

# Holiday Inn Little Rock – Presidential Downtown

*600 I-30, Little Rock, AR 72202 | Investment Opportunity*

**150 GUEST ROOMS**  
**325' FRONTAGE ON I-30**  
**\$1.6 MILLION RENOVATION**



**CONTACT US TODAY**  
501.376.6555 | [mosestucker.com](https://mosestucker.com)







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**CONFIDENTIALITY AGREEMENT**

This exclusive opportunity is being presented to a carefully selected group of qualified investors and development partners. The information contained in this memorandum and all associated materials is highly confidential and proprietary in nature. All communications and materials shared should remain confidential and not be distributed beyond your direct investment decision-making group. Recipients are prohibited from sharing, copying, or distributing any information without prior written consent from Moses Tucker Partners. Interested parties will be required to execute a Non-Disclosure Agreement (NDA) prior to receiving detailed due diligence materials or conducting site visits.

**DISCLAIMER**

Moses Tucker Partners represents the owner of the property represented herein. Although all information furnished regarding property for sale, rental, or financing is from sources deemed reliable, such information has not been verified and no express representation is made nor is any to be implied as to the accuracy thereof and it is submitted subject to errors, omissions, change of price, rental or other conditions, prior sale, lease or financing, or withdrawal without notice and to any special conditions imposed by our principal.



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# EXECUTIVE SUMMARY





## THE OFFERING

Moses Tucker Partners has been exclusively retained to solicit offers to acquire the fee-simple interest in the Holiday Inn Presidential Downtown Little Rock, located at 600 I-30, Little Rock, Arkansas (the “Holiday Inn,” “Hotels,” “Asset,” or “Property”).

Situated on the west side of I-30, the eight-story Holiday Inn is prominently positioned at the newly improved East 6th Street Exit, providing direct access and visibility to downtown Little Rock. This strategic location is ideal for visitors and motorists traveling along I-30 and I-40, offering convenient access to nearby corporate and government offices, universities, medical facilities, convention centers, and arts and entertainment attractions.

The Holiday Inn is subject to a long-term license agreement with IHG (Holiday Hospitality Franchising, LLC).

**As the staff is not aware of the sale, please do not visit the property without an appointment and maintain full discretion.**

### Holiday Inn

The Holiday Inn offers 150 guestrooms housed in an eight-story, concrete building, situated on two parcels totaling 2.06 acres. Acquired by ownership in March 2019, the Hotel underwent a \$1.6 million renovation, or \$8,700 per room, from fall 2019 through August 2023. The Holiday Inn’s guestrooms feature the brand’s prototypical FF&E package. The Property offers a Camp David restaurant/bar, an outdoor pool, fitness center, and two meeting rooms with 3,100 square feet of event space. The Hotel offers surface parking and one level of underground parking. The Holiday Inn license expires on March 26, 2034, and the change of ownership PIP will be minimal.



# INVESTMENT & MARKET HIGHLIGHTS

## Premier Interstate Visibility

Located along Arkansas' busiest stretch of I-30 (136,000 vehicles per day), the Holiday Inn benefits from exceptional visibility and accessibility in the heart of downtown Little Rock.

## Robust Guest Offerings

The Holiday Inn offers expansive meeting and event space, underground and surface parking, and a full suite of brand-standard amenities, catering to business, group, and leisure travelers alike.

## Walkable Downtown Location

Ideally situated next to the Little Rock Visitor Information Center and within walking distance to the River Market District, the East Village District, the newly reimagined Arkansas Museum of Fine Arts (\$150M renovation), and the Clinton Presidential Library.

## Proximity to Major Demand Drivers

The hotel is near the Little Rock Convention Center, currently on pace for a record-breaking year, and just a short shuttle ride from the Clinton National Airport, Simmons Bank Arena (Arkansas' premier entertainment venue), and UAMS Medical Center (the state's leading medical research and care institution). It is also approximately one mile from the Robinson Center, a world-class concert and performing arts venue, as well as a state-of-the-art meeting facility located in the heart of downtown Little Rock.

## Surrounding Growth & Development

Significant nearby projects include the Clinton Presidential Library expansion (Hillary Rodham Clinton Library and Institute), the Windgate Artspace Campus, Southern Tail Brewery, and the Interstate 30 Deck Park – a transformative green space project reconnecting downtown across I-30.

## Compelling Investment Metrics

Offered well below replacement cost with an attractive in-place yield, the Holiday Inn represents a rare opportunity in a high-barrier, revitalized urban core.





## NEIGHBORHOOD DEVELOPMENTS

Private and public investments on both sides of Interstate 30 continue to uplift the neighborhoods surrounding the Holiday Inn. Since the opening of the Clinton Presidential Library in November 2004, the area has seen significant growth—from the rise of the East Village dining, bar, and brewery scene to the transformation of the Arkansas Museum of Fine Arts. These cultural anchors have positioned the neighborhood as a growing arts and entertainment hub.

The 30 Crossing project, a \$600 million overhaul of I-30 and I-40 through downtown Little Rock and North Little Rock, was substantially completed in late 2024 with a new 10-lane bridge over the Arkansas River and major interstate realignments. The project also unlocked approximately 19 acres of developable green space adjacent to the Clinton Presidential Center. Future phases of the plan envision improved pedestrian and bicycle connections, expanded access into East Village, and better integration with the surrounding riverfront.

At the Clinton Presidential Center, plans for a significant expansion are underway, highlighted by the addition of the Hillary Rodham Clinton Institute, which will house her archives and provide a hub for nonprofit and advocacy activities. Officials have also emphasized the need to refresh existing exhibits and technology, as well as expand community-oriented spaces, though a construction timeline has not yet been released.

The City of Little Rock is also advancing its Downtown Master Plan, a comprehensive strategy to guide growth and redevelopment over the next 10–20 years. The plan emphasizes improved walkability, housing, entertainment, and cultural attractions, alongside the reuse of land freed by the 30 Crossing project. Together, these initiatives are expected to accelerate downtown's transformation into a vibrant, mixed-use district.

Other notable developments in the neighborhood include:

- The Windgate Artspace Campus, the renovated Arkansas Museum of Fine Arts, and the growing East Village entertainment district.
- Southern Tail Brewery and other local businesses are anchoring the area's evolving identity.
- The proposed Interstate 30 Deck Park, envisioned to cap I-30 and connect neighborhoods and hotels, remains in planning with no confirmed timeline.





An aerial photograph of a city landscape. In the foreground, a multi-lane highway runs diagonally from the bottom right towards the top right. To the left of the highway is a grassy area and a road. Further left is a large parking lot with several cars and two buses. In the background, a city skyline is visible under a blue sky with light clouds. A semi-transparent dark grey box with white text is centered over the middle of the image.

# PROPERTY UNDERSTANDING



# INVESTMENT NARRATIVE

The Holiday Inn Presidential has long been considered Little Rock's flagship IHG property. It is fully renovated, with no brand-mandated PIP, and holds the **number one ranking on TripAdvisor**. TripAdvisor guest reviews currently rank the property at 4.9 out of 5 stars. Guests consistently recognize it as the city's best stay, and corporate QA scores confirm that reputation with a 96 rating. In a market where many hotels wrestle with deferred maintenance or middling reputations, this one stands alone as the clear leader.

The hotel sits in the heart of downtown Little Rock, at the center of a wave of redevelopment. The Clinton Library is expanding, the riverfront is being re-energized, and the Argenta district continues to grow as a cultural hub. The city is actively investing in infrastructure—new boulevard systems, trail connections, and port entry improvements—all of which direct demand directly past this property. Civil and political leadership are aligned behind these projects, which means the tailwinds for future growth are strong and sustainable. This hotel offers a combination rarely found in the market: it is the only fully renovated, no-PIP, number-one-ranked hotel in Little Rock. It is a resilient flagship with a clear path back to full revenue strength and a premium position in a market on the rise.







## PROPERTY DESCRIPTION

<b>Offering &amp; Price</b>	<b>For Sale   \$13,242,221</b>
<b>ProForma NOI</b>	\$1,191,800
<b>Cap Rate</b>	9.00%
<b>Property Name</b>	Holiday Inn Presidential Downtown Little Rock
<b>Address</b>	600 I-30, Little Rock, AR 72201
<b>Ownership Interest</b>	Fee Simple
<b>Year Built</b>	1971
<b>Building Size (SF)</b>	±88,300 SF
<b>Construction</b>	Pour-In-Place Concrete
<b>Stories</b>	8 (Excludes a cellar level with back of house, laundry, storage, and one level of underground parking)
<b>Lot Size</b>	±2.06 acres consisting of two parcels; 0.8-acre parking lot; and 1.26-acre hotel
<b>Guestrooms</b>	150 (includes 9 suites)
<b>Food &amp; Beverage</b>	60-seat Camp David Restaurant & 25-seat Lounge
<b>Meeting &amp; Event Space</b>	Ballroom (divisible into three sections) and a conference room totaling 3,100 SF
<b>Amenities</b>	Outdoor pool, fitness center, and a business center
<b>Parking</b>	Complimentary surface parking lot with 77 spaces and one level underground lot with 73 spaces
<b>Franchise Agreement</b>	License with IHG expires on March 26, 2034
<b>Management</b>	CSK Hotels; offered free of management
<b>Labor</b>	Non-Union
<b>Assumable Financing</b>	Loan is held with a local bank who will offer financing for qualified buyers
<b>Renovations/PIP</b>	Acquired in March 2019, ownership invested \$1.6 million (\$8,700 per room) to comply with the latest Holiday Inn brand standards. The renovation began in late 2019 and was completed in August 2023. Mechanical upgrades included HVAC in the public space and lower roof replacement in 2016; replacing buttons, ropes, and restrictors in the elevators; and replacing 20 PTACs in guestrooms annually. Guestroom renovations included converting tubs to showers in King rooms, new plumbing fixtures, and upgraded ceilings and lighting. Minimal PIP or capex will be required for deferred items.



# FINANCIAL OVERVIEW & PERFORMANCE



## Franchise, Royalty & Loyalty Fee

### BACKGROUND

Acquired in March 2019, the Holiday Inn is owned and operated by CSK Hotels ("CSK") of Fort Smith, Arkansas. The Hotel's proximity to the Comfort Inn & Suites allows the Properties to complex the GM, DOS, Food & Beverage Manager, and Engineer.

Complexing between the two Properties results in strong revenue and profitability. For the TTM period ending November 2023, the Holiday Inn posted occupancy, ADR, and RevPAR at 80.9%, \$83.72, and \$67.69, resulting in total revenue and NOI of \$4,718,867 and \$973,902, respectively, or a 20.6% margin.

Note that Leisure Hospitality LLC, the ownership entity for the Comfort Inn, owns the parking lot at the Holiday Inn. The previous owner subdivided the parking lot parcel to sell it separately from the Hotel – they never did. When CSK assumed the CMBS loan, they were not allowed to add the parcel to the existing Holiday Inn loan, so technically, the Comfort Inn owns it. The parking lot is included in the sales price.

### Investment Highlight – AT&T Cell Antenna Lease

The AT&T rooftop cell antenna lease at the Holiday Inn represents a valuable income stream, generating over \$64,000 annually (\$4,171.49 monthly plus ~\$1,200/month in electric reimbursement). These types of leases are highly sought after, with specialized companies actively acquiring them for lump-sum payouts. The most recent offer for this lease reached \$780,000, underscoring its significant market value and the strong demand for investment-grade, passive income opportunities. The Buyer can utilize the payouts to pay down the mortgage balance or simply set it aside for other uses.











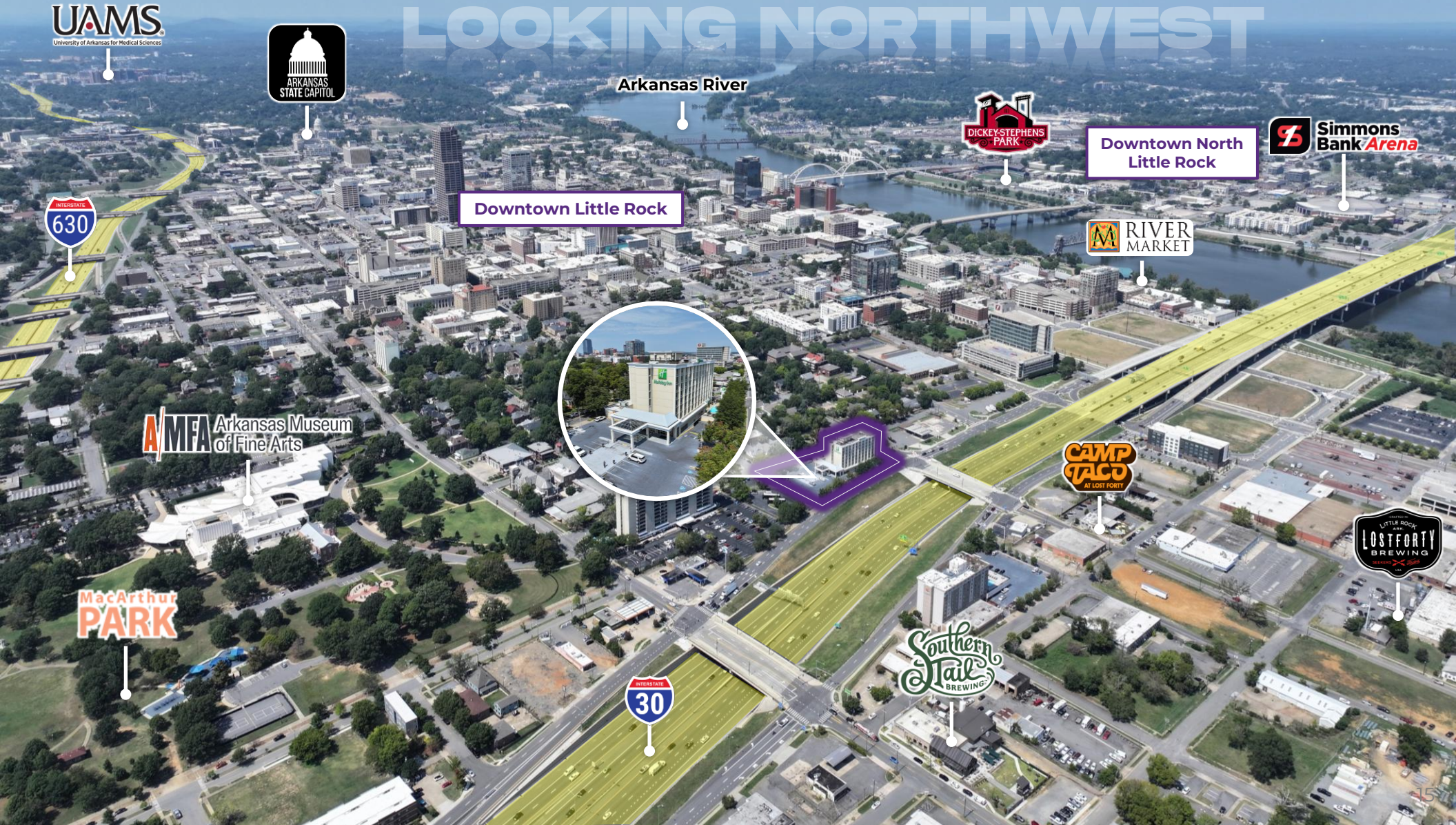
An aerial photograph of a city skyline. In the foreground, there are several large, modern buildings with flat roofs and some green spaces. In the middle ground, a dense cluster of skyscrapers rises against a clear blue sky. The background shows a vast expanse of water, likely a lake or bay, with distant hills visible on the horizon. A semi-transparent dark rectangle with a white border is centered over the image, containing the text "MARKET OVERVIEW" in white, bold, sans-serif capital letters.

# MARKET OVERVIEW





# LOOKING NORTHWEST







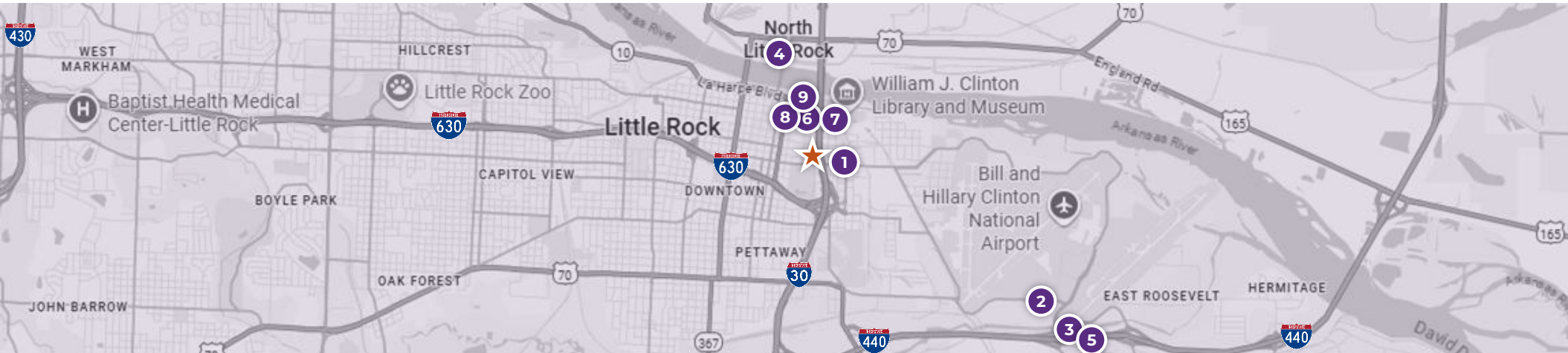


# LOCATION MAP





# COMPETITIVE SET



	Property Name	Address	Rooms	TripAdvisor Rating	Amenities
1	Comfort Inn & Suites Presidential	707 I-30, Little Rock, AR 72202	150	<a href="#">4.5/5.0   #6 of 65 hotels in Little Rock</a>	Fitness center, free breakfast, pool, meeting & conference rooms, business center, and free parking
2	Comfort Inn & Suites Little Rock Airport	4301 E Roosevelt Rd, Little Rock, AR 72206	107	<a href="#">3.8/5.0   #24 of 65 hotels in Little Rock</a>	Fitness center, free breakfast, business center, and free airport transportation
3	Holiday Inn Express Little Rock Airport	3121 Bankhead Dr, Little Rock, AR 72206	138	<a href="#">3.5/5.0   #43 of 65 hotels in Little Rock</a>	Free parking, fitness center, free breakfast, pool, free airport transportation, meeting rooms, business center, game room, and salon
4	Wyndam Riverfront Little Rock	2 Riverfront Pl, North Little Rock, AR 72114	218	<a href="#">4.1/5.0   #2 of 28 hotels in N. Little Rock</a>	Free parking, fitness center, free breakfast, pool, meeting rooms, business center, and restaurants
5	Holiday Inn Little Rock-Airport-Conference Center	3201 Bankhead Dr, Little Rock, AR 72206	201	<a href="#">4.1/5.0   #23 of 65 hotels in Little Rock</a>	Free parking, fitness center, free breakfast, pool, restaurant, business center, and banquet room
6	Hampton Inn & Suites Little Rock – Downtown	320 River Market Ave, Little Rock, AR 72201	119	<a href="#">4.2/5.0   #15 of 65 hotels in Little Rock</a>	Fitness center, free breakfast, pool, meeting rooms, business center, and convenience store
7	Holiday Inn Express Downtown Little Rock	811 E 4th St, Little Rock, AR 72202	100	<a href="#">3.4/5.0   #49 of 65 hotels in Little Rock</a>	Fitness center, free breakfast, pool, business center, meeting rooms, and convenience store
8	Hilton Garden Inn Downtown Little Rock	322 Rock St, Little Rock, AR 72202	140	<a href="#">4.4/5.0   #8 of 65 hotels in Little Rock</a>	Fitness center, pool, restaurant, rooftop bar, business center, and meeting rooms
9	Courtyard by Marriott Downtown Little Rock	521 President Clinton Ave, Little Rock, AR 72201	120	<a href="#">4.0/5.0   #25 of 65 hotels in Little Rock</a>	Fitness center, business center, restaurant, banquet room, and meeting rooms
Subject Property					
★	Holiday Inn Little Rock Presidential Downtown	600 I-30, Little Rock, AR 72202	150	<a href="#">4.9/5.0   #1 of 65 hotels in Little Rock</a>	Free parking, fitness center, electric vehicle charging, pool, restaurant, business center, snack bar, and banquet/meeting/conference rooms



# LITTLE ROCK, ARKANSAS

Little Rock is the capital of Arkansas and the state's largest municipality, with over 770,00 people calling the Little Rock–North Little Rock–Conway, AR Metropolitan Statistical Area home. It is considered where “America Comes Together,” boasting 40% of the nation’s population and buying power within a 550-mile radius of the city center.

Notably, Little Rock is considered one of the “Top 10 Places For Young Professionals To Live” ([Forbes 2023](#)), a “Best Place for Business and Careers” ([Forbes 2019](#)), one of the “Best Travel-Worthy State Capitals” ([USA Today 2014](#)), and one of “America’s 10 Great Places to Live” ([Kiplinger's Personal Finance 2013](#)).

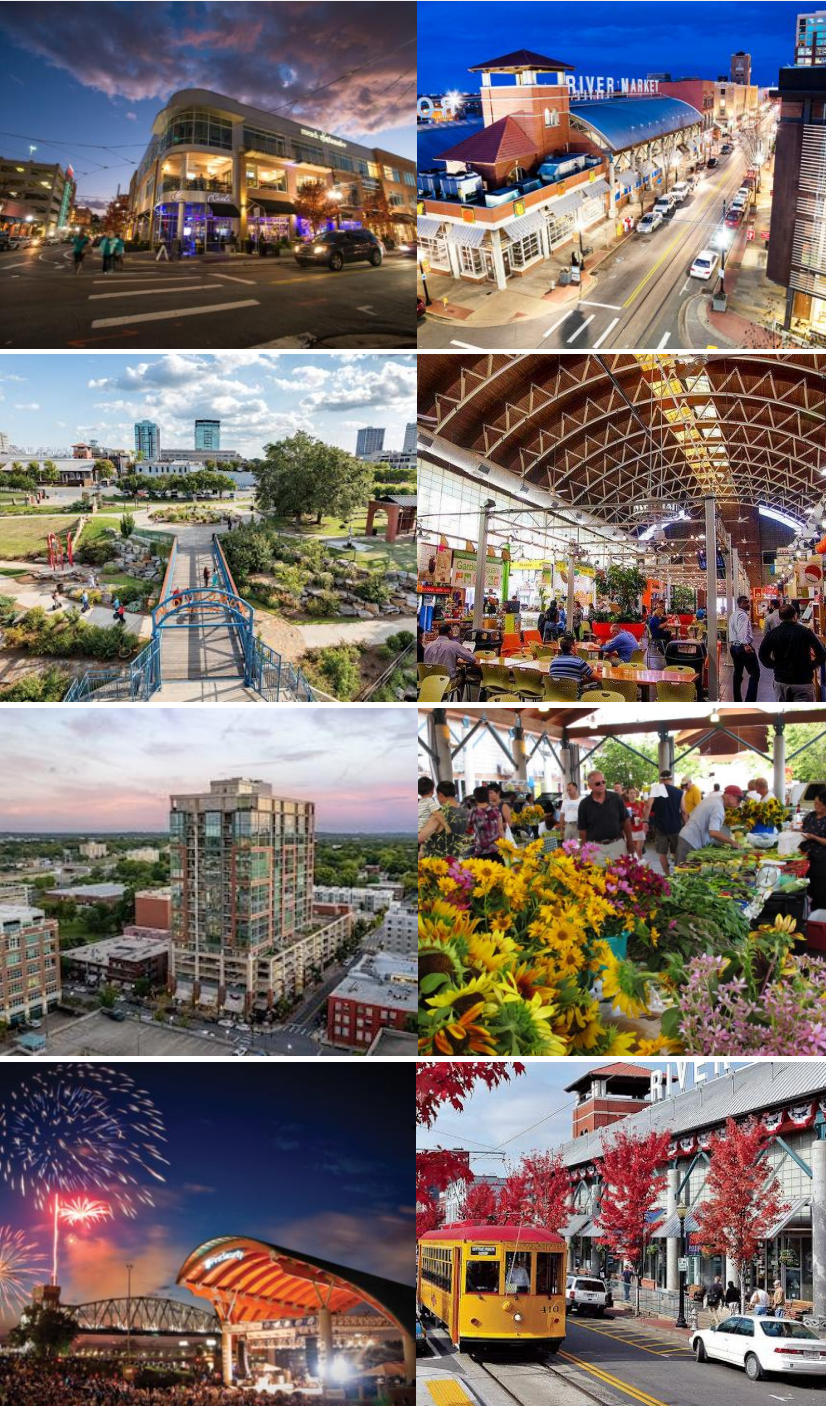
Central Arkansas has experienced significant population growth over the past decade due to the three major universities that call the area home, a growing technology sector, and a variety of government- and business-related industries. Major corporations headquartered in the Little Rock metroplex include Dillard's, Windstream Communications, and Acxiom. One of the largest public employers in the state, with more than 10,000 employees, is the University of Arkansas for Medical Sciences and its affiliates, which have a total economic impact in Arkansas of ~\$5 billion per year. Simultaneously to the population growth, Central Arkansas's tourism industry is booming, with 10 million+ visitors flocking to the region each year.

DEMOGRAPHICS*	3 MILES	5 MILES	10 MILES
Population	36,714	104,352	288,061
Households	17,495	47,564	126,076
Average Age	40.8	40.3	39.8
Average Household Income	\$73,274	\$81,473	\$86,344
Businesses	3,052	6,364	12,640

*\*Demographic details based on property location*







## RIVER MARKET DISTRICT

The River Market District is the vibrant centerpiece of downtown Little Rock, Arkansas, known for its lively atmosphere, eclectic mix of dining and entertainment, and scenic location along the Arkansas River. As a key cultural and economic hub, the district features a variety of attractions, including the Ottenheimer Market Hall, an indoor marketplace offering diverse culinary options, and the Little Rock River Market Pavilion, which hosts farmers' markets, concerts, and special events.

The district features a variety of popular restaurants, including Cache Restaurant, known for its upscale dining and riverfront views; Sonny Williams' Steak Room, a classic spot for premium steaks and seafood; Flying Fish, a casual eatery specializing in Southern-style seafood; and @ The Corner, a beloved brunch destination offering modern takes on classic diner fare. The area also boasts lively bars and entertainment venues, making it a hotspot for nightlife.

Throughout the year, the River Market District hosts major events such as Jazz in the Park, a free outdoor concert series, and the Little Rock Farmers' Market, which runs from May through September. The district also offers access to the Arkansas River Trail, a scenic path perfect for walking, biking, and taking in the city's natural beauty.

With its blend of history, culture, and modern development, the River Market District has become a focal point for business, tourism, and nightlife in Little Rock, offering an energetic and welcoming atmosphere year-round.



The Metro Streetcar, a 3.4-mile transit system, seamlessly links the vibrant downtown areas in Little Rock and North Little Rock/Argenta.



The Arkansas River Trail is an extensive 88-mile bike trail that winds its way through Central Arkansas. A scenic 15.6-mile loop runs from the Clinton Presidential Bridge in North Little Rock to Little Rock's Big Dam Bridge and back.





## EAST VILLAGE

East Village is the new name for one of Little Rock's oldest neighborhoods. It is a blend of tree-lined streets, historic homes, and inspiring repurposed industrial factories and warehouses that have been given new life as restaurants, entertainment venues, offices, and loft-style living. East Village is also home to the Clinton Presidential Center and Park, and the Heifer International World Headquarters.

Among the neighborhood offerings are local brewery Lost Forty, its 70s summer camp-inspired Camp Taco, popular coffee shop Fidel & Co., and its food hall-style restaurant, Sterling Market.

The Rail Yard is a hip hot spot with an urban beer garden and food truck stop anchored by the brick-and-mortar home of Count Porkula BBQ. It's a backyard bash—block party style.

Recent development news in East Village includes the grand opening of the [Stella Boyle Smith Music Center](#), a \$11.75 million, 20,000-square-foot facility; the forthcoming 13,500-square-foot [Eastside Scrapyard](#) event venue; the [Sterling Market food hall](#) in the former Sterling Paint Factory building; the under-construction [Artspace Windgate Campus](#), a \$36 million mixed-use development; and the recently opened [Southern Tail Brewing](#), a canine-themed, 11,000 square-foot brewery/taproom.







# **SALES & OFFER PROCESS**



# SALES & OFFER PROCESS

Interested and qualified principal investors are required to perform comprehensive due diligence prior to submitting their offer, including financial analysis and file review. All qualified investors are strongly encouraged to arrange a formal property tour through Moses Tucker Partners.

To maintain confidentiality and avoid interruption of operations, investors are asked not to contact Hotel management directly.



## MAKING AN OFFER

All interested parties should submit non-binding letters of intent to Moses Tucker Partners, together with:

- Purchase price, due diligence period, deposit amount, closing, and other terms of the transaction;
- Transaction experience of purchaser with similar-sized and profile assets;
- A description of the purchasing entity's source of debt and equity funds;
- Confirmation that the principal decision makers or investment committee have reviewed and approved the submitted offer;
- Initial offers for the Property are to be submitted to the attention of Fletcher Hanson, Principal & Executive Vice President & Principal Broker, as follows:

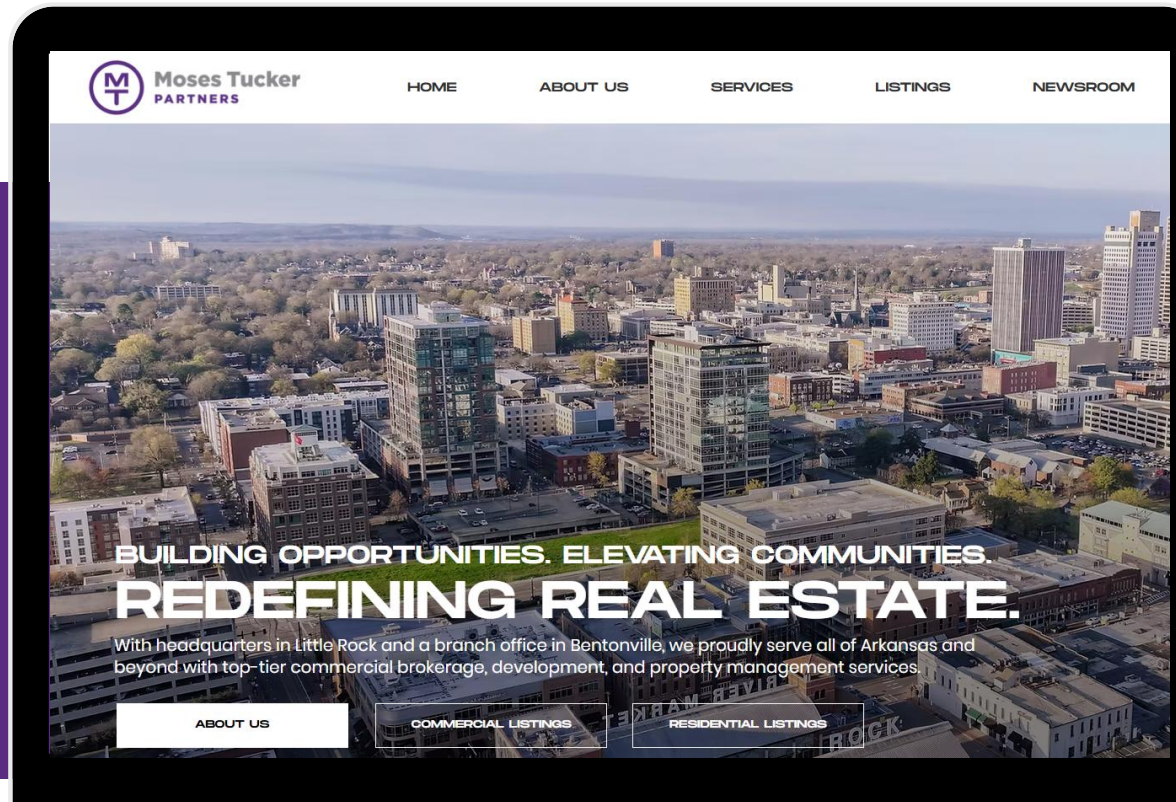
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# THANK YOU

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