The project is a 209 room Doubletree hotel and convention center located in downtown Reading, PA. The hotel features amenities typical of a full-service hotel, including a restaurant, fitness center, business center, and indoor swimming pool. In addition, the property will offer approximately 21,170 SF of meeting and convention space, as well as an adjacent parking garage. The project is the only operating hotel in downtown Reading and will attract convention activity, tourism, and support the growth and profitability of the entire downtown business community. This project will also complement and support other downtown amenities including arenas, a movie-plex, the Goggleworks Center for the Arts, and restaurants.

It is estimated that the hotel will generate 75 FTE jobs within one year and 85 FTE jobs within five years, as well as 50-60 part-time employees. The construction of the project resulted in some 300 construction jobs. The project sponsors created 100 permanent indirect jobs to support supplier and secondary businesses. Of the total FTE jobs, approximately 25% are paid a living wage (at least $35,000 per year with health insurance and other benefits). Benefit packages are estimated at 20% of pay scale. Aggregate payroll and benefits are $2.5 million per year. The project sponsors approximate 80% of the hotel positions are available to low-income persons and/or low-income community residents.

The project is located in a severely distressed census tract bearing three primary designations of distress including a poverty rate greater than 30% (44.9%), a median family income less than 60% of the area’s median (only 26.5% of the area median), and an unemployment rate more than 1.5 times the national average (2.48 times or 19.6%).

Annual spending generated by the project’s operations is estimated at more than $12 million in the first year of operations and more than $15 million within the first five years of operations. The project will spawn indirect spending of $15 million and $30 million in the first year, and first five years, respectively. Total tax generation is estimated at $850,000 in the first year and $1 million within five years. This information is based upon a market study performed by Hospitality Resolutions, Inc.

The project is the recipient of significant community advocacy with no government or neighborhood organization in Reading in opposition. The project has received support (both financial assistance and otherwise) from the City of Reading, the Reading Redevelopment Authority, the PA Department of Community and Economic Development, the Commonwealth of Pennsylvania, and local businesses and community groups. The QALICB has 10 local residents/business concerns as members that have each provided equity and credit enhancement. Financial assistance includes two HUD-108 loan facilities totaling $2.5 million, Commonwealth of PA loans & grants of $27.5 million, and a $1 million federal BEDI grant.

Project Details
• Doubletree hotel with 21,170 SF of convention space
• 209 rooms, meeting and convention space, restaurant and lounge facilities, adjacent parking garage
• Only operating hotel in downtown Reading

Distress Criteria
• Census Tract: 42011000100
• Significantly Severely Distressed - Primary
• Poverty Rate of 44.9%
• Median family income 26.5% of the area's median
• Unemployment rate of 19.6% (2.48x national average)

Community Impacts
• 300 FTE construction jobs, 100 indirect FTE jobs, and 75 FTE permanent jobs
• 60 new positions available to low-income persons
• First year of operations will generate approximately $12 million in direct spending and $850,000 in tax revenue