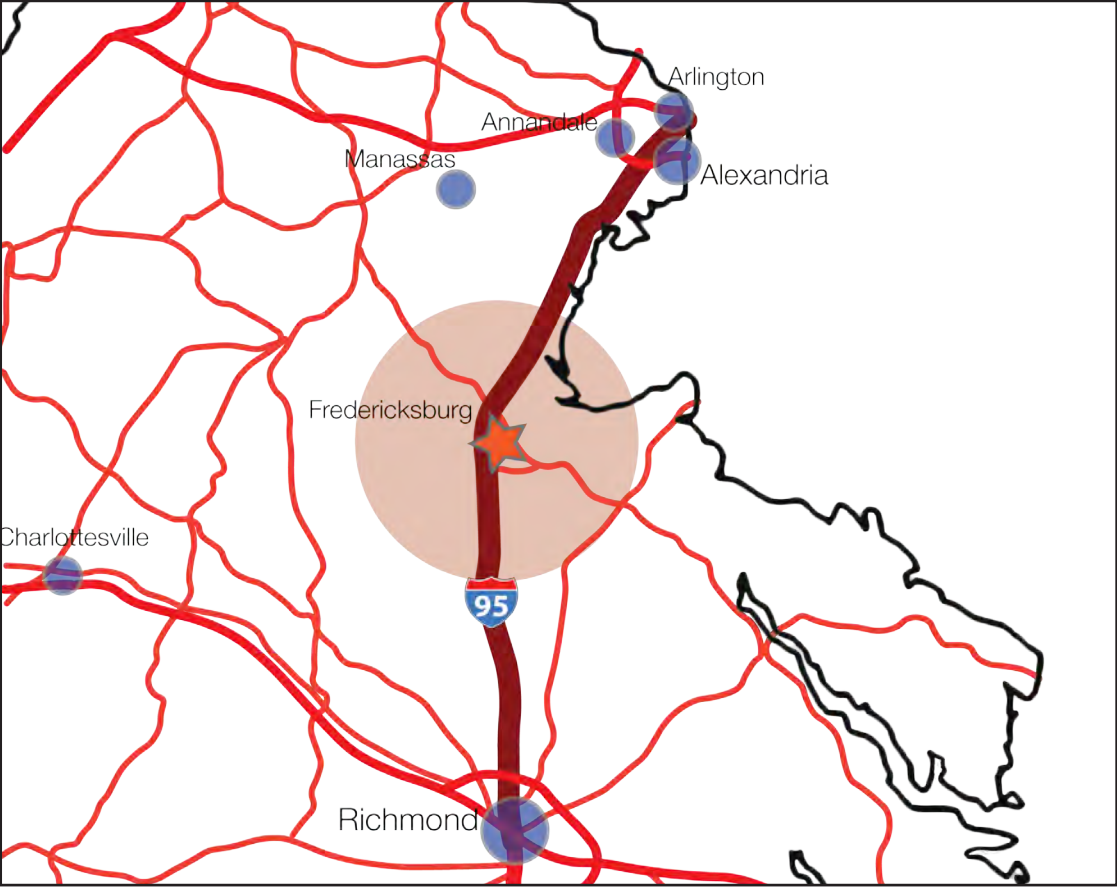




FREDERICKSBURG , VIRGINIA BREWERY DEVELOPMENT



Scan QR Code below for a video of the development



**Fredericksburg
Regional Alliance**

at the

**UNIVERSITY OF
MARY WASHINGTON**



Economic Development Partnership



Contact: **Curry Roberts**
Email: croberts@fredregion.com
Phone: 540.361.7373

Owner/Developer



Contact: **Jud Honaker**
Email: jhonaker@silverco.com
Phone: 540.785.9700

Design-Builder



Contact: **Michael Henley**
Email: mhenley@houriganconstruction.com
Phone: 804.249.0212

INGREDIENTS...

Like the brewing process, a successful building is the result of key ingredients.



TABLE OF CONTENTS “INGREDIENTS:”

Serving Size: 1 Craft Brewery

Site	p. 3
Image	p.10
Program	p.16
Team	p.18

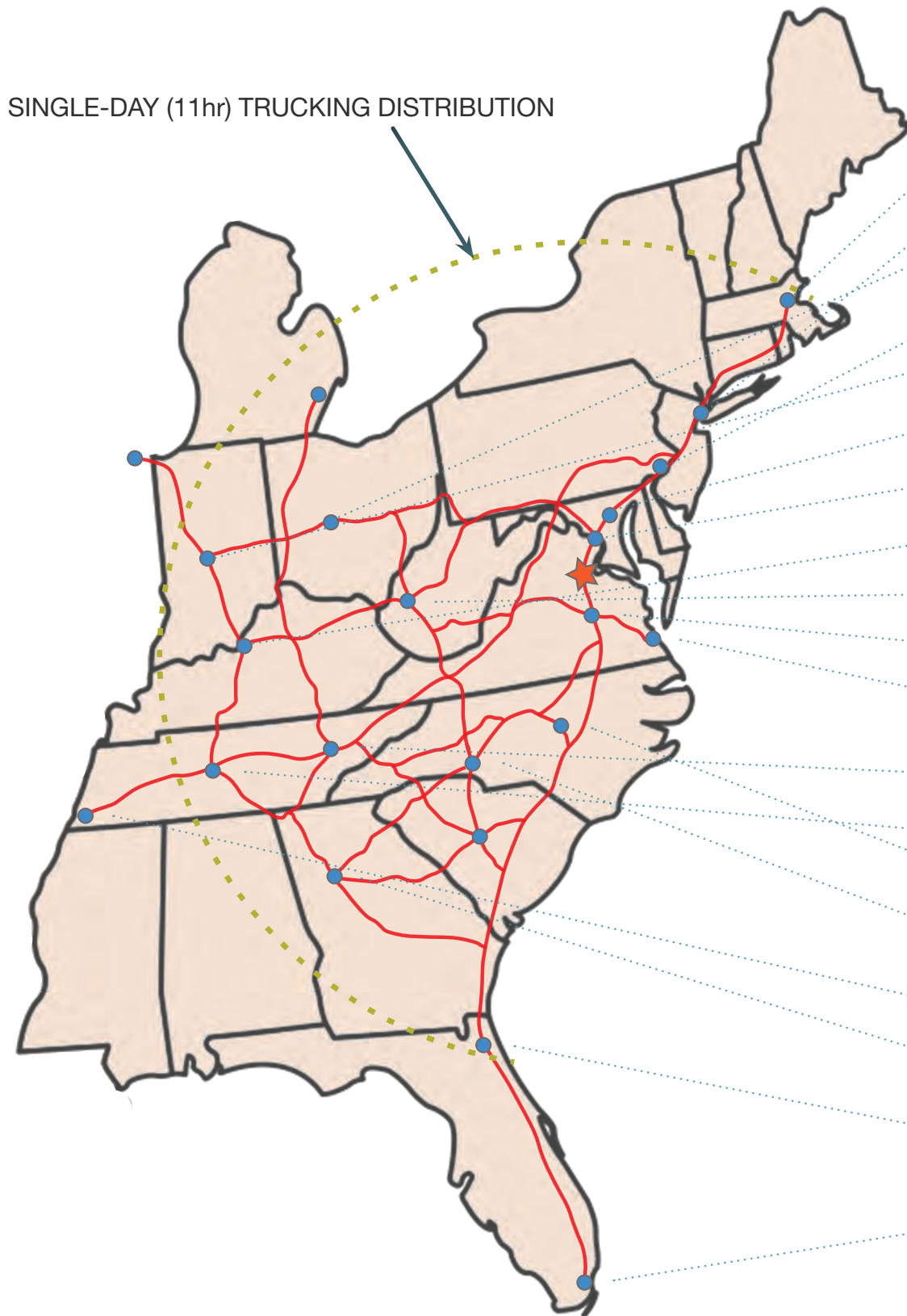
Celebrate Virginia South
Gordon W. Shelton Boulevard
Fredericksburg, VA 22401



EAST COAST LOCATION RELATIONSHIP

“A CENTRAL DISTRIBUTION HUB”

SINGLE-DAY (11hr) TRUCKING DISTRIBUTION



Boston Population: 617,594	Miles: 496	Drive Time: 8 hrs
New York City Population: 8,175,133	Miles: 283	Drive Time: 5 hrs
Indianapolis Population: 820,445	Miles: 593	Drive Time: 10 hrs
Philadelphia Population: 1,526,006	Miles: 197	Drive Time: 3.5 hrs
Columbus Population: 787,033	Miles: 419	Drive Time: 7 hrs
Baltimore Population: 620,961	Miles: 96	Drive Time: 2 hrs
Washington D.C. Population: 601,723	Miles: 53	Drive Time: 1 hr
Louisville Population: 597,337	Miles: 563	Drive Time: 9 hrs
Charleston Population: 50,821	Miles: 317	Drive Time: 5 hrs
Richmond Population: 214,114	Miles: 58	Drive Time: 1 hr
Virginia Beach Population: 437,994	Miles: 159	Drive Time: 2.5 hrs
Knoxville Population: 183,270	Miles: 436	Drive Time: 7 hrs
Nashville Population: 601,222	Miles: 614	Drive Time: 10 hrs
Raleigh Population: 431,746	Miles: 228	Drive Time: 3.5 hrs
Charlotte Population: 731,424	Miles: 350	Drive Time: 5 hrs
Memphis Population: 646,889	Miles: 825	Drive Time: 12.5 hrs
Atlanta Population: 420,003	Miles: 589	Drive Time: 9 hrs
Jacksonville Population: 821,784	Miles: 656	Drive Time: 10 hrs
Miami Population: 399,457	Miles: 1,000	Drive Time: 14 hrs

BENEFITS

- Excellent Access to 60% of the Nation's Population
- Central Location along I-95
- Ability to Reach Jacksonville and Boston in a Single Trucking Day





VIRGINIA LOCATION RELATIONSHIP

“GREAT FOR BUSINESSES”

BENEFITS

Business Incentives

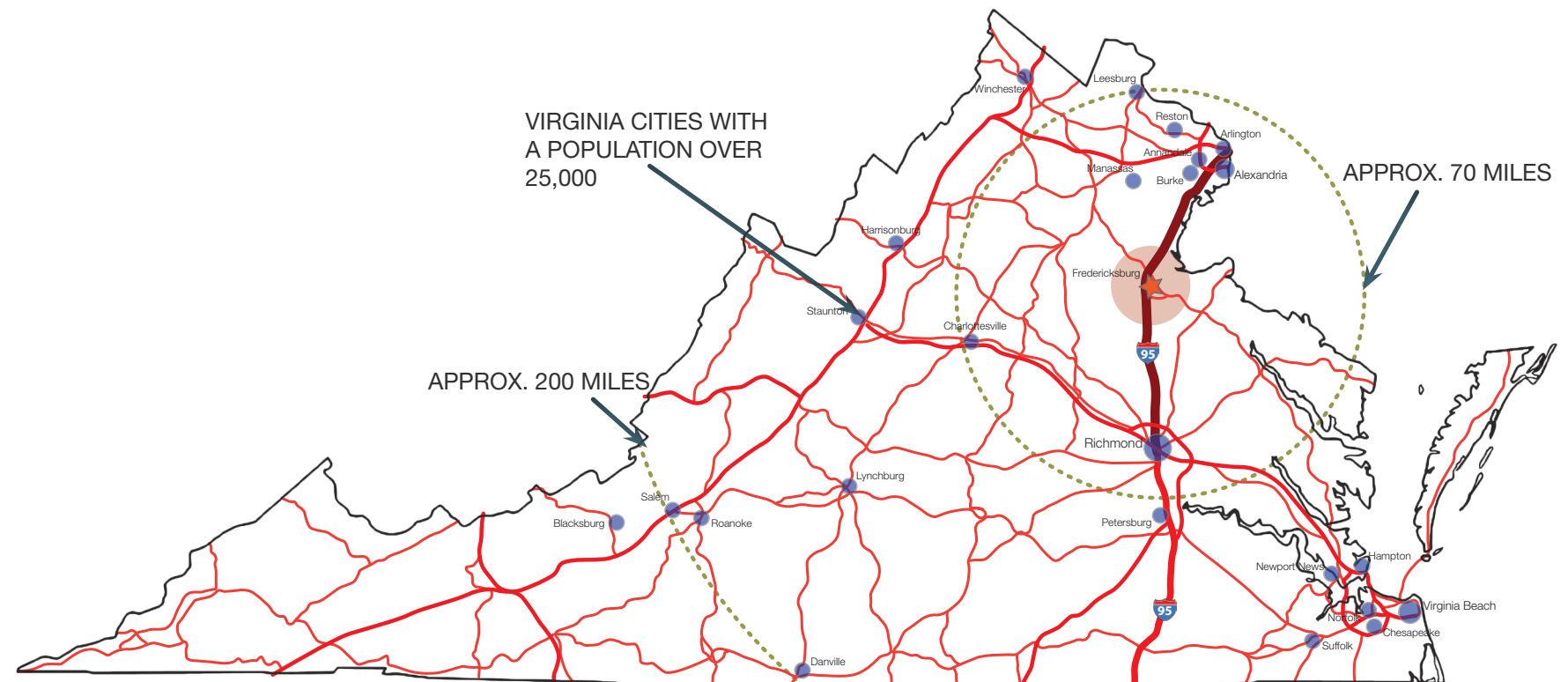
- Pro-Business Climate
- Commonwealth Opportunity Fund (COF) & Virginia Jobs Investment Program (VJIP)
- Property Tax Exemptions
- Virginia Small Business Financing Authority
- A Top 10 State for Business
 - #2 in Labor Supply
 - #5 in Quality of Life (Forbes 2015)

Virginia Attractions

- Historical attractions
- Excellent Higher Education Opportunities
- Virginia K-12 Schools rank #7 in the nation
- World class Healthcare facilities
- Temperate climate
- Mountains and Beaches

Distribution & Logistics

- Half way between Richmond and Washington D.C. on I-95
- CSX Railroad - **Reliable** and **Efficient** shipping options
- Population of over 600,000 within 40 minute drive time
- Virginia's first Hop Farm will be located just outside of Leesburg, VA
- Virginia Population-8,326,289 (US Census Bureau)





Aerial View of Downtown Fredericksburg



FREDERICKSBURG, VIRGINIA

THE CITY



- “America’s Most Historic City”
- 120,000 vehicles pass per day on I-95
- Tourism Industry - 1.5 million visitors annually
- Home of the University of Mary Washington
- Pro-business climate
- Growth rate of 2.4% compared to Virginia at 1.1% and the U.S. at .9% (Expected to increase an average of 2.7% over the next 10 years)

THE PEOPLE



- Median Age - 30 (Virginia - 37.5)
- 70 mile radius population - 7.4 million
- Population Density - 1,834 People/Sq. Mile
- Highly educated
- Over twice as many workers hold a bachelors degree as the national average
- Technically skilled workforce

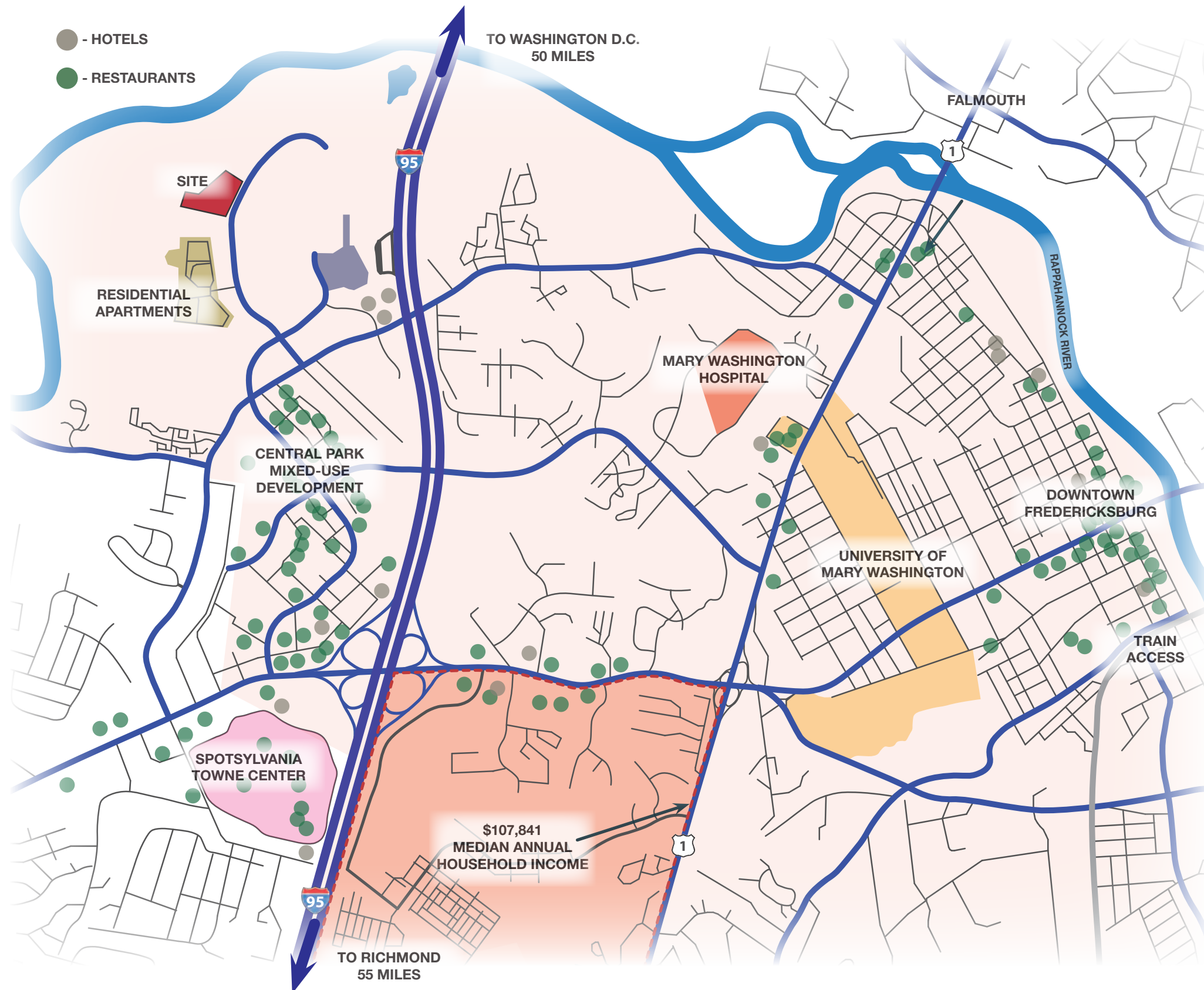
THE LIFESTYLE



- Numerous parks abound within the city limits
- Vibrant social community
- Celebrate Virginia After Hours (Adjacent to site)
- Recreation, outdoor activities, and access to two rivers and numerous lakes
- Quality business associations and civic organizations
- Opportunities to network in the community

LOCAL SITE RELATIONSHIP

“One of America’s Best Small Cities”

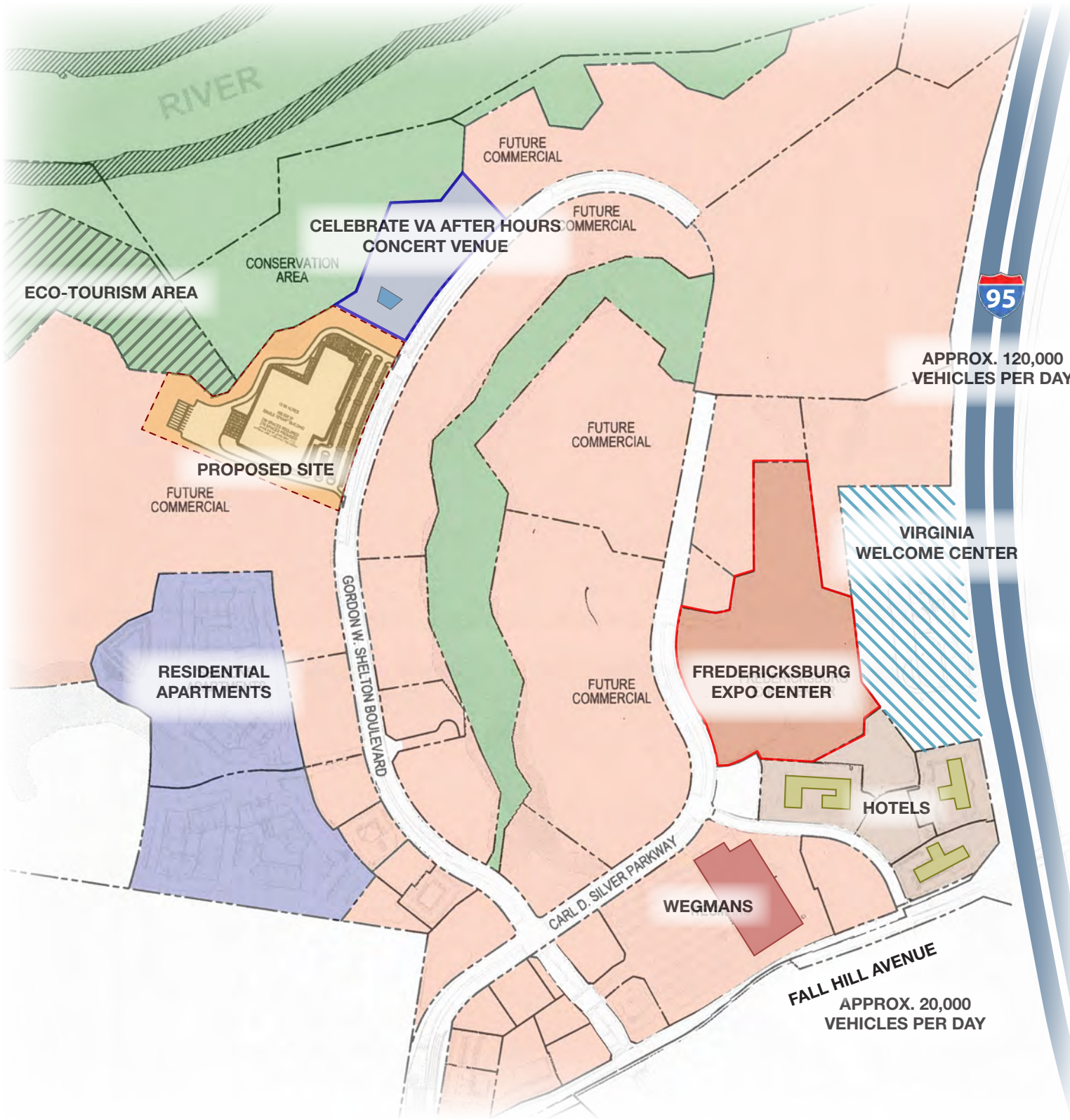




Fredericksburg Marine Corps Historic Half Marathon Starting Point at Celebrate Virginia

SILVER COMPANIES DEVELOPMENT FREDERICKSBURG, VIRGINIA

CELEBRATE VIRGINIA



SITE CHARACTERISTICS

The 13.9+/- acre site situated is situated in a growing development within the heart of Fredericksburg. The site and surroundings offer many great attractions that would support the culture of beer enthusiasts such as:

- Conservation easement that offers a mix of urban development and rural activities
- Trail system for mountain biking, running, and jogging connects the site to Historic Fredericksburg
- Rappahannock River offers potential for kayak and river floating trips from nearby locations
- Concert venue adjacent to the site that draws sellout crowds for headlining performances
- The Fredericksburg Expo Center draws crowds for national events
 - » RV shows, Wedding Expo, Fredericksburg Gun Show, & Home Show events
 - » #50 in 101 Largest Expo Halls of the South
- Residential apartments adjacent to the site with per capita income over \$90,000 per year

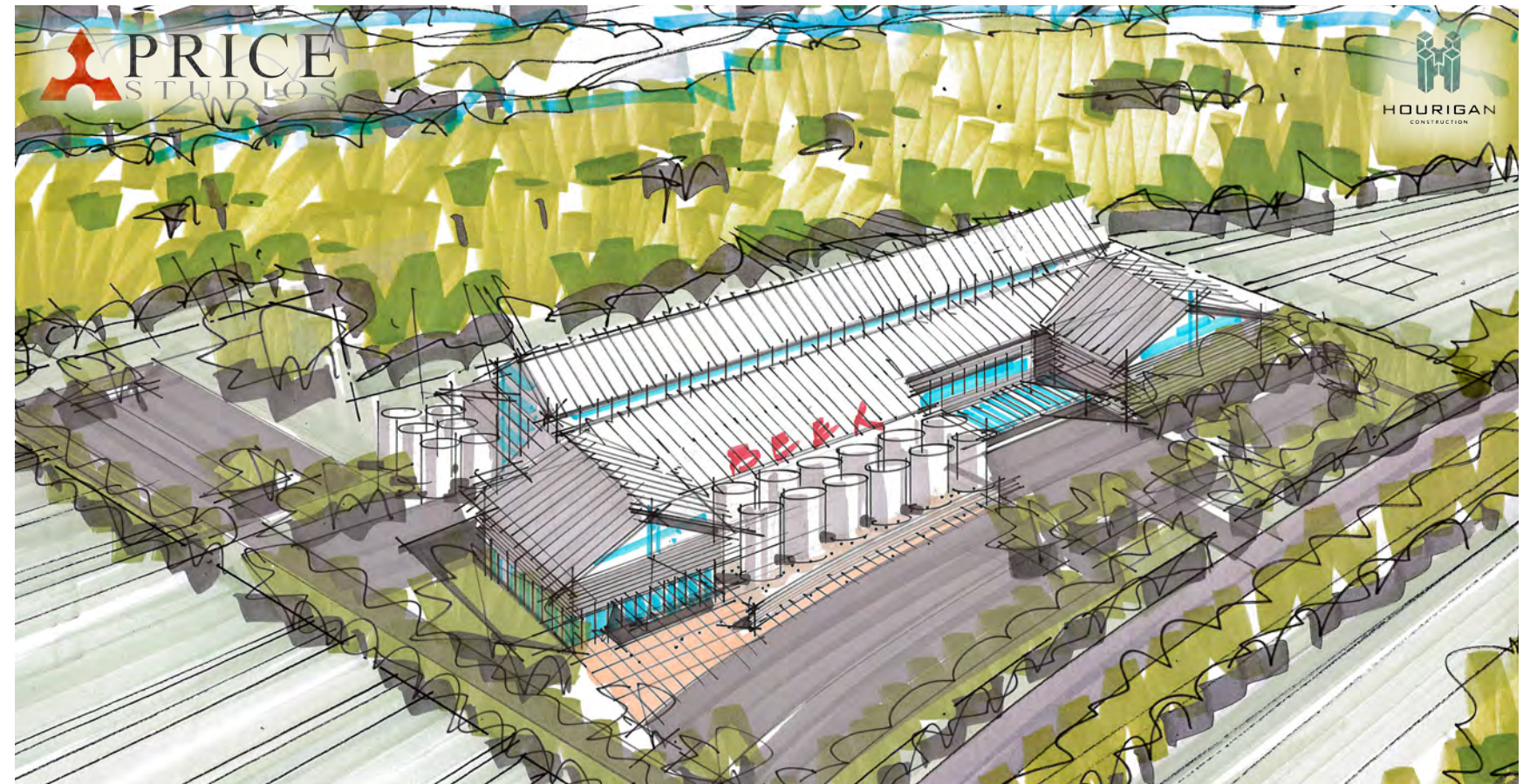


Adjacent Celebrate Virginia After Hours Concert Venue



Smuttynose Brewing
Hampton, New Hampshire

TRADITIONAL BREWERY CONCEPT DEVELOPMENT



Architectural Details

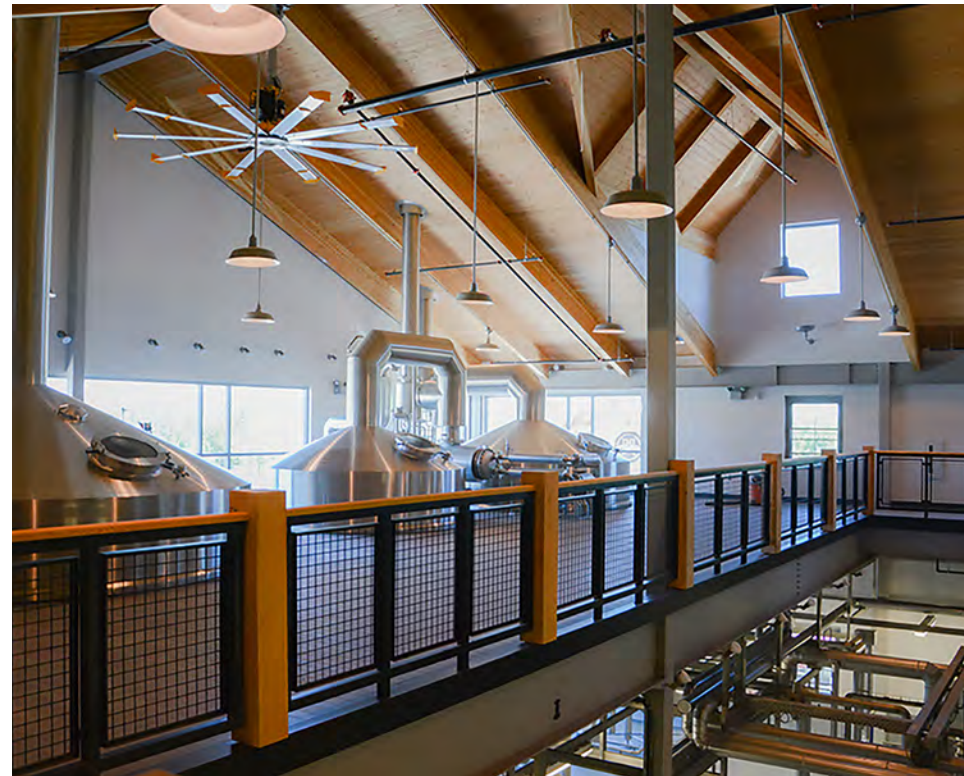
Tasting Room/Public Entry is positioned at the southern portion of the site, facing the traffic flow as well as the bulk of the neighboring development (hotels/retail/housing/etc).

Architecture is typical of the expected “brewery design” common throughout the United States. Elements include pitched metal roofs of varying slopes, vaulted interior spaces with exposed structure, and a palette of warm, natural materials (stone/wood).

Odell Brewing
Fort Collins, Colorado



Breckenridge Brewing
Breckenridge, Colorado

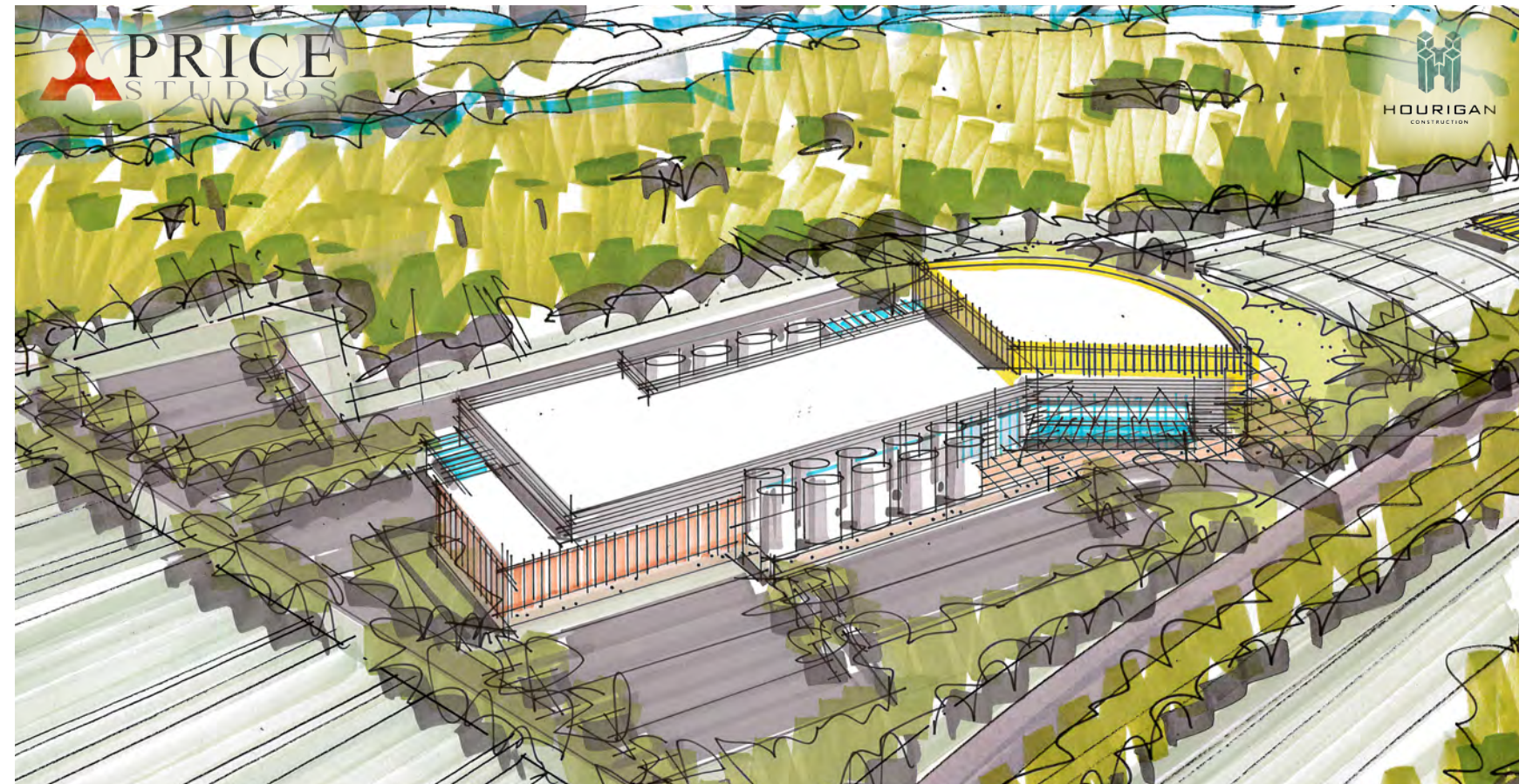


IMAGE



Capitán Central Brewery
Cordoba, Argentina

INDUSTRIAL BREWERY CONCEPT DEVELOPMENT



Architectural Details

Tasting Room/Public Entry is repositioned on the north quadrant of the site to take advantage of the outdoor amenities and potential collaboration with the outdoor music venue.

Architecture is indicative of another common brewery style that expresses the industrial nature of the brewing process. Hard/durable materials (concrete/metal/glass/etc) continue the functional materials of the brewing tanks and equipment for a more cohesive overall appearance.

Boulevard Brewing
Kansas City, Missouri



Bluejacket Brewery
Washington D.C.

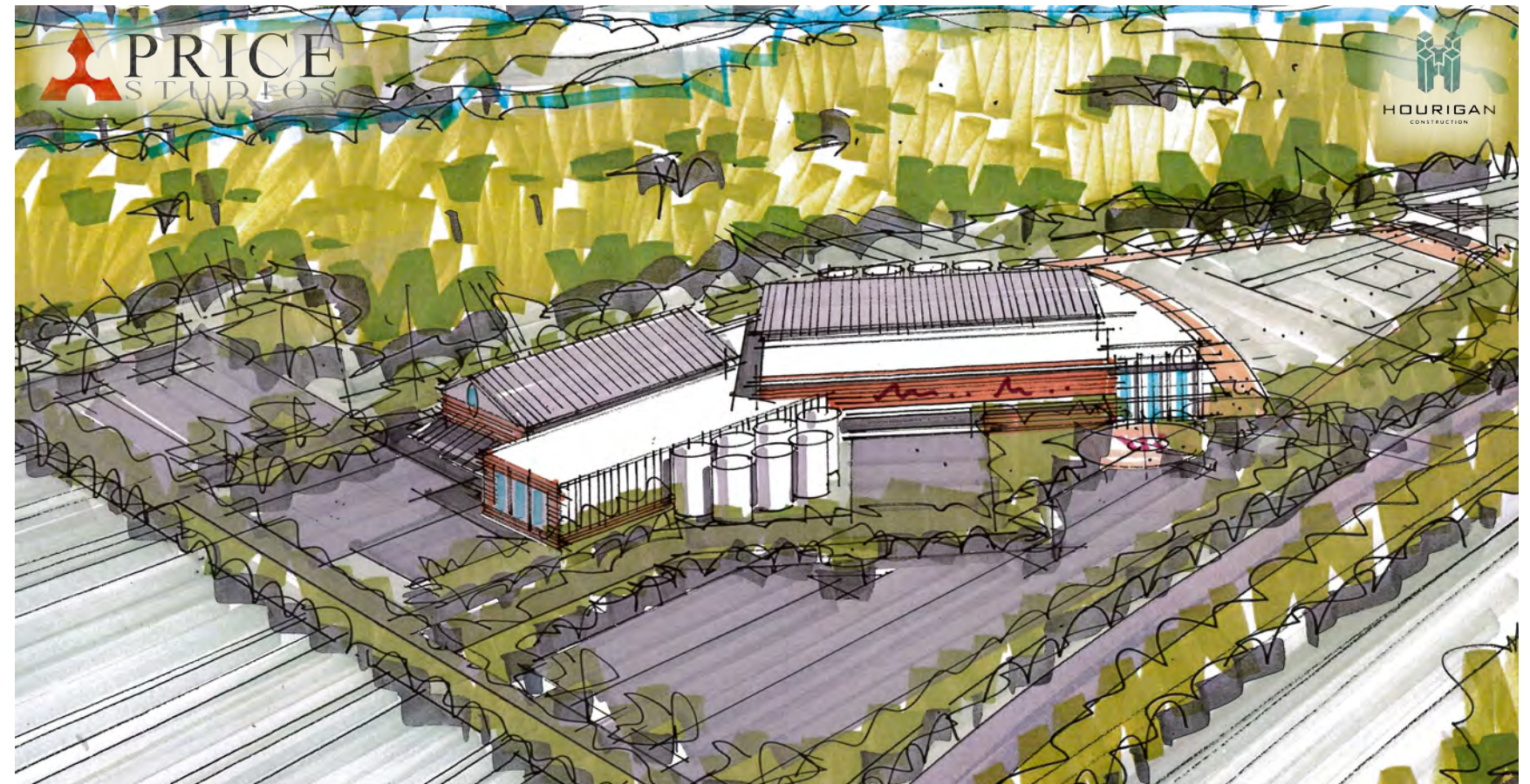


IMAGE



Pelican Brewing
Pacific City, Oregon

CONTEXTUAL BREWERY CONCEPT DEVELOPMENT



Architectural Details

The basic rectangular complex is “bent” to maximize the site configuration, resulting in more usable land for both building space and parking. This positions the Tasting Room/Public Entry closer to the road for visibility while still offering a connection to the natural river park and outdoor music venue.

The architecture is respectful of the historic legacy of Fredericksburg, Virginia in its utilization of traditional materials (brick/white columns/detailing) and simple rectangular forms with pitched metal roofs.

Taos Mesa Brewing
Taos, New Mexico



Brewery Ommegang
Cooperstown, New York



IMAGE



BREWERY DETAILS

SILVER COMPANIES DEVELOPMENT

Craft Brewery Concept Programs

Building Program	Small-Med Scale	Large Scale	Examples layouts based on brewery precedents
Total Size:	80,000 SF	200,000 SF	
•Retail/Restaurant:	12,000 SF	30,000 SF	
•Office:	3,000 SF	10,000 SF	
•Production:	32,500 SF	80,000 SF	
•Distribution:	32,500 SF	80,000 SF	

*Square Footages are based on rough estimates in relationship to total building size

Utilities Required: Electrical service from 35 kVA (Amperage to be evaluated with brewery capacity needs)
 Water service (16" Main on Gordon W. Shelton Blvd.)
 Gas service (Available near the site for city connection)
 Fire Suppression (Sprinklers throughout / ESFR at high-bay storage areas)

- 1 Structure/Envelope**
 - Precast or Tilt-up Concrete Construction - Exterior Walls, w/ mix of metal panels
 - Steel frame structure w/ joist framing (40' x 40' open grid)
 - 8" slab on grade for process areas and 5" slabs for limited loading areas
 - Wood, brick, & glass facade systems to be reviewed with brewing company image/brand needs
- 2 Interiors**
 - Interior clear heights of 30' – 40' to support tanks, equipment, and fork lifts
 - Clerestory windows/Skylights/ Solar Tubes for daylighting
 - Ventilation provided at production and warehouse areas to reduce process heat loads
 - HVAC and Electrical provided for warm lit shell at Office/ Retail/Restaurant areas to be defined
- 3 Exteriors**
 - Exterior amenities and beer garden to engage with the concert venue and/or conservation easement
 - Adequate parking to accommodate truck traffic, staff and guest parking
 - Lighting and landscaping to meet city requirements
- 4 Process**
 - Electrical (Est. 4-6k amps)
 - Coordination support of underground utilities
 - Plumbing main supply for process connection (Est. 6"-8")
 - Drainage roughed-in for process layout (Est. 6"-8")
- 5 Retail/Restaurant**
 - Exterior storefront glazing at Office/Retail/Restaurant area
 - Design-Build support and coordination for retail and restaurant space based on brewer needs



FREDERICKSBURG REGIONAL ALLIANCE ECONOMIC DEVELOPMENT PARTNERSHIP

Our vision is that the Fredericksburg Region becomes the region of choice for businesses looking to expand or locate in Virginia.

The Fredericksburg Regional Alliance (FRA) is a public/private economic development marketing partnership created to provide CEOs, presidents, corporate real estate executives, and site selection consultants with a single source for comprehensive demographic, economic, and commercial real estate information on the Fredericksburg, Virginia Region — which includes the City of Fredericksburg and the counties of Caroline, King George, Spotsylvania, and Stafford — while also providing a wide range of services designed to facilitate the creation of jobs and capital investment while diversifying the economy and increasing the tax base.

By working in cooperation with local economic development offices, the Virginia Employment Commission (VEC), higher educational institutions, and other regional groups, the Alliance is able to offer a truly comprehensive collection of services and information vital to corporations considering expanding or relocating their operations.

Fundamental to economic development is an understanding of what prospects are searching for when they select a place to establish new facilities— these are generally called location factors. Broadly speaking they are: labor, markets, transportation, assorted business services, business climate,

quality of life/amenities, and of course, a site for building or an existing structure. All of these factors, except sites or buildings are regional in nature. Prospects look for regions that can meet their location requirements and consequently approach the search regionally.



Fredericksburg Office
1125 Jefferson Davis Highway
Suite 240
Fredericksburg, VA 22401
540.361.7373
FredRegion.com

REGIONAL SUCCESS STORIES



GEICO

Virginia's second largest auto insurer, GEICO, originally opened its Stafford County facility to handle sales, service, and claims for the Mid-Atlantic region. The significant infrastructure, central location, and ample workforce prompted GEICO to expand the facility to house one of the company's main data centers as well as their printing operations. Since its opening in 20xx, GEICO's Fredericksburg office, has flourished and become the regions top private sector employer.



Harris Teeter

Expected to begin construction in 2017, the first phase of the Caroline County Harris Teeter Distribution Center is expected to be in excess of 650,000 SF. A subsidiary of the Kroger Co., Harris Teeter operates over 200 stores along the East Coast and chose the Fredericksburg region for the ability to reach over 50% of the U.S. population in a 10-hour drive. The Fredericksburg Regional Alliance, Caroline County, and the Virginia Economic Development Partnership were heavily involved in bringing this center to the area for years before the announcement was made in late 2015.



Lidl

Lidl, an arm of the Germany-based Schwarz Group, is the largest retailer in Europe and one of the largest in the world. Spotsylvania County was selected for its \$125 million U.S. Distribution facility due to its business-friendly, strategic location and ample workforce. The center is expected to create 200 jobs bolstering the employment opportunities in the area. Numerous incentive packages were approved providing Lidl almost \$10 million in savings over the next 17 years. According to Payton Reid, Lidl U.S. Vice President for Real Estate, "[Lidl] chose Spotsylvania not just for its central location, but also for its talented workforce and economic vitality."



SILVER COMPANIES OWNER/DEVELOPER

DRIVE. VISION. INTEGRITY

Silver Companies has been investing in real estate for more than 50 years. Our team of real estate professionals has extensive experience in the acquisition, development, financing, management, leasing and sale of properties. We manage a portfolio worth more than \$500 million. Our investments include apartment communities, retail and office buildings, hotels and commercial land.

During the last 10 years Silver Companies has acquired and developed \$1.3 billion of real estate. Our investments are funded with a combination of debt and equity. In addition to investing our own capital, we provide accredited individual and institutional investors opportunities to invest in our properties.

Silver Companies has developed more than 11 million square feet of retail and office space in Virginia. A few of these developments include:

- **Central Park**
(Discussed on the facing page)
- **Harrison Crossing**
This 70-acre development is located on Route 3 at the intersection of Harrison Road and Plank Road in Spotsylvania County, Virginia. It is anchored by a Super Giant Food and Pharmacy and Home Depot and features four national banks, two retail tire and auto service centers, Walgreens, Starbucks and other national retail tenants.)
- **Carter's Crossing**
This development is located at the busy intersection of I-95 and US Route 17 in South Stafford, Virginia and in close proximity to large employers and over 10 hotels. Carter's Crossing is situated at the entrance to a residential development with over 1,400 lots developed and nearby other residential communities with high average household incomes. This new, up-and-coming mixed-use development features over 34 acres of retail users including anchor tenants Target, PetSmart and Pohanka Honda.
- **Cosner's Corner**
Cosner's Corner, located in Spotsylvania, Virginia, features approximately 980,000 square feet of retail and medical space, and is slated for 1.5 million square feet upon completion. Anchor tenants and junior anchor tenants include Super Target, Marshalls, Ross, PetSmart, Best Buy, Dicks Sporting Goods, Kohl's, Staples, Joann Fabric, World Market and more.



Fredericksburg Office
1201 Central Park Blvd.
Fredericksburg, VA 22401
540.785.9700
SilverCompanies.com



Celebrate Virginia After Hours Concert Venue

Located adjacent to the proposed site in Celebrate Virginia South, this outdoor concert venue has hosted big name acts such as Lee Brice, Heart, and Alabama as well as many others. (Photos courtesy of Celebrate Virginia After Hours.)



Aerial view of Wegman's Grocery Store located at the intersection of Carl D. Silver Parkway & Gordon W. Shelton Boulevard



Aerial view of Central Park, part of the greater Celebrate Virginia development, and the proposed site.

CELEBRATE VIRGINIA FREDERICKSBURG

One of Silver Companies' signature Celebrate Destinations, Celebrate Virginia spans more than 2,400 acres across Stafford County, the Rappahannock River, and the City of Fredericksburg and attracts visitors from hundreds of miles away with its one-of-a-kind attractions and millions of square feet of retail and commercial space.

Extensive retail, convention, corporate, entertainment, leisure activities, and other attractions situated in the development include the Central Park mall, Fredericksburg Expo Center, and numerous high end hotels. This ideally situated property along the scenic Rappahannock River and I-95, America's #1 commerce route, provides unmatched close proximity attractions and distribution capabilities.

Celebrate Virginia is broken into two segments, Celebrate Virginia South and Celebrate Virginia North separated by the Rappahannock River.

Celebrate Virginia South abuts the 310 acre Central Park mall, ranked as the second largest mall on the East Coast in 2004, which serves as the primary retail and dining component of the greater Celebrate Virginia development. Totalling more than 2.4 million square feet of space, Central Park provides shoppers a choice of more than 90 retail and entertainment destinations and 50 restaurants. Celebrate Virginia South has access off of Carl D. Silver parkway and one traffic light to Interstate 95.

Major Big box tenants include: Ashley Furniture, Best Buy, DSW Shoe Warehouse, Ethan Allen, HHGregg, Kohl's, Lowe's, Office Depot, Old Navy, PetSmart, The Sports Authority, Regal Theaters 15, Target, Toys "R" Us, Walmart, Wegmans, and Hobby Lobby.

Celebrate Virginia North has prime retail locations occupied and available locations along route 17 which has an ADT of over 65,000 vehicles a day and abuts a major national insurance company's headquarters. Celebrate Virginia North is a planned, mixed-use community along I-95 north of Rappahannock River. Celebrate Virginia North is home to Cannon Ridge Golf Club which is currently undergoing renovations, under the direction of Bobby Weed Golf Design.

Through the cooperation and combination of the Fredericksburg Regional Alliance and the Silver Companies, economic development projects in Celebrate Virginia are structured to benefit the client by streamlining property identification and incentive procurement.

HOURIGAN CONSTRUCTION

DESIGN - BUILDER

Building Success. One Story at a Time.

For over two decades, Hourigan Construction has established itself as the “go-to” firm when it comes to managing complex projects and delivering them to the highest standards. It’s a distinction we have earned through a commitment to investing in the people, tools and technology required to build smart — not only for today, but also for the future. Our portfolio is filled with many success stories, but we’re most proud of the strong relationships we have built and continue to grow.

Price Studios - Architect

Price Studios is an architectural and interior design firm located in the historic Fan District of Richmond, VA. We specialize in a variety of project types ranging from healthcare to aviation, with a growing reputation for unique ventures in hospitality, both locally and internationally. Our team recently led the design effort (as part of a design-build team) for the expansion of Hardywood Park Brewery, a major, well-established Virginia-based brewery, to a 24-acre natural site in Goochland County. The team assigned to the Hardywood project began the process with a design charrette, working with the client to establish the overall functional and brand direction envisioned for their ultimate strategic goal. As a result of this experience we are equipped with current relevant knowledge of this industry’s requirements and its expectations.

“The core of what we do is about construction. The impact of what we do is about people.”
Mark Hourigan, President

Design-Build Delivery Method

The ultimate success of a project is impacted long before groundbreaking - and that’s where clients say Hourigan brings the most value. We place an emphasis on the Design-Build Project Delivery method having completed numerous large scale projects in this fashion. The Hourigan team embodies the idea of an integrated and collaborative delivery. The key is a comprehensive preconstruction plan that helps mitigate risks, address unforeseen issues and provides cost, quality, and schedule certainty.

Cost Modeling

From our experience on the Stone Brewery Distribution Facility in Richmond, Virginia, we have the most up to date and relevant cost data relating to large-scale breweries in the Virginia region. Our knowledge gained from this project has provided us the ability to understand the brewing process and put ourselves in the brewer’s shoes.



Richmond Office
411 East Franklin Street
Suite 400
Richmond, VA 23219
804.282.5300
HouriganConstruction.com



Design coordination through the development of a 3D model with base building criteria, process points of connection, and MEP points of connection were crucial to the design and development of the brewing process. This image shows the pipe bridge over which a second level tour path will allow employees and visitors alike to look over the production, packaging, and distribution processes.



The elevated brew house mezzanine was designed with coordinated slab penetrations in the structural steel to accommodate all of the brewing equipment, including the lauter tun at over 25 feet in diameter. The roof structure was designed as a panelized system for removal of the roof assembly to allow for placement of water tanks, smaller fermentation vessels, and future equipment needs.



The project site consisted of 14.5 acres of developed site that includes 2 parking lots for 276 cars, and material receiving and distribution docks. The property was bisected by Gillies Creek and the CSX train tracks. 220 feet of reclaimed bridge will connect the parking to the front entry across Gillies Creek.



The five foot deep elevated cast-in-place concrete tank farm structure was designed to support 40 fermentation and bright tanks that support the annual production of 600,000 barrels per year.

STONE BREWERY RICHMOND, VIRGINIA

This 224,000 SF design-build facility will act as the east coast production facility for California based Stone Brewing Co. The building will provide for all aspects of the brewing process including production, packaging, storage, and distribution. The facility also supports offices and a retail/beer garden area. The elevated tank farm structure will support forty fermentation tanks to allow for the planned production of over 600,000 barrels of beer per year. This project required design and construction coordination with process engineering and production engineers for Virginia's largest craft brewery.



In December 2015, Governor McAuliffe and Richmond Mayor Dwight C. Jones as well as other city and state officials toasted in celebration of the arrival of the brew house and installation of the brewing system.

Mary Katherine Greenlaw
Mayor



City of Fredericksburg
P.O. Box 7447
Fredericksburg, VA 22404-7447
Telephone: 540-372-1022
Fax: 540-372-6412

February 1, 2016

Curry Roberts, President
Fredericksburg Regional Alliance at UMW
1125 Jefferson Davis Highway, Suite 240
Fredericksburg, VA 22401

Dear Curry,

Thank you for your continued efforts to recruit brewery to the City of Fredericksburg. As we have discussed, the City is very well suited for this company. Our location on Interstate 95 between Richmond and Washington would allow ease in distribution, access to lucrative markets and ample infrastructure and work force for such an operation. We are among the fastest-growing localities in Virginia and our workforce seeks regional job opportunities.

Potential sites for this business in Fredericksburg's Celebrate Virginia South tourism campus are very compatible for the production and visitor experience program envisioned.

The City of Fredericksburg also has a robust tourism zone incentive program that we could use to entice this prospect to our beautiful community. These programs return a portion of local revenues to qualified businesses that bring certain levels of capital investment and employment to the City. In addition, for extraordinary projects with strong capital investment and high quality job creation, the City has the capability to structure additional incentive packages. The City also has the capability of waiving development fees.

We look forward to discussing these possibilities soon.

Sincerely,

Mary Katherine Greenlaw, Mayor
Fredericksburg, Virginia

USB MEMORY DIRECT .COM

Opener Virtual Sample

Front

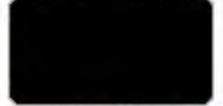


Drive Color



Silver

Logo Color



Pantone Black C



Pantone 485 C

Back



Not to scale. Please reduce image size to drive dimensions to see actual representation.