



cbt

HADLEY HOTEL DEVELOPMENT PROJECT

January 30, 2024



Team Member Introductions



John E. Drew
Chairman – Drew Company



John P. Drew,
President/Chief Executive Officer
– Drew Company



Theonie Alicandro,
Chief Operating Officer/
General Counsel – Drew Company



Phil Casey
Senior Principal – cbt



Vickie Alani
Senior Principal – cbt



Adam Cuomo
Associate Principal – cbt

Why the Drew Team



Experience with Public Private Partnerships

Proven Success in Hospitality Development and Management

Feasible Development Program with Exceptional Design

Drew Company Overview



Drew Company has a particular niche in public-private partnerships with opportunities for bold transformation.

Visionary and highly-
respected developer of
complex hospitality projects
which have transformed
underutilized areas



Eatonton Hotel, Eatonton, GA



Expertise and Proven
Success in Public/Private
Partnerships

Seaport Place, Boston, MA

Uniquely Versed in Development and Management of Upscale Hospitality Venues

Ronald Reagan Building and
International Trade Center,
Washington, D.C.

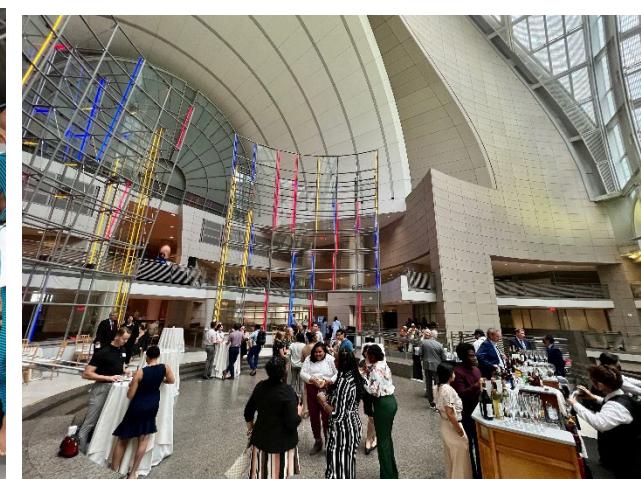
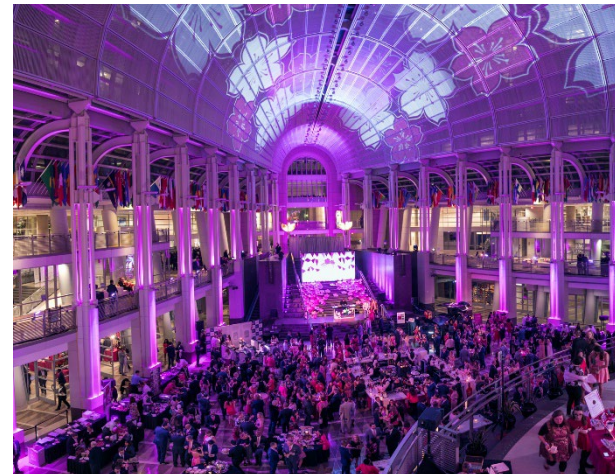




Ronald Reagan Building and
International Trade Center,
Washington, D.C.

Past projects
demonstrate our ability
to create vibrant centers
of community activity
and economic impact

Connected to Our Community



cbt Overview



cbt channels their collective drive and expertise to create resourceful, imaginative and transformative spaces

Overall Project Concept and Vision



Project Vision

- Leverage Swampscott's **coastal charm and site's amazing vistas**
- Commitment to **preserve character of existing Hadley School** combined with modern elegance
- Outdoor amenity deck **with connectivity to Linscott Park**
- **Vibrant mix of uses** including 60 guestrooms, 2,500 square foot rooftop venue, lobby lounge and ground floor retail
- **Extensive ground floor activation** to attract a diverse and inclusive blend of visitors and guests with pedestrian connection to Hawthorne site



Context Plan





Publicly Accessible
Restaurant

Redington ST

Humphrey ST



HADLEY SCHOOL
• MCMXI •

HADLEY SCHOOL
• MCMXI •

HUMPHRY & REDINGTON
BAKERY

BAKERY

CAFE

ENTRY

BAKERY

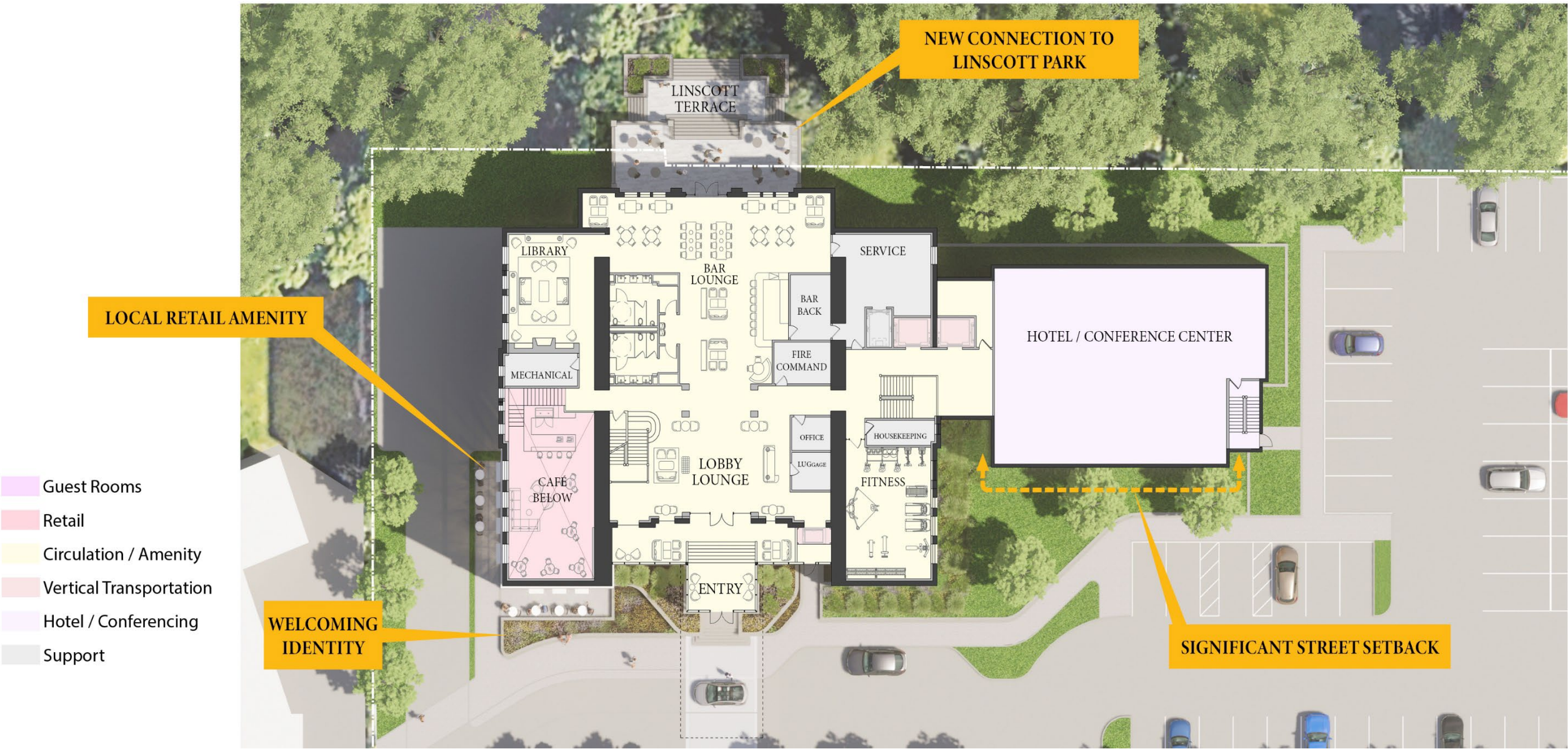
CAFE

CAFE

THE HADLEY



Ground Plan





Guest Room Plan

- Guest Rooms
- Retail
- Circulation / Amenity
- Vertical Transportation
- Hotel / Conferencing
- Support





Mood Board



Development Plan and Management Approach

- Evaluate **market analyses**
- Enter into **public-private partnership** to realize goals of Town of Swampscott
- **Community engagement**
- Meet with potential **hotel brands**
- Conduct **diligence, design and preconstruction** services
- Establish **realistic capitalization plan**
- Execute on **financing plan**
- **Commence and complete construction**
- Realize the **goals** of Town of Swampscott and other stakeholders

Drew Team Advantage



**Public-
Private
Partnership
Track Record**



**Expertise in Hospitality
Development and
Management**

**Exceptional Design and
Program**

**Ability to
Execute the
Project**



| Questions?

