

RALPH BRILL ASSOCIATES

THE GREYLOCK GLEN RESORT PROJECT

THE NEW ADAMS, MA

Enclosed is our Proposal for the *Greylock Glen Resort* in response the Town of Adams' RFP#16-006. Our Proposal respects the basic land development guidelines Approved by the State and Town, but is proposing 80 Hobbiton-like Units on Site A and 40 Architecturally Significant Cabins on Site B and 70 Beds in The School Hostel for a total of 370 Beds. The Vacant Adams Middle School becomes an important component of our Proposal as it is a Vibrant Connector between Park Street and The Glen. Besides The Hostel and Cafeteria, the Gymnasium is converted into a Virtual Reality/Augmented Reality Lab with Workshops to help draw Millennials to work and live in Adams. We are also proposing to reinforce the National Importance of The Greylock Glen by opening 10 Hiking Goods Stores and 5 Bicycle Stores in the Empty Downtown Adams Commercial Spaces so as to find the New Adams the Capital of Hiking Goods and Bicycles in the Northeast. Other key Program Elements to our Proposal are a Key Linkage to J.K. Rowling's Ilvermorny School of Witchcraft and Wizardry, Geocaching, AgriTourism and the Greylock Glen Forest Kindergarten.

In many ways, this is more of a Master Plan Proposal for how the *Greylock Glen Resort* should connect to the Town Center of Adams and as such, it goes beyond the borders of the RFP. In our opinion, it must do this in order to get the Full Economic Benefits of the *Greylock Glen Resort* and provide the returns to the Town beyond just Overnight and Day Guests who most likely will not visit the Downtown. Our Proposal will bring not just the Tourists, but Serious Bikers and Hikers who not only want to experience The Glen, the Ashuwillticook Rail Trail and Mt. Greylock, but who have come to the New Adams to Purchase Hundreds of Dollars of Hiking Equipment and Bicycles from our Knowledgeable Vendors.

In recent weeks, the Town of Adams has endured painful struggles with School and Budget Choices. Things will likely get more difficult. Our *Greylock Glen Resort Project*, given the chance, should help turn things around.

We are in early discussions with Allegrone Construction, Samsung, UMass Department of Hospitality & Tourism Management, Vizin, and Davis Frame Co. as potential participants, if our Project is Approved.

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RFP #16-006 15 December 2016 Revised 3 April 2017

THE GREYLOCK GLEN REDEVELOPMENT AND MANAGEMENT

THE NEW ADAMS, MASSACHUSETTS USA

INTRODUCTION

As many of us know, Adams, MA was a major center of Innovation and Textile Manufacturing in the late 1800s to the 1930s and the Town's population grew from about 5,600 to 13,000 during that period and so did its prosperity. In 2017, we find an older, less vibrant and less prosperous community of around 8,400 with way too many vacant storefronts. While there have been several plans for the development of The Greylock Glen over the past thirty years, they have all failed. Plans for a major ski resort, second home community and golf course never had their visions survive to expand the economic opportunities for the Adams Community or for the Developers of these Projects to see a positive return on their investments. It is our belief that the 140-Site Campground of Tents, Rustic Cabins and associated facilities as are intended to be a part of the four-season *Greylock Glen Resort* could be a wonderful addition to the outdoor experiences in the Northern Berkshires. However, the likelihood of the *Greylock Glen Resort* as outlined in the Adams RFP dated 1 July 2016 becoming a meaningful factor in the revitalization of Park Street and the Town of Adams is very doubtful in our opinion. The Design and Management of the proposed *Greylock Glen Resort* is probably best accomplished then with Non-Profits such as the Boy Scouts, DCR, or the Appalachian Mountain Club. It may be good for Adams, but is not in our sphere of interest.

RALPH BRILL ASSOCIATES proposes to abide by the Site Guidelines and 140 Camp Units of this RFP, but strongly recommends a totally different Vision – a Vision that is geared to jumpstart the dormant Economy in Adams and the Surrounding Region. Meaningful Jobs will be created, the Vacant Stores on Park, Hoosac and Summer Streets will be busy all year round. American and Foreign Tourists will want to experience the New Adams and most importantly Millennial Professionals will want to move to Adams and be a meaningful part of this New Excitement. Many New Jobs will be created. The main elements of our Proposal are as follows:



Hobbitland House. We are proposing 80 of this type of Camping Shelter for Site A.

1. HOSPITALITY AT THE GLEN AND BEYOND. The 140-Site Campground should be viewed as a Rustic Hotel spread out over approximately 23 Acres. Site A comprising about 11.6 Acres would have 80 Units in an Earthen Hobbiton-like Theme with a mixture of 2 and 4 Sleeping Planks per Unit. The Daily Rate for Each Plank would be \$50. Site B comprising about 11.3 Acres would be comprised of 40 Architect Designed Cabins of 1 and 2 Bedrooms. The third element of the Hospitality Portion of this Project would be the incorporation of the vacant Adams Memorial Middle School to provide 70 additional Beds as part of the Greylock Glen Hostel. There would be a Cafeteria in the School that would supply Breakfast, Lunch and Dinners to All Guests, Visitors and the Public. The Food served would be Delicious, Healthy and Locally Sourced. Other options for Food would be the Local Restaurants and Dinners at Private Homes in Adams as part of the New Adams AgriTourism Program. Reservations to these combined 370 Beds would to a great extent be done on-line and for most of the year they would be booked a year in advance. Besides the Outdoor Adventurers, there will be Thousands of Tourists, Parents visiting their Children at Williams College and MCLA and these Units can be expected to be filled during the MASS MoCA Music Festivals, Thunderbolt Ski Weekends, Tanglewood, etc. Instead of a Campground Operator, we would bring in a Hotel/Hospitality Operator. All Resort Related Properties would provide Free Wi-Fi so that the Guests might stay connected and have optimum experiences with our Virtual and Augmented Reality and Geocaching Programs.



Types of 1 and 2 Bedroom Architecturally Designed Cabins that we are proposing for Site B of the *Greylock Glen Resort*. We plan to host an International Architectural Competition for the Most Architecturally Interesting and Relevant Designs for the Greylock Glen Site. All Cabins will be Energy Efficient and Sustainably Built.



Fresh Local Foods at The School Cafeteria



The School is a key part of our Plans for the *Greylock Glen Resort*. Several Significant and Supporting Functions will be taking place here including the 70-Bed Hostel, The Cafeteria, Auditorium for Movies, Entertainment and Lectures, The Gymnasium for the Virtual Reality and Augmented Reality Lab and Workshops, Forest Kindergarten, etc. Most significantly, The School is a Connector between Park Street and The Glen. The Resort Shuttle Buses will be parked here as well.

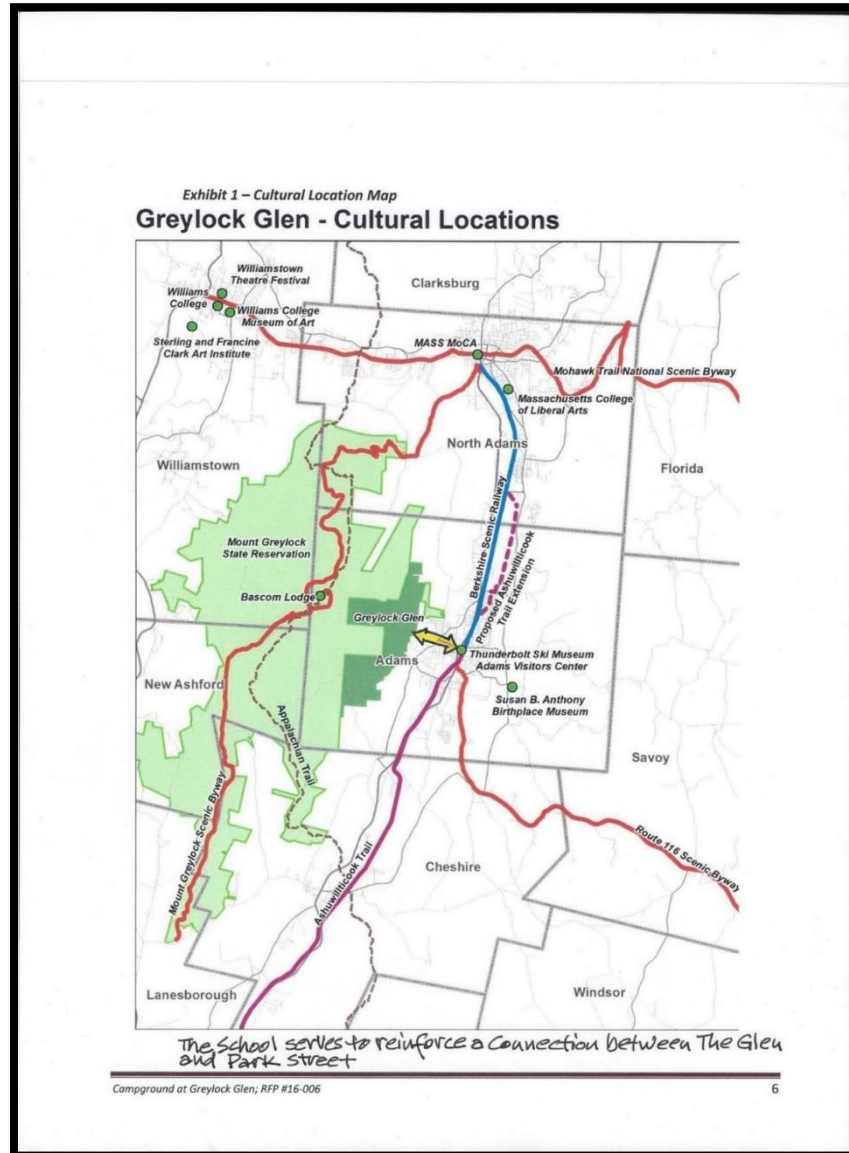


Typical Sleeping Area of The School Hostel. Beds will be priced at \$35 per Night.
There will be a few Private and Family Rooms as well at \$150 per Night.



The School's Existing Auditorium could be used for Resort related Entertainment,
Lectures, Conferences, etc.

2. THE SCHOOL. The Adams Middle School Property is an integral part of our Plan. The School provides for a variety of activities that might not seem to be compatible with the RFP Guidelines at The Glen Site. Equally important to us is the fact that the RFP Plan is Too Isolated from Park Street and this School provides a Major Linkage between Park Street, the Ashuwillticook Rail Trail, the Berkshire Scenic Railway Station and The Glen. The School can also serve as the interim Conference Center until the market has proved itself.



Our Vision for the *Greylock Glen Resort* is that it is Physically and Programmatically Connected to Park Street and the rest of the Town of Adams. The published RFP Plan will most likely find that Campers will take West Road North to Walmart and Pedrin's for their lunches and dinners or South to Whitney's Farm Market, thus bypassing Park Street.



The Glen and Mt. Greylock

3. THE HIKING CAPITAL OF THE NORTHEAST. The Town of Adams has been blessed by having very beautiful Natural and Agricultural Landscapes and being the address for Mt. Greylock, the highest elevation in the State and a Major Tourist Attraction with more than 150,000 Visitors a year. Park Street, however, is still pretty much vacant. In our opinion the RFP Campground Plan keeps Visitors at The Glen and does very little for Adams' Downtown. We propose converting the Vacant Shops on Park and Summer Streets into the Best Hiking Gear Boutiques and Bike Shops. **The New Adams will become the Hiking and Bicycle Capital of the Northeast.** Instead of Big Box Stores at the Mall, there will be 10 Hiking Gear Shops with their Expert Owners living above – just as was true 100 years ago when Adams was Thriving. There will be an Obvious Connection between the various components for the first time providing the appropriate scale and synergies to make this work. We have the *Greylock Glen Resort*, Mt. Greylock, the Appalachian Trail and the 1,000,000+ Tourists a year that come to The Berkshires to experience the Culture, Nature, Food, etc. The New Adams will be a Major Stopping Off Point - not just a drive through experience on one's way to MASS MoCA or Tanglewood. Millions of Dollars will be spent on Hiking Boots, Tents, Gear, etc. and Bicycles.



There are proposed 10 Hiking Goods Boutique Shops on Park and Summer Streets each specializing in a different product category such as Boots, Tents, Clothing, etc. All Businesses will have state-of-the-art e-commerce capabilities as well.

4. THE BICYCLE CAPITAL OF THE NORTHEAST. The New Adams has the opportunity to become the Bicycle Capital of the Northeast. Not only do Thousands of Locals and Visitors ride their Bikes along the Ashuwillticook Rail Trail right now, but once the Trail connects to North Adams and Williamstown, Thousands more will be coming to Adams to explore by Bike and Foot the New Experiences that Park Street, The School and The Glen have to offer. People will be having a good time and they will spend their Time and Money here. We should have at least 5 Bicycle Shops and 3 with Rental Options. Many people know that Susan B. Anthony was born in Adams and her Home today is a Historic Museum. What people don't know, is that Susan B. Anthony was a major champion of Bicycling – especially for women. In 1896, she proclaimed, *“Let me tell you what I think of bicycling. I think it has done more to emancipate women than anything else in the world.”* The New Adams needs to take advantage of this significant connection.



“A woman on a bicycle is the picture of free and untrammelled womanhood”
Susan B. Anthony, 1896

Besides the Rail Trail, The Glen will offer Dirt Trail Bikers miles of Beautiful Wooded Trails along the base of Mt. Greylock all the way to Williamstown. Local resident and outdoor enthusiast Heather Linscott has been very active in helping to develop these Trails. We therefore can see Thousands of Out-Of-Area Visitors bringing their Bicycles to Adams and because there is so much to do and see, they will want to spend at least one night at our *Greylock Glen Resort*.





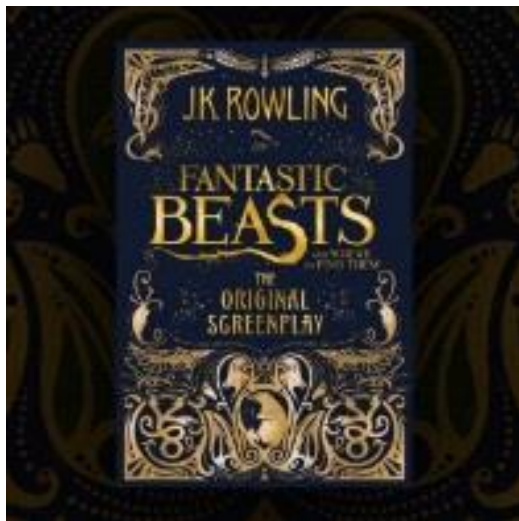
5 Bike Shops are planned for Adams



3 Bike Rental Stations

Bicycling in Adams has already attracted 3 Bike Businesses: The Berkshire Outfitters on Route 8, the Village Bike Store on Park Street which is Seasonal now and the Old Stone Mill owned by a Northampton Custom Bike Builder.

5. ILVERMORNY. Something Magical happened to Adams in 2016: J.K. Rowling's Multi-Billion Dollar Harry Potter Empire out of the blue, designated Mt. Greylock as the Only Site in North America for their Ilvermorny School of Witchcraft and Wizardry. On 10 November 2016, the first installment of their *Fantastic Beast* movie series premiered in New York City. About three quarters of the way into *Fantastic Beasts and Where to Find Them*, it was revealed that Ilvermorny is the center of America's Wizarding. We plan to take meaningful advantages of this Harry Potter Aura within the limits of not having any official Rights yet to their Properties. We do, however, plan to make our Hobbit-like Village feel Magical and we will offer Visitors Magical Experiences through our Virtual Reality Lab in what was The School's Gymnasium. We don't know all of J.K. Rowling's future plans and how they might impact the Northern Berkshires and Adams in particular, but we do want to acknowledge this connection. In Scotland, Thousands of Tourists just want to see the Key Locations in the World of Harry Potter. I was just in Ireland, where Thousands of Tourists pay to have Tour Buses take them to Film Locations for the Game of Thrones Series. Something like this might take place in Adams and the Region needs to prepare for this possibility.



© Warner Bros.

6. ARCHITECT DESIGNED CABINS. We are proposing to build Architecturally Significant Cabins on the B Section of the *Greylock Glen Resort*. We plan on accomplishing this by inviting an International Group of Architects to submit Plans for Sustainable Cabins that will be appropriate for the Glen's Landscape and Environment. These will be 1 and 2 Bedroom Cabins that will offer something Upscale and Different. They will average \$200 to \$300 per night. Fifteen minutes to the North, Thomas Krens is proposing his Contemporary Architecture Museum. Many of the Visitors to MASS MoCA, The Clark, Williams College will want to experience these Unique Cabins rather than spending the night in a conventional motel room. They will be decorated with Art created by Regional Artists.



Architectural Cabin Types Proposed for Section B of The Glen. An International Competition will decide the actual winners.



© Waldorf Forest School of Saratoga

7. GREYLOCK GLEN FOREST KINDERGARTEN. I studied Architecture and Urban Planning in Denmark in the 1960s and while there I learned about their Forest Kindergartens. These are outdoor locations where groups of preschool-aged children spend each morning in the Forests throughout the year. Forest Kindergartens expanded in Scandinavia and into Germany where today there are more than 1,000 of these outdoor classrooms. Today, around 50 Forest Kindergartens can be found in the United States. Adams has the highly regarded BArT Charter School and should have the soon to be highly regarded Greylock Glen Forest Kindergarten. In the RFP Plan there is a Major Disconnect between the Town Residents and the Glen's Visitors. This has proved very destructive in North Adams with MASS MoCA securing itself behind its surrounding gates with Few Benefits accruing to the Surrounding Community. Even with 160,000 Visitors, Main Street has remained Empty. Our Plans for the Hiking Gear Shops, Bike Shops and Forest Kindergarten are to create Meaningful Connections that allow for a Strong Community to develop. Young Families will want to explore the New Adams that has one of the few Forest Kindergartens in Massachusetts. No plastic toys are allowed, motor skills get developed and as modern life has diminished time outside, these children's curiosity and wonder about nature expand. The Glen is a great place for this to happen. Millennial Families will be attracted to this highly regarded Greylock Glen Forest Kindergarten. The proposed Audubon Education Center should be involved as well.



Waldorf Forest School © New York Times



Virtual Reality and Augmented Reality Workshops and Classes would take place at The School.



Virtual Reality Engineers and Designers will be attracted to Work and Live in the New Adams.

8. VIRTUAL REALITY/AUGMENTED REALITY LAB AND WORKSHOPS. Most of The Berkshires is about celebrating the Past with many Historical Sites and Museums drawing Hundreds of Thousands of Regional and International Visitors each year. It is that quaint Currier and Ives Image that in our opinion, also holds The Berkshires from having a stronger place in The Future. Therefore, we see converting the The School's Gymnasium into a Futuristic Virtual Reality/Augmented Reality Lab with a focus on Apps, Simulations and Gaming for the Worlds of Nature, Art, Wellness and Magic. We could co-develop Nature Apps for Audubon, Museum and Art Apps with MASS MoCA, Wellness Apps with Harvard Health and Magic Apps with J.K. Rowling. Industry experts believe that Related Software could approach \$80 Billion by 2025. Some of The School's Classrooms would be converted to Free Workshop Spaces to attract Entrepreneurs. Samsung might be our Strategic Partner if we present our case well enough. Several Museums around the world are already experimenting with AR. About an hour west in Ghent, NY is Omi International Arts Center which has installed Augmented Reality Art in their outdoor fields that Visitors can only experience on their Smartphones. The VR/AR Lab will attract talented Millennials who will want to move to Adams and take advantage of mid-day hikes in The Glen. This will also be an attraction for the Thousands of Scenic Train Visitors.

<https://www.artsy.net/article/artsy-editorial-this-augmented-reality-app-reveals-art-in-public-spaces>

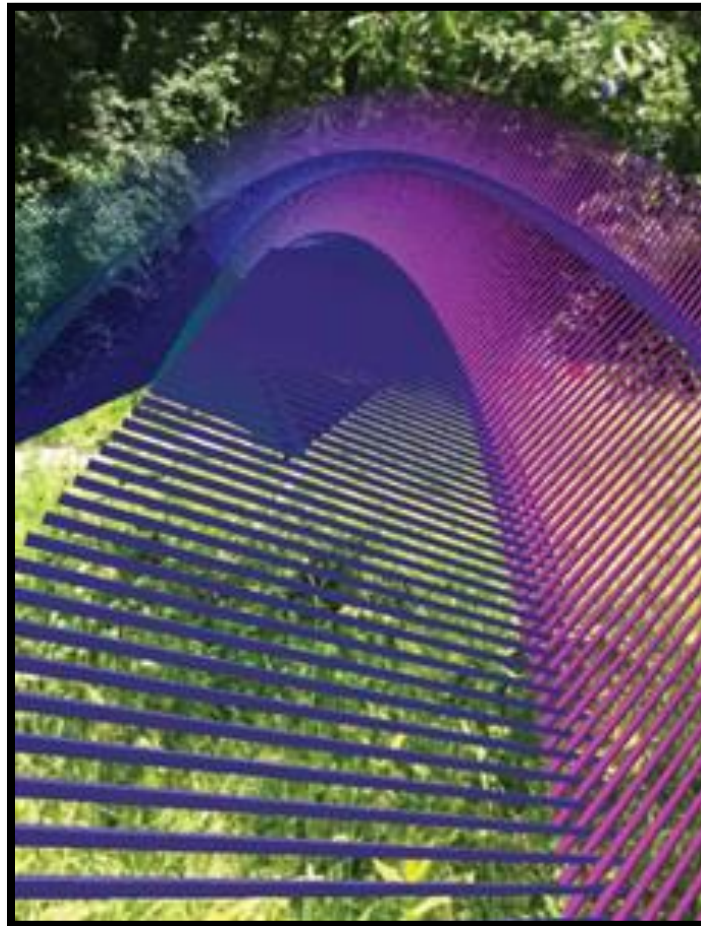


The New Adams will become known as the Place where Technology and Art and Technology and Nature Intersect. The School at The Glen will be the place to kickstart Art and Nature VR/AR New Companies. VR/AR Experiences will be available to the Public. We believe that many of the Scenic Railroad Passengers among many Thousands of the other Visitors will want to explore The School's many offerings.

<https://vimeo.com/121524782>



© Silicon Republic

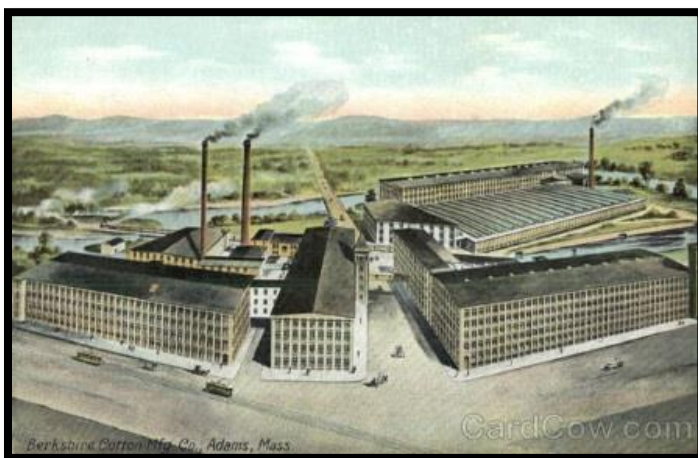


© Omi Arts Center

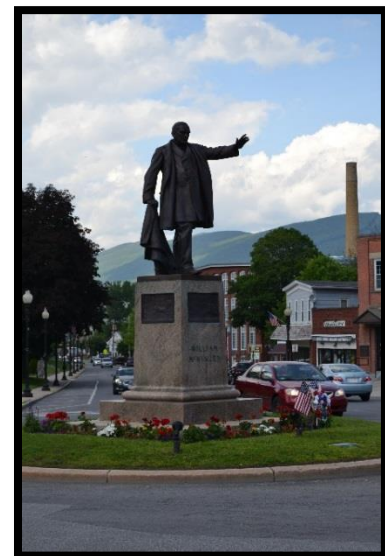


Center Street, 1910

9. THE NEW ADAMS. Adams is an old town. It needs to change in many ways to be attractive and successful over the next 50 years. While Stockbridge has Norman Rockwell and the Red Lion Inn in its center and Williamstown has Williams College and North Adams has MASS MoCA in their centers, most people don't connect Mt. Greylock or The Glen with its center. If anything, most Visitors who pass through Adams remember the 150 year old President McKinley Statue and the 150 year old Specialty Minerals Mine. Adams needs a New Image. The *Greylock Glen Resort* can't do this by itself. It is not only hidden from Downtown, but as planned, mostly only connects with Visitors who are just spending a day or two in Nature. Our New Adams Plan is really a Master Plan for the Town. In 1890, Adams was blessed by The Plunketts and a supportive President McKinley. Thousands were employed in the Berkshire Cotton Mills. Those days are gone.



The Berkshire Mills



McKinley Statue

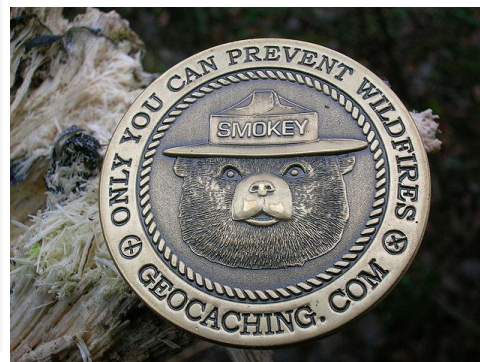
The Unique Opportunity before us is to capture a Very Large Vision like Williams College or MASS MoCA that will take years to fully implement and will provide a Direction that connects to the majority of the Community with everyone benefitting. One of the major issues for a Developer is Will The Town Of Adams Be Supportive? So, part of our Master Plan is to not only deal with the Planning Board, but to engage the Community with Educational Meetings so that at every dinner table in the Town there will be Interest and Support so that Adams will be Great Again. Adams used to be known as East Hoosuck and there was a South Adams and North Adams split away. We are suggesting that the Town of Adams change its name again to **New Adams**. This will bring broad positive coverage in Boston and in the Press. The truth is that within a couple hour's drive of Adams there are about 50 cities and towns that are "New" including New Boston, New Castle, New Haven, New Salem, New Town, New Canaan, New Paltz, New Berlin, New York, New Baltimore, New Preston, New London, New Hartford, etc. and of course, we are a part of the New England Region. The Greylock Glen Resort, School, Park Street, etc. Master Plan is of such a Significant Change to the Present Town of Adams that a Name Change such as is being suggested is called for. In our opinion, the *Greylock Glen Resort* as described in the RFP will be an Enlightened Campground without many positive impacts for Park Street and Adams. We offer an Alternative Strategy for Positive Growth – not just a Passing Through Daily Visitor Attraction.

10. THE NEW ADAMS TOURISM PROGRAM. It can be expected that many times during the year that the Resort's Beds will be fully occupied. Therefore, some backup strategies to keep Visitors in the area will be explored. More Homeowners might want to list their extra rooms on airbnb for example. Also, we will want to have many of the more rural Farms and Homeowners consider being a part of The Adams AgriTourism Program. I have a home in rural Italy, and increasingly more Farms are putting their Homes into the official AgriTourism Program. Typically, interested families go through a Regional Training Program where they learn about the History, Customs and Attractions of the Region. They have to know how to cook and discuss Local Foods for the Tourists who have an Amazing Local Experience. Tourists pay around \$75 per person for the Dinner by itself. Most of these families know these things already, but they have to be trained to meet certain standards and they get a Certificate and get listed in the Country Directory. We would like to start this Program in Adams. Goodwill, Good PR and extra Income will come to those Families that are a part of The Adams AgriTourism Program.



AgriTourism Dinner

11. GEOCACHING. Geocaching is a Global Positioning System (GPS) based outdoor activity becoming increasingly popular around the world. In Europe, entire families enter the Woods searching for hidden caches as weekend family-friendly events. The Appalachian Trail in Massachusetts is off limits for geocaching events, but there are very active chapters in the region including the Berkshire-Taconic Geocachers. We would explore making The Glen the Premiere Geocaching Park in the Northeast. In most cases, the hidden cache is a coin like the Smokey Bear Geocoin. We would explore the creation of Harry Potter Geocoins with J.K. Rowling that are sure to be very popular. The regional Berkshire Geocachers have been holding international gatherings at Bousquet Mountain in Pittsfield which have been attracting around 1,000 attendees from the U.S. and Sweden, Ireland, Spain, Germany and New Zealand. The *Greylock Glen Resort* might explore hosting this event. Also, the Berkshire GeoBash will be held in the Adams Agricultural Fair Grounds in July 2017 because we don't exist yet. We would explore partnering with Geocaching.com to be on their Geotours, etc. which would fill our Beds and Restaurants during slower seasons. Besides the typical Coins and Medals, we could have a few Geowinners who if they find the Gold Harry Potter Coin might get a Free Family Trip to The Wizarding World of Harry Potter™ in Florida or a Bicycle or Tent from a local business. These Super Prizes will bring even more Geocaching Families from miles around to Adams.



12. PROJECTED ANNUAL INCOME FROM RESORT BEDS and MEALS YEAR 2:

A- Site A: \$ 4,320,000.

B- Site B: \$ 3,000,000.

C- The School: \$ 882,000.

D- The Cafeteria: \$ 3,240,000.

TOTAL: \$12,042,000.

Development Financing is expected to come from a mix of Private Investments, Grants and EB-5 Programs.

13. RALPH BRILL ASSOCIATES. The President of RALPH BRILL ASSOCIATES is Ralph Brill with offices in Garrison, NY and North Adams, MA. The firm participates in Real Estate Development, Alternative Energy and Venture Capital Projects. Ralph is a Licensed Architect and Real Estate Broker. His Architectural Firm Brill Kawakami Wilbourne had offices in New York and Colorado. The Firm won several awards and was a pioneer in Solar Projects in the 1970s. Ralph is a Partner with Clean Energy Collective which is the premier Community Solar Array Developer in the U.S. and developed the Community Solar Array on East Road in Adams.



Ralph Brill at the Adams CEC Community Solar Array Groundbreaking April 2015

Ralph Brill studied Architecture at the University of Illinois and Urban Planning in Denmark. Ralph believes that he is uniquely qualified to do the herein proposed *Greylock Glen Resort*. He has worked on Resort Projects in New York, Colorado and the Caribbean. Ralph is also Director of PROJECT PANGAEA (www.facebook.com/pangaeatrailproject) which has been expanding the U.S. Appalachian Trail North through Canada, Greenland, Iceland, Scandinavia, United Kingdom, Ireland, The Netherlands, France, Portugal, Spain with an ending in Morocco. 250 million years ago the AntiAtlas Mountains in Morocco were attached to Mt. Greylock! Ralph is also the Director of the BRILL GALLERY in the Eclipse Mill in North Adams with Exhibitions and Books around the world. THE MILL CHILDREN™ Exhibition about the Child Workers in the Regional Cotton Mills has been traveling around New England and is now in Adams' 1 Berkshire Square Gallery. Ralph owned the 225-Acre WHITE COLUMN FARM in Pawlet, VT for 15 years where he raised Organic Scotch Highland Cattle and is looking to develop a large Goat Dairy in the Northern Berkshires.

We are looking to the recent development model in place in North Adams with the City and Thomas Krens and his proposed Extreme Model Railroad and Contemporary Architecture Museum. With the City's support, Krens received a recent \$250,000. MassWorks Grant to do "additional planning." There were no calls for Other Developers, even though Krens had never developed a Train Museum before. So, if the enclosed Master Plan to Connect the Glen with the Town is supported by the Town of Adams, then we are prepared to bring on board the appropriate Resort and Commercial Partners together with the Financing to see this \$50 Million Project become a Reality in tandem with the Town of Adams. The State gifted MASS MoCA with a \$25Million+ Grant for their latest expansion. It is now Adams' turn to receive a Significant State Grant to advance Economic Development and Community Building. This Greylock Glen Resort Development is their Project to support.



Hobbiton-like Site A Units will be
Unique in America