



# Boutique Lodging Facility Economic Impact Study

*Louisville, Kentucky*

Hunden Strategic Partners evaluated 900 Baxter, LLC's application for the Kentucky Tourism Development Act (KTDA) tax incentive program to develop a new \$15.6-million boutique lodging facility, with the main component of the 38,066-square foot facility to include 65 new guest rooms in Louisville, Kentucky. In addition to offering upscale lodging accommodations, the project is proposed to include:

- A Chef-driven restaurant,
- Indoor and outdoor dining,
- Bar/lounge/tasting room area,
- Two event spaces, and
- An outdoor courtyard with a swimming pool.

The concept is to fill a tourism opportunity gap that exists not only in the Highlands neighborhood of Louisville, but in several other areas of the city. In addition, the type of hotel that is being proposed is extremely unique in this marketplace. The concept of the hotel is a true lifestyle, relaxed work/play experience. It is neither branded, buttoned up nor limited service/economy. It is a trending new type of full-service lodging experience that caters to those who can choose where and how to work, as well as visitors looking to experience the local vibe with locals. Hunden prepared a report that included estimated costs, project feasibility, and economic impact. The final report demonstrated that the proposed development met all the criteria identified by the KTDA.

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**Client:** Kentucky Tourism & Heritage Cabinet

**Time Period:** 2021