

MARKET RATIONALE FOR DOWNTOWN HOTEL

- **Proximity to Anderson University (1.18 miles)**
- **Proximity to Clemson University (18.0 miles)**
- **Proximity to AnMed Health Center – 600-bed hospital system (.37 miles)**
- **Proximity to Interstate I-85 (5.63 miles)**
- **Proximity to Lake Hartwell (5-10 miles)**
- **Strong Business Base – 230 manufacturers in County (22 international firms)**
- **Increasingly Upscale Downtown Restaurant Scene**
- **Downtown as venue for Weddings, Receptions, Banquets, Community Events, etc...**
- **Downtown as a potential Spa Destination**
- **Downtown as Conference Center**
- **Downtown Redevelopment Momentum – new condo projects, restaurants, offices**
- **Increasing Community Investment in Downtown's Success – i.e. the Arts Center Warehouse, Farmers Market, Downtown Sounds Concert Series, City parking garage**
- **A Supportive Public Partner – this project will happen as the result of an extensive public process initiated by the City of Anderson. Accordingly, the City is extremely supportive of this project and will support efforts.**

Conceptual Proposal

- **Develop Hotel**
 - 50+ Room, High-Quality (3/4 Diamond) Independent
 - meeting facility + restaurant + retail space
 - parking underneath (approximately 75 spaces)
 - flexibility in sizing of initial uses
- **Later Phases:**
 - Residential/Additional Retail + Office
 - Parking Facility

Moving Forward

- **Conduct Public Design Charrette (*May/June 2008*)**
 - conceptual images available for public input
 - refine hotel plans & cost estimates
- **Solicit City & Community Support (i.e. room nights, meeting commitments, and other forms of support)**
(June - Dec 2008)
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- **Finalize Design/Financing/Legal Agreements**
(June - Dec 2008)
Construction (12-18 months) (2009 - 2010)
- **Hotel Opening (*Fall 2010*)**