COMPREHENSIVE HOTEL MARKET FEASIBILITY STUDY

PREPARED FOR

Hiawatha, Iowa

INCLUDES

PREPARED BY

Core Distinction Group, LLC

Lisa Pennau - Founding Partner
l.pennau@coredistinctiongroup.com

Jessica Junker - Managing Partner
j.junker@coredistinctiongroup.com

Offices in Wisconsin

Core Distinction Group

TAKING THE FIRST STEP TO DEVELOP A NEW HOTEL

Date	Tuesday, April 9, 2024
Attn:	Dennis Marks
Address	101 Emmons Street
City, State, Zip	Hiawatha, IA 52233

In accordance with our agreement, Core Distinction Group, LLC. has completed a Comprehensive Hotel Market Feasibility Study to determine if Hiawatha, IA has the potential to support a new hotel. In addition, the aforementioned study includes a complete Pro Forma based on construction costs and operating costs provided by the brand(s) requested by you.

As in all studies of this type, the estimated results are based upon competent and efficient management and an effective marketing program and presume no significant change in the competitive position of the hotel industry from that set forth in this report. We have no responsibility to update this report for events and circumstances occurring after completion of our research conducted in March 2024. These projections are based upon estimates, assumptions and other information developed from our research and we do not warrant that they will be attained. We do not consider the legal and regulatory requirements applicable to this project, including zoning, permits, licenses and other state and local government regulations.

This report has been prepared for your use and guidance in determining whether hotel development should be pursued in your community and to share with developers, hotel franchise companies, and potential lenders/investors. Neither our name nor the material submitted may be used in any prospectus or used in offerings or representations in connection with the sale of securities or participation interests without our express written permission.

Please do not hesitate to call if Core Distinction Group can be of any further assistance in the interpretation and application of our findings, recommendations and conclusions. We appreciate the cooperation you extended to us during the course of our agreement and look forward to working with you again in the future.

Sincerely,

Jessica Junker
Partner
Core Distinction Group

Table of Contents

Introduction

The following Comprehensive Lodging Feasibility Study Report will review the potential development of a hotel in Hiawatha, IA.

Intended Use - This report is to be used by the Client for determining feasibility and attracting a new hotel.

Intended User - The City of Hiawatha, IA is the only intended user for this report.

Core Distinction Group LLC (CDG) has been engaged to provide this Comprehensive Lodging Feasibility Study Report for the Hiawatha, IA market area. This Lodging Feasibility Study provides an overview of information concerning the market area and the factors that would affect the possible development of a hotel facility in this community.

The consultant from Core Distinction Group LLC met with representatives of the community and the surrounding area to gather information pertinent to hotel development. Comprehensive research was performed and reviewed regarding the community's economic indicators, competitive lodging supply, and lodging demand generators. CDG performed field research to determine the relationship between the community and it's lodging need. Economic indicators were studied to determine the stability and future growth potential of the general market. The research was conducted as a macro and micro market analysis of the Hiawatha, IA and the areas immediately surrounding area to determine their viability to support the potential of a hotel development.

This report will present projections for stabilized hotel operation based upon current operating performance in the market area. Occupancy, Average Daily Room Rate, and Sales Revenue projections for the hotel were based upon a detailed review of the field research data. Also, recommendations as to the property type, suggested property size, services, and amenities were included. These projections and recommendations were based upon the market demand research for a potential lodging facility.

This report provides statistical and highlighted narratives to support the conclusions regarding the market area and it's ability to support potential hotel development.

Introduction (continued)

General Assumptions - For the purpose of this assignment, we assumed the proposed property will be operated as an upper-mid scaled to upper scaled, franchised hotel with a central reservations system that is fully-integrated with a recognized marketing platform. If this or any of the following are not followed, it could affect the overall feasibility of subject property.

Operational Assumptions - For the purpose of this assignment, we assume the subject property would be managed by a professional hotel management company at an industry standard fee between five and seven percent.

Franchise Fees - For the purpose of this assignment, we assume the subject property would pay franchise fees quoted to Core Distinction Group, LLC by either the developer or franchise representative. In the event that Core Distinction Group is not able to receive a quote, fees will be based on the franchise's registered Franchise Disclosure Document.

COMMUNITY OVERVIEW

For the purpose of this Comprehensive Hotel Market Feasibility Study, Core Distinction Group, LLC representatives gathered information and history about the market to give users of this report a brief summary of the community. This section offers that Community Overview.

Community Overview and History

Hiawatha, Iowa, is a charming and growing city located in Linn County, nestled in the eastern part of the state. With its establishment in 1950, Hiawatha is relatively young compared to many other cities in the Midwest, yet it has quickly developed a distinct identity and vibrant community spirit. Its strategic position near Cedar Rapids, one of the largest cities in Iowa, provides residents with a unique blend of small-town tranquility and access to urban amenities.

The city spans an area that showcases the beauty of the Midwestern landscape, featuring rolling hills, lush greenery, and open spaces. This picturesque setting not only enhances the quality of life for its inhabitants but also attracts visitors looking for a peaceful retreat from the hustle and bustle of city life. Hiawatha's commitment to maintaining and enhancing its natural surroundings is evident in its well-kept parks, trails, and recreational areas, which serve as a testament to the community's dedication to environmental stewardship.

Hiawatha's economy is robust and diverse, with a mix of retail, manufacturing, and service industries. The city has seen significant growth in recent years, thanks in part to its strategic location and business-friendly environment. Local government initiatives aimed at attracting new businesses and supporting existing ones have resulted in a thriving commercial sector. This economic development has not only provided employment opportunities for residents but has also contributed to the city's tax base, allowing for further investments in public services and infrastructure.

Education is a cornerstone of the Hiawatha community, with schools that are part of the Cedar Rapids Community School District serving the area. These educational institutions are known for their commitment to academic excellence, innovative teaching methods, and extracurricular programs designed to develop well-rounded students. The community's support for education is evident in the active involvement of parents and local organizations in school activities and fundraising events.

Community Overview and History (Continued)

The cultural life of Hiawatha is rich and varied, reflecting the diverse backgrounds of its residents. The city hosts numerous events throughout the year, including festivals, concerts, and community gatherings that celebrate the arts, heritage, and community spirit. These events not only provide entertainment for residents and visitors alike but also foster a sense of belonging and community pride.

Public services in Hiawatha are top-notch, with a focus on safety, health, and well-being. The local government is responsive to the needs of its citizens, providing a range of services from public safety and health services to recreational programs and community development initiatives. The city's police and fire departments are well-equipped and staffed by dedicated professionals committed to ensuring the safety and security of all residents.

In conclusion, Hiawatha, Iowa, represents the ideal blend of small-town charm and modern convenience. Its beautiful natural setting, strong economy, quality educational institutions, rich cultural life, and excellent public services make it an attractive place to live, work, and visit. As the city continues to grow and evolve, it remains committed to preserving the qualities that make it unique while embracing new opportunities for development and improvement.

EXECUTIVE SUMMARY

For the purpose of this Comprehensive Hotel Market Feasibility Study, an executive summary will provide an overview of the document to follow. The Executive Summary will contain the following information:

- Methodology
- Current Hotel Segment Recommendations for Market Studied
- Current Hotel Size Recommendations for Market Studied
- Current Hotel Room Configuration Recommendations for Market Studied
- Current Economic Impact of Hotel in Market Studied

Further detailed information on findings from research analysis conducted will be highlighted throughout this report. Further detail on the projections and conclusions can be found in the Projections section of this report.

Executive Summary

It is the opinion of Core Distinction Group, that at the time of this study, the community of Hiawatha, Iowa and the immediate surrounding areas within Linn County, Iowa offer the current and future demand to support the proposed hotel development in this Comprehensive Hotel Market Feasibility Study . The conclusion and recommendations within this Comprehensive Hotel Market Feasibility Study was based on but not limited to the following criteria:

- Overall Economic Condition of Community
- Overall Market Demand Areas
- Location of Proposed Property
- Local Demand Generator Need
- Lodging Demand in Community
- Lodging Supply in Community
- Trending Lodging Data of Current Lodging Supply
- Impact of New Hotel Development on Current Lodging Supply
- Cost of Construction of New Hotel Development
- Potential Revenue of New Hotel Development
- Cost of Operation of New Hotel Development

Executive Summary (continued)

Based on the information provided to Core Distinction Group at the time of researching the subject community, the following recommendations are made:

Property segment recommended for the potential development of a hotel is an Upper Midscale hotel. This type of hotel would allow the property to be positioned properly at the subject site. It is anticipated that a new hotel would capture displaced Lodging Demand currently staying in markets surrounding Hiawatha, IA. Additionally, the newness of the hotel should be well received in the marketplace. It's location will be ideal to serve Hiawatha and regional markets. This type of hotel would also be capable of adjusting rates to best fit the demand in the market and the seasonality of the area.

Property size recommendation of a newly developed hotel was researched to be between 80-90 guestrooms in this report. This would position it to be smaller in size to the average room size of 88-113 noted by the competitive set surveyed. The size would assist the property in achieving the Occupancy projections listed in this report. It is not advisable to over-build in this market at this time. Expansion of the hotel in future years could be considered as the market's Lodging Demand grows. Adjusting the room count will modify Performance.

The recommended Sleeping Room Configuration should be compatible with the overall Market Segmentation of the area. The property should offer a comparable selection of guestrooms with both single occupancy king bedded rooms to double occupancy double queen bedded guestrooms.

Executive Summary (continued)

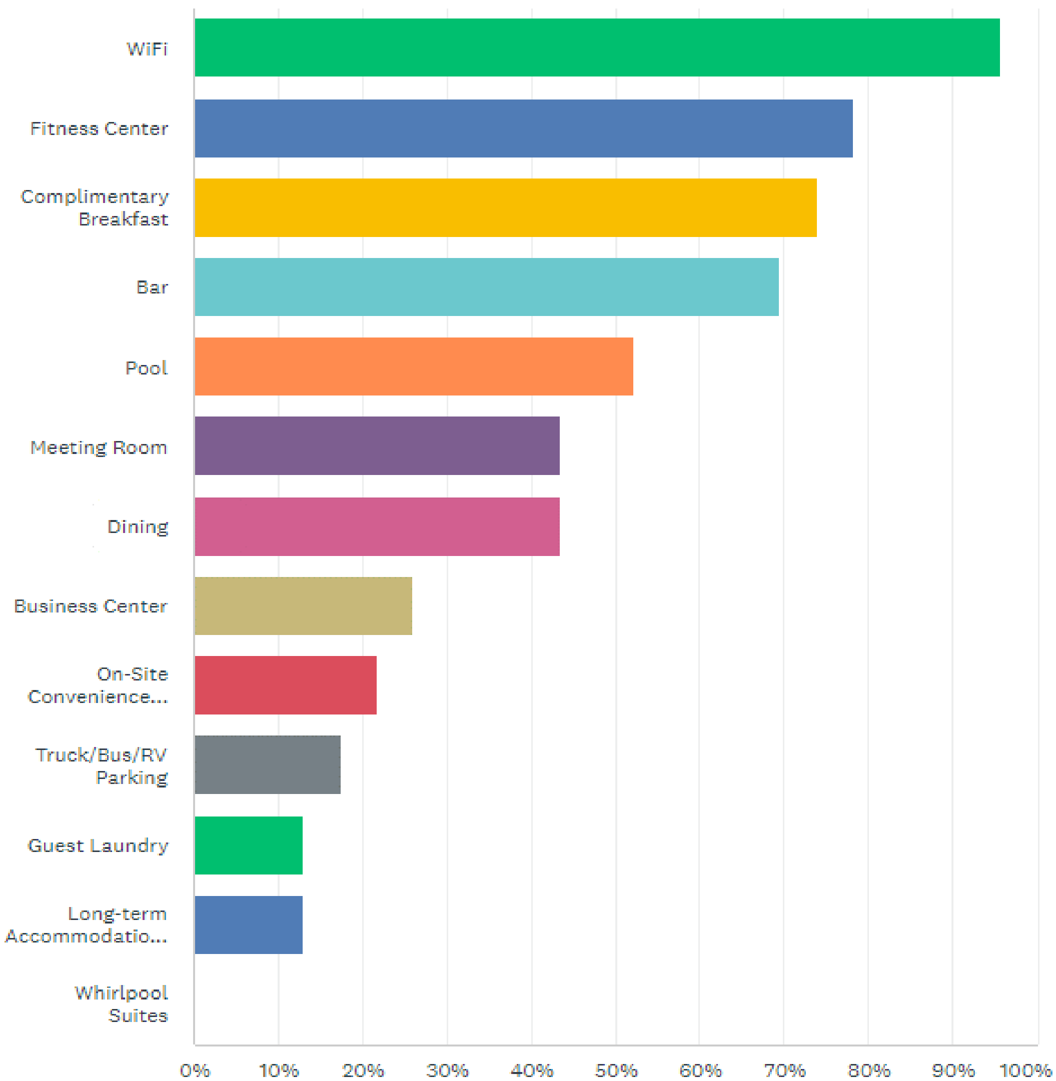
Economic Impact Potential: There are multiple economic impacts of building and developing a new hotel in a community. Some direct impact drivers include projected hotel revenue including all room revenues, meeting room revenue, as well as vending/bar revenue. On average, this size property will create 10-15 full time equivalent jobs. Indirect impact includes all jobs and income generated by businesses that supply goods and services to the hotel. Below you will find a summary of the total Estimated Economic Impact of the potential new hotel project over the first five years open:

Estimated Increase in Sales Tax	$1,126,557
Estimated Increase in Lodging Tax	$775,480
Estimated Increase in Real Estate Tax	$702,108
Estimated Increase in Restaurant Sales Revenue	$6,159,254
Estimated Increase in Entertainment Revenue	$5,840,672
Estimated Increase in Alcohol Sales Revenue	$2,867,239
Estimated Increase in Tips Revenue	$3,504,403
Total Estimated Increase in Economic Impact	**$20,975,714**

*Details found in Economic Impact Summary

Executive Summary (continued)

Property features, amenities, and services of the hotel should satisfy the market it is attempting to attract. Standard features and amenities required for a proposed hotel in this market should include:



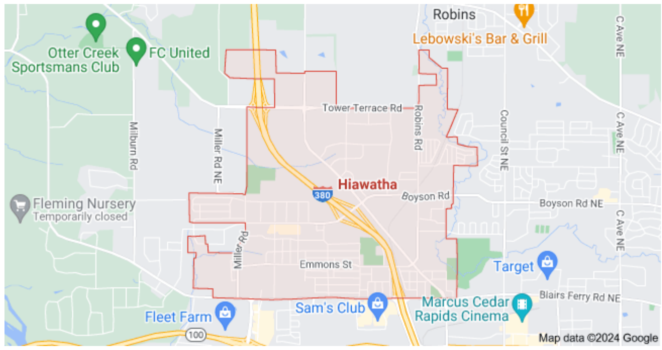
ECONOMIC OVERVIEW

For the purpose of this Comprehensive Hotel Market Feasibility Study, an Economic Overview will provide an overview of the economic condition of the market studied. In most cases, the data shown in this section of the report is not pertinent to the overall demand for lodging but can be taken into consideration. The Economic Overview will contain the following information:

- Daytime Employment
    - Business Employment by Type
- Demographic Detail Report
    - Population by Radius
    - Population by Age
    - Population by Race
    - Population by Occupation
    - Households by Marital Status
    - Population by Education
    - Population by Occupation
    - Worker Travel Time to Job
    - Households
    - Households by Income
    - Occupied Housing
    - Housing Units
    - Housing Value
    - Housing Units

Demographic Detail Report

Hiawatha, IA 52233



Radius	2 Mile		5 Mile		10 Mile	
Population						
2028 Projection	23,708		114,323		211,092	
2023 Estimate	23,439		112,799		208,131	
2010 Census	21,627		102,822		189,067	
Growth 2023 - 2028	1.15%		1.35%		1.42%	
Growth 2010 - 2023	8.38%		9.70%		10.08%	
2023 Population by Age	**23,439**		**112,799**		**208,131**	
Age 0 - 4	1,355	5.78%	6,631	5.88%	12,289	5.90%
Age 5 - 9	1,423	6.07%	6,853	6.08%	12,725	6.11%
Age 10 - 14	1,544	6.59%	7,226	6.41%	13,374	6.43%
Age 15 - 19	1,576	6.72%	7,309	6.48%	13,519	6.50%
Age 20 - 24	1,515	6.46%	7,149	6.34%	13,300	6.39%
Age 25 - 29	1,469	6.27%	7,184	6.37%	13,449	6.46%
Age 30 - 34	1,472	6.28%	7,309	6.48%	13,684	6.57%
Age 35 - 39	1,529	6.52%	7,558	6.70%	14,061	6.76%
Age 40 - 44	1,544	6.59%	7,547	6.69%	13,947	6.70%
Age 45 - 49	1,446	6.17%	6,961	6.17%	12,746	6.12%
Age 50 - 54	1,445	6.16%	6,923	6.14%	12,536	6.02%
Age 55 - 59	1,500	6.40%	7,167	6.35%	12,904	6.20%
Age 60 - 64	1,493	6.37%	7,141	6.33%	12,875	6.19%
Age 65 - 69	1,323	5.64%	6,328	5.61%	11,523	5.54%
Age 70 - 74	1,090	4.65%	5,221	4.63%	9,645	4.63%
Age 75 - 79	757	3.23%	3,615	3.20%	6,782	3.26%
Age 80 - 84	478	2.04%	2,278	2.02%	4,318	2.07%
Age 85+	480	2.05%	2,398	2.13%	4,455	2.14%
Age 65+	4,128	17.61%	19,840	17.59%	36,723	17.64%
Median Age	**39.50**		**39.50**		**39.20**	
Average Age	**39.60**		**39.70**		**39.50**	

Demographic Detail Report

Hiawatha, IA 52233						
Radius	**2 Mile**		**5 Mile**		**10 Mile**	
2023 Population By Race	**23,439**		**112,799**		**208,131**	
White	19,977	85.23%	96,430	85.49%	180,014	86.49%
Black	1,483	6.33%	8,209	7.28%	14,596	7.01%
Am. Indian & Alaskan	48	0.20%	299	0.27%	568	0.27%
Asian	1,215	5.18%	3,993	3.54%	5,897	2.83%
Hawaiian & Pacific Island	53	0.23%	206	0.18%	451	0.22%
Other	664	2.83%	3,662	3.25%	6,607	3.17%
Population by Hispanic Origin	**23,439**		**112,799**		**208,131**	
Non-Hispanic Origin	22,506	96.02%	108,425	96.12%	200,039	96.11%
Hispanic Origin	933	3.98%	4,374	3.88%	8,093	3.89%
2023 Median Age, Male	**38.60**		**38.80**		**38.40**	
2023 Average Age, Male	**38.80**		**38.90**		**38.70**	
2023 Median Age, Female	**40.30**		**40.10**		**40.00**	
2023 Average Age, Female	**40.40**		**40.40**		**40.40**	
2023 Population by Occupation Classification	**18,808**		**90,634**		**167,044**	
Civilian Employed	12,860	68.38%	60,577	66.84%	112,243	67.19%
Civilian Unemployed	480	2.55%	2,501	2.76%	4,328	2.59%
Civilian Non-Labor Force	5,464	29.05%	27,523	30.37%	50,389	30.17%
Armed Forces	4	0.02%	33	0.04%	84	0.05%
Households by Marital Status						
Married	5,005		22,651		41,241	
Married No Children	2,776		12,715		23,495	
Married w/Children	2,228		9,935		17,746	
2023 Population by Education	**16,979**		**82,508**		**151,288**	
Some High School, No Diploma	1,058	6.23%	4,118	4.99%	8,233	5.44%
High School Grad (Incl Equivalency)	3,616	21.30%	18,798	22.78%	38,024	25.13%
Some College, No Degree	4,921	28.98%	25,686	31.13%	48,757	32.23%
Associate Degree	954	5.62%	4,878	5.91%	8,363	5.53%
Bachelor Degree	4,583	26.99%	20,359	24.68%	33,633	22.23%
Advanced Degree	1,847	10.88%	8,669	10.51%	14,278	9.44%

Demographic Detail Report

Hiawatha, IA 52233						
Radius	**2 Mile**		**5 Mile**		**10 Mile**	
2023 Population by Occupation	**24,281**		**113,491**		**210,479**	
Real Estate & Finance	1,011	4.16%	5,159	4.55%	9,079	4.31%
Professional & Management	6,726	27.70%	30,939	27.26%	55,915	26.57%
Public Administration	206	0.85%	1,266	1.12%	2,684	1.28%
Education & Health	3,033	12.49%	14,106	12.43%	25,159	11.95%
Services	2,090	8.61%	9,490	8.36%	16,917	8.04%
Information	423	1.74%	1,514	1.33%	2,548	1.21%
Sales	3,062	12.61%	13,762	12.13%	25,319	12.03%
Transportation	42	0.17%	411	0.36%	744	0.35%
Retail	1,434	5.91%	6,826	6.01%	13,423	6.38%
Wholesale	306	1.26%	1,456	1.28%	2,752	1.31%
Manufacturing	2,139	8.81%	9,808	8.64%	18,387	8.74%
Production	1,636	6.74%	7,976	7.03%	16,909	8.03%
Construction	699	2.88%	4,138	3.65%	8,084	3.84%
Utilities	895	3.69%	3,612	3.18%	7,004	3.33%
Agriculture & Mining	106	0.44%	386	0.34%	886	0.42%
Farming, Fishing, Forestry	28	0.12%	215	0.19%	425	0.20%
Other Services	445	1.83%	2,427	2.14%	4,244	2.02%
2023 Worker Travel Time to Job	**12,408**		**58,234**		**108,033**	
<30 Minutes	10,934	88.12%	50,244	86.28%	92,152	85.30%
30-60 Minutes	1,156	9.32%	6,317	10.85%	12,948	11.99%
60+ Minutes	318	2.56%	1,673	2.87%	2,933	2.71%
2010 Households by HH Size	**8,971**		**42,462**		**78,030**	
1-Person Households	2,609	29.08%	13,216	31.12%	23,452	30.06%
2-Person Households	3,177	35.41%	14,619	34.43%	27,285	34.97%
3-Person Households	1,315	14.66%	6,057	14.26%	11,475	14.71%
4-Person Households	1,167	13.01%	5,179	12.20%	9,693	12.42%
5-Person Households	471	5.25%	2,246	5.29%	4,060	5.20%
6-Person Households	161	1.79%	752	1.77%	1,394	1.79%
7 or more Person Households	71	0.79%	393	0.93%	671	0.86%
2023 Average Household Size	**2.40**		**2.40**		**2.40**	
Households						
2028 Projection	9,749		47,104		87,329	
2023 Estimate	9,650		46,497		86,089	
2010 Census	8,970		42,462		78,031	
Growth 2023 - 2028	1.03%		1.31%		1.44%	
Growth 2010 - 2023	7.58%		9.50%		10.33%	

Demographic Detail Report

Hiawatha, IA 52233						
Radius	**2 Mile**		**5 Mile**		**10 Mile**	
2023 Households by HH Income	**9,649**		**46,499**		**86,088**	
<$25,000	1,315	13.63%	7,313	15.73%	14,537	16.89%
$25,000 - $50,000	2,107	21.84%	10,097	21.71%	18,028	20.94%
$50,000 - $75,000	1,758	18.22%	8,870	19.08%	16,634	19.32%
$75,000 - $100,000	1,377	14.27%	6,395	13.75%	11,783	13.69%
$100,000 - $125,000	1,025	10.62%	4,960	10.67%	9,029	10.49%
$125,000 - $150,000	638	6.61%	2,905	6.25%	5,767	6.70%
$150,000 - $200,000	723	7.49%	3,039	6.54%	5,936	6.90%
$200,000+	706	7.32%	2,920	6.28%	4,374	5.08%
2023 Avg Household Income	**$90,727**		**$85,780**		**$83,141**	
2023 Med Household Income	**$69,133**		**$65,367**		**$64,951**	
2023 Occupied Housing	**9,650**		**46,497**		**86,090**	
Owner Occupied	6,986	72.39%	33,104	71.20%	61,818	71.81%
Renter Occupied	2,664	27.61%	13,393	28.80%	24,272	28.19%
2010 Housing Units	**9,750**		**50,364**		**90,270**	
1 Unit	6,575	67.44%	36,969	73.40%	67,108	74.34%
2 - 4 Units	1,131	11.60%	3,561	7.07%	5,846	6.48%
5 - 19 Units	1,297	13.30%	5,859	11.63%	11,406	12.64%
20+ Units	747	7.66%	3,975	7.89%	5,910	6.55%
2023 Housing Value	**6,985**		**33,104**		**61,818**	
<$100,000	975	13.96%	5,510	16.64%	10,595	17.14%
$100,000 - $200,000	2,978	42.63%	15,436	46.63%	28,200	45.62%
$200,000 - $300,000	1,655	23.69%	6,624	20.01%	13,826	22.37%
$300,000 - $400,000	587	8.40%	2,763	8.35%	4,804	7.77%
$400,000 - $500,000	391	5.60%	1,319	3.98%	2,197	3.55%
$500,000 - $1,000,000	341	4.88%	1,199	3.62%	1,795	2.90%
$1,000,000+	58	0.83%	253	0.76%	401	0.65%
2023 Median Home Value	**$184,536**		**$171,533**		**$172,035**	
2023 Housing Units by Yr Built	**10,486**		**51,486**		**94,485**	
Built 2010+	986	9.40%	6,038	11.73%	11,164	11.82%
Built 2000 - 2010	1,315	12.54%	5,426	10.54%	13,041	13.80%
Built 1990 - 1999	2,428	23.15%	7,053	13.70%	13,411	14.19%
Built 1980 - 1989	1,100	10.49%	3,556	6.91%	6,055	6.41%
Built 1970 - 1979	2,333	22.25%	7,451	14.47%	12,779	13.52%
Built 1960 - 1969	1,394	13.29%	6,412	12.45%	11,647	12.33%
Built 1950 - 1959	700	6.68%	5,354	10.40%	10,076	10.66%
Built <1949	230	2.19%	10,196	19.80%	16,312	17.26%
2023 Median Year Built	**1984**		**1974**		**1976**	

Daytime Employment Report

3 Mile Radius

Hiawatha, IA 52233

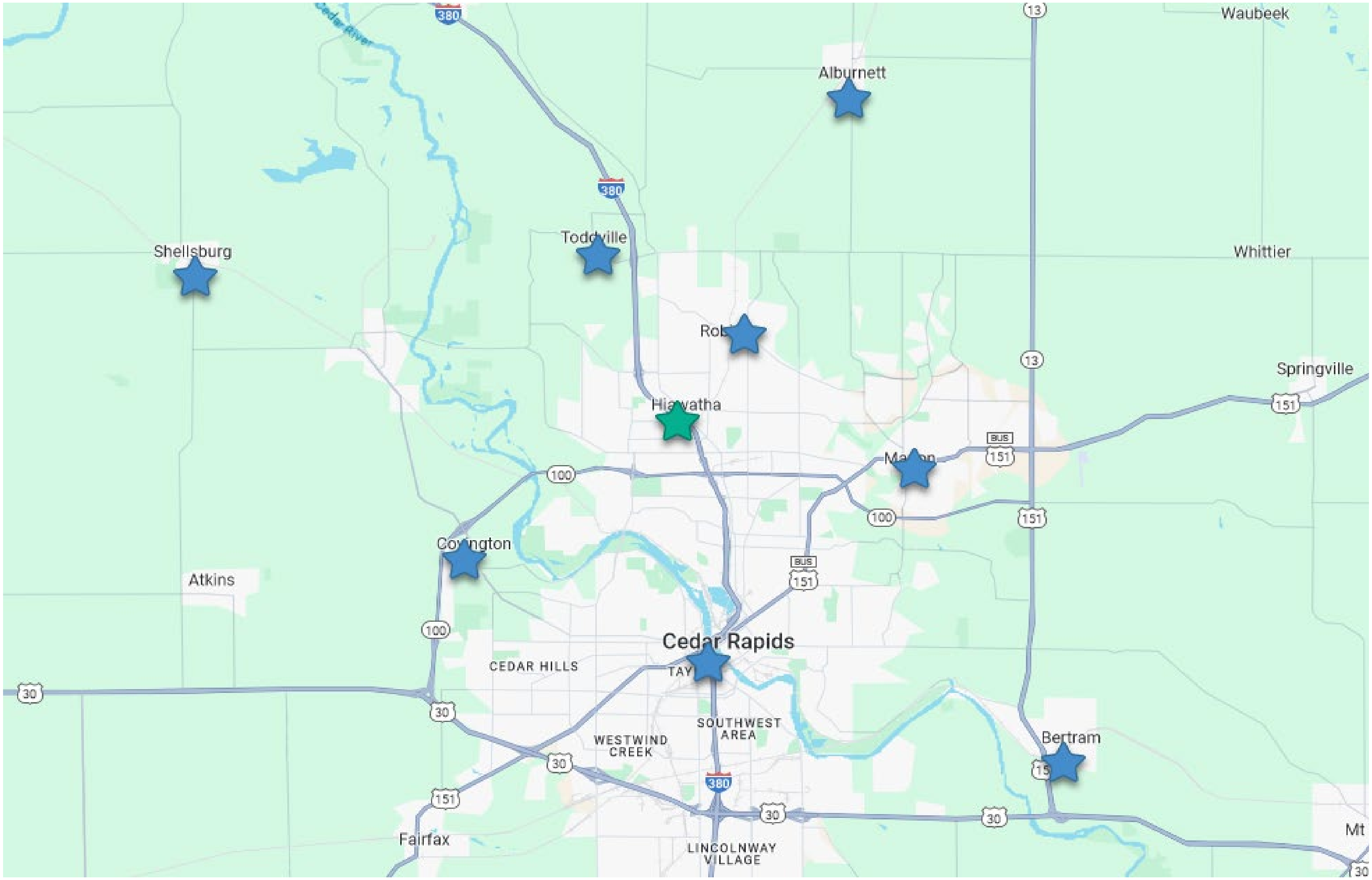
Business Employment by Type	# of Businesses	# Employees	#Emp/Bus
Total Businesses	**2,583**	**41,877**	**16**
Retail & Wholesale Trade	357	6,111	17
Hospitality & Food Service	140	2,707	19
Real Estate, Renting, Leasing	120	814	7
Finance & Insurance	251	9,388	37
Information	70	1,030	15
Scientific & Technology Services	251	2,191	9
Management of Companies	8	24	3
Health Care & Social Assistance	700	3,616	5
Educational Services	57	1,233	22
Public Administration & Sales	16	203	13
Arts, Entertainment, Recreation	47	403	9
Utilities & Waste Management	80	1,369	17
Construction	142	1,043	7
Manufacturing	84	10,029	119
Agriculture, Mining, Fishing	2	6	3
Other Services	258	1,710	7

MARKET DEMAND AREAS

The economic vitality of the market and the surrounding markets or feeder markets, is an important consideration in forecasting lodging demand and future revenue potential. The market lodging demand area for a lodging facility is the geographical region where the sources of demand and the competitive supply are located. In the following document you will find a map of the estimated market lodging demand area for the subject market.

- Market Demand Area Map
- Feeder Market Community Overviews

Market Lodging Demand Area: (Focus Area of Sales Efforts of Additional Lodging)



** Feeder Market = Outlying Community that feeds travelers into desired market (Sales Focus Area)

Source: Google Maps; Core Distinction Group, LLC.

Feeder Market Community Overviews

Marion, Iowa: A vibrant city located just to the northeast of Cedar Rapids, known for its historic charm and a strong sense of community. It boasts a bustling Uptown Marion district, which serves as the heart of the city with its unique shops, restaurants, and cultural institutions. One of the major attractions in Marion is the Marion Arts Festival, held annually in City Square Park, which draws artists and visitors from across the country. The city is also home to Lowe Park, an expansive green space that hosts art installations, a community garden, and outdoor concerts, making Marion a significant draw for tourists looking for a mix of culture and relaxation.

Robins, Iowa: A small, affluent suburb of Cedar Rapids, offering a quiet, residential setting with a growing sense of local identity. Although Robins itself may not host large tourist attractions, its proximity to Cedar Rapids and other nearby towns makes it a peaceful base for exploring the region. The town prides itself on community events such as the Robins Roundup, an annual celebration featuring a parade, live music, and family activities that highlight the close-knit community spirit of the area.

Alburnett, Iowa: A small town located north of Cedar Rapids, known for its tight-knit community and rural charm. While it might not boast large tourist attractions, Alburnett serves as a gateway to the beauty of Iowa's countryside, with nearby outdoor activities such as fishing, hiking, and camping, particularly along the Wapsipinicon River. The town's main event, the Alburnett Pirate Festival, celebrates local heritage and community spirit, drawing visitors with its parade, games, and vendor booths.

Toddville, Iowa: A small unincorporated community situated to the northwest of Cedar Rapids. It is best known for its proximity to the Wickiup Hill Learning Center, an educational and recreational facility focusing on environmental conservation and outdoor education. The area around Toddville offers abundant natural beauty and wildlife, making it a popular spot for bird watching, hiking, and exploring the natural wetlands. The learning center's interactive displays and trails provide a unique attraction for families and nature enthusiasts.

Feeder Market Community Overviews (continued)

Shellsburg, Iowa: A quaint town located west of Cedar Rapids, embodying the essence of small-town Iowa life. It is surrounded by natural beauty, with the Cedar River and several parks nearby, offering outdoor activities like boating, fishing, and camping. While Shellsburg may not host large-scale tourist attractions, its annual events such as the Shellsburg Vinton Hot Air Balloon Race and the Fourth of July celebration, featuring a parade, fireworks, and community activities, draw visitors looking for an authentic Midwestern experience.

Covington, Iowa: A small community on the outskirts of Cedar Rapids, known for its scenic views along the Cedar River. While Covington itself is primarily residential, its location offers easy access to Cedar Rapids' attractions and the Cedar Valley Nature Trail, a popular route for biking, hiking, and outdoor recreation. The trail, which runs through the heart of the Cedar Valley, provides a natural draw for tourists seeking outdoor adventure and scenic beauty.

Cedar Rapids, Iowa: Iowa's second-largest city, is a cultural and economic hub in the region, offering a wide array of attractions for tourists. The city is home to the Cedar Rapids Museum of Art, which houses the world's largest collection of works by Grant Wood, and the Paramount Theatre, a beautifully restored venue hosting Broadway shows, concerts, and events. Another major attraction is the NewBo City Market in the vibrant New Bohemia District, offering local crafts, foods, and entertainment. The National Czech & Slovak Museum & Library highlights the area's rich cultural heritage, making Cedar Rapids a diverse and dynamic destination for visitors.

Bertram, Iowa: A small community located southeast of Cedar Rapids, known for its peaceful countryside and historical significance. While Bertram itself may not feature large tourist attractions, its proximity to Cedar Rapids and the surrounding natural areas make it an appealing spot for those looking to explore Eastern Iowa's history and outdoor beauty. Nearby, the Palisades-Kepler State Park offers opportunities for hiking, fishing, and bird watching, with stunning views of the Cedar River, making it a worthwhile visit for those passing through Bertram.

SITE/S ANALYSIS

For the purposes of this Comprehensive Hotel Market Feasibility Study, a representative with Core Distinction Group LLC evaluated all sites requested by the client. The potential location/s are detailed in the following pages including analysis of each site.

- Site Rating
  - Visibility
  - Accessibility
  - Traffic Counts
  - Site Prep
  - Major Utilities
  - Zoning
  - Area Support Services
  - Demand
  - Generators
  - Competition Position
- Location
- Land Area
- Frontage
- Drainage
- Environmental Hazards
- Ground Stability
- Utilities
- Parking
- Easement, Encroachments, Restrictions

It is important to analyze the site with respect to regional and local transportation routes and demand generators, including ease of access. A detail of traffic information will follow the individual site information in this report.

Located at Interstate 380 and Boyson Rd Intersections (Vicinity)					
Visibility	1	2	3	4	5
Accessibility	1	2	3	4	5
Traffic Counts	1	2	3	4	5
Site Prep	1	2	3	4	5
Major Utilities	1	2	3	4	5
Zoning	1	2	3	4	5
Area Support Services	1	2	3	4	5
Demand Generator Position	1	2	3	4	5
Competition Position	1	2	3	4	5
Overall Result			93%	42	45

Location	Located anywhere in the vicinity of Interstate 380.
Land Area	The recommended site size for proposed property is two to three acres.
Frontage	This proposed should offer frontage or high visibility from Interstate 380.
Topography	The area offers many options with very little issues. The topography does not appear to have development issues at this time.
Drainage	No drainage issues were observed at the time of visit and none were disclosed to Core Distinction Group at the time of Site Visit.
Environmental Hazards	An environmental assessment report was not provided for review. However, these issues are out of Core Distinction Group's scope of work and expertise. It is assumed that property is not adversely affected by these
Ground Stability	A soil report was not provided for review. However, these issues are out of Core Distinction Group's scope of work and expertise. It is assumed that property is not adversely affected by these hazards.
Utilities	It is to the understanding of Core Distinction Group that water, electricity and sewer are available in the general area.
Parking	This area is assumed to offer a site that will be able to accommodate the appropriate number of parking spaces.
Easements, Encroachments and Restrictions	Core Distinction Group was not provided a title report on said site and was not made aware of any easements, encroachments or restrictions that would affects this site.


Hiawatha
380
Boyson Rd
Boyson Rd NE
Boyson Rd
N Center Point Rd
Robins Rd
Hiawatha Park
27
Emmons St
St Andrews Golf Club
Center Point Rd

COMMUNITY INTERVIEWS

A representative with Core Distinction Group LLC met with representatives of the community and the surrounding area to gather information pertinent to hotel development. In addition, Core Distinction Group, LLC conducted an online survey to better understand the overall market need. The research was conducted as a macro and micro market analysis of the market and areas immediately surrounding the area to determine their viability to support the potential of a hotel development. The following key points were discussed and analyzed for the purpose of this Comprehensive Hotel Market Feasibility Study:

- Current and Potential Future Need for Lodging in the Market Studied
- Current Hotel Being Utilized by Interviewee
- Current Essential Amenities Being Utilized by Interviewee
- Scale or Quality Preferences of Interviewee

Community Interview Summary

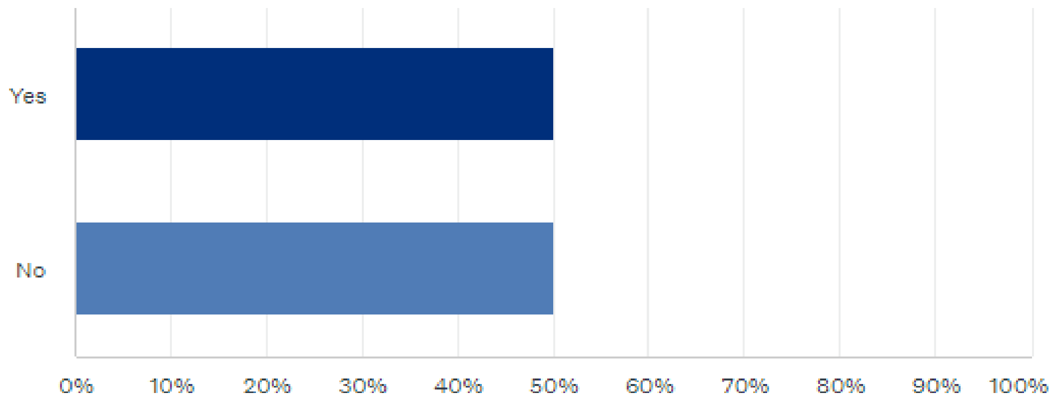
During the research phase of this Comprehensive Hotel Market Feasibility Study, Core Distinction Group asked demand generators and leaders within the community all or some of the following *questions:

- Does your business or organization have a need for overnight accommodations?
- If yes, what is the approximate weekly or monthly need?
- Does your business or organization have a need for long-term or extended stay overnight accommodations?
- If yes, what is the approximate length of stay and how many guests per month/year?
- Where do you currently recommend these individuals to stay?
- In your opinion, do you believe the community in question would benefit from a new, branded hotel?
- If yes or no, please help us understand your stance on a new hotel. Why you do or do not feel it would benefit the community.
- In your opinion, what amenities does this hotel offer that are important to your clients?
- Do you have additional comments or contacts you would recommend we speak to?

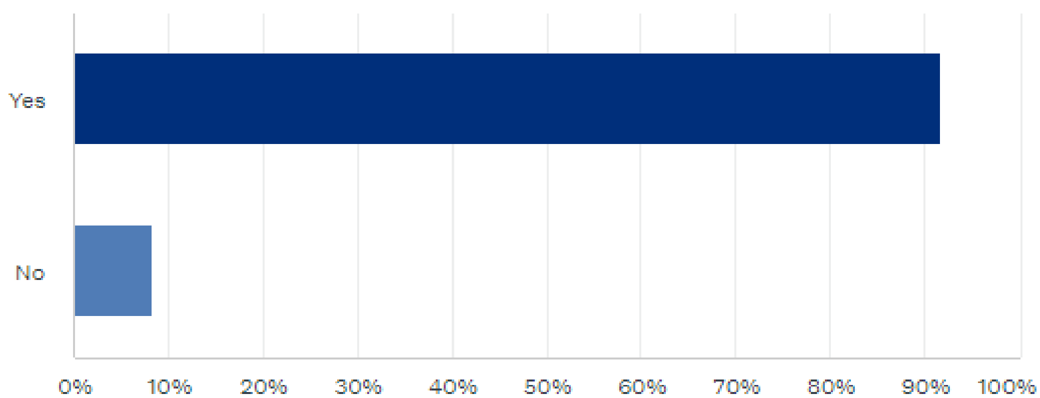
**Questions are not limited to the above questions. Representatives from Core Distinction Group look to expand on each question, if needed, to identify all lodging needs in the community.*

Community Interviews Overall Key Responses

When Core Distinction Group asked individual businesses in the area if they had a need for new, quality accommodations in the community, 50% identified a specific need:



When Core Distinction Group asked individuals and businesses in the area if there is a need in Hiawatha, IA for a new hotel, nearly 92% stated yes:



LODGING DEMAND OVERVIEW

For the purposes of this Comprehensive Hotel Market Feasibility Study, it is important to understand the overall demand of lodging in the market as well as surrounding markets. This section reviews need in the areas based on the following market segments:

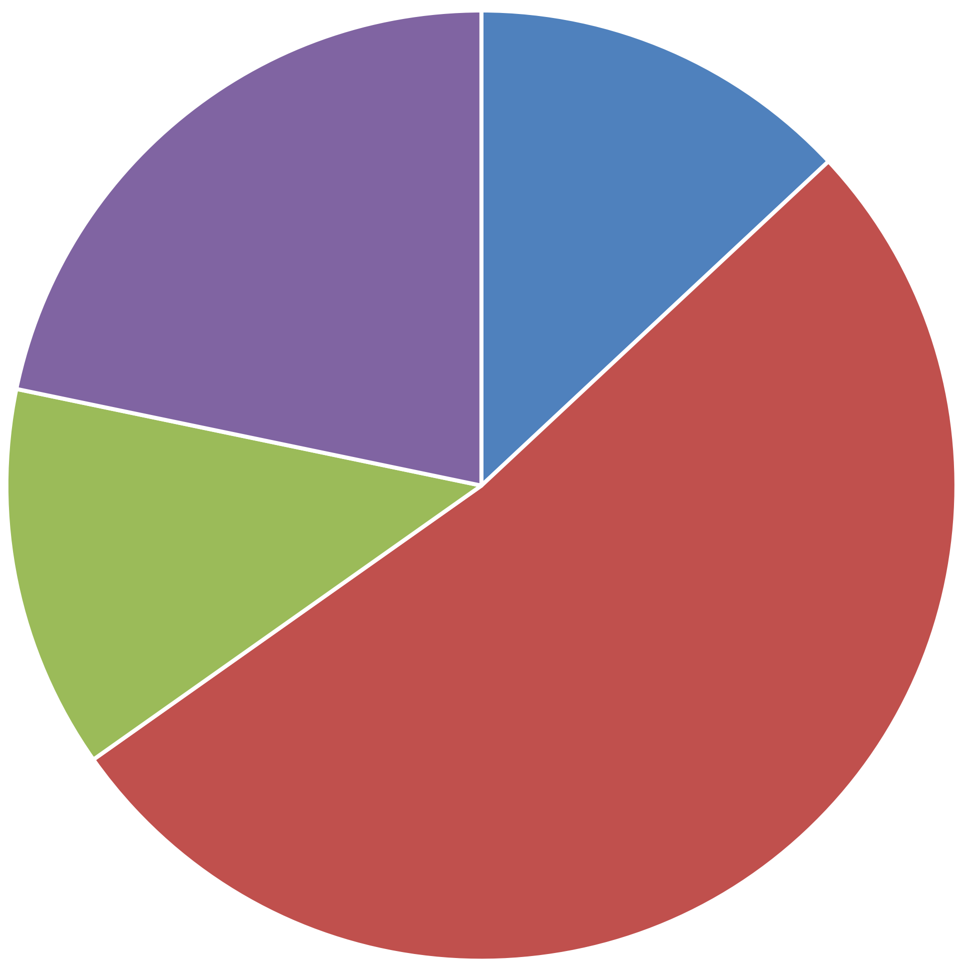
- Market Segmentation Projections
  - SMERF Demand
  - Corporate Demand
  - Area Events & Attractions
  - Transient/Walk-In Demand
- Employer/Local Economy Overview
- Demand Generators and Attractions

In addition to a breakdown and overview of the market's lodging demand segmentation, this sections also details the sources of said lodging demand and in some cases, identifies when the demand peaks.

Market Segmentation Projection for Hiawatha, IA are as follows:

Local Business / Corporate Demand:	**60%**
SMERF Demand:	**15%**
Area Events & Attractions:	**15%**
Transient:	**10%**
Total Need:	**100%**

Demand Driver Share



SMERF Demand - SMERF stands for social, military, education, religious and fraternal meetings. In communities where corporate meetings and business travelers keep hotels occupied on weekdays, SMERF business, which is predominantly weekend business, can fill rooms Friday through Sunday.

Corporate Demand - Corporate demand consists mainly of individual businesspeople passing through the subject market or visiting area businesses, in addition to high-volume corporate accounts generated by local firms. Brand loyalty (particularly frequent-traveler programs), as well as location and convenience with respect to businesses and amenities, influence lodging choices in this segment. Companies typically designate hotels as "preferred" accommodations in return for more favorable rates, which are discounted in proportion to the number of room nights produced by a commercial client. Corporate demand is strongest Monday through Thursday nights, declines significantly on Friday and Saturday, and increases somewhat on Sunday night. It is relatively constant throughout the year, with marginal declines in late December and during other holiday periods.

Area Events & Attractions/Leisure Demand - Leisure demand consists of individuals and families spending time in an area or passing through en route to other destinations. Travel purposes include sightseeing, recreation, or visiting friends and relatives. Leisure demand also includes room nights booked through Internet sites such as Expedia, Hotels.com, and Priceline; however, leisure may not be the purpose of the stay. This demand may also include business travelers and group and convention attendees who use these channels to take advantage of any discounts that may be available on these sites. Leisure demand is strongest on Friday and Saturday nights and all week during holiday periods and the summer months. These peak periods represent the inverse of commercial visitation trends, underscoring the stabilizing effect of capturing weekend and summer tourist travel.

Transient/Walk-In Demand - This demand can peak during any day of the week depending on the market. transient/walk-in demand is based on many factors including traffic through the area and potential overflow from feeder markets. This demand may include business and leisure travelers.

Identifying which segments have the potential to produce 80 percent of your hotel's revenue is imperative to the success of developing these segments to ensure hotel is achieving fair market share. This starts with understanding the market in which any given hotel operates. A fundamental understanding of the competitive environment, key economic drivers and historical trends are essential to understanding which market segments are relevant. At this time, the proposed hotel should experience the same Market Segmentation as the overall market. The proposed hotel in Hiawatha, IA would be the newest hotel in the immediate regional area and would be positioned to serve a wide variety of Lodging Demand. Also, as a proposed upper midscale hotel, it would be able to flex rates and services to accommodate a full range of Lodging Demand.

Employer/Economy Overview:

Hiawatha, Iowa, may be a small city by population, but it boasts a robust and diverse economy that is reflective of its dynamic business environment and strategic location near Cedar Rapids. This economic vitality is supported by a variety of large employers that span several key sectors, including manufacturing, technology, and healthcare.

One of the pillars of Hiawatha's economy is the manufacturing sector. Companies specializing in everything from food processing to advanced manufacturing technologies have set up operations in Hiawatha, drawn by the city's accessible location, business-friendly policies, and skilled labor pool. These manufacturers not only provide a stable source of employment for residents but also contribute to the city's economic diversity, making it less vulnerable to downturns in any single industry.

The technology sector is another critical component of Hiawatha's economy. Hiawatha's proximity to Cedar Rapids, often referred to as the "Silicon Prairie," has fostered a collaborative environment that encourages the growth of tech firms. These businesses range from software development to information technology services, reflecting the city's growing reputation as a center for technological innovation.

Healthcare and medical services also play a significant role in Hiawatha's economy, with several large employers operating in this sector. These include clinics, specialized medical services, and support companies that cater to the healthcare needs of the city's residents and the surrounding region. The healthcare sector not only provides essential services but also offers a wide range of employment opportunities, from clinical positions to administrative and support roles.

Retail and service industries are vital to Hiawatha's economic landscape. The city's retail sector includes a mix of local businesses and national chains, from grocery stores and restaurants to specialty shops. These businesses contribute to the city's quality of life and its local economy by providing jobs and generating tax revenue that supports public services.

Education and government also contribute to Hiawatha's employment landscape, with the Cedar Rapids Community School District and municipal government being significant employers. These institutions provide stable jobs in education, administration, and public services, further diversifying the city's economy and enhancing its resilience.

Attractions & Demand Generators:

Mercy Hiawatha Medical Park - The 60,000-square foot facility will offers an outpatient surgical center, as well as a clinic. Just 30 miles to the south, you'll find the outstanding University of Iowa Hospitals and Clinics, a 705-bed medical and surgical facility. This high-performing hospital is nationally ranked in 15 specialties including the following ratings: fifth in the nation in otolaryngology, seventh in ophthalmology, and 16th in orthopedics.

Community Center - Built in 2007 and opened in April of 2008 funded with the support of the community through a bond referendum. The facility offers space for wedding receptions, anniversary parties, graduation parties, birthday parties, family reunions, community events, holiday parties, fundraising dinners, recreational programs, business meetings, training sessions, product shows and much more. The Community Center can house up to 168 people seated and over 200 standing.

Guthridge Park - Located at 704 Emmons Street, between 7th Ave and 10th Ave, across from the Hiawatha Elementary School. The park offers 3 pavilions, a splash pad, 3 lighted softball diamonds, 2 lighted basketball courts, 2 sand volleyball courts, 2 lighted tennis courts, playground areas, an outdoor learning classroom, walking trail and 2 horseshoe pits.

St. Andrews Golf Course & Driving Range - A full service facility featuring 18 holes of challenging golf, driving range and practice green, 4 state of the art Full Swing indoor golf simulators, club repair, and a kitchen and clubhouse equipped for all your outing needs. At 6000 yards from the tips, with some of the best greens in Iowa, tight tree lined fairways and water on 12 holes, St. Andrews is a challenge for all while providing additional tees for golfers of any skill level.

Iowa Sports Center - Established in 2008 as a basketball program focused on making a positive impact on the youth of Iowa both on and off the basketball court. Team Iowa concentrates on teaching the fundamentals to help players build a strong foundation that will help them grow in the game of basketball. In addition to building a strong foundation on the court, Team Iowa also believes in creating strong players in the game of life. The facility offers 4 full size basketball courts and a gathering area that can be rented for social events.

Attractions & Demand Generators:

Alliant Energy PowerHouse - Built as the premier entertainment and convention facility in Eastern Iowa, the Alliant Energy PowerHouse (formerly the U.S. Cellular Center) continues to host over 190 event days a year including concerts, family shows, conventions, corporate meetings, sporting events, ice shows, rodeos, circuses and high school events. The newly renovated complex now boasts an 9,000+ seat arena lined with concessions stands, 267 hotel rooms, 81,779 square feet of exhibit space, 12,359 square feet of ballroom space and 19,383 square feet of meeting room space.

Prospect Meadows - A 17-field baseball and softball complex northeast of Marion. In May 2019, the facility celebrated a ribbon cutting and grand opening for the nine fields in the first phase of the project which includes 8 fields. The complex hosts local league play and weekend tournaments, drawing teams from across the Midwest. Located just south of County Home Rd. and east of Highway 13, the over 120-acre complex will feature 17 fields - including one Miracle Field, specially built for people with disabilities - at full build out. The project is unique to Marion and positions the community and metro area as a destination for sports tourism. It also demonstrates regional collaboration – with involvement from multiple cities, Linn County, Linn County Conservation District and Perfect Game USA. With league tournaments and tournament usage by Perfect Game USA, the Cedar Rapids-based scouting firm, organizers expect more than 60,000 out-of-the-area visitors each year for games, filling 80,000 hotel room nights due to extended stays. More than 120,000 people are expected to visit the complex annually.

McGarth Amphitheatre - Sprawling outdoor venue offering lawn seating & a lineup of well-known performers, plus events. A naturalized, outdoor amphitheater located on the west bank of the Cedar River near the police station. This community gathering space was designed to serve small free community programs as well as ticketed 5,000 person events.

Veterans Memorial Stadium - Located southwest of downtown Cedar Rapids on Rockford Road. The Cedar Rapids Ice Arena and Kingston Stadium, home to Kennedy, Jefferson, and Washington high school football, are both adjacent to Veterans Memorial Stadium. Veterans Memorial Stadium has a total seating capacity of 5,300. It has 12 luxury suites and several sections that are reserved for group outings, including a mezzanine terrace in the upper deck behind first base, a pavilion in left field, and a pre-game picnic area.

Attractions & Demand Generators:

Cedar Rapids Ice Arena - a 3,850-seat multipurpose arena in Cedar Rapids, Iowa, located adjacent to Veterans Memorial Stadium. The arena opened on January 8, 2000, and is owned by the city of Cedar Rapids. It is home to the Cedar Rapids RoughRiders of the United States Hockey League as well as several local youth hockey teams. The University of Iowa Hawkeyes club hockey team plays some of their home games at the facility. The arena contains separate sheets of ice for ice hockey games and for public and figure ice skating. The arena serves as the home ice for the Eastern Iowa Figure Skating Club, a US Figure Skating club.

LODGING SUMMARY-PRIMARY

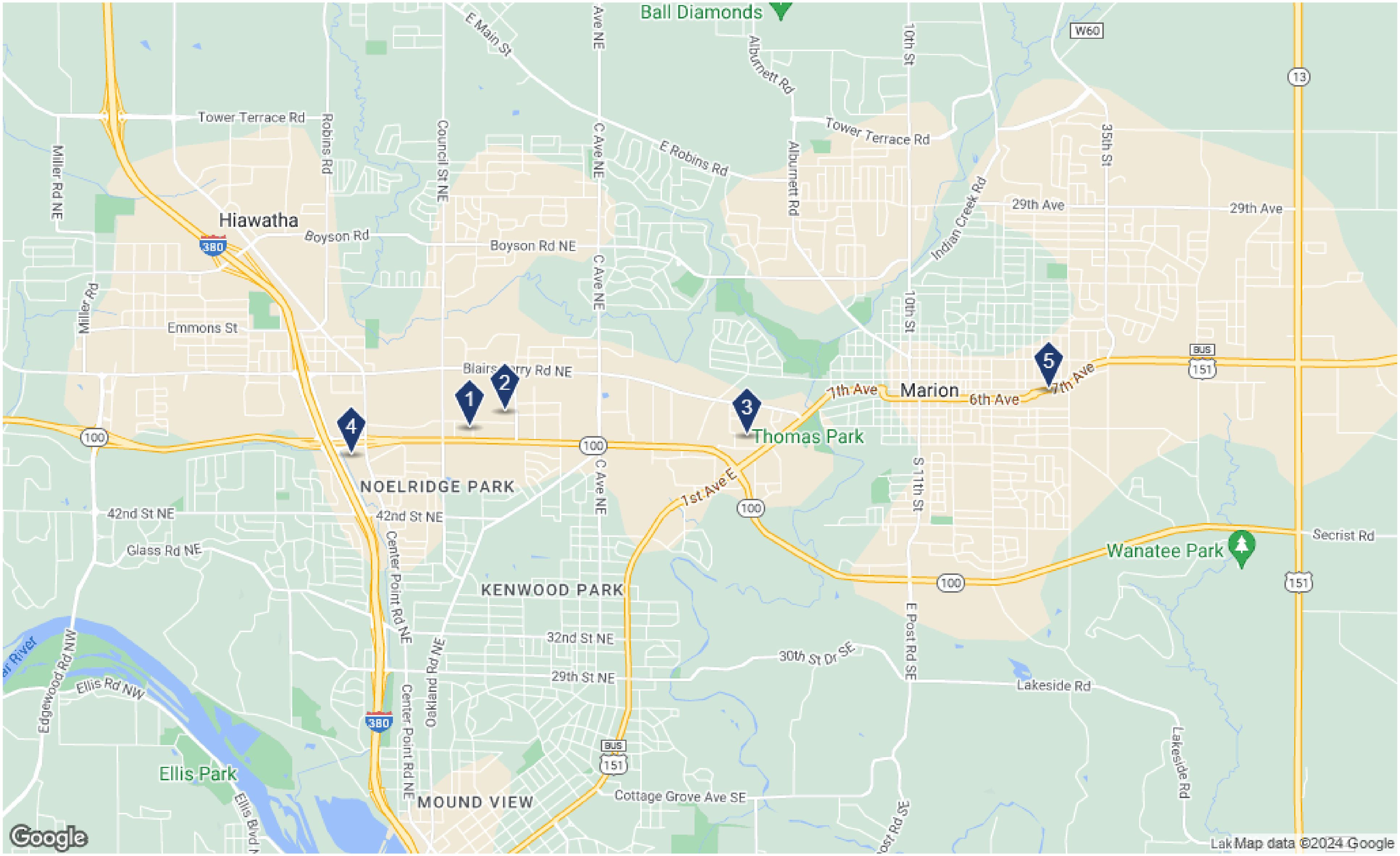
For the purposes of this Comprehensive Hotel Market Feasibility Study, the competitive set includes properties that were determined to be competitive with the proposed hotel based on either their location, brand affiliation, facilities and amenities offered, rate structure, community surveys, and/or market orientation. There are many instances where independent and/or economy hotels do not report to the reporting agency.

In some cases, Core Distinction Group must access data from surrounding or Secondary market hotels to obtain a Smith Travel Research (STR)/CoStar report. This can also include a Secondary Competitive Set. The following information will be presented in Lodging Supply:

- Competitive Set Property Map
- Smith Travel Research (STR)/CoStar Data by Measure
- Smith Travel Research (STR)/CoStar Data 12 Month Average
- Primary Competitive Set Listed Rates
- Primary Competitive Set Listed Hotel Trends and Projections

Data can be found in Appendix.

Property Map Overview



Property Summary Report

Holiday Inn Express Cedar Rapids (Collins Rd)

Upper Midscale
Class

1230 Collins Rd NE
Cedar Rapids, IA 52402 - Iowa City/Waterloo Submarket

HOSPITALITY

Brand	Holiday Inn Express
Hotel Opened	May 1996
Operation Type	Franchise
Operation Status	Open

BUILDING

Type	Hotel
Year Built	1995
Year Renov	2017
Rooms	83
Location	Suburban
Stories	3
Primary Corridors	Interior
Meeting Space	228 SF

LAND

Land Acres	1.69 AC
Zoning	S-MC
Parcels	14032-52005-00000

PARKING

Spaces	56 Surface
Ratio	0.67/Room

BUILDING AMENITIES

- Business Center
- Fitness Center
- Pool
- Public Access Wifi
- Smoke-Free

SALE

Sold Price	$7,100,000 ($85,542/Room)
Date	Dec 2018
Sale Type	Investment

TRANSPORTATION

Parking	56 available (Surface);Ratio of 0.67/Room
Airport	22 min drive to The Eastern Iowa Airport
Walk Score	Car-Dependent (47)
Transit Score	Minimal Transit (21)

Property Summary Report

Hampton Inn & Suites Cedar Rapids - North

1130 Park Place Northeast
Cedar Rapids, IA 52402 - Iowa City/Waterloo Submarket

Upper Midscale
Class

HOSPITALITY

Brand	Hampton by Hilton
Hotel Opened	Jan 2009
Operation Type	Franchise
Operation Status	Open

BUILDING

Type	Hotel
Year Built	Jan 2009
Year Renov	2016
Rooms	103
Location	Suburban
Stories	4
Primary Corridors	Interior
Meeting Space	576 SF

LAND

Land Acres	2.24 AC
Zoning	C3
Parcels	14032-76005-00000

PARKING

Spaces	95 Surface
Ratio	0.92/Room

BUILDING AMENITIES

- Business Center
- Meeting Event Space
- Public Access Wifi
- Fitness Center
- Pool
- Smoke-Free

SALE

Sold Price	$13,000,000 ($126,214/Room)
Date	Jun 2011
Sale Type	Investment

TRANSPORTATION

Parking	95 available (Surface);Ratio of 0.92/Room
Airport	23 min drive to The Eastern Iowa Airport
Walk Score	Somewhat Walkable (51)
Transit Score	Minimal Transit (20)

Property Summary Report

Best Western Plus Longbranch Hotel & Convention Center

Upper Midscale
Class

90 Twixt Town Rd NE
Cedar Rapids, IA 52402 - Iowa City/Waterloo Submarket

HOSPITALITY

Brand	Best Western Plus
Hotel Opened	Jun 1968
Operation Type	Franchise
Operation Status	Open

BUILDING

Type	Hotel
Year Built	Jun 1968
Year Renov	2020
Rooms	106
Location	Suburban
Stories	2
Primary Corridors	Interior
Meeting Space	7,604 SF

LAND

Land Acres	4.60 AC
Parcels	14021-76038-00000

PARKING

Spaces	237 Surface
Ratio	2.24/Room

BUILDING AMENITIES

- Business Center
- Fitness Center
- Hot Tub
- Meeting Event Space
- On-Site Bar
- Pool
- Public Access Wifi
- Restaurant
- Smoke-Free

TRANSPORTATION

Parking	237 available (Surface);Ratio of 2.24/Room
Airport	25 min drive to The Eastern Iowa Airport
Walk Score	Somewhat Walkable (64)

PROPERTY CONTACTS

True Owner	DELONG DEVELOPMENT COMPANY, L.C. 90 Twixt Town Rd NE Cedar Rapids, IA 52402 (319) 377-6386 (p)
Recorded Owner	DELONG DEVELOPMENT COMPANY, L.C. 90 Twixt Town Rd NE Cedar Rapids, IA 52402 (319) 377-6386 (p)
True Owner	THE LONGBRANCH INC. 90 Twixt Town Rd NE Cedar Rapids, IA 52402
Parent Company	BWH Hotels

Property Summary Report

Comfort Inn & Suites Cedar Rapids North - Collins Road

Upper Midscale
Class

2025 Werner Ave NE
Cedar Rapids, IA 52402 - Iowa City/Waterloo Submarket

HOSPITALITY

Brand	Comfort Inn
Hotel Opened	Feb 1998
Operation Type	Franchise
Operation Status	Open

BUILDING

Type	Hotel
Year Built	1998
Year Renov	2014
Rooms	62
Location	Suburban
Stories	3
Primary Corridors	Interior
Meeting Space	372 SF

LAND

Land Acres	1.44 AC
Zoning	S-MC
Parcels	14043-01005-00000

PARKING

Spaces	55 Surface
Ratio	0.89/Room

BUILDING AMENITIES

- Business Center
- Hot Tub
- Pool
- Smoke-Free
- Fitness Center
- Meeting Event Space
- Public Access Wifi

SALE

Sold Price	$2,925,000 ($47,177/Room)
Date	Dec 2019
Sale Type	Investment

TRANSPORTATION

Parking	55 available (Surface);Ratio of 0.89/Room
Airport	21 min drive to The Eastern Iowa Airport
Walk Score	Car-Dependent (48)
Transit Score	Minimal Transit (20)

Property Summary Report

TownePlace Suites Cedar Rapids Marion

Upper Midscale
Class

2823 7th Ave
Marion, IA 52302 - Iowa City/Waterloo Submarket

HOSPITALITY

Brand	TownePlace Suites
Hotel Opened	Jun 2019
Operation Type	Franchise
Operation Status	Open

BUILDING

Type	Hotel
Year Built	Jun 2019
Rooms	88
Location	Suburban
Stories	4
Primary Corridors	Interior
Meeting Space	252 SF

LAND

Land Acres	4.35 AC
Zoning	UC-1
Parcels	15061-05017-00000

BUILDING AMENITIES

- Fitness Center
- Pool
- Meeting Event Space

TRANSPORTATION

Airport	30 min drive to The Eastern Iowa Airport
Walk Score	Somewhat Walkable (66)

PROPERTY CONTACTS

True Owner	Kinseth Hospitality Companies 801 E 2nd Ave Coralville, IA 52241 (319) 499-5101 (p)
Parent Company	Marriott International
Recorded Owner	Marion Hotel Assocs Inc 2823 7th Ave Marion, IA 52302

STR Global - CoStar - Data by Measure - Primary Comp Set

Occupancy (%)													
YR.	January	February	March	April	May	June	July	August	September	October	November	December	YTD
2020	46.3%	55.1%	35.4%	19.7%	29.1%	45.8%	51.8%	66.5%	62.6%	53.0%	39.6%	35.7%	45.1%
2021	34.9%	39.2%	49.1%	54.2%	56.1%	64.2%	66.3%	59.0%	59.6%	62.0%	55.9%	43.6%	53.7%
2022	39.8%	47.4%	56.0%	56.7%	63.1%	71.8%	68.2%	63.8%	63.8%	61.8%	57.0%	45.1%	57.9%
2023	43.2%	52.1%	56.8%	56.4%	62.9%	72.6%	70.0%	65.9%	66.2%	61.8%	53.8%	42.3%	58.7%
2024	43.8%												43.8%
Avg	40.3%	47.2%	46.8%	43.5%	49.4%	60.6%	62.1%	63.1%	62.0%	58.9%	50.8%	41.5%	52.2%

ADR ($)													
YR.	January	February	March	April	May	June	July	August	September	October	November	December	YTD
2020	$91.50	$92.24	$89.90	$75.89	$74.82	$84.22	$85.35	$102.23	$100.20	$91.54	$87.18	$81.11	$88.02
2021	$81.64	$83.13	$86.01	$92.45	$96.87	$102.89	$109.06	$103.58	$111.06	$114.30	$106.09	$93.36	$100.59
2022	$93.54	$97.00	$102.13	$104.01	$111.06	$113.14	$115.73	$109.80	$126.56	$114.98	$113.71	$100.22	$109.67
2023	$100.15	$104.58	$108.31	$107.38	$116.76	$125.62	$123.99	$113.42	$125.40	$122.91	$119.17	$104.22	$115.54
2024	$107.50												$107.50
Avg	$88.89	$90.79	$92.68	$90.78	$94.25	$100.08	$103.38	$105.20	$112.61	$106.94	$102.33	$91.56	$99.43

RevPAR ($)													
YR.	January	February	March	April	May	June	July	August	September	October	November	December	YTD
2020	$42.40	$50.80	$31.84	$14.93	$21.75	$38.54	$44.25	$67.98	$62.73	$48.53	$34.56	$28.99	$40.61
2021	$28.53	$32.55	$42.21	$50.13	$54.37	$66.09	$72.28	$61.08	$66.19	$70.92	$59.34	$40.69	$55.02
2022	$37.25	$45.94	$57.22	$59.00	$70.08	$81.20	$78.89	$70.08	$80.77	$71.03	$64.81	$45.16	$63.51
2023	$43.25	$54.51	$61.47	$60.51	$73.44	$91.16	$86.81	$74.71	$83.06	$75.97	$64.11	$44.12	$67.79
2024	$47.08												$47.08
Avg	$36.06	$43.10	$43.76	$41.35	$48.73	$61.94	$65.14	$66.38	$69.90	$63.49	$52.90	$38.28	$53.05

Revenue ($)													
YR.	January	February	March	April	May	June	July	August	September	October	November	December	YTD
2020	$580,922	$628,716	$436,308	$197,925	$298,008	$510,983	$606,300	$931,458	$831,751	$664,928	$458,292	$397,192	$6,542,783
2021	$390,898	$402,832	$578,389	$664,786	$744,960	$876,381	$990,330	$836,949	$877,726	$971,694	$786,893	$557,552	$8,679,390
2022	$510,347	$568,586	$784,051	$782,390	$960,211	$1,076,739	$1,081,019	$960,229	$1,071,074	$973,271	$859,441	$618,754	$10,246,112
2023	$592,594	$674,564	$842,244	$802,417	$1,006,268	$1,208,795	$1,189,445	$1,023,656	$1,101,382	$1,040,919	$850,159	$604,593	$10,937,036
2024	$645,102												$645,102
Avg	$485,910	$515,774	$507,349	$431,356	$521,484	$693,682	$798,315	$884,204	$854,739	$818,311	$622,593	$477,372	$7,611,087

STR Global - CoStar - 12 Month Moving Average - Primary Comp Set

Occupancy (%)												
YR.	January	February	March	April	May	June	July	August	September	October	November	December
2020	58.6%	58.6%	56.6%	53.5%	50.9%	49.2%	47.9%	47.9%	47.9%	47.2%	45.6%	45.0%
2021	44.0%	42.8%	44.0%	46.8%	49.1%	50.6%	51.9%	51.2%	51.0%	51.7%	53.1%	53.7%
2022	23.0%	54.8%	55.4%	55.6%	56.2%	56.8%	57.0%	57.4%	57.7%	57.7%	57.8%	57.9%
2023	58.2%	58.6%	58.6%	58.6%	58.6%	58.6%	58.8%	59.0%	59.2%	59.2%	58.9%	58.7%
2024	58.7%											
Avg	51.3%	50.7%	50.3%	50.2%	50.0%	49.9%	49.9%	49.6%	49.5%	49.5%	49.4%	49.4%

ADR ($)												
YR.	January	February	March	April	May	June	July	August	September	October	November	December
2020	$98.20	$98.04	$97.78	$97.27	$95.81	$94.27	$92.98	$93.61	$93.46	$92.00	$90.67	$90.11
2021	$89.41	$88.69	$88.36	$89.18	$90.64	$92.40	$94.80	$94.84	$95.86	$98.12	$99.48	$100.09
2022	$100.70	$101.41	$102.64	$103.57	$104.85	$105.89	$106.58	$107.15	$108.58	$108.64	$109.25	$109.67
2023	$110.01	$110.45	$110.95	$111.21	$111.73	$113.01	$113.85	$114.18	$114.11	$114.82	$115.23	$115.54
2024	$115.99											
Avg	$93.81	$93.37	$93.07	$93.23	$93.23	$93.34	$93.89	$94.23	$94.66	$95.06	$95.08	$95.10

RevPAR ($)												
YR.	January	February	March	April	May	June	July	August	September	October	November	December
2020	$57.52	$57.44	$55.36	$52.03	$48.79	$46.37	$44.58	$44.87	$44.76	$43.42	$41.36	$40.56
2021	$39.38	$37.98	$38.86	$41.75	$44.52	$46.79	$49.17	$48.58	$48.87	$50.77	$52.81	$53.80
2022	$54.54	$55.57	$56.84	$57.57	$58.90	$60.15	$60.71	$61.47	$62.67	$62.68	$63.13	$63.51
2023	$64.02	$64.68	$65.04	$65.16	$65.45	$66.27	$66.94	$67.33	$67.52	$67.94	$67.88	$67.79
2024	$68.12											
Avg	$48.45	$47.71	$47.11	$46.89	$46.66	$46.58	$46.88	$46.73	$46.82	$47.10	$47.09	$47.18

Revenue ($)												
YR.	January	February	March	April	May	June	July	August	September	October	November	December
2020	$8,672,710	$8,801,516	$8,634,196	$8,252,534	$7,870,702	$7,481,110	$7,192,182	$7,238,272	$7,221,867	$7,004,449	$6,672,726	$6,542,782
2021	$6,352,758	$6,126,874	$6,268,955	$6,735,816	$7,182,769	$7,548,167	$7,932,197	$7,837,688	$7,883,664	$8,190,430	$8,519,031	$8,679,392
2022	$8,798,840	$8,964,593	$9,170,256	$9,287,860	$9,503,111	$9,703,469	$9,794,157	$9,917,437	$10,110,785	$10,112,363	$10,184,911	$10,246,112
2023	$10,328,360	$10,434,338	$10,492,530	$10,512,557	$10,558,614	$10,690,670	$10,799,096	$10,862,523	$10,892,831	$10,960,479	$10,951,197	$10,937,036
2024	$10,989,544											
Avg	$7,512,734	$7,464,195	$7,451,576	$7,494,175	$7,526,736	$7,514,639	$7,562,190	$7,537,980	$7,552,766	$7,597,440	$7,595,879	$7,611,087

Primary Competitive Hotel Properties Data Summary

Primary Competitive Set			
Property Name	**Industry Segment**	**Open Date**	**Room Count**
Holiday Inn Express Cedar Rapids (Collins R	Upper Midscale	1996	83
Hampton Inn & Suites Cedar Rapids - North	Upper Midscale	2009	103
Best Western Plus Longbranch Hotel & Conv	Upper Midscale	1968	106
Comfort Inn & Suites Cedar Rapids - North (C	Upper Midscale	1998	62
TownPlace Suites Cedar Rapids Marion	Upper Midscale	2019	88
Primary Competitive Set Room Count Average			88

Source: CoStar/STR Core Distinction Group, LLC

Primary Competitive Hotel Properties Data Summary

Primary Competitive Set Current			
Time Frame	**Occupancy**	**Average Daily Rate**	**Revenue Per Available Room**
YTD	43.8%	$107.50	$47.08
3 Month Average	46.6%	$110.89	$51.64
12 Month Average	58.7%	$115.99	$68.12
Source: CoStar/STR Core Distinction Group, LLC			

Primary Competitive Set Prior Year			
Time Frame	**Occupancy**	**Average Daily Rate**	**Revenue Per Available Room**
12 Month Average	57.9%	$110.00	$64.00
Source: CoStar/STR Core Distinction Group, LLC			

Primary Competitive Set Year Over Year Percentage Change			
Time Frame	**Occupancy**	**Average Daily Rate**	**Revenue Per Available Room**
Percent of Change	1.4%	5.7%	7.2%
Source: CoStar/STR Core Distinction Group, LLC			

Primary Competitive Hotel Rate Shops

Primary Competitive Set Listed Rates - Weekday				
Property Name	MAR	JUN	SEP	DEC
Holiday Inn Express Cedar Rapids (Collins Rd)	$125	$125	$125	$120
Hampton Inn & Suites Cedar Rapids - North	$135	$140	$135	$115
Best Western Plus Longbranch Hotel & Convention Center	$95	$115	$110	$110
Comfort Inn & Suites Cedar Rapids - North (Collins Road)	$90	$105	$100	$80
TownPlace Suites Cedar Rapids Marion	$130	$145	$140	$140
Primary Competitive Set Average	$115	$126	$122	$113
Primary Competitive Set Rate Average				$119
Source: CoStar/STR Core Distinction Group, LLC				

Primary Competitive Set Listed Rates - Weekend				
Property Name	MAR	JUN	SEP	DEC
Holiday Inn Express Cedar Rapids (Collins Rd)	$100	MLOS	MLOS	$145
Hampton Inn & Suites Cedar Rapids - North	$110	MLOS	$180	$125
Best Western Plus Longbranch Hotel & Convention Center	$95	$170	$145	$115
Comfort Inn & Suites Cedar Rapids - North (Collins Road)	$95	$155	$120	$90
TownPlace Suites Cedar Rapids Marion	$115	$200	$230	$140
Primary Competitive Set Average	$103	$175	$169	$123
Primary Competitive Set Rate Average				$142
Source: CoStar/STR Core Distinction Group, LLC				

Primary Competitive Hotel Trends & Projections

Primary Competitive Set Trend			
Time Frame	Occupancy	Average Daily Rate	Revenue Per Available Room
YTD	43.8%	$107.50	$47.08
3 Month Average	46.6%	$110.89	$51.64
12 Month Average	58.7%	$115.99	$68.12

Source: CoStar/STR Core Distinction Group, LLC

Projected Primary Competitive Set Rates	
Time Frame	Average Daily Rate
3 Month Average	**$110.89**
12 Month Average	**$115.99**
Future Quoted Rate Average	**$125.70**
Projected Average Daily Rates	**$117.53**

Source: Google Travel/CoStar/STR Core Distinction Group, LLC

LODGING SUMMARY-SECONDARY

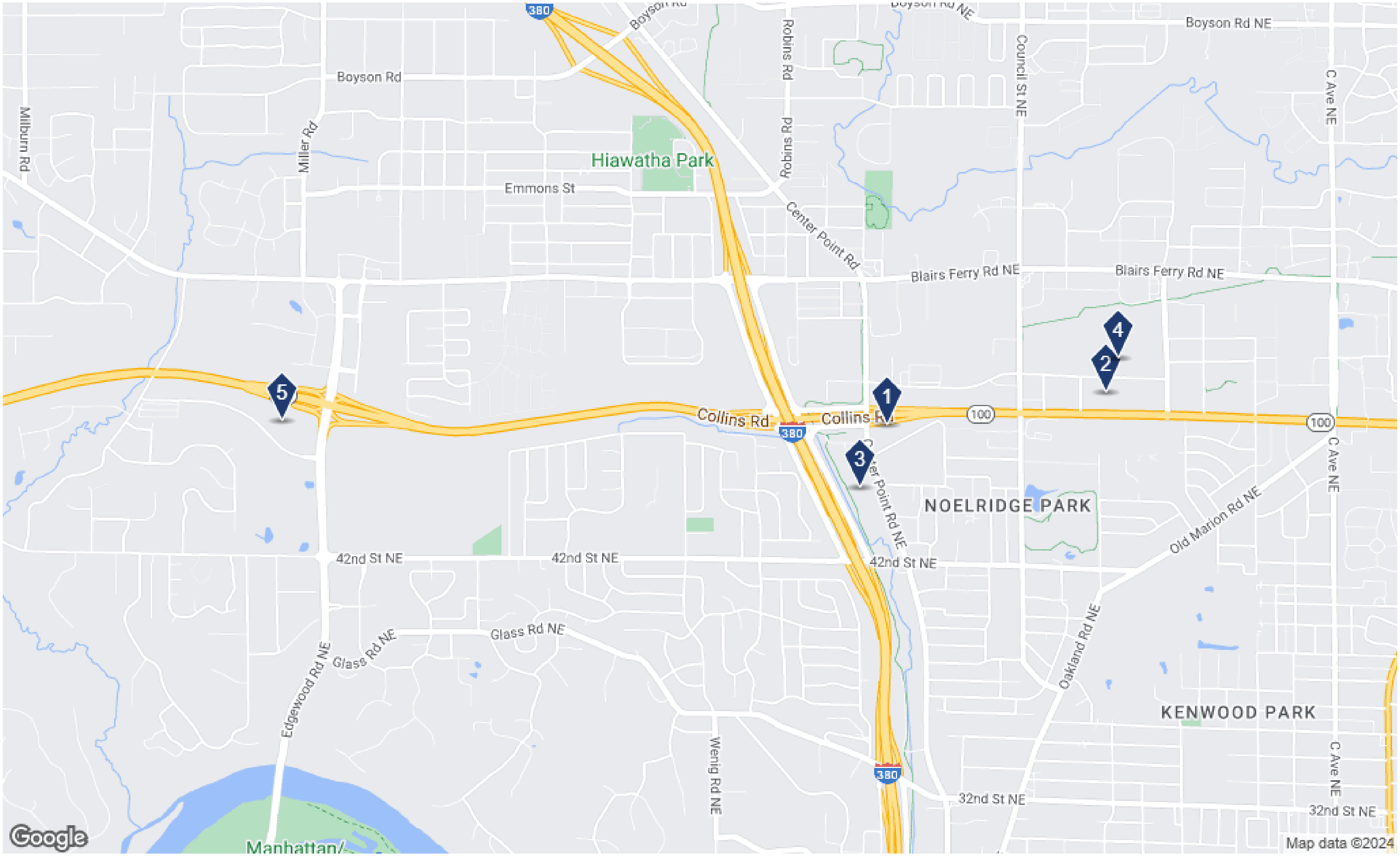
For the purposes of this Comprehensive Hotel Market Feasibility Study, the competitive set includes properties that were determined to be competitive with the proposed hotel based on either their location, brand affiliation, facilities and amenities offered, rate structure, community surveys, and/or market orientation. There are many instances where independent and/or economy hotels do not report to the reporting agency.

In some cases, Core Distinction Group must access data from surrounding or Secondary market hotels to obtain a Smith Travel Research (STR)/CoStar report. This can also include a Secondary Competitive Set. The following information will be presented in Lodging Supply:

- Competitive Set Property Map
- Smith Travel Research (STR)/CoStar Data by Measure
- Smith Travel Research (STR)/CoStar Data 12 Month Average
- Primary Competitive Set Listed Rates
- Primary Competitive Set Listed Hotel Trends and Projections

Data can be found in Appendix.

Property Map Overview



Property Summary Report

Residence Inn Cedar Rapids

1900 Dodge Rd NE
Cedar Rapids, IA 52402 - Iowa City/Waterloo Submarket

Upscale
Class

HOSPITALITY

Brand	Residence Inn
Hotel Opened	Jul 1997
Operation Type	Franchise
Operation Status	Open

BUILDING

Type	Hotel
Year Built	1996
Year Renov	2004
Rooms	66
Location	Suburban
Stories	3
Primary Corridors	Interior
Meeting Space	290 SF

LAND

Land Acres	2.01 AC
Zoning	S-MC
Parcels	14044-06002-00000

PARKING

Spaces	65 Surface
Ratio	0.98/Room

BUILDING AMENITIES

- Fitness Center
- Public Access Wifi
- Meeting Event Space
- Smoke-Free

SALE

For Sale	Part of a Portfolio - Price Not Disclosed
Sale Type	Investment
Properties	6
Status	Active
Last Sale	
Sold Price	$225,900,000 ($70,771/Room) - Portfolio Price
Date	Oct 2022
Sale Type	Investment
Properties	44

Property Summary Report

Radisson Hotel Cedar Rapids

Upscale
Class

1200 Collins Rd
Cedar Rapids, IA 52402 - Iowa City/Waterloo Submarket

HOSPITALITY

Brand	Radisson by Choice
Hotel Opened	Aug 1988
Operation Type	Franchise
Operation Status	Open

BUILDING

Type	Hotel
Year Built	Aug 1988
Year Renov	2004
Rooms	220
Location	Suburban
Stories	7
Primary Corridors	Interior
Meeting Space	23,468 SF

LAND

Land Acres	8.40 AC
Zoning	C
Parcels	14032-77003-00000

PARKING

Spaces	435 Surface
Ratio	1.98/Room

BUILDING AMENITIES

- Business Center
- Hot Tub
- On-Site Bar
- Public Access Wifi
- Smoke-Free
- Fitness Center
- Meeting Event Space
- Pool
- Restaurant

SALE

Sold Price	$8,180,000 ($37,182/Room)
Date	Jul 2023
Sale Type	Investment
Cap Rate	2.32%
Financing	Unknown: American Bank Bal/Pmt: $6,000,000/-

TRANSPORTATION

Parking	435 available (Surface);Ratio of 1.98/Room
Airport	23 min drive to The Eastern Iowa Airport
Walk Score	Car-Dependent (48)
Transit Score	Minimal Transit (20)

TENANTS

John Q Hammons Hotels & Rsorts	500 SF

Property Summary Report

Staybridge Suites Cedar Rapids North

Upscale
Class

4444 Czech Ln NE
Cedar Rapids, IA 52402 - Iowa City/Waterloo Submarket

HOSPITALITY

Brand	Staybridge Suites
Hotel Opened	Aug 2001
Operation Type	Franchise
Operation Status	Open

BUILDING

Type	Hotel
Year Built	2001
Rooms	82
Location	Suburban
Stories	4
Primary Corridors	Interior
Meeting Space	765 SF

LAND

Land Acres	2.36 AC
Zoning	S-MC
Parcels	14043-76001-00000

PARKING

Spaces	1 Surface
Ratio	0.01/Room

BUILDING AMENITIES

- Business Center
- Fitness Center
- Meeting Event Space
- Pool

TRANSPORTATION

Parking	1 available (Surface);Ratio of 0.01/Room
Airport	21 min drive to The Eastern Iowa Airport
Walk Score	Somewhat Walkable (55)
Transit Score	Minimal Transit (20)

PROPERTY CONTACTS

True Owner	Shreeji Om Group Llc (847) 885-8936 (p)	Recorded Owner	Shreeji Om Group Llc (847) 885-8936 (p)
Parent Company	IHG Hotels & Resorts		

Property Summary Report

Homewood Suites by Hilton Cedar Rapids North

Upscale
Class

1140 Park Place Northeast
Cedar Rapids, IA 52402 - Iowa City/Waterloo Submarket

HOSPITALITY

Brand	Homewood Suites by Hilton
Hotel Opened	Aug 2010
Operation Type	Franchise
Operation Status	Open

BUILDING

Type	Hotel
Year Built	Aug 2010
Year Renov	2019
Rooms	95
Location	Suburban
Stories	4
Primary Corridors	Interior
Meeting Space	648 SF

LAND

Land Acres	2.48 AC
Zoning	C-3
Parcels	14032-76004-00000

PARKING

Spaces	88 Surface
Ratio	0.93/Room

BUILDING AMENITIES

- Business Center
- Fitness Center
- Meeting Event Space
- Pool
- Public Access Wifi
- Smoke-Free

SALE

Sold Price	$13,000,000 ($136,842/Room)
Date	Jun 2011
Sale Type	Investment

TRANSPORTATION

Parking	88 available (Surface);Ratio of 0.93/Room
Airport	23 min drive to The Eastern Iowa Airport
Walk Score	Car-Dependent (47)
Transit Score	Minimal Transit (20)

Property Summary Report

Hilton Garden Inn Cedar Rapids

Upscale
Class

4640 N River Blvd NE
Cedar Rapids, IA 52411 - Iowa City/Waterloo Submarket

HOSPITALITY

Brand	Hilton Garden Inn
Hotel Opened	Mar 2021
Operation Type	Franchise
Operation Status	Open

BUILDING

Type	Hotel
Year Built	Mar 2021
Rooms	100
Location	Suburban
Stories	4
Primary Corridors	Interior
Meeting Space	3,823 SF

LAND

Land Acres	3.36 AC
Zoning	Commercial
Parcels	14-06-4-260-0-1000

BUILDING AMENITIES

- Business Center
- Meeting Event Space
- Pool
- Restaurant
- Fitness Center
- On-Site Retail
- Public Access Wifi
- Room Service

TRANSPORTATION

Airport	19 min drive to The Eastern Iowa Airport
Walk Score	Car-Dependent (20)
Transit Score	Minimal Transit (20)

PROPERTY CONTACTS

True Owner	Lloyd Companies 150 E 4th Pl Sioux Falls, SD 57104 (605) 323-2820 (p) (605) 323-2824 (f)
Previous True Owner	CJT Cedar Hotel, LLC
Architect	VanDeWalle Architects LLC 212 S Phillips Ave Sioux Falls, SD 57104
Recorded Owner	CJT Cedar Hotel, LLC
Developer	Lloyd Construction 101 S Reid St Sioux Falls, SD 57103 (605) 323-2820 (p) (605) 323-2824 (f)
Parent Company	Hilton Worldwide

STR Global - CoStar - Data by Measure - Secondary Comp Set

Occupancy (%)													
YR.	January	February	March	April	May	June	July	August	September	October	November	December	YTD
2020	52.7%	61.7%	32.8%	18.5%	30.6%	46.3%	47.9%	66.7%	59.5%	50.6%	40.2%	31.5%	44.9%
2021	34.2%	36.4%	43.0%	49.7%	50.0%	58.6%	66.0%	58.2%	57.4%	59.9%	54.0%	42.8%	52.2%
2022	40.4%	50.4%	58.0%	57.6%	59.5%	70.2%	69.3%	66.6%	67.2%	64.4%	58.5%	46.5%	59.1%
2023	48.1%	57.7%	60.0%	58.9%	64.1%	74.9%	77.0%	64.7%	67.6%	63.2%	57.1%	46.9%	63.9%
2024	51.0%												51.0%
Avg	43.5%	49.1%	37.9%	34.1%	40.3%	52.5%	57.0%	62.5%	58.5%	55.3%	47.1%	37.2%	47.9%

ADR ($)													
YR.	January	February	March	April	May	June	July	August	September	October	November	December	YTD
2020	$108.94	$114.08	$106.09	$84.19	$80.78	$92.56	$93.59	$113.18	$111.11	$106.62	$101.71	$95.51	$100.70
2021	$94.59	$95.57	$97.15	$105.64	$109.74	$113.07	$118.53	$115.31	$134.29	$135.89	$126.40	$105.50	$115.88
2022	$107.20	$109.60	$112.11	$116.47	$128.59	$121.51	$122.79	$120.21	$156.02	$137.19	$134.56	$114.39	$124.59
2023	$112.07	$118.76	$119.09	$121.29	$132.51	$131.02	$130.86	$123.53	$146.99	$148.75	$139.04	$116.18	$129.27
2024	$112.98												$112.98
Avg	$101.77	$104.83	$101.62	$94.92	$95.26	$102.82	$106.06	$114.25	$122.70	$121.26	$114.06	$100.51	$106.67

RevPAR ($)													
YR.	January	February	March	April	May	June	July	August	September	October	November	December	YTD
2020	$57.38	$70.43	$34.80	$15.60	$24.70	$42.81	$44.87	$75.47	$66.14	$53.98	$40.91	$30.10	$46.43
2021	$32.32	$34.75	$41.80	$52.55	$54.88	$66.30	$78.26	$67.14	$77.04	$81.34	$68.25	$45.11	$60.50
2022	$43.32	$55.20	$65.01	$67.06	$76.53	$85.29	$85.09	$80.01	$104.90	$88.33	$78.67	$53.17	$73.59
2023	$53.86	$68.54	$71.41	$71.44	$84.94	$98.20	$134.16	$79.87	$99.31	$94.06	$79.42	$54.52	$82.54
2024	$57.61												$57.61
Avg	$44.85	$52.59	$38.30	$34.08	$39.79	$54.56	$61.57	$71.31	$71.59	$67.66	$54.58	$37.61	$52.37

Revenue ($)													
YR.	January	February	March	April	May	June	July	August	September	October	November	December	YTD
2020	$823,577	$913,091	$499,492	$178,310	$291,689	$489,346	$529,918	$1,083,235	$918,735	$774,809	$568,250	$431,987	$7,502,439
2021	$463,943	$450,439	$729,585	$887,582	$957,815	$1,119,863	$1,365,852	$1,171,774	$1,301,137	$1,419,551	$1,152,757	$787,238	$11,807,536
2022	$756,109	$870,209	$1,134,688	$1,132,591	$1,335,755	$1,440,528	$1,485,020	$1,396,367	$1,771,748	$1,541,560	$1,328,785	$928,057	$15,121,417
2023	$940,064	$1,080,481	$1,246,272	$1,206,569	$1,482,401	$1,658,603	$2,341,549	$1,394,029	$1,677,349	$1,641,699	$1,341,486	$951,513	$16,962,015
2024	$1,005,447												$1,005,447
Avg	$643,760	$681,765	$614,539	$532,946	$624,752	$804,605	$947,885	$1,127,505	$1,109,936	$1,097,180	$860,504	$609,613	$9,654,988

STR Global - CoStar - 12 Month Moving Average - Secondary Comp Set

Occupancy (%)												
YR.	January	February	March	April	May	June	July	August	September	October	November	December
2020	62.9%	63.1%	60.6%	57.5%	55.2%	53.3%	51.6%	51.1%	50.4%	48.6%	46.7%	45.4%
2021	43.7%	41.7%	42.6%	44.9%	46.4%	47.6%	49.3%	48.8%	48.8%	49.7%	50.7%	51.4%
2022	51.7%	52.5%	53.8%	54.4%	55.2%	56.2%	56.5%	57.2%	58.0%	58.4%	58.7%	59.1%
2023	59.7%	60.3%	60.4%	60.6%	60.9%	61.3%	64.2%	64.0%	64.0%	63.9%	63.8%	63.9%
2024	64.1%											
Avg	53.3%	52.4%	51.6%	51.2%	50.8%	50.5%	50.5%	50.0%	49.6%	49.2%	48.7%	48.4%

ADR ($)												
YR.	January	February	March	April	May	June	July	August	September	October	November	December
2020	$116.98	$116.99	$116.47	$115.67	$113.60	$111.72	$110.12	$110.09	$108.88	$106.36	$104.51	$103.96
2021	$102.76	$100.88	$100.12	$101.18	$103.02	$104.85	$107.28	$107.56	$110.03	$113.10	$114.95	$115.12
2022	$115.55	$115.99	$116.91	$117.72	$119.33	$120.09	$120.52	$120.94	$123.20	$123.41	$124.09	$124.59
2023	$124.73	$125.26	$125.81	$126.18	$126.55	$127.47	$128.36	$128.67	$127.89	$128.85	$129.17	$129.27
2024	$129.27											
Avg	$109.87	$108.94	$108.30	$108.43	$108.31	$108.29	$108.70	$108.83	$109.46	$109.73	$109.73	$109.54

RevPAR ($)												
YR.	January	February	March	April	May	June	July	August	September	October	November	December
2020	$73.54	$73.79	$70.55	$66.48	$62.66	$59.53	$56.87	$56.30	$54.91	$51.68	$48.82	$47.19
2021	$44.93	$42.02	$42.63	$45.48	$47.84	$49.91	$52.92	$52.51	$53.69	$56.17	$58.28	$59.16
2022	$59.69	$60.92	$62.89	$64.09	$65.93	$67.49	$68.07	$69.16	$71.45	$72.04	$72.90	$73.59
2023	$74.48	$75.50	$76.05	$76.41	$77.12	$78.18	$82.35	$82.34	$81.88	$82.37	$82.43	$82.54
2024	$82.86											
Avg	$59.24	$57.91	$56.59	$55.98	$55.25	$54.72	$54.90	$54.41	$54.30	$53.93	$53.55	$53.18

Revenue ($)												
YR.	January	February	March	April	May	June	July	August	September	October	November	December
2020	$12,427,705	$12,470,861	$11,922,834	$11,071,470	$10,276,576	$9,615,914	$9,041,567	$8,951,420	$8,729,723	$8,216,013	$7,761,439	$7,502,439
2021	$7,142,805	$6,680,153	$6,910,246	$7,619,517	$8,285,643	$8,916,160	$9,752,094	$9,840,633	$10,223,035	$10,867,777	$11,452,284	$11,807,535
2022	$12,099,701	$12,519,471	$12,924,574	$13,169,583	$13,547,524	$13,868,189	$13,987,357	$14,211,950	$14,682,561	$14,804,570	$14,980,598	$15,121,417
2023	$15,305,372	$15,515,644	$15,627,228	$15,701,206	$15,847,852	$16,065,927	$16,922,455	$16,920,117	$16,825,718	$16,925,857	$16,938,558	$16,962,014
2024	$17,027,398											
Avg	$9,785,255	$9,575,507	$9,416,540	$9,345,494	$9,281,110	$9,266,037	$9,396,831	$9,396,027	$9,476,379	$9,541,895	$9,606,862	$9,654,987

Secondary Competitive Hotel Properties Data Summary

Secondary Competitive Set			
Property Name	**Industry Segment**	**Open Date**	**Room Count**
Residence Inn Cedar Rapids	Upscale	1997	66
Radisson Hotel Cedar Rapids	Upscale	1988	220
Staybridge Suites Cedar Rapids North	Upscale	2001	82
Homewood Suites Cedar Rapids North	Upscale	2010	95
Hilton Garden Inn Cedar Rapids	Upscale	2021	100
Secondary Competitive Set Room Count Average			113

Source: CoStar/ STR Core Distinction Group, LLC

Secondary Competitive Hotel Properties Data Summary

Secondary Competitive Set Current			
Time Frame	**Occupancy**	**Average Daily Rate**	**Revenue Per Available Room**
YTD	51.0%	$112.98	$57.61
3 Month Average	51.6%	$123.37	$63.68
12 Month Average	64.1%	$129.27	$82.86

Source: CoStar/STR Core Distinction Group, LLC

Secondary Competitive Set Prior Year			
Time Frame	**Occupancy**	**Average Daily Rate**	**Revenue Per Available Room**
12 Month Average	59.1%	$125.00	$74.00

Source: CoStar/STR Core Distinction Group, LLC

Secondary Competitive Set Year Over Year Percentage Change			
Time Frame	**Occupancy**	**Average Daily Rate**	**Revenue Per Available Room**
Percent of Change	8.4%	3.7%	12.5%

Source: CoStar/STR Core Distinction Group, LLC

Secondary Competitive Hotel Rate Shops

Secondary Competitive Set Listed Rates - Weekday				
Property Name	MAR	JUN	SEP	DEC
Residence Inn Cedar Rapids	$160	$125	$135	$135
Radisson Hotel Cedar Rapids	$110	$115	$95	$100
Staybridge Suites Cedar Rapids North	$115	$135	$140	$130
Homewood Suites Cedar Rapids North	$140	$155	$140	$115
Hilton Garden Inn Cedar Rapids	$165	$180	$150	$135
Secondary Competitive Set Average	$138	$142	$132	$123
Secondary Competitive Set Rate Average				$134
Source: CoStar/STR Core Distinction Group, LLC				

Secondary Competitive Set Listed Rates - Weekend				
Property Name	MAR	JUN	SEP	DEC
Residence Inn Cedar Rapids	$115	$155	$145	$145
Radisson Hotel Cedar Rapids	$115	$135	$140	$115
Staybridge Suites Cedar Rapids North	$115	MLOS	$160	$140
Homewood Suites Cedar Rapids North	$115	MLOS	$190	$125
Hilton Garden Inn Cedar Rapids	$120	MLOS	$195	$135
Secondary Competitive Set Average	$116	$145	$166	$132
Secondary Competitive Set Rate Average				$140
Source: CoStar/STR Core Distinction Group, LLC				

Secondary Competitive Hotel Trends & Projections

Secondary Competitive Set Trend			
Time Frame	Occupancy	Average Daily Rate	Revenue Per Available Room
YTD	51.0%	$112.98	$57.61
3 Month Average	51.6%	$123.37	$63.68
12 Month Average	64.1%	$129.27	$82.86

Source: CoStar/STR Core Distinction Group, LLC

Projected Secondary Competitive Set Rates	
Time Frame	Average Daily Rate
3 Month Average	**$123.37**
12 Month Average	**$129.27**
Future Quoted Rate Average	**$139.75**
Projected Average Daily Rates	**$130.80**

Source: Google Travel/CoStar/STR Core Distinction Group, LLC

REGIONAL INDUSTRY DATA OVERVIEW

For the purposes of this Comprehensive Hotel Market Feasibility Study, Core Distinction Group reviewed Regional/Market/Submarket data to help gain knowledge of the market and surrounding areas. The following information will be analyzed in Regional Industry Overview Data:

- Regional Competitive Hotel Properties Data Summary
- Market Overview
- Performance Data
- Past Construction Data
- Under Construction Data
- Sales Data
- Economy Data
- Submarket Data

Data can be found in Appendix.

Regional Competitive Hotel Properties Data Summary
Iowa City - Waterloo

Regional Submarket Competitive Set Performance			
Time Frame	**Occupancy**	**Average Daily Rate**	**Revenue Per Available Room**
YTD	43.4%	$96.80	$42.02
3 Month Average	45.8%	$102.55	$46.92
12 Month Average	55.6%	$107.24	$59.65
Source: CoStar/ STR Core Distinction Group, LLC			

Regional Submarket Performance by Class (Running 12 Months)			
Time Frame	**Occupancy**	**Average Daily Rate**	**Revenue Per Available Room**
Luxury & Upper Upscale	43.5%	$148.26	$64.48
Upscale & Upper Midscale	60.0%	$121.98	$73.18
Midscale & Economy	51.5%	$72.95	$37.58
Source: CoStar/ STR Core Distinction Group, LLC			

ECONOMIC IMPACT SUMMARY

In this section of the report, Core Distinction Group has compiled a summary of what the potential direct and indirect economic impact could be for the proposed hotel development. This projection offers revenue and job creation information based on this hotel's recommendations stated throughout this report, as well as the occupancy and average rate projected.

- Direct Economic Impact
  - City Sales Tax Revenue
  - Lodging/Bed Tax Revenue
  - Real Estate Tax Revenue
- Indirect Economic Impact
  - Rooms Sold
  - Average Indirect Food Revenue and Jobs Needed
  - Average Indirect Entertainment/Activities Revenue and Jobs Needed
  - Average Indirect Alcoholic Beverages Revenue and Jobs Needed

Direct Economic Impact

When considering the potential Direct Economic Impact of a new hotel in the community, you look at the direct tax revenue the community is gaining from the project. This takes into consideration Lodging/Bed Taxes when applicable, Sales Taxes and Real Estate Taxes. Below you will find the estimated tax revenue of this project broken down in each category:

Sales Tax Revenue Per Year	
Year	**Sales Tax**
Year One	$200,369
Year Two	$212,334
Year Three	$225,020
Year Four	$238,471
Year Five	$250,364
First Five Years Total:	**$1,126,557**

Based on the minimum combined 2023 sales tax rate for Hiawatha, Iowa is 7%. This is the total of state , county, and city sales tax rates.

Lodging/Bed Tax Revenue Per Year	
Year	**Lodging/Bed Tax**
Year One	$137,620
Year Two	$146,001
Year Three	$154,893
Year Four	$164,326
Year Five	$172,641
First Five Years Total:	**$775,480**

Based on a current 5% Average Transient Lodging Tax in the state of Iowa.

Real Estate Tax Revenue Per Year (Based on Estimates)	
Year	**Real Estate Tax**
Year One	$140,422
Year Two	$140,422
Year Three	$140,422
Year Four	$140,422
Year Five	$140,422
First Five Years Total:	**$702,108**

This information does not account for the collateral economic impact as well. There are many collateral economic impacts that can be accounted for. Additional revenue (and usage) from your sewer, water, trash disposal, utilities and so on all noted in the Pro Forma. The construction period can also promote additional economic growth. All of these add up and vary.

Indirect Economic Impact Estimates

When considering the potential Indirect Economic Impact of a new hotel in the community, you look at the spending of the guest within the community. For the purpose of this summary, we have identified the potential spending on food/dining. This does not take into consideration any taxes increased by said purchases. Below you will find the average rooms sold each year for the potential hotel project:

Rooms Sold Per Year Average		
Year	**Occupancy**	**Rooms Sold**
Year One	62.3%	20,002
Year Two	64.1%	20,602
Year Three	66.1%	21,220
Year Four	68.0%	21,857
Year Five	70.1%	22,513

Taking this into consideration, the estimates of rooms sold each day can be found below:

Average Rooms Per Night Sold	
Year One	55
Year Two	56
Year Three	58
Year Four	60
Year Five	62

Indirect Economic Impact Estimates (continued)

The average cost of food in the United States of America is $58 per day. Based on the spending habits of previous travelers, when dining out an average meal in the United States of America should cost around $23 per person. Breakfast prices are usually a little cheaper than lunch or dinner. The price of food in sit-down restaurants in the United States of America is often higher than fast food prices or street food prices. The total estimated indirect food revenue in your community is estimated* to be around:

Average Indirect Food Revenue Per Day	
Year One	$3,178
Year Two	$3,274
Year Three	$3,372
Year Four	$3,473
Year Five	$3,577

Average Indirect Food Revenue Per Year	
Year One	$1,160,124
Year Two	$1,194,927
Year Three	$1,230,775
Year Four	$1,267,698
Year Five	$1,305,729
First Five Years Total:	**$6,159,254**

** Based on the assumption of one person per room night sold.*

Based on this information, it can be assumed this additional revenue will also create indirect food service jobs. When considering the additional food revenue into your community, industry standards states that around 30% of revenue goes towards labor. Based on the amount of additional revenue, this would bring in the following amount of full-time equivalent jobs*:

Average Indirect Food Service Jobs Needed	
Year One	16.1
Year Two	16.6
Year Three	17.1
Year Four	17.6
Year Five	18.1

** Based on 32 hours a week and the median average base hourly rate of Food Service Workers of $13 per hour, at the time of this report according to www.payscale.com.*

Indirect Economic Impact Estimates (continued)

Entertainment and activities in the United States of America typically cost an average of $55 per person, per day. This includes fees paid for admission tickets to museums and attractions, day tours, and other sightseeing expense.

Average Indirect Entertainment/Activities Revenue Per Day	
Year One	$3,014
Year Two	$3,104
Year Three	$3,198
Year Four	$3,294
Year Five	$3,392

Average Indirect Entertainment/Activities Revenue Per Year	
Year One	$1,100,117
Year Two	$1,133,121
Year Three	$1,167,114
Year Four	$1,202,128
Year Five	$1,238,192
First Five Years Total:	**$5,840,672**

** Based on the assumption of one person per room night sold.*

Based on this information, it can be assumed this additional revenue will also create indirect tour guide or tourism industry jobs. When considering the additional food revenue into your community, industry standards states that around 25% of revenue goes towards labor. Based on the amount of additional revenue, this would bring in the following amount of full-time equivalent jobs*:

Average Indirect Entertainment/Activities Jobs Needed	
Year One	7.9
Year Two	8.1
Year Three	8.4
Year Four	8.6
Year Five	8.9

** Based on 32 hours a week and the median average base hourly rate of Tour Guide of $20.89 per hour, at the time of this report according to www.salary.com.*

Indirect Economic Impact Estimates (continued)

The average person spends about $27 on alcoholic beverages in the United States of America per day.

Average Indirect Alcoholic Beverages Revenue Per Day	
Year One	$1,480
Year Two	$1,524
Year Three	$1,570
Year Four	$1,617
Year Five	$1,665

Average Indirect Alcoholic Beverages Revenue Per Year	
Year One	$540,058
Year Two	$556,259
Year Three	$572,947
Year Four	$590,135
Year Five	$607,840
First Five Years Total:	**$2,867,239**

** Based on the assumption of one person per room night sold.*

Based on this information, it can be assumed this additional revenue will also create indirect bartender jobs. When considering the additional alcoholic beverage revenue into your community, industry standards states that around 30% of revenue goes towards labor. Based on the amount of additional revenue, this would bring in the following amount of full-time equivalent jobs*:

Average Indirect Bartender Jobs Needed	
Year One	7.8
Year Two	8.0
Year Three	8.2
Year Four	8.5
Year Five	8.7

** Based on 32 hours a week and the median average base hourly rate of a bartender of $12.55 per hour, at the time of this report according to www.salary.com.*

Indirect Economic Impact Estimates (continued)

The average price for Tips and Handouts in the United States of America is $33 per day. The usual amount for a tip in the United States of America is 10% - 20%.

Average Indirect Tips/Handouts Revenue Per Day	
Year One	$1,808
Year Two	$1,863
Year Three	$1,919
Year Four	$1,976
Year Five	$2,035

Average Indirect Tips/Handouts Revenue Per Year	
Year One	$660,070
Year Two	$679,872
Year Three	$700,269
Year Four	$721,277
Year Five	$742,915
First Five Years Total:	**$3,504,403**

** Based on the assumption of one person per room night sold.*

Based on this additional revenue being paid, the increase in both food, beverage, and entertainment/activity, service worker's hourly wage would increase substantially in the market.

Source: BudgetYourTravel.com

CONCLUSION

For the purposes of this Comprehensive Hotel Market Feasibility Study, Core Distinction Group LLC offers an overview and overall description of the conclusion and recommendations found through its research and analysis. This section will contain:

- Recommended Hotel Segment Recommendations for Market Studied
- Recommended Sleeping Room Configuration Recommendations for Market Studied
- Expected Economic Impact of Hotel in Market Studied

Conclusion and Recommendations

Property segment recommended for the potential development of a hotel is an Upper Midscale hotel. This type of hotel would allow the property to be positioned properly at the subject site. It is anticipated that a new hotel would capture displaced Lodging Demand currently staying in markets surrounding Hiawatha, IA. Additionally, the newness of the hotel should be well received in the marketplace. It's location will be ideal to serve Hiawatha and regional markets. This type of hotel would also be capable of adjusting rates to best fit the demand in the market and the seasonality of the area.

Property size recommendation of a newly developed hotel was researched to be between 80-90 guestrooms in this report. This would position it to be smaller in size to the average room size of 88-113 noted by the competitive set surveyed. The size would assist the property in achieving the Occupancy projections listed in this report. It is not advisable to over-build in this market at this time. Expansion of the hotel in future years could be considered as the market's Lodging Demand grows. Adjusting the room count will modify Performance.

The recommended Sleeping Room Configuration should be compatible with the overall Market Segmentation of the area. The property should offer a comparable selection of guestrooms with both single occupancy king bedded rooms to double occupancy double queen bedded guestrooms.

Economic Impact Potential: There are multiple economic impacts of building and developing a new hotel in a community. Some direct impact drivers include projected hotel revenue including all room revenues, meeting room revenue, as well as vending/bar revenue. On average, this size property will create 10-15 full time equivalent jobs. Indirect impact includes all jobs and income generated by businesses that supply goods and services to the hotel. Below you will find a summary of the total Estimated Economic Impact of the potential new hotel project over the first five years open:

Estimated Increase in Sales Tax	$1,126,557
Estimated Increase in Lodging Tax	$775,480
Estimated Increase in Real Estate Tax	$702,108
Estimated Increase in Restaurant Sales Revenue	$6,159,254
Estimated Increase in Entertainment Revenue	$5,840,672
Estimated Increase in Alcohol Sales Revenue	$2,867,239
Estimated Increase in Tips Revenue	$3,504,403
Total Estimated Increase in Economic Impact	**$20,975,714**

UNDERSTANDING THE TERMS

For the purposes of this Comprehensive Hotel Market Feasibility Study, Core Distinction Group, LLC has taken the time to offer detailed definitions of words and terms highlighted throughout this report. This section contains the information to help readers navigate industry terms.

Understanding Terms:

Below you will find definitions of industry terms used throughout this report to help the reader gain an understanding of certain phrases and indicators:

Average Daily Rate (ADR)

A measure of the average rate paid for rooms sold, calculated by dividing room revenue by rooms sold. ADR = Room Revenue / Rooms Sold

Chain Scale

Chain Scale segments are grouped primarily according to actual average room rates. An independent hotel, regardless of average room rate, is included as a separate Chain Scale category. The Chain Scale segments are: Luxury, Upper Upscale, Upscale, Upper Midscale, Midscale, Economy and Independent.

Competitive Set (Comp Set)

A peer group of hotels that competes for business and is selected to benchmark the subject property's performance.

Date-To-Date Comparison

Comparison of daily performance by actual calendar date (1st of January this year vs. 1st of January last year).

Day-To-Day Comparison

Comparison of daily performance by day of week (Monday this year vs. Monday last year).

Demand

The number of rooms sold in a specified time period (excludes complimentary rooms).

Group Rooms

Typically defined as 10 or more rooms per night sold, pursuant to a signed agreement. Refer to Data Reporting Guidelines for more specific application.

Understanding Terms (Continued):

Index

Measures a hotel's performance relative to an aggregated grouping of hotels (i.e., competitive set, market or submarket). We utilize indexes to measure performance in three key areas: Occupancy, ADR and RevPAR. An index of 100 means a hotel is capturing a fair share compared to the aggregated group of hotels. An index greater than 100 represents more than a fair share of the aggregated group's performance. Conversely, an index below 100 reflects less than a fair share of the aggregated group's performance.

Occupancy (OCC)

Percentage of available rooms sold during a specified time period. Occupancy is calculated by dividing the number of rooms sold by rooms available. Occupancy = Rooms Sold / Rooms Available

Revenue Per Available Room (RevPAR)

Total room revenue divided by the total number of available rooms. Room Revenue/Rooms Available = RevPAR

Total Revenue

Revenue from all hotel operations - including rooms, Food and Beverage, other revenue departments (i.e., spa, golf, parking) and miscellaneous revenue (i.e., rentals, leases, resort fees and cancellation fees).

Year to Date

Period starting at the beginning of the current year and ending on the current date.

Understanding Terms (Continued):

Hotel Types - Hotel classifications are driven primarily by building structure and, secondarily, by service level. Hotel types include:

- All-Inclusive: Property with rooms sold only as a complete package, bundling overnight accommodations and value-added amenities and services (i.e., food, beverage, activities and gratuities, etc.)
- All-Suite: Property with guestroom inventory that exclusively consists of rooms offering more space and furniture than a typical hotel room, including a designated living area or multiple rooms.
- B&B/Inn: Independently owned and operated properties that typically include breakfast in the room rates, 20 rooms or fewer and a resident/owner innkeeper.
- Boutique: Hotel that appeals to guests because of its atypical amenity and room configurations. Boutiques are normally independent (with fewer than 200 rooms), have a high average rate and offer high levels of service. Boutique hotels often provide authentic cultural, historic experiences and interesting guest services.
- Condo: Individually and wholly-owned condominium units. Inventory is included in a rental pool operated and serviced by a management company.
- Conference Center: Lodging hotel with a major focus on conference facilities.
- Convention Center: Property with a minimum of 300 rooms and large meeting facilities (minimum of 20,000 square feet).
- Destination Resort: Property that appeals to leisure travelers, typically located in resort markets, and considered a destination in and of themselves with extensive amenity offerings. These properties are typically larger and full-service.
- Extended Stay: Properties typically focused on attracting guests for extended periods. These properties quote weekly rates. The typical length of stay average for guests is four to seven nights.
- Full Service Hotel: Typically Upscale, Upper Upscale and Luxury properties with a wide variety of onsite amenities, such as restaurants, meeting spaces, exercise rooms or spas.
- Gaming/Casino: Property with a major focus on casino operations.

Understanding Terms (Continued):

Hotel Types - Hotel classifications are driven primarily by building structure and, secondarily, by service level. Hotel types include:

- Golf: Property that includes a golf course amenity as part of its operations. A property does not qualify if it only has privileges on a nearby course.
- Hotel/Motel: Standard hotel or motel operation.
- Limited Service: Property that offers limited facilities and amenities, typically without a full-service restaurant. These hotels are often in the Economy, Midscale or Upper Midscale class.
- Lifestyle Brand: Group of hotels operating under the same brand that is adapted to reflect current trends.
- New Build: Property built from the ground up, not a conversion of a building that was not previously a hotel.
- Ski: Property with onsite access to ski slopes.
- Soft Brand: Collection of hotels that allows owners and operators to affiliate with a major chain while retaining their unique name, design and orientation.
- Spa: Property with an onsite spa facility and full-time staff offering spa treatments.
- Timeshare: Property that typically is a resort condominium unit, in which multiple parties hold property use rights, and each timeshare owner is allotted a period of time when the property may be used.
- Waterpark: An indoor or outdoor waterpark resort with a lodging establishment containing an aquatic facility.

LEADERSHIP

LISA PENNAU

Mrs. Pennau offers more than 25 years of hospitality industry experience. She began in the industry as a rental car agent at the airport in Oshkosh, Wisconsin where she worked while completing her degrees in both hospitality management and sales & marketing at the local college. Lisa moved on to work as a manager in training for Super 8 hotels in Wichita, Kansas and quickly was promoted to general manager of a Super 8 in Omaha, Nebraska. She was recruited by Baymont to become a traveling manager and served several distressed Midwest properties until moving on to work for Hilton as a General Manager at a Hampton Inn Minnetonka, MN. When that hotel sold, Lisa was promoted by the new owners to Regional Director of Operations for Pillar Hotels overseeing 25+ Midwest hotels, in both both rural and metropolitan markets, including Minnesota, Wisconsin, Illinois, Iowa, North Dakota, and South Dakota. During her 10 years as Regional Director of Operations, Lisa oversaw multiple brands such as: Choice, Hilton, Hyatt, IHG, and Marriott. In her final year with Pillar she received the highest honor of Regional Director of the Year for Highest Performing Hotels in all capacities including, revenue, operations, guest service score, turnover, etc.

JESSICA JUNKER

Miss Junker offers more than 18 years of hospitality industry experience. From her beginning in the industry as a banquet server at a full-service hotel in downtown Green Bay, Wisconsin, to overseeing that very property as the manager in only a couple of years. Jessica moved on to work as a Director of Sales at a Residence Inn by Marriott, Area Director of Sales with Interstate Hotels, and Regional Director of Sales and Marketing with Pillar Hotels working on Sales, Marketing, and Revenue Management of anywhere between 15 and 52 hotels with every major and not so major brand in the country. After learning everything she needed about running a hotel, she set her sights on what happens before a hotel is built. She worked in many separate executive roles within an up-and-coming hotel franchise. Miss Junker offers hands-on expert knowledge in hotel operations, sales, marketing, training, contracting, development, construction, really all things hotels. She gained this knowledge from industry leaders like Marriott, Hilton, InterContinental Hotels Group, Choice Hotels, TMI Hospitality, Interstate Hotels, Pillar Hotels & Resorts, Cobblestone Hotels, Wyndham Hotels & Resorts, and many more.

SCOPE OF WORK

Core Distinction Group takes immense pride in the work we do. Throughout each phase of our projects we communicate with our clients regularly. This ensures everyone involved in the project is up-to-date on the progress. We also keep a very tight timeline on our projects. Each phase is well thoughtout and followed consistently. The objective of our studies are to identify and determine the need for lodging in the community, the loss of lodging to the area due to lack of quality or amount of lodging, as well as determine if there is enough need to justify a new hotel. A new hotel that makes good business sense. Below you will find each part and its timing in the process:

RESEARCH & COMMUNITY OUTREACH

This phase involves speaking with community leaders to compile a list of potential demand generators in the local and regional community. Research and Community Outreach is conducted within the first one to two weeks following receipt of the retainer.

SITE VISIT & COMMUNITY INTERVIEWS

This phase involves an in-depth local tour given by community leaders to help Core Distinction understand said community and need for lodging. The tour also includes a detailed analysis of potential sites for the project.

COMMUNITY INTERVIEWS

This phase involves conducting online and phone interviews with potential demand generators gathered during the Research and Community Outreach of the study process. This phase will take place in the first two weeks of the study process.

DATA COMPILATION

This phase of the process involves compiling all the data gathered during our visit to gain the overall picture of what is needed for the community. This phase is conducted in the two weeks following our community visit completion.

*DATA RECEIVING & REPORTING

Once all the demand generator information is gathered, Core Distinction Group begins pulling industry data for target market as well as industry trends to help us gain a better understanding of the local and regional opportunity areas.

COST GATHERING

This involves all things cost. Core Distinction Group gathers actual cost for the development, construction, financing, taxes, and all other ongoing costs associated with the specific project.

PROJECT PRO FORMA

Immediately following Development and Operational Cost Gathering, Core Distinction Group will construct a project, brand, market, and scale specific Pro Forma that is bank, investor, brand and developer friendly.

DRAFT COMPLETION/SUBMITTAL

After Core Distinction has conducted all previous phases, we complete a draft of the study and financial pro forma and submit it for review by the contracted entity. Changes to the study may be made at this point but are limited to spelling and grammar updates.

FINAL

After all requested changes are made and final payment is received, Core Distinction Group will submit a final draft of the Hotel Market Feasibility Study and Brand Specific Pro Forma to the community for distribution.

*If at this point, Core Distinction Group does not feel there is enough need for lodging to merit the costs of a new build hotel, we will stop the process, communicate with the community and offer alternative options for accommodations. If this happens, the contracted entity is not responsible for the remaining study costs highlighted in (Cost) and will receive a report indicating the reasoning behind the decision.

DISCLAIMER

Thank you for the opportunity to complete this market and feasibility study for the proposed hotel project located in Hiawatha, IA. We have studied the market area for additional demand for a lodging facility and the results of our fieldwork and analysis are presented in this report. We have also made recommendations for the scope of the proposed project, including general site location, size of hotel, and brand segment.

We hereby certify that we have no undisclosed interest in the property and our employment and compensation are not contingent upon our findings. This study is subject to the comments made throughout this report and to all assumptions and limiting conditions set forth herein.

The conclusions presented in this report are based upon the information available and received at the time the report was filed. Core Distinction Group, LLC (CDG) has taken every possible precaution to evaluate this information for its complete accuracy and reliability. Parts of this report were prepared or arranged by third-party contributors, as indicated throughout the document. While third-party contributions have been reviewed by CDG for reasonableness and consistency to be included in this report, third-party information has not been fully audited or sought to be verified by CDG. CDG does not provide financial advice.

It should be understood that economic and marketplace conditions are in constant change. The results presented in this report are the professional opinion of CDG and are based on information available at the time of the report preparation. These opinions infer that market conditions do not change the information received upon which those opinions have been based. CDG assumes no responsibility for changes in the marketplace. CDG assumes no responsibility for information that becomes outdated once this report is written; nor are we responsible for keeping this information current after the date of the final document presentation.

CDG makes no express or implied representation or warranty that the contents of this report are verified, accurate, suitably qualified, reasonable or free from errors, omissions or other defects of any kind or nature. Those who rely on this report do so at their own risk and CDG disclaims all liability, damages or loss with respect to such reliance.

It is presumed that those reading this report understand the contents and recommendations. If this reader is unclear of understanding the contents, clarification can be received directly from a representative of CDG. While the terms of CDG's engagement do not require that revisions be made to this report to reflect events or conditions which occur subsequent to the date of completion of fieldwork, we are available to discuss the necessity for revisions in view of changes in the economic climate or market factors affecting the proposed hotel project.

Please do not hesitate to call should you have any comments or questions.

Sincerely,
Core Distinction Group, LLC

LPennau

Lisa L. Pennau
Owner

APPENDICES

For the purpose of this Comprehensive Hotel Market Feasibility Study, large amounts of data was collected. The Appendices hold the detailed information of each data set collected. This section contains the following information:

- Detailed Community Survey Responses
- Primary Competitive Set Analytics
- Secondary Competitive Set Analytics
- Regional Lodging Industry Submarket Report

APPENDIX ONE

COMMUNITY INTERVIEWS DETAIL REPORT

Q1 Please enter the name of your organization/business.

#	RESPONSES	DATE
1	Channel Fusion	3/13/2024 5:49 PM
2	World Class Industries	3/13/2024 1:22 PM
3	MercyCare Captive Health	3/13/2024 9:10 AM
4	Hawkeye Ready Mix	3/13/2024 8:58 AM
5	First Federal Credit Union	3/13/2024 8:57 AM
6	Kirkwood Community College	3/13/2024 8:23 AM
7	Oscar’s Restaurant	3/12/2024 6:09 PM
8	Newell Machinery	3/12/2024 1:38 PM
9	McGrath Family of Dealerships	3/12/2024 8:56 AM
10	Farmers State Bank	3/12/2024 8:30 AM
11	Communications Engineering Company	3/12/2024 8:17 AM
12	Hawkeye Electric	3/12/2024 8:04 AM
13	J.P. Gasway Company	3/11/2024 5:59 PM
14	Dave Wright Nissan Subaru	3/11/2024 5:08 PM
15	HACAP	3/11/2024 5:02 PM
16	Cedar Rapids Toyota	3/11/2024 4:46 PM
17	CCB Packaging	3/11/2024 4:31 PM
18	Cabinets Galore	3/11/2024 4:25 PM
19	Darrah's Towing	3/11/2024 4:17 PM
20	Banacom Signs & More	3/11/2024 1:46 PM
21	ABC Disposal Systems	3/11/2024 1:33 PM
22	Culver's of Hiawatha	3/11/2024 1:18 PM
23	Hometown Restyling	3/11/2024 12:54 PM
24	Crystal Group	3/11/2024 11:51 AM

Q3 What do you expect your organization's lodging need will be in 2024 and beyond? PLEASE KEEP IN MIND, A NEW HOTEL MAY TAKE TWO OR MORE YEARS TO DEVELOP AND BUILD. Please be as specific as possible. Example 1: My company typically has 5 rooms a month. The guest usually stays Tuesday or Wednesday night for 2 nights. Example 2: We have soccer tournaments three times during the Summer Months. These tournaments are held Friday and Saturday and have 10 to 25 teams of 10.

#	RESPONSES	DATE
1	We have clients that visit us once every month or so with an average stay of 1-2 nights.	3/13/2024 5:49 PM
2	We have quarterly meetings and have around 10 employees that need overnight accommodations for these meetings. We also have guests that will need rooms and that is around 3 times a year and up to 2-3 people for 1 or 2 nights.	3/13/2024 1:22 PM
3	Perhaps 10 nights per year	3/13/2024 9:10 AM
4	Our business has little need for overnight lodging. The nature of our perishable product and small geographic footprint does not lend towards travel.	3/13/2024 8:58 AM
5	While Kirkwood often travels for a variety of reasons, I don't believe there would be a need for hoteling in Hiawatha. With that being said, we know that there may be a time when a potential employer may be looking to relocate in Hiawatha and having the option locally would be appealing. Moreover, if a current employer has employees traveling to Hiawatha for work, that would also be a nice option.	3/13/2024 8:23 AM
6	N/a	3/12/2024 6:09 PM
7	We have some possibility for this. Vendor/Trainer/Customer needs approximately 2-4 times per year	3/12/2024 1:38 PM
8	It's very rare that we need any lodging - manufacturer reps may stay one night every quarter or so, but most trips are day trips	3/12/2024 8:56 AM
9	None	3/12/2024 8:30 AM
10	We have leaders and board members coming in from other states/ cities regularly. Generally varies on day of the week, I'd estimate about 5-8 nights a month.	3/12/2024 8:17 AM
11	once a year, something closer to Hiawatha for a holiday party- where employees could book a room. We have relocated the holiday party to downtown- to accommodate lodging.	3/12/2024 8:04 AM
12	We have 2-4 suppliers visit us each month, and they stay overnight. Many of them have rewards at Marriott or Hilton brands, but might be influenced by the possibility of being close to us. We rarely need hotel rooms for our own staff.	3/11/2024 5:59 PM
13	The company itself doesn't use hotels very much but we have vendors and reps from other companies that come in and need hotels. They are mostly Monday-Friday visits	3/11/2024 5:08 PM
14	Our agency may have a need for up to 4 hotel rooms per month, although some months may see a higher demand.	3/11/2024 5:02 PM
15	very rare need	3/11/2024 4:46 PM
16	Our company only has hotel/lodging needs when customers come to visit. This would typically be a few nights per month, for 1-4 people.	3/11/2024 4:31 PM

17	REpresentatives from vendors are coming to CR area to call on us with new products approx 1-2 x per month	3/11/2024 4:25 PM
18	N/A	3/11/2024 4:17 PM
19	0	3/11/2024 1:46 PM
20	our Factory reps are not here that often. my estimate - we would average 1-2 guests per month that would need a hotel. they would be in Sunday night - Wednesday.	3/11/2024 12:54 PM
21	This varies from month to month, but on average, I'd say that we host meetings 3-4 times per month that require overnight stays for our customers/suppliers/colleagues. Half of those meetings are for one night. The other half are for 2 nights. They're typically in the middle of the week, usually Tuesday, Wednesday, or Thursday.	3/11/2024 11:51 AM

Q5 If yes, what is the approximate length of stay and how many guests per month/year? Please be as specific as possible. Example 1: We offer accommodation for new hire employees that can range from 2 weeks to 3 months.

#	RESPONSES	DATE
1	1-3 nights generally	3/13/2024 9:10 AM
2	N/A	3/13/2024 8:23 AM
3	1-3 nights	3/12/2024 1:38 PM
4	NA	3/11/2024 5:59 PM
5	N/A	3/11/2024 4:17 PM
6	I checked no, but there are very limited circumstances where we might need this. Not more often than once or twice a year for 1-2 weeks.	3/11/2024 11:51 AM

Q6 Where do you currently recommend these individuals to stay? Please be as specific as possible.

#	RESPONSES	DATE
1	The new Hilton Garden Inn or what used to be the Mariott or the Double Tree	3/13/2024 5:49 PM
2	Hilton Garden Inn 4640 N River Blvd NE Cedar Rapids, IA	3/13/2024 1:22 PM
3	Hilton Gardens Double Tree	3/13/2024 9:10 AM
4	The Hotel at Kirkwood	3/13/2024 8:23 AM
5	N/a	3/12/2024 6:09 PM
6	Cedar Rapids on 33rd avenue	3/12/2024 1:38 PM
7	N/A	3/12/2024 8:30 AM
8	Home 2 Suites is our general recommendation.	3/12/2024 8:17 AM
9	NA	3/11/2024 5:59 PM
10	Currently we tell them to go to the Double Tree downtown or the hotel that are over by Panera Bread / Collins Rd (Holiday Inn, Raddisson, Homewood Suites. Unfortunately, a good amount of them decide to stay in Iowa City instead of Cedar Rapids.	3/11/2024 5:08 PM
11	The Radisson, due to proximity to our office facility.	3/11/2024 5:02 PM
12	Very rare to need this accommodations so no where in particular	3/11/2024 4:46 PM
13	Hilton Garden Inn	3/11/2024 4:31 PM
14	N/A	3/11/2024 4:17 PM
15	Not applicable to our oranization	3/11/2024 1:46 PM
16	Hilton garden inn	3/11/2024 12:54 PM
17	Hampton or Homewood, both on Park Pl. NE, Cedar Rapids.	3/11/2024 11:51 AM

Q7 Do you have a second choice?

#	RESPONSES	DATE
1	We have had employees stay at Kirkwood Hotel when we hold managers meetings there or stay at avid hotel out by the airport.	3/13/2024 1:22 PM
2	Doubletree, Cedar Rapids	3/13/2024 8:23 AM
3	N/a	3/12/2024 6:09 PM
4	Airport area south of cedar rapids	3/12/2024 1:38 PM
5	N/A	3/12/2024 8:30 AM
6	Some stay at the Kirkwood hotel as well.	3/12/2024 8:17 AM
7	We might recommend suppliers stay over near Collins Road, but often they will end up elsewhere like 33rd SW	3/11/2024 5:59 PM
8	Radisson	3/11/2024 4:31 PM
9	N/A	3/11/2024 4:17 PM
10	N/A	3/11/2024 1:46 PM
11	Residents inn by Mariott	3/11/2024 12:54 PM
12	n/a	3/11/2024 11:51 AM

Q9 If yes or no, please help us understand your stance on a new hotel. Why you do or do not feel it would benefit the community.

#	RESPONSES	DATE
1	I think it would be very beneficial if there is a demand.	3/13/2024 5:49 PM
2	Yes, I feel that a hotel would be a great addition due to all the growth in Hiawatha and the small surrounding towns. Tuma Soccer Complex, Epic Event Center, Kacena Farms are a just a few that would all benefit from a hotel with easy access off the interstate.	3/13/2024 1:22 PM
3	With ongoing business development - more options are needed	3/13/2024 9:10 AM
4	Growth is always a good thing. There appears to be a lack of overnight rooms in Hiawatha.	3/13/2024 8:58 AM
5	Yes, it will draw guests to surrounding businesses	3/13/2024 8:57 AM
6	Yes. The need for locally based hoteling is more and more common. It is my belief that folks who are traveling for work want to be as close as possible to their place of business.	3/13/2024 8:23 AM
7	Being along 380 in hiawatha there are a lot of people traveling. Whether business or personal travels.	3/12/2024 6:09 PM
8	I believe it would draw in additional service businesses such as restaurants and shopping opportunities.	3/12/2024 1:38 PM
9	Based on the sporting activities/tournaments that happen in Hiawatha, I feel we could sustain a hotel.	3/12/2024 8:56 AM
10	Convenience, location to 380, County Home & Tower Terrace	3/12/2024 8:30 AM
11	Hiawatha could utilize a new hotel, to be able to have conference space/event area/something to tie the bridge between cedar rapids and Waterloo. Puts people closer to neighboring smaller towns-- without having to go to CR or Marion. But still close enough to go to bigger stores.	3/12/2024 8:04 AM
12	I think it would be good to have guests nearby	3/11/2024 5:59 PM
13	It can help families have more opportunities closer to Tuma and other parks/locations on the northern side of the metro CR area.	3/11/2024 4:46 PM
14	As a growing city, Hiawatha currently has NO options for hotel stays. Many times visitors are required to book rooms far away from Hiawatha when they are coming to visit. The addition of a hotel to Hiawatha would be welcome sign to not just the business community, but just as much to the residents.	3/11/2024 4:31 PM
15	Hiawatha with quick interstate access would be very attractive spot for sales people and others for 1=2 night stays. Personal use with family in town would also be useful.	3/11/2024 4:25 PM
16	There are hotels within a mile of Hiawatha in NE Cedar Rapids. Hiawatha should focus on being a beautiful and safe area outside of "the city"	3/11/2024 4:17 PM
17	More people that physically stay in Hiawatha, the more likely they will spend dollars in Hiawatha.	3/11/2024 1:46 PM
18	While our business does not need to find lodging for our guests I do believe that lodging in the northern sections of the CR area would be beneficial. We receive a lot of business from out of town related to sporting event tournaments that required people to stay over in the area.	3/11/2024 1:18 PM
19	after the travel it takes to get here. people prefer to be close to where the meetings will be.	3/11/2024 12:54 PM
20	With all of the growth in communities on the north edge of Cedar Rapids (Hiawatha, Robins, etc.) and further north (Center Point, Urbana, etc.), there are more and more people who need lodging nearby. These currently have no options except for CR. For example, when my family	3/11/2024 11:51 AM

comes to town, they must stay over 20 minutes from my home if I have more visitors than I can accommodate at my house. This happens a couple times per year (weekends).

ANSWER CHOICES	RESPONSES	
WiFi	95.65%	22
Fitness Center	78.26%	18
Complimentary Breakfast	73.91%	17
Bar	69.57%	16
Pool	52.17%	12
Meeting Room	43.48%	10
Dining	43.48%	10
Business Center	26.09%	6
On-Site Convenience Store	21.74%	5
Truck/Bus/RV Parking	17.39%	4
Guest Laundry	13.04%	3
Long-term Accommodations (rooms with kitchenettes)	13.04%	3
Whirlpool Suites	0.00%	0
Total Respondents: 23		

#	OTHER (PLEASE SPECIFY)	DATE
1	Competitive pricing.	3/13/2024 1:22 PM
2	Free parking	3/13/2024 8:23 AM
3	Hotel branded rewards programs, ie Bonvoy, Hhonors.	3/11/2024 5:59 PM

Q11 Please take a moment to tell us what you feel are the benefits of living or working in this community.

#	RESPONSES	DATE
1	Great community, people, close access to everything.	3/13/2024 5:49 PM
2	The ease of getting to the interstate is very nice before and after work. There is a lot of traffic but once you get past a few intersections you are able to reach 380 quite easily.	3/13/2024 1:22 PM
3	Small town feel with "big town" stuff nearby Excellent Fire-EMS service	3/13/2024 9:10 AM
4	Small enough to be comfortable, big enough to have the proper amenities, hotel would add to the amenities.	3/13/2024 8:58 AM
5	Most needed services are close by without having to drive 15-20 minutes	3/13/2024 8:57 AM
6	Close knit community that takes pride in their town. Up and coming with regards to economic development. Safe, friendly, and affordable.	3/13/2024 8:23 AM
7	The benefits of working in this community are Hiawatha and the surrounding areas have been very supportive of our family business for 30 plus years.	3/12/2024 6:09 PM
8	Easy access to interstate transportation and airline travel	3/12/2024 1:38 PM
9	This community is so easy to work with when it comes to being a business owner. It is also well maintained and the residents take pride in the cleanliness, attention to detail, etc. It's beautiful!	3/12/2024 8:56 AM
10	security, convenience, bike trail, employment opportunity	3/12/2024 8:30 AM
11	Small town feel with big town services. The resources from City Hall are great, and with the addition of new housing and a gym- it creates additional amenities for the community.	3/12/2024 8:04 AM
12	Clean, friendly, good walking community, traffic under control	3/11/2024 5:59 PM
13	Close knit community. Convenient (easy to travel to etc.).	3/11/2024 5:08 PM
14	Clean community, has a nice trail running through it. Low crime rate and makes me feel safe.	3/11/2024 4:46 PM
15	Hiawatha is a great "smaller" community option in the Corridor area. There's a thriving and growing business community that brings in people from all over the region and country in our case. There's also an incredible residential community that has deep roots. People simply don't move out of Hiawatha once they move here, business and residential alike. We also have a city government that is very focused on growth, both to the business community and the residential community.	3/11/2024 4:31 PM
16	Small town feel with lots of stores and restaurants close by. Interstate access shaves time off work day.	3/11/2024 4:25 PM
17	This community is beautiful because we are a small, quiet, SAFE community outside of a large city.	3/11/2024 4:17 PM
18	The benefits I feel Hiawatha offers is being close to the interstate and other neighboring cities makes an ideal location for business.	3/11/2024 1:46 PM
19	Great opportunities for a career. Great place to raise a family.	3/11/2024 12:54 PM
20	Safe, small (ish), clean, proximity to lots of amenities like shopping and restaurants	3/11/2024 11:51 AM

Q12 Please take a moment to tell us what you feel are the challenges of living or working in this community.

#	RESPONSES	DATE
1	Away from downtown	3/13/2024 5:49 PM
2	Challenges are not a lot of choices for restaurants. We have many meetings and it seems like we always get Panera or Jimmy John's if we don't use one of our caterers. Would be nice to have more options that offer delivery.	3/13/2024 1:22 PM
3	too much retail - strip mall development without pre-planning for traffic	3/13/2024 9:10 AM
4	skilled labor pool	3/13/2024 8:58 AM
5	Developing a separate identity from Cedar Rapids	3/13/2024 8:57 AM
6	Competing with Cedar Rapids is always a challenge. Not as many resources.	3/13/2024 8:23 AM
7	I do not consider the community a challenge, I think it’s a privilege to be able to serve this community.	3/12/2024 6:09 PM
8	Recreational and leisure opportunities	3/12/2024 1:38 PM
9	It is still growing, so it is lacking businesses and restaurants that the neighboring communities have.	3/12/2024 8:56 AM
10	none	3/12/2024 8:30 AM
11	With Tower Terrace and the recent housing expansions, I feel that Hiawatha is growing in the right direction.	3/12/2024 8:04 AM
12	I hear a lot from high school/college/young adults they wish there was "more" to do.	3/11/2024 5:08 PM
13	Chose of options of small businesses seems slim. Things that are fun or more choices of restaurants. Cedar rapids seems to have a strangle hold on most stuff.	3/11/2024 4:46 PM
14	Lack of restaurants/bars. Lack of any hotel or lodging.	3/11/2024 4:31 PM
15	Need more winter indoor activities and more for young people to do to keep them here after college.	3/11/2024 4:25 PM
16	No particular challenges come to mind.	3/11/2024 4:17 PM
17	Lack of potential "High" visibality retail.	3/11/2024 1:46 PM
18	Enough qualified worker. Need more people exposed to the trades in high school. We would have less kids buried it debt that could have a great career.	3/11/2024 12:54 PM
19	Limited entertainment options (although this is improving). Limited (but growing) tax base to support other needs of the community. Limited housing specifically in the Hiawatha area, especially first- or second- home buyers.	3/11/2024 11:51 AM

Q13 Please list the top five or more things you wish your community had to offer you or visitors. Examples would include but not be limited to; Recreations Center, Sit-down Restaurant, Fast Food Restaurant, Convenience Store, Community Pool, and so on.

#	RESPONSES	DATE
1	Sit-down Restaurant	3/13/2024 5:49 PM
2	Would be nice to see more fast food and sit-down restaurants. Very limited for places to eat for lunch and they are all so busy since very few of them.	3/13/2024 1:22 PM
3	Restaurants, community fitness, entertainment district	3/13/2024 9:10 AM
4	mid level restaurant	3/13/2024 8:58 AM
5	Variety of sit-down (chain) restaurants; public recreation center (indoor/outdoor).	3/13/2024 8:57 AM
6	For a community the size of Hiawatha, I believe they have everything one could expect.	3/13/2024 8:23 AM
7	Community pool Recreational center	3/12/2024 6:09 PM
8	Sporting events, concerts, sit down restaurants.	3/12/2024 1:38 PM
9	Sit down restaurants	3/12/2024 8:56 AM
10	sit down restaurant, fast good restaurants, quality schools, things to do for entertainment, activities for kids	3/12/2024 8:30 AM
11	High end dining, community pool, better roads/ stop lights, Recreations Center	3/12/2024 8:17 AM
12	Sit down restaurant would be nice. Additional spaces to meet- the coffee shops get crowded very fast. Work hub-- open space, that people can meet/work when they need to (ie Cowork 591-Jesup, IA)	3/12/2024 8:04 AM
13	More dining options.	3/11/2024 5:59 PM
14	More consistent restaurants. More events to get people out and about in the community (food truck friday, christmas tree lighting, farmers market etc are all awesome events)	3/11/2024 5:08 PM
15	Better retail shopping.	3/11/2024 5:02 PM
16	Sit down restaurants, pool/water park and a larger convenience store with many of options. (Quick Star)	3/11/2024 4:46 PM
17	1- Sit-down restaurants 2- Lodging 3- Fast Casual restaurants 4- Entertainment 5- Rec Center	3/11/2024 4:31 PM
18	Love the new CR downtown Pickle Palace type gathering space/ duck bowling. Need more of this with family friendly options as well as all ages.	3/11/2024 4:25 PM
19	Nothing comes to mind	3/11/2024 4:17 PM
20	Rec Center, Top-End Retail (lululemon, REI, Scheels type), Sit Down Restaurants and Pubs	3/11/2024 1:46 PM
21	Sit-down Restaurant Community Pool	3/11/2024 1:33 PM
22	1. hotel accommodations 2. community pool/outdoor recreation center 3. indoor rec center options 4. convenience store 5. retail	3/11/2024 1:18 PM
23	better community center for trade shows and events.	3/11/2024 12:54 PM
24	Sit-down restaurant, family entertainment options, more housing options, parks, mid-size grocery store.	3/11/2024 11:51 AM

Q15 Additional Comments or Contacts you'd recommend us speaking to?

#	RESPONSES	DATE
1	Recommending a hotel will depend on quality and features. New is always good when it comes to hotels.	3/13/2024 8:57 AM
2	Hiawatha has always been a great growing community for living or business.	3/12/2024 6:09 PM
3	N/A	3/11/2024 4:17 PM
4	I live to close to stay in a hotel anywhere near here.	3/11/2024 1:46 PM
5	maybe I didn't understand question 14? I don't see myself staying in a hotel when I live here??	3/11/2024 12:54 PM

Community Interviews (2019)

In surveying a representative with Go Daddy, they indicated a need for lodging at least five times a week. They do not expect a need for meeting space in the area as their facility can house that. They do see some need for accommodations for their Christmas Party.

In surveying a representative with Advance Custom Counters, they indicated that although they do not see much need for lodging, they do have need for meeting space for trainings off site once a quarter.

In surveying a representative with Enseva, they indicated they have need for accommodations at least once a week for clients and vendors that come to visit them. The representative also indicated they felt there is a great need for lodging in Hiawatha.

In surveying a representative with Graybill Communications, they indicated a small need for lodging one or two times a year for vendors but they feel there is a great need in Hiawatha.

In surveying a representative with Wolfe Eye Clinic, they indicated the facility conducts 1,000+ surgeries per week and that they have need for 15-20 rooms each week for patients that come in from farther out and need lodging for at least one night. The representative indicated they typically will recommend the Holiday Inn Express or Hampton Inn and Suites on the North side of Cedar Rapids.

In surveying a representative with First Federal Credit Union, they indicated they have some need but it is not certain. The representative also stated they felt there is a need in Hiawatha.

In surveying a representative with Cedar Rapids Tourism, they indicated there are a few hotels in the pipeline over the next year or two. Those hotels should help them bring in larger conferences (specifically the new hotels being built in the downtown area). The representative also indicated they see larger demand during the weekdays overall and that there are some events where a hotel in Hiawatha would see overflow from Cedar Rapids.

Community Interviews (2019)

In surveying a representative with Crystal, they indicated they have need each week for clients coming to visit the plant. These can be more than ten people at any given time. They also have need for their parent company's corporate team (DAH) that comes to meet at the facility once a month for one night. The representative also indicated a need for their board meeting in October, random equipment upgrades and a small need for recruiting.

In surveying a representative with Hawkeye Electric, they indicated they do not have much need for their business.

In surveying a representative with Team Iowa Athletics, they indicated a need nearly each weekend, November through April for Basketball Tournaments and Volleyball Tournaments at their facility in Hiawatha. In addition, they host many camps during that time as well.

In surveying a representative with CJ Cooper & Associates, they indicated they have some need on a random bases but it is not certain. The representative also stated they felt there is a need in Hiawatha.

In surveying a representative with EXIT Eastern Iowa Real Estate, they indicated a need for approximately twenty rooms per year for two to four nights. They host meetings have need rooms Tuesday and Wednesday every couple months. The representative indicated they send people out of the Hiawatha area but do not feel there is enough supporting amenities to bring a hotel to Hiawatha.

In surveying a representative with Metro Studios, they indicated they have some need on a random bases but it is not certain. The representative also stated they felt there is a need in Hiawatha.

In surveying a representative with The Dancer's Edge, they indicated they have need for lodging two to five nights per month during the school year and five to ten room nights each month during the summer months for guest choreographers.

In surveying a representative with FUEL, they indicated a need for lodging twice a month during the Winter months. The representative indicated they feel there is a need for lodging in Hiawatha.

Community Interviews (2019)

In surveying a representative with Hawkeye Communications, they indicated they have need for lodging once every couple months. In addition, they do see some need from vendors 3-4 times a year.

In surveying a representative with Control Installations of Iowa, they indicated a need for lodging twice a month for one night during the week and that they felt there is a need for lodging in Hiawatha.

In surveying a representative with Midwest Shooting, they indicated they have random need throughout the year for sales representatives and that they feel there is a need for lodging in Hiawatha.

In surveying a representative with Cedar Rapids Toyota, they indicated a need for lodging two to three nights per month and that they feel there is a need in Hiawatha for lodging.

In surveying a representative with Todd Burgess Presentations, they indicated that although they do not have much need, possibly random need for a client coming in to visit their office, they feel there is a need for lodging in Hiawatha.

In surveying a representative with Prairewoods Franciscan Spirituality Center, they indicated they have a guest house that meets most of their need during the year but up to four times a year they have need for larger events they hold for five to thirty guests.

In surveying a representative with Newell Machinery, they need for 2-4 rooms per month.

In surveying a representative with North Risk Partners, they indicated a need for lodging two to three times a year. They also stated they feel there is a great need with the rapid economic growth.

In surveying a representative with Home Town Restyling, they indicated a need for two nights per month when it comes to accommodations.

Community Interviews (2019)

In surveying a representative with Sylvan Learning Center, they indicated a need for one room each month for their regional director out of Des Moines.

In surveying a representative with World Class Industries, they indicated a need for at least two to three rooms each month for up to two nights. The representative also indicated they felt there is a great need in Hiawatha for lodging.

In surveying a representative with Storey Kenworthy, they indicated a need for two annual meetings each year that bring in their design team of fifty people. In addition, they have need for and additional meeting each year for their print and supply side for forty people plus vendors.

In surveying a representative with J&A Printing, they indicated a need for one to two rooms per month during the week. These typically consist of customers or service technicians.

In surveying a representative with RUD Chain, Inc, they indicated a need for lodging once a quarter for two to three rooms, Tuesday and Wednesday.

In surveying a representative with Iowa Stone Supply, they need for lodging twice a month.

In surveying a representative with REM Iowa, they indicated a need quarterly for one rooms on a Monday night and one rooms for four nights (Sunday through Thursday). They also feel there could be more and would like to see accommodations closer to them in Hiawatha.

In surveying a representative with Nolting, they indicated a need for lodging each week for people that visit their facility. They also hold glasses at an Open house in July that attracts people to the area.

In surveying a representative with Master Tool and Manufacturing, they indicated a need for lodging six to ten times per year, up to two nights.

Community Interviews (2019)

In surveying a representative with CCB Packaging, they indicated a need for 3-5 rooms each week, during the week. In addition, they see need for random long-term lodging for equipment and line installations. They currently send their lodging out of Hiawatha and would like to see a nice hotel closer.

In surveying a representative with Midwest Janitorial Services, they indicated a need for lodging four to six times a year for two to three nights during the week.

In surveying a representative with Darrah's Towing, they indicated they see some need throughout the year for people that breakdown on the interstate and feel there is need for lodging in Hiawatha.

In surveying a representative with Climate Engineers, they need lodging 2-3 times a year for software or product support that comes in for three to five nights and provides onsite training.

In surveying a representative with JP Gasways, they indicated they have a need for around five rooms each month for suppliers that come to visit their facility or open houses.

In surveying a representative with MobileDemand, they indicated a lodging need for recruits up to six times per year for interviews.

In surveying a representative with Kirkwood, they indicated that although they do not have much need in Hiawatha for lodging, they do feel there is a need.

In surveying a representative with Ketelsen RV, they indicated a need for lodging five times a month, on average throughout the year for people coming in for training.

APPENDIX TWO

PRIMARY COMPETITIVE SET ANALYTICS

Search Analytics

INVENTORY ROOMS	UNDER CONSTRUCTION ROOMS	12 MO OCC RATE	12 MO ADR	12 MO REVPAR	MARKET SALE PRICE/ROOM	MARKET CAP RATE
442 +0%	0 -	58.7% +1.4%	$116 +5.7%	$68 +7.2%	$92.3K +10.6%	10.0% +0.4%
Prior Period 442	Prior Period 0	Prior Period 57.9%	Prior Period $110	Prior Period $64	Prior Period $83.4K	Prior Period 9.6%

Key Metrics

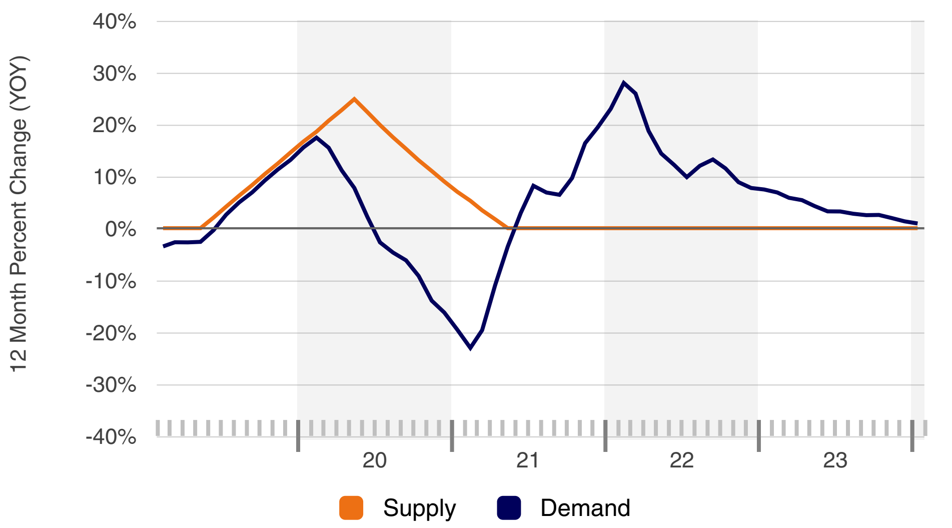
Inventory	
Existing Properties	5
12 Mo Delivered Rooms	0
12 Mo Delivered Properties	0
12 Mo Recently Opened Rooms	0
12 Mo Recently Opened Properties	0
Under Construction Properties	0

Sales Past Year	
Sales Volume	$0
Properties Sold	0
Months to Sale	-
Average Price Per Building	-
Market Price Per Room	$92.3K
Market Cap Rate	10.0%

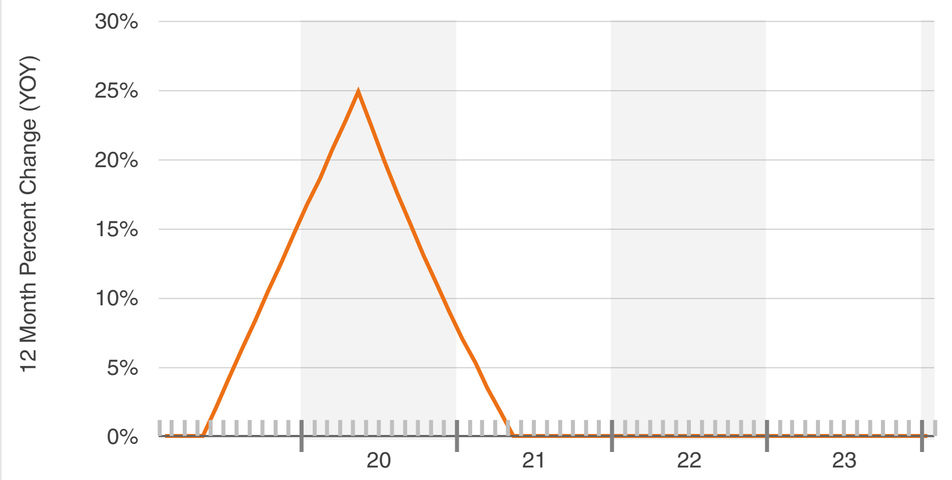
Performance Trend	
Occupancy Rate	43.8%
Average Daily Rate	$107.50
Revenue Per Available Room	$47.08
YTD Occupancy Rate	43.8%
YTD Average Daily Rate	$107.50
YTD RevPAR	$47.08
3 Mo Occupancy Rate	46.6%
3 Mo Average Daily Rate	$110.89
3 Mo RevPAR	$51.64
12 Mo Occupancy Rate	58.7%
12 Mo Average Daily Rate	$115.99
12 Mo RevPAR	$68.12

Search Analytics

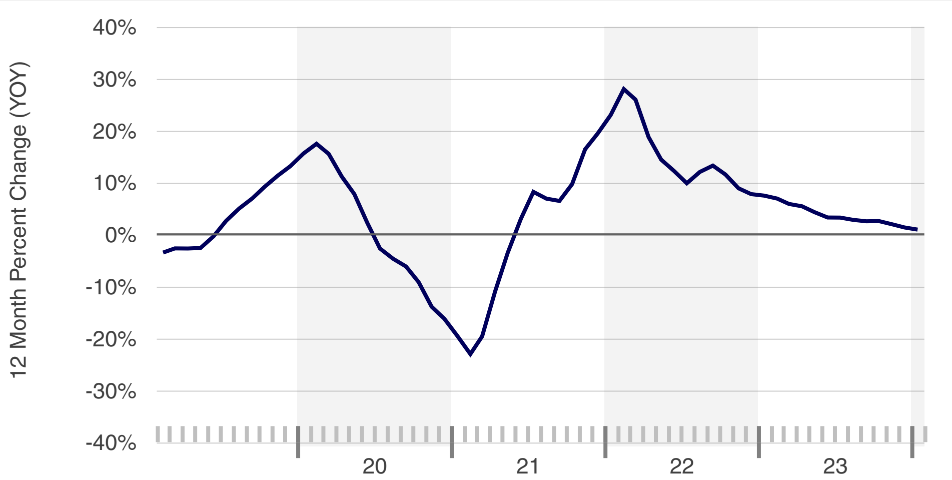
Supply & Demand Change



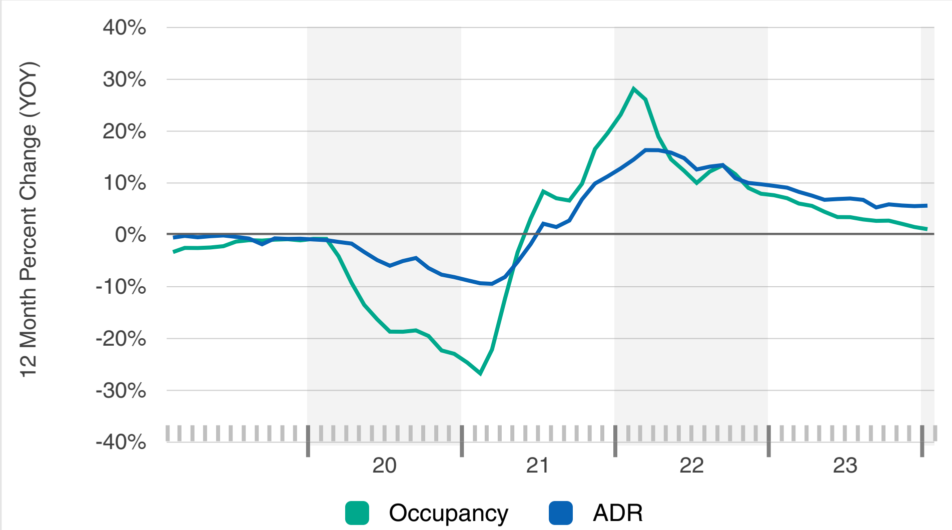
Supply Change



Demand Change

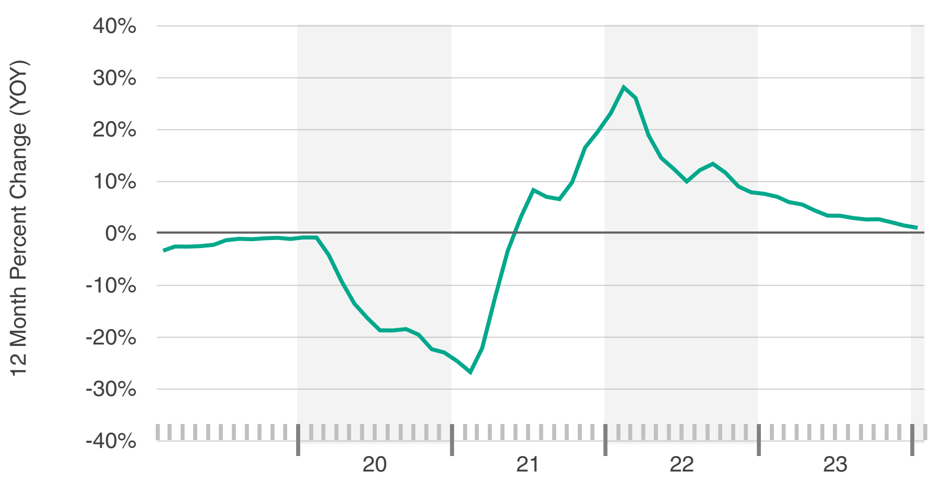


Occupancy & ADR Change

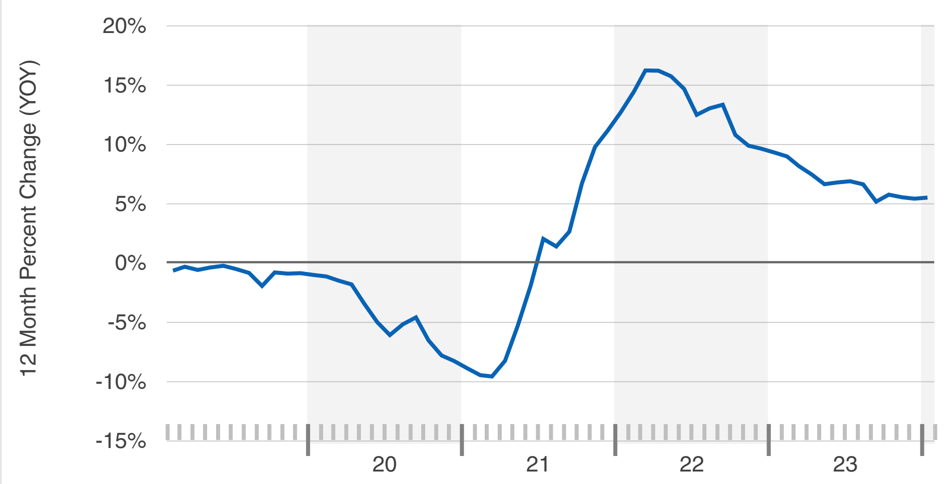


Search Analytics

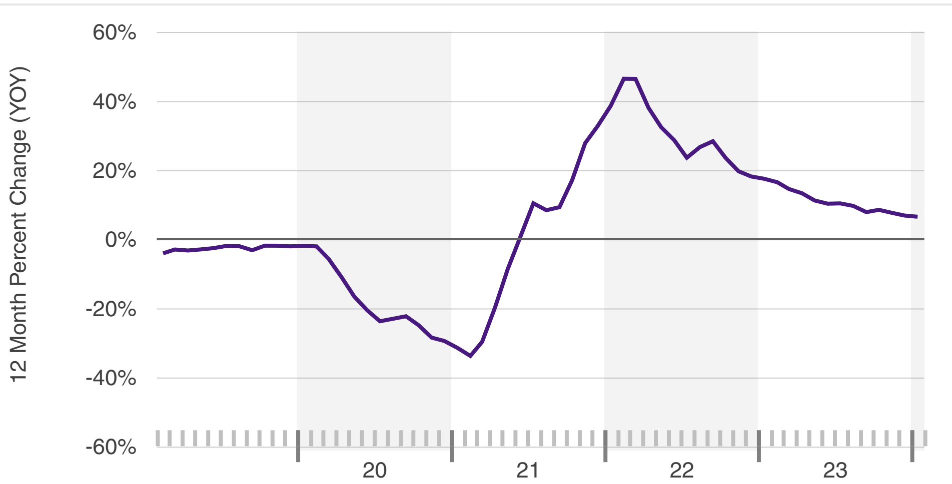
Occupancy Change



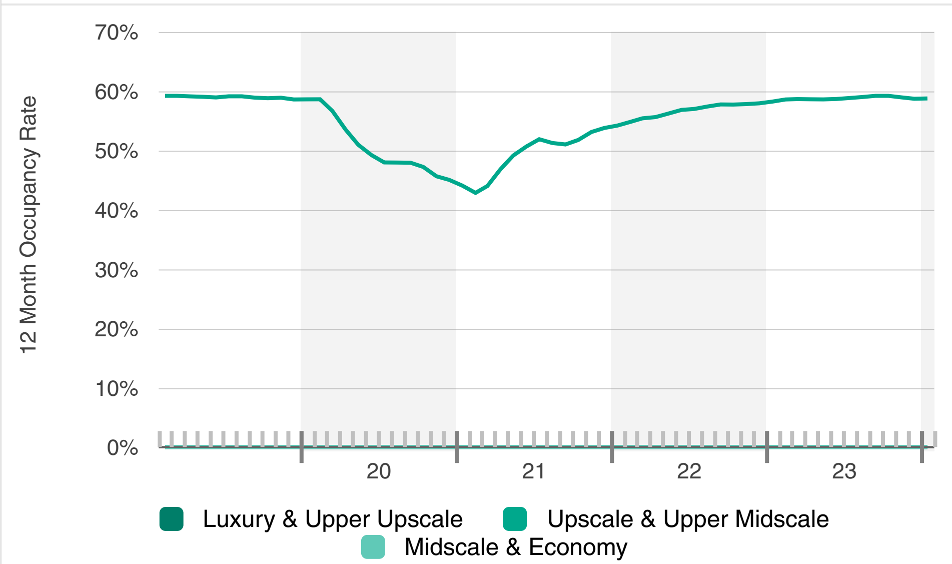
ADR Change



RevPAR Change

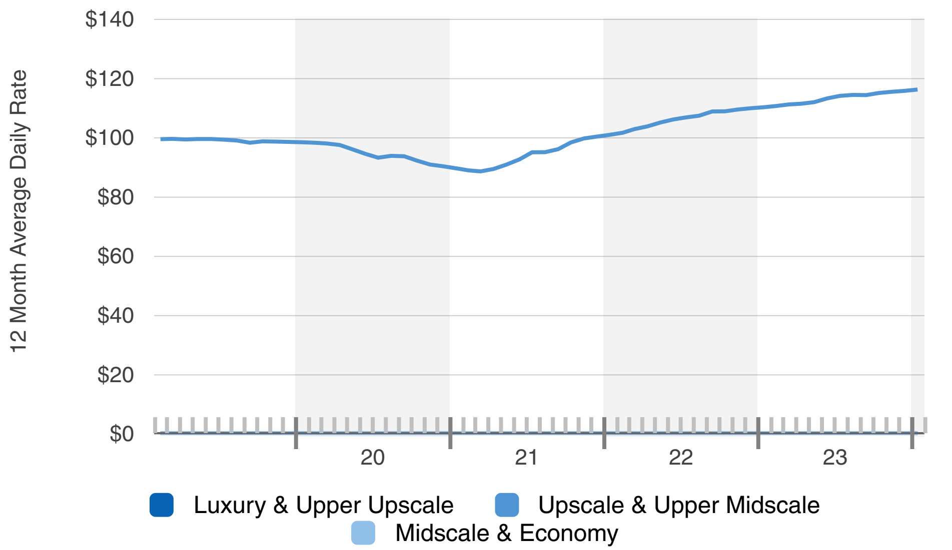


Occupancy By Class

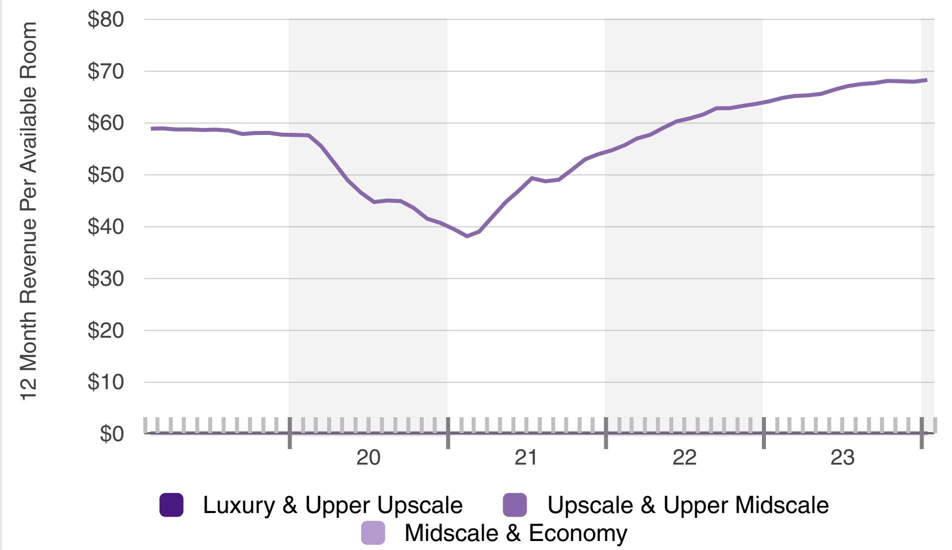


Search Analytics

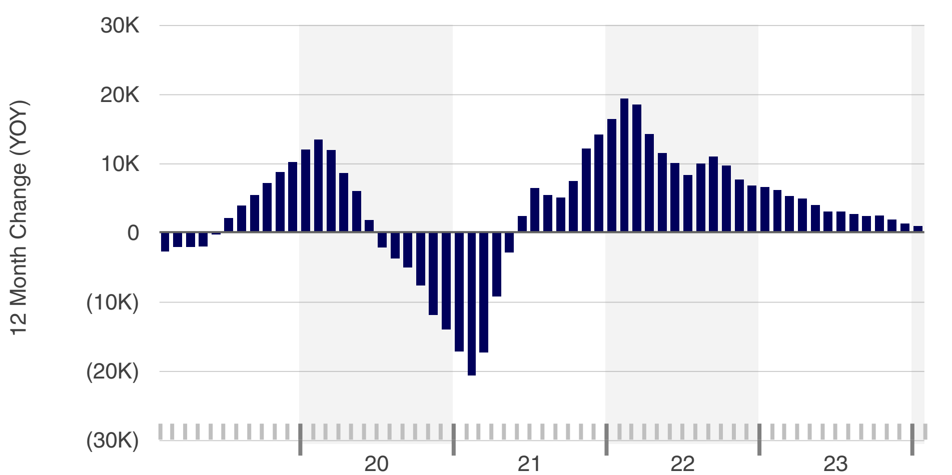
ADR By Class



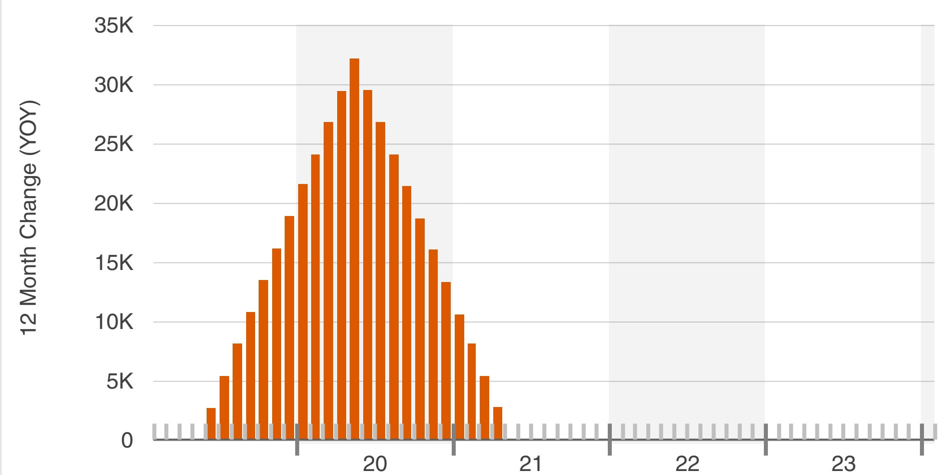
RevPAR By Class



Demand Change

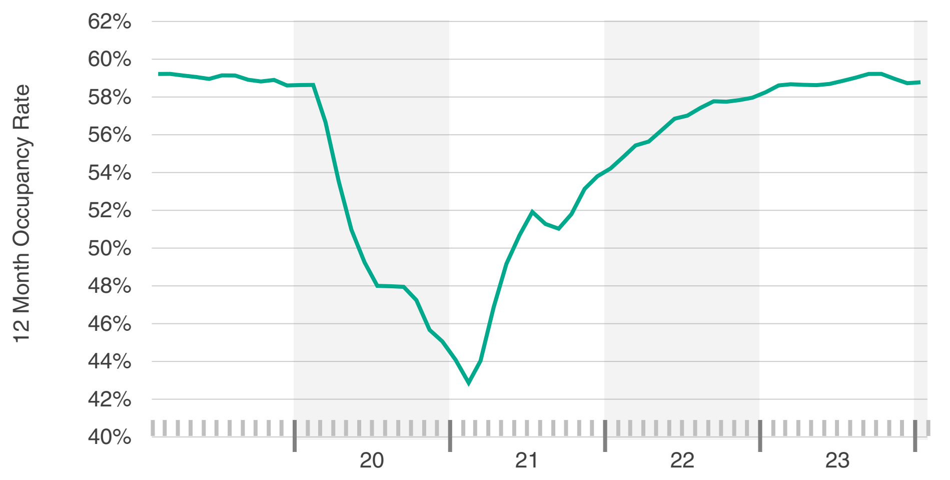


Supply Change

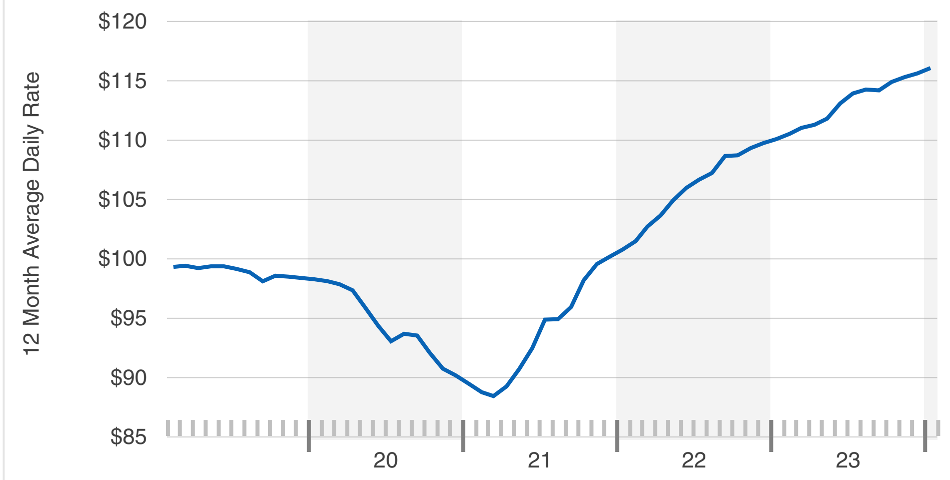


Search Analytics

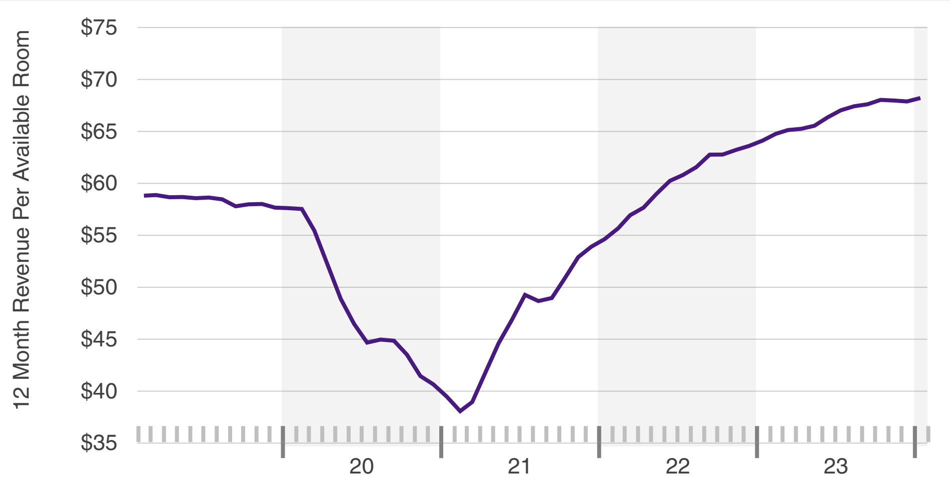
Occupancy



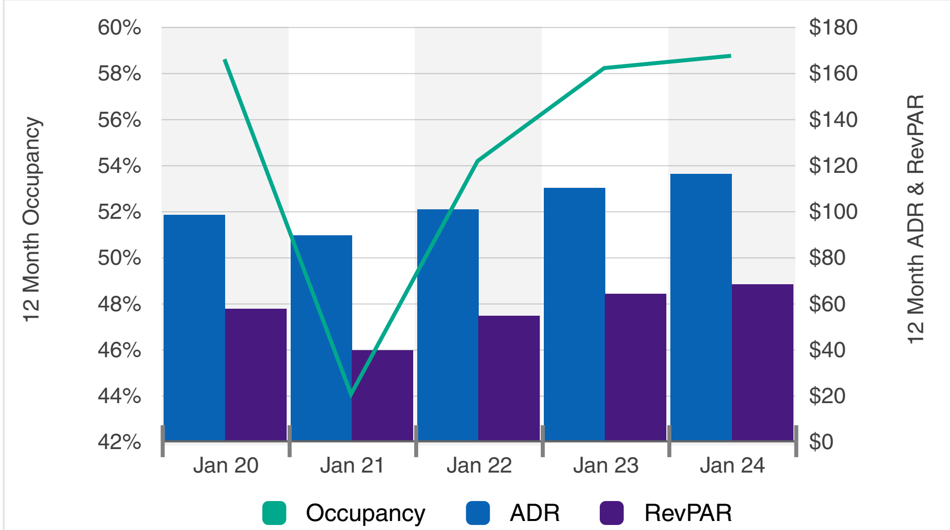
ADR



RevPAR

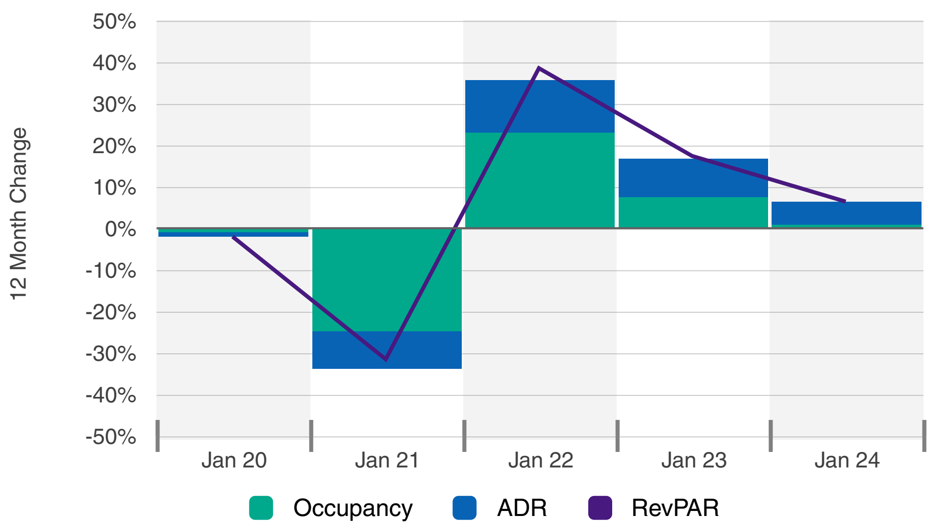


Occupancy, ADR & RevPAR

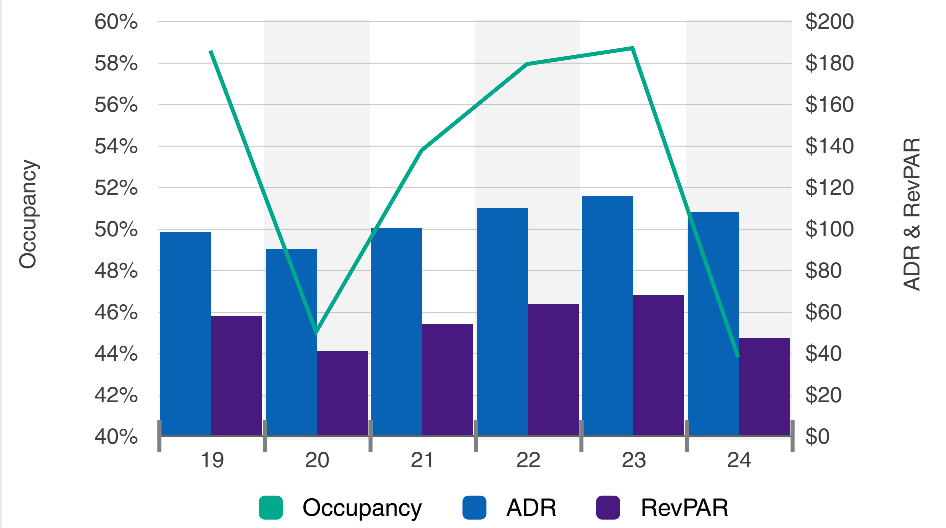


Search Analytics

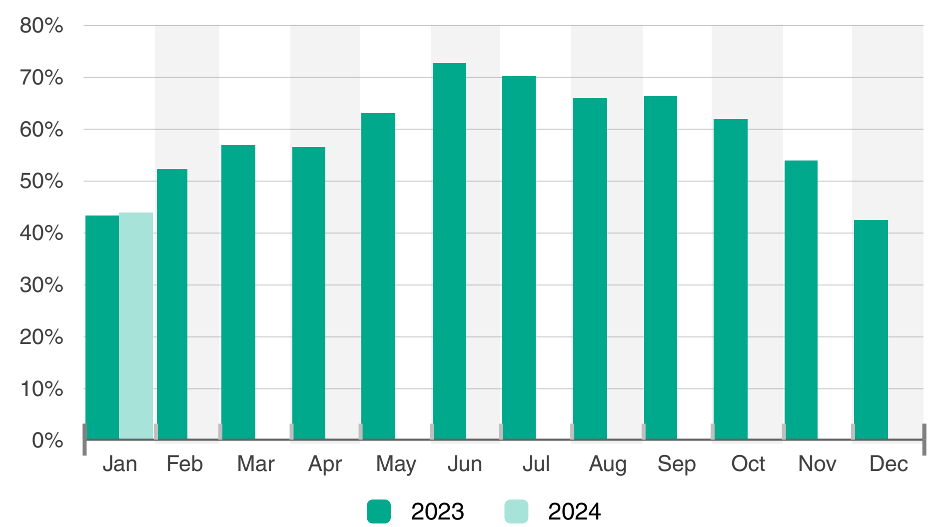
RevPAR Growth Composition



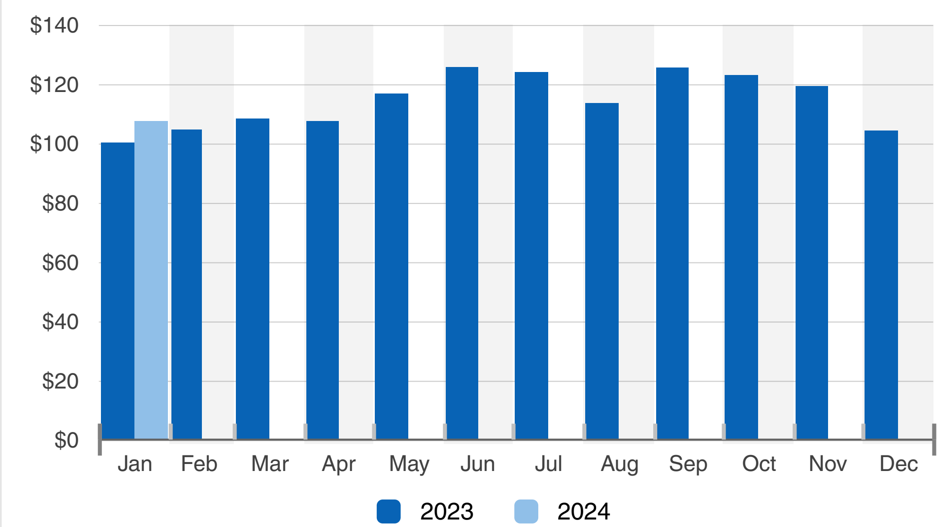
Occupancy, ADR & RevPAR Annualized vs YTD



Occupancy Monthly

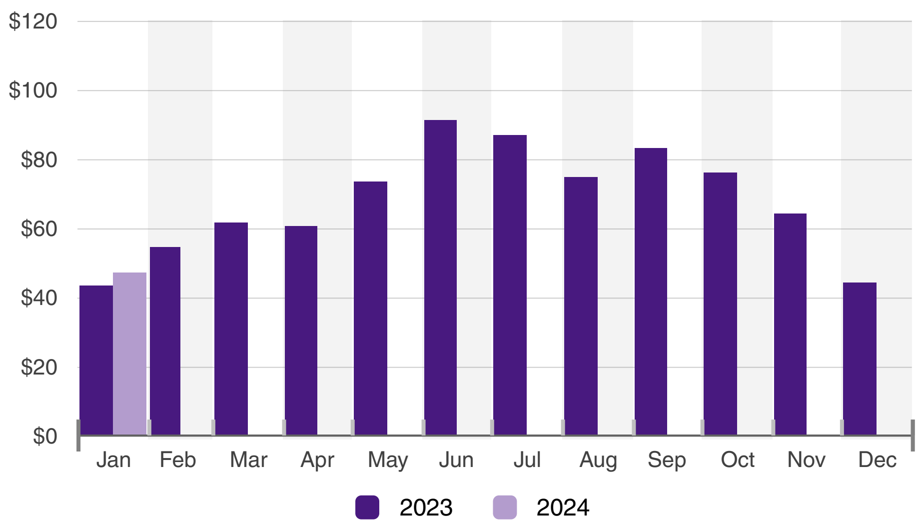


ADR Monthly

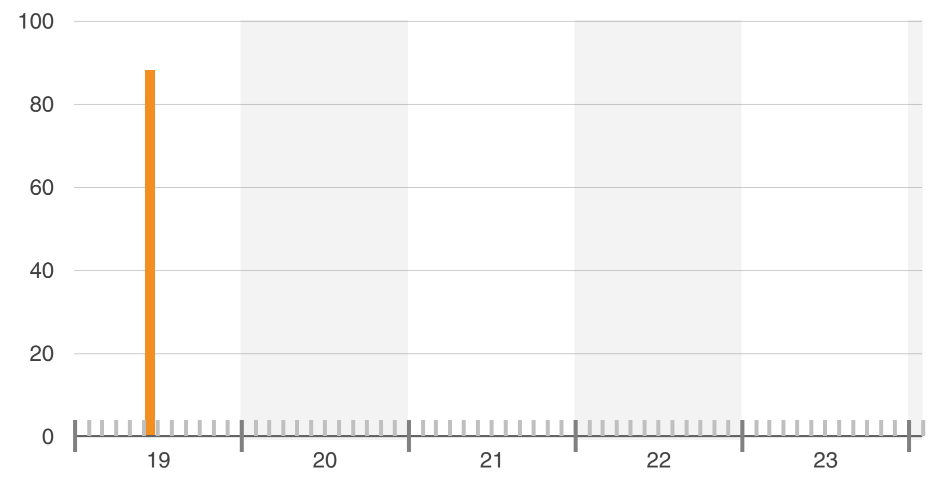


Search Analytics

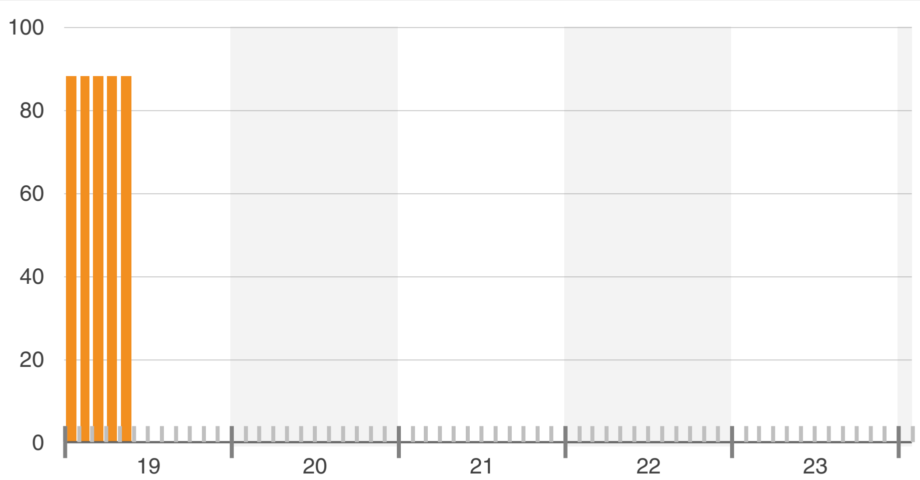
RevPAR Monthly



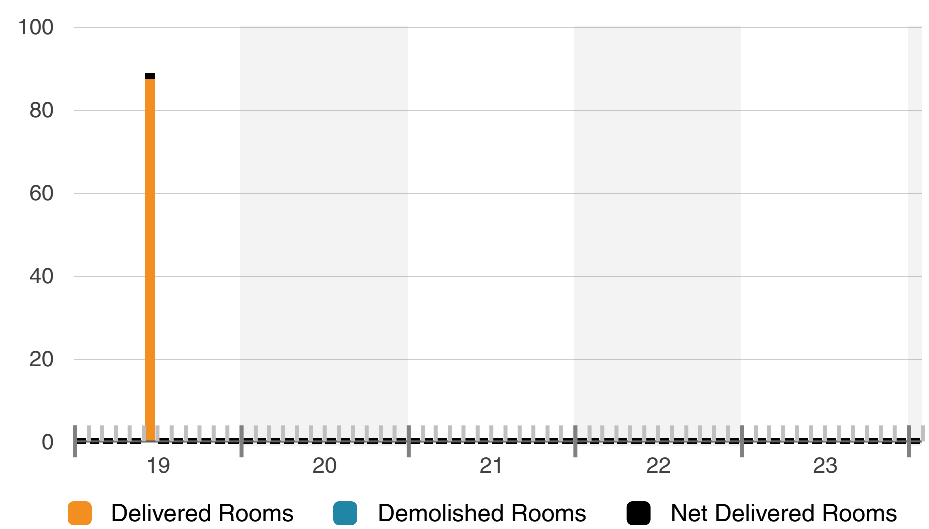
Rooms Delivered



Rooms Under Construction

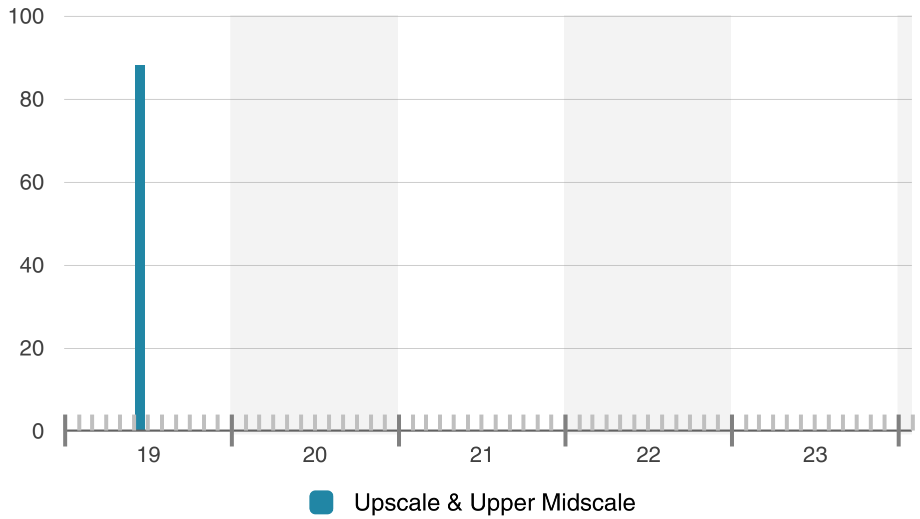


Delivered, Demolished & Net Delivered Rooms



Search Analytics

Rooms Delivered By Class

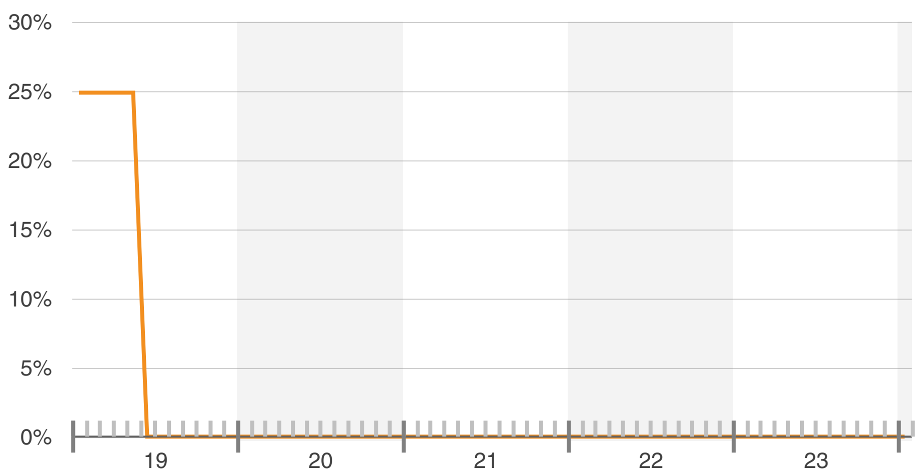


Demolished Rooms

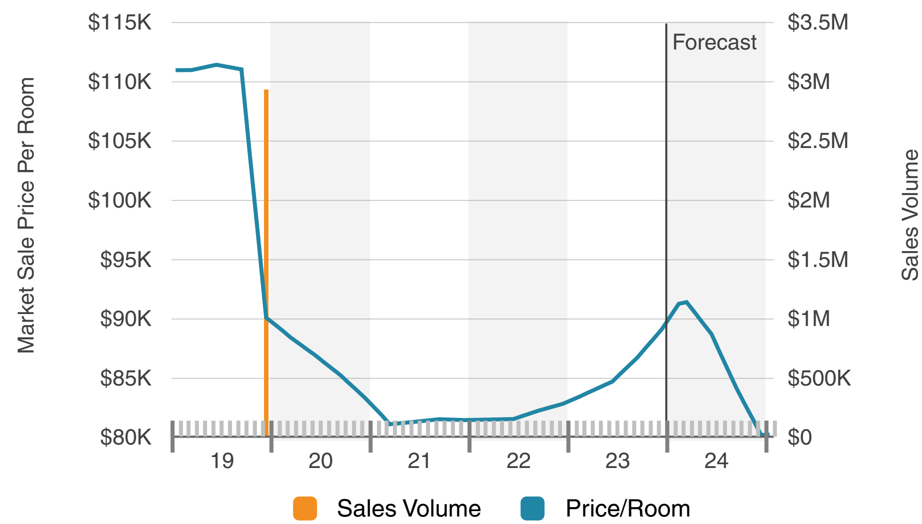
No Data Available

No data available for the past 5 years

Rooms Under Construction % of Inventory

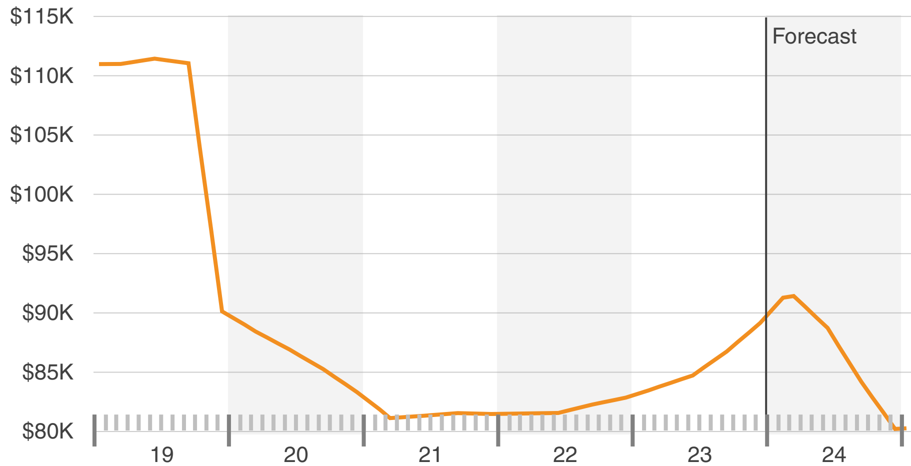


Sales Volume & Market Sale Price Per Room

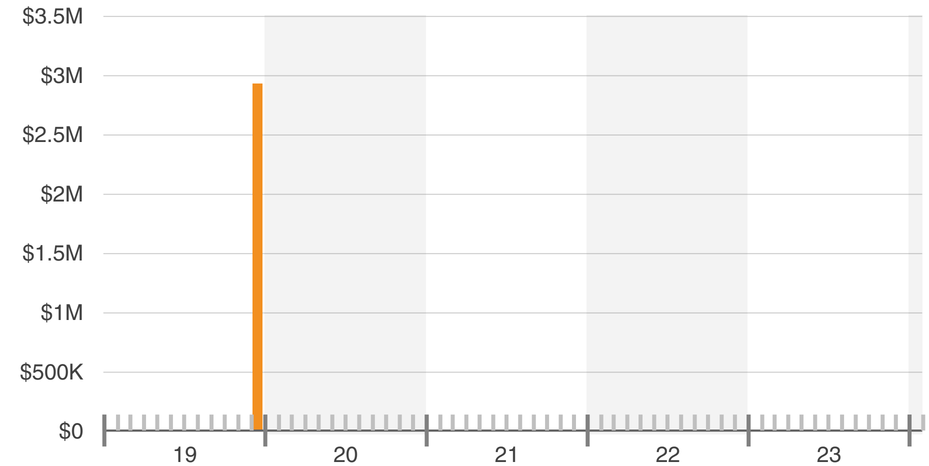


Search Analytics

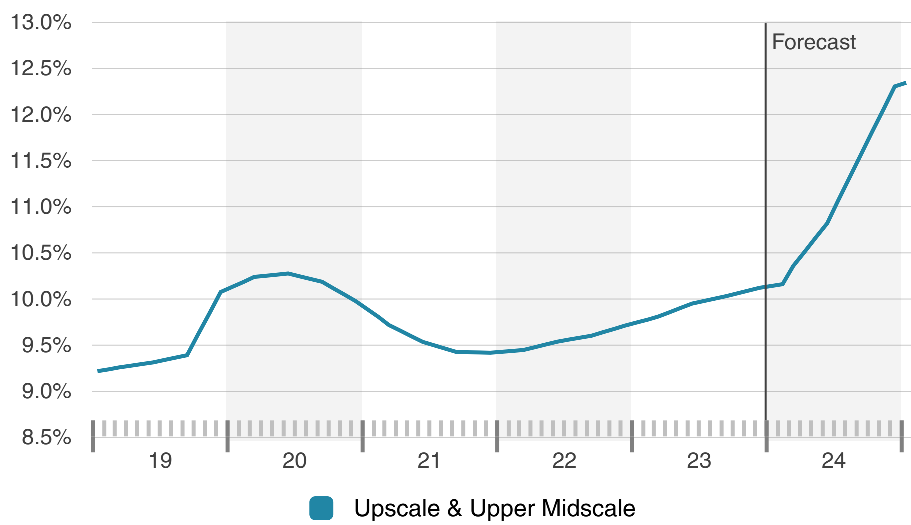
Market Sale Price Per Room



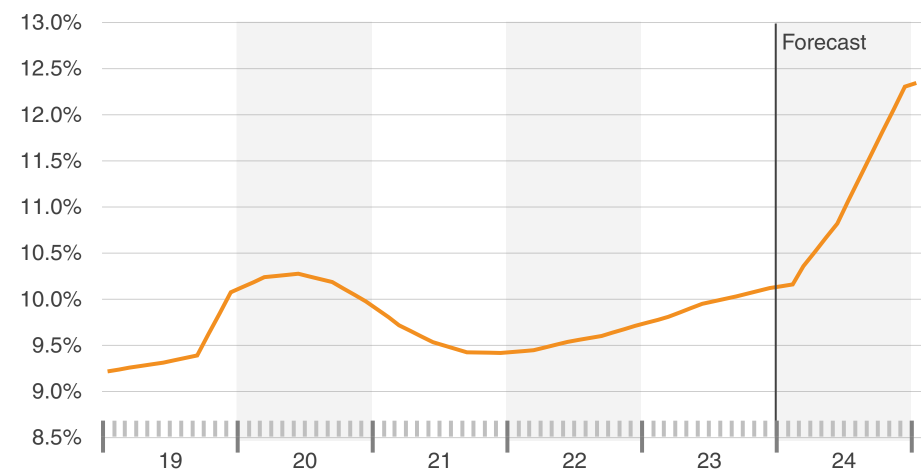
Sales Volume



Market Cap Rate By Class

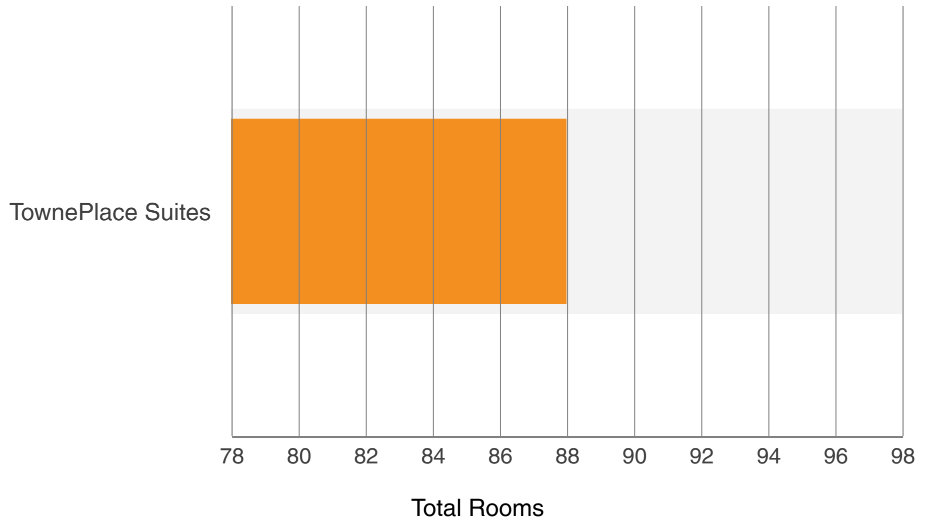


Market Cap Rate

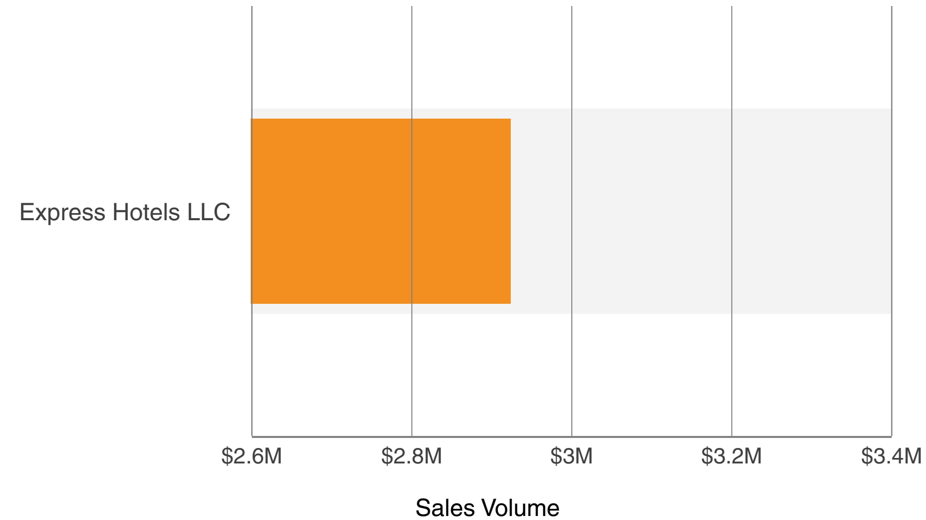


Search Analytics

Top Brand Delivered



Top Sellers

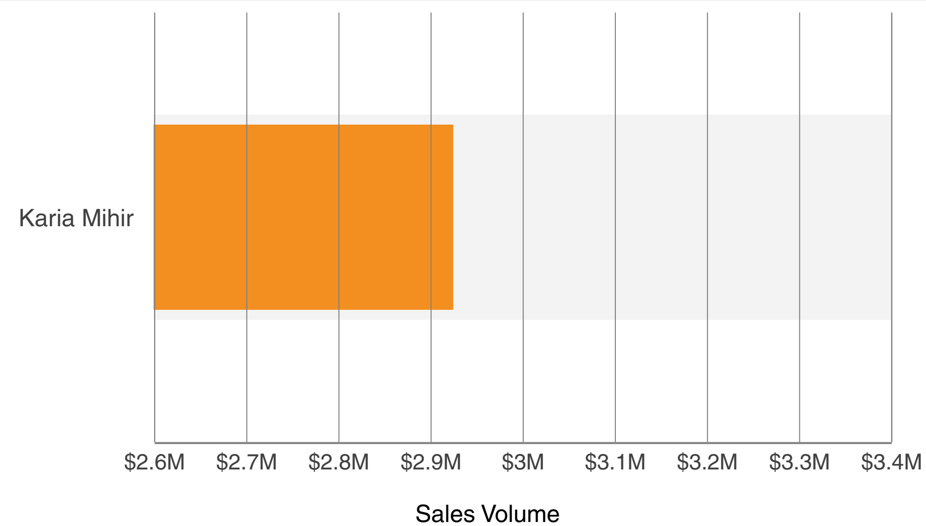


Top Seller Brokers

No Data Available

No data available for the current selection

Top Buyers



APPENDIX THREE

SECONDARY COMPETITIVE SET ANALYTICS

Search Analytics

INVENTORY ROOMS	UNDER CONSTRUCTION ROOMS	12 MO OCC RATE	12 MO ADR	12 MO REVPAR	MARKET SALE PRICE/ROOM	MARKET CAP RATE
563 +0%	0 -	64.1% +8.4%	$129 +3.7%	$83 +12.5%	$110K +8.9%	10.0% +0.5%
Prior Period 563	Prior Period 0	Prior Period 59.1%	Prior Period $125	Prior Period $74	Prior Period $101K	Prior Period 9.5%

Key Metrics

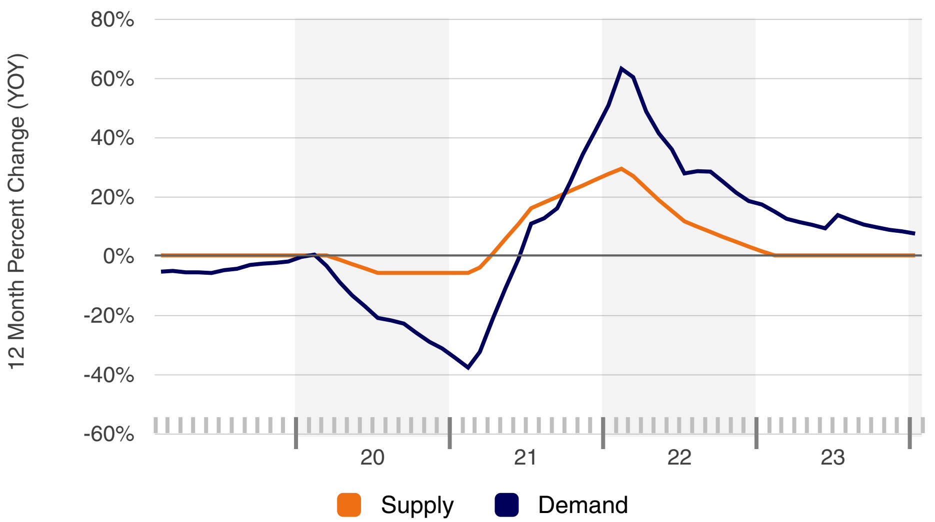
Inventory	
Existing Properties	5
12 Mo Delivered Rooms	0
12 Mo Delivered Properties	0
12 Mo Recently Opened Rooms	0
12 Mo Recently Opened Properties	0
Under Construction Properties	0

Sales Past Year	
Sales Volume	$8.2M
Properties Sold	1
Months to Sale	3.7
Average Price Per Building	$8.2M
Market Price Per Room	$110K
Market Cap Rate	10.0%

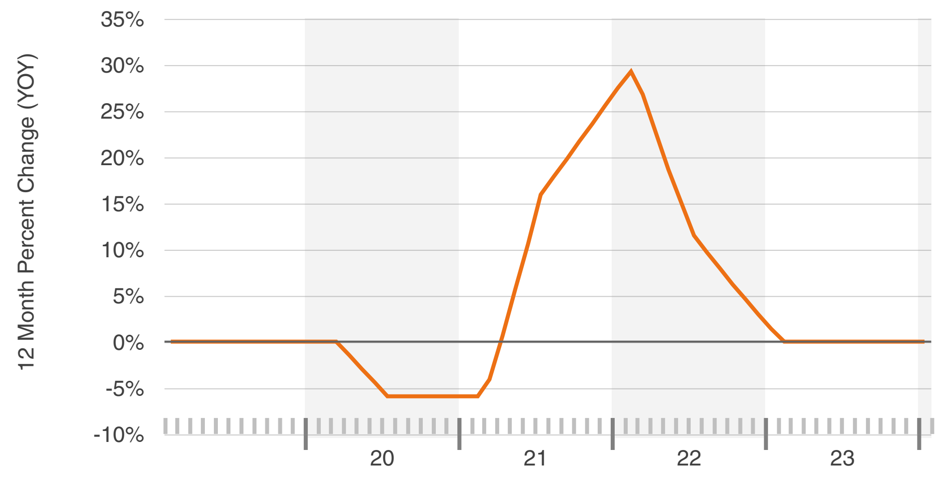
Performance Trend	
Occupancy Rate	51.0%
Average Daily Rate	$112.98
Revenue Per Available Room	$57.61
YTD Occupancy Rate	51.0%
YTD Average Daily Rate	$112.98
YTD RevPAR	$57.61
3 Mo Occupancy Rate	51.6%
3 Mo Average Daily Rate	$123.37
3 Mo RevPAR	$63.68
12 Mo Occupancy Rate	64.1%
12 Mo Average Daily Rate	$129.27
12 Mo RevPAR	$82.86

Search Analytics

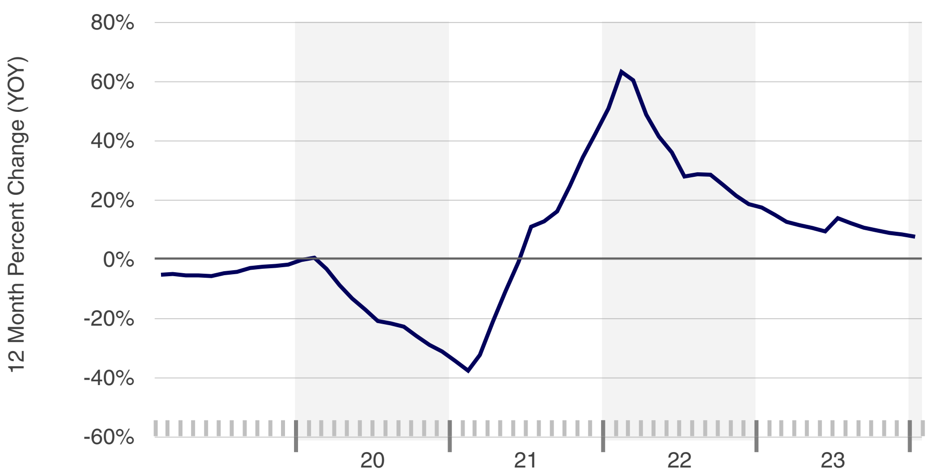
Supply & Demand Change



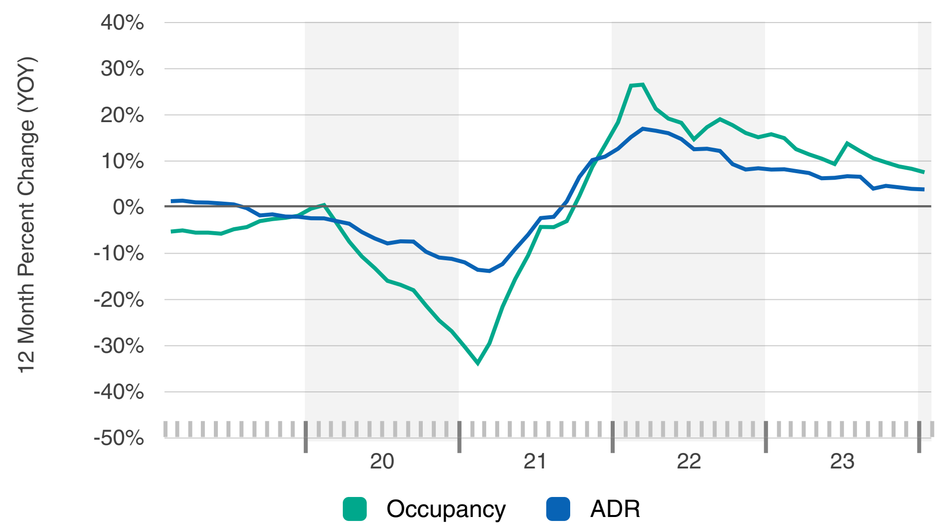
Supply Change



Demand Change

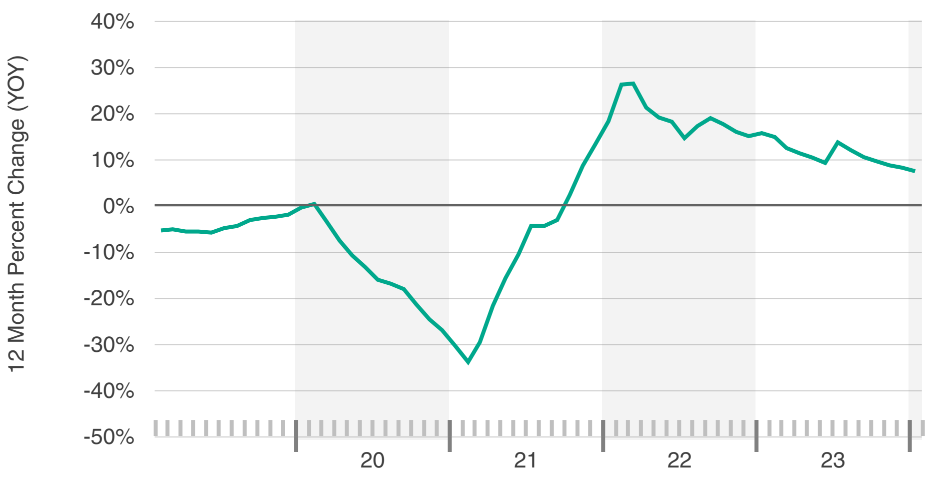


Occupancy & ADR Change

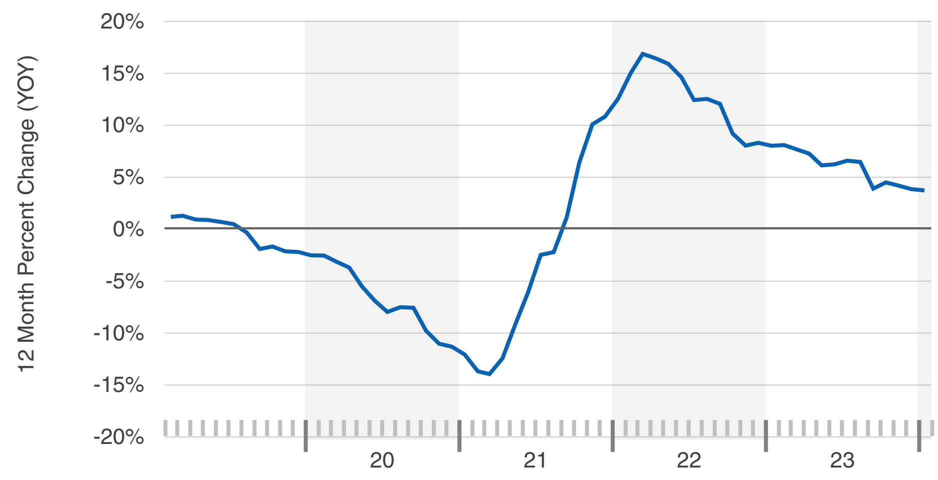


Search Analytics

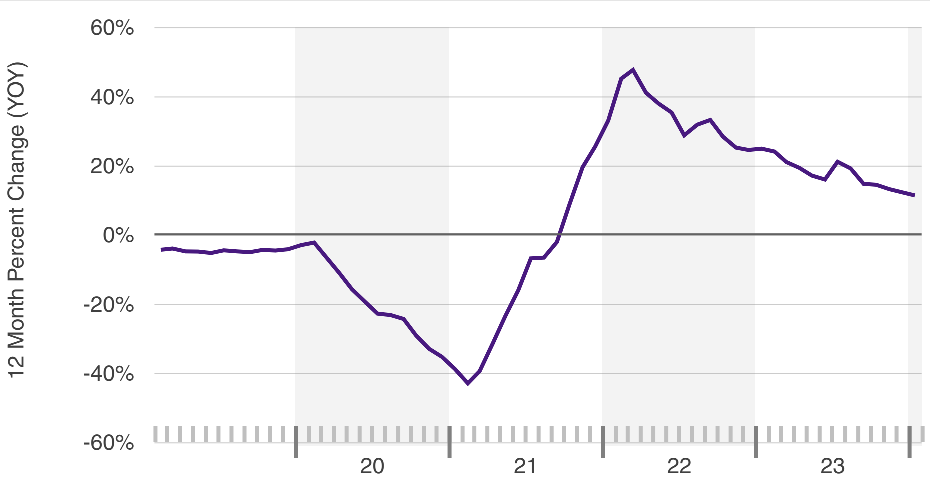
Occupancy Change



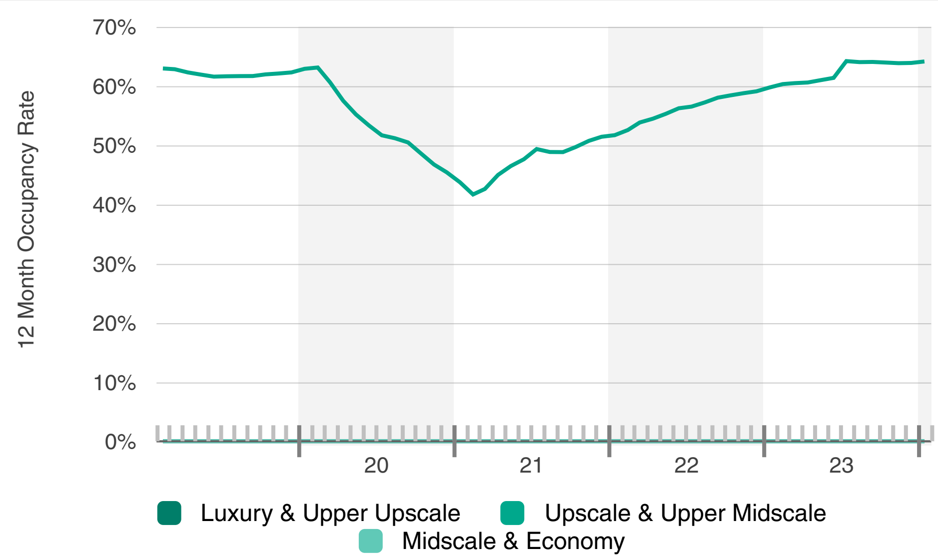
ADR Change



RevPAR Change

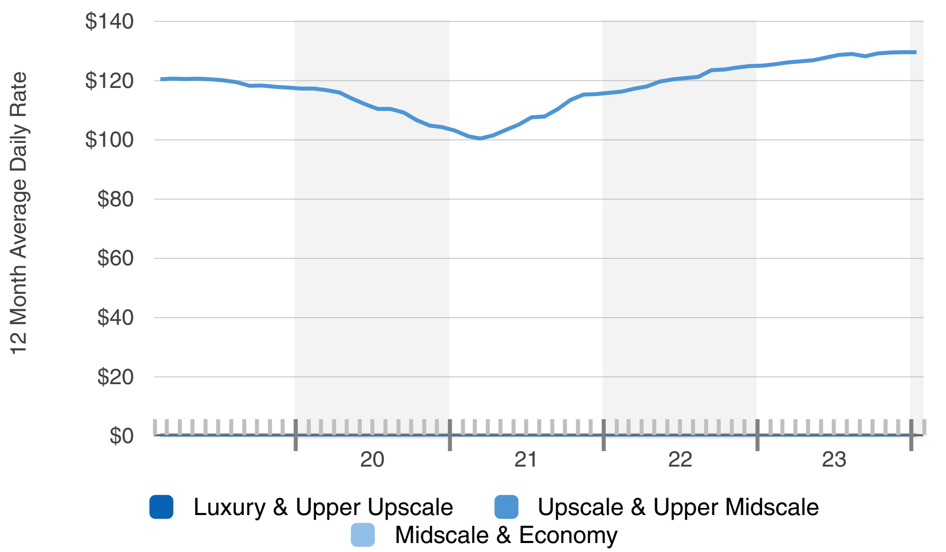


Occupancy By Class

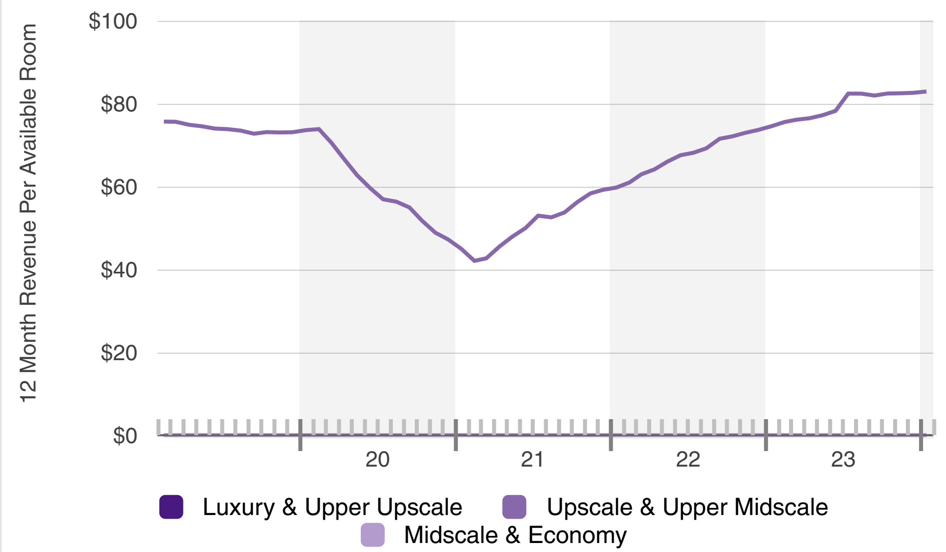


Search Analytics

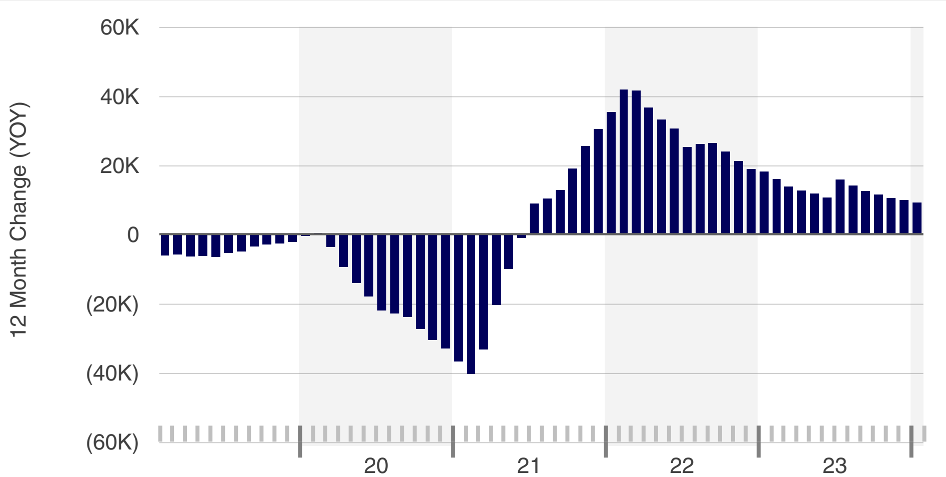
ADR By Class



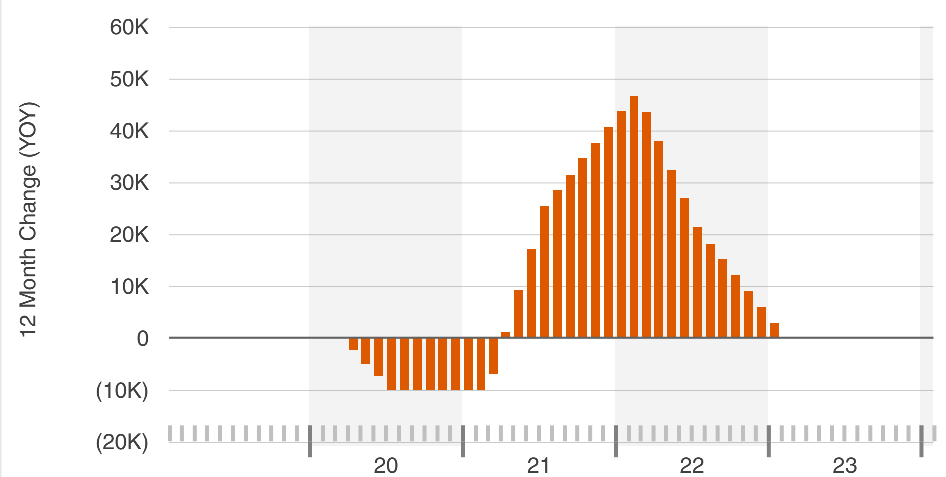
RevPAR By Class



Demand Change

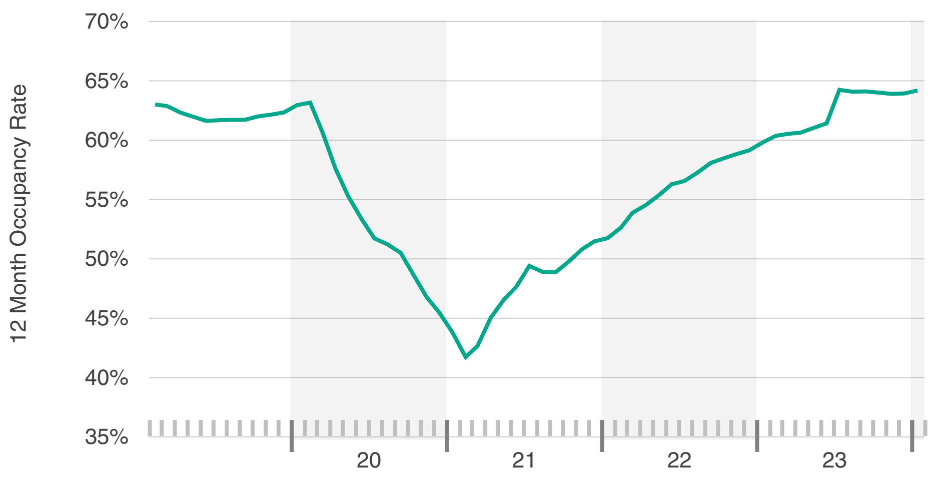


Supply Change

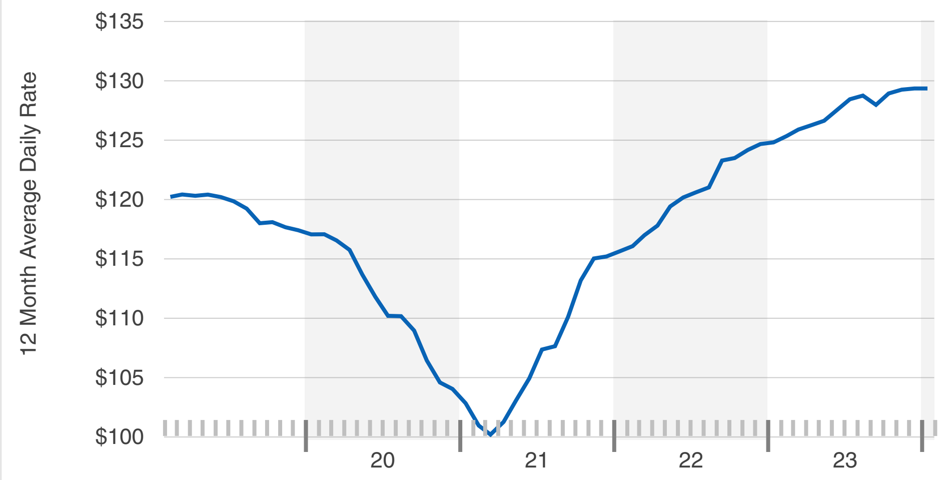


Search Analytics

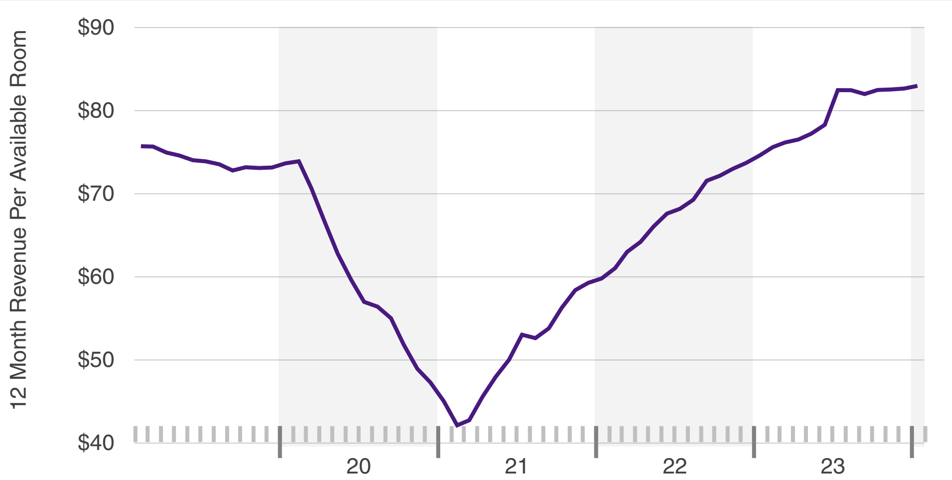
Occupancy



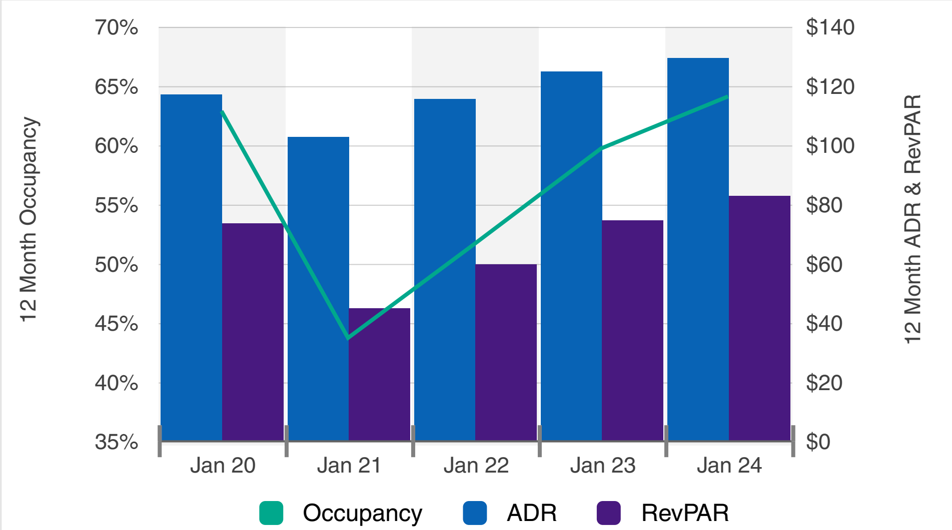
ADR



RevPAR

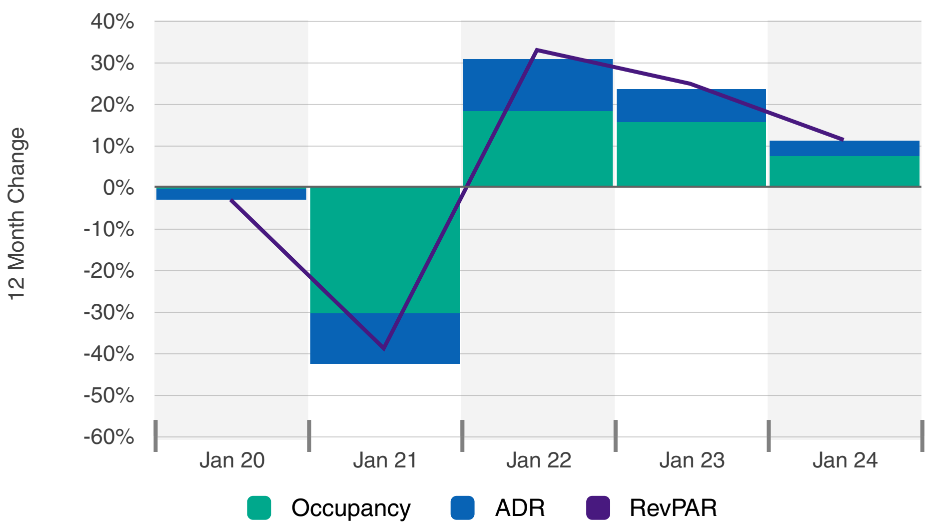


Occupancy, ADR & RevPAR

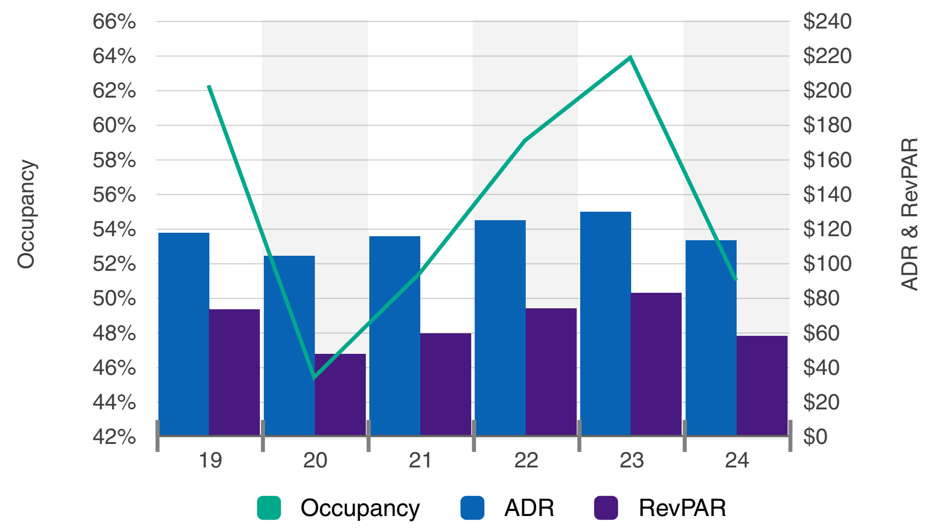


Search Analytics

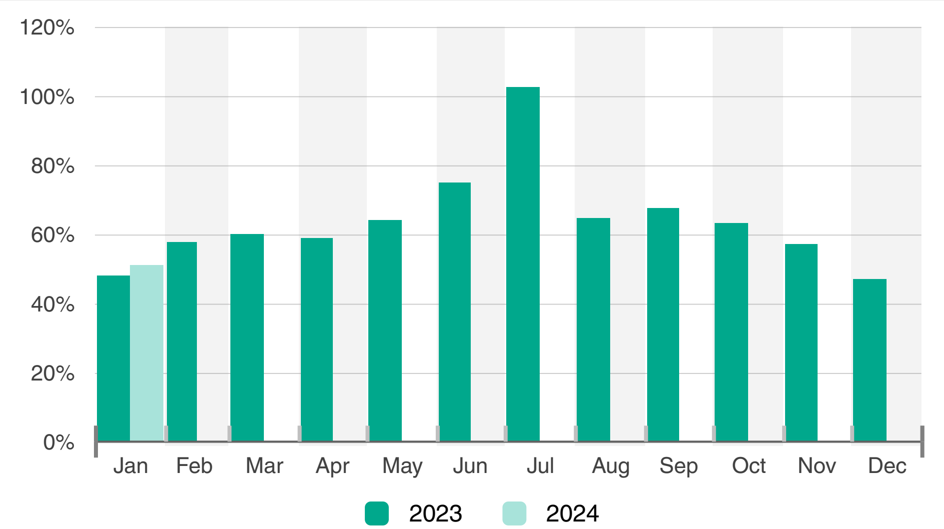
RevPAR Growth Composition



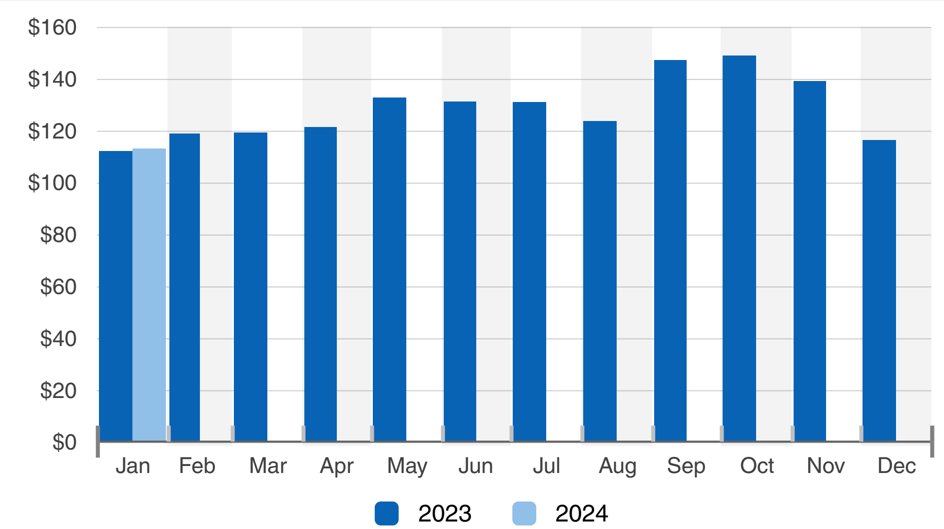
Occupancy, ADR & RevPAR Annualized vs YTD



Occupancy Monthly

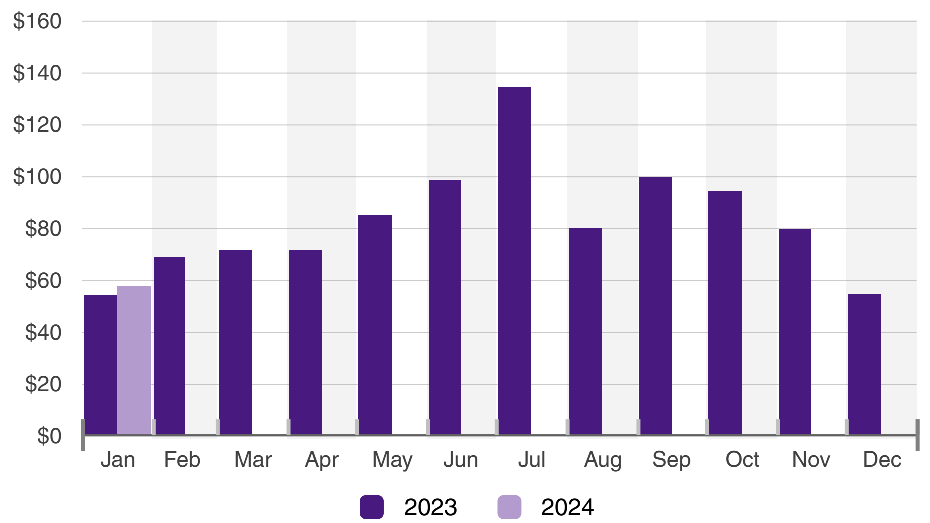


ADR Monthly

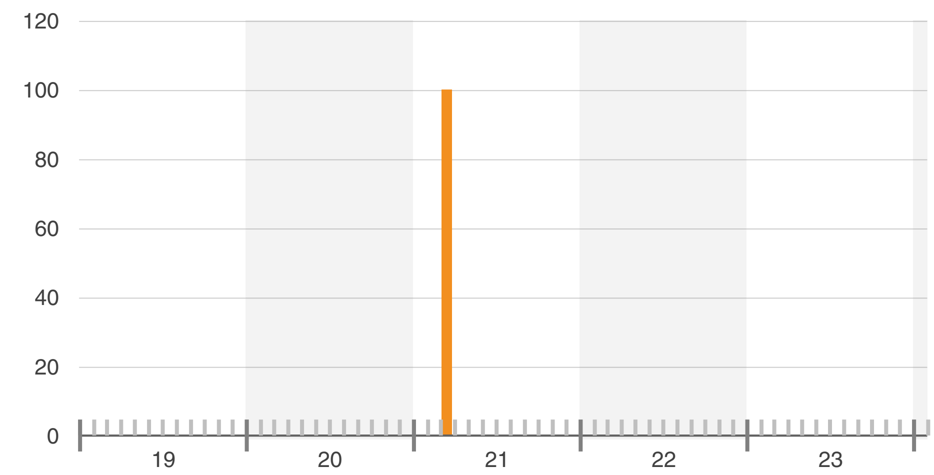


Search Analytics

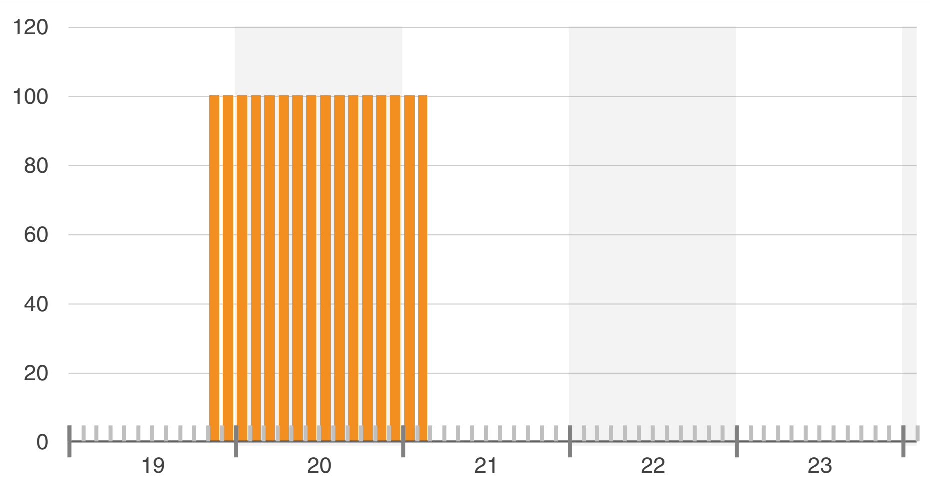
RevPAR Monthly



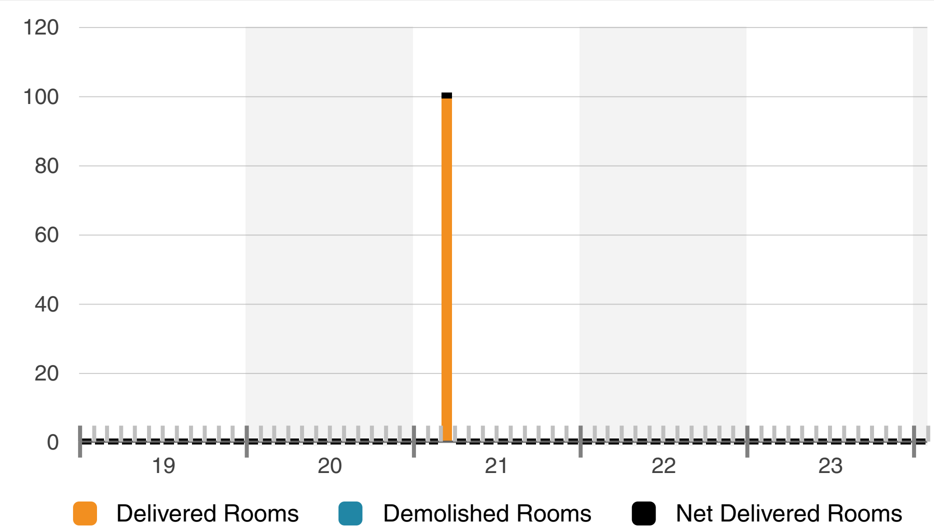
Rooms Delivered



Rooms Under Construction

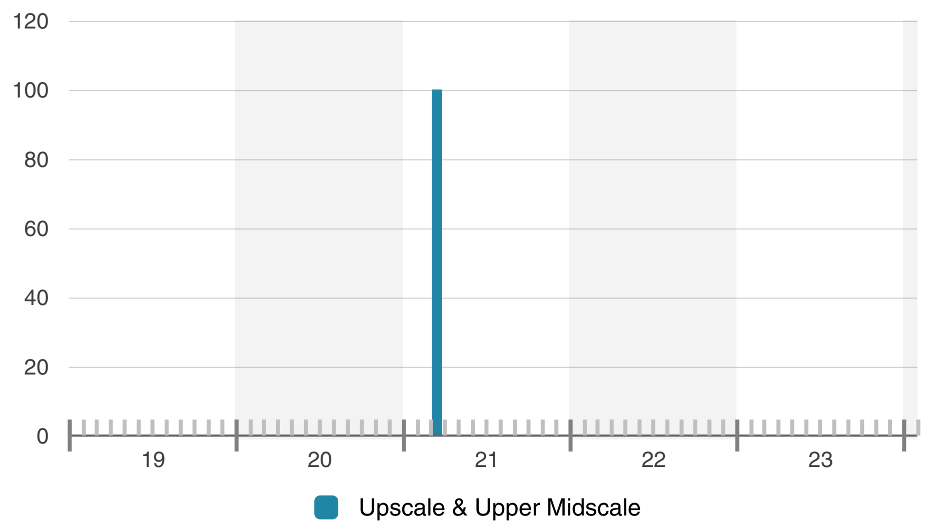


Delivered, Demolished & Net Delivered Rooms



Search Analytics

Rooms Delivered By Class

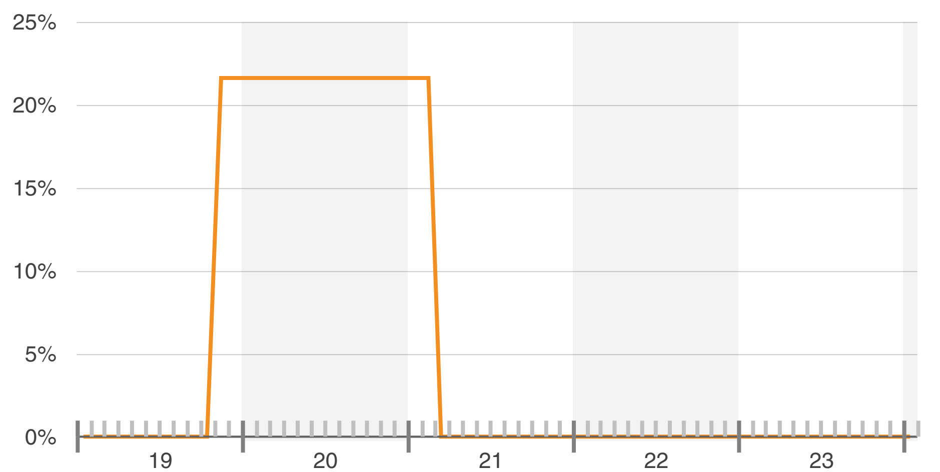


Demolished Rooms

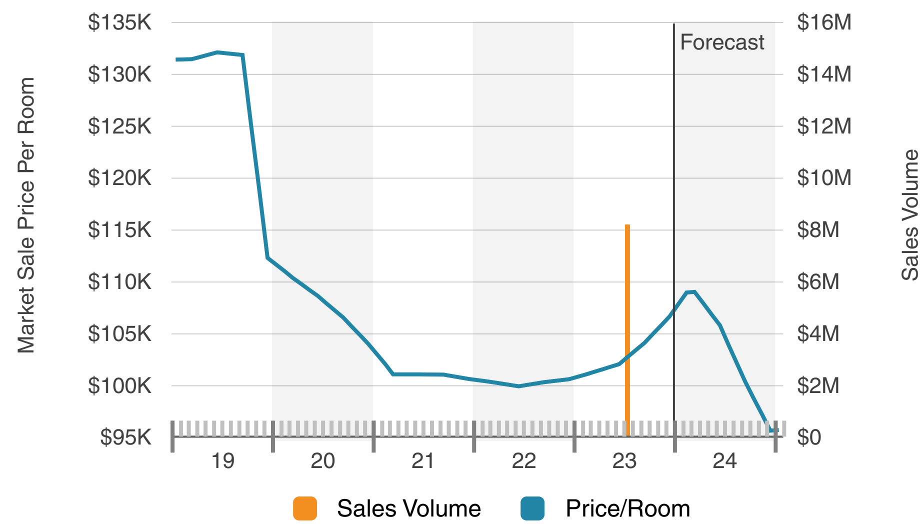
No Data Available

No data available for the past 5 years

Rooms Under Construction % of Inventory

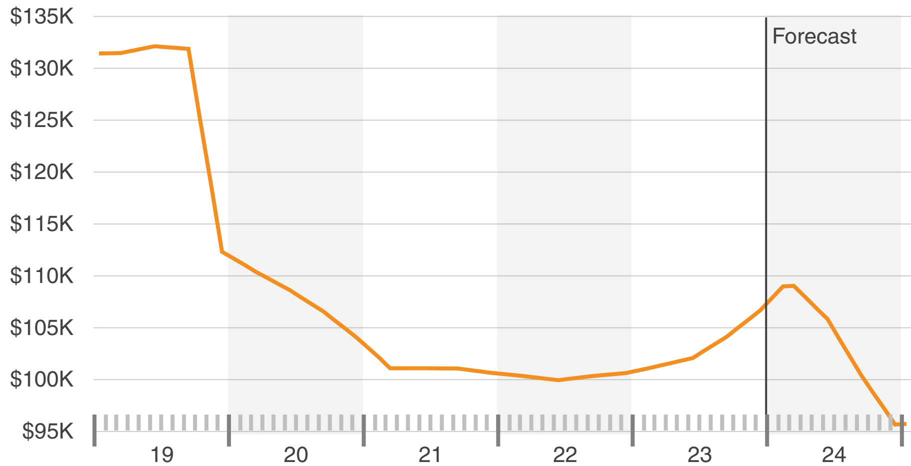


Sales Volume & Market Sale Price Per Room

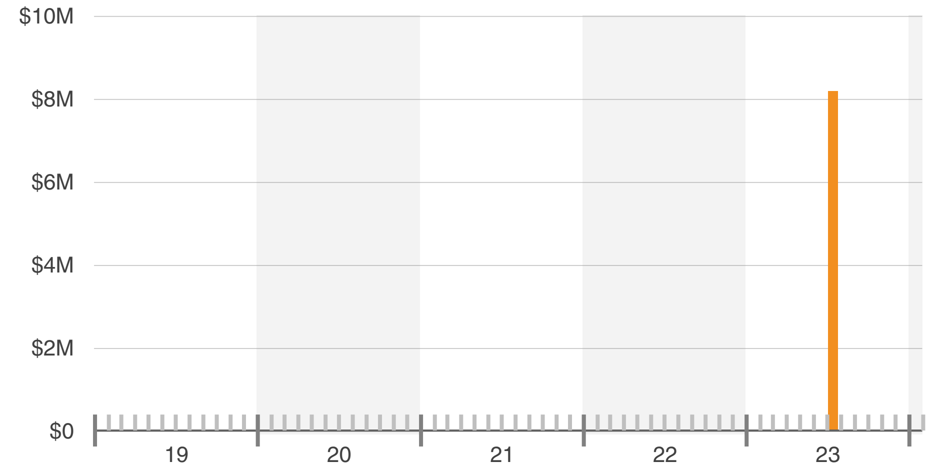


Search Analytics

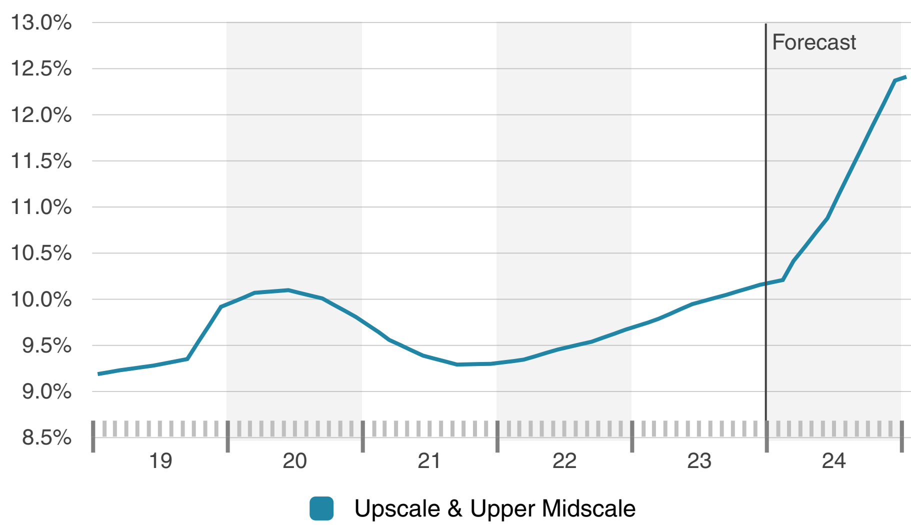
Market Sale Price Per Room



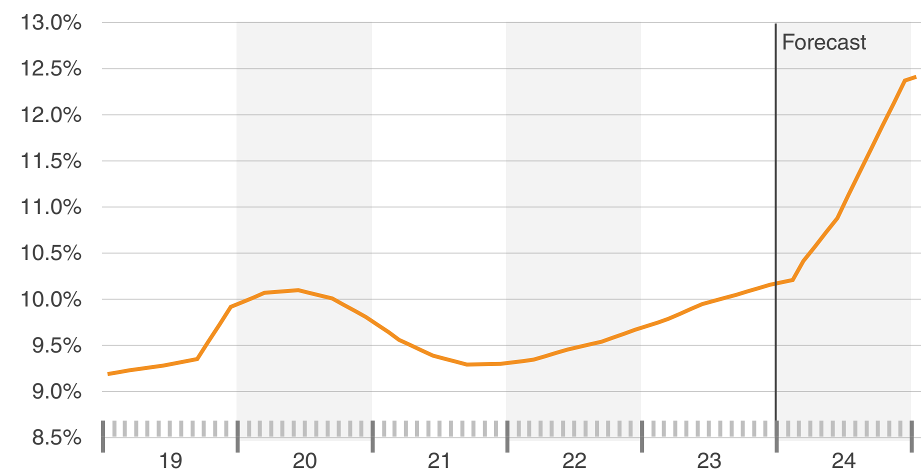
Sales Volume



Market Cap Rate By Class

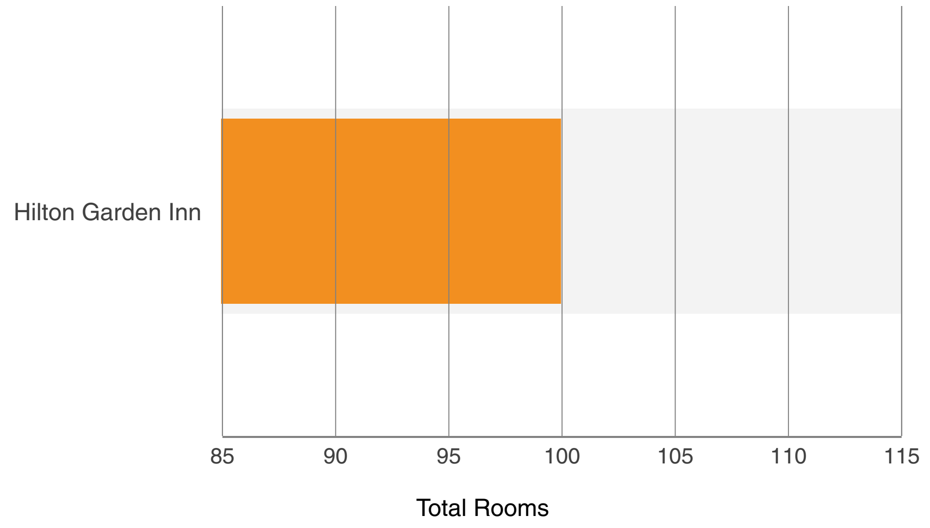


Market Cap Rate

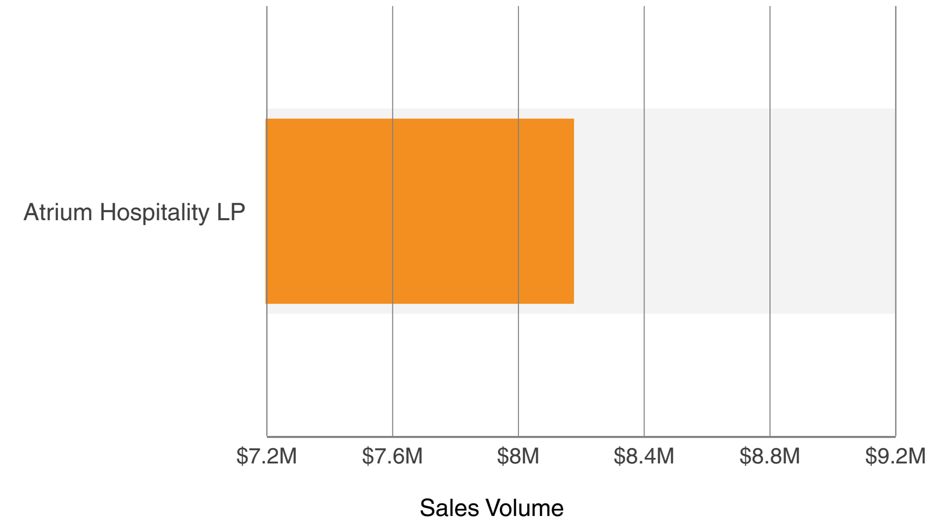


Search Analytics

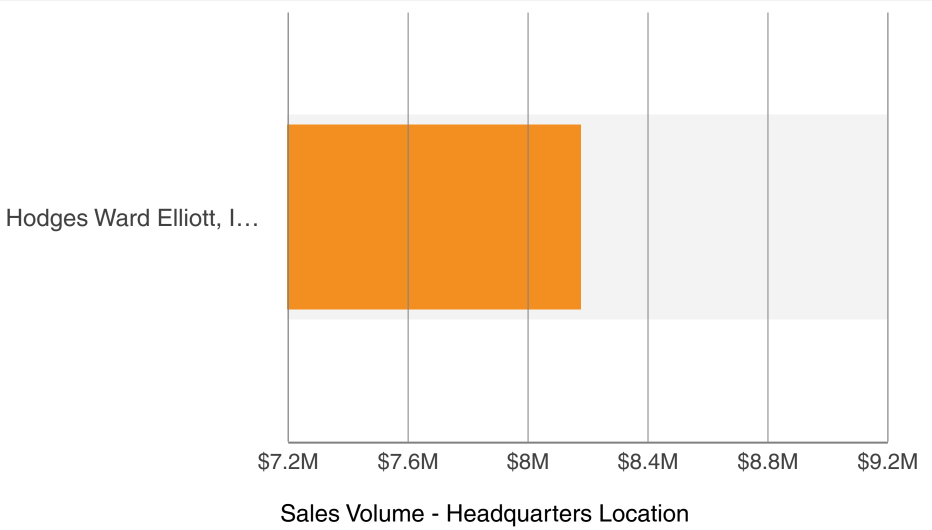
Top Brand Delivered



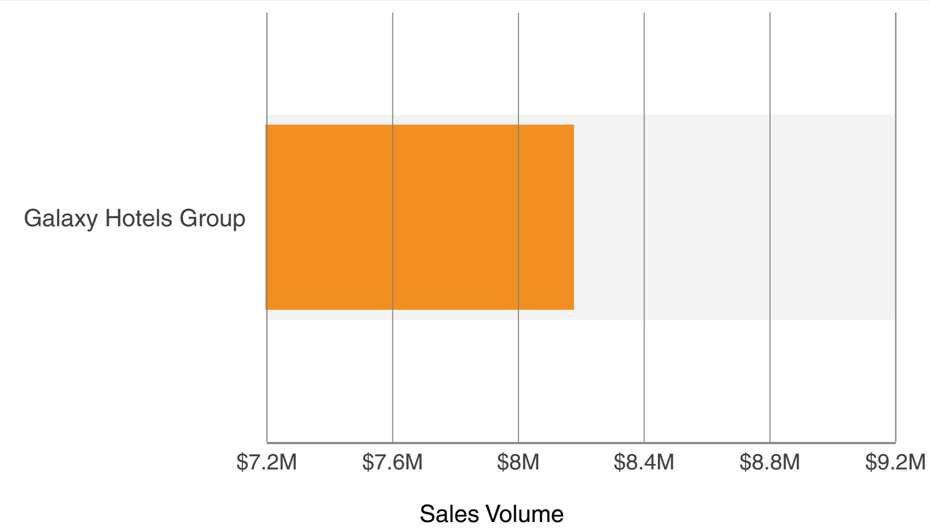
Top Sellers



Top Seller Brokers



Top Buyers



APPENDIX FOUR

REGIONAL LODGING INDUSTRY SUBMARKET REPORT

Overview

Iowa City/Waterloo Hospitality

12 Mo Occupancy	12 Mo ADR	12 Mo RevPAR	12 Mo Supply	12 Mo Demand
55.6%	$107.24	$59.65	3.6M	2M

Iowa City/Waterloo is a large submarket, and contains around 10,000 rooms spread over 116 properties. While Iowa Area (USA) as a whole is characterized by very small hotels (relative to the national norm), the average hotel in Iowa City/Waterloo contains 86 rooms. That's easily above the 64-room-per-building market average, and not a significant deviation from the national midpoint.

With trailing 12-month occupancy at 55.6%, Iowa City/Waterloo is slightly ahead of the market average of 52.0% for the same period.

As of January, twelve-month average RevPAR in the Iowa City/Waterloo hotel submarket was climbing at an annual rate of 4.6%, essentially in line with the Iowa Area (USA) average.

The 240 rooms currently underway in the Iowa City/Waterloo submarket represent a 2.4% expansion to the existing inventory. This marks a continuation of new development in the submarket: About 460 rooms delivered within the past three years, sufficient to drive a material expansion of the existing inventory, in percentage terms.

The submarket recorded 4 hotel trades over the past year, which is consistent with the number of deals that typically close in a given year.

KEY INDICATORS

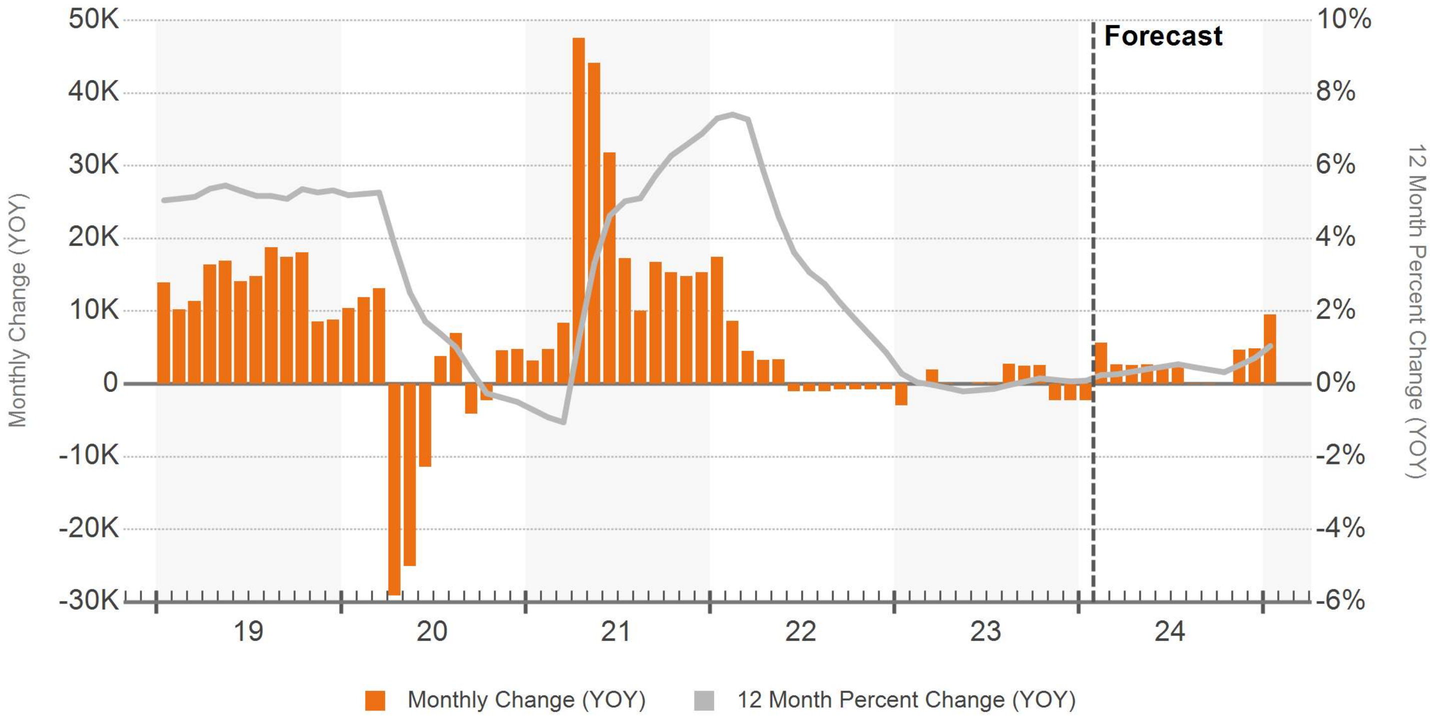
Class	Rooms	12 Mo Occ	12 Mo ADR	12 Mo RevPAR	12 Mo Delivered	Under Construction
Luxury & Upper Upscale	783	43.5%	$148.26	$64.48	0	0
Upscale & Upper Midscale	5,640	60.0%	$121.98	$73.18	84	93
Midscale & Economy	3,584	51.5%	$72.95	$37.58	37	150
Total	10,007	55.6%	$107.24	$59.65	121	243

Average Trend	Current	3 Mo	YTD	12 Mo	Historical Average	Forecast Average
Occupancy	43.4%	45.8%	43.4%	55.6%	52.6%	56.8%
Occupancy Change	5.1%	-0.4%	5.1%	-0.2%	-0.3%	0.6%
ADR	$96.80	$102.55	$96.80	$107.24	$96.41	$115.31
ADR Change	4.7%	3.6%	4.7%	4.8%	3.0%	2.6%
RevPAR	$42.02	$46.92	$42.02	$59.65	$50.71	$65.48
RevPAR Change	10.0%	3.2%	10.0%	4.6%	2.7%	3.1%

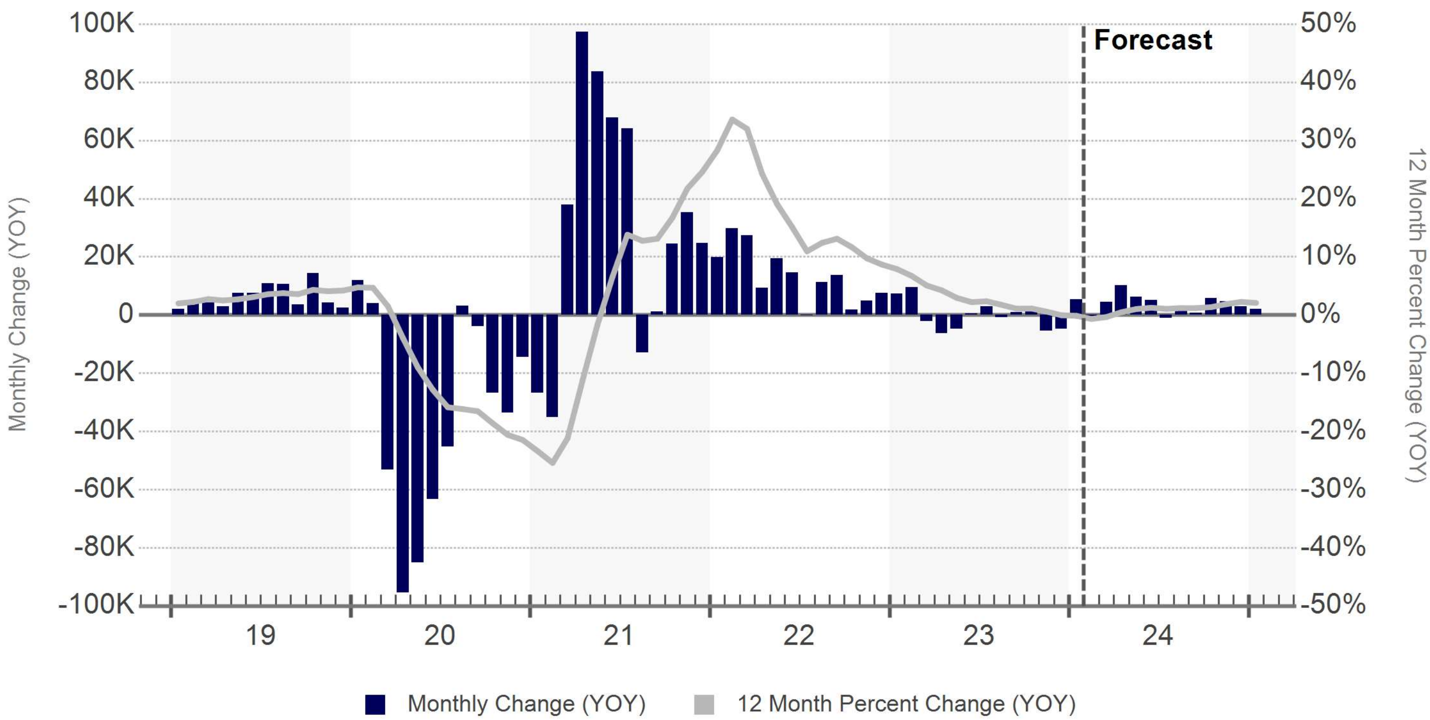
Performance

Iowa City/Waterloo Hospitality

SUPPLY CHANGE



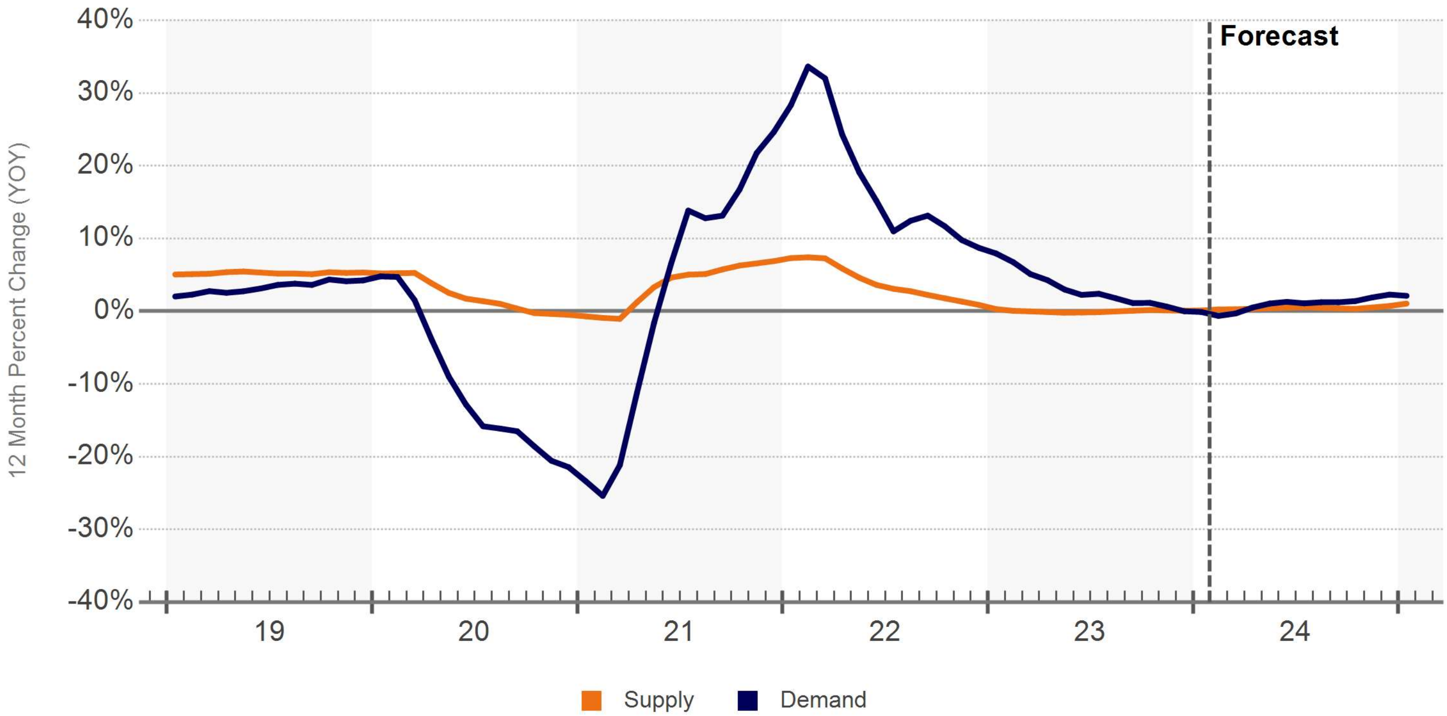
DEMAND CHANGE



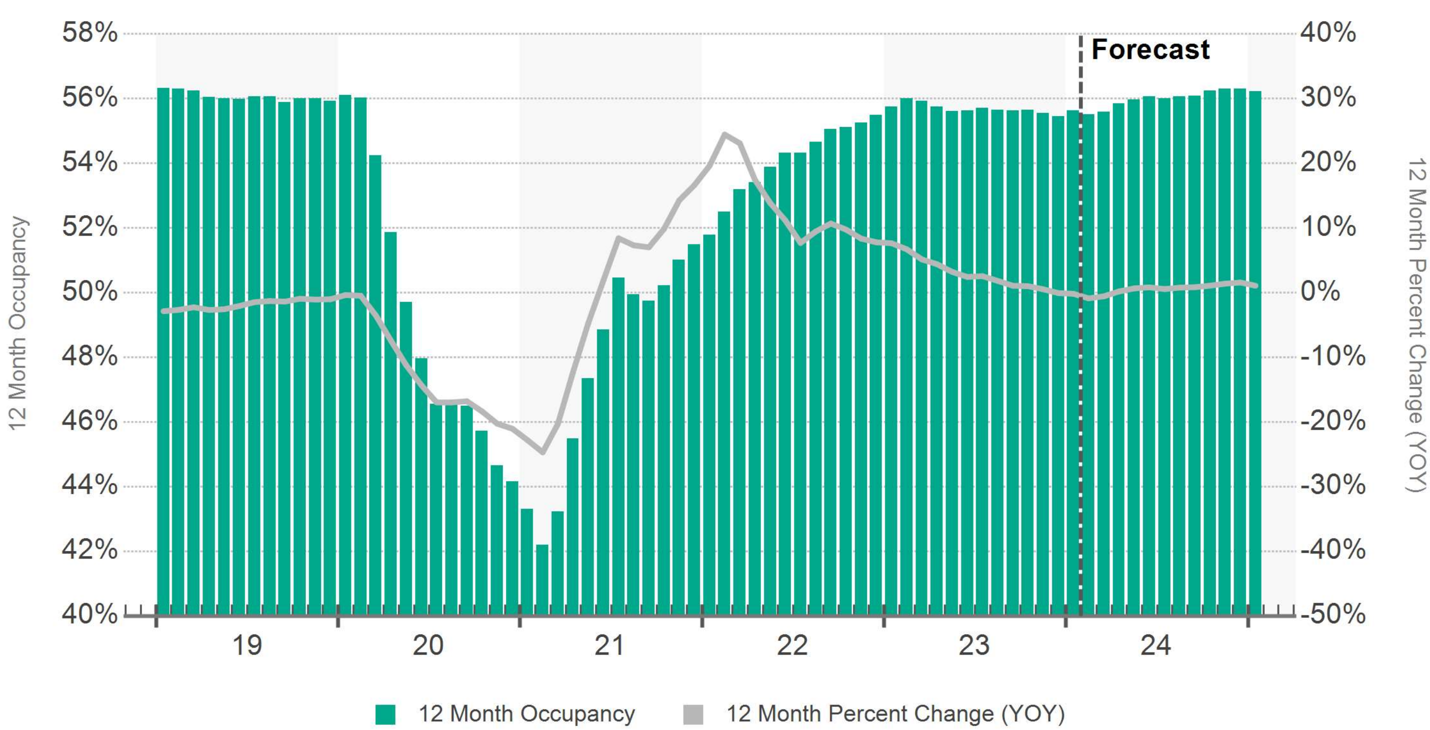
Performance

Iowa City/Waterloo Hospitality

SUPPLY & DEMAND CHANGE



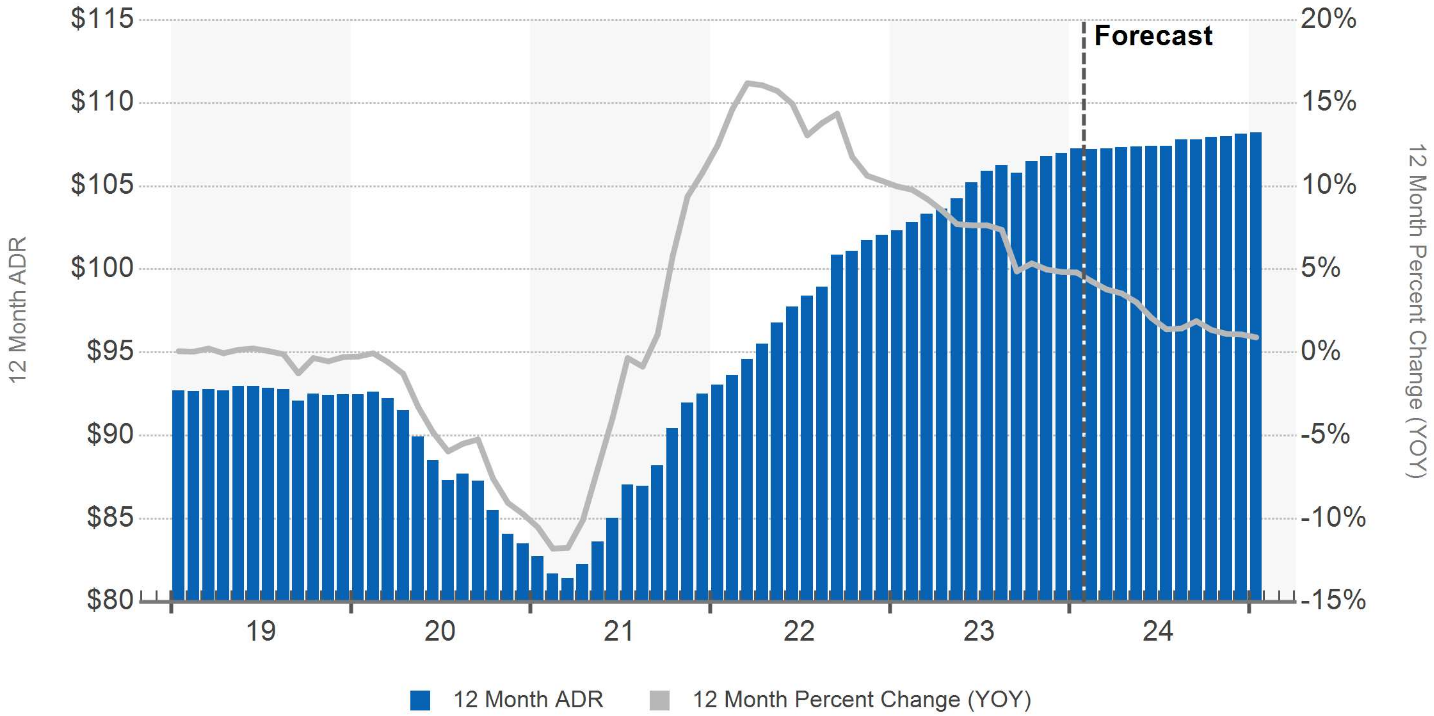
OCCUPANCY



Performance

Iowa City/Waterloo Hospitality

ADR

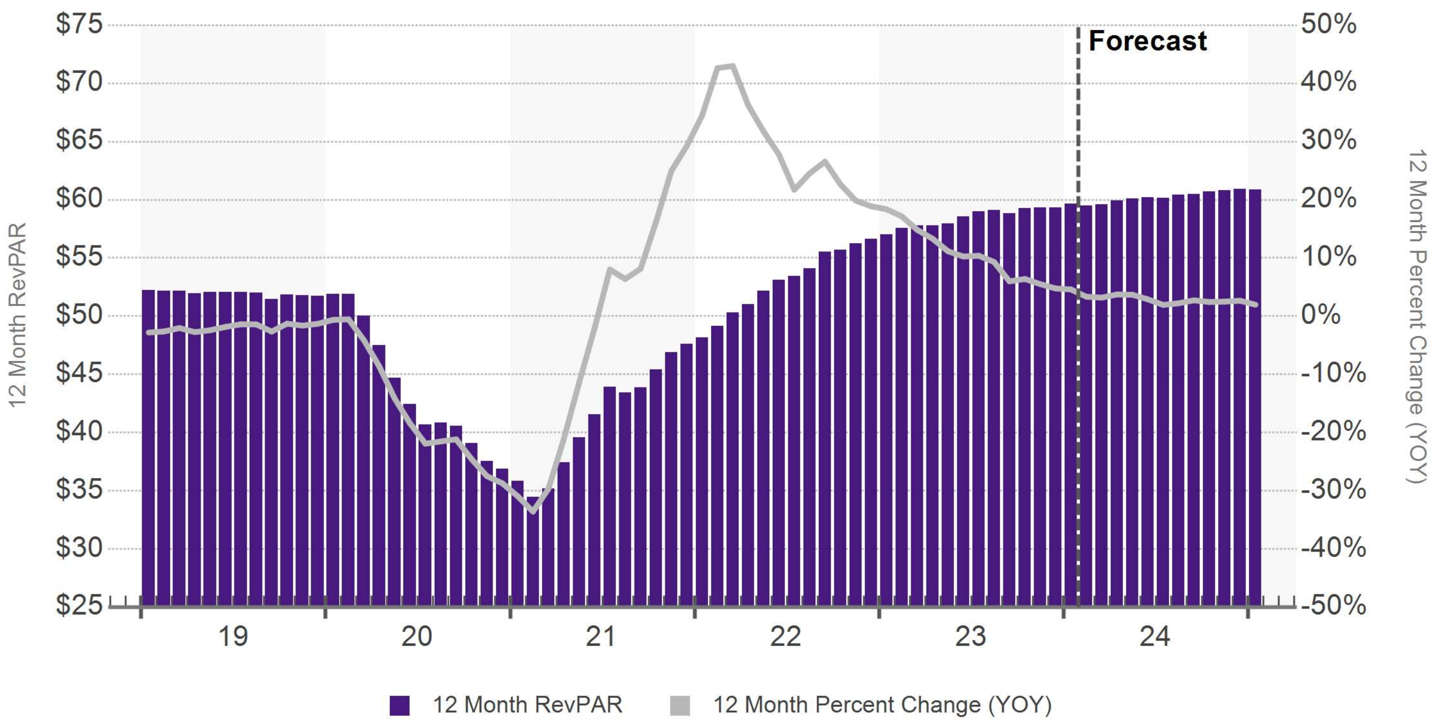


OCCUPANCY & ADR CHANGE

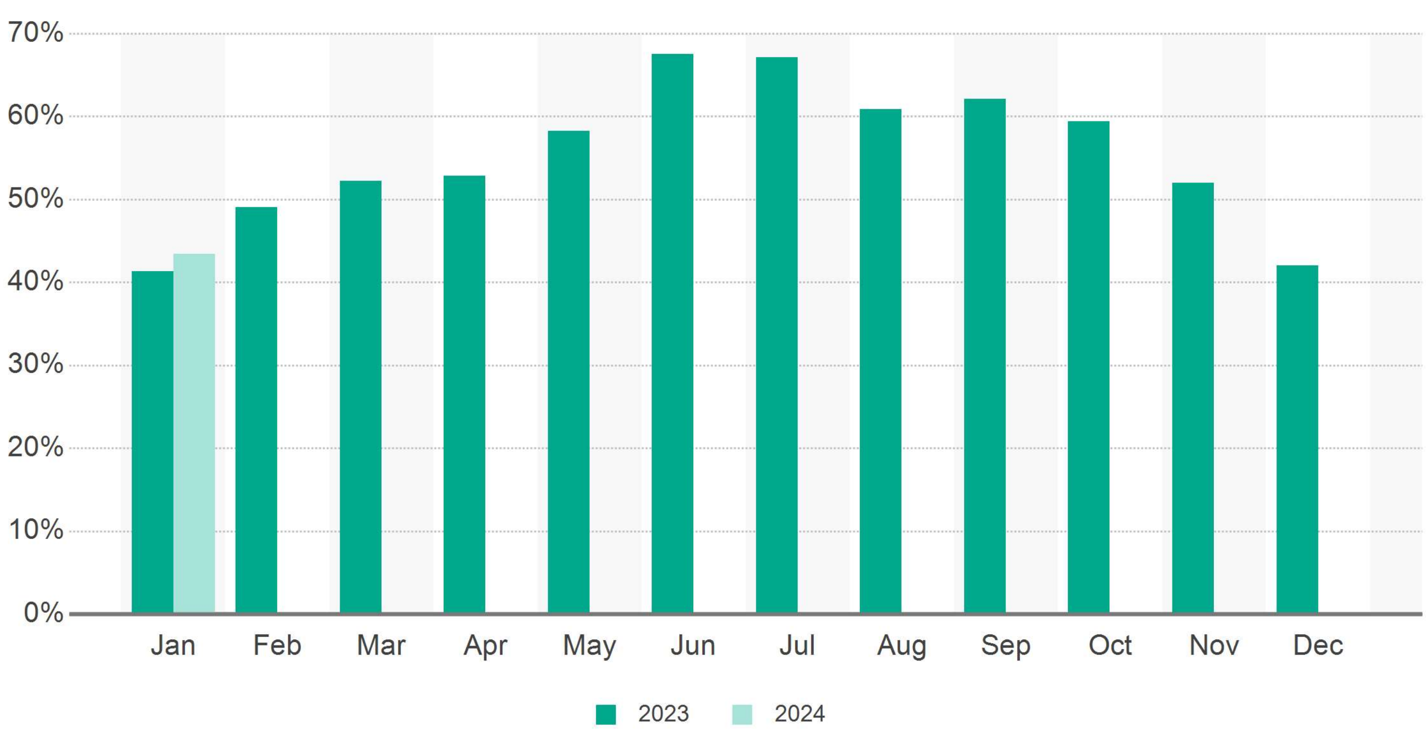
Performance

Iowa City/Waterloo Hospitality

REVPAR



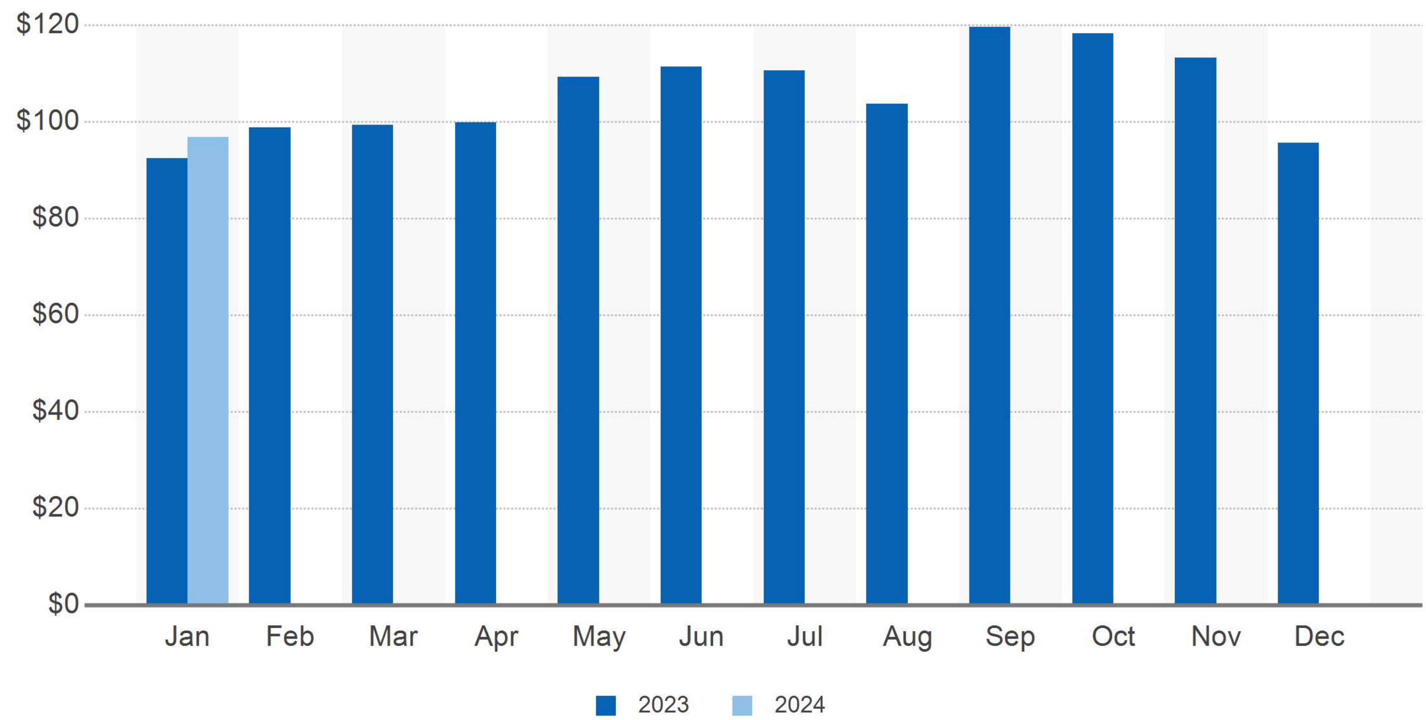
OCCUPANCY MONTHLY



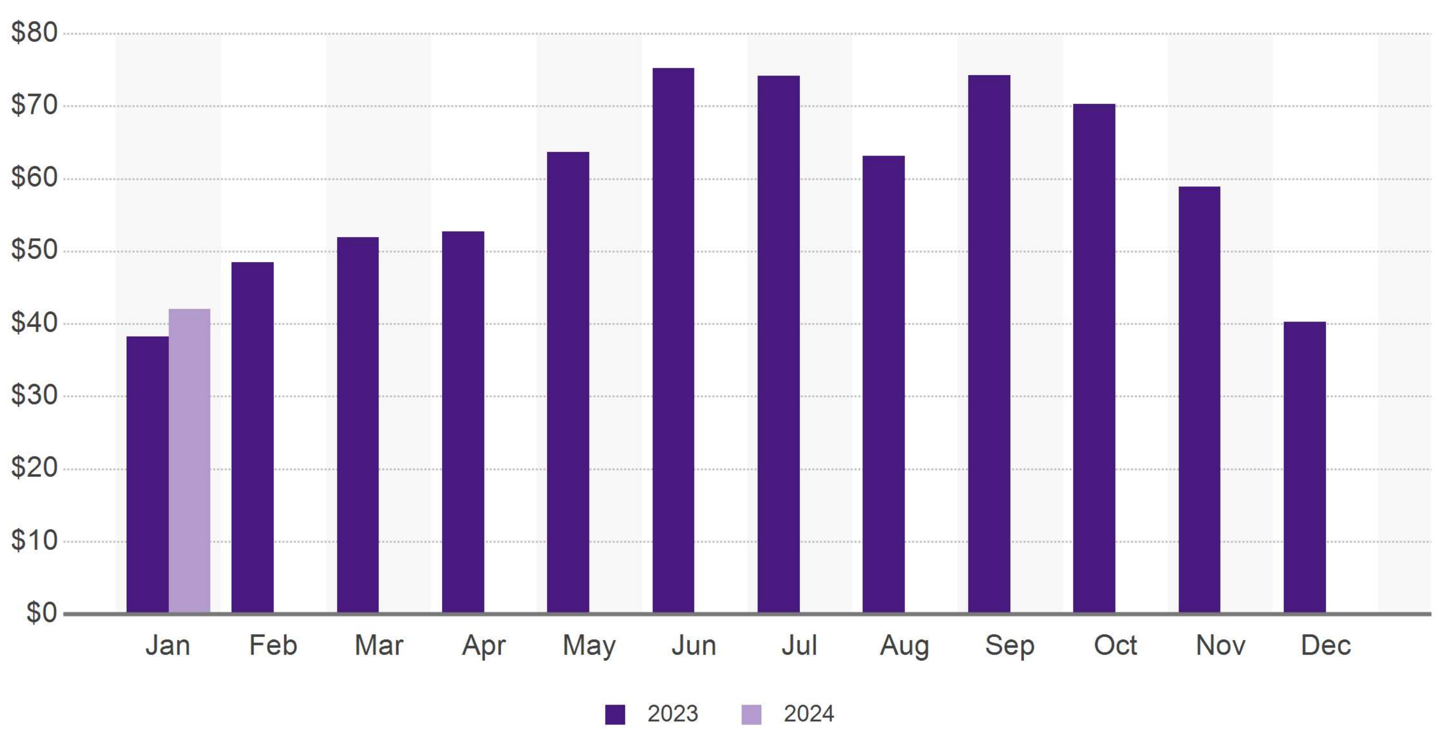
Performance

Iowa City/Waterloo Hospitality

ADR MONTHLY



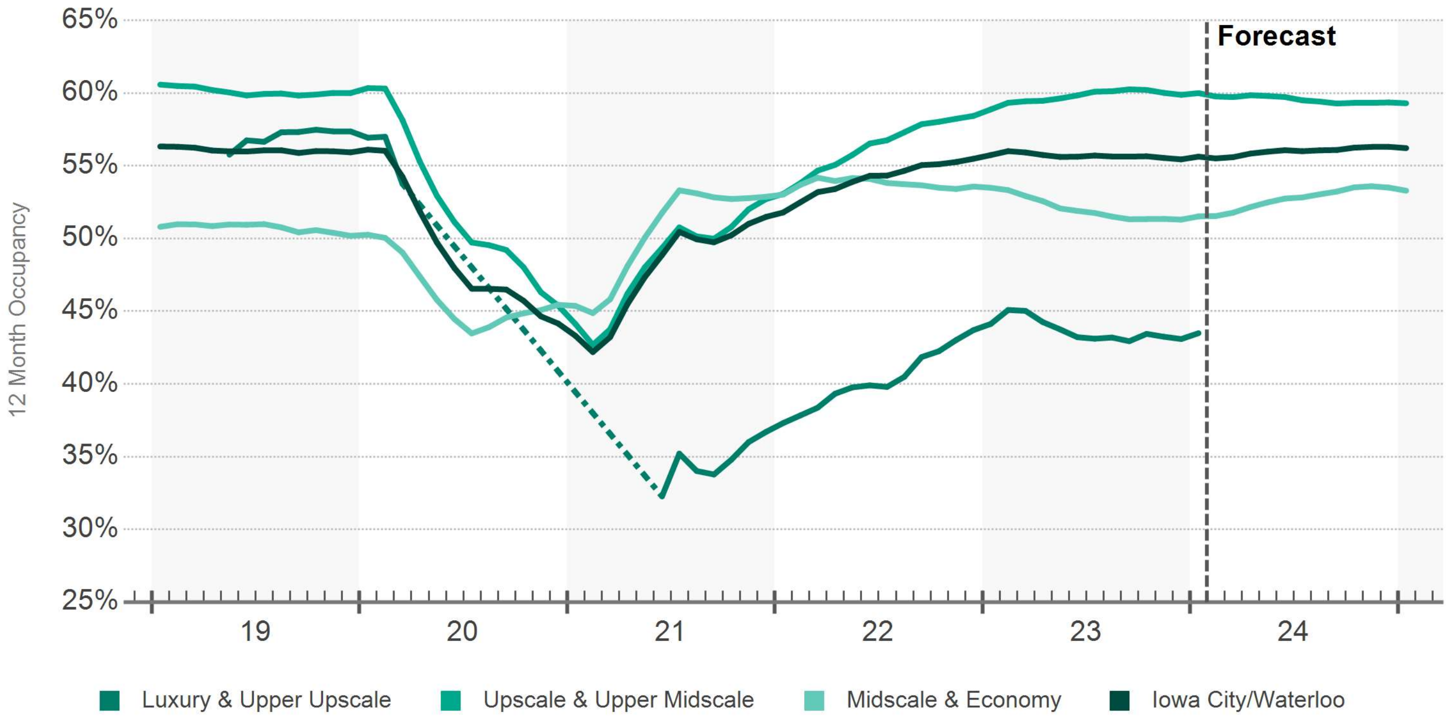
REVPAR MONTHLY



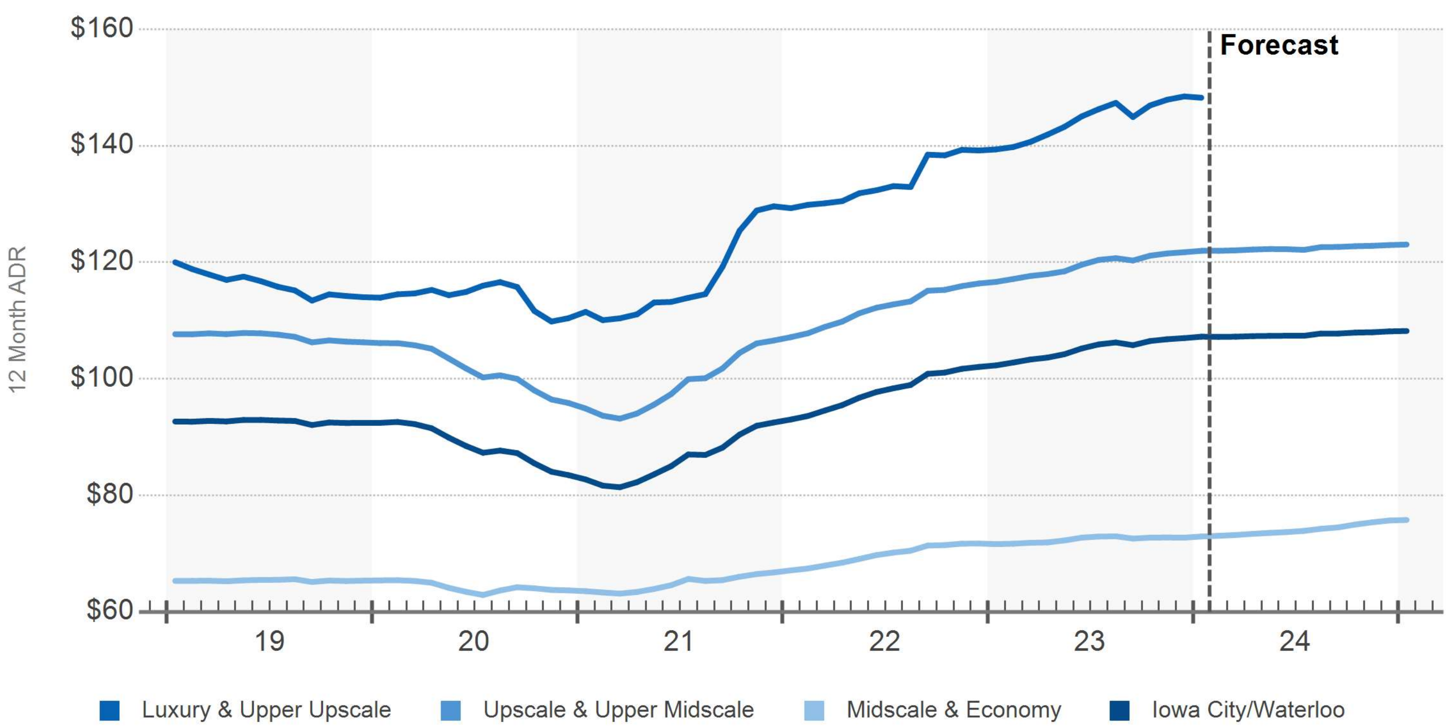
Performance

Iowa City/Waterloo Hospitality

OCCUPANCY BY CLASS



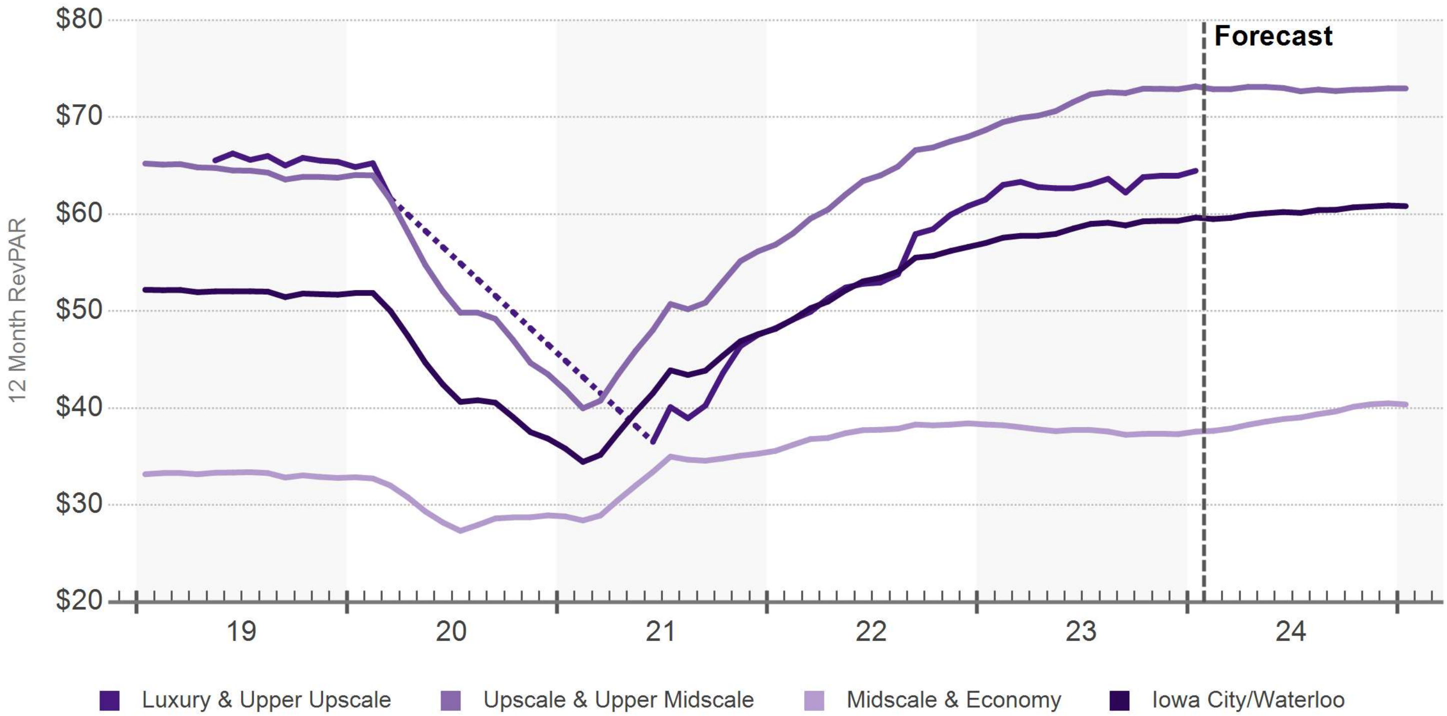
ADR BY CLASS



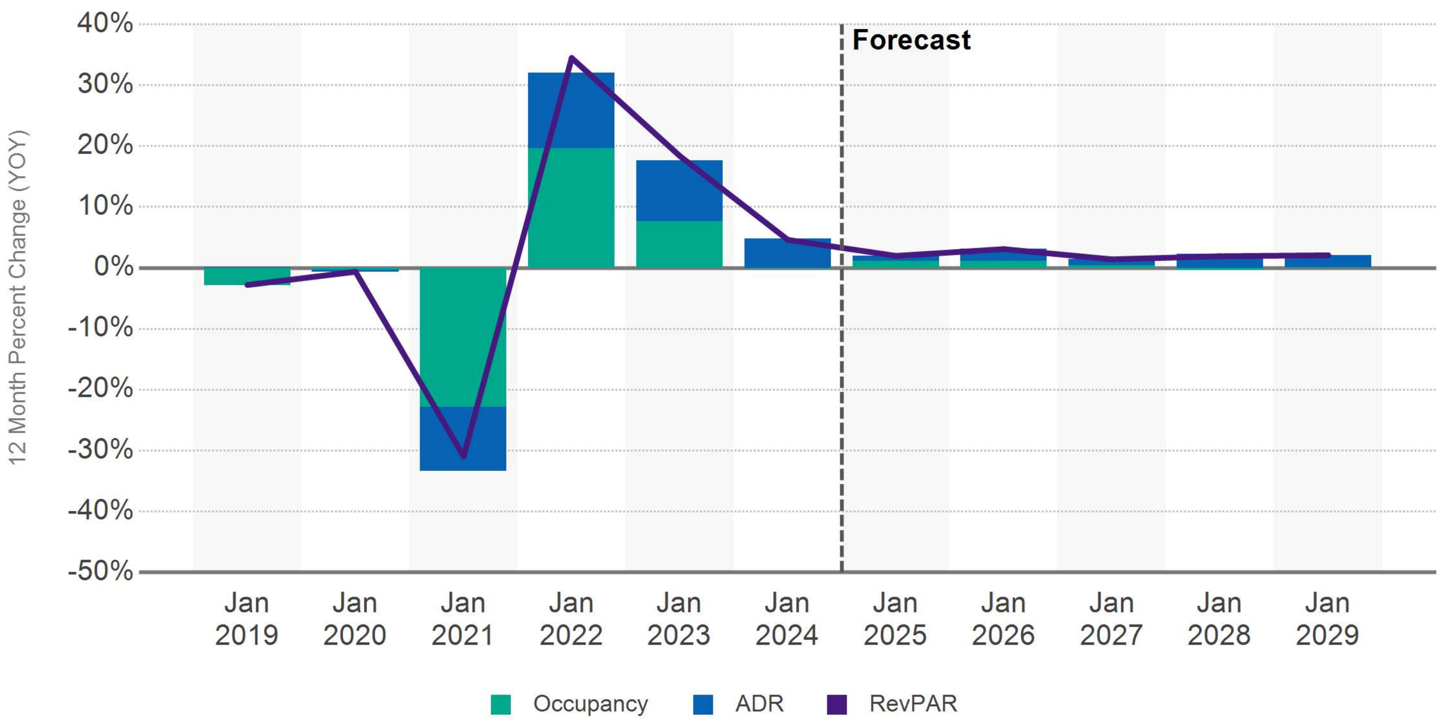
Performance

Iowa City/Waterloo Hospitality

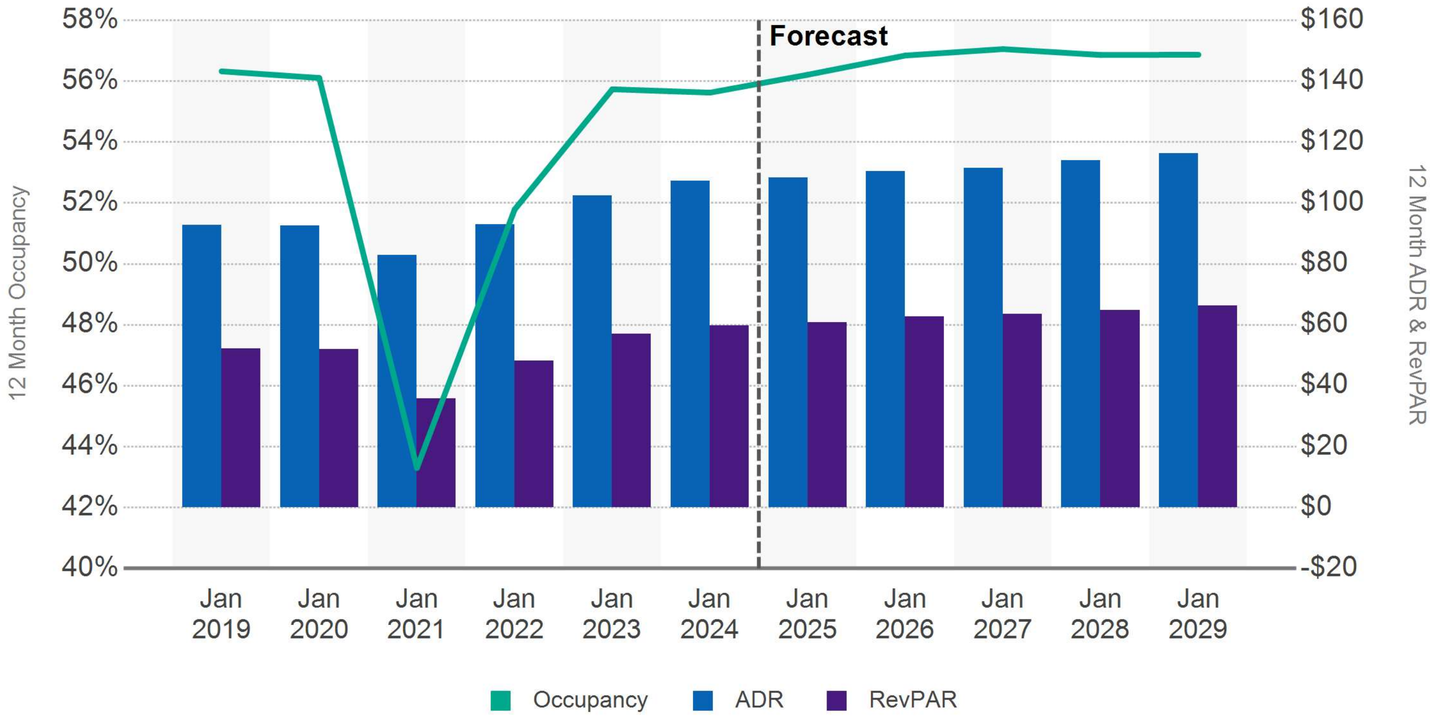
REVPAR BY CLASS



REVPAR GROWTH COMPOSITION



OCCUPANCY, ADR & REVPAR



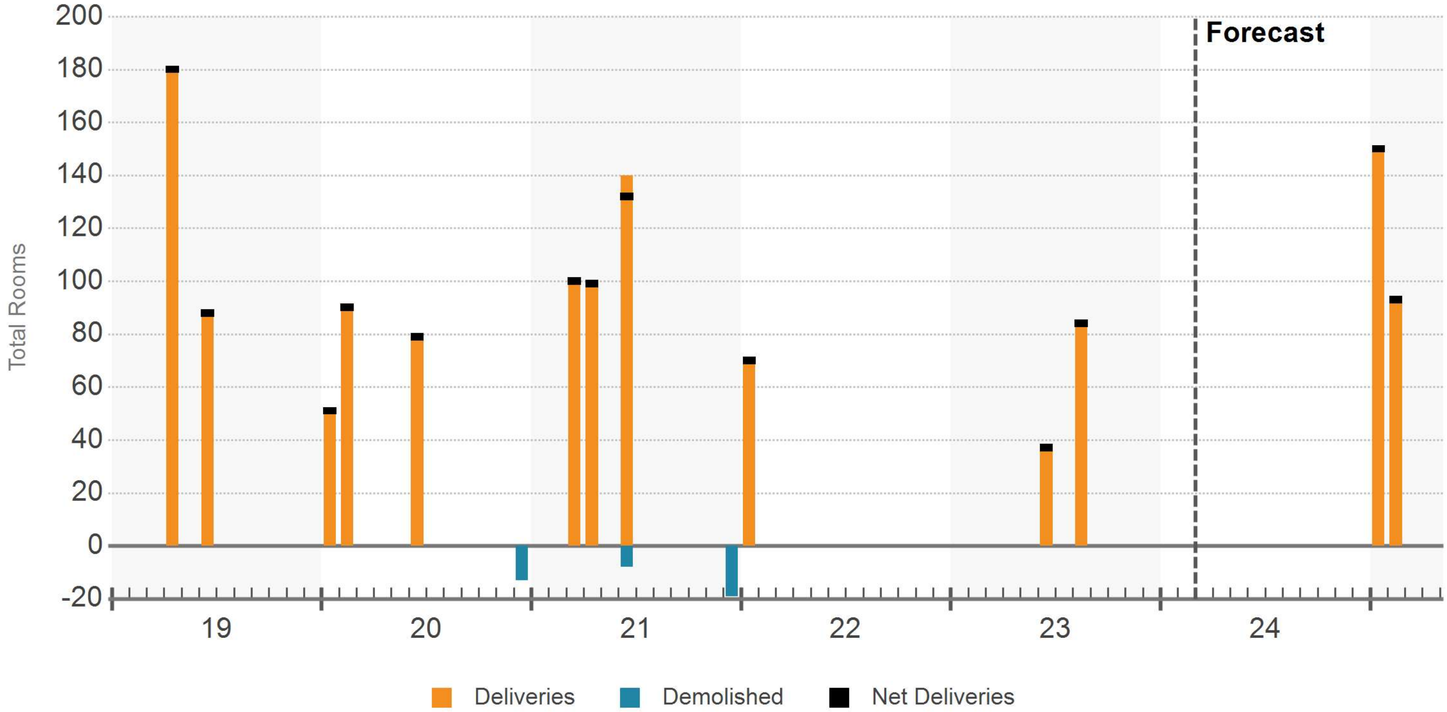
FULL-SERVICE HOTELS PROFITABILITY (ANNUAL)

	2022			2021-2022 % Change	
Market	% of Revenues	PAR	POR	PAR	POR
Revenue					
Rooms					
Food					
Beverage					
Other F&B					
Other Departments					
Miscellaneous Income					
Total Revenue					
Operating Expenses					
Rooms					
Food & Beverage					
Other Departments					
Administrative & General					
Information & Telecommunication Systems					
Sales & Marketing					
Property Operations & Maintenance					
Utilities					
Gross Operating Profit					
Management Fees					
Rent					
Property Taxes					
Insurance					
EBITDA					
Total Labor Costs					

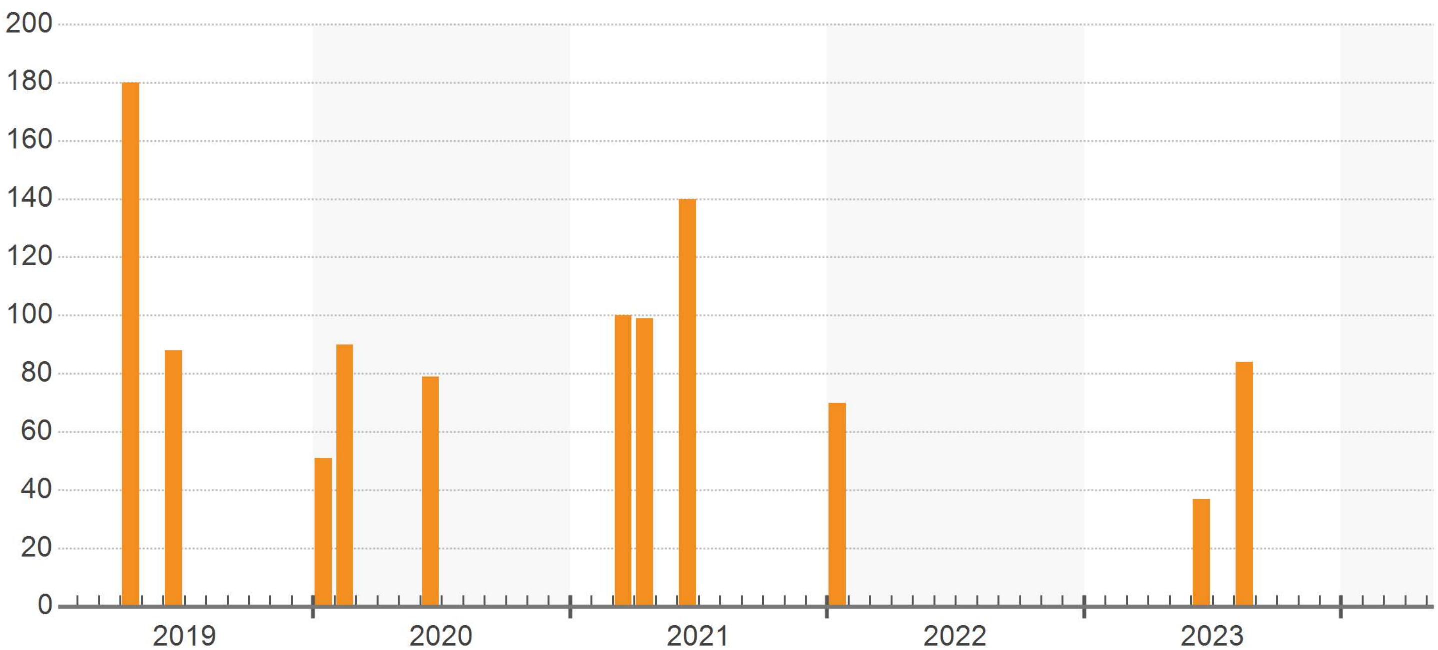
(1) For Annual P&L, the current year exchange rate is used for each year going back in time. This current year exchange rate is the average of all 12 monthly rates for that year.
(2) Percentage of Revenues for departmental expenses (Rooms, Food & Beverage, and Other Departments) are based on their respective departmental revenues. All other expense percentages are based on Total Revenue.
(3) Labor costs are already included in the operating expenses above. Amounts shown in Total Labor Costs are for additional detail only.

Construction

DELIVERIES & DEMOLITIONS

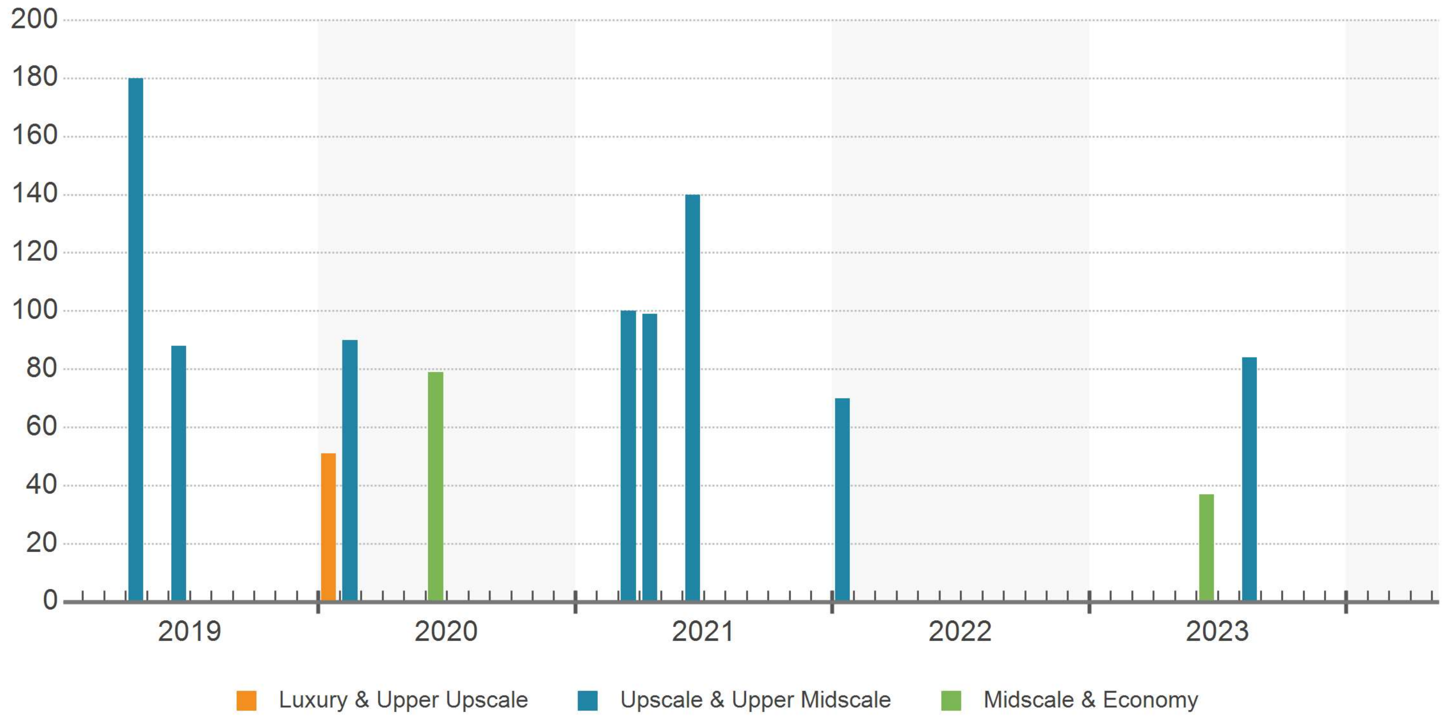


ROOMS DELIVERED

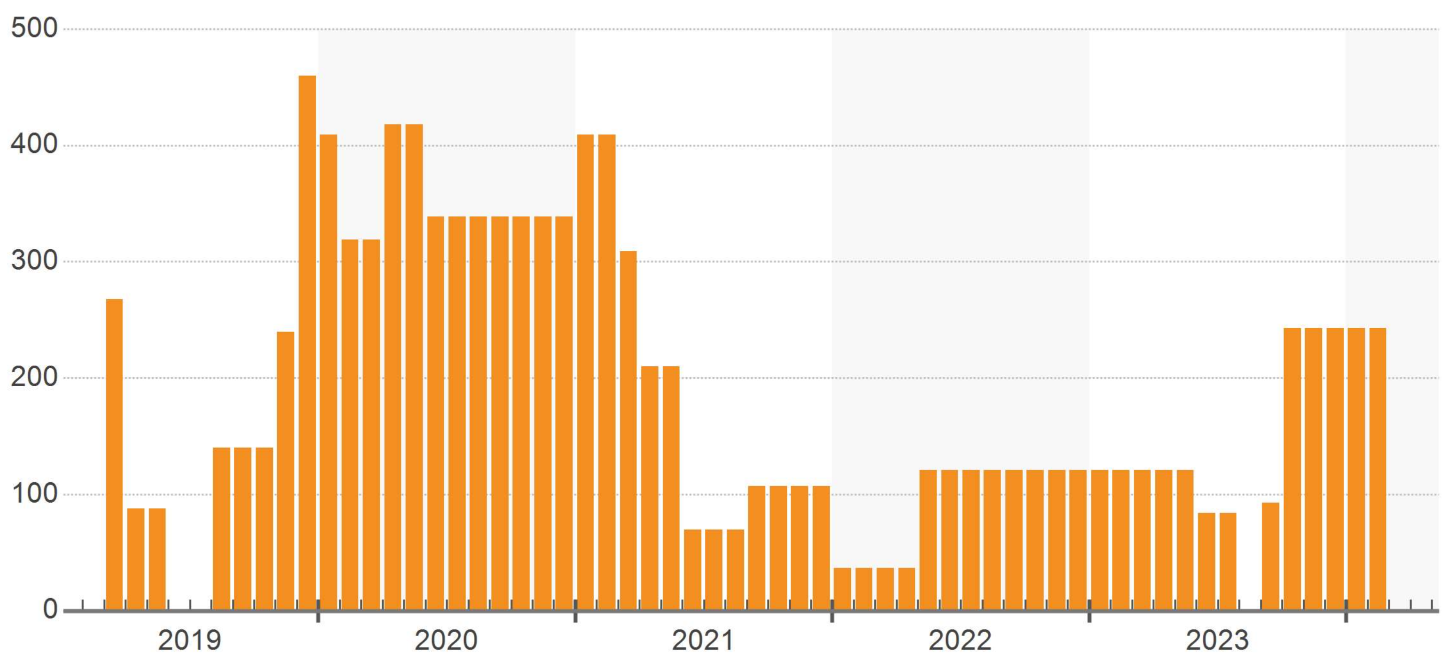


Construction

ROOMS DELIVERED BY CLASS

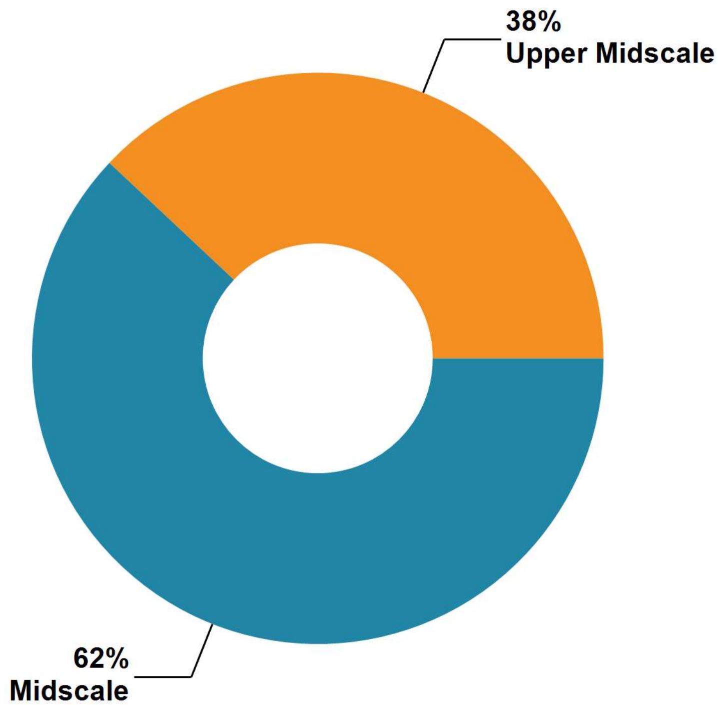


ROOMS UNDER CONSTRUCTION

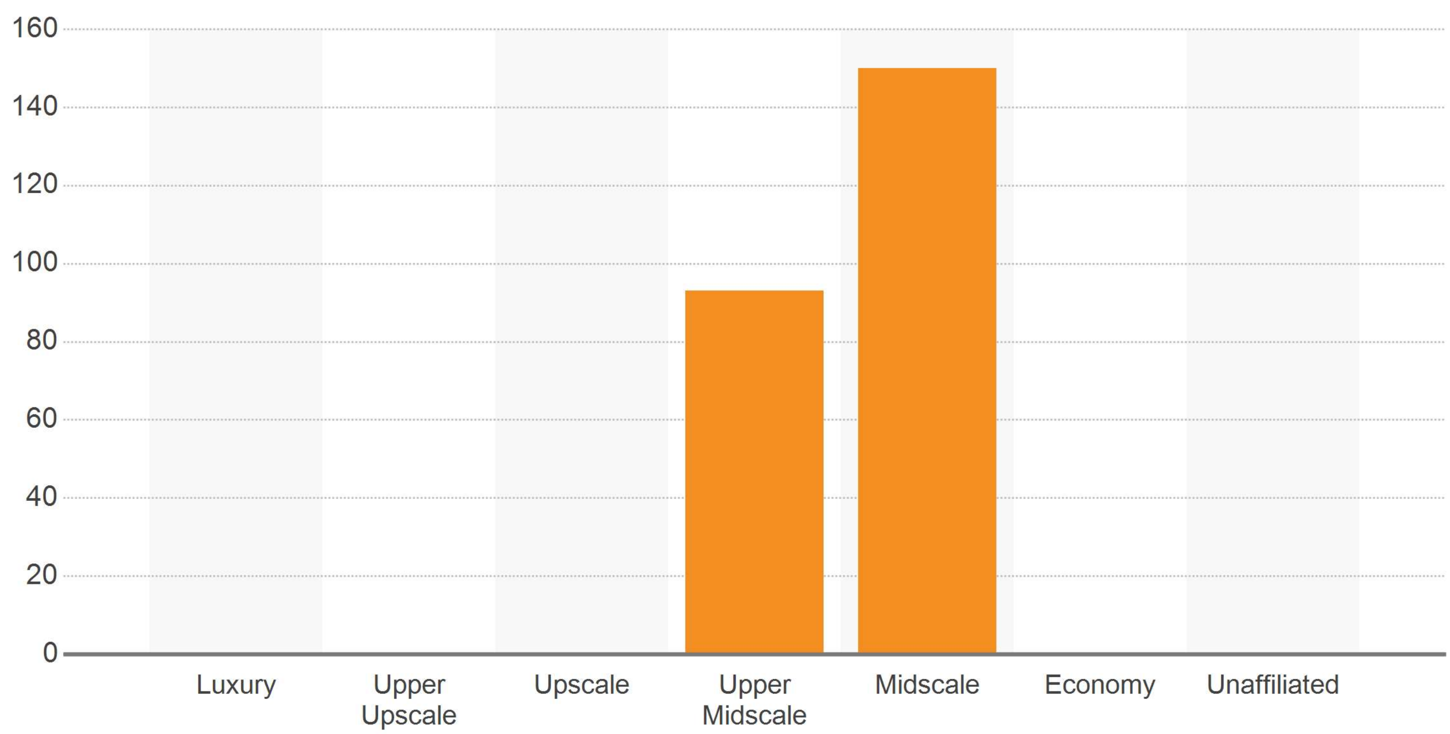


Construction

TOTAL ROOMS UNDER CONSTRUCTION BY SCALE



ROOMS UNDER CONSTRUCTION BY SCALE

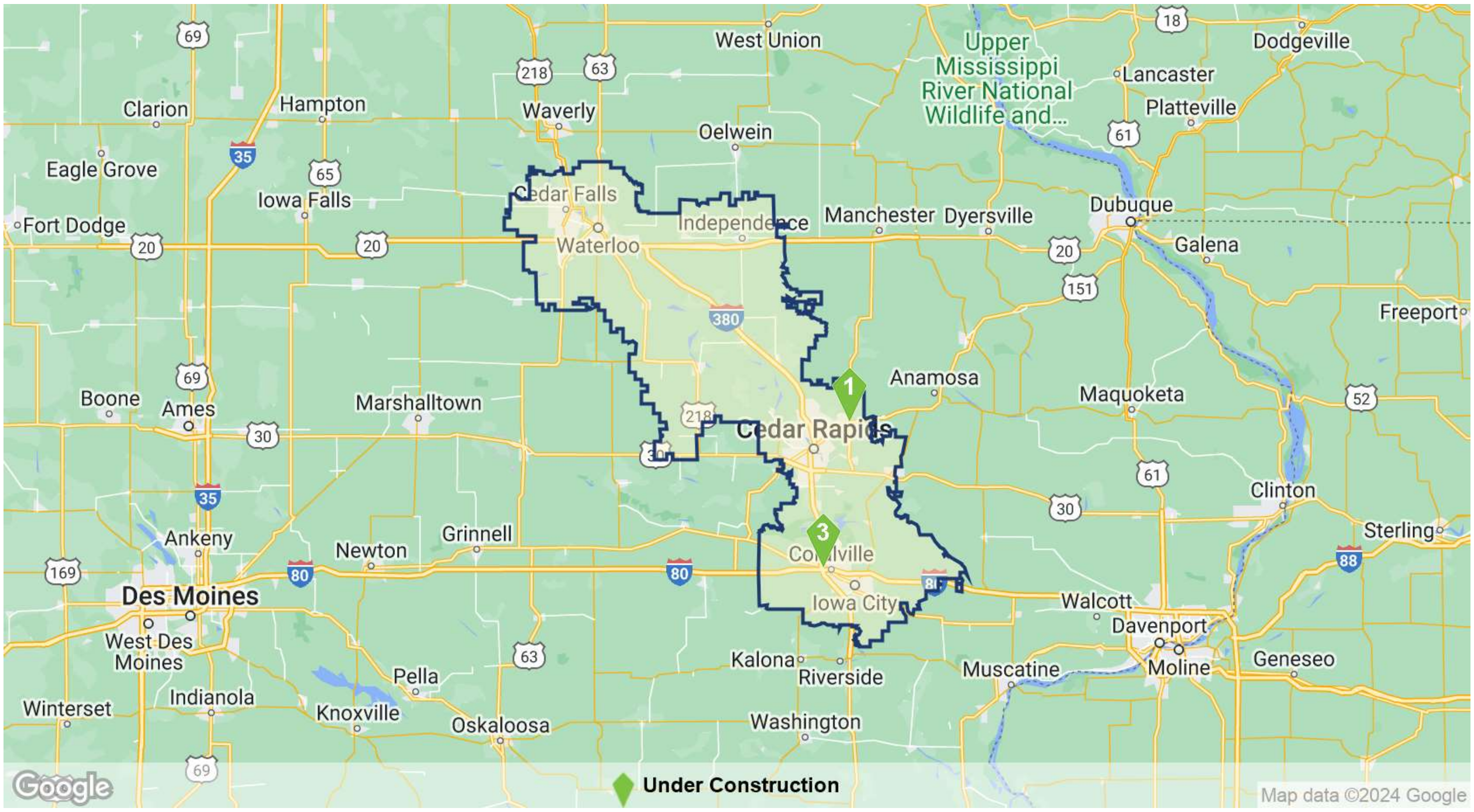


Under Construction Properties

Iowa City/Waterloo Hospitality

Properties	Rooms	Percent of Inventory	Average Rooms
3	243	2.4%	81

UNDER CONSTRUCTION PROPERTIES

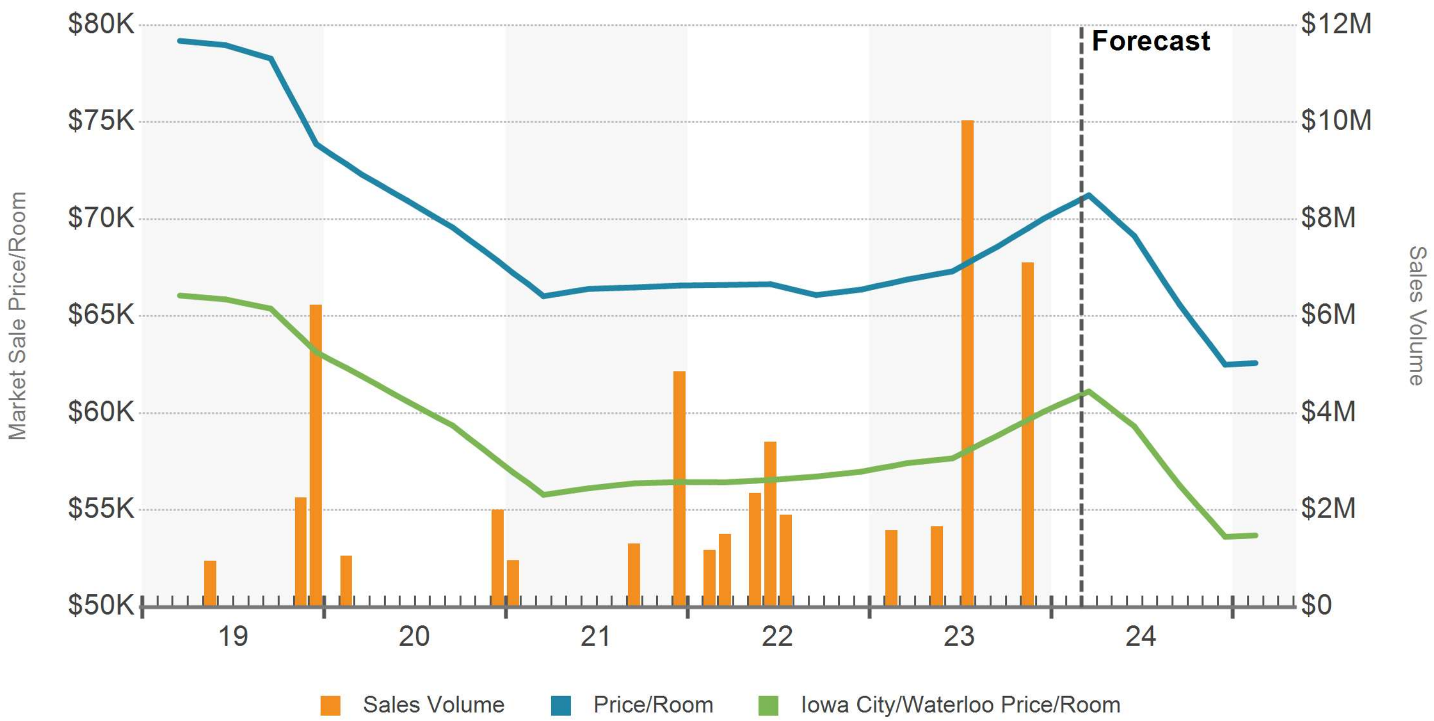


UNDER CONSTRUCTION

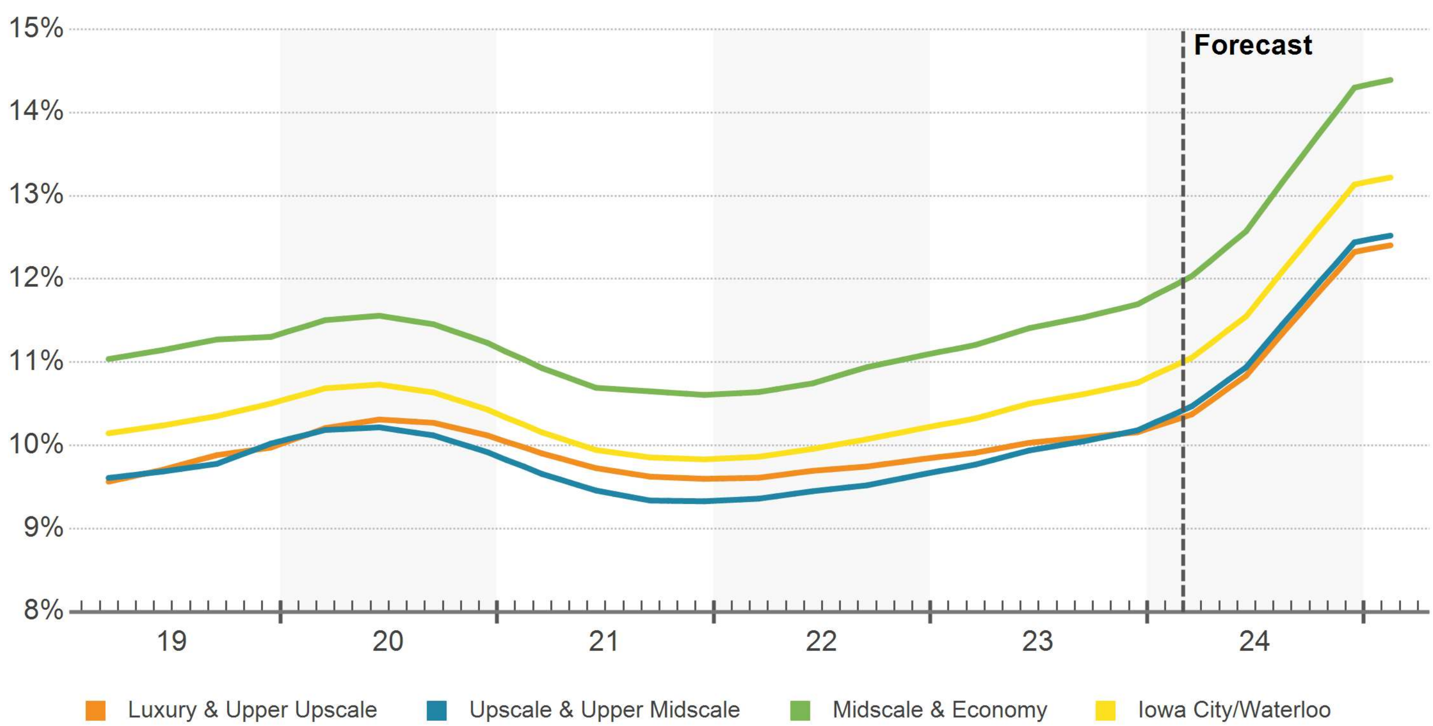
	Property Name/Address	Class	Rooms	Stories	Start	Complete	Brand/Developer
1	Holiday Inn Express Cedar Rapids… 5993 Carlson Way	Upper Midscale	93	4	Sep 2023	Feb 2025	Holiday Inn Express Hart Family Hotels
2	Avid Coralville IA 140 Westcor Drive	Midscale	75	4	Oct 2023	Jan 2025	Avid JD Royal Hospitality
3	Candlewood Suites Coralville IA 140 Westcor Dr	Midscale	75	4	Oct 2023	Jan 2025	Candlewood Suites JD Royal Hospitality

Sales

SALES VOLUME & MARKET SALE PRICE PER ROOM



MARKET CAP RATE

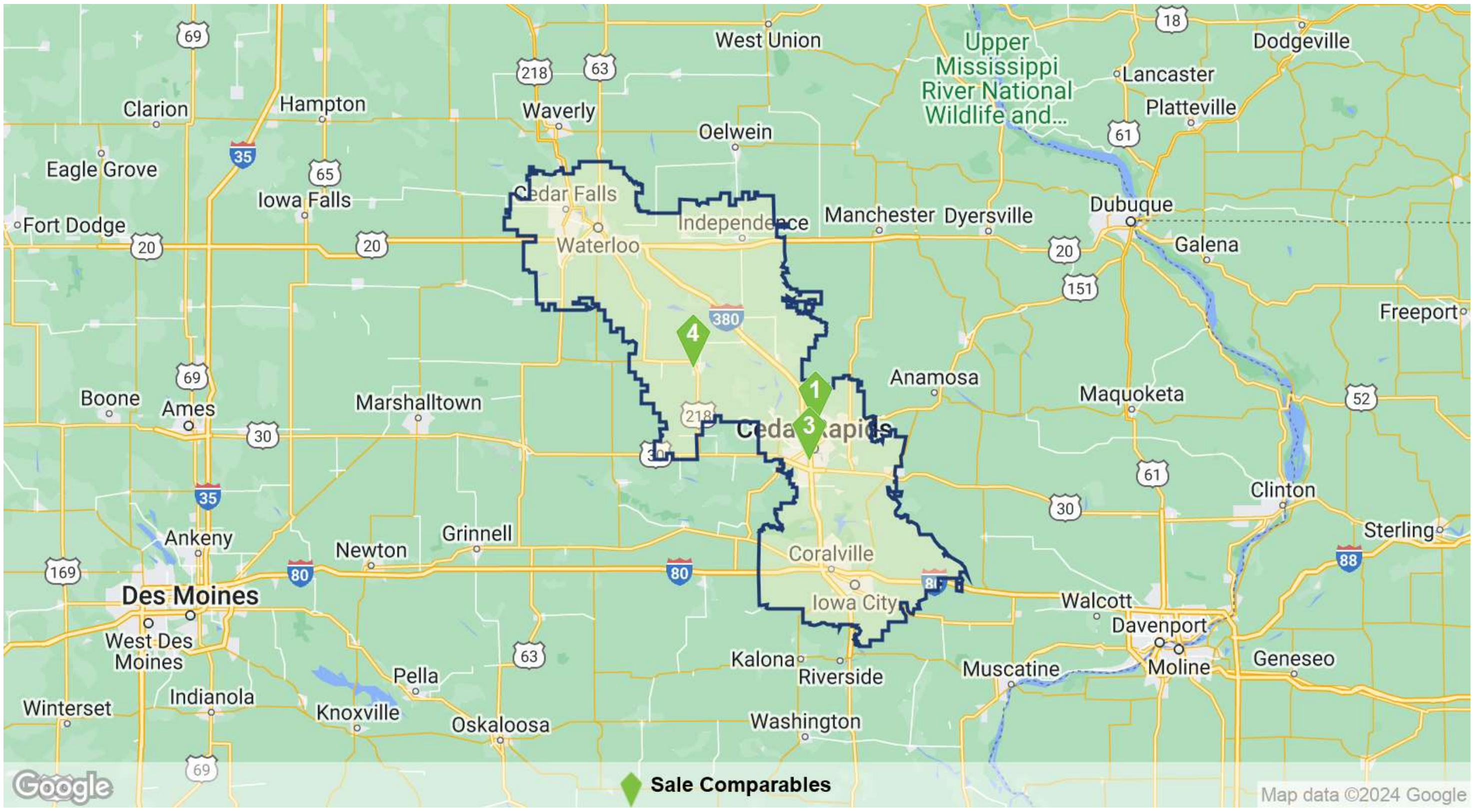


Sales Past 12 Months

Iowa City/Waterloo Hospitality

Sale Comparables	Average Price/Room	Average Price	Average Cap Rate
4	$45K	$4.7M	5.7%

SALE COMPARABLE LOCATIONS



SALE COMPARABLES SUMMARY STATISTICS

Sale Attributes	Low	Average	Median	High
Sale Price	$1,661,000	$4,697,750	$1,850,000	$8,180,000
Price/Room	$31,356	$45,280	$37,182	$67,619
Cap Rate	2.3%	5.7%	2.3%	9.0%
Time Since Sale in Months	3.8	7.3	7.7	10.0
Property Attributes	Low	Average	Median	High
Property Size in Rooms	31	103	59	220
Number of Floors	2	3	3	7
Total Meeting Space	23,468	23,468	23,468	23,468
Year Built	1985	1994	1988	2010
Class	Economy	Upper Midscale	Upper Midscale	Upscale

Sales Past 12 Months

RECENT SIGNIFICANT SALES

		Property Information				Sale Information		
	Property Name/Address	Class	Yr Built	Rooms	Brand	Sale Date	Price	Price/Room
1	Radisson Hotel Cedar Rapids 1200 Collins Rd	Upscale	1988	220	Radisson by Choice	7/13/2023	$8,180,000	$37,182
2	Hampton Inn Cedar Rapids 3265 6th St SW	Upper Midscale	1994	105	Hampton by Hilton	11/7/2023	$7,100,000	$67,619
3	Super 8 by Wyndham Cedar Rapids 400 33rd Ave SW	Economy	1985	59	Super 8	7/12/2023	$1,850,000	$31,356
4	Cobblestone Inn & Suites Vinton 1202 W 11th St	Upper Midscale	2010	31	Cobblestone	5/5/2023	$1,661,000	$53,581

OVERALL SUPPLY & DEMAND

	Supply			Demand		
Year	Available Rooms	Change	% Change	Occupied Rooms	Change	% Change
2028	3,709,684	0	0%	2,110,962	1,905	0.1%
2027	3,709,684	0	0%	2,109,057	(8,797)	-0.4%
2026	3,709,684	2,604	0.1%	2,117,854	13,720	0.7%
2025	3,707,080	89,307	2.5%	2,104,134	67,350	3.3%
2024	3,617,773	25,662	0.7%	2,036,784	45,424	2.3%
YTD	302,560	(2,325)	-0.8%	131,322	5,397	4.3%
2023	3,592,111	2,497	0.1%	1,991,360	(171)	0%
2022	3,589,614	30,649	0.9%	1,991,531	159,404	8.7%
2021	3,558,965	229,075	6.9%	1,832,127	361,966	24.6%
2020	3,329,890	(16,647)	-0.5%	1,470,161	(401,200)	-21.4%
2019	3,346,537	169,104	5.3%	1,871,361	76,029	4.2%
2018	3,177,433	146,169	4.8%	1,795,332	31,800	1.8%
2017	3,031,264	(48,966)	-1.6%	1,763,532	(73,038)	-4.0%
2016	3,080,230	(47,981)	-1.5%	1,836,570	(89)	0%
2015	3,128,211	4,386	0.1%	1,836,659	(22,237)	-1.2%
2014	3,123,825	35,381	1.1%	1,858,896	110,789	6.3%

LUXURY & UPPER UPSCALE SUPPLY & DEMAND

	Supply			Demand		
Year	Available Rooms	Change	% Change	Occupied Rooms	Change	% Change
2028	-	-	-			
2027	-	-	-			
2026	-	-	-			
2025	-	-	-			
2024	-	-	-			
YTD	24,273	62	0.3%	8,837	1,180	15.4%
2023	285,493	428	0.2%	123,003	(1,575)	-1.3%
2022	285,065	(486)	-0.2%	124,578	19,791	18.9%
2021	285,551	-	-	104,787	35,145	50.5%
2020	-	-	-	69,642	(83,603)	-54.6%
2019	267,180	-	-	153,245	64,623	72.9%
2018	-	-	-	88,622	(85,460)	-49.1%
2017	268,275	0	0%	174,082	(1,364)	-0.8%
2016	268,275	0	0%	175,446	587	0.3%
2015	268,275	0	0%	174,859	4,459	2.6%
2014	268,275	0	0%	170,400	3,011	1.8%

UPSCALE & UPPER MIDSCALE SUPPLY & DEMAND

	Supply			Demand		
Year	Available Rooms	Change	% Change	Occupied Rooms	Change	% Change
2028	2,058,473	0	0%	1,221,733	840	0.1%
2027	2,058,473	0	0%	1,220,893	(10,933)	-0.9%
2026	2,058,473	2,604	0.1%	1,231,826	7,422	0.6%
2025	2,055,869	28,653	1.4%	1,224,404	21,309	1.8%
2024	2,027,216	19,639	1.0%	1,203,095	1,080	0.1%
YTD	172,019	2,604	1.5%	80,741	3,920	5.1%
2023	2,007,577	14,715	0.7%	1,202,015	37,706	3.2%
2022	1,992,862	59,272	3.1%	1,164,309	145,272	14.3%
2021	1,933,590	184,057	10.5%	1,019,037	225,122	28.4%
2020	1,749,533	(11,853)	-0.7%	793,915	(262,848)	-24.9%
2019	1,761,386	136,187	8.4%	1,056,763	67,828	6.9%
2018	1,625,199	178,682	12.4%	988,935	72,544	7.9%
2017	1,446,517	61,792	4.5%	916,391	22,667	2.5%
2016	1,384,725	26,550	2.0%	893,724	27,432	3.2%
2015	1,358,175	21,852	1.6%	866,292	7,051	0.8%
2014	1,336,323	34,252	2.6%	859,241	70,278	8.9%

MIDSCALE & ECONOMY SUPPLY & DEMAND

	Supply			Demand		
Year	Available Rooms	Change	% Change	Occupied Rooms	Change	% Change
2028	1,365,157	0	0%	736,718	888	0.1%
2027	1,365,157	0	0%	735,830	210	0%
2026	1,365,157	0	0%	735,620	2,251	0.3%
2025	1,365,157	60,654	4.6%	733,369	35,505	5.1%
2024	1,304,503	5,462	0.4%	697,864	31,522	4.7%
YTD	106,268	(4,991)	-4.5%	41,744	297	0.7%
2023	1,299,041	(12,646)	-1.0%	666,342	(36,302)	-5.2%
2022	1,311,687	(28,137)	-2.1%	702,644	(5,659)	-0.8%
2021	1,339,824	26,341	2.0%	708,303	111,447	18.7%
2020	1,313,483	(4,488)	-0.3%	596,856	(64,497)	-9.8%
2019	1,317,971	(1,874)	-0.1%	661,353	(7,618)	-1.1%
2018	1,319,845	3,373	0.3%	668,971	(4,088)	-0.6%
2017	1,316,472	(110,758)	-7.8%	673,059	(94,341)	-12.3%
2016	1,427,230	(74,531)	-5.0%	767,400	(28,108)	-3.5%
2015	1,501,761	(17,466)	-1.1%	795,508	(33,747)	-4.1%
2014	1,519,227	1,129	0.1%	829,255	37,500	4.7%

Appendix

OVERALL PERFORMANCE

	Occupancy		ADR		RevPAR	
Year	Percent	% Change	Per Room	% Change	Per Room	% Change
2028	56.9%	0.1%	$116.18	2.0%	$66.11	2.1%
2027	56.9%	-0.4%	$113.88	2.4%	$64.75	1.9%
2026	57.1%	0.6%	$111.27	1.2%	$63.52	1.8%
2025	56.8%	0.8%	$109.97	1.7%	$62.42	2.5%
2024	56.3%	1.6%	$108.16	1.1%	$60.89	2.7%
YTD	43.4%	5.1%	$96.80	4.7%	$42.02	10.0%
2023	55.4%	-0.1%	$107	4.8%	$59.32	4.8%
2022	55.5%	7.8%	$102.06	10.3%	$56.62	18.9%
2021	51.5%	16.6%	$92.51	10.8%	$47.62	29.2%
2020	44.2%	-21.0%	$83.48	-9.7%	$36.86	-28.7%
2019	55.9%	-1.0%	$92.46	-0.3%	$51.70	-1.3%
2018	56.5%	-2.9%	$92.72	0.2%	$52.39	-2.7%
2017	58.2%	-2.4%	$92.55	1.4%	$53.84	-1.1%
2016	59.6%	1.6%	$91.30	4.1%	$54.44	5.7%
2015	58.7%	-1.3%	$87.70	3.9%	$51.49	2.5%
2014	59.5%	5.1%	$84.37	2.9%	$50.21	8.2%

LUXURY & UPPER UPSCALE PERFORMANCE

	Occupancy		ADR		RevPAR	
Year	Percent	% Change	Per Room	% Change	Per Room	% Change
2028						
2027						
2026						
2025						
2024						
YTD	36.4%	15.1%	$118.09	1.0%	$42.99	16.2%
2023	43.1%	-1.4%	$148.48	6.7%	$63.97	5.2%
2022	43.7%	19.1%	$139.21	7.4%	$60.84	27.9%
2021	36.7%	-	$129.61	17.4%	$47.56	-
2020	-	-	$110.42	-3.2%	-	-
2019	57.4%	-	$114.03	-6.4%	$65.40	-
2018	-	-	$121.81	-0.8%	-	-
2017	64.9%	-0.8%	$122.76	-1.2%	$79.66	-2.0%
2016	65.4%	0.3%	$124.28	3.2%	$81.28	3.5%
2015	65.2%	2.6%	$120.43	2.1%	$78.49	4.8%
2014	63.5%	1.8%	$117.97	1.9%	$74.93	3.7%

UPSCALE & UPPER MIDSCALE PERFORMANCE

	Occupancy		ADR		RevPAR	
Year	Percent	% Change	Per Room	% Change	Per Room	% Change
2028	59.4%	0.1%	$130.29	2.0%	$77.33	2.1%
2027	59.3%	-0.9%	$127.76	2.0%	$75.78	1.1%
2026	59.8%	0.5%	$125.22	0.5%	$74.93	1.0%
2025	59.6%	0.4%	$124.63	1.3%	$74.22	1.7%
2024	59.3%	-0.9%	$122.97	1.0%	$72.98	0.1%
YTD	46.9%	3.5%	$110.12	4.1%	$51.69	7.8%
2023	59.9%	2.5%	$121.74	4.6%	$72.89	7.2%
2022	58.4%	10.9%	$116.38	9.2%	$67.99	21.0%
2021	52.7%	16.1%	$106.59	11.2%	$56.17	29.1%
2020	45.4%	-24.4%	$95.86	-9.8%	$43.50	-31.8%
2019	60.0%	-1.4%	$106.28	-1.3%	$63.77	-2.6%
2018	60.9%	-3.9%	$107.64	0.8%	$65.50	-3.2%
2017	63.4%	-1.8%	$106.77	0.6%	$67.64	-1.2%
2016	64.5%	1.2%	$106.09	3.6%	$68.47	4.8%
2015	63.8%	-0.8%	$102.40	3.4%	$65.31	2.5%
2014	64.3%	6.1%	$99.06	2.9%	$63.69	9.2%

MIDSCALE & ECONOMY PERFORMANCE

	Occupancy		ADR		RevPAR	
Year	Percent	% Change	Per Room	% Change	Per Room	% Change
2028	54.0%	0.1%	$85.66	2.1%	$46.23	2.3%
2027	53.9%	0%	$83.86	3.6%	$45.20	3.7%
2026	53.9%	0.3%	$80.92	3.4%	$43.60	3.7%
2025	53.7%	0.4%	$78.26	3.4%	$42.04	3.8%
2024	53.5%	4.3%	$75.70	4.0%	$40.50	8.5%
YTD	39.3%	5.4%	$66.55	5.0%	$26.14	10.7%
2023	51.3%	-4.2%	$72.75	1.4%	$37.32	-2.9%
2022	53.6%	1.3%	$71.74	7.4%	$38.43	8.9%
2021	52.9%	16.3%	$66.78	4.8%	$35.30	22.0%
2020	45.4%	-9.4%	$63.70	-2.6%	$28.94	-11.8%
2019	50.2%	-1.0%	$65.38	0.1%	$32.81	-0.9%
2018	50.7%	-0.9%	$65.31	-0.1%	$33.10	-1.0%
2017	51.1%	-4.9%	$65.38	-1.7%	$33.43	-6.6%
2016	53.8%	1.5%	$66.54	3.2%	$35.78	4.7%
2015	53.0%	-3.0%	$64.49	3.6%	$34.16	0.5%
2014	54.6%	4.7%	$62.25	2.6%	$33.98	7.4%

OVERALL SALES

	Completed Transactions (1)						Market Pricing Trends (2)		
Year	Deals	Volume	Turnover	Avg Price	Avg Price/Room	Avg Cap Rate	Price/Room	Price Index	Cap Rate
2028	-	-	-	-	-	-	$79,500	188	12.0%
2027	-	-	-	-	-	-	$76,608	181	12.2%
2026	-	-	-	-	-	-	$71,396	168	12.6%
2025	-	-	-	-	-	-	$65,003	153	13.2%
2024	-	-	-	-	-	-	$62,497	147	13.1%
YTD	-	-	-	-	-	-	$71,956	170	10.9%
2023	5	$20.4M	4.5%	$4,074,200	$44,771	5.7%	$70,023	165	10.8%
2022	5	$10.3M	3.6%	$2,064,000	$28,989	15.3%	$66,376	157	10.2%
2021	4	$7.1M	2.1%	$1,777,500	$33,697	-	$66,580	157	9.8%
2020	2	$3M	1.6%	$1,524,000	$19,414	-	$67,838	160	10.4%
2019	4	$9.4M	4.5%	$2,356,250	$22,021	-	$73,870	174	10.5%
2018	5	$18.5M	4.5%	$3,708,400	$45,896	9.3%	$79,771	188	10.0%
2017	7	$61.7M	10.0%	$8,810,000	$71,295	10.5%	$79,017	186	9.9%
2016	6	$20.2M	5.6%	$3,372,917	$44,478	-	$78,178	184	9.6%
2015	1	$2.4M	1.2%	$2,400,000	$24,000	10.0%	$73,795	174	9.4%
2014	3	$8.5M	3.3%	$2,841,667	$30,776	-	$71,061	168	9.1%

(1) Completed transaction data is based on actual arms-length sales transactions and levels are dependent on the mix of what happened to sell in the period.
(2) Market price trends data is based on the estimated price movement of all properties in the market, informed by actual transactions that have occurred.

LUXURY & UPPER UPSCALE SALES

	Completed Transactions (1)						Market Pricing Trends (2)		
Year	Deals	Volume	Turnover	Avg Price	Avg Price/Room	Avg Cap Rate	Price/Room	Price Index	Cap Rate
2028	-	-	-	-	-	-	$86,922	231	11.3%
2027	-	-	-	-	-	-	$83,759	223	11.5%
2026	-	-	-	-	-	-	$78,061	208	11.9%
2025	-	-	-	-	-	-	$71,071	189	12.4%
2024	-	-	-	-	-	-	$68,331	182	12.3%
YTD	-	-	-	-	-	-	$78,674	209	10.2%
2023	-	-	-	-	-	-	$75,701	201	10.2%
2022	-	-	-	-	-	-	$69,372	185	9.8%
2021	-	-	-	-	-	-	$67,515	180	9.6%
2020	-	-	-	-	-	-	$69,718	185	10.1%
2019	1	$3.3M	12.3%	$3,300,000	$36,667	-	$79,081	210	10.0%
2018	-	-	-	-	-	-	$86,177	229	9.4%
2017	1	$25.9M	31.8%	$25,920,000	$110,769	-	$87,660	233	9.2%
2016	-	-	-	-	-	-	$82,507	220	9.2%
2015	-	-	-	-	-	-	$78,034	208	9.0%
2014	-	-	-	-	-	-	$74,179	197	8.9%

(1) Completed transaction data is based on actual arms-length sales transactions and levels are dependent on the mix of what happened to sell in the period.
(2) Market price trends data is based on the estimated price movement of all properties in the market, informed by actual transactions that have occurred.

UPSCALE & UPPER MIDSCALE SALES

	Completed Transactions (1)						Market Pricing Trends (2)		
Year	Deals	Volume	Turnover	Avg Price	Avg Price/Room	Avg Cap Rate	Price/Room	Price Index	Cap Rate
2028	-	-	-	-	-	-	$101,971	192	11.4%
2027	-	-	-	-	-	-	$98,261	185	11.6%
2026	-	-	-	-	-	-	$91,576	172	12.0%
2025	-	-	-	-	-	-	$83,377	157	12.5%
2024	-	-	-	-	-	-	$80,162	151	12.4%
YTD	-	-	-	-	-	-	$92,295	173	10.3%
2023	3	$16.9M	6.3%	$5,647,000	$47,587	5.7%	$89,861	169	10.2%
2022	1	$1.2M	1.1%	$1,170,000	$18,571	-	$85,383	160	9.7%
2021	-	-	-	-	-	-	$84,468	159	9.3%
2020	-	-	-	-	-	-	$85,937	162	9.9%
2019	2	$5.2M	5.7%	$2,587,500	$17,845	-	$93,046	175	10.0%
2018	2	$11.1M	3.2%	$5,550,000	$76,552	9.2%	$101,311	190	9.5%
2017	3	$20M	6.2%	$6,650,000	$73,616	9.4%	$99,646	187	9.4%
2016	3	$11.7M	6.3%	$3,891,667	$49,681	-	$97,572	183	9.3%
2015	-	-	-	-	-	-	$93,738	176	9.0%
2014	-	-	-	-	-	-	$89,827	169	8.8%

(1) Completed transaction data is based on actual arms-length sales transactions and levels are dependent on the mix of what happened to sell in the period.
(2) Market price trends data is based on the estimated price movement of all properties in the market, informed by actual transactions that have occurred.

MIDSCALE & ECONOMY SALES

	Completed Transactions (1)						Market Pricing Trends (2)		
Year	Deals	Volume	Turnover	Avg Price	Avg Price/Room	Avg Cap Rate	Price/Room	Price Index	Cap Rate
2028	-	-	-	-	-	-	$45,520	164	13.1%
2027	-	-	-	-	-	-	$43,864	158	13.3%
2026	-	-	-	-	-	-	$40,880	148	13.8%
2025	-	-	-	-	-	-	$37,220	134	14.4%
2024	-	-	-	-	-	-	$35,785	129	14.3%
YTD	-	-	-	-	-	-	$41,201	149	11.8%
2023	2	$3.4M	2.8%	$1,715,000	$34,646	-	$40,196	145	11.7%
2022	4	$9.2M	8.2%	$2,287,500	$31,229	15.3%	$38,283	138	11.1%
2021	4	$7.1M	5.7%	$1,777,500	$33,697	-	$40,515	146	10.6%
2020	2	$3M	4.3%	$1,524,000	$19,414	-	$41,282	149	11.2%
2019	1	$950K	1.3%	$950,000	$19,792	-	$45,095	163	11.3%
2018	3	$7.4M	7.2%	$2,480,667	$28,734	9.4%	$47,338	171	10.9%
2017	3	$15.8M	10.2%	$5,266,667	$43,889	11.5%	$47,461	171	10.7%
2016	3	$8.6M	5.9%	$2,854,167	$38,920	-	$49,261	178	10.0%
2015	1	$2.4M	2.4%	$2,400,000	$24,000	10.0%	$44,103	159	10.0%
2014	3	$8.5M	6.7%	$2,841,667	$30,776	-	$43,293	156	9.6%

(1) Completed transaction data is based on actual arms-length sales transactions and levels are dependent on the mix of what happened to sell in the period.
(2) Market price trends data is based on the estimated price movement of all properties in the market, informed by actual transactions that have occurred.

DELIVERIES & UNDER CONSTRUCTION

	Inventory			Deliveries		Net Deliveries		Under Construction	
Year	Bldgs	Rooms	% Change	Bldgs	Rooms	Bldgs	Rooms	Bldgs	Rooms
YTD	116	10,007	0%	0	0	0	0	3	243
2023	116	10,007	0.8%	2	121	2	121	3	243
2022	115	9,926	-0.2%	1	70	1	70	2	121
2021	114	9,941	3.5%	3	339	1	312	2	107
2020	111	9,604	1.7%	3	220	2	207	3	339
2019	108	9,442	5.7%	2	268	2	268	5	460
2018	104	8,930	3.4%	5	571	4	491	2	268
2017	101	8,636	5.5%	3	327	3	327	3	369
2016	98	8,185	-3.8%	3	292	(2)	(61)	1	92
2015	102	8,504	0.3%	-	-	-	-	2	190
2014	102	8,478	0%	1	81	1	81	-	-