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NAPERVILLE CONVENTION & VISITORS BUREAU

August 13, 2020

Naperville Planning and Zoning Commission
City of Naperville
400 S. Eagle Street
Naperville, IL 60540

Re: PZC Case # 20-1-022

Dear Chairman Hanson and Members of the PZC:

The City of Naperville currently has 18 hotels with just under 2,500 hotel rooms. This makes Naperville home to one of the largest hospitality markets outside the City of Chicago. The sheer number of rooms requires aggressive marketing, targeting several sectors of the travelling population, including corporate meetings, religious, social, military and sports travel, all with the goal of achieving greater occupancy. In 1999, with only one full-service hotel out of the 16 properties in Naperville, the community lacked the venues to attract more overnight stays to the market and hotels were simply shifting the same market share between them. To help drive demand, the city adopted strategies to encourage the development of full-service hotels with conference centers - "demand generators". As a result of the city's actions the city was able to attract Hotel Arista, Embassy Suites, Indigo-Elements and a \$40 million upgrade to what is now the Marriott Hotel.

In the past two decades the hotel and hospitality industry in Naperville has had to weather the 'tech wreck' of 1999-2000; the impact on the travel industry from the September 11 attacks in 2001; the recession of 2008; and now, the economic devastation to the hotel industry world-wide brought on by the COVID 19 pandemic. Hotels in the community are facing occupancy rates in the single digits today and a very difficult road ahead. Industry experts predict it will be years before the hotel industry regains its former strength.

The investments made by the developers to bring full-service, high-end hotels to the community was done based on the city's commitment to prevent additional limited service properties. These hotels and the event venues with them, have had the desired affect of adding strength to the economy, attracting more visitors who spend more money in all areas of the community, especially restaurants and shops. Additional limited-service hotels will add nothing to the market, they will merely shift customers from one property to another and drive down rates for all. The exact opposite of what the city has been striving for over the past two decades.

On behalf of the NCVB and its member hotels, we respectfully request you do not approve the conditional use with variances to allow for the two proposed limited-service hotels.

Respectfully,

Dennis Igoe
Dennis Igoe
NCVB Chairman