"Imagine transforming prime Tonawanda waterfront into a thriving mixed-use destination. At **2829 Niagara St.**, we're building a dynamic low-rise with ground-floor retail and parking, plus three floors of modern residential and hospitality suites.

But here's the game-changer: we're doing it through the **WNY Makers Model**. This means partners like you contribute expertise and services in-kind, reducing upfront cash and traditional debt, accelerating timelines by up to a year, and cutting construction costs by 20%.

You get a pro-rata share of significant profits, an 8% preferred return on your contribution, and perks like reduced unit pricing and long-term income from STRs. It's about **partners, not paychecks**, building shared wealth and a reusable ecosystem for future ventures. Ready to build the future of Tonawanda with us?"

### **Core Project Messaging**

**Project Name:** 2829 Niagara St. Co-Development

**Tagline:** Building Prosperity, Together: The WNY Makers Way

Vision Statement:

To establish 2829 Niagara St. as a premier mixed-use destination on the Tonawanda waterfront, fostering community revitalization and delivering exceptional value through a collaborative, debt-free development model.

Mission/Purpose:

Our mission is to redefine real estate development by empowering in-kind partners to co-create high-value projects, minimizing financial risk while maximizing shared profitability and long-term residual income.

Value Proposition (for Partners):

The WNY Makers Model offers partners a revolutionary opportunity to invest their expertise, services, or materials in-kind, earning a pro-rata share of substantial project profits and an 8% time-weighted preferred return. This approach eliminates traditional financing barriers, accelerates timelines, reduces costs, and provides unique perks like unit discounts and perpetual STR income, fostering true co-ownership and wealth creation.

**Key Differentiators:**

1. **Debt-Free Development:** Eliminates traditional loans, interest payments, and lender demands, significantly reducing financial risk.
2. **In-Kind Equity:** Values professional services and materials as direct investments, enabling participation without large cash outlays.
3. **Accelerated Timelines:** Streamlined decision-making bypasses bureaucratic hurdles, shortening development by 6-12 months.
4. **Enhanced Profitability:** Targets up to 20% reduction in construction costs and allows for strategic market timing to maximize revenue.
5. **Partner-Centric Benefits:** Offers direct profit sharing, preferred returns, unit perks, and options for long-term tax-advantaged income from hospitality suites.
6. **Scalable Ecosystem:** Builds a reusable network of top professionals for future, lower-risk ventures.

Target Audience (Implicit):

Attorneys, Architects, general contractors, specialized service providers, and strategic investors seeking a high-return, low-cash-investment opportunity within a transparent, collaborative, and innovative real estate development framework.