



King Cole Hotel Market, Financial & Advisory

Indianapolis, Indiana

Hunden has an ongoing contract with a Chicago-based developer that specializes in hospitality, interior design, branding and procurement to assist with real estate advisory services. These services include:

- Market and Financial Analysis,
- Physical and other Programming Advisory,
- Management and Other Agreement Advisory,
- Food & Beverage Analysis,
- Incentives Application Process
- Branding Analysis, and others.

For this project, Hunden examined downtown Indianapolis and reviewed the quality, supply, and performance of the hospitality market to help determine the opportunity for future development. Hunden also provided financial projections and economic impact models for multiple scenarios.

Hunden provided advisory services throughout a four-year process related to the business plan and creative financing structure for the project, including application for incentives and various partnership opportunities. The result was receipt of \$10 million in incentives, including a new \$9.2 million TIF district.

Client: Private Developer

Time Period: 2019 - 2022