



January 16, 2019

Thomas P. DiMezza
Supervisor
Town of Amsterdam
283 Manny's Corners Road
Amsterdam, NY 12010

Re: Town of Amsterdam
Hotel Marketing and Siting Study

Dear Supervisor DiMezza:

We understand that the siting of a "flag" hotel entity within the Rt 30 corridor has been a strategic goal of the Town for some time. We are pleased to provide this proposal to advance this goal and ideally, develop a timeline and path forward for the actual siting of a hotel development.

Our scope of work will include the following work items:

- Develop a comprehensive Hotel Market Siting Document and related strategy which will summarize potential hotel sites, local/regional room demand, overall competition, demographic market analysis, summary of the local approval process and incentive opportunities;
- Research site opportunities and work towards related site cost guarantees, infrastructure estimates and approval timeframe details with detailed mapping;
- Conduct a comprehensive survey of local/regional business, tourism and not-for-profit organizations to gauge room demand;
- Conduct an analysis of existing hotel room capacity, pricing and distance from the Town of Amsterdam market;
- Summarize local/regional demographic market details and related business details;
- Review the local development approval process and potential incentive opportunities. Make recommendations on proactive pre-project strategies to enhance future hotel project viability, estimated cost and timeframe predictability;

- Upon completion and approval of a Hotel Marketing Siting Document, schedule and present the Town of Amsterdam Hotel Project Opportunity to a minimum of three hotel developers before June 1, 2019.

These efforts will be advanced by D.E. working in conjunction with Mathes Public Affairs. Sandy Mathes is a well-respected, seasoned, economic development professional. Mr. Mathes has performed numerous siting studies for various business entities throughout NY State and will utilize his relationships within the Upstate property development community to further the Town goals.


We anticipate a 90-day period to develop the aforementioned hotel marketing and siting study. Upon completion and approval of the study we will present the Hotel Project Opportunity to a minimum of three hotel developers.

This type of study requires input from a variety of stakeholders and we anticipate the involvement of the Supervisor and other Town representatives on an iterative basis. Additionally, our efforts will be coordinated as appropriate with the Montgomery County Economic Development team.

Our total compensation for this project will not exceed \$10,000 and will be invoiced on a monthly basis. Finally, we anticipate that our team will actually accrue more hours on this project than would correlate to the stated fee. The Town has been a valued client of ours for 20+ years and we are pleased to be able to assist with a strategic goal such as this project.

We look forward to working on this strategically important project and we appreciate your confidence in our team.

Sincerely,



John K. Brust
Principal

C: Sandy Mathes - MPA