



LAWRENCEVILLE

GEORGIA

AGENDA REPORT

MEETING: DOWNTOWN DEVELOPMENT AUTHORITY

AGENDA CATEGORY: DOWNTOWN DEVELOPMENT AUTHORITY BUSINESS

Item: First Amendment to Hotel Management Agreement

Department: Downtown Development Authority

Date of Meeting: Monday, August 10, 2026

Fiscal Impact: none

Presented By: Chairman Lee Merritt

Action Requested: First Amendment to Hotel Management Agreement

Summary: Consideration and approval of the First Amendment to the Hotel Management Agreement for The Lawrence Hotel in downtown Lawrenceville with NorthPointe Hospitality Management & Development LLC, as a manager, pursuant to which NorthPointe will provide enhanced digital marketing services in exchange for \$2,000 per month increase in the fixed component of the Base Management Fee. The enhanced services may be discontinued by the Downtown Development Authority Board upon 30 days' prior written notice, at which time the corresponding monthly fee increase will cease. The fee is compensation for enhanced management services and does not authorize employee reimbursement, payroll or travel reimbursement, internal allocations, overhead charges, affiliate or related-party costs, or related-party pass-through expenses.

Attachment: First Amendment to Hotel Management Agreement