Agenda

- Introductions
- Scope & Schedule
- Methodology
- ECU’s Objectives - Discussion
– Greg Wachalski, AIA
  Regional Vice President

– Jennifer Zirkle, LEED
  Assistant Project Manager

– Peter Isaac
  Assistant Project Manager

– Thomas Falace
  Project Analyst
BRAILSFORD & DUNLAVEY

B&D serves as a catalyst for building community

<table>
<thead>
<tr>
<th>Experience</th>
<th>Focus</th>
<th>Services</th>
<th>Staff</th>
<th>Relationship</th>
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<tr>
<td>Over 350 University Projects in 48 States</td>
<td>“Quality of Life” Facilities</td>
<td>Concept through Implementation</td>
<td>Interdisciplinary / Experienced / Cross Trained</td>
<td>Your Agents / Shared Values</td>
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Experience:
- Over 350 University Projects in 48 States

Focus:
- “Quality of Life” Facilities

Services:
- Concept through Implementation

Staff:
- Interdisciplinary / Experienced / Cross Trained

Relationship:
- Your Agents / Shared Values
Comprehensive Facilities Master Plan

Scope & Schedule
Task 1 – Project Initiation (April 2009)
Student Life Committee Meeting
Campus & Facility Tour
Preliminary Stakeholder Interviews
Review of Existing Documents

Task 2 – Market Analysis (April, May, June 2009)
Demographic Analysis
Focus Groups & Intercept Interviews
Off-Campus Analysis (Housing & Recreation)
Peer Institution Analysis
Student Surveys
Demand Analysis & Programming

Task 3 – Program Review (June & July 2009)
Financial Analysis
Program Coordination
Documentation
Methodology
Value must exceed cost

Demand

Ideal Program (Cost)

Debt Capacity (Value)
ECU’s Mission & Values

Demand

Ideal Program (Cost)

Debt Capacity (Value)
Key Issues

– Students Have Choices
– Off-Campus Alternatives
– Enterprise Requirements
  • Capital Costs
  • Operating Costs
– Strategic Asset Value
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Institutional Mission is Key
Developing Strategy – “Creating The Filter”

- Educational Outcomes
- Enrollment Management
- Campus Community
- Financial Performance

How effective are existing facilities?

How well do the facilities need to work?
The Strategic Asset Value Story

Priority Order of Space Needs / Project Concept
Architectural & Construction Quality
Target Markets / Campus Location
Operating Paradigm / Financial Performance
### Responding To Demand – Demand / Program Reconciliation

<table>
<thead>
<tr>
<th>Activity</th>
<th>Priority Category</th>
<th>Peak Accommodation</th>
<th>Space Type</th>
<th>Peak Demand</th>
<th>Space Allocation Based on Prioritization of Demand</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 FOOD COURT</td>
<td>first</td>
<td>75% to 85%</td>
<td>Sq. Ft.</td>
<td>36,200</td>
<td>27,200 to 30,800</td>
</tr>
<tr>
<td>2 INTERNET OR EMAIL STATIONS</td>
<td>second</td>
<td>55% to 65%</td>
<td>Sq. Ft.</td>
<td>2,600</td>
<td>1,400 to 1,700</td>
</tr>
<tr>
<td>3 PUB (SERVING ALCOHOL)</td>
<td>second</td>
<td>55% to 65%</td>
<td>Sq. Ft.</td>
<td>10,300</td>
<td>5,700 to 6,700</td>
</tr>
<tr>
<td>4 FULL SERVICE BANK</td>
<td>second</td>
<td>55% to 65%</td>
<td>Sq. Ft.</td>
<td>4,400</td>
<td>2,400 to 2,900</td>
</tr>
<tr>
<td>5 QUIET STUDY LOUNGE</td>
<td>second</td>
<td>55% to 65%</td>
<td>Sq. Ft.</td>
<td>10,900</td>
<td>6,000 to 7,100</td>
</tr>
<tr>
<td>6 COMPUTER LAB</td>
<td>second</td>
<td>55% to 65%</td>
<td>Sq. Ft.</td>
<td>4,400</td>
<td>2,400 to 2,900</td>
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<tr>
<td>7 SPORTS BAR (NON ALCOHOLIC)</td>
<td>second</td>
<td>55% to 65%</td>
<td>Sq. Ft.</td>
<td>9,000</td>
<td>5,000 to 5,900</td>
</tr>
<tr>
<td>8 GAME ROOM</td>
<td>third</td>
<td>40% to 50%</td>
<td>Sq. Ft.</td>
<td>6,100</td>
<td>2,400 to 3,100</td>
</tr>
<tr>
<td>9 POST OFFICE</td>
<td>third</td>
<td>40% to 50%</td>
<td>Sq. Ft.</td>
<td>900</td>
<td>360 to 450</td>
</tr>
<tr>
<td>10 MEETING/SEMINAR ROOMS</td>
<td>third</td>
<td>40% to 50%</td>
<td>Sq. Ft.</td>
<td>14,300</td>
<td>5,700 to 7,200</td>
</tr>
<tr>
<td>11 SOCIAL/TV LOUNGE</td>
<td>third</td>
<td>40% to 50%</td>
<td>Sq. Ft.</td>
<td>5,100</td>
<td>2,000 to 2,600</td>
</tr>
<tr>
<td>12 BOWLING ALLEY</td>
<td>fourth</td>
<td>25% to 35%</td>
<td>Lanes</td>
<td>32</td>
<td>8 to 11</td>
</tr>
<tr>
<td>13 HAIR SALON</td>
<td>fourth</td>
<td>25% to 35%</td>
<td>Sq. Ft.</td>
<td>2,500</td>
<td>625 to 875</td>
</tr>
</tbody>
</table>

| COMBINED LOUNGE SPACE (Quiet & TV Lounge) | 16,000 | 8,000 to 9,700 |
| COMBINED RETAIL (Not Including Food Court & Bookstore) | 27,100 | 14,085 to 16,825 |
Institutional Risk & Funding Strategies

– Debt Underwriting

  • Debt Coverage Ratio
  • Debt Term

NOI = $2,500,000 ; Int. Rate = 5.5%

<table>
<thead>
<tr>
<th>Case #1</th>
<th>Case #2</th>
</tr>
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<tbody>
<tr>
<td>Debt Term = 20 yrs.</td>
<td>Debt Term = 30 yrs.</td>
</tr>
<tr>
<td>DCR = 1.25:1</td>
<td>DCR = 1.10:1</td>
</tr>
<tr>
<td>Debt Capacity = $24,000,000</td>
<td>Debt Capacity = $36,300,000</td>
</tr>
</tbody>
</table>

Square Footage Differential = Approximately 65,000 GSF
1. Educational Outcomes
   Development Continuum
   Leadership Development
   Student Employment
   Leisure Activities
   Out-of-Classroom Experience
   Academic Activities

2. Enrollment Management
   Recruitment
   Retention

3. Campus Community
   Central Gathering Place
   Faculty/Staff Student Interaction
   Alcohol Free Social Opportunities/Weekend Programming
   Student Life “Master Plan” Integration

4. Financial Performance
   Revenue Generation
   Expense Management
   Balance Sheet Utilization
   Sustainable Design & Operations