

[fka – *Edcon*]

***PROJECT EXPERIENCE
AND
PROFESSIONAL STAFF
RESUMES***

***Public Facilities
and
Recreation Areas***

PUBLIC FACILITIES

Washington Park Zoo

Metropolitan Services Dist.
Portland, Oregon

Cheney-Cowles Memorial Museum

Eastern Washington State Historical Society
Spokane, Washington

Lake Sherwood

Conejo Rec. & Park Dist.
Thousand Oaks, California

Civic Auditorium/Historical Center

City of Baldwin Park
Baldwin Park, California

Thousand Oaks Civic Auditorium

City of Thousand Oaks
Thousand Oaks, California

Riverfront Park

City of Spokane
Spokane, Washington

Oxnard Municipal Gymnasium

City of Oxnard
Oxnard, California

Glendale Civic Auditorium

City of Glendale
Glendale, California

Hopetown

Santa Monica Mtns. Conservancy
Simi Valley, California

Multi-Purpose Pavilion

City of Ketchikan
Ketchikan, Alaska

Salem Swimming Pools

City of Salem
Salem, Oregon

Indoor Sports Facilities

City of Gresham
Gresham, Oregon

Sacramento Stadium

Dreyfuss & Blackford
Sacramento, California

College Parks Event Center

County of Ventura/City of Oxnard
Oxnard, California

Nordic Ski Center

Tahoe City Public Utility Dist.
Tahoe City, California

Arroyo Simi Equestrian Center

Rancho Simi Rec. & Park Dist.
Simi Valley, California

Aquatic Center

Metropolitan Park Dist.
Tacoma, Washington

Rancho Park Golf Course

City of Los Angeles
Los Angeles, California

Windy Point OHV Park

City of Palm Springs
Palm Springs, California

Lakewood Equestrian Center

City of Lakewood
Lakewood, California

Indoor Sports Facility

City of Torrance
Torrance, California

Greenwood Environmental Center

Detroit Edison
Port Huron, Michigan

College Park Aquatics Center

County of Ventura
Oxnard, California

Family Aquatic Center

City of Kennewick
Kennewick, Washington

PUBLIC FACILITIES

Rancho Bernardo Performing Arts Facility

Rancho Bernardo Recreation Council
Rancho Bernardo, California

Mandalay Beach State Recreation Area

Interpretive Center & Hostel

County of Ventura
Ventura, California

District Planning Study and Special

Projects Analysis

Pleasant Valley Rec. & Park Dist.
Camarillo, California

Richland Aquatic Center

City of Richland
Richland, Washington

Mira Costa Cultural Center

Cities of Encinitas and Solana Beach
Encinitas, California

Pasadena Center

Pasadena Center Operating Co.
Pasadena, California

Family Aquatic Center

City of Bothell
Bothell, Washington

Family Aquatic Center

City of Renton
Renton, Washington

Family Aquatic Center

City of Edmonds
Edmonds, Washington

Lincoln County Events Center

Lincoln County
Newport, Oregon

Mercer Island Community Center

City of Mercer Island
Mercer Island, California

PUBLIC RECREATION AREAS

Prado and Mentone Dams

U.S. Army Corps of Engineers
Southern California Region

Fairmont Park

City of Riverside
Riverside, California

San Elijo Lagoon Regional Park

County of San Diego
San Diego, California

Las Vegas Wetlands Park

County of Clark
Las Vegas, Nevada

Almanson Park

City of Alhambra
Alhambra, California

Lake Cachuma Recreation Area

County of Santa Barbara
Santa Ynez Valley, California

South Atascadero Park

City of Atascadero
Atascadero, California

Delta Park

City of Portland
Portland, Oregon

Camarillo Grove Regional Park

County of Ventura
Camarillo, California

Tierra Rejada Regional Park

County of Ventura
Simi Valley, California

Mandalay Beach State Rec. Area

County of Ventura
Oxnard, California

Oxnard State Beach

City of Oxnard
Oxnard, California

Lake Eleanor Open Space Plan

Conejo Rec. & Park District
Thousand Oaks, California

Circle X Ranch

Santa Monica Mtns. Conservancy
Santa Monica Mtns., California

College Park

County of Ventura
Oxnard, California

Camarillo Regional Rec. Area

County of Ventura
Camarillo, California

Conejo Creek Park

Conejo Rec. & Park Dist.
Thousand Oaks, California

***Lake Penasquitos Canyon
Regional Park***

County of San Diego
San Diego, California

Olivas Park

City of San Buenaventura
Ventura, California

Bowers Rock State Park

State of Oregon
Albany, Oregon

Santa Rosa Regional Park

County of Ventura
Ventura, California

Fort Stevens State Park

Oregon Dept. of Parks & Recreation
Astoria, Oregon

PUBLIC RECREATION AREAS

Happy Camp Canyon Regional Park

County of Ventura
Moorpark, California

Riverside State Park

Washington Parks & Rec. Comm.
Spokane, Washington

McCrea Ranch

Conejo Rec. & Park Dist.
Thousand Oaks, California

***Commercial Recreation
and
Tourist Attractions***

COMMERCIAL RECREATION AND TOURIST ATTRACTIONS

The Waterworks

Jess Belton Development Corp.
Richland, Washington

Lake Quinault Resort Area

U. S. Forest Service
Olympic National Forest, Washington

Timber Town

Province of Ontario
Ontario, Canada

Glendora Racquetball Facility

Peterson Development Co.
Glendora, California

Diamond Lake Resort Area

U. S. Forest Service
Southern Oregon

Crystal Gardens

Brooklyn Center Development Corp.
Brooklyn, New York

Kings Island Theme Park

Kings Island
Cincinnati, Ohio

Lakewood Stables

City of Lakewood
Lakewood, California

Arroyo Simi Equestrian Center

Rancho Simi Rec. and Park Dist.
Simi Valley, California

Nordic Ski Center

Tahoe City Public Utility Dist.
Tahoe City, California

Hopetown

Santa Monica Mountains Conservancy
Simi Valley, California

Lake Cachuma Recreation Area

County of Santa Barbara
Santa Ynez Valley, California

Tierra Rejada Regional Park

County of Ventura
Simi Valley, California

Malibu Grand Prix

Woodland Hills, California

Riverfront Park

City of Spokane
Spokane, Washington

Oxnard State Beach

City of Oxnard
Oxnard, California

Channel Islands Harbor

County of Ventura
Oxnard, California

Rancho Park Gold Course Clubhouse

City of Los Angeles
Los Angeles, California

College Park

County of Ventura
Oxnard, California

Delta Park

City of Portland
Portland, Oregon

Almanson Park Gold Course and Sports Center

City of Alhambra
Alhambra, California

Happy Camp Canyon Reg. Park

County of Ventura
Moorpark, Oregon

Community Planning

COMMUNITY PLANNING

Regional Park System Master Plan

County of Ventura
Ventura, California

Boating Facilities Master Plan

County of Ventura
Ventura, California

Research Institute Assessment

Spokane Unlimited
Spokane, Washington

Downtown Redevelopment

City of Richmond
Richmond, Virginia

Economic Base Study

Atascadero Chamber of Commerce
Atascadero, California

Parks and Recreation Master Plan

City of Brea.
Brea, California

Maintenance Analysis

City of Irvine
Irvine, California

Regional Park System Master Plan

County of Snohomish
Everett, Washington

OHV Facility Master Plan

County of Ventura
Ventura, California

District Formation Analysis

Ventura County LAFCO.
Ventura, California

Parks and Recreation Master Plan

City of Oxnard
Oxnard, California

Parks and Recreation Master Plan

Santa Monica Mtns. Conservancy
Los Angeles and Ventura Counties,
California

Parks and Recreation Master Plan

City of Yuma
Yuma, Arizona

Parks and Recreation Master Plan

County of Pierce
Tacoma, Washington

Community Parks Master Plan

City of Irvine
Irvine, California

Master Facility Plan

Chico Area Rec. and Park Dist.
Chico, California

Swimming Pool Analysis

City of Salem
Salem, Oregon

Economic Base Study

Spokane Area Development Council
Spokane, Washington

CBD Plan

Spokane Unlimited
Spokane, Washington

Ormand Beach Specific Plan

City of Oxnard
Oxnard, California

Windy Point OHV Park

City of Palm Springs
Palm Springs, California

District Planning Study

Pleasant Valley Rec. & Park Dist.
Camarillo, California

COMMUNITY PLANNING

Energy Plan Fiscal Analysis

City of San Marcos
San Marcos, California

San Dimas General Plan

City of San Dimas
San Dimas, California

Economic Diversification Study

City of Westport
Westport, Washington

Channel Islands Harbor Redevelopment Plan

County of Ventura
Ventura, California

Western Placer County Tourism Study

Placer County
Auburn, California

Park Maintenance Alternatives

City of Shoreline
Shoreline, Washington

Mallon Street/North Bank Master Plan

City of Spokane
Spokane, Washington

***Real Estate Analysis
and
Business Evaluations***

REAL ESTATE ANALYSIS AND BUSINESS EVALUATIONS

Port Hueneme Plaza

City of Port Hueneme
Port Hueneme, California

International Agri-Center

Greater Tulare Chamber of
Commerce
Tulare, California

McIntosh General Plan

City of Bakersfield
Bakersfield, California

Diamond Lake Resort Area

U. S. Forest Service
Southern Oregon

College Park

County of Ventura
Ventura, California

ARCO Seminar Center

ARCO
Santa Barbara, California

Oxnard State Beach

City of Oxnard
Oxnard, California

Lake Quinault Resort Area

U. S. Forest Service
Olympic National Forest,
Washington

Ormond Beach

Vista Pacific Development Co.
Oxnard, California

Almanson Park

City of Alhambra
Alhambra, California

Riverfront Park

City of Spokane
Spokane, Washington

Biltmore Hotel

Marriott Corp.
Santa Barbara, California

Washington County Fairgrounds

Washington County Fair Board
Hillsboro, Oregon

Delta Park

City of Portland
Portland, Oregon

Lakewood Equestrian Center

City of Lakewood
Lakewood, California

Fillmore Auto Park

King and Associates
Fillmore, California

Hopetown

Santa Monica Mtns. Conservancy
Ventura, California

Great Northwest Building

Great Northwest Federal Savings
and Loan Assn.
Spokane, Washington

Manito Golf and Country Club

Manito Country Club, Inc.
Spokane, Washington

Site Acquisition

Malibu Grand Prix
Woodland Hills, California

REAL ESTATE ANALYSIS AND BUSINESS EVALUATIONS

Happy Camp Canyon Regional Park

County of Ventura
Moorpark, California

K-Mart Development

Lars Larsen & Assoc.
Moorpark, California

Retail Stores

The Living Tree, Inc.
Thousand Oaks, California
Montebello, California

Industrial Annexation Assessment

McGrath Shores
Oxnard, California

Land Use Change Analysis

South Coast Asphalt Products
Carlsbad, California

Woodside Cottages

Wittenberg Corp.
Ventura, California

Olivas Park

City of San Buenaventura
Ventura, California

Flagg Tech Town

County of Santa Barbara
Santa Barbara, California

Hidden Trails

International Church of the Foursquare Gospel
Agoura Hills, California

California Expo & State Fair

State of California
Sacramento, California

Channel Islands Harbor Redevelopment Plan

County of Ventura
Oxnard, California

Mission Bell Plaza

Ventura Pacific Corp.
Moorpark, California

Mallon Street/North Bank Master Plan

City of Spokane
Spokane, Washington

Asset Valuation Study

Conejo Valley Unified School Dist.
Thousand Oaks, California

The Club at Eagles Nest

Winged Oaks Corp.
San Luis Obispo, California

Motor Inn

B & Y Properties
King City, California

Voit Technical Center

The Voit Corp.
Santa Barbara, California

Rancho Park Clubhouse

City of Los Angeles
Los Angeles, California

***Expositions, Fairs,
Festivals and Exhibits***

EXPOSITIONS, FAIRS, FESTIVALS AND EXHIBITS

Expo '74

Spokane Unlimited
Spokane, Washington

Energy Expo '82

Knoxville Community Development
Corp.
Knoxville, Tennessee

California Expo & State Fair

State of California
Sacramento, California

Lincoln County Fairgrounds

Lincoln County
Newport, Oregon

Orange County Fair & Expo Center

Orange County Fair Board
Costa Mesa, California
Ventura, California

Expo '85

Greater Kansas City
Chamber of Commerce
Kansas City, Missouri

The Great Exposition

City of El Paso
El Paso, Texas

San Lorenzo Regional Park

County of Monterey
King City, California

Ormond Beach

Vista Pacific Development Co.
Oxnard, California

Almanson Park

City of Alhambra
Alhambra, California

Purchase of Portable Rides

State of California
Sacramento, California

Washington County Fair

Washington County Fair Board.
Hillsboro, Oregon

IBM Exhibition Center

Office of Charles Eames
New York, New York

Pacific Science Center

Pacific Science Center Foundation
Seattle, Washington

International Agri-Center

Greater Tulare Chamber of Commerce
Tulare, California

***Community Surveys
and
Workshops***

COMMUNITY SURVEYS AND WORKSHOPS

Opinion Survey

The Oaks Mall
Spokane, Washington

Resident Survey

Atascadero Chamber of Commerce
Atascadero, California

Thousand Oaks Civic Auditorium

City of Thousand Oaks
Thousand Oaks, California

Indoor Sports Facility

City of Torrance
Torrance, California

College Park Facility and User Group Surveys

County of Ventura.
Oxnard, California

Auto Lube Care Expansion

Morcor Corp.
Westlake Village, California

Lake Cachuma User Survey

County of Santa Barbara
Santa Ynez Valley, California

Community Parks Master Plan

City of Irvine
Irvine, California

Lincoln County Events Center

Lincoln County
Newport, Oregon

***Economic Benefit
and
Fiscal Impact Analysis***

ECONOMIC BENEFIT AND FISCAL IMPACT ANALYSIS

Lake Sherwood

Conejo Rec. & Park Dist.
Thousand Oaks, California

Expo '74

Spokane Unlimited
Spokane, Washington

Lake Eleanor Open Space Plan

Conejo Open Space Agency
Thousand Oaks, California

The Club at Eagles Nest

Winged Oaks Corp.
San Luis Obispo, California

District Formation Analysis

Ventura County LAFCO
Ventura, California

Olivas Park

City of San Buenaventura
Ventura, California

Parks & Recreation Master Plan

City of Oxnard
Oxnard, California

Flag Tech Town

County of Santa Barbara
Santa Barbara, California

Energy Plant Fiscal Analysis

City of San Marcos
San Marcos, California

Voit Technical Center

The Voit Corp.
Santa Barbara, California

Parks & Recreation Master Plan

Pierce County
Tacoma, Washington

Channel Islands Harbor Fuel Dock

County of Ventura
Ventura, California

Asset Valuation Study

Conejo Valley Unified School Dist.
Thousand Oaks, California

McIntosh General Plan

City of Bakersfield
Bakersfield, California

Parks and Recreation Master Plan

City of Brea
Brea, California

Fillmore Auto Park

King and Assoc.
Fillmore, California

Mission Bell Plaza

Ventura Pacific Corp.
Moorpark, California

K-Mart Development

Lars Larsen and Assoc.
Moorpark, Washington

Industrial Annexation Assessment

McGrath Shores
Oxnard, California

Land Use Change Analysis

South Coast Asphalt Products
Carlsbad, California

Project Management

PROJECT MANAGEMENT

Arco Seminar Center
Santa Barbara, California

Biltmore Hotel
Santa Barbara, California

The Living Tree
Thousand Oaks, California
Montebello, California

Rose Bowl
Pasadena, California

Ventura State Beach
Ventura, California

Rockwell International
Tacoma, Washington

Munger-Tolles
Los Angeles, California

A.E. Wright Middle School
Calabasas, California
Brea, California

Norton Simon Museum
Pasadena, California.

VEDC Entrepreneur Center
Pacoima, California

Douglas Park
Santa Monica, California

Hidden Trails
Agoura Hills, California

Taft Community Center
Taft, California

McCambridge Park
Burbank, California

Teen Challenge Women's Center
Ventura, California

Los Angeles Harbor District
San Pedro, California

Centurion Savings and Loan
Los Angeles, California

Mountain Shadow Apartments
West Covina, California
Fillmore, California

Maple Park
Glendale, California.

***Selected Previous Projects
At
Economics Research Associates (ERA)***

Selected Economics Research Associates (ERA) Projects

Ski Resorts

Madonna Mountain - Vermont
Sugarloaf Mountain - Maine
Northstar – Lake Tahoe, California
Snowmass-At-Aspen – Aspen, Colorado
Keystone Mountain - Colorado
Loveland Basin - Colorado
Arizona Snow Bowl – Flagstaff, Arizona
Grand Targhee - Montana
Big Mountain - Montana
Aspen/Buttermilk – Aspen, Colorado
Tahoe Ski Bowl – Lake Tahoe, California
49 Degrees North - Washington
Frontier Airlines - Colorado

Recreation/Entertainment Attractions

Opryland U.S.A. (Grand Ole Opry) – Nashville, Tennessee
Sea World – San Diego, California
Corpus Christi Aquarium – Corpus Christi, Texas
Hollywood Motion Picture and Television Museum – Hollywood, California
Lion Country Safari – St. Louis, Missouri
Metro YMCA of Los Angeles – Los Angeles, California
Spokane Zoological Society – Spokane, Washington
Virginia Beach Festival Park – Virginia Beach, Virginia

Public Areas/Facilities

Los Penisquitos Regional Park – San Diego County, California
San Elijo Lagoon Regional Park – San Diego County, California
Riverfront Park – Spokane, Washington
Cal Poly Pomona Stadium – Pomona, California
Louisville Stadium – Louisville, Kentucky
Meramec River State Park - Missouri

Real Estate

Manito Country Club – Spokane, Washington
Great Northwest Building – Spokane, Washington
Universal City Office Building – Los Angeles, California
Office Building – Honolulu, Hawaii

Professional Staff Resumes

Contact

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www.linkedin.com/in/warrencooley
(LinkedIn)
econdevconsult.com (Company)
warren-cooley.com (Personal)

Top Skills

Leadership Development

Public Relations

Business Development, Teach
Business Development Workshops,
Project Development,

Certifications

Marketing Foundations:
Understanding Consumer Behavior

Branding Foundations

Forecasting Using Financial
Statements

Marketing Your Professional Service

Finance Foundations: Business
Valuation

Warren Cooley

WARREN COOLEY, LLC
Thousand Oaks, California

Summary

Warren's greatest asset is his range and depth of experience. He has owned two (2) businesses, and been part of the executive team for two (2) different organizations. Read on to learn more about his experience. He worked for VEDC for 18 years, in a number of different capacities - COO, VP of Marketing and Communications, VP of Operations, and Director of Retail and Business Services, He also managed the construction of the VEDC Entrepreneur Center, a \$6.0 million, 13,500 sf facility opened in 2015 and located in the Northeast San Fernando Valley region of Southern California.

Prior to joining VEDC he owned two (2) businesses: The Living Tree, a chain of bookstores located in Southern California regional shopping centers; and, EDCON, an economic consulting and construction management firm. He has prepared economic development plans for a number of ski resorts, including Keystone Mountain in Colorado, Grand Targhee in Wyoming, Sugarloaf Mountain in Maine and Madonna Mountain in Vermont. He also prepared the economic feasibility study for EXPO'74, a worlds fair held in Spokane, Washington; and, he was part of the planning team that prepared the initial California Recreation Trails and Hostels Plan. Construction management projects for which Mr. Cooley was the Managing Principal include the ARCO Seminar Center in Santa Barbara, and miscellaneous improvements at the Biltmore Hotel (now Four Seasons) in Montecito.

Warren Cooley is also a Business Advisor for the Goldman Sachs 10,000 Small Businesses program, and was the VEDC executive team member that prepared the application that led to the organization being selected as the Southern California lender for program.

Mr. Cooley continues to provide economic and business development services as an independent consultant through his firm Warren Cooley, LLC. For more information on services and

experience please go to www.econdevconsult.com. Advisory services can be scheduled through Advisory Cloud.

Experience

Warren Cooley, LLC

Economic and Business Development Consultant

July 1975 - Present

Nationwide and Canada

I have provided economic consulting services for 50 years. First as a Senior Associate/Vice President of Economics Research Associates, then for my own firm, EDCON. In 1983 I added a construction management division to the firm. Clients have included companies such as ARCO and Marriott Corporation. Additionally, I managed the construction of VEDC's \$6.0 million Entrepreneur Center. My areas of specialty in the economic consulting sector are retail, recreation, resort and entertainment projects. I have prepared feasibility studies for two (2) world's fairs, held in Spokane, Washington and Knoxville, Tennessee. Ski resort clients have included Keystone Mountain and Loveland Basin in Colorado, Sugarloaf Mountain in Maine, Grand Targhee in Wyoming, and Madonna Mountain in Vermont. Check out a more complete list of previous projects at www.econdevconsult.com.

Goldman Sachs 10,000 Small Businesses

Lead Business Advisor

August 2014 - Present

Southern California

I provide Advisor services to businesses participating in the educational component of the Goldman Sachs 10,000 Small Businesses Program. I have been providing services for the program since its' inception in 2010, both as an independent Advisor, and as a VEDC representative for finance-related workshops. Because of my business ownership experience, and financial management acumen, I have provided valuable consultation services to more than 150 businesses from throughout the United States. The number of new business owners advised grows by 40-50 per year.

VEDC

17 years 5 months

Managing Director, The Entrepreneur Center

May 2014 - April 2018 (4 years)

Southern California

I recently served as Managing Director of The Entrepreneur Center, a \$6.0 million VEDC project located in the Northeast San Fernando Valley. Through the Center a capstone program for existing businesses, referred to as the Grow Your Business, was offered. Co-working space was also provided. During my 18 years of employment at VEDC I served as Chief Operating Officer, Vice President of Operations, and Vice President of Marketing and Communications; even a short stint as Chief Financial Officer. Further, during my time with VEDC the organization expanded from a regional community development organization to a nationwide enterprise with offices in Los Angeles, Las Vegas, Chicago, New York City.

I also served as Project Manager for the City of Los Angeles's Historic Downtown Retail Project, and was the Retail Recruitment Consultant for the City's Great Streets Program. During my tenure at VEDC I created and presented more than 100 business workshops.

Vice President of Operations, Vice President of Marketing, and Chief Operating Officer

December 2000 - May 2014 (13 years 6 months)

Van Nuys, California

The Living Tree

Owner

January 1983 - April 1997 (14 years 4 months)

Southern California

The Living Tree was a chain of book, music and inspirational gift stores located in Southern California regional shopping centers. One store was located in the Oaks Mall in Thousand Oaks, and the other in the Montebello Town Center in Montebello.

Economics Research Associates

Vice President

April 1968 - July 1975 (7 years 4 months)

International Economic Consulting Firm, now owned by AECOM

Economics Research Associates (ERA) is one of the premiere economic consulting firms in the world, preparing feasibility studies for many of the most well known recreation attractions and resort areas. Among the projects completed while employed by ERA were feasibility studies for Keystone Mountain; Loveland Basin in Colorado; Madonna Mountain in Vermont ; Sugarloaf Mountain in Main; and, EXPO 74 in Spokane, Washington.

Education

University of Oregon

M.S., Parks, Recreation and Leisure Studies (with specialty in area/facility planning and development) · (1965 - 1966)

University of Wyoming

B.S., Dual Majors - Health, Recreation and Physical Education; and General Education. · (1960 - 1965)