



## **Proposed Hotel for 300 East Main St. Development**

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

### **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.**