

## Appendix B

### Mr. Michael Weiss, Secretary of the RSY BID Board of Directors

Michael Weiss is President of General Capital Group, a leading Wisconsin Based real estate development firm focused on building a portfolio of exceptional projects in established urban and suburban neighborhoods. The Firm's core business entails development, acquisitions and management of quality office, industrial, retail and residential properties, with an emphasis on build-to-suit mission critical facilities. Build-to-suit activity in the past few years has exceeded several hundred million. The Firm develops or repositions institutional quality assets that are typically held in the portfolio for extended periods. In selecting and executing its projects, General Capital works closely with tenants and municipalities to ensure that projects enhance long-term objectives. Such cooperation often leads to repeat public-private partnerships and joint ventures. In particular, General Capital excels at analyzing, understanding, and providing creative cost-effective solutions to real estate projects with complex legal, financial, and structural considerations. Our partners have extensive experience in financial underwriting, banking, credit analysis, architecture, urban design, and project management. We enjoy a deep relationship with a number of municipalities including the City of Milwaukee, and are currently collaborating on several public-private partnerships including most recently Century City and Reed Street Yards (an urban technology research and development park).

General Capital's expertise is evidenced through its 20 year plus development track record that includes more than twenty five (25) highly structured low-income housing tax credit developments; numerous grocery stores and grocery anchored shopping centers as a preferred development team for Kroger (Roundy's) in Southeast Wisconsin; student housing for MIAD and Fox Valley Technical College; multiple build-to-suit government federal projects in Wisconsin and Florida; and many industrial, commercial and multi-family projects. Several years ago, General Capital expanded its platform to include acquisitions of value add developments where value can be created through optimization of operations or financing structures and/or physical property improvements.

Michael's extensive real estate background includes six years with Citibank in New York, during which he participated in transactions totaling more than \$3 billion. After leaving Citicorp, Michael joined Midland Development Group as a Partner and Executive Vice President in Cincinnati. He returned to Milwaukee in 1992 to open Midland's third office. His tenure at the Midland Milwaukee office included the successful completion of approximately a dozen major transactions. In 1996, Michael left Midland and co-founded General Capital. Michael is a member of the Firm's Investment Committee and is in charge of General Capital's new development and acquisition businesses. He is an active member on a number of local non-profit boards of directors.