City Council Meeting November 14, 2019



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Item 9

Ordinance requested by Salvatore Passalacqua to rezone 0.227 acres (9,888 +/- square feet) located along the northern right-of-way of Dickinson Avenue between Columbia Avenue and Pennsylvania Avenue from CDF (Downtown Commercial Fringe) to CD (Downtown Commercial)

General Location Map





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Aerial Map (2016)







0		0.03		0.06				0.11 Miles
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Dickinson Ave., LLC





Survey 0.227 acres













Flood Plain Map

AE = Floodway AE= Base Flood Elevations NEA (Non-Encroachment Area) A= 1% Chance of Annual Flood Hazard 0.2% Chance of Annual Flood Hazard



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Dickinson Avenue Plan

EIGHT DISTINCT SUB-AREAS





- Legend
- AREA ONE: HISTORIC BUILDING INFILL

- AREA TWO: ARTS DISTRICT AND TRANSIT
- AREA THREE: 10TH STREET THRESHOLD
- AREA FOUR: INNOVATION ZONE
- AREA FIVE: PDR AREAS
- AREA SIX: EVANS CORRIDOR
- AREA SEVEN: EXISTING RESIDENTIAL NEIGHBORHOOD
- AREA EIGHT: ATHLETICS / RECREATION ZONE



City Zoning Map





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Future Land Use & Character Map



Land Parcels

Horizons2026 Future Land Use





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Future Land Use & Character Map



Zoning Map



The Planning and Zoning Commission voted unanimously to approve the request at its October 15, 2019 meeting.



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Item 10

Resolution designating and supporting the formation of an Emerald City Arts District

Designation of the Emerald City Arts District



Successful Arts Districts Increase:



Tourism

Quality of Life





Recruitment & Retention

Economic Development

Equity & Inclusion





The boundaries of the Emerald City Arts District would be from Town Common to the south side of Tenth Street, and from Albemarle Avenue to the east side of Reade Street.

Greenville

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Item 11 Presentation by Co.-X Properties, LLC related to the private development of a boutique style hotel at 421 and 423 Evans Street



C O. - X PROPERTIES

Proposed Hotel Development

For Project: "421 & 423 Evans St. Greenville, North Carolina – Boutique Hotel Development"

Co-X Properties, LLC

Contents

- 1 INTRODUCTION
- 2 WHO WE ARE
- 3 THE PROJECT



WHO WE ARE



Co.X Properties

Co. X is a development and investment firm specializing in start-up support, property development, and syndication. Our team has raised over \$155M in investment funds and executed over \$100M in hotel development.

End-to-End Property Development

- Project Financing
- Site Selection
- Construction
- Project Management
- Operator Selection





JOHN SANDLIN

Successfully developing commercial property for over 35 years throughout the Southeast.

☑ Hotels☑ dental/medical

💞 Clarendon Properties, LLC

Clarendon Properties, LLC is a			
real estate brokerage, and			
development firm that supports			
the entire project lifecycle, from			
site selection to completion.			

ABOUT JOHN

John Sandlin has more than 35 years of achievement-oriented experience in real estate marketing, site selection and development including projects for McDonalds Corporation. John has an entrepreneurial background with documented success in startup operations. John is currently Managing Partner at Clarendon Properties, LLC, a brokerage and development company with expertise in medical, dental, retail, apartment and hotel locations.

COMPANY HIGHLIGHTS

HOTEL & DENTAL PROPERTIES

Successfully developed over a dozen select service hotel products and over 50 dental offices throughout the Southeast.

SITE SELECTION

Extensive experience in commercial development & site selection, including many years with the McDonald's Corporation.

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CLARENDON PROPERTIES, LLC

Research, Finance, Design, & Development for the real estate brokerage and development firm.

CROWN HOTEL & MANAGEMENT

Partner in Crown that successfully operates and manages select service hotels throughout the Southeast.



SCOTT DIGGS

Successfully developing & operating companies for over 25 years throughout the Southeast.

North Carolina resident with long-standing commitment to local development, including regular participation and support to his alma mater ECU.



- ☑ Member ECU Foundation Board
- Co-Chair ECU School of Business Advisory Board
- ☑ Regional Chair ECU Miller School of Entrepreneurship

ABOUT SCOTT

M. Scott Diggs is an entrepreneur based out of Wrightsville Beach, North Carolina. President & equity partner of Lift It Rentals. Scott is directly responsible for the day-to-day growth, operations and management of the companies.

Scott was a co-founding partner of Lanier Parking in 1993. He played a key role in establishing Lanier's core values and its original operating platform throughout the Southeast. Lanier was generating over \$200M in revenue and was sold in 2014 to a private equity firm.

COMPANY HIGHLIGHTS

LIFT IT RENTALS,

Largely successful heavy equipment rental and finance company managing over 200 assets. Portfolio consists of telehandlers, front-end loaders & scissor lifts.

LANIER PARKING SOLUTIONS

Parking management company at the time of exit operating over 450 locations with 2,000 employees in 52 cities throughout the Southeast.

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CLARENDON PROPERTIES, LLC

Development, investment and capital raise of select service hotels with strategic partnerships. Hilton and Marriott products such as Hampton, Fairfield, and Spring Hill Suites.

CO "X" PROPERTIES

Co-founder, development & investment company focused on business creation and opportunity zone ventures.

Co-X Properties, LLC. November 15, 2019



PAUL ADKISON

Serial entrepreneur from Charlotte, NC. Leads and manages an active investor network in the South East Region. Successfully raised over \$180M. Expert in start-up strategy.

Deep rooted history and ties to Eastern North Carolina and the Greenville area, including regular participation and support to his alma mater ECU.



- ☑ Member ECU Foundation Board
- Co-Chair ECU School of Business Advisory Board
- ☑ Regional Chair ECU Miller School of Entrepreneurship

ABOUT PAUL

Paul Adkison is a serial entrepreneur and venture capitalist based out of Charlotte, North Carolina. With specialized experience in healthcare technology and recurring revenue models, Paul has founded over 15 companies in areas ranging from telecommunications, online communication monitoring, real estate, and development and large equipment financing and rentals.

IIFT IT RENTALS

Largely successful heavy equipment rental and finance company managing over 200 assets.

IQ MAX

Healthcare communications company sold to Fusion Connect, Inc. (FSNN) in January 2018.

ZABRA

Early mover start-up, social media monitoring service for parents and their teens. Nationally recognized platform.

COMPANY HIGHLIGHTS

CO "X" PROPERTIES

Co-founder, development & investment company focused on business creation and opportunity zone ventures.

THERMODYNAMICS

Heat retardant material technology for racing industry. Annual profit margins of 250%. Sold in 2001, 25x return.

VMI/USI

Microprocessor manufacturing for telecommunications, Sold in 1998 for \$186M, 17x return.

Co-X Properties, LLC. November 15, 2019



With a portfolio extending 14 properties in the Carolinas, our team has local experience in hotel development.

RECENT HOTEL PROJECTS INCLUDE:

TRU Hotel (Garner, NC) Holiday Inn Express (Clemmons, NC) Fairfield Inn & Suites (Weaverville, NC) Courtyard by Marriott (Winston Salem, NC) Hampton Inn (Sneads Ferry, NC) Hampton Inn (Knightdale, NC) Fairfield Inn (Dunn, NC) Hampton Inn (Hartsville, SC) Hampton Inn (Swansboro, NC) Holiday Inn Express (Leland, NC) Holiday Inn Express (Wilmington, NC)











THE PROJECT

The Project will consist of the development, construction, and operation of a full-service, *boutique hotel* in downtown Greenville, North Carolina. The six to seven floor hotel will include approximately 60-90 rooms, a rooftop bar/lounge, meeting room space, a fitness center, and a kitchen and dining room. Initial site plans have been developed.

We believe this build will become a foundational project toward the revitalization of the Greenville downtown area.







HOTEL LOCATION

The project encompasses the acquisition of a two parcels located at 421 and 423 Evans St.







REPUTABLE BRAND

Hotel flagship will be selected from top hotel brands in the hospitality industry, including:

BONVOY







HYATT

INCREDIBLE FEATURES

- High ratings from AAA, Forbes
 Travel Guide and TripAdvisor
- The little things that make an experience great, like in-room microwaves and safes, bathrobes and complimentary newspapers
- Facilities, such as fitness and business center, dining options and parking access
- Proximity to Greenville
 Downtown where visitors can walk

GREENVILLE PRESENTS A UNIQUE

OPPORTUNITY TO CREATE AN

UNFORGETTABLE EXPERIENCE




CAMBRIA HOTEL



Project Overview

RODUCTION



The Project will consist of the development, construction, and operation of a full-service, *four-star boutique hotel* to be located in downtown Greenville, North Carolina. The six to seven floor hotel will include approximately 60-90 rooms, a rooftop bar/lounge, meeting room space, a fitness center, and a kitchen and dining room. Initial site plans have been developed. The Project will also require adequate parking to serve the reasonably anticipated needs of the hotel without requiring the use of existing public parking. Operations will be outsourced to an experienced management company. The project stand-up period, including construction, will span 18 months.



This build will become a foundational project toward the revitalization of the Greenville downtown area.

The design is preliminary and subject to change.



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Project Overview

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This build will become a foundational project toward the revitalization of the Greenville downtown area.

Mid-Level Floor

The design is preliminary and subject to change.

PUBLIC INCENTIVES & ASSISTANCE

KARES

WHO WE A

THE

Public Incentives & Assistance

Co-X Properties is pleased to express its interest in building a best in class, boutique hotel in the heart of downtown Greenville that will help support the revitalization of the City and create jobs and economic development for its residents.

With extensive experience in hotel development, financing, operations, and management we believe that Co-X Properties will be a valuable partner with the City in this project.

Co-X Properties would kindly request as part of the project that the City provide the proposed incentives listed in the table to the right.

We look forward to your review and feedback.

With Kindest Regards,

Co-X Properties

PROPOSED INCENTIVES HIGHLILGHTS

- 1. Co-X Properties will purchase 421 & 423 Evans Street
- 2. Capital investment grant 75% for 7 years
- 3. Waiver of inspection permit fees related to the project
- City to provide discounted leased parking in adjoining parking deck 60-90 spaces and 3 short term spaces on Evans Street
- Furnish covered passageway from hotel to adjoining parking deck
- 6. Furnish a staging area for construction
- Work with our General Contractor on needed street closings
- 8. Expedite approval process



The Project is anticipated to span 18 months following initial planning.



IMPACT TO THE CITY

CITY STAFF COMMENTS

5 NEXT STEPS

- 4 FINANCIAL IMPACT TO CITY
- 3 MODELED PUBLIC INCENTIVES

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CONTRACT E STH ST

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E 5TH ST

- 2 LEASED PARKING
- **1 PROJECT OVERVIEW**

IMPACT TO THE CITY STAFF COMMENTS

PROJECT OVERVIEW

- Proposed Development:
 - Boutique Style Hotel Located on
 - Evans Street Between 4th and 5th Street
 - o Between 60 and 90 Rooms
 - Full Service Hotel with Rooftop Bar & Lounge
- Estimated Developer Investment Based on Number of Rooms:
 - o 60 Room Hotel: \$16,000,000
 - o 90 Room Hotel: \$19,000,000
- Impact to the City:
 - Puts Public Property Back on the Tax Rolls for Private Development
 - Property Would be Sold to Developer at FMV (Approximately \$203,000)
 - Increases the Number of People in Uptown on a Daily Basis by 90 to 120
 - Increases Annual Tax Revenues by \$67,000 to \$80,000
 - Further Enhances Opportunity for Future Economic Growth Uptown



LEASED PARKING TO HOTEL FROM PARKING DECK

• The Hotel Requesting to Lease Between 60 and 90 Spaces in the Parking Deck From the City for Hotel Use (Depending on Number of Hotel Rooms)

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- The Spaces to be Leased are Currently Being Utilized by the City for City Employee
 Parking
- The City will Relocate City Employees from the Parking Deck to a New City Parking Lot to be Constructed
- There are Two Types of Spaces that will be Leased to the Hotel from the Parking Deck:
 - Full Rate Space: Leased to Hotel at City's Full Monthly Rate per Space
 - <u>Reduced Rate Space</u>: Leased to Hotel at a Reduced Monthly Rate per Space

LEASED PARKING TO HOTEL FROM PARKING DECK

Type of Space Leased	Available to Hotel	Available to General Public
Full Rate Space	- 24 Hours, 7 Days per Week	Not Available for Public Use
Reduced Rate Space	 Monday-Friday 4 p.m. to 9 a.m. All Weekend From Friday at 4 p.m. to Monday at 9 a.m. 	Monday - Friday 9 a.m 4 p.m. (Peak Time for Public Use)

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LEASED PARKING TO HOTEL FROM PARKING DECK

Fu	III Rate	Reduced	Rate	Total	
S	paces	Space	es	Spaces	
	7		53		60
	10		80		90
1		L			
Ş	64.00	Ş	19.20		
		Full Rate Spaces 7 10 \$ 64.00	SpacesSpace710	SpacesSpaces7531080	SpacesSpacesSpaces7531080

Current FY2019-20 City Rate

 The Annual Lease Rate Charged to the Hotel will be Adjusted on an Annual Basis as Approved by Council and Included in the City's Adopted Annual Budget and Manual of Fees

MODELED PUBLIC INCENTIVES

- City Capital Investment Grant on Hotel Development:
 - 75% of Annual Property Tax for 7 Years
- Waiver of Inspection Permitting Fees: Building, Electrical, Mechanical, Plumbing
- Reinvest Proceeds From Sale of Property into the Following Public Improvements:
 - Covered Walkway Connecting the Parking Deck and the Hotel (Maximum Allowance of \$50,000)
 - Streetscape Improvements on Evans Street Anywhere Between 4th and 5th Street
 - Note: Any Streetscape Improvements Funded by Proceeds From Såle Shall Not Supplant the Streetscape Improvements Required to be Installed by the Developer as a Component of the Hotel Project.

FINANCIAL IMPACT TO THE CITY OF GREENVILLE

15 Year Pro Forma

	60 Rooms	90 Rooms
Revenue		
Sale of Property to Developer	\$ 203,000	\$ 203,000
City Permit Fees	50,000	60,000
Tax Revenues:		
Property Tax	811,200	963,300
Sales Tax	56,940	71,175
Subtotal	868,140	1,034,475
Leased Parking Revenue	642,460	964,093
Total Revenue	\$ 1,763,600	\$ 2,261,568
Expense		
Uptown Streetscape Improvements	\$ (203,000)	\$ (203,000)
Capital Investment Grant (CIG)	(327,600)	(389,025)
City Permit Fees Waived (Estimated)	(50,000)	(60,000)
Total Expense	\$ (580,600)	\$ (652,025)
Revenue Less Expense	\$ 1,183,000	\$ 1,609,543

FINANCIAL IMPACT TO THE CITY OF GREENVILLE

15 Year Pro Forma Net Revenue

	6	60 Rooms) Rooms
Years 1 - 5	\$	208,200	\$	294,483
Years 6 - 10		393,800		546,380
Years 11 - 15	_	581,000		768,680
Total	\$	1,183,000	\$	1,609,543

Net Revenues Do Not Include:

- Occupancy Tax Revenue Received on Hotel Utilization
- Additional Tax Revenues From Growth in Surrounding Area Property Values
- Additional Sales Tax Revenues From Expanded Commercial Activity in Uptown





- City Staff Will Work With Developer to Prepare Letter of Intent (in Progress)
- City Staff Will Present Letter of Intent to City Council for Approval in December



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Item 12

Budget ordinance amendment #5 to the 2019-2020 City of Greenville budget, the Special Revenue Grant Fund, and the Community Development Capital Projects Fund



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CITY OF GREENVILLE FY 2020 BUDGET ORDINANCE AMENDMENT #5

CITY OF GREENVILLE BUDGET ORDINANCE AMENDMENT #5 Budget Ordinance Amendment #5 Includes Adjustments to the Following Funds:

General Fund

Stormwater Fund

Transit Fund

Vehicle Replacement Fund

Fleet Maintenance Fund

Sanitation Fund

Facilities Improvement Fund

CD Capital Projects Fund

Grants Special Revenue Fund

CITY OF GREENVILLE BUDGET ORDINANCE AMENDMENT #5

Description	Impacted		Amount
To recognize encumbrances carried over at the close of FY 2018-19.	GF, SW, San, Transit, Fleet, FIP, VRF	Ş	2,579,364
To re-appropriate unspent funds related to projects within the Facilities Improvement Program.	FIP	\$	2,252,677
To recognize funding received from Greenville Utilities Commission for the Energy Assistance Program.	CD Capital Projects	\$	150,000
To recognize grant funding received for the Love a Sea Turtle STEAM Lab.	Grants Special Rev	\$	24,383
To appropriate fund balance within the Stormwater Fund for the personnel and equipment costs associated with the planned service increase.	Stormwater	\$	1,350,000

CITY OF GREENVILLE BUDGET ORDINANCE AMENDMENT #5 SUMMARY

City of Greenville Operating Fund Budget per Amendment #5:

Fund	Budget	%
General	\$ 86,707,721	60.8%
Debt Service	5,559,881	3.9%
Public Transportation (Transit)	3,343,172	2.3%
Fleet Maintenance	4,635,802	3.3%
Sanitation	8,001,526	5.6%
Stormwater	9,820,127	6.9%
Housing	1,733,500	1.2%
Health Insurance	14,003,384	9.8%
Vehicle Replacement	4,759,009	3.3%
Facilities Improvement	3,667,375	2.6%
Capital Reserve	390,000	0.3%
Total	\$ 142,621,497	100%

CITY OF GREENVILLE BUDGET ORDINANCE AMENDMENT #5 SUMMARY

RECOMMENDATION

Approve budget ordinance amendment #5 for the City of Greenville Operating Funds (Ordinance #19-031), Special Revenue Grant Fund (Ordinance #11-003), and Community Development Capital Projects Fund (Ordinance #17-024)

City Council Meeting November 14, 2019



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