

HISTORY OF GOLDSBORO

Established in 1847, Goldsboro is the county seat of Wayne County. The Neuse River gently twists and winds throughout the City and the County. Located in the Coastal Plain of North Carolina, Goldsboro is 50 miles east of Raleigh and 90 miles from the coast. We are situated in the heart of eastern North Carolina.

Goldsboro is home to Seymour Johnson Air Force Base. The base hosts over 5,700 Active Duty and Reserve military personnel and an additional 7,000 Civilians and Dependents, providing \$595 million in economic impact to Goldsboro and Wayne County. In 2015, the Wings Over Wayne Airshow brought in over 220,000 visitors and spectators. The event generated over \$4 million to the City of Goldsboro and Wayne County.

Points of interest in and around Goldsboro are Historic Downtown Goldsboro, Arts Council of Wayne County, Busco Beach ATV Park & Campground, The Paramount Theater, Wayne County Veterans Memorial, Goldsboro Municipal Golf Course, Wayne County Fairgrounds, Herman Park, Cliffs of the Neuse State Park, Cherry Research Farm (Center for Environmental Farming), numerous sporting events, festivals and much more.



SUBMITTAL REQUIREMENTS

Respondents are requested to submit proposals to the City that fully outline plans for the development of a hotel. Respondents should identify a single contact person for all correspondence and notifications. All submissions shall include:

- Submittal information.
- Hotel developers are encouraged to provide all other relevant information that will assist the City in the evaluation.
- A brief background and history of developer.
- Examples of other hotel projects conducted, ideally, within the last five years.
- List project scope, deliverables, contact information and final outcome.
- A proposed time frame for completing the assignment.

EVALUATION AND SELECTION PROCESS

The City Manager will designate a panel to evaluate all proposals received in response to this solicitation. The panel will evaluate proposals based on the submitted information and material as set forth above. The evaluation will also be based upon individual panel members' judgment as to the degree to which proposals (1) demonstrate Project Feasibility as proposed and (2) general responsiveness to terms and conditions that appear to meet with the City's needs.

Notwithstanding, the City reserves the right to reject any or all submittals at its sole and absolute discretion, or to extend the deadline for receipt of proposals or modify this solicitation at any time.

Members of the panel and other City staff may contact references and industry sources, investigate previous projects (that may include site visits) and current development commitments.

PROJECT TIMELINE

As the Maxwell Regional Agricultural and Convention Center is due to break ground in the near future, time is of the essence with respect to seeking an interested hotel developer. The City anticipates proceeding with an aggressive schedule.

CONTACT INFORMATION

After reviewing this document, should you have any questions, please contact the Goldsboro Wayne County Travel & Tourism Office. We would be glad to assist you in any way possible. Questions or other information may be addressed to:

Betsy Rosemann
Director of Travel & Tourism
City of Goldsboro
PO Box 1107
Goldsboro, NC 27533

(919) 734-7922 | brosemann@goldsboronc.gov

Site visits to the Maxwell Regional Agricultural and Convention Center location and proposed hotel site may be scheduled upon request.



Travel & Tourism

HOTEL SOLICITATION

MAXWELL REGIONAL AGRICULTURAL & CONVENTION CENTER
RESPONSE REQUESTED BY APRIL 15, 2016





INTRODUCTION

The City of Goldsboro is seeking Letters of Interest and Information from qualified development companies for the development of a key hotel site adjacent to the future Maxwell Regional Agricultural and Convention Center. The Proposed Convention Center, which is a joint partnership between the City of Goldsboro and Wayne County, will be built on 12 acres adjacent to the proposed hotel site with an anticipated ground breaking in 2016. The proposed six acre site, located at the intersection of Wayne Memorial Drive and New Hope Road, is owned by the City and has land dedicated for a potential hotel. The remainder of land would be marketed to restaurants or retail shops. The site is strategically located on Wayne Memorial Drive, 9/10 of a mile from the new US 70 Bypass scheduled to open in June of 2016 and 4 miles off of Interstate I-795. Wayne Community College, Wayne Memorial Hospital, medical offices, retail shops and restaurants are located nearby.

IT IS THE DESIRE OF THE CITY OF GOLDSBORO TO HAVE:

- A quality full service hotel with a minimum of 150 rooms.
- The hotel property must have a restaurant/lounge and room service, as well as onsite catering.
- Minimum of 2,700 square feet of flexible meeting space.
- The ideal project would be completely designed, developed, financed and constructed privately, not financially or operationally connected to or subsidized by the City in any manner. However, the City would be willing to consider viable and creative partnering options.

THE CITY'S OVERALL GOALS AND OBJECTIVES FOR THE PROJECT ARE TO:

1. If necessary, assist in establishing and prioritizing the Convention Center Hotel project needs and goals, developing strategies and approaches to achieve such, based on a review of the proposals received.
2. If necessary, assist in marketing the merits of the Convention Center Hotel project, assisting in structuring suitable alternative proposals (if necessary and possible) to maintain project momentum.
3. Assist in analyzing and evaluating the business and legal elements and merits of each proposal received.
4. Assist in developing recommendations for the best hotelier team to negotiate, until such time an arrangement is concluded and appropriate development agreements are executed.
5. Assist alternatively in restructuring the hotel development RFQ to achieve same or similar product.

DESIRED SCOPE OF SERVICES

The framework and process to identify and attract hotels adjacent to the Convention Center includes but is not limited to:

- Ability to perform, history and completion of past projects, financial stability and ability to secure necessary financing, operation history, proposed hotel flag and ability to secure franchise agreement.
- Validate proposed construction costs, proposed average room night rates, revenue and occupancy assumptions, proposed meeting space rates and parking.

ZONING

Currently zoned for commercial and residential.

PROPERTY DESCRIPTION

The project site includes six acres on the corner of Wayne Memorial Drive and New Hope Road. This site borders 12 acres where the Maxwell Regional Agricultural and Convention Center will be built. The City is bidding a \$900,000 multi-use path that will connect the site to an existing Greenway system. The Maxwell Regional Agricultural and Convention Center is approximately 65,530 square feet and will offer the following:

- Shared egress and ingress with the Convention Center.
- Shared stormwater retention pond for entire 18 acre site.
- Main Lobby/Pre-function Area is 5,680 square feet.
- 15,000 square feet for Main Assembly room that will seat 840 banquet style or 1,554 theater style.
- Four additional meeting rooms totaling 4,000 square feet.
- Catering Kitchen.
- Outdoor Event Space.
- Approximately 20,000 square feet for Agricultural Extension Offices.



TOURISM STATISTICS

Domestic visitors to and within Wayne County spent \$151.26 million in 2014, an increase of 2.6% from 2013.

Wayne County Tourism Impact highlights in 2014:

- The travel and tourism industry directly employs more than 1,000 in Wayne County.
- Total payroll generated by the tourism industry in Wayne County was \$19.8 million.
- State and local tax revenues from travel to Wayne County totaled \$11.4 million.

ECONOMIC IMPACT OF TRAVELERS TO WAYNE COUNTY

	Travel Expenditures (Millions)	Local & State Taxes (Millions)	Tax Savings Per Citizen
2007	\$113.0	\$8.4	\$74.00
2008	\$120.3	\$9.3	\$80.00
2009	\$116.6	\$9.3	\$82.00
2010	\$126.5	\$10.4	\$84.00
2011	\$138.6	\$10.4	\$85.00
2012	\$144.4	\$10.8	\$88.00
2013	\$147.4	\$11.1	\$89.00
2014	\$151.3	\$11.4	\$90.00