



"Never doubt that a small group of thoughtful committed citizens can change the world; indeed, it's the only thing that ever has." – Margaret Mead



Proposal and Mandate for Community Development and Global Change

Four Pillars Development

**Prepared for the Port of Bellingham
Downtown Waterfront Redevelopment**

REQUEST FOR PROPOSALS

Attention

Robert J. Fix
Executive Director

Michael G. Stoner
Director of Environmental Programs

1810 Roeder Avenue / P.O. Box 1677 / Bellingham Washington 98227

August 26 – 2013

Uniting Creatives / Four Pillars Development

Proposed Public Benefit Corporation

Mandate: - Provide Direct Development, Economic, Environmental and Sustainable Benefits for all...

The Port of Bellingham and Downtown Waterfront District
Incorporating the Waterfront District Sub-Area Plan 2012

Downtown Bellingham Business, Arts and Retail District

First Nations Communities

University, College and Regional Educational Community

Neighbouring Community Regions

Whatcom County

Washington State



The **Four Pillars Development** will become the doorway to **Global Change** and the creation and delivery of the **Global New Economy** and an **Eco-Sustainable Future**

We have unlocked the door to **Change** and you are invited to walk through and join us in creating, inspiring and developing **the New Port of Bellingham, The Marine and Waterfront District, Downtown Business / Enterprise District and Arts and Cultural and Creative Districts** for the benefit of our Sons and Daughters, our Diverse – Multi-Cultural Community, our Businesses, our Families and our Visitors for the benefit of future generations of leaders, visionaries, innovators, cultural creatives, builders, entrepreneurs, students, educators, environmental stewards and agro-preneures

Our Commitment



The New Luxury Code **Natural and Ethical**

Created by the International Perfume Foundation
and Adopted by Uniting Creatives under The New Luxury Code

Respect of the Earth
Respect of Air and Water
Respect of the Environment
Advocating the New World of Health, Wellness and Nutrition
Preserving the Soul, Culture and Heritage of Perfumes and Fragrances
Advocate Ethical Products and Services
Promote Real Science and Research
Inspire a New World of Innovation and Technology
Mandate Quality and the Safety of Products
Promote Products as Objects of Art
Preserve Agricultural and Natural Growing Environments
Advocate Ethical Media and Advertising
Human and Animal Rights
Advocate New Banking and Investment Protocols
New Economy

Uniting Creatives – Four Pillars Development

Has been granted approval by the International Perfume Foundation to incorporate and advocate the New Luxury Code in the Vision for Change

Brussels
Creezy Courtoy
Founder and Chairman



Paul K Holmes
Vice Chairman / CEO

OUR VISION FOR THE WATERFRONT

The Port of Bellingham and Downtown Waterfront District

It is our vision and intent to redevelop and partner with likeminded developers the overall Waterfront District which represents the 237 acre footprint identified as the Downtown Waterfront, Log Pond, Bellingham Shipping Terminal, Marine Trades, Cornwall Beach and Water Lagoon site

Proposed Site Partnerships / Features / Attractions / Amenities



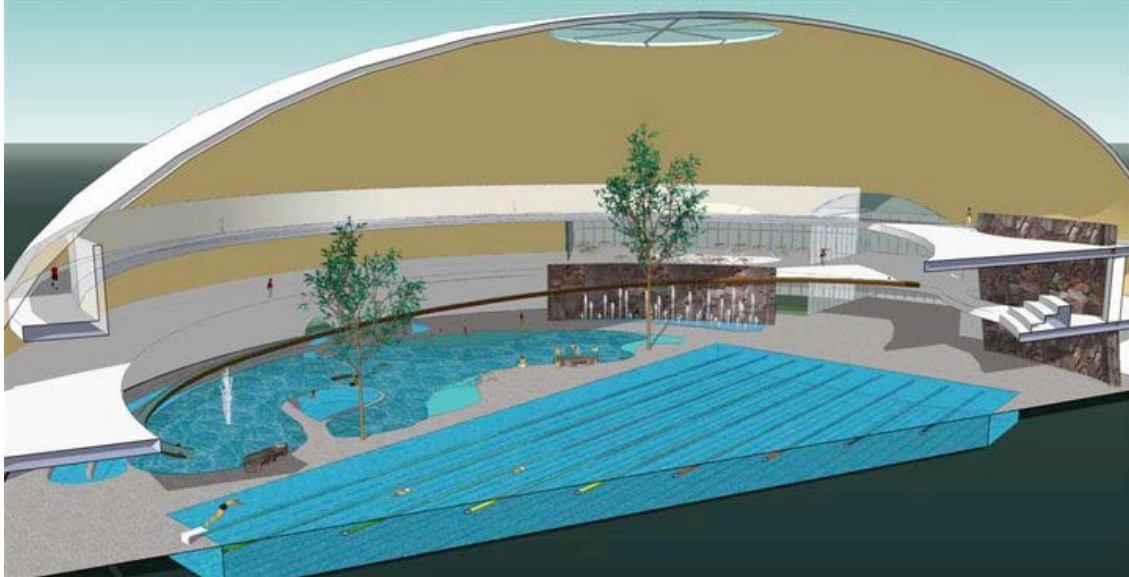
Waterfront Trail Concept

Running and framing the complete length of the Waterfront Development Footprint



Whatcom Waterway Park and Freedom Fountain Plaza
Double Dome Aquatic Center©

Collaboration and Partnership Venture with the Ferndale Double Dome Corporation
Lloyd Zimmerman / Glenn Stewart



Olympic Size Pool / Multi-Use Recreational / Activity Center / Waterfront Dining



Tri-Dome Complex

Conference and Meeting Center / High Performance Sport, Fitness and
Recreational Center / Designated FEMA Shelter

GRANARY BUILDING PROPOSAL



A Collaboration and Partnership Venture with Tollhouse Energy and Zervas Group
Thom A Fischer – President / Michael E. Smith – Architect and Principal

Additional Amenity Feature Waters Edge Skateboard Park©



Waterfront Energy Integration

Capturing Existing Energy Sources / Steam / Vented Heat
Energy Sharing / Business to Business / Direct Environmental Heating for all the
Waterfront Infrastructure Projects and Bellingham Power Grid

In Alliance with Tollhouse Energy



Tollhouse Energy Company is a private, Washington-based corporation engaged in the development, ownership, and operation of green, environmentally friendly, renewable energy projects. The Company is currently developing an attractive portfolio of hydroelectric projects in Washington and Montana and continues to investigate and pursue other renewable energy projects.

And our planned coordination and participation with



PUGET SOUND ENERGY



Proposed **Eco**-Initiatives

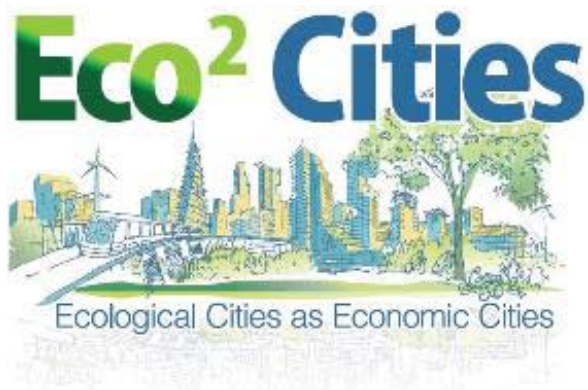
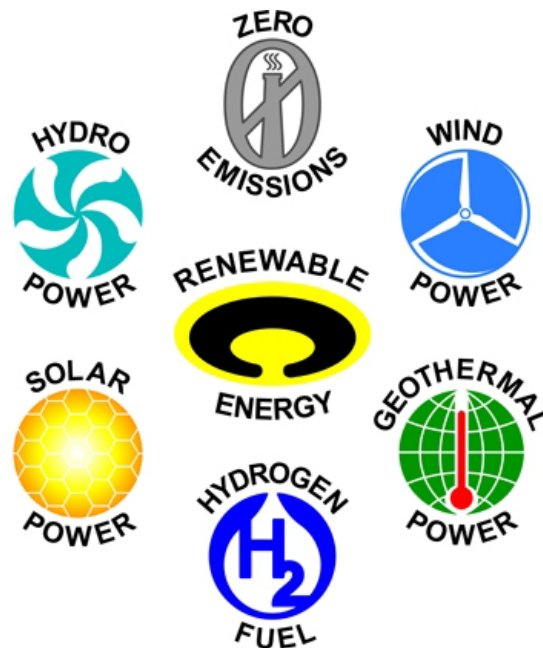
Port of Bellingham Waterfront District / Featured Amenities

Examples

Green Community - Eco-Transportation / New Sustainable Energy Footprint

Waterfront District Site / Carbon Free / Low Emission
Access and use by Electric and Natural Gas – Hybrid Vehicles

Incorporating and supporting sustainable partnerships and Green Services
Renewable **Energy**



Creating and Delivering the New Green Economy

Collaboration / Supporting the following Agencies / Organizations and Initiatives

Uniting Creatives – Four Pillars Development

Global Change University / Cultural Creatives Academy / Open Space / International Media Center will become the foundation and educational influence to create the New Global Green Economy and Community Eco-System Platform

Eco-Curriculum / Advanced Degree Education

Eco-Prenurial Think Tank and New Eco-Venture Development Courses

Open Space / Incubation / Green-Eco Innovation / Technology / Business Hives

Eco-Green Media Content Development, Programming and Broadcasting

SustainableWorks
Conserving Energy. Creating Jobs.



WORLD
RESOURCES
INSTITUTE

**The Future is
GREEN JOBS / ECO-BUSINESS
Advanced Educational and Research Initiatives**

Partnerships



Uniting Creatives – Four Pillars Development Group for example has successfully negotiated an alliance with **Western Washington University** to be a part of a consortium to develop the Global Change Curriculum and participate with the development of the Global Change University Campus footprint so we can offer to develop, partner, finance and sponsor a series of Research Themed Studies

Social / Cultural / Blue Economy / Green Economy and the New Economy

Formally discussions are also being scheduled and underway with all Regional and State Educational and Business Stakeholders such as:

Bellingham Technical College / Whatcom Community College / Northwest Indian College / Fairhaven College / Charter College Bellingham / Global Educational Partners / US Department of Education / Washington State of Education / International Education Research Foundation / Bellingham – Whatcom County Chamber of Commerce and Industry / Bellingham-Whatcom County Tourism Bureau / Downtown Partnership / The Historic Fairhaven Association / Northwest Economic Council / Port of Bellingham / SCORE / Small Business Development Center – SBDC / Sustainable Connections / Technology Alliance Group / Northwest Workforce Development Council / Washington State Department of Commerce





BLUE ECONOMY



Western Washington University

Develop, Partner, Finance and Sponsor

Coordinate and co-develop an Oceanography Research Themed Center on the allocated Waterfront District site which has been identified and optioned specifically by Western Washington University



©

Blue Ocean Center.®

Oceanography / Aqua Culture / Marine Research Center

Special Educational / Speciality Research School Concept

Global Curriculum Development Initiative

We are bringing forward a special relationship to launch the future of oceans and marine research worldwide



Along with the alliance and collaboration with Western Washington University these leading International Ocean / Marine Research Stakeholders will be invited to partner on all levels of creating the New Blue Economy



SeaOrbiter has relationships with all these organizations and is an official research partner of the International Perfume Foundation

Development Initiatives

Blue / Ocean / Marine Curriculum / Advanced Degree Education
 Blue Ventures Think Tank and New Ocean Venture Development Courses
 Open Space / Incubation / Marine Ocean Innovation / Technology / Business Hives
 Ocean / Marine Media Content Development, Programming and Broadcasting

To Deliver the Following Formula Worldwide
10 Years / 100 innovations / 100 million jobs

Blue Ocean Center®

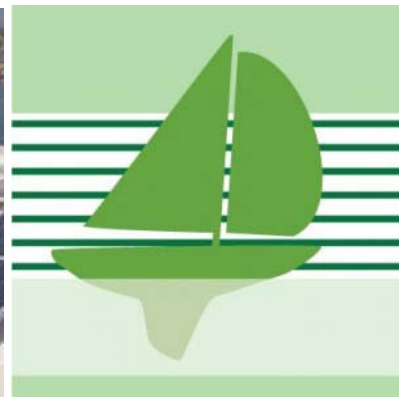
Waterfront District
 Bellingham Washington

ASB Lagoon / Marina Initiatives



**Partnerships to Research / Develop Algal Toxic
Clean Up Technologies**

Green Ocean Recreation / Manufacturing Initiatives
Green Sail – Watercraft Design / Fabrication / Eco-Manufacturing



Waterfront District Business / Services / Recreation Initiatives



Helicopter Pads



Float Plane Terminal

The Waterfront Hub



Eco-Public Transit / Bus Loop
Taxi Cab Loop / Electric Vehicle Charging Stations
Drop Off / Pick Up Loop

Waterfront District / Free Green Community Shuttle / Green Stops

Linking and Connecting

All the Waterfront / Marine Businesses / Western Washington University / Downtown Open Space
/ Central Business District Center Stops / Global Change University Campus / Cultural Creatives
Academy / Fairhaven District / Main Train Station - Amtrak and Bus Depot



Green Bus Shelters / Community Design Challenge

Special Transportation Concept

Urban Gondola Concept



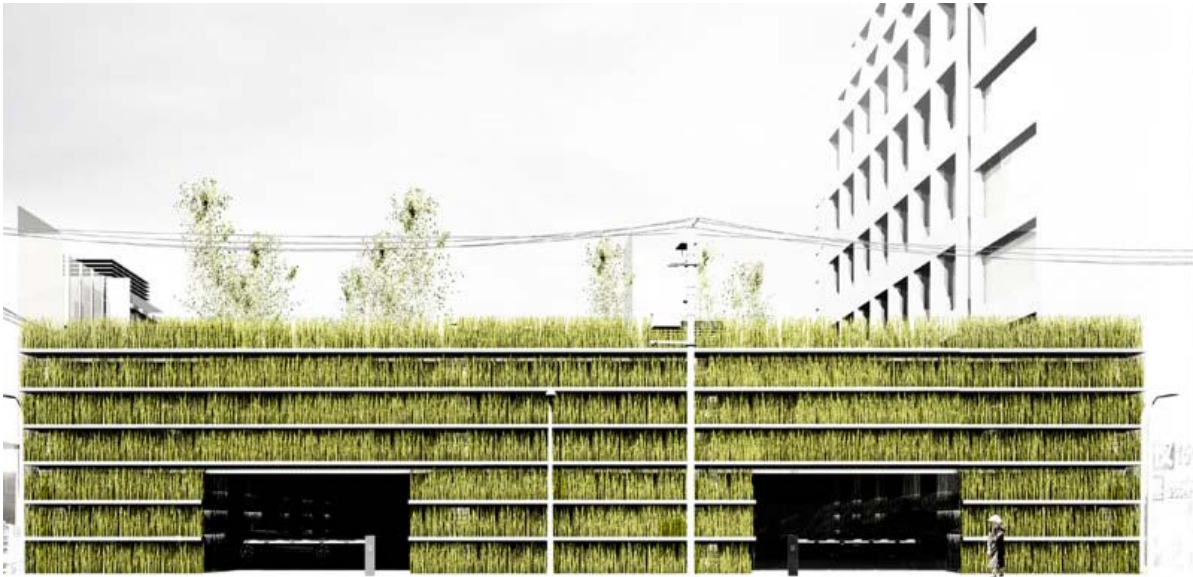
Linking Western Washington University Main Campus and Sehome Hill Arboretum
and loop to the Waterfront District



Waterfront District Round-About

Public Parking

Rail Front Eco - Parking Structure



Waterfront Parking / Living Wall



Railway Mulch Buffering Wall

The parking structure with one and two tier levels would run the overall length of the primary frontage roadway and rail line along the Waterfront District.
Public Parking would be a Free Access Lot and represent over 1,000 spaces

OUR VISION FOR THE COMMUNITY



©

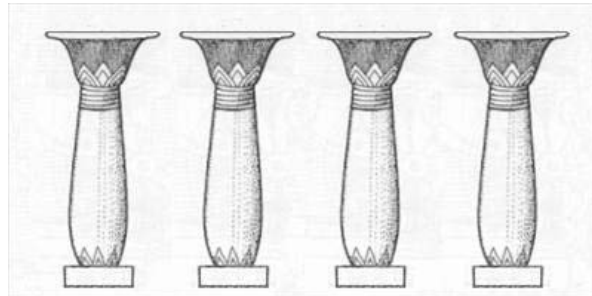
Uniting Creatives – Four Pillars Development Group

Complementary Development Phases which would enhance and support the Port of Bellingham Waterfront District and Downtown Business District



©

Government – Business – Non Profit - People



Four Pillars are the Foundation of the World

Uniting Creatives / Four Pillars Development Group in concert with our **Global Change University, Cultural Creatives Academy, Open Space – New Enterprise Incubation District** and the **Global Multi-Media Center** will also be extending the knowledge and benefits of the Four Pillars Development Culture to further create, inspire and influence the **New Economy** and **New Luxury Movements** nationally and globally.

PILLAR ONE

Global Change University

Campus and Village District

Holly / C-D-E-H-I Streets to Canal / DuPont Street

Our vision is to also create and develop the University Campus and Village District to accommodate short and long term housing and supporting amenities on such or similar footprint in the Bellingham Downtown Region



OUR GLOBAL MISSION

The **Global Change University** is to be linked through certified curriculum / faculty and scholarship management with the Global Top 100 Universities / Speciality Educational Institutions of Higher Learning and who are recognized as leaders of the world of Change and Ethics





ENVISIONING SUSTAINABLE FUTURES

Speciality Degree / Masters / PHD and Professional Advanced Certification Curriculum

Registered Student Body / 6,000

Faculty and Administrative Staff / 1,500

Support and Amenity Staff / 1,400

Countries Represented / 120+

**Examples of organizations which the Global Change
University will be connected and networked with...**



**National Association for
College Admission Counseling**
Guiding the way to higher education



AIRC
Quality Assurance for
International Student Recruitment



United Nations
Educational, Scientific and
Cultural Organization



World Federation of Colleges and Polytechnics



OUR VISION FOR THE COMMUNITY

PILLAR TWO



CCA

CULTURAL CREATIVES ACADEMY

Holly / Bay and Central Street District

Campus and Village

A Global Academy for Professional and Personal Leadership in the fields of
Creative and Cultural Studies
Finishing School for Business Development and Leadership

Projected Registered Student Body / 1,500 per 45 Day Cycle

6 Curriculum Cycles per Annum

Total Estimated Annual Student Registrations 9,000

Faculty and Administrative Staff / 375

Support and Amenity Staff / 250



Village Campus / District Redevelopment and Historical Preservation

OUR VISION FOR THE COMMUNITY

PILLAR THREE



Open Space Innovation / Creative Hives



Incubation / Innovation / Business Development

Turnkey Entrepreneurial Venture Management and Support

Work Space / Administration / HR / Operational Infrastructure / Mentorship / Financing / Distribution / Creative / Branding / Marketing / Promotion / Media / Global Networking

Examples of Uniting Creatives Enterprise Groups

Software Development and Programming / Mobile Application Platforms / New Media – Digital Integration / Design / Branding / Marketing / Advertising / Public Relations / New Luxury / Special Events and Conferences / Social Media Cacaoon © / New Eco-Green Technology Research / Social, Urban and Cultural Programming / First Nations – Heritage Enterprise / Visual and Performing Arts / Photography / Publishing / New Economy and Finance / Law and Global Policies / Green Business / Blue Business / Education and Curriculum / New Science and Evolutionary Technologies / Health – Wellbeing – Nutrition / the Healing Arts / Online – Cyber Security Management /

OBJECTIVE

The **Open Incubation** and **New Enterprise Studios / Hives** would be housed in vacant – unoccupied office and retail spaces currently in the Downtown Business Center. The Open Space Partnership would negotiate long term leases initially **150,000 to 200,000 square feet** of space to house and operate over **500 Co-Creative Entrepreneur Enterprise Businesses**, representing between **1,500 and 2,000** designers, programmers, developers, support, administrative and supporting community teams.



OUR VISION FOR THE COMMUNITY

PILLAR FOUR

UNITING MEDIA[®]

Global Multi-Media / Broadcast Center

To house a full service Broadcast / Media Production and Content Development facility in a currently vacant office or retail space which has access to at least 20,000 to 25,000 square of feet production and office space available



MEDIA STUDIOS / PRODUCTION – PRODUCING DEPARTMENTS

Representing 250-300 Fulltime Creatives and Support Staff

But Not Limited to:

Broadcasting Television / Cable, Network, Satellite and Online / Web casts / Independent and Public Broadcasting / Traditional and Online Radio / Film / Documentaries / Video / Music / Videos / Programming / Traditional Print / Publishing / E-Zines / Newspapers, Magazines, Blogs / Web / Photography Electronic – Digital Media / New Media / Animation / Distribution / Financing



Global Destination

Special Event and Relationship Opportunities



Vibrant Futures Conference Series

October 5 – 2013
March 8 - 2014



Futures Tour Spring 2014 / LPGA

The LPGA has offered to host with Uniting Creatives an opportunity to stage, support and brand an official LPGA Futures Tour Event in Bellingham / Whatcom County in 2014

HOST ECO-TOURISM CONFERENCE SEPTEMBER 2015



Uniting Creatives – are preparing to submit an official Event Host Petition by March 2014



Opportunity Matrix / Development / Operational Principals



Inclusive and Respectful of all Community Interests and Concerns
Community Stakeholder Briefings and Workshops
Open Door for Community Participation and Partnerships
Endorse / Support / Enact Community Benefits Agreement
Non-Partisan Alliances and Relationship Management
Transparent and Compliant
Sustainable and Environmental Stewards
Act Locally / Think Globally
Local Employment / Trades and Retraining Education and Programming

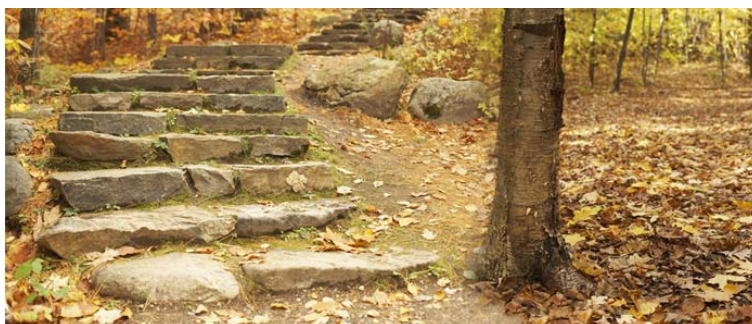


Bellingham

Important Community Sectors

It is vital that the Uniting Creatives – Four Pillars Development also shed light and provide financial support, programming and sponsorship efforts for the following important groups, organizations and initiatives (examples only)

- **Veteran Initiatives**
- **Whatcom County Re-Entry Coalition**
- **Restore A Life Center**
- **Homeless and Underserved Community**
- **Youth Empowerment and Employment**
- **University Student Apprenticeships / Scholarships**
- **Arts for Change Initiatives**
- **Whatcom Community Foundation**
- **Opportunity Council / Program Development**
- **Lummi Nation / First Nations Initiatives**



Disclosures and Milestones

Estimated Investment Amounts and Timelines

The Founders / Local Stakeholders / Financial Partners

Pre-Development / Planning Budget

\$3.5 Million

Committed and available on or before Monday September 30 - 2013

Principal Turnkey Development Financing

Investment Contracted and Officially Announced on or before Friday January 31 – 2014

Investment Flow Through / Development Launch on or before Friday March 3- 2014

Principal Turnkey Development and Curriculum Financing Requested
\$4 Billion in Capital Expenditures / Educational Development Investment

Four Pillars Design / Development / Construction Budgets

Estimations Only

\$1.5 Billion

Capital Expenditures

2014-2017

Educational and Curriculum Development / Incubation Open Space / Subsidies

\$1 Billion

Development and Operational Budget

2014-2017

Educational Endowment / International Scholarships

\$1 Billion

Educational Trust 2014-2017

Community Building and Legacy Initiatives

\$500 Million

2014 – 2017



Community Economic Impact

Estimations Only

Direct New Employment *

Local / County / State

2014 / 2,000

2015 / 3,500

2016 / 5,500

2017 / 9,000

* External / Visiting Staff add 15% to each year totals

New Housing / Accommodation / Projected Units

2014 / 250

2015 / 500

2016 / 1,000

2017 / 1,500

Return on Investment

Annual Projected Assumptions

Based on Direct Influence and Visitor Spending

2014 / \$75 Million

2015 / \$200 Million

2016 / \$350 Million

2017 / \$500 Million

Uniting Creatives LLC

Projected Gross Business Revenues

2014 / \$5 Million

2015 / \$25 Million

2016 / \$100 Million

2017 / \$200 Million

CONFIDENTIAL DISCLOSURES

Proprietary Information



Four Pillars / Bellingham Development Team

As of August 21-2013

Joy Gilfilen

Founder / Project Ambassador

1-360-739-7493

joythinks@gmail.com

Layne Arthur Southcott

Lead Business and Operations

layne@unitingcreatives.com

Scott Sanderson

Lead Community Relations

sandman49686@yahoo.com

Simon Brownlie

Counsel of Record

Cynthia Kocsis

Financials

Uniting Creatives Founders Circle

Not Limited To

Irene Morgan
Ron Jacobsen
Lisa Papp

Jim Papp
Susanne Pattison
Lloyd Zimmerman

Uniting Creatives Members and Contributors

Available on Request





Project / Development Visionary

Strategic Adviser / Project Business Counsel

Paul K Holmes

Vice Chair / CEO

World of Creezy

International Perfume Foundation

New Luxury Code

Brussels / Paris / Geneva / Zurich / Kiev / Venice / Luxembourg / Copenhagen / Rome / London /
 Istanbul / Cape Town / New York / Boston / Tampa / Miami / Chicago / Houston / Las Vegas /
 San Diego / Newport Beach / Irvine / Los Angeles / San Francisco / Portland / Seattle /
 Vancouver / Toronto / Montreal / Singapore / Shanghai / Rio de Janeiro / Hong Kong /
 UAE – Dubai – Abu Dhabi



www.perfumefoundation.org

Headquarters

120 av. Franklin Roosevelt / Brussels, 1050 Belgium

USA / 1-360-306-9641



©



FEPA
GROUP



2LUXURY2.COM



Paul K Holmes
CONFIDENTIAL DISCLOSURES

Turnkey Project Financing
Real Estate / Development / Management
Educational and Innovation Endowment and Trust Management will be contracted and facilitated through business relations established via Paul K Holmes



Hines is a privately owned, international real estate firm that has provided the highest level of quality, service and value to its clients and investors for more than 50 years, with more than 3,300 employees in 113 offices in 18 countries as of December 31-2012.



Hines Securities Inc is the broker dealer affiliate of Hines the Real Estate – International Developer firm. Hines Securities oversees the marketing and sales of Hines-sponsored investment products to individual investors through independent broker-dealer firms and their financial advisers worldwide

IN CLOSING:

- Our submission in relation to the Port of Bellingham RFP / Request for Proposal is only an initial introduction to the Uniting Creatives – Four Pillars Development Proposition
- The disclosures contained in our RFP response to the Port of Bellingham has been released in good faith and is proprietary
- Any additional information and disclosures will be accommodated upon request
- Our next steps in the pre-development process will be to draft the formal Uniting Creatives – Four Pillars Development Master Business Plan / Summary-Briefings and the Financial Summaries – Performa – Spreadsheets. The initial advance draft of the formal business plan is scheduled for limited distribution on or about the week of September 23, 2013.

REQUEST:

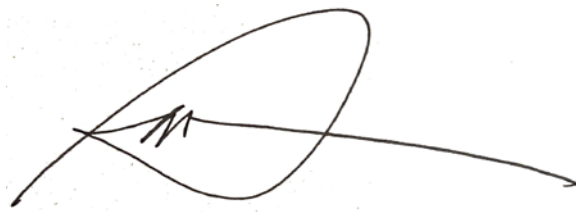
It is our hope to have an opportunity to arrange for a follow up meeting – briefing with the Port of Bellingham and as directed after your review of our RFP. Ideally such a briefing and review will be with all of the key community partners and stakeholders

THANK YOU

On behalf of Joy Gilfilen and Visionary Four Pillars Project Team, I / we thank you for allowing Uniting Creatives to present our vision and mission for Change and Opportunity to the Port of Bellingham, and for the benefit of the residents and visitors of and to the City of Bellingham, Whatcom County and the State of Washington

With gratitude and appreciation

Paul

A handwritten signature in black ink, appearing to be 'Paul K Holmes', with a long horizontal stroke extending to the right.

Paul K Holmes
Vice Chair / CEO
World of Creezy / International Perfume Foundation



Our Commitment and Legacy for the Children of the World