



**NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION**

**Wednesday, May 9, 2018**

**6:00 p.m.**

**City Hall – Large Conference Room**

**310 Elm Street West**

**Norwood Young America, MN**

- I. Call to Order**
- II. Consideration of the Agenda**
- III. Approval of Minutes**
  - A. April 11, 2018 Meeting Minutes
- IV. Unfinished Business**
  - A. Hotel Study Update
  - B. Entrance Monuments Updates
- V. New Business**
- VI. Project Updates**
- VII. Miscellaneous Communications**
  - A. 2018 Goals Status
  - B. Chamber Updates
- VIII. Upcoming Meetings**
  - A. June 13, 2018 – EDC Meeting
- IX. Adjournment**

# NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

Minutes from the Meeting on Wednesday, April 11, 2018 at 6:30 p.m.

*City Hall – Large Conference Room*

310 Elm Street West

Norwood Young America, MN

## I. Call to Order

Chair Diedrick called the meeting to order at 6:30p.m.

EDC members in attendance were: Tina Diedrick, Mike McPadden, Carol Lagergren, Julie Schmidt, Karen Hallquist, Kaarin Foede and Mike Eggers.

Absent: Theresa Meis

Staff attending were: City Administrator Steve Helget and Economic Development Coordinator Jo Foust.

**Oath of Office.** Mike Eggers was administered the Oath of Office. The EDC welcomed him to the Committee and thanked him for his willingness to serve.

It was noted Commissioner Meis has submitted her resignation. The EDC thanked her for her service on the Board.

## II. Consideration of the Agenda

*A motion was made by Lagergren, seconded by McPadden. to approve the agenda. Motion approved 7-0.*

## III. Approval of Minutes

*A motion was made by Lagergren seconded by Hallquist, to approve the minutes of the February 21, 2018 EDC Workshop and March 14 2018 Joint Meeting. Motion carried 7-0.*

## IV. Unfinished Business.

### A. 2018 CDA Redevelopment Grant.

Foust explained that the Carver County CDA offers a program which includes “Redevelopment Planning Grants”. The EDC has discussed the submittal of a grant application for a Downtown Redevelopment Plan to address the two historic downtowns. The grant is a 1:1 matching program which requires approval by the City Council and support of the CDA’s mission. Applications are accepted on a monthly basis.

A proposed Scope of Services for a Downtown Redevelopment Plan was included in the EDC packet, with an estimated cost of \$8000, of which \$4,000 would be grant eligible, and the remainder would be an EDC budget expense. The Plan would include community engagement, information from the Historical Society, GIS maps, an overview of potential architectural designs, potential streetscape elements, opportunities for banners, wayfinding signs, connectivity, funding sources and programs and illustrations.

Lagergren recommending using the scope of services as an outline for upcoming Joint Meeting agendas. The Commission concurred.

*A motion was made by Schmidt, seconded by Hallquist, to recommend to the City Council, the adoption of a resolution approving the submittal of a Downtown Redevelopment Matching Grant Application to the Carver County CDA, with a total project cost of \$8000. Motion approved 7-0.*

**B. Monument Entrance Signs.**

Foust provided an update on the proposed entrance signs. She noted Kreft met with Public Works Superintendent Tony Voigt to discuss lighting to the signs. There is power to the water tower adjacent to the west sign on Highway 212. He will discuss the extension of the power to the sign, with a local electrician. The other two sites do not have electrical power nearby. Voigt will contact Xcel Energy regarding extension of electrical service. Solar panel installation is also being researched as a back-up option.

Helget reported ArtStone is nearing completion of the three monument signs' frame/foundations. He also reported three companies submitted quotes for the metal portion of the entrance signs. The lowest quote was from JIT at a cost of \$5706.30.

*A motion was made by Hallquist, seconded by Schmidt, to recommend to the City Council the award of the metal portion of the entrance signs to JIT at a cost of \$5706.30. Motion carried 7-0.*

It was requested the Sign Committee members, Lagergren, Schmidt and Foede be contacted regarding date(s) to meet with MNDOT regarding finalizing the landscape plan. The Eagle Scout will also be included in this meeting.

**V. New Business/Project Updates**

**A. Potential Business for Tacoma West Industrial Park.**

A broker met with Helget regarding a company's interest in acquiring up to four acres of land in Tacoma West Industrial Park. The company would like to construct a structure 100 feet high, which would require a variance from the Covenants and City Zoning Ordinance. Ariel site plans were reviewed. Helget noted, as a point of reference, that the City water tower is 170 feet high. The EDC's input was requested.

The potential locations for the business were identified as the lots east of Yaeger Machine or a 4 acre lot. The broker noted the gas related company is looking at Norwood Young America as it is important to be within MVEC territory.

Commissioner asked for additional information on what the 100 foot structure would be used for, if it would be placed away from property lines, and if there are any safety concerns. If those items are addressed, they noted they would be open to considering the additional height. They suggested the lots across from Yaeger Machine.

It was the consensus of the EDC to move forward with the lead and gather additional information.

**B. Hotel Study.**

Foust noted EDC Consultant Kreft has been in contact with a hotel developer that has requested the EDC update the hotel study that was completed three years ago. At that time Hospitality Marketers International, Inc. completed a phase 1 study at a cost of \$9000 plus expenses and

determined a hotel was not feasible as there was not consistent lodging demand (i.e. week day use). Three sites were evaluated. While the Social/Leisure Markets ranked “Good”; the Corporate/Commercial Markets ranked “Fair” in the study. Area hotels in Chaska, Glencoe, and Waconia were also evaluated, with an occupancy rates of 40.1 to 50.9% reported. In order to sustain a 30-40 room hotel, the study noted a 60% to 62.5% occupancy was recommended.

Input was requested from the EDA on whether or not to pursue a hotel study update. Eggers indicated the City of Glencoe is completing a hotel study at this time. The EDC recommended staff find out who is completing that study to see if the EDC could utilize the firm at a reduced rate as much of the information would be similar markets.

Commissioners discussed changes in the commercial/industrial market since the last study. The addition of the Quilting Grounds, the Haven, and other businesses were acknowledged. Inclusion of an indoor pool and meeting room were suggested to help off-set room vacancies.

It was the consensus of the Commission to obtain proposals from firms for an update to the Hotel Study.

## **VIII. Miscellaneous Communications.**

**A. 2018 Goals** – Goals relating to Marketing, Industrial Development, Commercial Development and Collaboration were reviewed, along with steps taken to achieve the goals. The following activities were noted.

### **Marketing Goal.**

- Website analytics were provided. Commissioners recommended postings to Facebook be made once to twice a month, including information on Small Business Highlights, DEED information, ribbon cuttings, etc. to increase activity.
- Newsletter articles for the 2<sup>nd</sup> quarter newsletter were provided. Lagergren reported she has received positive feedback from the 1<sup>st</sup> quarter newsletter regarding new businesses and the photos. Upon reviewing the 2<sup>nd</sup> quarter newsletter, it was suggested Southwest Paving be added to the first ribbon cutting article.

### **Industrial development.**

- Three industrial lots are being sold to Vickerman Company. Another company is interested in possibly purchasing two lots. Six lots remain.
- Kreft has been in contact with the Carver Co. CDA regarding the Real Estate Expo. The CDA has included it as one of their goals in their strategic plan and plan to present it to their Board in May. They may know what assistance they need after that meeting.

### **Commercial Development Goals.**

- A Small Business Week event is scheduled for May 2, 2018 and is being coordinated with the Chamber of Commerce.
- Ribbon cuttings and a ground breaking have been/are being planned. It was noted the EDC will coordinate ribbon cuttings within city limits and the Chamber of Commerce will coordinate those outside city limits.
- The Council will act on the EDC’s recommendation to apply for a CDA grant.
- Leads have been responded to and marketing fliers are on the web site.

### **Collaboration.**

- Quarterly joint meetings have been held with the City Council, Planning Commission and Chamber of Commerce.

- The EDC and Chamber of Commerce have been collaborating on ribbon cuttings and the Small Business Week Breakfast.
- The first one-year follow-up with a business was held March 14<sup>th</sup>.

Commissioners requested an informational summary following one-year business visits. It was requested additional one-year visits be scheduled.

### **B. Project Updates.**

Helget reported a request from Advanced Electric, who is planning a 7,500 sq. ft. (50' by 150') building was presented to the City Council this week. The company is looking at a parcel by Veteran's Memorial Park. The company would need to incur the costs to extend water and sewer to the site. There is an estimated \$30,000 cost to extend the water main across the street, with additional costs for the service line. The City Council approved allowing them to install a private septic system. More information will be available in the future.

Steve Kurfman anticipates building completion next month.

### **C. Chamber Updates**

- There were three new business filings in Norwood Young America in March, 2018. The Chamber of Commerce and EDC will send a joint welcome to the new businesses.
- Hallquist reported eight people have rsvp'd for the Small Business Week Breakfast, the Carver County CDA will present at a membership meeting and the Taste of NYA is coming up.
- A ribbon cutting will be scheduled for "Find It Here", once they are settled in.
- Business Spotlights have been prepared for Home Solutions and Harbor Haven so far. Two more have been submitted. Information on their history has been added.
- The current Chamber President is moving on; therefore, Lisa Valiant, current Vice President will become President.

### **IX. Upcoming Meetings.**

- The Small Business Breakfast will be held on May 2, 2018 at 8 a.m. at Oak Grove Community Room.
- The next regular meeting of the EDC is May 9, 2018 at 6:00 p.m.
- The next Joint Meeting is May 9, 2018 at 6:30 p.m.

### **X. Adjourn.**

*A motion was made by Lagergren, seconded by McPadden to adjourn the meeting at 7:37 p.m. Motion carried 7-0.*

Respectfully submitted,

Jo Foust  
Economic Development Coordinator  
Municipal Development Group LLC



**DATE:** May 9, 2018  
**MEMO TO:** NYA Economic Development Commission  
**FROM:** Holly J. Kreft, Economic Development Consultant  
**RE:** Agenda Item V. A. Hotel Study Update

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**Background:**

At the April EDC meeting, the EDC discussed having the hotel study that was completed in 2015 updated in response to a hotel developer's request. At that time Hospitality Marketers International, Inc. completed a phase 1 study at a cost of \$9000 plus expenses and determined a hotel was not feasible as there was not consistent lodging demand (i.e. week day use). Three sites were evaluated. While the Social/Leisure Markets ranked "Good"; the Corporate/Commercial Markets ranked "Fair" in the study. Area hotels in Chaska, Glencoe, and Waconia were also evaluated, with an occupancy rates of 40.1 to 50.9% reported. In order to sustain a 30-40 room hotel, the study noted a 60% to 62.5% occupancy was recommended.

The EDC recommended that staff contact the City of Glencoe as they recently completed a hotel study as well. Staff contacted Dan Ehrke with the City of Glencoe and he indicated that they also used Hospitality Marketers International Inc. (HMI Inc.). Staff also contacted the hotel developer to inquire if he had a recommended company. He recommended Core Distinction Group, who completed the study for the City of Hutchinson.

Staff contacted HMI Inc. to request a cost estimate to update the hotel study. Michael Hool, who conducted the study in 2015, indicated that the study would need to be redone due to the length of time that had passed (the studies have a "shelf life" of about one year). He stated:

*Per our recent conversation, here is the proposal/engagement letter to complete an update of our hotel feasibility study which we completed originally in April 2015 for the potential development of a hotel in Norwood Young America, Minnesota that we have been discussing. We look forward to researching the market feasibility to support a potential hotel.*

*This letter will outline a staged and/or detailed approach that we can take with this project to include the Field Work analysis and then either completing a Field Research Hotel Evaluation Report which can later be expanded into a Comprehensive Hotel Market Study or just completing*

*the latter. As stated in the attached engagement letter, the Comprehensive Hotel market Study is typically the report which is needed for external use such as lenders and other investors. Additionally, hopefully we could prepare for you a Multi-Year Operational Proforma and Investment Analysis. I also extended a discount from our normal fees for this hotel market study.*

Please find attached the engagement letter submitted. It includes two options:

1. Field Research Evaluation Report - \$4,995
2. Comprehensive Hotel Market Study - \$7,859

Staff also contacted Jessica Junker with Core Distinction Group. She indicated:

*I have attached a quote and a sample of our work. As we discussed on the phone, if you wish to pull a STR Global Report to see what the market has done in the last two years, that may be your next step if you are hesitant to get another report back negative.*

*I am not sure if I would choose the same compset that HMI did so if you decide to pull the report, please let me know. I will help you with the process. The report will be \$550 to \$600 and if you do contract with us with-in the next 30 days, we would be able to use this report and give you the \$500 discount we discussed.*

Please find attached the proposal submitted. The cost to do a Hotel Market Feasibility Study (comprehensive report) is \$7,500.

**Action:**

Feedback for staff. Based on these proposals, staff would recommend working first with Core Distinction Group to pull a STR Global Report to determine the feasibility of whether or not to move forward with a full hotel study.

April 25, 2018

Mr. Steve Helget  
City Administrator  
City of Norwood Young America  
310 Elm Street West  
PO Box 59  
Norwood Young America, MN 55368

Sent via email: [hkreftmdg@gmail.com](mailto:hkreftmdg@gmail.com)

Management  
Research  
Marketing

RE: Norwood Young America, Minnesota - Hotel Market Study

Dear Steve,

It was great to hear from Holly last week and learn that your city is considering updating the report I completed three years ago in April, 2015.

As Holly and I discussed, due to the length of time, three years that has transpired since then, it will be necessary to complete the research all over again, not just a simple update. That being said, there may be information that could be used from the original report. We will try to use previous information. However, we would not be able to determine this until we review the market and research. Therefore, per our recent conversation, I have assembled this Engagement/Proposal regarding market research for the potential development of a hotel in the Norwood Young America, Minnesota area.

We have prepared many studies for communities such as Norwood Young America and have expertise in performing research for a variety of styles of hotels. This expertise can assist with market research, brand selection, and development of the proposed hotel. Thank you for considering Hospitality Marketers International, Inc., to research this hotel project.

This letter is a proposal to engage and, upon acceptance, confirm the engagement of HMI to perform project work for this proposed hotel. For additional information about HMI and our market study services, please refer to our Web Site at [www.hospitalitymarketers.com](http://www.hospitalitymarketers.com). Specifically, the project to be completed by HMI is as follows:

### **GENERAL PROJECT APPROACH**

-- The following outlines the General Approach we will take in researching this market.

-- In order to expedite the completion of this project, HMI will be engaged to perform a Field Research Hotel Evaluation Report (to be used as an Addendum to the original report) or to perform a new Comprehensive Hotel Market Study of the subject site in the greater Norwood Young America, Minnesota market for potential hotel development. HMI will schedule this project accordingly.

Gregory R. Hanis, ISHC  
President

[ghanis@hospitalitymarketers.com](mailto:ghanis@hospitalitymarketers.com)  
262-490-5063

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Hotel Service Network

## **GENERAL PROJECT DETAILS**

-- At this time, the scope would be to complete a preliminary Field Research Hotel Evaluation Report (Addendum) or a new Comprehensive Hotel Market Study for the possible development of a hotel in Norwood Young America, Minnesota.

-- Recommendations regarding the style of the proposed hotel will be provided based upon demand and competitive supply factors. At this time, research will be conducted for a limited-service, mid-scale to upper mid-scale hotel.

-- The specific subject site for the proposed hotel was not identified at this time. More specific details about the site(s) will be discussed upon commencement of this research.

-- The hotel product category was currently identified as limited-service. Recommendations will be provided for the hotel product category based upon demand and competitive supply factors.

-- The price category for the proposed hotel was currently identified as midscale to upper midscale. Recommendations will be provided for the proposed hotel's price category based upon demand and competitive supply factors.

-- The possible brand being considered for this hotel was not identified at this time. Recommendations will be provided for the proposed hotel's brand(s) based upon demand and competitive supply factors.

-- The size of the proposed hotel was not identified at this time. Specific size suggestions for the proposed hotel will be determined by the size of the site, the demand sources and competitive supply in the market.

-- There may be the potential for the proposed hotel to have specific amenities or services. Some may relate to the brand chosen for this hotel. Other amenities and services may relate to the demand characteristics of the subject market. These items will be addressed accordingly based upon the research performed for this phase, and recommendations will be made as to the type, size and necessity for certain amenities at this proposed hotel.

-- At this time, no potential food and beverage elements would be associated with the proposed hotel other than a Continental Breakfast which would be served to guests. Should the need for these amenities be identified by the research conducted, it will be addressed in this report.

## **(OPTION-STAGE-1) FIELD RESEARCH HOTEL EVALUATION REPORT (As an Addendum to Original Report)**

The following will outline our approach for completing the Field Research Hotel Evaluation Report.

-- As we discussed, the suggested approach is to conduct a Field Research Hotel Evaluation Report. This study is used by communities and developers to identify the preliminary need for the hotel in this market.

-- Based on comprehensive research of the subject market, this Field Research Hotel Evaluation Report will provide a preliminary evaluation with key market factors highlighted. This report will research the proposed site(s) being considered for hotel development including its visibility and accessibility to the proposed markets. The relationship of the site(s) to possible lodging demand generators and existing lodging supply will be researched. General economic conditions will also be researched. A preliminary Field Research Hotel Evaluation Report will be presented with a brief overview of these elements.

-- Preliminary operational projections for Occupancy, Average Daily Room Rate and Sales Revenue will be presented. These preliminary projections will be to a stabilized year of operation. Preliminary detailed recommendations for hotel site location, product type and size, franchise/branding recommendations, and product features and amenities will be provided.

-- A preliminary Operational and Investment Proforma will be developed based upon the sales revenue projections presented in this report and national hotel industry operational expense averages for the style of hotel being considered.

-- The format of this study should be acceptable for marketing the Norwood Young America area to potential hotel developers. However, it is not a full Comprehensive Hotel Market study. It is presented in an abbreviated format that summarizes the Field Research conducted for the market and the preliminary justification and recommendations for a hotel in the Norwood Young America market. This report is not intended to be a formal hotel market study. It may or may not be acceptable for a specific hotel development or for external investing or lending purposes, however it could be used as an addendum to the original report. Hospitality Marketers will be available to answer any questions concerning these studies upon their completion.

-- HMI could assist in identifying potential hotel contacts for this market. These contacts will be based upon the type and style of hotel supported in the subject market.

***FUTURE OPTIONS: This report could be expanded, upon completion and the recommendations presented, by the hotel developer into a Comprehensive Hotel Market Study, by HMI, for a specific hotel development. Also, HMI could assist in assembling a detailed Operational Proforma & Investment Analysis for a specific hotel development. The following are options for expanding this Field Research Analysis Report.***

### **(OPTION-STAGE-2) COMPREHENSIVE HOTEL MARKET STUDY**

-- This suggested approach (to conduct a new Comprehensive Hotel Market Study) is used by communities and developers to support the conclusions, recommendations and multi-year projections presented in this market study. This phase is typically completed by the Developer of the hotel project.

--A Comprehensive Hotel Market Study will provide, based upon comprehensive research of the subject market, a detailed evaluation with key market factors highlighted. This report will research the proposed site being considered for hotel development including its visibility and accessibility to the proposed markets. The relationship of the site area to possible lodging demand generators and existing lodging supply will be researched. General economic conditions will also be researched. Comprehensive and statistical operational projections for Sales Revenue, based upon Occupancy and Average Daily Room Rates, will be presented. These multi-year projections will be to a stabilized year of operation. Detailed property recommendations for property site location, product type and size, franchise recommendations, and product features and amenities will be provided.

-- A preliminary Operational and Investment Proforma will be developed based upon the sales revenue projections presented in this report and national hotel industry operational expense averages for the style of hotel being considered.

*(See below the Multi-Year Operational and Investment Proforma Statement Projection Report area of this letter for information regarding expanding this preliminary Operational and Investment Proforma to the Detailed Multi-Year Operational and Investment Proforma.)*

-- The format of this study should be acceptable for external lending and investing purposes. Hospitality Marketers will be available to answer any questions concerning these studies upon their completion.

### **(OPTION-STAGE-3) DETAILED MULTI-YEAR OPERATIONAL PROFORMA PROJECTIONS and INVESTMENT ANALYSIS**

If required by you, the developer, the investors, or the lender, HMI will assist in preparing or reviewing a Multi-Year Operational Proforma Projections & Investment Analysis for the proposed hotel project in the subject site area. Project. HMI could develop, or review, the Detailed Multi-Year Operational Proforma Projections and Investment Analysis for you or the developer. This phase is typically completed by the Developer of the hotel project.

- If developed by HMI, this report would be based upon previous market research performed by Hospitality Marketers International, Inc., and contained in its Comprehensive Hotel Market Study Report for your proposed project. A Detailed Multi-Year Operational Proforma & Investment Analysis will be prepared, using industry standards, other acceptable accounting models, and specific property information for the proposed hotel. It will be based upon the multi-year sales projections contained in the Comprehensive Hotel Market Study Report for this hotel.

*Please contact HMI for more information on report expansion options.*

### **TIMING**

-- Your market study is scheduled based upon the accepted return of this Engagement Letter and receipt of the Retainer Check. An exact start and completion date will be assigned with the accepted return of this letter and Retainer Check to HMI. Should there be any unforeseen delays which would change this completion date, we will communicate with you accordingly. If we can expedite this phase, we will do so.

-- **(STAGE-1)** Typically, the field research stage is completed within 30 to 45 days of the commencement of the research project. This is based upon our receipt of the Signature Page and Retainer Check. However, it will be based upon our project schedule at that time.

-- **(STAGE-2)** Typically, the Expanded or the full Comprehensive Hotel Market Study stage is completed within 30 to 60 days of the authorization to expand the report. This is based upon the receipt of the Signature Page and Retainer Check. However, it will be based upon our project schedule at that time.

*-- Lastly, please allow ample time for the completion of this research. All of our projects depend upon your authorization to proceed. We will expedite the completion as best as our schedule allows. We have given you realistic timing for the report. We do not tell you a shorter time-frame, and then have to adjust it after we get the project. To customize a report and do the necessary research takes time to complete. Also, we do not "Boiler Plate" the report information in order to expedite its completion.*

### **COMPENSATION**

HMI's compensation for completing this project work is as follows: (All fees quoted are valid for 90 days from the date of this letter. After this time, there may be the need to revise these fees due to changes in market conditions, especially travel expenses.)

#### **(STAGE-1) FIELD RESEARCH HOTEL EVALUATION REPORT**

-- The complete Field Research Hotel Evaluation Report fee is \$4,995 including all associated research expenses (see below), the Field Research Stage and the Retainer received.

-- A Retainer (\$3,500) is required prior to commencing work on this project.

#### **(STAGE-2) COMPREHENSIVE HOTEL MARKET STUDY**

-- The complete Comprehensive Hotel Market Study fee to complete is \$7,850, including all associated research expenses (see below), the Field Research Stage and the Retainer received. This fee is a discount from our normal fee of \$8,500.

-- A Retainer of (\$4,850) is required prior to commencing work on this project.

#### **FIELD WORK STAGE**

-- In the process of performing the field work portion for this report or in conducting the preliminary research for the written report, should the feasibility of a project become questionable, we will cease the project work and discuss our findings with you accordingly. Should it be necessary to cease all further work at this point, we will adjust our fees accordingly:

--The Field Work/Preliminary Research Fee for a limited-service hotel is \$4,995, which includes associated research expenses (see below).

--The retainer received will be applied accordingly. All other terms of this engagement letter are in effect.

#### **(STAGE-2) EXPANDED COMPREHENSIVE HOTEL MARKET STUDY**

-- The additional fee to complete this phase would be \$4,350. The complete Comprehensive Hotel Market Study fee, including Field Work fee paid, for this research project would be \$9,100, including all associated research expenses (see below), the Field Research Stage and the Retainer received.

-- An additional Retainer of (\$2,175) is required prior to commencing work on this project.

### (STAGE-3) MULTI-YEAR OPERATIONAL AND INVESTMENT PROFORMA PROJECTIONS STATEMENT

--The Multi-Year Operational and Investment Proforma Projections Statement fee is dependent upon how involved HMI is in its preparation. The fee to prepare a customized Operational Proforma Projections and Investment Analysis or to review an Operational Proforma & Investment Analysis prepared by you or a third party, will not exceed \$1,050 for a limited-service hotel. This is a discount from our normal fee of \$1,150. It would be bill at a pro-rated, per hour fee of \$180).

*Please contact HMI for more information on report expansion options.*

### REPORT/PROJECT WORK FOLLOW-UP

--Upon completion of the Comprehensive Hotel Market Study, a "Pending" Version of the report will be presented for your review.

--Full payment of the final balance for this project, including expenses incurred, is required to release the Final Version of this Comprehensive Hotel Market Study report which is suitable for sharing with lenders, investors, etc.

--HMI will be available for normal and usual follow-up on the report/project work completed which is included in the above fees at no extra charge. This will include, but is not limited to Report Review, Final Report Preparation, Basic Brand Identification, Report Consultation, etc.

--HMI is available for more in-depth consultation if required. Depending upon the scope of this consultation, there may be associated fees. This activity would need to be discussed and would depend upon the scope of HMI's involvement

### EXPENSES & GENERAL

All discounts offered above will apply to this project if full and final payment is received within 30 days from the final statement date. If payment is received after 30 days, the discount will be removed and the balance on the normal project fee will be due, less any previous payments made.

Expenses – All associated normal research and travel expenses are included in the above fees. Travel expenses include: Air Fare, Auto Mileage, Fuel, Auto Rental, Hotel and Meals. At this time, no adjustment to normal travel expenses was made to the estimated transportation and lodging costs being higher than normal costs for these items.

All statements for project work submitted by HMI are due upon receipt. Any unpaid balance after 30 days is subject to an 18% (1.5% per month) finance charge. Should it be necessary to use an outside collection agency or attorneys for payment of this project, any fees incurred by Hospitality Marketers International, Inc., will be added to the final amount owed.

We ask that you notify HMI before you solicit or hire any other hospitality consulting organization to perform this project work. This will prevent any conflict that may occur in completing this project work as defined.

HMI will be an independent contractor and will maintain its own separate legal identity and entity. There is no indication in this engagement that HMI and the Principal are business partners or have formed a joint venture to complete the project work defined.

Hospitality Marketers International, Inc. operates as a hotel service network organization. HMI staff will perform the above project work or assign it to qualified associates, within the service network, with the expertise to perform the outlined project work of this engagement. These service representatives are independent contractors who have established an exclusive representation agreement with HMI. HMI staff supervises and reviews all assigned project work. These qualified associates/consultants are service representatives acting as agents of HMI.

HMI may use your name as a previous customer reference upon completion of the project work.

All information concerning your business interests, as well as HMI's, including business data, policies, procedures, operations, and other information, are confidential and are not to be disclosed by yourself or HMI.

In the event that a dispute arises from this engagement which requires a legal remedy, it will be resolved through final and binding arbitration according to the current procedures of the American Arbitration Association and the prevailing laws and regulations of the State of Wisconsin. The arbitrator will be a knowledgeable source specializing in the area of hotel/resort marketing or real estate development. One of the arbitrators will be a member of the International Society of Hospitality Consultants. Due to the uncertainty related to future projections, any damages would be limited to the fees paid and related with this engagement. These damages would only be due to proof of gross negligence in performing the research and calculating the projections provided.

This engagement letter is in effect until the satisfactory completion of the project work and payment of the associated fees.

Steve, we appreciate this opportunity to work with you in researching this potential hotel project in Norwood Young America, Minnesota. After reviewing this engagement letter, please contact me if you have any questions. Otherwise, please sign the attached Signature Page and return it, along with the appropriate retainer check, to my attention as soon as possible so I can begin scheduling this project. If you scan/email or fax your signed, accepted copy to me, we will hold your position (for ten days) in our market study queue until we receive your retainer check.

Sincerely,  
HOSPITALITY MARKETERS INTERNATIONAL, INC.

*Gregory R. Hanis*

Gregory R. Hanis, ISHC  
President

*Michael R Hool*

Michael R Hool, CPA, ISHC  
President, SHR (An HMI Representative)

\_\_\_\_\_ Please proceed with the Field Research Hotel Evaluation Report.  
**(Retainer Fee - \$3,500)**

\_\_\_\_\_ Please proceed with the Comprehensive Hotel Market Study.  
**(Retainer Fee - \$4,850)**

\_\_\_\_\_ Please proceed with the Operatonal Proforma & Investment Analysis. **(Retainer Fee - \$525)**

\_\_\_\_\_ The appropriate Retainer check is enclosed with this signed copy of the engagement letter.

\_\_\_\_\_ If Faxed, the appropriate Retainer check will be sent, via:

\_\_\_\_\_ Wire Transfer

\_\_\_\_\_ Overnight Services

\_\_\_\_\_ Regular Mail - The appropriate Retainer check is enclosed with this signed copy of the engagement letter. (HMI will hold this project in the priority position that the fax was received in for ten (10) days from the date of this signed and faxed engagement letter.)

(HMI will hold this project in the priority position the fax was received in for ten (10) days from the date of this signed and faxed engagement letter.)

***--Please fax this signed signature page using the Fax number provided in the box at the bottom on this page.***

**\*\*\* Please send your retainer check to the following address:  
Hospitality Marketers International, Inc.  
5415 S. Majors Drive  
New Berlin, WI 53146**

**\*\*\* For Wire Transfer Information, Contact Hospitality Marketers International, Inc.**

ACCEPTED BY: \_\_\_\_\_

TITLE: \_\_\_\_\_

COMPANY NAME: \_\_\_\_\_

DATE: \_\_\_\_\_

**To: Greg Hanis, Hospitality Marketers International, Inc.  
Fax: 239-245-8161  
Contact: 262-490-5063**  
  
**From: \_\_\_\_\_**

Management

Research

Marketing

Gregory R. Hanis, ISHC  
President

[gghanis@hospitalitymarketers.com](mailto:gghanis@hospitalitymarketers.com)  
262-490-5063

Member of



*Professionally Serving the United States & Canada Since 1982 with Offices in Milwaukee, Wisconsin and Fort Myers, Florida*

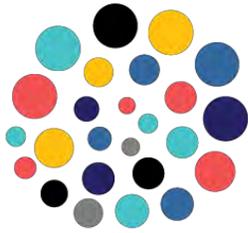
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New Berlin, WI 53146

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[www.hospitalitymarketers.com](http://www.hospitalitymarketers.com)

Hotel Service Network



# Core DISTINCTION GROUP

## REQUEST FOR PROPOSAL – HOTEL DEMAND STUDY

### CORE DISTINCTION GROUP, LLC RESPONSE

#### General Information

Core Distinction Group, LLC  
Jessica Junker – Managing Partner  
Email – [j.junker@coredistinctiongroup.com](mailto:j.junker@coredistinctiongroup.com)  
Phone – 920-740-1647

#### Arizona Office

10359 N 78th Ave

Peoria, AZ

#### Wisconsin Office

3326 E. Forest St

Appleton, WI

Core Distinction Group, LLC was founded in 2012 and offers unmatched industry and market knowledge. Prior to working with Core Distinction Group, our team has gained hands on knowledge from industry leaders like Marriott, Hilton, WHG Companies, InterContinental Hotels Group, Choice Hotels, TMI Hospitality, Interstate Hotels, Pillar Hotels & Resorts, Cobblestone Hotels, Wyndham Hotels & Resorts, and many more. In addition to drawing knowledge from industry leading companies, our team has experience in markets with populations of less than 500, to markets with populations in the millions. Experience is key to having a true understanding of each unique project. With a combined 55 years of hospitality industry experience, our team has the knowledge you need.

#### Project Organization

Conducting the first 3 phases of our study process will be Jessica Junker, Managing Partner of Core Distinction Group. Miss Junker has over 19 years of hands-on industry knowledge in hotel development, branding, management (operations and sales), construction. See Section 4 for more detail.

Conducting the final 4 phases of our study process will be Lisa Pennau, Founder and Managing Partner of Core Distinction Group. Mrs. Pennau offers more than 35 years of hands-on industry knowledge in hotel management (operations and sales). See Section 4 for more detail.

#### Experience and References

We are happy to give you the following references:  
St. Mary's, PA – Booka (Todd) Hanes – 814-335-6405  
Hutchinson, MN – Brian Forcier – 218-590-8205  
Cottonwood, AZ – Casey Rooney – 928-340-2741  
Erie, PA - Tom Kennedy - 814-451-1100  
Sauk City, WI – Vicki Breunig – 608-643-3932  
Fairfield Bay, AR - Paul Wellenberger – 501-253-6998



### Project Approach

Core Distinction Group takes immense pride in the work they do. Throughout all phases of our projects we communicate with our clients on a weekly, if not daily bases to ensure everyone involved in the project is up to date on the progress. We keep a very tight timeline on our projects. Each phase is well thought-out and followed consistently. Below you will find each Phase and its timing in the process.

Phase 1. Research and Community Outreach – This phase involves speaking with community leaders as well as top employers to compile a list of potential demand generators in the local and regional community to conduct interviews during Phase 2. This phase is conducted with in the first 1 to 2 weeks following receipt of the retainer (see Section 5 Cost).

Phase 2. Site Visit and Community Interviews – This phase involves an in-depth local tour given by community leaders to help Core Distinction understand said community at this draw. Following the tour, Core Distinction Group sit down and interview demand generators (gathered and scheduled during Phase 1) to develop knowledge and understanding of the community and their individual needs. This phase is conducted in 1-2 days, depending on number of in-person interviews.

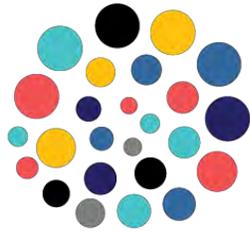
Phase 3. Data Compilation – This phase of the process involves compiling all the data gathered during our visit to gain the overall picture of what is needed for the community. This phase also includes phone interviews in case some demand generators could not attend in-person interviews. This phase is conducted in 2 weeks following Phase 2 completion.

Phase 4. Data Receiving and Reporting – This phase of the process involves the transfer of the market information compiled in Phases 1-3. Simultaneously 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. This phase is conducted in 1-2 weeks following Phase 3 completion.

Phase 5. Development and Operational Cost Gathering – This phase of the study process involves all things cost. Core Distinction Group gathers actual cost for the development, construction, financing, taxes, and all other ongoing cost associated with the specific project. This phase is conducted in 1 week following Phase 4 completion.

Phase 6. Draft Completion/Submittal – During this phase, after all other Phases are complete, Core Distinction Group will complete the draft of the study and submit for review by contracted entity. Changes to the study may be made at this point but are limited to wording and grammar updates. This phase is conducted in 10 days following Phase 5 completion.

Phase 7. Final – This phase will be after all requested changes are made and after final payment is received (see Section 5. Cost). This phase is conducted in 5 days following Phase 6 completion.



# Core DISTINCTION GROUP

## Cost

The cost the of a Hotel Market Feasibility Study for the community of Norwood Young American, MN would be \$7,500. This fee would be all inclusive. Once your organization has decided to move forward in hiring Core Distinction Group, LLC to conduct your study, we will require a signed contract and 50% non-refundable retainer. The remaining 50% will be required prior to your organization receiving the Final Draft. If at any given point during Phases 3-5, our company believes that a new hotel project in your community does not make good business sense, we will reach out to you to discuss. If after the discussion of all data with your organization, that we have come to the proper determination, we will cease all project work and you will not be responsible for the remainder of the fee/cost.

## Section 6. Summary

With over 150 Hotel Market Feasibility Studies complete for government organizations across the United States, Core Distinction Group has developed a wonderful reputation for our professionalism, knowledge, and customer service. Each of our completed projects offer each person involved a complete understanding a detailed description of what makes the most business sense. Our study includes but is not limited to:

- Introduction/Objective
- General Market Overview
- Site Analysis
- Economic Overview
- Lodging Demand Overview
- Lodging Supply Overview
- Conclusion/Recommendations
- Financial Proforma

Attached you will find a sample copy of our Hotel Market Feasibility Study, Proforma, and some additional general information.

Please feel free to reach out day or night with any questions or comments.

Sincerely,

Jessica Junker  
Core Distinction Group, LLC  
920-740-1647  
j.junker@coredistinctiongroup.com



**DATE:** May 9, 2018  
**MEMO TO:** NYA Economic Development Commission  
**FROM:** Holly J. Kreft, Economic Development Consultant  
**RE:** Agenda Item V. B. Monument Entrance Signs

\*\*\*\*\*

**Background:**

Sign

The Council approved the metal signs from JIT; however, they will need to update their quote to reflect the curvature of the sign base. Once that quote is received it will be presented to the EDC and Council.

The sign bases are under construction by American ArtStone.

Landscaping

The Sign Committee will be working with MnDOT, Eagle Scout candidate, and Gus Wischnack to finalize the landscaping around the signs. After that meeting, I will work with the Eagle Scout candidate to schedule the landscaping installation after the signs are installed.

Lighting

I met with Tony Voigt, Public Service Director, to review lighting options for the signs. Tony was researching options given the location of the existing electricity. We also contacted the City of Belle Plaine since they had used solar powered lighting for their monument due to the lack of electricity in the area. They used a company called Solar Illuminations who will review the site characteristics before recommending a type and location of solar lighting.

Sign Foundation

An update will be provided at the meeting based on feedback by local masonry contractors.

**Action:**

No action needed at this time, for information only.



**DATE:** May 9, 2018  
**MEMO TO:** NYA Economic Development Commission  
**FROM:** Holly J. Kreft, Economic Development Consultant  
**RE:** Agenda Item VI. Project Updates

\*\*\*\*\*  
Following are project updates from the past month:

1. **Ribbon Cuttings** – No ribbon cuttings have been held since the April. Diversified Plumbing, Curfman Trucking, and a new photography studio have been contacted about having ribbon cuttings in May.  
  
A groundbreaking was held on April 25<sup>th</sup> for the Vickerman Companies expansion along with their builder, Greystone Construction.
2. **Other New Businesses** – Steve will provide an update on Advanced Electric and the potential new industrial park business.



**DATE:** May 9, 2018  
**MEMO TO:** NYA Economic Development Commission  
**FROM:** Holly J. Kreft, Economic Development Consultant  
**RE:** Agenda Item VII. A. 2018 Goals

\*\*\*\*\*

**Background:**

Attached are the 2018 Goals as approved in December of 2017. They will be included in the packet each month for review and updates.

We have not received any updates from the CDA regarding the broker event. I have contacted Olde Mill House about a follow-up meeting, but have not received a response. The CDA Planning Grant was submitted on May 1<sup>st</sup>.

**Action:**

No action required at this time, only for discussion.

## 2018 Economic Development Commission Goals

	A	B	C
1	<b>Marketing Goals</b>	<b>Deadline</b>	<b>Notes</b>
2	Construction of entrance monument signs	2nd Quarter	MnDOT grant submitted; base ordered from American ArtStone; metal sign ordered from JIT; meeting with MnDOT on Wednesday, May 9th
3	Develop a streetscaping plan for downtowns and Faxon Road	3rd Quarter	Applied for CDA Planning Grant on May 1st
4	Continue to post on EDC Facebook page	Monthly	Vickerman groundbreaking had 1,273 views and 12 shares; posted about Small Business Breakfast
5	Continue newsletter inserts with City	2nd Quarter	Newsletter was distributed in April
6	Work with NYA Times to develop Business Spotlights	Monthly	Spotlights have been coordinated by Chamber
7			
8	<b>Industrial Development Goals</b>	<b>Deadline</b>	<b>Notes</b>
9	Participate in Carver County Real Estate Expo	4th Quarter	Waiting for response from CDA
10	Participate in southwest Metro marketing/real estate events	As available	
11	Promote the available sites in Tacoma West	Ongoing	Vickerman Expansion; potential new business
12	Host Manufacturer's Week	October	Event will be held in October; potentially at 212 Business Center again
13	Remain in contact with existing manufacturers	Ongoing	
14			
15	<b>Commercial Development Goals</b>	<b>Deadline</b>	<b>Notes</b>
16	Host National Small Business Week event	Completed	Held on May 2nd
17	Conduct ribbon cuttings and ground breakings	Ongoing	Ongoing - pending ribbon cuttings with Curfman Trucking, Diversified Plumbing and Heating; NicoleLea Photography
18	Promote the EDC loan program and Open to Business	Ongoing	Information presented at Small Business Breakfast
19	Investigate the feasibility of applying for Carver County CDA grant	Completed	Submitted by May 1st for the Redevelopment Planning Grant
20	Actively promote commercial sites and work with owner/realtors	Ongoing	
21	Respond to business leads in a timely manner	Ongoing	
22			
23	<b>Collaboration Goals</b>	<b>Deadline</b>	<b>Notes</b>
24	Support the Chamber of Commerce and events	Ongoing	Joint meetings; Small Business Breakfast; Chamber Luncheon
25	Hold quarterly joint meetings in 2018		Meetings held in January, March, May
26	Continue to work with CDA and Open to Business	Ongoing	Lee presented at Small Business Breakfast
27	Conduct a check-in with businesses one year after opening		1st follow-up with Children of Tomorrow on March 14th ; contacted Mill House; two in June

# McConnelsville, OH

## Lodging Feasibility Study

**SAMPLE**

For more information regarding this report, contact:



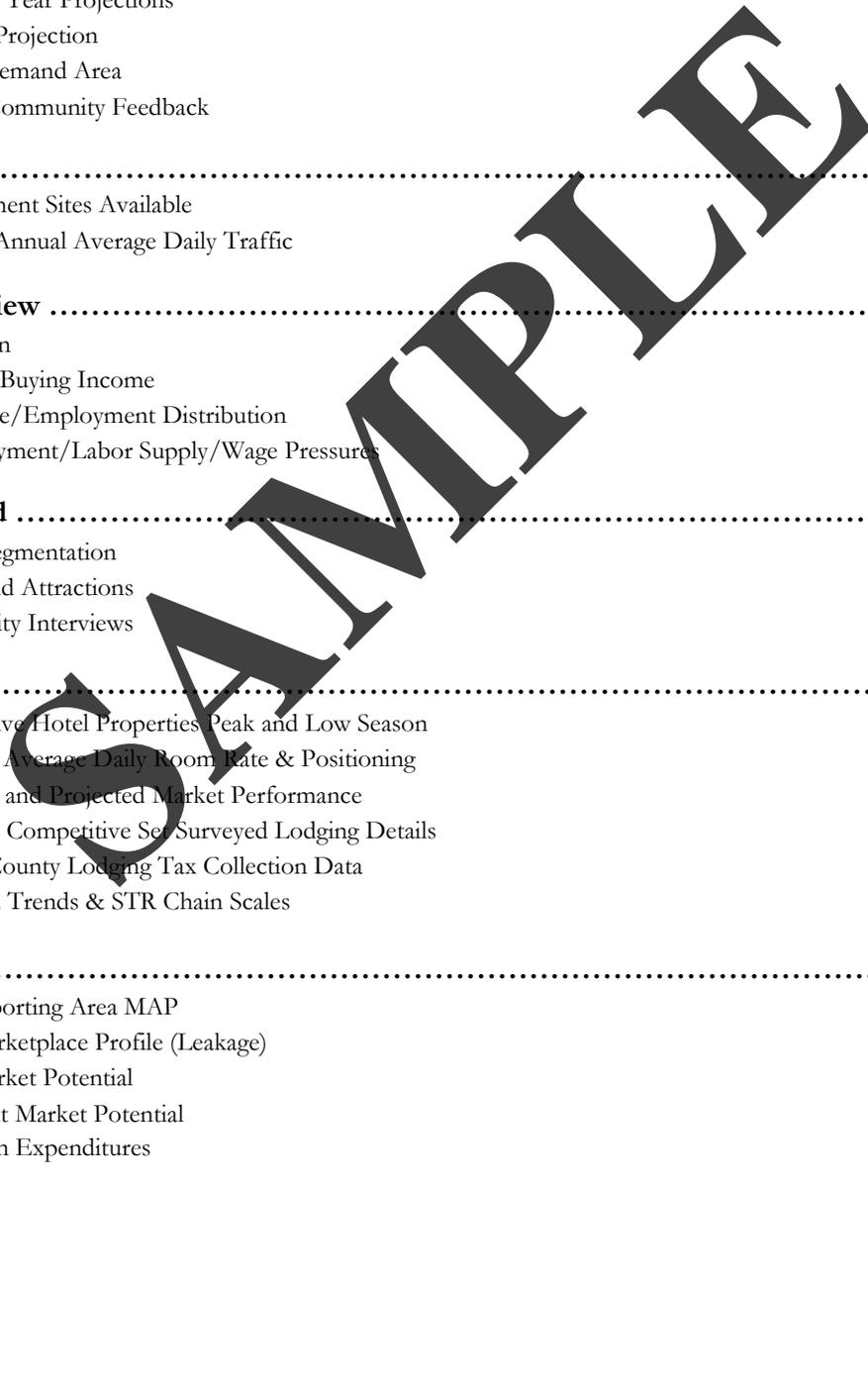
(612) 849-9775

[L.Pennau@coredistinctiongroup.com](mailto:L.Pennau@coredistinctiongroup.com)

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# Introduction

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

Core Distinction Group LLC (CDG) has been engaged to provide this Comprehensive Lodging Feasibility Study Report for the McConnelsville, OH 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. This document is written in a format that highlights key information and offers a preliminary indication of this market's ability to support potential hotel development.

This 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 potential developed facility's lodging supply competitors and its lodging demand generators. 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 McConnelsville area 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 support and highlighted narrative's to support the conclusions regarding the market area and its ability to support potential hotel development. This report should be acceptable for external investing and/or lending purposes. Core Distinction Group LLC will be available to answer any questions related to this report.

# Executive Summary

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**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 McConnelsville, OH. Additionally, the newness of the hotel should be well received in the marketplace. Its location will be ideal to serve McConnelsville 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** of a newly developed hotel was researched to be between 40-50 guestrooms in this report. This would position it to be smaller in size to the 74 average room size of the competitive set surveyed in Zanesville, OH. 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 Occupancy Performance.

**Room rate** competition for a newly developed hotel in this market will be present throughout the year. This rate competition will be dictated by market demand. Seasonal Demand indicated in this market May-October. With proper seasonal rate positioning the hotel should achieve a yield to the neighboring market competitive set hotels at 95-98% peak season and 80% off peak season with negotiated rates driving occupancy yet reducing overall ADR during the shoulder months.

**Property features, amenities, and services** of the hotel should satisfy the market it is attempting to attract. Standard features and amenities required by a franchise/brand chosen for a proposed hotel should include:

- \* Hot Breakfast to meet the needs of today's traveler
- \* Bar/Lounge to meet the needs of today's traveler both leisure and corporate.
- \* Business Center to meet the needs of today's traveler
- \* Convenience Market to meet the needs of today's traveler
- \* Microwaves and Refrigerators to meet the needs of today's traveler
- \* Attached or Nearby Restaurant.
- \* Extended stay guestroom suites to accommodate long term need in market (min.10%)
- \* Meeting Room Capacity of 25+ showing promise in this market locally
- \* Adequate parking, should be considered when planning the entrances to the hotel to allow for easy access for large manufacturing and recreational vehicles and trailers.

# Executive Summary

---

**The recommended Sleeping Room Configuration** should be compatible with the overall Market Segmentation of the area. The property should offer a selection of double queen-bedded guestrooms at 50% with a slightly lesser percentage of King bedded rooms at 40%, with the remainder of inventory or 10% in extended stay guestroom options.

**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 rooms revenues, meeting room revenue, as well as vending/bar revenue. Additionally, payroll paid out to employees hired at the hotel. On Average, this size property will create 8-12 full time jobs, part-time employment varies by hotel need and hiring practices. Taxes which include all sales taxes collected on hotel revenue, as well as all payroll related taxes collected from full-time hotel employees and temporary construction workers. Local governments will also collect new property taxes from the operation of the hotel. Indirect Impact includes all jobs and income generated by businesses that supply goods and services to the hotel. A few examples of businesses that will indirectly benefit from the development of a hotel include suppliers of rooms related goods (housekeeping supplies, room amenities, etc.), telecommunication vendors (internet, cable, etc.), utility companies, food and beverage suppliers, and other hotel related vendors.

**SAMPLE**

# Executive Summary

A **Lodging Demand Analysis** was performed. This demand analysis is based on general observations of the surrounding market area and the overall McConnelsville, OH market area.

1st Quarter (Jan-Mar)	January	February	March
Lodging Rooms Available	1,395	1,260	1,395
Lodging Occupancy %	50.2%	54.8%	54.5%
Total Occ. Rooms	700	690	760
Average Daily Rate	87.41	89.55	89.29
Total Revenue	<b>\$61,187</b>	<b>\$61,790</b>	<b>\$67,860</b>
2nd Quarter (Apr-June)	April	May	June
Lodging Rooms Available	1,350	1,395	1,350
Lodging Occupancy %	63.0%	75.3%	74.1%
Total Occ. Rooms	850	1,050	1,000
Average Daily Rate	92.75	107.55	107.20
Total Revenue	<b>\$78,838</b>	<b>\$112,928</b>	<b>\$107,200</b>
3rd Quarter (July-Sept)	July	August	September
Lodging Rooms Available	1,395	1,395	1,350
Lodging Occupancy %	77.1%	71.7%	74.8%
Total Occ. Rooms	1,075	1,000	1,010
Average Daily Rate	107.45	105.25	103.50
Total Revenue	<b>\$115,509</b>	<b>\$105,250</b>	<b>\$104,535</b>
4th Quarter (Oct-Dec)	October	November	December
Lodging Rooms Available	1,395	1,350	1,395
Lodging Occupancy %	78.9%	68.5%	60.9%
Total Occ. Rooms	1,100	925	850
Average Daily Rate	103.65	90.73	87.35
Total Revenue	<b>\$114,015</b>	<b>\$83,925</b>	<b>\$74,248</b>

**Based on 45  
Guestrooms**

TOTAL
16,425
67.0%
11,010
\$98.75
<b>1,087,283</b>

Source: Core Distinction Group LLC

NOTE: The above information is a forward looking projection of anticipated occupancies, adr, and revenue based on the professional experience of Core Distinction Group LLC (CDG) participation in other projects, similar in nature. Occupancy and ADR projections derived from market data trends reported by Smith Travel Research (STR) in the market's proximity along with to date rate shopping of local and surrounding hotels, and community feedback. This projection could change due to changes in the economy, both locally and overall, the acceptance of the project by the local community and patrons and the fact that CDG has not been involved in a project in this area and in a municipality with these demographics in the past. Thereby, all investors understand and acknowledge that these forward looking projections are not warranted by CDG and are subject to change and fluctuation.

\* The above forecasts represent projections for occupancy, adr, and revenue of a developed 45 unit lodging option. Financial Returns projected based on specific brand chosen for development. Development costs and FDD required by each brand for financial projection estimates.

# Executive Summary

## First Year Ramp Up Projections of 45 Guestroom Lodging Options:

OCC%	ADR:	REVPAR	Room Revenue:
63.7%	\$96.78	\$61.63	\$1,012,261

## 1-5 Year Projections:

OCC%	ADR:	REVPAR	Room Revenue:	<b>YEAR 1</b>
67.00%	\$98.75	\$66.20	\$1,087,283	

OCC%	ADR:	REVPAR	Room Revenue:	<b>YEAR 2</b>
67.70%	\$99.74	\$67.53	\$1,109,138	

OCC%	ADR:	REVPAR	Room Revenue:	<b>YEAR 3</b>
68.50%	\$100.74	\$69.02	\$1,133,672	

OCC%	ADR:	REVPAR	Room Revenue:	<b>YEAR 4</b>
69.50%	\$101.75	\$70.69	\$1,161,039	

OCC%	ADR:	REVPAR	Room Revenue:	<b>YEAR 5</b>
69.50%	\$102.76	\$71.39	\$1,172,649	

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
16	27	36	37	29	28	43
36%	60%	79%	81%	65%	63%	96%

\* Day of week % of demand for available rooms graph shown above. Weekend Demand High due to lodging generators in the immediate and regional markets, primarily seasonal. Weekday, steady due to Manufacturing demand generators in the market. Two night minimum on Friday/Saturday revenue management strategy recommended for optimal revenue opportunity during peak season. Opportunity in demand months, days over 70% occupancy for increased ADR (Average Daily Rate).

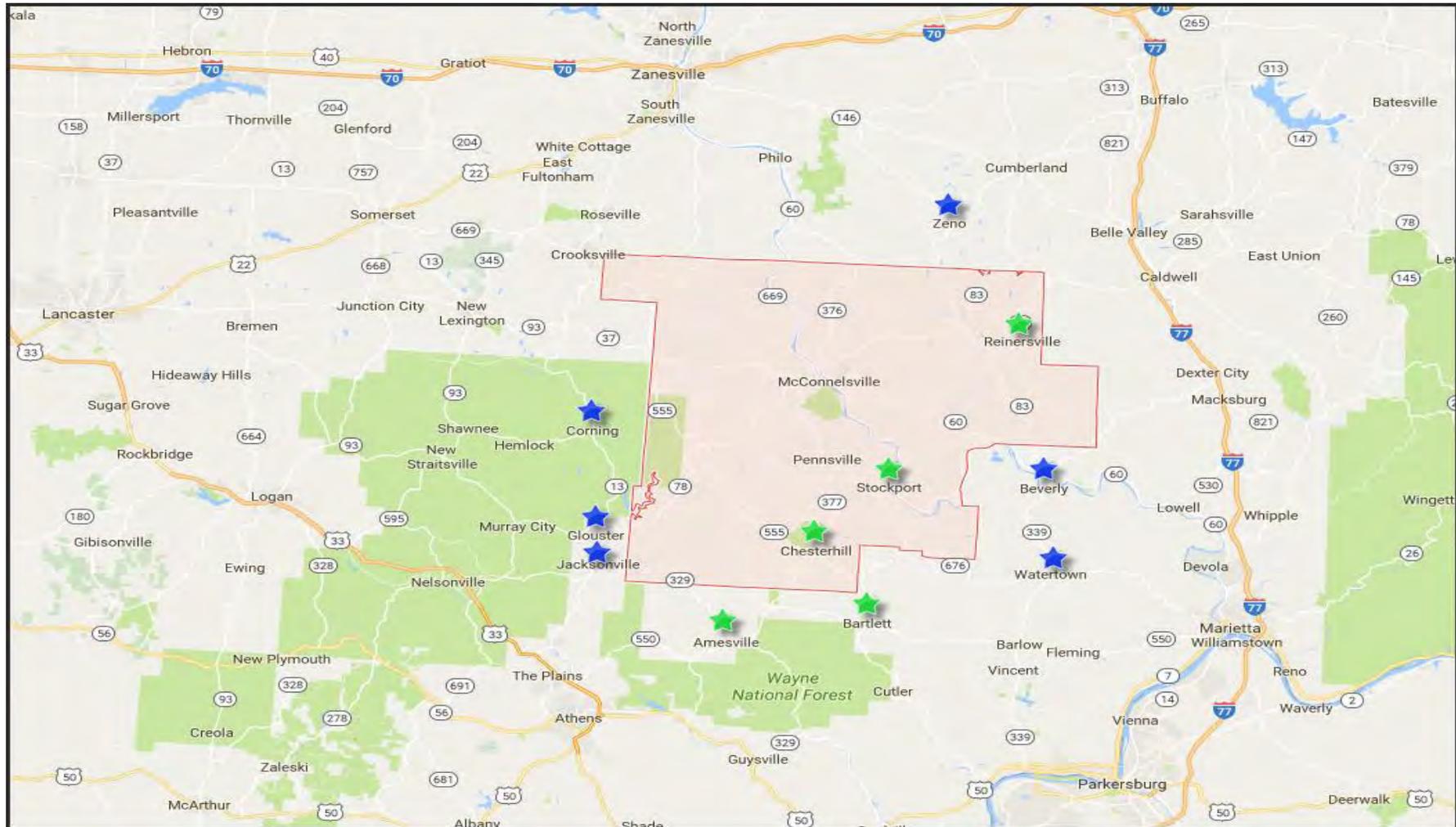
It should be noted that the above projections are considered to be forecasted for the first full year open. Consideration for a ramp up period at a minimum of 90 to 180 days is typical for new hotel development. It should be noted that projections shown in any forward reaching proforma will indicate a first partial year ramp up period for comparison and budget planning. The opening of this potential hotel development should be in timing up to 90 days prior to peak season to ensure highest potential profitability in year 1. A minimum of \$100k-\$150K should be factored into the total project cost under working capital to offset this first year ramp up period loss potential. A majority of hotels used in this seasonality analysis are from outside of McConnelsville, OH in the neighboring market of Zanesville, OH. The market's demand patterns appear above average at the time of this report.

Source: Core Distinction Group LLC

# Executive Summary

Core Distinction Group, LLC - DRAFT

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



**Immediate Feeder Market**



**Secondary Feeder Market**

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

Source: Google Maps; TripAdvisor; Core Distinction Group, LLC.

# Executive Summary

---

## Strengths of McConnellsville, OH:

*(In no specific order)*

- ✓ Wide Area for Employee Base
- ✓ Plentiful Restaurants and Bars
- ✓ Front Porch to the Great Outdoors
- ✓ Opera House
- ✓ Locks & Dams
- ✓ People in the Community Work Together
- ✓ Strong Volunteer Groups
- ✓ Close Knit Community
- ✓ Lower Cost of Living Housing
- ✓ Over 15k+ People in the County
- ✓ Hard Working Labor Pool
- ✓ Strong Tourism area of Hunting & Fishing
- ✓ Mayberry Feeling, everyone knows you
- ✓ Great Place to Raise a Family
- ✓ Faith Based Community
- ✓ Small Private Airplane Airport Option
- ✓ Fire & EMT Departments Top Notch
- ✓ Medical Helicopter Available for Emergencies
- ✓ Beautiful and Scenic River Community
- ✓ Slower Pace Community
- ✓ Supportive, Friendly, and Helpful Community
- ✓ True Sense of Community
- ✓ The Wilds Nearby - 30 Minute Scenic Drive
- ✓ Muskingum River

## Weaknesses of McConnellsville, OH:

*(In no specific order)*

- ✗ Needed Infrastructure: Water
- ✗ Direct Marketing of the area needed
- ✗ Some Resistance to Change or Growth
- ✗ Difficult to Hire Upper Management Positions Locally
- ✗ Infrastructure: Roads, Internet, Cell Service, Water & Sewer.
- ✗ Untapped Opportunity to Promote More River Events
- ✗ 2 Lane Highway from Zanesville to McConnellsville
- ✗ Local Retail has Inconsistent Hours of Operation at best
- ✗ Somewhat Seasonal and Rural Appalachian Area
- ✗ Lack of Nightlife or Available Evening Entertainment restaurants specific

## Opportunities:

*(In order of most mentioned)*

- ✗ Hotel/Lodging
- ✗ More Industry or Manufacturing
- ✗ Restaurants: Fast Food; Fine Dining Restaurant
- ✗ More Retail: Clothing Store; Sporting Goods Store, Grocery Store, Pharmacy
- ✗ Family or Recreation Center; Fitness Center
- ✗ Convention or Meeting Facilities

Source: Core Distinction Group LLC Community Interviews (2017)

\*\* The above mentioned listings are not the opinion of Core Distinction Group, LLC yet a compilation of direct feedback by members of the community during our interview process.

# Site Data

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## Current Sites Indicated for Potential Development

*(Listed in Alphabetical Order)*

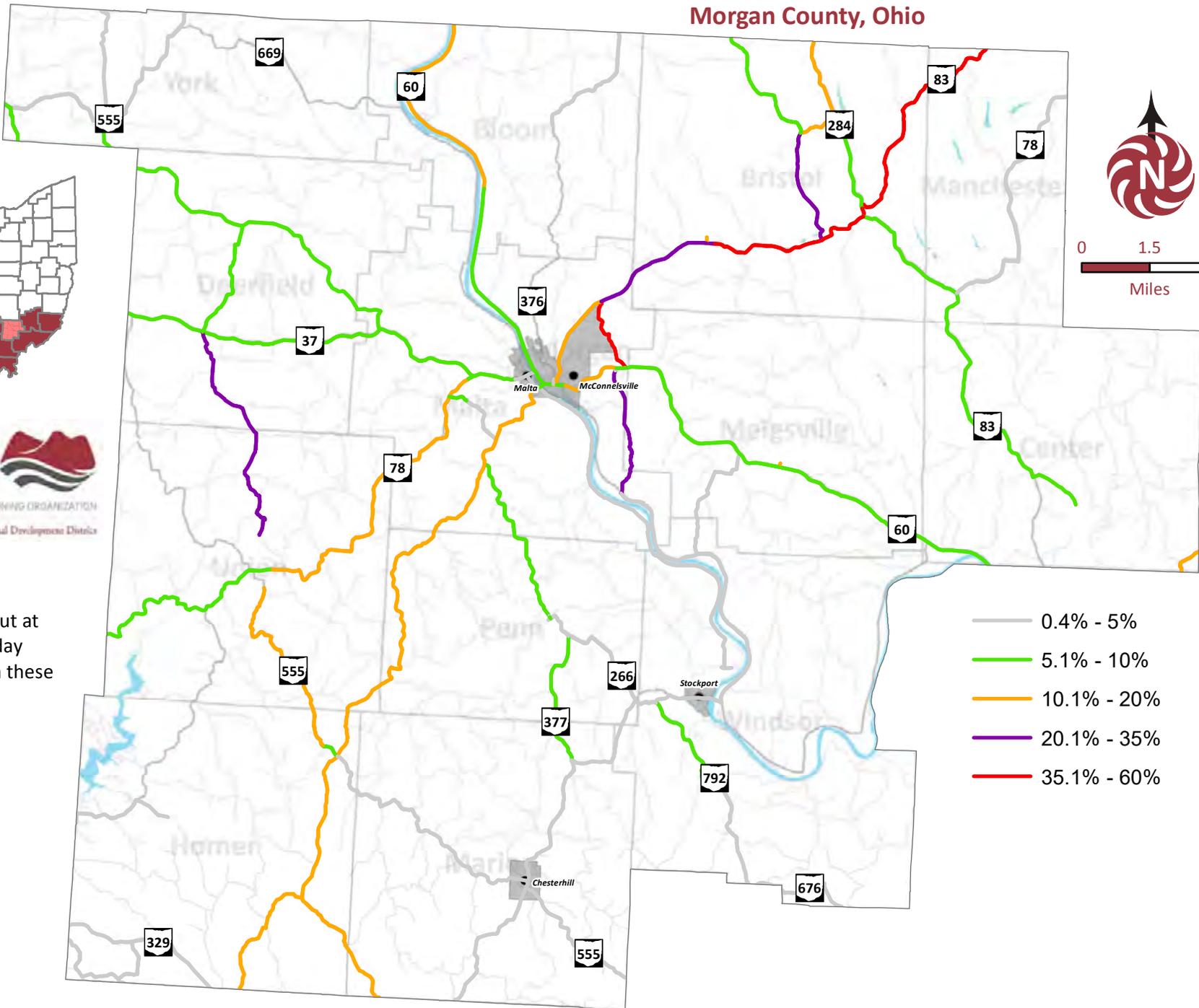
- 1 Citizens National Bank, tract 99100. 2nd and 3rd floor of their bank building
- 2 CNB Morgan Jefferson Development, Ltd, school ground site, 2.39 acres.
- 3 Finley Rentals, LLC- two tracts on St Rte. 60: 16 acres and 6 acres.
- 4 Hann Malta, Ltd, 15600, has 3.6 acres
- 5 Harlow, James, Jason, and Joe: Trailer Court, 5+ acres, tracts 14900 & 149800
- 6 Jackson, Donald, 42 acres tract # 17400
- 7 McNeil, Robert, DBA Bad Eye Bob's Saloon, 42700 and 42800
- 8 Robb, Joe and Zemar, Inc., 13201, 13201, 13205, etc. a total of 11+ acres

Preparation for the above listed available sites are somewhat unknown. Wetland, water drainage, seepage or flood plain issues were not directly addressed but they do not appear to be present here. A detailed Environmental Impact study not within the scope of this report. The developer should conduct necessary environmental impact testing to ensure the subject site is in compliance with local ordinances and environmental regulations. Major utilities were reported to be in place in the immediate area including water, sewer, electric, telephone, etc.

**\* Available sites and details regarding sites to be reviewed with developer.**

# Percent of AADT is Trucks, 2040

Morgan County, Ohio

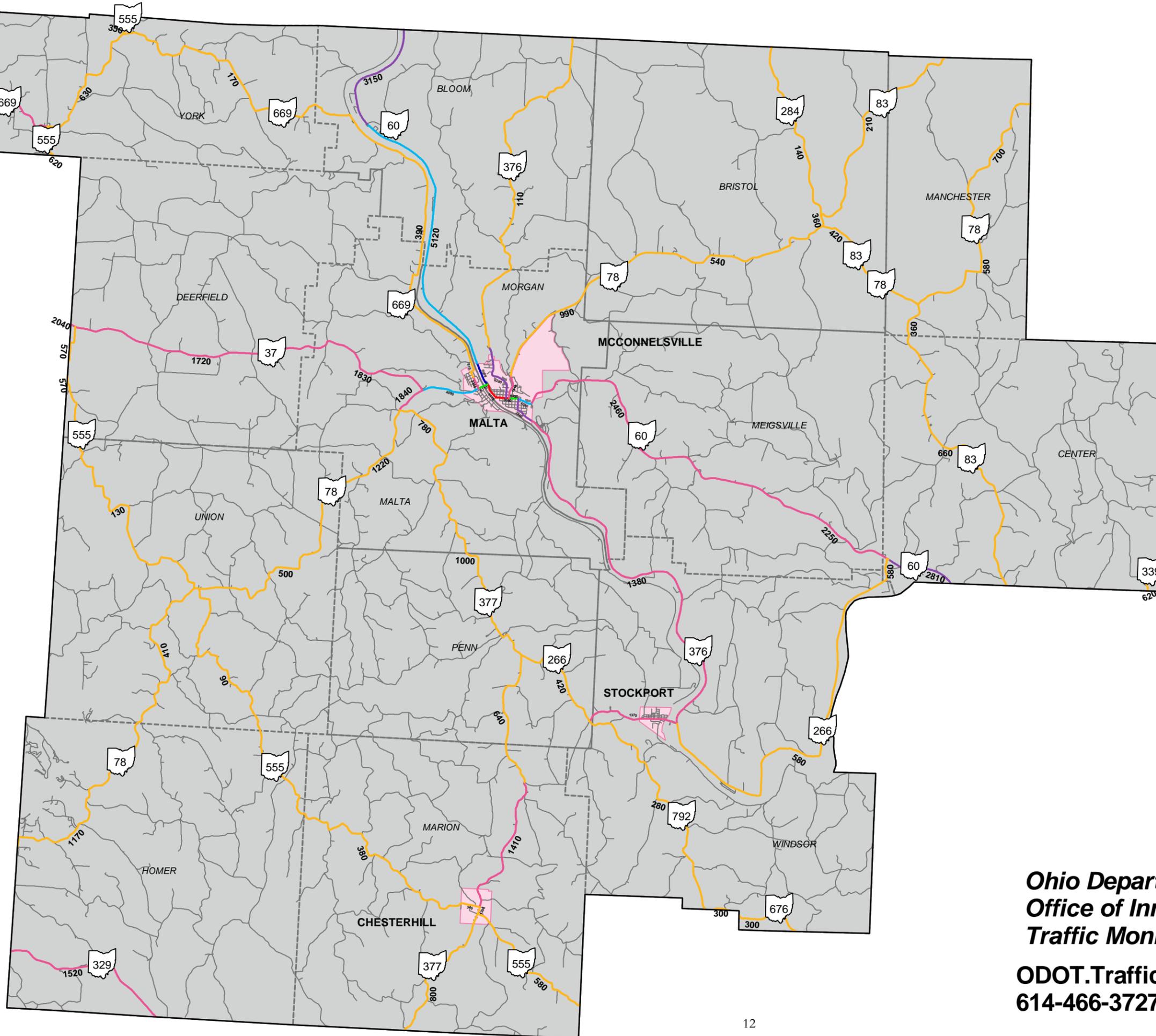
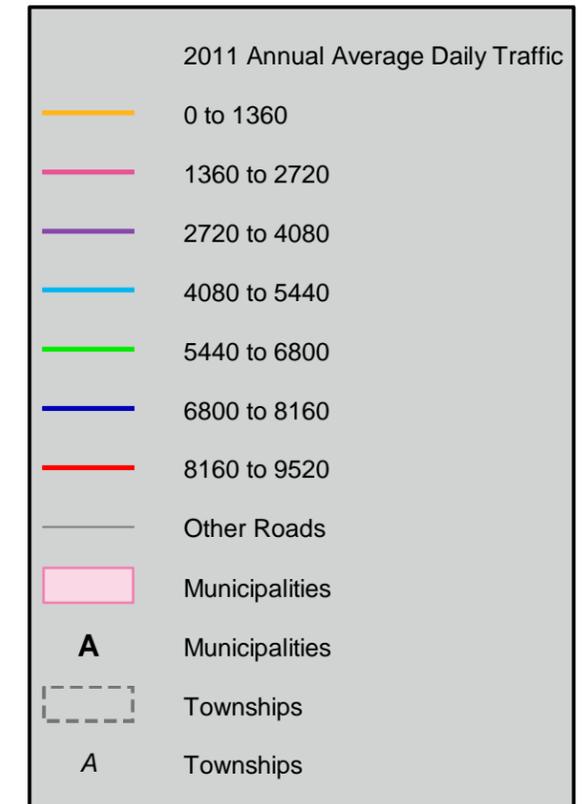
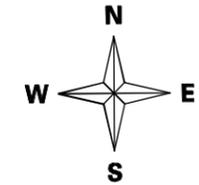


Note: Roads without at least 5 trucks per day are not included in these percentages.

Core Distinction Group, LLC - DRAFT



# Morgan County Annual Average Daily Traffic 2011



**Ohio Department of Transportation  
Office of Innovation, Partnerships, and Energy  
Traffic Monitoring Section**

**ODOT.Traffic.Counts@dot.state.oh.us  
614-466-3727**

2014 MORGAN COUNTY  
AVERAGE 24-HR TRAFFIC VOLUME

SECT. BEGINS	TRAFFIC SECTION	SECT. LENGTH	PASS & A COM'L	B & C COM'L	TOTAL VEH.
SR-37					
00.00	PERRY CO. LINE	0.11	1740	90	1830
00.11	SR 555	5.70	1310	70	1380
05.81	C-3 (TRIADELPHIA RD.)	2.56	2010	90	2100
08.37	SR 78	1.25	4230	170	4400
U 09.62	SR 669 (MAIN ST.) IN MCCONNELSVILLE	0.21	6250	300	6550
09.83	ROUTE ENDS AT SR 60 IN MCCONNELSVILLE	0.00			
SR-60					
00.00	WASHINGTON CO. LINE	1.50	2900	210	3110
01.50	SR 266	3.09	2180	170	2350
04.59	C-46 (LINDIMORE RD.)	6.65	2330	220	2550
U 11.24	S. 16TH ST.	0.32	3730	210	3940
U 11.56	SR 376 (10TH ST.)	0.20	6210	380	6590
U 11.76	SR 78 (7TH ST.)	0.07	6720	410	7130
U 11.83	SR 376 (KENNEBE AVE.)	0.20	7620	620	8240
U 12.03	3RD ST	0.35	9170	530	9700
U 12.38	SR 37	1.94	7470	350	7820
14.32	T-275 (BUTTERMILK HILL RD.)	4.89	5250	260	5510
19.21	T-745 (GREER RD.)	2.62	2930	220	3150
21.83	EQUALS STA. 0.00 IN MUSKINGUM CO.	0.00			
SR-78					
00.00	ATHENS CO. LINE	4.75	1090	90	1180
04.75	C-14 (MOUNTVILLE RD.)	3.96	380	20	400
08.71	SR 555	0.12	500	20	520
08.83	SR 555	5.46	410	20	430
14.29	C-40 (BEST RD.)	1.87	1230	30	1260
16.16	SR 377	0.67	2130	60	2190
16.83	SR 37	2.08	SEE PREFERRED ROUTE		
U 18.91	SR 60 IN MC CONNELSVILLE	4.41	700	30	730
23.32	T-952 (LAWRENCE RD.)	4.52	1150	50	1200
27.84	SR 83	2.85	620	40	660
30.69	SR 83	3.62	490	40	530
34.31	C-27 (WOOD GROVE RD.)	2.52	590	50	640
36.83	EQUALS STA. 0.00 IN NOBLE CO.	0.00			

Core Distinction Group, LLC - DRAFT

SAMPLE

2014 MORGAN COUNTY  
AVERAGE 24-HR TRAFFIC VOLUME

SECT. BEGINS	TRAFFIC SECTION	SECT. LENGTH	PASS & A COM'L	B & C COM'L	TOTAL VEH.
SR-83					
00.00	WASHINGTON CO. LINE	7.48	650	40	690
07.48	SR 78	2.85	SEE PREFERRED ROUTE		
10.33	SR 78	0.20	280	30	310
10.53	SR 284	5.07	220	20	240
15.60	EQUALS STA. 0.00 IN NOBLE CO.	0.00			
SR-83A					
00.00	ROUTE BEGINS AT SR 83	0.03	150	10	160
00.03	ROUTE ENDS AT SR 78	0.00			
SR-266					
00.00	SR 377	2.35	330	10	340
02.35	SR 792	2.06	1280	70	1350
04.41	SR 376	9.45	650	30	680
13.86	ROUTE ENDS AT SR 60	0.00			
SR-284					
00.00	SR 83	4.05	100	10	110
04.05	EQUALS STA. 0.00 IN MUSKINGUM CO.	0.00			
SR-329					
00.00	ATHENS CO. LINE	3.79	1100	100	1200
03.79	EQUALS STA. 18.46 IN ATHENS CO.	0.00			
SR-339					
00.00	WASHINGTON CO. LINE	0.68	570	60	630
00.68	EQUALS STA. 0.00 IN NOBLE CO.	0.00			
SR-376					
00.00	SR 266	9.10	1360	70	1430
U 09.10	S.E. CORP. MC CONNELSVILLE	0.63	2730	120	2850
09.73	SR 60 ENTER MAIN ST.	0.27	SEE PREFERRED ROUTE		
U 10.00	SR 60 (MAIN ST.) ENTER KENNEBEC AVE.	1.31	2690	40	2730
11.31	T-377 (TAYLOR DR.)	8.14	130	10	140
19.45	EQUALS STA. 0.00 IN MUSKINGUM CO.	0.00			

Core Distinction Group, LLC - DRAFT

SAMPLE

2014 MORGAN COUNTY  
AVERAGE 24-HR TRAFFIC VOLUME

SECT. BEGINS	TRAFFIC SECTION	SECT. LENGTH	PASS & A COM'L	B & C COM'L	TOTAL VEH.
SR-377					
00.00	ATHENS CO. LINE	3.34	690	10	700
U 03.34	SR 555 (COAL ST.) IN CHESTERHILL	0.16	1450	40	1490
U 03.50	SR 555 (MILL ST.)	3.19	1520	50	1570
06.69	C-17 (LICK RUN RD.)	3.12	580	10	590
09.81	SR 266	5.46	1030	30	1060
15.27	C-4 (MALTA HILL RD.)	1.59	930	30	960
16.86	ROUTE ENDS AT SR 78	0.00			
SR-555					
00.00	WASHINGTON CO. LINE	3.27	350	20	370
03.27	SR 377 ENTER MARION ST. IN CHESTERHILL	0.16	SEE PREFERRED ROUTE		
U 03.43	SR 377 ENTER MILL ST.	0.11	530	30	560
U 03.54	HENMAN RD.	1.19	320	20	340
04.73	C-41 (WAGONER RD.)	4.84	270	20	290
09.57	C-4 (OLD GRADE RD.)	5.65	40	10	50
15.22	SR 78	0.12	SEE PREFERRED ROUTE		
15.34	SR 78	6.42	100	10	110
21.76	T-184 (BEAVER LANE)	0.35	450	30	480
22.11	ENTER PERRY CO. STA. 0.00	0.00			
22.11	LEAVE PERRY CO. STA. 0.33	0.84	450	30	480
22.95	SR 37	0.11	SEE PREFERRED ROUTE		
23.06	ENTER PERRY CO. STA. 0.33	0.00			
23.06	LEAVE PERRY CO. STA. 4.33	0.69	510	30	540
23.75	SR 669	2.98	440	30	470
26.73	SR 669	0.43	350	10	360
27.16	EQUALS STA. 0.00 IN MUSKINGUM CO.	0.00			
SR-669					
00.00	PERRY CO. LINE	2.65	2050	180	2230
02.65	SR 555	2.97	SEE PREFERRED ROUTE		
05.62	SR 555	6.30	80	10	90
11.92	C-2A (NORTH RIVER RD.)	6.88	310	20	330
U 18.80	(POPLAR RIDGE RD.) IN MALTA	0.39	980	50	1030
U 19.19	11TH ST.	0.26	2540	130	2670
19.45	ROUTE ENDS AT SR 37 (7TH ST.) IN MALTA	0.00			

SAMPLE

Core Distinction Group, LLC - DRAFT

2014 MORGAN COUNTY  
AVERAGE 24-HR TRAFFIC VOLUME

SECT. BEGINS	TRAFFIC SECTION	SECT. LENGTH	PASS & A COM'L	B & C COM'L	TOTAL VEH.
	SR-676				
00.00	WASHINGTON CO. LINE	0.32	330	10	340
00.32	ENTER WASHINGTON CO. STA. 4.52	0.00			
00.32	LEAVE WASHINGTON CO. STA. 4.78	1.65	330	10	340
01.97	EQUALS STA. 4.79 IN WASHINGTON CO.	0.00			
	SR-792				
00.00	WASHINGTON CO. LINE	5.49	230	60	290
05.49	ROUTE ENDS AT SR 266	0.00			
	SR-607				
01.69	ROUTE ENDS AT SR 78	0.00			
00.00	ROUTE BEGINS AT SR 60	1.69	120	20	140

SAMPLE

Core Distinction Group, LLC - DRAFT

# Economic Overview

## Population

McConnelsville is a village in Morgan County, Ohio, United States. The population was 1,784 at the 2010 census. It is the county seat of Morgan County.

2010 Census Data (Including 2015)	Morgan County
Population estimates, July 1, 2015	14,777
Population estimates base, April 1, 2010	15,048
Population, percent change - April 1, 2010 to July 1, 2015	-1.5%
Population, Census, April 1, 2010	15
Persons under 5 years, percent, 2015	4.8%
Persons under 18 years, percent, 2015	21.4%
Persons 65 years and over, percent, 2015	20.3%
Female persons, percent, July 1, 2015	50.1%
White alone, percent, July 1, 2015	93.1%
Black or African American alone, percent, July 1, 2015	3.0%
American Indian and Alaska Native alone, percent, July 1, 2015	0.4%
Asian alone, percent, July 1, 2015	1.0%
Native Hawaiian and Other Pacific Islander alone, percent, July 1, 2015	-
Two or More Races, percent, July 1, 2015	3.4%
Hispanic or Latino, percent, July 1, 2015	0.8%
White alone, not Hispanic or Latino, percent, July 1, 2015	92.5%
Housing units, July 1, 2015	7,806
Owner-occupied housing unit rate, 2011-2015	77.0%
Median value of owner-occupied housing units, 2010-2014	\$88,300
Building permits, 2015	39
Travel time to work (min), workers age 16 years+, 2010-2014	31.6

Source: US Census Bureau

# Economic Overview

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## Effective Buying Income

Households by Income	2015
Median Household Income	\$30,568
Mean Income	\$41,269
<hr/>	
<\$10,000	14.2%
\$10,000-\$14,999	9.7%
\$15,000-\$24,999	18.2%
\$25,000-\$34,999	13.7%
\$35,000-\$49,999	15.9%
\$50,000-\$74,999	16.7%
\$75,000-\$99,999	6.3%
\$100,000-\$149,999	3.2%
\$150,000-\$199,999	0.8%
\$200,000+	1.3%

**SAMPLE**

Source: U.S. Census Bureau, 2011-2015 5-Year American Community Survey

Core Distinction Group, LLC - DRAFT

# Economic Overview

## Workforce/Employment Distribution

Employment leaders in the immediate McConnelsville, OH area include: Healthcare and Social Assistance, Retail Trade, Construction, and Manufacturing.

by NAICS Codes (McConnelsville, OH)	Percent
Healthcare and Social Assistance	23.78%
Retail Trade	11.71%
Construction	9.09%
Manufacturing	9.09%
Educational Services	8.04%
Other Services, except Public Administration	8.04%
Public Administration	5.59%
Accommodation and Food Service	5.42%
Transportation and Warehousing	4.20%
Finance and Insurance	3.85%
Administrative, Support, and Waste Management Services	3.32%
Utilities	2.45%
Information	2.45%
Wholesale Trade	1.05%
Professional, Scientific, and Technical Services	0.87%
Mining, Quarrying, and Oil/Gas Extraction	0.70%
Real Estate, Rental, and Leasing	0.35%

Source: U.S. Census Bureau, 2011-2015 5-Year American Community Survey

## Unemployment

The current unemployment rate for McConnelsville is 7.9% in December 2016.

## Labor Supply / Wage Pressures

Ohio's minimum wage is set at \$8.15 (2017). The labor supply is felt to be average to support a hotel development. The hotel could draw employment from the broad geographic area of Morgan County or entice commuting community members to stay closer to home for work. The unemployment levels in the county do not appear to place limitations on labor supply needed for this build. Wage pressures was not reported to be a concern in attracting service employees for a hotel.

# Lodging Demand

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Market Segmentation Projection for McConnelsville, OH are as follows:

<b>Manufacturing:</b>	<b>50%</b>
<b>SMERF (Social, Military, Education, Religion, and Fraternal):</b>	<b>20%</b>
Social(Weddings/Events)	15%
Military	0%
Education (Sports/Other)	5%
Religious	0%
Fraternal	0%
<b>Area Events/Attractions:</b>	<b>15%</b>
<b>Transient/Walk-In:</b>	<b>10%</b>
<b>Other Corporate:</b>	<b>5%</b>
<b>Total Need:</b>	<b>100%</b>

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 McConnelsville, OH 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 hotel, it would be able to flex rates and services to accommodate a full range of Lodging Demand identified for this market.

Source: Core Distinction Group LLC

# Lodging Demand

Events and Attractions (McConnelsville, OH & Surrounding Area Overflow) (The events/attractions listed below are demand generators for leisure transient)	
January:	
February:	
March:	
April:	
May:	
June:	
July:	Annual Malta & McConnelsville Civil War Encampment Days; Howard Chandler Christy Annual Summer Arts and Crafts Show;
August:	
September:	Morgan County Fair
October:	Morgan County Heritage Day
November:	
December:	
Misc.:	Chesterhill Produce Auction (Weekly: May-October)

**The Ohio Valley Opry** set foot the third Saturday of each month, the stage of the Twin City Opera House comes to life with the music of the Ohio Valley Opry- Ohio's premier country, gospel, and bluegrass music show. Since the onset of the show in 2000, nearly 55,000 music fans have attended, making it the most popular live music show in the state.

**Twin City Opera House** located on the square. Serving Morgan County citizens and surrounding area continuously for 125 years. Serving as both a live performance venue and a movie theater.

**Union Hall Theater**, founded by the Quakers and built in 1908. Located in Chesterhill on the second floor of the Kate Love Simpson Library. Then and now, this theater provides the village a venue for speakers, musicians, artists, and dramatic entertainers.

**The Evelyn True Button House and Carriage Home**, built in 1836, located at 142 E. Main, McConnelsville. Tour her Victorian style home and learn more about Evelyn True, one of Ohio's first female high school principals and advocate for women's rights.

**The Historical Society Museum**, houses works by renowned illustrator, Howard Chandler Christy, and memorabilia from world famous magician, MacDonald Birch, and much more.

**The Doll House**, is a quaint showroom with 2,500 unique dolls on display.

**The Rock Hollow School**, located on Main Street, Malta. One room school house, reminiscent of early education facilities in Appalachian Ohio.

# Lodging Demand

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**The Muskingum River Parkway** and its 160-year-old navigation system were designated a National Historic Civil Engineering Landmark by the American Society of Civil Engineers in July 2001. Along with such majestic institutions as Hoover Dam, The Empire State Building and the Golden Gate Bridge, the Muskingum River's 10 hand-operated locks are now recognized as one of America's great engineering accomplishments. In its day, the system of locks and dams that extends 112 miles through southeastern Ohio, helped open the state and the entire Midwest to trade and development. Today, it serves the needs of more than 7,000 recreational boaters each year who come to fish, picnic and play in the scenic Muskingum Valley. The area has been placed on the National Register of Historic Places.

**Burr Oak State Park**, located in southeast Ohio, quiet and remote Burr Oak State Park has a rustic country charm in its 2,593-acre scenery of wooded hills and valley farms. As one of Ohio's resort parks, Burr Oak offers a wide array of overnight accommodations with its lodge, cottages and campground. Burr Oak blends modern conveniences with the wilderness spirit of Ohio.

**Big Bottom Memorial State Park**, named for the broad Muskingum River flood plain, this is the site of a 1791 attack on settlers by American Indians that marked the start of four years of warfare in Ohio. The site is operated by the Ohio Historical Society.

**Wayne National Forest** is located in the hills of southeastern Ohio. The Forest is a patchwork ownership that covers over a quarter million acres of Appalachian foothills. The Forest is divided into three units managed out of two Ranger District offices located in Nelsonville and Ironton, with a field office in Marietta. The Forest features over 300 miles of trails for hiking, all-terrain vehicle riding, mountain biking, or horseback riding in season. The trails are open from April 15th through December 15th. Come visit the Wayne and hike or ride our trails!

**The Buckeye Trail and North Country Trail** join near Stockport. The majority of the next 110 miles of trail is located off roads on the Buckeye Trail, in the national forest and on a variety of state, local, and private lands, and will treat visitors to some of Ohio's most outstanding scenery. By following the familiar blue blazes hikers will reach Burr Oak State Park. Seventeen miles of the 29 mile Burr Oak Backpack Trail form a scenic loop around Burr Oak Reservoir; one developed and three primitive camping areas are located along the trail, which is closed during Ohio's December deer season

**The Wolf Creek Wildlife Area** is over 3600 acres of ODNR owned land set aside for public hunting and fishing. A special primitive deer hunting season is held on this property each October, one of only 3 sites in the state offering this event.

**The Morgan County Dungeon** was discovered in 1964 during excavation for the present sheriff's office and jail. Located beneath the basement in the old jail, the dungeon contained several artifacts and is a stark reminder of how criminals were dealt with in the 19th century. Prisoners convicted of rioting, larceny and adultery in Morgan County between 1833 and 1839 were confined to the dungeon.

**Morgan County Scenic Byway**, where the foothills of the Appalachian Mountains are a perfect setting for this byway's rustic beauty. It's 'rustic beauty' is embodied in its covered and iron bridges, wildlife areas, historic districts, and state parks.

# Lodging Demand

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**The Miner’s Memorial Park** is a monument to the achievements of the men and women of American Electric Power and Central Ohio Coal. Situated along Route 78, ten miles east of McConnelsville, Ohio, the park lies within AEP’s Recreation Land, a 34,000-acre public recreational area in Morgan County, reclaimed through the planting of more than 63 million trees. A keystone installation at the park is the giant 220-cubic-yard 240-ton bucket from “Big Muskie,” the largest dragline ever built, which moved more than 483 million tons of rock and soil from 1969 to 1991. Another memorial highlight is the “Wall of Honor” which lists the names of past and present employees of Central Ohio Coal Company, the AEP subsidiary that operated Big Muskie. Additionally, the structural materials for the pavilions at the site are made from 50 year old red oak trees planted by miners on reclaimed mined land.

**The Stockport Mill** located at Muskingum River Lock & Dam #6. Once a grist mill built in 1906, now a beautifully restored 14-unit inn and restaurant. Morgan County’s “greenest” hotel as two hydro-electric turbines turn once again and provide power for the impressive four-story structure.

**Ohio’s Windy 9**, made up of nearly 1,000 miles of the best driving, riding, and biking routes in the state. From a leisurely cruise along the Ohio River, to the roller coaster effect of State Route 555 (aka The Triple Nickle), the Windy 9 is your passport to THE authentic Ohio riding experience!

**Covered Bridges**, fully restored and open to traffic, the Helmick Mill Bridge is one of 5 Covered Bridges in Morgan County.

**The Wilds** is a private, non-profit safari park and conservation center that combines cutting-edge conservation science and education programs with hands-on experiences and one-of-a-kind adventures that include zip lining, horseback riding, fishing and more. Located in Cumberland, Ohio, the Wilds is home to rare and endangered species from the globe living in natural, open-range habitats. The property encompasses 9,154 acres of reclaimed coal mine land and includes 2,000 acres of pastures and a 27-acre Carnivore Conservation Center. The Wilds is designated an Audubon Important Bird Area so the property includes a birding station with covered lookout as well as a butterfly habitat with hiking trails, more than 15 miles of mountain bike and hiking trails and approximately 150 lakes. The Wilds is the largest wildlife conservation center in North America and is open between the months of May and October. The Park was made on reclaimed land dug by the dragline Big Muskie.

*Sources: Visit Morgan County Ohio; McConnelsville Chamber; TripAdvisor; Community Interviews & Feedback*

# Lodging Demand

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**In speaking with a local business owner**, he indicated they have salespeople and customers coming from out of town on a regular basis, at least 3-5 people a month for 1-3 nights. When asked if he felt McConnelsville was in need of a new hotel he indicated strong support not only for local business needs and tourism but the increased oil/gas activity recently into the area. Amenities recommended included meeting space, business center, Wi-Fi, and breakfast.

**In speaking with a representative from the Ohio Valley Opera House**, she indicated they have monthly events 10 months out of the year excluding January and February. She indicated the potential for large bus groups to stay at the hotel attending an event at their facility double occupancy 30-40 people or 15-20 guestrooms for a weekend event. Some additional demand drivers indicated included hunting season, (Oct.-Jan.), other local businesses, as well as tourism to state park, lakes and trails systems.

**In speaking with a representative from Maxwell's Sporting**, he indicated hunting season is the highest demand time for their business and he sees an over abundance of visitors to the area in need of lodging typically from October through mid-December time frame specifically. The hunters are typically in the area for either a 5-7 day hunt or weekends, this is frequent during this time. Some other areas of demand indicated include local business need, summer tourism with the Equine Trails, State Parks, and overall outdoor recreation to the area. Recommended amenities include fitness center, Wi-Fi, business center, breakfast, and bar/lounge area attached or nearby.

**In speaking with a representative of the County Commissioners**, he indicated several demand drivers for a hotel locally including alumni weekend, weddings, reunions, or funeral family events, Opera House events, hunting season, tourism of the state parks in the area and overall outdoor recreation, Wilds, County Fair, Heritage Day, Armory Groups and Events, just to name a few.

**In speaking with a representative a local realty company**, she indicated visitors are leaving the community for lodging in Zanesville, OH versus staying local due to lack of available lodging. Recommended amenities include meeting space, breakfast option, business center with computer access, and bar/lounge or close by restaurant.

# Lodging Demand

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**In speaking with a representative from Adkins Lumber,** he indicated they sell lumber from surrounding 7-8 states with visitors coming into the area on a regular basis. As well, there are a couple of local and regional inns visitors use while in the area. Yet there are always friends or family coming into the area looking for lodging during hunting season. Hunting season which is typically from October through January fill hotels in the immediate and countywide area during this time frame. He indicated another demand driver becoming more prevalent in the area are the gas pipeline groups gearing up for the pipeline, all the pipe yards are now full preparing for pipeline work. Currently most of these visitors are staying in either Zanesville or Marietta. Recommended amenities include banquet or meeting space, breakfast, and bar/lounge.

**In speaking with a representative from Finley Fire Equipment,** he indicated their business represents Pierce OH, WV, and KY travel 3 states 100+ employees in all three states. McConnelsville is their Corporate Headquarters. Sales People, inspectors, customers, etc. are coming into the area on a regular basis, weekly 4-6 visitors staying for 1-4 nights depending on need. Their lodging need also varies from sales meetings 3-4 times per year to local sales reps coming into the area weekly. He also indicated that at times people come in and pick up trucks from their facility and are looking for lodging. The largest event held here is during the 3rd Sunday of May there is an annual Open House bringing in visitors and vendors for a trade show at their facility, over 2,000 people attended this event in 2016. Additional demand indicated included hunting season from October through January. Currently a majority of these visitors are staying in Zanesville and driving in daily. Recommended amenities included high quality recognizable brand offering upper scale amenities such as business center, Wi-Fi, fitness center, breakfast, and even possibly a bar/lounge or restaurant nearby.

**In speaking with a representative from Morgan County,** she indicated lodging need for local businesses, tourists, area events, family events, and hunting season. Currently most visitors are leaving to Zanesville primarily some Marietta for lodging. Recommended amenities include breakfast, meeting space, and overall updated facility.

**In speaking with a representative from Morgan County,** she indicated lodging need for local business travelers, leisure tourism visitors, local and county events, family events such as weddings, reunions, or funerals, and hunting season as well to name a few. Currently most visitors are leaving to Zanesville primarily some Marietta for lodging. Recommended amenities include breakfast, meeting space, and overall updated facility.

# Lodging Demand

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**In speaking with a representative from MIBA Sinter,** she indicated they currently have loft apartments in the area and they are always full; 1 - 2 bedroom and 4 - 1 bedroom. As they have visitors coming to their facility on a regular basis that have lodging needs both short term and long term stay needs. During different times of the year, at least monthly they have visitors from overseas in for a week at a time, 3-5 people minimum that are also sharing rides so all need to stay at the same location. Weekly, they have visitors needing lodging estimated at approximately 3-5 visitors per week for 1-5 nights. At this time they have 4 people in the area for 6+ months occupying the apartments, another that has been in the area for 2 years yet unable to find a furnished apartment. Currently a limited number, mostly long term guests are staying in the apartments where the remaining visitors are staying in Zanesville. Recommended amenities included meeting space, bar/lounge area, Wi-Fi, business center, extended stay guestrooms with kitchenettes, large desk for working, microwave/refrigerators, fitness center, and breakfast.

**In speaking with a representative from MIBA Sinter,** he indicated they are an Australian based company and have several international visitors to the area on a regular basis. Weekly there are sales people, vendors, customers, and employees no less than 10-20 people a week in from one day up to longer term stay up to 6 months. He indicated they have an apartment building, The Jones Building, where most of their long term visitors stay as they are in for no less than a week up to 6+ months. Lastly, they are in the process of working through the details on an expansion internationally, this expansion will create more travel to the McConnelville area as these employees will need to be trained at their facilities for the opening/expansion of this new plant. The expectation of guestroom need from this expansion alone would be a minimum of 10 rooms per day for up to 3 years. Recommended amenities include meeting space, Wi-Fi, business center, guest laundry, long term stay rooms with kitchenettes or microwaves/refrigerators, fitness center, breakfast, lounge or restaurant at or nearby.

**In speaking with a representative from MIBA North American Service Center,** he indicated they have both short term and long term stay needs from their facility. Regularly they have weekly visitors between 10-15 per week, most likely more. Currently these visitors are staying either at the loft apartments or in Zanesville. Recommended amenities include Wi-Fi, business center, meeting facilities, breakfast, fitness center, bar/lounge, breakfast, and free coffee.

# Lodging Demand

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**In speaking with local area funeral homes,** they indicated between 4-8 funerals monthly. Currently many visitors stay local with family yet others will end up in Zanesville due to no available local lodging. Recommended amenities included breakfast and gathering area for family.

**In speaking with a local business owner,** he indicated some demand drivers in the area including local businesses, outdoor recreation and events such as the Outdoor Extravaganza the first weekend in June, Poker Run and Car Show, Heritage Days, and hunting season October-December as well Turkey Season in April/May. Recommended amenities included Wi-Fi, breakfast and meeting space.

**In speaking with a representative from MIBA Bearings,** he conservatively indicated they have lodging needs weekly we would fill 2 nights per week as they are currently in the middle of a slower period for their facility. At times they will have quarterly meetings for 10-15 for a day or two as well they have the potential to host a convention annually in the spring bringing in 30-35 people for 1-3 nights. Currently their guests stay in Zanesville, OH. Recommended amenities included larger guestrooms, privacy, quality amenities, and a bar/lounge area.

SAMPLE

# Lodging Supply

## Competitive Hotel Properties Regional

STR Competitive Hotel Rates Quoted (July 2017)						Peak Season
Property	Rooms	RATE ANALYSIS			Date Opened:	SEGMENT
		SINGLE	DOUBLE	WEEKEND		
Comfort Inn (Zanesville)	93	\$150	\$145	\$145	May-86	Upper Midscale
Fairfield Inn (Zanesville)	63	\$184	\$174	\$174	Jun-92	Upper Midscale
Hampton Inn (Zanesville)	63	\$169	\$169	\$169	Dec-97	Upper Midscale
Holiday Inn Express (Zanesville)	76	\$115	\$110	\$110	Sep-09	Upper Midscale
<b>AVERAGE DAILY ROOM RATE QUOTED:</b>		<b>\$155</b>	<b>\$149</b>	<b>\$149</b>	<b>97%</b>	
of Rate in McConnelsville, OH vs. Comp Set Rates:		<b>90%</b>	<b>100%</b>	<b>100%</b>		
ed Rate in McConnelsville, OH vs. Comp Set Rates:		<b>\$139</b>	<b>\$149</b>	<b>\$149</b>		

Regional Independent Hotel Rates Quoted (July 2017)						Peak Season
Property	Rooms	RATE ANALYSIS			Date Opened:	SEGMENT
		SINGLE	DOUBLE	WEEKEND		
Three Sisters Sunset Inn	12	\$59	\$69	\$59	n/a	Independent
Burr Oak Lodge & Conference Center	38	\$139	\$149	\$169	n/a	Independent
Stockport Mill Inn	14	\$149	\$159	\$169	Jun-68	Independent
Lakeside Motel	38	\$59	\$59	\$59	n/a	Independent
<b>AVERAGE DAILY ROOM RATE QUOTED:</b>		<b>\$116</b>	<b>\$126</b>	<b>\$132</b>	<b>117%</b>	
of Rate in McConnelsville, OH vs. Comp Set Rates:		<b>120%</b>	<b>119%</b>	<b>113%</b>		
ed Rate in McConnelsville, OH vs. Comp Set Rates:		<b>\$139</b>	<b>\$149</b>	<b>\$149</b>		

Core Distinction Group, LLC - DRAFT

# Lodging Supply

Regional Independent Hotel Rates Quoted (January 2017)					Low Season	
Property	Rooms	RATE ANALYSIS			Date Opened:	SEGMENT
		SINGLE	DOUBLE	WEEKEND		
Comfort Inn (Zanesville)	93	\$120	\$110	\$110	May-86	Upper Midscale
Fairfield Inn (Zanesville)	63	\$114	\$109	\$109	Jun-92	Upper Midscale
Hampton Inn (Zanesville)	63	\$119	\$119	\$119	Dec-97	Upper Midscale
Holiday Inn Express (Zanesville)	76	\$115	\$110	\$110	Sep-09	Upper Midscale
<b>AVERAGE DAILY ROOM RATE QUOTED:</b>		<b>\$117</b>	<b>\$112</b>	<b>\$112</b>	<b>82%</b>	
of Rate in McConnelsville, OH vs. Comp Set Rates:		<b>85%</b>	<b>80%</b>	<b>80%</b>		
ed Rate in McConnelsville, OH vs. Comp Set Rates:		<b>\$99</b>	<b>\$89</b>	<b>\$89</b>		

Regional Independent Hotel Rates Quoted (January 2017)					Low Season	
Property	Rooms	RATE ANALYSIS			Date Opened:	SEGMENT
		SINGLE	DOUBLE	WEEKEND		
Three Sisters Sunset Inn	12	\$59	\$69	\$59	n/a	Independent
Burr Oak Lodge & Conference Center	38	\$89	\$89	\$99	n/a	Independent
Stockport Mill Inn	14	\$89	\$89	\$89	Jun-68	Independent
Lakeside Motel	38	\$59	\$59	\$59	n/a	Independent
<b>AVERAGE DAILY ROOM RATE QUOTED:</b>		<b>\$79</b>	<b>\$82</b>	<b>\$82</b>	<b>114%</b>	
of Rate in McConnelsville, OH vs. Comp Set Rates:		<b>125%</b>	<b>108%</b>	<b>108%</b>		
ed Rate in McConnelsville, OH vs. Comp Set Rates:		<b>\$99</b>	<b>\$89</b>	<b>\$89</b>		

Core Distinction Group, LLC - DRAFT

# Lodging Supply

Competitive Hotels	
Primary Competitive Hotels	# of Rooms
Comfort Inn (Zanesville)	93
Fairfield Inn (Zanesville)	63
Hampton Inn (Zanesville)	63
Holiday Inn Express (Zanesville)	76
<b>Grand Total:</b>	295
<b>Average Room Count:</b>	74

*Source: STR / Core Distinction Group, LLC*

The primary competitors are expected to be the hotels in the regional market shown above.

Based on STR data provided the following table summarizes the historical trends in occupancy and rates for the competitive supply in the past five years.

Historical Market Performance					
Year	Annual Occupancy	Rooms Sold	Average Rate	Occ %	ADR
				<i>(Growth/Decline)</i>	
2012	74.3%	80,039	\$103.86	8.8%	\$12.87
2013	70.6%	76,044	\$105.31	-3.7%	\$1.45
2014	72.5%	78,105	\$104.50	1.9%	(\$0.82)
2015	71.6%	77,049	\$103.99	-1.0%	(\$0.51)
2016	66.9%	18,009	\$106.20	-4.7%	\$2.21

*Source: STR / Core Distinction Group, LLC*

Based on STR data provided the following table summarizes the projected occupancy and rates for the competitive supply in the upcoming three years.

Projected Market Performance					
Year	Annual Occupancy	Rooms Sold	Average Rate	Occ %	ADR
				<i>(Growth/Decline)</i>	
2016	65.0%	69,989	\$105.14	-1.9%	(\$1.06)
2017	60.0%	64,605	\$104.09	-5.0%	(\$1.05)
2018	63.0%	67,835	\$106.17	3.0%	\$2.08

*Source: Core Distinction Group, LLC*

Local Area Surveyed Lodging  
(McConnelsville, OH)

**SAMPLE**

*Core Distinction Group, LLC - DRAFT*

# Lodging Supply

## Three Sisters Sunset Inn



# of Guestrooms	# of Floors	Year Built/Year Renovated
<i>12</i>	<i>2</i>	<i>n/a</i>
Business Center	Fitness Center (Onsite)	Fitness Center (Off Site)
<i>No</i>	<i>No</i>	<i>No</i>
Banquet/Meeting Facilities	Restaurant on Site	Room Service
<i>No</i>	<i>No</i>	<i>No</i>
Breakfast	Lunch	Dinner
<i>Snacks</i>	<i>Nearby</i>	<i>Nearby</i>
Pool	Spa	Kitchenettes
<i>No</i>	<i>No</i>	<i>Refrigerators w/ Microwave Avail.</i>
Market / Gift Shop	Elevator	Shuttle Service
<i>No</i>	<i>No</i>	<i>No</i>
Internet	Guest Laundry Facilities	Trip Advisor Ranking
<i>Complimentary</i>	<i>No</i>	<i>#1 of 2 McConnelsville B&amp;B and Inns</i>
Parking	Smoking/Non-Smoking	Pets
<i>Complimentary</i>	<i>Non Smoking Facility</i>	<i>Service Animals Only</i>

The Three Sisters Sunset Inn is a privately owned hotel located in the historic village of McConnelsville, the county seat of Morgan County, Ohio. The quiet setting and 12 comfortable rooms provide our guests accommodations at an affordable price. Each room has a private bath, cable TV, high-speed internet access, telephone and small refrigerator. The Inn located less than two minutes from the center of McConnelsville, overlooks the Muskingum River, famous for its hand operated locks. The village is surrounded by 55,000 acres of public lands for outdoor enthusiasts to enjoy hunting, fishing, hiking or just observing the abundant wildlife in the area. Visit The Wilds, a nationally acclaimed wild game preserve. Stroll the tree lined streets, shop and have lunch. Pursue your history in the genealogy department at the Kate Love Simpson Library. Take in a feature film or the Ohio Valley Opry at the beautifully restored Opera House.

Source: [three-sisters-inn.com](http://three-sisters-inn.com)

# Lodging Supply

## Burr Oak Lodge & Conference Center



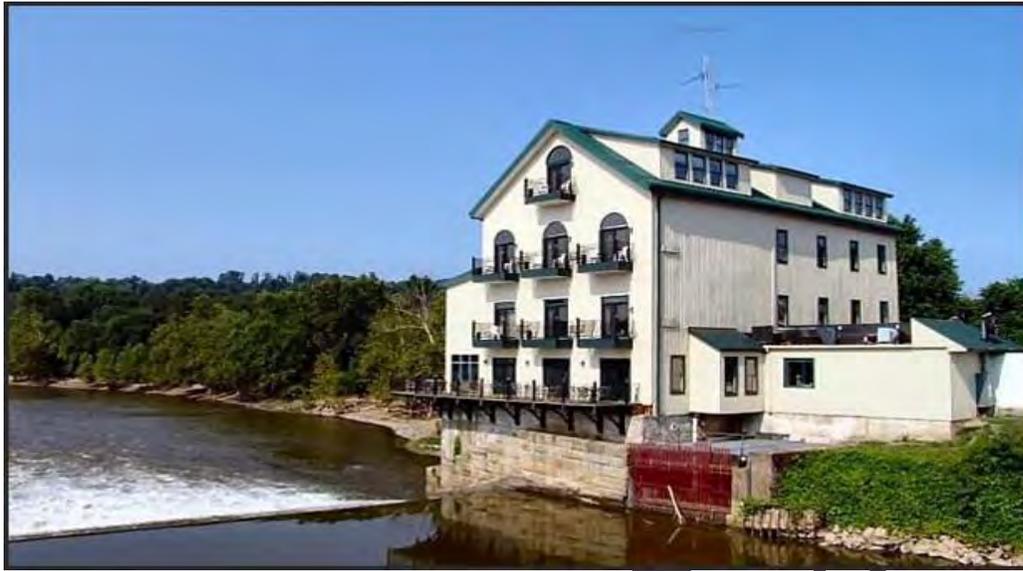
# of Guestrooms	# of Floors	Year Built/Year Renovated
<i>38</i>	<i>2</i>	<i>n/a</i>
Business Center	Fitness Center (Onsite)	Fitness Center (Off Site)
<i>Yes</i>	<i>Fitness Options</i>	<i>No</i>
Banquet/Meeting Facilities	Restaurant on Site	Room Service
<i>Yes</i>	<i>Yes</i>	<i>Yes</i>
Breakfast	Lunch	Dinner
<i>Complimentary</i>	<i>Available On Site</i>	<i>Available On Site</i>
Pool	Spa	Kitchenettes
<i>Indoor</i>	<i>No</i>	<i>Microwaves/Refrigerators All</i>
Market / Gift Shop	Elevator	Shuttle Service
<i>Yes</i>	<i>Yes</i>	<i>No</i>
Internet	Guest Laundry Facilities	Trip Advisor Ranking
<i>Complimentary</i>	<i>Yes</i>	<i>#1 of 1 hotels in Glouster</i>
Parking	Smoking/Non-Smoking	Pets
<i>Complimentary</i>	<i>Non Smoking Facility</i>	<i>Service Animals Only</i>

Nestled in the foothills of the Appalachian Mountains, Burr Oak Lodge & Conference Center overlooks sparkling Burr Oak Lake while blending beautifully into the natural forest for which southern Ohio is so well-known. Our facilities can accommodate any size party, from single hikers to families to enormous wedding parties and conference groups. Stay overnight in a spacious Lodge room, a cozy cottage, or one of our rustic campsites. We offer 40 miles of hiking trails, including a generous portion of the famous Buckeye Trail, as well as, hunting, fishing, boating, court sports, and swimming, and we feature two in-house dining options. Whether you're here for business or pleasure, we'll make sure your stay is restful, relaxing, and comfortable. Tucked away in Ohio's beautiful Sunday Creek valley and surrounded by towering trees, Burr Oak Lodge is a natural hideaway for vacationers, sportsmen, and families alike, and perfect for conferences and retreats. With several types of both lodge guestrooms and cottages, you can choose the overnight accommodations that are right for you. Lodge Rooms: Burr Oak Lodge overlooks the sparkling waters of Burr Oak Lake and is home to 38 well-appointed guestrooms of varying sizes, all of which offer amenities that will make you feel right at home. Cottages: All 30 of our cozy cottages feature cable TV, air conditioning, a bath and shower, living/dining area, a complete kitchen, and a screened-in porch. They also come furnished with towels, linens, and more. Get back to nature—with all the comforts of home!

Source: [stayburroak.com](http://stayburroak.com)

# Lodging Supply

## Stockport Mill Inn



# of Guestrooms	# of Floors	Year Built/Year Renovated
<i>14</i>	<i>3</i>	<i>n/a</i>
Business Center	Fitness Center (Onsite)	Fitness Center (Off Site)
<i>Yes</i>	<i>No</i>	<i>No</i>
Banquet/Meeting Facilities	Restaurant on Site	Room Service
<i>Yes</i>	<i>Yes</i>	<i>No</i>
Breakfast	Lunch	Dinner
<i>Available Limited</i>	<i>Available Limited</i>	<i>Available Limited</i>
Pool	Spa	Kitchenettes
<i>No</i>	<i>No</i>	-
Market / Gift Shop	Elevator	Shuttle Service
<i>Yes</i>	<i>No</i>	<i>No</i>
Internet	Guest Laundry Facilities	Trip Advisor Ranking
<i>Complimentary</i>	<i>No</i>	<i>#1 of 2 hotels in Stockport</i>
Parking	Smoking/Non-Smoking	Pets
<i>Complimentary</i>	<i>Non Smoking Facility</i>	<i>Service Animals Only</i>

The historic Stockport Mill is the last remaining mill on the Muskingum River. And now it's a one-of-a-kind inn and restaurant. A mill has operated on this site since 1842. Construction began on the current structure in 1906. Its milling equipment was operated by electricity generated by turbines harnessing the power of the Muskingum River. Today, hydroelectricity again powers the Stockport Mill. Milling operations ceased in 1997. But the doors re-opened in May, 2000 as the Stockport Mill Inn and Restaurant on the Dam. Great care has been taken in preserving the original architecture and building materials. Each of our 14 guest rooms is distinctive, and all offer private balconies overlooking the beautiful Muskingum River. A dining terrace wraps around the Mill's first floor restaurant. Our gift shop features many unique and local items. Antiques are on exhibit throughout the historic structure.

Hardware Inn of Stockport located nearby. Bed and Breakfast (6) Rooms Available.

Source: [stockportmill.com](http://stockportmill.com)

# Lodging Supply

## Lakeside Motel



# of Guestrooms	# of Floors	Year Built/Year Renovated
<i>38</i>	<i>1</i>	<i>-</i>
Business Center	Fitness Center (Onsite)	Fitness Center (Off Site)
<i>No</i>	<i>No</i>	<i>No</i>
Banquet/Meeting Facilities	Restaurant on Site	Room Service
<i>No</i>	<i>No</i>	<i>No</i>
Breakfast	Lunch	Dinner
<i>Coffee</i>	<i>No</i>	<i>No</i>
Pool	Spa	Kitchenettes
<i>No</i>	<i>No</i>	<i>Microwaves/Refrigerators Some</i>
Market / Gift Shop	Elevator	Shuttle Service
<i>No</i>	<i>No</i>	<i>No</i>
Internet	Guest Laundry Facilities	Trip Advisor Ranking
<i>Complimentary</i>	<i>No</i>	<i>-</i>
Parking	Smoking/Non-Smoking	Pets
<i>Complimentary</i>	<i>Non Smoking Facility</i>	<i>Pet Friendly</i>

Great Daily Rates – call for current price (740) 984-2354! SINGLES, DOUBLES, DELUXES AND KITCHENETTES 38 rooms available • Free Wi-Fi • Free coffee in lobby • Fishing – Private lake (no license required) • Muskingum river – Ohio fishing license required • Hunting – over 700 acres. Children (ages 17 and under): Free! Senior Discount (65 and older). Golf Packages: Prices have changed – call the Motel office for rates – (740) 984-2354 Golf Packages Include: • 1 night motel stay • Double Occupancy room • 18 holes of golf • 1/2 cart

Source: [lakesidegolfcourse.net/lakeside-motel](http://lakesidegolfcourse.net/lakeside-motel)

# STR Competitive Set Surveyed Regional Lodging

**SAMPLE**

*Core Distinction Group, LLC - DRAFT*

# Lodging Supply

## Comfort Inn (Zanesville)



# of Guestrooms	# of Floors	Year Built/Year Renovated
<i>93</i>	<i>2</i>	<i>May-86</i>
Business Center	Fitness Center (Onsite)	Fitness Center (Off Site)
<i>Yes</i>	<i>No</i>	<i>No</i>
Banquet/Meeting Facilities	Restaurant on Site	Room Service
<i>Yes</i>	<i>No</i>	<i>Delivery</i>
Breakfast	Lunch	Dinner
<i>Complimentary</i>	<i>Nearby</i>	<i>Nearby</i>
Pool	Spa	Kitchenettes
<i>Indoor</i>	<i>Indoor</i>	<i>Microwaves/Refrigerators All</i>
Market / Gift Shop	Elevator	Shuttle Service
<i>No</i>	<i>Yes</i>	<i>No</i>
Internet	Guest Laundry Facilities	Trip Advisor Ranking
<i>Complimentary</i>	<i>Yes</i>	<i>#6 of 13 hotels in Zanesville</i>
Parking	Smoking/Non-Smoking	Pets
<i>Complimentary</i>	<i>Non Smoking Facility</i>	<i>Pet Friendly</i>

Behind every great stay is a great night at the Comfort Inn® hotel in Zanesville, Ohio, located conveniently near the Y Bridge and the Secrest Auditorium. Our pet-friendly hotel in Zanesville is located near many of the area's top attractions, some of which include: - EagleSticks Golf Course - Lorena Sternwheeler Historic Paddlewheel Riverboat - Dillon State Park - Longaberger Golf Course - The Wilds. The hotel is minutes from Halliburton (Oil & Gas company), Terra Cotta Vineyards and National Road-Zane Grey Museum.

Corporate travelers can take care of basic business needs with access to copy and fax services. For added convenience, guest laundry and valet cleaning services are available. Additional amenities at our Zanesville hotel include: - Free Wi-Fi - Indoor pool - Free weekday newspaper - Free coffee - Manager's reception on Tuesdays, 5PM - 7PM. Get going with a great breakfast. Start your morning in Zanesville with our free hot breakfast offering everything from eggs, waffles and meat to healthy options like yogurt and fresh fruit. Get refreshed in our inviting guest rooms, all of which feature microwaves and refrigerators along with TVs, coffee makers and hair dryers. Select rooms contain whirlpools.

Source: [choicehotels.com](http://choicehotels.com)

# Lodging Supply

## Fairfield Inn (Zanesville)



# of Guestrooms	# of Floors	Year Built/Year Renovated
<i>63</i>	<i>3</i>	<i>June-92</i>
Business Center	Fitness Center (Onsite)	Fitness Center (Off Site)
<i>Yes</i>	<i>No</i>	<i>No</i>
Banquet/Meeting Facilities	Restaurant on Site	Room Service
<i>No</i>	<i>No</i>	<i>Delivery</i>
Breakfast	Lunch	Dinner
<i>Complimentary</i>	<i>Nearby</i>	<i>Nearby</i>
Pool	Spa	Kitchenettes
<i>Indoor</i>	<i>No</i>	<i>Microwaves/Refrigerators All</i>
Market / Gift Shop	Elevator	Shuttle Service
<i>No</i>	<i>Yes</i>	<i>No</i>
Internet	Guest Laundry Facilities	Trip Advisor Ranking
<i>Complimentary</i>	<i>No</i>	<i>#7 of 13 hotels in Zanesville</i>
Parking	Smoking/Non-Smoking	Pets
<i>Complimentary</i>	<i>Non Smoking Facility</i>	<i>Service Animals Only</i>

Surpassing other hotels in Zanesville, Ohio, Fairfield Inn Zanesville provides outstanding service for easy and comfortable travel at an exceptional value. We are located off Interstate 70 alongside the beautiful Muskingum River. Nature buffs will enjoy the many nearby parks and historical attractions such as the Y-Bridge and Historic Highway 40. Local businesses include Avon, Kellogg, and many others. We are always ready to welcome you with amenities like a swimming pool and free Wi-Fi, as well as thoughtfully designed guest rooms with a flat-screen TV, a mini-fridge, and microwave. Recharge in our vibrant lobby, or jump-start your day with free breakfast including hot choices like scrambled eggs, sausage, and oatmeal, plus favorites including fresh fruit and yogurt. At Fairfield Inn Zanesville, you're our #1 priority. We promise you'll be satisfied or we'll make it right. That's our commitment to you. Ask us about The Fairfield 100% Guarantee.

Source: [marriott.com](http://marriott.com)

# Lodging Supply

## Hampton Inn (Zanesville)



# of Guestrooms	# of Floors	Year Built/Year Renovated
<i>63</i>	<i>3</i>	<i>December-97</i>
Business Center	Fitness Center (Onsite)	Fitness Center (Off Site)
<i>Yes</i>	<i>Yes</i>	<i>No</i>
Banquet/Meeting Facilities	Restaurant on Site	Room Service
<i>No</i>	<i>No</i>	<i>Delivery</i>
Breakfast	Lunch	Dinner
<i>Complimentary</i>	<i>Nearby</i>	<i>Nearby</i>
Pool	Spa	Kitchenettes
<i>Indoor</i>	<i>Indoor</i>	<i>Microwaves/Refrigerators All</i>
Market / Gift Shop	Elevator	Shuttle Service
<i>No</i>	<i>Yes</i>	<i>No</i>
Internet	Guest Laundry Facilities	Trip Advisor Ranking
<i>Complimentary</i>	<i>Yes</i>	<i>#1 of 13 hotels in Zanesville</i>
Parking	Smoking/Non-Smoking	Pets
<i>Complimentary</i>	<i>Non Smoking Facility</i>	<i>Service Animals Only</i>

When Amelia Earhart, the famous aviator, described Zanesville as ‘the most recognizable town in the country,’ she was referring to the famous Y Bridge, located just minutes from our Hampton Inn Zanesville Ohio hotel. The Y Bridge forms a unique Y- shape and is situated where the Licking and Muskingum Rivers meet. Discover our distinct and historic downtown or enjoy a sunset cruise up the river in the Lorena Sternwheeler, moored just a short walk from our convenient Zanesville hotel. Enjoy comfort and convenience at our Hampton Inn hotel in Zanesville. Check your email or print boarding passes in our free business center or refresh with a few laps in our indoor pool. Make yourself at home in a comfy guest room and watch your favorite TV show, or stay connected with free high-speed internet access. Wake up refreshed and start your day right with Hampton’s Free Hot Breakfast and famous waffles, complimentary with every stay in one of our Zanesville Ohio hotel rooms. Choose from an array of buffet items and if you don’t have time to sit down—grab a healthy Hampton On the Run® Breakfast Bag, available Monday through Friday, on your way out the door.

Source: [hamptoninn.com](http://hamptoninn.com)

# Lodging Supply

## Holiday Inn Express (Zanesville)



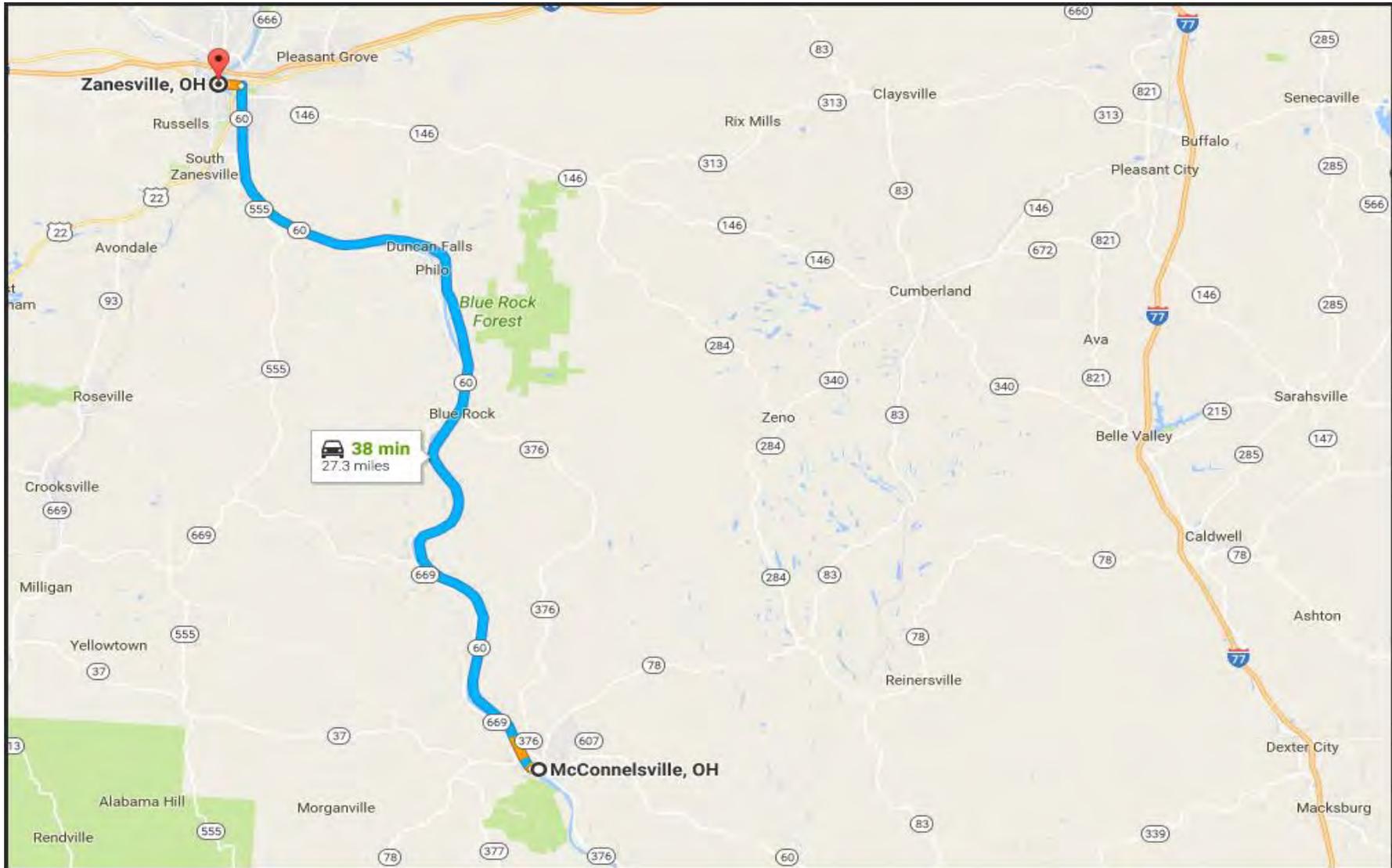
# of Guestrooms	# of Floors	Year Built/Year Renovated
<i>76</i>	<i>3</i>	<i>December-09</i>
Business Center	Fitness Center (Onsite)	Fitness Center (Off Site)
<i>Yes</i>	<i>Yes</i>	<i>No</i>
Banquet/Meeting Facilities	Restaurant on Site	Room Service
<i>Yes</i>	<i>No</i>	<i>Delivery</i>
Breakfast	Lunch	Dinner
<i>Complimentary</i>	<i>Nearby</i>	<i>Nearby</i>
Pool	Spa	Kitchenettes
<i>Indoor</i>	<i>Indoor</i>	<i>Microwaves/Refrigerators All</i>
Market / Gift Shop	Elevator	Shuttle Service
<i>No</i>	<i>Yes</i>	<i>No</i>
Internet	Guest Laundry Facilities	Trip Advisor Ranking
<i>Complimentary</i>	<i>Yes</i>	<i>#2 of 13 hotels in Zanesville</i>
Parking	Smoking/Non-Smoking	Pets
<i>Complimentary</i>	<i>Non Smoking Facility</i>	<i>Service Animals Only</i>

The Holiday Inn Express Hotel & Suites Zanesville North in Ohio is just minutes from Zanesville's best attractions and businesses. Our hotel is minutes from Anchor Glass, AutoZone, Avon, AK Steel, Genesis, Kellogg, Longaberger, and Owens-Illinois. Not to mention we are a quick drive to Columbus, Ohio: home of the Ohio State Buckeyes. The Holiday Inn Express Hotel & Suites Zanesville North is an award-winning hotel that includes; sleek décor and art covered walls in our lobby, 961 sq. ft. of meeting space, and a state of the art business that you our welcome to 24hrs a day. Leisure travelers in Zanesville, Ohio love our hotel for its proximity to popular attractions, including the famous Y-Bridge, Pottery and Antiques. We're just a short drive from The Wilds, where you can see African wild dogs, giraffes, & cheetahs. For an outdoor adventure, take your family to Dillon or Blue Rock State Park. These parks are the perfect destination for guests wanting to spend time boating, camping and fishing. Whether business or pleasure brings you to Zanesville, Ohio, our hotel's complimentary high-speed, wired and wireless Internet access keeps you connected. Start your day with a hot, signature cinnamon roll from the complimentary Express Start Breakfast Bar. Later, you can hit the 24-hour Fitness Center, and then unwind in the indoor pool and hot tub. Once you stay in our hotel's accommodations in Zanesville, Ohio, you'll want to come back time and time again!

Source: IHG.com

# Lodging Supply - Mapping of STR Reporting Hotels

Core Distinction Group, LLC - DRAFT



# Lodging Supply

## Morgan County Tax Collections Past 7 Years Data.

Lodging Tax Assumption 3%.

Hotel/Motel Tax Revenues - Morgan County Ohio					
Months/Fiscal Years	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Year Total
2010	\$3,403	\$8,805	\$10,554	\$9,019	\$31,781
2011	\$3,580	\$8,539	\$9,706	\$9,971	\$31,796
2012	\$3,028	\$4,059	\$3,211	\$5,730	\$16,028
2013	\$2,413	\$6,057	\$10,220	\$10,942	\$29,631
2014	\$6,370	\$13,657	\$16,445	\$10,882	\$47,354
2015	\$8,507	\$13,879	\$15,920	\$23,273	\$61,579
2016	\$6,833	\$12,086	\$15,583	n/a	n/a
<b>Total Revenue:</b>	<b>\$4,876</b>	<b>\$9,583</b>	<b>\$11,663</b>	<b>\$9,974</b>	<b>\$36,362</b>

<\$15k
<\$10k >\$15k

SAMPLE

Source: Morgan County

Trend # 853433\_SADIM / Created February 15, 2017

## Trend Report - McConnellsville, OH Selected Properties

January 2010 to December 2016 Currency : USD - US Dollar



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735 East Main Street, Hendersonville, TN 37075

Blue Fin Building, 110 Southwark Street, London SE1 OTA

SADIM

## Tab 2 - Data by Measure

McConnelsville, OH Selected Properties

Job Number: 853433\_SADIM Staff: SS Created: February 15, 2017

Occupancy (%)													
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year
2010	55.3	52.2	49.3	54.8	56.4	71.7	79.8	77.8	65.2	71.7	63.6	40.2	61.6
2011	37.8	45.4	56.0	62.5	67.3	76.5	78.3	78.2	75.8	80.0	69.4	57.7	65.5
2012	63.7	68.3	74.1	71.7	71.5	83.3	91.0	82.9	73.3	83.3	74.6	53.8	74.3
2013	54.7	58.2	65.3	64.7	74.6	80.8	87.7	79.8	74.2	79.9	75.1	51.7	70.6
2014	52.4	61.0	62.1	72.1	76.9	82.8	86.4	83.2	81.9	79.9	70.8	60.4	72.5
2015	60.3	68.3	77.0	65.9	74.2	76.5	77.9	78.2	76.4	75.0	66.6	62.1	71.6
2016	53.1	58.8	64.5	68.1	73.0	72.2	77.7	74.3	72.1	71.1	67.7	49.7	66.9
Avg	53.9	58.9	64.1	65.7	70.6	77.7	82.7	79.2	74.1	77.3	69.7	53.7	69.0

ADR (\$)													
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year
2010	83.98	83.39	83.71	85.18	86.21	88.93	89.40	90.22	88.98	89.13	85.62	83.26	86.97
2011	82.96	84.21	85.79	87.18	89.82	95.33	94.39	94.48	92.87	93.42	92.57	89.00	90.99
2012	94.98	97.82	97.60	100.56	102.34	106.86	112.97	110.06	103.08	105.79	104.20	104.34	103.86
2013	105.28	105.80	102.23	101.63	103.34	109.34	110.15	110.59	104.59	105.67	100.70	100.54	105.31
2014	99.25	98.59	98.34	101.05	105.87	108.70	111.44	110.09	107.31	109.10	97.70	97.71	104.50
2015	99.67	99.97	100.18	105.92	109.33	107.22	109.90	106.71	103.17	105.42	99.78	97.48	103.99
2016	98.23	100.62	100.32	104.17	113.46	112.07	111.81	110.71	108.77	106.89	101.92	97.62	106.20
Avg	95.45	96.48	96.20	98.43	102.17	104.26	105.97	104.76	101.49	102.31	97.71	96.11	100.60

RevPAR (\$)													
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year
2010	46.41	43.57	41.30	46.66	48.65	63.75	71.30	70.21	58.02	63.92	54.47	33.49	53.53
2011	31.38	38.21	48.08	54.45	60.42	72.93	73.92	73.85	70.40	74.69	64.28	51.39	59.61
2012	60.48	66.80	72.30	72.10	73.19	89.07	102.83	91.20	75.54	88.16	77.77	56.18	77.20
2013	57.55	61.58	66.77	65.75	77.14	88.37	96.63	88.28	77.58	84.39	75.60	51.96	74.38
2014	52.03	60.12	61.07	72.84	81.40	89.96	96.30	91.63	87.90	87.18	69.15	59.02	75.80
2015	60.09	68.25	77.14	69.82	81.12	82.05	85.57	83.42	78.80	79.08	66.46	60.53	74.41
2016	52.15	59.18	64.76	70.98	82.85	80.88	86.93	82.31	78.39	75.95	68.98	48.56	71.05
Avg	51.43	56.80	61.62	64.65	72.09	80.99	87.63	82.98	75.22	79.04	68.09	51.58	69.42

Supply													
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year
2010	9,176	8,288	9,176	8,880	9,176	8,880	9,176	9,176	8,880	9,176	8,880	9,176	108,040
2011	9,176	8,288	9,176	8,880	9,176	8,880	9,176	9,176	8,880	9,176	8,880	9,176	108,040
2012	9,176	8,288	9,176	8,880	9,176	8,880	9,176	9,145	8,850	9,145	8,850	9,145	107,887
2013	9,145	8,260	9,145	8,850	9,145	8,850	9,145	9,145	8,850	9,145	8,850	9,145	107,675
2014	9,145	8,260	9,145	8,850	9,145	8,850	9,145	9,145	8,850	9,145	8,850	9,145	107,675
2015	9,145	8,260	9,145	8,850	9,145	8,850	9,145	9,145	8,850	9,145	8,850	9,145	107,675
2016	9,145	8,260	9,145	8,850	9,145	8,850	9,145	9,145	8,850	9,145	8,850	9,145	107,675
Avg	9,158	8,272	9,158	8,863	9,158	8,863	9,158	9,154	8,859	9,154	8,859	9,154	107,810

Demand													
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year
2010	5,071	4,330	4,527	4,864	5,178	6,365	7,318	7,141	5,790	6,580	5,649	3,691	66,504
2011	3,471	3,760	5,143	5,546	6,173	6,793	7,186	7,172	6,731	7,337	6,166	5,299	70,777
2012	5,843	5,660	6,797	6,367	6,563	7,401	8,352	7,578	6,486	7,621	6,605	4,924	80,197
2013	4,999	4,808	5,973	5,725	6,826	7,153	8,023	7,300	6,564	7,303	6,644	4,726	76,044
2014	4,794	5,037	5,679	6,379	7,032	7,324	7,903	7,612	7,249	7,308	6,264	5,524	78,105
2015	5,514	5,639	7,042	5,834	6,785	6,772	7,120	7,149	6,760	6,860	5,895	5,679	77,049
2016	4,855	4,858	5,903	6,030	6,678	6,387	7,110	6,799	6,378	6,498	5,990	4,549	72,035
Avg	4,935	4,870	5,866	5,821	6,462	6,885	7,573	7,250	6,565	7,072	6,173	4,913	74,387

Revenue (\$)													
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### Tab 3 - Percent Change from Previous Year - Detail by Measure

McConnelsville, OH Selected Properties

Job Number: 853433\_SADIM Staff: SS Created: February 15, 2017

Occupancy														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Dec YTD
2011	-31.6	-13.2	13.6	14.0	19.2	6.7	-1.8	0.4	16.3	11.5	9.2	43.6	6.4	6.4
2012	68.3	50.5	32.2	14.8	6.3	9.0	16.2	6.0	-3.3	4.2	7.5	-6.8	13.5	13.5
2013	-14.2	-14.8	-11.8	-9.8	4.4	-3.0	-3.6	-3.7	1.2	-4.2	0.6	-4.0	-5.0	-5.0
2014	-4.1	4.8	-4.9	11.4	3.0	2.4	-1.5	4.3	10.4	0.1	-5.7	16.9	2.7	2.7
2015	15.0	12.0	24.0	-8.5	-3.5	-7.5	-9.9	-6.1	-6.7	-6.1	-5.9	2.8	-1.4	-1.4
2016	-12.0	-13.8	-16.2	3.4	-1.6	-5.7	-0.1	-4.9	-5.7	-5.3	1.6	-19.9	-6.5	-6.5
Avg	3.6	4.2	6.1	4.2	4.6	0.3	-0.1	-0.7	2.0	0.0	1.2	5.4	1.6	1.6

ADR														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Dec YTD
2011	-1.2	1.0	2.5	2.3	4.2	7.2	5.6	4.7	4.4	4.8	8.1	6.9	4.6	4.6
2012	14.5	16.2	13.8	15.3	13.9	12.1	19.7	16.5	11.0	13.2	12.6	17.2	14.1	14.1
2013	10.8	8.2	4.7	1.1	1.0	2.3	-2.5	0.5	1.5	-0.1	-3.4	-3.6	1.4	1.4
2014	-5.7	-6.8	-3.8	-0.6	2.4	-0.6	1.2	-0.5	2.6	3.2	-3.0	-2.8	-0.8	-0.8
2015	0.4	1.4	1.9	4.8	3.3	-1.4	-1.4	-3.1	-3.9	-3.4	2.1	-0.2	-0.5	-0.5
2016	-1.4	0.6	0.1	-1.7	0.1	3.8	4.5	3.8	-1.7	1.4	2.1	0.1	2.1	2.1
Avg	2.9	3.4	3.2	3.6	4.8	4.0	4.0	3.7	3.5	3.2	3.1	2.9	3.5	3.5

RevPAR														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Dec YTD
2011	-32.4	-12.3	16.4	16.7	24.2	14.4	3.7	5.2	21.3	16.9	18.0	53.4	11.3	11.3
2012	92.7	74.8	50.4	32.4	21.1	22.1	39.1	23.5	7.3	18.0	21.0	9.3	29.5	29.5
2013	-4.8	-7.8	-7.6	-8.8	5.4	-0.8	-6.0	-3.2	2.7	-4.3	-2.8	-7.5	-3.7	-3.7
2014	-9.6	-2.4	-8.5	10.8	5.5	1.8	-0.3	3.8	13.3	3.3	-8.5	13.6	1.9	1.9
2015	15.5	13.5	26.3	-4.1	-0.4	-8.8	-11.1	-9.0	-10.3	-9.3	-3.9	2.6	-1.8	-1.8
2016	-13.2	-13.3	-16.1	1.7	2.1	-1.4	1.6	-1.3	-0.5	-4.0	3.8	-19.8	-4.5	-4.5
Avg	8.0	8.8	10.1	8.1	9.7	4.6	4.5	3.2	5.6	3.4	4.6	8.6	5.5	5.5

Supply														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Dec YTD
2011	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
2012	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-0.3	-0.3	-0.3	-0.3	-0.3	-0.1	-0.1
2013	-0.3	-0.3	-0.3	-0.3	-0.3	-0.3	-0.3	0.0	0.0	0.0	0.0	0.0	-0.2	-0.2
2014	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
2015	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
2016	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Avg	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1

Demand														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Dec YTD
2011	-31.6	-13.2	13.6	14.0	19.2	6.7	-1.8	0.4	16.3	11.5	9.2	43.6	6.4	6.4
2012	68.3	50.5	32.2	14.8	6.3	9.0	16.2	5.7	-3.6	3.9	7.1	-7.1	13.3	13.3
2013	-14.4	-15.1	-12.1	-10.1	4.0	-3.4	-3.9	-1.2	1.2	-4.2	0.6	-4.0	-5.2	-5.2
2014	-4.1	4.8	-4.9	11.4	3.0	2.4	-1.5	4.3	10.4	0.1	-5.7	16.9	2.7	2.7
2015	15.0	12.0	24.0	-8.5	-3.5	-7.5	-9.9	-6.1	-6.7	-6.1	-5.9	2.8	-1.4	-1.4
2016	-12.0	-13.8	-16.2	3.4	-1.6	-5.7	-0.1	-4.9	-5.7	-5.3	1.6	-19.9	-6.5	-6.5
Avg	3.6	4.2	6.1	4.2	4.6	0.2	-0.2	-0.7	2.0	-0.0	1.1	5.4	1.6	1.6

Revenue														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Dec YTD
2011	-32.4	-12.3	16.4	16.7	24.2	14.4	3.7	5.2	21.3	16.9	18.0	53.4	11.3	11.3
2012	92.7	74.8	50.4	32.4	21.1	22.1	39.1	23.1	6.9	17.6	20.6	8.9	29.3	29.3
2013	-5.2	-8.1	-8.0	-9.1	5.0	-1.1	-6.3	-3.2	2.7	-4.3	-2.8	-7.5	-3.9	-3.9
2014	-9.6	-2.4	-8.5	10.8	5.5	1.8	-0.3	3.8	13.3	3.3	-8.5	13.6	1.9	1.9
2015	15.5	13.5	26.3	-4.1	-0.4	-8.8	-11.1	-9.0	-10.3	-9.3	-3.9	2.6	-1.8	-1.8
2016	-13.2	-13.3	-16.1	1.7	2.1	-1.4	1.6	-1.3	-0.5	-4.0	3.8	-19.8	-4.5	-4.5
Avg	8.0	8.7	10.1	8.0	9.6	4.5	4.4	3.1	5.6	3.4	4.5	8.5	5.4	5.4

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## Tab 4 - Percent Change from Previous Year - Detail by Year

McConnelsville, OH Selected Properties

Job Number: 853433\_SADIM Staff: SS Created: February 15, 2017

	Jan 11	Feb 11	Mar 11	Apr 11	May 11	Jun 11	Jul 11	Aug 11	Sep 11	Oct 11	Nov 11	Dec 11	Total Year
Occ	-31.6	-13.2	13.6	14.0	19.2	6.7	-1.8	0.4	16.3	11.5	9.2	43.6	6.4
ADR	-1.2	1.0	2.5	2.3	4.2	7.2	5.6	4.7	4.4	4.8	8.1	6.9	4.6
RevPAR	-32.4	-12.3	16.4	16.7	24.2	14.4	3.7	5.2	21.3	16.9	18.0	53.4	11.3
Supply	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Demand	-31.6	-13.2	13.6	14.0	19.2	6.7	-1.8	0.4	16.3	11.5	9.2	43.6	6.4
Revenue	-32.4	-12.3	16.4	16.7	24.2	14.4	3.7	5.2	21.3	16.9	18.0	53.4	11.3

	Jan 12	Feb 12	Mar 12	Apr 12	May 12	Jun 12	Jul 12	Aug 12	Sep 12	Oct 12	Nov 12	Dec 12	Total Year
Occ	68.3	50.5	32.2	14.8	6.3	9.0	16.2	6.0	-3.3	4.2	7.5	-6.8	13.5
ADR	14.5	16.2	13.8	15.3	13.9	12.1	19.7	16.5	11.0	13.2	12.6	17.2	14.1
RevPAR	92.7	74.8	50.4	32.4	21.1	22.1	39.1	23.5	7.3	18.0	21.0	9.3	29.5
Supply	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-0.3	-0.3	-0.3	-0.3	-0.3	-0.1
Demand	68.3	50.5	32.2	14.8	6.3	9.0	16.2	5.7	-3.6	3.9	7.1	-7.1	13.3
Revenue	92.7	74.8	50.4	32.4	21.1	22.1	39.1	23.1	6.9	17.6	20.6	8.9	29.3

	Jan 13	Feb 13	Mar 13	Apr 13	May 13	Jun 13	Jul 13	Aug 13	Sep 13	Oct 13	Nov 13	Dec 13	Total Year
Occ	-14.2	-14.8	-11.8	-9.8	4.4	-3.0	-3.6	-3.7	1.2	-4.2	0.6	-4.0	-5.0
ADR	10.8	8.2	4.7	1.1	1.0	2.3	-2.5	0.5	1.5	-0.1	-3.4	-3.6	1.4
RevPAR	-4.8	-7.8	-7.6	-8.8	5.4	-0.8	-6.0	-3.2	2.7	-4.3	-2.8	-7.5	-3.7
Supply	-0.3	-0.3	-0.3	-0.3	-0.3	-0.3	-0.3	0.0	0.0	0.0	0.0	0.0	-0.2
Demand	-14.4	-15.1	-12.1	-10.1	4.0	-3.4	-3.9	-3.7	1.2	-4.2	0.6	-4.0	-5.2
Revenue	-5.2	-8.1	-8.0	-9.1	5.0	-1.1	-6.3	-3.2	2.7	-4.3	-2.8	-7.5	-3.9

	Jan 14	Feb 14	Mar 14	Apr 14	May 14	Jun 14	Jul 14	Aug 14	Sep 14	Oct 14	Nov 14	Dec 14	Total Year
Occ	-4.1	4.8	-4.9	11.4	3.0	2.4	-1.5	4.3	10.4	0.1	-5.7	16.9	2.7
ADR	-5.7	-6.8	-3.8	-0.6	2.4	-0.6	1.2	-0.5	2.6	3.2	-3.0	-2.8	-0.8
RevPAR	-9.6	-2.4	-8.5	10.8	5.5	1.8	-0.3	3.8	13.3	3.3	-8.5	13.6	1.9
Supply	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Demand	-4.1	4.8	-4.9	11.4	3.0	2.4	-1.5	4.3	10.4	0.1	-5.7	16.9	2.7
Revenue	-9.6	-2.4	-8.5	10.8	5.5	1.8	-0.3	3.8	13.3	3.3	-8.5	13.6	1.9

	Jan 15	Feb 15	Mar 15	Apr 15	May 15	Jun 15	Jul 15	Aug 15	Sep 15	Oct 15	Nov 15	Dec 15	Total Year
Occ	15.0	12.0	24.0	-8.5	-3.5	-7.5	-9.9	-6.1	-6.7	-6.1	-5.9	2.8	-1.4
ADR	0.4	1.4	1.9	4.8	3.3	-1.4	-1.4	-3.1	-3.9	-3.4	2.1	-0.2	-0.5
RevPAR	15.5	13.5	26.3	-4.1	-0.4	-8.8	-11.1	-9.0	-10.3	-9.3	-3.9	2.6	-1.8
Supply	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Demand	15.0	12.0	24.0	-8.5	-3.5	-7.5	-9.9	-6.1	-6.7	-6.1	-5.9	2.8	-1.4
Revenue	15.5	13.5	26.3	-4.1	-0.4	-8.8	-11.1	-9.0	-10.3	-9.3	-3.9	2.6	-1.8

## Tab 5 - Twelve Month Moving Average

McConnelsville, OH Selected Properties

Job Number: 853433\_SADIM Staff: SS Created: February 15, 2017

Occupancy (%)												
	January	February	March	April	May	June	July	August	September	October	November	December
2011	60.1	59.5	60.1	60.7	61.7	62.1	61.9	62.0	62.8	63.5	64.0	65.5
2012	67.7	69.5	71.0	71.8	72.1	72.7	73.8	74.2	73.9	74.2	74.7	74.3
2013	73.6	72.8	72.1	71.5	71.7	71.5	71.3	71.0	71.1	70.8	70.8	70.6
2014	70.4	70.6	70.4	71.0	71.2	71.3	71.2	71.5	72.1	72.1	71.8	72.5
2015	73.2	73.8	75.0	74.5	74.3	73.8	73.1	72.6	72.2	71.8	71.4	71.6
2016	70.9	70.2	69.2	69.3	69.2	68.9	68.9	68.6	68.2	67.9	67.9	66.9

ADR (\$)												
	January	February	March	April	May	June	July	August	September	October	November	December
2011	86.99	87.07	87.20	87.35	87.67	88.32	88.86	89.31	89.70	90.15	90.73	90.99
2012	91.69	92.53	93.43	94.46	95.49	96.58	98.49	99.95	100.80	101.95	102.85	103.86
2013	104.60	105.17	105.60	105.72	105.80	106.03	105.70	105.74	105.86	105.85	105.55	105.31
2014	104.93	104.46	104.17	104.10	104.33	104.28	104.41	104.38	104.64	104.96	104.74	104.50
2015	104.48	104.53	104.59	104.96	105.25	105.10	104.90	104.56	104.19	103.83	104.02	103.99
2016	103.94	104.02	104.09	103.95	104.31	104.72	104.90	105.26	105.76	105.89	106.06	106.20

RevPAR (\$)												
	January	February	March	April	May	June	July	August	September	October	November	December
2011	52.26	57.85	52.42	53.06	54.06	54.82	55.04	55.35	56.37	57.28	58.09	59.61
2012	62.08	64.27	66.33	67.78	68.87	70.19	72.65	74.12	74.54	75.68	76.79	77.20
2013	76.96	76.56	76.10	75.57	75.91	75.85	75.32	75.07	75.23	74.91	74.73	74.38
2014	73.91	73.79	73.31	73.89	74.26	74.39	74.36	74.64	75.49	75.73	75.20	75.80
2015	76.48	77.11	78.47	78.22	78.20	77.55	76.64	75.94	75.19	74.50	74.28	74.41
2016	73.74	73.04	71.99	72.08	72.23	72.14	72.25	72.16	72.12	71.86	72.06	71.05

Supply												
	January	February	March	April	May	June	July	August	September	October	November	December
2011	108,040	108,040	108,040	108,040	108,040	108,040	108,040	108,040	108,040	108,040	108,040	108,040
2012	108,040	108,040	108,040	108,040	108,040	108,040	108,040	108,009	107,979	107,948	107,918	107,887
2013	107,856	107,828	107,797	107,767	107,736	107,706	107,675	107,675	107,675	107,675	107,675	107,675
2014	107,675	107,675	107,675	107,675	107,675	107,675	107,675	107,675	107,675	107,675	107,675	107,675
2015	107,675	107,675	107,675	107,675	107,675	107,675	107,675	107,675	107,675	107,675	107,675	107,675
2016	107,675	107,675	107,675	107,675	107,675	107,675	107,675	107,675	107,675	107,675	107,675	107,675

Demand												
	January	February	March	April	May	June	July	August	September	October	November	December
2011	64,904	64,334	64,950	65,632	66,627	67,055	66,923	66,954	67,895	68,652	69,169	70,777
2012	73,149	75,049	76,703	77,524	77,914	78,522	79,688	80,094	79,849	80,133	80,572	80,197
2013	79,353	78,501	77,677	77,035	77,298	77,050	76,721	76,443	76,521	76,203	76,242	76,044
2014	75,839	76,068	75,774	76,428	76,634	76,805	76,685	76,997	77,682	77,687	77,307	78,105
2015	78,825	79,427	80,790	80,245	79,998	79,446	78,663	78,200	77,711	77,263	76,894	77,049
2016	76,390	75,609	74,470	74,666	74,559	74,174	74,164	73,814	73,432	73,070	73,165	72,035

Revenue (\$)												
	January	February	March	April	May	June	July	August	September	October	November	December
2011	5,645,950	5,601,503	5,663,791	5,732,975	5,840,999	5,922,527	5,946,551	5,979,907	6,089,868	6,188,754	6,275,850	6,440,112
2012	6,707,141	6,944,135	7,166,321	7,323,062	7,440,254	7,583,566	7,848,842	8,005,282	8,048,714	8,169,562	8,287,047	8,329,245
2013	8,300,592	8,255,630	8,202,814	8,144,434	8,178,212	8,169,419	8,109,600	8,082,825	8,100,812	8,066,279	8,047,050	8,008,416
2014	7,957,894	7,945,798	7,893,693	7,956,461	7,995,499	8,009,543	8,006,504	8,037,191	8,128,509	8,154,079	8,097,042	8,161,635
2015	8,235,397	8,302,546	8,449,506	8,422,797	8,420,162	8,350,115	8,251,951	8,176,820	8,096,364	8,022,290	7,998,510	8,012,354
2016	7,939,714	7,864,775	7,751,532	7,761,744	7,777,612	7,767,271	7,779,702	7,769,581	7,765,874	7,737,239	7,759,545	7,650,050

High value is boxed.

Low value is boxed and italicized.

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# Tab 6 - Twelve Month Moving Average with Percent Change

McConnelsville, OH Selected Properties  
 Job Number: 853433\_SADIM Staff: SS Created: February 15, 2017

Date	Occupancy		ADR		RevPar		Supply		Demand		Revenue	
	This Year	% Chg										
Jan 11	60.1		86.99		52.26		108,040		64,904		5,645,950	
Feb 11	59.5		87.07		51.85		108,040		64,334		5,601,503	
Mar 11	60.1		87.20		52.42		108,040		64,950		5,663,791	
Apr 11	60.7		87.35		53.06		108,040		65,632		5,732,975	
May 11	61.7		87.67		54.06		108,040		66,627		5,840,999	
Jun 11	62.1		88.32		54.82		108,040		67,055		5,922,527	
Jul 11	61.9		88.86		55.04		108,040		66,923		5,946,551	
Aug 11	62.0		89.31		55.35		108,040		66,954		5,979,907	
Sep 11	62.8		89.70		56.37		108,040		67,895		6,089,868	
Oct 11	63.5		90.15		57.28		108,040		68,652		6,188,754	
Nov 11	64.0		90.73		58.09		108,040		69,169		6,275,850	
Dec 11	65.5	6.4	90.99	4.6	59.61	11.3	108,040	0.0	70,777	6.4	6,440,112	11.3
Jan 12	67.7	12.7	91.69	5.4	62.08	18.8	108,040	0.0	73,149	12.7	6,707,141	18.8
Feb 12	69.5	16.7	92.53	6.3	64.27	24.0	108,040	0.0	75,049	16.7	6,944,135	24.0
Mar 12	71.0	18.1	93.43	7.1	66.33	26.5	108,040	0.0	76,703	18.1	7,166,321	26.5
Apr 12	71.8	18.1	94.46	8.1	67.78	27.7	108,040	0.0	77,524	18.1	7,323,062	27.7
May 12	72.1	16.9	95.49	8.9	68.87	27.4	108,040	0.0	77,914	16.9	7,440,254	27.4
Jun 12	72.7	17.1	96.58	9.3	70.19	28.0	108,040	0.0	78,522	17.1	7,583,566	28.0
Jul 12	73.8	19.1	98.49	10.8	72.65	32.0	108,040	0.0	79,688	19.1	7,848,842	32.0
Aug 12	74.2	19.7	99.95	11.9	74.12	33.9	108,009	-0.0	80,094	19.6	8,005,282	33.9
Sep 12	73.9	17.7	100.80	12.4	74.54	32.2	107,979	-0.1	79,849	17.6	8,048,714	32.2
Oct 12	74.2	16.8	101.95	13.1	75.68	32.1	107,948	-0.1	80,133	16.7	8,169,562	32.0
Nov 12	74.7	16.6	102.85	13.4	76.79	32.2	107,918	-0.1	80,572	16.5	8,287,047	32.0
Dec 12	74.3	13.5	103.86	14.1	77.20	29.5	107,887	-0.1	80,197	13.3	8,329,245	29.3
Jan 13	73.6	8.7	104.60	14.1	76.96	24.0	107,856	-0.2	79,353	8.5	8,300,592	23.8
Feb 13	72.8	4.8	105.17	13.7	76.56	19.1	107,828	-0.2	78,501	4.6	8,255,630	18.9
Mar 13	72.1	1.5	105.60	13.0	76.10	14.7	107,797	-0.2	77,677	1.3	8,202,814	14.5
Apr 13	71.5	-0.4	105.72	11.9	75.57	11.5	107,767	-0.3	77,035	-0.6	8,144,434	11.2
May 13	71.7	-0.5	105.80	10.8	75.91	10.2	107,736	-0.3	77,298	-0.8	8,178,212	9.9
Jun 13	71.5	-1.6	106.03	9.8	75.85	8.1	107,706	-0.3	77,050	-1.9	8,169,419	7.7
Jul 13	71.3	-3.4	105.70	7.3	75.32	3.7	107,675	-0.3	76,721	-3.7	8,109,600	3.3
Aug 13	71.0	-4.3	105.74	5.8	75.07	1.3	107,675	-0.3	76,443	-4.6	8,082,825	1.0
Sep 13	71.1	-3.9	105.86	5.0	75.23	0.9	107,675	-0.3	76,521	-4.2	8,100,812	0.6
Oct 13	70.8	-4.7	105.85	3.8	74.91	-1.0	107,675	-0.3	76,203	-4.9	8,066,279	-1.3
Nov 13	70.8	-5.2	105.55	2.6	74.73	-2.7	107,675	-0.2	76,242	-5.4	8,047,050	-2.9
Dec 13	70.6	-5.0	105.31	1.4	74.38	-3.7	107,675	-0.2	76,044	-5.2	8,008,416	-3.9
Jan 14	70.4	-4.3	104.93	0.3	73.91	-4.0	107,675	-0.2	75,839	-4.4	7,957,894	-4.1
Feb 14	70.6	-3.0	104.46	-0.7	73.79	-3.6	107,675	-0.1	76,068	-3.1	7,945,798	-3.8
Mar 14	70.4	-2.3	104.17	-1.4	73.31	-3.7	107,675	-0.1	75,774	-2.4	7,893,693	-3.8
Apr 14	71.0	-0.7	104.10	-1.5	73.89	-2.2	107,675	-0.1	76,428	-0.8	7,956,461	-2.3
May 14	71.2	-0.8	104.33	-1.4	74.26	-2.2	107,675	-0.1	76,634	-0.9	7,995,499	-2.2
Jun 14	71.3	-0.3	104.28	-1.6	74.39	-1.9	107,675	-0.0	76,805	-0.3	8,009,543	-2.0
Jul 14	71.2	-0.0	104.41	-1.2	74.36	-1.3	107,675	0.0	76,685	-0.0	8,006,504	-1.3
Aug 14	71.5	0.7	104.38	-1.3	74.64	-0.6	107,675	0.0	76,997	0.7	8,037,191	-0.6
Sep 14	72.1	1.5	104.64	-1.2	75.49	0.3	107,675	0.0	77,682	1.5	8,128,509	0.3
Oct 14	72.1	1.9	104.96	-0.8	75.73	1.1	107,675	0.0	77,687	1.9	8,154,079	1.1
Nov 14	71.8	1.4	104.74	-0.8	75.20	0.6	107,675	0.0	77,307	1.4	8,097,042	0.6
Dec 14	72.5	2.7	104.50	-0.8	75.80	1.9	107,675	0.0	78,105	2.7	8,161,635	1.9
Jan 15	73.2	3.9	104.48	-0.4	76.48	3.5	107,675	0.0	78,825	3.9	8,235,397	3.5
Feb 15	73.8	4.4	104.53	0.1	77.11	4.5	107,675	0.0	79,427	4.4	8,302,546	4.5
Mar 15	75.0	6.6	104.59	0.4	78.47	7.0	107,675	0.0	80,790	6.6	8,449,506	7.0
Apr 15	74.5	5.0	104.96	0.8	78.22	5.9	107,675	0.0	80,245	5.0	8,422,797	5.9
May 15	74.3	4.4	105.25	0.9	78.20	5.3	107,675	0.0	79,998	4.4	8,420,162	5.3
Jun 15	73.8	3.4	105.10	0.8	77.55	4.3	107,675	0.0	79,446	3.4	8,350,115	4.3
Jul 15	73.1	2.6	104.90	0.5	76.64	3.1	107,675	0.0	78,663	2.6	8,251,951	3.1
Aug 15	72.6	1.6	104.56	0.2	75.94	1.7	107,675	0.0	78,200	1.6	8,176,820	1.7
Sep 15	72.2	0.0	104.19	-0.4	75.19	-0.4	107,675	0.0	77,711	0.0	8,096,364	-0.4
Oct 15	71.8	-0.5	103.83	-1.1	74.50	-1.6	107,675	0.0	77,263	-0.5	8,022,290	-1.6
Nov 15	71.4	-0.5	104.02	-0.7	74.28	-1.2	107,675	0.0	76,894	-0.5	7,998,510	-1.2
Dec 15	71.6	-1.4	103.99	-0.5	74.41	-1.8	107,675	0.0	77,049	-1.4	8,012,354	-1.8
Jan 16	70.9	-3.1	103.94	-0.5	73.74	-3.6	107,675	0.0	76,390	-3.1	7,939,714	-3.6
Feb 16	70.2	-4.8	104.02	-0.5	73.04	-5.3	107,675	0.0	75,609	-4.8	7,864,775	-5.3
Mar 16	69.2	-7.8	104.09	-0.5	71.99	-8.3	107,675	0.0	74,470	-7.8	7,751,532	-8.3
Apr 16	69.3	-7.0	103.95	-1.0	72.08	-7.8	107,675	0.0	74,666	-7.0	7,761,744	-7.8
May 16	69.2	-6.8	104.31	-0.9	72.23	-7.6	107,675	0.0	74,559	-6.8	7,777,612	-7.6
Jun 16	68.9	-6.6	104.72	-0.4	72.14	-7.0	107,675	0.0	74,174	-6.6	7,767,271	-7.0
Jul 16	68.9	-5.7	104.90	-0.0	72.25	-5.7	107,675	0.0	74,164	-5.7	7,779,702	-5.7
Aug 16	68.6	-5.6	105.26	0.7	72.16	-5.0	107,675	0.0	73,814	-5.6	7,769,581	-5.0
Sep 16	68.2	-5.5	105.76	1.5	72.12	-4.1	107,675	0.0	73,432	-5.5	7,765,874	-4.1
Oct 16	67.9	-5.4	105.89	2.0	71.86	-3.6	107,675	0.0	73,070	-5.4	7,737,239	-3.6
Nov 16	67.9	-4.8	106.06	2.0	72.06	-3.0	107,675	0.0	73,165	-4.8	7,759,545	-3.0
Dec 16	66.9	-6.5	106.20	2.1	71.05	-4.5	107,675	0.0	72,035	-6.5	7,650,050	-4.5

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Core Distinction Group, LLC - DRAFT

## Tab 7 - Day of Week Analysis

McConnelsville, OH Selected Properties

Job Number: 853433\_SADIM Staff: SS Created: February 15, 2017

Occupancy (%)								Total Month
Sun	Mon	Tue	Wed	Thu	Fri	Sat		
Jan - 16	37.9	61.1	68.9	68.7	54.2	46.1	42.9	53.1
Feb - 16	35.2	60.0	67.7	66.8	56.9	57.6	67.2	58.8
Mar - 16	40.9	68.9	75.0	77.0	66.9	59.7	57.0	64.5
Apr - 16	46.9	71.2	81.9	78.3	67.1	68.7	63.7	68.1
May - 16	47.9	64.2	76.3	80.2	77.0	87.5	85.8	73.0
Jun - 16	45.1	70.1	74.5	75.7	76.3	79.6	81.9	72.2
Jul - 16	53.8	69.7	81.6	90.7	87.2	85.3	79.6	77.7
Aug - 16	53.0	77.9	79.9	77.2	74.9	75.3	79.4	74.3
Sep - 16	52.9	65.2	80.0	81.9	76.7	69.1	78.3	72.1
Oct - 16	46.2	72.0	78.9	80.4	74.7	73.1	76.5	71.1
Nov - 16	55.3	72.1	75.3	69.7	68.3	68.1	62.5	67.7
Dec - 16	35.5	53.1	60.5	58.9	56.4	45.7	39.9	49.7
<b>Total Year</b>	<b>46.0</b>	<b>67.3</b>	<b>75.2</b>	<b>75.4</b>	<b>69.7</b>	<b>67.5</b>	<b>67.2</b>	<b>66.9</b>

Three Year Occupancy (%)								Total Year
Sun	Mon	Tue	Wed	Thu	Fri	Sat		
Jan 14 - Dec 14	48.1	77.6	85.2	82.3	72.5	71.0	71.0	72.5
Jan 15 - Dec 15	50.4	75.5	82.5	81.4	70.9	69.2	71.2	71.6
Jan 16 - Dec 16	46.0	67.3	75.2	75.4	69.7	67.5	67.2	66.9
<b>Total 3 Yr</b>	<b>48.1</b>	<b>73.5</b>	<b>80.9</b>	<b>79.7</b>	<b>71.0</b>	<b>69.2</b>	<b>69.8</b>	<b>70.3</b>

ADR								Total Month
Sun	Mon	Tue	Wed	Thu	Fri	Sat		
Jan - 16	89.52	99.00	103.07	103.02	101.20	96.23	91.87	98.23
Feb - 16	92.36	104.09	105.97	105.55	102.05	95.24	94.15	100.62
Mar - 16	91.34	102.09	105.44	104.62	100.84	95.59	93.16	100.32
Apr - 16	95.06	106.57	109.44	109.81	102.84	104.82	96.83	104.17
May - 16	95.20	107.20	111.07	112.01	114.55	125.97	122.31	113.46
Jun - 16	99.87	112.50	111.83	112.67	110.09	114.96	117.41	112.07
Jul - 16	101.44	112.51	111.25	118.25	111.18	114.44	110.63	111.81
Aug - 16	100.04	113.99	113.81	113.38	109.43	109.31	109.21	110.71
Sep - 16	99.76	110.36	113.88	108.83	106.90	107.34	112.09	108.47
Oct - 16	94.74	110.19	112.37	111.92	106.45	100.86	107.32	106.89
Nov - 16	94.22	105.05	104.50	106.81	101.80	100.07	96.60	101.92
Dec - 16	93.36	100.85	100.90	101.36	99.74	93.05	91.10	97.62
<b>Total Year</b>	<b>95.96</b>	<b>107.50</b>	<b>108.91</b>	<b>109.45</b>	<b>106.03</b>	<b>106.36</b>	<b>105.25</b>	<b>105.20</b>

Three Year ADR								Total Year
Sun	Mon	Tue	Wed	Thu	Fri	Sat		
Jan 14 - Dec 14	99.85	104.96	106.63	106.78	103.92	103.19	103.77	104.50
Jan 15 - Dec 15	97.53	104.19	106.19	106.00	103.23	103.76	103.75	103.99
Jan 16 - Dec 16	95.96	107.50	108.91	109.45	106.03	106.36	105.25	106.20
<b>Total 3 Yr</b>	<b>97.80</b>	<b>105.71</b>	<b>107.19</b>	<b>107.35</b>	<b>104.37</b>	<b>104.42</b>	<b>104.24</b>	<b>104.86</b>

RevPAR								Total Month
Sun	Mon	Tue	Wed	Thu	Fri	Sat		
Jan - 16	33.95	60.51	71.03	70.73	54.83	44.32	39.38	52.13
Feb - 16	32.48	62.45	71.75	70.48	58.11	54.88	63.27	59.18
Mar - 16	37.39	70.34	79.06	80.58	67.48	57.11	53.13	64.78
Apr - 16	44.55	75.86	89.69	85.99	69.02	72.06	61.71	70.98
May - 16	45.57	68.83	84.72	89.80	88.24	110.17	105.00	82.85
Jun - 16	45.03	78.84	83.31	85.32	84.04	91.48	96.22	80.88
Jul - 16	54.54	78.47	90.79	107.22	96.96	97.61	88.05	86.93
Aug - 16	52.99	88.80	90.89	87.48	81.98	82.26	86.72	82.31
Sep - 16	52.76	71.92	91.10	89.09	82.04	74.11	77.45	78.39
Oct - 16	43.81	79.34	88.66	90.01	79.57	73.76	82.14	75.95
Nov - 16	52.14	75.76	78.64	74.44	69.53	68.19	60.42	68.98
Dec - 16	33.15	53.50	61.06	59.70	56.26	42.52	36.38	48.56
<b>Total Year</b>	<b>44.09</b>	<b>72.30</b>	<b>81.87</b>	<b>82.55</b>	<b>73.93</b>	<b>71.83</b>	<b>70.74</b>	<b>71.05</b>

Three Year RevPAR								Total Year
Sun	Mon	Tue	Wed	Thu	Fri	Sat		
Jan 14 - Dec 14	48.00	81.46	90.83	87.84	75.30	73.22	73.70	75.80
Jan 15 - Dec 15	49.13	79.17	87.58	86.25	73.17	71.75	73.87	74.41
Jan 16 - Dec 16	44.09	72.30	81.87	82.55	73.93	71.83	70.74	71.05
<b>Total 3 Yr</b>	<b>47.08</b>	<b>77.65</b>	<b>86.76</b>	<b>85.56</b>	<b>74.13</b>	<b>72.27</b>	<b>72.76</b>	<b>73.75</b>

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# Tab 8 - Raw Data

McConnelsville, OH Selected Properties  
 Job Number: 853433\_SADIM Staff: SS Created: February 15, 2017

Date	Occupancy		ADR		RevPar		Supply		Demand		Revenue		Census & Sample %		
	This Year	% Chg	Census Props	Census Rooms	% Rooms STAR Participants										
Jan 10	55.3		83.98		46.41		9,176		5,071		425,856		4	296	100.0
Feb 10	52.2		83.39		43.57		8,288		4,330		361,095		4	296	100.0
Mar 10	49.3		83.71		41.30		9,176		4,527		378,938		4	296	100.0
Apr 10	54.8		85.18		46.66		8,880		4,864		414,313		4	296	100.0
May 10	56.4		86.21		48.65		9,176		5,178		446,413		4	296	100.0
Jun 10	71.7		88.93		63.75		8,880		6,365		566,064		4	296	100.0
Jul 10	79.8		89.40		71.30		9,176		7,318		654,237		4	296	100.0
Aug 10	77.8		90.22		70.21		9,176		7,141		644,269		4	296	100.0
Sep 10	65.2		88.98		58.02		8,880		5,790		515,178		4	296	100.0
Oct 10	71.7		89.13		63.92		9,176		6,580		586,500		4	296	100.0
Nov 10	63.6		85.62		54.47		8,880		5,649		483,674		4	296	100.0
Dec 10	40.2		83.26		33.49		9,176		3,691		307,326		4	296	100.0
Jan 11	37.8	-31.6	82.96	-1.2	31.38	-32.4	9,176	0.0	3,471	-31.6	287,943	-32.4	4	296	100.0
Feb 11	45.4	-13.2	84.21	1.0	38.21	-12.3	8,288	0.0	5,760	-13.2	316,648	-12.3	4	296	100.0
Mar 11	56.0	13.6	85.79	2.5	48.08	16.4	9,176	0.0	5,143	13.6	441,226	16.4	4	296	100.0
Apr 11	62.5	14.0	87.18	2.3	54.45	16.7	8,880	0.0	5,546	14.0	483,497	16.7	4	296	100.0
May 11	67.3	19.2	89.82	4.2	60.42	24.2	9,176	0.0	6,173	19.2	554,437	24.2	4	296	100.0
Jun 11	76.5	6.7	95.33	7.2	72.93	14.4	8,880	0.0	6,793	6.7	647,592	14.4	4	296	100.0
Jul 11	78.3	-1.8	94.39	5.6	73.92	3.7	9,176	0.0	7,186	-1.8	678,261	3.7	4	296	100.0
Aug 11	78.2	0.4	94.48	4.7	73.85	5.2	9,176	0.0	7,172	0.4	677,625	5.2	4	296	100.0
Sep 11	75.8	16.3	92.87	4.4	70.40	21.3	8,880	0.0	6,731	16.3	625,139	21.3	4	296	100.0
Oct 11	80.0	11.5	93.42	4.8	74.69	16.9	9,176	0.0	7,337	11.5	685,386	16.9	4	296	100.0
Nov 11	69.4	9.2	92.57	8.1	64.28	18.0	8,880	0.0	6,166	9.2	570,770	18.0	4	296	100.0
Dec 11	57.7	43.6	89.00	6.9	51.39	53.4	9,176	0.0	5,299	43.6	471,588	53.4	4	296	100.0
Jan 12	63.7	68.3	94.98	14.5	60.48	92.7	9,176	0.0	5,843	68.3	554,972	92.7	4	296	100.0
Feb 12	68.3	50.5	97.82	16.2	66.80	74.8	8,288	0.0	5,660	50.5	553,642	74.8	4	296	100.0
Mar 12	74.1	32.2	97.60	13.8	72.30	50.4	9,176	0.0	6,797	32.2	663,412	50.4	4	296	100.0
Apr 12	71.7	14.8	100.56	15.3	72.10	32.4	8,880	0.0	6,367	14.8	640,238	32.4	4	296	100.0
May 12	71.5	6.3	102.34	13.9	73.19	21.1	9,176	0.0	6,563	6.3	671,629	21.1	4	296	100.0
Jun 12	83.3	9.0	106.86	12.1	89.07	22.1	8,880	0.0	7,401	9.0	790,904	22.1	4	296	100.0
Jul 12	91.0	16.2	112.97	19.7	102.83	39.1	9,176	0.0	8,352	16.2	943,537	39.1	4	296	100.0
Aug 12	82.9	6.0	110.06	16.5	91.20	23.5	9,145	-0.3	7,578	5.7	834,065	23.1	4	295	100.0
Sep 12	73.3	-3.3	103.08	11.0	75.54	7.3	8,850	-0.3	6,486	-3.6	668,571	6.9	4	295	100.0
Oct 12	83.3	4.2	105.79	13.2	88.16	18.0	9,145	-0.3	7,621	3.9	806,234	17.6	4	295	100.0
Nov 12	74.6	7.5	104.20	12.6	77.77	21.0	8,850	-0.3	6,605	7.1	688,255	20.6	4	295	100.0
Dec 12	53.8	-6.8	104.34	17.2	56.18	9.3	9,145	-0.3	4,924	-7.1	513,786	9.1	4	295	100.0
Jan 13	54.7	-14.2	105.28	10.8	57.55	-4.8	9,145	-0.3	4,999	-14.4	526,319	-5.2	4	295	100.0
Feb 13	58.2	-14.8	105.80	8.2	61.58	-7.8	8,260	-0.3	4,808	-15.1	508,680	-8.1	4	295	100.0
Mar 13	65.3	-11.8	102.23	4.7	66.77	-7.6	9,145	-0.3	5,973	-12.1	610,596	-8.0	4	295	100.0
Apr 13	64.7	-9.8	101.63	1.1	65.75	-8.8	8,850	-0.3	5,725	-10.1	581,858	-9.1	4	295	100.0
May 13	74.6	4.4	103.34	1.0	77.14	5.4	9,145	-0.3	6,826	4.0	705,407	5.0	4	295	100.0
Jun 13	80.8	-3.0	109.34	2.3	88.37	-0.8	8,850	-0.3	7,153	-3.4	782,111	-1.1	4	295	100.0
Jul 13	87.7	-3.6	110.15	-2.5	96.63	-6.0	9,145	-0.3	8,023	-3.9	883,718	-6.3	4	295	100.0
Aug 13	79.8	-3.7	110.59	0.5	88.28	-3.2	9,145	0.0	7,300	-3.7	807,290	-3.2	4	295	100.0
Sep 13	74.2	1.2	104.59	1.5	77.58	2.7	8,850	0.0	6,564	1.2	686,558	2.7	4	295	100.0
Oct 13	79.9	-4.2	105.67	-0.1	84.39	-4.3	9,145	0.0	7,303	-4.2	771,701	-4.3	4	295	100.0
Nov 13	75.1	0.6	100.70	-3.4	75.60	-2.8	8,850	0.0	6,644	0.6	669,026	-2.8	4	295	100.0
Dec 13	51.7	-4.0	100.54	-3.6	51.96	-7.5	9,145	0.0	4,726	-4.0	475,152	-7.5	4	295	100.0
Jan 14	52.4	-4.1	99.25	-5.7	52.03	-9.6	9,145	0.0	4,794	-4.1	475,797	-9.6	4	295	100.0
Feb 14	61.0	4.8	98.59	-6.8	60.12	-2.4	8,260	0.0	5,037	4.8	496,584	-2.4	4	295	100.0
Mar 14	62.1	-4.9	98.34	-3.8	61.07	-8.5	9,145	0.0	5,679	-4.9	558,491	-8.5	4	295	100.0
Apr 14	72.1	11.4	101.05	-0.6	72.84	10.8	8,850	0.0	6,379	11.4	644,626	10.8	4	295	100.0
May 14	76.9	3.0	105.87	2.4	81.40	5.5	9,145	0.0	7,032	3.0	744,445	5.5	4	295	100.0
Jun 14	82.8	2.4	108.70	-0.6	89.96	1.8	8,850	0.0	7,324	2.4	796,155	1.8	4	295	100.0
Jul 14	86.4	-1.5	111.44	1.2	96.30	-0.3	9,145	0.0	7,903	-1.5	880,679	-0.3	4	295	100.0
Aug 14	83.2	4.3	110.09	-0.5	91.63	3.8	9,145	0.0	7,612	4.3	837,977	3.8	4	295	100.0
Sep 14	81.9	10.4	107.31	2.6	87.90	13.3	8,850	0.0	7,249	10.4	777,876	13.3	4	295	100.0
Oct 14	79.9	0.1	109.10	3.2	87.18	3.3	9,145	0.0	7,308	0.1	797,271	3.3	4	295	100.0
Nov 14	70.8	-5.7	97.70	-3.0	69.15	-8.5	8,850	0.0	6,264	-5.7	611,989	-8.5	4	295	100.0
Dec 14	60.4	16.9	97.71	-2.8	59.02	13.6	9,145	0.0	5,524	16.9	539,745	13.6	4	295	100.0
Jan 15	60.3	15.0	99.67	0.4	60.09	15.5	9,145	0.0	5,514	15.0	549,559	15.5	4	295	100.0
Feb 15	68.3	12.0	99.97	1.4	68.25	13.5	8,260	0.0	5,639	12.0	563,733	13.5	4	295	100.0
Mar 15	77.0	24.0	100.18	1.9	77.14	26.3	9,145	0.0	7,042	24.0	705,451	26.3	4	295	100.0
Apr 15	65.9	-8.5	105.92	4.8	69.82	-4.1	8,850	0.0	5,834	-8.5	617,917	-4.1	4	295	100.0
May 15	74.2	-3.5	109.33	3.3	81.12	-0.4	9,145	0.0	6,785	-3.5	741,810	-0.4	4	295	100.0
Jun 15	76.5	-7.5	107.22	-1.4	82.05	-8.8	8,850	0.0	6,772	-7.5	726,108	-8.8	4	295	100.0
Jul 15	77.9	-9.9	109.90	-1.4	85.57	-11.1	9,145	0.0	7,120	-9.9	782,515	-11.1	4	295	100.0
Aug 15	78.2	-6.1	106.71	-3.1	83.42	-9.0	9,145	0.0	7,149	-6.1	762,846	-9.0	4	295	100.0
Sep 15	76.4	-6.7	103.17	-3.9	78.80	-10.3	8,850	0.0	6,760	-6.7	697,420	-10.3	4	295	100.0
Oct 15	75.0	-6.1	105.42	-3.4	79.08	-9.3	9,145	0.0	6,860	-6.1	723,197	-9.3	4	295	100.0
Nov 15	66.6	-5.9	99.78	2.1	66.46	-3.9	8,850	0.0	5,895	-5.9	588,209	-3.9	4	295	100.0
Dec 15	62.1	2.8	97.48	-0.2	60.53	2.6	9,145	0.0	5,679	2.8	553,589	2.6	4	295	100.0
Jan 16	53.1	-12.0	98.23	-1.4	52.15	-13.2	9,145	0.0	4,855	-12.0	476,919	-13.2	4	295	100.0
Feb 16	58.8	-13.8	100.62	0.6	59.18	-13.3	8,260	0.0	4,858	-13.8	488,794	-13.3	4	295	100.0
Mar 16	64.5	-16.2	100.32	0.1	64.76	-16.1	9,145	0.0	5,903	-16.2	592,208	-16.1	4	295	100.0
Apr 16	68.1	3.4	104.17	-1.7	70.98	1.7	8,850	0.0	6,030	3.4	628,129	1.7	4	295	100.0
May 16	73.0	-1.6	113.46	3.8	82.85	2.1	9,145	0.0	6,678	-1.6	757,678	2.1	4	295	100.0
Jun 16	72.2	-5.7	112.07	4.5	80.88	-1.4	8,850	0.0	6,387	-5.7	715,767	-1.4	4	295	100.0
Jul 16	77.7	-0.1	111.81	1.7	86.93	1.6	9,145	0.0	7,110	-0.1	794,946	1.6	4	295	100.0
Aug 16	74.3	-4.9	110.71	3.8	82.31	-1.3	9,145	0.0	6,799	-4.9	752,725	-1.3	4	295	100.0
Sep 16	72.1	-5.7	108.77	5.4	78.39	-0.5	8,850	0.0	6,378	-5.7	693,713	-0.5	4	295	100.0
Oct 16	71.1	-5.3	106.89	1.4	75.95	-4.0	9,145	0.0	6,498	-5.3	694,562	-4.0	4	295	100.0
Nov 16	67.7	1.6	101.92	2.1	68.98	3.8									

Tab 9 - Classic

McConnellsville, OH Selected Properties  
 Job Number: 853433\_SADIM Staff: SS Created: February 15, 2017

Date	Occupancy		ADR		RevPar		Supply		Demand		Revenue		Census & Sample %		
	This Year	% Chg	Census Props	Census Rooms	% Rooms STAR Participants										
Jan 10	55.3		83.98		46.41		9,176		5,071		425,856		4	296	100.0
Feb 10	52.2		83.39		43.57		8,288		4,330		361,095		4	296	100.0
Mar 10	49.3		83.71		41.30		9,176		4,527		378,938		4	296	100.0
Apr 10	54.8		85.18		46.66		8,880		4,864		414,313		4	296	100.0
May 10	56.4		86.21		48.65		9,176		5,178		446,413		4	296	100.0
Jun 10	71.7		88.93		63.75		8,880		6,365		566,064		4	296	100.0
Jul 10	79.8		89.40		71.30		9,176		7,318		654,237		4	296	100.0
Aug 10	77.8		90.22		70.21		9,176		7,141		644,209		4	296	100.0
Sep 10	65.2		88.98		58.02		8,880		5,790		515,178		4	296	100.0
Oct 10	71.7		89.13		63.92		9,176		6,580		586,500		4	296	100.0
Nov 10	63.6		85.62		54.47		8,880		5,649		483,674		4	296	100.0
Dec 10	40.2		83.26		33.49		9,176		3,691		307,326		4	296	100.0
Dec YTD 2010	61.6		86.97		53.53		108,040		66,504		5,783,863				
Total 2010	61.6		86.97		53.53		108,040		66,504		5,783,863				
Jan 11	37.8	-31.6	82.96	-1.2	31.38	-32.4	9,176	0.0	3,471	-31.6	287,943	-32.4	4	296	100.0
Feb 11	45.4	-13.2	84.21	1.0	38.21	-12.3	8,288	0.0	3,760	-13.2	316,648	-12.3	4	296	100.0
Mar 11	56.0	13.6	85.79	2.5	48.08	16.4	9,176	0.0	5,143	13.6	441,226	16.4	4	296	100.0
Apr 11	62.5	14.0	87.18	2.3	54.45	16.7	8,880	0.0	5,546	14.0	483,497	16.7	4	296	100.0
May 11	67.3	19.2	89.82	4.2	60.42	24.2	9,176	0.0	6,173	19.2	554,437	24.2	4	296	100.0
Jun 11	76.5	6.7	95.33	7.2	72.93	14.4	8,880	0.0	6,793	6.7	647,592	14.4	4	296	100.0
Jul 11	78.3	-1.8	94.39	5.6	73.92	3.7	9,176	0.0	7,186	-1.8	678,261	3.7	4	296	100.0
Aug 11	78.2	0.4	94.48	4.7	73.85	5.2	9,176	0.0	7,172	0.4	677,625	5.2	4	296	100.0
Sep 11	75.8	16.3	92.87	4.4	70.40	21.3	8,880	0.0	6,731	16.3	625,139	21.3	4	296	100.0
Oct 11	80.0	11.5	93.42	4.8	74.69	16.9	9,176	0.0	7,337	11.5	685,386	16.9	4	296	100.0
Nov 11	69.4	9.2	92.57	8.1	64.28	18.0	8,880	0.0	6,166	9.2	570,770	18.0	4	296	100.0
Dec 11	57.7	43.6	89.00	6.9	51.39	53.4	9,176	0.0	5,299	43.6	471,588	53.4	4	296	100.0
Dec YTD 2011	65.5	6.4	90.99	4.6	59.61	11.3	108,040	0.0	70,777	6.4	6,440,112	11.3			
Total 2011	65.5	6.4	90.99	4.6	59.61	11.3	108,040	0.0	70,777	6.4	6,440,112	11.3			
Jan 12	63.7	68.3	94.98	14.5	60.48	92.7	9,176	0.0	5,843	68.3	554,972	92.7	4	296	100.0
Feb 12	68.3	50.5	97.82	16.2	66.80	74.8	8,288	0.0	5,660	50.5	553,642	74.8	4	296	100.0
Mar 12	74.1	32.2	97.60	13.8	72.30	50.4	9,176	0.0	6,797	32.2	663,412	50.4	4	296	100.0
Apr 12	71.7	14.8	100.56	15.3	72.10	32.4	8,880	0.0	6,367	14.8	640,238	32.4	4	296	100.0
May 12	71.5	6.3	102.34	13.9	73.19	21.1	9,176	0.0	6,563	6.3	671,629	21.1	4	296	100.0
Jun 12	83.3	9.0	106.86	12.1	89.07	22.1	8,880	0.0	7,401	9.0	790,904	22.1	4	296	100.0
Jul 12	91.0	16.2	112.97	19.7	102.83	39.1	9,176	0.0	8,352	16.2	943,537	39.1	4	296	100.0
Aug 12	82.9	6.0	110.06	16.5	91.20	23.5	9,145	-0.3	7,578	5.7	834,065	23.1	4	295	100.0
Sep 12	73.3	-3.3	103.08	11.0	75.54	7.3	8,850	-0.3	6,486	-3.6	668,571	6.9	4	295	100.0
Oct 12	83.3	4.2	105.79	13.2	88.16	18.0	9,145	-0.3	7,621	3.9	806,234	17.6	4	295	100.0
Nov 12	74.6	7.5	104.20	12.6	77.77	21.0	8,850	-0.3	6,605	7.1	688,255	20.6	4	295	100.0
Dec 12	53.8	-6.8	104.34	17.2	56.18	9.3	9,145	-0.3	4,924	-7.1	513,786	8.9	4	295	100.0
Dec YTD 2012	74.3	13.5	103.86	14.1	77.20	29.5	107,887	-0.1	80,197	13.3	8,329,245	29.3			
Total 2012	74.3	13.5	103.86	14.1	77.20	29.5	107,887	-0.1	80,197	13.3	8,329,245	29.3			
Jan 13	54.7	-14.2	105.28	10.8	57.55	-4.8	9,145	-0.3	4,999	-14.4	526,319	-5.2	4	295	100.0
Feb 13	58.2	-14.8	105.80	8.2	61.58	-7.8	8,260	-0.3	4,808	-15.1	508,680	-8.1	4	295	100.0
Mar 13	65.3	-11.8	102.23	4.7	66.77	-7.6	9,145	-0.3	5,973	-12.1	610,596	-8.0	4	295	100.0
Apr 13	64.7	-9.8	101.63	1.1	65.75	-8.8	8,850	-0.3	5,725	-10.1	581,858	-9.1	4	295	100.0
May 13	74.6	4.4	103.34	1.0	77.14	5.4	9,145	-0.3	6,826	4.0	705,407	5.0	4	295	100.0
Jun 13	80.8	-3.0	109.34	2.3	88.37	-0.8	8,850	-0.3	7,153	-3.4	782,111	-1.1	4	295	100.0
Jul 13	87.7	-3.6	110.15	-2.5	96.63	-6.0	9,145	-0.3	8,023	-3.9	883,718	-6.3	4	295	100.0
Aug 13	79.8	-3.7	110.59	0.5	88.28	-3.2	9,145	0.0	7,300	-3.7	807,290	-3.2	4	295	100.0
Sep 13	74.2	1.2	104.59	1.5	77.58	2.7	8,850	0.0	6,564	1.2	686,558	2.7	4	295	100.0
Oct 13	79.9	-4.2	105.67	-0.1	84.39	-4.3	9,145	0.0	7,303	-4.2	771,701	-4.3	4	295	100.0
Nov 13	75.1	0.6	100.70	-3.4	75.60	-2.8	8,850	0.0	6,644	0.6	669,026	-2.8	4	295	100.0
Dec 13	51.7	-4.0	100.54	-3.6	51.96	-7.5	9,145	0.0	4,726	-4.0	475,152	-7.5	4	295	100.0
Dec YTD 2013	70.6	-5.0	105.31	1.4	74.38	-3.7	107,675	-0.2	76,044	-5.2	8,008,416	-3.9			
Total 2013	70.6	-5.0	105.31	1.4	74.38	-3.7	107,675	-0.2	76,044	-5.2	8,008,416	-3.9			
Jan 14	52.4	-4.1	99.25	-5.7	52.03	-9.6	9,145	0.0	4,794	-4.1	475,797	-9.6	4	295	100.0
Feb 14	61.0	4.8	98.59	-6.8	60.12	-2.4	8,260	0.0	5,037	4.8	496,584	-2.4	4	295	100.0
Mar 14	62.1	-4.9	98.34	-3.8	61.07	-8.5	9,145	0.0	5,679	-4.9	558,491	-8.5	4	295	100.0
Apr 14	72.1	11.4	101.05	-0.6	72.84	10.8	8,850	0.0	6,379	11.4	644,626	10.8	4	295	100.0
May 14	76.9	3.0	105.87	2.4	81.40	5.5	9,145	0.0	7,032	3.0	744,445	5.5	4	295	100.0
Jun 14	82.8	2.4	108.70	-0.6	89.96	1.8	8,850	0.0	7,324	2.4	796,155	1.8	4	295	100.0
Jul 14	86.4	-1.5	111.44	1.2	96.30	-0.3	9,145	0.0	7,903	-1.5	880,679	-0.3	4	295	100.0
Aug 14	83.2	4.3	110.09	-0.5	91.63	3.8	9,145	0.0	7,612	4.3	837,977	3.8	4	295	100.0
Sep 14	81.9	10.4	107.31	2.6	87.90	13.3	8,850	0.0	7,249	10.4	777,876	13.3	4	295	100.0
Oct 14	79.9	0.1	109.10	3.2	87.18	3.3	9,145	0.0	7,308	0.1	797,271	3.3	4	295	100.0
Nov 14	70.8	-5.7	97.70	-3.0	69.15	-8.5	8,850	0.0	6,264	-5.7	611,989	-8.5	4	295	100.0
Dec 14	60.4	16.9	97.71	-2.8	59.02	13.6	9,145	0.0	5,524	16.9	539,745	13.6	4	295	100.0
Dec YTD 2014	72.5	2.7	104.50	-0.8	75.80	1.9	107,675	0.0	78,105	2.7	8,161,635	1.9			
Total 2014	72.5	2.7	104.50	-0.8	75.80	1.9	107,675	0.0	78,105	2.7	8,161,635	1.9			
Jan 15	60.3	15.0	99.67	0.4	60.09	15.5	9,145	0.0	5,514	15.0	549,559	15.5	4	295	100.0
Feb 15	68.3	12.0	99.97	1.4	68.25	13.5	8,260	0.0	5,639	12.0	563,733	13.5	4	295	100.0
Mar 15	77.0	24.0	100.18	1.9	77.14	26.3	9,145	0.0	7,042	24.0	705,451	26.3	4	295	100.0
Apr 15	65.9	-8.5	105.92	4.8	69.82	-4.1	8,850	0.0	5,834	-8.5	617,917	-4.1	4	295	100.0
May 15	74.2	-3.5	109.33	3.3	81.12	-0.4	9,145	0.0	6,785	-3.5	741,810	-0.4	4	295	100.0
Jun 15	76.5	-7.5	107.22	-1.4	82.05	-8.8	8,850	0.0	6,772	-7.5	726,108	-8.8	4	295	100.0
Jul 15	77.9	-9.9	109.90	-1.4	85.57	-11.1	9,145	0.0	7,120	-9.9	782,515	-11.1	4	295	100.0
Aug 15	78.2	-6.1	106.71	-3.1	83.42	-9.0	9,145	0.0	7,149	-6.1	762,846	-9.0	4	295	100.0
Sep 15	76.4	-6.7	103.17	-3.9	78.80	-10.3	8,850	0.0	6,760	-6.7	697,420	-10.3	4	295	100.0
Oct 15	75.0	-6.1	105.42	-3.4	79.08	-9.3	9,145	0.0	6,860	-6.1	723,197	-9.3	4	295	100.0
Nov 15	66.6	-5.9	99.78	2.1	66.46	-3.9	8,850	0.0	5,895	-5.9	588,209	-3.9	4	295	100.0
Dec 15	62.1	2.8	97.48	-0.2	60.53	2.6	9,145	0.0	5,679	2.8	553,589	2.6	4	295	100.0
Dec YTD 2015	71.6	-1.4	103.99	-0.5	74.41	-1.8	107,675	0.0	77,049	-1.4	8,012,354	-1.8			
Total 2015	71														





# ESRI Reporting

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Based on Community Feedback Interviews we added the following reporting:

## Morgan County Ohio

- \* ESRI Reporting Area MAP
- \* Retail Marketplace Profile (Leakage)
- \* Retail Market Potential
- \* Restaurant Market Potential
- \* Recreation Expenditures

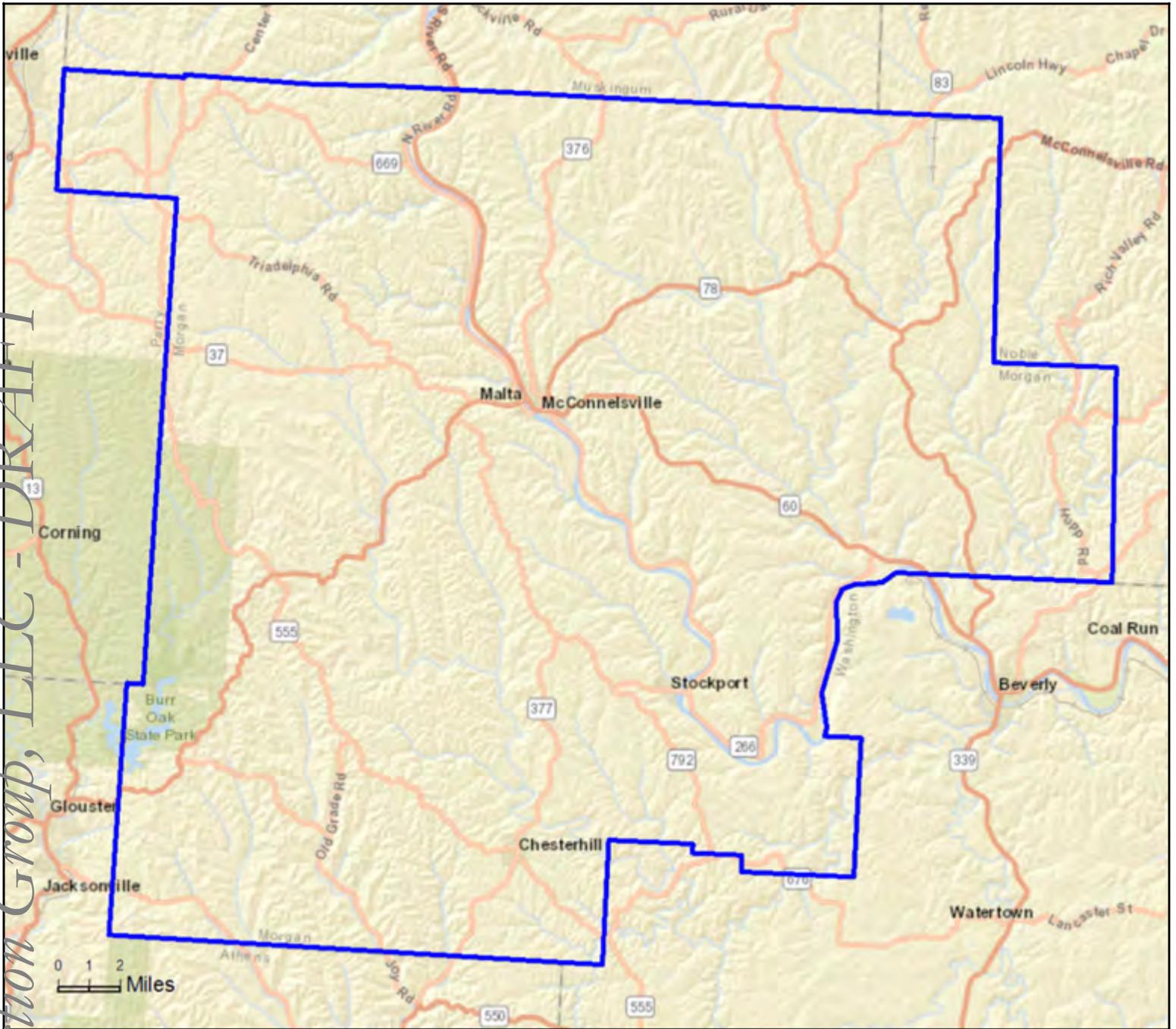
**SAMPLE**

The following data provided by ESRI an international supplier of Geographic Information System software, web GIS and geodatabase management applications.

*Source: Esri*

# Site Map

Morgan County, OH  
Morgan County, OH  
Geography: County



Core Distinction Group, LLC - DRAFT



# Retail MarketPlace Profile

Morgan County, OH  
Morgan County, OH  
Geography: County

## Summary Demographics

2016 Population	15,253
2016 Households	6,206
2016 Median Disposable Income	\$31,750
2016 Per Capita Income	\$19,975

## Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$186,078,719	\$85,077,967	\$101,000,752	37.2	78
Total Retail Trade	44-45	\$170,803,526	\$78,136,630	\$92,666,896	37.2	59
Total Food & Drink	722	\$15,275,193	\$6,941,337	\$8,333,856	37.5	19

## Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$41,604,341	\$4,998,502	\$36,605,839	78.5	4
Automobile Dealers	4411	\$34,549,515	\$4,544,043	\$30,005,472	76.8	2
Other Motor Vehicle Dealers	4412	\$4,053,824	\$0	\$4,053,824	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$3,001,002	\$454,459	\$2,546,543	73.7	2
Furniture & Home Furnishings Stores	442	\$3,891,501	\$2,506,881	\$1,384,620	21.6	4
Furniture Stores	4421	\$2,405,277	\$2,506,881	-\$101,604	-2.1	4
Home Furnishings Stores	4422	\$1,486,224	\$0	\$1,486,224	100.0	0
Electronics & Appliance Stores	443	\$6,969,181	\$1,443,150	\$5,526,031	65.7	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$11,439,086	\$4,845,033	\$6,594,053	40.5	8
Bldg Material & Supplies Dealers	4441	\$10,015,262	\$4,845,033	\$5,170,229	34.8	8
Lawn & Garden Equip & Supply Stores	4442	\$1,423,824	\$0	\$1,423,824	100.0	0
Food & Beverage Stores	445	\$30,699,074	\$40,713,451	-\$10,014,377	-14.0	8
Grocery Stores	4451	\$27,274,044	\$40,343,878	-\$13,069,834	-19.3	7
Specialty Food Stores	4452	\$2,315,641	\$0	\$2,315,641	100.0	0
Beer, Wine & Liquor Stores	4453	\$1,109,389	\$369,573	\$739,816	50.0	1
Health & Personal Care Stores	446,4461	\$12,469,792	\$5,408,704	\$7,061,088	39.5	3
Gasoline Stations	447,4471	\$13,307,767	\$10,821,218	\$2,486,549	10.3	5
Clothing & Clothing Accessories Stores	448	\$6,078,854	\$520,370	\$5,558,484	84.2	2
Clothing Stores	4481	\$4,077,137	\$0	\$4,077,137	100.0	0
Shoe Stores	4482	\$853,970	\$0	\$853,970	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,147,747	\$520,370	\$627,377	37.6	2
Sporting Goods, Hobby, Book & Music Stores	451	\$3,181,409	\$499,953	\$2,681,456	72.8	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,596,881	\$499,953	\$2,096,928	67.7	3
Book, Periodical & Music Stores	4512	\$584,528	\$0	\$584,528	100.0	0
General Merchandise Stores	452	\$28,569,745	\$1,340,920	\$27,228,825	91.0	2
Department Stores Excluding Leased Depts.	4521	\$20,462,532	\$0	\$20,462,532	100.0	0
Other General Merchandise Stores	4529	\$8,107,213	\$1,340,920	\$6,766,293	71.6	2
Miscellaneous Store Retailers	453	\$9,180,030	\$5,038,448	\$4,141,582	29.1	17
Florists	4531	\$341,107	\$691,114	-\$350,007	-33.9	6
Office Supplies, Stationery & Gift Stores	4532	\$1,248,135	\$122,906	\$1,125,229	82.1	1
Used Merchandise Stores	4533	\$796,351	\$1,126,409	-\$330,058	-17.2	2
Other Miscellaneous Store Retailers	4539	\$6,794,437	\$3,098,019	\$3,696,418	37.4	8
Nonstore Retailers	454	\$3,412,746	\$0	\$3,412,746	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$1,764,427	\$0	\$1,764,427	100.0	0
Vending Machine Operators	4542	\$276,173	\$0	\$276,173	100.0	0
Direct Selling Establishments	4543	\$1,372,146	\$0	\$1,372,146	100.0	0
Food Services & Drinking Places	722	\$15,275,193	\$6,941,337	\$8,333,856	37.5	19
Special Food Services	7223	\$423,837	\$0	\$423,837	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$445,008	\$359,330	\$85,678	10.7	2
Restaurants/Other Eating Places	7225	\$14,406,348	\$6,582,007	\$7,824,341	37	17

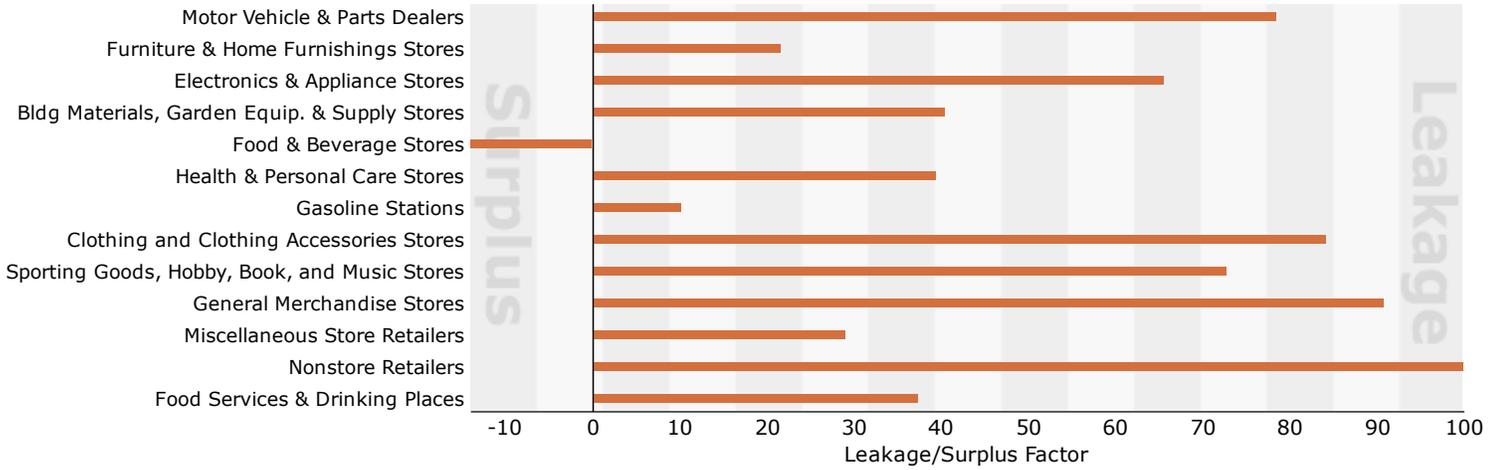
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. [http://www.esri.com/data/esri\\_data/methodology-statements](http://www.esri.com/data/esri_data/methodology-statements)

Source: Esri and Infogroup. Retail MarketPlace 2016 Release 2. Copyright 2016 Infogroup, Inc. All rights reserved.

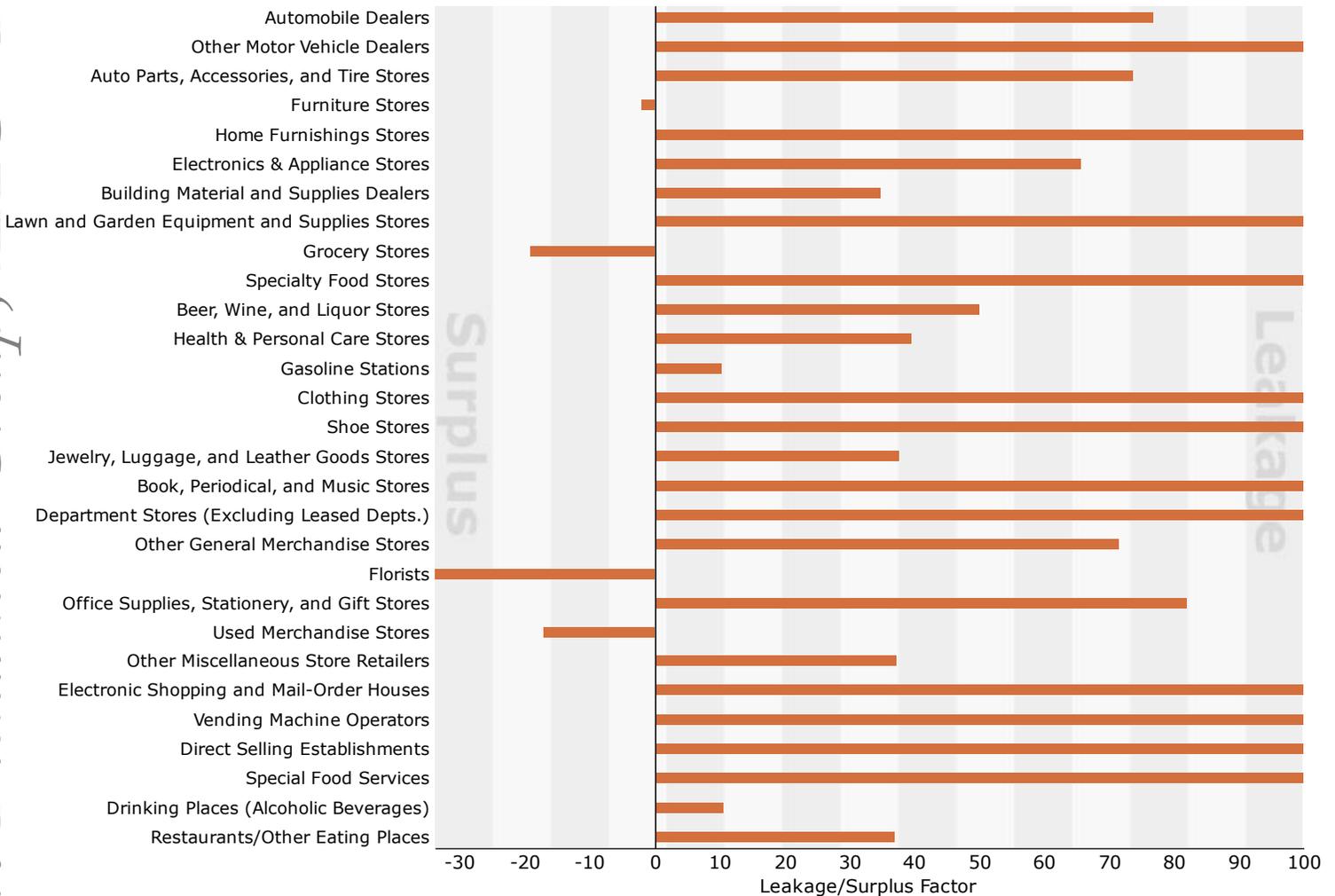
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Morgan County, OH  
Morgan County, OH  
Geography: County

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup. Retail MarketPlace 2016 Release 2. Copyright 2016 Infogroup, Inc. All rights reserved.

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# Retail Market Potential

Morgan County, OH  
Morgan County, OH  
Geography: County

Demographic Summary	2016	2021
Population	15,253	15,339
Population 18+	12,058	12,154
Households	6,206	6,289
Median Household Income	\$37,283	\$39,548

Product/Consumer Behavior	Expected Number of Adults/HHS	Percent of Adults/HHS	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	5,479	45.4%	96
Bought any women's clothing in last 12 months	4,979	41.3%	94
Bought clothing for child <13 years in last 6 months	3,377	28.0%	102
Bought any shoes in last 12 months	6,043	50.1%	93
Bought costume jewelry in last 12 months	2,042	16.9%	87
Bought any fine jewelry in last 12 months	1,918	15.9%	87
Bought a watch in last 12 months	1,175	9.7%	88
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	5,284	85.1%	99
HH bought/leased new vehicle last 12 mo	423	6.8%	73
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	10,341	85.8%	101
Bought/changed motor oil in last 12 months	7,334	60.8%	124
Had tune-up in last 12 months	3,769	31.3%	104
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	7,016	58.2%	89
Drank regular cola in last 6 months	6,396	53.0%	118
Drank beer/ale in last 6 months	3,861	32.0%	75
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	2,806	23.3%	80
Own digital single-lens reflex (SLR) camera	611	5.1%	59
Bought any camera in last 12 months	697	5.8%	101
Printed digital photos in last 12 months	333	2.8%	94
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	4,254	35.3%	98
Have a smartphone	5,073	42.1%	72
Have a smartphone: Android phone (any brand)	2,516	20.9%	78
Have a smartphone: Apple iPhone	1,709	14.2%	55
Number of cell phones in household: 1	2,331	37.6%	117
Number of cell phones in household: 2	2,094	33.7%	90
Number of cell phones in household: 3+	1,112	17.9%	70
HH has cell phone only (no landline telephone)	2,485	40.0%	96
<b>Computers (Households)</b>			
HH owns a computer	3,731	60.1%	78
HH owns desktop computer	2,241	36.1%	80
HH owns laptop/notebook	2,498	40.3%	74
HH owns any Apple/Mac brand computer	351	5.7%	38
HH owns any PC/non-Apple brand computer	3,588	57.8%	85
HH purchased most recent computer in a store	1,938	31.2%	83
HH purchased most recent computer online	526	8.5%	65
Spent <\$500 on most recent home computer	992	16.0%	110
Spent \$500-\$999 on most recent home computer	1,012	16.3%	85
Spent \$1,000-\$1,499 on most recent home computer	321	5.2%	55
Spent \$1,500-\$1,999 on most recent home computer	137	2.2%	48
Spent \$2,000+ on most recent home computer	140	2.3%	58

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.

Core Distinction Group, LLC - DRAFT



# Retail Market Potential

Morgan County, OH  
 Morgan County, OH  
 Geography: County

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	5,237	43.4%	86
Bought brewed coffee at convenience store in last 30 days	1,899	15.7%	100
Bought cigarettes at convenience store in last 30 days	2,303	19.1%	153
Bought gas at convenience store in last 30 days	5,143	42.7%	129
Spent at convenience store in last 30 days: <\$20	671	5.6%	69
Spent at convenience store in last 30 days: \$20-\$39	881	7.3%	81
Spent at convenience store in last 30 days: \$40-\$50	1,029	8.5%	112
Spent at convenience store in last 30 days: \$51-\$99	662	5.5%	124
Spent at convenience store in last 30 days: \$100+	3,631	30.1%	131
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	5,417	44.9%	76
Went to live theater in last 12 months	830	6.9%	53
Went to a bar/night club in last 12 months	1,256	10.4%	62
Dined out in last 12 months	4,155	34.5%	77
Gambled at a casino in last 12 months	948	7.9%	57
Visited a theme park in last 12 months	1,458	12.1%	69
Viewed movie (video-on-demand) in last 30 days	1,134	9.4%	55
Viewed TV show (video-on-demand) in last 30 days	676	5.6%	43
Watched any pay-per-view TV in last 12 months	1,488	12.3%	94
Downloaded a movie over the Internet in last 30 days	437	3.6%	50
Downloaded any individual song in last 6 months	1,814	15.0%	74
Watched a movie online in the last 30 days	1,113	9.2%	58
Watched a TV program online in last 30 days	986	8.2%	55
Played a video/electronic game (console) in last 12 months	1,192	9.9%	95
Played a video/electronic game (portable) in last 12 months	521	4.3%	95
<b>Financial (Adults)</b>			
Have home mortgage (1st)	2,739	22.7%	73
Used ATM/cash machine in last 12 months	4,561	37.8%	77
Own any stock	548	4.5%	59
Own U.S. savings bond	394	3.3%	62
Own shares in mutual fund (stock)	453	3.8%	52
Own shares in mutual fund (bonds)	260	2.2%	44
Have interest checking account	2,785	23.1%	82
Have non-interest checking account	3,145	26.1%	92
Have savings account	4,988	41.4%	77
Have 401K retirement savings plan	1,218	10.1%	70
Own/used any credit/debit card in last 12 months	7,650	63.4%	85
Avg monthly credit card expenditures: <\$111	1,311	10.9%	94
Avg monthly credit card expenditures: \$111-\$225	771	6.4%	93
Avg monthly credit card expenditures: \$226-\$450	621	5.2%	81
Avg monthly credit card expenditures: \$451-\$700	356	3.0%	55
Avg monthly credit card expenditures: \$701-\$1,000	302	2.5%	58
Avg monthly credit card expenditures: \$1,001+	392	3.3%	36
Did banking online in last 12 months	2,738	22.7%	64
Did banking on mobile device in last 12 months	1,034	8.6%	61
Paid bills online in last 12 months	3,446	28.6%	66

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.

Core Distinction Group, LLC - DRAFT

Morgan County, OH  
Morgan County, OH  
Geography: County

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	4,520	72.8%	105
Used bread in last 6 months	5,952	95.9%	102
Used chicken (fresh or frozen) in last 6 months	4,123	66.4%	96
Used turkey (fresh or frozen) in last 6 months	1,005	16.2%	102
Used fish/seafood (fresh or frozen) in last 6 months	3,161	50.9%	93
Used fresh fruit/vegetables in last 6 months	5,218	84.1%	98
Used fresh milk in last 6 months	5,539	89.3%	101
Used organic food in last 6 months	766	12.3%	63
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	2,454	20.4%	72
Exercise at club 2+ times per week	664	5.5%	42
Visited a doctor in last 12 months	9,064	75.2%	99
Used vitamin/dietary supplement in last 6 months	5,627	46.7%	88
<b>Home (Households)</b>			
Any home improvement in last 12 months	1,609	25.9%	97
Used housekeeper/maid/professional HH cleaning service in last 12	495	8.0%	61
Purchased low ticket HH furnishings in last 12 months	949	15.3%	95
Purchased big ticket HH furnishings in last 12 months	1,244	20.0%	96
Bought any small kitchen appliance in last 12 months	1,473	23.7%	107
Bought any large kitchen appliance in last 12 months	909	14.6%	115
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	5,348	44.4%	104
Carry medical/hospital/accident insurance	7,546	62.6%	95
Carry homeowner insurance	5,814	48.2%	102
Carry renter's insurance	676	5.6%	69
Have auto insurance: 1 vehicle in household covered	2,014	32.5%	105
Have auto insurance: 2 vehicles in household covered	1,666	26.8%	94
Have auto insurance: 3+ vehicles in household covered	1,330	21.4%	98
<b>Pets (Households)</b>			
Household owns any pet	3,841	61.9%	115
Household owns any cat	1,679	27.1%	121
Household owns any dog	3,171	51.1%	125
<b>Psychographics (Adults)</b>			
Buying American is important to me	6,387	53.0%	125
Usually buy items on credit rather than wait	1,182	9.8%	84
Usually buy based on quality - not price	2,061	17.1%	95
Price is usually more important than brand name	3,812	31.6%	120
Usually use coupons for brands I buy often	2,581	21.4%	113
Am interested in how to help the environment	1,875	15.5%	95
Usually pay more for environ safe product	1,324	11.0%	86
Usually value green products over convenience	1,275	10.6%	101
Likely to buy a brand that supports a charity	4,287	35.6%	102
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	927	7.7%	58
Bought hardcover book in last 12 months	1,914	15.9%	76
Bought paperback book in last 12 month	3,166	26.3%	84
Read any daily newspaper (paper version)	3,148	26.1%	100
Read any digital newspaper in last 30 days	2,779	23.0%	69
Read any magazine (paper/electronic version) in last 6 months	10,395	86.2%	95

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.

Core Distinction Group, LLC - DRAFT



# Retail Market Potential

Morgan County, OH  
 Morgan County, OH  
 Geography: County

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	8,396	69.6%	93
Went to family restaurant/steak house: 4+ times a month	2,937	24.4%	89
Went to fast food/drive-in restaurant in last 6 months	10,994	91.2%	101
Went to fast food/drive-in restaurant 9+ times/mo	4,976	41.3%	105
Fast food/drive-in last 6 months: eat in	4,681	38.8%	107
Fast food/drive-in last 6 months: home delivery	636	5.3%	69
Fast food/drive-in last 6 months: take-out/drive-thru	5,834	48.4%	104
Fast food/drive-in last 6 months: take-out/walk-in	1,995	16.5%	85
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	2,324	19.3%	61
Own e-reader/tablet: iPad	874	7.2%	47
Own any portable MP3 player	2,558	21.2%	69
HH owns 1 TV	1,273	20.5%	100
HH owns 2 TVs	1,767	28.5%	110
HH owns 3 TVs	1,265	20.4%	95
HH owns 4+ TVs	1,094	17.6%	93
HH subscribes to cable TV	2,089	33.7%	68
HH subscribes to fiber optic	172	1.8%	24
HH has satellite dish	2,900	46.7%	184
HH owns DVD/Blu-ray player	3,606	58.1%	96
HH owns camcorder	762	12.3%	88
HH owns portable GPS navigation device	1,418	22.8%	83
HH purchased video game system in last 12 mos	324	5.2%	66
HH owns Internet video device for TV	235	3.8%	54
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	4,389	36.4%	73
Took 3+ domestic non-business trips in last 12 months	874	7.2%	65
Spent on domestic vacations in last 12 months: <\$1,000	1,182	9.8%	91
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	635	5.3%	90
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	238	2.0%	55
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	303	2.5%	64
Spent on domestic vacations in last 12 months: \$3,000+	299	2.5%	45
Domestic travel in the 12 months: used general travel website	394	3.3%	48
Foreign travel in last 3 years	1,144	9.5%	39
Took 3+ foreign trips by plane in last 3 years	166	1.4%	31
Spent on foreign vacations in last 12 months: <\$1,000	195	1.6%	39
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	171	1.4%	43
Spent on foreign vacations in last 12 months: \$3,000+	191	1.6%	32
Foreign travel in last 3 years: used general travel website	256	2.1%	38
Nights spent in hotel/motel in last 12 months: any	3,703	30.7%	76
Took cruise of more than one day in last 3 years	606	5.0%	60
Member of any frequent flyer program	535	4.4%	27
Member of any hotel rewards program	785	6.5%	46

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.

Core Distinction Group, LLC - DRAFT



# Restaurant Market Potential

Morgan County, OH  
 Morgan County, OH  
 Geography: County

Demographic Summary		2016	2021
Population		15,253	15,339
Population 18+		12,058	12,154
Households		6,206	6,289
Median Household Income		\$37,283	\$39,548

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	8,396	69.6%	93
Went to family restaurant/steak house 4+ times/mo	2,937	24.4%	89
Spent at family rest/steak hse last 6 months: <\$31	1,269	10.5%	148
Spent at family rest/steak hse last 6 months: \$31-50	1,120	9.3%	113
Spent at family rest/steak hse last 6 months: \$51-100	1,705	14.1%	94
Spent at family rest/steak hse last 6 months: \$101-200	1,104	9.2%	77
Spent at family rest/steak hse last 6 months: \$201-300	476	3.9%	73
Spent at family rest/steak hse last 6 months: \$301+	562	4.7%	64
Family restaurant/steak house last 6 months: breakfast	1,289	10.7%	85
Family restaurant/steak house last 6 months: lunch	2,312	19.2%	102
Family restaurant/steak house last 6 months: dinner	4,993	41.4%	89
Family restaurant/steak house last 6 months: snack	117	1.0%	51
Family restaurant/steak house last 6 months: weekday	3,394	28.1%	93
Family restaurant/steak house last 6 months: weekend	4,578	38.0%	92
Fam rest/steak hse/6 months: Applebee`s	2,415	20.0%	85
Fam rest/steak hse/6 months: Bob Evans Farms	395	3.3%	90
Fam rest/steak hse/6 months: Buffalo Wild Wings	620	5.1%	60
Fam rest/steak hse/6 months: California Pizza Kitchen	90	0.7%	22
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	269	2.2%	72
Fam rest/steak hse/6 months: The Cheesecake Factory	258	2.1%	33
Fam rest/steak hse/6 months: Chili`s Grill & Bar	1,104	9.2%	76
Fam rest/steak hse/6 months: CiCi`s Pizza	514	4.3%	109
Fam rest/steak hse/6 months: Cracker Barrel	1,568	13.0%	129
Fam rest/steak hse/6 months: Denny`s	634	5.3%	57
Fam rest/steak hse/6 months: Golden Corral	1,530	12.7%	157
Fam rest/steak hse/6 months: IHOP	967	8.0%	72
Fam rest/steak hse/6 months: Logan`s Roadhouse	497	4.1%	120
Fam rest/steak hse/6 months: LongHorn Steakhouse	514	4.3%	89
Fam rest/steak hse/6 months: Old Country Buffet	153	1.3%	73
Fam rest/steak hse/6 months: Olive Garden	1,534	12.7%	73
Fam rest/steak hse/6 months: Outback Steakhouse	686	5.7%	60
Fam rest/steak hse/6 months: Red Lobster	1,313	10.9%	91
Fam rest/steak hse/6 months: Red Robin	393	3.3%	53
Fam rest/steak hse/6 months: Ruby Tuesday	859	7.1%	117
Fam rest/steak hse/6 months: Texas Roadhouse	768	6.4%	84
Fam rest/steak hse/6 months: T.G.I. Friday`s	462	3.8%	51
Fam rest/steak hse/6 months: Waffle House	1,024	8.5%	161
Went to fast food/drive-in restaurant in last 6 mo	10,994	91.2%	101
Went to fast food/drive-in restaurant 9+ times/mo	4,976	41.3%	105
Spent at fast food/drive-in last 6 months: <\$11	710	5.9%	137
Spent at fast food/drive-in last 6 months: \$11-\$20	1,041	8.6%	117
Spent at fast food/drive-in last 6 months: \$21-\$40	1,360	11.3%	96
Spent at fast food/drive-in last 6 months: \$41-\$50	821	6.8%	90
Spent at fast food/drive-in last 6 months: \$51-\$100	2,162	17.9%	108
Spent at fast food/drive-in last 6 months: \$101-\$200	1,503	12.5%	104
Spent at fast food/drive-in last 6 months: \$201+	1,355	11.2%	93

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.

Core Distinction Group, LLC - DRAFT



# Restaurant Market Potential

Morgan County, OH  
 Morgan County, OH  
 Geography: County

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	4,681	38.8%	107
Fast food/drive-in last 6 months: home delivery	636	5.3%	69
Fast food/drive-in last 6 months: take-out/drive-thru	5,834	48.4%	104
Fast food/drive-in last 6 months: take-out/walk-in	1,995	16.5%	85
Fast food/drive-in last 6 months: breakfast	4,364	36.2%	112
Fast food/drive-in last 6 months: lunch	6,185	51.3%	103
Fast food/drive-in last 6 months: dinner	5,360	44.5%	100
Fast food/drive-in last 6 months: snack	1,190	9.9%	82
Fast food/drive-in last 6 months: weekday	7,211	59.8%	103
Fast food/drive-in last 6 months: weekend	5,734	47.6%	104
Fast food/drive-in last 6 months: A & W	416	3.4%	124
Fast food/drive-in last 6 months: Arby`s	2,548	21.1%	133
Fast food/drive-in last 6 months: Baskin-Robbins	256	2.1%	64
Fast food/drive-in last 6 months: Boston Market	172	1.4%	42
Fast food/drive-in last 6 months: Burger King	4,277	35.5%	117
Fast food/drive-in last 6 months: Captain D`s	910	7.5%	221
Fast food/drive-in last 6 months: Carl`s Jr.	177	1.5%	26
Fast food/drive-in last 6 months: Checkers	329	2.7%	95
Fast food/drive-in last 6 months: Chick-fil-A	1,690	14.0%	78
Fast food/drive-in last 6 months: Chipotle Mex. Grill	366	3.0%	29
Fast food/drive-in last 6 months: Chuck E. Cheese`s	357	3.0%	88
Fast food/drive-in last 6 months: Church`s Fr. Chicken	383	3.2%	97
Fast food/drive-in last 6 months: Cold Stone Creamery	138	1.1%	38
Fast food/drive-in last 6 months: Dairy Queen	2,189	18.2%	128
Fast food/drive-in last 6 months: Del Taco	223	1.8%	51
Fast food/drive-in last 6 months: Domino`s Pizza	1,197	9.9%	84
Fast food/drive-in last 6 months: Dunkin` Donuts	625	5.2%	44
Fast food/drive-in last 6 months: Hardee`s	1,661	13.8%	239
Fast food/drive-in last 6 months: Jack in the Box	456	3.8%	46
Fast food/drive-in last 6 months: KFC	3,407	28.3%	133
Fast food/drive-in last 6 months: Krispy Kreme	634	5.3%	114
Fast food/drive-in last 6 months: Little Caesars	1,257	10.4%	92
Fast food/drive-in last 6 months: Long John Silver`s	1,228	10.2%	200
Fast food/drive-in last 6 months: McDonald`s	7,030	58.3%	106
Went to Panda Express in last 6 months	434	3.6%	47
Fast food/drive-in last 6 months: Panera Bread	523	4.3%	38
Fast food/drive-in last 6 months: Papa John`s	840	7.0%	78
Fast food/drive-in last 6 months: Papa Murphy`s	405	3.4%	79
Fast food/drive-in last 6 months: Pizza Hut	3,454	28.6%	143
Fast food/drive-in last 6 months: Popeyes Chicken	865	7.2%	92
Fast food/drive-in last 6 months: Quiznos	255	2.1%	66
Fast food/drive-in last 6 months: Sonic Drive-In	2,121	17.6%	170
Fast food/drive-in last 6 months: Starbucks	474	3.9%	27
Fast food/drive-in last 6 months: Steak `n Shake	543	4.5%	89
Fast food/drive-in last 6 months: Subway	3,778	31.3%	97
Fast food/drive-in last 6 months: Taco Bell	3,787	31.4%	102
Fast food/drive-in last 6 months: Wendy`s	3,487	28.9%	104
Fast food/drive-in last 6 months: Whataburger	613	5.1%	121
Fast food/drive-in last 6 months: White Castle	258	2.1%	74

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.

Core Distinction Group, LLC - DRAFT



# Restaurant Market Potential

Morgan County, OH  
Morgan County, OH  
Geography: County

Went to fine dining restaurant last month	599	5.0%	44
Went to fine dining restaurant 3+ times last month	146	1.2%	39
Spent at fine dining rest in last 6 months: <\$51	221	1.8%	90
Spent at fine dining rest in last 6 months: \$51-\$100	266	2.2%	60
Spent at fine dining rest in last 6 months: \$101-\$200	238	2.0%	53
Spent at fine dining rest in last 6 months: \$201+	163	1.4%	34

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SAMPLE

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.



# Recreation Expenditures

Morgan County, OH  
Morgan County, OH  
Geography: County

<b>Demographic Summary</b>		<b>2016</b>	<b>2021</b>
Population		15,253	15,339
Households		6,206	6,289
Families		4,200	4,227
Median Age		43.8	45.2
Median Household Income		\$37,283	\$39,548
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>
		<b>Index</b>	<b>Total</b>
<b>Tv/Video/Audio</b>		74	\$5,504,905
Cable & Satellite Television Services		78	\$4,332,717
Televisions & Video		62	\$847,712
Audio		61	\$309,790
Rental of TV/VCR/Radio/Sound Equipment		83	\$6,735
Repair of TV/Radio/Sound Equipment		49	\$7,950
<b>Entertainment/Recreation Fees and Admissions</b>		43	\$1,527,967
Tickets to Theatre/Operas/Concerts		43	\$139,905
Tickets to Movies/Museums/Parks		47	\$194,886
Admission to Sporting Events, excl.Trips		42	\$137,471
Fees for Participant Sports, excl.Trips		41	\$225,386
Fees for Recreational Lessons		38	\$287,600
Membership Fees for Social/Recreation/Civic Clubs		46	\$541,482
Dating Services		29	\$1,233
<b>Toys/Games/Crafts/Hobbies</b>		74	\$503,827
Toys/Games/Arts/Crafts/Tricycles		69	\$429,727
Playground Equipment		108	\$27,937
Play Arcade Pinball/Video Games		61	\$8,203
Online Entertainment and Games		58	\$11,960
Stamp & Coin Collecting		94	\$26,000
<b>Recreational Vehicles and Fees</b>		71	\$473,048
Docking and Landing Fees for Boats and Planes		47	\$22,392
Camp Fees		60	\$133,627
Payments on Boats/Trailers/Campers/RVs		88	\$262,623
Rental of RVs or Boats		56	\$54,404
<b>Sports, Recreation and Exercise Equipment</b>		78	\$799,570
Exercise Equipment and Gear, Game Tables		92	\$310,014
Bicycles		45	\$72,000
Camping Equipment		51	\$47,363
Hunting and Fishing Equipment		94	\$275,344
Winter Sports Equipment		46	\$14,232
Water Sports Equipment		50	\$16,460
Other Sports Equipment		96	\$57,019
Rental/Repair of Sports/Recreation/Exercise Equipment		39	\$7,134
<b>Photographic Equipment and Supplies</b>		55	\$186,878
Film		59	\$3,347
Film Processing		70	\$32,811
Photographic Equipment		50	\$73,370
Photographer Fees/Other Supplies & Equip Rental/Repair		54	\$77,349
<b>Reading</b>		66	\$533,641
Magazine/Newspaper Subscriptions		70	\$183,753
Magazine/Newspaper Single Copies		71	\$44,868
Books		61	\$155,545
Digital Book Readers		64	\$149,474

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2016 and 2021; Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Core Distinction Group, LLC - DRAFT

## DISCLAIMER

Thank you for the opportunity to complete this market and feasibility study for the proposed hotel project located in McConnelsville, OH. 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 for including in this report, third-party information has not been fully audited or sought to be verified by CDG. CDG does not provide financial advice.

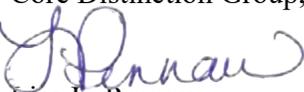
It should be understood that economic and marketplace conditions are in constant change. The results presented in this report are the professional opinion of CDG and are based on information available at the time of the report preparation. These opinions infer that market conditions do not change the 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.

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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

  
Lisa L. Pennau  
Owner