



FIABCI USA'S GRAND PRIX OF REAL ESTATE *2020 Introduction Letter*



JULY 2020

Dear Potential Applicant for the 2020 Grand Prix of Real Estate,

The USA Chapter of FIABCI, the International Real Estate Federation, invites you to submit your project for the 2020 Grand Prix of Real Estate. (www.fiabciusaprix.com).

Walid Moussa, 2019-2020 World President of FIABCI: "The Grand Prix of Real Estate recognizes the best projects in the nation (USA) and is one of the highest honors to be considered for. The winners not only exemplify excellence in a number of different categories, but also encourage the preservation of the cities they are in and contribute to future generations. FIABCI's overall mission worldwide is to protect and improve our cities, and advocate for the developments that are committed to making the world a better place to live in."

Last November, four outstanding projects were awarded trophies at the prestigious Fairmont Hotel in San Francisco, a previous winner of the Grand Prix. In 2019, the most applications ever in the history of the Grand Prix were received. The location of those projects ranged from coast to coast and beyond, with multiple entries from Washington, Florida, and Hawaii. Building upon that momentum, we anticipate that 2020 will be even bigger and better, showcasing the future of global real estate in our own back yard.

The Grand Prix of Real Estate is committed to seeking out the most impactful and/or influential real estate projects in the United States. A panel of expert judges will rate the projects on specific criteria, and those achieving exemplary status will be recognized with an award (*not based upon the number of entries received in a category*). Exemplary projects will also be invited to advance on to an international round of competition, the Prix d'Excellence (<http://fiabciprix.com>). For this reason, it is important to this committee that the USA Chapter mirrors the Prix d'Excellence in the entry categories and judging criteria used in the Grand Prix, giving particular emphasis to environmentally sound and sustainable development.

The deadline to enter is **August 31, 2020**. The \$500 application fee has been waived due to Covid-19 and ceremony will be virtually produced Friday October 23, 2020. Only digital format materials will be permitted.

Who May Submit for the Awards

- The property owner, or the project developer, may submit their project for the Awards.
- The project architect or hotel operator who assumes executive responsibility for the property may submit the project for the Awards.

Basic Judging Criteria

Point allocation and Specific Criteria will vary by Category:

- Description
- Architecture and Design
- Development and Construction
- Marketing
- Safety and Maintenance
- Community Benefits
- Environment (Sustainable Design, Construction, Energy Efficiency, Green Space)

2020 Timeline

- July 2020: LAUNCH OF GRAND PRIX APPLICATION PROCESS
- Monday August 31st: 2020 Applications due
- Friday October 9th: Exemplary projects informed to ensure participation in ceremony
- Friday October 23rd: Grand Prix Awards Ceremony held virtually

Winners of the 2019 FIABCI-USA Grand Prix of Real Estate Recognition Awards:

- Kahauiki Village in Honolulu, HI: Kahauiki Village is a groundbreaking initiative to create an affordable community for Hawaii's homeless population. The community consists of approximately 144 one- and two-bedroom homes on 11.3 acres of land in Oahu. Core structures in the development are remodeled and reused from the Tohoku, Japan tsunami victims by System. When complete, the village will provide permanent and affordable housing to over 600 families. It is developed by a public-private partnership consisting of the State of Hawaii, City and County of Honolulu and the aio Foundation, a private 501(c)3 nonprofit corporation. www.kahauiki.org Video: <https://vimeo.com/279951760>
- Virgin Trains USA in Miami, Fort Lauderdale, West Palm Beach and Orlando, FL: Virgin Trains USA, formerly known as Brightline, is an express rail system connecting dynamic and complementary cities. Brightline and Virgin Group have formed a strategic alliance to continue to grow America's first privately funded intercity passenger train in over 100 years, rebranding as "Virgin Trains USA." The master plan incorporates four train stations with a total of approximately four million square feet of transit-oriented development, developed by All Aboard Florida <https://www.gobrightline.com/routes-stations>
- The Mark in Seattle, WA: The design of the iconic 48-story commercial office and hotel tower in downtown Seattle was inspired by the developer's vision to preserve the nation's oldest Byzantine-style church, while complementing the historic Rainier Club. ZGF Architects pursued a compact footprint for the building while restoring the church, allowing it to maintain the character and history of the entire block. The Mark is developed by Daniels Real Estate and Stockbridge Real Estate. <https://themarkseattle.com/> Video: <https://www.youtube.com/watch?v=9i-ypXZE8D8>
- Kaiaulu 'o Kaka'ako Master Plan (KKMP) in Honolulu, HI: KKMP is a progressive residential community spanning 29 acres across nine city blocks, including 2,750 units in seven residential towers. Fueled by a mission to fund educational programs in perpetuity, developers Kamehameha Schools recognized that the redevelopment of these lands is important in revitalizing Honolulu's urban core community. The project offers diverse living opportunities apartments, townhomes, lofts, live-work units, high-rise condominiums and affordable housing, paired with 300,000 square-feet of commercial space. www.ourkakaako.com

We look forward to your participation as we strive to create a meaningful industry event celebrating your impactful and influential projects.

Thank you,

Judy Sykes and Eric L Zollinger
FIABCI-USA Grand Prix of Real Estate Committee Co-Chairs



**FIABCI USA'S
GRAND PRIX OF REAL ESTATE
2020 Application**



Applications are due **August 31, 2020**.

Application Fee: ~~\$500~~ waived due to Covid-19; Awards ceremony will be a virtual event held Friday October 23rd, 2020, 4pm EST

Only digital format materials will be permitted for entry. Applications may be sent to local representative or Eric Zollinger, ericznyc@mac.com, Grand Prix Co-chair

Date:

Project Name:

Address:

Developed By:

Contact Person/Title:

Contact Email/Phone:

Design Architect/Architect of Record (Firm/main person):

Category Type (Please select one only):

- Affordable / Work Force Housing
- Environmental [Rehabilitation/Conservation]
- Heritage [Restoration/Conservation]
- Hotel
- Industrial
- Office
- Public Infrastructure / Amenities
- Purpose Built
- Residential Low Rise [5 stories and below]
- Residential Mid Rise [above 5 below 16 stories]
- Residential High Rise [17 stories and above]
- Retail
- Resort
- Sustainable Development

Basic Criteria:

1. For Renovation and Restoration Projects, at least 75% of total build-up area should have been restored and renovated.
2. All projects MUST be fully completed not later than December 31, 2019, occupied and operated for at least 12 months by December 31, 2020 and not more than 60 months.

Project Completion Date: _____ **Project Occupation Date:** _____

() Mixed-Use

Development Component A. _____ B. _____ C. _____

At least two components must be completed, occupied, and operated for at least 12 months before December 31, 2020 and not more than 60 months.

Completion A. _____ B. _____ C. _____

Occupation A. _____ B. _____ C. _____

() Master Plan

If comprised of more than one phase, at least one phase must be completed by the year prior to submission and occupied and operated for at least 12 months before December 31, 2020.

Phase 1 Completion: _____ Phase 2 Completion: _____

Website:

Link to files:

Include a brochure, videos, photos of finished product, press about the project, etc.

300 Word Summary:

Attach a written summary about the project

QUESTIONS (Feel free to attach images, maps, floorplans , etc.)

Question 1 General Description of Project

- A. What type of project is it and what are particular details
- B. What are the total number of phases
- C. Where is the project situated

Question 2 Architecture and Design

- A. Town planning (e.g. what kind of town planning solution was retained, how the new development was integrated into the surrounding area, what constraints had to be overcome)
- B. Any refurbishment/renovation
- C. External design
- D. Interior design
- E. Landscaping
- F. Amenities
- G. Land use
- H. Safety features

Question 3 Development and Construction

- A. Provide project timeline
- B. Total site area, gross building area
- C. Total floors above and below ground
- D. Parking
- E. Type of land title (free simple, leasehold, etc.)
- F. Comment on the innovative and unique aspects of your development as regards the following points, including any challenges
 - Technological innovation
 - Facilities management
 - Construction methods/materials
 - Technical expertise
 - Project management
 - Project financing

Question 4 Marketing

- A. Occupancy (percentage of development rented or sold)
 - Prior to construction starting
 - When construction ended
 - One year after building opened
- B. Demographics
 - Percentage local buyers
 - Percentage international buyers
- C. Marketing strategy elements (research, action plan, implementation, and results)

Question 5 Environmental Impact

- A. Steps taken to conserve and reduce impact on the environment
 - Sustainable design
 - Construction
 - Energy efficiency
 - Green Space
- B. Steps taken to promote human health wellness

Question 6 Community Benefits

- A. The perception and impact of the development on the local community
- B. What benefits of the development bestows on the community
- C. What employment opportunities it fosters
- D. Other notable benefits

Thank you for your submission!