



FOR LEASE HARMONY CLUB

1007 Water Avenue,
Selma, AL 36701

PRESENTED BY:

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REAL ESTATE SOUTHEAST

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Prattville, AL 36068

Executive Summary

THE HARMONY CLUB | 1007 WATER AVENUE, SELMA, AL 36701



OFFERING SUMMARY

Available SF:	4,800 - 7,335 SF
Lease Rate:	\$15.00 - 30.00 SF/YR
Lease Type:	NNN
Year Built:	1908
Building Size:	19,016
Market:	Selma
Submarket:	Montgomery

PROPERTY OVERVIEW

The Harmony Club was built in 1909 as a Jewish social club by Selma's early Jewish organization of the same name. The club featured a restaurant, men's lounge and huge ballroom. While the first floor was rented to retail businesses, the second floor featured the restaurant and lounge. The lounge, where members played pool, poker and slot machines, was off limits to their wives, but everyone was welcome on the third floor where many dances and parties were held in the ballroom. The Elks Club occupied the building from the 1930s until 1960.

The three-story building will be restored to highlight the cast iron and stone accents of its façade, while the interior of the structures will be repurposed into a boutique hotel serving visitors and tourists of downtown Selma.

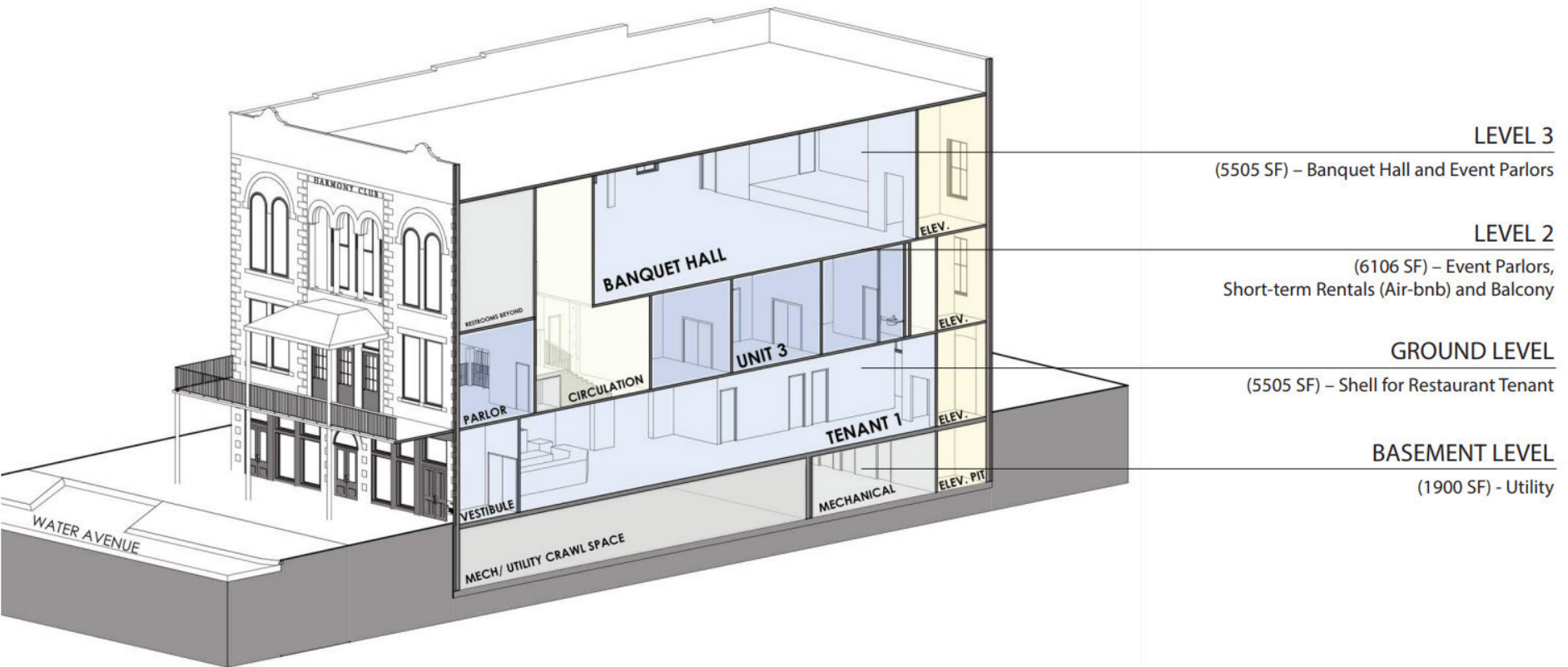
The building's ground floor will house a restaurant / bar for hotel patrons and Selma residents alike, while the upper 2nd and 3rd floors will add additional hotel rooms and event space to downtown Selma.

PROPERTY HIGHLIGHTS

- Three stories above grade, plus a Utility Basement
- Ground floor totals 5,505 square feet, with Approximately 4,800 square feet leasable with restaurant space available.
- The second floor comprised of a 6,106 square foot event parlor, a balcony and short term residential spaces.
- The third floor is being offered as 5,505 square feet banquet hall and event parlor space.

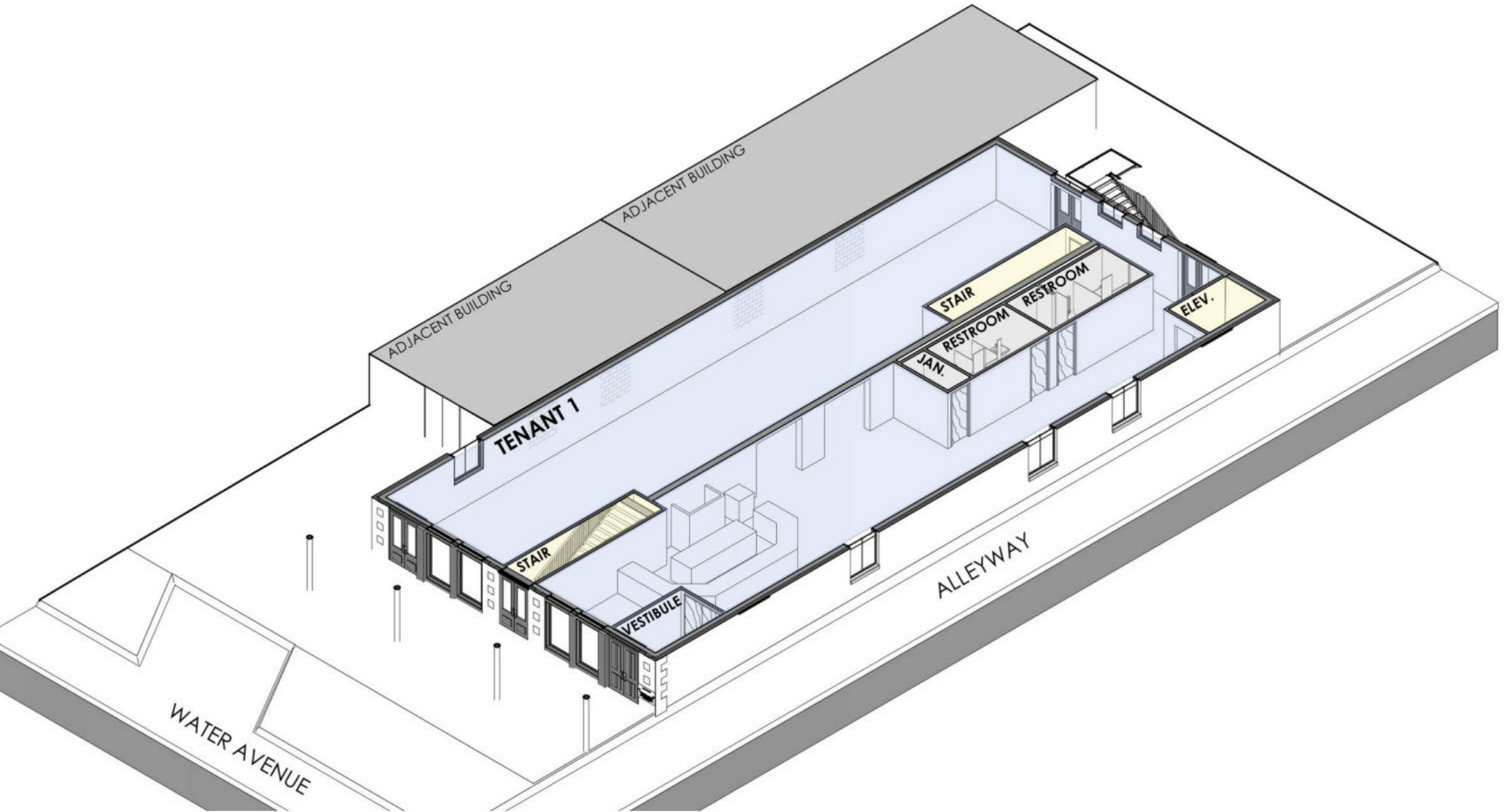
Proposed Space

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Proposed-Level 1

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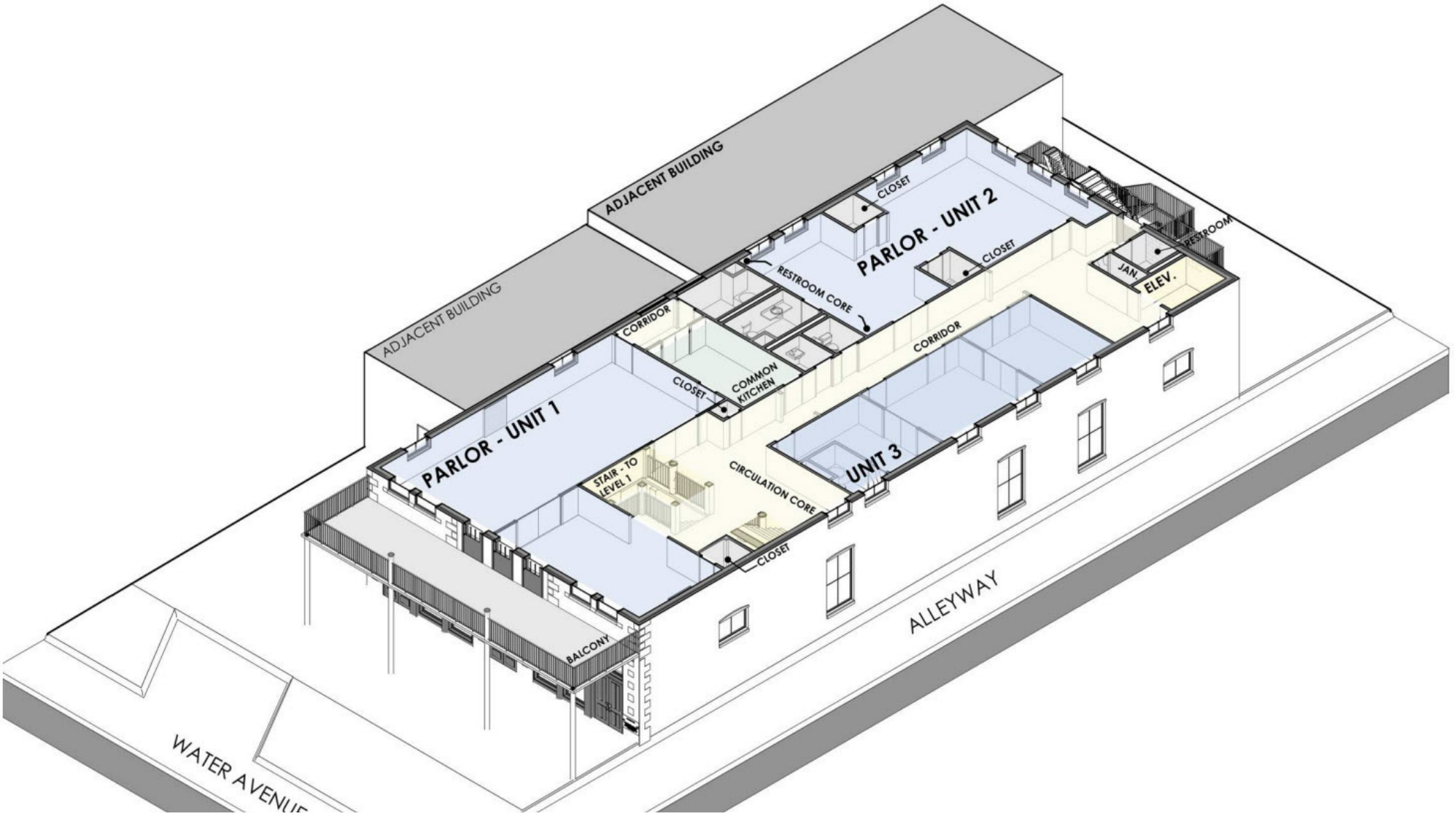
Proposed-Level 1 (Floor Plan)

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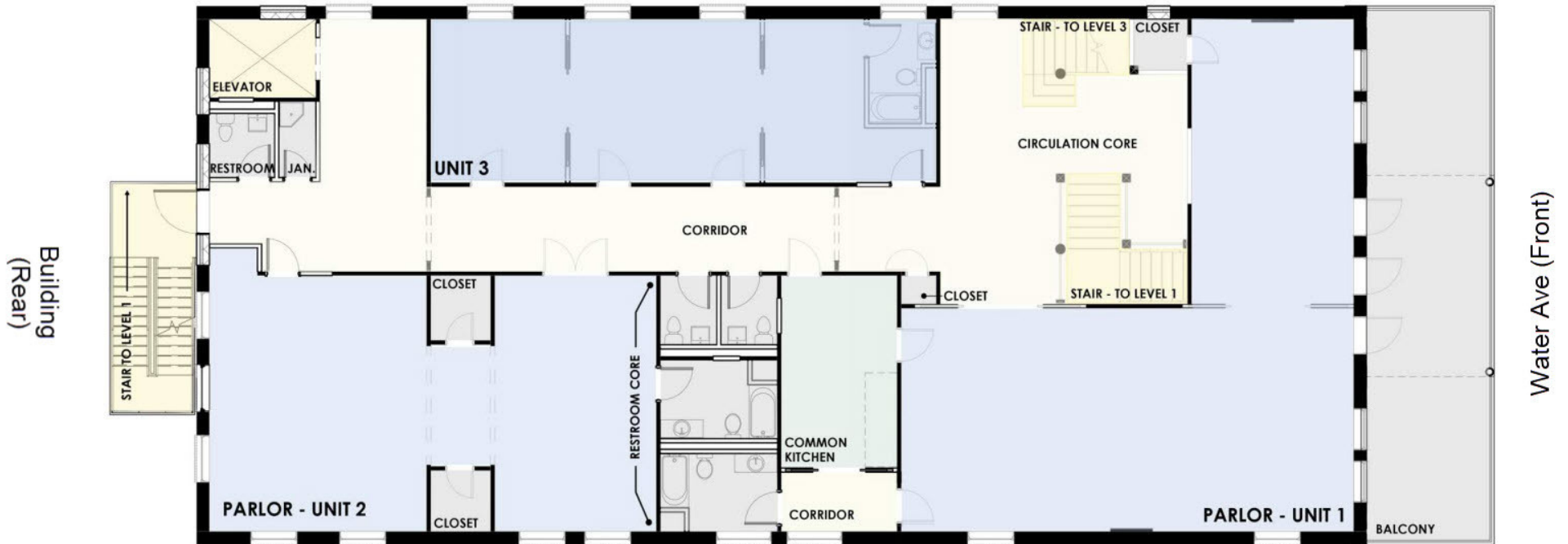
Proposed-Level 2

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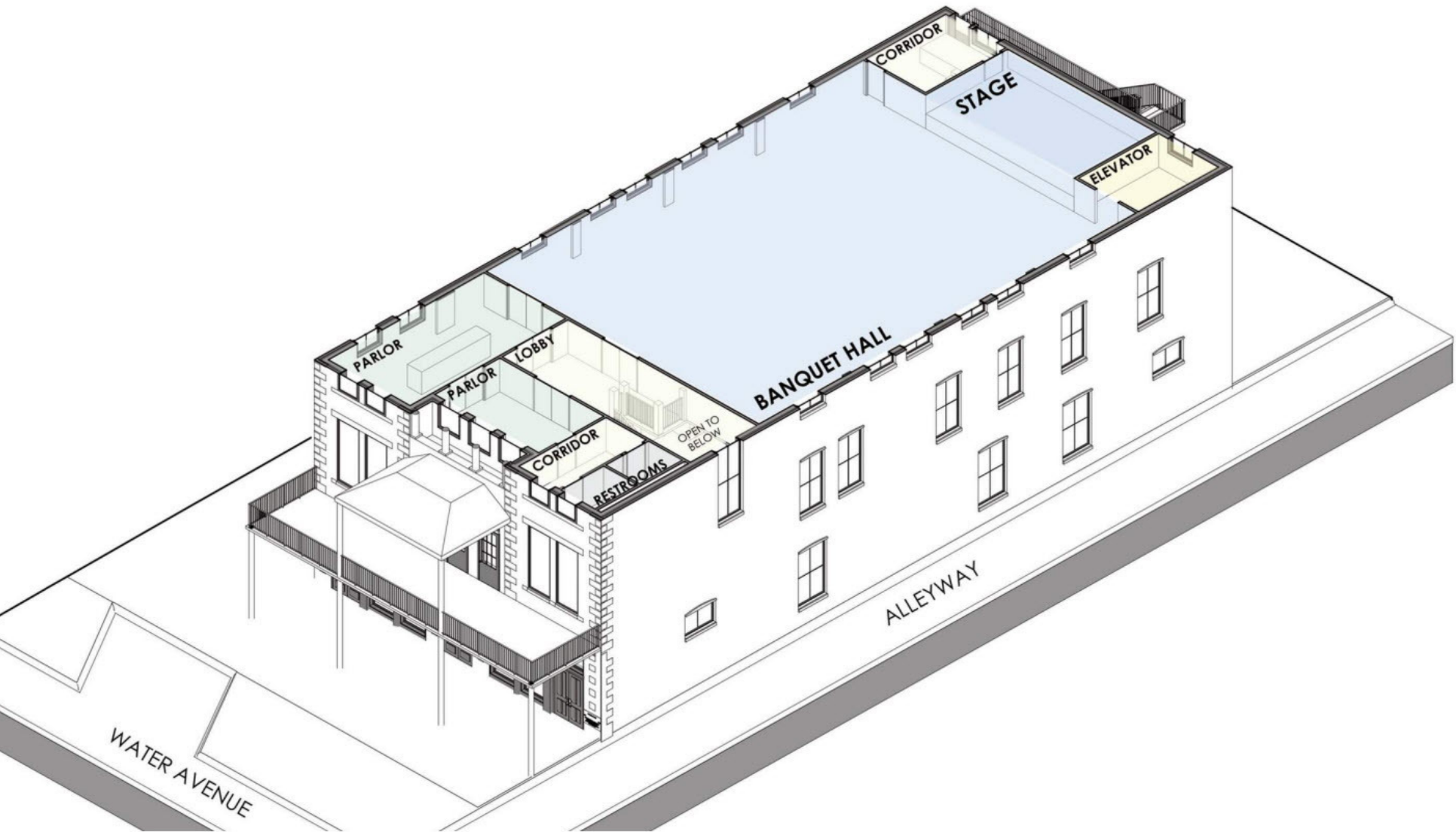
Proposed-Level 2 (Floor Plan)

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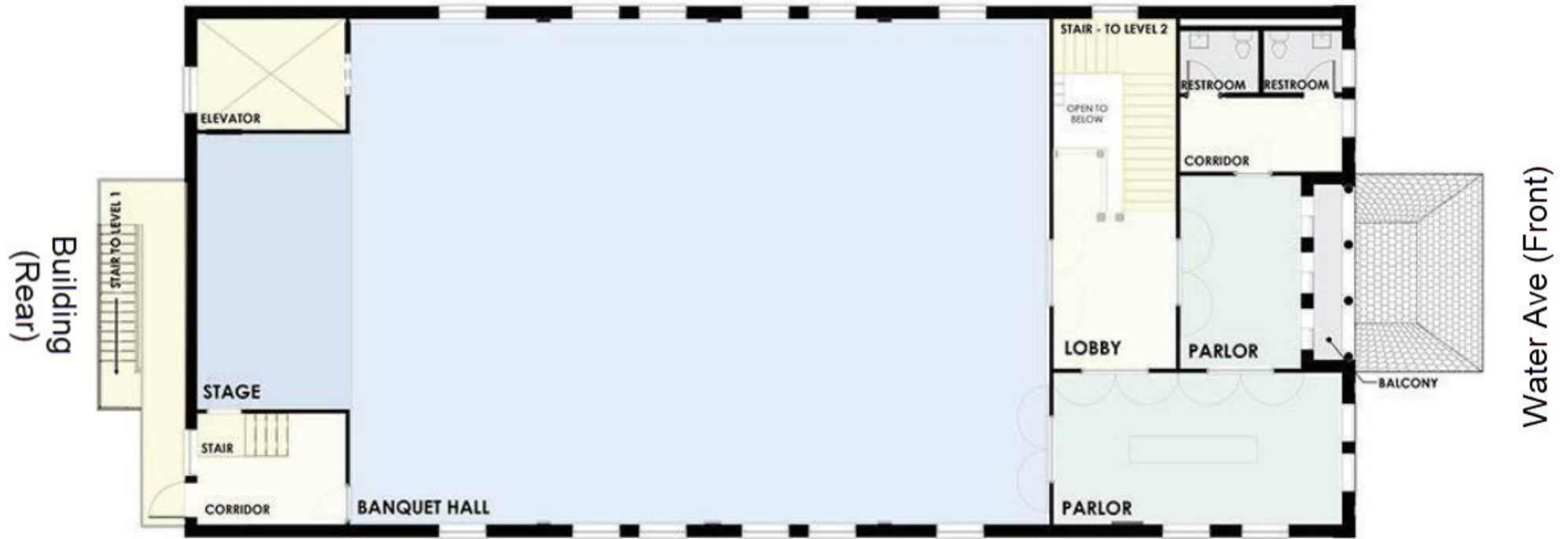
Proposed-Level 3

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Proposed-Level 3 (Floor Plan)

THE HARMONY CLUB | 1007 WATER AVENUE, SELMA, AL 36701



5505 SF
Banquet Hall and Event Parlor

Selma, Alabama

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POPULATION
17,971



ANNUAL VISITORS
20,000+

14+ HISTORIC SITES

<1 hour

to Montgomery
Regional Airport

Selma Tourism

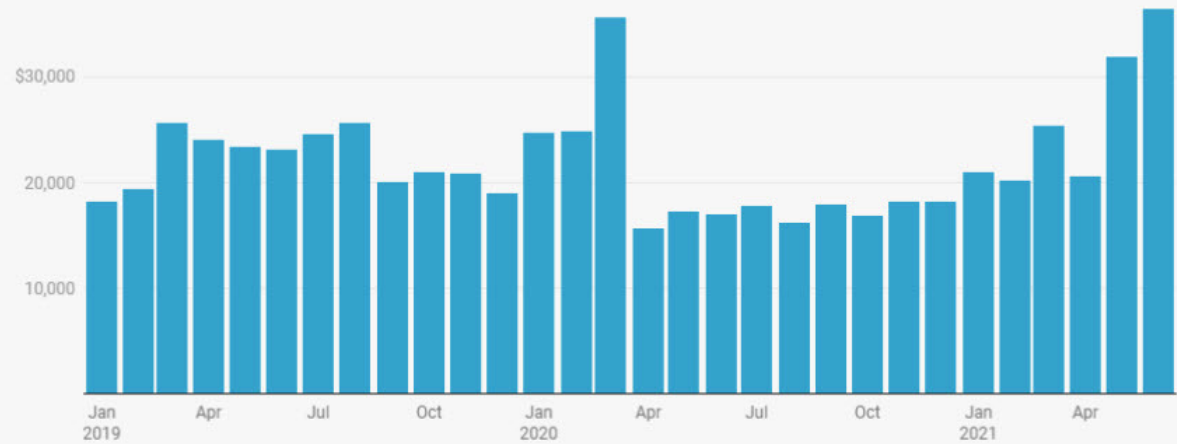
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Tourists visit Selma from across the U.S.

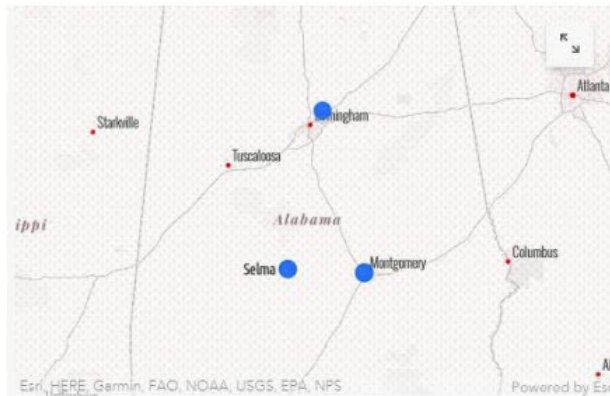


Total Lodging Tax for Dallas County by Month



Created with [Datawrapper](#)

High values in May and June 2021 indicate recovery from COVID-19 Pandemic



A common travel route for Alabama tourists is to visit **Birmingham, Montgomery, and Selma**. **Over 10% of people who visited Downtown Selma** also visited a Civil Rights historic site in Montgomery or Birmingham. This highlights the **vast potential** Selma has in expanding its tourism base.

Tourists who visited Downtown Selma also visited sites in nearby cities. (Source: Alabama Power)

Agent Bio

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PROFESSIONAL BACKGROUND

Real Estate Southeast was founded in 2001 by Louise Jennings. As principal and an investor, Ms. Jennings is highly driven to provide positive results in the most efficient manner possible and understands the important responsibilities of creating value in retail properties, along with its day to day management and operations. With over 30 years of experience in the commercial real estate business, she also understands the importance of providing good service and delivering results. Ms. Jennings has redeveloped almost a million SF of retail space throughout the Southeast. This valuable experience is shared with the dedicated team at Real Estate Southeast. This team works diligently to keep tenants happy and properties running smoothly and profitably. Real Estate Southeast works closely with retailers, lenders, investors and industry professionals, earning a strong reputation for hands on service, delivering results. With extensive knowledge of the southeast markets, Real Estate Southeast is contracted to do market analysis and site selection. They worked with clients such as; ABC, DaVita, Dunkin Donuts, Honey Baked Ham and LifeChoice.

Louise Jennings and Real Estate Southeast are active in the community. Louise Jennings is a member of the Alabama Center for Real Estate Leadership Council (ACRE), International Council of Shopping Centers (ICSC), Prattville Millbrook Sunrise Rotary Club and First United Methodist Church. Jennings also serves on the following boards; Central Alabama Community Foundation, YMCA, Prattville Creative and Performing Arts Council, Autauga County Heritage Association (Past President). She is also a past director and supporter of Autauga County Family Support Center and is a great lover of animals. Louise Jennings is married to David McCullar. They live and work in Prattville, Alabama and Pensacola, Florida and travel across the southeast.

Real Estate Southeast

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