



# WEST TEXAS HISTORIC HOTEL REVIVAL

Presented by Collin Bibb



A wide-angle landscape photograph capturing a serene scene. In the foreground, a dense field of tall, golden-brown grasses or reeds sways gently. Beyond this, a calm river or stream meanders through a lush valley filled with green and yellow shrubs. The background is dominated by a range of rugged, layered mountains under a clear, pale sky. The lighting suggests the soft glow of late afternoon or early morning, casting a warm, golden light across the entire scene.

# HOTEL VISION

# A BOUTIQUE COLLECTION OF HISTORIC HOTELS THAT DELIGHT GUESTS AND INSPIRE TRAVELERS TO VISIT THE TEXAS BIG BEND REGION

01

## HONOR THE HISTORY

The Big Bend region is steeped in history. People from all over the world connect deeply to the shared story of Texas and the Wild West. We are passionate about conserving the legacy and grandeur of the places that shaped those stories, while thoughtfully building their future.

02

## INTERIORS THAT INSPIRE

We strive to build spaces that stand out. We create designs that accentuate keystones of the existing structure, while adding unforgettable features, furniture, and finishings that guests will love.

03

## CURATED EXPERIENCES

Thoughtful programming and events that attract guests seeking experiential travel and memorable stays.

04

## SERVICE & AUTHENTICITY

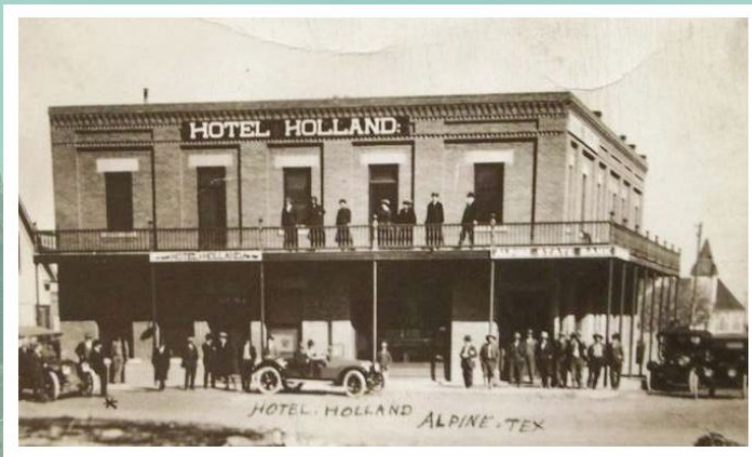
The Alpine and Fort Davis boutique hotel collection will offer both service and authenticity. We will place emphasis on engaging the local community and participating in local events.

05

## TEAM OF TEXANS

Passionate about the mission and vision, and dedicated to showcasing these hidden gems.





THE HOLLAND HOTEL

# HISTORY OF THE HOLLAND HOTEL

The Holland Hotel was constructed between 1909 and 1912 by John Holland, cattleman and early resident of Alpine, TX. The hotel was originally a two-story building at the corner of Railroad Avenue (later renamed Holland Ave) and 6th Street.

Subsequent additions expanded the building's footprint, creating a three-story rear addition on the original building in 1923 and a three-story, 40-room annex designed by world-renowned architects Trost & Trost in 1927-1928. It operated as a luxury hotel until 1969, when it closed following the death of its owner. In 1972, the Trost & Trost designed annex was renovated and reopened as an office building. Between 1985 and the mid-2000s, the building began a transition back to use as a hotel, with some renovations taking place over time until 2009 when the building underwent an extensive renovation and reopened as a hotel under new ownership.

The Holland Hotel was long a social, civic, and business center, with locals holding meetings and events at the Hotel for most of its history. It is commonly referred to as "The Living Room of Alpine" in numerous books, papers, and historic documents. Our intention is to return the Holland Hotel to its former status and again make it a spot of luxury and sophistication on the high-desert plains.



“THE HOLLAND HOTEL HAS LONG BEEN A  
SYMBOL OF ALPINE’S GROWTH & PROSPERITY”

- DAVID W. KELLER, ALPINE HISTORIAN & AUTHOR

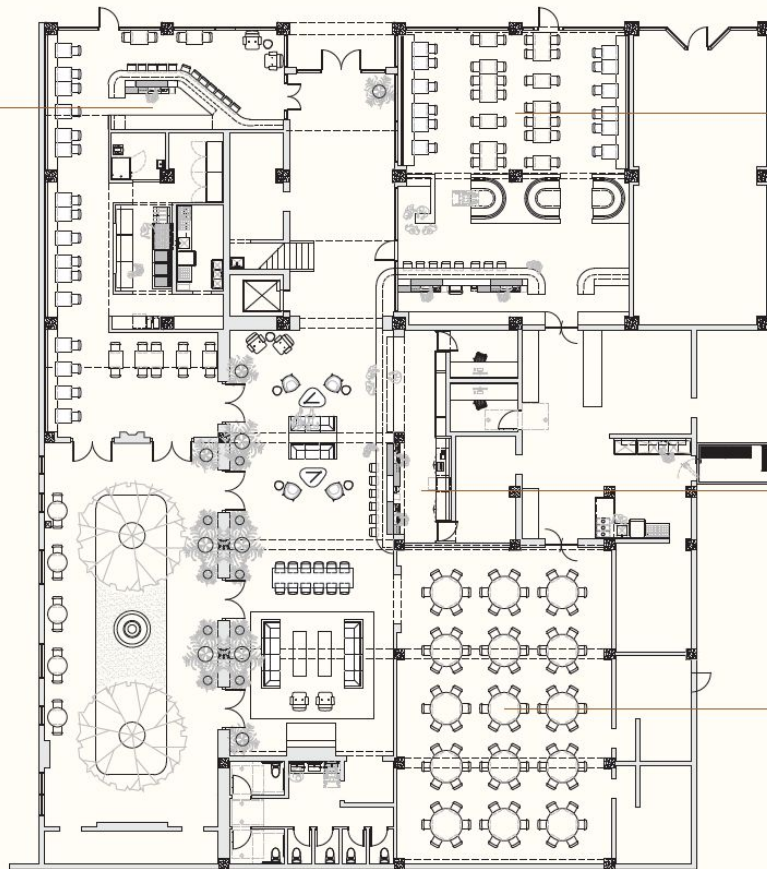
# THE HOLLAND HOTEL SITE PLAN

EXISTING RESTAURANT  
CONVERTED TO  
COFFEE SHOP

NEW RESTAURANT

RESTORED LOBBY BAR

RESTORED BALLROOM







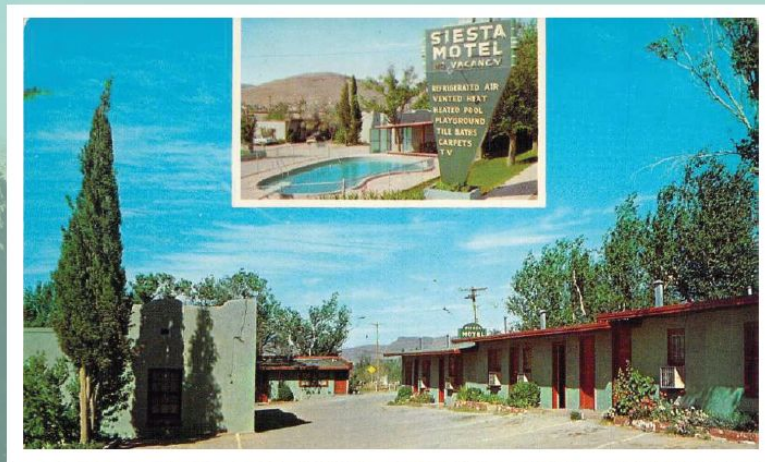
THE BAR AND CONNECTED COURTYARD WILL ONCE  
AGAIN SERVE AS “THE LIVING ROOM OF ALPINE”.

A restored Lobby Bar and updated lobby reestablishes the Holland as the living room of Big Bend. The rooms retain original historic fixtures, but add modern touches and strategic brightness. Worn leather and ornate lighting fixtures signal prosperity, while unique antique pieces like clawfoot tubs and typewriters evoke visions of old-time Western enterprise.



The restaurant is an upscale take on Texas ranch cuisine; steaks, local game, and Big Bend classics that fed the rustlers and ranch hands who built Alpine. The bar has an expansive whisky and cigar collection to suit the cattle baron and railroad tycoon.





THE MAVERICK INN

## THE MAVERICK INN SITE PLAN

UPDATED HISTORIC ROOMS

EXPANDED POOL DECK

20 NEW SHIPPING  
CONTAINER UNITS

CENTRAL MAINTENANCE  
FACILITY & MANAGER'S  
QUARTERS





## FOOD & BEVERAGE



**MORGAN WEBER,**  
BEVERAGE DIRECTOR



**VINCENT HUYNH,**  
CULINARY DIRECTOR

Morgan Weber and Vincent Huynh are highly celebrated restaurateurs out of Houston, Texas. Not only do they bring deep culinary expertise to the project, but also an intimate knowledge of West Texas; Morgan owns and operates Gypsy Sally's in Leakey, TX and Marfa Spirit Co. a little ways down the road from Alpine.

In 2009 Morgan started the first craft cocktail bar in Houston called Anvil Bar & Refuge. He subsequently opened Revival Market, a craft butcher shop and cafe, Coltivare, where he created a world-renowned garden to table cocktail program, and Eight Row Flint. Vincent served as an executive in many of the top kitchens in Houston before joining Morgan at Agricole and opening Eight Row, Indianola, Miss Carousel, and Vinny's.

Together they have been featured in Texas Monthly, Esquire, Modern Huntsman, and Houston Chronicle, among many others.



Marfa Spirit Co.

COLTIVARE  
GARDEN TO TABLE

EIGHT ROW  
FLINT

INDIANOLA

VINNY'S  
a little bit more

MISS CAROUSEL

EZ'S  
LIQUOR LOUNGE

GYPSY SALLY'S

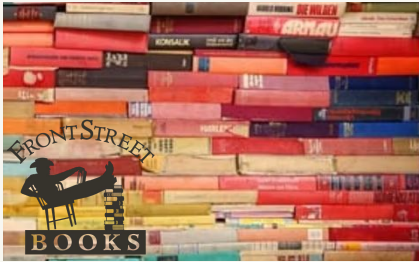
# Estimated Economic Uplift

Category	Estimated Spend	Note
Procurement / Construction	\$10,700,000	
Employee Salaries - Hotel	\$1,130,000 <i>annually</i>	
Employee Salaries - Restaurant	\$935,000 <i>annually</i>	
Visitation Spending	\$955,000 <i>annually</i>	\$65 / ORN Holland \$55 / ORN Maverick

**We expect to spend inject significant capital into the city of Alpine over a long period of time**



As a boutique hotel, we will heavily focus on integrations with the local community. We want to utilize partnerships that directly tie Alpine offerings into the hotel product. We will work with local brands, artists, musicians, and businesses to enhance the profile of the hotels, use ranch partners to offer outdoor adventures & offsite wedding ceremony venues, etc. Our intention is to create a rising tide that will lift **all** boats.





A wide-angle landscape photograph of a rugged mountain range. The mountains are characterized by steep, rocky slopes and prominent horizontal rock layers. The vegetation is sparse, consisting of low-lying shrubs and grasses. The sky is filled with soft, white clouds, and some mist or low clouds are visible near the mountain peaks. A semi-transparent, light-colored rectangular box is centered in the middle of the image, containing the text "TAX PROPOSAL" in a clean, white, sans-serif font.

## TAX PROPOSAL



# Startup Years Tax Concessions

## **Hotel Occupancy Taxes**

**HOT Refund:** Paid Quarterly

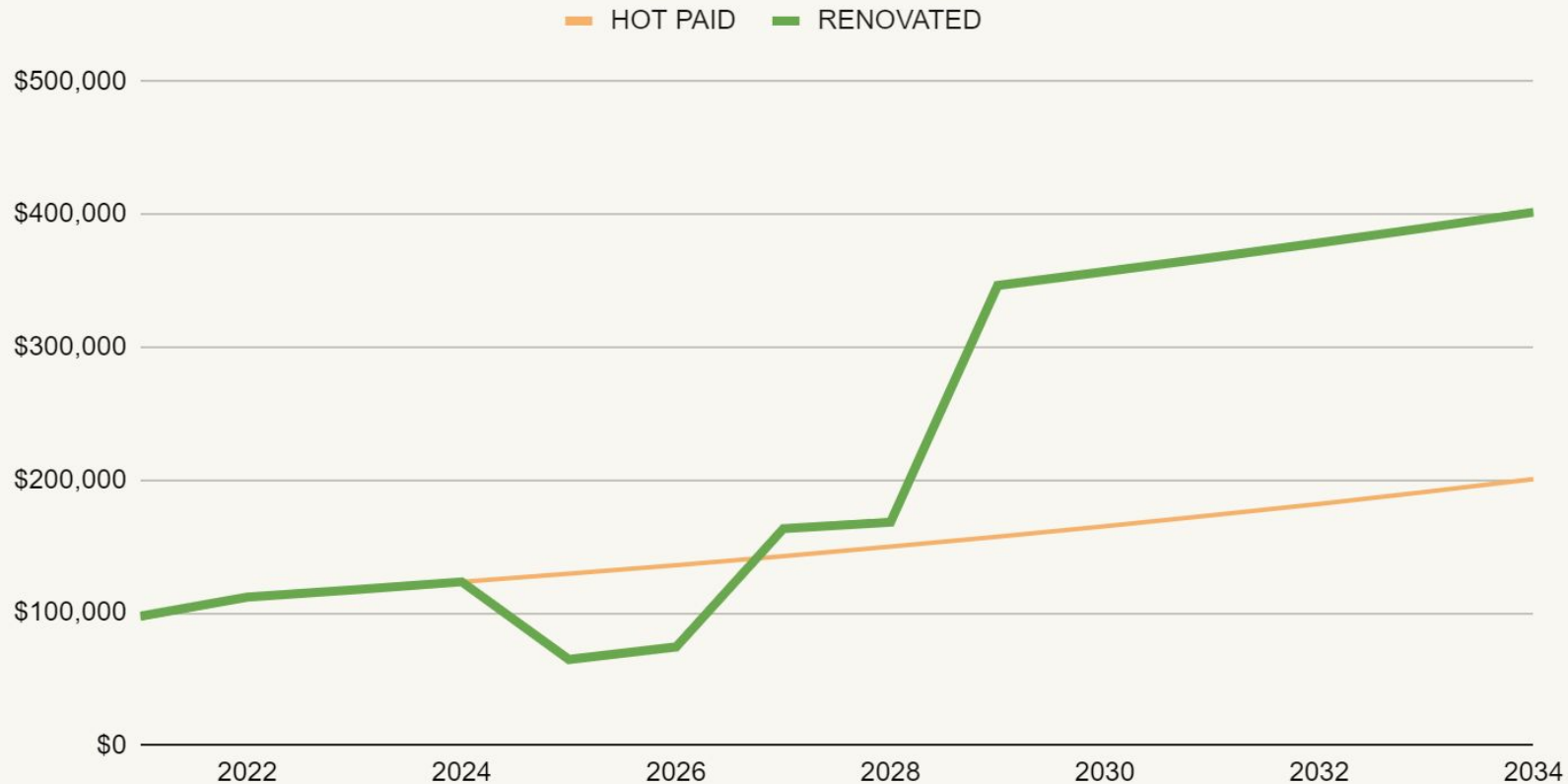
- Years 1 and 2: **75%**
- Year 3 and 4: **50%**
- Year 5+: **0%** (Full HOT Paid)

## **Property Taxes**

**Property Tax Abatement:** Annual

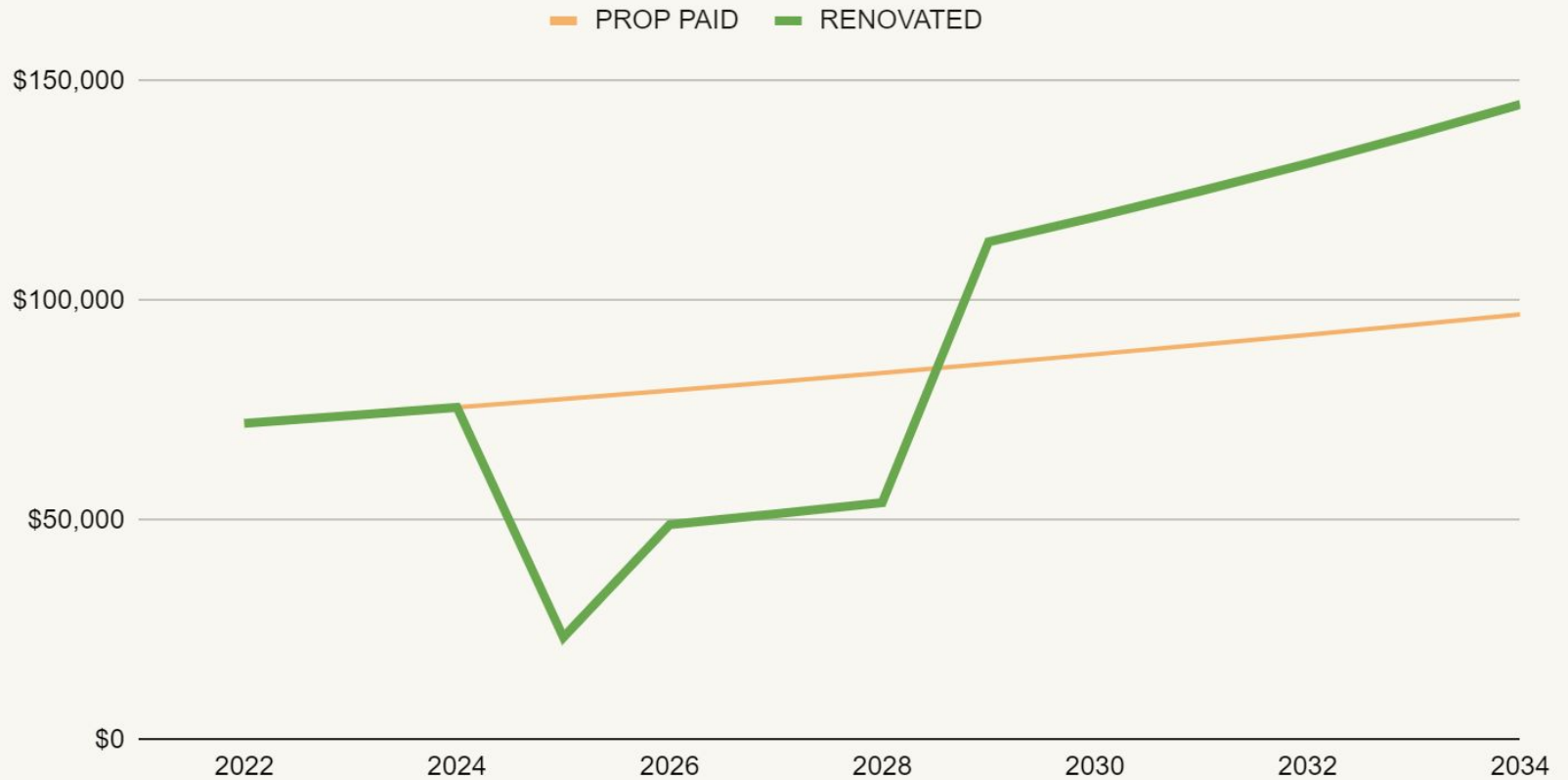
- Years 1: **75%**
- Years 2 - 4: **50%**
- Year 5+: **0%** (Full Prop Tax Paid)

## Annual Hotel Occupancy Taxes: Status Quo vs. Renovation with Concession



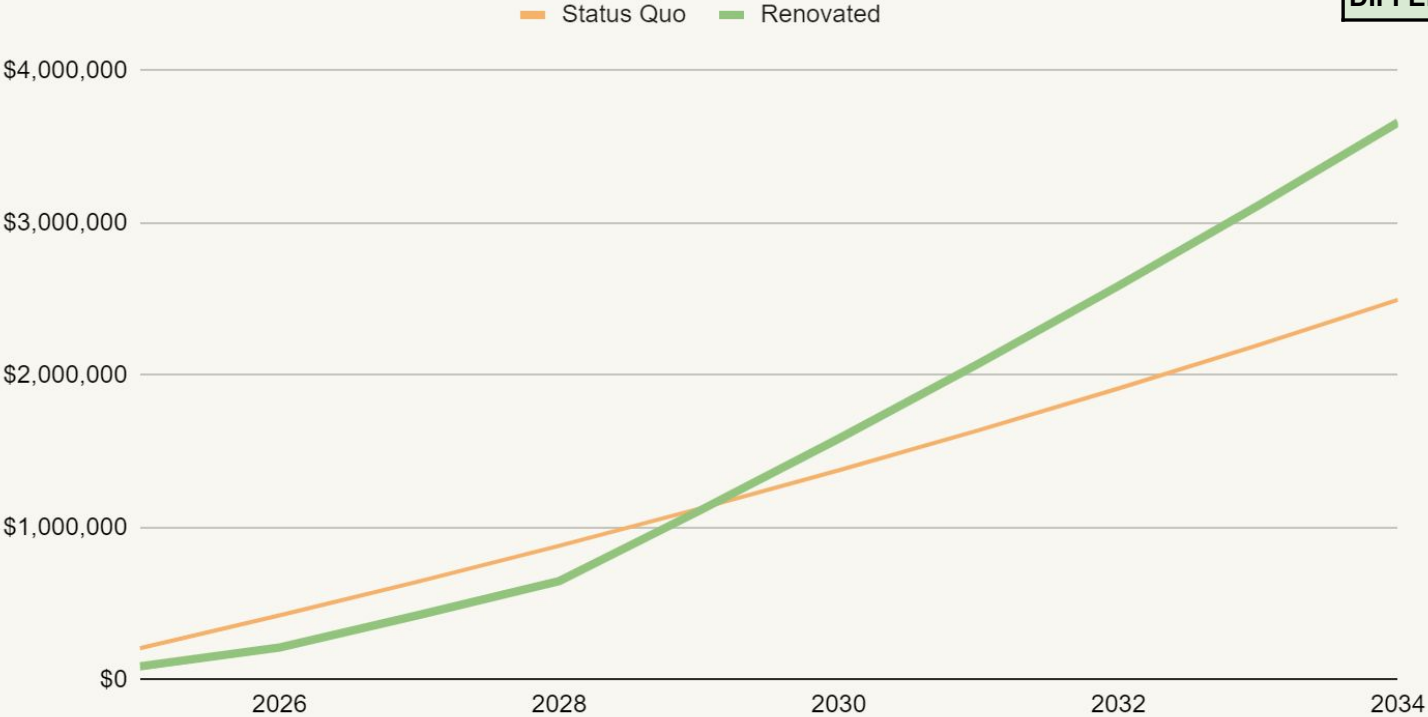


## Annual Property Taxes: Status Quo vs. Renovation with Concession



# Cumulative Taxes Paid: Status Quo vs Renovations

Total Taxes Paid	
Status Quo	\$2,495,075
Renovation	\$3,659,269
<b>DIFFERENCE</b>	<b>\$1,164,194</b>



Over 10 years, we estimate that we will pay ~\$1.2M more in total taxes. Assuming we start the concessions in 2025, we will pay more cumulative taxes by year 4, in 2029.



# OUR APPROACH HAS BEEN REFINED OVER THE COURSE OF LAUNCHING 40+ HOSPITALITY PROJECTS

01

## COMPELLING VISION

These hotels have been important historical landmarks within their communities for over a century. We can't think of a more compelling mission than to work together to make them so for the next 100 years and beyond.

02

## ALL-STAR TEAM OF TEAMS

We augment our own hospitality team with top creative professionals in branding, graphic design, interior design, and architecture to refine and elevate the project vision.

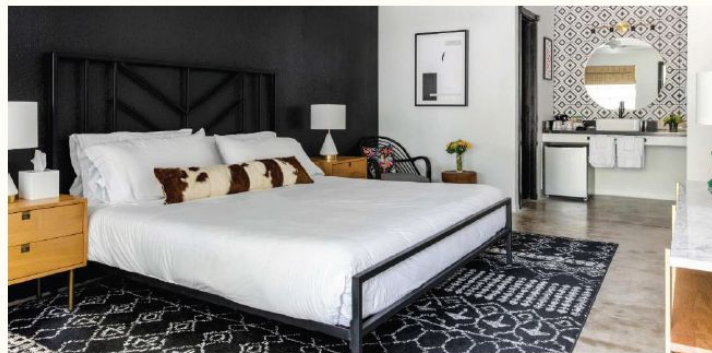
03

## HANDS-ON EXECUTION

We don't just attend the launch party – we review every individual selection and bid, and oversee execution in person. We will continue to shepherd this project for years to come.



ARRIVE Austin has won numerous design awards & was named the #2 Best Hotel in Austin by Travel + Leisure



Our recent renovation & relaunch of a property in Wimberley, TX tripled room revenues in its first year.



# Appendix

	HOT TAXES			PROPERTY TAXES		
	<u>Refund</u>	<u>HOT PAID</u>	<u>RENOVATED</u>	<u>PROP PAID</u>	<u>RENOVATED</u>	<u>Abatement</u>
2021		\$97,215	\$97,215			
2022		\$111,685	\$111,685	\$72,019	\$72,019	
2023		\$117,269	\$117,269	\$73,819	\$73,819	
2024		\$123,132	\$123,132	\$75,664	\$75,664	
start year --> 2025	75%	\$129,289	\$64,698	\$77,556	\$23,312	75%
2026	75%	\$135,754	\$74,199	\$79,495	\$48,956	50%
2027	50%	\$142,541	\$163,238	\$81,482	\$51,403	50%
2028	50%	\$149,668	\$168,136	\$83,519	\$53,973	50%
2029	0%	\$157,152	\$346,360	\$85,607	\$113,344	0%
2030	0%	\$165,009	\$356,750	\$87,748	\$119,012	0%
2031	0%	\$173,260	\$367,453	\$89,941	\$124,962	0%
2032	0%	\$181,923	\$378,476	\$92,190	\$131,210	0%
2033	0%	\$191,019	\$389,831	\$94,495	\$137,771	0%
2034	0%	\$200,570	\$401,526	\$96,857	\$144,659	0%
	10-Year Sum	\$1,626,184	\$2,710,666	\$868,890	\$948,603	
	Difference		\$1,084,482		\$79,712	



# Appendix

<b><u>Assumptions</u></b>	
Growth Rate Existing Hotel	5%
Growth Rate Appraised Value	3%
Value Improvements: Holland	\$7,663,750
Value Improvements: Maverick	\$5,777,750
Improvements to Appraisal Ratio	0.333
Appraisal Growth	5%
Brewster County Property Tax Rate	2.08%
City of Alpine HOT Rate	7%
<b><u>List of Taxes</u></b>	
City of Alpine	0.47%
Brewster County	0.40%
Alpine ISD	1.14%
Big Bend Regional Hospital District	0.08%
Central Appraisal District	0%
<b>SUM</b>	<b>2.08%</b>