



LAWRENCEVILLE

GEORGIA

AGENDA REPORT

MEETING: REGULAR MEETING, AUGUST 24, 2026

AGENDA CATEGORY: COUNCIL BUSINESS NEW BUSINESS

Item:	Lawrence Hotel Hotel Management Agreement Amendment with Northpoint Hospitality
Department:	Downtown Development Authority
Date of Meeting:	Monday, August 24, 2026
Fiscal Impact:	\$24,000/year
Presented By:	Barry Mock, Downtown Development Authority Executive Director
Action Requested:	Approve the amendment to the Hotel Management Agreement as presented and grant the authorization for the Chair of the Lawrenceville Downtown Development Authority to execute the agreement subject to review by the City and Downtown Development Authority attorneys.

Summary: The Downtown Development Authority is asking for your approval of an amendment to the Hotel Management Agreement for The Lawrence Hotel. Under the Intergovernmental Agreement between the City and the Downtown Development Authority, City approval is required for any amendments.

This amendment was drafted by the City and Downtown Development Authority's bond counsel, Butler Snow, specifically to comply with the Qualified Management Agreement requirements governing this project. At a high level, it further defines elements of the hotel management arrangement, including the initial competitive set used in evaluating the hotel's performance and the scope of digital marketing services to support the hotel, restaurant, and event business.

The Downtown Development Authority has also consulted with our asset management firm, Revenue Per Available Room, to review both the scope of services and the proposed competitive set from an operating and ownership perspective. With that review completed, the Downtown Development Authority believes the amendment is appropriate and respectfully asks City Council to approve it as required under our Intergovernmental Agreement.

Fiscal Impact: \$24,000

Attachments/Exhibits:

- First Amendment to Hotel Management Agreement (2).docx
- Hotel Digital Marketing Scope of Work Exhibit for 1st Amendment.pdf
- Hotel Digital Marketing Scope of Work Exhibit for 2nd Amendment.pdf