Public-Private Partnerships
Public-Private Partnerships are arrangements in which the government and a private sector entity endeavor to deliver a public asset--normally infrastructure or a public facility.
“...underinvestment in vital infrastructure is severely threatening... the safety, livability, and economic competitiveness of communities across the country. ...Public-Private Partnerships (P3s) offer an important but as of yet underutilized tool to encourage investment in our nation’s critical infrastructure. However, more expertise is required.”

- Governing Magazine, February 2016
Guest Speakers and Panelists

Marcus Ward
Brittenum & Ward

John Cameron
Design Consultant

James E. Stokes
Bass River Advisors, LLC
Objectives

- Economic benefits
- Public-sector expertise
- Best-fitting projects
## Framework for Economic Benefits

### LEGEND

<table>
<thead>
<tr>
<th></th>
<th>Property</th>
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<tbody>
<tr>
<td>A</td>
<td>Property Taxes</td>
<td></td>
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</tr>
<tr>
<td>B</td>
<td>Sales, Liquor, Beer Taxes</td>
<td></td>
<td></td>
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<tr>
<td>C</td>
<td>Quality of Life</td>
<td></td>
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<tr>
<td>D</td>
<td>Hotel/Motel</td>
<td></td>
<td></td>
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<tr>
<td>E</td>
<td>Tourism</td>
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### Property Asset Benefits

<table>
<thead>
<tr>
<th>Property</th>
<th>Asset</th>
<th>Benefits</th>
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</thead>
<tbody>
<tr>
<td>Chisca</td>
<td>Blight</td>
<td>A, B, E</td>
</tr>
<tr>
<td>Bass Pro</td>
<td>Attraction</td>
<td>A, B, D, E</td>
</tr>
<tr>
<td>Old Dominick Distillery</td>
<td>Blight</td>
<td>A, B, E</td>
</tr>
<tr>
<td>Tennessee Brewery</td>
<td>Blight</td>
<td>A, C</td>
</tr>
<tr>
<td>AutoZone Park</td>
<td>Attraction</td>
<td>A, B, C, E</td>
</tr>
<tr>
<td>Beale St. Landing</td>
<td>Attraction</td>
<td>B, C, E</td>
</tr>
<tr>
<td>Art Space</td>
<td>Blight</td>
<td>A, C</td>
</tr>
<tr>
<td>Urban Park</td>
<td>Blight</td>
<td>B, C, E</td>
</tr>
<tr>
<td>Railroad Underpass Art</td>
<td>Blight</td>
<td>C, E</td>
</tr>
<tr>
<td>Overton Sq. Parking</td>
<td>Infrastructure</td>
<td>C, E</td>
</tr>
<tr>
<td>Main St. Pedestrian Mall</td>
<td>Infrastructure</td>
<td>C, E</td>
</tr>
<tr>
<td>Harrahan Bridge</td>
<td>Infrastructure</td>
<td>B, C, E</td>
</tr>
</tbody>
</table>
Old Dominick Distillery
Blight: Tourism
AutoZone Park
Attraction: Tourism, Quality of Life
Beale St. Landing
Attraction: Tourism, Quality of Life
Art Space
Blight: Quality of Life
Urban Park
Blight: Quality of Life
Railroad Underpass Art
Blight: Quality of Life
Overton Sq. Parking
Infrastructure: Tourism
Main St. Pedestrian Mall
Infrastructure: Tourism
Harrahan Bridge
Attractions: Tourism
Ryan Gravel

Available at RyanGravel.com beginning March 15, 2016

Founder, Sixpitch

Urban Designer, Atlanta Beltline

Author, Green Infrastructure, Adaptive Re-use of Blighted, Abandoned Infrastructure
Funding

Funding by Source

- Federal Government: 49%
- Local Government: 32%
- Quasi-Government: 5%
- Private: 9%
- State Government: 5%
Funding by Use and Source

### Construction
- Federal Government: 56%
- State Government: 4%
- Local Government: 28%
- Quasi-Government: 6%
- Private: 6%

### Architecture and Engineering
- Local: 56%
- Quasi-Government: 28%
- Private: 16%
Design

Complex
- Five (5) Segments
- Two (2) States
- Active Railroads
Design

Diverse

- Roads
- Off-Roads
- Bridges
- Sidewalks
- Landscaping
Construct

Difficult

• Trails
• Bridges
• Drainage
Construct

Coordinate

• Commercial Development
• Other Public Projects
Manage

Evolving Roles

• Engineering
• Purchasing
• Budget
Manage

Emerging Roles

• Project Direction
• Technical Direction
Operate

Evolving Responsibilities

• Budget Development
Operate

Emerging Responsibilities

• Life Cycle Analysis
• Benchmarking Costs
• Maintenance & Upkeep Defined
Operate Sustainable

- Shared Funding
- Shared Fundraising
What Have We Learned?

- Budget Control
- Contingencies
- Change Orders
- Cash Flow
- Reporting
James E. Stokes is the principal consultant for Bass River Advisors, LLC. As a Certified Municipal Finance Officer and a trained Certified Public Accountant, James performs at high levels and standards in private, public and government finance. Armed with local, regional and global perspectives, James currently advises and engages stakeholders and organizations on strategy, operations, business development, financial planning and public-private partnerships. James is currently completing three certifications through the Nashville-based Center for Nonprofit Management after having completed the Center’s Nonprofit Leadership and Program Management Certificate Programs in 2015.
John Cameron holds a BS in Civil Engineering from Louisiana State University, Baton Rouge and a MS in Industrial Engineering (Engineering Management) from the University of Tennessee, Knoxville. He previously worked for the private engineering consulting firms of Modjeski and Masters, and the Parsons Corporation. He joined the City of Memphis, Engineering Division staff in 1997. He was named City Engineer in late 2010. Formerly the City Engineer for the City of Memphis, his responsibilities included maintaining all street signage, markings and traffic signals. He assisted the Mayor in developing the City's annual Capital Budget and managed many of the major capital projects from design through construction. He is currently a consultant facilitating project design and implementation.
Getting to the Right Terms and Conditions

Marcus Ward served as Assistant City Attorney for the City of Memphis from 2000-2007, and Senior Assistant City Attorney from 2007-2015. Marcus served as primary legal counsel on several economic development projects including, but not limited to, the Bass Pro / Pyramid Redevelopment Project, The Great American Steamboat/American Queen relocation project, the AutoZone Park project, the Crosstown Concourse Redevelopment project, and all of the HOPE VI Revitalization. Since retiring from the City, Marcus has established the law practice of Brittenum Ward, Lawyers which provides legal services in various economic development initiatives throughout Memphis.