



Hotel Feasibility, Fiscal Impact and Incentives Analyses

Charlotte, North Carolina

Hunden Strategic Partners worked with a private developer to conduct an evaluation of the Charlotte hotel market and the feasibility of a new hotel located near downtown. The hotel is to include meeting space as well as an artsy, edgy environment to complement the clubs, restaurants and music venues surrounding the site. The project is a boutique-style hotel consisting of 200 rooms and more than 20,000 square feet of meeting space.

The development site is at the NC Music Factory and is located one mile north of the Charlotte Uptown district. The development consists of restaurants, bars, performance space and film studios. To attract visitors to the area in the non-peak daytime hours, the developers are including meeting space to act as a catalyst.

HSP completed a full market and financial feasibility study that analyzed two competitive sets of hotels in Uptown Charlotte, including boutique hotels as well as standard full-service properties. The analysis also conducted a review of funding tools and potential incentives. The analysis also included profiles of other artsy, edgy hotels developed around the U.S. as well as profiles of a number of boutique hotel companies and brands that would potentially suit the proposed development.

Client: Private Developer

Time Period: 2012