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A hospitality company in the construction business

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The Casa Marina Resort & Beach Club was fully restored to its luxurious 1920s splendor by IDC.





IDC CONSTRUCTION

A hospitality company in the construction business

BY JAMES ASKEW

As anyone in the construction industry will attest, it can often be a challenge to satisfy a single customer. Now imagine satisfying 300 customers, or 3,000, for that matter, many of which have paid handsomely for a night in one of your rooms. For IDC Construction, based in Woodstock, Georgia, this is one of the company's perennial challenges.

Self-described as a "hospitality company in the construction business," IDC Construction specializes in the construction and renovation of hotels and resorts throughout the country. Their client list reads like a who's who of the hospitality industry—from economy hotels to luxury beachfront resorts—and in the nine-plus years since they became an independent construction contractor, IDC has completed roughly \$750 million in

hotel renovations and construction in 38 states.

"Because, in the hotel industry, there is such a high level of expectation... it is extremely important that we produce the highest quality," says Robert Flanders, vice president of construction operations with IDC. "Over the course of a year, you could have 300 people staying in that room."

Founded in 1999 by Gary and Gina Williams and Terry Finch, IDC Construction was formerly Impac Design & Construction, the renovation division of one of the nation's largest hotel owner/operators—Impac Hotel Group. Gary Williams was then owner and vice president of Impac Design & Construction, and in 1999, when the Impac Hotel Group merged to form the publicly traded

AT A GLANCE

LOCATION:
WOODSTOCK, GA

AREA OF SPECIALTY:
HOTEL RENOVATION
AND CONSTRUCTION

**REVENUE INCREASE
FOR 2008:**
20%

EMPLOYEES:
50

Lodgian, the founding members of IDC splintered off to become an independent construction contractor.

“When the company merged to form Lodgian,” explains Flanders, “the construction wing of Impac [Hotel Group] was considered more of an overhead than it was a profit-making entity.”

At the time of the Lodgian merger, Flanders was a managing member of the original Impac Hotel Group and had worked closely with Williams since 1993. Three years ago, Flanders sold off his interest in Lodgian and joined IDC Construction, completing a top-level management team that has propelled the company through successive years of growth.

been able to grow the company over the past eight years,” says Flanders.

Along with his position as general manager/vice president of operations with Impac Hotel Group, Flanders has worked as the franchise representative for Hilton, Marriot, and InterContinental. By combining Flanders’s more than 20 years experience on the management side of the hotel/hospitality industry with the abundance of hotel/resort construction and renovation experience of Williams and a number of other IDC members, IDC has manifested a unique and comprehensive grasp on hotel/resort construction and renovation.

“Because we can bring value at the very beginning of the project in helping to control the architects and designers, to some level, and help value engineer items, the companies that use us look at us as an extension of their project

Below: IDC preserved the airy and exposed timber appearance of the Casa Marina’s lobby during its renovation. “From an opportunity side, having a tremendous amount of industry contacts provided a lot of opportunity, so we’ve



“We’ve managed hotels. We’ve been in hundreds of hotels. We just understand all the workings of it.”

Robert Flanders, Vice President of Construction Operations

management team,” says Flanders.

“We’ve managed hotels. We’ve been in hundreds of hotels. We just understand all the workings of it. Even our subcontractors... know what it will take and how to do it. So this specialization has been very positive for us,” he explains.

In their first few years as an independent company, IDC Construction continued to work closely with the newly-formed Lodgian, grossing roughly \$15 million their first year. From there, says Flanders, as they slowly expanded their market, their revenues continued to grow, breaching \$80 million in 2008—an estimated 20 percent increase over 2007. “What we’ve been doing is getting into the larger and more complicated projects, because of our knowledge of the hotel industry and skill set,” says Flanders, “and so with the larger projects, your volume tends to increase.”

One good-size project IDC recently completed was a \$25 million renovation and restoration of the historic Casa Marina Resort and Beach Club in Key West, Florida, a project that began during the summer of 2006. Built in 1921, the Casa Marina was the first resort in Key West, and the IDC renovations and restorations were part of a larger effort to restore the resort’s former glory as a



Atrium at the Embassy Suites in Dallas, TX. IDC recently completed renovation.



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Guest Room at the Casa Marina Resort & Beach Club following IDC's renovation.

premier vacation destination.

Another large IDC project, slated for completion early in 2009, is the Boca Beach Resort in Boca Raton, Florida. In a true testament to IDC's organizational capacities, the site recently had over 500 subcontractors working at one time, all under the supervision and management of 11-12 IDC employees.

Soon to enter its tenth year as an independent hotel/resort construction contractor, garnering an ever-growing reputation, IDC Construction is now in the enviable position of acquiring the majority of its work through negotiation, rather than bid. "We work from a relationship standpoint," says Flanders, "so wherever the hotel owners have hotels, that is where we go." ABQ



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Congratulations to IDC for their outstanding accomplishments. We look forward to being a part of many more successful project with you!

FT Ruelas Construction is located in the Metro Atlanta area and provides national service.

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