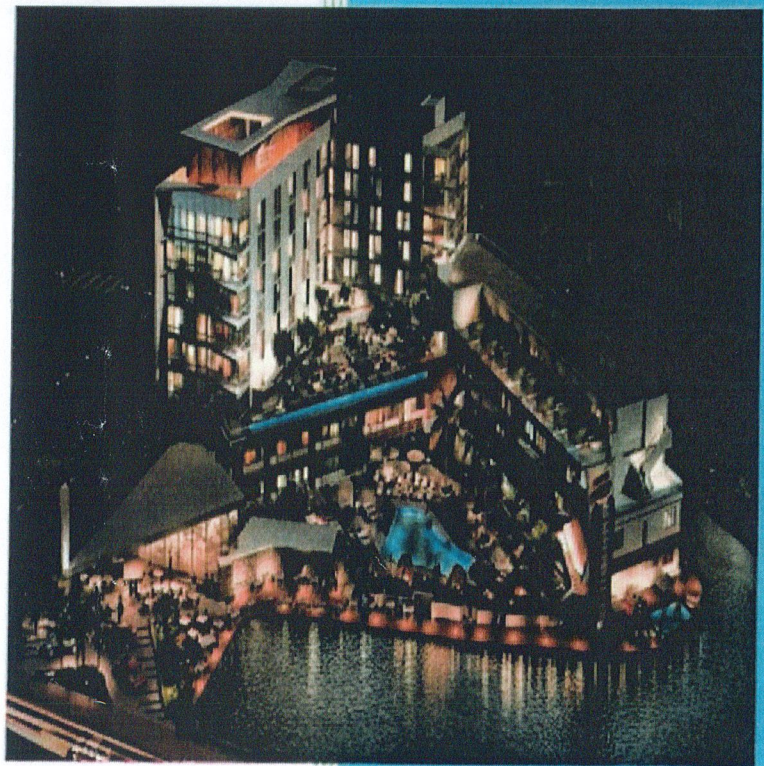


# 2024

## Rainbow Hotel & Convention Center



Rainbow Hotel/Resort provides a mixed used live, work play environment. Featuring 320 rooms, 65 affordable housing condos, retail and convection space, bars and night club, while highlighting history of African/African American history and African American Culture

Brought to you by:

Theo McWhite, KinggMark/Crystal Bertrand

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## Executive Summary

Our company has developed a unique themed hotel and convention center concept which encompasses a 320-room hotel, Affordable Housing, celebrating the Town of Eatonville and Central Florida contribution to cultural entertainment and the many artists who frequent the area during the height of the Chitlin Circuit era forward. This hotel and convention center will tap into and expand the 74.5 million visitors the frequent Central Florida annually. The anticipated features of the Rainbow Hotel and Convention Center will be themed flooring reflect the rich history and artist, themed restaurants which capture rich cultural fine dining of Central Florida, entertainment venues which highlight various genres of music and the arts, swimming pool and cabana area, and concierge services.

The African American cultural eExperience concept has distinguishing characteristics which include distinctive exterior and interior design, décor, color scheme and furnishings. Supporting venues like a mixed-use four-story parking garage with flyer-over cross walk to the hotel and convention area will not only address adequate parking for the hotel but will allow daily tourism and visitors a place to shop, dine and play. The incorporation of on-site mixed income condos will support the areas deficiencies in the missing middle housing in Central Florida. Because of the location of the proposed site, we anticipate high visibility and connectivity to our neighboring communities as transportation modules are currently being enhanced to accommodate both pedestrian and motor vehicle needs.

The Rainbow Hotel and Convention Center concept will ensure that tourists and visitors will get an authentic experience of culture from the eyes of the rich history of Central Florida. The convention Center will tap into the smaller market conventioners which serve 8000 or less organizations. This catalyst project will create an expected total of 75 to 100 new full-time jobs, 40-65 affordable housing condos, multi-family housing and more.

We are preparing a conceptual business plan which demonstrates the viability of the themed hotel concept. The group will be conducting a traffic analysis, feasibility studies, economic impact analysis, financial analysis and tourism impact study which will substantiate the need and market. Our development partners and team are excited about this venture which will transform the future of the town of Eatonville and Central Florida.