

Investment Opportunity

Historic Boutique Hotel Redevelopment

100 W. Central Avenue

Comanche, Texas 76442

Executive Summary

The Comanche Economic Development Corporation (CEDC) is seeking a private development partner to acquire and redevelop the historic property located at **100 W. Central Avenue** into an upscale boutique hotel that will serve as a catalyst for continued downtown revitalization.

Located on the historic downtown square in the heart of Comanche, the property presents a unique opportunity to create a one-of-a-kind destination that combines historic preservation with modern hospitality.

Unlike the community's existing lodging inventory, a boutique hotel would target visitors seeking authentic Texas experiences, weekend getaways, weddings, heritage tourism, outdoor recreation, business travel, and special events.

This project aligns with the City's long-term goals of increasing tourism, encouraging private investment, expanding the tax base, and preserving historic assets.

Why Comanche?

Comanche is strategically positioned between the Dallas/Fort Worth Metroplex, Abilene, Waco, Brownwood, Stephenville, and the Texas Hill Country.

The community continues to attract visitors through:

- Historic downtown square
- Wineries and vineyards
- Hunting and outdoor recreation
- Community festivals and events
- Heritage tourism
- Local shopping and dining

- Nearby lakes and parks
- Business and industrial travel

Despite these attractions, Comanche currently lacks an upscale lodging option capable of capturing higher-spending visitors.

Existing Hotel Market

Current lodging inventory indicates that existing hotels primarily compete in the economy and limited-service market.

Property	Rooms	Estimated Occupancy	Estimated Annual Room Revenue
Best Western	50	61.7%	\$1,388,739
America's Best Value	24	32.5%	\$168,531
Regency Inn	20	30.2%	\$130,500
Country Comfort Inn	16	9.0%	\$31,270

Key observations

- The Best Western demonstrates that consistent lodging demand exists within the community.
 - Existing inventory offers little differentiation in guest experience.
 - There is currently no full-service boutique hotel in the downtown district.
 - Visitors seeking premium accommodations frequently stay in neighboring communities.
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Why 100 W. Central Avenue?

The property offers several competitive advantages:

- Prime downtown square location
- Historic architecture with character impossible to replicate through new construction
- Walkable access to restaurants, retail, and community events
- High visibility
- Opportunity to become a signature destination property
- Ability to anchor additional downtown investment

Potential amenities include:

- 12–20 luxury guest rooms
 - Rooftop or courtyard gathering space
 - Wine bar or cocktail lounge
 - Meeting and event rooms
 - Bridal suite
 - Concierge services
 - Historic interpretive exhibits
 - Premium dining partnership
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Potential Incentives

The development may qualify for a combination of local, state, and federal incentives.

Comanche Economic Development Corporation

Potential assistance may include:

- Performance-based loan
- Conversion of loan to grant upon achievement of agreed performance benchmarks
- Infrastructure participation, if applicable
- Assistance with permitting and project coordination

Performance benchmarks could include:

- Minimum private investment
 - Project completion schedule
 - Minimum operating period
 - Job creation
 - Occupancy targets
 - Property tax valuation increase
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Historic Preservation Incentives

If the property qualifies as a contributing historic structure, the project may be eligible for:

- Texas Historical Commission grant opportunities
- Texas Historic Preservation Tax Credit
- Federal Historic Rehabilitation Tax Credit (subject to eligibility)
- Historic preservation technical assistance

Opportunity Zone Benefits

If the property is located within a designated Opportunity Zone, eligible investors may benefit from favorable federal tax treatment on qualifying Opportunity Fund investments, encouraging long-term capital investment and redevelopment.

Hotel Occupancy Tax Participation

Subject to compliance with Texas law and local policy, portions of eligible tourism-related improvements or marketing efforts may qualify for Hotel Occupancy Tax support where expenditures directly promote tourism and the hotel and convention industry.

Economic Impact

A boutique hotel would generate benefits extending well beyond lodging revenue.

Potential community impacts include:

- Increased downtown foot traffic
- Additional restaurant sales
- Retail spending
- Property tax growth
- Sales tax growth
- Hotel Occupancy Tax growth
- Increased employment
- Event attraction
- Historic preservation
- Additional private investment

Visitors staying overnight typically spend money across multiple local businesses, multiplying the economic benefit throughout the community.

Development Vision

The project should become more than a hotel—it should become one of Comanche's signature destinations.

Potential themes include:

- Texas ranch heritage
- Historic railroad influence
- Comanche County history
- Local agriculture and wineries
- Western luxury
- Modern Texas design within a restored historic structure

The finished project should serve as both a hospitality destination and a centerpiece of downtown revitalization.

Partnership Opportunity

The Comanche Economic Development Corporation seeks an experienced developer or investor interested in partnering with the community to create a landmark destination.

The CTEDC is prepared to work collaboratively with qualified investors by:

- Coordinating available incentives
 - Assisting with state and federal incentive applications
 - Facilitating communication with local officials
 - Supporting infrastructure discussions
 - Assisting with project promotion
 - Connecting developers with community stakeholders
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Next Steps

Interested developers are encouraged to discuss the project with the Comanche Texas Economic Development Corporation to explore available incentives, redevelopment opportunities, and partnership possibilities.

Together, we can transform 100 W. Central Avenue into a destination that preserves Comanche's history while strengthening its economic future.