

2009 A Year in Review

On behalf of The Bissell Companies and our Property Services team I would like to wish you and your company much success in the upcoming New Year.

I think we would all agree that 2009 was a very challenging year. During these uncertain times we focused on the fundamentals of improving service and enhancing the physical aspects of the Corporate Park strengthening our Live, Work, Play and Stay motto for Ballantyne. I have summarized some of these efforts below for you to share with your team.

For The People 2009

At the beginning of the year, Ann Saari was appointed to a newly created position, Tenant Services Coordinator for the Park. Ann facilitates all efforts aimed at tenant communications, activities, and events. Please visit www.go-ballantyne.com to view all the news and events taking place in Ballantyne Corporate Park. Tenant Services utilizes go-ballantyne.com to communicate timely and useful Park and Community news as well as facilitate what I believe is a big win for 2009, the expansion of the Tenant Appreciation Card. Over 30 vendors now participate in the Card program and 3,000 tenants have activated their cards. For more information on the community website, tenant activities, or the Tenant Appreciation Card, please contact [Ann Saari](#) directly.

Most recently The Ballantyne Corporate Park was recognized for winning the local BOMA Office Park of the Year Toby Award at the local level in the Corporate Park category. In addition, the Property Services Team was recognized among the "Best in the Industry" for the highest level of customer satisfaction at the property level by CEL & Associates, Inc., an acknowledged leader in conducting Tenant and Customer Satisfaction and Opinion Surveys within the real estate industry.

The first annual Ballantyne Area Candidates Forum: 2009 Chili Cook Off was held in the fall off of North Community House Road. This was a free event for the community to meet and greet local candidates running for office in the November general election. The event was a success and we look forward to hosting it annually in Ballantyne.

Part of the appeal of Ballantyne Corporate Park is its connectivity and accessibility to parks and ponds. Early in 2009, a swing set was added near Our Park by the large bronze bulls. Children and adults both seem to enjoy this new amenity. Two other park additions include a pedestrian bridge which connects Crawford Pond and Kid Pond and Dalton Putting Green located in the ten story courtyard. Morning walks or an afternoon of perfecting your putting game are both great ways to get some fresh air. Also remember to take advantage of the "Fit Trail" as well. Both are located next to the SPX Building off Ballantyne Corporate Place.



Ballantyne's Medical Park is the largest concentration of medical office space not adjacent to a hospital in the region. In order to make it easier to find your doctor, small signs were installed at the front entrance of each building naming the practicing physicians and colored banners were hung in each medical parking lot to assist with way finding.

Community Outreach

Thank you to all who participated in the many Ballantyne Corporate Park Community based charity drives this past year. The first drive collected food for Second Harvest Food Bank. Tenants collected items in their offices and dropped off donations at the Brixham Tent in April. An amazing 3,336 pounds of food was collected and donated to the food bank.

A professional clothing drive benefiting Jacobs Ladder Job Center ran for one week in November and was a huge success. Donations were accepted at the Bissell Companies office and clothing racks were placed in twenty of the building lobbies to keep up with the outpouring of men's and women's suits. Over 1,000 professional clothing items were collected making Ballantyne Corporate Park's drive the largest drive in the 11 year history of Jacobs Ladder. In August the Corporate Park organized a School Tools Drive for Classroom Central. The theme this year was "Color the Park" because of the dire need of markers and colored pencils. Tenants collected 1,357 items totaling 545 pounds.



Five American Red Cross Blood Drives were held this year resulting in 158 successful donations. We are proud to announce your community saved 56 lives (for every three people that donate, one life is saved). Ballantyne Corporate Park is also home to multiple charity runs/walks that raise money for many local charities. We sincerely appreciate your participation in these events and look forward to many more in the future.

Ballantyne Hotels

The grand opening of the [Aloft Hotel](#) was held on October 29th. The Aloft is the newest product in our hotel line and is a contemporary and unique 136 room hotel with energizing public spaces including an open lobby featuring the XYZ Bar.

With the Aloft's completion there are over 600 hotel rooms available within the Corporate Park for you and your clients.

An outdoor pool and relaxation area along with tennis courts were added to the outstanding amenities at [The Ballantyne Hotel and Lodge](#) in 2009. These additions only add to the distinction the Hotel has established for its excellent service. Again this year, the Hotel, the Spa at Ballantyne, and the Gallery Restaurant received the AAA 4 Diamond Award and in addition all were honored this year with several Forbes Four Star Awards.



[The Courtyard by Marriott in Ballantyne](#) received the Gold Award for guest satisfaction for the fourth consecutive year, and is ranked in the top 5% of Courtyard's 781 hotels. In addition, The Courtyard ranked #1 for their guest satisfaction scores.

[Staybridge Suites](#) in Ballantyne was awarded the 2009 Torchbearer Award which completed their "Drive for Five" campaign. The Torchbearer award is the highest honor presented by InterContinental Hotels Group to properties in the brand that have achieved the highest levels of excellence in all aspects of operations, from quality to guest satisfaction. The Staybridge was awarded first place for the "Highest in Guest Satisfaction Scores among Extended Hotel Chains" by J. D. Power and Associates.

[The Cottage](#) at the Ballantyne Hotel and Lodge is another new lodging option in Ballantyne. The Cottage combines a sense of style and space with privacy and comfort in this home away from home. The four-bedroom and four-bath Cottage sits on the first hole of the golf course and is suited for many opportunities with friends and extended family such as golf outings, spa weekends, anniversary celebrations, special birthdays and of course, the business traveler as well.

Dana Rader Golf School & The Golf Club at Ballantyne

The [Dana Rader Golf School](#) continues to be listed in the Top 25 Golf Schools in the nation with Golf Magazine. Dana Radar is the incoming President of the LPGA and was named one of the Top 100 Teachers in the U. S. by Golf Magazine. Golf Digest, which organizes a peer ranking, includes Dana in their Top 50 listing. The school continues to be very focused on the certification of their teachers and delivering the best instruction. For your convenience, the school is located in the center of Ballantyne Corporate Park.



[The Golf Club at Ballantyne](#) made a strategic decision when their course greens saw decline over the summer months and replaced the hard to maintain bent grass greens with a different type of grass called Champion Bermuda. The greens grew in amazingly well and roll better than ever. They require less water (another environmentally friendly benefit) as well as have less down time for maintenance. For corporate guests and outings, a new 2,000 square foot Outing Pavilion was constructed near the driving range and practice area which includes a bar, 60" flat-screen television, and plenty of

entertainment space. We are very pleased with the response golfers have had to these improvements since the facility reopened on September 1st.

A Tenant Golf League was another great event for corporate tenants in the summer and fall. The league offered tenants an opportunity to relax and experience The Golf Club at Ballantyne for a nominal fee of \$25.00 for nine holes of golf on Wednesday evenings.

2010

We are determined to continue our efforts at improving the environment in and around your office. Our goal is to exceed your expectations related to the service we provide. With this in mind we already have a few improvements in process and scheduled for completion in 2010.

Bissell Land Services anticipates announcing the opening of a new recreational field located on Ballantyne Corporate Place across from the Aloft hotel in early spring for Corporate Park Tenants to utilize.

Road improvements that began this fall should be completed at the Ballantyne Commons and Ballantyne Corporate Place intersection near the Lodge and new 10 story buildings. These changes should aid in the flow of traffic into and out of the park at peak times.



We are very excited about the opportunity to promote business seminars in 2010 that will be open to Corporate Park tenants. The seminars, ranging from leadership classes to notary public

classes, will be available in the Bissell Companies Corporate Office Training Room which offers tenants a convenient location for continuing education opportunities.

I believe that a healthy, efficient, and fun experience while at work is extremely vital in attracting and retaining the most talented individuals that make up your team. The Bissell Companies' goal is to provide that experience for you. As always we welcome feedback on our efforts and ask for suggestions on how we can make Ballantyne Corporate Park an even better place for you and your company to call home.

If you have any questions or comments, please send us an email through the "[Write Us](#)" section on www.go-ballantyne.com. Our Property Management team is always here to serve you!



"Your Property Services Team"

We look forward to seeing you in the New Year and best wishes to you, your associates and your families.

Sincerely,

Tom Pizzo
President of Property Services