



# Autograph Collection® Hotel

*Historic Roswell, Ga*

Proudly Presented By:



Choice Gateway



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## Executive Summary

The proposed Historic Roswell Autograph Collection® Hotel will be Roswell's first Boutique Full-Service property. Extensive market research has been conducted to cultivate an authentic story inspired by the destination, which should resonate with upscale business transient and leisure travelers alike. This positioning will attract weddings, celebrations, and social events of all kinds with an authentic style and experience true to Historic Roswell. Developed by an experienced and detail-oriented team, the hotel can expect to open Fall of 2022, just under a year and a half from today. The hotel is forecasted to generate over two and a half million dollars of local spending by visitors and associates in the Canton Street and surrounding Roswell neighborhoods, more than \$14 million dollars in hotel bed taxes, and other direct and indirect economic benefits. The schematic design of the hotel is complete, our pre-application meeting has been held, and a clear plan is in place to begin securing the necessary City approvals.

In addition to 90 rooms and suites, the property will offer a rooftop restaurant and banquet space, swimming pool, full-service spa, and specialty retail. Our goal is for the entirety of the hotel operations to be fully parked onsite. The hotel will also contribute 50 public self-park spaces, almost doubling the existing capacity in the city parking lot. Underground infrastructure serving the West Alley will be modernized and improved during construction. Furthermore the hotel will offer all business of the West Alley a fully enclosed compactor pad site and delivery truck pass through to Mimosa so that the West Alley can become even more of a destination for pedestrian activity and leisure. Connectivity will be improved by creating elegant pedestrian connectivity from two new directions into the West Alley from Mimosa and Webb Streets.

The Choice Gateway Team is excited to present this plan to you and hopes to earn your partnership and work together to develop a truly special hotel for the City of Roswell.

**We are ready, willing, and able to deliver this hotel by Fall of 2022 based on the following timeline:**

- March 2021 - Execute LOI, attend pre-application meeting
- April 2021 - Execute Complete MOU, Submit Conditional Use Application
- May 2021 - Attend Neighborhood Meeting and HPC Review
- June 2021 - Attend Planning Commission Meeting, HPC Approval
- July 2021 - Mayor and Council Meeting ,Project Approval, and Submit LDP
- September 2021 - Receive LDP and begin Construction
- September 2022 - Receive CO and pre-opening of Hotel
- October 2022 - Open Hotel

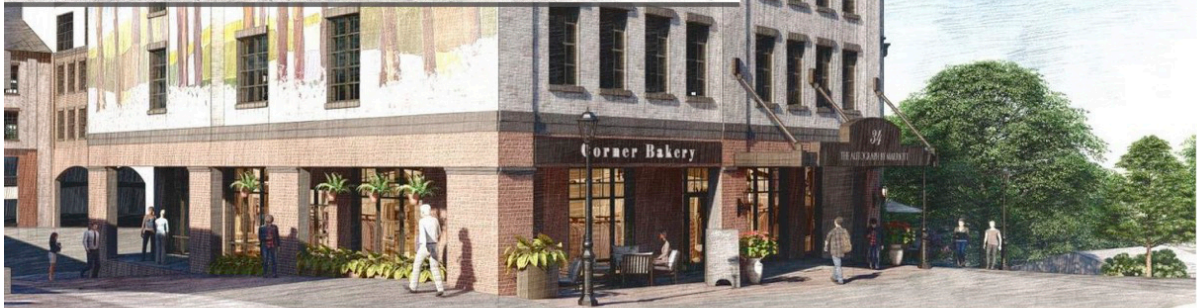
# The Hotel

## Look and Feel

### Concepts



- WARM
- INVITING
- SMALL SCALE
- BOUTIQUE
- UNIQUE TO ROSWELL
- HISTORIC WITH MODERN FINISHES
- GAS LANTERNS AND SPECIAL SPACES
- A TRUE DESTINATION

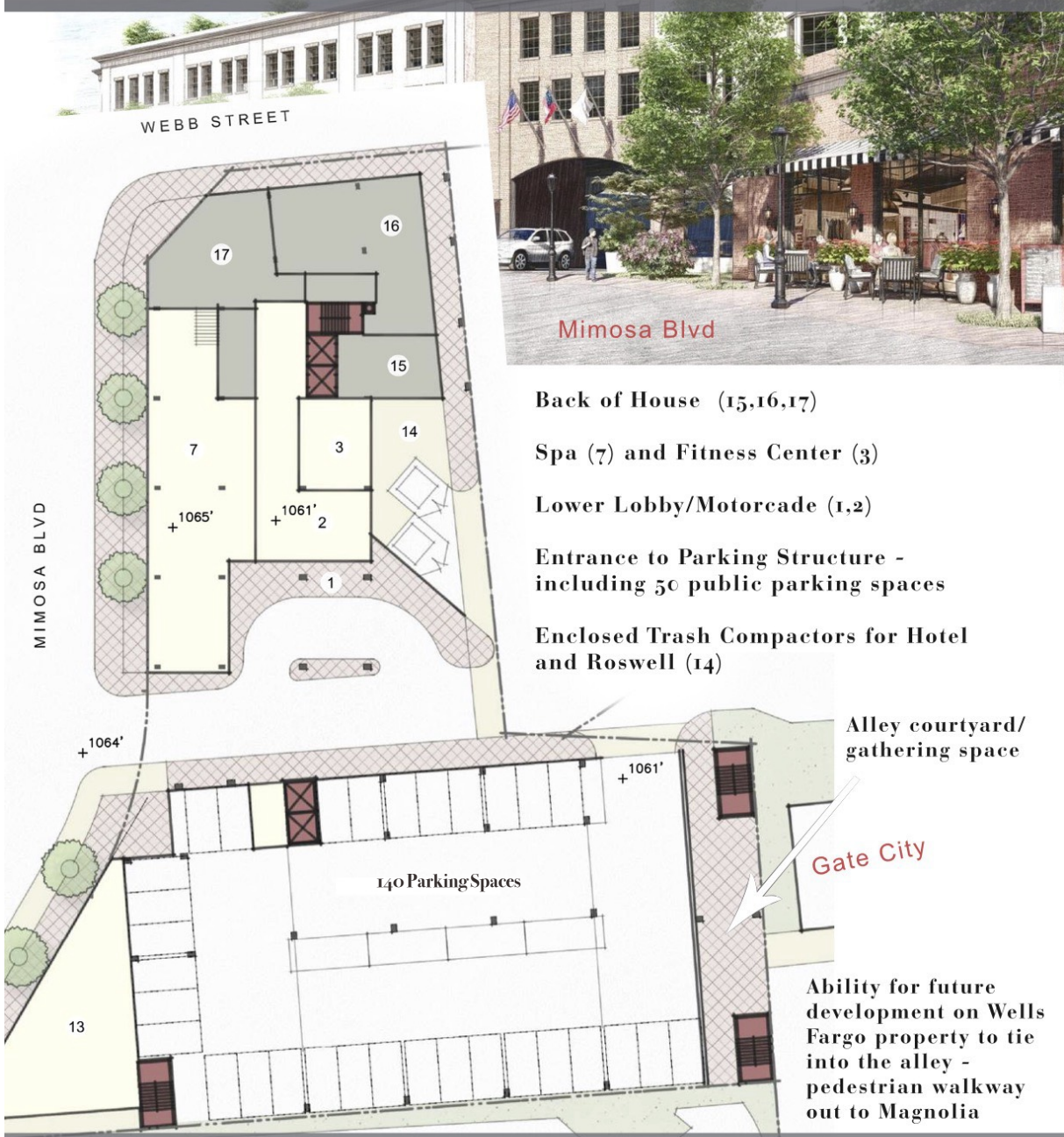


**all concepts are subject to HPC approval and are subject to change**

# The Hotel

## Basement Level

### Parking Structure/Pedestrian Connectivity



**all concepts are subject to HPC approval and are subject to change**

# The Hotel



**all concepts are subject to HPC approval and are subject to change**

# The Hotel

**2nd and 3rd Level**

**90 Upscale Unique Hotel Rooms**



**90 spacious oversized rooms**

**10 rooms with private terraces**

**Decorated to reflect Roswell in a unique design that will stand out from the pack. This not only creates a unique accommodation, but it also creates a destination within a destination.**

**all concepts are subject to HPC approval and are subject to change**

# The Hotel

## Rooftop Level

### Terraces, Restaurant, and Event Space



Corner Terrace and Restaurant (8,12,20)

Rooftop Pool (9)

Approx. 6,000 sq ft of Event Space (10,11)

Approx. 6,500 sq ft of Rooftop Terraces with seating and landscaping (12)

Structures set back from the roof line

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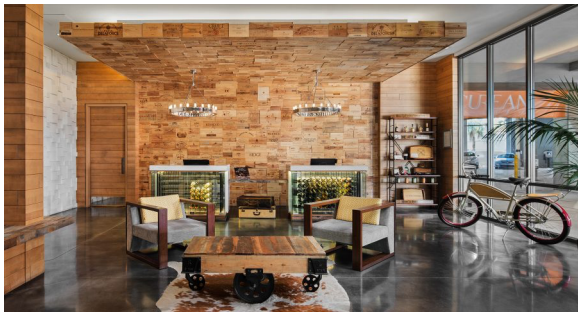


## Mainsail as Operator



Mainsail prides itself in searching for unique lodging opportunities with a purpose. Its properties and experiences are varied, but their commitment to excellence is always the same. A company hallmark is creating one-of-a-kind brand stories which authentically connect each traveler to the specific destination. Whether it's Dunedin, Florida or the British Virgin Islands, the location inspires every guest interaction.

Learn more about Mainsail's collection of boutique hotels at [MainsailHotels.com/Portfolio](https://MainsailHotels.com/Portfolio).



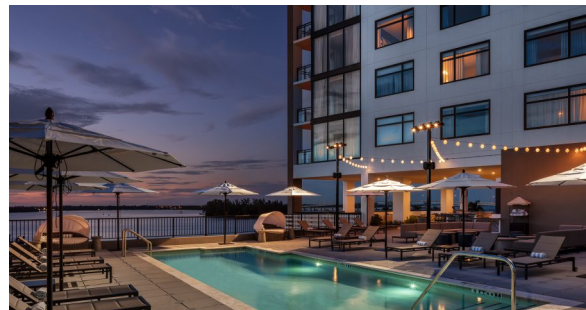
**Epicurean Hotel**  
**TAMPA, FLORIDA**  
A place to Awaken Appetites Unknown!



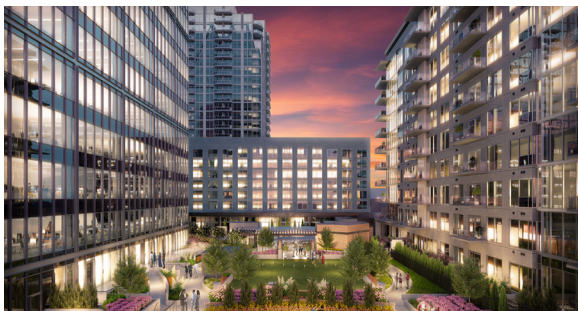
**Scrub Island Resort, Spa & Marina**  
**BRITISH VIRGIN ISLANDS**  
An exclusive private island retreat.



**Fenway Hotel**  
**DUNEDIN, FLORIDA**  
Historically stunning, exceptionally inviting.



**Luminary Hotel & Co.**  
**FORT MYERS, FLORIDA**  
Riverfront cool amidst a thriving downtown.



**Epicurean Hotel**  
**ATLANTA, GEORGIA**  
Awaken Appetites Unknown once again!



**Waterline Villas & Marina**  
**ANNA MARIA ISLAND, FLORIDA**  
Where authentic Florida meets modern luxury.

Choice Gateway proprietary and confidential.

# Design and Development Team

AUTOGRAPH  
COLLECTION®  
HOTELS

We handpick boutique hotels from around the world that share a passion for originality and a philosophy of attention to detail in their every expression. Each hotel in our collection is inspired by a clear vision, soul, and story. These visions power elements so impactful that you can feel the devotion in every sinew of the experience. Driven by a dedication to delivering boutique hospitality, each hotel's experience is carefully crafted and brought to life through passion and expert skill. Rooted in their individual personalities, they offer uncommon moments that leave a vivid imprint and stay with you long after you've left.



A luxury hospitality design firm with over 45 years of experience. Founded in 1975 by Joe Rabun, Rabun Architects has amassed a catalog of over 200 successful hospitality projects. Rabun is responsible for bringing luxury brands into several new markets, including The St. Regis and Four Seasons in Atlanta, and the Westin in Birmingham, Alabama. Since the inception of the firm, we have specialized in the design of hotels, resorts, and conference centers and we carry those decades of experience into each of our pursuits. We are recognized as a leader in the industry, and we continually strive to improve our understanding of the marketplace.



For 30 years, Prime Engineering has earned a reputation for excellence in the engineering industry. Led by award-winning engineers, they serve as a start-to-finish partner throughout the Engineering-Procurement-Construct (EPC) lifecycle, from initial evaluation through construction closeout. Prime Engineering consistently delivers high-quality projects on time, on budget, and with a record of safety and quality. Prime is an employee-owned company offering technically superior services to help our clients achieve their business objectives. In addition to the Atlanta headquarters, Prime has expanded across the country, opening offices in Cincinnati, Dallas, Houston, Huntington, Orlando, Pittsburgh, and Tampa.



Mainsail engages in big thinking and innovation to support unique projects and specialized developments. We are passionate about bringing new life and experiences to already thriving areas and iconic destinations. The Mainsail team is creative, resourceful, and committed to crafting comprehensive development solutions to achieve our client's needs and expectations. Mainsail approaches each project as a rare opportunity to create one-of-a-kind experiences for guests and locals alike. As enthusiastic storytellers, they celebrate independently branded concepts and take pride in assuming stewardship of the community and environment in which we work.



**A Brand Leader.** Offering the most powerful portfolio in the industry, our 30 brands and 7,000+ properties across 131 countries and territories give people more ways to connect, experience and expand their world. Founded by J. Willard and Alice Marriott, and guided by family leadership since 1927, their principles remain embedded in the company's culture.



Choice Gateway is a privately held developer and owner of commercial real estate focused primarily on upscale hospitality and class A office space in the Southeast. Today, the company has a portfolio and pipeline of over 2 million feet of premium commercial real estate under management. As a true portfolio developer, Choice Gateway only pursues new developments that are to be held in its own portfolio for the long term. Founded by Vilas Patel in 2007, the company is singularly focused on developing, owning, and operating the highest quality of commercial real estate assets that will create lasting positive impacts on the communities they are built to serve.

Choice Gateway proprietary and confidential.

# Roswell Economic Impact

Hotels are well-known as drivers of significant tax revenues, business spending, tourism, and job creation. Our goal in developing this property is to create the most impactful economic engine possible for Roswell. All of this is made possible first by beginning with strong fundamentals starting with the right brand to drive business to the property, design of a functional and efficient hotel, and a strong operator that activates the hotel in fun and creative ways to keep guests coming back and generating buzz for the historic district, ultimately driving further tourism and new visitors.

The hotel we are presenting to you today is estimated to generate over \$14 million dollars of hotel bed tax over twenty years. These dollars will enable Visit Roswell to further market the city to business and leisure groups looking to host their special events. As an upscale hotel marketed towards those looking for a premium experience, we anticipate over \$2 million dollars spent annually with the businesses surrounding the hotel. This would be a direct and immediate impact benefiting the businesses, property owners, and City. Furthermore, during the normal course of the hotel's operation, there will be an estimated \$19 million annually of direct and indirect additional business spending from the hotel itself.

Lastly, this upscale hotel will create meaningful opportunities for job and wage growth. In a survey done at the U.S. Mayors Conference, 70% of mayors stated that hotels provide the best opportunity, benefits, and wages within the tourism industry. This hotel can step up to this high bar as we will invest in our employees through training and professional education to enable them to command higher wages.

References for Relevant Hospitality Economic Impact:

[https://www.ahla.com/sites/default/files/USCM\\_ExecSummaryDeck\\_011217.pdf](https://www.ahla.com/sites/default/files/USCM_ExecSummaryDeck_011217.pdf)

<https://www.ahla.com/sites/default/files/oxford2019.pdf>

# Conclusion

Dear DDA,

We are pleased to present to you our plan to open The Historic Roswell Autograph Collection® Hotel by Fall 2022. After reviewing this plan, it is our hope that you will share the same excitement that we and our team have to see this hotel welcome families and friends of Roswell to celebrate this long awaited and much sought-after hotel.

Of course, we are not building just any hotel. We are working to achieve something much more special; to create a hotel that will be renowned for its unique character and embodiment of the spirit of Historic Roswell. And to create memorable experiences for the residents and visitors of the City of Roswell beyond anything that has been done before.

In order to deliver on this vision to create a hotel that is truly special, we have assembled a highly capable team with the right experience, that is prepared and excited to make this vision a reality. Autograph Collection® Hotels by Marriott International creates a platform to deliver high standards of service and amenities, enjoys international recognition, and is backed by the powerful Marriott Bonvoy loyalty program and sales engines that will work aggressively to bring upscale leisure and business travelers to Historic Roswell. Rabun Architects, Luxury Hospitality Designers, along with Prime Engineering, have already started designing and refining the hotel site plan on the combined sites of 34 Webb St and the City Parking Lot to create a functional and beautiful hotel that will be a good neighbor to the West Alley community. Last but not least, Mainsail Lodging & Development, the operator of the hotel excels at hiring the right people to make the hotel come alive. They have significant experience operating the Autograph brand most famously at properties including the Epicurean in Tampa, Scrub Island Resort, and a soon-to-be-open Epicurean Hotel in Midtown Atlanta. To truly understand the meaning of Mainsail's involvement in this Roswell Autograph, you have to stay a night in one of their properties.

To conclude, we would like to take a moment to share Choice Gateway's story. Founded by Vilas Patel in 2007, Choice Gateway develops hotels of the highest standards to serve the needs of communities for the long-term. We are true portfolio developers which is meant to say that our intention is to own our hotels for the long term. Being that this Roswell Autograph Hotel will be a portfolio property, long-term thinking drives decision making from the very first site plan down to the last construction detail. We most certainly will work to deliver a world-class hotel for Historic Roswell and hope to earn your trust along the way.

Sincerely,



President  
Choice Gateway



VP Development  
Choice Gateway