



OFFICE OF  
**ECONOMIC  
DEVELOPMENT**



# **TIRZ #4 North Beach**

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**DoubleTree by Hilton Corpus Christi Beachfront Hotel**

**May 6, 2025**



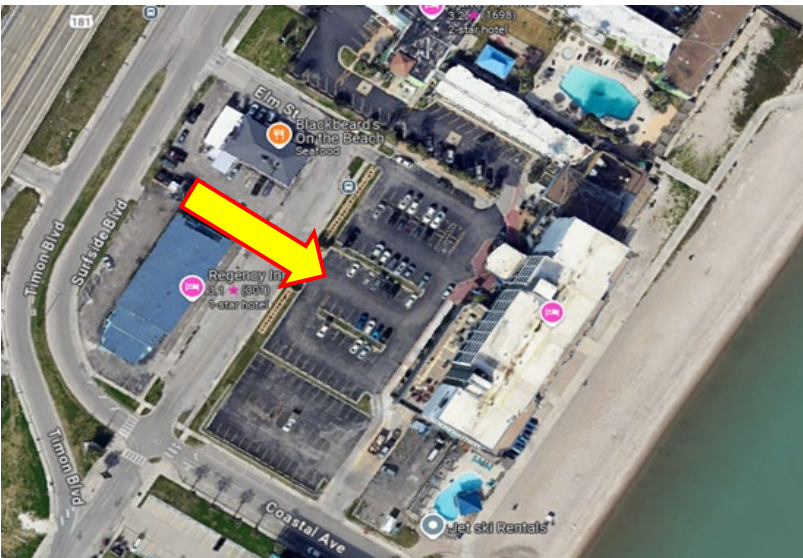
# DoubleTree by Hilton Corpus Christi Beach Front



Located at 3200 E. Surfside



South Texas Hospitality LTD has operated this hotel since 1999



3 Story hotel with direct beach access, restaurant and bar, meeting room space, outdoor pool and patio



# Hotel Transformation

## From Radisson Hotel to DoubleTree by Hilton

- 1999–2020: Operated as a Radisson under same ownership (South Texas Hospitality LTD)
- 2020: \$5 million renovation and upgraded rebranding to DoubleTree by Hilton
  - First Hilton beachfront hotel on the Texas Gulf Coast with immediate walk-on beach access
  - Modernized rooms, amenities, and exterior
- Ongoing Investments:
  - \$840K spent on 99 hurricane-rated balcony doors
  - Continued common area upgrades to meet Hilton brand standards
- Result:
  - Elevated guest experiences
  - Enhanced property value and marketability
  - Key contributor to North Beach revitalization efforts



# Project Details

## Luxury Suite Conversion

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### Luxury Suite Conversion:

- Transforming an underutilized meeting space into six upscale suites
- Includes one presidential suite
- Inspired by Venetian-style luxury found in resorts in Las Vegas

### Features:

- Corpus Christi Bay views
  - Floor to ceiling windows
  - Larger rooms (5 Suites = 480SF; Presidential Suite = 1,100 SF)
  - Upscale finishes and fixtures
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# Project Details

## Luxury Suite Conversion Current Condition

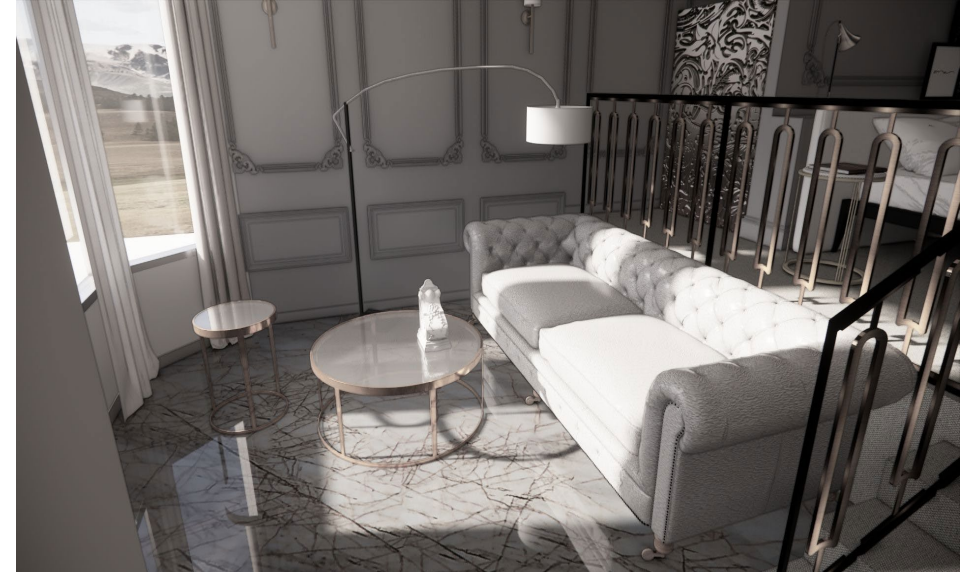






# Project Details

## Luxury Suite Conversion Conceptual Vision





# Project Details

## New Parking Lot Construction

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- Addition of a new concrete parking lot to accommodate increased guest capacity
- Improves traffic flow and guest conveniences
- Supports the expansion of room inventory



# Project Details

## Hurricane-Related Balcony Door Replacement

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- Replacing remaining 45 balcony doors with hurricane related sliding doors
- Enhances guest safety, energy efficiency, and building durability and aesthetics
- DoubleTree is one of the few select hotels in Corpus Christi with private balconies
- \$840,000 has already been invested by ownership into door replacement efforts





# Total Project Cost

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Project Cost	
Description	Estimate
Suites	\$714,000
Hurricane Proof Balcony Doors	\$400,000
Parking	\$95,000
Contingency (10%) on Eligible Expenses	\$120,900
Soft Costs (A/E)	\$36,000
FFE	\$100,000
<b>Total Project Costs</b>	<b>\$1,465,900</b>



# Total Project Cost for Eligible Reimbursement

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Project Cost	
Description	Estimate
6 Suites with one out of the six being a presidential suite	\$714,000
Replacement of 45 Hurricane Proof Balcony Doors	\$400,000
Concrete parking lot with at least 10 parking spaces	\$95,000
Built-in Contingency (10%) on Eligible Expenses	\$120,900
<b>Total Eligible Project Costs</b>	<b>\$1,329,900</b>



# Project Economics

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Total Project Cost	Eligible Reimbursement Costs	Max Allowable Incentive (50% of Eligible Costs)	Staff Recommends an Incentive not to exceed 30% of the total investment
\$1,465,900	\$1,329,900	\$664,950	\$398,970



# Recommendation

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Program	Total Incentive	Period
North Beach Property Improvement Program	<b>\$398,970</b>	(FY 27-FY28)

- Completion Date (December 31, 2026)
- Reimbursement begins after total project completion and Certificate of Occupancy
- Two annual payments of \$199,485 for FY 27 & FY28