

VELOCITYRED

Real Estate Delivered

Brooke A Myers, President

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In collaboration with the Ustler Group of Companies



Brooke Myers is a visionary development partner focusing on strategic real estate opportunities in Central Florida. Recognizing the potential for robust growth in the region, Brooke conceived VelocityRED (formerly Emerge Real Estate Ventures, LLC) nearly a decade ago to advance her vision and voice by championing mixed-use projects and transit oriented developments in urban environments. Embracing an energetic and entrepreneurial spirit, Brooke seeks to identify and implement strategic opportunities through creative solutions grounded in sound industry practices. She is a public speaker and serves on several not-for-profit boards.

With over two decades of experience leading multi-disciplinary teams, feasibility analysis, business and master planning, she developed an expertise in complex real estate transactions and strategic partnerships managing design, development, financing, structuring, marketing and delivery.

VelocityRED is an owner, investor, advisor and development partner on several high-profile projects in Central Florida, including:

- Creative Village, the redevelopment of the 68-acre site of the former Amway Arena
- The Ivy - Residences at Health Village, a 248-unit apartment complex located at Florida Hospital Health Village
- The Residence Inn by Marriott, Downtown Orlando, a 138-room limited service hotel at the corner of Orange Avenue and Colonial Drive in the emerging North Quarter district

Brooke's passion for the urban fabric started with the Atlanta Olympic Committee planning the 1996 Olympic Games, followed by a decade with the Walt Disney Company where she managed various large-scale growth projects in the theme park and hospitality industry. Her most notable accomplishments include:

- Co-creating the vision to monetize 2,000 acres of surplus Walt Disney World land by expanding the portfolio of third-party lodging and vacation ownership
- Spearheading negotiations on a \$50 million land sale and co-branding relationship with Four Seasons Resort and securing entitlements for Disney's 900-acre resort residential community, Golden Oak
- Leading Disney Cruise Line's market research to justify a \$1+ billion fleet expansion

Brooke is a graduate of Georgia Institute of Technology with a degree in Industrial and Systems Engineering. She received her Masters of Management degree from Northwestern University's Kellogg Graduate School of Management. She is actively involved with several community organizations, such as Orlando Tech Association, Urban Land Institute and Lake Highland Parent Association. Brooke was recognized as one of Orlando Business Journal's "40 Under 40." Recently, she served as Vice Chair of Project DTO, the Mayor's task force charged with updating downtown Orlando's strategic plan.

BAM Professional Qualifications, February 6, 2017