



THE REAL ESTATE COUNCIL  
COMMUNITY FUND

## TREC Shark Tank

The Real Estate Council (TREC) Community Fund is hosting its second Shark Tank competition. We are calling for real estate projects aimed at driving economic development in Southern Dallas in the footprint of the City of Dallas Mayor's GrowSouth Initiative.

Teams seeking to impact areas within the GrowSouth footprint will answer our call for proposals, and if selected, receive feedback from TREC's advisers including seasoned development experts to refine their proposals. Finalists will pitch their projects to a panel of well-known real estate investors in front of a live audience!

### Competition Goals:

- Spur investment in Southern Dallas.
- Provide technical assistance to commercial real estate projects that support economic growth in the GrowSouth footprint.

### Selection Process

- Step 1:** Attend the Information Session on Tuesday, March 6<sup>th</sup> at 5:30pm. (not required to participate). [Click here to register.](#)
- Step 2:** Attend Real Estate 101 Bootcamps. (required).
- Step 3:** Submit the Intent Form online by March 15<sup>th</sup>. [Click here to complete.](#)
- Step 4:** Submit the Final Proposal by April 30<sup>th</sup>.
- Step 5:** The Selection Committee reviews applications and notifies semi-finalists by May 4<sup>th</sup>.
- Step 6:** Semi-finalists are paired with TREC advisers to jointly review their development plans. Mentor teams will offer expertise from

disciplines including finance, architecture, planning and development on a variety of project types.

**Step 7:** Semi-finalists present to the Selection Committee on June 29.

**Step 8:** The Selection Committee will select no more than three finalist projects by July 12.

**Step 9:** Finalists will present to potential investors in front of a live audience on September 27, 2018.

## Eligibility Criteria

Proposed projects should meet the following criteria:

- **Geography:** Site is located within the footprint of the GrowSouth Initiative. [Click here to view map.](#)
- **Development Type:** Proposal may be new construction or rehabilitation. Projects may include multifamily, single-family (minimum of 20 units), retail, hospitality, healthcare, office, leisure and industrial.
- **Site Control:** All eligible projects will be required to have site control. At minimum, a contract for site acquisition must be outstanding through the duration of the competition with an option to extend until the closing of any potential investment received hereunder.
- **Community Support:** Competitive projects will demonstrate community support of the proposal.
- **Competitive Returns:** Projects will provide an assessment of the market-based investment return anticipated for the investor.
- **Size of Project & Investment:** A specific minimum investment is not defined; competitive projects will call for an investment of approximately \$500,000 to \$2 million.
- **Development Team Experience:** Though experience is valued, demonstrated expertise is not a requirement. All chosen projects will be paired with a professional mentor team to lend expertise to enhance the proposal's development.

Preference will be given to projects that:

- **For-Profit Development:** Demonstrate a profit-driven, self-sustaining financial model. Both for-profit and nonprofit organizations are welcome to compete.
- **Project Timeline:** Break ground within 18 months.

- **Zoning:** Have appropriate zoning in place.

## Evaluation Criteria

The competency, experience and background of members of the project team will be considered. Projects will be evaluated based on many factors including, but not limited to, the required submissions and investor presentations, the perceived ability to successfully complete the proposed projects, the perceived impact on the community, the potential profitability and projected returns and the magnitude of the investment required.

## Intent Form

To compete, teams must complete the intent form online by March 15<sup>th</sup>. [Click here to fill out the intent form.](#) The intent form includes:

### Team Information:

- Primary Contact Information
- Development Team Names

### Project Overview:

- Project Title
- Project Location/Address
- Proposed Project Description (including benefit to the community)
- Census Tract
- Project Timeline
- Ownership Structure
- Community Partners
- Project Manager Contact Information

### Project Funding:

- Proposed Budget
- Investment Amount Requested
- Sources of funds already committed

## Final Proposal

All teams must submit a Final Proposal online by April 30<sup>th</sup>. Please note that all documentation provided in the Final Proposal will be verified by TREC staff. The Final Proposal includes:

### Detailed Project Narrative

- What is the story/vision of this project?
- Demonstrate how the project will be successful in the market

### Sources & Uses of Funds

- Development and/or Operating Budget
- Pro Forma Operating Statement
- Construction Timeline
- Development Timing Assumptions

### Organizational History

- Narrative (*What expertise and experience does your organization/team bring to this project?*)
- Sponsoring Entity Information, i.e., LLP, to be formed entity?
- Authority Documents, if applicable

### Property Description

- Narrative (*When applicable, include information on the number of units, built square feet, year constructed, etc. What are the prior uses of the building?*)
- Plans and Specifications
- Market Data (including information regarding target customers)
- Marketing Plan
- Zoning

### Project Development Team

- Owner – contact information
- List of other members of the development team along with contact information

## Owner/Sponsor

- Biography and Resume
- Ownership Structure
- List of projects Borrower is currently involved in, if applicable
- Last 3 years of personal financial statements or tax returns including contingent liabilities
- Banking References
  
- Other information as requested by TREC including verification documentation

## Other Required Documents (may be required by potential investor)

- Appraisal
- Environmental Survey
- Title Insurance
- General Liability Insurance, other insurance as required

## Disclosures and Disclaimers

All competition participants, mentor teams and selection committee members will sign a confidentiality agreement.

Finalists are required to participate in the live Shark Tank pitch session. The event will be ticketed and open to the public. Proceeds of the program will go to TREC Community Fund. Finalists will be required to complete a project and media disclosure form before the live program.

**The Intent Form and Final Proposal do not form or constitute part of a contractual document, nor is there any guarantee that any contract will be awarded through this competition. The Real Estate Council and The Real Estate Council Community Fund are not responsible for any expenses or losses with may be incurred in the preparation of submissions for/or the participation in this competition. The Real Estate Council and The Real Estate Council Community Fund reserve the right to revise, modify or amend the Intent Form, Final Proposal as well as the competition criteria, requirements, deadlines, dates or structure or cancel the competition in its entirety at any time.**

**THERE WILL BE NO GUARANTEE OF INVESTMENT THROUGH THIS COMPETITION. RATHER, THE COMPETITION IS DESIGNED TO SERVE AS A FORUM TO ENCOURAGE DEVELOPMENT IDEAS, PROVIDE TECHNICAL ASSISTANCE AND PROMOTE ECONOMIC DEVELOPMENT IN THE GROWSOUTH FOOTPRINT. THE INVESTORS SHALL NOT BE BOUND TO ACCEPT ANY PROJECT.**

## **Still have questions?**

Contact Stephanie Keller Hudiburg at [stephanie@recouncil.com](mailto:stephanie@recouncil.com).