



Economic  
Development

# Hotel Study

Professional Services Contract



# Presentation Summary

- **Consultant**

McCaslin Hotel Consulting

- **Proposal**

Comprehensive market study for a proposed Hotel and Convention Center.

- **Deliverables**

The data, a plan and developer contacts to help move the project forward.



**Hilton  
Baytown**

# McCaslin Hotel Consulting

## The Consultant

- The consultant was highly recommended from another City that has done numerous studies with this firm.
- Staff interviewed the consultant and was impressed with their body of work with similar cities.
- The consultant is very hands on with looking at current inventory, interviewing stakeholders and looking for opportunities for growth.
- The study was a highlighted City Council goal for starting a feasibility process for a Hotel Conference Center.



# McCaslin Hotel Consulting

The Consultant

- **Randy and Patrick McCaslin**

Co-Founders with 60 years combined experience

- **Diverse Clients**

Hotel owners and developers, lenders and investors. Dozens of public agencies and municipalities:

Abilene, Cedar Park, Conroe, Irving, Midlothian, Pearland, Southlake, Waco, Mesquite, Tyler and Weatherford among others

- **Most Recent Projects**

DoubleTree - Abilene

Hyatt Regency - Conroe

Hyatt Regency - Baytown

Marriott - Odessa

Courtyard Marriott - Midlothian

Courtyard Marriott - Pflugerville

\*All above are Hotel/Conference Center

# The Proposal

Services in Scope of Work



**DoubleTree  
Abilene**

- **Phase 1 - Market Analysis & Hotel Meeting Needs Assessment**

Boots on the ground reviewing all existing project materials (previous studies, plans etc.), evaluating current market, and meeting with key stakeholders to determine needs

- **Phase 2 - Financial Analysis**

10-year financial projection for the proposed hotel/convention center to the point of net operating income

- **Phase 3 - Written Report**

Detailed report outlining all findings and recommendations

# The Proposal

## Optional Additional Services

- **Phase 4 - Gap (Incentives) Analysis**

Determine the amount of investor-related incentives needed to make project feasible

- **Phase 5 - Economic Impact Analysis**

Direct and indirect economic impact; construction, operation, jobs, sales/HOT taxes, etc.

- **Phase 6 - Hotel Developer Selection Process**

Identify potential developers, brands and other selection criteria, send RFP/RFQ, assist in selection



**Marriott  
Odessa**

# Cost and Funding

## Market Study for Proposed H/CC

- Phase 1 - Market Analysis/Needs Assessment
- Phase 2 - Financial Analysis
- Phase 3 - Formal Written Report

**\$35,000 - 6 to 8 weeks**

## Optional Additional Service

- Phase 4 - Gap Incentives Analysis
- Phase 5 - Economic Impact Analysis
- Phase 6 - Developer Selection Process

**\$30,000 - 8 to 10 weeks**

**Staff proposes funding the study with  
Hotel/Motel Occupancy Tax funds**



**Marriott  
Pflugerville**

# Requested Action

- Approve a professional services contract with McCaslin Hotel Consulting, LLC to conduct a market study for a proposed hotel and convention center in Burleson, Texas in the amount of \$65,000
- Deny a professional services contract with McCaslin Hotel Consulting, LLC to conduct a market study for a proposed hotel and convention center in Burleson, Texas in the amount of \$65,000
- **Staff recommends approval**

