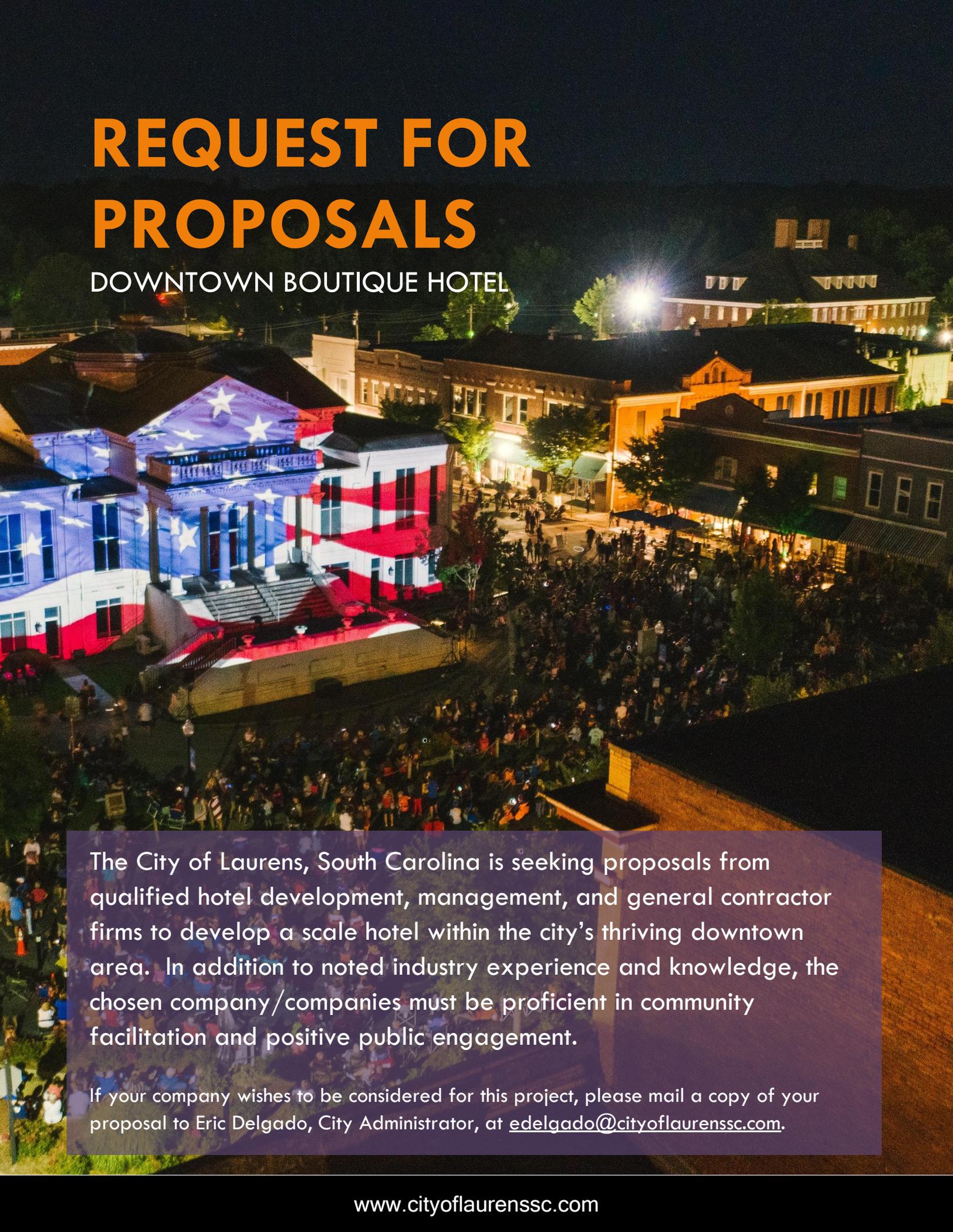


REQUEST FOR PROPOSALS

DOWNTOWN BOUTIQUE HOTEL

REQUEST FOR PROPOSALS

DOWNTOWN BOUTIQUE HOTEL



The City of Laurens, South Carolina is seeking proposals from qualified hotel development, management, and general contractor firms to develop a scale hotel within the city's thriving downtown area. In addition to noted industry experience and knowledge, the chosen company/companies must be proficient in community facilitation and positive public engagement.

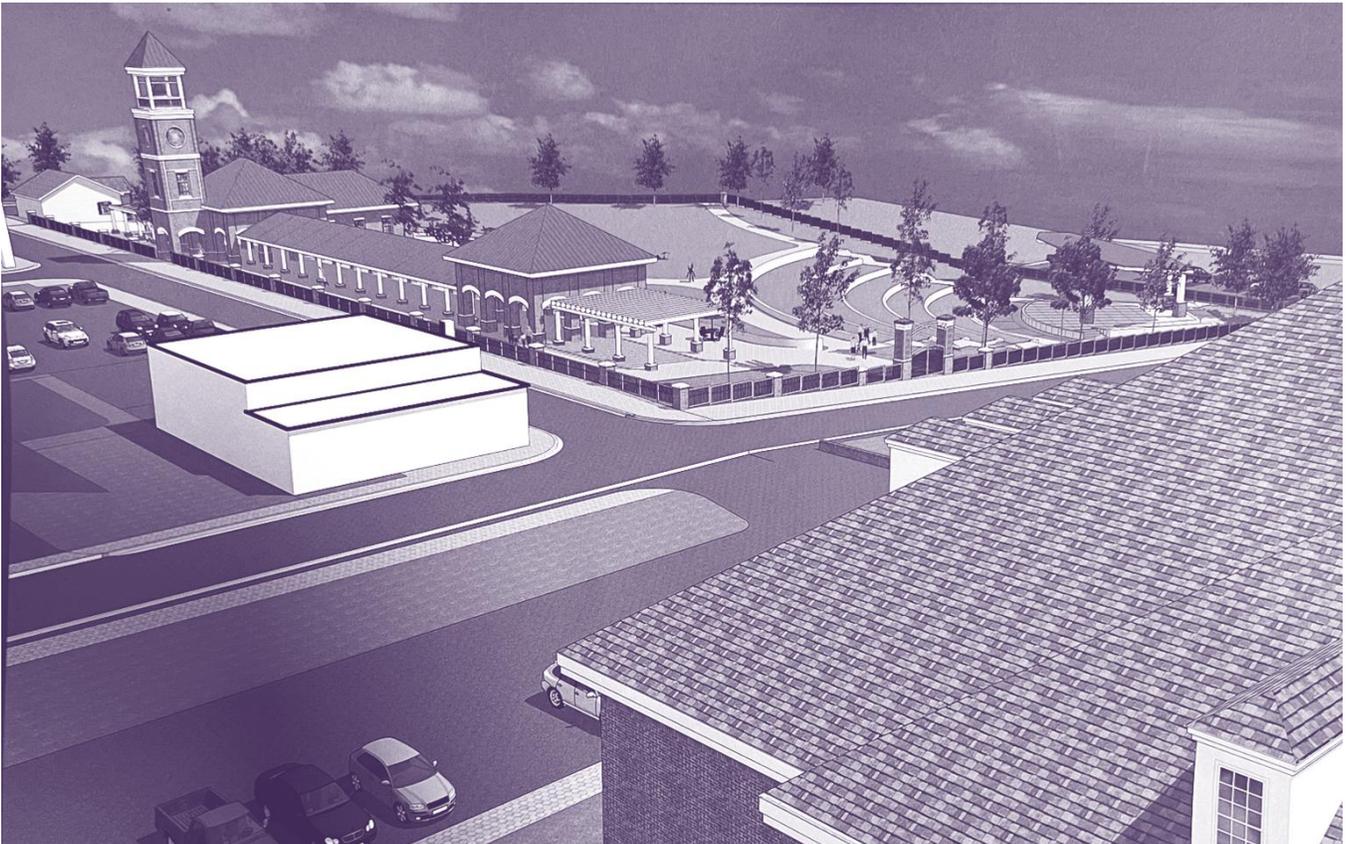
If your company wishes to be considered for this project, please mail a copy of your proposal to Eric Delgado, City Administrator, at edelgado@cityoflaurenssc.com.

Economic Incentives Available

The **City of Laurens** owns **201 W Main St**, Laurens, SC 29360, a 23,600 sq ft facility with an upscale exterior façade and an internal layout that is well-suited for conversion into a hotel. Centrally located in the heart of downtown Laurens, adjacent to the city's historic Public Square, this property overlooks an area undergoing development which is central to the city's downtown master plan. This area currently includes a splash pad and public green space, and will include a clock tower, farmers market, and gated amphitheater for large public events.

To incentivize development, the city is willing to negotiate a competitive long-term lease of the property.

Tours and Presentations of the property will be scheduled through Brandon Roberts, Building & Zoning Administrator, broberts@cityoflaurens.com, 864-984-0144.



Selection Timeline, Requirements & Criteria

Selection Timeline

November 1, 2022	Proposal Submitted
November 15, 2022	In-Person/Phone interviews of Top Three Proposals
November 18, 2022	Select Firm and Issue Contract

Requirements

Each proposal must, at the minimum, offer the following:

- A list of similar projects completed
- A list of industry-related references, including name, title, company, project description, email, and phone number
- Name of person to oversee the project
- A description of the firm's proposed project approach, demonstrating an understanding of the project and its intended deliverables
- A detailed description of the estimated cost for the project, including construction, FF&E, pre-opening expenses, and other soft costs
- Estimated project timeline from the execution of purchase agreement through the opening
- Designated contact person with name, title, phone, and email information

Selection Criteria

- Experience, expertise, and credibility of the company's team
- Demonstrated success by the company in completing projects
- Diversity in funding sources
- Proposed schedule
- Quality and professionalism of submitted proposal
- Capabilities to provide required services
- Demonstrable experience working with similar-sized communities
- Project manager experience and qualifications
- Strength and experience of assigned staff
- Project understanding and approach
- References

201 W. Main Street





2022 HOTEL FEASIBILITY STUDY DRAWINGS FOR 201 W. MAIN ST.

prepared by
Adeptus Architecture



ADP/RS ARCHITECTURE, INC. 21 HALEY STREET GREENVILLE, SC 29601 864-243-2814

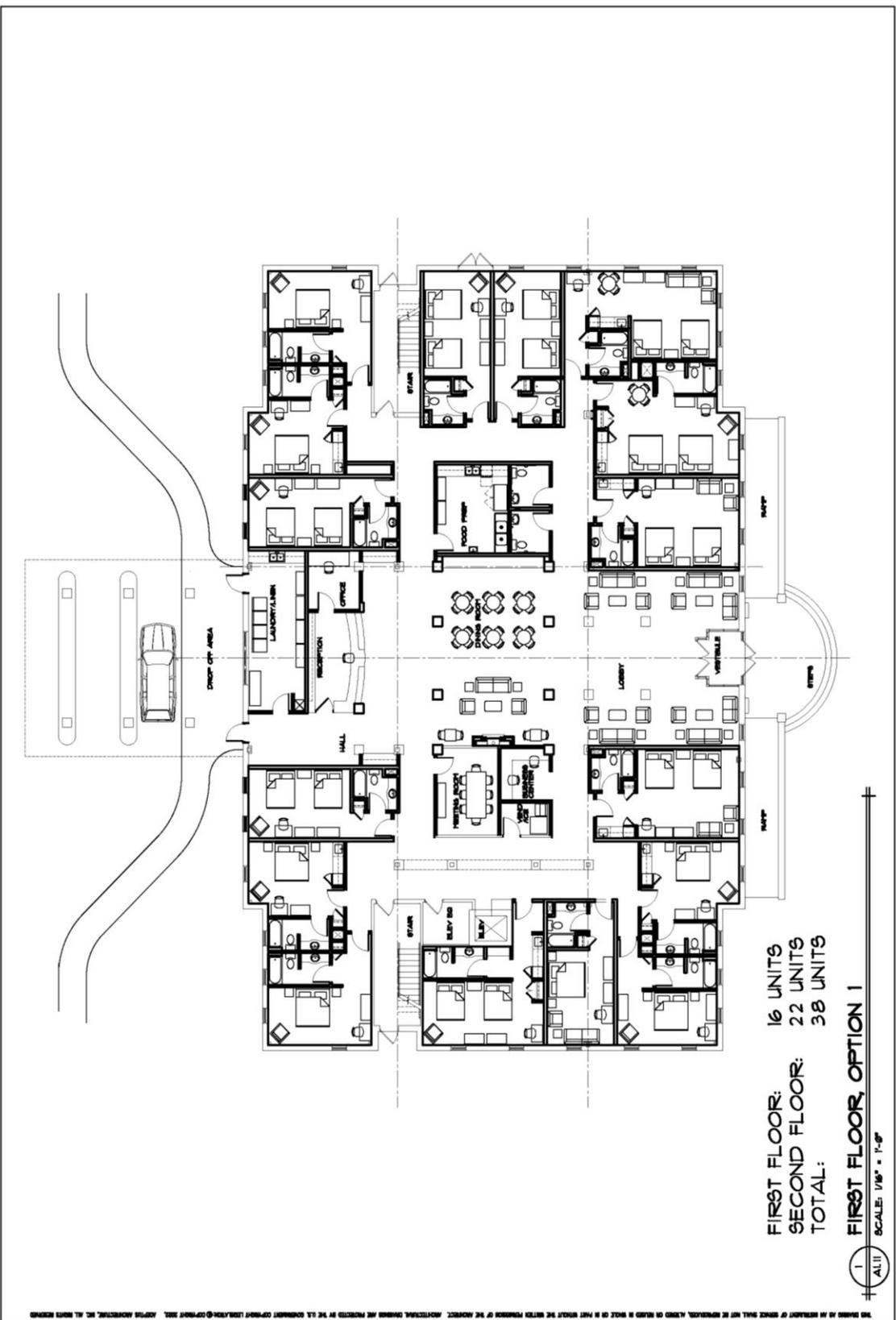
HOTEL FEASIBILITY STUDY

CITY OF LAURENS
SOUTH CAROLINA

PROJECT NO.	111
DATE	11/11/11
CLIENT	CITY OF LAURENS
DESIGNED BY	ADP/RS ARCHITECTURE, INC.
DRAWN BY	ADP/RS ARCHITECTURE, INC.
CHECKED BY	ADP/RS ARCHITECTURE, INC.
SCALE	AS SHOWN
REVISIONS	

**FIRST FLOOR
OPTION 1A**

A1.11



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HOTEL FEASIBILITY STUDY

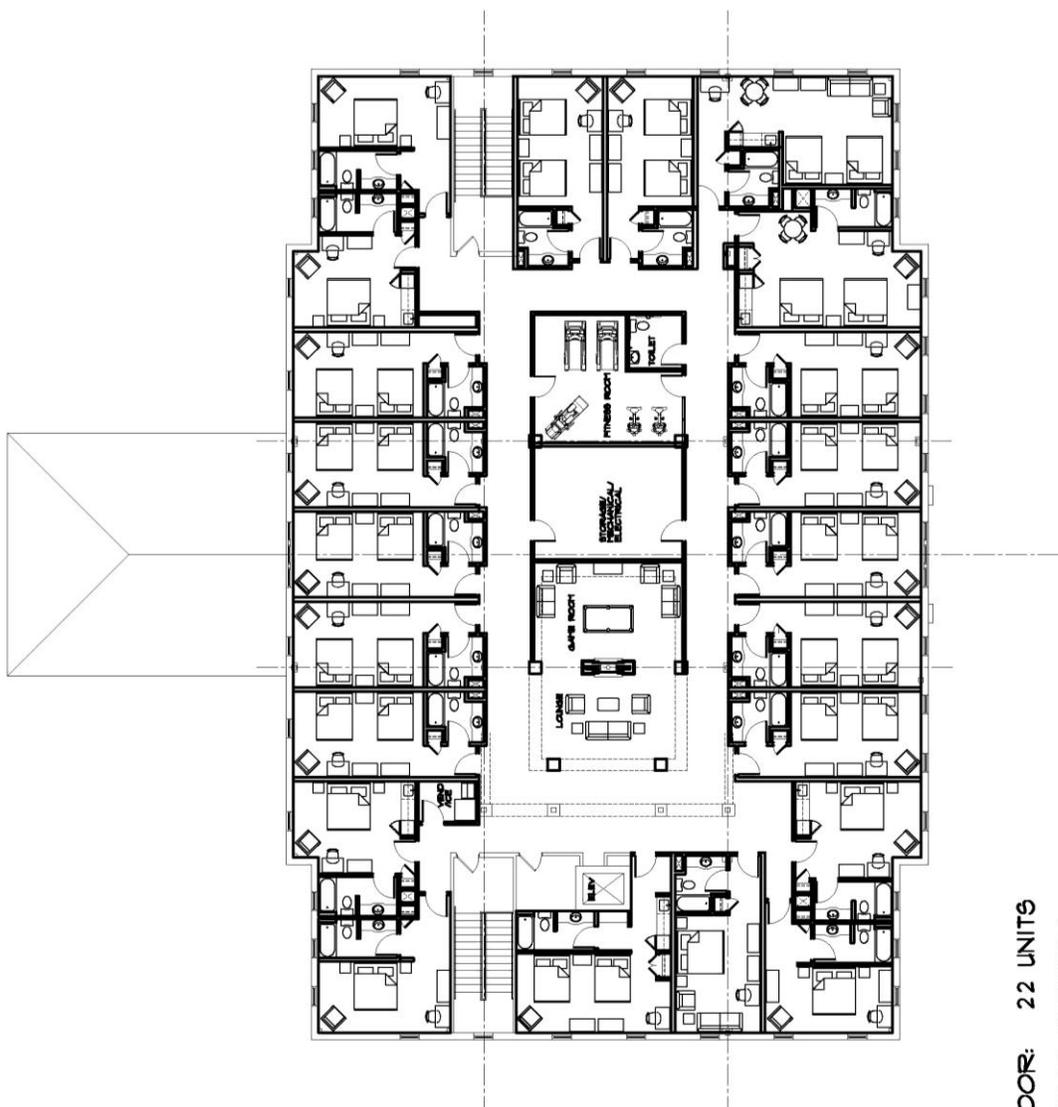
CITY OF LAURENS
SOUTH CAROLINA

OWNER:	NOVUS
ARCHITECT:	NOVUS
DATE:	08/20/22
SCALE:	AS NOTED
JOB NUMBER:	2204
DESCRIPTION:	

NOVUS ARCHITECTURAL, INC. 21 HALEY STREET GREENVILLE, SC 29601 864-343-2814

SHEET:
**SECOND FLOOR
OPTION 1**

A1.13



SECOND FLOOR: 22 UNITS

SECOND FLOOR, OPTION 1

SCALE: 1/8" = 1'-0"



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Firm Confirms Hotel is Feasible in Laurens, SC

August 29, 2022 – Officials of the City of Laurens, South Carolina were pleased to announce that the firm commissioned to complete a Hotel Market Feasibility Study for Laurens, Core Distinction Group, LLC, is now complete. The study indicated the greatest need for a hotel in the area is in downtown Laurens, a rapidly growing city less than 30 minutes from Greenville, South Carolina.

“We knew anecdotally that Laurens has a strong need for a hotel, but we knew that we needed to quantify that need in order to attract the best possible developer or hotelier,” said Laurens Mayor Nathan Senn. “With the clear results of this study, we can confidently say to prospective investors that our community can support a hotel, and we look forward to working together to welcome a new hotel to our city.

The City took the initiative to make the investment in a Hotel Feasibility Study in the May of 2022. In the coming months, Laurens welcomed Jessica Junker, a representative of Core Distinction Group, into their community for a tour and to assess the City’s assets and sit down with local demand generators and community leaders.

“We are excited by prospect of a new hotel in Laurens and the impact it will have on this rapidly growing area,” said Junker, Managing Partner of Core Distinction Group. “The City of Laurens is not only a beautiful community, it offers the opportunity for a great return on investment.” The Hotel Market Feasibility Study completed by Core Distinction Group in July 2022 indicated a need for an upper midscale hotel with 65-75 rooms located immediately adjacent to downtown Laurens. They also indicated the property should offer amenities like wi-fi, breakfast, a business center/meeting rooms, and fitness facilities.

About Core Distinction Group:

Jessica Junker, Managing Partner
j.junker@coredistinctiongroup.com
920.740.1647

About the City of Laurens:

Eric Delgado, City Administrator
edelgado@cityoflaurenscc.com
864.984.3933

Supporting Documentation

2022 Downtown Hotel Proforma prepared by Core Distinction Group
2022 Comprehensive Hotel Market Feasibility Study prepared by Core Distinction Group
2022 Laurens Downtown Master Plan Renderings designed by Adeptus Architecture

