

Proposed Convention Center Hotel



GEORGE R. BROWN CONVENTION CENTER | HILTON AMERICAS - HOUSTON | JONES HALL FOR THE PERFORMING ARTS
MILLER OUTDOOR THEATRE | WORTHAM THEATER CENTER | THEATER DISTRICT PARKING | THEATER DISTRICT PARKS

GEORGE R. BROWN CONVENTION CENTER

2025

MASTER PLAN



COMPARATIVE ANALYSIS

HOTEL CAPACITY

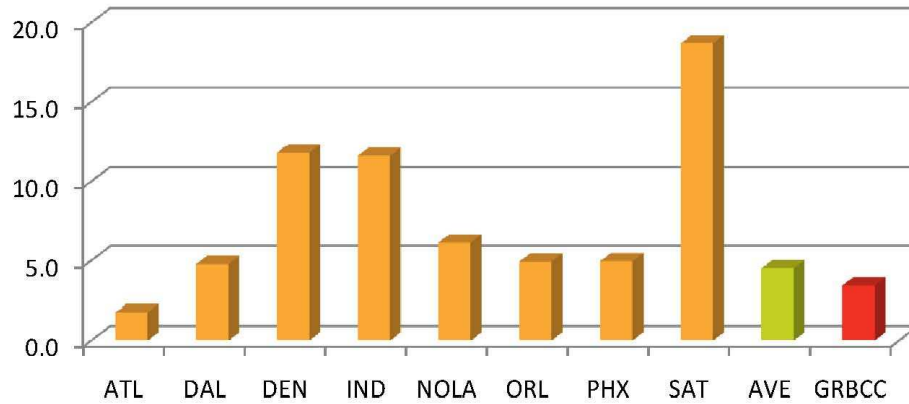
1,000

...additional hotel rooms are immediately needed to match the average number available to our competitor convention centers

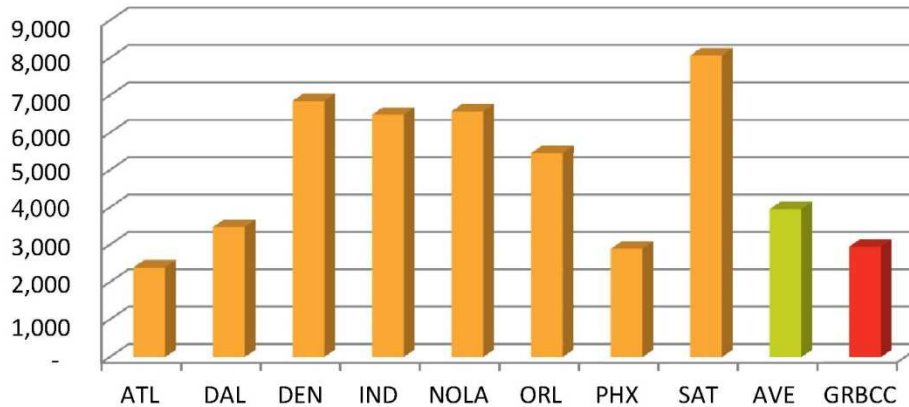
2,000

...hotel rooms are needed to match the ratio of rooms per exhibition space compared to other cities

Hotel Rooms per 1,000 SF Exhibition



Hotel Rooms Within 10-min. Walking Distance



KEY DRIVERS



CONVENTION FACILITIES



HOTEL PACKAGE



TRANSPORTATION



DISTRICT AMENITIES



SAFETY & SECURITY

GRBCC PRIORITIES



HOTEL PACKAGE



DISTRICT AMENITIES



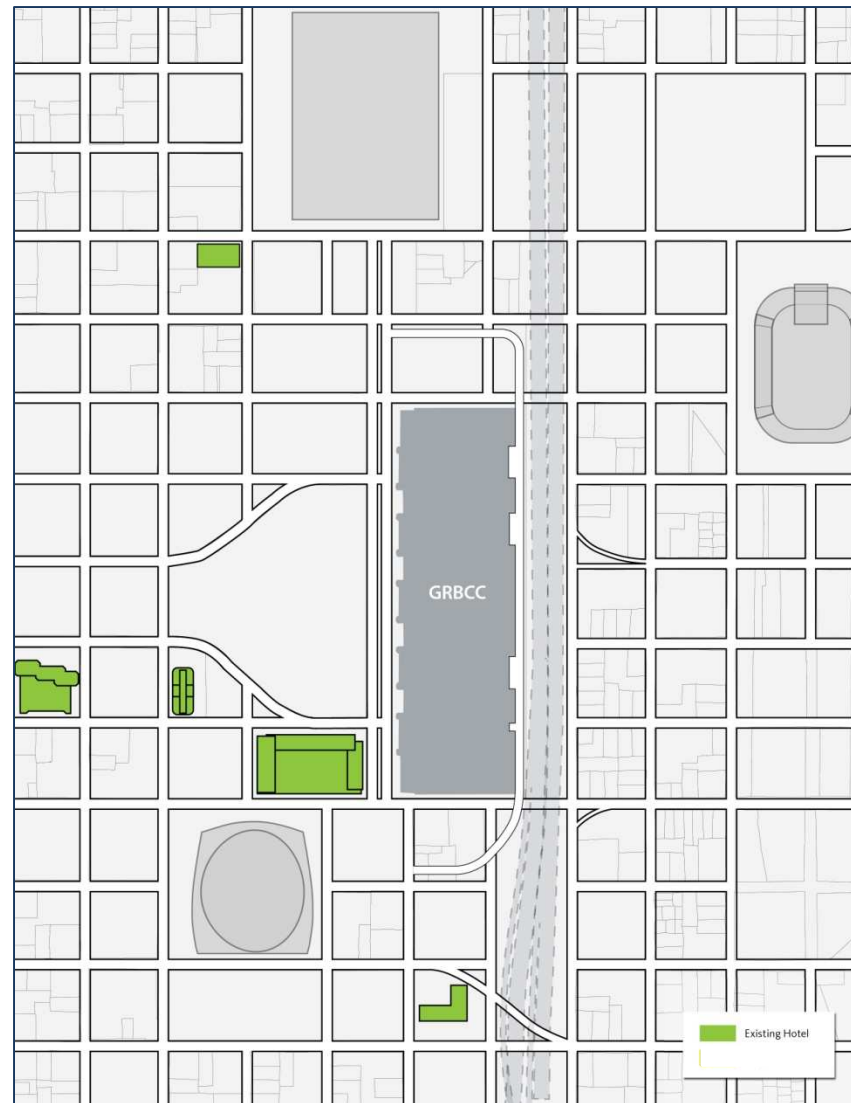
CONVENTION FACILITIES

KEY DRIVERS

HOTEL PACKAGE

MEETING PLANNERS:

- Consider **availability and quality of hotels near the convention center** when selecting a city to host their event
- Prefer dealing with **fewer hotels that are located nearby** to meet their inventory needs
- Prefer **to avoid the expense of shuttle bussing** from remote hotels
- Prefer **'attached' convention center hotels** with climate controlled connections



EXISTING NEARBY HOTELS

KEY DRIVERS

HOTEL PACKAGE

Consider a **second** attached convention center hotel

Consider hotel development offering different products **on GRBCC's four corners**



PROPOSED NEARBY HOTELS

Date	Process
Selection Committee	<ul style="list-style-type: none"> • Selection Committee comprised of: <ul style="list-style-type: none"> ○ Ric Campo (HFC Board Member) ○ David Solomon (HFC Board Member) ○ Katy Caldwell (HFC Board Member) ○ Deon Warner (HFC Board Member) ○ Andy Icken (Chief Development Officer, City of Houston)
March 7, 2012	<ul style="list-style-type: none"> • Request for Qualifications issued • Advertisement placed in Houston Chronicle from March 7 – March 13 • Advertisement placed in Houston Business Journal for March 9 and March 16 • Advertised and document made available online on Onvia from March 7 – April 20 • RFQ published on HFC website • Emailed notification to over 165 developer, architect, hotel brand, investor, and construction contacts
March 27, 2012	<ul style="list-style-type: none"> • Pre-proposal meeting at the GRBCC; approximately 100 individuals attended

April 20, 2012

- RFQ due
- 11 responses received from the following:
 - Discovery Central
 - Hines
 - Houston Now
 - Matthews Southwest
 - Mortenson
 - Parkway Service Group
 - Product Marketing International
 - RIDA Development Corporation
 - Trammell Crow
 - TRT/Omni
 - White Lodging

May 4, 2012

- Six teams were shortlisted for interviews based on:
 - **Relevant experience,**
 - **Financial strength with privately financed hotels, and other commercial and residential projects,**
 - **Designer’s relevant experience with similar projects,**
 - **Developer’s and designer’s key personnel experience,**
 - **Approach to financing, and**
 - **Responsiveness to the RFQ.**

The six teams included:

- **Discovery Central**
- **Hines**
- **Parkway Service Group**
- **RIDA Development Corporation**
- **TRT/Omni**
- **White Lodging**

<p>May 30-31, 2012</p>	<ul style="list-style-type: none"> • The Selection Committee conducted oral interviews with the six development teams • The Selection Committee shortlisted two development teams – RIDA Development Corporation and TRT/Omni. • The Selection Committee directed staff to enter into term sheet negotiations with the short-listed firms.
<p>September 10, 2012</p>	<ul style="list-style-type: none"> • Final term sheets received from developers
<p>September 24, 2012</p>	<ul style="list-style-type: none"> • Final interviews • Selection Committee directed HFC staff to enter into exclusive negotiations with RIDA Development Corporation



HOUSTON *First*
CORPORATION

Going Forward

- **Begin negotiations with RIDA Development Corporation**
 - Approximately \$375 Million Investment: 825 Construction Jobs & 500 Permanent Jobs
 - Privately owned and requires substantial private investment by RIDA
 - Hotel Brand to be finalized
 - Will include a MWBE clause
 - Will include a labor neutrality clause
- **Begin a process later this year regarding the proposed garage**
- **Work closely with PWE & METRO regarding mobility and impact of light rail around the proposed Hotel site and GRBCC.**

Future City Council Action

- Plan to return to Council later this year with a detailed description of the proposed agreements.
- No Direct General Funds from the City used.
 - As with other convention projects in Houston and across the Country, tax rebates (HOT, etc.) and other incentives will likely be required.
 - Houston First may issue debt requiring Council approval.
 - Could require Council approval to release the lien on Hilton Americas-Houston.
- No financial impact on the City or the City's debt model.



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