



CASE STUDY

The Blue Hotel, Restaurant, and Event Space



Client Profile

Mosaic Development Partners, LLC is a Philadelphia-based commercial real estate development company that was formed in 2008 by Leslie Smallwood-Lewis and Gregory Reaves. It aims to revitalize communities through large-scale projects in both urban and suburban areas. Mosaic entered into a contract to buy The Legendary Blue Horizon site. Along with real estate developer, Oren's Brothers, Mosaic plans to expand upon the existing structure of the building to accommodate 87 hotel rooms, a large restaurant and bar, and an event center.

The Project

Mosaic engaged Fox Management Consulting (Fox MC) to develop a conceptual framework for the hotel, restaurant, and event complex, while honoring the history of the Blue Horizon ("The Blue") both as a sporting venue and a beacon of African-American enterprise. This concept should attract clients to a unique destination that utilizes North Broad Street's strategic position between a thriving and expanding Center City and an under-served Temple University community.

Recommendations

Fox MC provided strategic operating and marketing recommendations that will maximize the potential of the Blue as a unique and a differentiated destination with diverse clientele. Fox MC suggested that the hotel use a differentiation strategy to attract guests by promoting itself as a top-notch restaurant, bar, and venue in a historic location. The Blue should focus on six target markets: Temple University related guests, Convention Center guests, multi-cultural groups, international groups, business travelers, and transient guests. Several different channels need to be utilized in order to attract possible users to the venue for the recommended uses for the space: private events, professional meetings and business conferences, live music and entertainment.

Target Market	Price	Convenience	Meeting Room Space	Amenities	Minority Ownership
Temple	\$135	X	X	X	
Convention Center	\$140	X	X		
International	\$100 to \$130			X	
Multicultural	\$100 to \$130		X		X
Small Business	\$135		X	X	X
Transient	\$135	X		X	