

CREEKSIDE

Opening Summer 2016



BURGERFI



Contact: Amy B. Slinker
Email: aslinker@pfefferdevelopment.com
Phone: 907.646.4644
Cell: 907.350.3605

PRESS RELEASE
FOR IMMEDIATE RELEASE
October 7, 2015

A/B Roll by Adam Holzer for Pfeffer Development
Link: <https://vimeo.com/141748929>

Construction of Body Renew, BurgerFi and Krispy Kreme at Creekside Underway

ANCHORAGE, Alaska – More than 50 people gathered to break ground for the new Body Renew, BurgerFi and Krispy Kreme at Creekside in East Anchorage today.

Body Renew is an Alaskan owned weight-loss and fitness studio, with four other locations in the state. BurgerFi, a cutting-edge, 100 percent natural gourmet burger restaurant, will open its second location and include an outdoor patio. Krispy Kreme will debut its first doughnut bakery and shop in Alaska. The 21,000 sq. ft. Class A retail building will be owned by Alaskans Jerry Neeser and Mark Pfeffer, along with Chignik Lagoon Native Corporation.

The project is part of the continued redevelopment of the former 68-acre Alaska Village Trailer Park. This already includes Begich Middle School, Grass Creek Village Apartments, Clearwater Village and Creekview Plaza 49 currently under construction.

Neeser and Pfeffer also completed the Chester Creek restoration project, the first creek restoration on private land in the state of Alaska. The Municipality of Anchorage is currently working on a new water course of Chester Creek under Muldoon Road near Debarr Road.

“Under the stewardship of Neeser, Pfeffer and Cook Inlet Housing Authority, the trailer park is transforming from an environmentally contaminated blighted area to a diverse, vibrant and economically prosperous community,” Jeff Judd, executive vice president, real estate for Cook Inlet Housing Authority said. “With these projects alone, we have brought to bear more than \$100 million in investment into this Muldoon community – and we have plans for much more.”

Representatives from the Municipality of Anchorage and the project spoke at the event, followed by a ceremonial gold shovel groundbreaking. The celebration continued as guests enjoyed Krispy Kreme doughnuts flown to Anchorage from Seattle, and BurgerFi frozen custard delivered from the other BurgerFi in Anchorage.

Construction has begun and the three businesses are scheduled to open in the summer of 2016. This project will create approximately 20 new construction jobs and 90 new permanent positions.

"I am thrilled to see this private investment that is bringing a dynamic retail development and new jobs to East Anchorage," Chris Schutte, director of economic and community development for the Municipality of Anchorage said. "Creekside is continuing to become a truly great neighborhood community."

Body Renew will offer amenities including upgraded equipment, an expanded selection of fitness classes and activities, tanning beds and child care. The second level of the fitness center will feature dramatic views of the Chugach Mountains.

"The new Body Renew fitness center allows us to offer a more easily accessible and unparalleled club experience to the growing community in East Anchorage," Brian Horschel, owner of Body Renew Alaska said.

Krispy Kreme and BurgerFi are operated by the same Alaskan franchisee, a partnership managed by Jack Lewis that also includes Ray Kizer and Dick Hobbs. Lewis is also a partner in Firetap Alehouse, McGinley's Pub, Peanut Farm Sports Bar and Grill and Sourdough Mining Company.

"Krispy Kreme's first appearance to Alaska and BurgerFi's second location sends a positive economic message to Anchorage," Lewis said. "This is a great place to invest and grow a business. We're proud to be a part of it."

In addition to Neeser, Pfeffer and Chignik Lagoon Native Corp., the retail building project team includes Pfeffer Development, Neeser Construction and KPB Architects. Northrim Bank and Alaska Industrial Development and Export Authority (AIDEA) are financing the project.

"This project represents a strong collaborative effort with great partners," Mark Pfeffer said. "We're excited to move the Creekside vision forward and continue building our Anchorage community."

The building will be located at 7710 Grass Creek Road, near the corner of Debarr and Muldoon Roads. For more information, contact Amy Slinker at (907) 350-3605 or aslinker@pfefferdevelopment.com.

###

Creekside Renderings by KPB Architects

See photo cutlines on the following page.

Creekside_Pfeffer.jpg

Photo by Ash Adams for Pfeffer Development—Mark Pfeffer, president of Pfeffer Development, speaks during the groundbreaking event for new Body Renew, BurgerFi and Krispy Kreme at Creekside on Wednesday, Oct. 7 in East Anchorage. Pfeffer will own the building with partner Jerry Neeser, president of Neeser Construction. The project team includes Pfeffer Development, Neeser Construction and KPB Architects. Northrim Bank and Alaska Industrial Development and Export Authority (AIDEA) are financing the project.

Creekside_Lampert.jpg

Photo by Ash Adams for Pfeffer Development—Melissa Lampert, marketing and communications coordinator for Body Renew, speaks during the groundbreaking event for new Body Renew, BurgerFi and Krispy Kreme at Creekside on Wednesday, Oct. 7 in East Anchorage. The businesses are scheduled to open in the summer of 2016.

Creekside_Lewis.jpg

Photo by Ash Adams for Pfeffer Development—Krispy Kreme and BurgerFi are operated by the same Alaskan franchisee, a partnership managed by Jack Lewis that also includes Ray Kizer and Dick Hobbs. Lewis is also a partner in Firetap Alehouse, McGinley's Pub, Peanut Farm Sports Bar and Grill and Sourdough Mining Company. Here, Jack Lewis stands with his shovel from the ceremonial groundbreaking at Creekside on Wednesday, Oct. 7 in East Anchorage.

Creekside_KrispyKreme_Doughnuts.jpg

Photo by Ash Adams for Pfeffer Development—The franchisee for Krispy Kreme flew in more than 200 doughnuts from Seattle for the Creekside groundbreaking Wednesday, Oct. 7 in East Anchorage. The doughnuts were baked in the morning and arrived just in time for the event, which also featured BurgerFi frozen custard delivered from the gourmet burger restaurant's other Anchorage location. Krispy Kreme and BurgerFi are operated by the same Alaskan franchisee, a partnership managed by Jack Lewis that also includes Ray Kizer and Dick Hobbs. Lewis is also a partner in Firetap Alehouse, McGinley's Pub, Peanut Farm Sports Bar and Grill and Sourdough Mining Company.

Creekside_groundbreaking.jpg

Photo by Ash Adams for Pfeffer Development—Members of the Creekside project team, owners and tenants of the building officially break ground for the new Body Renew, BurgerFi and Krispy Kreme at Creekside on Wednesday, Oct. 7 in East Anchorage. The 21,000 sq. ft. Class A retail building will be owned by Alaskans Jerry Neeser and Mark Pfeffer, along with Chignik Lagoon Native Corporation. The project team includes Pfeffer Development, Neeser Construction and KPB Architects. Northrim Bank and Alaska Industrial Development and Export Authority (AIDEA) are financing the project.