

Huntley hires firm to conduct hotel feasibility study

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[HUNTLEY](#) – Village officials want to bring a hotel to Huntley – but first, they need more data to show whether the economy will support it.

At a Village Board meeting Thursday, trustees approved hiring a firm at a cost not to exceed \$15,000 to conduct a hotel market and feasibility study.

The study will determine market support and the financial feasibility of a project, and will provide supply and demand estimates; facility and brand affiliation recommendations; an estimate of capital investment requirements; and financial projections, Village Manager Dave Johnson said.

Huntley's 2016 to 2020 strategic plan and its economic development strategic plan both call securing the construction of a hotel an important objective.

The village's annual resident survey also showed that residents have high interest in adding a hotel to accommodate visiting family and to be a catalyst for attracting additional development.

Huntley Area Chamber of Commerce Executive Director Sunday Graham said there is a significant need for a hotel in the area, and she receives frequent calls from people looking for a hotel for family, friends or businesses that have associates coming to the area.

"Most calls are from people who live in Del Webb's Sun City that are coming to visit family," Graham said. "They don't have room or space necessarily at their home, but they are coming to visit with grandkids or extended family."

Village officials have not cited specific locations for hotel development, but hotels were mentioned in the village's [Route 47 and Interstate 90 corridor plans](#).

The study will look at whether expected revenues sufficiently will exceed expected costs, according to village documents. If the study confirms market support and financial feasibility, the study will be shared with potential hotel developers.

“This information will be a key component of them securing financing for a project,” Johnson said.

Trustee JR Westberg asked whether the study only will consider residents’ traveling families or also include school groups, such as costs of having a fieldhouse in the hotel that could host IHSA-sanctioned events.

“We’ll look at the number of available hotels in the market, the number of nights those hotel rooms are actually utilized, and then look at demographic aspects of the community along with the potential cost of such a project,” Johnson said.

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