



St. Louis

Emerging Trends in Real Estate 2021

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Kevin Bryant

President

Kingsway Development

Founder of Conversions Global Marketing, Kevin Bryant's portfolio reflects nearly 20 years of experience; having done work for major companies including Monsanto, Anheuser-Busch, Jones Lang LaSalle, Diadora, Grace Hill Health Centers, Harris-Stowe State University, and Family & Workforce Centers of America. His expertise encompasses advertising, design, journalism, marketing, promotions, and digital communication across all channels, each with a flair of insight for effectiveness

unbound by locality or convention. Kevin Bryant is currently the leading Community and Building Developer in the Kingsway / Central West End corridor retaining Master Development rights for 207 acres of the Kingsway District. Kevin established the fully operating Kingsway Redevelopment Plan (with exclusive Master Development Rights for 10 years) - in partnership with the St. Louis Development Corporation; Plan includes initiating corporate expansion opportunities, establishment of a new art & culture district as well as developing affordable housing for a mixed-income community. He has advanced the redevelopment of Fountain Park and Lewis Place, including over \$84M dollars in total development projects. He is creating the \$6.2M development of Elevation Workspace, located at 4731 Delmar Blvd. A 2 story, 1920's vintage masonry/concrete and block/steel building, formerly home to the Union Sarah Economic Development Corporation.



Maxine Clark

Founder, Build-A-Bear Workshop

CEO, Clark-Fox Family Foundation

Inspirator, the Delmar DivINe™

Maxine Clark is the Founder of Build-A-Bear Workshop®, a teddy-bear themed retail-entertainment experience. Founded in 1997, there are over 500 Build-A-Bear Workshop stores worldwide, nearly 200 million stuffed animals have been sold. Maxine stepped down from her CEO position in 2013 to dedicate her time to investing in women and minority entrepreneurs and to use her entrepreneurial skills to help re-imagine K-12

education in St. Louis. Launched in 2015, her first product, Blueprint4.com, is a free and easy-to-use mobile tool designed to help ALL St. Louis families navigate cradle to career options. Her latest venture is the Delmar DivINe™ — the transformation of a neighborhood eyesore in a disinvested community, the historic St. Luke's Hospital, into a multi-use real estate development to open in Fall, 2021. Maxine is a Founding Managing Director of Prosper Women's Capital, a St. Louis based accelerator for women led businesses and on the Board of Advisors of Lewis and Clark Ventures. Maxine is a member of the Build-A-Bear Workshop, Footlocker, Inc., the New America and PBS Boards of Directors. In 2019 Maxine received the Missourian Award, in 2017 she was named to the Missouri Public Affairs Hall of Fame and in 2015 was named Women of the Year by the Greater Missouri Leadership Foundation. Maxine is a graduate of the University of Georgia and holds an Honorary Doctor of Laws degree from St. Louis University and an Honorary Doctor in Humane Letters from the University of Missouri St. Louis and an honorary Associate of Arts degree from St. Louis Community College. In 2006, she published her first book *"The Bear Necessities of Business: Building a Company with Heart."*



St. Louis



Phil Hulse

Founder & CEO

Green Street St. Louis

Since founding Green Street in 2008, Phil has taken a hands-on approach to lead the team and clients alike. He remains an active force in leading development and construction management, coordinating lender and investor relations, overseeing property management and selecting assets for acquisition. For more than 30 years, Phil has been a leading visionary in building up St. Louis' urban core, and paving the way for business activity and commerce in our area. After starting his career as a broker and working his way up through the real estate field, Phil co-founded two successful real estate firms, Summit Development Corporation and Gateway Commercial. During his years of experience, Phil has raised more than \$75 million in private equity, and has leveraged more than \$250 million in private and public financing to support local real estate projects. As he works to leave a lasting legacy in St. Louis, he started Green Street to challenge the way the real estate industry works. Phil's commitment to sustainable development, redeveloping underutilized property, and building strong businesses is shared across all of Green Street, who follows his lead for transforming locations that have been overlooked or underestimated into thriving centers for business in St. Louis.



Cory Jobe

President & CEO

Great Rivers and Routes Tourism Bureau

Cory Jobe was appointed as President & CEO of the Great Rivers and Routes Tourism Bureau in November 2020. Jobe comes to the bureau after a distinguished career spanning more than twenty years in various roles inside Illinois state government, where he more recently served as State Director of the Illinois Office of Tourism. The Great Rivers and Routes Tourism Bureau region is the only place where the Mother Road of Route 66 meets the Great River Road. The region celebrates three of the nation's great rivers (the Mississippi, Missouri and Illinois) alongside famous roads, history and small town charm and encompasses a six-county region in southwest Illinois, including Madison, Jersey, Calhoun, Macoupin, Montgomery and Greene. The bureau is a nationally certified destination marketing organization providing world-class destination management and marketing leadership that improves the regions quality of life and economic vitality. Jobe joins the bureau with a wealth of experience in the tourism and hospitality industry, most recently serving as Vice President of Marketing and Communications at Navy Pier in Chicago, the most visited tourism attraction in the Midwest. While at the Pier Jobe was charged with leading marketing, branding and communications initiatives. In his first year, the Pier established a data-driven strategy to drive incremental increases in visitor attendance by 2 percent and visitor spending by 3 percent. The first time for both metric increases in three years. During his time at the Illinois Office of Tourism, Jobe worked in collaboration with tourism industry professionals to promote domestic and international visitor travel to Illinois, expanded international marketing efforts into China and Mexico, and increased domestic visitor spending, visitor volume and state and local tax revenues year over year during his tenure. Outside of work, Mr. Jobe serves on the board of directors for Equality Illinois.



St. Louis



Opal Jones

Executive Director

Doorways

Opal M. Jones is President and Chief Executive Officer of DOORWAYS, an interfaith non-profit organization in St. Louis, Missouri that provides housing and related supportive services to people living with HIV/AIDS. DOORWAYS assists over 3,200 individuals annually in 132 counties in Missouri and Illinois. As the lead executive, Opal oversees this \$10 million organization that includes five housing programs and a licensed 24-hour residential care facility. Opal is the immediate past President of the National AIDS Housing Coalition in Washington D.C., where she met with other national leaders, legislators and government officials about HIV/AIDS policies. She also sits or has served on several advisory committees including the Missouri Housing Trust Fund and St. Louis Regional Health Commission. Opal holds a Master of Business Administration degree and a Bachelor of Science degree with an emphasis in Management and Organizational Behavior from the University of Missouri-St. Louis. Her tenure as president and CEO at DOORWAYS has been marked by numerous recognitions including the University of Missouri - St. Louis' Distinguished Alumni award in September of 2013 – the University's highest honor bestowed on alumni, and the *St. Louis Business Journal's* 40 Under 40 award, in February of 2014, for her impact in the St. Louis business community. She was named one of the 2018 Diverse Business Leaders by the *St. Louis Business Journal* and received the Spirit of Justice Award from the *St. Louis Bar Association* in October 2019.



Bruce Katz

Co-Founder

New Localism Advisors

Bruce Katz is the Founding Director of the Nowak Metro Finance Lab at Drexel University in Philadelphia. Previously he served as inaugural Centennial Scholar at Brookings Institution and as vice president and director of Brookings' Metropolitan Policy Program for 20 years. He is a Visiting Professor in Practice at London School of Economics, and previously served as chief of staff to the secretary of Housing and Urban Development and staff director of the Senate Subcommittee on Housing and Urban Affairs. Katz co-led the Obama administration's housing and urban transition team. He is coauthor of *The Metropolitan Revolution* and *The New Localism: How Cities Can Thrive in the Age of Populism*, editor or coeditor of several books on urban and metropolitan issues, and a frequent media commentator.



Christopher Ptomey

Executive Director

Terwilliger Center for Housing

Since 2018, Christopher Ptomey has served as executive director of the ULI Terwilliger Center for Housing. Prior to joining the Center, Ptomey led Habitat for Humanity International's US government relations and advocacy team for more than a decade and previously served as federal liaison for the Texas Department of Housing and Community Affairs. Ptomey holds degrees from Haverford College (BA, Philosophy) and George Mason University's Antonin Scalia Law School (JD) and a law license in his native Tennessee.