



Convention Center Hotel Approach

Goal

Leverage the current public investment in the City of Bastrop Convention & Exhibit Center and increase the economic vitality of the downtown corridor through the development of a hotel and catering space on city-owned land.

Project

- Partner for the development and operation of a hotel of at least 120 keys next to the City's convention center including appropriate catering/kitchen facilities needed for the convention center.
- Hotel will be a recognized flag/brand approved by the City to ensure a certain level of quality in both development and maintenance.
- The developer will be responsible for the operations, maintenance, and upkeep of the hotel (including periodic updates and upgrades required by the hotel brand franchise standards) and will be able to demonstrate the appropriate record of success and sufficient financial capacity to undertake the project.
- The Convention Center will be leased to the hotel operator as part of the incentive to build and operate the hotel. With that, the operator will have an agreed amount of responsibility for management, maintenance, and repairs. The City will retain an agreed number of uses of the Convention Center per year, to ensure local needs are still being served by the space.

Project Guiding Principles

- In remaining **Fiscally Responsible**, the City seeks to minimize the amount of public financial participation in the project.
- In ensuring the project meets the City's goals of **Multi-Modal Mobility**, the project shall appropriately connect to the public realm and develop, as appropriate, supporting retail or opportunity for community connection in a pedestrian yielding environment.
- In maintaining the City's commitment to our historic community, the developer will create a **Uniquely Bastrop** design concept that is consistent with the architectural characteristics and history of the area by the City working with the development partner on mutual approval of the architectural elements.
- To meet the City's objective of **Managing Growth**, the developer will work closely with the City to determine placement on the site, ensure drainage needs are met, and plan for any increased traffic flow.