

Maureen B. Valentino

From: Gene Valentino
Sent: Sunday, March 15, 2009 9:14 AM
To: cyrus keefer
Subject: RE: Prep For Final Comparison (DO) Perdido Retail/Bingo

Done...

Maureen Valentino



County Commissioner, District 2
Escambia County, Florida
221 Palafox Place, Suite 400
Pensacola, Florida 32591-1591
PH: 850-595-4920
Visit Us @: http://www.yescambia.com/departments/board_of_county_commissioners/District2.php

"To respond is positive in tone... it is inevitable" - Jim Valdez

From: cyrus keefer [mailto:cyrus_keefer@hotmail.com]
Sent: Sunday, March 15, 2009 8:54 AM
To: Gene Valentino
Subject: FW: Prep For Final Comparison (DO) perdido Retail/Bingo

Gene
Make sure Alison gets the word
These machines will all be signed off by county to make sure they are skill games
Cy

Date: Sat, 14 Mar 2009 14:38:22 -0500
Subject: Re: Prep For Final Comparison (DO) perdido Retail/Bingo
From: jeff@innisfree.com
To: cyrus_keefer@hotmail.com; julian@innisfree.com; icmsebastian@yahoo.com; mpiell@mac.com

Cy

I did not have Phil's e-mail. Please forward to him as he should attend as well. Also copy me so that I have his correct e-mail for further communications.

Jeff

On 3/14/09 2:36 PM, "Jeff Townsend" <jeff.townsend@escambia.org> wrote:

Cy, Matt, Joe, Julian

We were successful in getting our full application submitted by the Friday noon deadline. The final Comparison mtg will be at 1pm on Weds March 18th.

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Jeff

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Re: Julian ... We need to talk

Maureen B. Valentino

From: Gene Valentino
Sent: Sunday, March 15, 2009 8:54 AM
To: Julian MacQueen
Subject: RE: Julian ... We need to talk

Thanks...Gene

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"To help improve the world around us, let's join." - J. W. Lee

From: Julian MacQueen [mailto:julian@innisfree.com]
Sent: Sunday, March 15, 2009 8:50 AM
To: Gene Valentino
Subject: Re: Julian ... We need to talk

I'll call later when I get home this afternoon or evening

On 3/14/09 5:57 PM, "Gene Valentino" <genev@collectoresolutions.com> wrote:

If you can talk with me I'd appreciate it...thanks...

Gene Valentino



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Escambia County, Florida
221 Palafox Place, Suite 400
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6/1/2009

Re: Julian ... We need to talk

PH: 950-555-4920

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http://www.cjyess.com/development/boards_of_court/commissioners/District0.php

There are 2 available on our website "7/1/09"

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 So, I've got to do some damage control. My staff is working on a plan with me now.... I'm totally with you.... Know that! Gotta go....

Will call asap....

Gene

Shirle,

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6/1/2009

Re: Julian ... We need to talk

See you at Pirates Cove this summer. Feel free to call me as well.

Randy Cudd 22-2722

Handwritten signature



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To say you're proud is to love it, really. - Cy Dignat

From: cyrus keefer [mailto:cyrus_keefer@hotmail.com]
Sent: Saturday, March 14, 2009 2:15 PM
To: Gene Valentino
Subject:

Gene
Give me a shout
Cy

Windows Live™ Contacts: Organize your contact list. Check it out.

<<http://windows.live.com/contacts/>>
<<http://windows.live.com/contacts/>>

Maureen B. Valentino

From: Gene Valentino
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Wow...this is good. I'm happy you're under way. I'll be dealing with the "constituents" ... you just rest-up. I'm actually anxious to hear about your procedure, and results.

We're with 'ya buddy!

PS.... At the Jellyfish Bar, you called me your "friend". You said you had few true friends. I hope I've lived up to the standard. There's an old saying given to me a long time ago. "Failure to defend the rights of others may some day result in your rights not being defended". You surely came through for me and the Chief (the Indians) that day. I won't forget it...thanks....

... Now let me know how you're doing.... And stay in touch!

Gene Valentino



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Jeff

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Maureen B. Valentino

From: Gene Valentino
Sent: Saturday, March 14, 2009 9:07 PM
To: Julian MacQueen; jeff@innisfree.com
Subject: Talking points on the future of Hotels on Perdido Key and induced demand

Thanks Julian:

This is superb. I am planning a PR effort of my own. I regret my PR choice was not employed initially. This alleged behavior of the other firm that allegedly leaked this to the press, has caused all of us to deal with this after the information got out to the press. I remain absolutely supportive of the project. However, I believe I've gone way way too far out on a limb: with good intentions to forward this project for you, Cy's group, not to mention the Creeks. As a result I have some political fall-out to address. The transparency I've professed through my Precinct Leader System, was compromised in this not getting out ahead of news reporter "spin" that occurred. I spent "political capital", but admittedly you guys put up the cash. I feel I must take measures into my own hands at this point: repairing what happened. Cy goes in for surgery on Monday and I plan to leave him alone. I will wait to hear from Cy or Phil.

With your blessing I would like to copy/paste 80% of your text and use it in our ECC newsletter from the Commissioner, and post the Position Statement to my web site as a linked document.

Point: You are protected. I'm still on board. Your philosophy is right-on! The entire position statement, whatever I write, will come from me.

Thanks !

Gene

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"To respond is positive, to resist is negative" - Zig Ziglar

From: Julian MacQueen [mailto:julian@innisfree.com]
Sent: Thursday, March 12, 2009 12:28 AM
To: Gene Valentino
Cc: Julian MacQueen; Jeff Townsend
Subject: Talking points on the future of Hotels on Perdido Key and induced demand

From the perspective of the owner of the only hotel in the history of Perdido Key i would like to share with you a perspective on the future of Hospitality in that market. This is not for mass consumption but for you to pass on to the Condo Association Presidents you are meeting with tomorrow. Not as a hand-out but as a referral on the recent news of a bingo Hall and hotel being developed on the Key.

Around 1991 I bought the only hotel ever built in Perdido Key and it was bought out of a foreclosure sale because the hotel could not support the debt with the market on the key. The product was a 100 room Comfort Inn and I changed the flag to a Best Western. We bought the hotel for 40 cents on the dollar and struggled of over the following decade to get the occupancy over 75% and a average daily rate over \$65.

When looking at this site for future development after hurricane Ivan, it became clear that the cost of rebuilding the

6/1/2009

hotel would exceed the market demand based on our past performance.

It is clear to me that if there is going to be a successful sustainable hospitality product on the Key it will have to come from the approach of '**Induced Demand**'. Induced Demand is basically a '*Build It And They Will Come*' approach to the market and it is driven from the idea that there is nothing in the market place to us as a comparable and therefore no historical foundation to build assumptions for demand. A parallel would be the use of comparable sales of existing condos to determine the value of another condo.

There are only two options I can see for the possibility for a hotel product on the Key. One would be a destination resort where a beach front large convention resort could be established similar to the one envisioned by WCI several years ago. This development was a mix use development incorporating a component of timeshare or Fractional ownership along with a typical Destination Resort hotel. Given the current credit market and the over all decline in the hospitality sector, I don't see a viable source of debt or equity in the next five years.

The only other way to bring a sizable 4 star hospitality product to the Key is to create the demand through a specialty product that brings with it, a demand. This would be '*Induced Demand*'. You would **induce demand** through a specialty product. I see upscale bingo as a potential product to create *induced demand* to the Key provided it is done in an upscale manner. If Cy Keefer and his development team remain true to the commitment of an upscale product and if the market demand reacts to the upscale product as Mr. Keefer projects, I can see this project become the catalyst to the rebirth of the key with other retail establishments following, including restaurants and other recreational product.

Absent this kind of development, the Key will need to follow in the wake of Pensacola Beach as the crown jewel of Pensacola and once that beach is fully developed, then Perdido Key will follow in 5 to 10 years.

Maureen B. Valentino

From: Gene Valentino
Sent: Saturday, March 14, 2009 6:17 PM
To: Travis Peterson
Subject: RE: Keefer

Travis...

Good take of the situation Travis. The representative that made the "expletive deleted" comment was Cy Keefer, a BILLIONAIRE. He represents a group that built the Atlantis in the Bahamas ... all of the Hard Rock Casino's in Florida including the one in Biloxi, the renovation and rebuild of the ENTIRE Baltimore Harbor, and major developments nationwide. He was pissed off because the story did not say why he said that. He said, "I don't give a shit. I don't need your vote!" The purpose for me was to get a nice presentation out there in an orderly way. The non-resident citizens at the Beach Colony Resort were reckless: accusing me of "going to the dark side", in the pockets of developers, and also suggesting that the Indians who came with me were a bunch of bums. It was at that point he took on some of the agitators and responded the way he did. Moreover, Carlton Proctor, the reporter, owns a unit of land there, and had a conflict of interest and should not have reported it anyway. The story inappropriately leaked out two weeks ago. This group was preparing a proper presentation with a full disclosure of all of the amenities. This is going to be a WORLD CLASS resort, with a four flagged hotel, like the Hyatt... with a convention center with commercial retail stores and a mix of entertainment venues and high end restaurants. Oh and yes, there will be a form of gambling called Bingo.... Similar to what is in Atmore now. It's all legal and upscale.

The poker room at the dog track was a slam dunk when Kevin White changed his mind. I will keep you in mind when the general contractor comes to me asking who he should use at the "sub" level. Were not there yet.... But make sure you set the record straight with the nay-sayers who are not willing to listen to the truth... thanks.



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"The respect for our slaves is not negative" - Cy Keefer

6/1/2009

From: Travis Peterson [mailto:travis@impact-strategies.org]
Sent: Friday, March 13, 2009 5:22 AM
To: Gene Valentino
Subject: Keefer

Commissioner -

Interesting article (below). Sounds like he might need some help. Congrats on the poker room – glad that worked out.

This sounds like there's some more significant opposition. Does it make sense for me to call this guy?

Do you think he understands that a) these condo folks can make it very difficult for you, and b) he's not helping with this type of attitude and c) if the commission wanted to, they could rezone, not approve the plans, otherwise make it very difficult for him?

Let me know what you think. Hope things are going well....again, congrats on poker room – I know that's not ideal jobs but in this economy I think we have to take whatever we can get.

Travis

Travis Peterson
Impact Strategies, LLC
P.O. Box 30210
Pensacola, FL 32503-1210
850.434.2963 ph
850.436.4893 fx

Condo owners hear expletive-laden spiel

Carlton Proctor
cproctor@pnj.com

In a profanity-laced address, a Dallas developer told Perdido Key residents Thursday that he didn't need a vote or their approval to build an electronic bingo hall on the island.

Speaking to about 50 residents of Beach Colony condominiums, Cy Keefer said the current C-1 zoning on the proposed bingo hall site already allows that kind of gambling activity.

"Let me tell you why I don't need your vote," Keefer said. "Everything we're doing, everything that's platted, the site itself and the development allows a bingo hall."

He then asked the audience, "So why am I standing here? Because I do give a (expletive) about what happens to this town," he said.

Keefer told the group he wanted their support and traveled from Dallas to Pensacola this week to speak with several Perdido Key groups to answer questions and address concerns.

However, he said repeatedly that county zoning and state laws clearly allow a bingo hall to be built on Perdido Key whether local residents support it or not.

"I don't want to sound like a bully. I'm not a bully. I'm a nice guy and I'm trying to do something good," Keefer said. "But I don't need your vote. I don't need anything."

"I'm very careful about the property I buy," he said. "And if this Phase One plan goes as well as I think it will, I'm prepared to do even bigger and better things. And I'm hoping that as we go along maybe you'll become as good a neighbor to me as I will be to you."

Keefer's plans call for construction of a 15,000-square-foot electronic bingo hall on land owned by Pensacola

hotel developer Julian MacQueen.

A bingo hall could produce more than 200 jobs and provide a \$7 million to \$8 million economic impact to Perdido Key and Escambia County, he said.

Before Keefer's presentation, Escambia County Commissioner Gene Valentino told the group he "felt bad because I wish some of the naysayers would have called me instead of running off with half-truths, which we hope to address here."

The District 2 commissioner also expressed dismay that news about Keefer's plans was revealed through various reports in the news media before he was ready to announce the project.

But Valentino was quick to tell Beach Colony residents he was "not lobbying" for Keefer's development company but was there to promote jobs and economic growth on Perdido Key.

Beach Colony residents and owners peppered Keefer with questions regarding the proposed bingo hall's potential impact on traffic, security and quality of life.

"I don't think this is a good thing for the key," said Chuck Hickok, president of Beach Colony's association. "I don't think it will be successful, but he's got every right to do it. But I can tell you that 100 percent of the condominium association presidents are opposed to this, and we are prepared to fight it."

Birmingham, Ala., resident and Beach Colony owner Jean Foster expressed concern about the additional traffic the bingo hall would generate, and added, "I understand that Perdido Key needs a jump start. "» But it just seems like a strange location to me."

Jim Bonner, also a Beach Colony owner, said he is not opposed to Keefer's plans for a bingo hall, but he believes it shouldn't be on the key.

Dick Jewell, a Tennessee resident and self-described "Destin refugee," said he was struck by Keefer's arrogance.

"He told us basically it was a done deal and that 'I don't need you all,' " Jewell said, noting that a casino-like bingo hall could jeopardize Perdido Key security and cause a rise in crime.

And Diane Daigle, property manager at Beach Colony, said a major concern was an increase in traffic.

"Our big concern here is road safety," she said. "We've had some bad wrecks out here involving alcohol."

Maureen B. Valentino

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Sent: Saturday, March 14, 2009 5:58 PM
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"I'm engaged to my life, so I can't be engaged" - Fly Tyler

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Subject:

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Windows Live™ Contacts: Organize your contact list. [Learn more.](#)

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I had the occurrence to read your letter to the Commissioner and thought I should respond. I think you should ask Gene for a meeting and let him give you the facts regarding this business and his limited role in it. As I read your letter it was clear that you have not been given the entire story. One of the largest problems we deal with out here (Perdido) is the false information spread by rumor and innuendo. This is a natural possess but is also used by some folks to create discontent and raise opposing voices.

The developer intends to build a facility for the Creek Indian tribe along the lines of their Atmore project. If successful they will then build a 4 star hotel and shops to accompany it. This is not going to be a sleazy bingo hall. It will be very up scale and stand as an additional attraction for people who come to the beach. Shirle, we have only one industry out here and that is tourism. The people who live here need jobs, at least the less affluent ones. This project will employ up to 400 people.

Land prices are still falling here and the only way to turn them around is to generate some positive change. By this developer coming in and beginning to create a resort project the adjacent land prices will stabilize, maybe even go up. Maybe that action will bring more businesses that will bolster our commercial core and we will be able to finally say that we are a self-sustaining community.

It is true that the roads will be impacted by development so that is why we must be proactive to make the road safer now not later. Development will come we need to be ready for it. Gene has worked hard to try and improve the road system and put the utilities underground and install a bike/pedestrian path but he has had to fight those folks that simply don't want change.

I really suggest you contact Gene and let him explain what the overall picture, I really don't think that as far apart as you and others may think.

Here is his cell phone number 850-554-1836 give him a call.
 See you at Pirates Cove this summer. Feel free to call me as well.

Randy Cudd 22-2722



County Commissioner, District 2
Escambia County, Florida
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PH: 850-595-4920

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Transmit this message and any attachments as plain text.

From: cyrus keefer [mailto:cyrus_keefer@hotmail.com]
Sent: Saturday, March 14, 2009 2:15 PM
To: Gene Valentino
Subject:

Gene
Give me a shout
Cy

Windows Live™ Contacts: Organize your contact list. [Check it out](#)

Maureen B. Valentino

From: Gene Valentino
Sent: Saturday, March 07, 2009 8:01 PM
To: Phillip Kittell (kirkman@cox.net)
Subject: FW: fyi

Phil: This is what I sent Cy which is what I said I'd forward to you

Gene Valentino

County Commissioner, District 2
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 221 Palafox Place, Suite 400
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"To respond to public comment in a good way" - Zig Ziglar

From: Gene Valentino
Sent: Friday, March 06, 2009 10:12 PM
To: 'cyrus keefer'
Subject: RE: fyi

Cy... I appreciate your inquiry with me on this. The 'dynamics' in this town/county are strange. It took me two years to adjust to the "way" here and several years more to tolerate "stuff" I know you would find hard to do.... The newly elected school superintendent, Malcolm Thomas, replaced my buddy Jim Paul. He works with an elected school board as well. The person writing the comments below is suggesting that the "Sunshine Law" may apply and complicate your ability to call a meeting without a public advertisement of same. This is true, UNLESS, you visited each of them one at a time.

The dynamics of the school system folks are geared to operational thinking. Their budget does not give money back the community the way we do. I showed you the \$4.5 million we give away each year on charities that are considered priorities of the community. And now, our budget process begins, and by July we will have a proposed budget in place for October 1st, fiscal year.

Your desire to "help the kids" is beautiful. But I strongly suggest/request you follow my lead on this "list" of priority giving. The not-for-profit programs, such as the Optimist Group, the Kiwanis Clubs, and a few others have in their mission the fundraising priority of helping youth; food, clothing, shelter, counseling, care, etc....the concerns you expressed. I can help you use these programs to make the greatest impact upon the very people who would object to your initiatives.

You've got to watch the rerun of last night's county commission meeting. I got FUCKED again by Commissioner Grover Robinson (District 4) and Commissioner Kevin White (District 5). They shot down the engineering firm that successfully won the bid for the \$1.5-million sidewalk systems on Gulf Beach Hwy. from the Bridge to Blue Angel Pky. This is where Triggers Restaurant is where we had breakfast one morning. I'm delayed 4 months on the sidewalk project because they wanted to circumvent the RFP process to get their "good old boy" to do the contract work; when 11 others went through a complete process. Through that very important contact you recently made, I need him to simultaneously nail the downtown crowd and to get that crowd to:

1. support a new candidate I have to run against one of them
2. support me.
3. and to get him to use his influence to set these two guys straight.

We need to meet with the neighbors, IN THEIR NEIGHBORHOODS, as I suggested with the neighborhood

precinct leaders who I have appointed. They're waiting. Face to face, you can explain the "plans" and the focus of the project. You can share to the extent you choose the financial benefit to the county. I strongly believe that once the story is out there, the 'mystique' will dissolve away.

When I spoke with Dean Kirschner, my aide, today, he told me he had two or three meetings set up, 1.5 hours apart, on Thursday afternoon. He may have more set up for us by then. We can really nail this issue once and for all. Tonight, one of my precinct leaders, Vicki Campbell, called me. In the background she was on a conference call with 30 owners of Coquina Village. This is the property to the west of the WCI property. She owns a title search company and is very anxious to see us succeed. She reported to me as her conference call continued that she had many on the phone that did not know what was going on and feared the Bingo presence. Again, the locals seem more okay. The absentee owners were the ones raising the fuss from the rumors they've heard. She said she was handling it and calming them down. She's a 'player' with money out here and very able to help us...

The 'express lane' treatment worked well on Julian's property. But, it created part of the problem; meaning the suspicion from your ability to jumpstart the project with little public notice. Other properties, which will presumably not have a development order in hand (like Julian's) will require a public notice. During the review phase the public can listen to what it is you're staff brings to the DRC, (the County's Development Review Committee). When the committee approves your review, then you get a permit and all is under way. This is a 5-6 week process which I will attempt to shorten BUT, this is a normal time frame for this size of a project.

Summary: Cy, I do like this one-on-one with the neighbors which you suggest. I'll be there as the buffer. These are my people that elected me and I will be able to bridge the credibility issue for you. Once we get this expression out there to the folks we will have made great strides. THEN, in a coordinated and near simultaneous move, I strongly suggest you revisit the media with a firm announcement, reinforcing the plan presented in the neighborhoods. It's still a good idea to visit the other commissioners but, at this stage there is no need for the commissioner to vote on anything. That makes this even better. I hope this helps.

Handwritten signature



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"To require, it is possible in many ways." - Fyodor Dostoevsky

From: cyrus keefer [mailto:cyrus_keefer@hotmail.com]
Sent: Friday, March 06, 2009 10:54 AM
To: Gene Valentino
Subject: FW: fyi

What do you think
Cy

Date: Fri, 6 Mar 2009 08:27:21 -0800
From: raadc@yahoo.com
Subject: fyi
To: cyrus_keefer@hotmail.com

Cy,

I am headed to Atmore to take a look at the operation there and gather some information. I have a photographer, Karena, my wife who works with us at Bullock, along. I also scoped out some of the other operations in town yesterday.

A point. It will probably be very difficult for you to meet with the school board as a whole. They would have to have a special meeting, advertise, etc. However, there is a new superintendent, Malcolm Thomas, you might meet with and it might be possible to meet with the board members one-on-one. I will leave you to hash that out with Valentino but let me know if you want my help in arranging anything.

Thanks.

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