

HEADQUARTERS HOTEL MAJOR BENEFITS

- 1. Generates 96,000 new room nights (equivalent of 20 new Shriner conventions)**
- 2. Creates 900 new jobs**
- 3. Attracts 59 new events (e. g. conferences, meetings, etc)**
- 4. Draws more than 86,000 new attendees (approximately 20% increase)**
- 5. Results in nearly \$88 million in new spending in Virginia Beach each year**
- 6. Contributes on average \$6.1 million per year in new taxes and other revenues to the City**
- 7. Significantly reduces business loss to competitor cities with HQ Hotels (\$55 million lost over the last four years)**
- 8. Produces nearly \$53.3 million in net income (after costs) to the City over 20 years**
- 9. Jump starts the momentum to develop 19th Street corridor**
- 10. Leverages the City's investment in the Convention Center to maximize the potential of the HQ Hotel and VBCC**
- 11. Elevates the City's standing as a major East Coast convention and resort destination**
- 12. Moves the City a step closer to becoming a year-round destination**
- 13. Virginia Beach Development Authority pays for public conference space, pedestrian bridge and streetscapes, and makes two loans totaling \$19.1 million to the hotel, which the developer must repay.**
- 14. No taxes from residential real estate taxes are used. No General Fund money is used.**
- 15. The project is a revenue generator. All costs are paid through a fund which is segregated from the General Fund.**