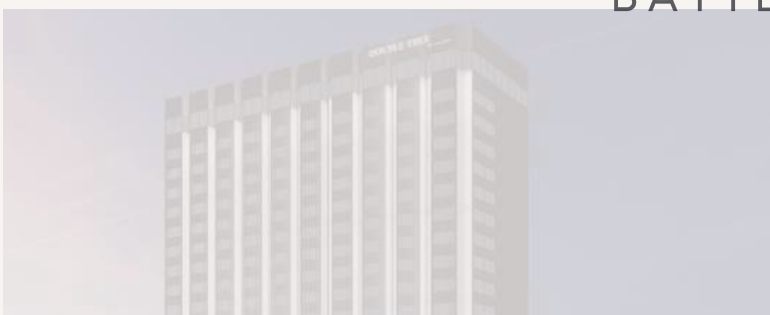


USING COLLABORATION TO
CREATE A NEW ANCHOR
INSTITUTION IN THE CITY OF BATTLE
CREEK CENTERED ON COMMUNITY
VIBRANCY, INCLUSIVITY, AND
ECONOMIC IMPACT



WHERE IT STARTED

The former McCamly Plaza hotel sat in the heart of downtown Battle Creek. With such a central and important location, the closed building sitting idle had a negative impact on Battle Creek and our community.

Recognizing this, action was taken to offer the community an updated space they could be proud of, which would draw new business to the city. This project isn't just about reviving a hotel - it is about creating a new north star in downtown Battle Creek that represents the best of our community, and will have a reverberating impact that lifts all aspects of our economy.



The neglected space was not only an eyesore, but also posed safety risks and was prone to flooding on the basement level.

COMING TOGETHER

Battle Creek Unlimited (BCU), with the support of the City of Battle Creek and other community partners and stakeholders, rallied to secure funding to rejuvenate the structure due to its key location, impact on the vibrancy of downtown, and its adjacent proximity to the Kellogg Arena, a 6,200-seat multipurpose venue, with the goal of creating a revenue-generating asset for ongoing economic development, as well as a learning hotel.

After securing the hotel from the original owners due to renovations not being completed, BCU began working toward securing additional funding, gaining support from funds from the Michigan Economic Development Corp., American Rescue Plan Act dollars (City of Battle Creek and Calhoun County ARPA), and local partner support - overall securing over \$50 million in commitments from 13 different partners for the project, with the largest contributor being the W.K. Kellogg Foundation. After additional financing was secured, the project was underway.

2018

BCU lends \$3.5 million in DIF funds to the owners of the McCamly Plaza Hotel for necessary upgrades to turn the hotel into a Hilton Doubletree, and it closes for renovations.

2020

BCU files a lawsuit against the owners of the McCamly Plaza Hotel for failing to make necessary upgrades, asking for dollars and the sale of the hotel so that work can begin on the property.

2021

BCU incorporates 50 Capital Ave Development Corporation, its development arm, and closes on ownership of the McCamly Plaza Hotel as part of the lawsuit settlement. City and County are represented and hold seats on the board. Phase 1 work begins.

2022

Financing is finalized for the needed hotel renovations from key partners and lenders and partners with 6PM, a hotel management company based in Grand Rapids. Pioneer serves as general contractor.

2023

Renovations and demolition are well under way. The adjacent mall is demolished to make way for green and restaurant space. The hotel's learning program planning begins.

2024

Opening in Q4 of 2024



A NEW ERA

From concept to completion – the new DoubleTree by Hilton Battle Creek was designed with community impact in mind. The new space makes a statement about Battle Creek and what we represent worldwide – innovation, small town grit, and big city drive. This project wasn't a simple renovation, but a complete overhaul that included several upgrades, a new atrium space, and three feet added to the basement floor to address flooding concerns, along with mechanical upgrades.

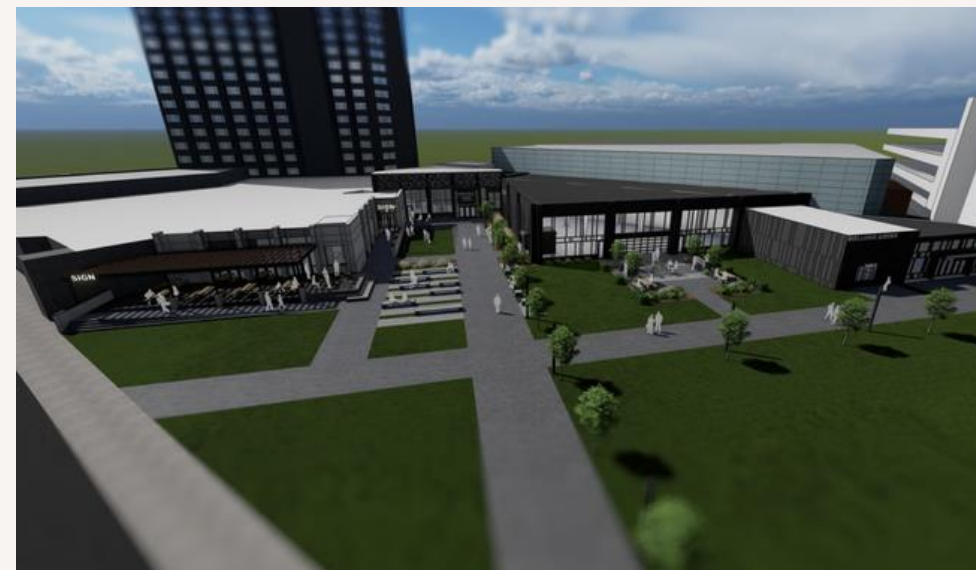


A POINT OF LOCAL PRIDE FOR ALL

The former atrium was in desperate need of updates and repair. Rather than renovate the space, it was demolished to make room for a space that could serve as a point of local pride, an event space, and a local art installation all at once. The interior space features a local art gallery and floor-to-ceiling windows. The exterior green space offers the community and guests a place to get outdoors and hold events. They make a big impact visually, culturally, and economically for our city.



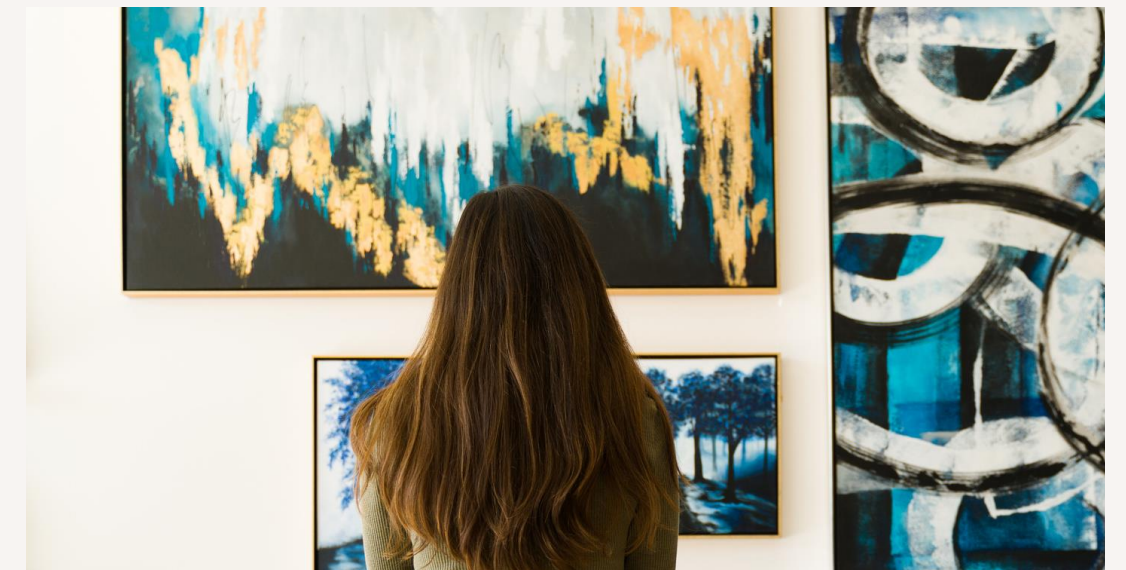
ATRIUM DESIGN CONCEPT



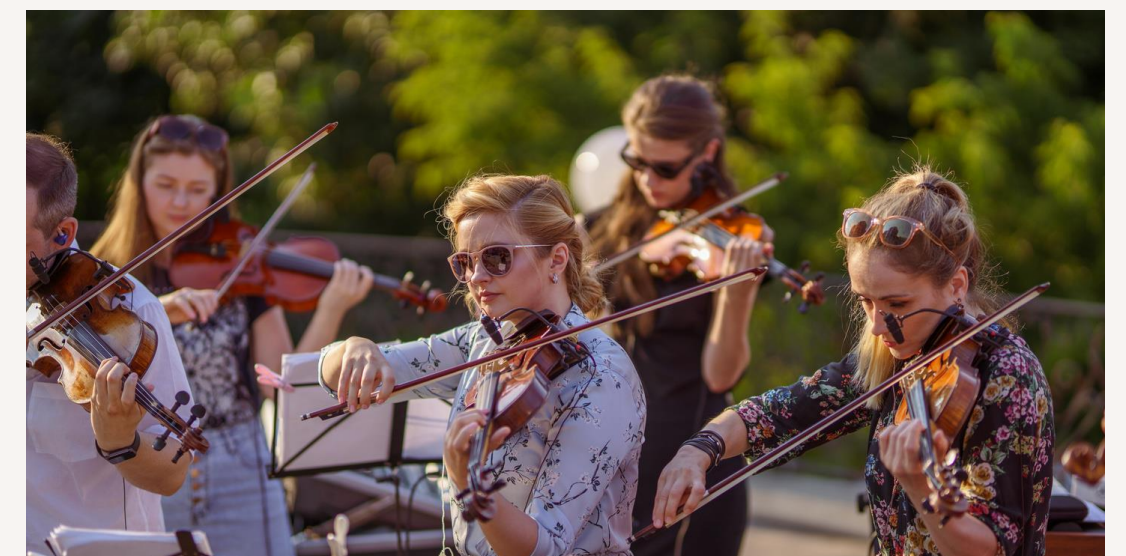
GREEN SPACE CONCEPT



GREEN SPACE CONCEPT



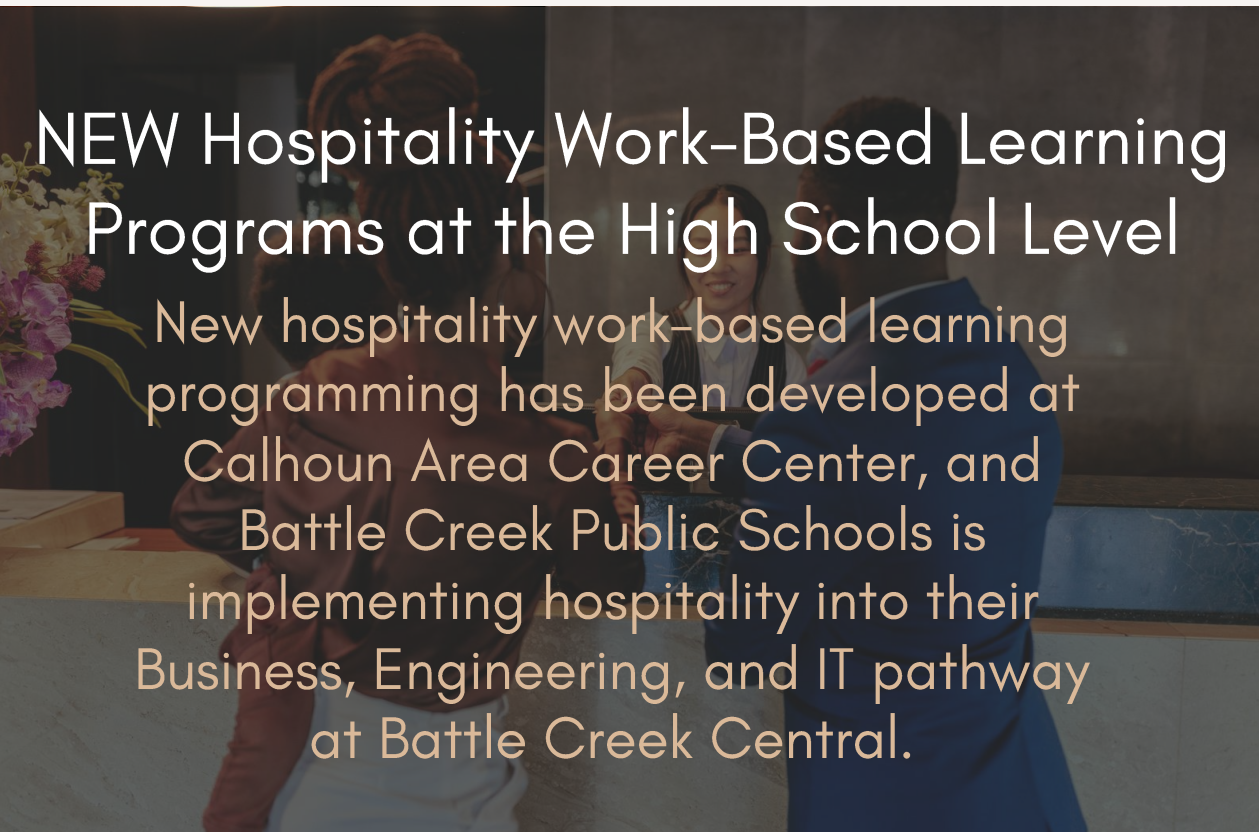
THE ATRIUM FEATURES A LOCAL ART GALLERY



OUTDOOR OPPORTUNITIES FOR COMMUNITY AND GUEST EXPERIENCES

THE SUITE COLLABORATIVE

To establish the learning hotel, a new collaborative was formed. The SUITE collaborative is a community partnership that offers tools, resources, and opportunities, and is exclusively available at Doubletree by Hilton Battle Creek. The collaborative consists of 14-and-counting community partners. Their work has resulted in an experience that is only available in Battle Creek and is designed to serve our diverse population in various stages of their career journey, with outreach materials available in English, Spanish, and Burmese. This work will upskill our current workforce, build a talent pipeline, and attract new talent to Battle Creek, while improving local income and supporting economic growth.



NEW Hospitality Work-Based Learning Programs at the High School Level

New hospitality work-based learning programming has been developed at Calhoun Area Career Center, and Battle Creek Public Schools is implementing hospitality into their Business, Engineering, and IT pathway at Battle Creek Central.



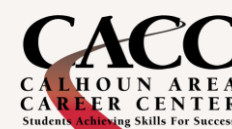
NEW Hospitality Undergrad Degree Options

Kellogg Community College will be offering a new Business Management degree with a focus on Hospitality. They are also partnering with local schools and the CACC to ensure a smooth and impactful experience for students.



Internship and Work Experience Opportunities at all levels – and a classroom on-site

Internships, Apprenticeships, and Work-Based Learning experiences are opportunities that can be experienced on hotel grounds. A classroom is on-site for everything from classroom instruction to ESL courses.



SUPPORTING LOCAL



Our goal is to provide both guests and locals with a first-class experience they can't get anywhere else, and we know that supporting our local businesses will help us achieve just that. We weave local business into what we offer in many ways to encourage guests at the hotel to explore our city, while also offering them an experience on location that exposes them to all that Battle Creek has to offer. From featuring local offerings in our on-site market, to featuring local artists in both our rooms and throughout the hotel, to menu collaborations, local preferred vendor lists, and spaces featuring local events, we offer an experience that is truly and uniquely Battle Creek. The lobby will also offer a touchscreen system, which provides not only a downtown business directory, but showcases the vibrancy of downtown Battle Creek.

FUNDING / INVESTMENT:

Total Sources and Uses: \$91,843,019
Construction Investment: \$58,403,886
F&E Investment/Soft Cost: \$16,494,041

The generous grant contributions from our partners has played an instrumental role in our success and shows the incredible amount of community support for this project. These 13 partners contributed over \$50 million to make this project possible:



HOTEL OVERVIEW

Opening Date: August 2024

Rooms: 247

Restaurants: 1

Bars: 3

Meeting Spaces: Ballroom with up to eight flexible breakout rooms, a flexible pre-function arena space to include lawn events and atrium space, and 16th-floor meeting spaces, bar, and lounge. There is a total of 20,000 sq ft of meeting space.

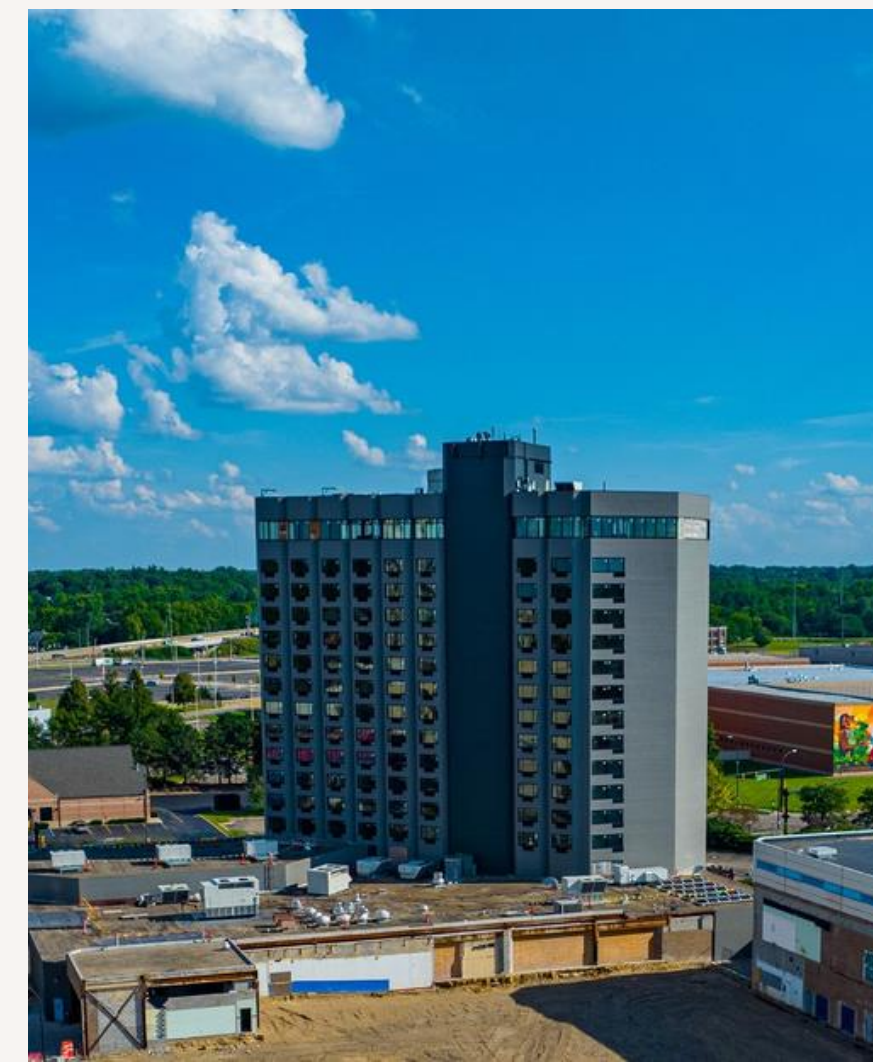
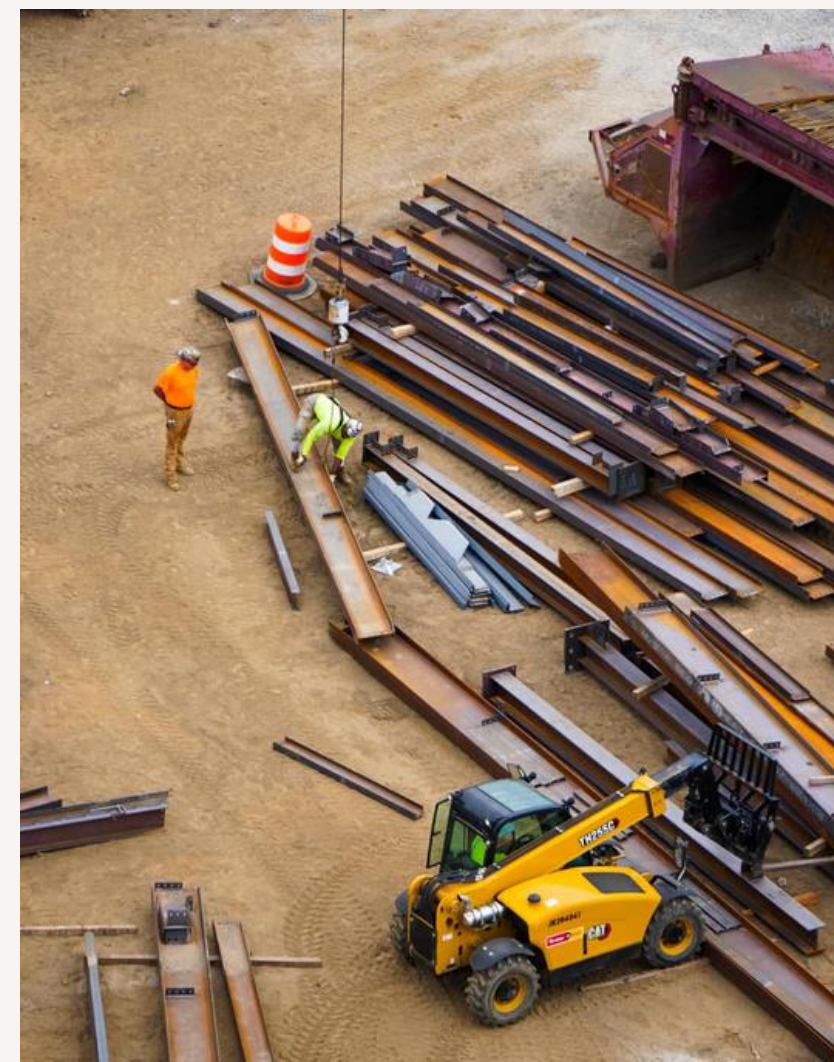
Fitness Facility: 1

Indoor Pool: 1

Total Square Feet: 190,000

Total Jobs: 170+

Formerly: The McCamly Plaza Hotel



ECONOMIC IMPACT

This was a big project, but the hard work and local collaboration will pay off in a big way. Below reflects the data we received on the economic impact of just the hotel, according to our impact study prior to the project:

OPERATIONAL IMPACT NUMBERS

Ongoing Operational Jobs: 163 (pre-covid est*)
Operational Revenue Year One: \$7,016,172
Visitor Expenditures Year One: \$4,399,007
Payroll Year One: \$2,430,000
Payroll Year Five: \$5,053,000
Local Tax Impacts Year One: \$607,090

CONSTRUCTION/TRADES

Jobs: 207
Output: \$43,878,000
Value-Added: \$20,763,000
Personal Income: \$8,444,000

VISITOR EXPENDITURE NUMBERS:

Dining/Groceries: \$2,686,144
Transportation: \$365,194
Entertainment: \$515,205
Retail: \$1,010,184

TAX IMPACTS YEAR ONE

Year One: \$713,470
2028/2029: Reaches \$1,000,000