

JEFFERSON CITY CONFERENCE CENTER

A Vision for Economic Growth





TRANSFORMING THE FUTURE OF JEFFERSON CITY

- ❖ **Taking advantage of a unique opportunity**
- ❖ **Establishing Jefferson City as a premier destination for events and conferences**
- ❖ **Driving growth in existing businesses**
- ❖ **Creating opportunities for new businesses**

MEETING SPACE *MATTERS*



➤ Provides an accessible venue for meetings and conferences, including:

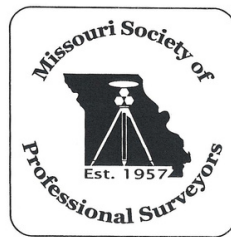
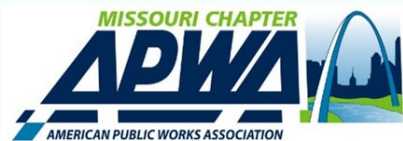
- Expos and trade shows
- Hybrid events with virtual components
- Industry-specific gatherings



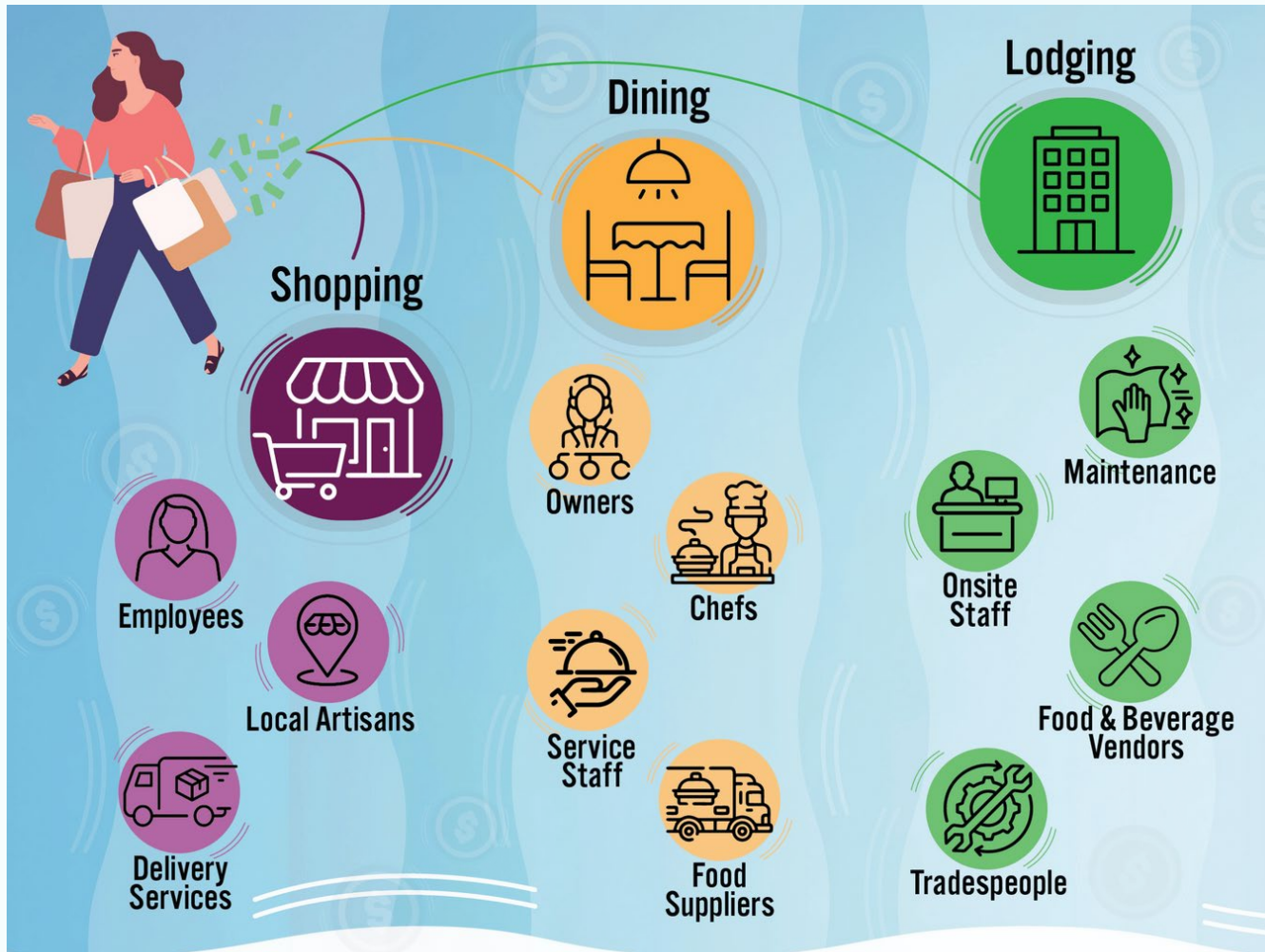
➤ Supported by key associations representing Missouri's industries.

➤ Facilitates involvement in government-related events.

➤ Builds bridges between policymakers and industry leaders.



FUELING LOCAL PROSPERITY



VISITOR SPENDING DRIVES LOCAL BUSINESS GROWTH

- **Hotels and accommodations** stay booked
- **Restaurants and cafes** experience increased traffic
- **Shops** benefit from tourist purchases
- **Growth** ripples throughout the community



BUILDING ECONOMIC MOMENTUM

- **\$584M** economic impact in the first 10 years
- **\$310M** new dollars in circulation
- **372** new jobs
- **\$14M** new local tax revenue



TIMELINE

FROM VISION TO REALITY

2024

Research,
planning,
stakeholder
engagement

2025

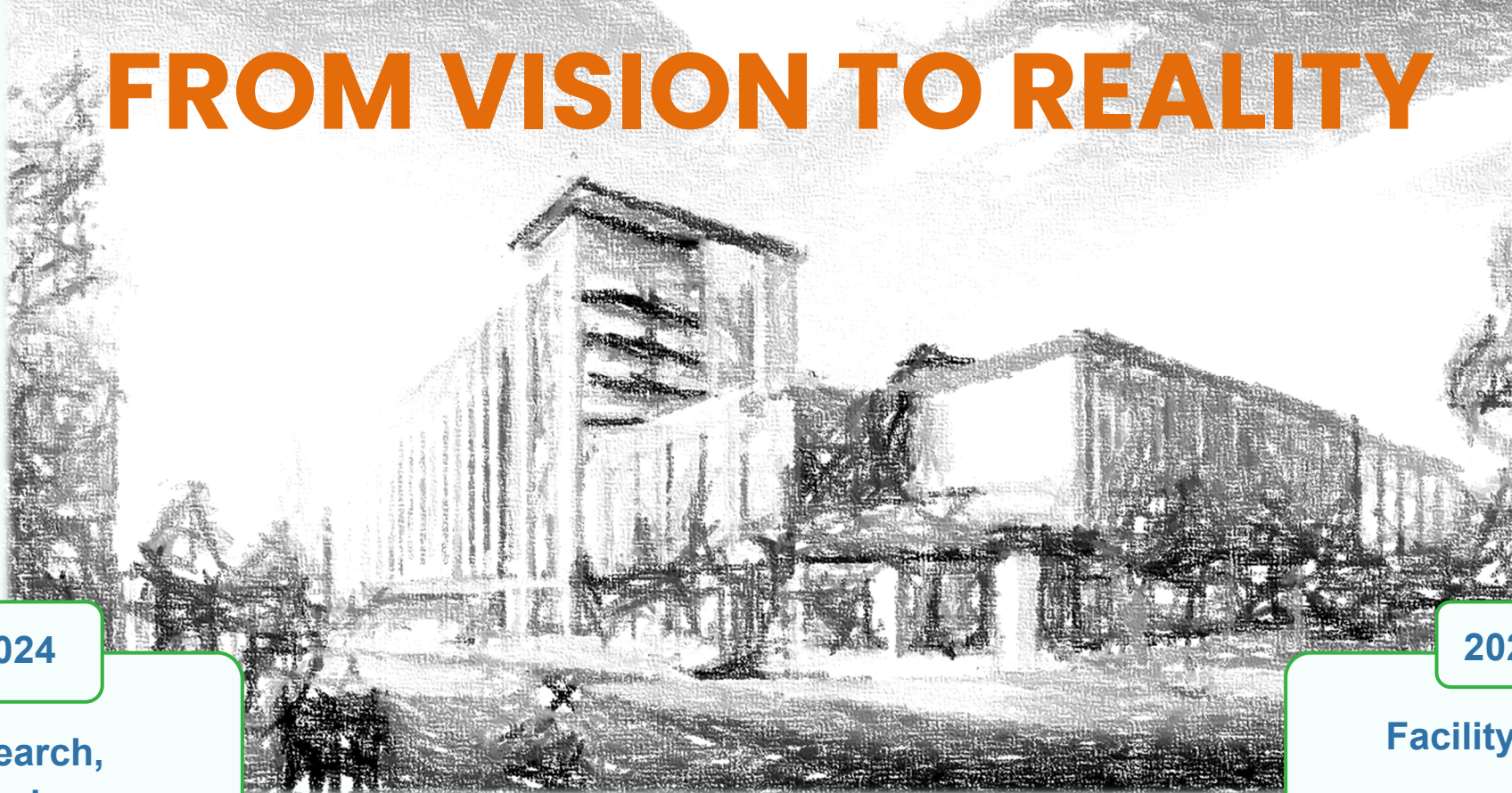
Final design,
financing, and
construction
documents

2026

Construction
begins

2028

Facility opens



PROJECT DEVELOPMENT TEAM



DEVELOPMENT MANAGER

 **DLR GROUP**

ARCHITECT


LOONEY & ASSOCIATES

INTERIOR DESIGN

 **McCOWN GORDON**

DESIGN BUILDER

JEFFERSON

HEADQUARTERS HOTEL & CONFERENCE CENTER
JEFFERSON CITY, MISSOURI

09.25.2025
SCHEMATIC DESIGN PRESENTATION

 **DLR**GROUP

DESIGN UPDATE

01 OVERVIEW

02 SITE

03 PROGRAMMING & PLANS

04 ARCHITECTURE

05 INTERIOR DESIGN

06 QUESTIONS

PROJECT OVERVIEW

The new headquarters hotel and conference center redefines hospitality and connection in the heart of the city. Featuring 200 guestrooms, a lively street-front lobby lounge, and an 85-seat destination restaurant, the hotel offers both comfort and community. Adjacent, a state-of-the-art conference center provides flexible venues for gatherings of every scale. Highlights include a 100-person grand ballroom overlooking the river valley and Capitol Avenue, a soaring two-story atrium, a 4,500-square-foot junior ballroom, and versatile boardrooms and breakout spaces. Together, these elements establish a vibrant hub for business, events, and civic life, elevating the city as a true destination.

OWNER

CITY OF JEFFERSON CITY
320 E. MCCARTY STREET
JEFFERSON CITY, MISSOURI 65101

DEVELOPMENT MANAGER

GARFIELD PUBLIC / PRIVATE
14911 QUORUM DRIVE, SUITE 380
DALLAS, TEXAS 75254

ARCHITECT

DLR GROUP
7290 W 133rd Street
Overland Park, KS 66213

INTERIOR DESIGN

LOONEY & ASSOCIATES
3131 McKinney Avenue
Dallas, TX 75204

LANDSCAPE

DLR GROUP
7290 W 133rd Street
Overland Park, KS 66213

ASSOCIATE ARCHITECT

FACET ARCHITECTURAL DESIGN
12 SUNNEN DRIVE, SUITE 100
MAPLEWOOD, MISSOURI 63143

CIVIL

BARTLETT & WEST
601 MONROE STREET, SUITE 201
JEFFERSON CITY, MISSOURI 65101

STRUCTURAL (HOTEL & CONFERENCE)

THORNTON TOMASETTI
8750 N. CENTRAL EXP, SUITE 700
DALLAS, TEXAS 75231

STRUCTURAL (PARKING GARAGE)

FISHBECK
4774 CAMPUS DRIVE
KALAMAZOO, MICHIGAN 49008

MECHANICAL , ELECTRICAL, PLUMBING, FP

BLUM CONSULTING ENGINEERING
12790 MERIT DRIVE, BUILDING 9, SUITE 700
DALLAS, TEXAS 75251

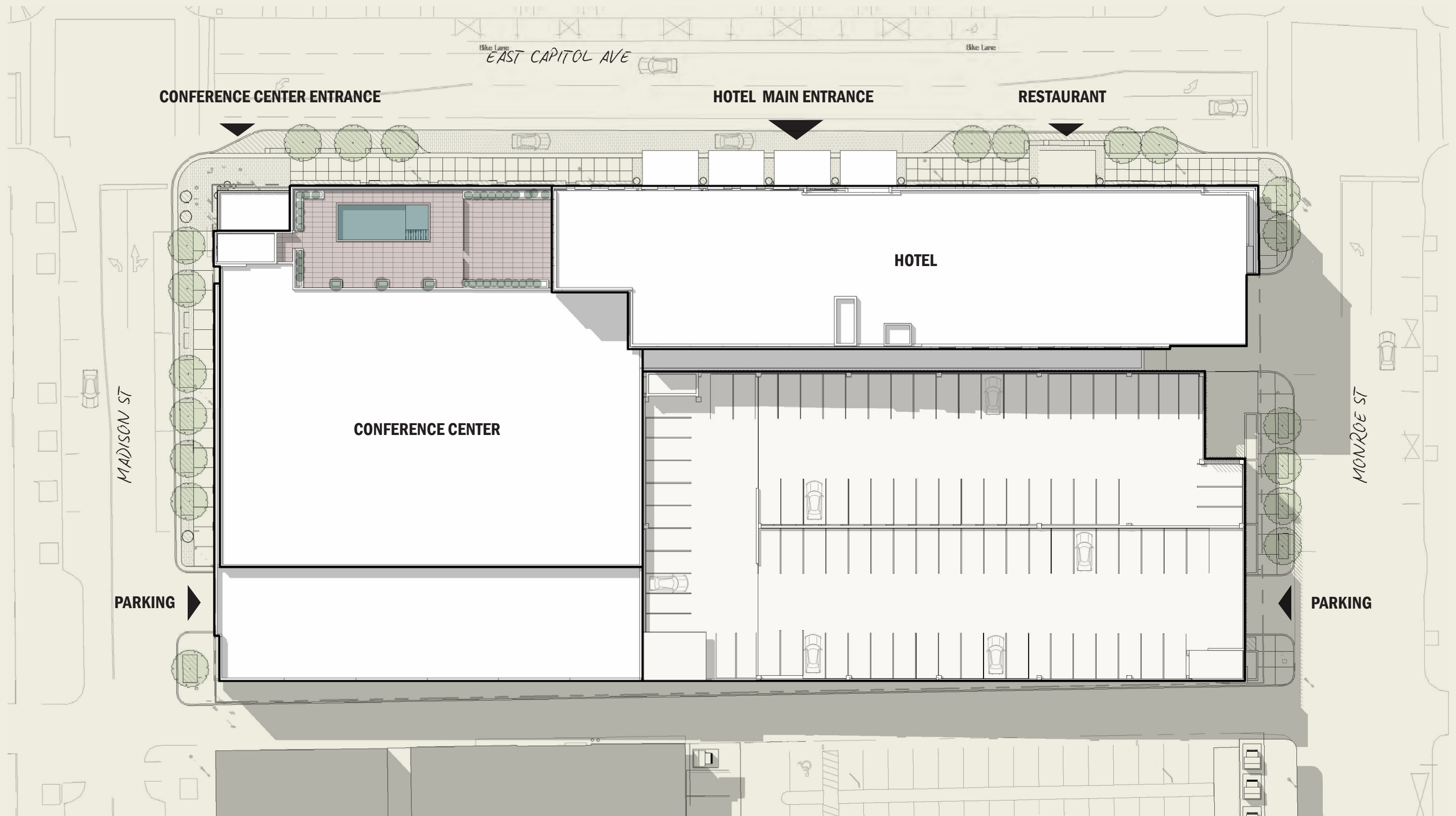


Project Site



CAPITOL & MADISON INTERSECTION

CONTEXT SITE INFORMATION



PROJECT

PROGRAMMING

The new headquarters hotel and conference center redefines hospitality and connection in the heart of the city. Featuring 200 guestrooms, a lively street-front lobby lounge, and an 85-seat destination restaurant, the hotel offers both comfort and community. Adjacent, a state-of-the-art conference center provides flexible venues for gatherings of every scale. Highlights include a 1000-person grand ballroom overlooking the river valley and Capitol Avenue, a soaring two-story atrium, a 4,500-square-foot junior ballroom, and versatile boardrooms and breakout spaces. Together, these elements establish a vibrant hub for business, events, and civic life, elevating the city as a true destination.

01 TOTAL SQUARE FOOTAGE
*Does not include parking garage

189,420

02 GUESTROOMS
106 - Kings (53%)
80 - Double Queens (40%)
14 - Suites (7%)

200

03 MEETING SPACE

Meeting Room - 1,341 nsf
Jr. Ballroom - 4,594 nsf
Prefunction - 2,248
Meeting Room - 1,795 nsf
Meeting Room - 755 nsf
Meeting Room - 1,949 nsf
Prefunction - 2,326
Grand Ballroom - 16,709 nsf
Prefunction - 4,029 nsf

34,435

04 FOOD & BEVERAGE

Lounge - 1,361 nsf
Restaurant - 1,996 nsf (Including 341 nsf pdr)
Cafe/ Market - 632 nsf
Pool Lounge - 1,700 nsf
Pool Deck - 3,719 nsf (Excluding 14' x 36' pool)

4

05 ON-SITE PARKING

Level 1 - 62 Stalls
Level 2 - 123 Stalls
Level 3 - 73 Stalls
Level 4 - 91 Stalls
Level 5 - 93 Stalls
Level 6 - 39 Stalls
Total structured parking - 481 Stalls

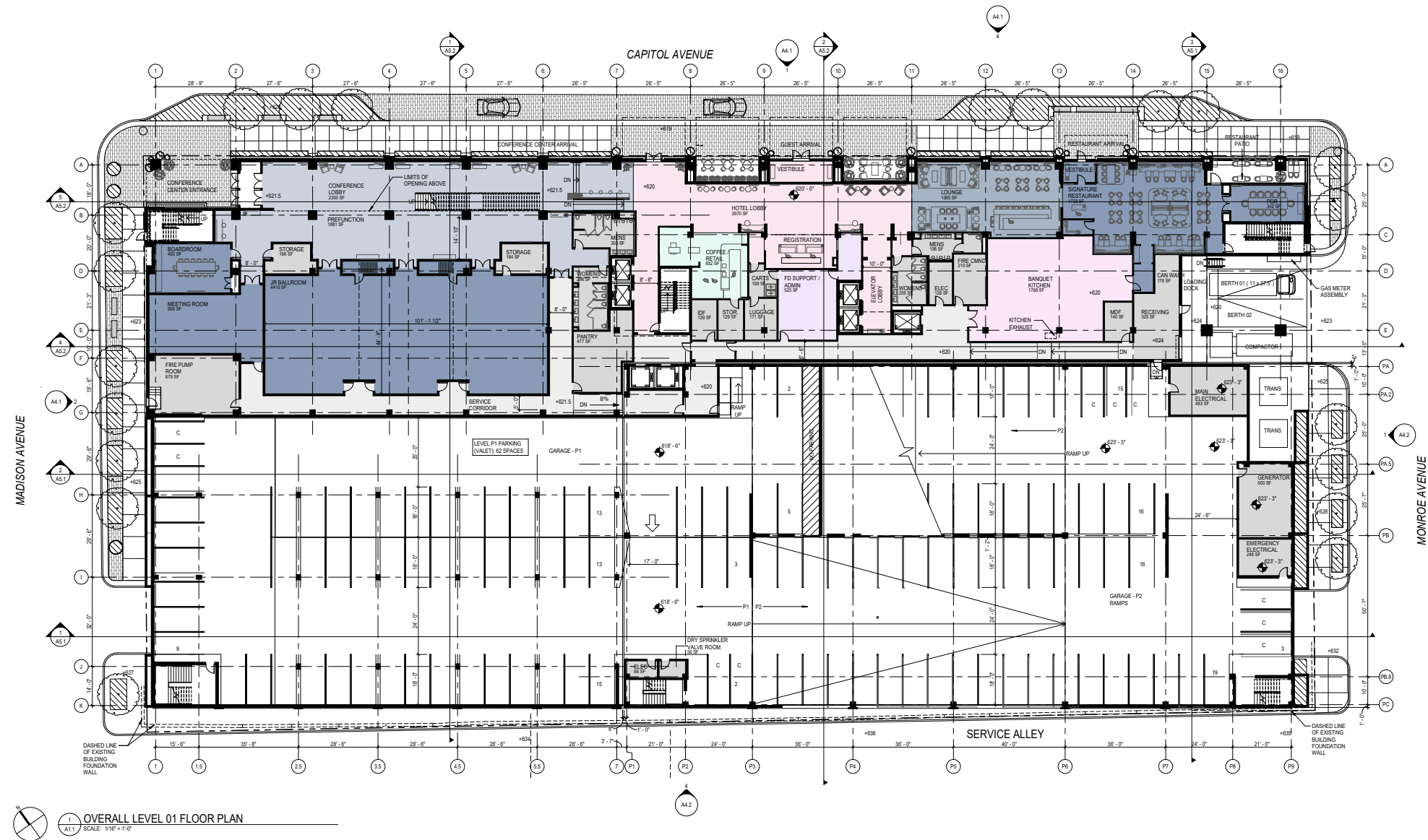
526

Surface parking off alley - 45 Stalls



03

FLOOR PLANS



PARKING SCHEDULE		
LEVEL	SPACES	
P1	82	
P2	123	
P3	73	
P4	81	
P5	83	
P6	39	
TOTAL	481	
SITE	45	
PROJECT TOTAL	526	

GENERAL ARCHITECTURAL NOTES

REFERENCE KEYNOTES

① SHEET NOTES



NOT FOR CONSTRUCTION.

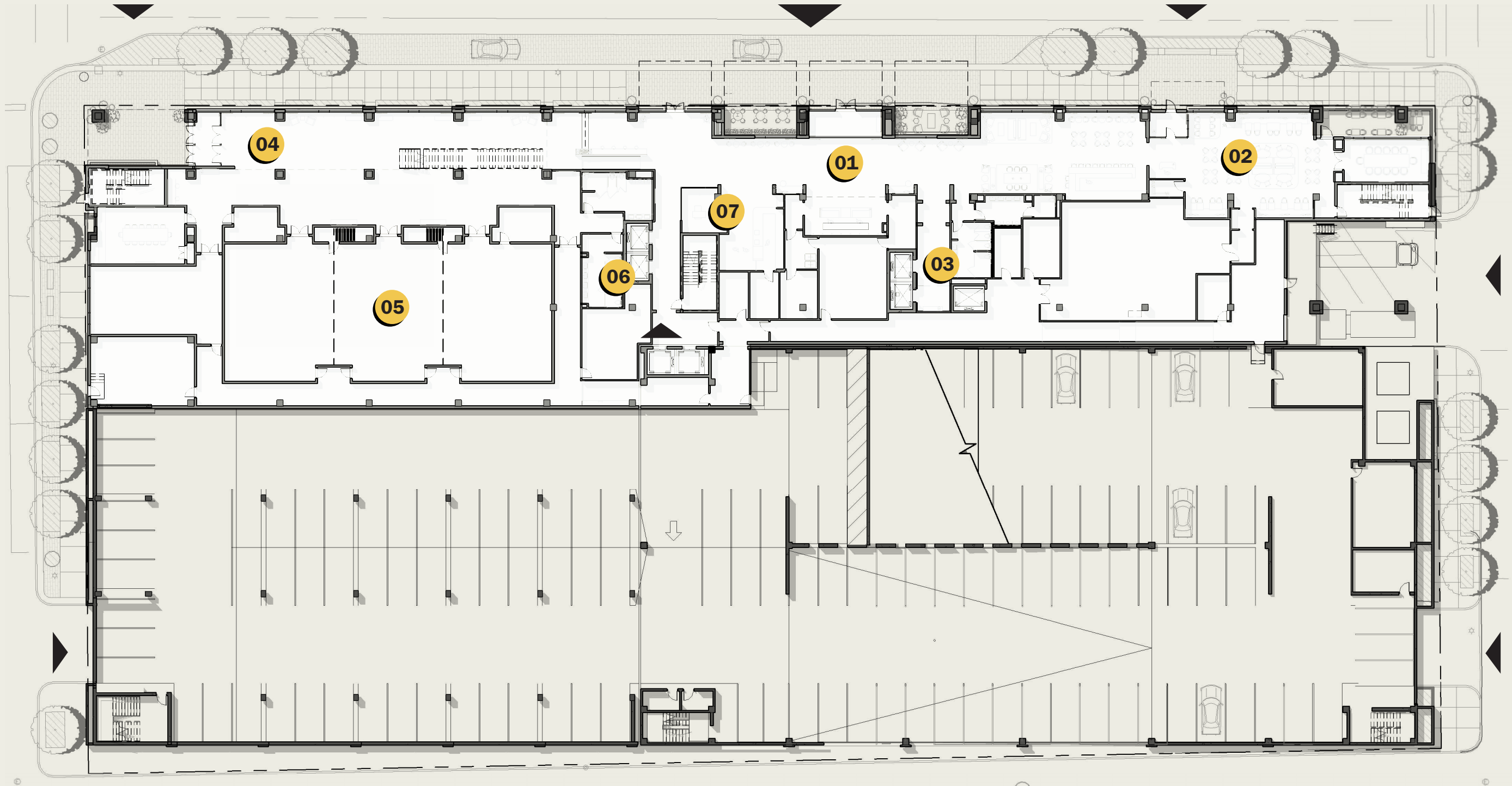
JEFFERSON CITY CONFERENCE CENTER HOTEL

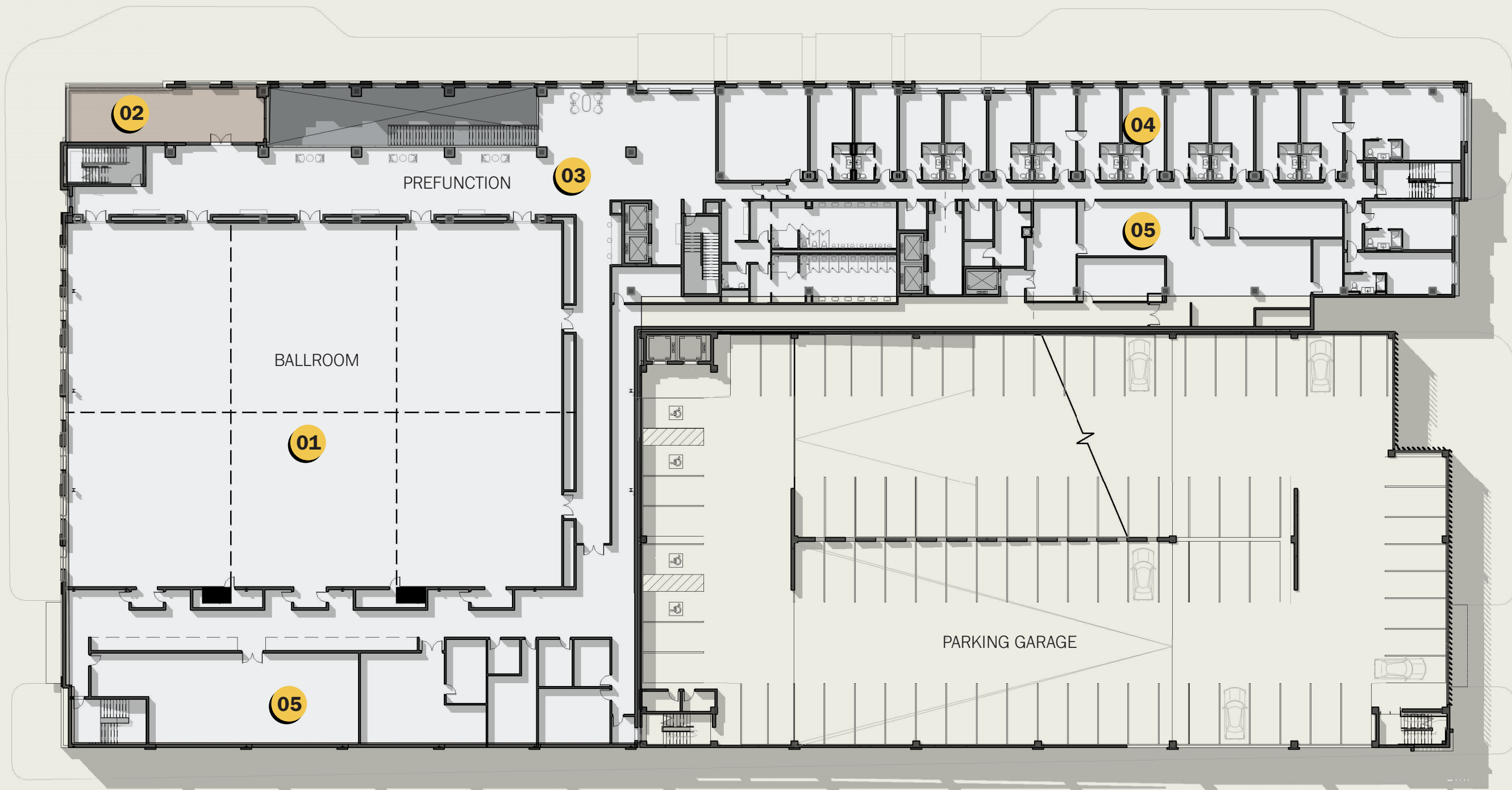
GARFIELD PUBLIC / PRIVATE LLC
201E CAPITOL AVE JEFFERSON CITY, MISSOURI 64501

SCHEMATIC DESIGN
09.17.2025
REVISIONS

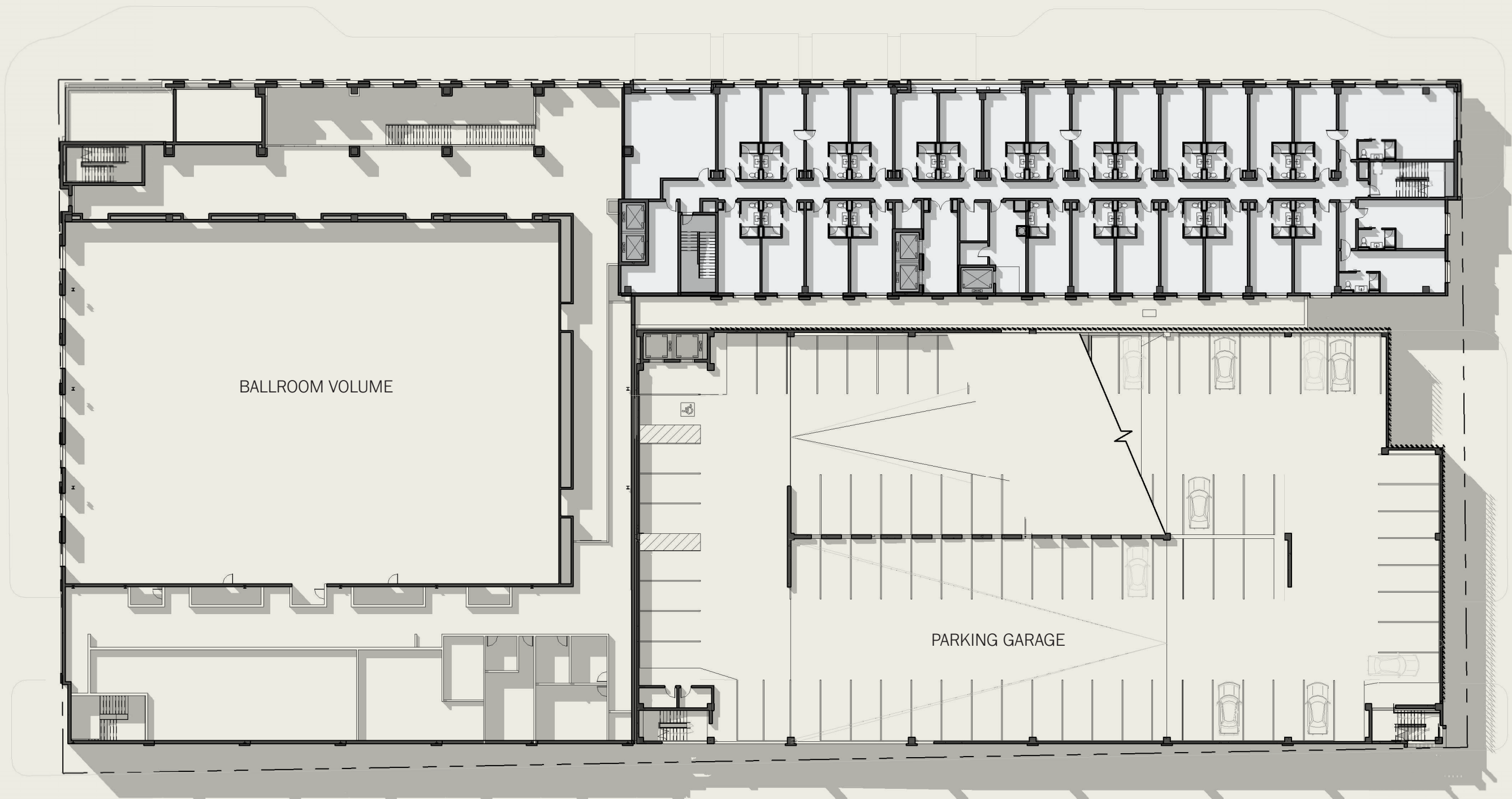
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OVERALL LEVEL 01 FLOOR PLAN

A1.1

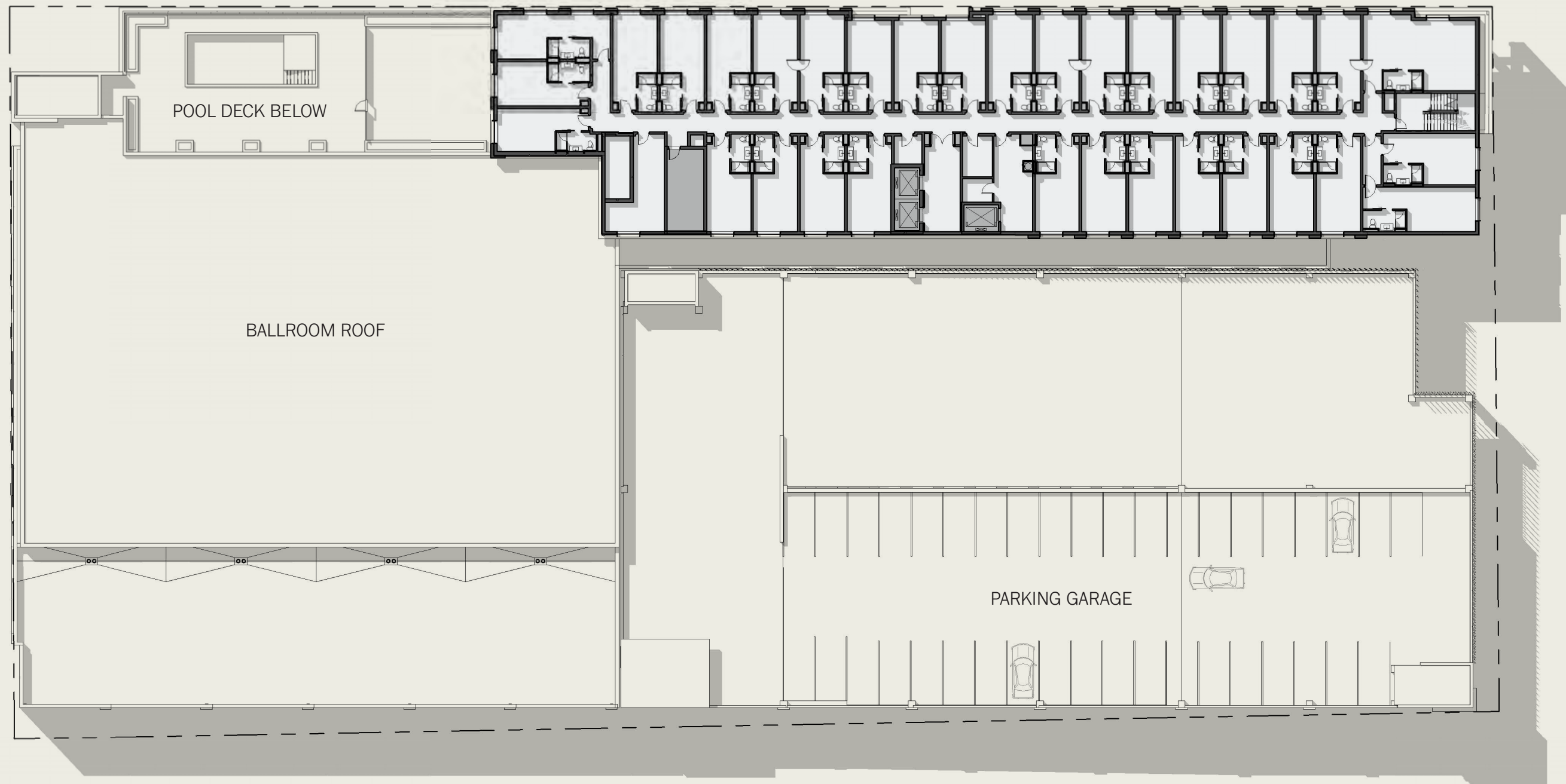




FLOOR PLANS LEVEL 02 
BALLROOM AND GUESTROOMS







ROOF - 102' - 0"

LEVEL 08 - 90' - 0"

LEVEL 07 - 80' - 0"

LEVEL 06 - 70' - 0"

LEVEL 05 - 60' - 0"

LEVEL 04 - 48' - 0"

LEVEL 03 - 36' - 0"

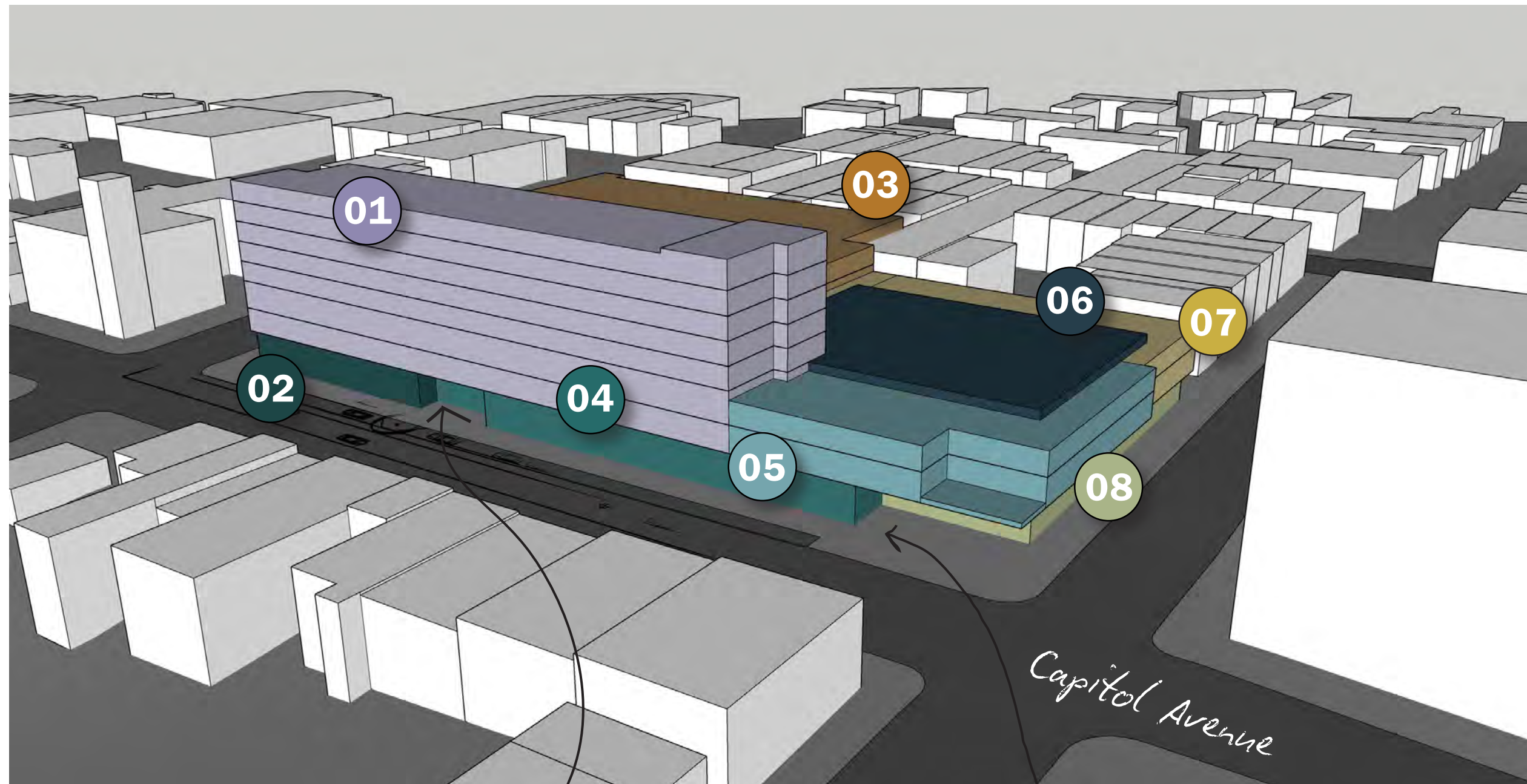
LEVEL 02 - 26' - 0"

MEZZANINE - 13' - 0"

LEVEL 01 - 0' - 0"



SECTION ACROSS CAPITOL THROUGH GUEST TOWER



- 01 HOTEL TOWER
- 02 RESTAURANT
- 03 PARKING GARAGE
- 04 LOBBY
- 05 PREFUNCTION
- 06 BALLROOM
- 07 BACK OF HOUSE
- 08 MEETING SPACE

Hotel Arrival

Capitol Avenue

Conference Center Entrance

BUILDING SECTION
PROGRAM STACKING DIAGRAM



04

ARCHITECTURE

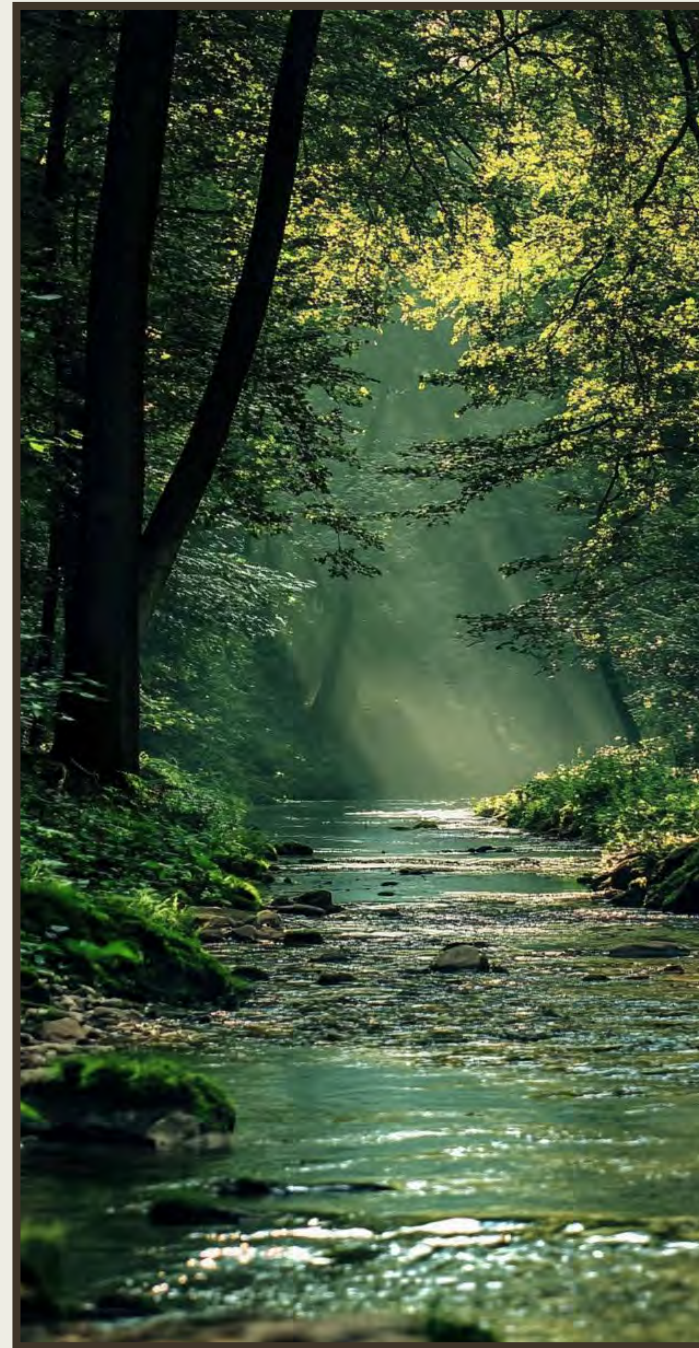
01 INSPIRED DESIGN

02 BUILDING MASSING & COMPOSITION

03 RENDERINGS

04 MATERIALS

Historic craftsmanship



INSPIRED LOCALE

Pedestrian experience

This building responds thoughtfully to its context, weaving together the **legacy, tradition, and culture** of Jefferson City. By studying the city's architectural language, historic patterns, and cultural significance, the design celebrates its heritage while introducing a **contemporary interpretation**. The result is a structure that feels both rooted in the capitol city's past and engaged with its evolving identity, creating a meaningful connection between history, place, and the people who inhabit it.

An aerial photograph showing a river winding through a dense forest. The trees have vibrant autumn foliage in shades of yellow, orange, and green. The river's surface is calm, reflecting the surrounding landscape. The image is split vertically, with the left side showing the forest and the right side showing the river.

A CURRENT ROOTED IN TRADITION

The Jefferson City Hotel & Conference Center is envisioned as a **contemporary landmark** rooted in the identity of place. The design reflects both the natural forces that shape the region and the architectural heritage that defines its civic core. Inspired by the **river's constant movement**, the **building form expresses tectonic shifts** and **erosion**, with subtle slips and **layered** gestures that echo the **flow and rhythm** of water.

Drawing from the Capitol and Jefferson City's most **iconic** civic architecture, the façade abstracts their **rhythms** and vertical cadence into a **contemporary expression** of permanence and place. Balancing this sense of motion with a spirit of hospitality, the hotel opens its lobby and podium to Capitol Avenue, **engaging the pedestrian realm** with transparency and activity. The project weaves itself into the fabric of the city not only as a destination for visitors but also as an extension of Jefferson City's character, inviting, approachable, and **deeply connected** to its people and place.

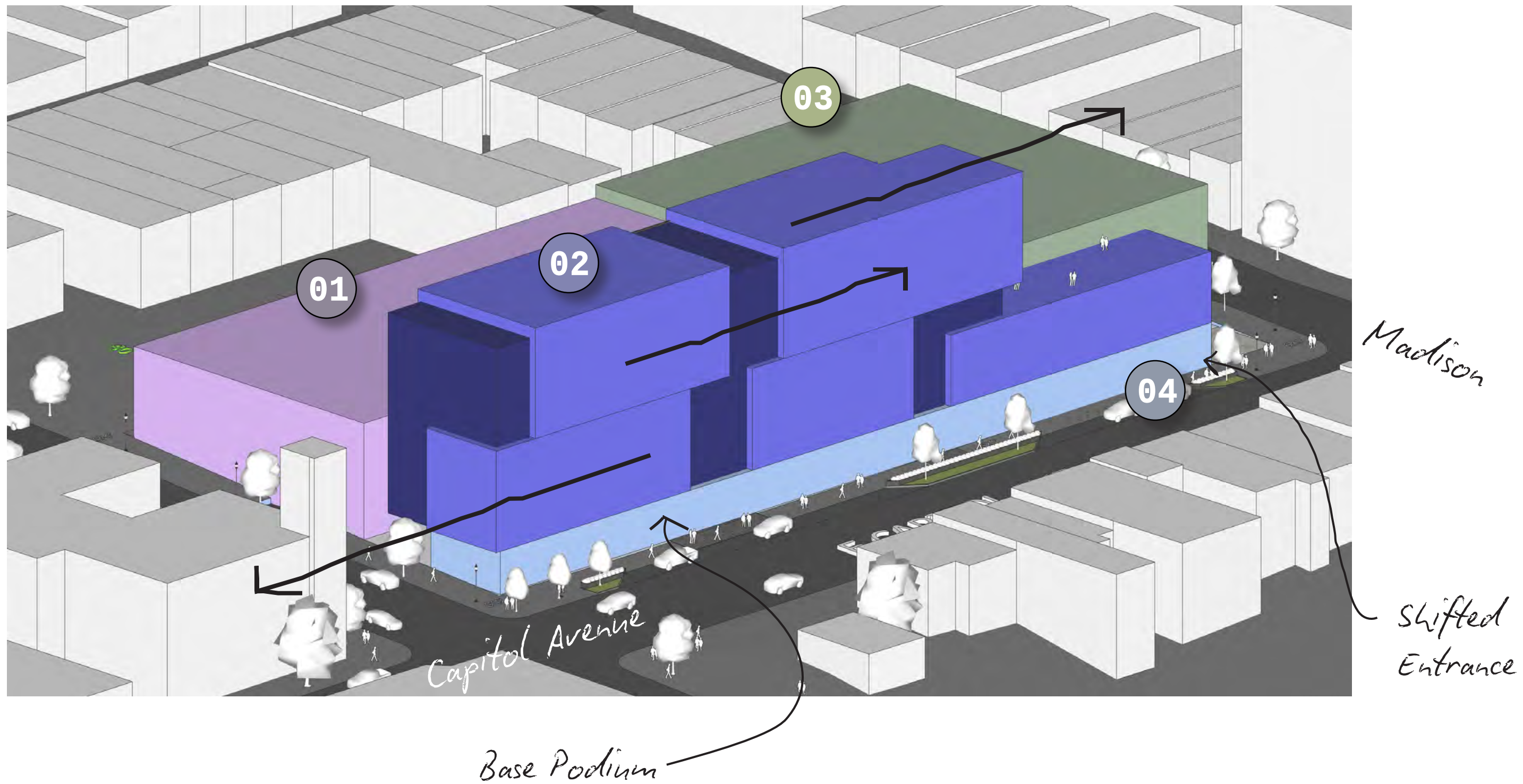
Contrasting materials define hierarchy and enrich the facade



subtle hints of city's identity

EXTERIOR DESIGN SUMMARY

A layered approach to the Convention Hotel experience, through a Jefferson City lens.









1 METAL PANEL
BRONZE

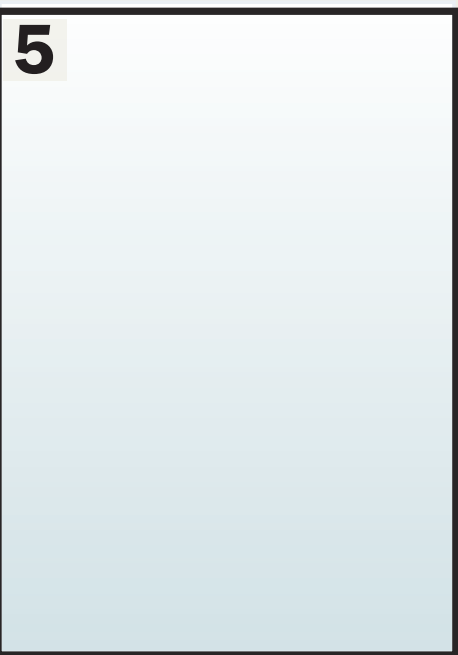
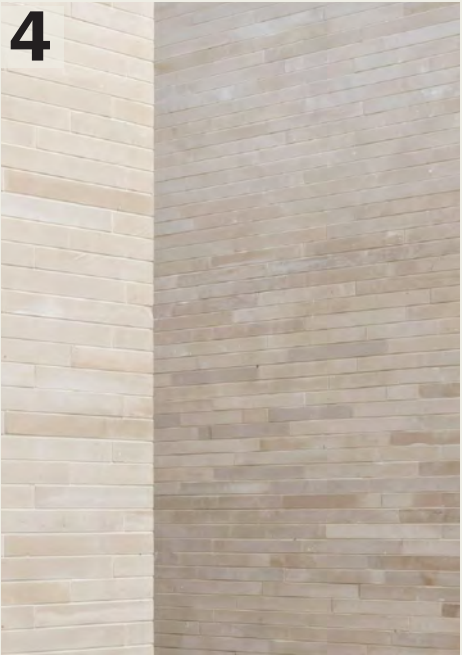
2 METAL PANEL
BONE WHITE

3 TEXTURED METAL PANEL
BONE WHITE

4 LIMESTONE MASONRY UNITS
BUFF COLOR

5 GLAZING UNITS
CLEAR

6 ALUMINUM FAUX WOOD
WALNUT COLOR



STATE CAPITOL
BUILDING



PEDESTRIAN ACTIVATION SUMMARY

Blurring sidewalk and lobby, rooted in Jefferson City's walkable fabric.



ELEVATION ALONG CAPITOL AVENUE



CORNER AT MONROE STREET



CORNER ENTRY TO CONFERENCE CENTER

Thank you



A wide-angle photograph of the Jefferson City Conference Center Hotel at night. The building is a large, multi-story structure with a prominent central dome, illuminated from within. It is flanked by rows of trees with yellowing autumn leaves. In the foreground, a wide street with white lane markings and a central green median leads towards the building. Streetlights and traffic signals (showing green) are visible along the road. The sky is a clear, deep blue.

JEFFERSON CITY CONFERENCE CENTER HOTEL

Where Heritage Meets Hospitality

LA

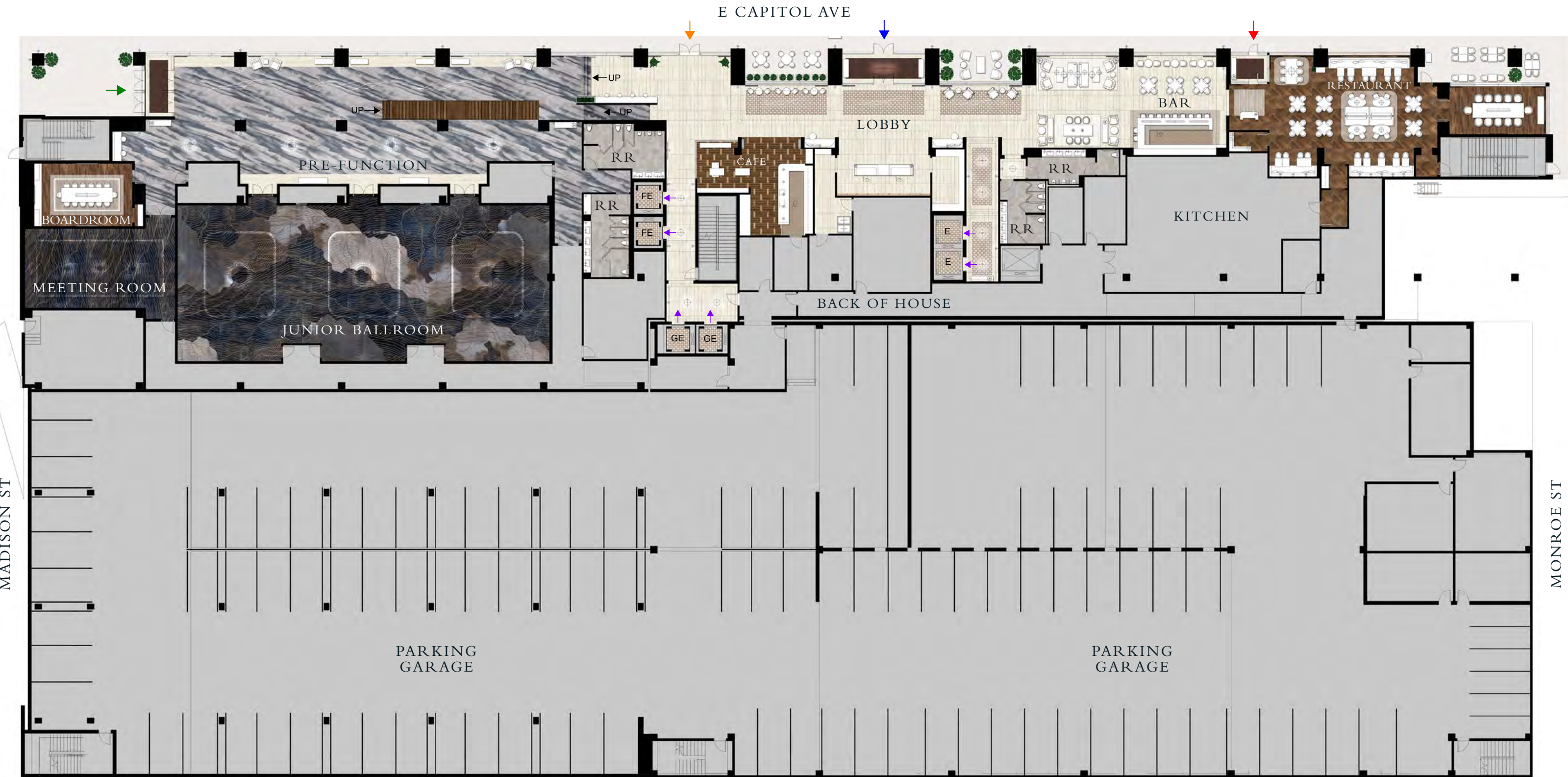
LOONEY & ASSOCIATES

*At the heart of Missouri, perched along the banks of the Missouri River, lies Jefferson City, a historic hub of travel, trade and governance. Founded in the early 19th century as the state capitol, Jefferson City continues to retain a quieter, small-town atmosphere. As a result of its central location and river access, Jefferson City evolved into a central hub for industry, trade and professional organizations. The interiors draw inspiration from the city's stately architecture, the historic Katy Trail, and its natural surroundings to provide a welcoming, layered, and timeless hospitality experience. Linear patterns in flooring and textiles evoke rail lines and trail paths; curated artwork and regional map references celebrate the region's role as a crossroads of the Midwest. The riverside setting inspires design elements with reflective materials, flowing forms and soft organic lines, while nods to the capitol's stately architecture with arched entries, coffered ceilings, and limestone tones pay homage to its history. The design will embrace small-town charm to create a place where hospitality feels personal and every detail is intentional. The Jefferson City Conference Center Hotel will welcome guests as neighbors, creating a hotel **Where Heritage Meets Hospitality**.*





COLOR STORY



E CAPITOL AVE

MADISON ST

MONROE ST

COMMERCIAL AVE

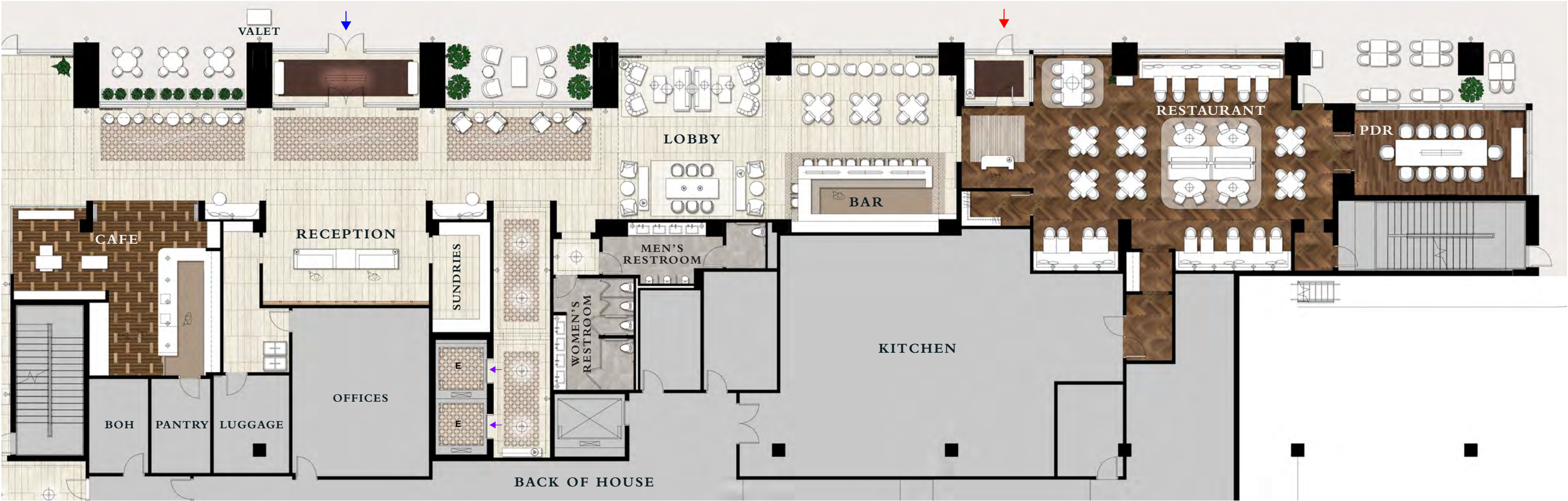


OVERALL PLAN - LEVEL 1
ID SCHEMATIC DESIGN PRESENTATION | 09.17.25



OVERALL PLAN - LEVEL 2
ID SCHEMATIC DESIGN PRESENTATION | 09.17.25

E CAPITOL AVE



SEAT COUNTS

LOBBY TOTAL - 30
INSIDE - 26
OUTSIDE - 4

BAR TOTAL - 29

CAFE TOTAL - 18
INSIDE - 6
OUTSIDE - 12

RESTAURANT TOTAL - 104
INSIDE - 88
OUTSIDE - 16







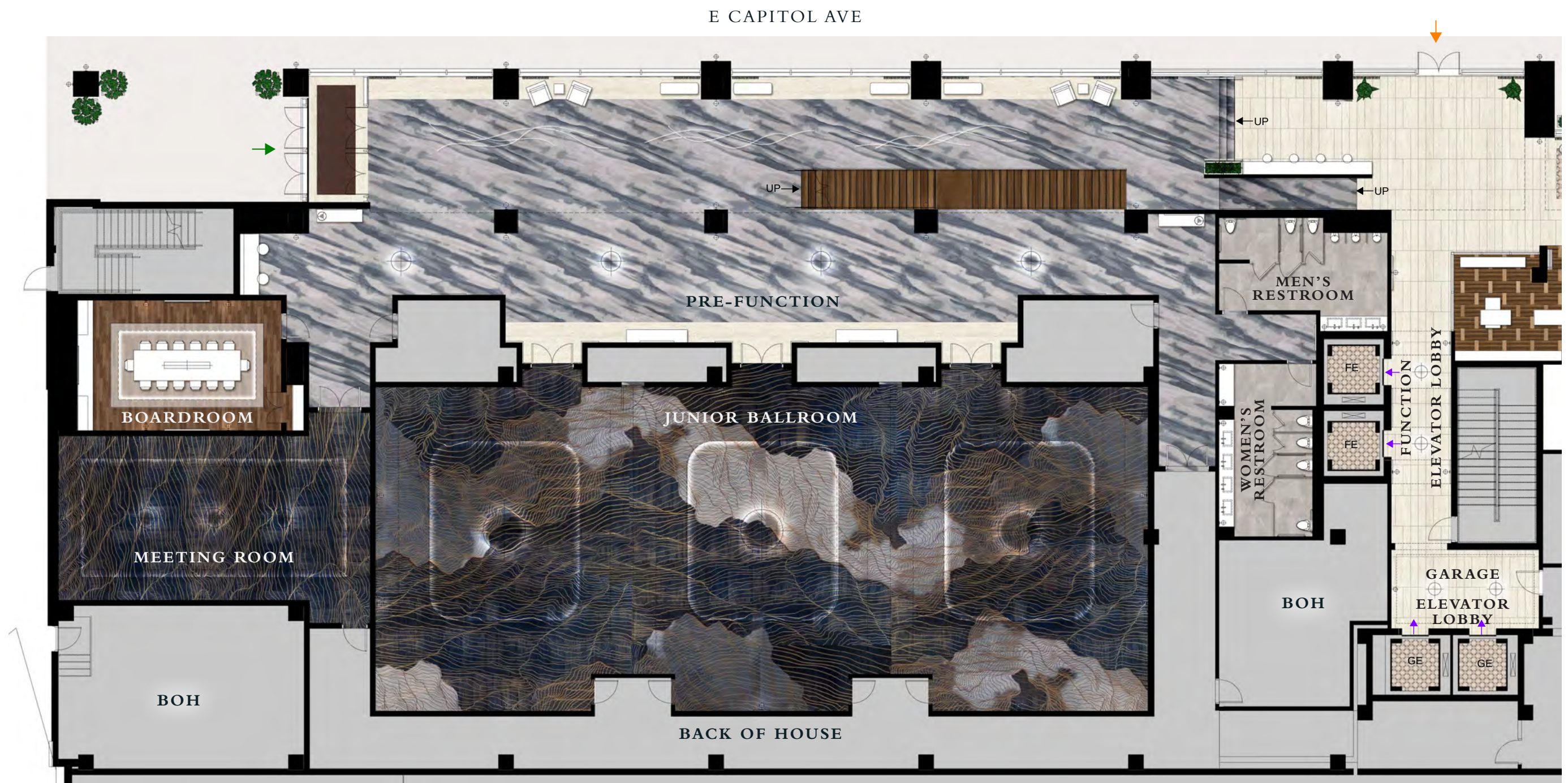


COFFEE/RETAIL CONCEPTS
ID SCHEMATIC DESIGN PRESENTATION | 09.17.25



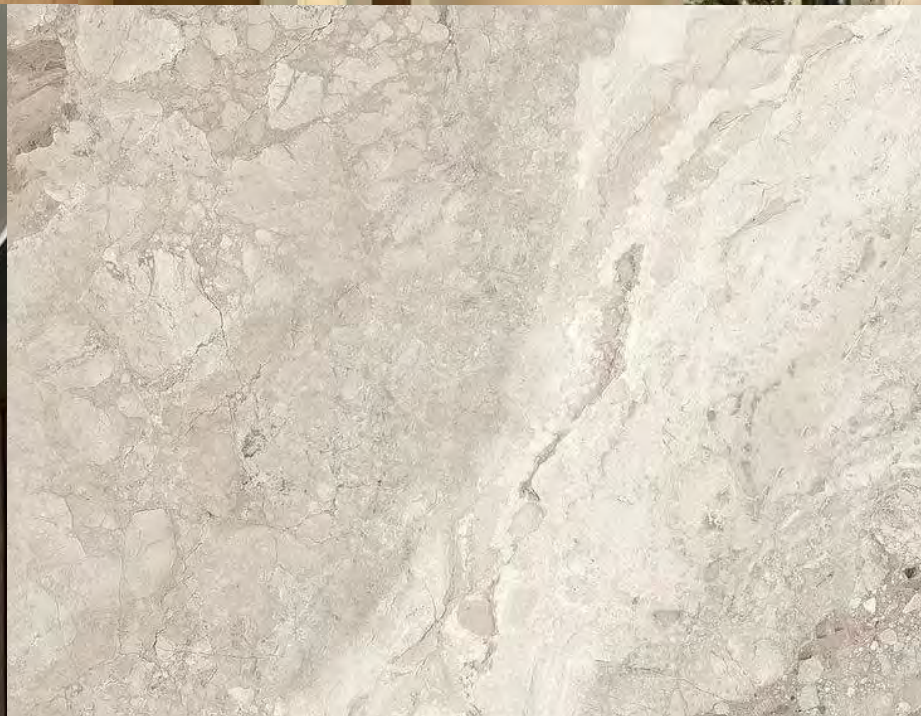


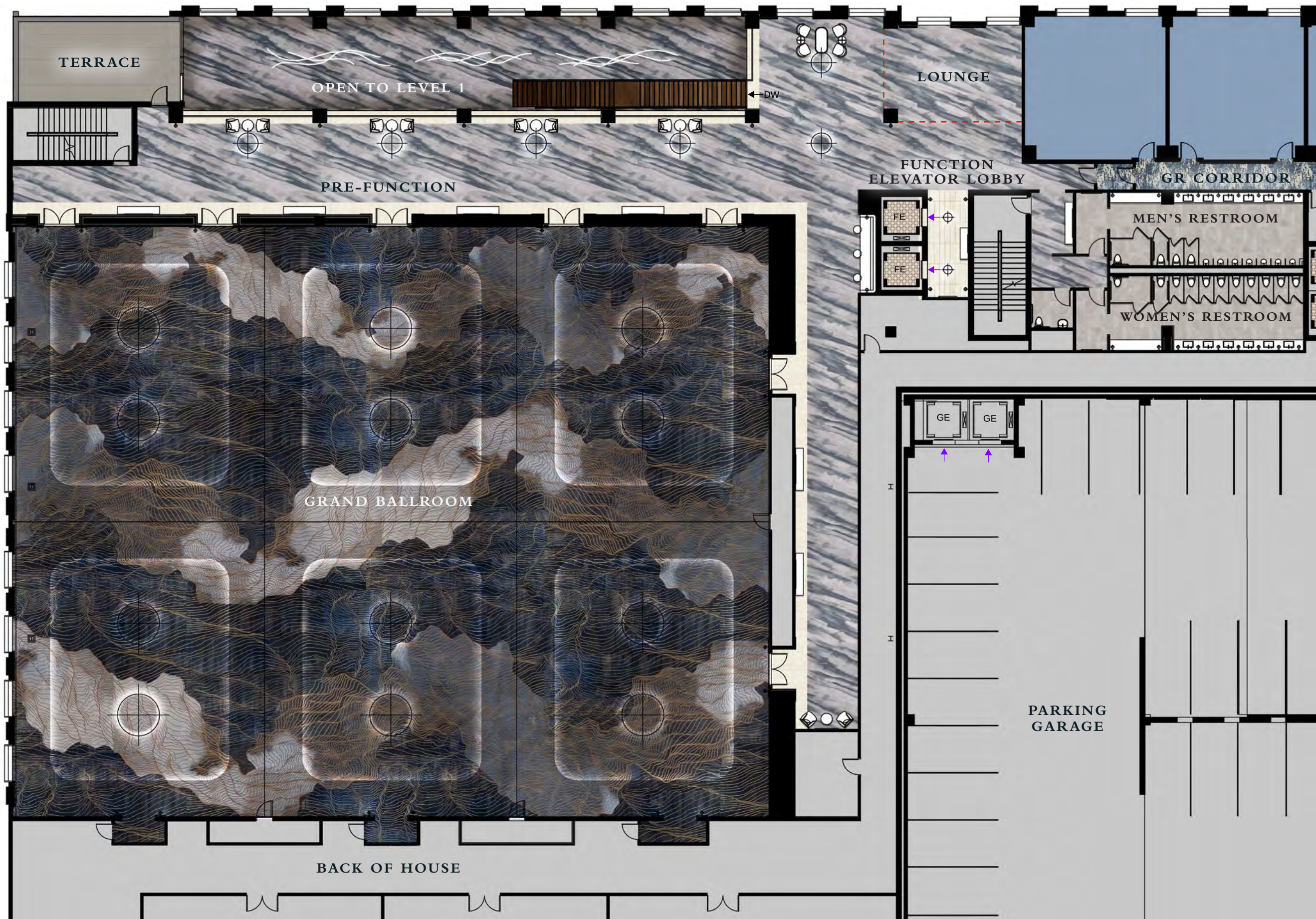
LOBBY ARRIVAL 3D VIEW
ID SCHEMATIC DESIGN PRESENTATION | 09.17.25



LEVEL 1 PLAN - SECTION B
ID SCHEMATIC DESIGN PRESENTATION | 09.17.25

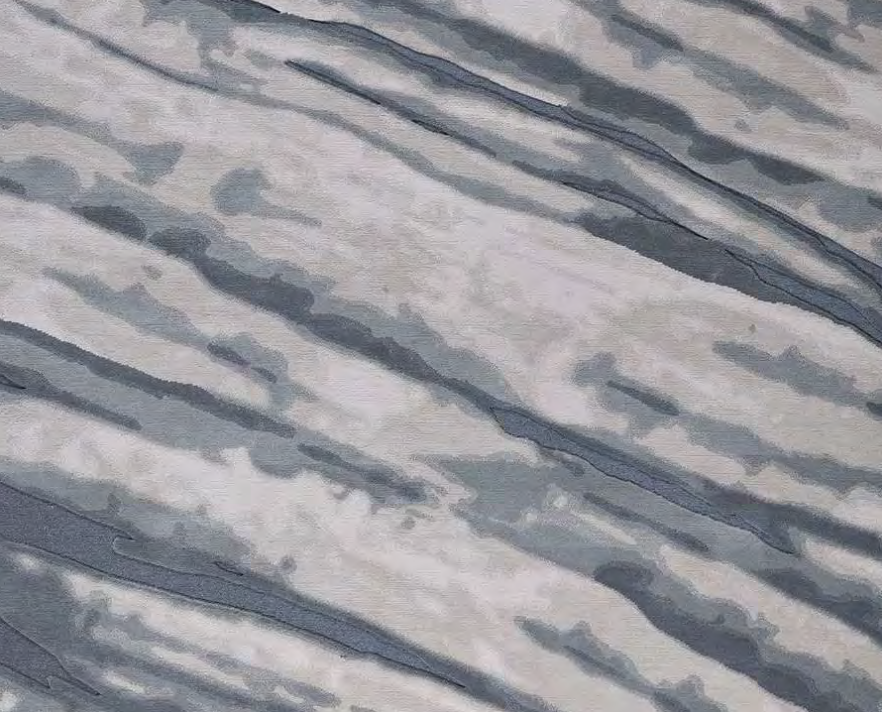






LEVEL 2 - PARTIAL PLAN
ID SCHEMATIC DESIGN PRESENTATION | 09.17.25







PREFUNCTION 3D VIEW
ID SCHEMATIC DESIGN PRESENTATION | 09.17.25





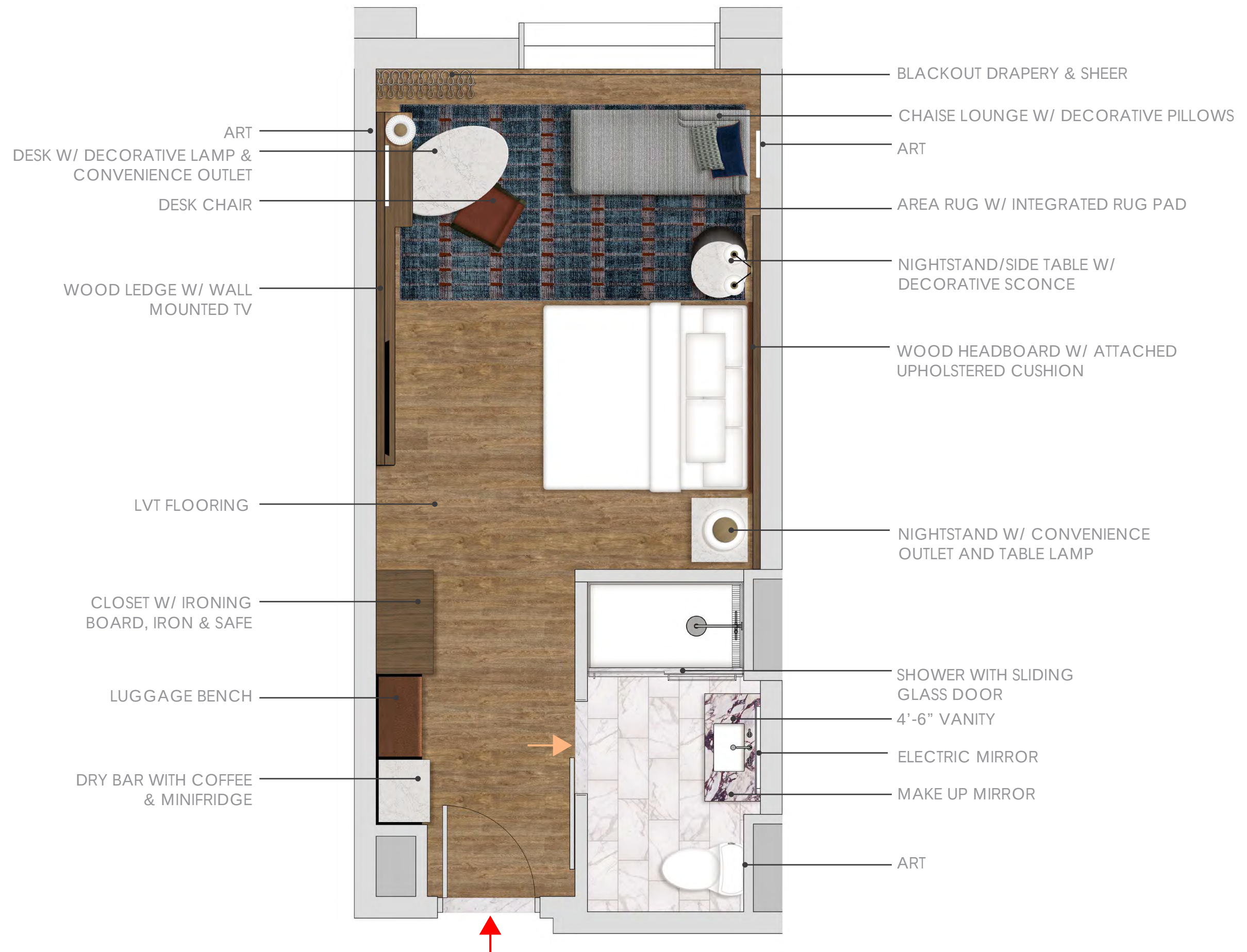
GRAND BALLROOM 3D VIEW
ID SCHEMATIC DESIGN PRESENTATION | 09.17.25

GUESTROOMS & CORRIDOR

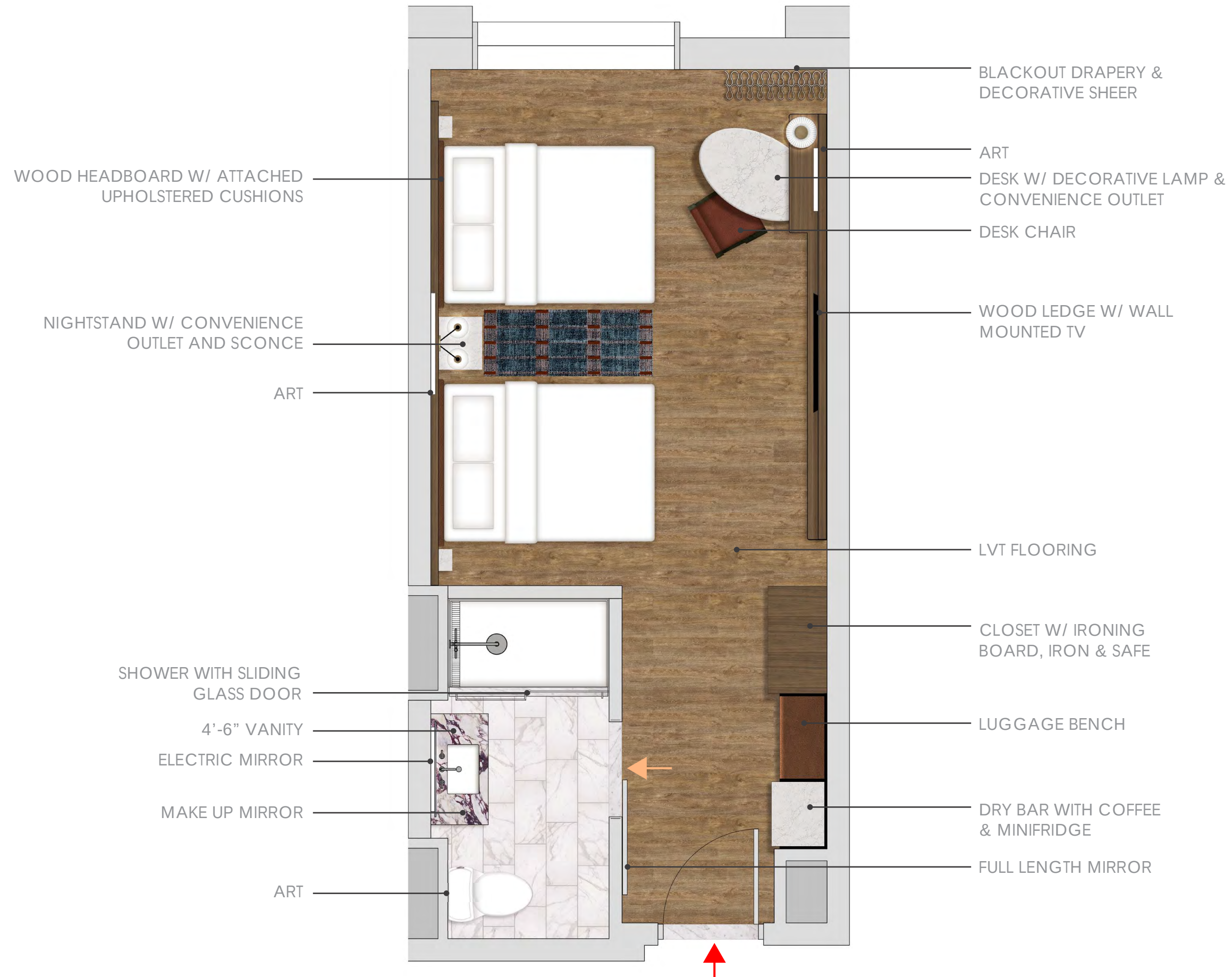




GUESTROOM CORRIDOR ELEVATION
ID SCHEMATIC DESIGN PRESENTATION | 09.17.25



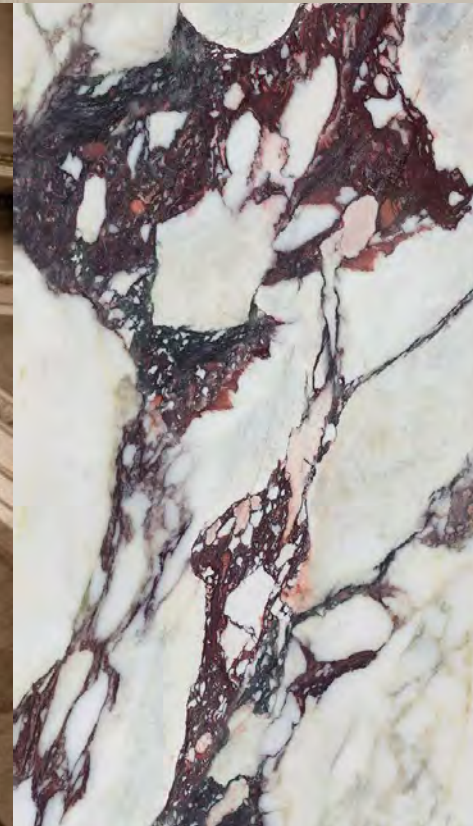
KING GUESTROOM FLOOR PLAN
ID SCHEMATIC DESIGN PRESENTATION | 09.17.25



QUEEN GUESTROOM FLOOR PLAN
ID SCHEMATIC DESIGN PRESENTATION | 09.17.25





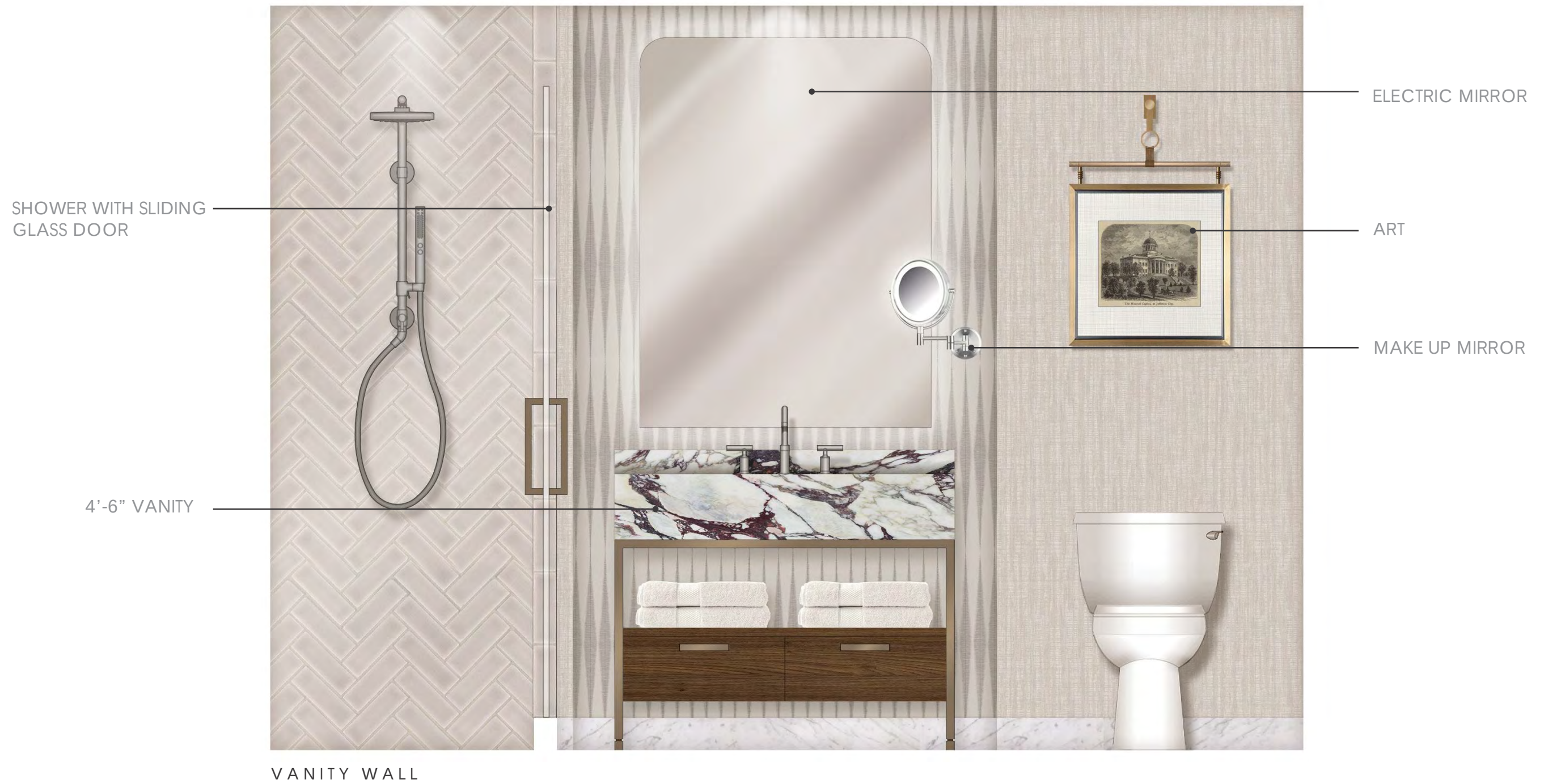




HEADBOARD WALL



TV WALL



GUESTROOM BATH ELEVATION
ID SCHEMATIC DESIGN PRESENTATION | 09.17.25



KING GUESTROOM 3D VIEW
ID SCHEMATIC DESIGN PRESENTATION | 09.17.25

LA
LOONEY & ASSOCIATES

Questions



NEXT STEPS

Project Development Agreements

Master Development Agreement (MDA)

- Outlines the framework that **guides the overall development** of the project from the design phase through opening of the project.
 - City of Jefferson
 - City Non-Profit Corporation
 - Garfield Public/Private

Design Build Agreement (DBA)

- Outlines the framework that **guides the design and construction** of the project from the design phase through the opening of the project
 - City of Jefferson / City Non-Profit Corporation
 - McCownGordon Construction

Development Phase

• June '25 – January '26

Construction Phase

• April '26 – January '28

Financing Phase

• February '26 – March '26

Project Opening / Contract Closeout

• February '28 – March '28



MASTER DEVELOPMENT AGREEMENT (MDA)

Roles & Responsibilities

GARFIELD PUBLIC PRIVATE

- Lead the project team (architects, engineers, contractors).
- Manage design, budget, schedule, procurement, and construction oversight.
- Coordinate with all stakeholders to ensure the project meets its goals.



- Own the land and parking garage.
- Lease the hotel site to the Hotel Owner.
- Provide project funding (e.g., tax-exempt bonds, grants).
- Oversee compliance, permitting, and final budget approvals.

Non-Profit Corporation

- Lease the site from the City.
- Enter into agreements to operate and manage the hotel.
- Ensure the facility is run in a first-class manner aligned with brand standards.

DESIGN BUILD AGREEMENT (DBA)

Roles & Responsibilities

McCOWNGORDON

- Retain design consultants (Architect, Engineers, etc.)
- Scheduling & cost estimating
- Obtain city permits and approvals
- Early Work Package – Garage Demolition
- Early Work Package – Model Room
- Guaranteed Maximum Price (GMP) contract amendment
- Mobilize & construct all project components
- Manage all construction activities & monthly pay applications
- Deliver completed project according to the approved construction schedule and budget.



Non-Profit
Corporation

- Communicate with Design/Builder through the Garfield
- Select hotel brand /operator in consultation with Garfield
- Provide & approve project program
- Review & approve schedules and cost estimates during design phase
- Review & approve early work packages
- Review & approve Guaranteed Maximum Price Amendment
- Review & approve building permits and other necessary approvals
- Provide evidence of sufficient funds for the entire cost of the project prior to beginning construction

