



Various Autograph Hotel Feasibility, Fiscal Impact & Incentives Analyses

St. Louis, MO; Amarillo, TX; Minneapolis, MN; and Carmel, IN

In 2017-2018, HSP was hired by a private developer to perform a multi-phased mixed-use hotel market study, including feasibility and demand analysis for The Armory District Project in St. Louis. The Project proposed to redevelop the historic Armory Building into an Autograph-style hotel and to create a mixed-use district in the area. HSP's initial recommendations indicated support for the Project, including a 107-room hotel with a roof-top bar. HSP also recommended commencing with a deeper-dive Phase II analysis in order to dial in the amenity details, to determine if space can be increased, and to run additional scenarios.

In 2018, HSP was engaged by a private client to conduct a hotel market and financial feasibility analysis for the redevelopment of the Barfield Building in downtown Amarillo, Texas. The Barfield Building had been vacant since the early 1990s, and the Client sought to breathe life into the historic building with a 112-room Autograph hotel, proposed to include a restaurant and bar, a speakeasy, and meeting spaces.

In 2016-2017, HSP conducted a market, demand and financial feasibility study for a proposed event space attached to the Autograph hotel in Minneapolis, Minnesota. After the Elliot Park Hotel opened in September of 2018, HSP was engaged again in 2019 to complete an update to the study. Both studies included a project profile, an analysis of the meetings market, demand and financial projections and final implications and recommendations.

In 2017, HSP professionals completed demand and financial projections and an impact analysis for Hotel Carmichael in Carmel, Indiana. The Autograph hotel is set to open in Spring of 2020.

Client: Various

Time Period: 2016 - 2018