

Courtyard Starkville at MSU



OPPORTUNITY:

Peachtree learned of an exciting 11-acre development, the planned Mill at MSU, located at the main entrance of Mississippi State University ("MSU"). The historic E.E. Cooley Building, a former cotton mill and plant owned by MSU for decades, was planned to be revitalized into a state-of-the-art conference and meeting complex with Class A office space. The project warranted an adjoining lodging facility. PHG had the opportunity to construct and operate the newest, closest hotel to the university.

STRATEGY:

Peachtree leveraged its hotel development experience and comparable project to estimate potential project costs. PHG then consulted with the management division and benchmarked comparable hotels within Peachtree's portfolio to estimate the hotel's potential performance in this market. PHG was granted a Courtyard by Marriott franchise and utilized its development team to execute on the design and construction of the hotel.

RESULTS:

The Mill at MSU project won Best Outstanding Project for 2014 from the American Planning Association. Peachtree built the hotel portion for a total price of \$18.66 million. The property opened in October 2015. The hotel has ranked #1 in RevPAR for the Comp Set in the consecutive years of 2017, 2018, and 2019.

- The hotel's 2019 ADR index was 128.2 and it ranked #1 every month in ADR.
- 2019 RevPAR Actuals was above underwriting by \$13.90 (+15.8%).