

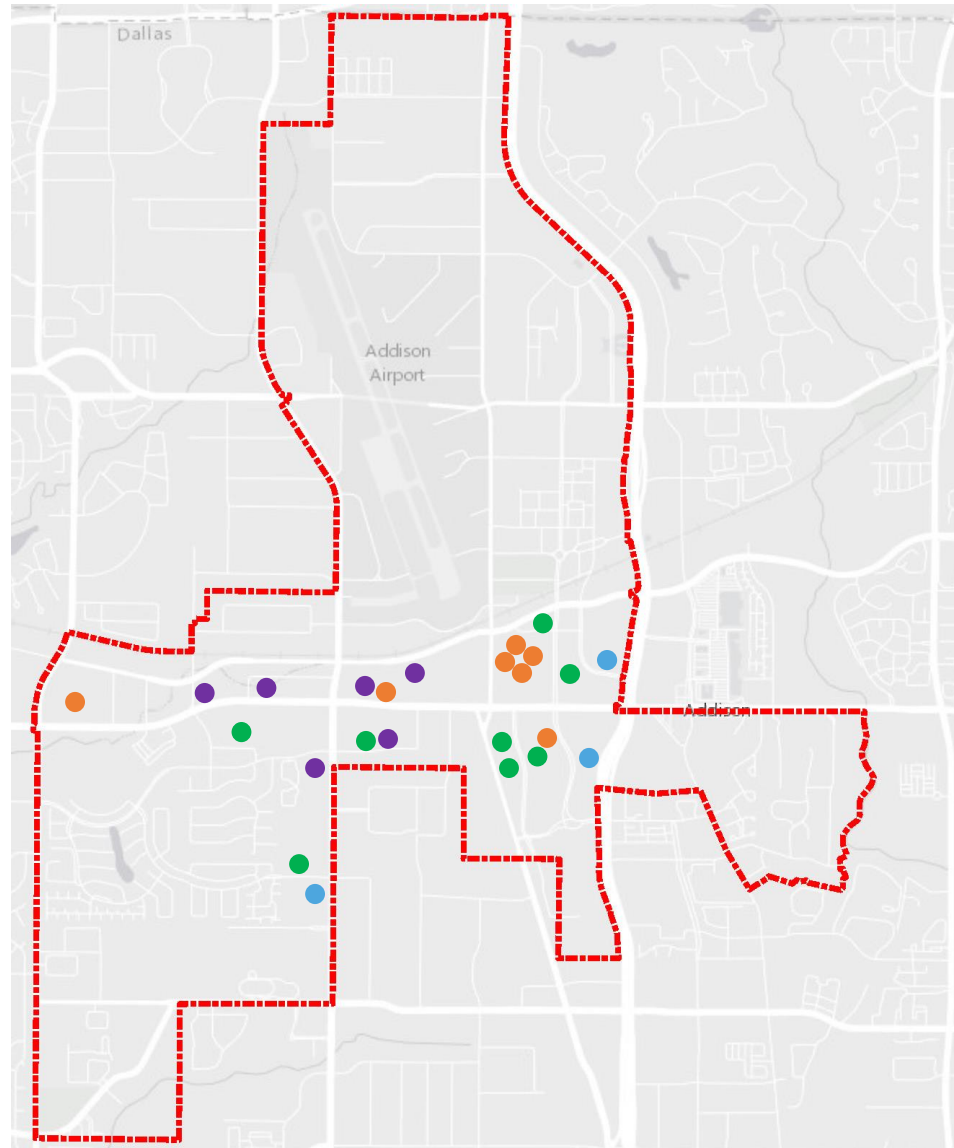
Underperforming Hotels

February 14, 2017

The logo for Addison, featuring the word "ADDISON" in a bold, blue, sans-serif font centered within a white circle. This circle is set against a blue background that is part of a larger graphic element on the right side of the slide, which includes a white diagonal line and a grey triangular corner.

Addison Hotels

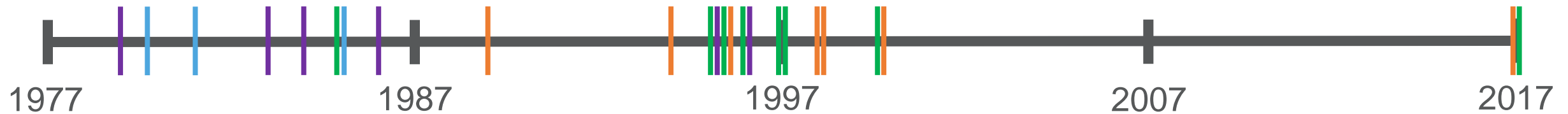
ADDISON



- Full Service
- Extended Stay
- Business Moderate
- Economy

Inventory Details

- 4,144 hotel rooms
- 24 properties (including one under construction)
- Average year of construction: 1993



- **Previous:**

- Hotel or motel. A building or arrangement of buildings designed and occupied as a temporary abiding place for guests who are lodged with or without meals, in which the rooms are usually occupied singly or in suites of two rooms for hire.

- **Current:**

- Hotel. A building or group of buildings providing overnight or short term lodging for transient guests on a **daily rate** to the general public. Customary hotel services such as **daily linen, maid services, and upkeep of furniture** shall be provided. The **entrance to each guest room shall only be gained from a completely enclosed area**, except first floor units which may also have direct access from an interior courtyard or swimming pool area. The structure shall **contain a lobby, fitness center and a minimum of 5,000 square feet of meeting facilities** and may contain a restaurant, business center, gift shop and other various personal services as accessory uses. **Not more than 30% of the rooms in a hotel may be suites.** Suites are defined as any room with a kitchenette or rooms without a kitchenette but with a parlor and sleeping area separated by a floor to ceiling partition.

Hotel Business Retention Unit

- Specialized unit within the Addison Police Department's Criminal Investigative Section
- Comprised of a sergeant and three investigators; typically work in plain clothes
- Core mission is to:
 - Educated businesses regarding crime prevention and mitigation
 - Liaison to our business community
 - Enforce, when necessary, State law and Town ordinances specifically regarding vice and narcotics offenses
 - Conduct undercover operations within businesses when necessary
 - Aid patrol operations at all levels
 - Coordinate cooperation with other law enforcement entities regarding business specific offenses

- Councils have previously discussed how to address aging hotels that do not meet community expectations
- 2013 – discussions centered on one hotel – no consensus reached
- 2013 – Comprehensive Plan
 - Goal: Keep Addison's hotels well-maintained and competitive
 - Objective: Provide support, both financial and administrative
 - Strategy: Provide grants for refurbishments and remodels
 - Strategy: Provide Special Events
 - Strategy: Encourage new development where appropriate
- 2015 – Council directed staff to change the definition of a hotel, no additional direction given

- Is there a problem?
 - What is the problem?
 - What information is necessary to define the problem?
 - How should the Town address the problem?