

The Future of Meetings in **COLUMBIA SC**

RFI for Convention Hotel

Tradition and tomorrow pair perfectly in Columbia, the heart of South Carolina. It's a modern city where stately buildings buzz with new businesses, and centuries-old sites give rise to fresh perspectives. It's a creative hub that's fed by university and capital city communities – all this in the midst of surrounding natural beauty. With dynamite shopping, food and tons to see and do year round, Columbia SC will leave you looking forward to what's next.



Project Website:
ColumbiaSCTourism.com/Tools-Resources/RFI

Release Date:
February 23, 2023

The OPPORTUNITY

This project is a unique opportunity to change the future of the meetings industry in South Carolina’s capital city. As it stands now, the Columbia Metropolitan Convention Center (CMCC) and the Columbia Metropolitan Convention & Visitor’s Bureau (CVB) are turning business away due to a lack of available hotel room blocks and meeting space, specifically an attached convention hotel. The Midlands Authority for Conventions Sports & Tourism (the parent organization of the CMCC) is seeking proposals of interest to develop a convention hotel in order to expand available hotel room blocks and convention space. Innovation, quality design and construction, and sustainability are important values to the Midlands Authority for Conventions, Sports & Tourism for this transformational project.

- ♦ The 142,500 square foot Columbia Metropolitan Convention Center (CMCC) opened in 2004 and the market has since outgrown the meeting space and the available hotel room blocks within walking distance.
- ♦ There are 70+ restaurants within one mile of the Convention Center, varying in type of cuisine and atmosphere.
- ♦ The Columbia Metropolitan Airport (CAE) offers 25 nonstop flights to 9 major airports in 8 cities and can get you almost anywhere in the world with one stop. CAE is 7 miles from the Convention Center.
- ♦ With seven major colleges and universities in the downtown area, including the University of South Carolina, there is an influx of new students every year with parents to visit them.
- ♦ Downtown Columbia SC is home to several distinct entertainment districts including The Vista, Main Street District, Five Points, BullStreet District and NOMA, just to name a few, that boast festivals, events, dining, shopping, nightlife and a minor-league baseball stadium.
- ♦ The CMCC hosted 291 events with over 150,000 attendees in FY 2021-2022
- ♦ Five world-class attractions are within five miles of each other including Riverbanks Zoo & Garden, which is consistently ranked as one of the top ten zoos in the US. Other attractions include the South Carolina State Museum, EdVenture Children’s Museum, Historic Columbia and the Columbia Museum of Art.
- ♦ The Colonial Life Arena is adjacent to the Convention Center and hosts major concerts such as Elton John and Justin Bieber, plus hosts the USC Men’s and Women’s Basketball games.
- ♦ As the biggest and most active training base for the US Army in the US, Fort Jackson brings in over 250,000 visitors per year.

PROJECT GOALS

Hotel

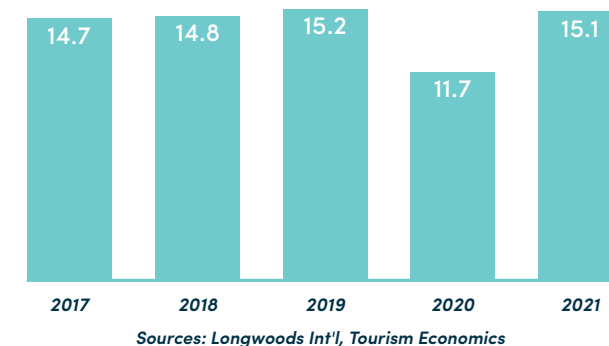
- ♦ Minimum 225 guest rooms
- ♦ Full service property
- ♦ 10,000 square foot ballroom and associated meeting space

Site & Parking

The approximate 1.1-acre site is owned by the City and under the control of the Authority. The BLUR Workshop’s preliminary planning work reported that the site is zoned for hotel use; has no height limitations; and has no setback requirements. As demonstrated in the preliminary concept plans, the potential exists to create approximately 200 parking spaces below the hotel. Although there is a large parking lot controlled by the Authority adjacent to the center, as well as a large parking deck across the street from the Center, the respondents to this RFI should not plan on garnering a commitment for the use of any of these existing spaces. The proposed convention hotel must solve its own parking needs within the Project site.

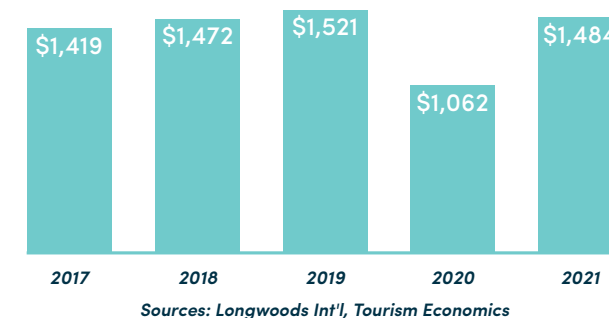
COLUMBIA/MIDLANDS VISITOR VOLUME

AMOUNTS IN MILLIONS



COLUMBIA/MIDLANDS VISITOR SPENDING

AMOUNTS IN \$ MILLIONS



IMPORTANT 2023 DATES

- FEB 23** RFI Issued
- MAR 17** Pre-Proposal Meeting in Columbia SC
- MAR 24** Developer Questions Due
- MAR 31** Authority Responses Expected
- APR 14** RFI Submittals Due

Columbia SC Downtown Hotel Stats

65.1%
DOWNTOWN
HOTEL CAPACITY
Up from 56.6% in Sept. 2021

\$161.⁰⁴
DOWNTOWN
HOTEL ADR
Up from \$130.13 in Sept. 2021

\$100.⁷⁰
REVENUE PER
AVAILABLE ROOM
Up from \$78.14 in Nov. 2021

POTENTIAL INCENTIVES






The Authority is fully committed to and invested in the convention and meetings business in Columbia. It is a critical element of the community’s broader economic development efforts and long-term success. The proposed convention hotel is equally viewed as a critical component in the convention center’s future success, and a vital intermediary step that must be in place before the Authority expands the convention center itself. As such, the Authority is committed to exploring any and all paths that may lead to mutually agreeable P3 terms to realize the new convention hotel. Although specific incentives will ultimately need Authority approval, favorable land terms and public investment in the hotel’s meeting space appear to be reasonable starting points to begin the conversation.



"The University of South Carolina College of Hospitality, Retail and Sport Management fully supports the need for developing an additional full-service hotel and conference space in downtown Columbia for economic, cultural, social, and academic growth. For our city to compete regionally as a host for large sporting events and conferences, we must improve our ability to accommodate the lodging and space requirements for them. Without a doubt, bringing an additional full-service hotel and conference space to the downtown area would significantly increase Columbia's desirability as a destination and host city while directly and indirectly impacting our community in a positive way."

Dr. David Cardenas,
College of Hospitality, Retail & Sport Management
University of South Carolina

DOWNTOWN COLUMBIA SC

-  Potential Hotel Site
-  Columbia Metropolitan Convention Center
-  University of South Carolina Campus
-  The Vista District
-  Main Street District

HOTELS

Hotel Name

Rooms

1.	Hilton	222
2.	Hampton Inn	123
3.	Hyatt Place	130
4.	Aloft	107
5.	Cambria	144
6.	Holiday Inn Express	105
7.	SpringHill Suites	132
8.	Courtyard by Marriott	189
9.	Holiday Inn	90
10.	Sheraton	120
11.	Marriott	300
12.	Fairfield Inn & Suites	81

POINTS OF INTEREST

- A. Colonial Life Arena
- B. Koger Center for the Arts
- C. Darla Moore School of Business
- D. South Carolina State House
- E. Williams-Brice Stadium
- F. South Carolina State Museum
- G. EdVenture
- H. Riverbanks Zoo
- I. Columbia Museum of Art
- J. Lincoln Street Parking Garage
- K. Park Street Parking Garage

ACCOLADES

**READER'S CHOICE
AWARD WINNER**

**COOLEST UP &
COMING CITY**

Source: Hemispheres Magazine 2022

**TOP 10
BEST PLACES TO START
A CAREER IN THE U.S.**

Source: Wallet Hub 2022

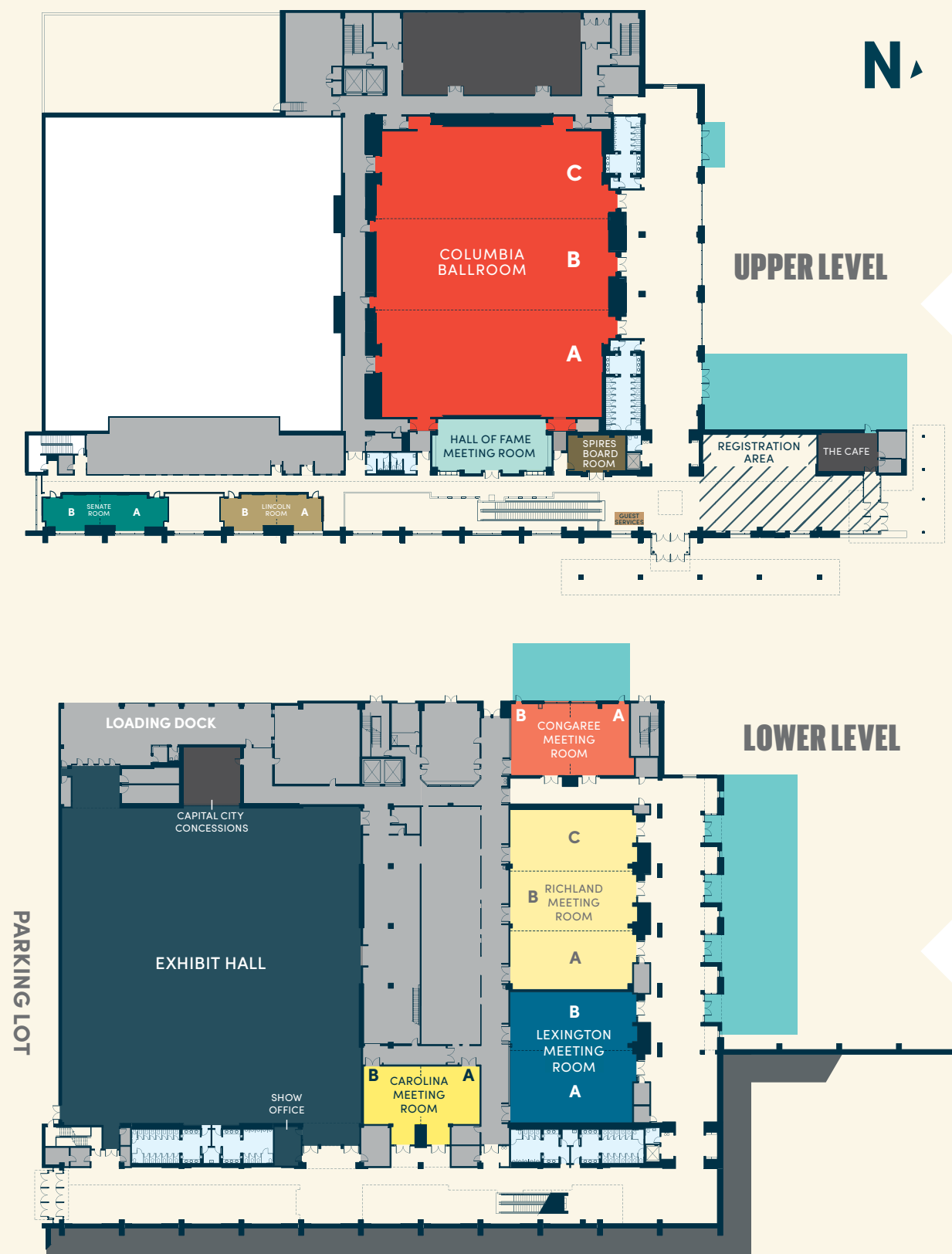
**TOP 15
BEST CITIES FOR JOBS
IN THE U.S.**

Source: Wallet Hub 2022

**TOP 5
TOP PLACE WHERE
MILLENNIALS ARE MOVING**

Source: Smart Asset 2019

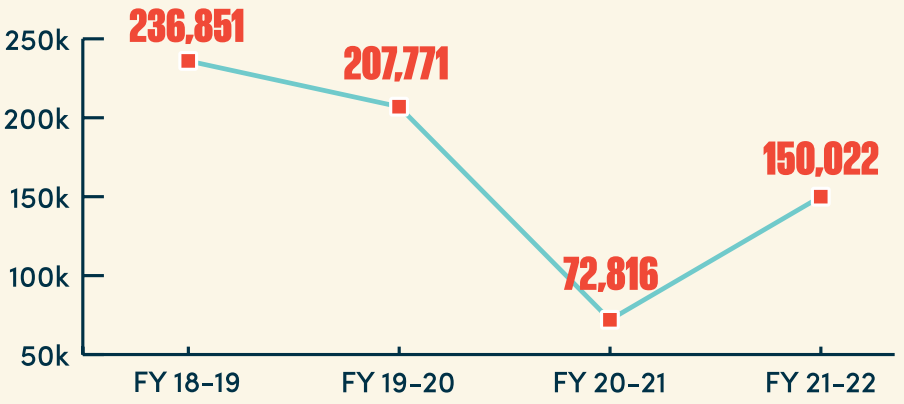
COLUMBIA METROPOLITAN CONVENTION CENTER



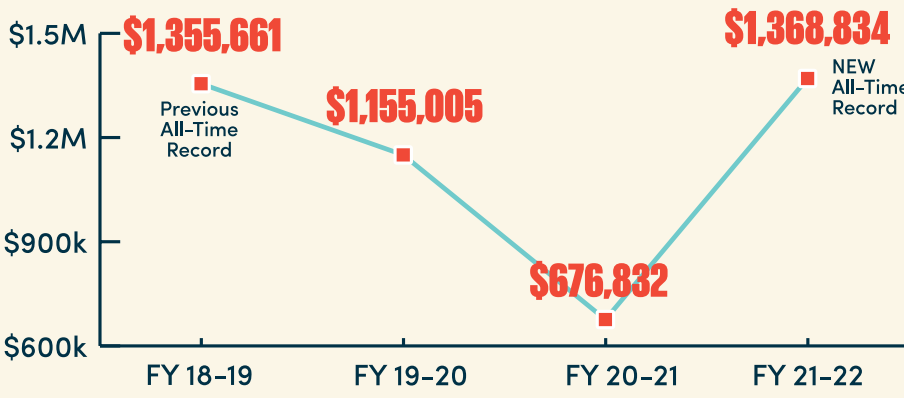
- BALLROOM**
Total: 16,704 s.f.
A: 5,989 s.f.
B: 5,382 s.f.
C: 4,995 s.f.
- SPIRES BOARDROOM**
Total: 531 s.f.
- HALL OF FAME MEETING ROOM**
Total: 1,680 s.f.
- GUEST SERVICES**
- SENATE ROOM**
Total: 1,140 s.f.
A: 633 s.f.
B: 507 s.f.
- LINCOLN ROOM**
Total: 933 s.f.
A: 424 s.f.
B: 509 s.f.
- REGISTRATION AREA**
Total: 3,984 s.f.
- KITCHEN/CONCESSIONS**
- EXHIBIT HALL**
Total: 23,700 s.f.
- CAROLINA MEETING ROOM**
Total: 2,223 s.f.
A: 1,131 s.f.
B: 1,092 s.f.
- LEXINGTON MEETING ROOM**
Total: 4,158 s.f.
A: 2,268 s.f.
B: 1,827 s.f.
- RICHLAND MEETING ROOM**
Total: 5,670 s.f.
A: 1,890 s.f.
B: 1,890 s.f.
C: 1,890 s.f.
- CONGAREE MEETING ROOM**
Total: 2,232 s.f.
A: 1,152 s.f.
B: 1,080 s.f.
- OUTDOOR SPACE**
- PREFUNCTION SPACE**
Ballroom: 7,486 s.f.
Exhibit Hall/Carolina: 12,099 s.f.
Lexington: 2,240 s.f.
Richland: 2,848 s.f.
Congaree: 2,848 s.f.
Lower Meeting Rooms: 5,504 s.f.
- SERVICE**
- RESTROOMS**



ATTENDANCE



BOOKINGS REVENUE



POTENTIAL HOTEL PLAN



COLUMBIA CONVENTION HOTEL - SITE PLAN
SCALE - 1:80

BLUR
WORK
SHOP



7,200 SF
BALLROOM
6,800 SF
JUNIOR BALLROOM
1,700 SF
MEETING SPACE



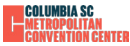
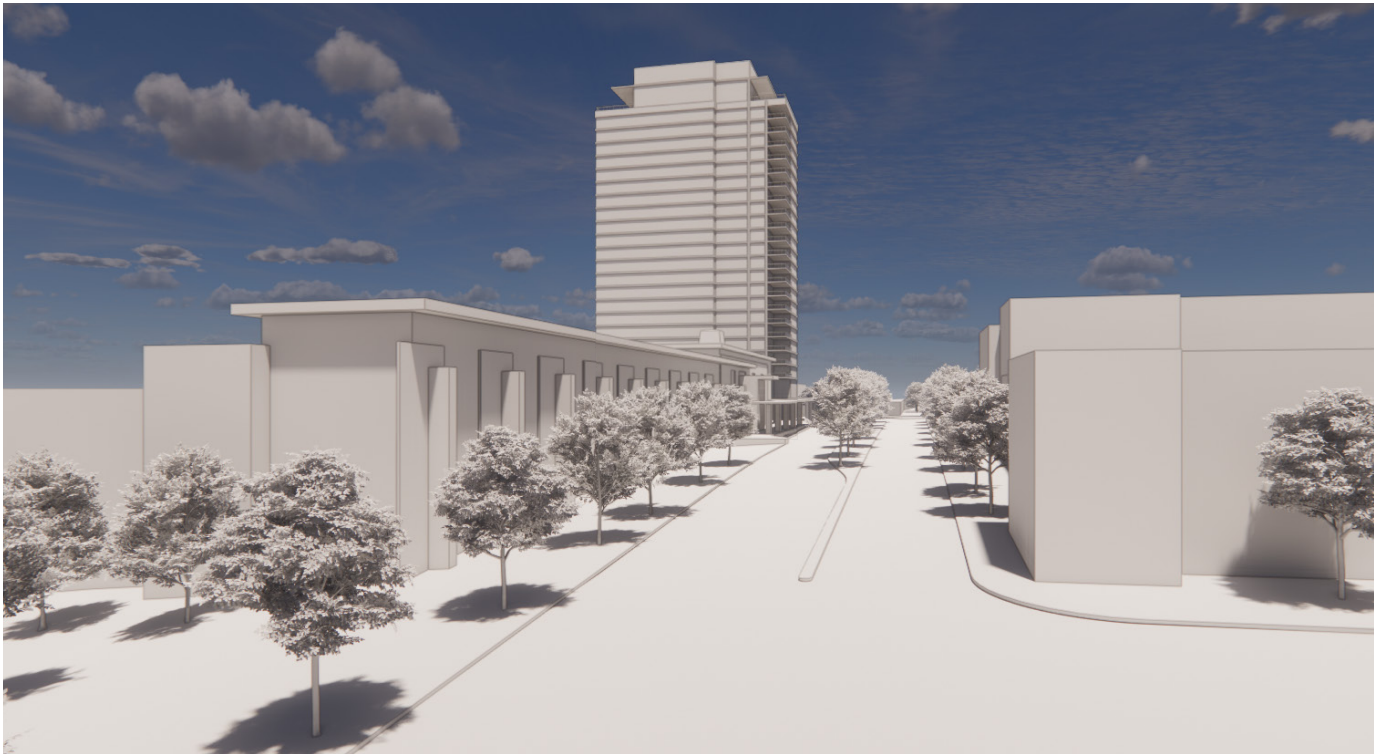
COLUMBIA CONVENTION HOTEL - LEVEL 3
SCALE - 1:40

BLUR
WORK
SHOP



COLUMBIA CONVENTION HOTEL - FRONT VIEW
SCALE - 1:40

BLUR
WORK
SHOP



COLUMBIA CONVENTION HOTEL - LINCOLN STREET NW
SCALE - 1:40

BLUR
WORK
SHOP

SUBMITTAL REQUIREMENTS

COVER LETTER

Include an executive summary that clearly outlines the overall capability of the development team, any developer partnerships for the project and briefly summarizes its proven ability to design, construct and operate a hotel. The Cover Letter, no more than two pages long, should be signed by the principal of the lead development team for the project indicating his or her authority to submit the response on behalf of the development team.

TEAM BACKGROUND

Provide background on the proposed team’s organizational structure (e.g., corporation, partnership, joint venture, etc.), year organized/incorporated, office location(s), and information on both the respective lead and key members for each team member (developer, architect, etc.) who will be committed assigned to the project.

EXPERIENCE

Provide experience with hotel development projects of similar size and scope, highlighting convention hotel experience, along with your team’s experience working with local governments via public/private partnerships. Pictures and locations of similar hotel projects should be included along with brief project descriptions, year opened, project development cost, services provided, developer’s and/or any financial partner(s) ownership stake at the time of development, summary of project capital funding and the developer’s role in raising the capital, as well as reference contact information for each project. If applicable, please describe where two or more of the proposed team members on this project have previously collaborated on other projects, identifying the specific roles and responsibilities of each team member.

PROJECT UNDERSTANDING & VISION

Provide a narrative illustrating your team’s understanding of the project and your initial reaction to the Project’s unique opportunities and potential challenges. Describe your preliminary thoughts around the number of guestrooms your team may propose, the overall quality, target goal for total meeting and function space (net rentable square feet excluding pre-function areas), food and beverage outlets, amenities, hotel brand or possible brands, etc. Describe the strategy your team expects to follow to meet the Authority’s project goals in a timely manner.

SOURCES & USES

Using your experience from recent projects, and the BLUR Workshop plans as an initial guide, please provide an order-of-magnitude development budget for your preliminary vision. Briefly describe how your team would seek to fund that vision (planned percentage of debt, equity, other), highlighting any potential direct investment

from the developer. Note: the Authority recognizes the very early stages of the Project and acknowledges that your team’s vision and capital plan is subject to change as the Project evolves.

SELECTION PROCESS

Based on RFI submittals alone, the Authority may elect to (i) negotiate with one development team, or (ii) may select a short-list of project development teams from the RFI responses to be invited to participate in a more detailed interview process which may or may not include a separate Request for Proposal (RFP). Note that only those development teams that submit an RFI response would be eligible for consideration by the Authority for any subsequent interview/RFP process, should the Authority opt to pursue such a process. The Authority reserves the right to select and negotiate with any development team or teams for the Project; and to modify and/or terminate this process at any point in time. The preparation of a response shall be at the expense of the proposer. The Authority will not reimburse proposers for any costs associated with the preparation or submittal of a response.

OTHER

Due to procurement regulations, the BLUR Workshop may not participate on any team submitting to this RFI and may not be involved with the ultimate design of the proposed hotel. The Columbia Convention Center itself was designed by TVS in collaboration with Stephens & Williamson; both of these architectural firms are permitted to participate on one or more submittal teams. Only the lead developer is limited to be a member of one submittal team; all other associated team members may participate on more than one submittal team.

SUBMITTAL INSTRUCTIONS

Please submit one (1) electronic copy on or before 5:00 PM EDT April 14, 2023 to:

Tony Peterman
tony.peterman@am.jll.com
with subject line marked:
Columbia SC Convention Hotel RFI Response

Any materials submitted in response to this RFI may be subject to inspection under the public records laws of the State of South Carolina..

PROJECT LINKS

ColumbiaSCTourism.com/Tools-Resources/RFI



Colonial Life Arena



Lady Vista Mural



Columbia Skyline from The Vista



Strolling Lincoln St. in The Vista



Rooftop Views

The Senate



Dining at COA



Columbia Craft Brewery



The Vista





ExperienceColumbiaSC.com



ColumbiaConventionCenter.com



Tony Peterman

Executive Vice President

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Respondents should contact only the individual listed above and are not to communicate directly or indirectly regarding this RFI with the Midlands Authority for Convention, Sports & Tourism (Authority); the Columbia Metropolitan Convention Center (CMCC); the Columbia Metropolitan Convention & Visitors Bureau (CVB); and/or the Columbia City Council Members or other City employees (City) from the time the RFI is released until such time that Authority approves next steps in the process. Violation of this provision by the respondent or respondent's agent may lead to disqualification from consideration.