



Proposed Hotel for 300 East Main St. Development

Brand:	Hilton Garden Inn
Building/Rooms:	5 Story Building with 140 Rooms and Suites
Meeting Space:	7,000 Square Feet of Flexible Meeting and Event Space Multiple Break-out Rooms
Amenities:	Indoor Swimming Pool Fitness Center Business Center
Parking:	New Parking Deck with 250 Parking Spaces
Employees:	Approximately 50 New Hires from Housekeeping to Management

Market:

- **Increased demand for large meeting space in the Chapel Hill/Carrboro Market**
- **More groups from outside the area looking to host meetings and events in town**
- **Increase in foreign visitors seeking downtown accommodations**
- **Growth of Corporate offices in Carrboro area**
- **Close proximity to Pittsboro and Mebane**
- **Increase in wedding/social venues in Carrboro area**

It is anticipated that the proposed Hilton Garden Inn will generate the same revenue (if not more) in the first 16 months of operation as the Hampton Inn & Suites Carrboro.

**Revenue paid directly to Town of Carrboro from Hampton Inn & Suites since opening:
8/28/13 through 12/31/14**

- **6% Occupancy tax collected on every guest room reservation with 3% paid to Town of Carrboro and remaining 3% paid to Orange County. \$360,000 total : \$180,000 to Town of Carrboro and \$180,000 to Orange County**

Total Personal and Property tax paid from Hampton Inn & Suites for calendar year 2014 was \$258,902.50.

Total Personal and Property tax paid to Carrboro alone was \$89,762.46.