



# Manchester Hotel & Ashland Distillery Redevelopment Market, Financial Feasibility & Economic Impact Study

*Lexington, Kentucky*

Hunden Strategic Partners evaluated Astana, LLC's application for the Kentucky Tourism Development Act (KTDA) tax incentive program to construct a \$32.2-million mixed-use development anchored by a six-story, 120-room luxury lifestyle hotel proposed to be connected to a redeveloped multi-tenant, multi-use historic warehouse. Beyond upscale lodging, the project was proposed to include a first floor restaurant and bar and rooftop bar within the hotel, while the adjacent redeveloped warehouse was proposed to offer an 11,150-square foot event space, microbrewery, café and spa.

The proposed site was located on Manchester Street at the East end of the Distillery District, Lexington's burgeoning entertainment and nightlife hotspot centered between downtown and the Historic Pepper Distillery District. The proximity of the site to the Central Bank Center was another critical component taken into consideration when studying the project's viability and opportunity for success.

In its analysis, Hunden completed a full market and revenue projection study for the various elements proposed for the hotel and surrounding amenities, and then determined the economic, fiscal and employment impact of the project on Lexington and the Commonwealth.

The final report demonstrated that the proposed project met all of the criteria identified by the KTDA.

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**Client:** Kentucky Tourism & Heritage Cabinet

**Time Period:** 2020