



# The Renaissance Vinoy Hotel & Golf Resort

ACQUISITION UNDERWRITING, RENOVATION & REBRANDING

## OVERVIEW

### CLIENT: SCG HOSPITALITY

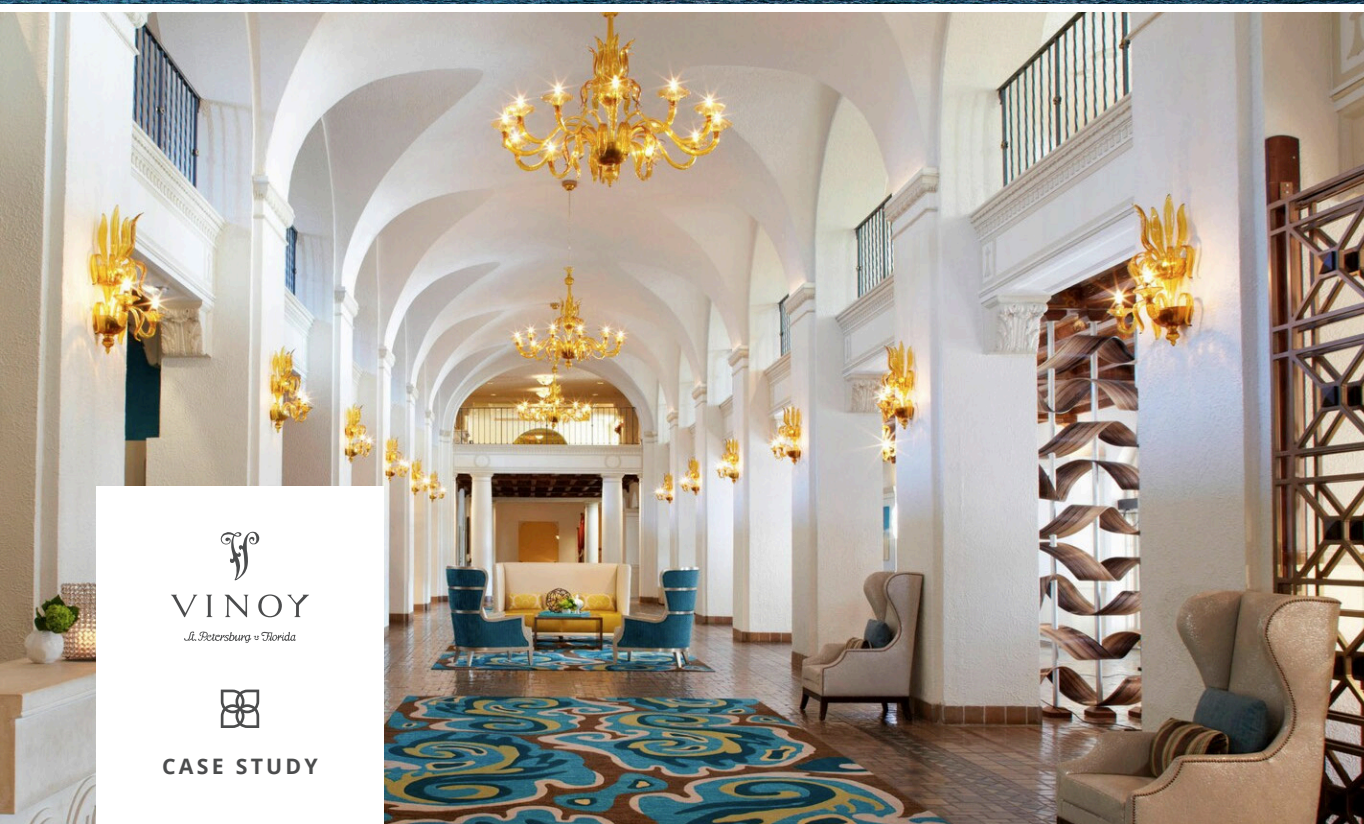
*The Renaissance Vinoy Resort and Golf Club is a 1925/1992 iconic development in the heart of St. Petersburg, Florida.*

*The hotel is 363 keys and features close to 60,000 square ft. of flexible meeting space along with five restaurants, spa, 74-slip marina, and golf course.*

## ENGAGEMENT HIGHLIGHTS

- **The asset was transformed, and amenities were expanded** to include:
  - *Addition of a \$1 million Chihuly Collection chandelier to coincide with the opening of the Chihuly Museum in downtown St. Pete*
  - *Construction of a 4,600 square foot marina grill known as Paul's Landing*
  - *Extensive improvements to Snell Island club house restaurant and pool expansion*
- Our team **strategically repositioned the Vinoy to reach new milestones for occupancy rate** through:
  - *Increased food and beverage revenue during the development of the Club House restaurant utilizing on-site creative tent feeding areas*
  - *Increased club membership by 27% over four years even during disruption of the golf facilities, pool, and club house membership grew*
  - *Strategically restructured club management to improve service with reduced overhead and growing club profitability to 50%*





  
**VINOY**  
*St. Petersburg • Florida*

  
**CASE STUDY**

