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# HILL COUNTRY NEWS

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## Frew is that man behind the scenes in Cedar Park



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**Mountain Frew!** John Frew from Colorado has played a pivotal role in negotiations and behind-the-scenes work regarding the Cedar Park Event Center, which broke ground last week and is scheduled to open in the Fall of 2009.

Posted Tuesday, June 17, 2008 6:00 pm

by **Jenn Rains, Hill Country News**

He's been sighted at city council meetings making presentations. He zooms into town by jet and flies back to his home in Colorado after working deals.

He's been a major part of the brain trust in negotiations involving the new event center in Cedar Park - and he doesn't even live in the state. He prefers to work behind the scenes and let others take the spotlight.

So who exactly is John Frew?

John Frew, 52, of Frew Management Group in Denver, Colo., is no stranger to event centers or the sports world.

The Cedar Park Event Center (CPEC) is a huge undertaking for the city and has been a team project with many players involved. Frew has worked behind the scenes and has stayed out of the limelight in his tireless effort to help make the arena possible.

Frew, a transaction lawyer, is part owner and operator of the Broomfield Event Center in Broomfield, Colo., which houses the Colorado 14ers, an NBA development team, and the Rocky Mountain Rage, a member of the Central Hockey League (CHL).

Frew is also the man who has been working as Cedar Park's representation to help bring the CPEC to town along with the Texas Stars, the Dallas Stars' AHL affiliate.

Last May, the Cedar Park economic development board put out a request for proposal (RFP) for groups to come in and give their ideas on building an event center. Frew and his group pitched their idea that involved building it and helping the city through the process, said Frew.

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Not long after the interviews, Frew was asked to become Cedar Park's consultant for the project - a job he is committed to wholeheartedly. "My primary focus is on this project; when it's done, we'll move on," said Frew.

Phil Brewer, Cedar Park economic development director, said the city initially engaged Frew to talk about CHL hockey and how the league worked. "It eventually evolved into retaining him for the project," he said.

Since Frew was retained by the city, he has spent countless hours in negotiations with Hunt Construction and the Hicks Sports Group, along with giving updates at city council and 4A Board meetings.

As the CPEC held its groundbreaking last Tuesday, Frew made his 38th trip to Cedar Park since last July. Frew said he truly loves Texas and the Cedar Park area. He doesn't have any problem making the CPEC his complete focus.

"When I flew in last week, I could see the site from the air; it was very impressive," Frew said. "I'm very proud."

With a gentlemanly nature and a businesslike manner, Frew is "an invaluable asset to the project," and has a wealth of experience, said Lowell Moore, former 4A Board president and current city council member.

"He brought everything into focus and helped us establish a process," said Councilmember Mitch Fuller. "He brought expertise in budgetary, construction and competitive bidding."

This experience is important to a project of this magnitude, said Frew. Because of his past experience and as the owner of the Broomfield Event Center, he said he looks at the project with "one eye as a developer and one eye as an owner/operator."

Working with Cedar Park has been a very pleasant experience for Frew and his team. "The city of Cedar Park is blessed with just a broad range of very talented people. I think I've made some great friendships that will last long after this project is finished."

Brewer said Frew has done an excellent job of keeping everyone on track throughout the project. "John has just been a real joy to work with. His contributions to this project were extremely important in getting us where we got to last week with the groundbreaking."

Though Frew loves sports and enjoys attending sporting events, he has a different perspective than most when taking in a game. "I love sports, but I'm an unusual sports fan. When I'm at a game, I count the concession stands and look at the functionality of the facility," he said.

With his constant eye for the details of a facility, Frew looks at everything thoroughly to find what could be done differently or improved.

Moore said it's Frew's focus and eye for details that have kept the city going in the right direction. "We could have taken a different direction which would have been a wrong direction without John's guidance," he said. "I don't think we would have had the quality of project at this price without John there."

Fuller said he believes hiring Frew was one of the best strategic decisions the city has made with this project. "The key reason for our success is that we hired someone who was very dedicated in wanting to get this done," he said.

Frew, a native of Des Moines, Iowa, graduated from the University of Iowa with a degree in political science and went on to Creighton University Law School.

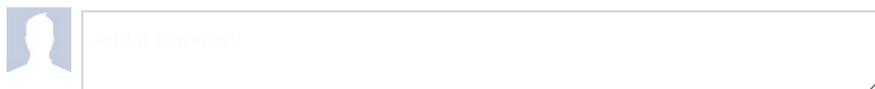
Frew and his wife, Marcia, are "very dedicated to our kids; we travel as a family," he said of daughters Lindsey, 15, and Shelby, 12.

E-mail [jennifer@hillcountrynews.com](mailto:jennifer@hillcountrynews.com) (mailto:jennifer@hillcountrynews.com)

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