

Kent Ohio –

Downtown Kent: A Destination for all your Five Senses

Downtown Hotel Site – The Best Location

Outline of Points of Information

- The City and University must look at the location from a developer's point of view.
 - Where is the greatest potential for success
 - Traffic Counts & Visibility
 - Access to major routes
 - Demand & Occupancy from University as well as transient guests Sunday thru Thursday. Work to capture community usage, weddings, visitors, etc.

- The Deloitte & Touche study picked the downtown site
 - Nothing has occurred to change that recommendation.
 - Since that time, several programs & projects have further strengthened the potential of the downtown site: Kent Dam and River Restoration, Main Street Program, The Kent Stage, D.I.C.E. Events, Festive Fridays, Outdoor Dining ordinances, Keep Kent Beautiful Program.

- Parta Circulator Loop
 - From the heart of campus [behind the Student Center] to Main St. to the new hotel
 - Continuous Channel 2 news loop Campus news and activities at the hotel or CNN news loop.

- City/Chamber/Community will guarantee Items to make the downtown better
 - More retail support
 - Another restaurant or two, the hotel will supply a quality restaurant.
 - More events on weekends- Festive Fridays, Home Heritage Concerts, October Fests, Live Music at the Kent Stage,etc.
 - Office space
 - Work with landlords to get all downtown space occupied with quality tenants
 - Improvements in the link area make it a pleasant place to live.
 - WiFi City Wide

- Why the downtown site
 - When visitors come to town they will have a real college town experience
 - Active entertainment / Music / Arts
 - Restaurants: many good college town choices
 - Parks
 - Heritage tourism
 - Historic Sites for touring

- Will help the induced demand of the conference center
- Better visibility to none KSU traffic.
- Easy access from N.E.S.W.
- Kent State will gain immensely from an improved downtown.
 - Go to www.collegetownlife.com to see how great college towns are depicted as having great downtowns.
 - The location will benefit both the campus and the downtown
 - Better location to house people coming as part of the Sports Marketing effort.
- Value added to the University
 - All the events and activities downtown at little cost to the university makes downtown a great value.
 - The Kent Experience/Downtown Atmosphere-unique dining & shopping: The Pufferbelly, Ray's Place, Water Street Glory Days Tavern, BW-3, Zephyr, City Bank Antiques, Sue Nelson's Designs, The Works, Lasso the Moon, Einstein's Attic, Pet shop, etc.
 - With the addition of the Hotel- an even greater number of events and live music can be planned and implemented.
- Hotel Information
 - 1995 Kent Academic Inn Study
 - 2000 Deloitte & Touche Study
 - Find communities with adjacent University Hotels
 - Develop downtown anchor strategy
 - Drive times from KSU to Hotel Site
 - Walk times from KSU to Hotel Site
 - Room Nights
 - Number of Conferences Per Year / Equate to room nights
 - Benefit to Athletic tourism to be downtown
 - Circulator plan for transportation with Parta
 - Shuttles to and from Campus
 - Shuttles to and from Airports
- Bed Tax Dollars
 - A portion of bed tax dollars will be reinvested in to the downtown activities and commercial improvements.
 - Based on 120 rooms at 68% occupancy and an average daily rate of \$80, Bed taxes generated annually would approach \$143,000. This does not include income taxes generated on all of the Hotel's employees.