

# A BOUTIQUE HOTEL IN THE BIG EASY

For more information  
regarding our services,  
please contact:



1303 Prospect Avenue East  
Cleveland, OH 44115  
216-241-6689  
[globalxtax.com](http://globalxtax.com)



WHEN OTHERS LOOKED  
AT THE CRUMBLING  
TOWNHOUSES  
IN DOWNTOWN  
NEW ORLEANS,  
THEY IMAGINED A  
PARKING LOT.

Keely Williams  
and A.J. Brooks



A PAIR OF UP AND  
COMING NEW ORLEANS  
DEVELOPERS LOOKED  
DEEPER AND SAW  
THE POTENTIAL TO  
PRESERVE THE 19TH  
CENTURY STRUCTURES  
AND TRANSFORM  
THEM INTO  
SOMETHING SPECIAL.



**PROJECT FACTS**

- Townhouses built in 1840 and 1880
- Re-opened as a boutique hotel in 2016
- Featuring 35 upscale rooms

global X backed their vision and, as a result, the 35-room Catahoula Hotel opened in 2016. The boutique hotel, with a Peruvian-inspired bar and tiki rooftop patio, is an oasis of old New Orleans in the city's central business district.



Before historic preservation



New Orleans developers, A.J. Brooks and Keely Williams, bought the side-by-side structures in 2014, with the intention of turning the dilapidated townhouses into a stylish boutique hotel, while preserving the historic nature of the buildings. Brooks and Williams' ambitious development and preservation plans needed significant capital, even with the use of state and federal historic tax credits.

Brooks and Williams approached the New Orleans Preservation Resource Center (PRC) for assistance in the historic preservation and guidance on possible equity alternatives. global X was brought in by PRC to provide consulting and assist in placing investment capital related to the preservation.

Ultimately, Brooks and Williams decided to place a historic preservation easement on the townhouses, one of which was built in the 1840s and the other in the 1890s. With the help of PRC and global X, these developers were able to complete the renovation of the Catahoula Hotel and preserve its historic character for current and future generations.

"We like working with people who share our passion for preservation and we're proud to have helped the PRC and the developers behind the Catahoula Hotel save an important part of historic New Orleans," said Antonin Robert, Chief Production & Compliance Officer of global X.

"What PRC's easement program has done is make this building, which sat vacant for years, viable for the future," said A.J. Brooks.

"Backed by global X's commitment to this venture and their knowledge of every facet of the [process], the renovation of two buildings into the Catahoula Hotel is a landmark project in the Lafayette Square Historic District. It assures the continued revitalization of the historic heart of New Orleans," said Leah Tubbs, PRC Easement Program Director.

The Catahoula Hotel is getting rave reviews from guests and local partners and so are Brooks and Williams. These developers not only made a success of this project; they get to enjoy it as the on-site innkeepers.



OWNER / DEVELOPER / INNKEEPER  
A.J. Brooks & Keely Williams  
Ley Line Development  
Columbus, OH

LOCAL PRESERVATION AUTHORITY  
Preservation Resource Center  
New Orleans, LA

HISTORIC  
PRESERVATION CONSULTANT  
global X  
Cleveland, OH

ARCHITECT  
Terrell-Fabacher Architects  
New Orleans, LA

CONTRACTOR  
TKTMJ Inc.  
New Orleans, LA