

Addenda #2 - RFP #385 Questions and Answers

70 +/- Room Hotel with Grill or Lounge Style Restaurant at Jekyll Island Golf Club

March 11, 2026

1. What are the exact mechanics of base rent escalation and lease reset provisions beyond the five-year CPI adjustments?
 - a. **Base rent is adjusted once every five years based upon a CPI ratio. To calculate the adjusted base rent, the then-current base rent is multiplied by a fraction whose numerator is the then-current CPI and whose denominator is the CPI from 10 years prior. However, any one adjustment is limited to a maximum percentage increase of 10%.**
2. Will the JIA ground lease allow leasehold mortgage rights and lender protections, including: recognition agreements, step-in rights, cure rights for lenders? *Most hotel lenders require these protections to finance leasehold developments*
 - a. **Yes, the lease does provide for protections for mortgagees (i.e., lenders).**
3. After project completion, will the lessee be permitted to: sell the leasehold interest, refinance the property, or recapitalize ownership?
 - a. **Yes. In the event the leasehold interest is sold, the sale is conditioned upon JIA's approval of the new owner. However, approval will not be unreasonably withheld or delayed. The prospective new owner must demonstrate to JIA that it has sufficient hotel ownership experience, that it is financially sound, and that it will assume all obligations of the lessee under the lease.**
4. Are there maximum building height, FAR, or density restrictions on the 4.75-acre parcel?
 - a. **There is a maximum 45' height ordinance, with variances allowed in the past for elevator shafts and flags, other restrictions are listed in the JIA ordinance package:**
https://library.municode.com/ga/jekyll_island_authority/codes/code_of_ordinances
5. What environmental constraints apply to the site, including wetlands, marsh buffers, and coastal setback requirements?
 - a. **All environmental constraints are out of the property lines for the hotel parcel delineated as Exhibit B.**

6. Is shared parking with the golf club or tennis center permitted, or must the full 1.3 parking ratio be constructed entirely within the leasehold site?
 - a. **While there may be cross-parking available, the intent is to have the hotel property comply with the 1.3-1 ratio as drawn in Exhibit B. The respondent would have to propose an alternate solution to the JIA for review.**
7. What is the existing capacity and connection cost for: electric service, water and sewer, stormwater, and telecommunications? Can JIA please direct us to the proper authority to obtain this information?
 - a. **JIA – Water and Wastewater, Stormwater**
 - b. **AT&T/Comcast – telecommunications**
 - c. **Georgia Power - Power**
8. Can JIA provide any Geotechnical Information related to the approximate site for the hotel, or any information regarding the site's history?
 - a. **The JIA does have an accurate survey, but no geotechnical information on the exact hotel site at this time.**
9. Are there any restrictions or desires regarding: hotel brand tiers, conference or event programming, food and beverage concepts, membership, or resort-style operations?
 - a. **No preference on these options except as stated in Exhibit A.**
10. Does JIA require a specific development timeline after award, including: commencement of construction, completion deadlines, penalties for delays?
 - a. **These timelines would be evaluated by the JIA per respondent and are negotiable to some extent.**
11. Is JIA willing to provide any form of development support or incentives, such as: infrastructure participation, tax abatements, tax-exempt status, participation in state tourism programs, revenue guarantees?
 - a. **The JIA is not a taxing Authority and does not have the ability to provide tax abatements, tax-exempt status, or revenue guarantees, as other agencies may.**

12. Will JIA provide hotel demand studies, ADR data, or visitor segmentation reports to support underwriting assumptions?
- a. **Please review the minutes of the JIA monthly Board Meetings for this information.**
 - b. **This information can be found at:**
<https://www.jekyllisland.com/authority/board-directors/>
13. Which agencies will govern the permitting process (Jekyll Island Authority, Georgia DNR, Coastal Resources Division, local building authority)?
- a. **1 – JIA Board / 2 – Glynn County Building Inspection Office**
14. Will the project be subject to: historic preservation guidelines, architectural review boards, design approval committees?
- a. **The only architectural review and design approval is through JIA Design Review Group, which submits an approved submittal to the full JIA Board. The DRG works closely with the respondent to ensure guidelines are adhered to as needed.**
 - b. **Please see the streamlined Design Review Group (DRG) process here:**
https://library.municode.com/ga/jekyll_island_authority/codes/code_of_or_dinances
15. Does JIA expect the hotel to include: meeting rooms, banquet facilities, golf group space?
- a. **No preference on these options except as stated in Exhibit A.**
16. Will the golf club or tennis center provide: stay-and-play packages, preferred tee times, bundled marketing partnerships? If so, would revenue for such packages run through the hotel or through the Club?
- a. **Both entities can work on these items in partnership.**
17. Must the restaurant operate year-round? Are there minimum service requirements? Are there restrictions on alcohol service?
- a. **Minimum service requirements are required, but can be scalable, and there are no restrictions on alcohol sales, other than by State law.**
18. Are there any exclusivity agreements with: existing restaurants, clubhouse operations, island concessions?
- a. **No, but the existing restaurant vendor is interested in operating the new restaurant if desired by the respondent.**

19. Is the 70-key-count a maximum, or is JIA open to a potentially larger key-count if market data supports it?
- a. **The JIA is open to moving the key count higher or lower to an extent, yes.**
20. Is JIA open to an equity stake in the development in lieu of (partial or full) rent payment?
- a. **No**
21. The RFP indicates that the hotel should complement the character of the Jekyll Island Golf Club and Tennis Center. Could the Authority provide additional guidance regarding preferred architectural style or aesthetic direction for the project?
- a. **The overall direction should match the existing clubhouse, which will undergo renovation by the JIA, but will remain updated with a Mid Century Modern aesthetic.**
 - b. For example, should the design closely reflect the existing clubhouse architecture, or would a contemporary interpretation that complements the surrounding facilities be acceptable?
 - i. **Yes**
 - c. Additionally, are there any precedent properties or design references the Authority considers representative of the desired aesthetic?
 - i. **Jekyll Island has many examples of mid-century modern design.**
22. Are there any known wetlands, environmental buffers, easements, or other development restrictions affecting the approximately 4.75-acre parcel identified for the Project?
- a. **Not on the parcel as shown in Exhibit B.**
23. Has JIA conducted any geotechnical or subsurface investigations for the project site that can be shared with respondents?
- a. **No**
24. How are “gross sales” defined for purposes of calculating the 4% percentage rent under the proposed lease structure?
- a. **Gross sales are the total revenue that the lessee derives from the operation of the hotel. This includes revenue from the sale of food, beverages, merchandise, and other income-producing operations conducted on, in, or from the hotel premises. Income generated by a subtenant, sublessee, or concessionaire on the hotel premises is also included. There are certain limited exclusions from gross sales, such as tips, gratuities, and taxes.**

25. Does JIA have any data or estimates regarding anticipated group demand associated with the Golf Club and Tennis Center (e.g., tournaments, events, or visiting groups) that respondents may consider in preparing projections?

a. Tennis

i. Twelve tournaments in 2026. Participation ranges from 25 to 125 players.

ii. Four visiting groups.

iii. Annual High School Coaches Conference.

b. Golf

i. Thirty-four tournaments are scheduled at this time for 2026, ranging from 20 to 400 participants per tournament.

ii. Eight group outings are schedule at this time for 2026 ranging from 20 to 200 participants.

iii. Road Scholars visit nine times in 2026 visiting Sunday through Friday.

26. Does JIA have a preferred positioning or target market for the proposed hotel (luxury boutique, boutique/lifestyle, upscale select service, or other hospitality concepts)?

b. No preference on these options except as stated in Exhibit A.

27. The RFP references an approximately 70-room hotel. Would JIA consider proposals with a larger key count (for example, 90–100 rooms) if consistent with the site plan and project objectives?

a. Yes

28. Aside from the conceptual illustration included in Exhibit B, does JIA have any additional site plans, surveys, or property boundary information that can be shared with respondents?

a. Limited information can be given to finalists for review, but this information is not necessarily different than what is in the RFP.

29. Are there any state, local, or JIA-supported incentives, grants, or financing programs that respondents should consider when preparing their proposals?

a. Unknown to the JIA.

30. Does JIA anticipate holding a pre-proposal conference or informational meeting to review the project scope and RFP requirements with prospective respondents?

a. As needed – interview process

31. The RFP specifies a leasehold interest where the lessee owns the physical improvements and holds a leasehold in the property title. Would JIA consider alternative structures, such as JIA retaining ownership of the hotel and other improvements, with the respondent acting as a fee developer/operator under a management agreement or similar arrangement?

a. Please see the answer to question 3.

32. What local and/or state incentives is JIA aware of that could apply to this project, such as tax abatements, grants, or tourism development funds? Additionally, what role would JIA be willing to play in facilitating or supporting applications for state or federal tax incentives?

a. Unknown to the JIA, and while the JIA Board may elect to support an action, it will not facilitate any applications.

33. The RFP notes base rent of approximately \$2,666.67 per acre per month and 4% percentage rent on gross sales. Are there any opportunities for rent abatements or phased increases during the initial ramp-up period post-construction?

a. Yes, the JIA has a longstanding history of working with developers to provide assistance when necessary.

34. What site work and/or overall planning has been discussed, reviewed, or completed to date, such as environmental assessments, utility extensions, or zoning approvals? Are there any existing surveys, geotechnical reports, or infrastructure plans available for review?

a. The Development Fee, as stated in Exhibit A, will provide for some utility extensions and infrastructure plans.

35. Have there been any feasibility studies, market analyses, or demand projections completed regarding a new hotel on this site? If so, can summaries or key findings be shared, particularly in relation to projected occupancy rates, ADR, and integration with the Golf Club and Tennis Center?

a. Please review the minutes of the JIA monthly Board Meetings for this information.

b. This information can be found at:

<https://www.jekyllisland.com/authority/board-directors/>

36. Exhibit A requires a minimum of 1.3 parking spaces per room and an outdoor pool. Is there flexibility in the 4.75-acre footprint for additional amenities, such as expanded green spaces or shared facilities with the adjacent Tennis Center (e.g., pickleball integration)?

a. Yes

37. Regarding coordination with JIA for design, marketing, and operations, what specific branding guidelines or operational standards must align with the Golf Club and Tennis Center?
- a. **The hotel operation will have the ability to co-brand as necessary. The JIA Marketing Department facilitates this and commonly shares marketing assets with island hotels and businesses.**
38. The tentative schedule includes respondent interviews one to three weeks after the Close Date. Could JIA clarify the expected format (in-person or virtual) and what materials respondents should prepare for these interviews?
- a. **Presentation in person preferred, but virtual is possible.**
39. How many rounds of golf are played at each of the three courses annually? Can you provide that data for all years from 2022 onwards?
- a. **Please note that the rounds data in FY25 and FY24 are skewed down due to active renovations and limited golf holes available. Current tracking indicates high 70,000 to low 80,000 rounds in FY26.**
 - b. **Based on fiscal years (July-June)**
 - i. **FY25 65,490**
 - ii. **FY24 62,789**
 - iii. **FY23 69,688**
 - iv. **FY22 53,790**
40. How many seasonal and annual greens passes are sold in a typical year? What is the approximate breakdown in revenue between seasonal/annual passes and daily greens fees?
- a. **Based on 2025**
 - i. **3 Month 28 single,13 family**
 - ii. **6 month 8 single , 4 Family**
 - iii. **12 month 99 total**
41. Does the purchase of a seasonal or annual greens pass entitle the holder to any other benefits or privileges, such as tennis court usage, food and beverage discounts, or access to social events limited to pass holders?
- a. **Not currently.**
42. Does the Golf Club currently offer stay-and-play packages with any hotels on Jekyll Island? If so, which hotels and under what terms?
- a. **Yes, the JIA offers discounted rates for hotels to prepackage golf and tennis with room offers.**

43. What food and beverage facilities are currently available at the Golf Club? Are there any restrictions or exclusivity arrangements that would affect a hotel restaurant's ability to serve golfers?
- a. **There are no current restrictions or agreements in place.**
44. Does the Golf Club currently have any existing agreements or preferred vendor relationships with hospitality or food and beverage operators that could affect the hotel or its restaurant operations?
- a. **There are no current restrictions or agreements in place.**
- b. **The current clubhouse restaurant will be closed when the hotel opens, so the sole full-service restaurant will be on the new hotel site.**
45. The Golf Improvement Plan references possibly reducing the number of holes from 63 to 45. Is the current configuration of 54 holes across three 18-hole courses considered fixed for the foreseeable future, or is a reduction to 45 holes (or a conversion of one course to 9 holes) still under consideration?
- a. **This is under evaluation, and the JIA intends to enlist the National Golf Foundation to study this issue before further decisions are made.**
46. The Improvement Plan references a 2022 USGA visit and a list of course improvement recommendations. Which of those recommendations have been implemented to date, and are there plans to implement any remaining items?
- a. **Yes – More than \$20,000,000 has been spent to ensure all of the USGA recommendations have been implemented on Great Dunes and Pine Lakes courses as of November 2025. Indian Mound is being maintained as is until the evaluation period has expired, per the 2022 Golf Improvement Plan.**
47. Has the Golf Club been able to increase its maintenance budget beyond the approximately \$2 million annually described as inadequate in the plan? If so, what is the current maintenance budget?
- a. **\$2.5 – \$2.7 M**
48. Has the renovation and reopening of the Great Dunes course resulted in measurable improvement in rounds played, revenues, or Golf Club financial performance?
- a. **Yes, and this trend continues with recommendations from multiple nationally recognized golf media outlets and successful social media influencers.**

49. Is the Great Dunes course listed on the National Register of Historic Places, or is such a listing under consideration? If so, how does this impact the proposed hotel development, if at all?

a. Under consideration for the future & has no direct impact on the hotel site.

50. The Improvement Plan references a potential Senior Living Community near the golf courses. Is this still part of the long-term plan, and if so, where would it be located relative to the hotel site?

a. That development portion is on hold and may not be acted upon.

51. Has there been any investment into the existing Clubhouse, or any changes to its configuration, since the 2022 Improvement Plan was issued? Are any such changes currently contemplated that could affect the hotel project?

a. The existing restaurant in the clubhouse will be removed, and the pro shop will occupy the center of the building with cart storage to the east and inventory and potential indoor activities to the west. The timing will be coordinated with the hotel schedule to ensure dining is available until the new restaurant opens on the hotel parcel.

52. What is the current assessed or appraised value of the hotel parcel?

a. Approximately \$4,000,000, although we do not have a current appraisal.

53. The conceptual site plan in Exhibit B shows a specific building footprint and parking configuration. Is this plan illustrative only, or does the JIA expect respondents to adhere closely to this layout?

a. Illustrative only, but within the vicinity, other layouts and designs are possible.

54. The conceptual site plan in Exhibit B appears to assume that the construction of the hotel and related parking will eliminate the current driving range. Is that correct and if so, are there plans to relocate the driving range?

a. Currently relocated just south of the parcel and opens in May of 2026.

55. Are there any wetlands, protected vegetation, tree canopy preservation requirements, or other environmental constraints on or near the hotel parcel that would affect development? Should respondents anticipate any atypical expenses to comply with environmental requirements specific to Jekyll Island?

a. No

56. What, if any, historic preservation requirements apply to the hotel parcel? Are there Secretary of the Interior Standards for Treatment of Historic Properties provisions that would apply, and if so, to what aspects of the project?
- a. **No**
57. What is the current zoning designation of the hotel parcel, and are there any height restrictions, setback requirements, impervious surface limits, or other development standards that respondents should factor into their designs?
- a. **The height restriction is 45'. Other constraints were planned into the drawing in Exhibit B and are considered compliant.**
 - b. **Architectural review and design approval is through JIA Design Review Group, which submits an approved submittal to the full JIA Board. The DRG works closely with the respondent to ensure guidelines are adhered to as needed.**
 - c. **Please see the streamlined Design Review Group (DRG) process here: https://library.municode.com/ga/jekyll_island_authority/codes/code_of_or_dinances**
58. What utility infrastructure (electrical, telecommunications, stormwater) is currently available at or adjacent to the parcel, and what are the expected costs or requirements for connection?
- a. **Please see the answer to Q. 7.**
59. Is there an existing or anticipated restriction on construction activity during peak golf season? If so, what months would be affected, and how should respondents account for this in their project schedules?
- a. **No**
60. The RFP specifies approximately 70 rooms. Would the JIA consider proposals with a higher key count, for example, 90 to 125 rooms, if the developer can demonstrate demand support and that the larger footprint fits within the 4.75-acre parcel?
- a. **Yes**
61. The RFP requires the hotel to meet or exceed a Forbes Travel Guide one-star rating. Is there a maximum brand tier or star rating level that JIA would consider inconsistent with the character of Jekyll Island and the Golf Club?
- a. **No, but the hotel should be affordable to a wide range of guests. The Forbes rating is negotiable with the right flag/product proposal.**

62. Will the hotel have the right to offer tee time reservations or stay-and-play packages in coordination with the Golf Club? If so, would this be a formal arrangement or at the discretion of the Golf Club?
- a. **Please see the answer to Q. 42.**
63. Are there any public economic incentives, tax credits, or financing programs available for this project — for example, New Markets Tax Credits, opportunity zone benefits, or state economic development incentives? Does the JIA expect to contribute financially to the project, or does it expect the project to be funded entirely by private capital?
- a. **Unknown**
- b. **The JIA has dedicated more than \$20,000,000 into golf course reconstruction to make this hotel product viable. No other funding from the JIA is anticipated for the parcel in question, although several million more will be spent on the golf and tennis centers and associated parking/entry off Capt. Wylly.**
64. The RFP states the lease will run to 2089. Given that investors and lenders will typically require a longer remaining term to underwrite a project of this scale, would the JIA consider extending the lease term to 99 or 100 years from the date of execution?
- a. **The legislatively constrained limit as of today is 2089. However, the State of Georgia will have to decide whether to extend that date in the future to retain a 30-year or more financing buffer for lenders.**
65. Will there be a rent abatement or free-rent period during the construction phase of the project, or will base rent commence from lease execution?
- a. **Yes – negotiable**
66. Will the lease include any provision for a right of first refusal or right of first offer in the event JIA makes other hospitality or golf-related development opportunities available on Jekyll Island in the future? Are there any limitations on the JIA's ability to develop, or approve for development, competing hotels?
- a. **The intent is to have a sole operator for lodging at this location. There is no other location available or on the table for discussion.**
- b. **Yes, there are strict development restrictions that only allow the island to become approximately 35% developed, with the remaining 65% being undeveloped.**

67. The RFP states that JIA will not consent to any assignment or transfer of ownership during the development phase. Once the hotel is operational, what are the JIA's policies regarding transfer or assignment of the lease, and will lender consent rights or collateral assignments to a lender be permitted?

a. See answers to Questions 2 and 3 above.

68. The RFP requires a \$47,000 development fee at time of submission. What is the timeline for refunding that fee to unsuccessful respondents following the final selection?

a. By June 2026, or before if possible.