

921-999 National City Blvd

TOWER 999

A GATEWAY TO NATIONAL CITY



JANUARY
2023

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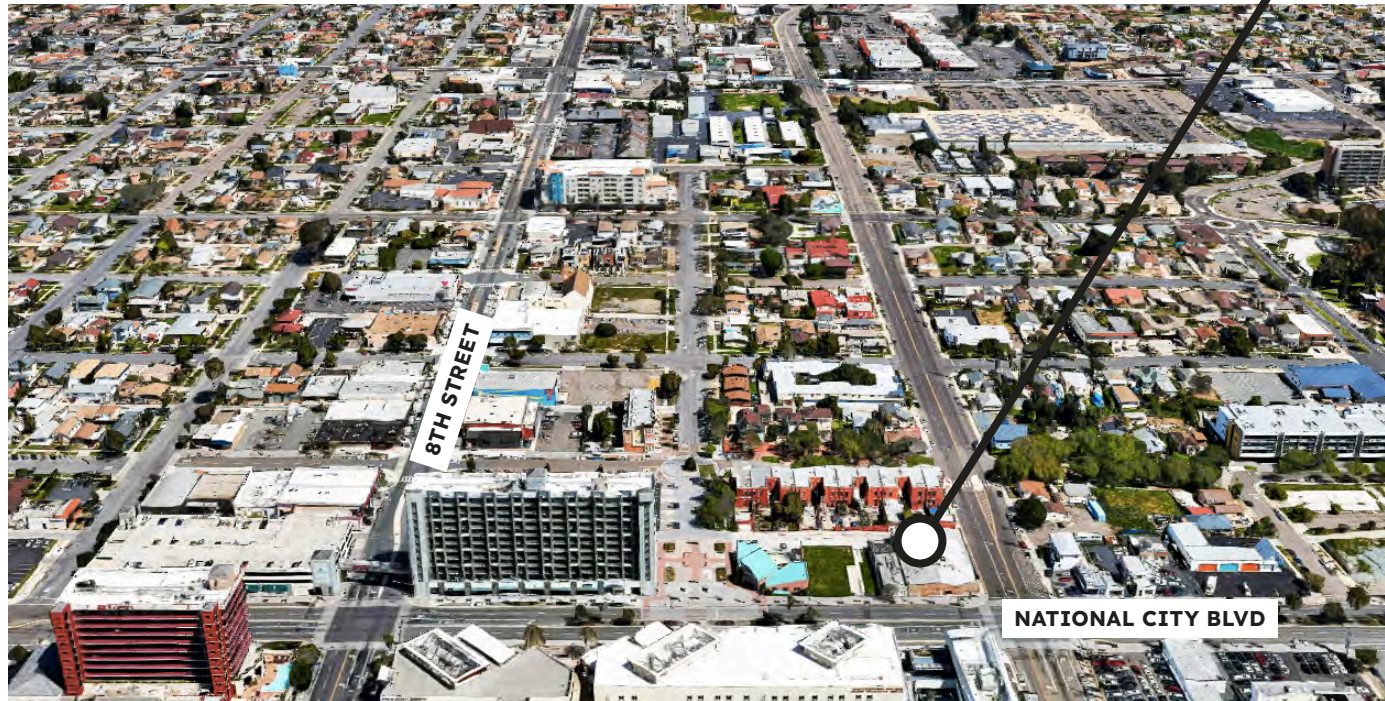
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TOWER 999 — NATIONAL CITY

Reopening a Gateway

Located at the gateway into downtown National City from the south, Tower 999 will be a landmark feature for the City.

- + Reducing decades-old blight
- + Catalyzing the emerging, re-invigorated community and its popular venues
- + Advancing the National City Downtown Specific Plan, and
- + Bringing additional tax revenue to National City.



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Project Details

119,800+/- square-foot site, 7 stories

- + 127+/- units
- + 60% market rate apartments
- + 40% affordable units
- + 1 manager unit

Program includes the following amenities:

- + +/- 9,000 square feet of street level retail and an apartment lobby
- + Podium apartments, laundry room and a large, central plaza on the 4th floor
- + 7,800 gross square-foot rooftop terrace with views of San Diego, Mexico, and the Laguna Mountains



- 1 THIN BRICK MODULAR PANEL. 2 EXTERIOR STUCCO INTERNAL COLOR. 3 GLASS RAILING. 4 LOW GLASS-TINTED.
5 CONCRETE PAINTED. 6 PORCELAIN CERAMIC TILE PANELS. 7 ROLL UP GLASS WALL.

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Advancing the National City Downtown Specific Plan

GOAL 1: SIGNIFICANT ECONOMIC INVESTMENT AND REVITALIZATION IN DOWNTOWN

Revitalize the downtown area through thoughtful implementation of market-rate and affordable residential apartments and a retail space with a strategically chosen tenant to fill gaps in the community. The influx of residents via TOWER 999 will support the local retail and service markets already positioned in the area as well as provide housing opportunities for the growing families within the community and the increased Navy population currently living and shopping in downtown National City.

GOAL 2: PROVIDE HOUSING

Combat the housing shortage specifically regarding affordable units by providing a mix of market rate and affordable housing. The program incorporates a mix of smaller studio units up to two-bedroom units in line with the City's desire to provide smaller units in the area.

GOAL 3: ENHANCE THE PEDESTRIAN ENVIRONMENT

Capture the potential for a pedestrian oriented neighborhood, with food related and specialty retail that enhance the environment.





Mission-Driven Partnership

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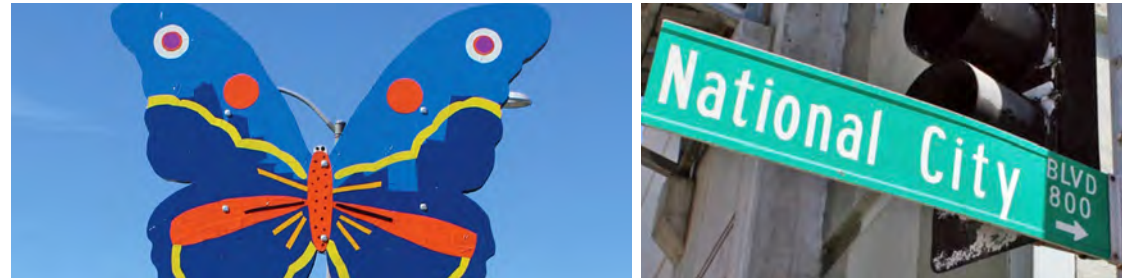
Mission-Driven Partnership for the National City Community



Cyrus & Emilia Investments, LLC and SHIFT share an unparalleled dedication to mission-driven investing and creating equitable communities.

As Cyrus & Emilia Investments, LLC looked to expand outside of their expertise in the San Diego brokerage market and into development, a fruitful partnership with SHIFT ensued. Cyrus & Emilia Investments, LLC's prowess in the National City market coupled with SHIFT's vast development and financing experience created a dynamic, synergistic relationship.

SHIFT is deeply committed to the success of Cyrus & Emilia Investments, LLC and National City at large. We have already invested extensive people-power into the development of Tower 999. SHIFT and Cyrus & Emilia Investments LLC closed on the acquisition of 999 National City Blvd (former Trophy Lounge) with costs split equally between each firm. SHIFT is both financially as well as operationally tied to the success of Cyrus & Emilia Investments LLC and this project.



PHOTOS COURTESY OF NATIONAL CITY

TOWER 999 — NATIONAL CITY

Team: Cyrus & Emilia Investments, LLC



cyruscapitalfund.com

Cyrus & Emilia Investments, LLC, LLC is a San Diego-based real estate development company focusing on assets often neglected by institutional capital. These investments we believe provide greater appreciation in value for investors while contributing to the progress of the communities we invest in. We choose development projects that enhances the quality of lives of individuals and families, and fosters prosperity and opportunities.



Cyrus Rapinan MANAGING PARTNER

Cyrus was born in the Philippines and spent most of his adult life in the United States between Texas and California. He spent his early professional years in retail and sales management and eventually started a media company that he sold in 2003. He entered into real estate in 2009 and launched a San Diego branch office for a Los Angeles-based commercial real estate brokerage firm in 2011 where as the Senior Managing Director, he managed the investment sales, commercial leasing, city development projects and land development for all types of clients. Together with his wife, Emilia Rapinan, they opened a boutique commercial real estate brokerage firm in 2018 specializing in retail and multifamily property sales and tenant representation.



Emilia Espino Rapinan CO-MANAGING PARTNER

Emilia has been the architect of launching Cyrus & Emilia Inc, a commercial real estate brokerage firm, as its Managing Director. Prior to that, she managed a real estate office overseeing 10+ investment sales and leasing agents for a regional firm specializing in retail and multifamily. Before entering into real estate, she spent over 20 years as a fashion industry professional with runway, print and television experience in the U.S., and international markets. It was also during that time that she took on live event management organizing international large scale events giving her experience in supervising cross-functional teams, project management, event logistics and administering large budgets.

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Team: SHIFT Capital



SHIFTcapital.us

SHIFT Capital is a nationally recognized development company focused on creating just and equitable neighborhoods. We bring together investment capital, innovative ideas, best practices, and community engagement with a strong design aesthetic to create thriving neighborhoods. SHIFT delivers community solutions and programming that maintain and diversify a neighborhood's character while maximizing long-term affordability and minimizing displacement. SHIFT owns and manages over 2 million square feet of real estate, including commercial, residential, mixed-use, and land. To date, SHIFT has invested over \$220 million in the neighborhoods we serve to create ecosystems that strengthen entrepreneurship, creativity, and value for tenants and communities. SHIFT is a Certified B Corporation® full-service firm with experience in every level of real estate development from investment management to impact measurement, development to construction, and leasing to property management.



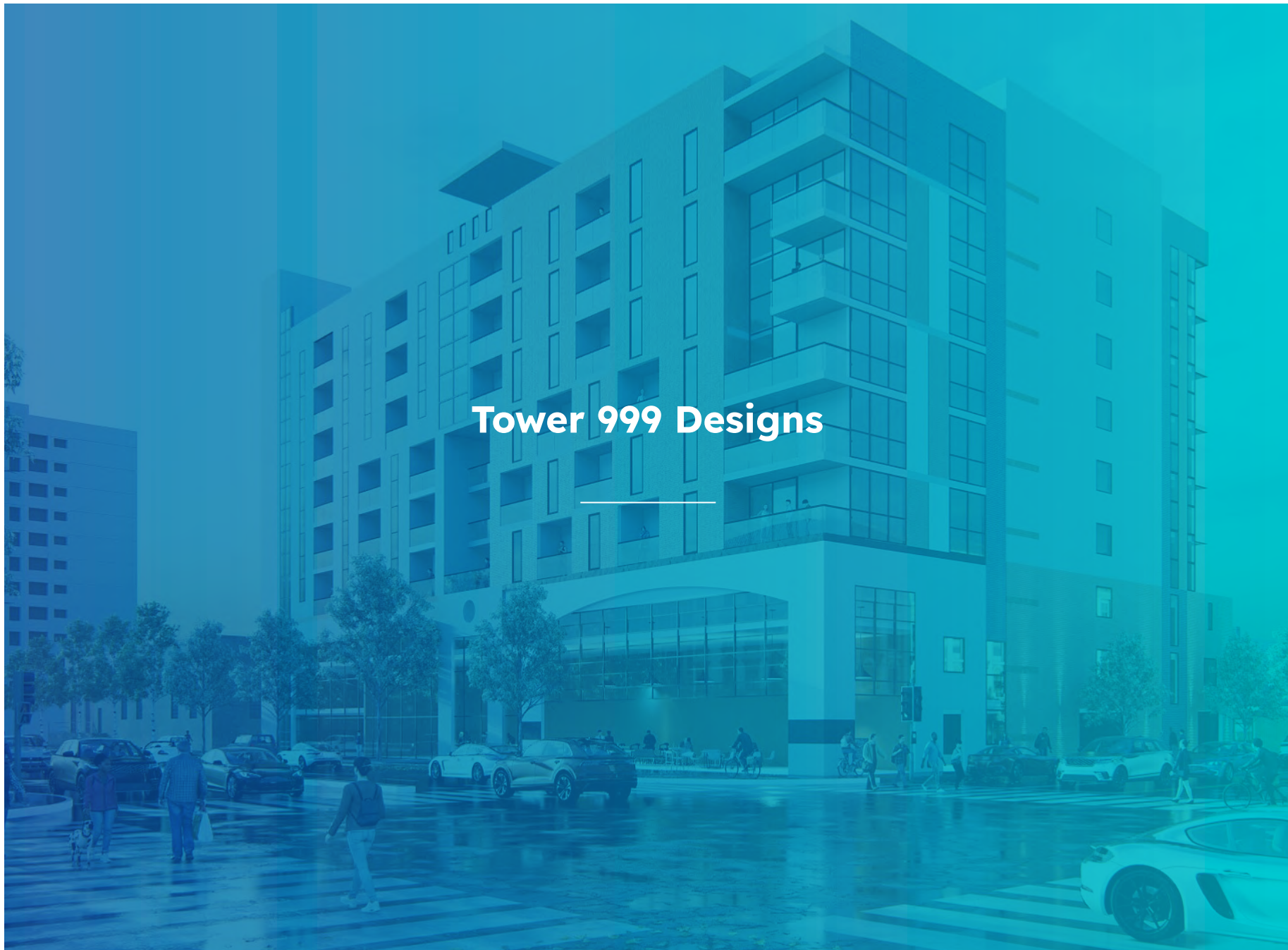
Brian Murray
PARTNER, CEO

Brian is a seasoned entrepreneur who strives to be a catalyst for positive change. Through his work at SHIFT, Brian is focused on finding better solutions at the intersection of society's most difficult urban challenges - intergenerational poverty, urban revitalization, access to opportunity, and community displacement. Brian led the capital raise for SHIFT's Neighborhood Fund and manages the deployment of over \$220MM of investments throughout SHIFT's portfolio. Brian is a Peace Corps alumnus and an MBA graduate of Yale School of Management.



Nancy Gephart / Partner, Capital Markets
PARTNER, CAPITAL MARKETS

Nancy is experienced in bringing large commercial and mixed-use developments to fruition. She leads SHIFT's Capital Markets team where she manages all phases of our project-level financing process from loan and equity term negotiation to client and community relationship management to closing. Nancy also guides SHIFT projects through the development process, working with community members and stakeholders to meet their needs. She spent four years on the lending team at Capital Impact Partners, deploying over \$100MM for education, healthcare, healthy food, and affordable housing facilities in low-income communities across the US. This included charter schools, affordable and market rate housing, grocery stores, and other commercial uses.



Tower 999 Designs

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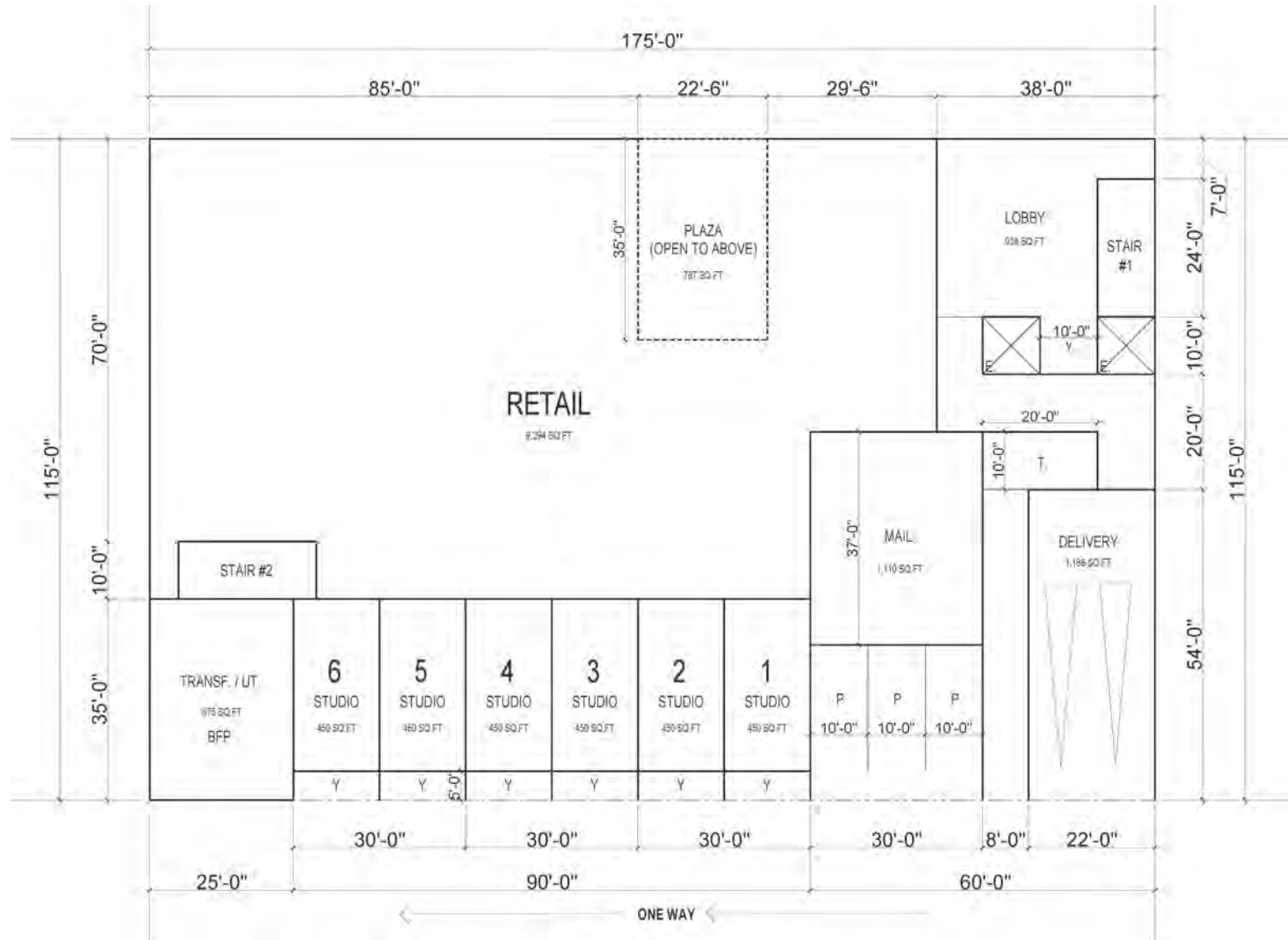
Design

Tower 999's design builds off of the surrounding developments with its red-orange brick, soft porcelain panels, clear vision glass, and vaulted metal ceiling. The development will capture the aesthetics of National City and provide a design composition filled with cultural authenticity reflecting the predominantly Chicana population. Similarly, the urban landscape palette will be consistent with the City's Plan while the interior spaces (e.g., plaza, terraces and roof decks) will draw its inspiration from Ayala Triangle Gardens, Manila.



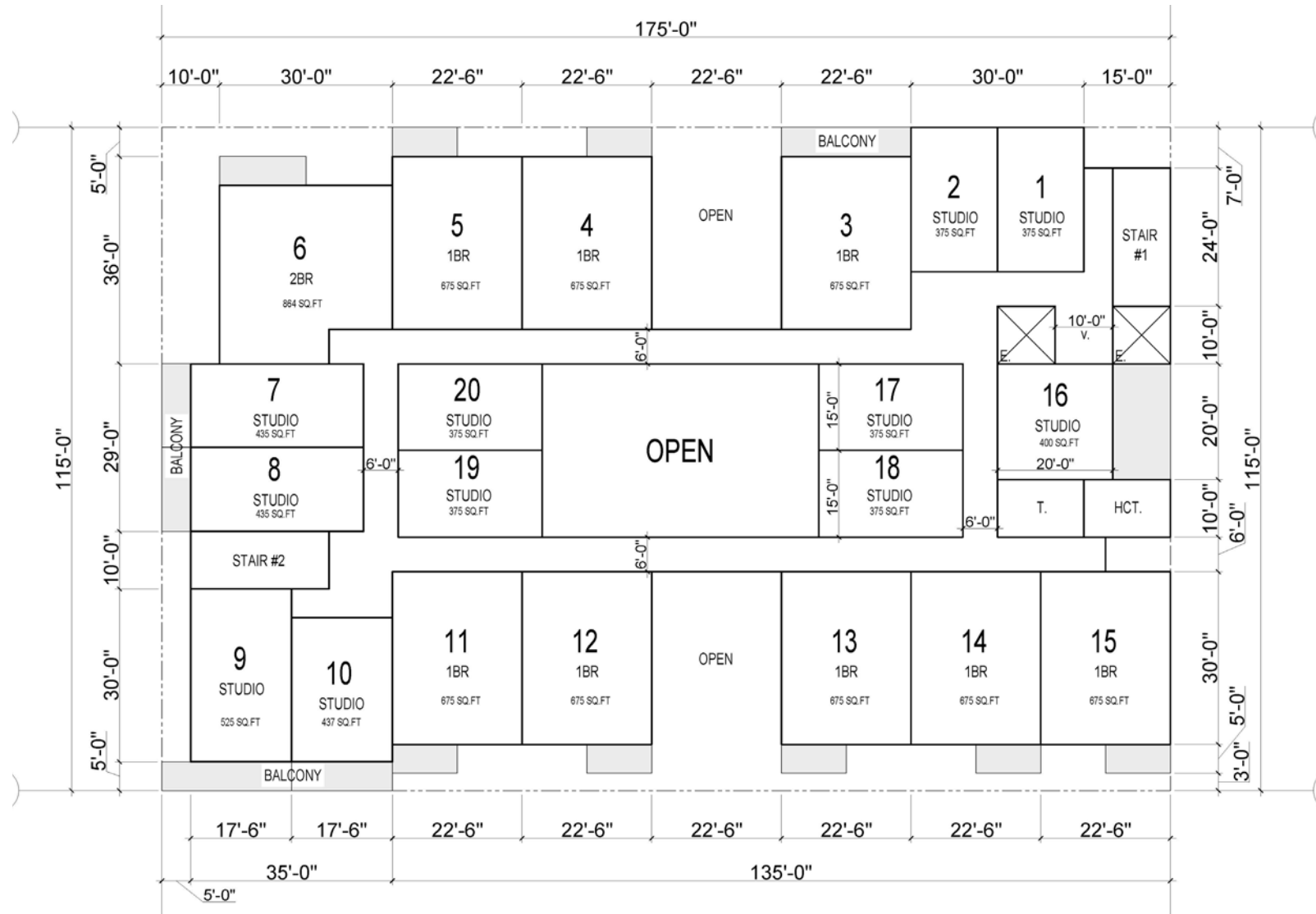
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Design: Street Level



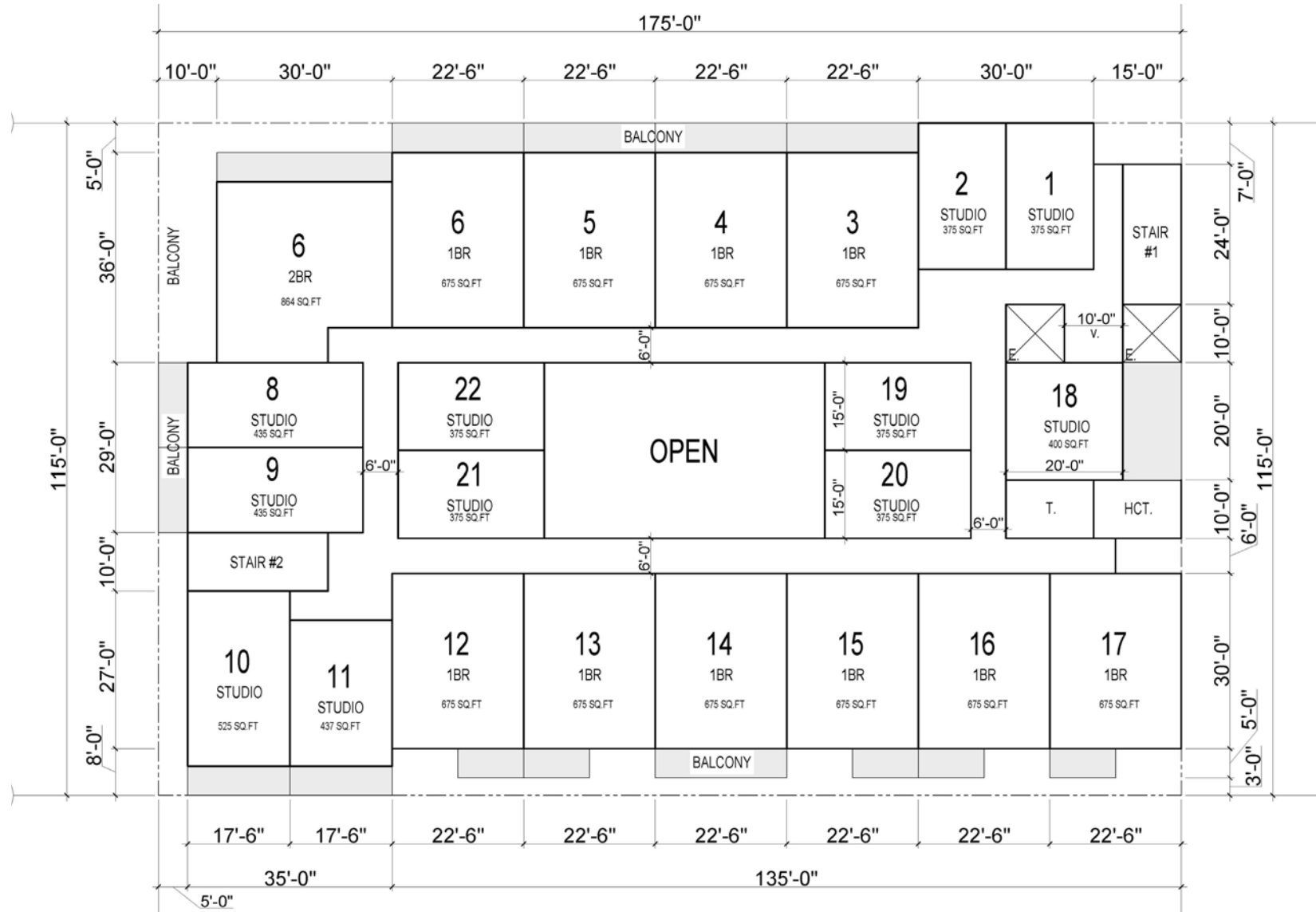
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Design: Level 3



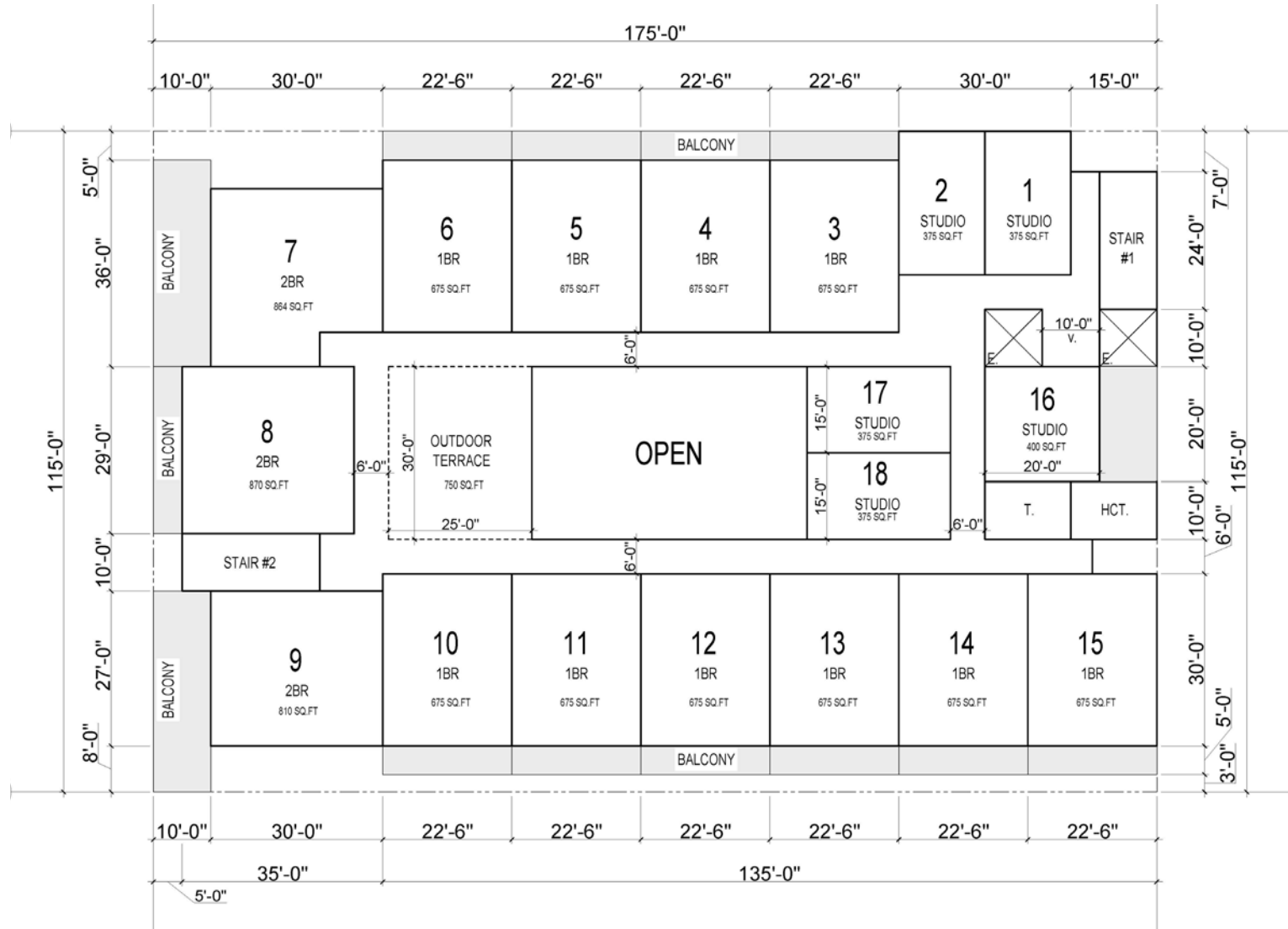
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Design: Levels 4-6



TOWER 999 — NATIONAL CITY

Design: Level 7





THANK YOU

Please contact Cyrus Rapinan, TOWER999 LLC, at
858-225-6800 or cyrus@cyruscapitalfund.com