conservation and recreational uses can occur concurrently if properly managed.



# D. FORMS

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3510 N. Causeway Blvd.  
Suite 300  
Metairie, LA 70002  
Office: 504/834-2424  
Toll Free: 800/256-2842  
Fax: 504/834-2995

July 11, 2022

Pontchartrain Beach Foundation  
c/o Zachary H. Kupperman  
200 St. Charles Ave.  
New Orleans, LA 70130

RE: Insurance for the Pontchartrain Beach Foundation's Proposal to Redevelop  
Pontchartrain Beach

Dear Zach,

As your risk advisor, insurance broker and friend for over a decade, we are excited about the opportunity to work with you and the Pontchartrain Beach Foundation (the "Foundation") team on the Foundation's proposal to the Lakefront Management Authority to redevelop Pontchartrain Beach.

We have reviewed the insurance requirements set forth on pages 7-8 of the Request for Proposals for a lease of Pontchartrain Beach (the "RFP") and are pleased to confirm that all required coverages are readily available and attainable for the Foundation should you win the RFP and negotiate a lease with the Lakefront Management Authority. In particular, I can confirm that the following coverages will be available to the Foundation on commercially reasonable terms once an insurable interest is created with an executed lease:

A. Comprehensive General Liability

- a. Bodily Injury limits of \$5,000,000 each occurrence for all damages because of Bodily Injury sustained by any person(s) as a result of one occurrence.
- b. Property Damage limits of \$5,000,000 for all damages because of Property Damage sustained by one or more persons or organizations as the result of any one occurrence. Subject to this provision, "any one occurrence," the total limit for all damages because of all Property Damage shall be not less than \$5,000,000 as the aggregate as regards Products-Completed Operations Liability.

B. Comprehensive Automobile Liability including hired car, non- ownership coverage and evidence of coverage on rental automobiles with the following coverages:

- a. Bodily Injury limits of \$1,000,000 each person for all damages because of Bodily Injury sustained by one person as a result of one occurrence but subject to the above provision respecting "each person" the total liability for all damages because of Bodily Injury sustained by two or more persons as a result of one occurrence shall be not less than \$1,000,000 for each occurrence.
- b. Property Damage limits of \$1,000,000 for all damages because of Property Damage sustained by one or more persons or organizations as a result of any one occurrence.



C. Workmen's Compensation and Employer's Liability Insurance. Worker's Compensation shall comply with the State of Louisiana statutory requirements.

D. All risk Property Insurance covering the full replacement cost of the improvements located on the Leased Premises and flood insurance on the improvements.

E. All Risk Property Insurance for the value of the Lessee's contents and personal property.

F. Business Interruption Insurance for Rental Payments to Lessor for a period of one (1) year.

I can also confirm that the Foundation will be able to obtain policies (i) that name the landlord and related agencies as additional insureds, (ii) include a waiver of subrogation and 30-day notice of cancellation clauses and will meet the rest of the requirements requested in the RFP.

HUB International is one of the largest insurance brokerages globally. In addition to our New Orleans office and robust local presence, we have 14,000 employees across North America and 530 offices across the world. Our reach gives us access to source the right policies throughout the world while our local knowledge helps deliver the tailored risk solutions you need.

We look forward to working with you and the Foundation on the redevelopment of Pontchartrain Beach.

Sincerely,

A handwritten signature in cursive script that reads "Doug Adams".

Doug Adams, CIC, CLCS

Senior Vice President / Commercial Risk Advisor  
HUB International Gulf South

**CONFLICT OF INTEREST DISCLOSURE AFFIDAVIT**

**STATE OF LOUISIANA**

**PARISH OF** Orleans

Before me, the undersigned authority, came and appeared \_\_\_\_\_,  
who, being first duly sworn, deposed and said that:

1. He/She is the co-founder and authorized representative of Pontchartrain Beach Foundation, hereafter called "Respondent."

2. The Respondent submits the attached proposal in response to the Lakefront Management Authority RFP/Q for the leasing of Parcel-3, known as Pontchartrain Beach, New Orleans, LA.

3. The Respondent declares and confirms that no lobbying or financial inducements have been offered as a condition of this submission.

4. The Respondent hereby confirms that a conflict(s) of interest exists/does not exist/may exist in connection with this solicitation which might impair Respondent's ability to perform if awarded a contract, including any familial or business relationships that the Respondent, any proposed subcontractors, and their principals have with the Lakefront Management Authority's members and/or employees. *(If a conflict(s) of interest exists and/or may exist, describe in a letter the nature of the conflict, the parties involved and why there is a conflict. Attach said letter to this form).*

G. T. Williams  
Respondent (Signature)

Guy T. Williams  
(Print or Type Name)

200 St. Charles Ave, NOLA 70130  
(Address)

Sworn to and subscribed before me, Guy Williams, Notary Public, this 12 day of July, 2022.

[Signature]  
Notary Public (Signature)  
Notary ID#/Bar Roll # 33332/91189