

City of Shelby

November 6, 2023

Hotel Charles Solicitation for Development Partner(s)

Overview of expected solicitation timeline and process



Meeting Goals

- Review the Solicitation for Development Partner(s)
- Discuss the expected solicitation timeline and process, including DFI's outreach strategy



Guiding public interests for the Hotel Charles, endorsed by City Council on August 21, 2023:

The redevelopment of the Hotel Charles should...

1. Add accommodations in Uptown that will support current arts, culture, and visitor travel activity.
2. Preserve and reflect Shelby's history.
3. Efficiently leverage public investment to maximize private investment.



Historic Boutique Hotel Development Program

Projected Development Program

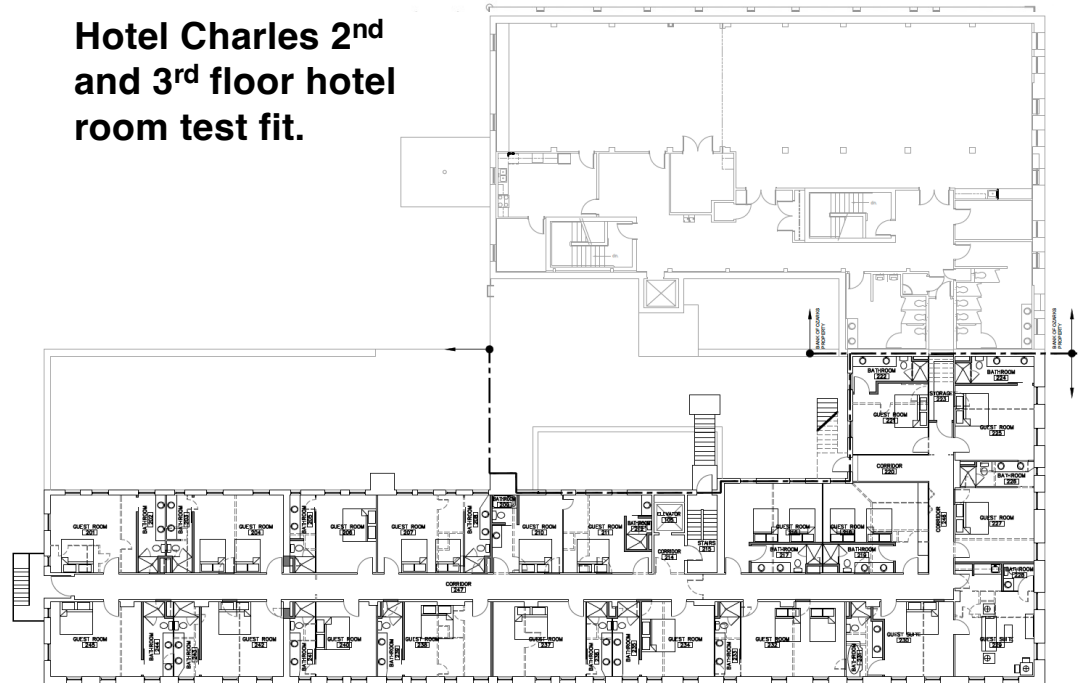
Building Square Feet (sq ft) 32,000 sq ft

Estimated # of Hotel Rooms 38

First Floor: Food and Beverage 5,000 sq ft

Street Level: Retail Opportunity 3,100 sq ft

Hotel Charles 2nd and 3rd floor hotel room test fit.

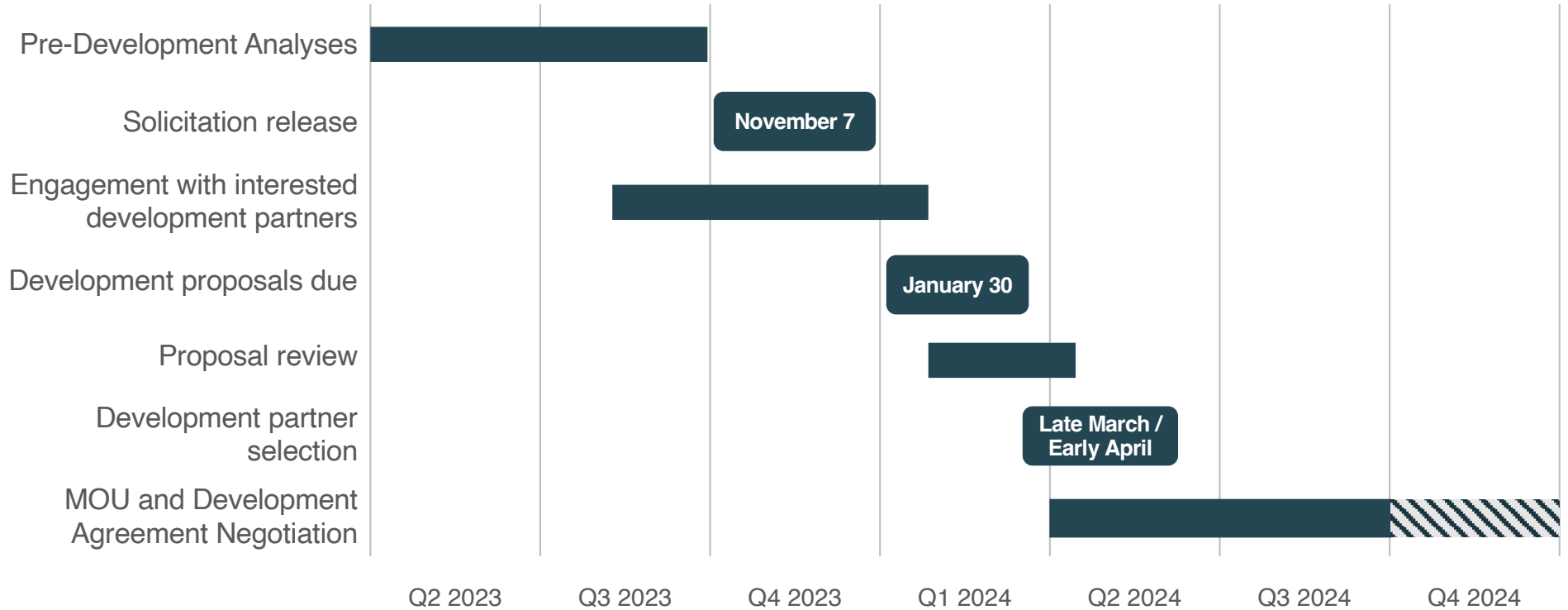


Solicitation for Development Partners (SDP)

Timeline and Process



Estimated solicitation and development agreement timeline.



Note: the timeline is estimated and may change based on solicitation responses, council decision making, and development agreement negotiations.

The SDP includes the following key elements.

- Detailed description of the Hotel Charles redevelopment opportunity, including the project's guiding public interests;
- Overview of DFI's market analysis, including key hospitality and retail indicators;
- Overview of the Hotel Charles development program;
- Summary of the project financial feasibility;
- Summary of potential public-private partnership opportunities; and
- Detailed description of the SDP evaluation criteria and selection process.

SOLICITATION FOR DEVELOPMENT PARTNER PROPOSALS

The Hotel Charles | CITY OF SHELBY, NC



UNC SCHOOL OF GOVERNMENT
Development Finance Initiative



Development partner outreach strategy.

DFI has developed a targeted list of groups that have experience in developing historic properties for hospitality programs. The list includes:

- private developers,
- architectural and engineering firms,
- investor groups,
- financing institutions, and
- boutique hotel management firms.

The SDP will also be posted on the City of Shelby's website, DFI's website, and circulated via several regional media outlets.

Hotel Charles first floor lobby.



The solicitation includes several expectations of developer proposals.

Developer proposals are due **January 30, 2024**.

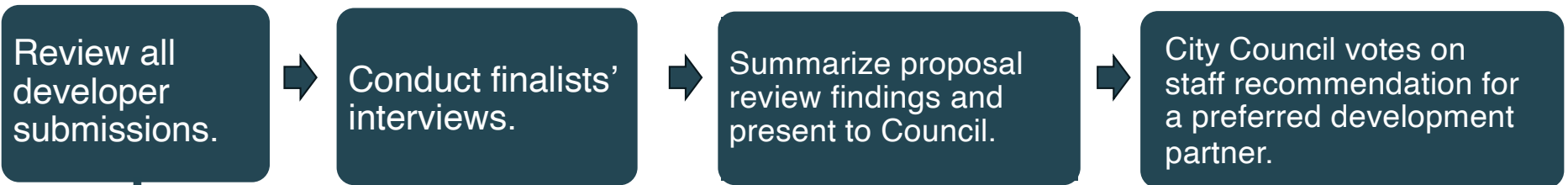
The expected elements of all submissions include detailed summaries of the following:

1. Development and site plans
2. Project financial assumptions, and evidence of firm financial stability
3. Development timeline
4. Selection process for (1) hotel operator, (2) food and beverage partner, and (3) retail tenants
5. Development team and experience
6. References

Arched windows in Hotel Charles ballroom.



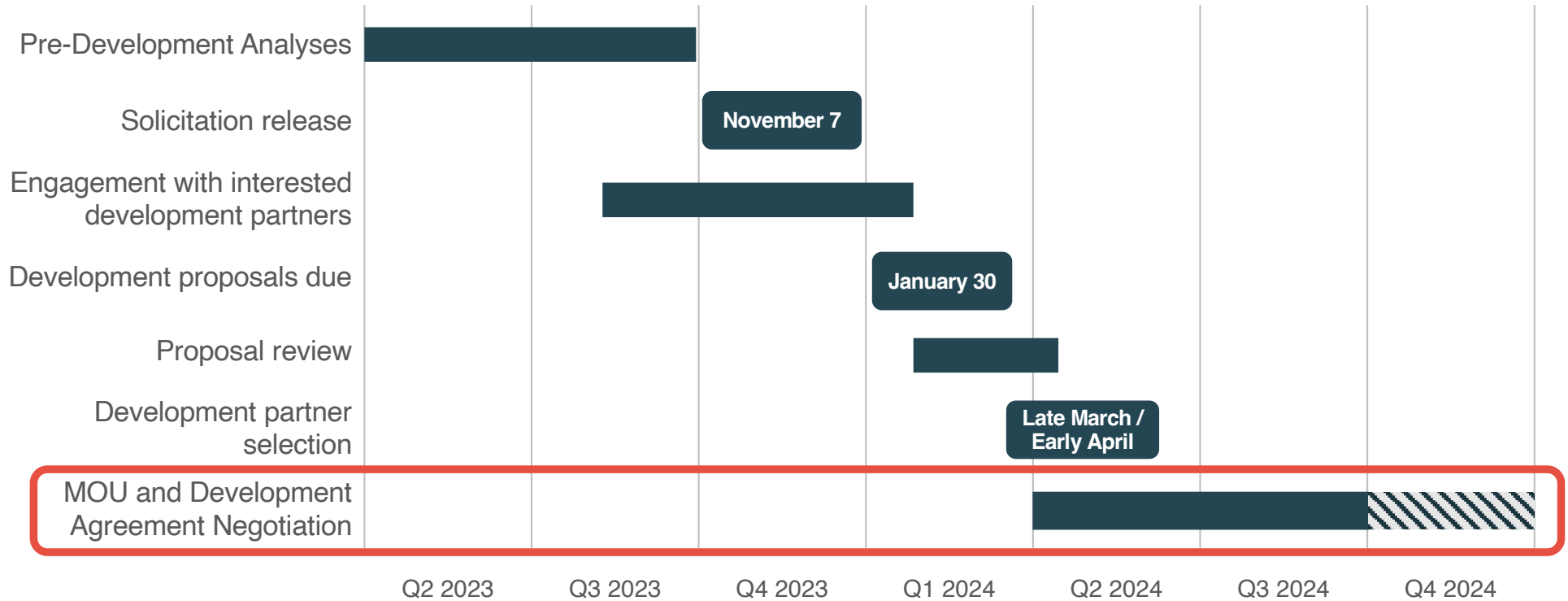
City staff and DFI will review all submissions to inform Council's selection.



The following core criteria will be used to assess all responses:

1. **Qualifications and experience** (primarily historic, boutique hotel redevelopment experience).
2. **Integration of guiding public interests** in proposed development plan.
3. **Quality and success** of prior development projects and public-private partnerships (including projects of similar scale and complexity).
4. **References**, including those from previous local government partners.
5. Ability to complete the project within the **City's proposed timeline**.

Estimated solicitation and development agreement timeline.



Note: the timeline is estimated and may change based on solicitation responses, council decision making, and development agreement negotiations.

Questions



