

HISTORIC
BRECKENRIDGE
Hotel - Convention Center



Located in the heart of Downtown Emporia, Kansas!



Front Entrance of Senior High

The classrooms around the perimeter of the building on three floors layout perfectly for hotel rooms. The spacious hallways once crowded with students will remain as a reminder of the days gone by.

The

HISTORIC BRECKENRIDGE HOTEL & CONVENTION CENTER

started it's life in 1914 as the Emporia High School. It was continuously operated as a school until being purchased by it's current owners with the plans of being renovated into a hotel and convention center.



Senior High School



North View of Senior High

With the 1950's building addition came the school auditorium and gymnasium. Both of these areas are perfect amenities for a convention center providing a ballroom and meeting space.

The school cafeteria will be repurposed to a catering kitchen to service the convention center.

Research has been conducted regarding the feasibility of the project by Spurrier Consulting that includes projections for complete hotel operations. The projections provided in the study are compared to historically correct successful operations in other markets, with adjustments made for the economy of Emporia, Kansas.

While Emporia currently has a variety of meeting facilities and motel space, there is a demonstrated need within the region for a Hotel-Convention Center with the ability to attract conferences and hold meetings of 500 or more attendees. The feasibility study indicates Emporia is the perfect location for meetings of this size with its easy access to the Turnpike, I-35, Highway 50, Highway 99 and Emporia's Municipal Airport. These positive location quotient factors are in addition to the Hotel-Convention Center being centrally located between Kansas City, Topeka, and Wichita. Research indicates that currently Emporia is losing a major portion of these larger conventions and meetings due to the planners and attendees desiring to locate their meetings within a combination host hotel and convention center. We believe our hotel-convention center will address that need and fill an underserved market segment within the region.



Historic
Breckenridge
HOTEL-CONVENTION CENTER

Ascend
HOTEL COLLECTION

A new chapter in an old story

After nearly a century as the beloved Emporia High School, this 20th century icon is being transformed into an upscale, intimate boutique hotel with prime location and a member of the Ascend Hotel Collection by Choice Hotels.

The hotel will offer 87 well appointed, comfortable guestrooms, over 15,500 square feet of versatile meeting & event space featuring a 7,700 square foot ballroom able to seat 600 people and a 4,500 square foot Auditorium with staging. Guestroom rates will include amenities such as our Daily Breakfast in the Breakfast Bar, complimentary WI-FI throughout the building, access to our onsite Fitness and Business centers, Guest Laundry facility and ample onsite Free Parking. The hotel will also showcase a relaxing Hotel Bar offering creative cocktails and lite culinary samplings.

OPENING EARLY 2015

216 W 6th St, Emporia • (504) 835-7667 or (620) 342-6622
facebook.com/historicbreckenridgethotel

When completed in Early 2015, the Hotel-Convention Center will have 87 hotel rooms. The main focus will be on attracting larger groups to the Hotel-Convention Center. In this manner it is expected that the other Emporia hotels will benefit from the overflow of these sizable conferences and meetings. In addition to increased hotel revenue, retail stores, service providers and restaurants will also benefit as our research indicates business travelers spend on average, up to \$238 per stay on food, drink, shopping and services.

The projected cost for historic rehabilitation of the former Emporia High School building is estimated to meet or exceed \$10 million dollars.

Historic Breckenridge LLC is comprised of five members. Four of which are long time business owners and philanthropists from Emporia; John Mallon, Fred Spellman, Dr. Steve Haught and Charles "Skip" Evans. The fifth member, Ty Angeron brings to the table years of management experience in the hotel and hospitality industry. John Mallon, the Managing Member and President of Evergreen Design-Build is serving as general manager for the rehabilitation project.



Matrix Hospitality Group from New Orleans, LA has been hired to provide the hotel management services including guidance in pre-opening decisions. Their years of experience in the hotel/hospitality world we greatly assist us in design and specifications of the facility that are unique to the hotel industry; developing policies and procedures for operations; and marketing of the facility.



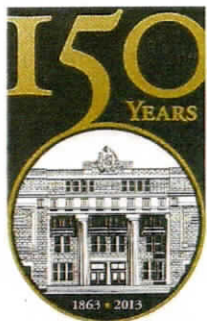
The Historic Breckenridge Hotel will be part of the Ascend Hotel Collection, the boutique division of Choice Hotels International. We will benefit from their on-line booking services and national marketing.







EMPORIA STATE
UNIVERSITY



OFFICE OF THE PRESIDENT

Campus Box 4001
1200 Commercial Street
Emporia, Kansas 66801-5087
620-341-5551
620-341-5553 fax
www.emporia.edu

January 23, 2013

Evergreen Design Build
Attn: Historic Breckenridge Hotel
813 Graham
Emporia, KS 66801

Dear Chair of the Evergreen Design Build,

Please accept my most enthusiastic support for the Hotel Convention Center project! Without a doubt, there would be many opportunities to partner with Emporia State University.

The project proposed by the EHS Historic Building Group, LLC would be a good addition to the fine lodging and meeting facilities already located in Emporia. The proposal to transform the historic Emporia High School building into a hotel and convention center is an idea that could benefit all of Emporia.

If I can elaborate in more detail, please feel free to contact me by emailing mshonroc@emporia.edu or telephone (620)-341-5551 (office) or (620)-794-3544 (mobile).

Sincerely,

A handwritten signature in blue ink, appearing to read 'M. Shonrock'.

Michael D. Shonrock, Ph.D.
President

CHANGING LIVES SINCE 1863



To Whom It May Concern;

Please accept this letter as my support for the Hotel Convention Center project as proposed by the EHS Historic Building Group, LLC. As President of Flint Hills Technical College, I believe this project will have a great impact on the downtown area, the community, and the surrounding region.

A couple of factors make this project very worthy and exciting to accomplish. The Emporia community is situated in the Flint Hills of Kansas, which makes it a very nice and interesting place to visit. Emporia has two major highways that intersect on the out skirts of town making easy access to the facility. Secondly, the community is home to an outstanding school district, USD 253. The district offers many programs and activities to the community and is recognized across the state for its outstanding graduates. Emporia is also home to Flint Hills Technical College, which the Aspen Institute ranked in the top 120 two year institutions in the nation and Emporia State University, a world class teacher preparation institution and home of the National Teachers Hall of Fame. These institutions alone attract many students to the region, plus many other activities, conventions and groups that support them.

Emporia has a variety of meeting space and hotel accommodations, however, a facility that can support a venue of 500 people plus is not available. I am sure that if a facility of that size was available, the Emporia community and its varied institutions would be able to utilize it very often. Organizations that have this size of convention and meetings are looking for a hotel and conference center that has a combination of meeting and hotel rooms, plus the other amenities that are available on Main Street of Emporia.

3301 West 18th Avenue • Emporia, Kansas 66801 | askus@fhctc.edu • www.fhctc.edu | 620-343-4600 • 800-711-6947 • Fax 620-343-4610

Without hesitation, I support this project. I believe that the Emporia community needs such a facility and believe it will be an asset to the businesses in the entire community. Please feel free to contact me if there are questions about my support of the project.

Respectfully,

A handwritten signature in black ink that reads "Dr. Dean Hollenbeck".

Dr. Dean Hollenbeck, President



Emporia Area Chamber of Commerce
and
Convention & Visitors Bureau

January 24, 2013

To Whom it May Concern:

The Emporia Area Chamber of Commerce and Convention & Visitors Bureau support the efforts of the EHS Historic Building Group LLC and the Historic Breckenridge LLC. We are blessed to have four community members who are vested in the Emporia area and are civically engaged enough to see the need to save a historic building from destruction.

Why is this important to the Chamber and Visitors Bureau? The Chamber has worked very hard to develop a spirit of cooperation in the community while creating an environment for business and community success. You will find this cooperation throughout the entire community, and it includes such groups like EHS Historic Building Group LLC. The Historic Breckenridge Hotel and Convention Center will offer an all inclusive venue for meeting and conventions. This is a niche that we currently do not have, and will allow our office more to "sell" when meeting with potential groups about having their meetings and conventions here in Emporia.

Please feel free to contact me to further discuss my support or to answer any questions you may have.

Best Regards,

Jeanine McKenna
President and CEO
Emporia Area Chamber of Commerce
719 Commercial
Emporia, KS 66801

Chamber of Commerce
620-342-1600
chamber@emporiakschamber.org

719 Commercial
Emporia, KS 66801
F: 620-342-3223
www.emporiakschamber.org

Convention & Visitors Bureau
620-342-1803
800-279-3730
visitors@emporiakschamber.org



Emporia Area Chamber of Commerce
and
Convention & Visitors Bureau

January 23, 2013

To whom it may concern;

I am writing today to express my support for the Hotel Convention Center project proposed by the EHS Historic Building Group, LLC. As Interim Director of the Emporia Convention and Visitors Bureau, I see great value in having this facility in our community.

Emporia has suffered from the lack of a major hotel/convention center for many years. Not only will this add to our varied list of lodging accommodations, the convention center will fill the need for a multi-purpose event venue that can accommodate large groups.

The project will not only give Emporia a state-of-the-art event venue, a project of this magnitude will attract valuable attention from the state as a unique historic renovation that can be enjoyed by many. It will be the "hot new place to meet."

I support the efforts of the EHS Historic Building Group and look forward to assisting in the promotion of this venue.

Sincerely,

Susan Rathke

Interim CVB Director

Chamber of Commerce
620-342-1600
chamber@emporiakschamber.org

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January 22, 2013

Evergreen Design Build
Attn: Historic Breckenridge Hotel – Convention Center
813 Graham
Emporia, KS 66801

Re: EHS Historic Building

To whom it may concern:

The Regional Development Association of East Central Kansas (RDA) is familiar with all four owners of the Historic Breckenridge Hotel – Convention Center project. All four are outstanding business and community leaders. With the general information provided by the owners thus far, we have a favorable impression of the proposed development project.

The RDA Board of Directors is charged with the duty by the Emporia City Commission to review all the information required in the various performance-based incentives, such as Community Improvement District (CID), Industrial Revenue Bonds, Economic Development Loan program and others.

Assuming all the information is complete, adequate funding for construction and long-term financing is available, the RDA Board may make a recommendation of approval of the project to the Emporia City Commission, who ultimately makes final decisions on the local controlled approvals.

Best regards,

A handwritten signature in blue ink that reads "Kent Heermann". The signature is fluid and cursive, with the first and last names being clearly legible.

Kent Heermann
RDA President



To Whom it May Concern,

Emporia Main Street enthusiastically supports the development of a Hotel and Convention Center Project in the downtown area, proposed by the Historic Brekenridge Group, LLC. The Emporia community has long sought a centralized hotel and convention facility, and local investors are working together with several entities to make the hotel and convention center dream a reality.

Converting a historic school into a multi-use destination helps convert a potential community weakness into an opportunity. Many cities struggle with very large abandoned public buildings, and it is rare that a group of private individuals are able to convert large vacancies into a use that benefits the entire region.

A downtown hotel and convention center will take advantage of Emporia's location in the center of the Kansas population and drive people to our community. The facility will help support other hotels with overflow, support local restaurants and retailers through exposure to new consumers and bring a public building on the tax rolls for the first time in its history. For these reasons and many more, the Historic Brekenridge Group, LLC's project will have a tremendous positive impact on the local economy.

It is difficult to express our staunch support for this project in a brief letter, so please contact me if you wish to discuss our support for this project in greater detail or to answer any questions you may have.

Sincerely,

Casey Woods
Executive Director, Emporia Main Street

First Kansas Great American Main Street Award Winner!

12 E. 5TH • EMPORIA, KANSAS 66801 • 620-340-6430 • FAX: 620-340-6434
email: main.street@emporia-kansas.gov • website: www.emporiainmainstreet.com



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EMPORIA, KANSAS
PHONE: (620) 342-6622



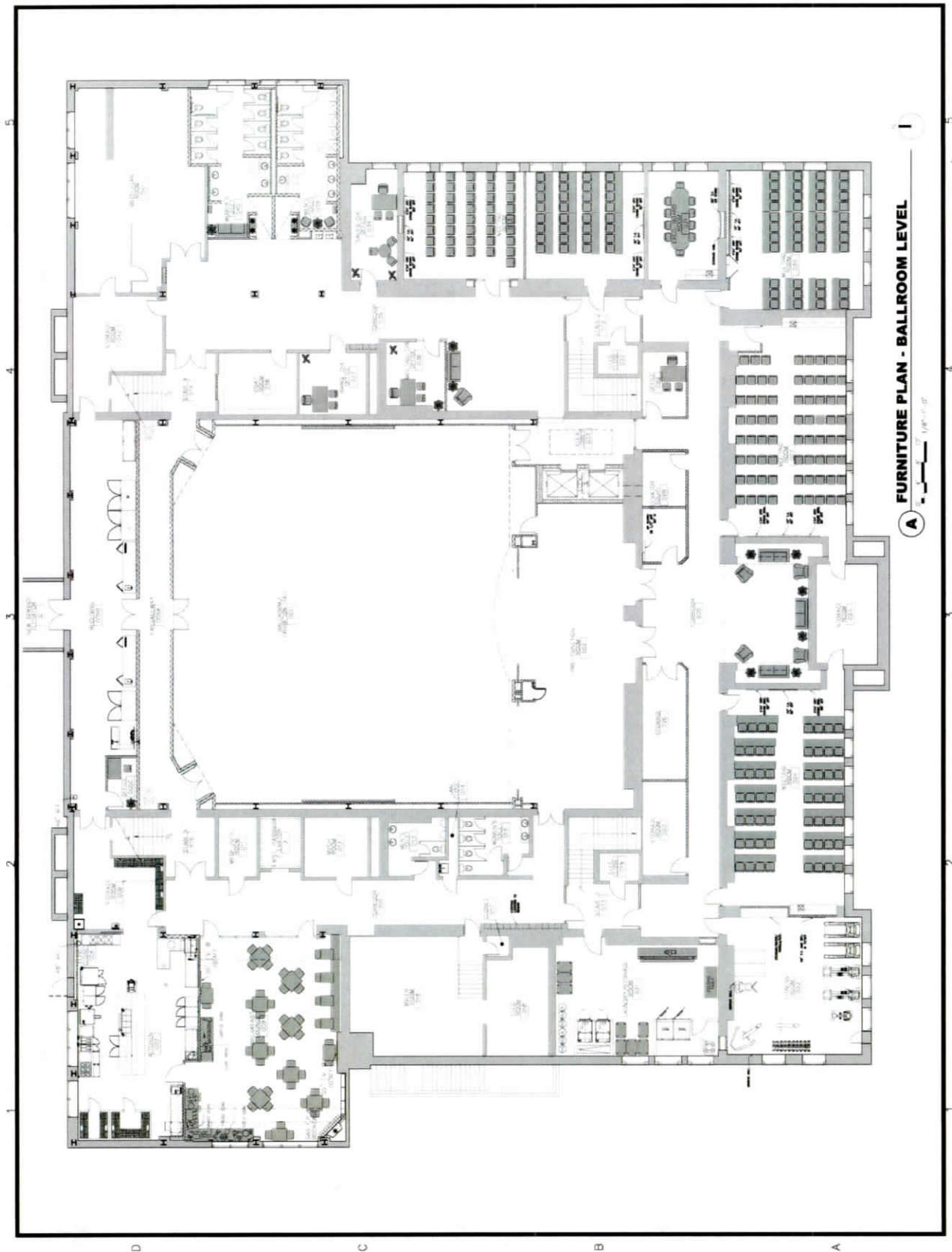
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**FURNITURE PLAN
BALLROOM LEVEL**

Lab No. 12095,010
Date 07/17/13
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EMPORIA, KANSAS
PHONE: (620) 342-6622

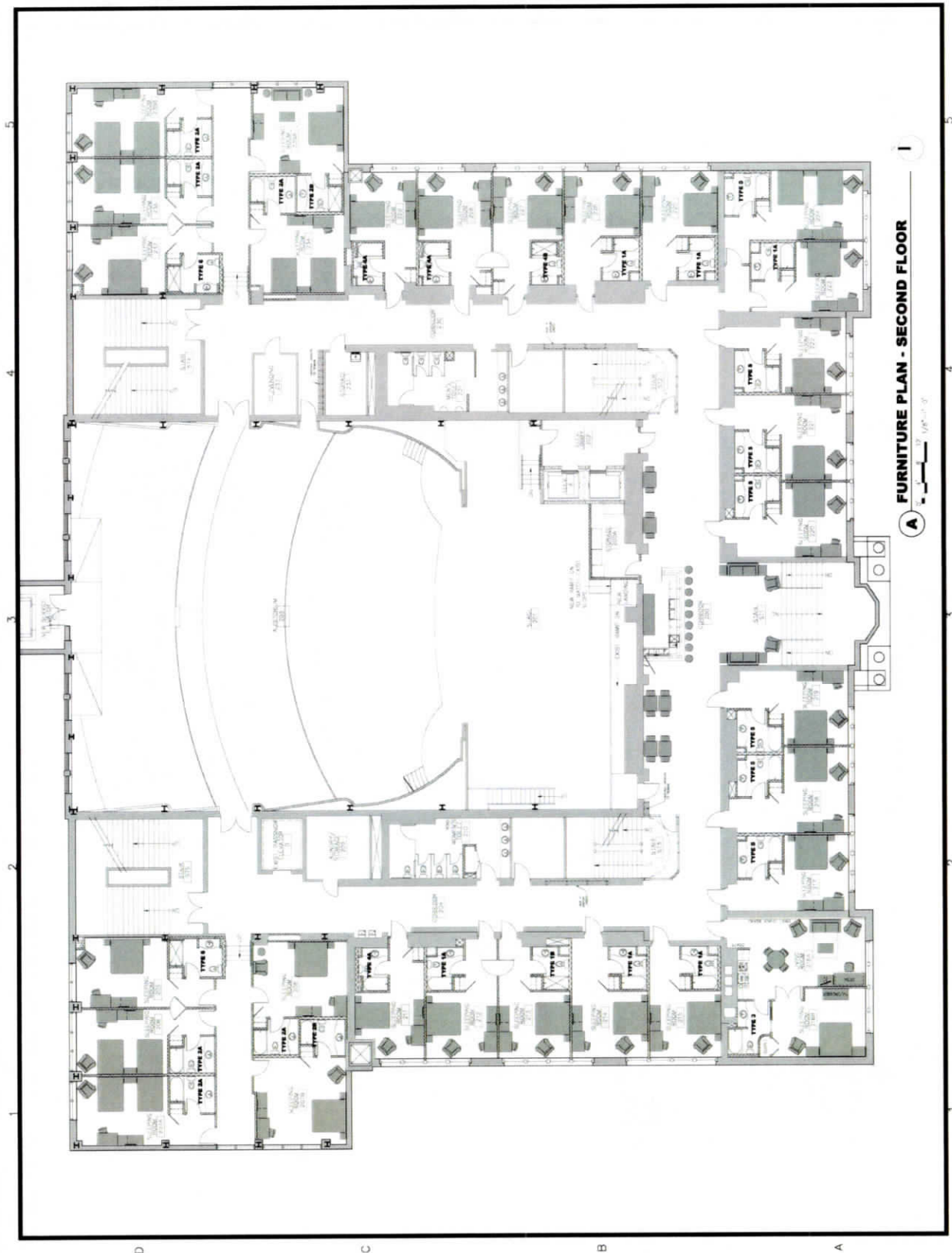
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Author's Note:

[illegible]FURNITURE PLAN
SECOND FLOOR

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Date: 07/13/13
Issue: OCU
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**FURNITURE PLAN
THIRD FLOOR**

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