

An aerial photograph of Carolina Beach, North Carolina, showing a long stretch of sandy beach along the ocean. The beach is populated with many people and colorful umbrellas. To the left of the beach is a developed area with various buildings, including a large multi-story hotel building in the foreground. A marina with many boats is visible in the background. The text 'CAROLINA BEACH NORTH END HOTEL PROPOSAL' is overlaid in large white letters, with a thin orange horizontal line underlining 'NORTH END'.

# CAROLINA BEACH NORTH END HOTEL PROPOSAL

*Anchoring the North End  
of the Carolina Beach  
Central Business District*



## WHO ARE WE?

*Established in 2007, Harmony Hospitality owns and manages nine hotels with four in various stages of development. At Harmony, we strive to be the best in hospitality. We accomplish this by creating a positive environment that motivates our most valuable resource, our people.*



# CENTRAL BUSINESS DISTRICT (CBD)

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## WHAT IS PERMITTED:

- Garages & Carports
- Arcades & Indoor Games
- Auction Sales
- Automobile Service Stations
- Bus Terminals
- Distilleries & Breweries
- Commercial Parking Lots

## WHAT NEEDS A CONDITIONAL ZONING:

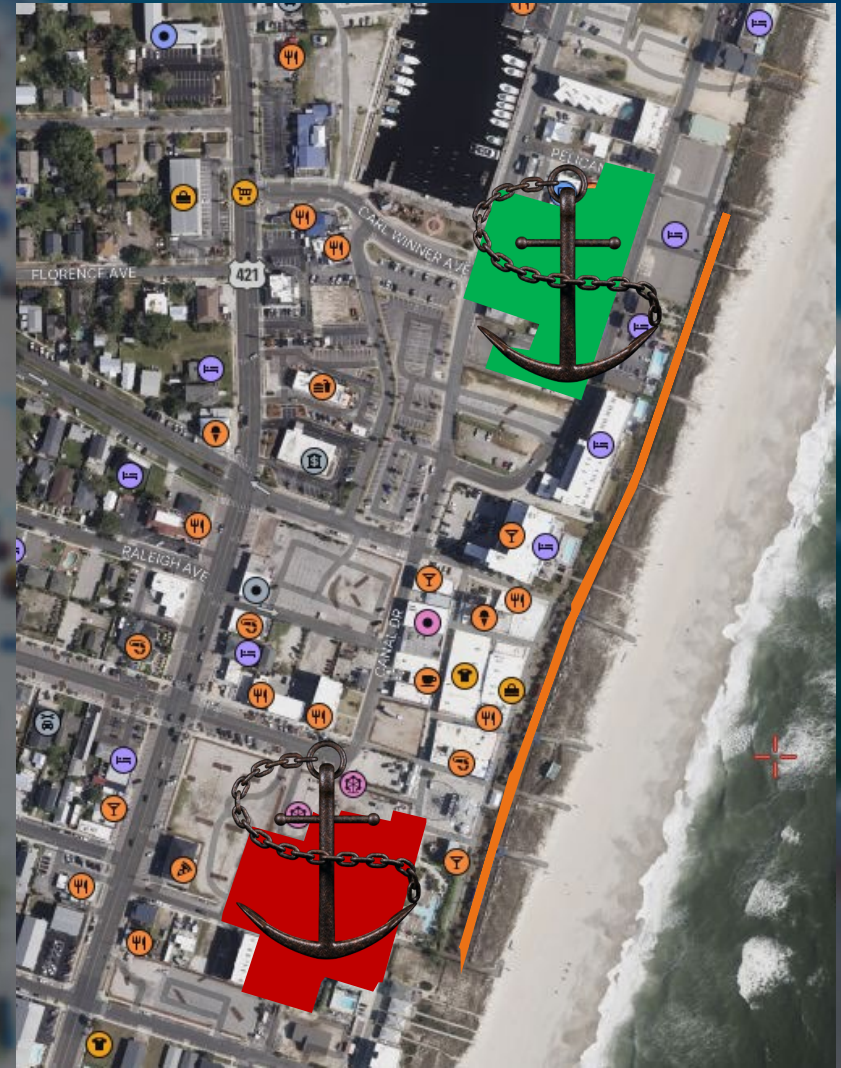
- Swimming Pools
- Hotels
- Schools
- Private parking decks

# THE CONCEPT

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To be the premier full-service hotel on the coast of the Carolinas while anchoring the north end of the Carolina Beach Central Business District. Hosting oceanfront dining experiences for those “special occasions,” large meetings, and weddings in spacious oceanfront ballrooms while enjoying panoramic sunrises and sunsets atop a 90’ rooftop restaurant and bar with live music.

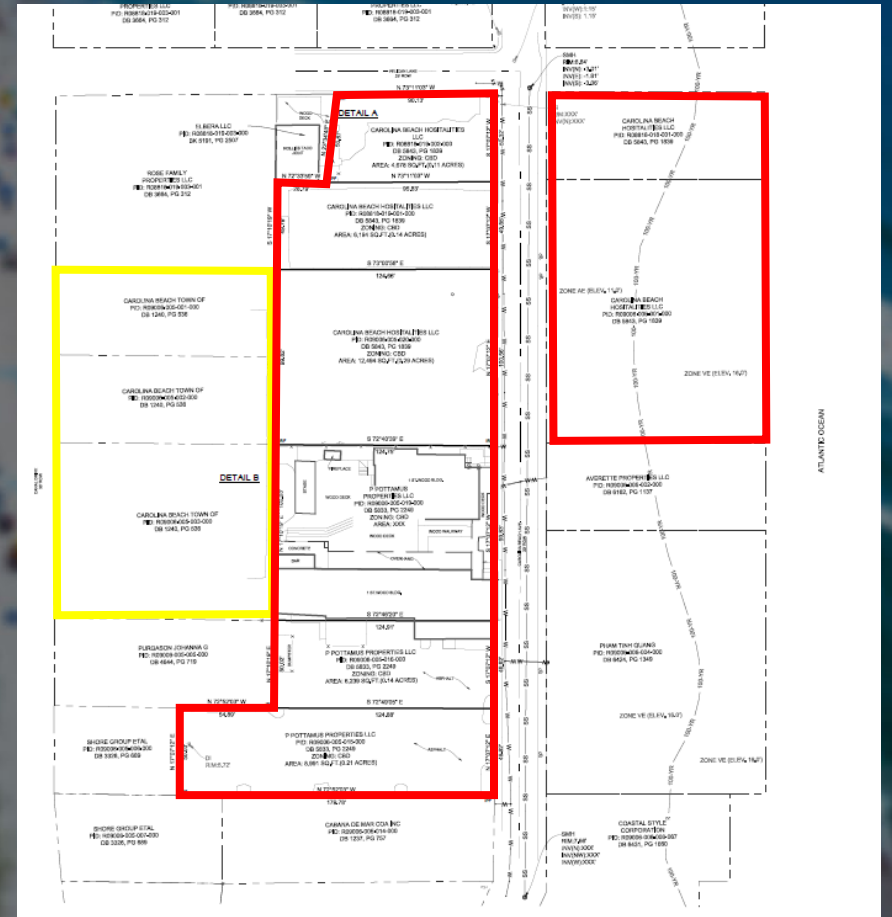
# THE ANCHOR



# WHERE?



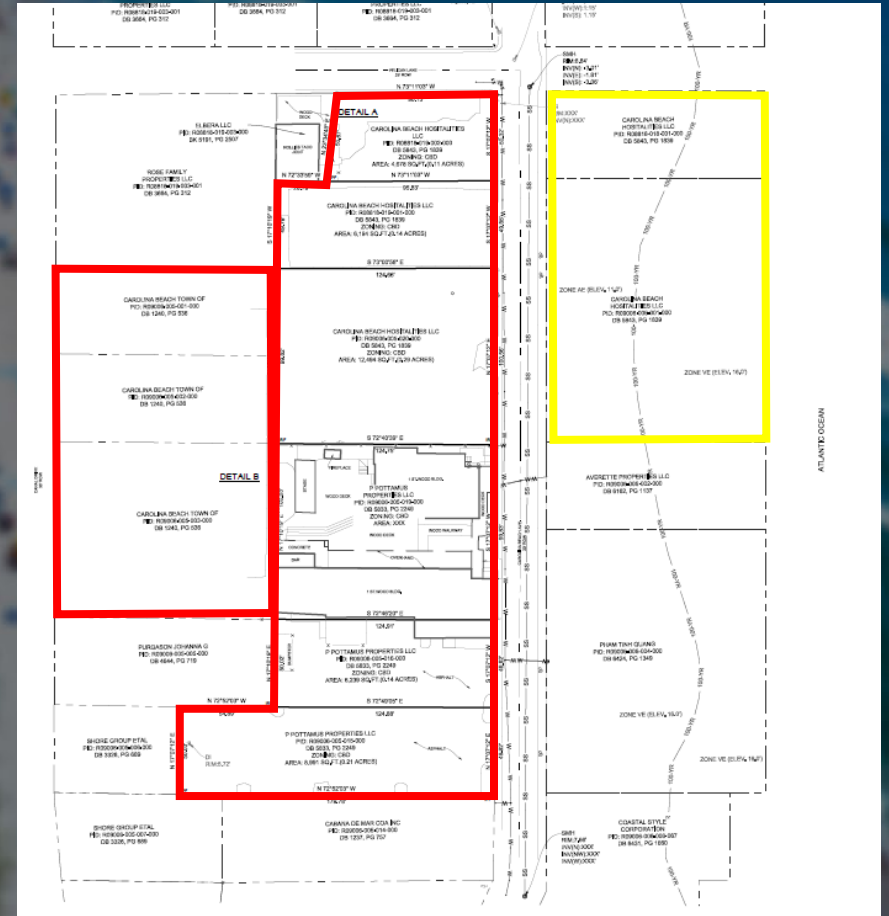
Between the streets of Pelican Ave, Carolina Beach N Ave, and Canal Dr.



# LAND SWAP



- ✓ Size Equivalent
- ✓ Prime Oceanfront Property
  - Town Park
  - Amphitheater
  - Public Restrooms/Shower
  - Parking



# LODGING – OCEAN SIDE





# LODGING – LAND SIDE



# TODAY - GRAVEL LOTS



# HOTEL FOOTPRINT



# PARKING LOTS



# LAND TRADE WITH TOWN





NO PARKING  
ANYTIME

NO PARKING  
ANYTIME

NO PARKING  
ANYTIME

NO PARKING  
ANYTIME

NOLLIE  
TWO BROTHERS

# THE BRAND



EMBASSY  
SUITES  
by HILTON



EMBASSY  
SUITES  
by Hilton™

ENTRANCE

# WHY?

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In 2008 a community survey received the following comments:

- Provide mixed uses to serve both the residents and the visitors
- Create a landmark public space
- Enhance physical access to the beach
- The Central Business District does not offer a high quality experience





# WHY?

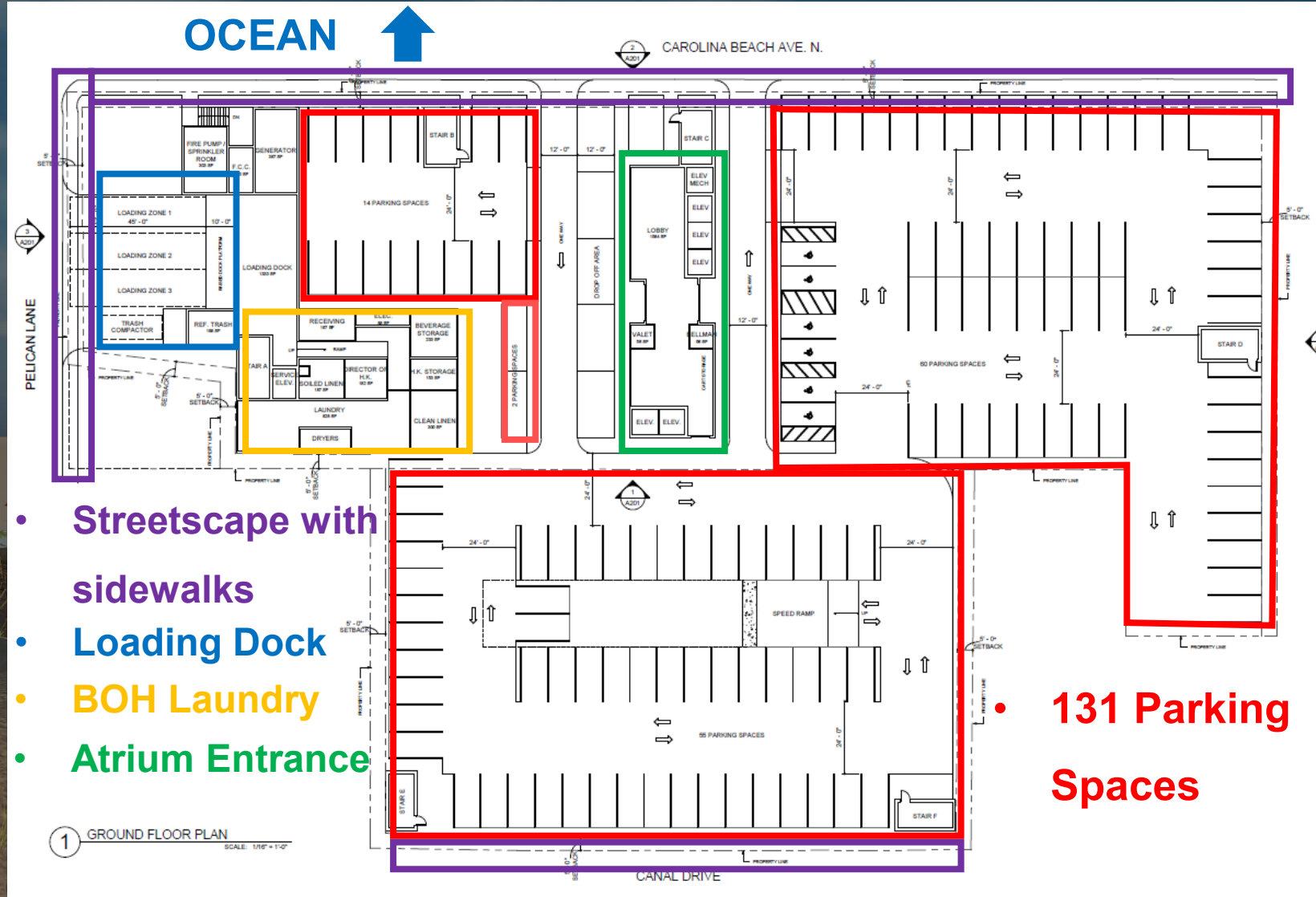
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The 2008 Master Development Plan received the following comments:

- Grant building height increases based on open space dedication
- Create a desirable character and encourage investment in the CBD
- Provide adequate public access and open space at the oceanfront
- Provide attractions that appeal to residents/visitors



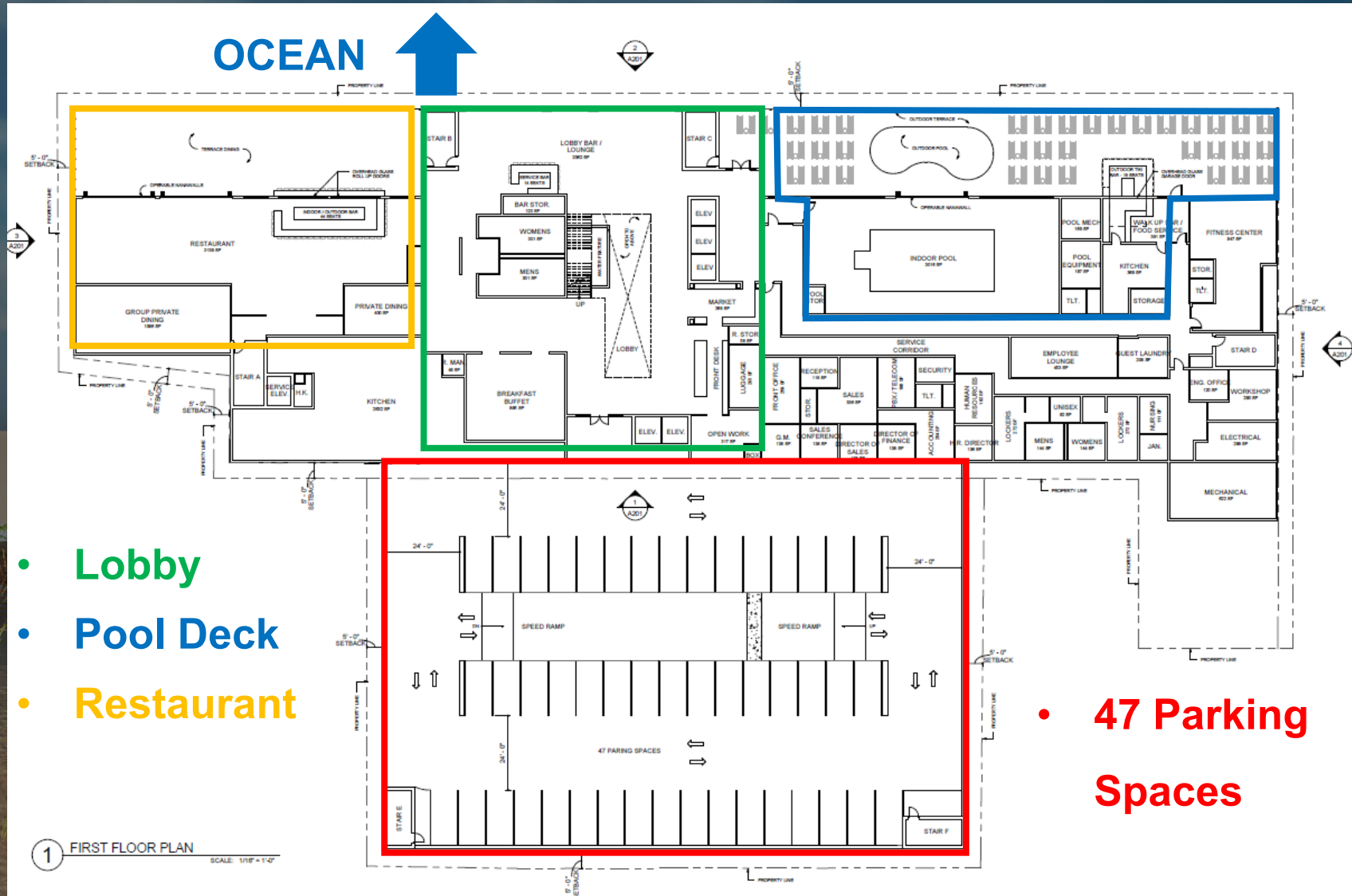
# FLOOR PLAN – GROUND FLOOR



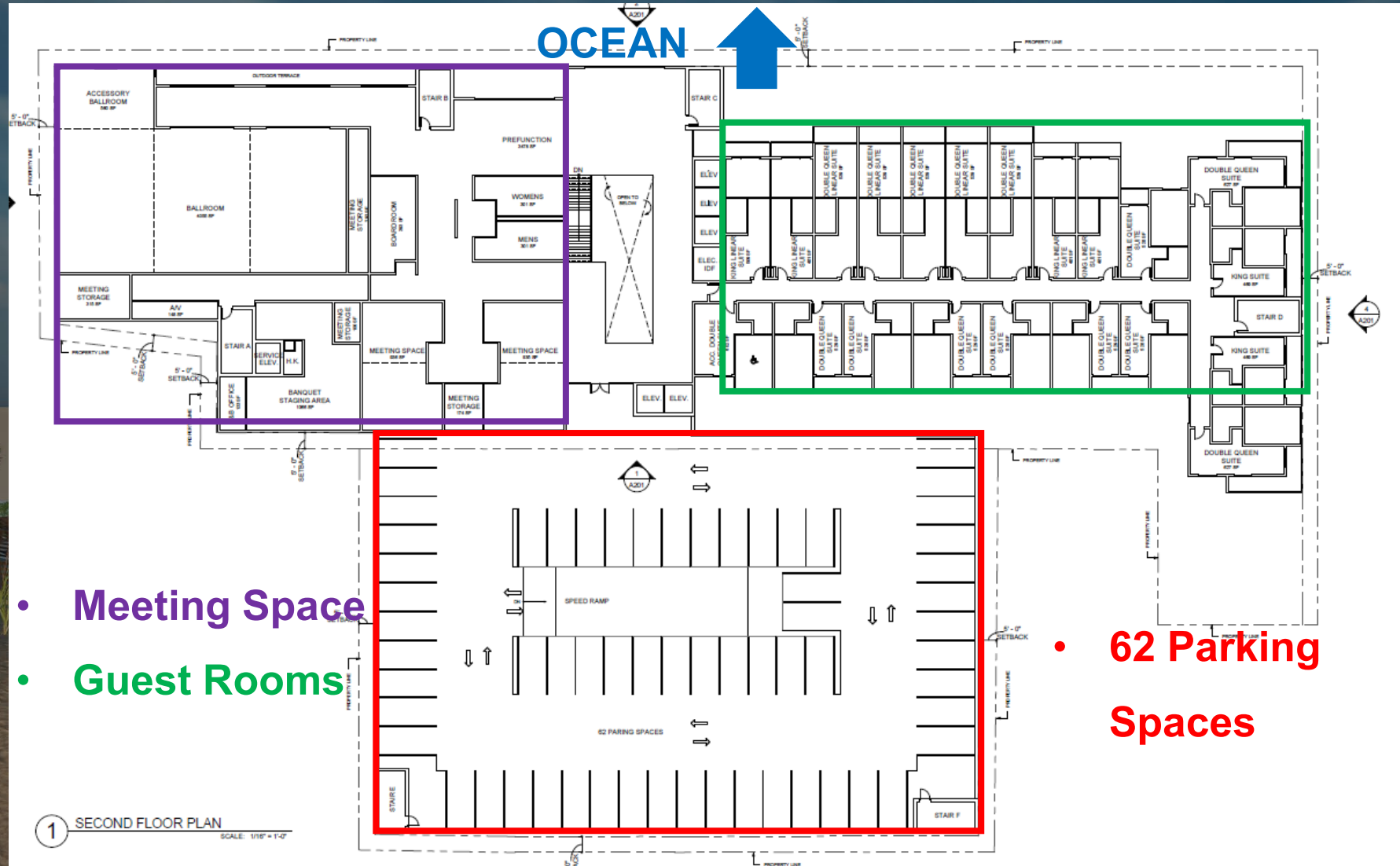
- Streetscape with sidewalks
- Loading Dock
- BOH Laundry
- Atrium Entrance

• 131 Parking Spaces

# FLOOR PLAN – FIRST FLOOR



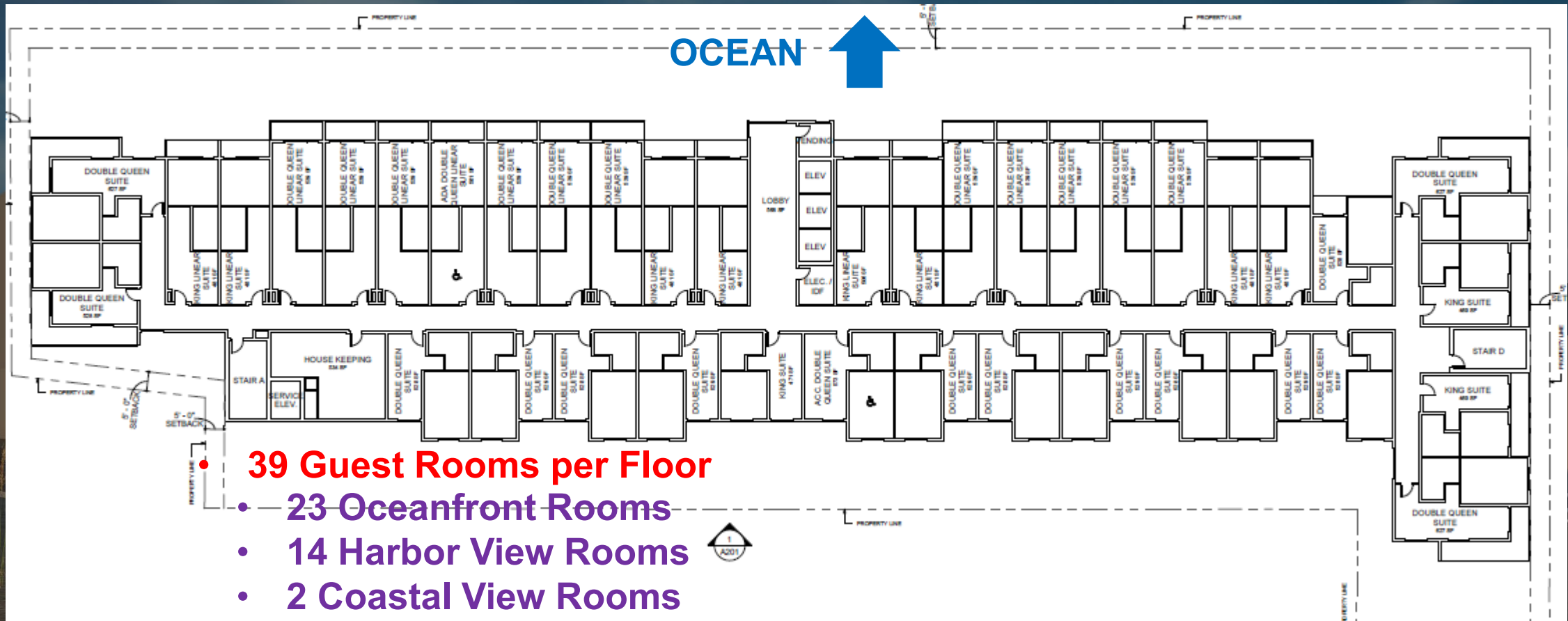
# FLOOR PLAN – SECOND FLOOR



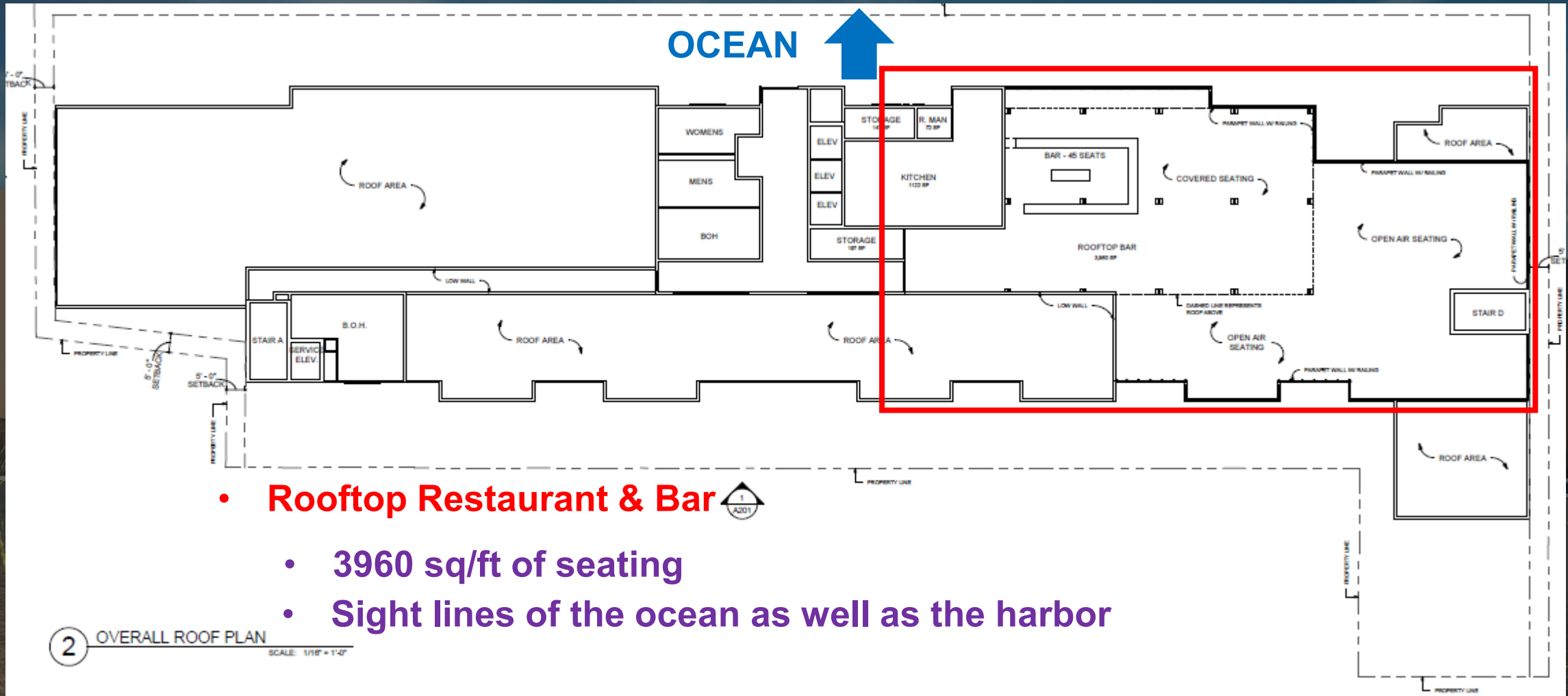
- Meeting Space
- Guest Rooms

- 62 Parking Spaces

# FLOOR PLAN – THREE THRU SIX



# FLOOR PLAN – ROOFTOP



# KEY FEATURES

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PERSPECTIVE: INTERSECTION AT CARL WINNER DR. & CANAL DR.



# KEY FEATURES

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PERSPECTIVE: INTERSECTION AT CARL WINNER DR. & CANAL DR.



**240 Space Parking Garage**



# KEY FEATURES

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PERSPECTIVE: INTERSECTION AT CARL WINNER DR. & CANAL DR.



Enhanced streetscape with sidewalks

# KEY FEATURES

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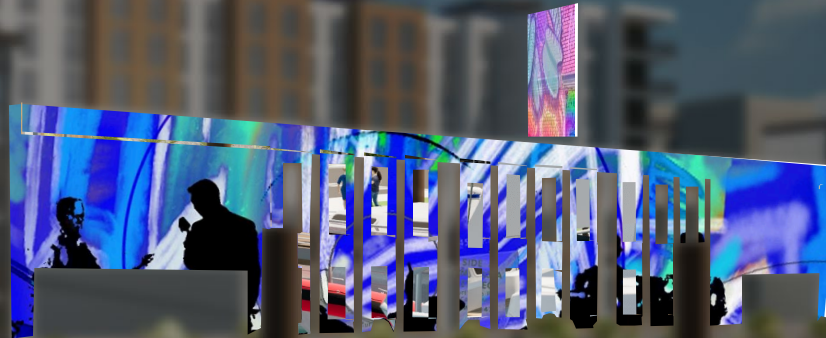
## PERSPECTIVE: HARBOR



# KEY FEATURES

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## PERSPECTIVE: HARBOR



Can we be your canvas?

# KEY FEATURES

## PERSPECTIVE: BIRD'S EYE BOARDWALK



# KEY FEATURES

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PERSPECTIVE: BIRD'S EYE BOARDWALK

## HOTEL/PARKING ENTRANCE & EXIT



# KEY FEATURES

## PERSPECTIVE: SAND DUNES



# KEY FEATURES

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PERSPECTIVE: SAND DUNES

## ENHANCED STREETScape

- **SIDEWALKS**
  - PEDESTRIAN SAFETY
  - PART OF CONNECTING THE HARBOR TO THE BOARDWALK
- **BIKE RACKS**



# KEY FEATURES

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PERSPECTIVE: SAND DUNES

## COVERED LOADING DOCK

- 3 LOADING BAYS
- TRASH COMPACTOR/RECYCLING





# KEY FEATURES

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PERSPECTIVE: SAND DUNES

## OCEANFRONT DINING WITH TERRACE SEATING



# KEY FEATURES

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PERSPECTIVE: SAND DUNES

## OCEANFRONT MEETING & EVENT SPACE

- 8000+ SQ/FT OF MEETING & EVENT SPACE
- OFF SEASON CONVENTIONS
- WEDDINGS



# KEY FEATURES

## PERSPECTIVE: BEACH ACCESS



# KEY FEATURES

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PERSPECTIVE: BEACH ACCESS

POOL DECK & TIKI BAR



# KEY FEATURES

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PERSPECTIVE: BEACH ACCESS

EMBASSY  
SUITES  
by HILTON

## ROOFTOP RESTAURANT & BAR

- LIVE MUSIC
- INDOOR & OUTDOOR SPACE

# ROOFTOP RESTAURANT & BAR



# WHAT'S IN IT FOR CAROLINA BEACH?

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- Prime Oceanfront Property to be utilized at town discretion
- 177 Room Premier Hotel
  - Includes 240 parking spaces for all patrons
- Public Bike Racks
- Updated streetscape with sidewalks to enhance pedestrian safety
- Carolina Beach Ave N. powerlines buried
- Spacious Oceanfront Ballrooms
  - Weddings
  - Conventions
- A bookend to the north end of the Carolina Beach Central Business District

# ROOFTOP RESTAURANT & BAR





# WHAT'S IN IT FOR CAROLINA BEACH?

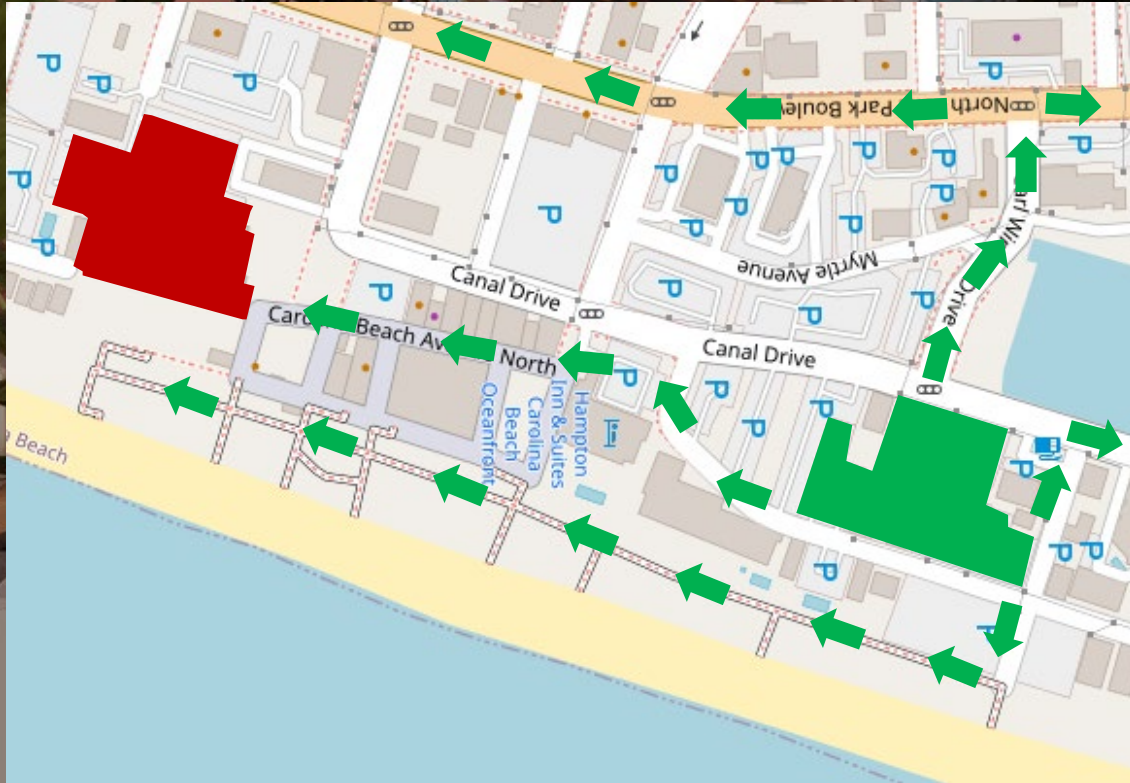
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- **Oceanfront Dining**
  - **Elevated dining experiences for those special occasions**
  - **Focus on local sourcing and procurement of ingredients**
  - **Private dining room**
    - **Small meetings or events**
- **Rooftop Bar with panoramic views of the ocean as well as the harbor**
  - **Indoor and outdoor space allowing for year-round operation**
  - **Family friendly environment for all ages**
  - **Open daily for lunch into the late hours of the evening**
  - **Live music daily**

# ROOFTOP RESTAURANT & BAR



# WHAT'S IN IT FOR CAROLINA BEACH?



- Attract visitors, especially those with higher disposable income
- Local business impact
  - Additional patronage

# ECONOMICS

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## *Tax Generation*



**\$2,596,800**

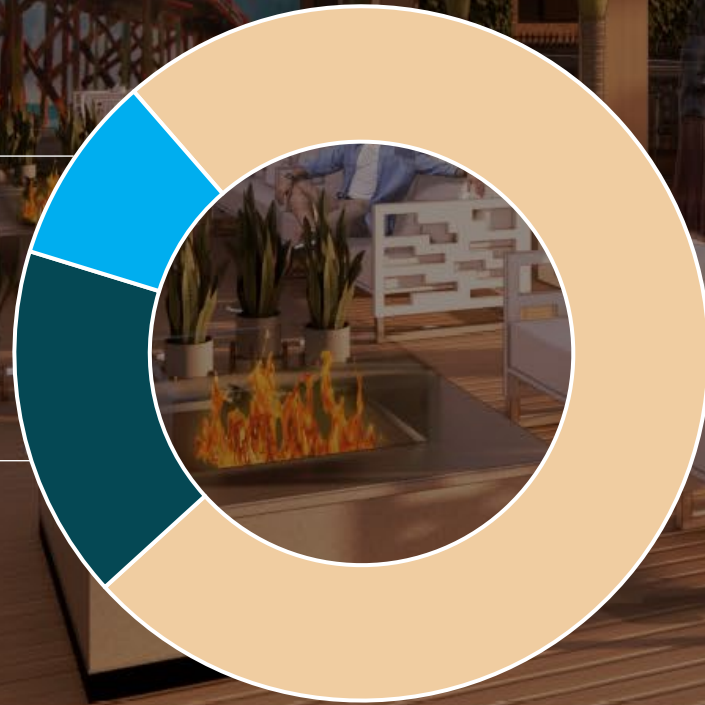
# ECONOMICS

*Payroll Taxes*

**\$230,000**

*Property/Real Estate Taxes*

**\$428,800**



*Occupancy/Sales Tax*

• **\$1,938,000**

• \$662,000 Occupancy

• \$924,000 Sales Tax

• \$352,000 F&B Taxes

# PROPERTY & REAL ESTATE TAXES

Current: \$30,089

Potential: \$428,800

- *New Hanover County: \$20,434*
- *Carolina Beach: \$9,655*

- *New Hanover County: \$291,200*
- *Carolina Beach: \$137,600*



# ROOM OCCUPANCY TAX

\$5,658,914

Carolina Beach  
Occupancy Tax '22-'23

OVER  
**11%**  
Increase

*Annualized*

\$662,000

Hotel Occupancy Tax  
Contribution

# WHY DO I CARE?

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## Beach Nourishment

*Always a topic of conversation, the first half of ROT collection of which 60% is allocated to beach nourishment. We will be an ally in keeping our beaches maintained.*



## Lifeguard Services

*Occupancy tax dollars fund these types of services so that tourists and locals will have safe and exceptional experiences.*



## Freeman Park

*In 2022, the town of Carolina Beach used occupancy tax dollars as a source of funding for this acquisition*



## Public Bathrooms

*The Hamlet Ave bathrooms and Ocean Rescue building were constructed using room occupancy tax dollars. In 2024, the boardwalk bathrooms are scheduled to be upgraded as well, continuing the enhancement of Carolina Beach's many amenities!*



## Boardwalk Maintenance/ Enhancements

*Every year, occupancy taxes help to maintain the Carolina Beach Boardwalk, keeping it as one of the top 10 boardwalks in the country! This includes things like the boardwalk bathroom upgrade and bike racks!*



## Travel and Tourism Marketing

*A portion of Occupancy Tax Dollars are used by the CVB to market all of New Hanover County. Another portion of these dollars are allocated specifically to Carolina Beach marketing. This includes amenities such as fireworks and movies in the park!*



# SUMMARY

## PERSPECTIVE: BEACH ACCESS



# SUMMARY

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## PERSPECTIVE: BEACH ACCESS

- 177 Room Full Service Hotel
  - Two Restaurants – Open to the public
    - Elevated Dining Experiences
    - Rooftop Restaurant & Bar
  - Meeting & Event Space
    - Weddings
    - Off-Season Conventions
- Town land trade
  - Town receives prime oceanfront real estate
  - Use at discretion of town

# SUMMARY

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## PERSPECTIVE: BEACH ACCESS

- Addition of 240 parking spaces
- Bookend to north end of CBD with updated streetscape and sidewalks
  - Enhanced pedestrian safety
- Corridor creation of Pelican Ave with sidewalks connecting Harbor to Boardwalk
- Carolina Beach Ave N. powerline burial
- Addition of approximately 200 jobs
- Substantial increase in tax revenue

# THANK YOU!

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