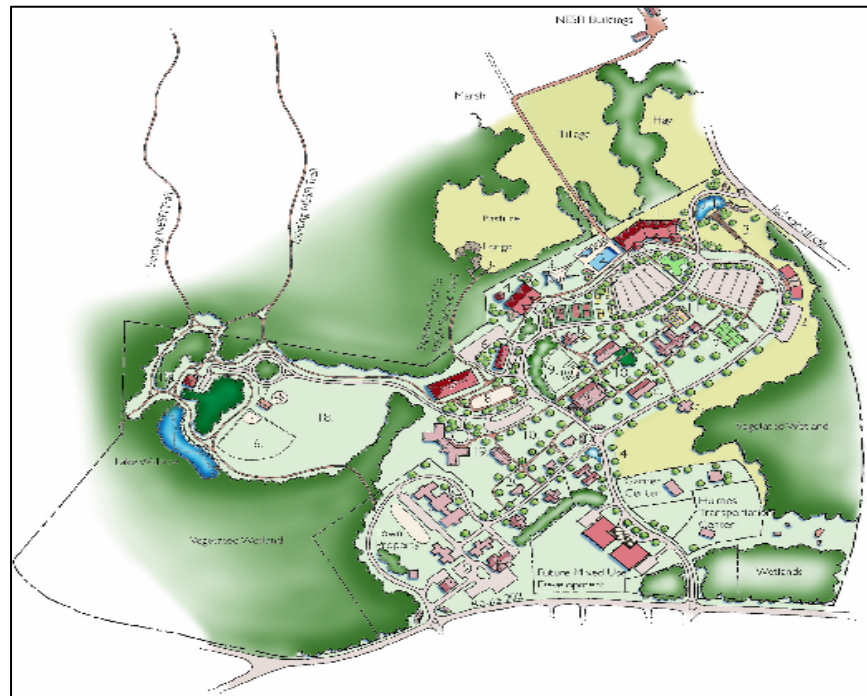


## Quabbin Resort Hotel and Spa Western, Massachusetts

Mr. Bleinberger led a team that successfully repositioned a 100 acre abandoned state hospital facility as the Quabbin Resort Hotel and Spa Project – a \$180 million mixed-use development that features a resort hotel and spa, office, retail, and cultural/recreational amenities that are unified with a health and wellness theme. The Master Plan was drawn by Carol R. Johnson Associates of Boston, and the overall development strategy was predicated on Strategy 5's proven methodology of rigorous market and financial feasibility analysis, extensive public outreach, and creative problem solving skills.

Strategy 5 is currently (summer 2006) assisting the Belchertown Economic Development and Industrial Corporation (land-owner) with formulating development and operating agreements with the selected Master Developer (Bridgeland Development) which was attracted through developer solicitation process that Strategy 5 also managed.



**The Master Plan and Development Strategy will result in a vibrant mixed-use project where an abandoned mental hospital once stood.**