



Project Data

Key Scope Items:

- Hotel Market & Financial Feasibility
- Developer Attraction Process
- Financing Structure & Negotiation

Development Budget: \$17,000,000

HSP Professionals Involved in Project: Rob Hunden, Rob Smitherman, Don Massagli

Time of Service: 2008 – Present

American Tobacco Hotel Study & Developer Selection

Durham, North Carolina

Capitol Broadcasting Company (CBC) is the developer/owner of the American Tobacco mixed-use campus in downtown Durham, which includes the Durham Bulls ballpark, significant office space and the new Durham Performing Arts Center (DPAC). This complex was redeveloped by CBC to invigorate the downtown and preserve the historic fabric of the community. Included on the DPAC site is a 10,000 square foot parcel that could be developed as a hotel. The development concept consists of an urban 'wrapper' design that would wrap the DPAC parking garage on two sides with a potential hotel development.

Hunden Partners completed a comprehensive market and financial feasibility study for the proposed project under a number of scenarios, including as a limited service hotel, full service boutique hotel and as a conference hotel.

HSP was then asked to help the owner select a development partner through an RFP process. The process involved creating an RFP for developers, managing the solicitation process, touring firms through the District, interviewing firms, creating and managing financial structures and advising on the financial structure for the project.