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# SUGAR LAND

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T E X A S

HOTEL AND CONVENTION  
(CONFERENCE) CENTER  
DEVELOPMENT OPPORTUNITY  
AT THE SUGAR LAND ARTS AND  
ENTERTAINMENT DISTRICT

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TEXAS  
**SUGAR LAND**  
Sweet • Real • Refined





# The Opportunity



The City of Sugar Land, TX will be issuing a Request for Statements of Interest (RSI) in mid-January, soliciting interest for a Hotel and Convention (Conference) Center development opportunity.



Approximately 10 acres are allocated for the Hotel and Convention (Conference) Center and structured parking. An additional 12 acres may be unlocked if submittals include additional development to ensure success of the project.



The Smart Financial Centre, a state-of-the-art 6,400-seat concert hall is located adjacent to the site. The \$84 million venue opened in January 2017 and garnered over 130 performances and 350,000 paid attendees in its first year of operation, exceeding pro-forma expectations for shows and attendees by 141% and 136%, respectively.



The site is located in Tax Increment Reinvestment Zone Number 4 (TIRZ No. 4). Tax incentives include rebate of the 7% City hotel occupancy tax (HOT) as well as State HOT and State sales taxes. Other revenue sources may also be considered for the project.



In 2014, Texas Instruments 160,000 square foot office space delivered, and it is adjacent to the site. The office space houses several hundred employees.

## FLUOR



The City will entertain submittals for a nationally branded, full service hotel of upper upscale or luxury positioning.

Fluor Corporation, a global engineering and construction company, will be developing a 50-acre campus adjacent to the site. The campus will house several thousand employees.



At the crossroads of Interstate 69 and University Blvd., the site boasts strong visibility from the highway. Utilities are in place and have sufficient capacity.



Fort Bend County is one of the most ethnically diverse counties in America and boasts both a more highly educated and affluent population among the three largest counties in Metro Houston (Kinder Institute 2018).

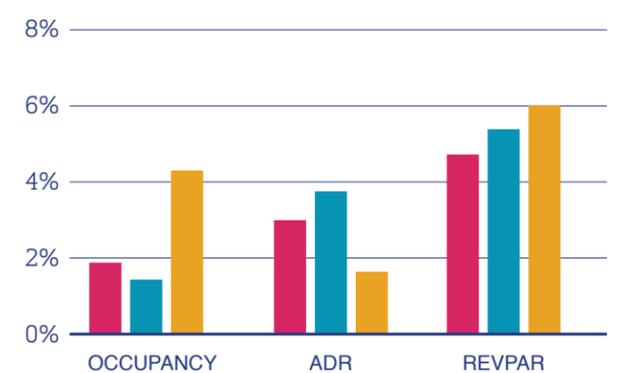
## Important Dates

- JAN 18 2019** RSI goes live
- JAN 28 2019** Non-mandatory pre-submittal meeting in Los Angeles
- FEB 07 2019** Non-mandatory pre-submittal meeting in Sugar Land
- MAR 15 2019** RSI responses due

Please visit [www.SugarLandTX.gov/hotelcc](http://www.SugarLandTX.gov/hotelcc) for more information.

## How is the local lodging market performing?

COMPOUND ANNUAL GROWTH RATES 2011-2017  
HOUSTON MARKET • U.S. AVERAGE • COMPETITIVE MARKET



Source: STR  
Note: Competitive Market figures pertain to set of upper tier Sugar Land hotels. Figures above right pertain to Competitive Market performance as of T-12 Oct 2018  
ADR = average daily rate; RevPAR = revenue per available room

OCCUPANCY  
**74.4%**  
ADR  
**\$123**  
REVPAR  
**\$92**



Currently Sugar Land boasts one full service hotel, the 300-room Marriott Sugar Land Town Square, which offers 25k sq. ft. of meeting space. The Marriott hotel achieves a significant RevPAR premium as compared to the competitive market.

We can do the airport map here and photos instead of extra site map



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# The City of Sugar Land

IS LOOKING FOR A QUALIFIED, WELL-CAPITALIZED DEVELOPMENT PARTNER WITH A STRONG TRACK RECORD TO FURTHER THE SUGAR LAND ARTS AND ENTERTAINMENT DISTRICT.



SMART FINANCIAL CENTRE

FLUOR CORP DEVELOPMENT

UNIVERSITY OF HOUSTON SUGAR LAND

THE CROWN FESTIVAL PARK AT SUGAR LAND

TEXAS INSTRUMENTS

HOTEL AND CONVENTION (CONFERENCE) CENTER SITE

NEWLAND COMMUNITIES SITE

**Driving DISTANCE**  
 23 MILES TO DOWNTOWN HOUSTON, TX  
 32 MILES TO HOU AIRPORT  
 45 MILES TO IAH AIRPORT

## Project Components

**350** FULL-SERVICE HOTEL ROOMS  
**50K SQ. FT.** CONVENTION (CONFERENCE) CENTER  
**700** SPACE PARKING STRUCTURE  
**Optional** COMMUNITY CULTURAL ARTS VENUE OR OTHER AMENITIES IN SUPPORT OF THE PROJECT VISION

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CENTER (CONFERENCE)  
DEVELOPMENT OPPORTUNITY  
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FOR MORE INFORMATION PLEASE CONTACT

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Respondents are prohibited from communicating directly with council members, City officials and their staff, and other City employees regarding the RSI or submittals from the time the RSI has been released until the preferred developer has been selected. These restrictions extend to letters, phone calls, emails or any contact that results in the direct or indirect discussion of the RSI, response submitted, or response to be submitted. Violation of this provision by the respondent or respondent's agent will lead to disqualification from consideration.

#### About JLL

JLL (NYSE: JLL) is a leading professional services firm that specializes in real estate and investment management. A Fortune 500 company, JLL helps real estate owners, occupiers and investors achieve their business ambitions. In 2017, JLL had revenue of \$7.9 billion and fee revenue of \$6.7 billion and, on behalf of clients, managed 4.6 billion square feet world-wide. The firm completed sales, acquisitions and financing transactions totaling approximately \$170 billion. JLL has nearly 300 corporate offices, operations in over 80 countries and a global workforce of more than 83,500. As of December 31, 2017, LaSalle Investment Management has \$58.1 billion of real estate under asset management. JLL is the brand name, and a registered trademark, of Jones Lang LaSalle Incorporated.

#### About Sugar Land

Known as the "Sweetest City in Texas," Sugar Land is one of the finest cities in which to do business, live, work and visit. With some of the nation's best master-planned communities, pristine parks and trails, and world-class medical facilities, Sugar Land offers the full amenities to create your very own home sweet home. Not to mention, Sugar Land consistently ranks among the most beautiful and safest cities in the nation. Fueled by a highly educated, globally diverse and a fast-growing population, Sugar Land's economy attracts dozens of global companies ranging from startups to Fortune 500 firms like Minute Maid and Texas Instruments. Whether it's a piece of history, on-trend shopping or hours of family fun, Sugar Land offers something sweet for everyone. Catch a large special event at Sugar Land's Crown Festival Park or a Skeeters baseball game at Constellation Field, which has 360 degrees of fun, including a splash pad, basketball entertainment, swimming pool, and open-air ice house. Visitors can also enjoy 100+ live entertainment acts throughout the year at the award-winning Smart Financial Centre at Sugar Land. Overall, the city's bold, thoughtful approach to development, making life sweeter and more refined for its businesses, residents and visitors, is simply known as "The Sugar Land Way."