



FREDERICK

MARYLAND

**Downtown Frederick
Hotel & Conference Center**

Project Briefing & Gap Funding Request

Governor Wes Moore
County Executive Jessica Fitzwater
Mayor Michael O'Connor
Peter Plamondon, Jr, Co-CEO
Plamondon Hospitality Partners



Frederick Quick Facts

CITY*	COUNTY
2 nd Largest City in Maryland	Largest Land Mass County in MD
23 Square Miles	667 Square Miles
80,000 residents	280,000 residents
3,700 Businesses	6,660 Businesses
56,000 Jobs	101,000 Jobs
<i>*City #'s included in County Totals</i>	\$12.2B Economy

Frederick is the proud home of:

- Frederick National Laboratory for Cancer Research
- Fort Detrick & National Cancer Institute – Frederick
- 100 Biotech & LifeScience Companies
(Kite, AstraZeneca, Lonza...)
- Frederick Municipal Airport (FDK)
- Hood College
- Mount Saint Mary’s University
- Frederick Community College
- Frederick Keys Baseball

Downtown Frederick

Hotel and Conference Center

PROJECT OVERVIEW

The proposed **Downtown Frederick Hotel and Conference Center** is a long-planned economic development project by The City of Frederick with the support of Frederick County and our partners to bring needed full-service lodging, meeting/event space, equity opportunities, jobs, and revitalization to downtown and wider community.

Frederick City & County are the fastest growing jurisdictions in MD

No full-service hotel exists in Frederick County and no hotels at all presently exist within Downtown Frederick -



Project Scope

Marriott Branded Flagship Hotel

Full-Service, Upper Upscale Hotel

200 (+/-) New Full-Time Jobs

207 Rooms

21,500 SF Conference Center
(ballrooms, pre-function, and breakout space)

250 Space Public Parking Garage

Food & Beverage Outlets

- Rooftop Lounge & Event Space
- Full-Service Restaurant with Creekside Terrace
- Coffee Shop / Grab-n-Go

Fully Renovated Historic Trolley
Building with Retail/Office

FREDERICK

ECONOMIC DEVELOPMENT

GENERAL PROJECT BENEFITS

- Supports resident, visitor, and business needs for overnight accommodations, meetings, & events
- Increases tourism activity and spending
- Catalyst for downtown revitalization
- Generates strong equity impact
- Supports diversity of festivals
- Generates economic impact
- Fills full-service lodging need
- Incorporates historic preservation
- Spurs workforce development/jobs
- Supports Frederick Municipal Airport (FDK)



Positive Equity Impact



- Commitment to meet MBE contracting goals
- Project creates 200+ quality hospitality jobs
 - many for underrepresented individuals
- Training, education, & job progression through FCC, PHP & Marriott
- Hospitality job wages & benefits leader
- Investment MD Designated Priority Funding and Arts and Entertainment Districts
- Supports diversity of festivals & events (Pride, Arts, Asian, Bikes, Beer, etc)

MWB E Contracting Program

EMPOWER

DIVERSITY • EQUITY • INCLUSION

The City of Frederick
Achieves 100 Rating on
Municipal Quality Index
Human Rights Campaign (HRC)

FREDERICK COUNTY MD
Office of
Economic
Development

The graphic features a background image of a diverse group of people in a meeting. The text is overlaid on the image. The word "EMPOWER" is in large, bold, yellow capital letters. Below it, "DIVERSITY • EQUITY • INCLUSION" is in white capital letters. The top right text "MWB E Contracting Program" is in white. The bottom right text "The City of Frederick Achieves 100 Rating on Municipal Quality Index" is in white, with "Human Rights Campaign (HRC)" in italics below it. The bottom left text "FREDERICK COUNTY MD Office of Economic Development" is in white.



Strong Economic Impact

Summary of 25-Year Impacts	
Net New Spending	(millions)
Direct	\$882
Indirect	\$300
Induced	\$348
Total	\$1,530
Net New Earnings	(millions)
From Direct	\$284
From Indirect	\$97
From Induced	\$104
Total	\$485
Net New FTE Jobs	Actual
From Direct	225
From Indirect	77
From Induced	89
Total	391
Taxes Collected	(millions)
Property Tax - City & County	\$282
Lodging Tax (5%) - County	\$180
Income Tax (2.96%)	\$144
Total	\$60.6
Construction Impact	(millions)
New Materials Spending	\$128
New Labor Spending	\$112
Job-Years, Actual	206

\$61.2 million annually in New Spending
 (\$1.53 billion over 25 years)
 \$2.4 million annually in Local Taxes
 (\$60.6 million over 25 years)
 \$1.7 million annually in MD Sales Taxes
 (\$42.5 million over 25 years)
 Builds on 50 years of downtown
 revitalization since floods of 1972/76
 Catalyst for area-wide investment
 Adaptive reuse & preservation of the
 historic Trolley Building
 Brownfield reuse in former flood-zone





Location in Downtown Frederick

Carroll Creek Park & Flood Control Project

Downtown Frederick
800 businesses
6,700 jobs
5,000 Residents
200 Restaurants & Retailers
5 Parking Garages
10 Craft Breweries & Distilleries
Dozens of Festivals & Events

Frederick City Hall

P
Frederick County Courthouse

P

Market Street

Patrick Street

P

P
FCPL HQ Library



Visitation Tribute Hotel & Condos



Hotel & Conference Center

Carroll Creek Park

P



Future Police HQ



VISITOR CENTER

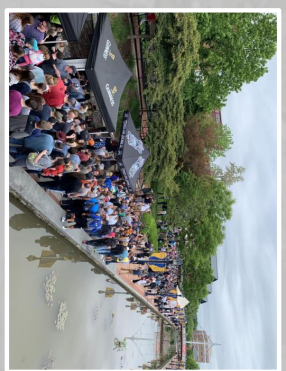


Shab Row & Everedy Square - Shopping



Union Knitting Mills Breweries

East Street





PLAMONDON
HOSPITALITY PARTNERS

AWARD-WINNING HOTEL & HOSPITALITY

Management & Development

With our in-depth experience in the hospitality industry, we offer a full range of hotel development and management services. We're highly respected for our market knowledge and proven expertise in achieving long-term growth, sustainability, and profitability.

Frederick-based hospitality company since 1980

- 15 Hotels in 3 States
- 41 Roy Rogers Restaurants in 7 States
- 1,000+ Employees
- Selected through Competitive RFP Process
- Recipient of Human Relations Award presented by Frederick County Human Relations Commission for promoting justice and equality and helping people in need

STRONG PROJECT DEVELOPER



PROJECT BUDGET – GAP FUNDING REQUEST

Financing Gap and Request

70% to be financed through private investment

5% from the City and County - \$4.52 million committed for land purchase and site related costs.

25% project funding gap estimated at \$23.5 million due to:

- structured below grade public parking
- conference/meeting space
- historic preservation and high urban design costs
- construction materials and labor inflation
- borrowing cost interest rates
- brownfield redevelop costs

The City of Frederick requests that the State of Maryland provide \$23.5 million in project gap financing to help the City deliver this project, jobs, and equity and economic impact.

PROJECT COSTS (est)	\$ (mill)
Hotel	57.30
Conference Center	21.00
Public Parking Garage	12.00
Land	3.70
TOTAL:	\$94.00

PROJECT FUNDING (est)	\$ (mill)
Private Investment	\$66.00
City of Frederick	2.00
Frederick County	2.52
TOTAL:	\$70.52
GAP FINANCING NEEDED	\$23.48

NOTE: \$1.7 million in MD State Sales Taxes annually would support approx \$21 million of debt financing (20 years @ 6%).

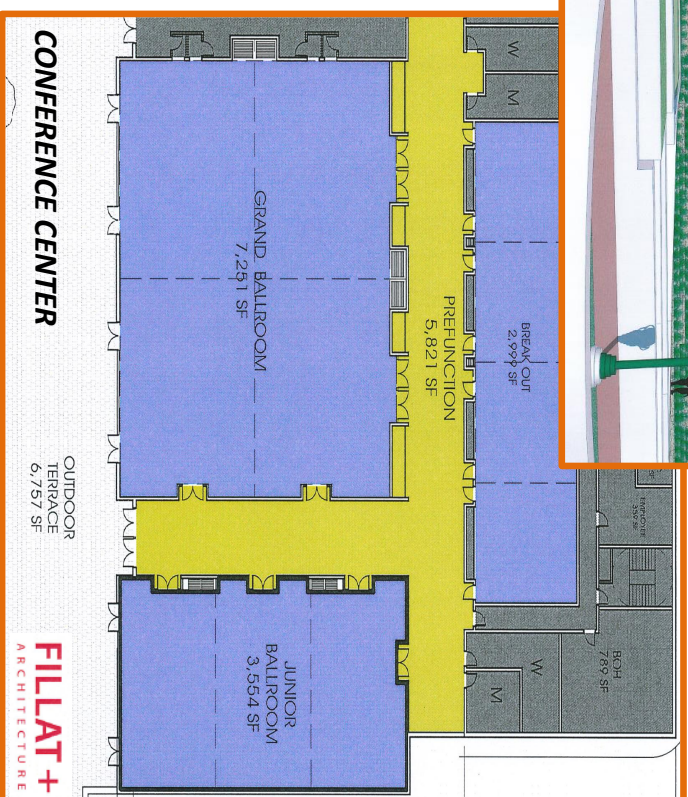
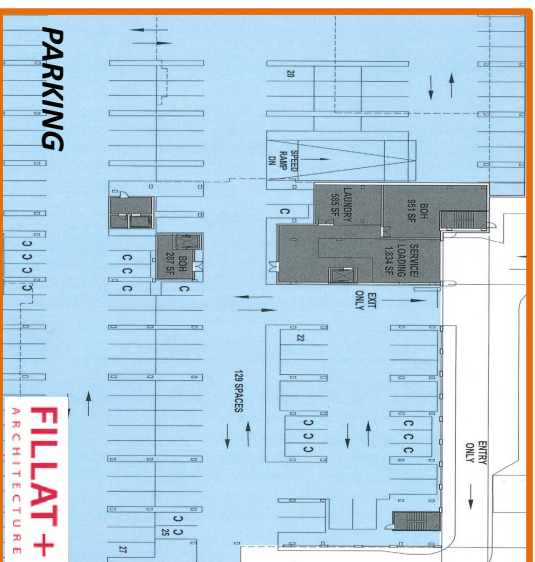
Potential Publicly-Funded Project Components

CONFERENCE CENTER

- Approximately 21,500 square feet of state-of-the-art conference and pre-function space along Carroll Creek
- Brings group conference and convention business to Frederick
- Fills current need of local businesses for full-service hotel combined with first class conference facilities
- +/- \$21 million cost

PARKING FACILITIES

- 250 spaces located on two levels of subterranean parking below the Hotel
- Additional surface parking adjacent to Hotel
- +/- \$12 million cost



A LONG-ANTICIPATED ADDITION TO DOWNTOWN FREDERICK



AND CATALYST FOR FUTURE ECONOMIC GROWTH

A LONG-ANTICIPATED ADDITION TO DOWNTOWN FREDERICK



AND CATALYST FOR FUTURE ECONOMIC GROWTH



A Public/Private Partnership

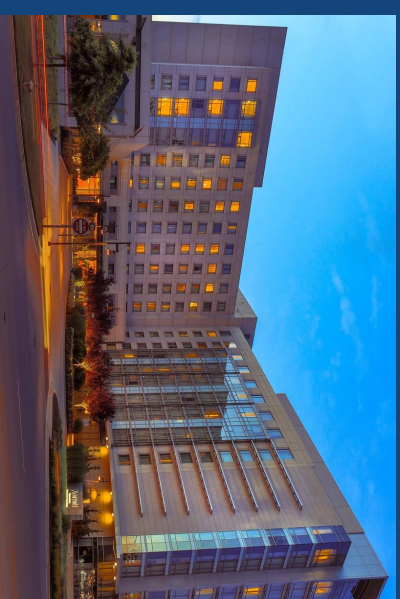
Always envisioned as a public/private partnership with Frederick City, County, and State

One highly successful example is the Montgomery County Conference Center - Bethesda North Marriott Project

- \$40 million private investment (50%)
- \$20 million county investment (25%)
- \$20 million state investment (25% - MSA)

Similar projects in other regions of the U.S. have received 30-35% in public funds

- Justified by far reaching local and regional economic impact





FREDERICK
ECONOMIC DEVELOPMENT



VISIT
Frederick
CITY & COUNTY • MARYLAND

downtown
Frederick
PARTNERSHIP

Strong Community Support



EAST FREDERICK
RISING



Sheppard Pratt

