

> From: "Beth" <beth@pnj.com>
 > Subject: Bingo closer to the Key
 > To: evras@keeler.com; horman@comcast.net; genex@office-solutions.com;
 > evaleam@comcast.net
 > Date: Thu, 19 Mar 2009 02:39:33 -0400

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 >

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> Article Title:
 > Bingo closer to the Key

>

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 > <http://www.pnj.com/apps/news/031909/031909-01-00043-NEWS01-00319023>

>
 >

> Message:
 > Guess who "ProPerdido" is???

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 >
 >
 >

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Maureen B. Valentino

From: cyrus keefer [cyrus_keefer@hotmail.com]
Sent: Saturday, March 14, 2009 9:13 PM
To: Gene Valentino
Subject: FW: Prep For Final Comparison (DO) perdido Retail/Bingo

FYI
 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@innisfree.com> 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.

Although the routing sheet is technically not completely executed, each of the Escambia officials were consulted and have given verbal agreement. Horace (head of this process) will get the actual signatures prior to the Weds Meeting.

The County has received a lot of inquiries on the subject. The rumour is that we are building a casino. The County officials are clear that this is a retail/Bingo use. They approved 2 of this type of facility last year alone.

The heads up is that there will be a public challenge on the type of machines to be used. It is assumed that the bingo machines are actually slot machines. Of course this is not correct. Horace suggests that if our team shows up in force with our atty (Matt will consult ahead of meeting) that can say that the machines anticipated, qualify as a skilled game under the arcade amusement act we will be successful. Ideally the atty that Matt or Cy has should consult and invite the county atty: Allison Purdue Rogers. With her endorsement in the quasi-judicial forum, there will be no further doubt. Once Matt speaks to his atty, I will be happy to make any introductions necessary.

If there is any doubt about the type of machine, Cy suggested adding language like "any machines to be placed within this structure, must be approved for use by Escambia County". With this as a default, it seems likely the modification of

the DO will be successful at this mtg.

There was also discussion that the county will 4 lane Perdido Key drive. The county failed to comment on this until early this week. Although not stated on the application, we showed intent that we would work with the county to achieve this. This is an important occurrence as the present limiter on the Key is trip counts. This will solve this problem. The present application on our site is designed to accommodate the addition of 4 lanes in the future. In fact, this accommodation only affected the parking count by one.

Matt and I will be following this up prior to the actual meeting.

Jeff

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Maureen B. Valentino

From: Travis Peterson [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
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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."

Keefers'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 Keefers'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 Keefers'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 Keefers's development company but was there to promote jobs and economic growth on Perdido Key.

Beach Colony residents and owners peppered Keefers 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 Keefers'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 Keefers'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

From: Julian MacQueen [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 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 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 a 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: Michael [paisanmike@gmail.com]
Sent: Wednesday, February 25, 2009 8:17 PM
To: Gene Valentino
Cc: Stephania Wilson
Subject: From the Blogs

Gene,

If you're not reading the blogs (PNJ), they seeming to running 50/50 - what appear to be your constituents don't want them and others like the idea. Below are the some of the posts that pertain to you specifically. Some hit on points we've already discussed and should be uses to reiterate the needed changes in your presentation.

If this would have been a rolled out plan with a hotel, convention center, waterpark, restaurants and a casino, i think most of us could swallow it a little better, but we are being spoon fed by the county commissioner and the indian tribe that it is a upscale bingo establishment, disguised at planning and zoning as a retail center. There is the problem! We haven't been told the truth from the beginning and the county commissioner has been working with these people for months and claimed at his coffee social that he just couldn't talk about it - well, why not! If it is so great for our area like he thinks, then why couldn't you come to your constituents with it and lay all the cards on the table instead of insulting us with a bingo parlor that is really a casino tied to a Ritz Carlton or Hyatt Regency. Oh please - have you seen a Ritz Carlton tied to a casino or bingo parlor?

Also, if it were easy, don't you think WCI could have gotten the Ritz to come here since their flagship was started in Naples, where WCI originates alot easier than the Indians can? WCI had some money when they came to Perdido Key and I can't speak for the Indians, but I don't think they have the means to obtain a Ritz Carlton flag.

Someone is taking these Indians down a path and also taking advantage of their good nature, while trying to pad their wallet and the county commissioners too. Commissioner Valentino has been talking about this grand plan for a long time. Don't we deserve more details of this plan?

You wonder why people are against it - it is because we are still being kept in the dark!

I hear the PKA is getting a petition together and an initial meeting scheduled. You might want to contact them as they are the best to unify the protest of this insane idea for Perdido Key.

I heard that the financing of this project was shaky at best and on Friday they were definitely having some problems.

Also, I would suggest that you call the other county commissioners (not Gene as he orchestrated this fiasco - which we will remember when he runs for re-election here shortly). The other CC said during the dog track poker table vote that they were against casino gambling in Escambia County - well we need their help NOW!

Please keep posting as you hear anything - in the Perdido Key Forum as well as here. There are too many posts on this thread for people to get involved

foto, this is another topic that should be in the News forums IMHO. When I voted for Valentino, I thought things would be different. I wonder now. It seems like business as usual. Why is so hard to get an elected official that represents a majority of the people and not the same old few? It is sad and discouraging to say the least.

This veil of secrecy that he has been operating under for the last 6 months - telling everyone that something big is coming to Perdido Key, we have a 5 star hotel coming, and leaving a legacy to Escambia county is about to blow up on Gene! He has been like a dog in heat for the last 6 months chasing after these Indians - going to Tallahassee and Washington DC to get approval of this project. He tells everything to everyone and therefore, there is no secret!

He is his own worst enemy and has, this time, jumped into bed with the Indians and left his constituents wondering what the heck is he thinking!!

To answer your question, NO!!! I supported him in his race for County Commissioner, so I have no one to blame but myself! However, election time is coming and once again, it will be time for change.

Fortunately we have a great commissioner in Gene Valentino.

<> He's the one that started the rumour, he's also the one promoting & wanting to leave his mark on the local area before he applies for a state type position in the next couple of years - Oh ..he's also surrounded by **80** free political superintendents, rumour has it that a couple of them are being groomed to fill his vacated position when he goes, the smell of big business now surrounds MR V's meteoric rise from a political nowhere.

Must say I like him but would prefer if he can take all the pictures & property portfolio's collected recently & turn them over to CODE ENFORCEMENT. Lets get PK cleaned up from HURRICANE IVAN !!! Then concentrate on a proper infrastructure, then all the pot ' o ' gold fun palaces.

I didn't think there were any Indian Survivors left from Innerarity Island mounds. Where did they get these guys from ?

Now we know what we need to work on to get them back on your side, so let's get busy...we're burning daylight!

Be Well,
-Mike

Maureen B. Valentino

From: Julian MacQueen [julian@innisfree.com]
Sent: Monday, February 23, 2009 10:29 PM
To: Gene Valentino; Cy Keefer; Phil Kattel
Subject: Re: Tomorrow's interview

I've got some condos for him left over from a development in Gulf Shores.
Interesting story.
Thanks
Julian

On 2/23/09 10:18 PM, "Gene Valentino" <geneval@collectorsclub.com> wrote:

Hello Phil, Cy, and Julian:

I was responding below to Stephania Wilson and Mike Kunert, 2 of 7 folks on my Campaign Advisory Committee. They were giving me some suggestions/advice for tomorrow morning's 7:30 AM WCOA interview. I responded to them with comments about me bumping into Haley Joe Osmond, (story below). I am suggesting that this may be a vein of gold you may be interested in...My days are packed with a variety of activity. As a courtesy I thought you'd appreciate knowing this....



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

From: Gene Valentino
Sent: Monday, February 23, 2009 10:08 PM
To: 'Stephania Wilson'; Michael
Cc: 'Dean Kirschner'
Subject: RE: Tomorrow's interview

Dean... Stephania's comments to Mike's comments below are key. Yes Mike, I will leverage the Children's Miracle Network tomorrow morning. Also, I will mention to Don Parker (and management) a weekly update with the Commissioner meeting. Getting it under way before we announce would be ideal.

At 7 PM tonight I received my 6-year 'chip' ... This is what we get when we achieve another year of sobriety. I'm very proud of this. Interestingly enough, I stopped in to the Jellyfish Bar to see Marcus Story there and to sip my 'tea' with him. He wants to drag a ton of people to the Fish House announcement tentatively set for Thursday the 12th. While we were talking three guys come in and sit at the adjacent table. They were from out of town and posing a ton of questions. I finally introduced myself as the commissioner. They opened up. One of the three was Haley Joe Osmond. He moved from Hollywood to Perdido. Haley Joe Osmond was the little boy on the movie "the 6th Sense" with Bruce Willis. Haley was the little boy who said to Bruce Willis, "I see dead people". Haley is now in his late 20's, early 30's and is a major developer. One of his partners is a major steel producer / fabricator for major developments. gave me his card and hopes I can bring him some

leads. He and his two partners were bird hunting this morning in Texas and landed in Haley's jet late afternoon over the line in Alabama and were asking about the pending "Bingo" Hotel operation. They are major developers in the Rosemary Beach area of Destin. They also intend to buy up a lot of 'repo's' in the area and are looking for opportunities. I present this to you to let you know they expressed an interest in our political campaign and intend to be at our announcement at the Fish House on the 12th. They seem to "want in" on some of the goings-on here. When I meet them next week I will attempt to introduce them to you. Haley Joe and I swapped movie acting stories and we plan to meet again soon.



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

From: Stephania Wilson [mailto:swilson@indeven.us]
Sent: Monday, February 23, 2009 1:42 PM
To: Michael
Cc: Gene Valentino
Subject: Re: Tomorrow's interview
Importance: High

Sounds great Mike and Gene you have to keep us informed of these things so strategy such as this can be discussed. Have Dean keep us posted.

stephania

On Feb 23, 2009, at 1:39 PM, Michael wrote:

Gene,

If I don't talk to you before (or in case I forget if we do talk), I understand you have an interview with WCOA tomorrow morning.

FYI: IHOP is celebrating National Pancake Day asking for donations for the Children's Miracle Network <http://www.ihoppancakeday.com> <<http://www.ihoppancakeday.com>>

WCOA had the woman in charge of local Children's Miracle Network on the radio today talking about this.

Capitalizing on this opportunity:

Ideally, you want to do the interview from the IHOP on Navy Blvd. Or if in-studio, you might want to, unsolicited of course, mention the importance of the Children's Miracle Network and that you are looking forward to stopping by IHOP on your way to work.

Also is there anyway you can work a regularly scheduled broadcast with them as a way of keeping the listeners informed on the goings on with county government? Once we get your website(s) up and running we can use this format as a way to launch awareness to the site(s).

Be Well,

-Mike

Stephania Wilson

Maureen B. Valentino

From: Marty [panamamac@cox.net]
Sent: Monday, February 23, 2009 6:31 PM
To: lisa wright; julie work; hannah weber; 'Debbie Waters'; Kelley Thompson; mary taffaro; Phillip Smith; Edgar A. Smith; Kay Saux; DAVE NORTON; roy McMillan; lol4u2@earthlink.com; Chuck Haskell; christy hambry; b1barrios@aol.com
Subject: Fw: [FWD: FW: PLEASE HELP BEACH COLONY!!!!!!]

MARTY MCGREEVY

panamamac@cox.net
----- Original Message -----

From: tammi@austinwoodapartments.com
Date: Mon, 23 Feb 2009 12:57:56 -0700
To: <garperdid@bellsouth.net>; Cherie<Cherie@gulfcoastarea.com>; Anna Grau<jggbusinessoffices@icloud.com>; paul<pblano@abrambluno.com>; <b1barrios@aol.com>; beverly wells<bwells@d.pensacola.fl.us>; Joan Negroni<jlnegroni@verizon.net>; Toby Rutherford<toby@pbumc.net>; Marjorie Kussin<magkussin@hotmail.com>; OPOETS<opoets@yahoo.com>; Beverly Lowe<blowe3@cox.net>; Jill Dudley<jdudley@escambia.k12.fl.us>; samantha<samantha080401@yahoo.com>; <svoight@bellsouth.net>; <svoight@bellsouth.net>; Don Williams<donwilliamsmarine@msn.com>; <cosmostech1@sprint.blackberry.net>
Subject: [FWD: FW: PLEASE HELP BEACH COLONY!!!!!!]

I just received this from the Manager from Beach Colony on Perdido Key.
This new facility will effect everyone in the area, not just Beach Colony. We must vote no.
Please, if you agree take the time to help prevent this.
Tammi

Tamella O'Gara
AustinWood Apartments
Property Manager
9890 North Loop Road
Pensacola, FL 32507
850 492 3130
tammi@austinwoodapartments.com

----- Original Message -----

Subject: FW: PLEASE HELP BEACH COLONY!!!!!!
From: "Diane at Beach Colony"
<diane@beachcolonyperdidokey.gccoxmail.com>
Date: Mon, February 23, 2009 10:42 am
To: <tammi@austinwoodapartments.com>

Hi Tammi

Please see my letter below. Please get everyone you know to vote NO and save our

key.

*Diane D. Smith
Beach Colony
1325 W. 1st St.
Panama City, FL 32401*

From: Diane at Beach Colony [mailto:diane@beachcolonyperdidokey.colonyall.com]
Sent: Monday, February 23, 2009 8:41 AM
Subject: PLEASE HELP BEACH COLONY!!!!!!

Dear Beach Colony Owners:

It recently came to our attention that a casino was in the planning stages for the area where the Best Western Hotel used to be between PanamaMacs and WCI. Saturday morning the front page of the Pensacola News Journal addressed it as "Upscale Bingo Set for the Key" subtitle, Rebuilding Perdido Key.

I am writing to you because I, along with several owners and Board members, think this could be the end of Perdido Key as we know it.

In addition to the casino, which will be similar to Wind Creek in Atmore, there will be a 400 room hotel. The Key does not have the infrastructure to support such a project. Most of you at Beach Colony have complained about the poor water pressure from time to time. This casino and hotel will drain our already over burdened facilities. And during the summer there is often a line up the beach with traffic stopped over the bridge at the light on the corner of Gulf Beach Hwy and Sorrento.

Additionally, their beach access will be this beach right-of-way right next to Beach Colony which has been an escalating problem for us already. Our beaches will be inundated and over run, not to mention the security problems we are bound to incur. As you know, there are no facilities there.

The reports I have heard from people who have visited the Wind Creek Casino in Atmore are less than favorable. This will not be a first class gaming facility. This will be machines with Keno and Bingo.

The main selling point for this project is the jobs it will bring to the area. But those of us who are concerned feel the beauty and tranquility of the Key are at stake. Beach Colony will be directly impacted negatively just by the additional tourist unloading at this narrow beach access to our East. Units will be almost impossible to rent or sell.

If you agree, please go to "pnj.com" and take the poll as soon as possible!!! We want to stop this before it gets momentum. Will you please help?

Thank you for your time,

Diane D. Smith

Handwritten text, likely bleed-through from the reverse side of the page.