

ROBERTS RIVERWALK HOTEL & RESORT CONVENTION CONFERENCE CENTER



PROSPECTUS OVERVIEW

The Roberts Riverwalk Hotel Detroit - Downtown is an historic upscale boutique hotel celebrated for its guest service with 106 elegantly appointed luxury guestrooms located in the Riverwalk District east of downtown Detroit.

The Hotel & Resort Convention Conference Center design plan features sweeping views of the Detroit International Riverfront, as well, from the roof-top restaurant, and atop the state of the art convention conference center. A renovated athletic club featuring a cutting edge swimming pool and spa, adjacent a newly developed yacht club, and 75 condominiums in the international gateway east of Detroit.

The Roberts Riverwalk Hotel & Resort Convention Conference Center aims to make a grand statement as a luxury hotel and resort with a boutique gallery and restaurant on the ground floor, a state of the art convention conference center, the upscale renovation of 53 rooms in the East Wing, a yacht club, projecting it as “one of the most important destinations east of downtown Detroit.”

Representatives for The Roberts Hotel Detroit, LLC, an affiliated brand of “The Roberts Company Collection,” a St. Louis based hotel brand, provides the details in a prospectus submitted to the security exchange commission and city of Detroit.

The Roberts Hotel Detroit, LLC is an upscale luxury hotel and resort brand of The Roberts Company Collection that is distinctive and striking in the hospitality world. The portfolio of The Roberts Company expands over 20 properties worldwide.

Located on the International Riverfront gateways east of downtown Detroit, “Roberts Riverwalk Hotel & Resort” “Convention Conference Center”, would add more upscale lodging for the tourist haven, with a health spa and fitness center within the athletic club, “state-of-the-art” convention conference center, yacht club, and 75 condominiums.

The Roberts Hotel Detroit, LLC plans to market to the vacation, timeshare, and tourist element but also aims to capture governmental, group and corporate business, including some of “the world's best companies during the week.”

The prospectus application estimates that in its opening year, spring 2014 the hotel will generate bed taxes for the city, and then net more than \$2.1 million.

Sales tax revenue from food, beverages and art sales, are estimated at in excess of \$350,000 the first year and \$450,000 annually by year five.

In addition, The Roberts Hotel Detroit, LLC estimates the hotel & resort convention conference center will employ more than 128 people with an annual payroll exceeding \$5 million.

The costs of acquisition of the hotel, renovation, expansion as a conference center, installation of energy efficiency conversion systems are estimated at \$20,000,000.

The construction of the yacht club and condominium are estimated at \$22 million. The more than 150 “locally sourced” construction jobs will generate a payroll in excess of \$5 million.

There are approximately 3500 hotel rooms in Detroit representing 13 properties — including bed and breakfast inns — inside city limits, according to the Detroit Chamber, tourism improvement district. scale and size.

The project will be subject to change as it undergoes design review and public hearings before the Planning Commission and City Council.

The Roberts Hotel Detroit, LLC has agreed to pay for the cost of an environmental impact report to qualify the development for governmental funding sources in consideration of its eligibility as a historic property.

The hotel and resort occupies the historic site of the former historic Park-Davis Pharmaceutical Company, and is designated historic on the registry of the National Park Trust.

Parking is an issue that apparently has been worked out in a tentative development agreement with management adjacent the athletic club.

The Roberts Hotel Detroit LLC plans to have 125 on-site parking spaces on the hotel's ground level adjacent the athletic club.

The Roberts Hotel Detroit, LLC in the capacity as a fiduciary of a non-profit faith based organization will exercise its authority to access tax abatements and exemption from real property taxes for which the project qualifies.

The Roberts Hotel Detroit, LLC is now embarking on an ambitious strategic plan to grow its footprint on the international gateway of the straits of the Detroit River in response to a growing demand for uncomplicated, affordable and reliable, yet highly enjoyable, hotel resort, and conference center experience.

The brand, The Roberts Company is positioned in the luxury hospitality segment for business, leisure and group travel, offering key services and amenities such as onsite fitness, and business centers, full service restaurants, meeting facilities, free high-speed internet, the Roberts Riverwalk Detroit is a collection of iconic elements and designs that, when implemented fully in a hotel, resort, new build designed convention conference center featuring a yacht club, athletic club, and condominiums, provide a coherent branding experience throughout the physical environment of the property on the [Detroit International Riverfront](#) east of downtown Detroit. ~*~

BRAND OVERVIEW

THE ROBERTS COMPANY COLLECTION is a premier global luxury brand that endorses the development of the Roberts Riverwalk Hotel & Resort Convention Conference Center.

The brand offers perfection in every detail, setting the standard by which all other luxury hotels in its portfolio are measured with a legendary combination of timeless elegance, style and extraordinary experiences.

With over 15 hotels open and 5 hotels in the pipeline, The Roberts Company Collection is one of the fastest growing luxury hotel brands in the world.

The Roberts Company Collection provides Roberts Riverwalk Hotel & Resort Convention Conference Center; a wealth of opportunities for luxury space that combines the heritage of The Roberts Company Collection with the dependability, expertise and management support of performance. As well, a meticulous and comprehensive internal management process that ensures consistently high-quality products and services, which will assist Roberts Riverwalk Hotel & Resort Convention Conference Center; to achieve a good return on its investment.

A multifaceted growth strategy comprises an extensive renovation of the East Wing that includes 53 suites, and upgrade of the athletic club, an expansion of the existing property to include an upscale convention conference center, yacht club, and adjacent 75 condominiums overlooking the straits of the Detroit River. t

The Roberts Riverwalk Hotel & Resort Convention Conference Center shall rely upon the legacy of the brand's namesake in St. Louis. As well as, acquires the iconic, heritage-filled properties, which brings its own unique histories and that share the vision of a single unified global luxury brand and a commitment to The Roberts Company Collection.

As such, these approaches toward growth are targeted at extending the reach of The Roberts Riverwalk Hotel & Resort Convention Conference Center as an international resort location on the gateway of the [Detroit International Riverfront](#) that abound the city of Detroit.

The entrepreneurial spirit of Roberts Hotel Detroit LLC is deeply rooted in the 45-year history of The Roberts Company Collection.

Looking ahead, we are driven by our purpose, our ambitious 2015 strategy and our values under the management of The Roberts Company Collection.

The brand satisfies beyond the spoken need by building a relationship with guests, understanding their personal preferences to surprise and delight them with unexpected touches.

“Better than Home” accommodations, designed with sophisticated style, comfort and thoughtful details, create a luxuriously appointed private retreat for each guest to experience.

The Roberts Company provides a unique system of innovative solutions and advanced technologies featuring:

RESERVATIONS & CUSTOMER CARE that provides highly skilled, multilingual customer service professionals that answer calls to the Roberts Riverwalk Hotel & Resort Convention Conference Center.

ONLINE SERVICES offers a cost-effective model to ensure our property is front and center online, providing the most convenient digital experience for guests through traditional and emerging online channels.

REVENUE MANAGEMENT to assist the Roberts Riverwalk Hotel & Resort Convention Conference Center to maximize profits with advanced tools, training and analysis to help make smart pricing and inventory decisions while increasing guest satisfaction.

INFORMATION TECHNOLOGY utilizes world-class partners to create best-in-class technology solutions, from core reservation and property management systems to in-room high-speed Internet access and entertainment.

SUPPLY MANAGEMENT is a one-stop source leveraging the combined purchasing power of a global portfolio to offer competitive value-based pricing on superior products and service.

SIGNIFICANCE

HISTORY & HISTORICAL DESIGNATION

The Roberts Riverwalk Hotel and Residence Detroit, formerly the Parke-Davis Research Laboratory also once known as Building 55-Detroit Research, ^[3] is located on Joseph Campau Street at the Detroit River, in [Detroit, Michigan](#). The former research facility was redeveloped as a boutique luxury hotel located on the [Detroit International Riverfront](#).^[4] The building was designated a [National Historic Landmark](#) in 1976.^[1]

HOSPITALITY MANAGEMENT INSTITUTE

St. Augustine's National Foundation in collaboration with the University of Maryland Eastern Shore Hotel and Management Department and a consortium of historical colleges and universities, including Michigan State University, is committed to provide professional career training programs apprenticeships and internships at institutes featured within the Hospitality Management Institute.

UNIVERSITY ACADEMIC CENTER

The professional career training programs are accredited. Program course offerings culminate in the issuance of a Bachelor's Degree upon compliance with specified clinical requirements and rotation.

SUPPORT FROM UNIVERISTY OF MARYLAND

The University of Maryland Eastern Shore's Hotel & Restaurant Management Department (UMES-HRM) has validated its interest in supporting the St. Augustine's National Foundation hospitality industry and management training institute.

UMES-HRM is one of less than 60 programs worldwide that are fully accredited by the Accreditation Commission for Programs in Hospitality Administration (ACPHA). In addition to offering their own internal bachelor's degree program in hotel and restaurant management, UMES-HRM is authorized by the American Hotel & Lodging Association's Educational Institute to present all of their college credit programs live or through distance learning.

These programs are accredited by the American Council on Education (ACE), the preeminent agency for sanctioning of college credit courses presented outside of the usual college environment, primarily in the workplace.

Students enrolled in full or part-time degree seeking status would satisfy the enrollment requirements for Pell Grants and many other categories of public and private sources of educational funding.

REFERENCES:

The preliminary prospectus related to this offering may be obtained from [Siebert Brandford Shank & Co., L.L.C; 100 Wall Street, 18th Floor; New York, NY 10005; 646-775-4850 Main](#)

HYPERLINK: [Detroit International Riverfront](#)

HYPERLINK: <http://www.detroitriverwalkhotel.com/>

Map: <http://www.hotelsone.com/scripts/php/popupGMap.php?intHotelId=111477&label=ggehoeu-bh111477&lang=en>