

CAPITAL HOTEL

Concord, New Hampshire



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Located in the city of Concord's "Opportunity Corridor" the construction of a Residence Inn by Marriott is posed to have a significant positive impact on the people and the economy of New Hampshire's state capital. The Corridor was designated to spur the redevelopment of a highly visible area near I-93 from under-used properties into a thriving corridor of commerce.

The 92-room, 68,000 square foot hotel will create 35 new permanent positions and generate \$2.4 million in direct annual revenue. In addition to its direct benefits, the economic impact of hotel operation and visitor-spending at local businesses will generate an estimated \$8.3 million in additional sales a year.

As part of this transaction, CEI Capital Management (CCML) successfully negotiated with the developer to set aside \$300,000 to fund and implement an innovative Employment and Training Agreement (ETAG). Modeled after a similar pilot project ("New Mainers Workforce Alliance") Coastal Enterprises, Inc. (CEI) developed in Portland, Maine, the ETAG will provide low-level English speaking immigrants and refugees with learning opportunities to increase the skills necessary for securing and maintaining quality employment. The Maine program included establishment of a central intake center; assessment and career planning; lessons in American workplace culture, Vocational English for Speakers of Other Languages (VESOL); and effective job counseling, career planning, job development services, training in attaining and keeping employment, and knowledge of career ladders in one-on-one counseling and mentoring. The primary goal of the ETAG program is for job-seekers to obtain job placement within three months of completion of program. Further, the developer has also agreed to provide \$250,000 of capitalization for a revolving \$250,000 community loan fund at the end of the NMTC compliance period.

Key Benefits

- Subsidizes the cost of an Employment and Training Agreement which will provide valuable job skills to the immigrant/refugee population.
- Creates 35 new jobs.
- Generates about \$2.4 million in direct annual revenue.
- Developer will include several green features in building, including measures to reduce the levels of energy and water consumption

Qualifying Features

- Non-Metropolitan Tract
- Locally-Designated Opportunity Corridor Performance District

CCML put \$10 Million worth of New Markets Tax Credit (NMTC) allocation to enhance the funding for the project, while Mascoma Savings Bank provided debt financing and US Bancorp CDC supplied the necessary equity for the deal, which closed June 30, 2009. CCML also teamed up with one of its Working Partners, the Capital Regional Development Council in New Hampshire, to bring this deal to fruition.

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