COMPREHENSIVE HOTEL MARKET FEASIBILITY STUDY

PREPARED FOR

Richland Center, Wisconsin

INCLUDES

- Introduction/Objective
- Community Overview
- Executive Summary
- Economic Overview
- Site Analysis
- Lodging Demand
- Lodging Supply
- Lodging/Competitive Data
- Regional Data
- Room Share Overview
- Economic Impact
- Conclusion

PREPARED BY

Core Distinction Group, LLC

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Offices in Wisconsin

TAKING THE FIRST STEP TO DEVELOP A NEW HOTEL

Date	Tuesday, October 31, 2023
Attn:	Karin Tepley
Address	450 South Main Street
City, State, Zip	Richland Center, WI 53581

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

As in all studies of this type, the estimated results are based upon competent and efficient management and an effective marketing program and presume no significant change in the competitive position of the hotel industry from that set forth in this report. We have no responsibility to update this report for events and circumstances occurring after completion of our research conducted in October 2023. These projections are based upon estimates, assumptions and other information developed from our research and we do not warrant that they will be attained. We do not consider the legal and regulatory requirements applicable to this project, including zoning, permits, licenses and other state and local government regulations.

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

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

Sincerely,

Jessica Junker
Partner

Core Distinction Group

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Introduction

The following Comprehensive Lodging Feasibility Study Report will review the potential development of a hotel in Richland Center, WI.

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

Intended User - Richland Center, WI is the only intended user for this report.

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

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

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

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

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

Introduction (continued)

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

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

Community Overview

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

Community Overview and History

Nestled in the heart of southwestern Wisconsin, Richland Center is a city that seamlessly marries its rich history with the vibrancy of modern life. This charming community of approximately 5,000 residents is known for its picturesque landscapes, friendly atmosphere, and a history deeply intertwined with one and the birthplace of America's most renowned architects, Frank Lloyd Wright.

Richland Center was officially founded in 1851 and named after the "rich land" it offered to farmers. The city quickly developed as an agricultural hub, with farming and dairy production playing pivotal roles in its economy. Today, remnants of this agrarian past can still be seen in the rolling fields and farms that surround the city.

While Richland Center proudly preserves its historical roots, it has also embraced the modern era with open arms. The town's charming downtown area features a mix of locally-owned shops, restaurants, and businesses. It's a place where you can stroll down the main street and experience a sense of community and warmth that's often missing in larger urban centers. The city hosts a variety of events throughout the year, such as farmers' markets, arts and crafts fairs, and music festivals, fostering a sense of togetherness among residents and visitors alike.

In terms of recreational opportunities, Richland Center offers something for everyone. The surrounding natural beauty provides ample opportunities for outdoor enthusiasts, including snowmobiling, kayaking and canoing, trout fishing, golfing, hiking, and hunting. The Pine River, which meanders through the area, offers excellent trout fishing and kayaking. For those who prefer indoor activities, the city has a community center, a library. The surrounding area is also filled with culture, artisans, architecture, and wineries.

In conclusion, Richland Center, Wisconsin, beautifully combines its rich history with the conveniences of modern life. With its strong sense of community, historical landmarks, and diverse recreational opportunities, it's a place where residents and visitors can appreciate the past while looking forward to a promising future. Whether you're interested in exploring architectural heritage, enjoying outdoor adventures, or simply seeking a welcoming and close-knit community, Richland Center has something to offer everyone who seeks to experience the best of small-town America. Stay for a night and it could turn into a lifetime!

Executive Summary

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

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

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

Executive Summary

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

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

Executive Summary (continued)

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

Property segment recommended for the potential development of a hotel is an Upper Midscale to Upscale 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 Richland Center, WI. Additionally, the newness of the hotel should be well received in the marketplace. It's location will be ideal to serve Richland Center and regional markets. This type of hotel would also be capable of adjusting rates to best fit the demand in the market and the seasonality of the area.

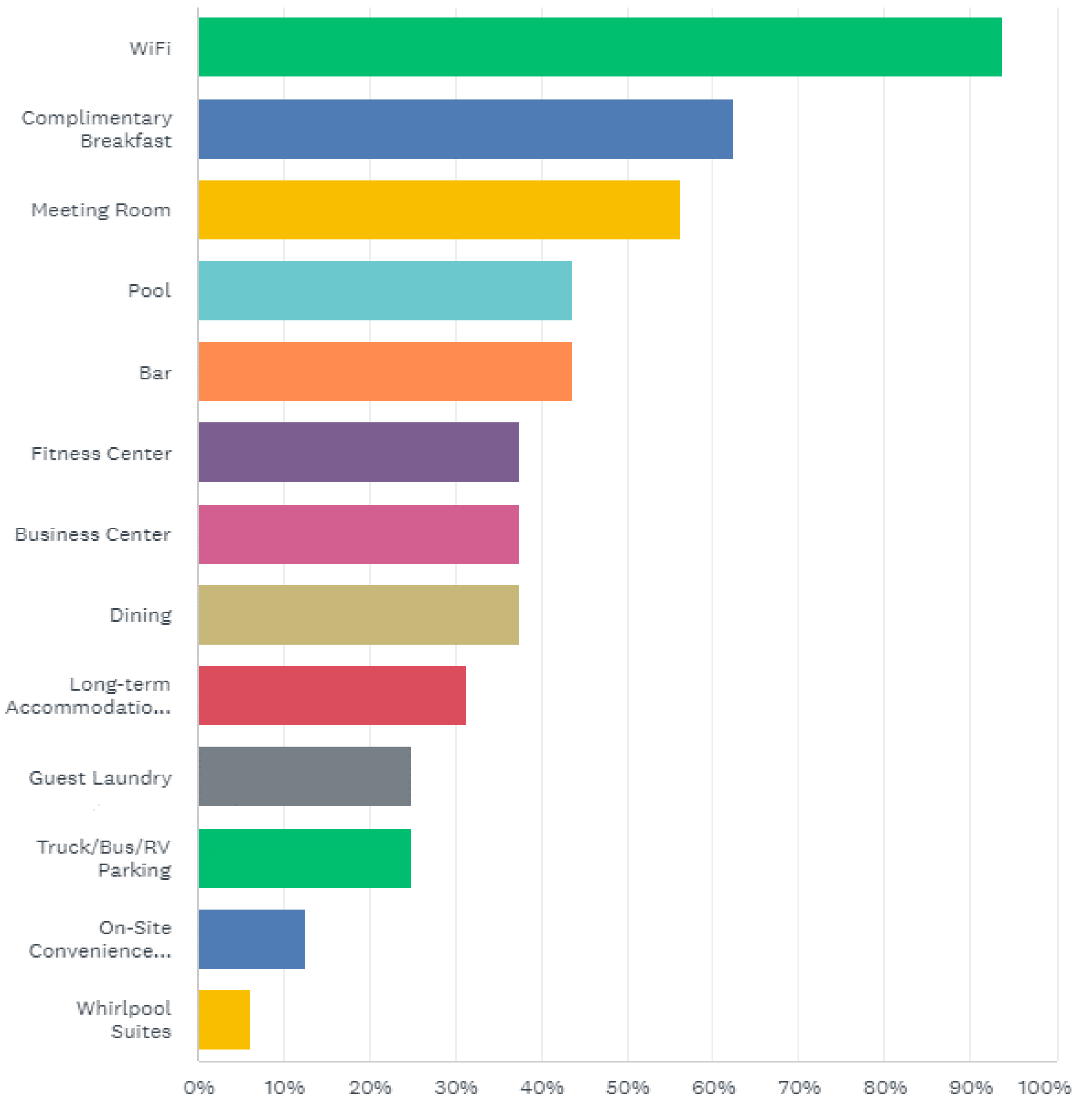
Property size recommendation of a newly developed hotel was researched to be between 45-55 guestrooms in this report. This would position it to be smaller in size to the average room size of 99-110 noted by the competitive set surveyed. The size would assist the property in achieving the Occupancy projections listed in this report. It is not advisable to over-build in this market at this time. Expansion of the hotel in future years could be considered as the market's Lodging Demand grows. Adjusting the room count will modify Performance.

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

Economic Impact Potential: There are multiple economic impacts of building and developing a new hotel in a community. Some direct impact drivers include projected hotel revenue including all room revenues, meeting room revenue, as well as vending/bar revenue. On average, this size property will create 8-12 full time jobs. Part-time employment varies by hotel need and hiring practices. Additional economic development will include 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 room related goods (housekeeping supplies, room amenities, etc.), telecommunication vendors (internet, cable, etc.), utility companies, food and beverage suppliers, and other hotel related vendors.

Executive Summary

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



Economic Overview

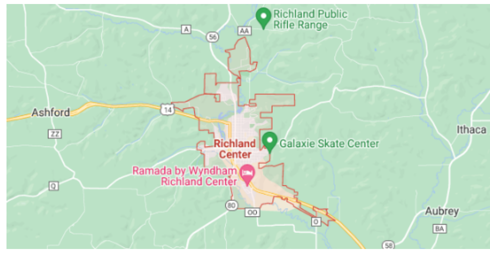
For the purpose of this Comprehensive Hotel Market Feasibility Study, an Economic Overview will provide an overview of the economic condition of the market studied. The Economic Overview will contain the following information:

- **Daytime Employment Report**
- **Demographic Detail Report**

Daytime Employment Report

1 Mile Radius

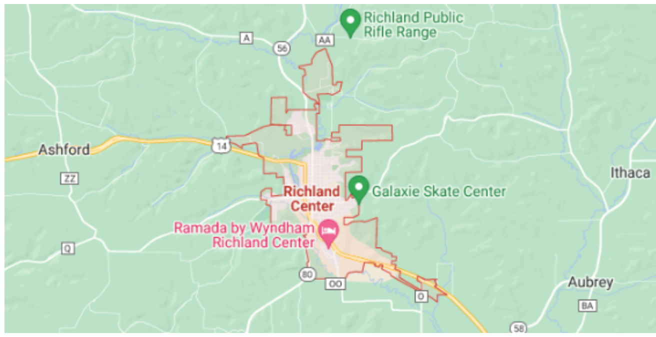
Richland Center, WI 53581



Business Employment by Type	# of Businesses	# Employees	#Emp/Bus
Total Businesses	**410**	**3,600**	**9**
Retail & Wholesale Trade	51	392	8
Hospitality & Food Service	15	248	17
Real Estate, Renting, Leasing	13	39	3
Finance & Insurance	29	156	5
Information	10	98	10
Scientific & Technology Services	32	132	4
Management of Companies	0	0	0
Health Care & Social Assistance	137	793	6
Educational Services	3	25	8
Public Administration & Sales	40	473	12
Arts, Entertainment, Recreation	5	28	6
Utilities & Waste Management	8	50	6
Construction	8	46	6
Manufacturing	9	857	95
Agriculture, Mining, Fishing	3	107	36
Other Services	47	156	3

Demographic Detail Report

Richland Center, WI 53581



Radius	1 Mile		5 Mile		10 Mile	
Population						
2028 Projection	4,292		7,377		12,018	
2023 Estimate	4,311		7,440		12,184	
2010 Census	4,300		7,558		12,701	
Growth 2023 - 2028	-0.44%		-0.85%		-1.36%	
Growth 2010 - 2023	0.26%		-1.56%		-4.07%	
2023 Population by Age	**4,311**		**7,440**		**12,184**	
Age 0 - 4	233	5.40%	387	5.20%	591	4.85%
Age 5 - 9	255	5.92%	420	5.65%	647	5.31%
Age 10 - 14	292	6.77%	482	6.48%	761	6.25%
Age 15 - 19	291	6.75%	491	6.60%	795	6.52%
Age 20 - 24	243	5.64%	418	5.62%	681	5.59%
Age 25 - 29	222	5.15%	382	5.13%	609	5.00%
Age 30 - 34	233	5.40%	387	5.20%	600	4.92%
Age 35 - 39	254	5.89%	411	5.52%	632	5.19%
Age 40 - 44	261	6.05%	424	5.70%	662	5.43%
Age 45 - 49	255	5.92%	424	5.70%	683	5.61%
Age 50 - 54	249	5.78%	428	5.75%	722	5.93%
Age 55 - 59	258	5.98%	457	6.14%	798	6.55%
Age 60 - 64	282	6.54%	510	6.85%	900	7.39%
Age 65 - 69	291	6.75%	534	7.18%	942	7.73%
Age 70 - 74	247	5.73%	461	6.20%	807	6.62%
Age 75 - 79	172	3.99%	323	4.34%	556	4.56%
Age 80 - 84	117	2.71%	219	2.94%	369	3.03%
Age 85+	157	3.64%	282	3.79%	428	3.51%
Age 65+	984	22.83%	1,819	24.45%	3,102	25.46%
Median Age	**42.50**		**44.00**		**45.80**	
Average Age	**42.00**		**42.90**		**43.80**	

Demographic Detail Report

Richland Center, WI 53581

Radius	1 Mile		5 Mile		10 Mile	
2023 Population By Race	**4,311**		**7,440**		**12,184**	
White	4,135	95.92%	7,134	95.89%	11,742	96.37%
Black	54	1.25%	89	1.20%	111	0.91%
Am. Indian & Alaskan	7	0.16%	20	0.27%	53	0.43%
Asian	45	1.04%	86	1.16%	113	0.93%
Hawaiian & Pacific Island	2	0.05%	3	0.04%	8	0.07%
Other	68	1.58%	107	1.44%	157	1.29%
Population by Hispanic Origin	**4,311**		**7,440**		**12,184**	
Non-Hispanic Origin	4,086	94.78%	7,130	95.83%	11,785	96.73%
Hispanic Origin	225	5.22%	310	4.17%	399	3.27%
2023 Median Age, Male	**41.30**		**42.90**		**44.80**	
2023 Average Age, Male	**40.70**		**41.90**		**43.00**	
2023 Median Age, Female	**43.90**		**45.30**		**47.00**	
2023 Average Age, Female	**43.20**		**44.00**		**44.60**	
2023 Population by Occupation Classification	**3,476**		**6,053**		**10,025**	
Civilian Employed	1,991	57.28%	3,503	57.87%	5,849	58.34%
Civilian Unemployed	45	1.29%	86	1.42%	160	1.60%
Civilian Non-Labor Force	1,440	41.43%	2,464	40.71%	4,016	40.06%
Armed Forces	0	0.00%	0	0.00%	0	0.00%
Households by Marital Status						
Married	753		1,400		2,516	
Married No Children	467		903		1,642	
Married w/Children	286		497		874	
2023 Population by Education	**3,144**		**5,548**		**9,162**	
Some High School, No Diploma	300	9.54%	471	8.49%	782	8.54%
High School Grad (Incl Equivalency)	1,162	36.96%	2,037	36.72%	3,496	38.16%
Some College, No Degree	896	28.50%	1,608	28.98%	2,672	29.16%
Associate Degree	146	4.64%	306	5.52%	453	4.94%
Bachelor Degree	364	11.58%	645	11.63%	1,064	11.61%
Advanced Degree	276	8.78%	481	8.67%	695	7.59%

Demographic Detail Report

Richland Center, WI 53581

Radius	1 Mile		5 Mile		10 Mile	
2023 Population by Occupation	**3,750**		**6,547**		**10,926**	
Real Estate & Finance	58	1.55%	117	1.79%	181	1.66%
Professional & Management	632	16.85%	1,135	17.34%	1,864	17.06%
Public Administration	49	1.31%	93	1.42%	181	1.66%
Education & Health	517	13.79%	884	13.50%	1,352	12.37%
Services	329	8.77%	540	8.25%	870	7.96%
Information	74	1.97%	90	1.37%	109	1.00%
Sales	405	10.80%	702	10.72%	1,121	10.26%
Transportation	24	0.64%	40	0.61%	49	0.45%
Retail	283	7.55%	471	7.19%	777	7.11%
Wholesale	20	0.53%	58	0.89%	124	1.13%
Manufacturing	417	11.12%	732	11.18%	1,280	11.72%
Production	485	12.93%	857	13.09%	1,452	13.29%
Construction	179	4.77%	320	4.89%	594	5.44%
Utilities	80	2.13%	134	2.05%	223	2.04%
Agriculture & Mining	108	2.88%	187	2.86%	364	3.33%
Farming, Fishing, Forestry	38	1.01%	87	1.33%	173	1.58%
Other Services	52	1.39%	100	1.53%	212	1.94%
2023 Worker Travel Time to Job	**1,871**		**3,317**		**5,549**	
<30 Minutes	1,366	73.01%	2,415	72.81%	3,886	70.03%
30-60 Minutes	360	19.24%	621	18.72%	1,081	19.48%
60+ Minutes	145	7.75%	281	8.47%	582	10.49%
2010 Households by HH Size	**1,914**		**3,271**		**5,256**	
1-Person Households	732	38.24%	1,163	35.55%	1,593	30.31%
2-Person Households	627	32.76%	1,140	34.85%	1,984	37.75%
3-Person Households	227	11.86%	385	11.77%	640	12.18%
4-Person Households	198	10.34%	341	10.42%	611	11.62%
5-Person Households	78	4.08%	144	4.40%	242	4.60%
6-Person Households	31	1.62%	60	1.83%	111	2.11%
7 or more Person Households	21	1.10%	38	1.16%	75	1.43%
2023 Average Household Size	**2.20**		**2.20**		**2.30**	
Households						
2028 Projection	1,884		3,165		4,952	
2023 Estimate	1,896		3,195		5,022	
2010 Census	1,913		3,270		5,256	
Growth 2023 - 2028	-0.63%		-0.94%		-1.39%	
Growth 2010 - 2023	-0.89%		-2.29%		-4.45%	

Demographic Detail Report

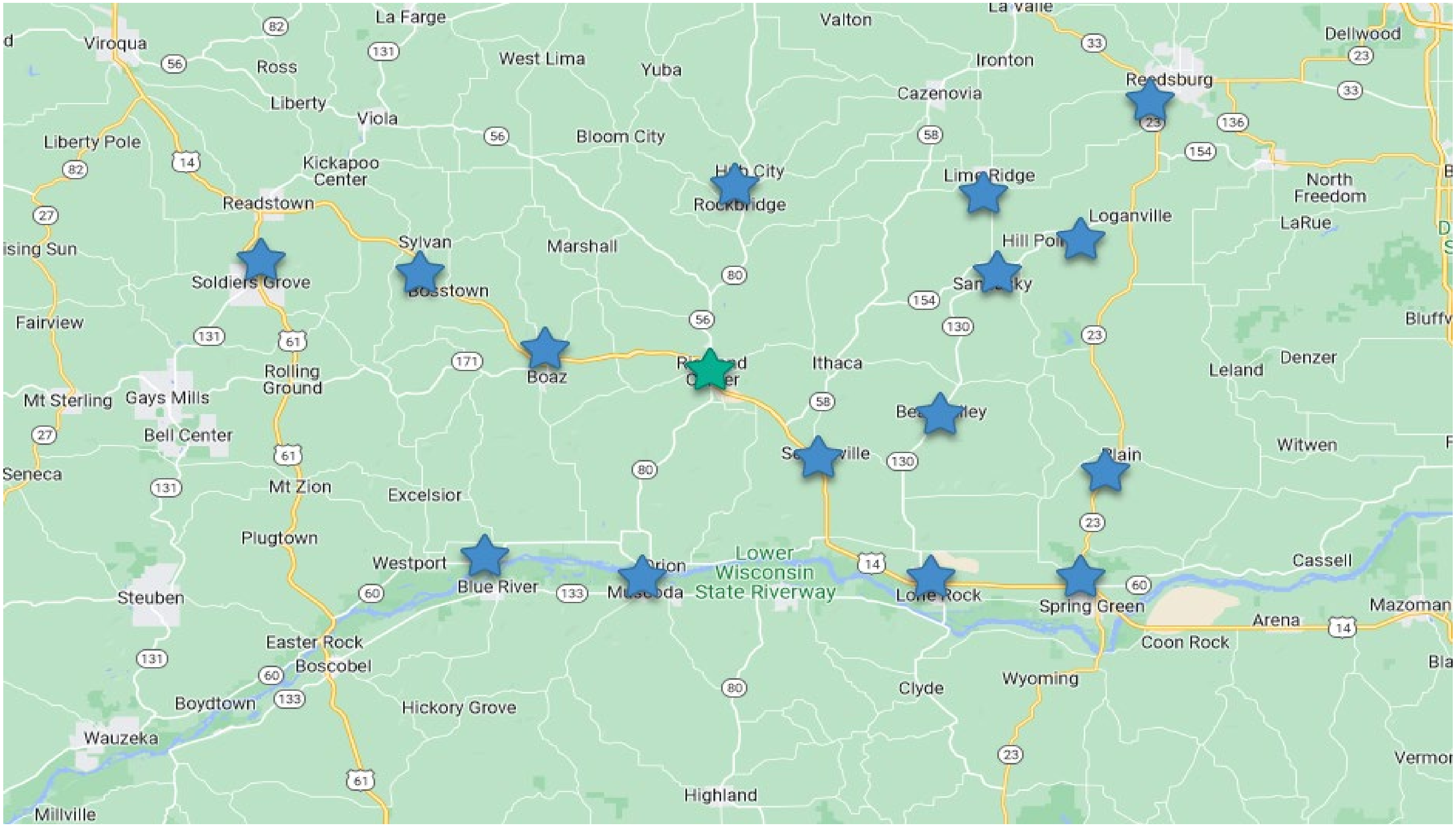
Richland Center, WI 53581

Radius	1 Mile		5 Mile		10 Mile	
2023 Households by HH Income	**1,897**		**3,196**		**5,020**	
<$25,000	456	24.04%	720	22.53%	1,001	19.94%
$25,000 - $50,000	485	25.57%	804	25.16%	1,219	24.28%
$50,000 - $75,000	362	19.08%	592	18.52%	1,000	19.92%
$75,000 - $100,000	275	14.50%	471	14.74%	745	14.84%
$100,000 - $125,000	92	4.85%	220	6.88%	405	8.07%
$125,000 - $150,000	138	7.27%	200	6.26%	312	6.22%
$150,000 - $200,000	24	1.27%	93	2.91%	194	3.86%
$200,000+	65	3.43%	96	3.00%	144	2.87%
2023 Avg Household Income	**$65,580**		**$67,739**		**$70,515**	
2023 Med Household Income	**$50,429**		**$52,730**		**$56,666**	
2023 Occupied Housing	**1,896**		**3,196**		**5,022**	
Owner Occupied	1,106	58.33%	1,997	62.48%	3,561	70.91%
Renter Occupied	790	41.67%	1,199	37.52%	1,461	29.09%
2010 Housing Units	**2,075**		**3,502**		**5,583**	
1 Unit	1,420	68.43%	2,504	71.50%	4,531	81.16%
2 - 4 Units	304	14.65%	462	13.19%	510	9.13%
5 - 19 Units	278	13.40%	375	10.71%	379	6.79%
20+ Units	73	3.52%	161	4.60%	163	2.92%
2023 Housing Value	**1,107**		**1,996**		**3,561**	
<$100,000	408	36.86%	583	29.21%	884	24.82%
$100,000 - $200,000	409	36.95%	699	35.02%	1,154	32.41%
$200,000 - $300,000	108	9.76%	302	15.13%	682	19.15%
$300,000 - $400,000	145	13.10%	262	13.13%	481	13.51%
$400,000 - $500,000	20	1.81%	61	3.06%	142	3.99%
$500,000 - $1,000,000	8	0.72%	55	2.76%	156	4.38%
$1,000,000+	9	0.81%	34	1.70%	62	1.74%
2023 Median Home Value	**$135,574**		**$159,370**		**$177,686**	
2023 Housing Units by Yr Built	**2,146**		**3,682**		**6,021**	
Built 2010+	54	2.52%	79	2.15%	121	2.01%
Built 2000 - 2010	119	5.55%	257	6.98%	486	8.07%
Built 1990 - 1999	138	6.43%	320	8.69%	699	11.61%
Built 1980 - 1989	103	4.80%	243	6.60%	468	7.77%
Built 1970 - 1979	224	10.44%	508	13.80%	840	13.95%
Built 1960 - 1969	172	8.01%	336	9.13%	489	8.12%
Built 1950 - 1959	297	13.84%	414	11.24%	526	8.74%
Built <1949	1,039	48.42%	1,525	41.42%	2,392	39.73%
2023 Median Year Built	**1950**		**1957**		**1961**	

Market Demand

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

Market Lodging 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; Core Distinction Group, LLC.

Site Analysis

For the purposes of this Comprehensive Hotel Market Feasibility Study, a representative with Core Distinction Group LLC evaluated all sites and, although a site has not yet been selected, we recommend that all the selected sites will be improved with a limited-service lodging facility. The potential locations are detailed in the following pages including analysis of each site.

- **Site Rating, Location, Land**
- **Frontage, Topography, Drainage**
- **Environmental Hazards, Ground Stability, Utilities**
- **Parking, Easements/Encroachments/Restrictions**
- **Traffic Counts**

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

Downtown Richland Center on Corner of Highway 14 and Court Street					
Visibility	1	2	3	4	5
Accessibility	1	2	3	4	5
Traffic Counts	1	2	3	4	5
Site Prep	1	2	3	4	5
Major Utilities	1	2	3	4	5
Zoning	1	2	3	4	5
Area Support Services	1	2	3	4	5
Demand Generator Position	1	2	3	4	5
Competition Position	1	2	3	4	5
Overall Result			89%	40	45

Location	Located on the corner of Highway 14 and Court Street, near the downtown in Richland Center, Wisconsin.
Land Area	The site size for proposed location would be two acres.
Frontage	This proposed location should offer frontage or high visibility to Highway 14 in Richland Center, Wisconsin.
Topography	The area offers many options with very little issues. The topography does not appear to have development issues at this time.
Drainage	No drainage issues were observed at the time of visit and none were disclosed to Core Distinction Group at the time of Site Visit.
Environmental Hazards	An environmental assessment report was not provided for review. However, these issues are out of Core Distinction Group's scope of work and expertise. It is assumed that property is not adversely affected by these hazards.
Ground Stability	A soil report was not provided for review. However, these issues are out of Core Distinction Group's scope of work and expertise. It is assumed that property is not adversely affected by these hazards.
Utilities	It is to the understanding of Core Distinction Group that water, electricity and sewer are available in the general area.
Parking	This area is assumed to offer a site that will be able to accommodate the appropriate number of parking spaces.
Easements, Encroachments and Restrictions	Core Distinction Group was not provided a title report on said site and was not made aware of any easements, encroachments or restrictions that would affects this site.


Richland County Highway Department
Richland Hospital
Richland
Richland Center
W Seminary St
Galaxie Skate Center
County Hwy N
Mobil
Ramada by Wyndham Richland Center
Bohmann Dr
Jones Chevrolet, INC
14
56
80
Q
Y
OO
W Union St
Our House Senior Living - Richland...
W Mill St
Center Pharmacy
The Phoenix Center
W Court St
KWIK TRIP #78
Convenience store
W Seminary St
RC Tacos
Mexican

Vicinity of Walmart and the Southern Commerce Entrance of Richland Center					
Visibility	1	2	3	4	5
Accessibility	1	2	3	4	5
Traffic Counts	1	2	3	4	5
Site Prep	1	2	3	4	5
Major Utilities	1	2	3	4	5
Zoning	1	2	3	4	5
Area Support Services	1	2	3	4	5
Demand Generator Position	1	2	3	4	5
Competition Position	1	2	3	4	5
Overall Result			91%	41	45

Location	Located in the vicinity of Walmart and the southern entrance via Highway 14/Frank Lloyd Wright Highway in Richland Center Wisconsin.
Land Area	The recommended site size for proposed property is two to three acres.
Frontage	This proposed property should offer high visibility from Highway 14.
Topography	The area offers many options with very little issues. The topography does not appear to have development issues at this time.
Drainage	No drainage issues were observed at the time of visit and none were disclosed to Core Distinction Group at the time of Site Visit.
Environmental Hazards	An environmental assessment report was not provided for review. However, these issues are out of Core Distinction Group's scope of work and expertise. It is assumed that property is not adversely affected by these hazards.
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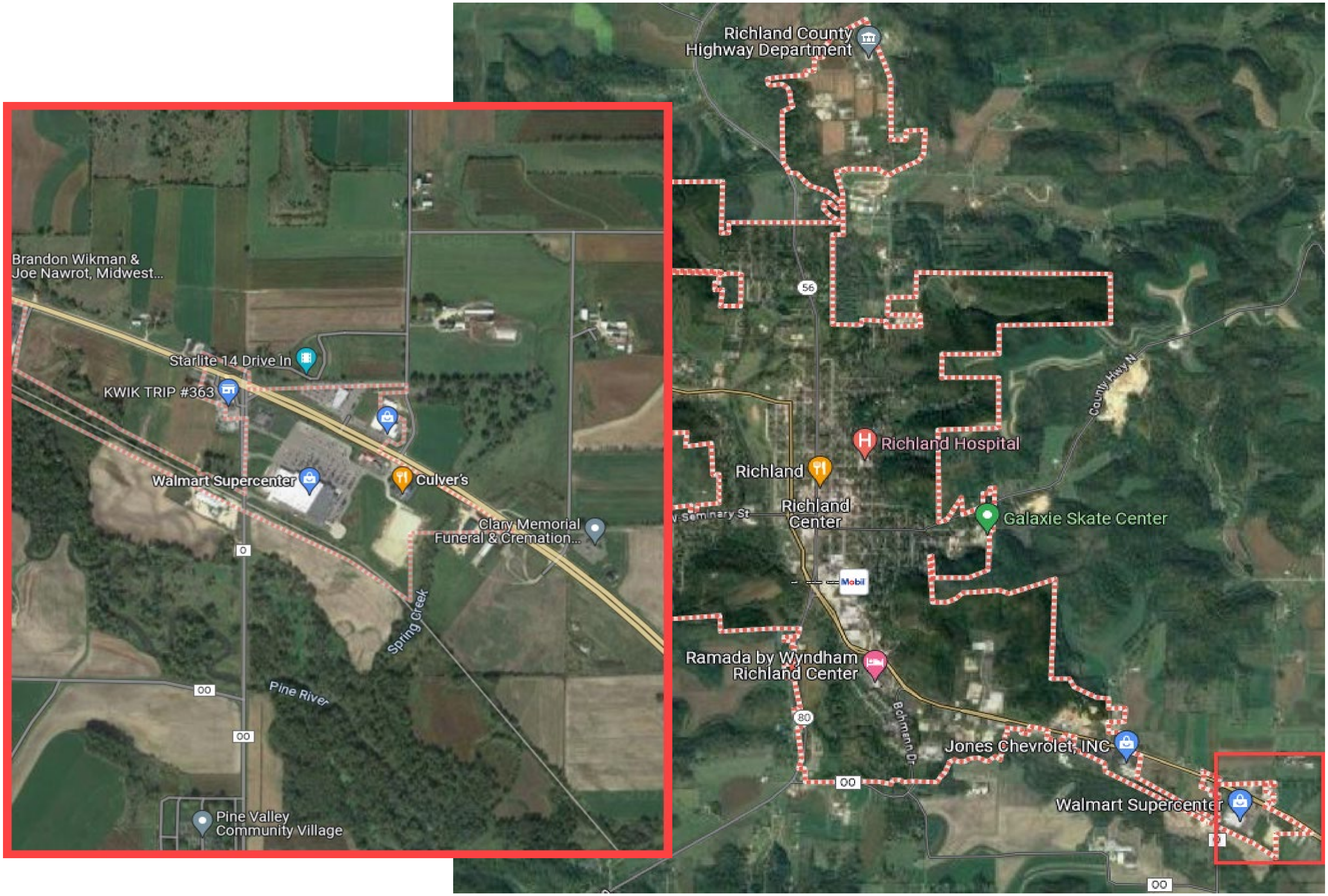
Brandon Wikman &
Joe Nawrot, Midwest...
Starlite 14 Drive In
KWIK TRIP #363
Walmart Supercenter
Culver's
Clary Memorial
Funeral & Cremation...
Spring Creek
Pine River
Pine Valley
Community Village
Richland County
Highway Department
56
County Hwy N
Richland Hospital
Richland
Richland
Center
Galaxie Skate Center
Mobil
Ramada by Wyndham
Richland Center
80
Bohmann Dr
Jones Chevrolet, INC
Walmart Supercenter
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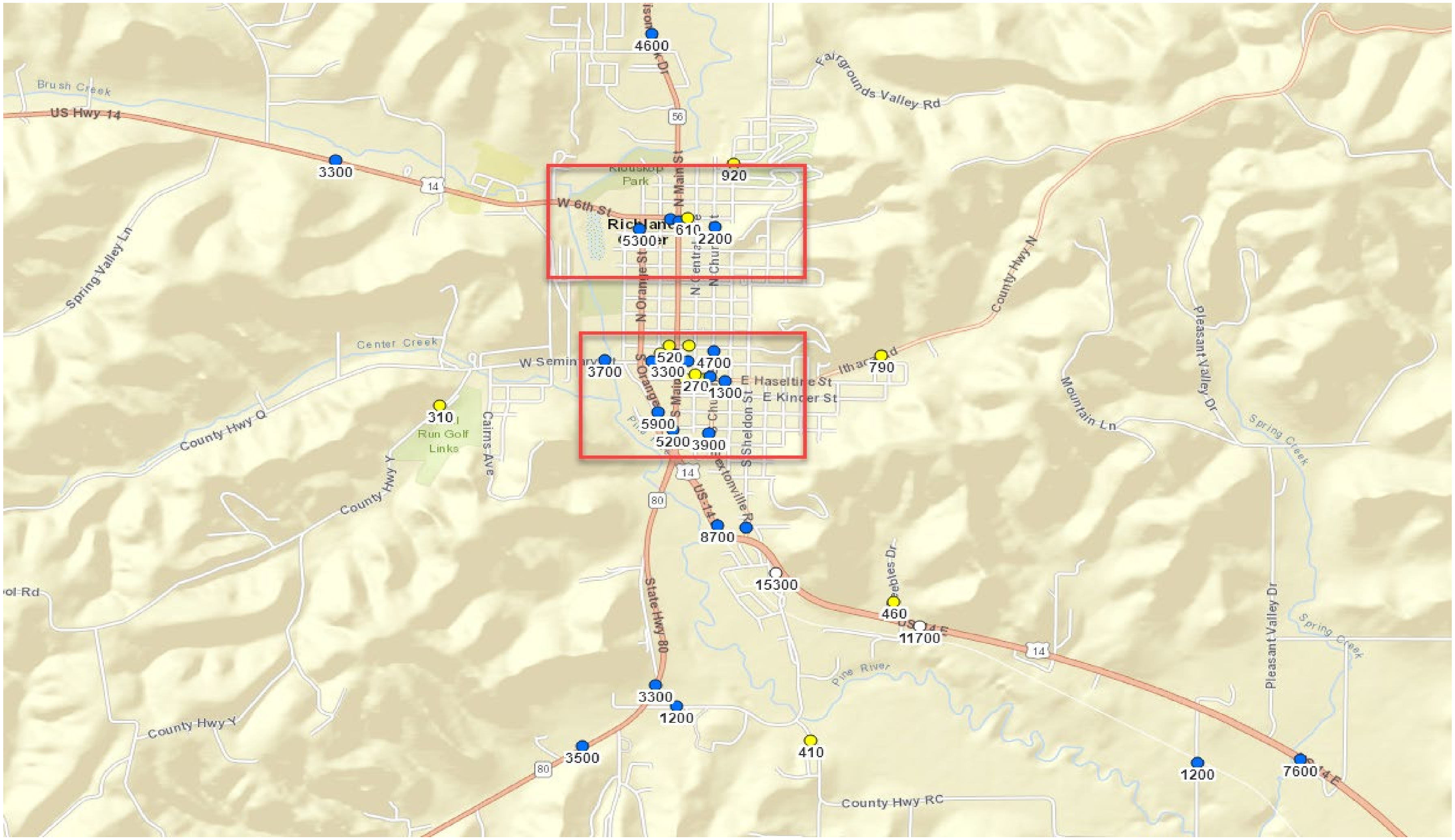
Traffic Counts



Source: WIDOT

Community Interviews

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

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

Community Interview Question Summary

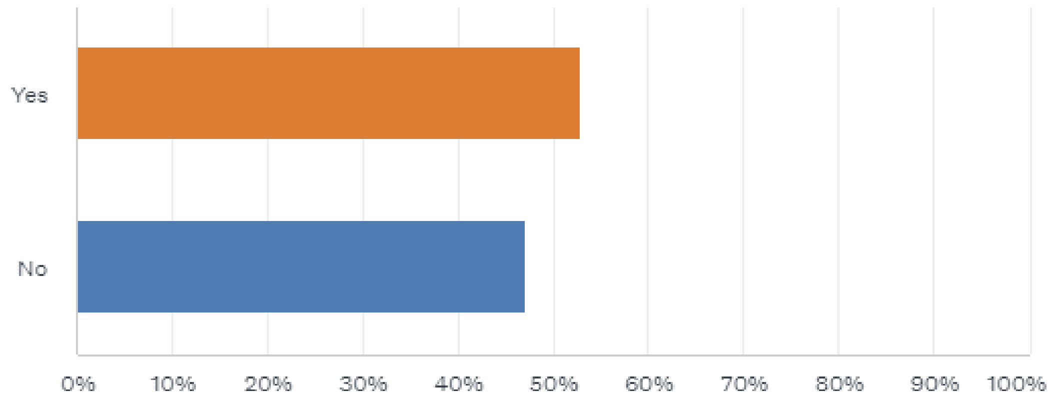
During the research phase of this Comprehensive Hotel Market Feasibility Study, Core Distinction Group asked demand generators and leaders within the community all or some of the following *questions:

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

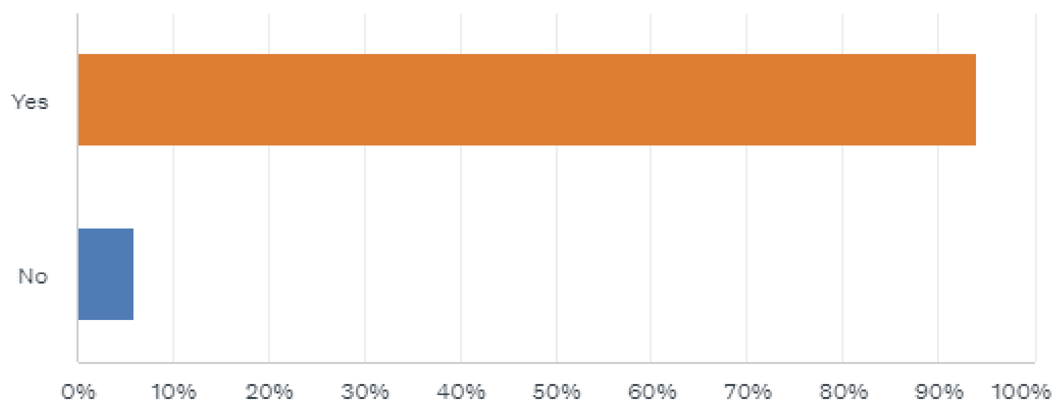
**Questions are not limited to the above questions. Representatives from Core Distinction Group look to expand on each question, if needed, to identify all lodging needs in the community.*

Community Interviews Overall Key Responses

When Core Distinction Group asked individual businesses in the area if they had a need for new, quality accommodations in the community, 53% identified a specific need:



When Core Distinction Group asked individuals and businesses in the area if there is a need in Richland Center, WI for a new hotel, nearly 94% stated yes:



Q1 Please enter the name of your organization/business.

#	RESPONSES	DATE
1	Schmitt Woodland Hills, Inc.	10/30/2023 10:59 AM
2	Noah Krachtt - Plant Manager Rockwell Automation Richland Center & Middleton Operations	10/25/2023 7:21 AM
3	Schreiber Foods	10/23/2023 3:00 PM
4	ADGWC	10/20/2023 8:07 AM
5	The Richland Hospital and Clinics	10/20/2023 7:26 AM
6	Richland County Bank	10/19/2023 3:13 PM
7	Richland School District	10/19/2023 3:09 PM
8	City of Richland Center WI 53581	10/19/2023 2:33 PM
9	Clary Memorial Funeral Home	10/19/2023 10:35 AM
10	Pratt Funeral and Cremation Service	10/19/2023 10:25 AM
11	Dairyland Transportation LLC	10/19/2023 10:16 AM
12	Richland Center Outreach Center - Southwest Technical College	10/19/2023 9:00 AM
13	Pine Valley Community Village	10/17/2023 10:43 AM
14	Fillback	10/17/2023 9:53 AM
15	The Peoples Community Bank	10/16/2023 2:45 PM
16	Quail Run Golf Course	10/16/2023 12:40 PM
17	Community First Bank	10/15/2023 7:15 PM

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

#	RESPONSES	DATE
1	Very minimal if any.	10/30/2023 10:59 AM
2	We have visitors nearly every week, as well as contract manufacturing. At any given time, I would anticipate that Rockwell would need 3-4 rooms with spikes up to a dozen. In recent months, many visitors have had to stay in Reedsburg/Boscobel.	10/25/2023 7:21 AM
3	Typically 1-3 a month. Some months much higher than others- we use hotels in inclement weather for plant production partners unable to drive in the bad weather.	10/23/2023 3:00 PM
4	Individuals visit the ADGWC from May - October of each year. The number of visitors varies and most do not require an overnight stay to visit our location. However, there are many building locations like ours that are within a 60 mile radius so it's possible that visitors could choose to stay in in our community instead of one or the others.	10/20/2023 8:07 AM
5	Our needs vary but are typically weekdays mostly. - Some of our job applicants are coming from out of city for interviews. I would imagine this happens about 12 times per year. - We have consultants and vendors who visit the hospital for business purposes. They make their own lodging arrangements so we don't know their habits with precision but right now I would guess it may be up to 30 rooms per month. - We sometimes have agency or contracted workers. Most commonly they are seeking a short-term housing arrangement like a VRBO but I know periodically they have also stayed at Ramada.	10/20/2023 7:26 AM
6	None	10/19/2023 3:13 PM
7	Very rarely does the school district hold events which require lodging. However, we do rent our facilities to several organizations to hold events needing lodging. I, however, could not speculate as to what the exact needs are for those organizations.	10/19/2023 3:09 PM
8	People call the Airport monthly asking if Richland Center has lodging	10/19/2023 2:33 PM
9	I know I have a few families that need lodging, but none of them have complained they couldn't find any.	10/19/2023 10:35 AM
10	We have people come into town with very short notice and many times people struggle to find rooms with many of the former rooms being used for short term rentals.	10/19/2023 10:25 AM
11	3-5 rooms a month	10/19/2023 10:16 AM
12	There is potential for there to be a need at times, but in general I do not feel there would be much of a need for our situation most of the time.	10/19/2023 9:00 AM
13	We have travelers that commute, and they would like cheap hotel accommodations for the days that they are working for our facility. typically they come with a 13 week contract, some commute, so stay in the area for the entire time.	10/17/2023 10:43 AM
14	maybe a room or 2 every other month	10/17/2023 9:53 AM

15	N/A	10/16/2023 2:45 PM
16	My company has auditors/examiners that need to be onsite in our Richland Center office for a week. They typically bring a team of 4 to 5 auditors/examiners. It would be nice to have lodging for them in RC. We no longer recommend the current lodging that we have as they are from the metropolitan area and prefer a different level of accommodations.	10/15/2023 7:15 PM

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

#	RESPONSES	DATE
1	We sometimes use traveling nurses and nurse's aids who need motel accommodations but are trying to phase this out.	10/30/2023 10:59 AM
2	between 1-6 for 3-6 months for contracted workers	10/25/2023 7:21 AM
3	Up to one year. We use contract labor. The contractor provides the laborer housing for the 1st year. Total 5-15 a year depending on hiring conditions and market availability of rentals.	10/23/2023 3:00 PM
4	N/A	10/20/2023 8:07 AM
5	On average 4 guests staying for 3 weeks	10/19/2023 2:33 PM
6	We are in the process of trying to obtain foreign workers (caregivers and nurses) we will need temporary accommodations for them until they find permanent housing.	10/17/2023 10:43 AM
7	N/a	10/16/2023 2:45 PM

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

#	RESPONSES	DATE
1	N/A	10/30/2023 10:59 AM
2	The Ramada Inn - This is the only real option for traveling professionals. We have had bad experiences with Center Lodge and shy away from recommending people stay there.	10/25/2023 7:21 AM
3	They have stayed everywhere available - hotels, refurbished hotels converted to rentals, the white house and capus housing.	10/23/2023 3:00 PM
4	N/A	10/20/2023 8:07 AM
5	Ramada, Airbnb, Marty Richards, various landlords who make known to us that they have houses or rooms.	10/20/2023 7:26 AM
6	probably Ramada Inn	10/19/2023 3:13 PM
7	Honestly, I have been a part of this community for 35 years. At this point, I would have a hard time recommending any of our establishments for someone to stay. The White House, perhaps.	10/19/2023 3:09 PM
8	Ramada Inn	10/19/2023 2:33 PM
9	I can't say I have any request from my customers on where to stay.	10/19/2023 10:35 AM
10	We recommend the White House as it is the only option we currently have.	10/19/2023 10:25 AM
11	Ramada if they have spots. Next would be Boscobel, Viroqua or Spring Green	10/19/2023 10:16 AM
12	Local hotels and Air B&B's	10/17/2023 10:43 AM
13	whitehouse	10/17/2023 9:53 AM
14	n/a	10/16/2023 2:45 PM
15	Middleton or Prairie du Chien and they drive to RC	10/15/2023 7:15 PM

Q7 Do you have a second choice?

#	RESPONSES	DATE
1	AmericInn - Boscobel, WI	10/25/2023 7:21 AM
2	-	10/23/2023 3:00 PM
3	N/A	10/20/2023 8:07 AM
4	local Air BnBs and motels (ex. Starlite)	10/19/2023 3:13 PM
5	Now that Center Lodge has changed hands, I would consider endorsing this place again.	10/19/2023 3:09 PM
6	No other choice	10/19/2023 2:33 PM
7	I send them out of the city and even the county as we do not have any other options.	10/19/2023 10:25 AM
8	there is not one anymore from what I understand	10/17/2023 9:53 AM
9	N/A	10/16/2023 2:45 PM
10	We have suggested short term rentals within the area.	10/15/2023 7:15 PM

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

#	RESPONSES	DATE
1	Just don't feel there is a need.	10/30/2023 10:59 AM
2	There is a clear business need for it; however, as a member of the community, I see a need for it as travel/tourism to the area increases. I travel often around small towns in Wisconsin (~40 nights a year) for both work and pleasure, and i only stay at branded hotels because I can have a reasonable expectation of the service I will get and cleanliness I can provide. Unfortunately, the hotels in Richland Center do not encourage travel or give a feeling of being in a vibrant, modern community...and in many ways the lackluster/outdated accommodations only fortify stereotypes of our community with potential visitors. I know this first-hand from a business perspective.	10/25/2023 7:21 AM
3	Yes - there have been several times the two hotels in town had no vacancies.	10/23/2023 3:00 PM
4	Hotels available in the area outdated. I do not think that a new hotel will attract more people into the area on its own, but in conjunction with other events, it will positively impact the experience people have in the community. Visitors will need a reason to stay at the hotel in the first place.	10/20/2023 8:07 AM
5	Center Lodge is devoted to transitional workers, I understand. Ramada is often sufficient but seems dated.	10/20/2023 7:26 AM
6	It appears our existing motels are being used for general housing (like rental property/apartments) due to the lack of housing available. So I believe the room availability is shrinking. As far as our bank, most meetings and training are done virtual or by phone vs. traditional meetings face to face which has cut down on business people coming here to stay.	10/19/2023 3:13 PM
7	We do not have a nice establishment that offers the “typical” hotel amenities such as breakfast, conference room, etc. There is certainly a need for this to have available.	10/19/2023 3:09 PM
8	At this time we only have one decent hotel we have many Tourist that travel to Richland Center and where is a good place to stay	10/19/2023 2:33 PM
9	I honestly don't know if our community needs a new hotel. I don't have anyone complain to me they couldn't find a place to stay.	10/19/2023 10:35 AM
10	We have a real need and I feel we are losing a significant amount of money not just for the rooms but the other businesses they would visit while in town. Mainly restaurants.	10/19/2023 10:25 AM
11	There are many other benefits for accommodation for many other events that are occurring in our community. But things special to the business where I work, I really don't see there being a huge need.	10/19/2023 9:00 AM
12	If reasonably priced, it would be beneficial for those that need temporary housing.	10/17/2023 10:43 AM
13	Many hotel rooms have recently been converted to apartments to help accomodate the city's manufacturer's workers, many of whom are coming from Mexico.	10/16/2023 2:45 PM
14	I have heard customers say they were driving home from an event held at golf course because no where to stay in town.	10/16/2023 12:40 PM
15	Absolutely our area can benefit from a new hotel. The few we have here do not offer the accommodations that our guests are expecting. By having our guests stay in RC, that increases the economic value they bring as they will also be spending money at local restaurants and stores.	10/15/2023 7:15 PM

ANSWER CHOICES	RESPONSES	
WiFi	93.75%	15
Complimentary Breakfast	62.50%	10
Meeting Room	56.25%	9
Pool	43.75%	7
Bar	43.75%	7
Fitness Center	37.50%	6
Business Center	37.50%	6
Dining	37.50%	6
Long-term Accommodations (rooms with kitchenettes)	31.25%	5
Guest Laundry	25.00%	4
Truck/Bus/RV Parking	25.00%	4
On-Site Convenience Store	12.50%	2
Whirlpool Suites	6.25%	1
Total Respondents: 16		

#	OTHER (PLEASE SPECIFY)	DATE
1	N/A	10/19/2023 2:33 PM
2	If a new hotel is coming is should have all those amenities. However, the White House had all those amenities. Was it full? Or did it close because not enough customers?	10/19/2023 10:35 AM
3	Clean, affordable housing.	10/17/2023 10:43 AM
4	I'm unsure if the city needs a branded hotel as I'm unsure of the current vacancy of the White House. A branded hotel owner must pay franchise fees and is also forced to remodel (cost) every so often. Depending on vacancy rates, this can make the facility less profitable. Maybe an unbranded hotel would be better suited and cost less and serve a different customer (construction workers, rate sensitive etc.). The White House is already branded as a Ramada and likely serves more business travelers, vacationers etc..	10/16/2023 2:45 PM

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

#	RESPONSES	DATE
1	Outdoor recreational opportunities.	10/30/2023 10:59 AM
2	Great Outdoors, close to recreation. (There are now 5 miles of very nicely done mountain bike trails behind the armory. I travel to other communities to mountain bike every other weekend, and these are worth a day trip for people from Madison....but nobody knows it) Sense of community and belonging, one feels you can make a difference professionally and personally. Fast commute....my peers in larger cities have 30-40 min commutes...mine is 3 mins from just outside city limits. Lots to do in the area IF you know where to look (APT, Music Gardens, Wineries, festivals, and so forth)	10/25/2023 7:21 AM
3	Rural, safe, clean, low cost of living, beautiful.	10/23/2023 3:00 PM
4	Neighborliness, easy access to destinations, beautiful natural area, strong work ethic. Good health care services!	10/20/2023 7:26 AM
5	Safe, stable community with a lot of caring and good people.	10/19/2023 3:13 PM
6	We have a beautiful community. However, the problem in moving this community forward has always been the lack of unity in our direction. We have had folks get on the Frank Lloyd Wright movement, or Orange Street, or round-abouts. We need to work together to create positive change moving forward. No one will want to come to our community if we don't start acting and looking like a community to be envious of.	10/19/2023 3:09 PM
7	Low crime and beautiful country side	10/19/2023 2:33 PM
8	My wife & I bike ride nearly daily when the weather allows. However, we never use the bike trail, because it's in horrible condition. We bike on the road. The benefits of this community is the rural atmosphere.	10/19/2023 10:35 AM
9	People look out for each other.	10/19/2023 10:25 AM
10	Decent people	10/19/2023 10:16 AM
11	Rural. Quiet neighborhoods. Safe neighborhoods.	10/19/2023 9:00 AM
12	Small community.	10/17/2023 10:43 AM
13	Rural and scenic with small town values.	10/16/2023 2:45 PM
14	It is a quiet, safe and a small.	10/16/2023 12:40 PM
15	Enjoy the rural area, small town feel. We know our neighbors and help each other. Smaller class sizes in our schools. Lower crime rates.	10/15/2023 7:15 PM

Q13 Please take a moment to tell us what you feel are the challenges of living or working in this community.

#	RESPONSES	DATE
1	Poor rural county in southwest Wisconsin.	10/30/2023 10:59 AM
2	Lack of growth and workforce in the community will eventually kill off some employers, as growing industrial and agricultural demand can not be met today. All businesses are struggling to hire enough people and there isn't much drawing people in or housing for people. If business can't hire, the jobs will go (and are) elsewhere. While it's hard to hire hourly workers, its nearly impossible to attract professional level workers to the area due to lack of amenities and housing. I had a manager position on my team, this is a very well compensated position, that sat vacant for 9 months because I could not convince candidates to move to Richland Center. Personally, there isn't many dining options in RC to keep dollars in the community. My wife and I typically travel outside of the community for Steaks, Fine Dining, Drinks. Shopping for essentials is fine in RC.	10/25/2023 7:21 AM
3	lack of growth. lack of size to support a variety of restaurant and amenity options. lack of people to hire.	10/23/2023 3:00 PM
4	Fair amount of poverty. Lack of grocery store. RC school doesn't have strong reputation Shortage of housing across the spectrum, contributing to a workforce shortage	10/20/2023 7:26 AM
5	It's too bad we don't have any other options to shop for food other than Wal-Mart. Also concerned for many of our local non-profit organizations, as several of the volunteers are retiring/aging and I'm not see a lot of younger people willing to participate/volunteer their time	10/19/2023 3:13 PM
6	I think I stated this all in number 12.	10/19/2023 3:09 PM
7	None	10/19/2023 2:33 PM
8	Getting this community to use my business. Even though I am price competitive and have the nicest and newest facility in the area.	10/19/2023 10:35 AM
9	We struggle with potential change and the idea that someone who isn’t ‘one of us’ might make money even if they are the one’s willing to invest.	10/19/2023 10:25 AM
10	Housing	10/19/2023 10:16 AM
11	Employment opportunities and available housing.	10/19/2023 9:00 AM
12	limited options for food, clothing especially for those that lack reliable transportation, Elderly etc.	10/17/2023 10:43 AM
13	Size limits choices along with distance from a major interstate. Housing has always been an issue with the majority of new construction happening outside of the city where taxes are much cheaper. RC schools do not have a good reputation. The question of what comes first, economic development or housing has always been an issue. I think it has to be economic development first with the city assisting in drawing some major business's to the area. A bigger tax base means more development and housing will then come.	10/16/2023 2:45 PM
14	Shopping	10/16/2023 12:40 PM
15	Lack of shopping and restaurant options. Lack of good high speed internet in rural areas.	10/15/2023 7:15 PM

Q14 Please list the top three things you wish your community had to offer you or visitors. Examples would include but not be limited to; Recreations Center, Sit-down Restaurant, Fast Food Restaurant, Convenience Store, Community Pool, and so on.

#	RESPONSES	DATE
1	Grocery Store, Restaurant - supper club	10/30/2023 10:59 AM
2	1) Better Organization and Information of outdoor family activities (cycling, hiking, Kayaking, horse back riding, fly fishing) - As a local, I know this stuff and road cycling is starting to attract people from the Madison. However, there isn't much organized promotion. Moreover, targeted and well-promoted outdoor events would be nice. My family travels nearly weekly in the summer for running, cycling, mountain biking events....all of which happen in towns with less natural features or infrastructure than RC has. 2) Better Dining Options - Visitors who are Vegan or clean options are out of luck, this has made for more than a few odd executive lunches at RA. One also needs to travel for a steak, with Spring Green being the closest. The family restaurant is good for locals but way too loud and causal for business. A nice brew-pub would be a great option, many people travel to Hillsboro, Baraboo, or Sauk for this. At current, the only "dine-in" experience in RC that I'm comfortable taking an executive to is Los Amigo's for lunch, and there is no option to take an executive to dinner in RC that I would feel comfortable with, so we typically travel to Spring Green.	10/25/2023 7:21 AM
3	1) Food/Restaurants 2) ? 3) ?	10/23/2023 3:00 PM
4	Nightlife (not having streets look empty at 9 PM) Events (something to do for both families and friends) Cultural Programming	10/20/2023 8:07 AM
5	Grocery store with fresher produce; Restaurant similar to Driftless Cafe in Viroqua;	10/20/2023 7:26 AM
6	Grocery Store Supper Club more housing developments	10/19/2023 3:13 PM
7	Nice restaurant. It amazes me how many other communities have nice places to eat. Alternative to Walmart for groceries is number two. Finally, we need a better image as the best place around.	10/19/2023 3:09 PM
8	Lodging Grocery Store	10/19/2023 2:33 PM
9	Grocery store options, grocery store, grocery store. Upgraded bicycle trail.	10/19/2023 10:35 AM
10	Grocery store Restaurants open after 4 pm	10/19/2023 10:25 AM
11	Somewhere to eat besides a bar or mexican	10/19/2023 10:16 AM
12	Sit-down restaurant Grocery store	10/19/2023 9:00 AM
13	Another grocery store option Clothing or shoe store More sit down restaurants	10/17/2023 10:43 AM
14	hunting, fishing, pool	10/17/2023 9:53 AM
15	Decently maintained city streets, good schools and lower taxes	10/16/2023 2:45 PM
16	In door playgrounds, Arcade, mini golf, more activities for young children and families to do, in the winter months.	10/16/2023 12:40 PM
17	Sit down restaurants More fast food chains Grocery store high speed internet access throughout the county	10/15/2023 7:15 PM

Q16 Additional Comments or Contacts you'd recommend us speaking to?

#	RESPONSES	DATE
1	-	10/23/2023 3:00 PM
2	Could RC become more of a destination for events such as weddings with more lodging? probably. Talk to those event sites. American Players Theater?	10/20/2023 7:26 AM
3	I appreciate you exploring ways to enhance our community.	10/19/2023 3:09 PM
4	Marty Richards tourist guide	10/19/2023 2:33 PM
5	I would like to see a nicer grocery store, however, an Aldi's is one of the few grocery stores that could actually compete with Walmart. That would be the one I would suggest and I believe the one that could succeed.	10/19/2023 10:35 AM
6	Personally it seems that the city shouldn't be doing the research on whether a hotel is viable for the city. This is the responsibility of the private investor. If they are serious they will do this homework and not rely on information from the city.	10/16/2023 2:45 PM
7	At least 2 times a year we need a space for large gatherings for events such as Christmas parties. We've been meeting in areas such as Spring Green as we need meals provided. Will this hotel accommodate large gatherings such as weddings or school sponsored events like prom? On another note - affordable housing is still an issue that RC needs to address. We lack suitable homes for young families. Increase our population size should be a priority as not only does that have a direct impact on our tax base but for businesses to want to invest in RC, we need to increase our population to show growth and sustainability. Thank you for doing this survey!	10/15/2023 7:15 PM

Lodging Demand

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

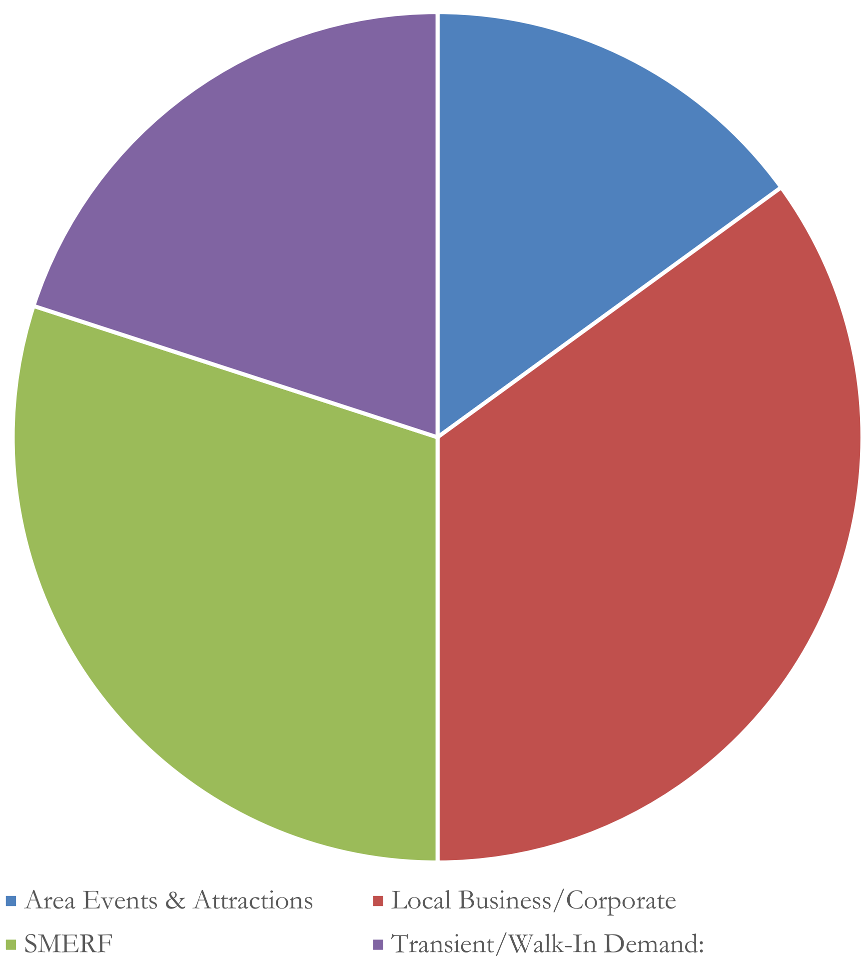
- **Market Segmentation Projection**
- **Employer Overview**
- **Demand Generators and Attractions**

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

Market Segmentation Projection for Richland Center, WI are as follows:

Local Business / Corporate Demand:	**35%**
SMERF Demand:	**30%**
Transient/Walk-In Demand:	**20%**
Area Events & Attractions:	**15%**
Total Need:	**100%**

Demand Driver Share



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

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

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

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

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

Employer/Economy Overview:

Richland Center, Wisconsin, may be a small city, but its local economy is robust and diverse, offering a range of employment opportunities to its residents. While the city has a deep agricultural heritage, it has evolved over the years to include a variety of industries and employers that contribute to its economic stability and growth.

Agriculture has long been a cornerstone of Richland Center's economy. The surrounding fertile lands are conducive to farming, and the city remains a hub for dairy production, crop cultivation, and livestock farming. Numerous family-owned farms and agricultural businesses operate in the region, providing jobs and sustaining the town's agricultural legacy. These enterprises not only contribute to the local economy but also play a vital role in providing food and agricultural products to a broader region.

In addition to agriculture, manufacturing plays a significant role in Richland Center's economy. The city is home to several manufacturing companies that produce a variety of products, from industrial machinery and metal fabrication to plastic and rubber products. These manufacturers provide stable employment opportunities and contribute to the overall economic vitality of the community. Many of these companies have a history of longevity and a strong commitment to the city and its residents.

Another noteworthy sector of Richland Center's economy is healthcare. The city is served by a modern hospital and a network of medical clinics, providing essential healthcare services to the community and the surrounding region. These healthcare facilities not only offer quality medical care but also serve as major employers, creating jobs in healthcare administration, nursing, and allied health professions.

Retail and commerce also play a crucial role in Richland Center's economic landscape. The town's downtown area boasts a variety of small businesses, including shops, restaurants, and service providers. These local businesses are essential to the community's character and vitality, providing goods and services while generating jobs and contributing to the local tax base.

In conclusion, Richland Center, Wisconsin, boasts a diversified and resilient local economy that draws strength from its agricultural heritage, manufacturing base, healthcare sector, and small businesses. Large employers, along with the dedication of the local workforce, play a crucial role in sustaining the town's economic stability and ensuring its growth. Richland Center's unique blend of rural charm and economic opportunities makes it an attractive place to live and work for those who appreciate the benefits of a close-knit community with a thriving economy.

Attractions & Demand Generators:

Symons Recreation Complex (SRC): Open to the public. SRC features an indoor pool, whirlpool, sauna, 2 racquetball courts, and 2 exercise rooms with cardiovascular and weight lifting equipment.

Ash Creek Community Forest: Richland County's largest park at 354-acres. It is located two miles south of Richland Center on State Highway 80. Ash Creek, a Class One brook trout stream, runs through the middle of this recreational property. The Community Forest allows public hunting in season. There are four miles of primitive hiking, biking, and horseback riding trails. No unauthorized, motorized vehicles are allowed in the forest. The site does not allow camping or fires of any sort. There are two parking lots with a capacity of fifteen vehicles each.

Pine River: The Pine River originates from springs in southern Vernon County. It is classified as a Class II trout stream for seventeen miles. The remaining portion of the river is considered a warm water sport fishery. The Pine River has been hydrologically modified as a part of a flood control project. Canoeing, kayaking and fishing are great fun on the Pine River as it winds through valleys, under a natural bridge and boasts scenic views of bluffs and lowlands.

Pine River Recreational Trail: This 14.3-mile trail is laid on an abandoned rail bed, and gives riders a chance to enjoy the beauty of 250-foot river bluffs without having to ride over them. It gives access to the restored Railroad Depot at the corner of Seminary Street and Orange Street (US Hwy 14). It also allows passage through an arboretum and the restored savannah prairies at the site of the old mill dam. The dam, removed to allow a free flowing river, now is the site of riffels where anglers fish and canoeists can continue their down river journey. The arboretum is part of the bike trail enhancement. The site has nearly 200 varieties of trees and shrubbery nestled along the Pine River just south of the Seminary Street Bridge. Above the Seminary Street Bridge, the remnant bed of the Mill Pond has dried and is planted in tall prairie grass. Comprising of nearly 60 acres, the area is intersected by a historic suspended footbridge accessible from the dike bike trail. For a challenge you can take on several bluff-top climbs on a 15-mile on-road option which, while mostly on paved roads, features 1.7 miles of primitive gravel on Cardinal Crest Road through a tunnel of trees.

Old Mill Pond Park: A 3.5 acre park at the site of the original Community Center. A picnic shelter, graciously donated and built by the RCHS Class of 68, Mill Pond Community Gardens, five RV campsites with water/electric as well as primitive campsites are available. Newly installed playground equipment and picnic benches are available. The Pine River is ADA Accessible for fishing. Canoe/kayak port number four of five is located at Old Mill Pond Park. A port-a-potty is on site and parking is available.

Attractions & Demand Generators:

Ocooch Living History Gardens: The Ocooch Living History Gardens are composed of low maintenance plants including hostas, iris, tree peonies, poppies, tulips, daffodils and day lilies, creating a long blooming season. This was created to be a botany garden of the highest aesthetic value, including two water features. Interpretive signage is included to educate visitors on the natural and Native American culture of the area.

Miner Hill Trails Park: Offering walking and hiking trails that encompass 50 acres of scenic wonder revealed along a trail that wanders past five overlooks, through woods and open meadows, and past an old quarry site, to the top of a bluff with a panoramic view of the city and countryside spreading out in the valley below. All trail overlooks are railed. The trails are complete with signs & areas for picnicking. There are six trails to choose from, ranging from 1/5 mile to 4/5 mile distances. Strickland Trail (1/5 mile) begins at the base of Strickland Park, with parking and playground equipment. You can also park and connect with Tower Drive Trail if you follow Court Street East. Here and there along the way, hikers will find resting and picnic spots for a leisurely pause on the trail.

Lions Park: The Carl Chellevold shelter is located in Lions Park just off Highway 80, near Industrial Park Road. There is a sand volleyball court, horseshoe pits, 2 campsites, and a port-a-potty available. It borders the Pine River and has a canoe port, number two of five, if starting at Bowen's Mill. The shelter is equipped with electric, but does not have water. Future plans are to have playground equipment for the kids. It is home to the Pine River Raceway, a new course built for radio controlled cars & trucks. Track is open to the public from 10am until dusk. Raceway was built and maintained by Main Street Hobby & Bike Shop.

North Park: The second largest of the city parks spanning 12.5 acres on the north side of the Pine River. The park is equipped with two shelters that may be reserved (one has a concession stand), port-a-potties, and has handicap accessible picnic tables. It has one softball diamond, one baseball diamond (both are lighted), five soccer fields (two are lighted) and a variety of playground equipment for all ages. There are vast open spaces available for large family gatherings or weddings. The local churches hold an annual worship service in the park. There is a walk-bridge that links to Krouskop Park and all of its amenities. Upon availability and for an additional fee, Softball & Soccer fields may be reserved up to two weeks in advance. Picnic Kits are available for rent.

Attractions & Demand Generators:

A.D. German Warehouse: Explore the birthplace of architectural genius Frank Lloyd Wright at the A.D. German Warehouse. This historic site showcases the early design concepts of Wright and offers guided tours to learn about his formative years.

Krouskop Park: The largest of the city parks spanning 37.5 acres. As of 2012, the park is home to the new Community & Senior Center that is available for reservations. The park is equipped with seven shelter that may be reserved, two with enclosed restrooms, and has handicap accessible picnic tables. It has two lighted softball fields, one lighted tennis court, six pickleball courts, two sand volleyball courts, one basketball court, an 18-hole frisbee golf course, soccer and football fields, two Gazebos, horseshoe pits, a variety of playground equipment for all ages and vast open areas for picnicking or events. There are five RV campsites with electric/water hookups available. Upon availability and for an additional fee, ball fields may be reserved up to two weeks in advance. Picnic Kits & Volleyball Kits are available for rent. The Pine River dike provides a paved, handicapped accessible, multi-use recreational path through the park extending more than two miles through the community that hooks up to the Pine River Recreation Trail, where you can walk, ride or snowmobile approximately 15 miles to Lone Rock on an old railroad bed. The Pine River borders the park and has several canoe access ports, as well as fishing spots. Take a walk along the river on the trails that border each side, through the prairie grasses. It's a nature lover's delight! Snowshoes & Poles are available for rent. Krouskop Park is also home to several large events, including RC Thunderfest Independence Day Celebration, the annual Walk With GRACE and Rotary Lights in the Park. The Joan Woodman Orton McCollum Veteran's Memorial Pavilion was recently built by some of our amazing community members to have a gathering place/performance venue in a park setting, where families could come to be entertained by their neighbors.

Frank Lloyd Wright Trail: In addition to the A.D. German Warehouse, the Frank Lloyd Wright Trail invites visitors to explore other Wright-designed structures, providing a comprehensive view of his architectural influence in the area.

Akey School Museum: The museum contains hundreds of artifacts gathered from many of the 110 one-room schools that operated in Richland County in the 1930s. All of the documents have been matted and framed, thanks to a bequest from the estate of Thelma Cooper. The Museum also contains many styles of the desks that were used in these unique centers of education.

Attractions & Demand Generators:

Richland County Courthouse: Admire the grandeur of the Richland County Courthouse, a historic architectural gem located in the heart of the city. Its impressive design and well-maintained gardens make it a notable landmark.

Quail Run Golf Links: The Richland Country Club, now known as Quail Run Golf Links, was established in 1927. It's known as a beautiful and sporty nine-hole golf course located just west of the city of Richland Center on what has long been called "Honey Creek," a winding stream fed by a group of six springs. The "Quail Run" course at the Quail Run Golf Links facility features 2,662 yards of golf from the longest tees for a par of 35. The course rating is 35.0 and it has a slope rating of 113 on Blue Grass.

Wild Hills Winery: A premier artisanal winery, vineyard, farm, and orchard nestled among the rugged beauty of the Driftless region of Wisconsin. Just 7 miles from Richland Center. Located on 80 acres of forest, fields, and meticulously cultivated vineyards, Wild Hills Winery provides a breathtaking backdrop for family, friends, and wine enthusiasts to gather and enjoy the finest wines and local flavors our region has to offer. They offer a variety of experiences including Wine Tasting, Vineyard Tours, Vineyard Picnics, Snowshoe Vineyard Tours and Tastings, and even Fire Pit Rentals.

Lodging Supply - Primary

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

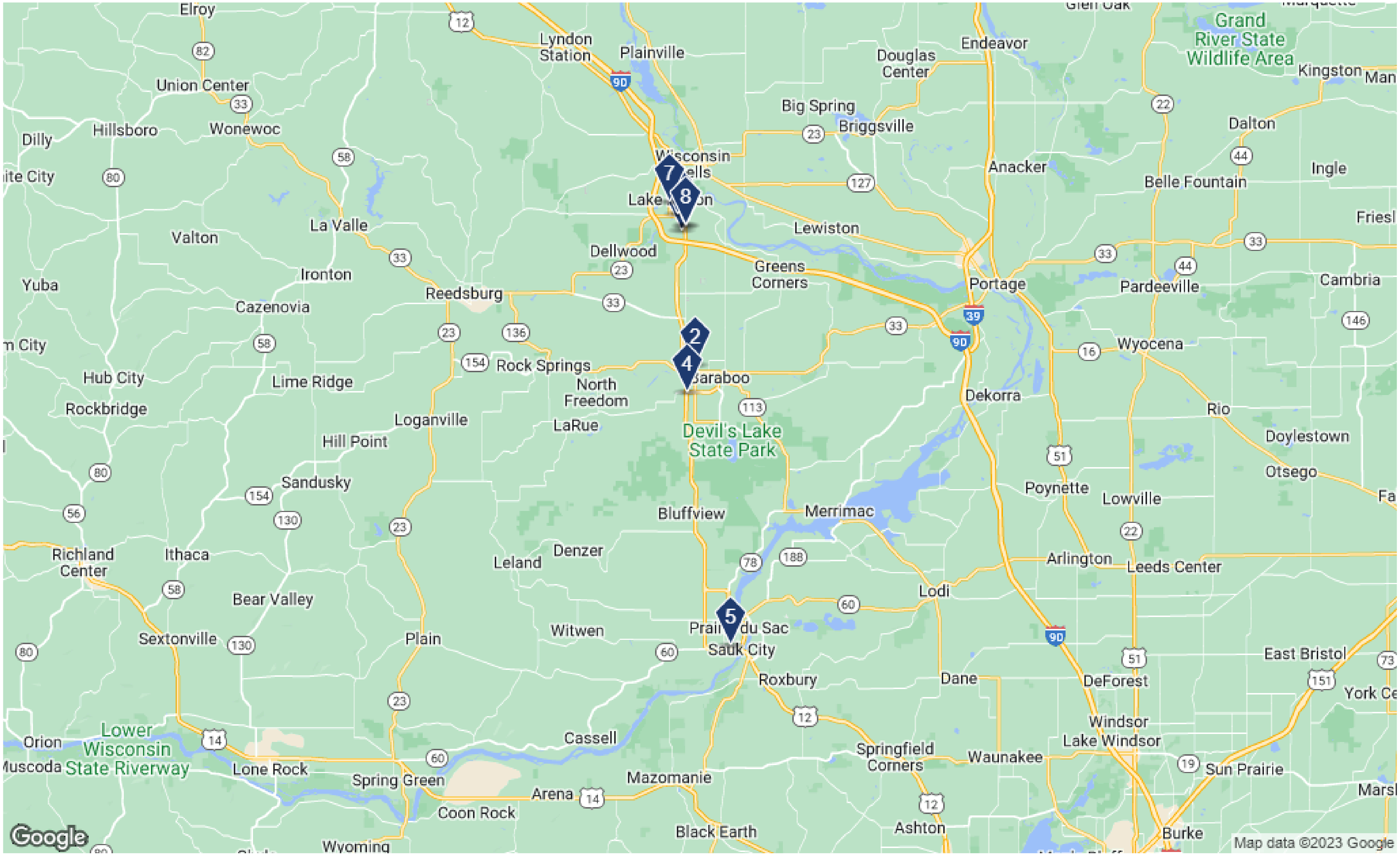
In some cases, Core Distinction Group must access data from surrounding or Secondary market hotels to obtain a Smith Travel Research (STR)/CoStar report. This can also include a Secondary Competitive Set. The following information will be presented in Lodging Supply:

- **Property Map Overview**
- **Property Summary Reports**

For the purposes of this Comprehensive Hotel Market Feasibility Study, the competitive set includes properties that were determined to be competitive with the proposed hotel based on either their location, brand affiliation, facilities and amenities offered, rate structure, community surveys, and/or market orientation.

- **STR/COSTAR Global Data**
- **Upper Upscale Competitive Hotel Properties Data Summary**
- **Key Performance Indicators**
- **Supply & Demand/Supply & Demand Changes**
- **Average Daily Rate/Average Daily Rate Changes**
- **Key Metrics: Inventory, Sales Past Year, Performance Trends**

Property Map Overview



Property Summary Report

Clarion Hotel & Suites Wisconsin Dells

Upper Midscale
Class

60 Gasser Rd
Lake Delton, WI 53940 - Wisconsin South Area Submarket

HOSPITALITY

Brand	Clarion
Hotel Opened	Sep 1991
Operation Type	Franchise
Operation Status	Open

BUILDING

Type	Hotel
Year Built	Sep 1991
Rooms	113
Location	Suburban
Stories	3
Primary Corridors	Interior
Meeting Space	13,390 SF

LAND

Land Acres	6.50 AC
Zoning	GC
Parcels	146-0382-21000

EXPENSES

Taxes	$905.69/Room (2021)

PARKING

Spaces	242 Surface
Ratio	2.14/Room

BUILDING AMENITIES

- Business Center
- Meeting Event Space
- On-Site Retail
- Restaurant
- Waterpark
- Fitness Center
- On-Site Bar
- Pool
- Room Service

TRANSPORTATION

Parking	242 available (Surface);Ratio of 2.14/Room
Walk Score	Somewhat Walkable (51)

PROPERTY CONTACTS

True Owner	Wintergreen Resort and Conference Center 60 Gasser Rd Wisconsin Dells, WI 53965 (608) 254-2285 (p)
Parent Company	Choice Hotels International, Inc.
Recorded Owner	J & T Properties LLC 28 Forest Dale Rd Minneapolis, MN 55410

Property Summary Report

Clarion Hotel & Convention Center Baraboo

Upper Midscale
Class

626 W Pine St
Baraboo, WI 53913 - Wisconsin South Area Submarket

HOSPITALITY

Brand	Clarion
Hotel Opened	Aug 1991
Operation Type	Franchise
Operation Status	Open

BUILDING

Type	Hotel
Year Built	1991
Rooms	84
Location	Suburban
Stories	5
Primary Corridors	Interior
Meeting Space	7,080 SF

LAND

Land Acres	1.48 AC
Zoning	G2
Parcels	191-0021-10000

EXPENSES

Taxes	$674.44/Room (2021)

BUILDING AMENITIES

- Business Center
- On-Site Bar
- Restaurant
- Fitness Center
- Pool

TRANSPORTATION

Walk Score	Somewhat Walkable (64)

PROPERTY CONTACTS

True Owner	Jai Shree Swaminarayan LLC 4423 55th St Kenosha, WI 53144 (262) 654-2204 (p)
Parent Company	Choice Hotels International, Inc.
Recorded Owner	Shree Swaminarayan Two, LLC

Property Summary Report

Holiday Inn Express Wisconsin Dells

Upper Midscale
Class

1033 Wisconsin Dells Pky S
Wisconsin Dells, WI 53965 - Wisconsin South Area Submarket

HOSPITALITY

Brand	Holiday Inn Express
Hotel Opened	Jun 1998
Operation Type	Franchise
Operation Status	Open

BUILDING

Type	Hotel
Year Built	1998
Year Renov	2018
Rooms	114
Location	Suburban
Stories	3
Primary Corridors	Interior
Meeting Space	582 SF

LAND

Land Acres	4.76 AC
Zoning	2
Parcels	146-0350-11000

EXPENSES

Taxes	$652.45/Room (2021)

PARKING

Spaces	128 Surface
Ratio	1.12/Room

BUILDING AMENITIES

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

SALE

Sold Price	$6,901,875 ($60,543/Room)
Date	Dec 2021
Sale Type	Investment

TRANSPORTATION

Parking	128 available (Surface);Ratio of 1.12/Room
Walk Score	Car-Dependent (47)

Property Summary Report

Fairfield Inn & Suites Baraboo

932 Gateway Dr
Baraboo, WI 53913 - Wisconsin South Area Submarket

Upper Midscale
Class

HOSPITALITY

Brand	Fairfield Inn
Hotel Opened	Aug 2023
Operation Type	Franchise
Operation Status	Open

BUILDING

Type	Hotel
Year Built	Aug 2023
Rooms	97
Location	Suburban
Stories	4
Primary Corridors	Interior
Meeting Space	1,177 SF

LAND

Land Acres	9.32 AC
Zoning	C
Parcels	206 2119-40600

EXPENSES

Taxes	$253.53/Room (2021)

BUILDING AMENITIES

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

TRANSPORTATION

Walk Score	Car-Dependent (30)

PROPERTY CONTACTS

True Owner	S&L Hospitality 230 Horizon Dr Verona, WI 53593 (608) 845-9999 (p) (608) 273-0077 (f)	Developer	S&L Hospitality 230 Horizon Dr Verona, WI 53593 (608) 845-9999 (p) (608) 273-0077 (f)
Architect	Architectural Design Consultants, Inc. 30 Wisconsin Dells Pky Lake Delton, WI 53940 (608) 254-6181 (p)	Parent Company	Marriott International

Property Summary Report

Holiday Inn Express Sauk City

Upper Midscale
Class

747 Phillips Blvd
Sauk City, WI 53583 - Wisconsin South Area Submarket

HOSPITALITY

Brand	Holiday Inn Express
Hotel Opened	Nov 2022
Operation Type	Franchise
Operation Status	Open

BUILDING

Type	Hotel
Year Built	Nov 2022
Rooms	72
Location	Suburban
Stories	4
Primary Corridors	Interior
Meeting Space	364 SF

LAND

Land Acres	1.79 AC
Zoning	TIF
Parcels	181-0127-00000

EXPENSES

Taxes	$38.84/Room (2021)

PARKING

Spaces	21 Surface
Ratio	0.29/Room

BUILDING AMENITIES

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

TRANSPORTATION

Parking	21 available (Surface);Ratio of 0.29/Room
Airport	37 min drive to Dane County Regional Airport
Walk Score	Somewhat Walkable (69)

PROPERTY CONTACTS

True Owner	Roger Brian Brandstetter
Previous True Owner	Cornerstone Hotel Management 5008 Linde Ln De Forest, WI 53532 (608) 846-2631 (p) (608) 846-2637 (f)
Recorded Owner	Sauk Hotel Group, LLC 5008 Linde Ln Deforest, WI 53532
Parent Company	IHG Hotels & Resorts

Property Summary Report

La Quinta Inns & Suites Wisconsin Dells

444 Wisconsin Dells Pky
Lake Delton, WI 53940 - Wisconsin South Area Submarket

Upper Midscale
Class

HOSPITALITY

Brand	La Quinta Inns & Suites
Hotel Opened	Mar 2020
Operation Type	Franchise
Operation Status	Open

BUILDING

Type	Hotel
Year Built	Mar 2020
Rooms	104
Location	Suburban
Stories	4
Primary Corridors	Interior
Meeting Space	840 SF

LAND

Land Acres	1.74 AC
Zoning	G2
Parcels	146-0274-0000, 146-0274-10000

EXPENSES

Taxes	$62.25/Room (2021)

BUILDING AMENITIES

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

TRANSPORTATION

Walk Score	Car-Dependent (31)

PROPERTY CONTACTS

True Owner	Waterman Log Crafters 10785 Commercial Ave Wisconsin Dells, WI 53965 (608) 963-1441 (p)
Parent Company	Wyndham Hotels & Resorts
Recorded Owner	Lake Delton Development Llc

Property Summary Report

Fairfield Inn & Suites Wisconsin Dells

Upper Midscale
Class

511 Wisconsin Dells Pky
Wisconsin Dells, WI 53965 - Wisconsin South Area Submarket

HOSPITALITY

Brand	Fairfield Inn
Hotel Opened	Aug 2017
Operation Type	Franchise
Operation Status	Open

BUILDING

Type	Hotel
Year Built	Aug 2017
Rooms	105
Location	Suburban
Stories	4
Primary Corridors	Interior
Meeting Space	873 SF

LAND

Land Acres	3.79 AC
Zoning	Commercial
Parcels	146-0195-20000

EXPENSES

Taxes	$1,003.41/Room (2021)

BUILDING AMENITIES

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

TRANSPORTATION

Walk Score	Somewhat Walkable (53)

PROPERTY CONTACTS

True Owner	Dells Parkway Hotel Group, LLC
Previous True Owner	Robertt C Rehm N6522 Shorewood Hills Rd Lake Mills, WI 53551 (920) 478-9557 (p)
Recorded Owner	DELLS PARKWAY HOTEL GROUP, LLC
Parent Company	Marriott International

Property Summary Report

Hampton by Hilton Inn & Suites at Wisconsin Dells Lake Delton

Upper Midscale
Class

921 Wisconson Dells Pky
Lake Delton, WI 53940 - Wisconsin South Area Submarket

HOSPITALITY

Brand	Hampton by Hilton
Hotel Opened	Jun 2017
Operation Type	Franchise
Operation Status	Open

BUILDING

Type	Hotel
Year Built	Jun 2017
Rooms	100
Location	Suburban
Stories	4
Primary Corridors	Interior
Meeting Space	350 SF

LAND

Land Acres	2.32 AC
Zoning	C
Parcels	146 0347-00000

EXPENSES

Taxes	$1,264.39/Room (2021)

PARKING

Spaces	127 Surface
Ratio	1.27/Room

BUILDING AMENITIES

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

TRANSPORTATION

Parking	127 available (Surface);Ratio of 1.27/Room
Walk Score	Car-Dependent (38)

PROPERTY CONTACTS

True Owner	Keating/Severson Hospitality 1414 6th St Charleston, IL 61920 (217) 348-5851 (p)
Parent Company	Hilton Worldwide
Recorded Owner	Kkjs Llc 1414 6th St Charleston, IL 61920

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

Occupancy (%)													
YR.	January	February	March	April	May	June	July	August	September	October	November	December	YTD
2019	43.5%	51.7%	55.2%	55.0%	57.7%	65.8%	68.4%	68.6%	58.0%	53.6%	39.7%	37.0%	54.5%
2020	39.0%	45.9%	26.1%	14.2%	20.7%	35.8%	49.0%	45.7%	40.9%	39.7%	26.7%	28.5%	34.4%
2021	33.0%	37.4%	42.1%	42.6%	45.0%	61.5%	71.8%	65.4%	58.2%	57.8%	42.7%	39.2%	50.5%
2022	38.8%	44.7%	50.5%	49.3%	52.6%	66.7%	71.2%	67.6%	59.4%	58.1%	43.8%	39.2%	53.3%
2023	39.9%	43.8%	48.6%	45.8%	50.7%	61.8%	69.3%	62.7%	57.5%				53.6%
Avg	38.6%	44.9%	43.5%	40.3%	44.0%	57.5%	65.1%	61.8%	54.1%	52.3%	38.2%	36.0%	48.2%

ADR ($)													
YR.	January	February	March	April	May	June	July	August	September	October	November	December	YTD
2019	$92.64	$98.36	$97.24	$95.94	$103.84	$113.07	$125.04	$116.47	$106.45	$104.89	$99.46	$101.09	$104.54
2020	$102.92	$106.90	$100.12	$80.14	$82.03	$105.84	$126.91	$109.95	$101.05	$94.01	$86.96	$88.79	$98.80
2021	$95.57	$102.22	$109.88	$106.57	$114.14	$132.77	$159.45	$143.97	$148.04	$114.52	$103.58	$109.66	$126.70
2022	$109.86	$116.01	$121.44	$117.02	$122.70	$142.55	$169.48	$146.39	$126.43	$122.72	$113.17	$118.79	$130.05
2023	$114.07	$118.76	$125.54	$118.68	$121.15	$135.45	$166.36	$137.32	$125.65				$131.73
Avg	$100.25	$105.87	$107.17	$99.92	$105.68	$123.56	$145.22	$129.20	$120.49	$109.04	$100.79	$104.58	$115.02

RevPAR ($)													
YR.	January	February	March	April	May	June	July	August	September	October	November	December	YTD
2019	$40.27	$50.87	$53.66	$52.76	$59.87	$74.36	$85.54	$79.87	$61.75	$56.27	$39.50	$37.39	$57.68
2020	$40.09	$49.09	$26.18	$11.35	$17.02	$37.87	$62.19	$50.27	$41.36	$37.30	$23.24	$25.33	$35.11
2021	$31.55	$38.26	$46.26	$45.44	$51.33	$81.63	$114.44	$94.20	$86.22	$66.21	$44.20	$42.96	$65.35
2022	$42.64	$51.84	$61.29	$57.67	$64.58	$95.04	$120.70	$99.01	$75.10	$71.26	$49.58	$46.56	$69.34
2023	$45.52	$52.01	$61.07	$54.39	$61.38	$83.74	$115.21	$86.12	$72.29				$70.66
Avg	$38.64	$47.52	$46.85	$41.81	$48.20	$72.23	$95.72	$80.84	$66.11	$57.76	$39.13	$38.06	$56.87

Revenue ($)													
YR.	January	February	March	April	May	June	July	August	September	October	November	December	YTD
2019	$641,704	$732,089	$855,056	$813,531	$953,898	$1,151,017	$1,368,274	$1,277,662	$955,903	$900,042	$611,393	$598,135	$10,858,704
2020	$641,268	$709,311	$503,190	$62,667	$211,547	$585,102	$1,195,356	$966,256	$769,386	$595,443	$359,133	$404,345	$7,003,004
2021	$503,639	$551,689	$738,471	$702,071	$986,480	$1,518,252	$2,199,463	$1,810,539	$1,603,770	$1,272,510	$822,042	$825,757	$13,534,683
2022	$819,519	$899,870	$1,178,069	$1,072,611	$1,241,315	$1,767,666	$2,319,795	$1,902,972	$1,396,884	$1,369,589	$1,029,205	$998,876	$15,996,371
2023	$976,405	$1,007,805	$1,310,041	$1,129,041	$1,316,700	$1,738,345	$2,471,392	$2,106,340	$1,711,165				$13,767,234
Avg	$595,537	$664,363	$698,906	$526,090	$717,308	$1,084,790	$1,587,698	$1,351,486	$1,109,686	$922,665	$597,523	$609,412	$10,465,464

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

Occupancy (%)												
YR.	January	February	March	April	May	June	July	August	September	October	November	December
2019	59.8%	59.9%	59.9%	59.8%	59.5%	58.9%	58.6%	58.0%	57.2%	56.1%	55.2%	54.5%
2020	54.1%	53.7%	50.8%	49.3%	46.6%	44.0%	42.4%	40.5%	39.0%	37.9%	36.8%	36.1%
2021	35.6%	34.9%	36.4%	37.6%	39.3%	41.6%	43.8%	45.6%	47.2%	48.7%	49.8%	50.5%
2022	42.6%	51.1%	51.7%	52.1%	52.8%	53.2%	53.1%	53.3%	53.4%	53.5%	53.5%	53.3%
2023	53.3%	53.1%	52.9%	52.6%	52.4%	52.1%	52.1%	52.0%	52.0%			
Avg	49.8%	49.5%	49.0%	48.9%	48.5%	48.2%	48.3%	48.0%	47.8%	47.6%	47.3%	47.0%

ADR ($)												
YR.	January	February	March	April	May	June	July	August	September	October	November	December
2019	$104.72	$104.87	$105.01	$105.02	$105.08	$104.75	$104.83	$104.69	$104.35	$104.60	$105.20	$105.89
2020	$106.61	$107.24	$107.77	$108.65	$108.36	$107.57	$107.45	$106.42	$105.86	$104.92	$104.33	$103.56
2021	$102.99	$102.53	$103.45	$103.98	$105.81	$109.44	$115.32	$119.70	$124.37	$125.19	$125.06	$125.51
2022	$125.89	$126.34	$126.89	$127.26	$127.82	$128.87	$129.98	$130.29	$128.35	$129.10	$129.57	$130.05
2023	$130.16	$130.27	$130.56	$130.65	$130.47	$129.79	$129.79	$129.02	$128.89			
Avg	$104.77	$104.88	$105.41	$105.88	$106.42	$107.25	$109.20	$110.27	$111.53	$111.57	$111.53	$111.65

RevPAR ($)												
YR.	January	February	March	April	May	June	July	August	September	October	November	December
2019	$62.63	$62.81	$62.88	$62.76	$62.57	$61.74	$61.39	$60.69	$59.66	$58.64	$58.03	$57.75
2020	$57.73	$57.59	$54.76	$53.61	$50.50	$47.33	$45.53	$43.05	$41.34	$39.72	$38.38	$37.35
2021	$36.62	$35.79	$37.70	$39.06	$41.60	$45.53	$50.45	$54.59	$58.68	$61.03	$62.31	$63.33
2022	$63.84	$64.57	$65.60	$66.32	$67.45	$68.55	$69.08	$69.49	$68.58	$69.01	$69.26	$69.34
2023	$69.35	$69.21	$69.12	$68.73	$68.41	$67.68	$67.68	$67.08	$66.98			
Avg	$52.33	$52.06	$51.78	$51.81	$51.56	$51.53	$52.46	$52.78	$53.23	$53.13	$52.91	$52.81

Revenue ($)												
YR.	January	February	March	April	May	June	July	August	September	October	November	December
2019	$11,749,143	$11,783,677	$11,797,489	$11,773,606	$11,739,286	$11,587,570	$11,525,202	$11,398,132	$11,206,687	$11,019,136	$10,907,560	$10,858,704
2020	$10,858,268	$10,835,490	$10,483,623	$9,732,760	$8,990,409	$8,424,495	$8,251,577	$7,940,171	$7,753,654	$7,449,055	$7,196,794	$7,003,004
2021	$6,865,375	$6,707,754	$6,943,035	$7,582,438	$8,357,370	$9,290,520	$10,294,627	$11,138,911	$11,973,294	$12,650,362	$13,113,271	$13,534,684
2022	$13,850,564	$14,198,745	$14,638,343	$15,008,883	$15,263,718	$15,513,132	$15,633,464	$15,725,897	$15,519,011	$15,616,090	$15,823,253	$15,996,372
2023	$16,153,257	$16,261,192	$16,393,164	$16,449,594	$16,524,980	$16,495,660	$16,647,257	$16,850,625	$17,164,906			
Avg	$9,824,262	$9,775,640	$9,741,382	$9,696,268	$9,695,688	$9,767,528	$10,023,802	$10,159,071	$10,311,212	$10,372,851	$10,405,875	$10,465,464

Primary Competitive Hotel Properties Data Summary

Primary Competitive Set			
Property Name	**Industry Segment**	**Open Date**	**Room Count**
Clarion Hotel & Suites Wisconsin Dells	Upper Midscale	1991	113
Clarion Hotel & Convention Center Baraboo	Upper Midscale	1991	84
Holiday Inn Express Wisconsin Dells	Upper Midscale	1998	114
Fairfield Inn & Suites Baraboo	Upper Midscale	2023	97
Holiday Inn Express Sauk City	Upper Midscale	2022	72
La Quinta Inns & Suites Wisconsin Dells	Upper Midscale	2020	104
Fairfield Inn & Suites Wisconsin Dells	Upper Midscale	2017	105
Hampton Inn & Suites @ Wisconsin Dells Lal	Upper Midscale	2017	100
Primary Competitive Set Room Count Average			99
Source: CoStar/STR Core Distinction Group, LLC			

Primary Competitive Set Current			
Time Frame	**Occupancy**	**Average Daily Rate**	**Revenue Per Available Room**
YTD	53.6%	$131.73	$70.66
3 Month Average	63.0%	$143.54	$90.38
12 Month Average	52.0%	$128.89	$66.98
Source: CoStar/STR Core Distinction Group, LLC			

Primary Competitive Set Prior Year			
Time Frame	**Occupancy**	**Average Daily Rate**	**Revenue Per Available Room**
12 Month Average	53.4%	$129.00	$69.00
Source: CoStar/STR Core Distinction Group, LLC			

Primary Competitive Set Year Over Year Percentage Change			
Time Frame	**Occupancy**	**Average Daily Rate**	**Revenue Per Available Room**
Percent of Change	-2.7%	0.0%	-2.7%
Source: CoStar/STR Core Distinction Group, LLC			

Primary Competitive Hotel Quoted Rates

Primary Competitive Set Listed Rates - Weekday				
Property Name	OCT	JAN	APR	JUL
Clarion Hotel & Suites Wisconsin Dells	$95	$75	$85	$85
Clarion Hotel & Convention Center Baraboo	$80	$80	$100	$135
Holiday Inn Express Wisconsin Dells	$100	$95	$105	$190
Fairfield Inn & Suites Baraboo	$110	$100	$140	$140
Holiday Inn Express Sauk City	$105	$100	$105	$140
La Quinta Inns & Suites Wisconsin Dells	$90	$90	$90	$165
Fairfield Inn & Suites Wisconsin Dells	$115	$115	$140	$150
Hampton Inn & Suites @ Wisconsin Dells Lake Delton	$130	$110	$125	$175
Primary Competitive Set Average	$103	$96	$111	$148
Primary Competitive Set Rate Average				$114
Source: CoStar/STR Core Distinction Group, LLC				

Primary Competitive Set Listed Rates - Weekend				
Property Name	OCT	JAN	APR	JUL
Clarion Hotel & Suites Wisconsin Dells	$120	$115	$115	$145
Clarion Hotel & Convention Center Baraboo	$110	$125	$145	$215
Holiday Inn Express Wisconsin Dells	$135	$155	$200	$280
Fairfield Inn & Suites Baraboo	$165	$130	$140	$140
Holiday Inn Express Sauk City	$160	$110	$125	$165
La Quinta Inns & Suites Wisconsin Dells	$130	$140	$155	$240
Fairfield Inn & Suites Wisconsin Dells	$160	$140	$225	$240
Hampton Inn & Suites @ Wisconsin Dells Lake Delton	$155	$165	$185	$250
Primary Competitive Set Average	$142	$135	$161	$209
Primary Competitive Set Rate Average				$162
Source: CoStar/STR Core Distinction Group, LLC				

Primary Competitive Hotel Quoted Rates

Primary Competitive Set Trend			
Time Frame	**Occupancy**	**Average Daily Rate**	**Revenue Per Available Room**
YTD	53.6%	$131.73	$70.66
3 Month Average	63.0%	$143.54	$90.38
12 Month Average	52.0%	$128.89	$66.98
Source: CoStar/STR Core Distinction Group, LLC			

Projected Primary Competitive Set Rates	
Time Frame	**Average Daily Rate**
3 Month Average	**$143.54**
12 Month Average	**$128.89**
Future Quoted Rate Average	**$127.95**
Projected Average Daily Rates	**$133.46**
Source: Google Travel/CoStar/STR Core Distinction Group, LLC	

Search Analytics

INVENTORY ROOMS	UNDER CONSTRUCTION ROOMS	12 MO OCC RATE	12 MO ADR	12 MO REVPAR	MARKET SALE PRICE/ROOM	MARKET CAP RATE
789 +27.3%	0 -100.0%	52.0% -2.7%	$129 +0%	$67 -2.7%	$62.8K +8.5%	9.8% +0.3%
Prior Period 620	Prior Period 169	Prior Period 53.4%	Prior Period $129	Prior Period $69	Prior Period $57.9K	Prior Period 9.5%

Key Metrics

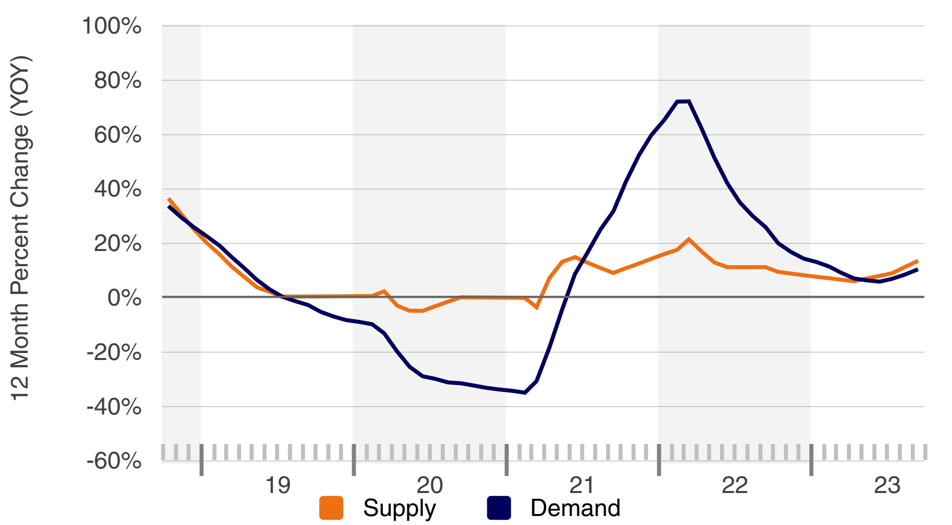
Inventory	
Existing Properties	8 ▲
12 Mo Delivered Rooms	169 ▲
12 Mo Delivered Properties	2 ▲
12 Mo Recently Opened Rooms	169 ▲
12 Mo Recently Opened Properties	2 ▲
Under Construction Properties	0 ▼

Sales Past Year	
Sales Volume	$0 ▼
Properties Sold	0 ▼
Months to Sale	-
Average Price Per Building	-
Market Price Per Room	$62.8K ▲
Market Cap Rate	9.8% ▲

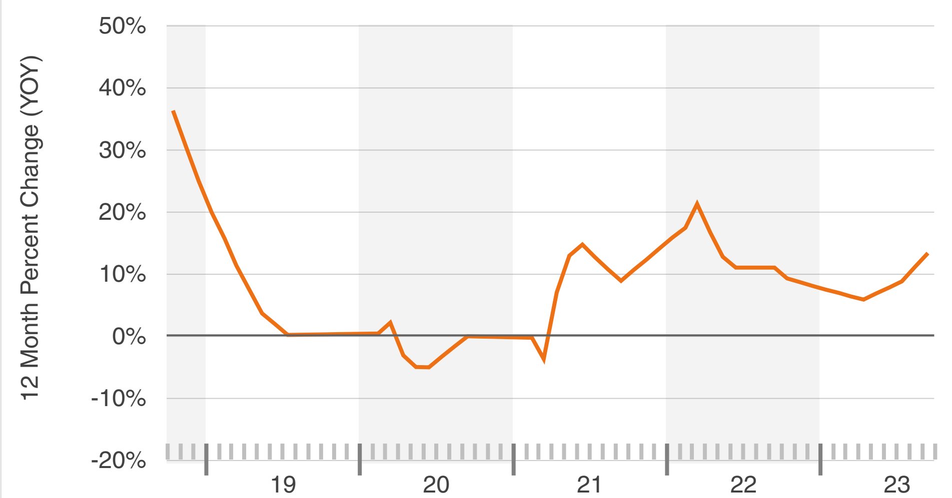
Performance Trend	
Occupancy Rate	57.5% ▼
Average Daily Rate	$125.65 ▼
Revenue Per Available Room	$72.29 ▼
YTD Occupancy Rate	53.6% ▼
YTD Average Daily Rate	$131.73 ▼
YTD RevPAR	$70.66 ▼
3 Mo Occupancy Rate	63.0% ▼
3 Mo Average Daily Rate	$143.54 ▼
3 Mo RevPAR	$90.38 ▼
12 Mo Occupancy Rate	52.0% ▼
12 Mo Average Daily Rate	$128.89 ▲
12 Mo RevPAR	$66.98 ▼

Search Analytics

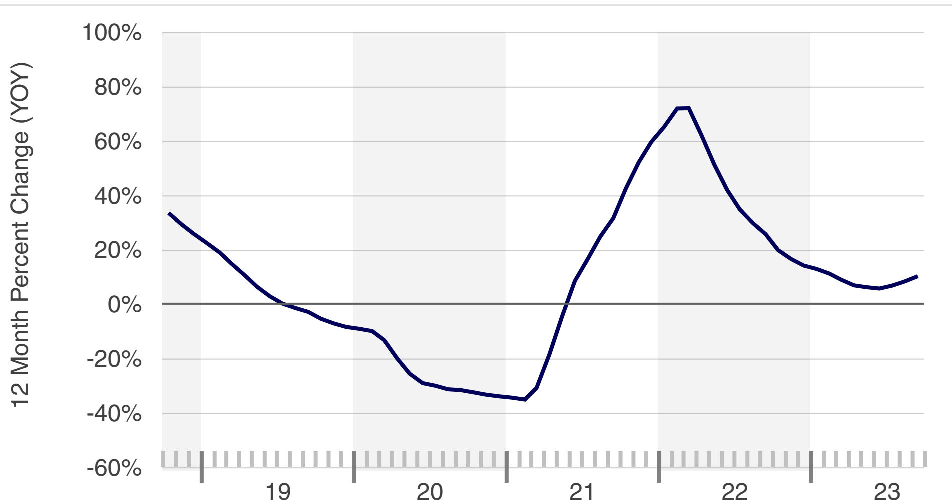
Supply & Demand Change



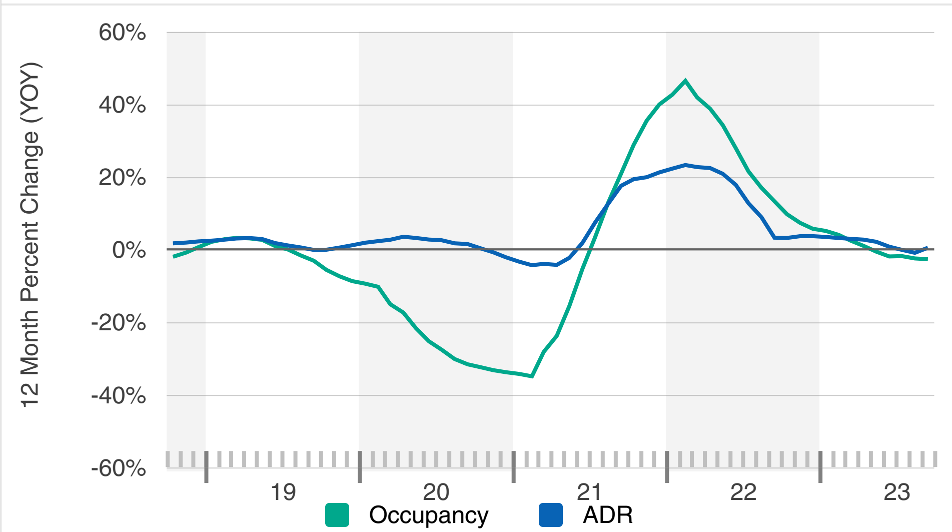
Supply Change



Demand Change

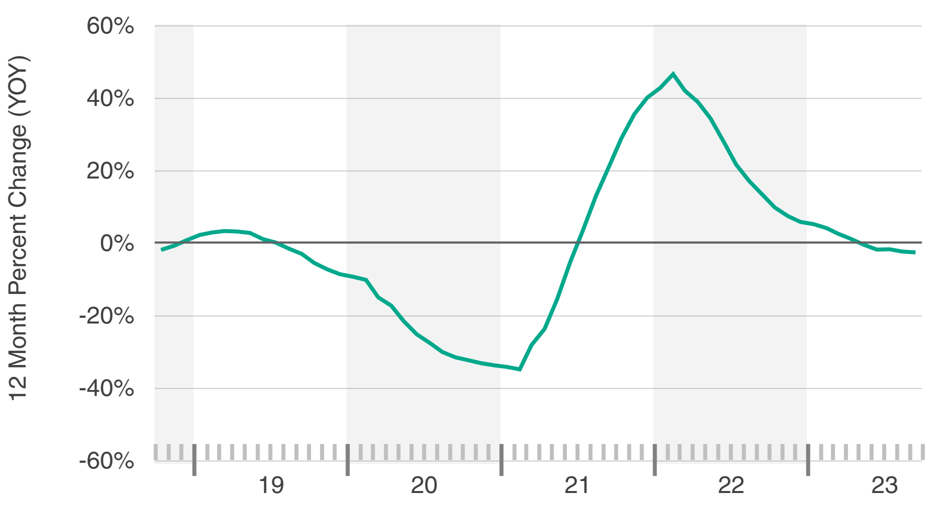


Occupancy & ADR Change

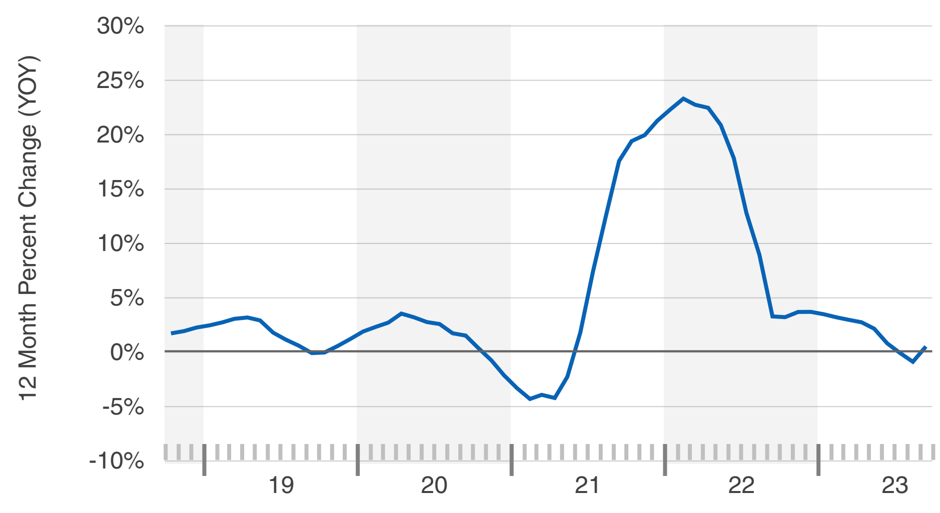


Search Analytics

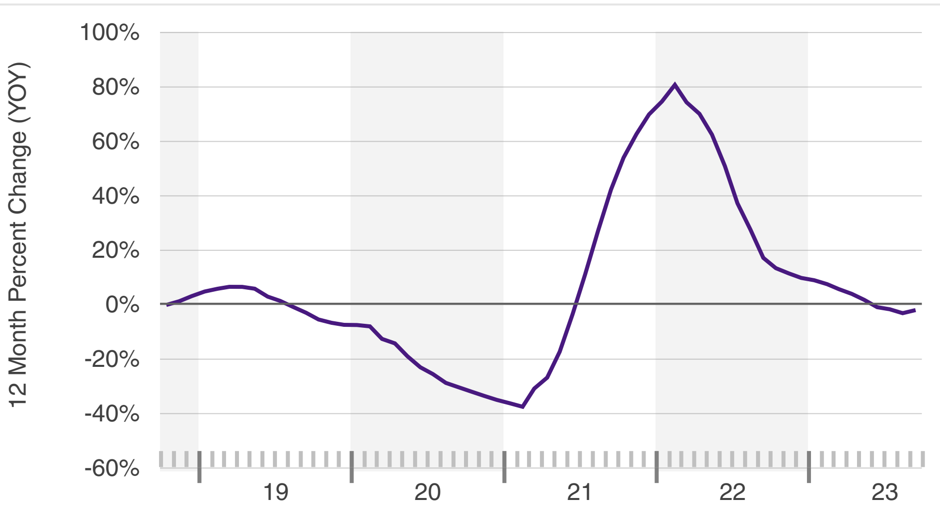
Occupancy Change



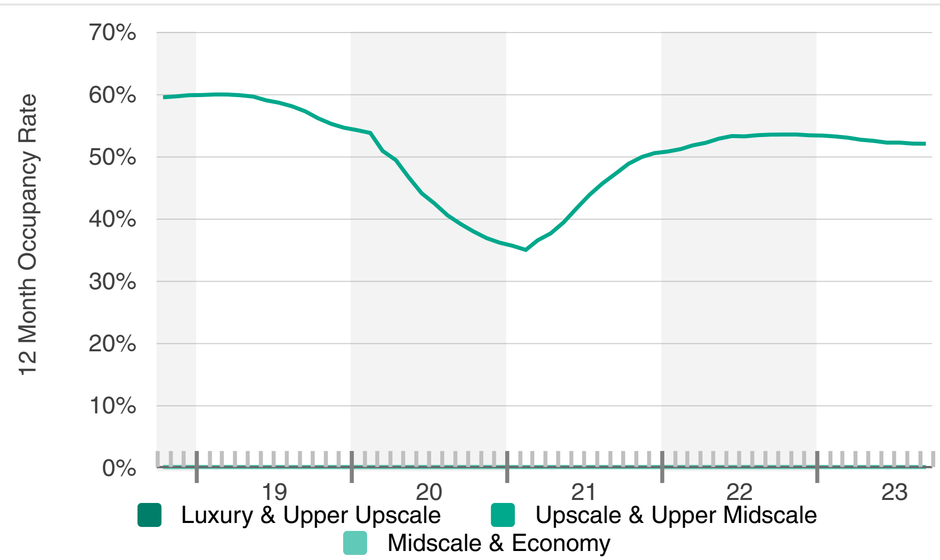
ADR Change



RevPAR Change

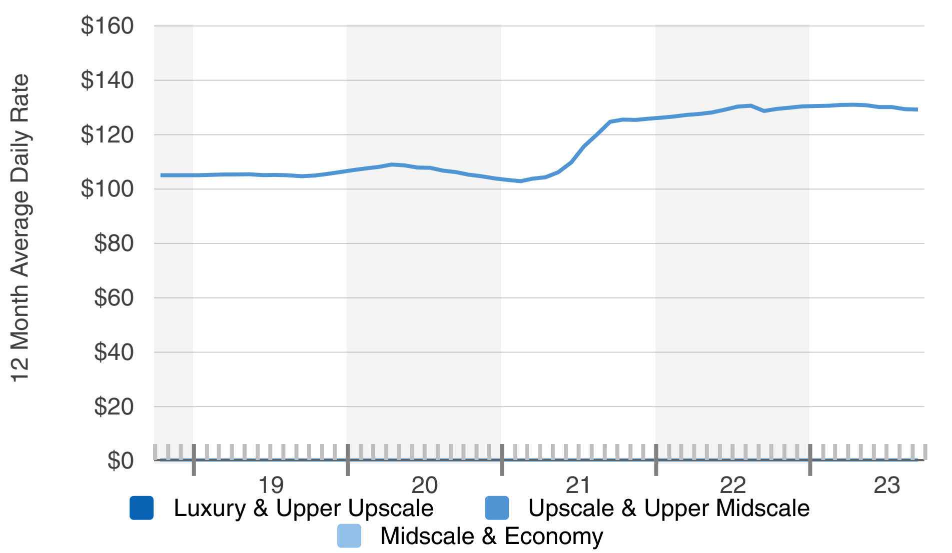


Occupancy By Class

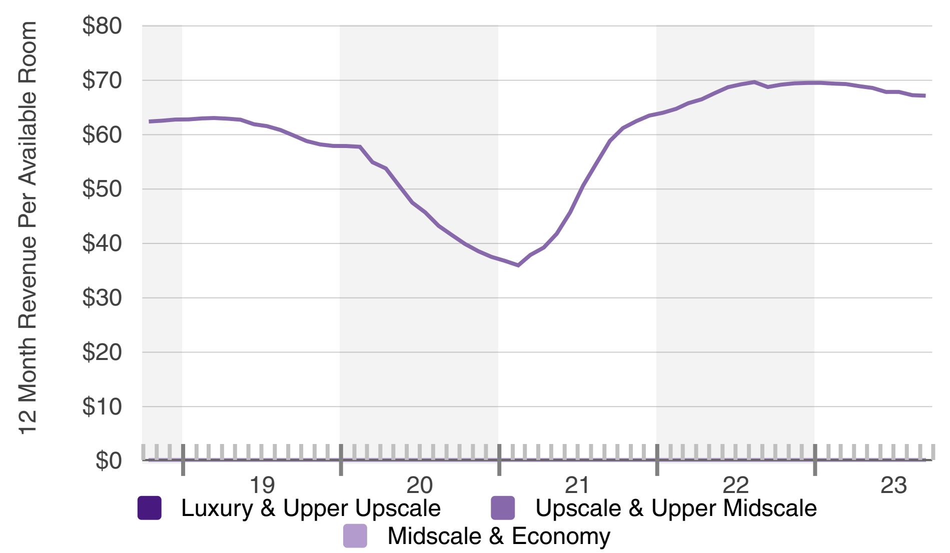


Search Analytics

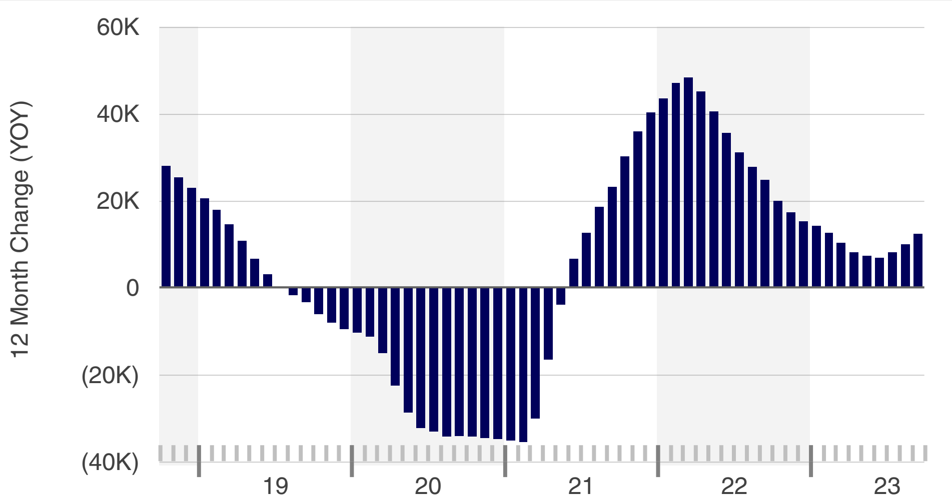
ADR By Class



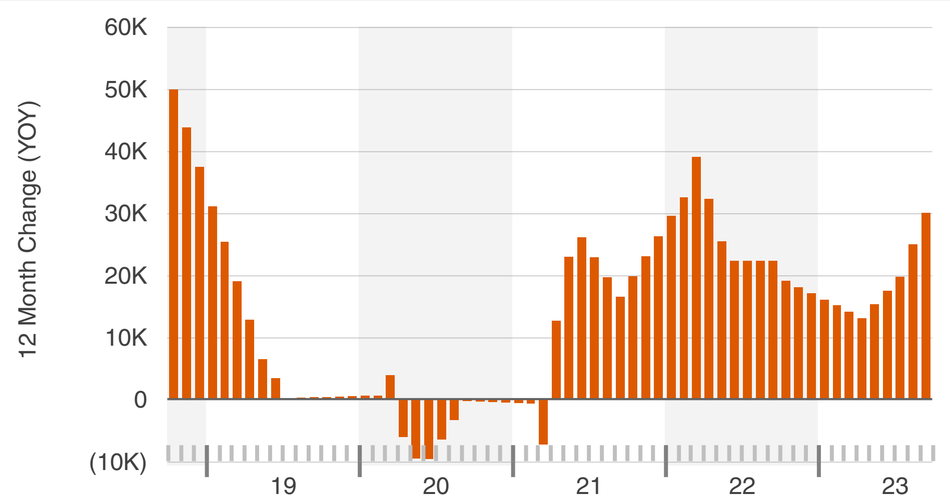
RevPAR By Class



Demand Change

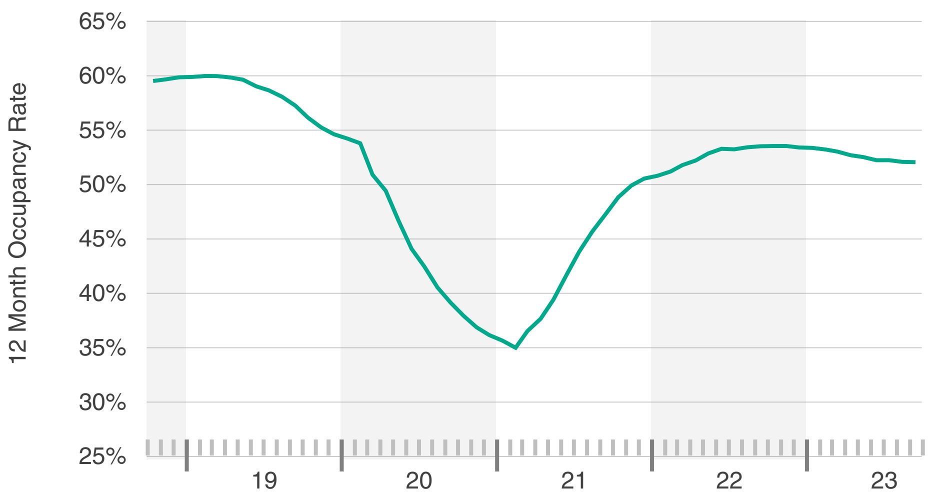


Supply Change

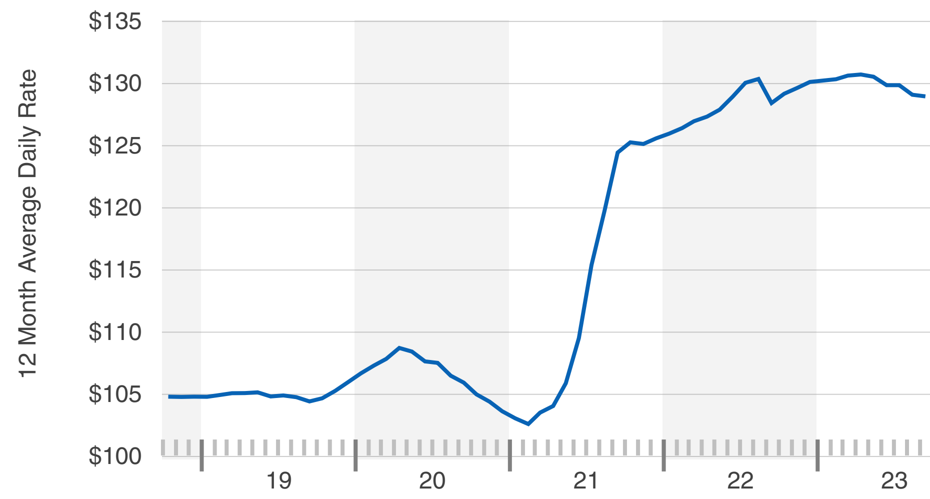


Search Analytics

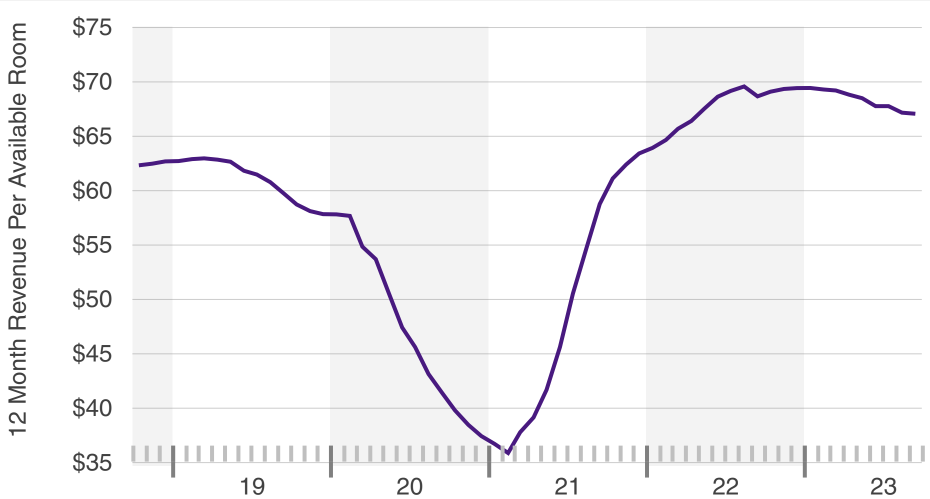
Occupancy



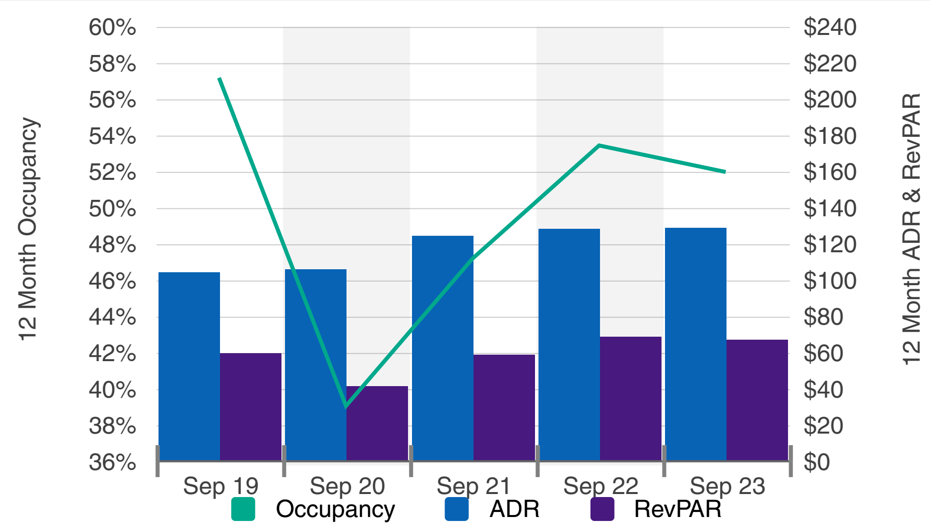
ADR



RevPAR

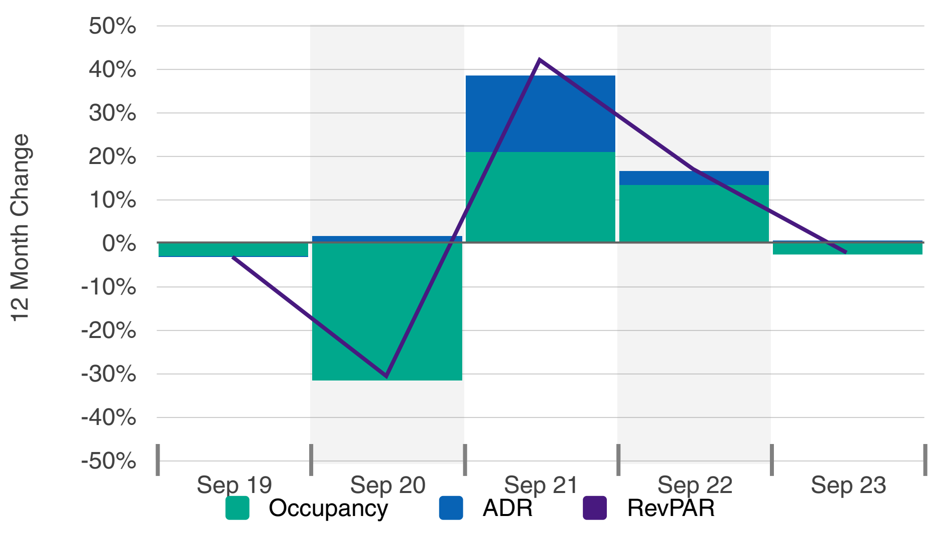


Occupancy, ADR & RevPAR

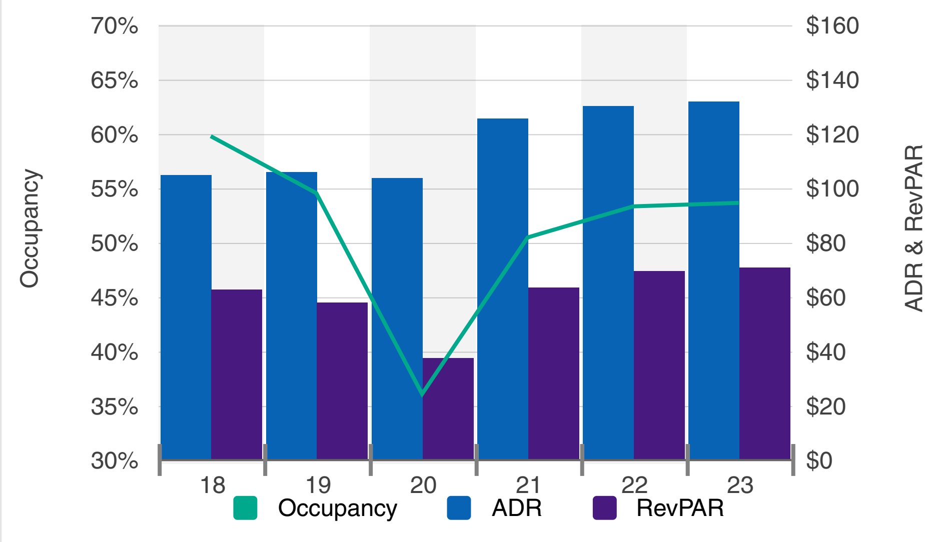


Search Analytics

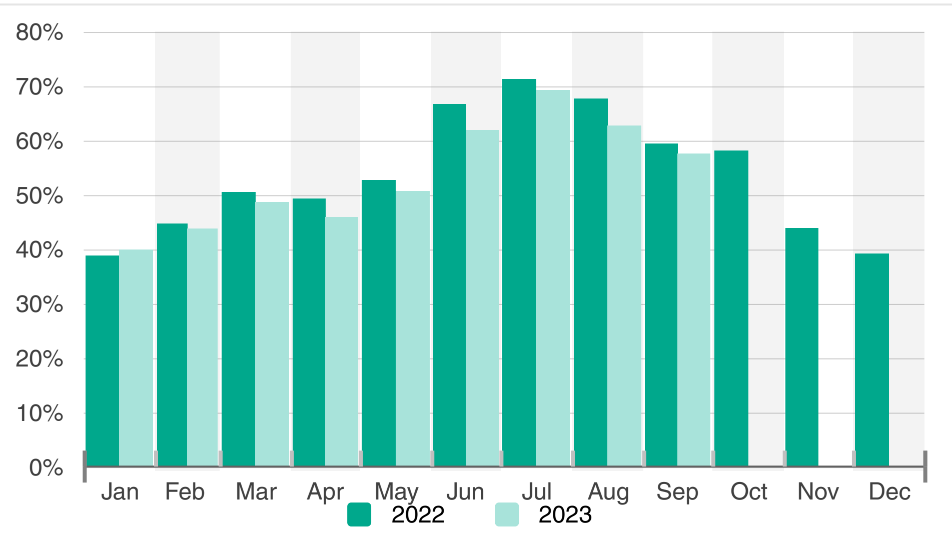
RevPAR Growth Composition



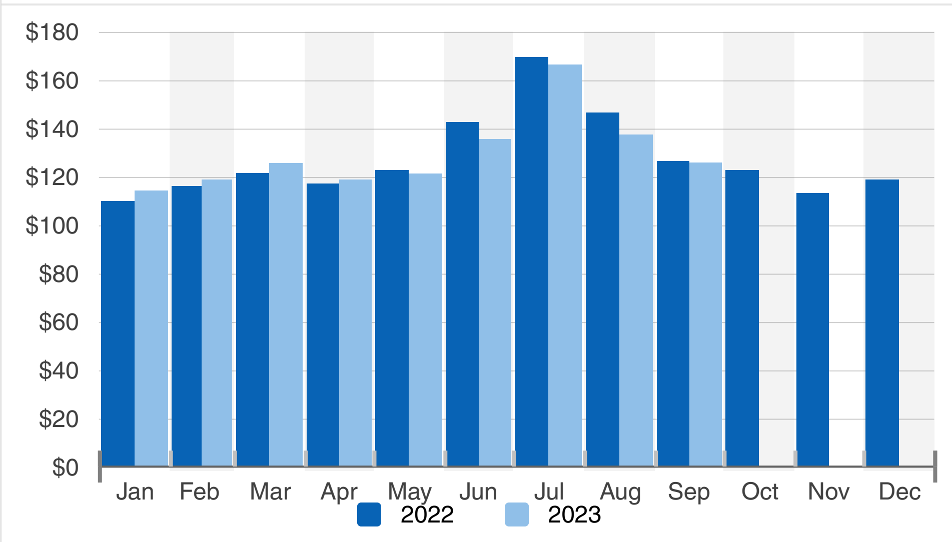
Occupancy, ADR & RevPAR Annualized vs YTD



Occupancy Monthly

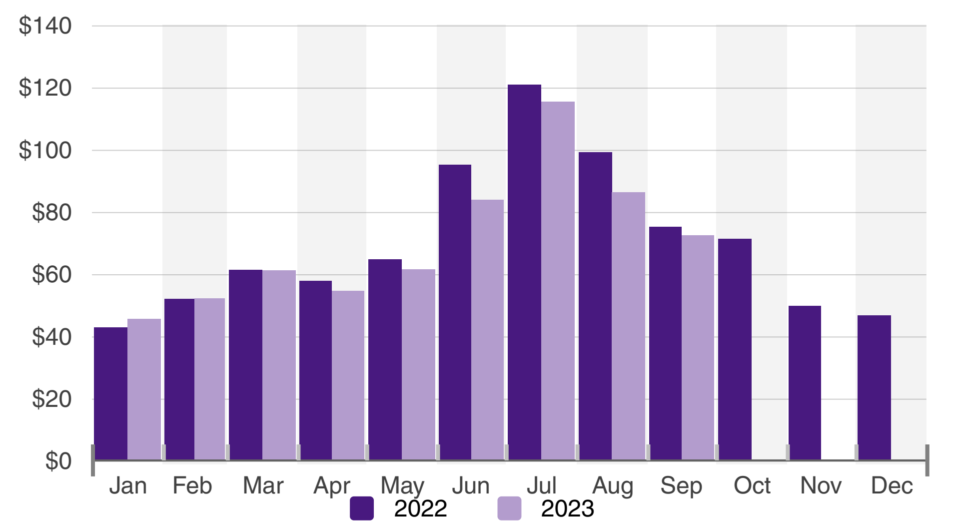


ADR Monthly

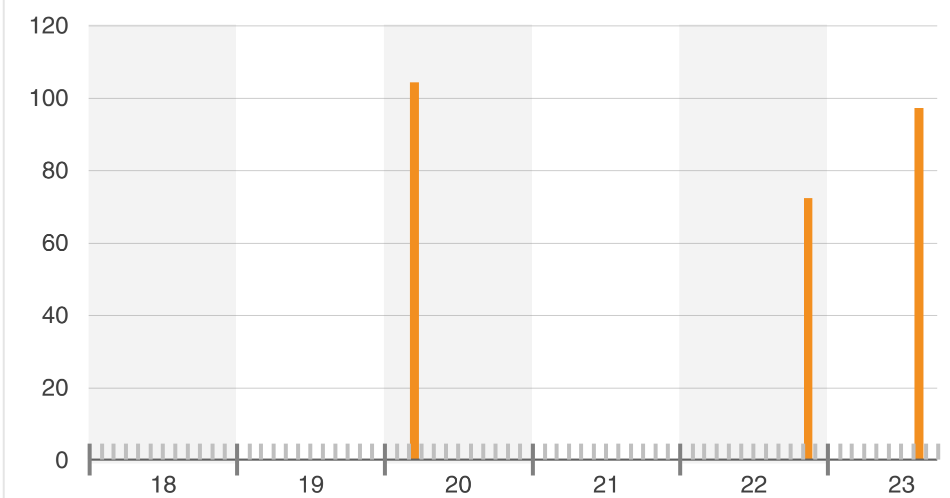


Search Analytics

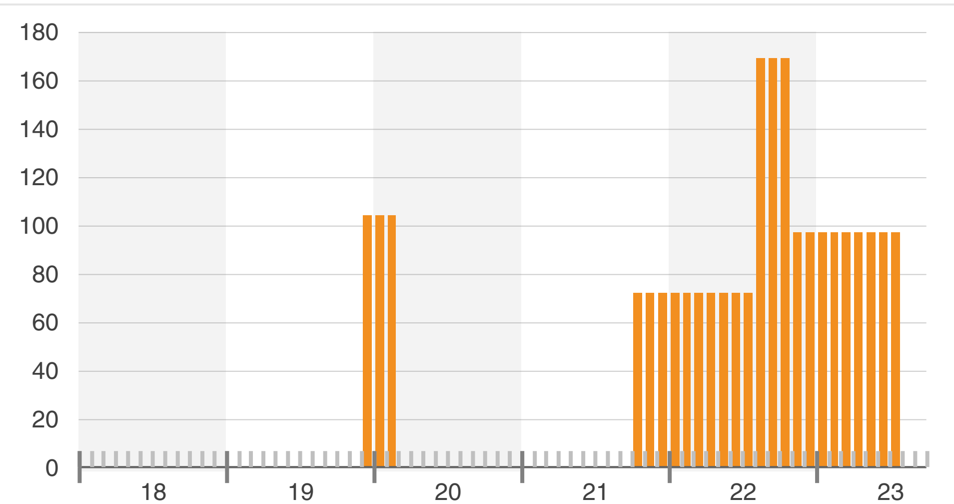
RevPAR Monthly



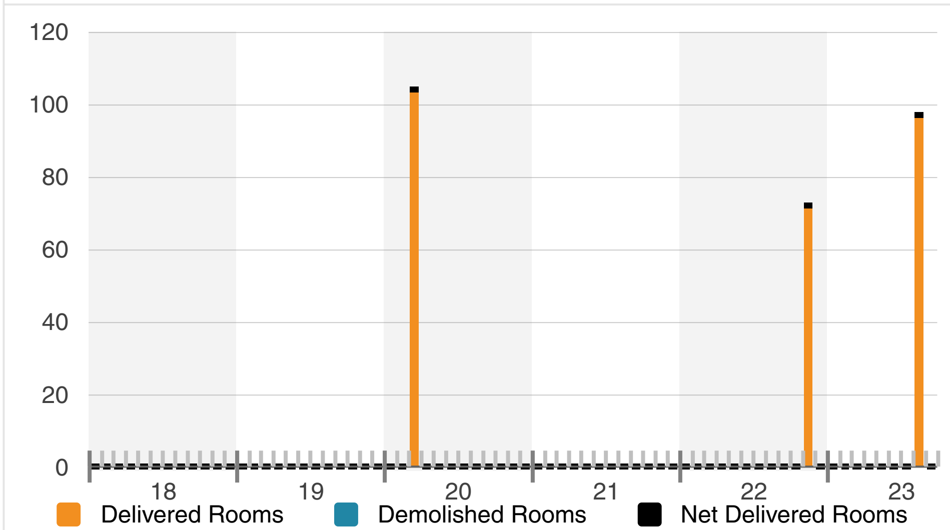
Rooms Delivered



Rooms Under Construction

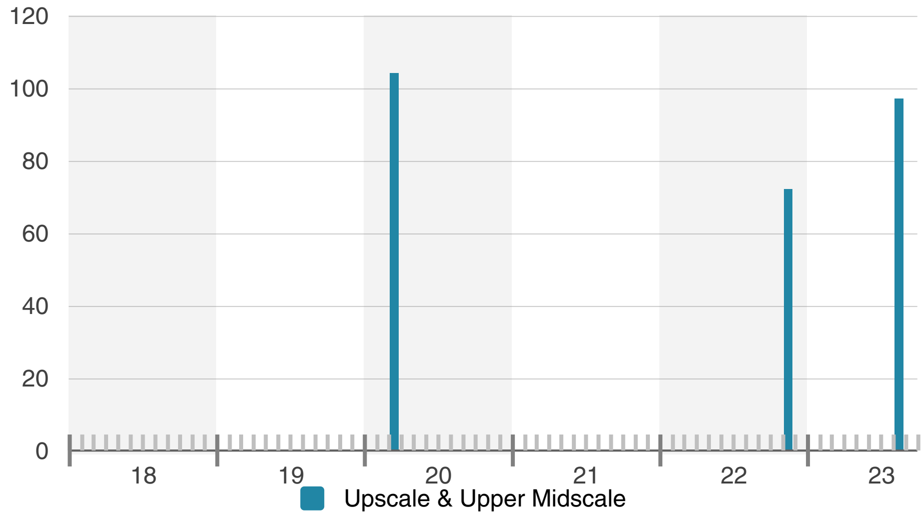


Delivered, Demolished & Net Delivered Rooms



Search Analytics

Rooms Delivered By Class

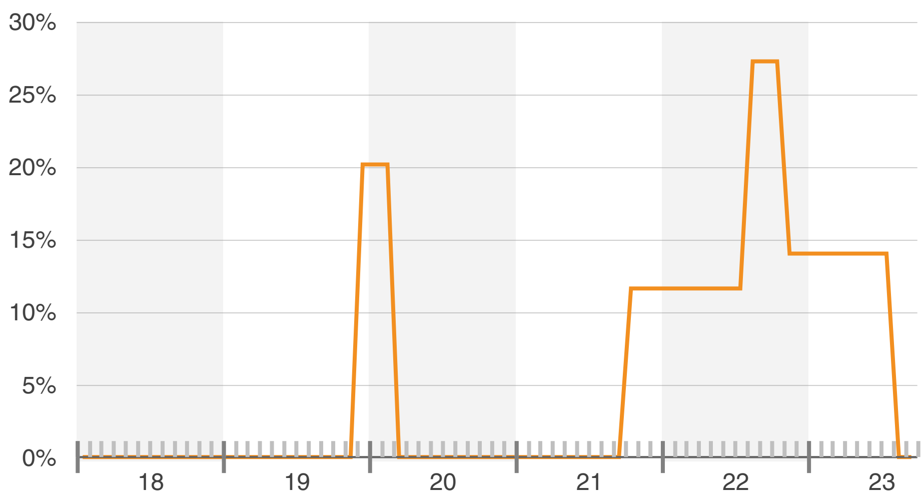


Demolished Rooms

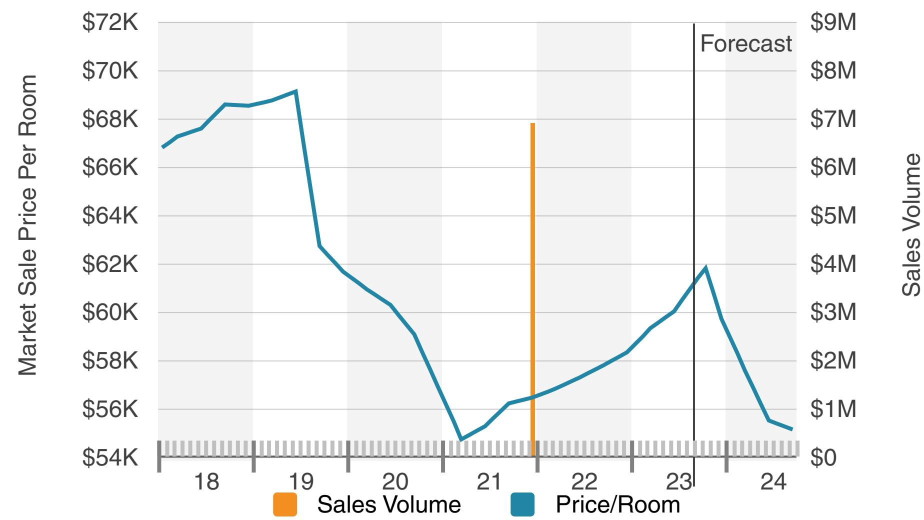
No Data Available

No data available for the past 5 years

Rooms Under Construction % of Inventory

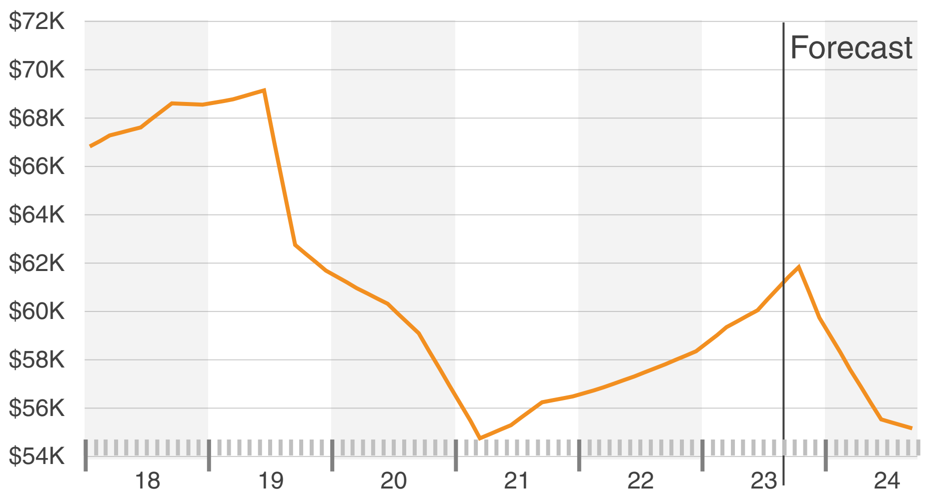


Sales Volume & Market Sale Price Per Room

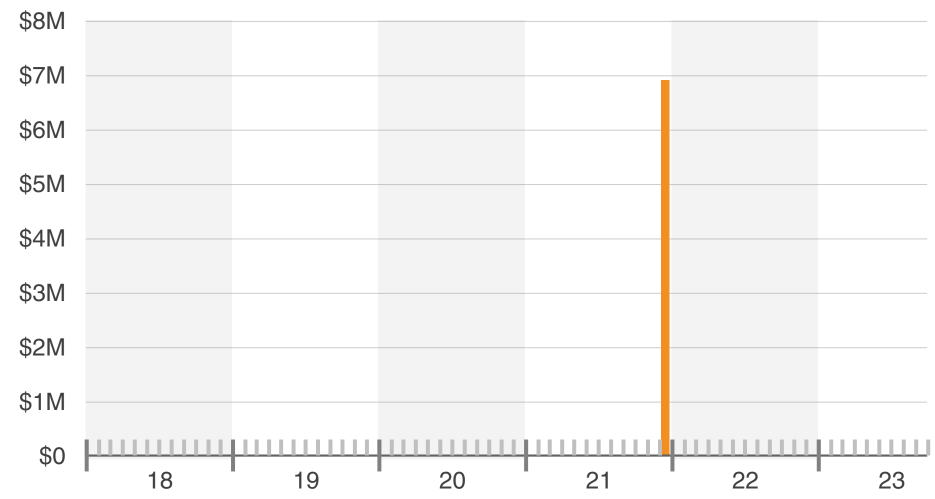


Search Analytics

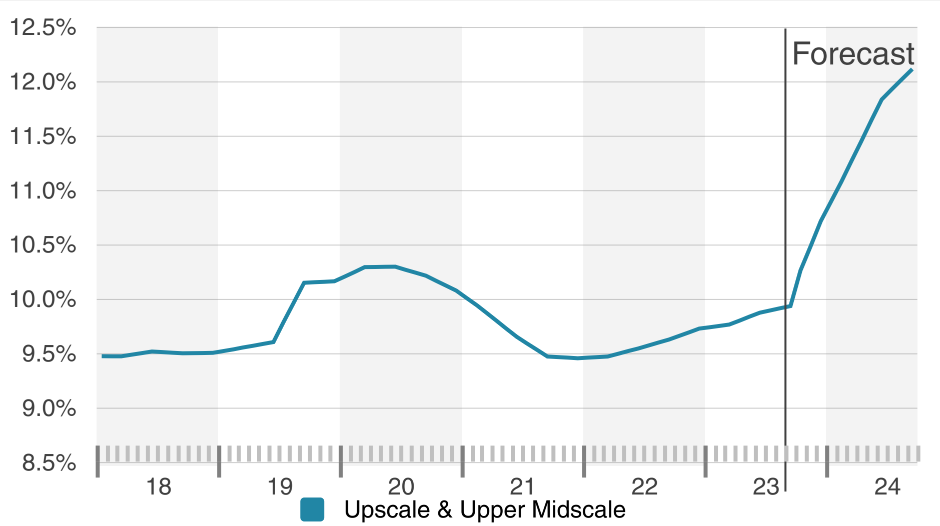
Market Sale Price Per Room



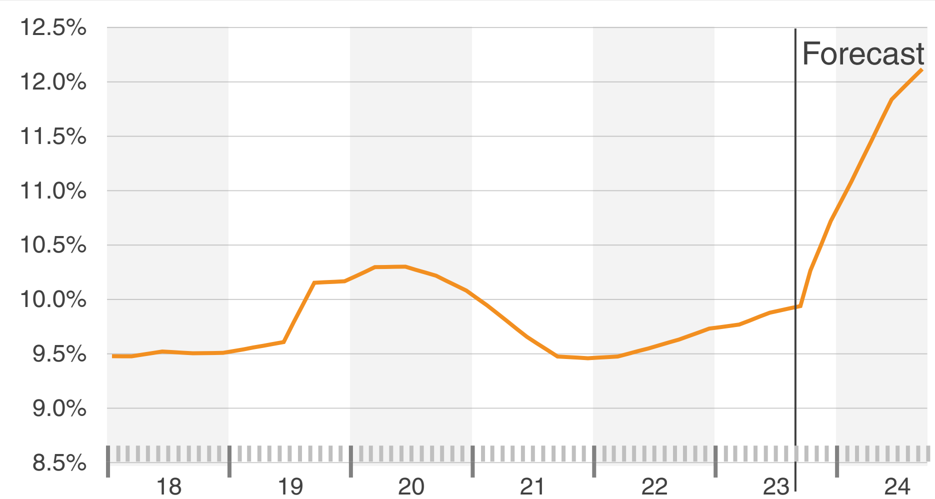
Sales Volume



Market Cap Rate By Class

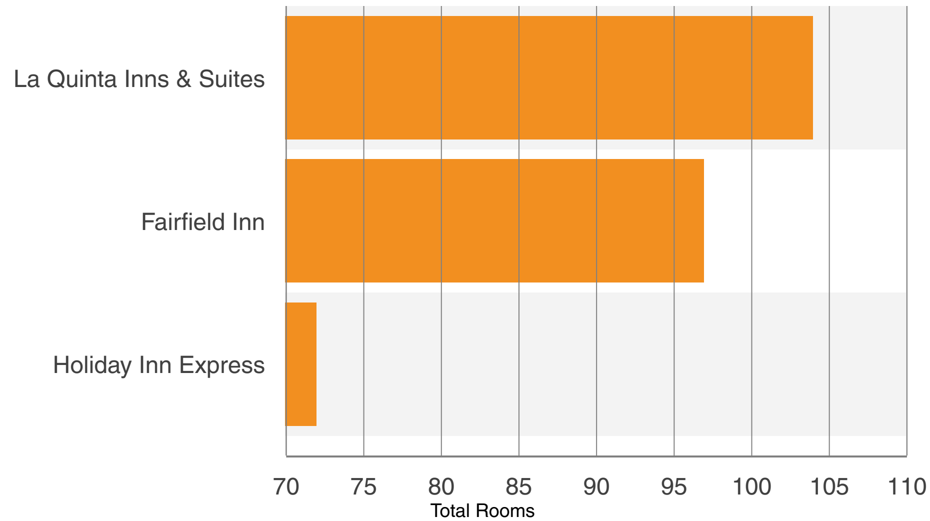


Market Cap Rate

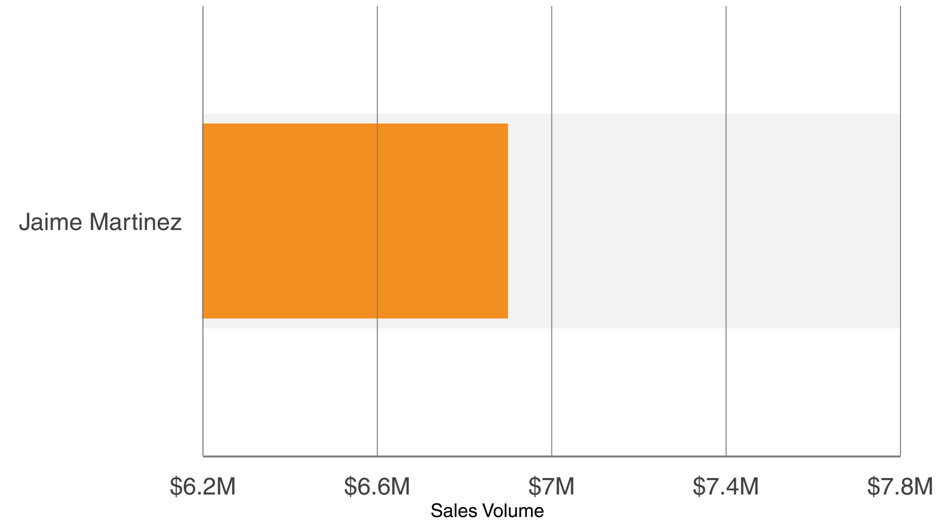


Search Analytics

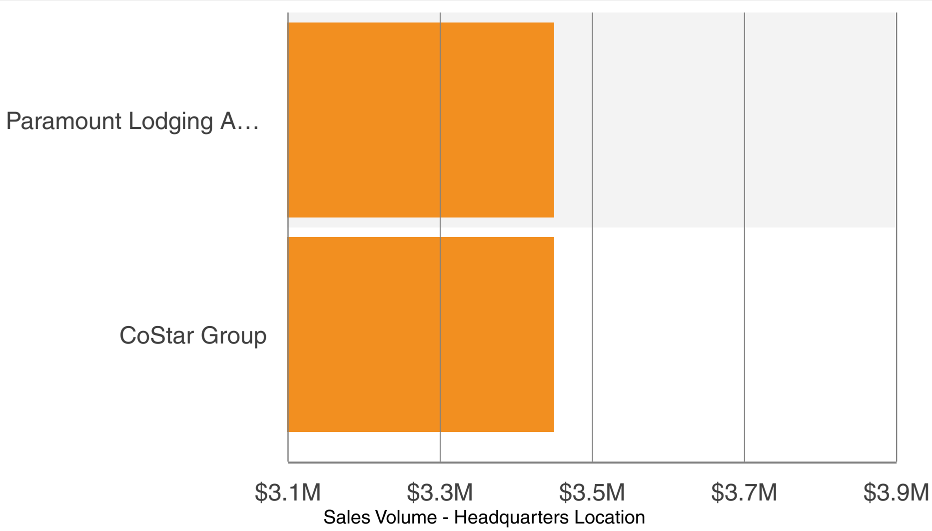
Top Brand Delivered



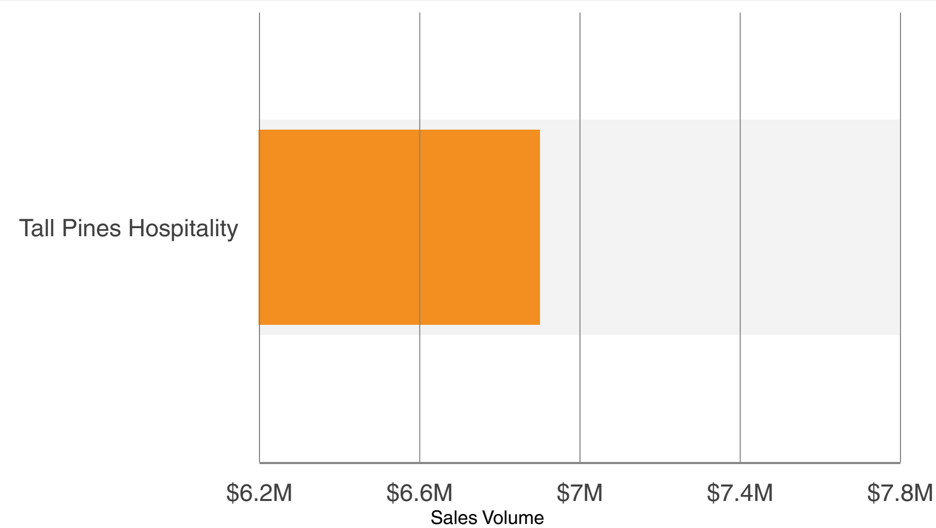
Top Sellers



Top Seller Brokers



Top Buyers



Lodging Supply - Secondary

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

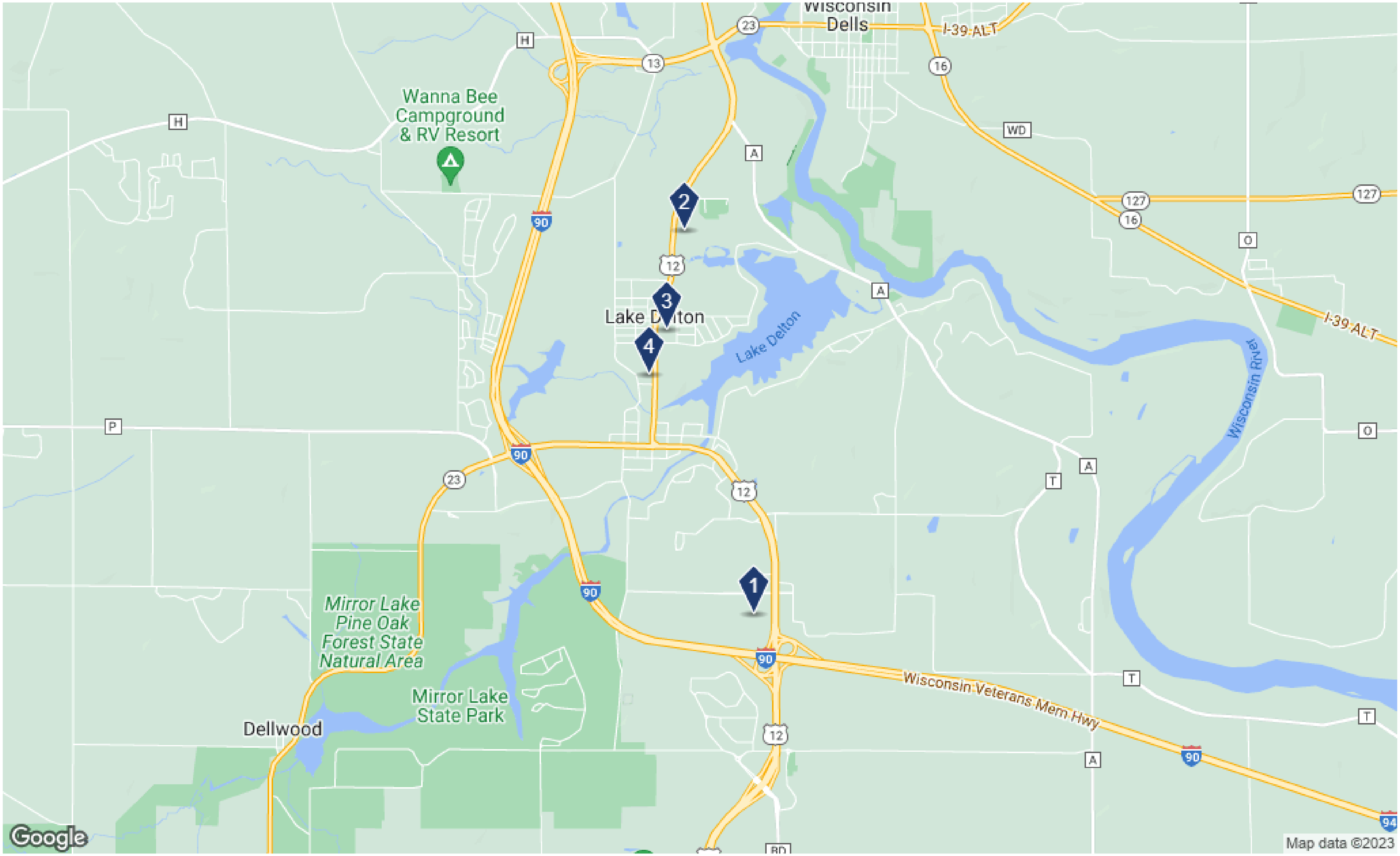
In some cases, Core Distinction Group must access data from surrounding or Secondary market hotels to obtain a Smith Travel Research (STR)/CoStar report. This can also include a Secondary Competitive Set. The following information will be presented in Lodging Supply:

- **Property Map Overview**
- **Property Summary Reports**

For the purposes of this Comprehensive Hotel Market Feasibility Study, the competitive set includes properties that were determined to be competitive with the proposed hotel based on either their location, brand affiliation, facilities and amenities offered, rate structure, community surveys, and/or market orientation.

- **STR/COSTAR Global Data**
- **Upper Upscale Competitive Hotel Properties Data Summary**
- **Key Performance Indicators**
- **Supply & Demand/Supply & Demand Changes**
- **Average Daily Rate/Average Daily Rate Changes**
- **Key Metrics: Inventory, Sales Past Year, Performance Trends**

Property Map Overview



Property Summary Report

Staybridge Suites Wisconsin Dells - Lake Delton

Upscale
Class

1345 Great Wolf Dr
Baraboo, WI 53913 - Wisconsin South Area Submarket

HOSPITALITY

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

BUILDING

Type	Hotel
Year Built	Jun 2019
Rooms	122
Location	Suburban
Stories	4
Primary Corridors	Interior

LAND

Land Acres	2.79 AC
Zoning	G2
Parcels	146-1626-00000

EXPENSES

Taxes	$1,946.55/Room (2021)

PARKING

Spaces	100 Surface
Ratio	0.82/Room

BUILDING AMENITIES

- Business Center
- Fitness Center
- On-Site Retail
- Pool

TRANSPORTATION

Parking	100 available (Surface);Ratio of 0.82/Room
Walk Score	Car-Dependent (48)

PROPERTY CONTACTS

True Owner	Del Boca Ventures LLC
Previous True Owner	Tall Pines Development Corporation 411 Alcan Dr Baraboo, WI 53913 (608) 254-5337 (p)
Recorded Owner	Tall Pines Realty Llc 411 Alcan Dr Baraboo, WI 53913
Parent Company	IHG Hotels & Resorts

Property Summary Report

Atlantis Family Waterpark Hotel, Ascend Hotel Collection

Upscale
Class

1570 Wisconsin Dells Pky
Wisconsin Dells, WI 53965 - Wisconsin South Area Submarket

HOSPITALITY

Brand	Ascend Collection
Operation Type	Franchise
Operation Status	Open

BUILDING

Type	Hotel
Year Built	1999
Year Renov	2022
Rooms	96
Location	Suburban
Stories	4
Primary Corridors	Interior

LAND

Land Acres	5.56 AC
Zoning	Commercial
Parcels	146-0076-00000

EXPENSES

Taxes	$557.94/Room (2021)

PARKING

Spaces	135 Surface
Ratio	1.41/Room

BUILDING AMENITIES

- Hot Tub
- Pool
- Smoke-Free
- On-Site Retail
- Public Access Wifi
- Waterpark

SALE

Sold Price	$3,100,000 ($32,292/Room)
Date	Jun 2022
Sale Type	Investment
Financing	1st Mortgage: (5.1%) Bal/Pmt: $6,000,000/-

TRANSPORTATION

Parking	135 available (Surface);Ratio of 1.41/Room
Walk Score	Car-Dependent (35)

Property Summary Report

Hilton Garden Inn Wisconsin Dells

Upscale
Class

101 E Hiawatha Dr
Wisconsin Dells, WI 53965 - Wisconsin South Area Submarket

HOSPITALITY

Brand	Hilton Garden Inn
Hotel Opened	May 2004
Operation Type	Franchise
Operation Status	Open

BUILDING

Type	Hotel
Year Built	2004
Year Renov	2012
Rooms	128
Location	Suburban
Stories	4
Primary Corridors	Interior
Meeting Space	1,953 SF

LAND

Land Acres	4.53 AC
Zoning	Commercial, Lake Delton
Parcels	146-0114-10000

EXPENSES

Taxes	$1,105.82/Room (2021)

PARKING

Spaces	200 Surface
Ratio	1.56/Room

BUILDING AMENITIES

- Business Center
- On-Site Bar
- Pool
- Room Service
- Fitness Center
- On-Site Retail
- Restaurant

SALE

Sold Price	$8,000,000 ($62,500/Room)
Date	Aug 2019
Sale Type	Investment
Cap Rate	7.20%
Financing	1st Mortgage: Forreston State Bank Bal/Pmt: $6,400,000/-

TRANSPORTATION

Parking	200 available (Surface);Ratio of 1.56/Room
Walk Score	Car-Dependent (47)

Property Summary Report

SpringHill Suites Wisconsin Dells

Upscale
Class

461 Wisconsin Dells Pky
Wisconsin Dells, WI 53965 - Wisconsin South Area Submarket

HOSPITALITY

Brand	SpringHill Suites
Hotel Opened	Feb 2016
Operation Type	Franchise
Operation Status	Open

BUILDING

Type	Hotel
Year Built	Feb 2016
Rooms	95
Location	Suburban
Stories	4
Primary Corridors	Interior
Meeting Space	593 SF

LAND

Land Acres	2.95 AC
Zoning	G2
Parcels	146-0195-10000

EXPENSES

Taxes	$1,075.90/Room (2021)

PARKING

Spaces	110 Surface
Ratio	1.16/Room

BUILDING AMENITIES

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

TRANSPORTATION

Parking	110 available (Surface);Ratio of 1.16/Room
Walk Score	Somewhat Walkable (55)

PROPERTY CONTACTS

True Owner	Dells Parkway Hotel Group, LLC
Previous True Owner	Badger Hotel Development 255 Jefferson St Waterloo, WI 53594 (920) 478-2200 (p)
Recorded Owner	Dells Parkway Hotel Group Llc
Parent Company	Marriott International

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

Occupancy (%)

YR.	January	February	March	April	May	June	July	August	September	October	November	December	YTD
2019	34.6%	44.9%	51.7%	48.7%	55.9%	62.2%	72.9%	73.0%	63.3%	62.9%	46.8%	44.3%	55.1%
2020	43.2%	52.9%	26.1%	13.0%	18.6%	34.9%	46.6%	42.1%	40.5%	37.9%	24.9%	25.9%	33.9%
2021	28.3%	31.4%	38.8%	43.1%	46.6%	54.8%	67.6%	65.1%	57.5%	52.7%	37.2%	38.1%	47.7%
2022	33.0%	34.9%	41.2%	42.4%	43.9%	56.3%	61.9%	66.5%	59.0%	57.6%	40.7%	36.4%	47.9%
2023	33.2%	42.4%	46.5%	44.5%	48.3%	61.8%	71.4%	64.0%	70.7%				53.7%
Avg	35.4%	43.1%	38.9%	34.9%	40.4%	50.6%	62.4%	60.1%	53.8%	51.2%	36.3%	36.1%	45.3%

ADR ($)

YR.	January	February	March	April	May	June	July	August	September	October	November	December	YTD
2019	$98.03	$105.13	$104.12	$103.40	$113.92	$124.70	$143.70	$132.81	$116.20	$108.84	$99.78	$100.71	$112.61
2020	$100.11	$109.93	$98.93	$79.86	$83.97	$107.78	$132.57	$114.06	$102.14	$96.93	$88.78	$91.02	$100.51
2021	$94.68	$100.82	$100.17	$103.34	$110.62	$132.85	$161.40	$143.39	$143.16	$121.30	$108.17	$109.95	$125.39
2022	$107.41	$111.86	$112.30	$115.33	$122.84	$146.52	$169.80	$154.05	$137.18	$127.28	$112.73	$117.43	$131.98
2023	$113.55	$123.00	$122.53	$122.17	$132.80	$158.20	$186.25	$161.55	$142.61				$145.26
Avg	$97.61	$105.29	$101.07	$95.53	$102.84	$121.78	$145.89	$130.09	$120.50	$109.02	$98.91	$100.56	$110.76

RevPAR ($)

YR.	January	February	March	April	May	June	July	August	September	October	November	December	YTD
2019	$33.94	$47.16	$53.81	$50.37	$63.71	$77.57	$104.75	$97.00	$73.55	$68.49	$46.70	$44.57	$63.47
2020	$43.29	$58.12	$25.79	$10.39	$15.58	$37.61	$61.80	$48.01	$41.40	$36.71	$22.06	$23.56	$35.36
2021	$26.82	$31.67	$38.88	$44.50	$51.60	$72.82	$109.12	$93.40	$82.28	$63.92	$40.20	$41.85	$59.81
2022	$35.41	$39.05	$46.22	$48.89	$53.92	$82.50	$105.06	$102.43	$80.95	$73.31	$45.87	$42.74	$63.21
2023	$37.74	$52.13	$56.98	$54.37	$64.14	$97.73	$132.98	$103.33	$100.88				$78.02
Avg	$34.68	$45.65	$39.49	$35.09	$43.63	$62.67	$91.89	$79.47	$65.74	$56.37	$36.32	$36.66	$52.31

Revenue ($)

YR.	January	February	March	April	May	June	July	August	September	October	November	December	YTD
2019	$335,644	$421,260	$532,142	$482,055	$629,994	$1,026,287	$1,432,067	$1,326,142	$973,024	$936,333	$617,855	$609,299	$9,322,102
2020	$591,767	$717,655	$352,584	$67,960	$167,107	$497,528	$844,863	$656,406	$547,688	$501,802	$291,908	$322,029	$5,559,297
2021	$366,604	$391,067	$531,490	$588,743	$705,409	$963,417	$1,491,777	$1,276,927	$1,088,552	$873,833	$531,852	$572,185	$9,381,856
2022	$484,107	$482,245	$631,908	$646,862	$737,138	$1,091,412	$1,436,312	$1,400,308	$1,070,939	$1,002,196	$606,926	$584,321	$10,174,674
2023	$515,966	$643,640	$778,951	$719,317	$876,898	$1,292,956	$1,818,017	$1,412,581	$1,334,648				$9,392,974
Avg	$431,338	$509,994	$472,072	$379,586	$500,837	$829,077	$1,256,236	$1,086,492	$869,755	$770,656	$480,538	$501,171	$8,087,752

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

Occupancy (%)

YR.	January	February	March	April	May	June	July	August	September	October	November	December
2019	54.6%	54.5%	54.7%	54.8%	55.1%	54.5%	54.9%	55.5%	56.0%	56.4%	56.4%	56.2%
2020	56.5%	56.9%	54.5%	53.0%	50.4%	48.0%	45.6%	42.8%	40.8%	38.6%	36.7%	35.0%
2021	33.6%	31.9%	33.0%	34.7%	36.8%	38.4%	40.2%	42.2%	43.6%	44.8%	45.8%	46.9%
2022	47.3%	47.5%	47.7%	47.7%	47.5%	47.6%	47.1%	47.2%	47.3%	47.7%	48.0%	47.9%
2023	47.9%	48.5%	48.9%	49.1%	49.5%	49.9%	50.8%	50.5%	51.5%			
Avg	48.2%	47.8%	47.4%	47.5%	47.4%	47.0%	46.9%	46.8%	46.8%	46.6%	46.3%	46.0%

ADR ($)

YR.	January	February	March	April	May	June	July	August	September	October	November	December
2019	$121.29	$120.83	$119.39	$118.84	$118.39	$117.87	$118.40	$118.63	$118.00	$117.51	$116.92	$116.33
2020	$115.93	$115.98	$115.98	$116.33	$115.66	$114.13	$111.57	$108.51	$106.92	$105.75	$105.41	$104.99
2021	$104.77	$103.75	$103.71	$104.05	$105.43	$108.47	$113.65	$117.52	$121.47	$123.21	$123.75	$124.33
2022	$124.84	$125.32	$126.11	$127.01	$128.05	$129.39	$130.00	$131.30	$130.72	$131.25	$131.43	$131.98
2023	$132.33	$132.83	$133.47	$133.91	$134.66	$135.95	$138.46	$139.20	$139.77			
Avg	$114.00	$113.52	$113.03	$113.07	$113.16	$113.49	$114.54	$114.89	$115.46	$115.49	$115.36	$115.22

RevPAR ($)

YR.	January	February	March	April	May	June	July	August	September	October	November	December
2019	$66.22	$65.88	$65.36	$65.11	$65.24	$64.28	$64.98	$65.90	$66.05	$66.27	$65.89	$65.40
2020	$65.46	$65.94	$63.15	$61.67	$58.27	$54.78	$50.90	$46.47	$43.66	$40.79	$38.63	$36.74
2021	$35.25	$33.09	$34.27	$36.12	$38.80	$41.69	$45.71	$49.57	$52.93	$55.24	$56.73	$58.29
2022	$59.02	$59.58	$60.21	$60.57	$60.76	$61.56	$61.21	$61.98	$61.87	$62.67	$63.14	$63.21
2023	$63.41	$64.41	$65.32	$65.77	$66.64	$67.90	$70.27	$70.34	$71.98			
Avg	$55.64	$54.97	$54.26	$54.30	$54.10	$53.58	$53.86	$53.98	$54.21	$54.10	$53.75	$53.48

Revenue ($)

YR.	January	February	March	April	May	June	July	August	September	October	November	December
2019	$7,710,330	$7,670,535	$7,610,412	$7,581,627	$7,596,594	$7,720,172	$8,049,958	$8,412,369	$8,674,074	$8,953,443	$9,142,564	$9,322,103
2020	$9,578,226	$9,874,621	$9,695,062	$9,280,967	$8,818,081	$8,289,322	$7,702,117	$7,032,381	$6,607,045	$6,172,513	$5,846,566	$5,559,296
2021	$5,334,134	$5,007,546	$5,186,452	$5,707,235	$6,245,537	$6,711,426	$7,358,340	$7,978,861	$8,519,726	$8,891,757	$9,131,701	$9,381,857
2022	$9,499,361	$9,590,538	$9,690,957	$9,749,075	$9,780,805	$9,908,800	$9,853,335	$9,976,716	$9,959,103	$10,087,465	$10,162,539	$10,174,675
2023	$10,206,533	$10,367,929	$10,514,972	$10,587,427	$10,727,186	$10,928,731	$11,310,436	$11,322,709	$11,586,418			
Avg	$7,540,897	$7,517,567	$7,497,309	$7,523,276	$7,553,404	$7,573,640	$7,703,472	$7,807,870	$7,933,615	$8,005,904	$8,040,277	$8,087,752

Secondary Competitive Hotel Properties Data Summary

Secondary Competitive Set			
Property Name	Industry Segment	Open Date	Room Count
Staybridge Suites Wisconsin Dells - Lake Delton	Upscale	2019	122
Atlantis Family Waterpark Hotel	Upscale	1999	96
Hilton Garden Inn Wisconsin Dells	Upscale	2004	128
SpringHill Suites Wisconsin Dells	Upscale	2016	95
Secondary Competitive Set Room Count Average			110
Source: CoStar/STR Core Distinction Group, LLC			

Secondary Competitive Set Current			
Time Frame	Occupancy	Average Daily Rate	Revenue Per Available Room
YTD	53.7%	$145.26	$78.02
3 Month Average	68.7%	$163.84	$112.52
12 Month Average	51.5%	$139.77	$71.98
Source: CoStar/STR Core Distinction Group, LLC			

Secondary Competitive Set Prior Year			
Time Frame	Occupancy	Average Daily Rate	Revenue Per Available Room
12 Month Average	47.3%	$131.00	$62.00
Source: CoStar/STR Core Distinction Group, LLC			

Secondary Competitive Set Year Over Year Percentage Change			
Time Frame	Occupancy	Average Daily Rate	Revenue Per Available Room
Percent of Change	8.9%	6.8%	16.3%
Source: CoStar/STR Core Distinction Group, LLC			

Secondary Competitive Hotel Quoted Rates

Secondary Competitive Set Listed Rates - Weekday				
Property Name	OCT	JAN	APR	JUL
Staybridge Suites Wisconsin Dells - Lake Delton	$110	$100	$115	$200
Atlantis Family Waterpark Hotel	$75	$75	$100	$195
Hilton Garden Inn Wisconsin Dells	$110	$95	$110	$170
SpringHill Suites Wisconsin Dells	$100	$130	$140	$160
Secondary Competitive Set Average	**$99**	**$100**	**$116**	**$181**
Secondary Competitive Set Rate Average				**$124**
Source: Google Travel				

Secondary Competitive Set Listed Rates - Weekend				
Property Name	OCT	JAN	APR	JUL
Staybridge Suites Wisconsin Dells - Lake Delton	$150	$155	$200	$300
Atlantis Family Waterpark Hotel	$125	$150	$185	$300
Hilton Garden Inn Wisconsin Dells	$140	$130	$155	$260
SpringHill Suites Wisconsin Dells	$150	$160	$215	$225
Secondary Competitive Set Average	**$141**	**$149**	**$189**	**$271**
Secondary Competitive Set Rate Average				**$188**
Source: Google Travel				

Secondary Competitive Set Trend			
Time Frame	Occupancy	Average Daily Rate	Revenue Per Available Room
YTD	53.7%	$145.26	$78.02
3 Month Average	68.7%	$163.84	$112.52
12 Month Average	51.5%	$139.77	$71.98
Source: CoStar/STR Core Distinction Group, LLC			

Projected Secondary Competitive Set Rates	
Time Frame	Average Daily Rate
3 Month Average	$163.84
12 Month Average	$139.77
Future Quoted Rate Average	$151.25
Projected Average Daily Rates	$151.62
Source: Google Travel/CoStar/STR Core Distinction Group, LLC	

Search Analytics

INVENTORY ROOMS	UNDER CONSTRUCTION ROOMS	12 MO OCC RATE	12 MO ADR	12 MO REVPAR	MARKET SALE PRICE/ROOM	MARKET CAP RATE
441 +0%	0 -	51.5% +8.9%	$140 +6.8%	$72 +16.3%	$61.8K +11.1%	8.9% +0.2%
Prior Period 441	Prior Period 0	Prior Period 47.3%	Prior Period $131	Prior Period $62	Prior Period $55.6K	Prior Period 8.7%

Key Metrics

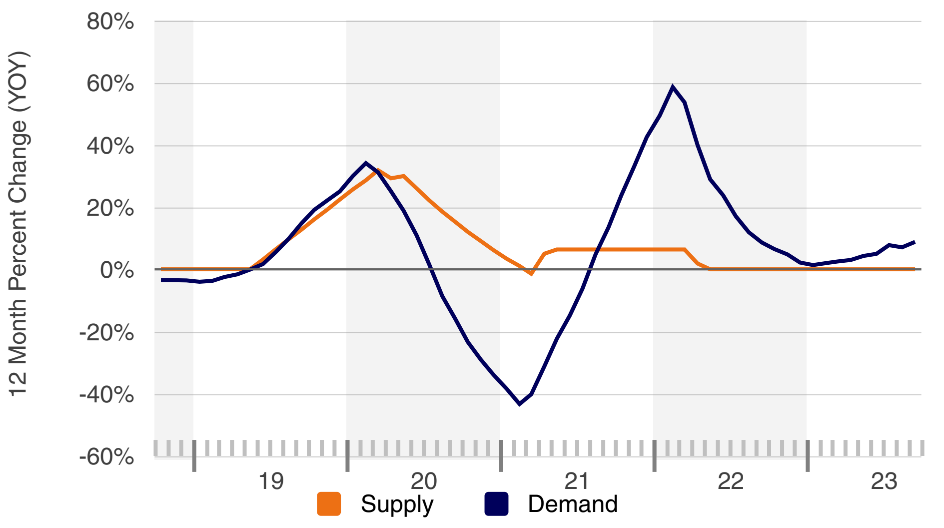
Inventory	
Existing Properties	4
12 Mo Delivered Rooms	0
12 Mo Delivered Properties	0
12 Mo Recently Opened Rooms	0
12 Mo Recently Opened Properties	0
Under Construction Properties	0

Sales Past Year	
Sales Volume	$0
Properties Sold	0
Months to Sale	-
Average Price Per Building	-
Market Price Per Room	$61.8K
Market Cap Rate	8.9%

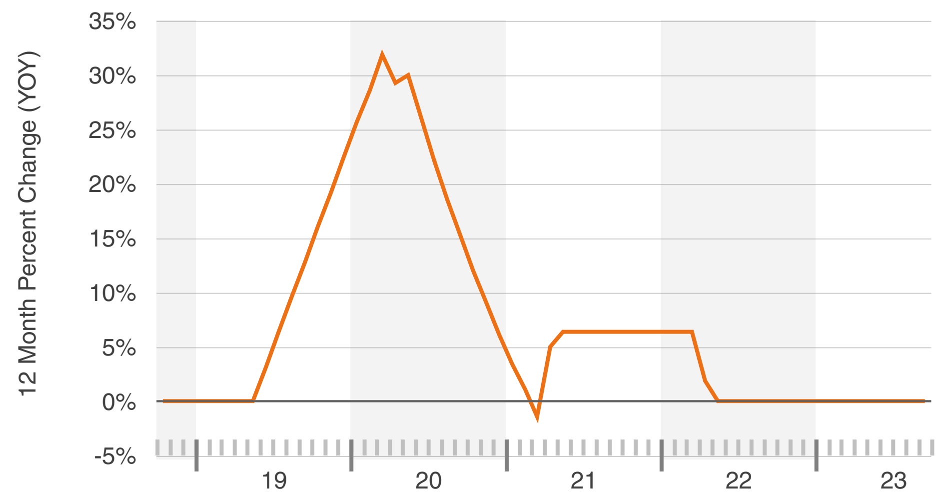
Performance Trend	
Occupancy Rate	70.7%
Average Daily Rate	$142.61
Revenue Per Available Room	$100.88
YTD Occupancy Rate	53.7%
YTD Average Daily Rate	$145.26
YTD RevPAR	$78.02
3 Mo Occupancy Rate	68.7%
3 Mo Average Daily Rate	$163.84
3 Mo RevPAR	$112.52
12 Mo Occupancy Rate	51.5%
12 Mo Average Daily Rate	$139.77
12 Mo RevPAR	$71.98

Search Analytics

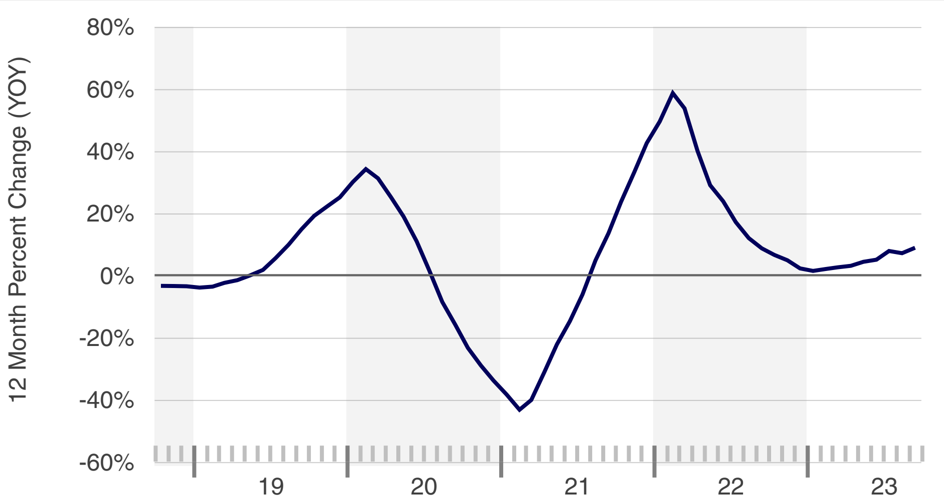
Supply & Demand Change



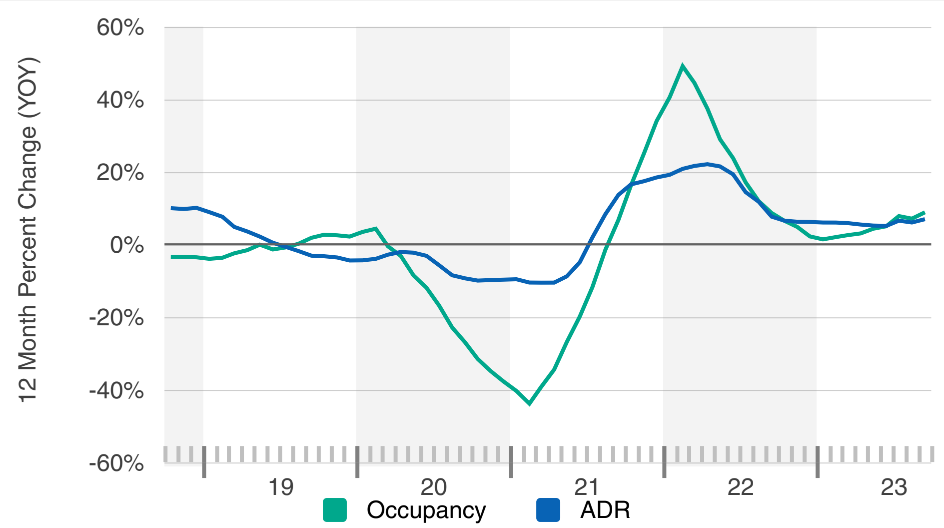
Supply Change



Demand Change

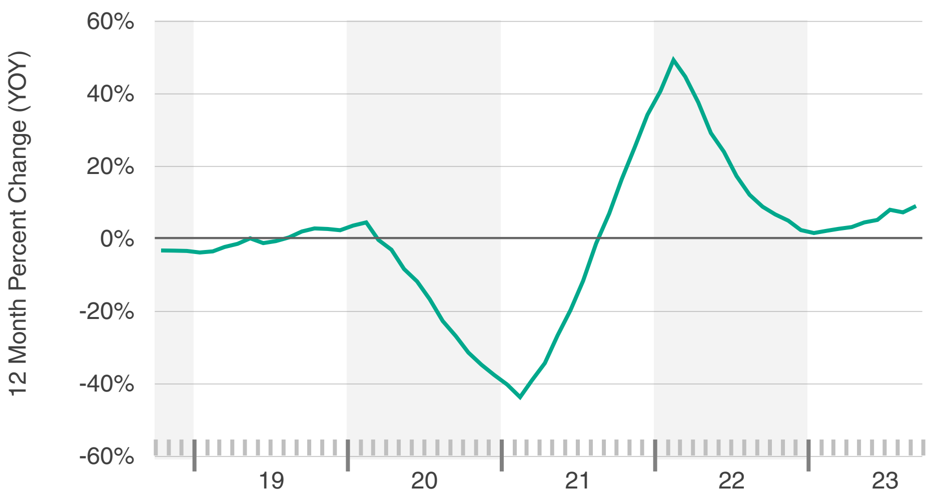


Occupancy & ADR Change

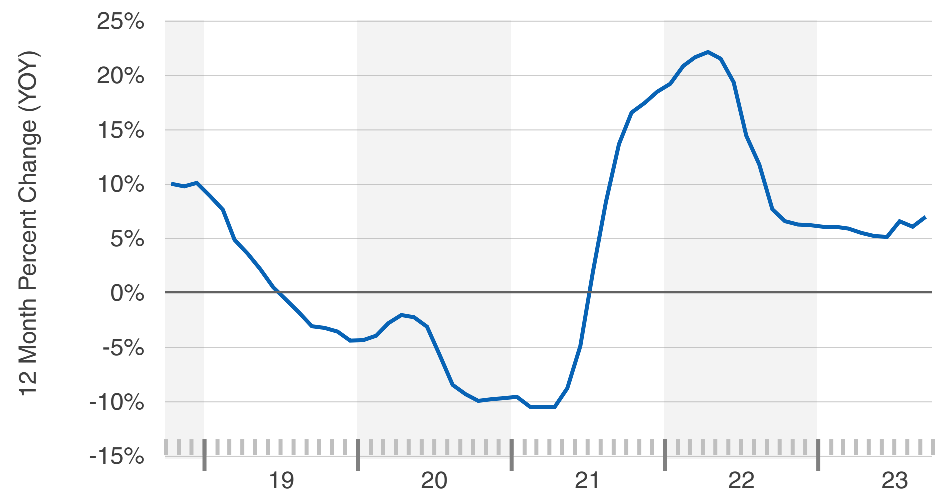


Search Analytics

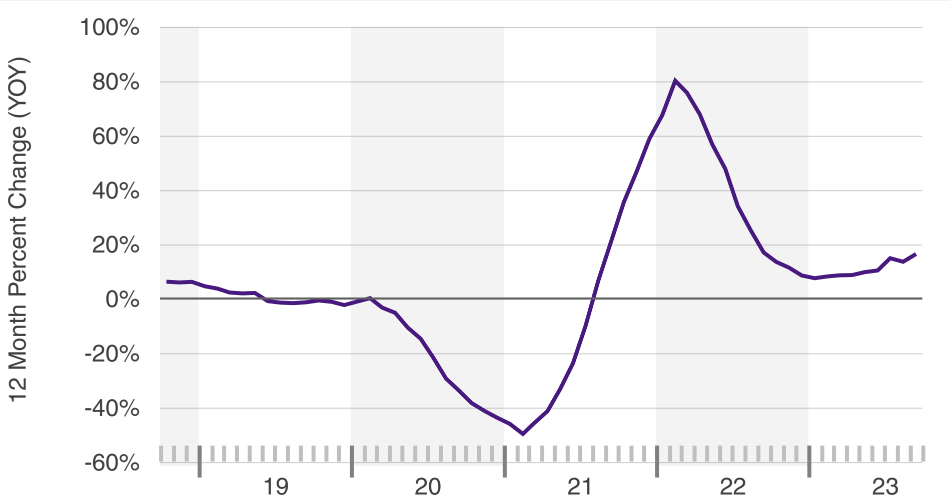
Occupancy Change



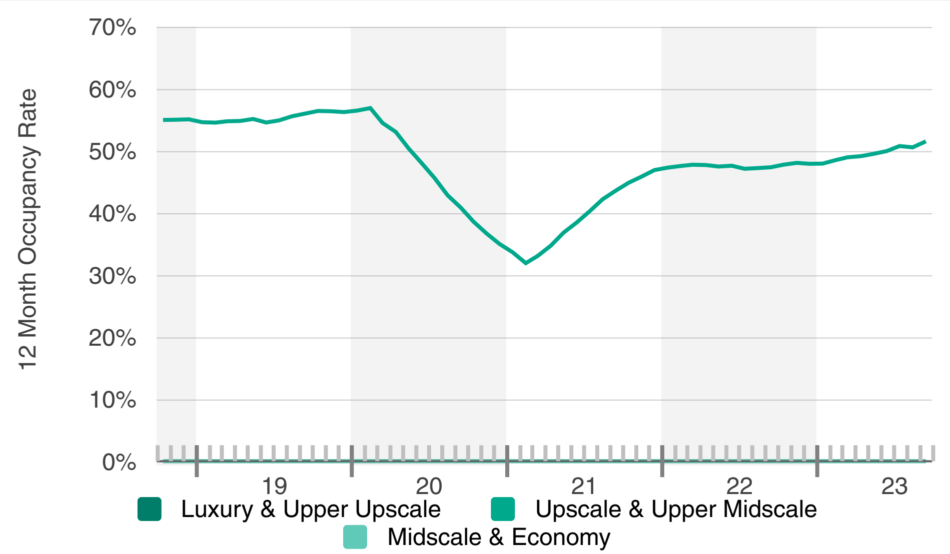
ADR Change



RevPAR Change

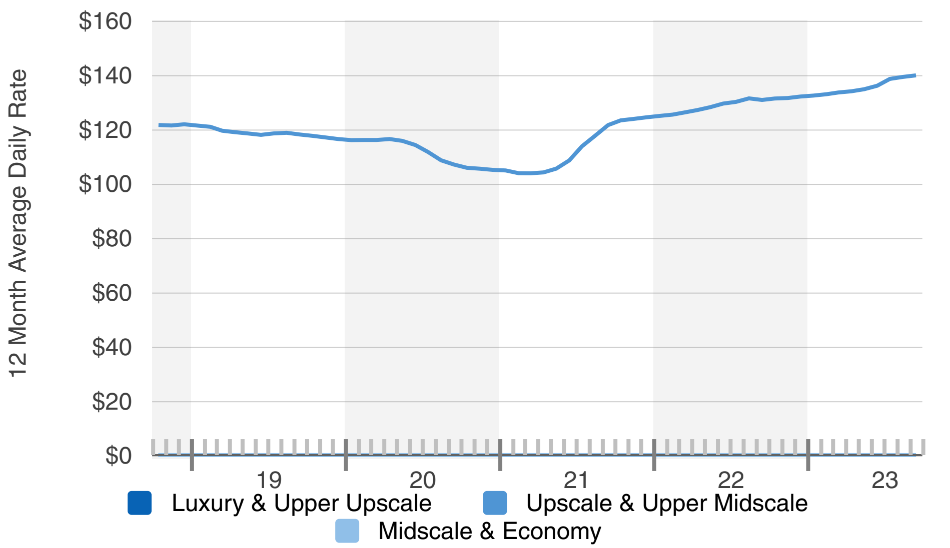


Occupancy By Class

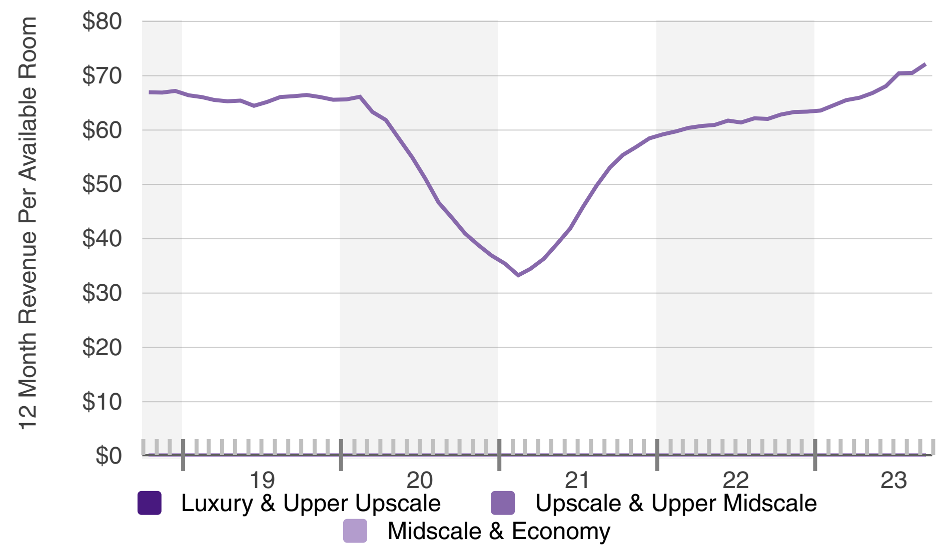


Search Analytics

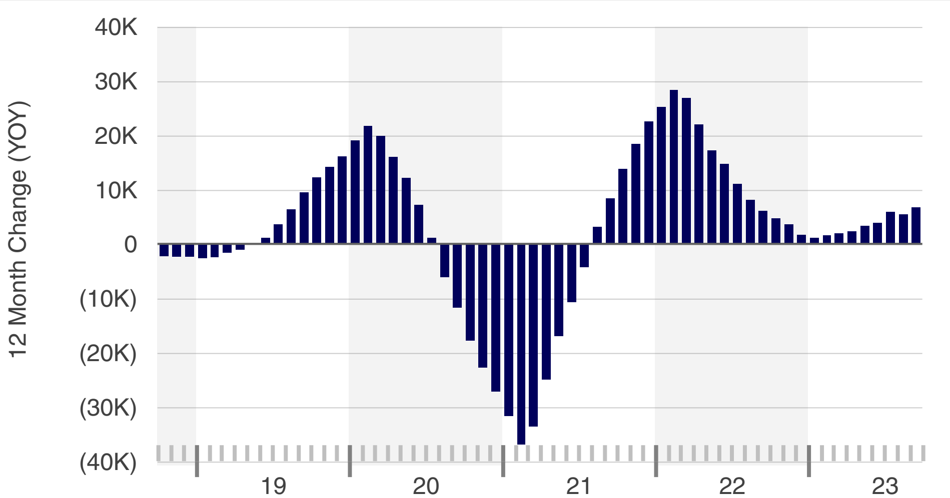
ADR By Class



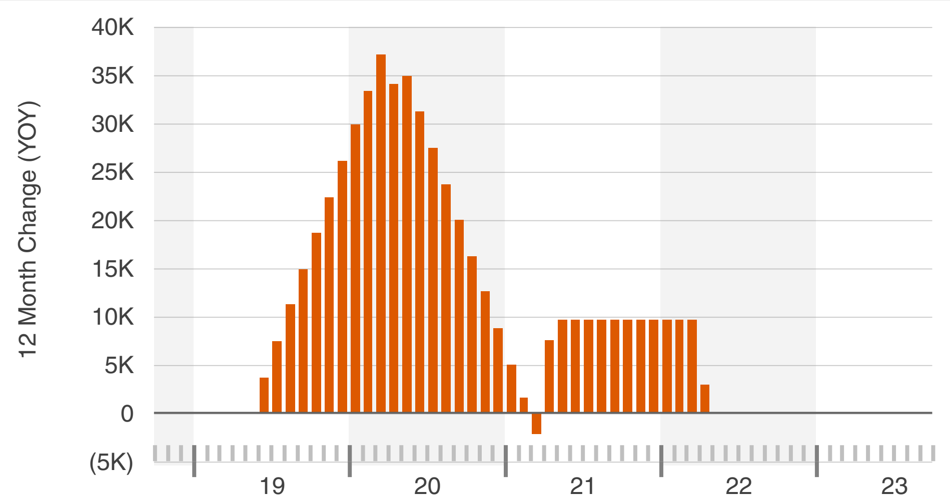
RevPAR By Class



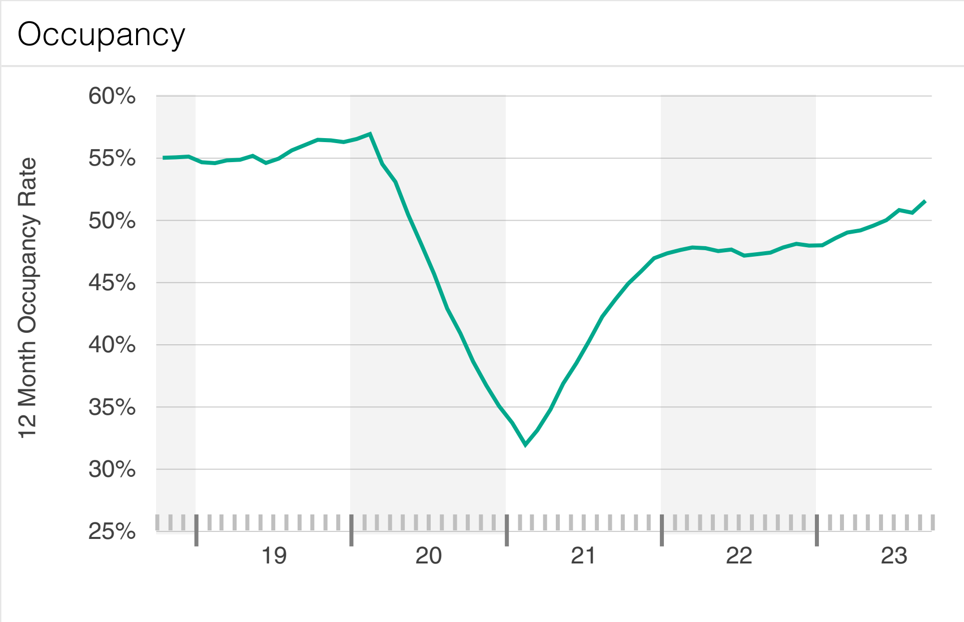
Demand Change

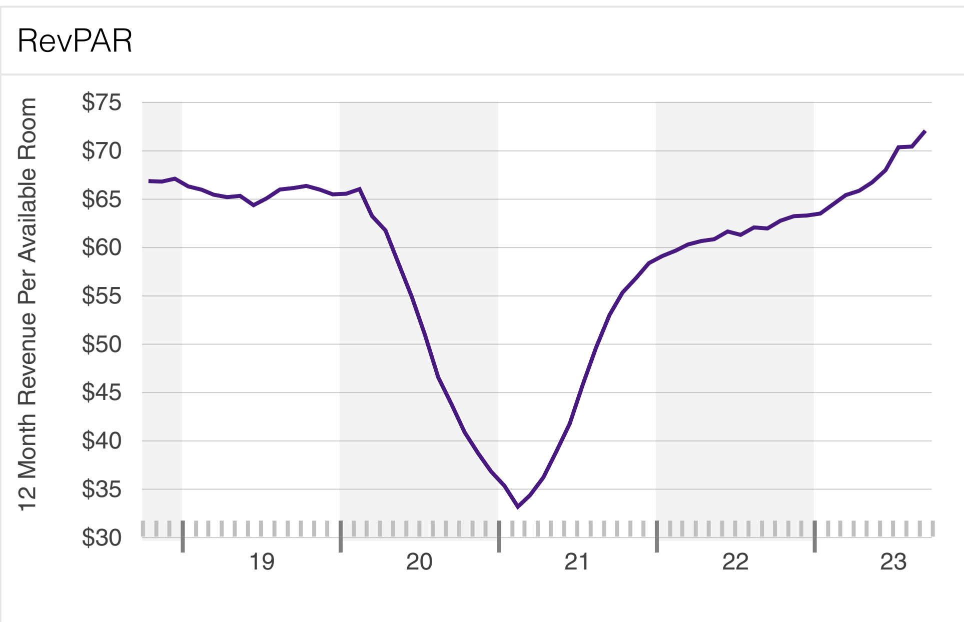


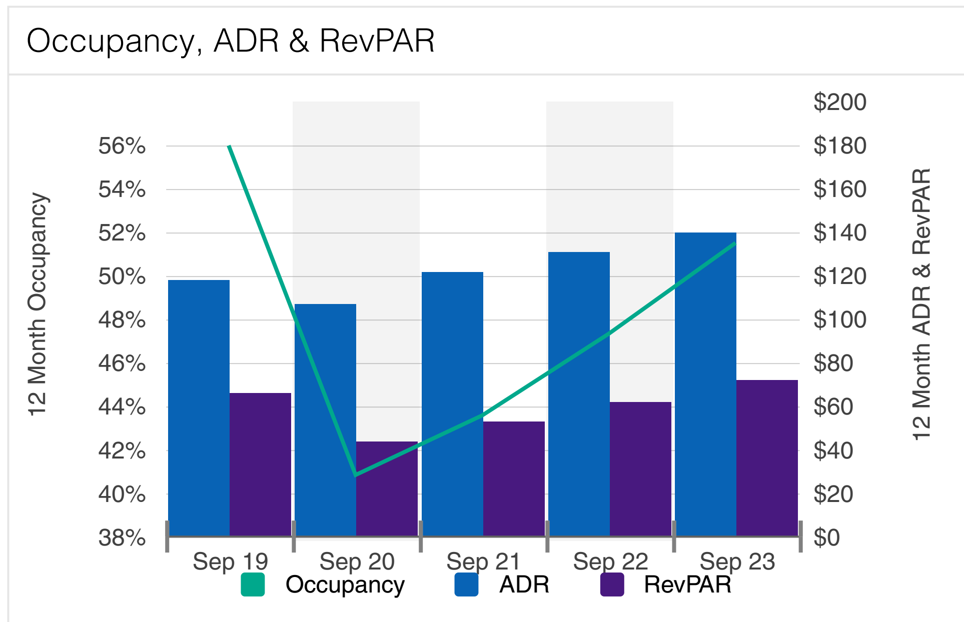
Supply Change



Search Analytics

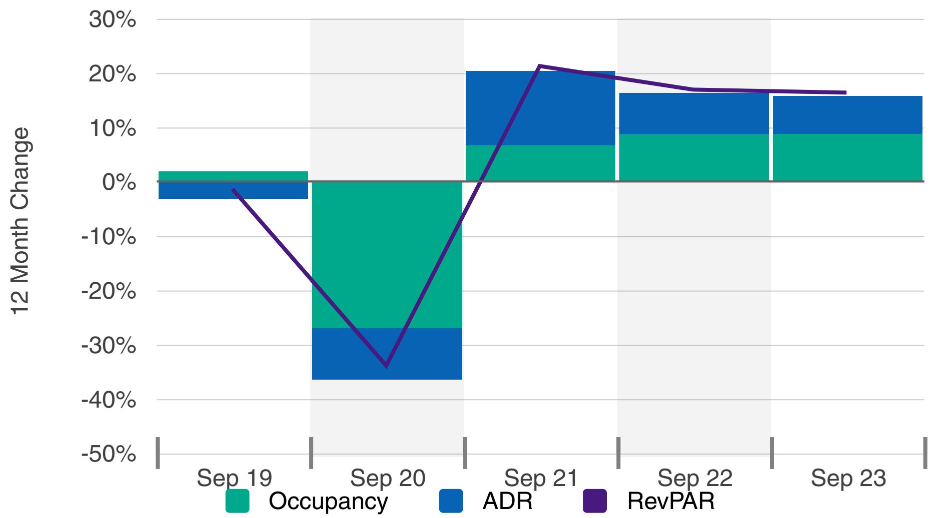




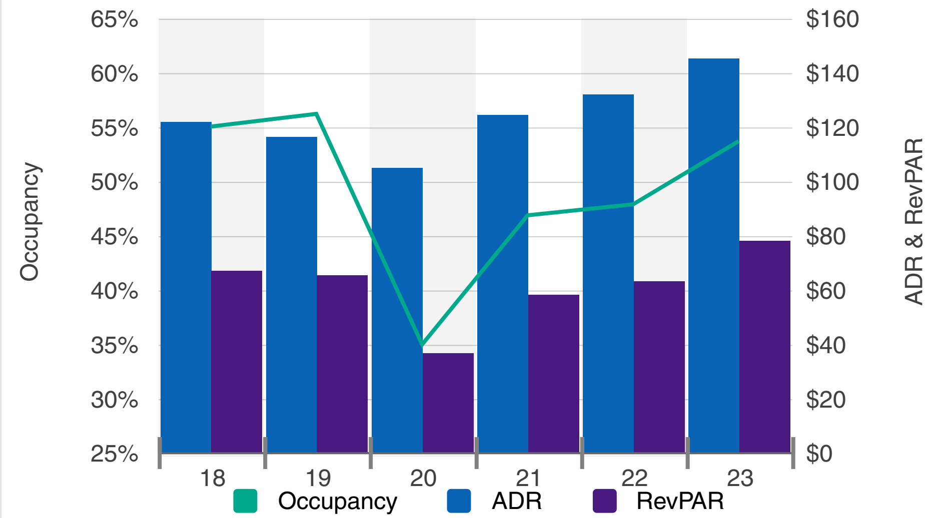


Search Analytics

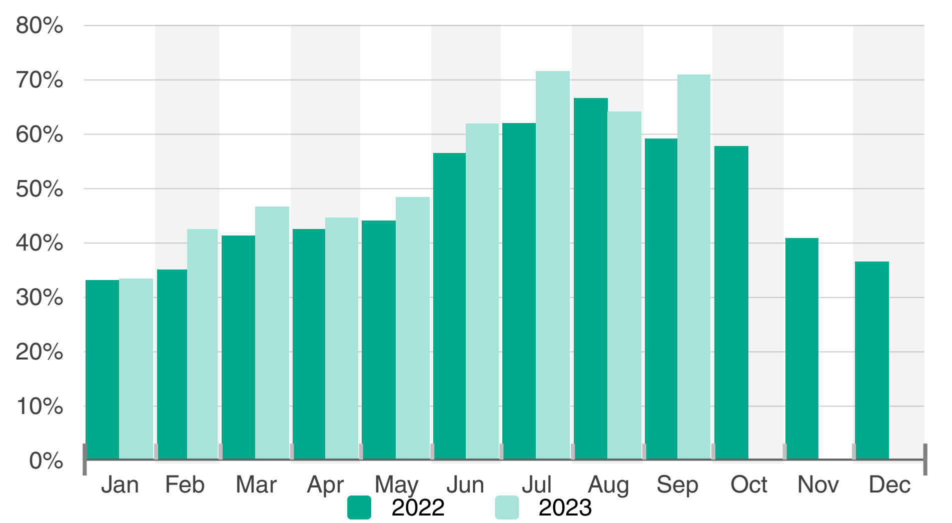
RevPAR Growth Composition



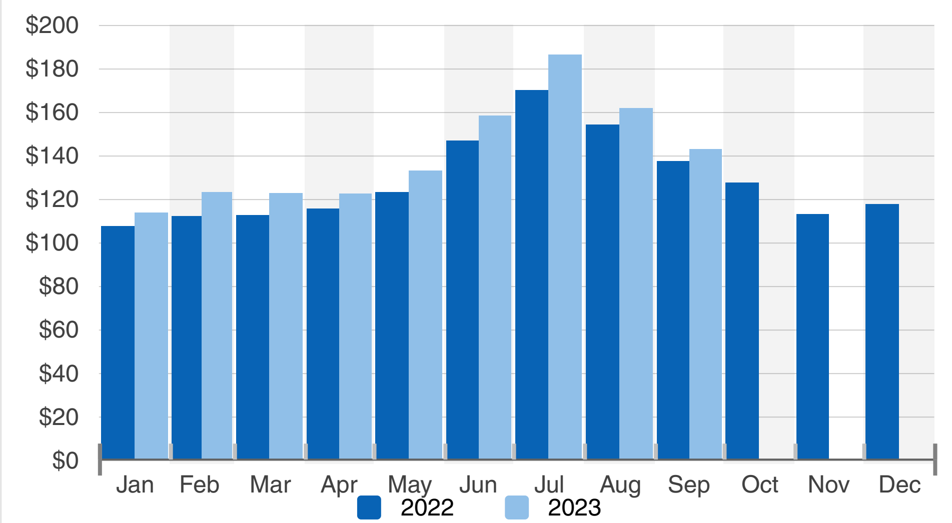
Occupancy, ADR & RevPAR Annualized vs YTD



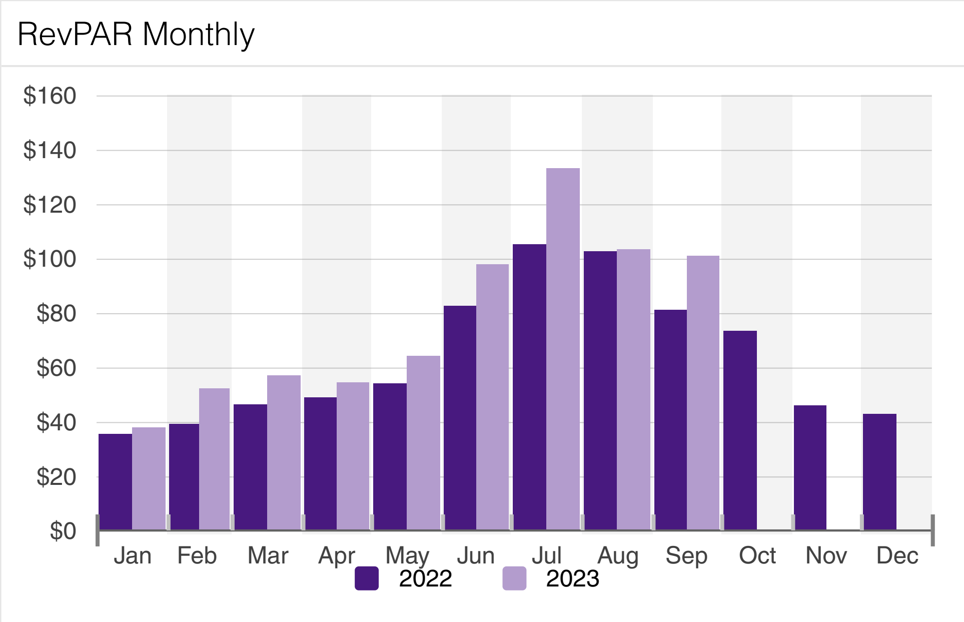
Occupancy Monthly

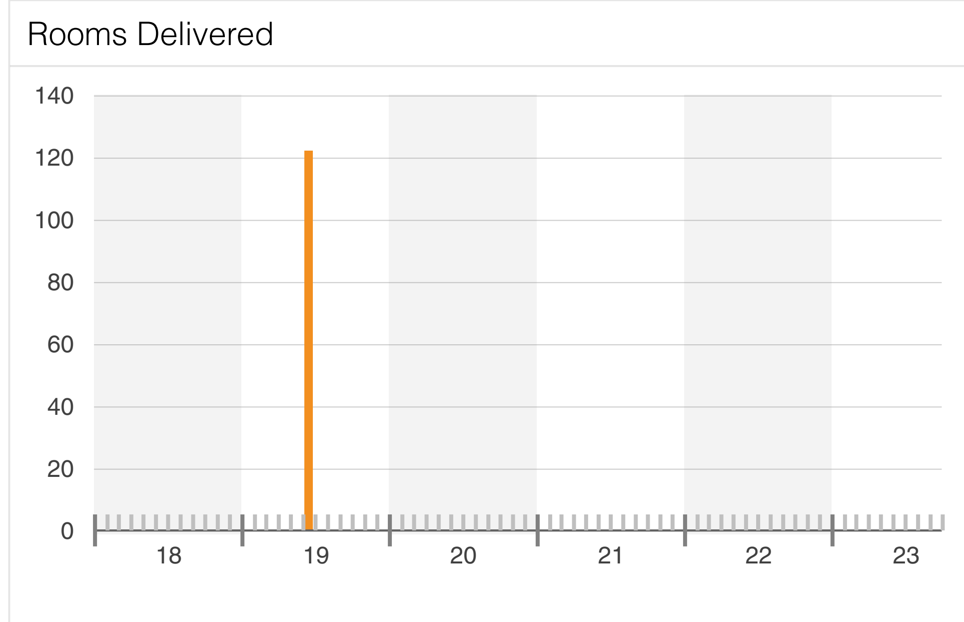


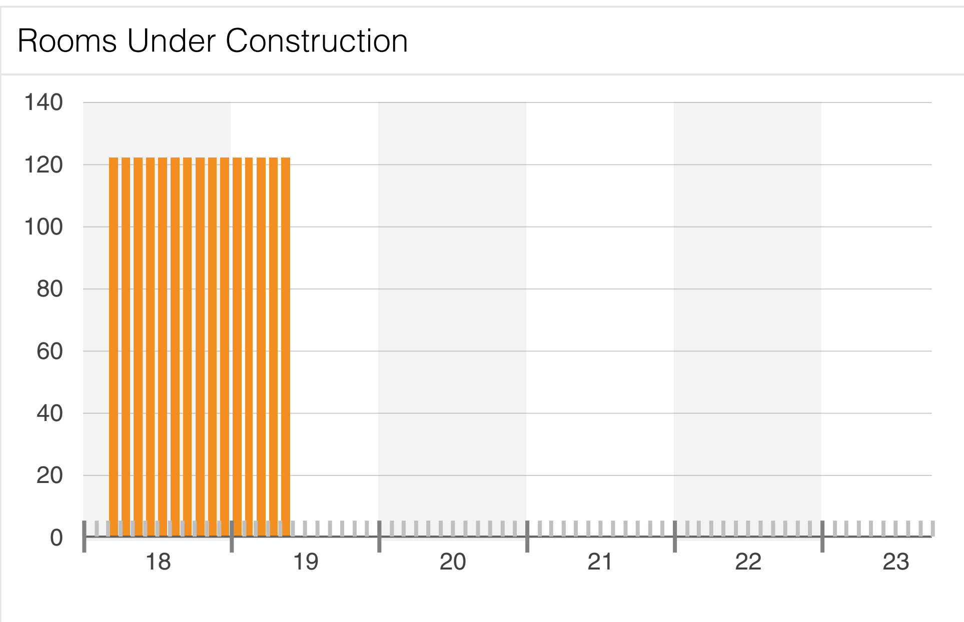
ADR Monthly

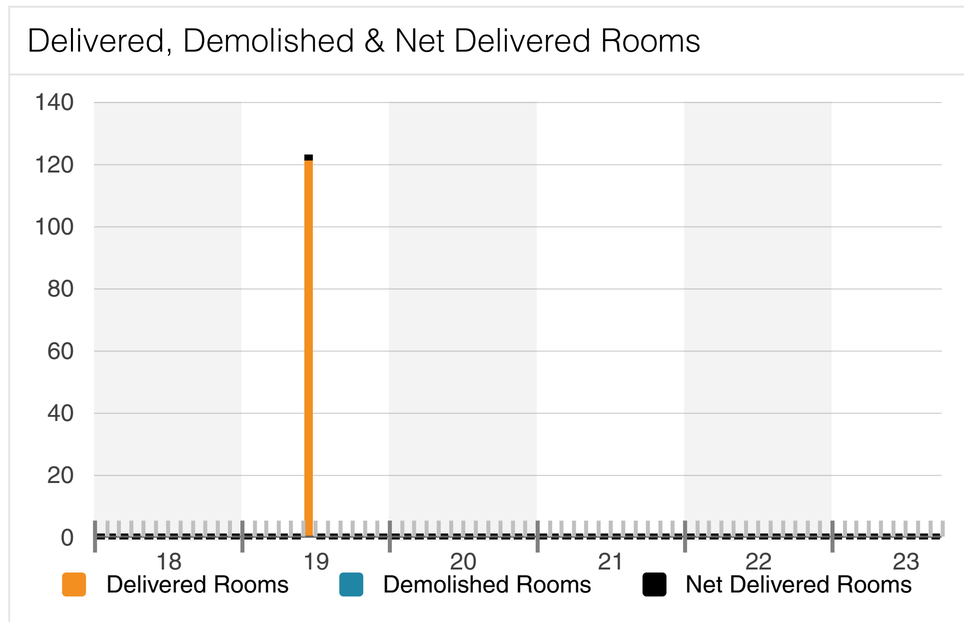


Search Analytics



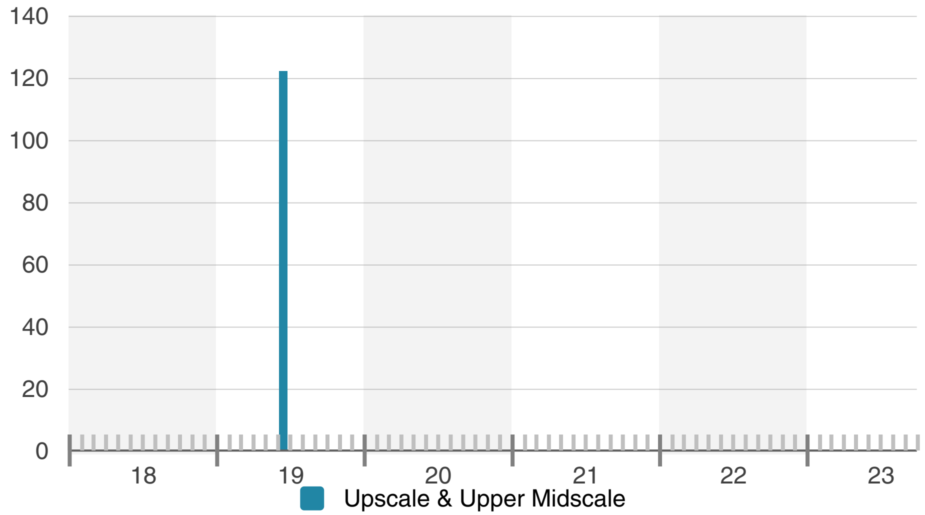






Search Analytics

Rooms Delivered By Class

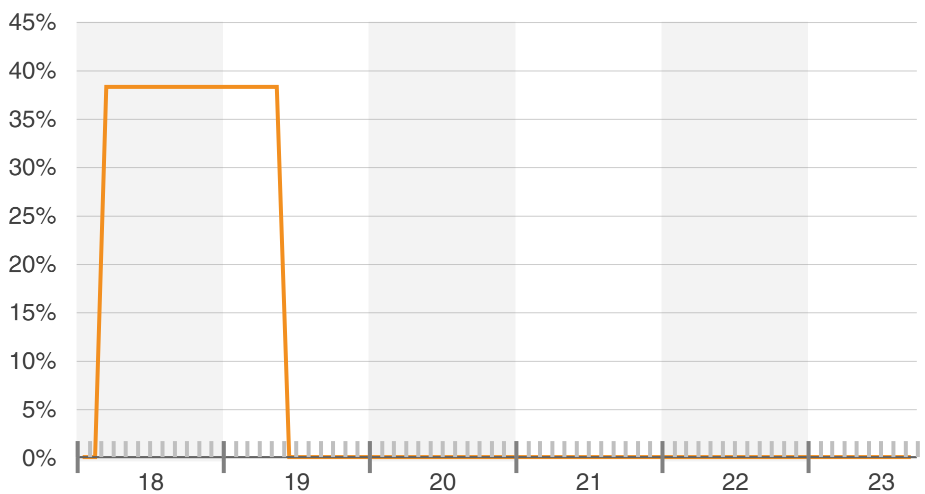


Demolished Rooms

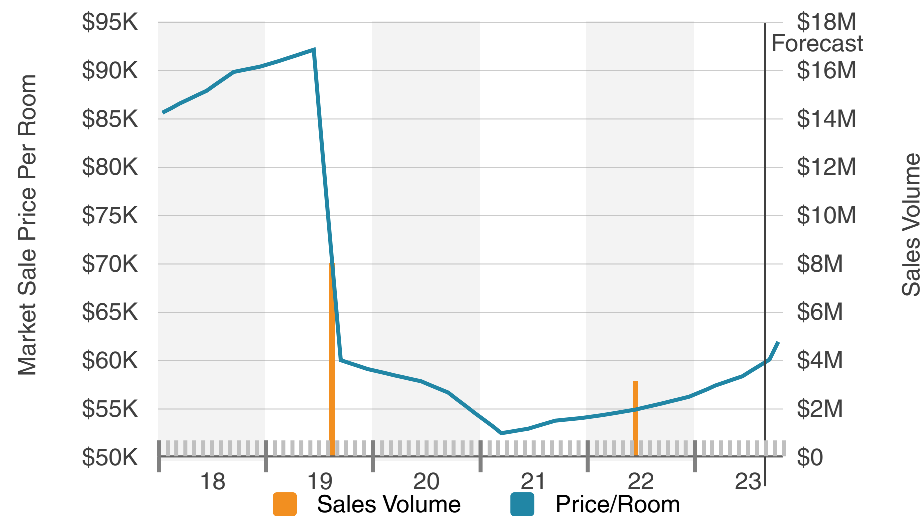
No Data Available

No data available for the past 5 years

Rooms Under Construction % of Inventory

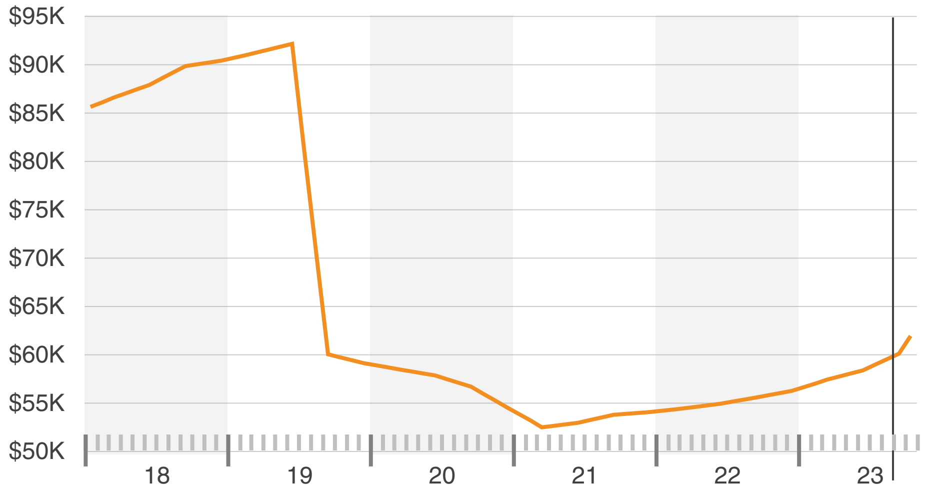


Sales Volume & Market Sale Price Per Room

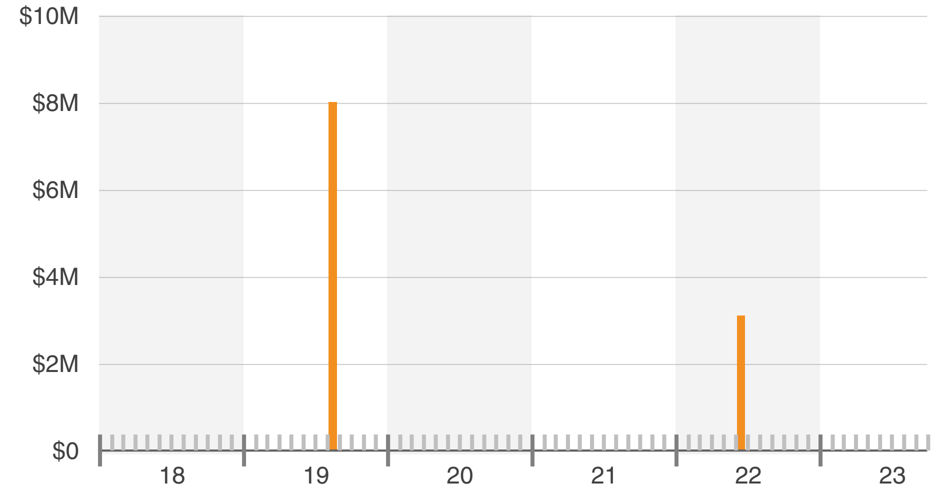


Search Analytics

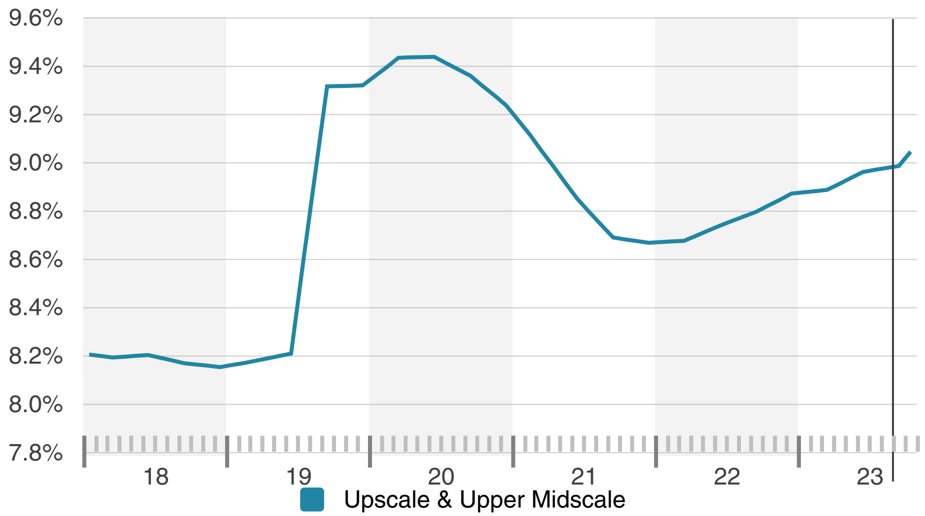
Market Sale Price Per Room



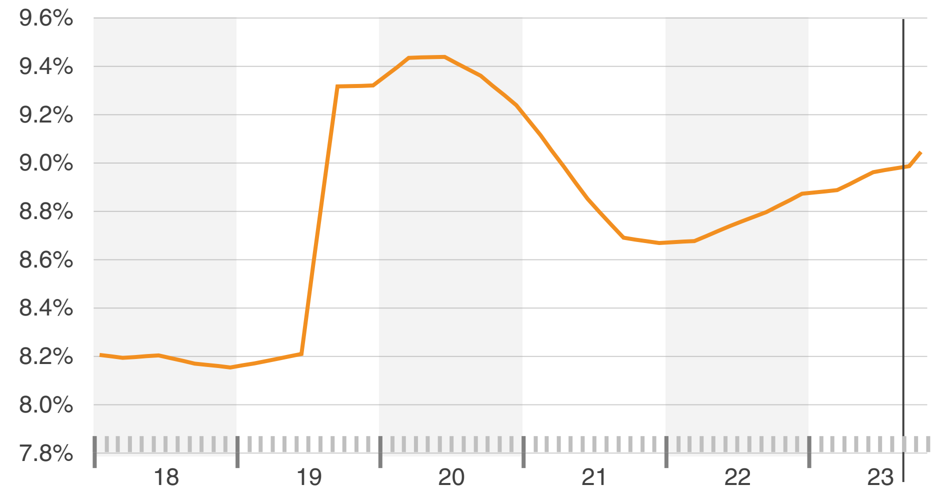
Sales Volume



Market Cap Rate By Class

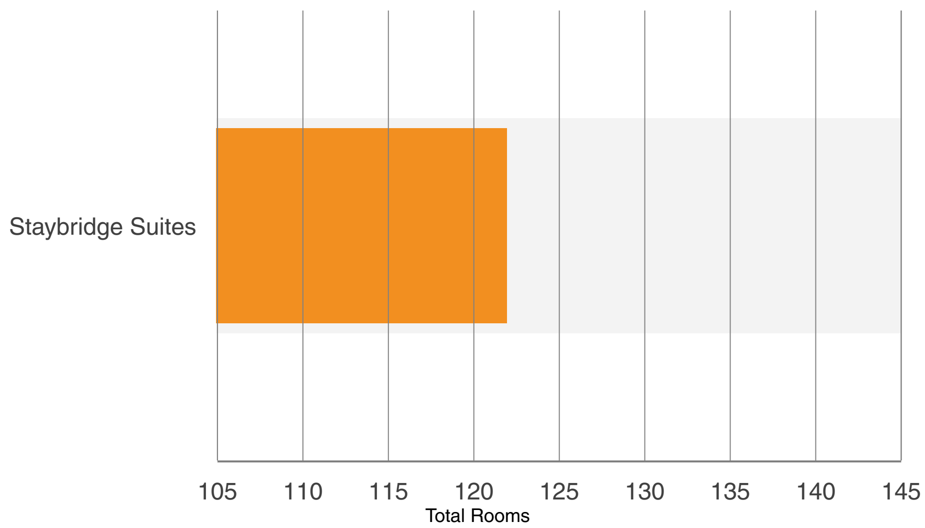


Market Cap Rate

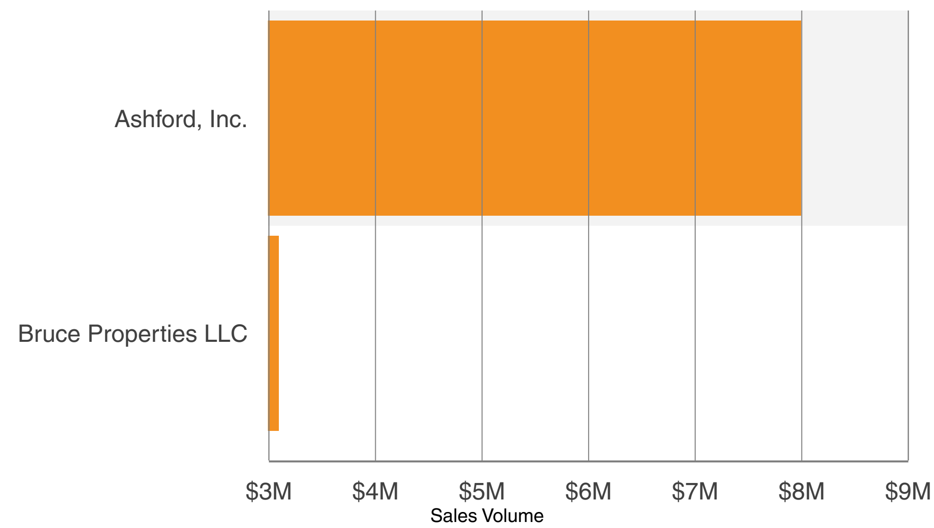


Search Analytics

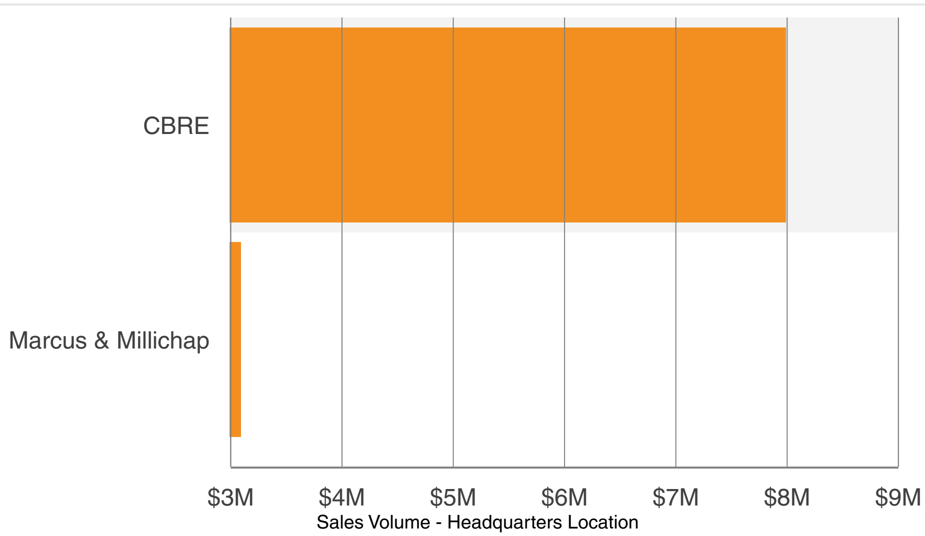
Top Brand Delivered



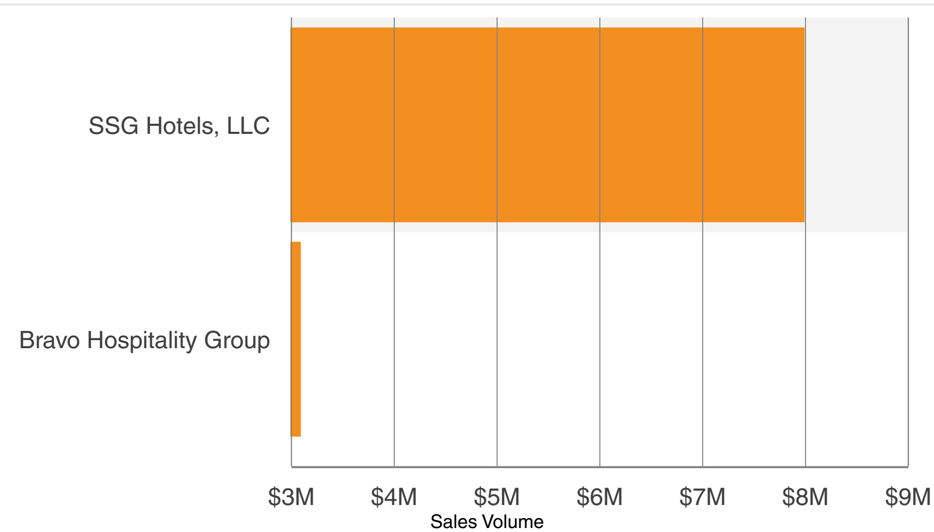
Top Sellers



Top Seller Brokers



Top Buyers



Regional Industry Overview

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

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

Regional Competitive Hotel Properties Data Summary
Wisconsin South Area

Regional Submarket Competitive Set Performance			
Time Frame	Occupancy	Average Daily Rate	Revenue Per Available Room
YTD	54.0%	$138.53	$74.81
3 Month Average	64.0%	$153.23	$98.08
12 Month Average	52.3%	$134.07	$70.18

Source: CoStar/STR Core Distinction Group, LLC

Regional Submarket Performance by Class (Running 12 Months)			
Time Frame	Occupancy	Average Daily Rate	Revenue Per Available Room
Luxury & Upper Upscale	62.9%	$277.85	$174.83
Upscale & Upper Midscale	51.6%	$133.37	$68.77
Midscale & Economy	50.4%	$90.75	$45.74

Source: CoStar/STR Core Distinction Group, LLC

Overview

Wisconsin South Area Hospitality

12 Mo Occupancy	12 Mo ADR	12 Mo RevPAR	12 Mo Supply	12 Mo Demand
52.3%	$134.07	$70.18	6.9M	3.6M

Wisconsin South Area is a large hotel submarket, and has about 20,000 rooms spread across some 280 properties. That amounts to roughly 60% of the Wisconsin South market's total room inventory. Like the market, Wisconsin South Area is characterized by hotels that are smaller than the national norm. The average hotel has 70 rooms, not far from the market average, and somewhat below the national norm of about 90 rooms per building.

With trailing 12-month occupancies at 52.3%, Wisconsin South Area is within striking distance to the market average of 53.5% for the same period. This marks a significant recovery, as the COVID-19 shock severely impacted this submarket. Here, monthly occupancies fell to 16.6%, and annualized occupancy dropped to 34.2% in the initial wake of the pandemic.

As of September, twelve-month average RevPAR in the Wisconsin South Area hotel submarket was climbing at an annual rate of 3.7%, essentially in line with the Wisconsin South average.

There are 360 rooms underway in the Wisconsin South Area submarket, representing a 1.8% expansion of the existing inventory. This represents continued new development in the submarket. In the past three years, 6 projects containing around 420 rooms came online. That development was somewhat by a number of demolitions, which took around 110 rooms off the market over the same timeframe.

Wisconsin South Area is among the more actively traded US hotel submarkets. But deal volume over the past year—14 trades—fell far short of what is typical in the area, consistent with a slowdown playing out nationally.

KEY INDICATORS

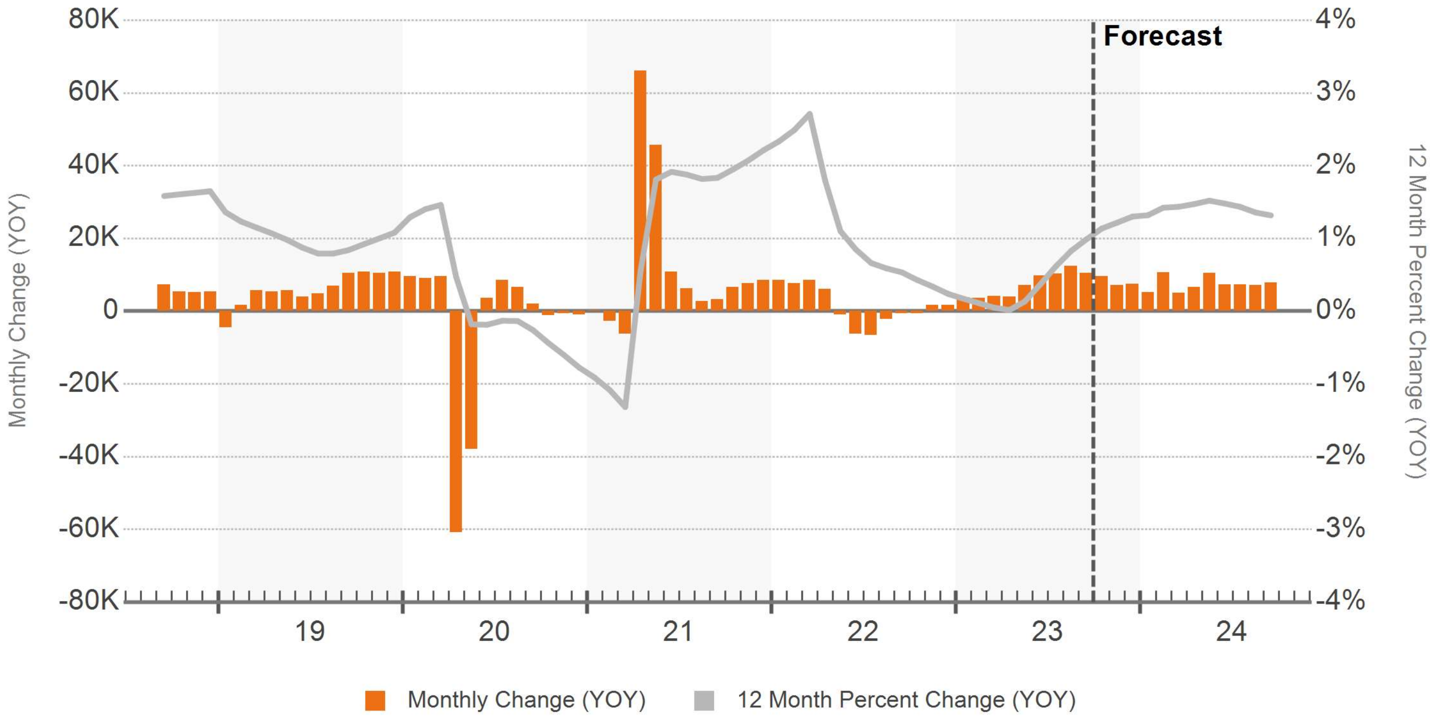
Class	Rooms	12 Mo Occ	12 Mo ADR	12 Mo RevPAR	12 Mo Delivered	Under Construction
Luxury & Upper Upscale	2,287	62.9%	$277.85	$174.83	0	0
Upscale & Upper Midscale	7,913	51.6%	$133.37	$68.77	169	271
Midscale & Economy	9,502	50.4%	$90.75	$45.74	100	86
Total	19,702	52.3%	$134.07	$70.18	269	357

Average Trend	Current	3 Mo	YTD	12 Mo	Historical Average	Forecast Average
Occupancy	57.4%	64.0%	54.0%	52.3%	48.4%	56.8%
Occupancy Change	-1.7%	-1.0%	0.6%	1.3%	-0.6%	1.6%
ADR	$130.60	$153.23	$138.53	$134.07	$120.78	$140.71
ADR Change	2.1%	0.7%	1.7%	2.4%	4.3%	2.2%
RevPAR	$74.96	$98.08	$74.81	$70.18	$58.40	$79.96
RevPAR Change	0.3%	-0.4%	2.3%	3.7%	3.7%	3.8%

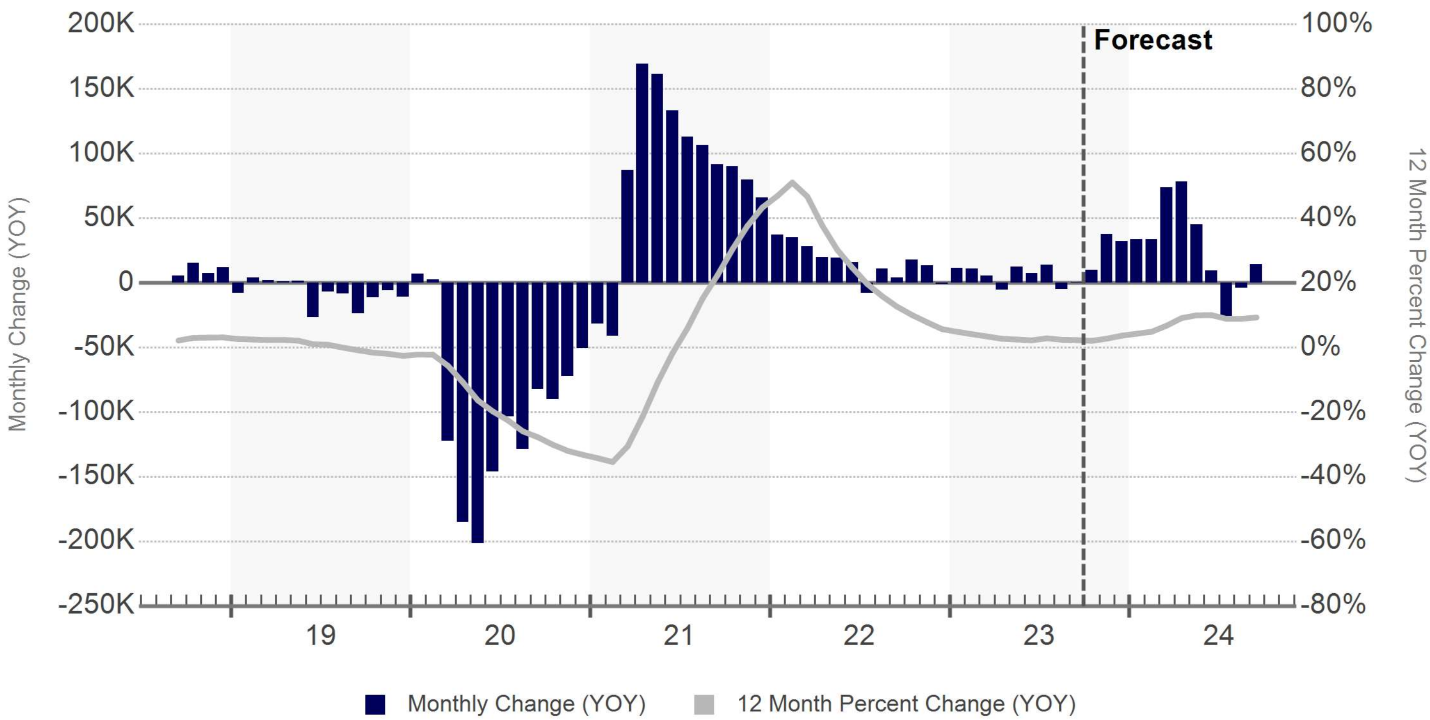
Performance

Wisconsin South Area Hospitality

SUPPLY CHANGE



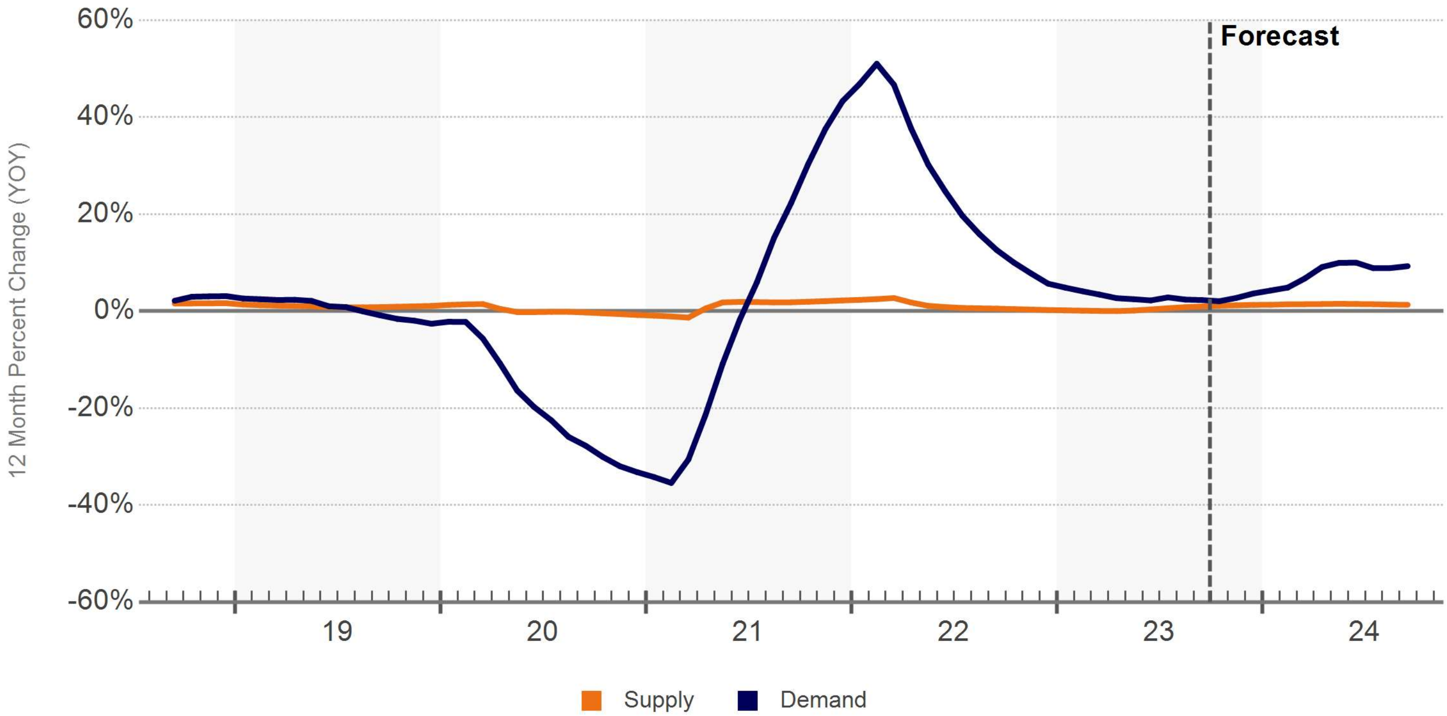
DEMAND CHANGE



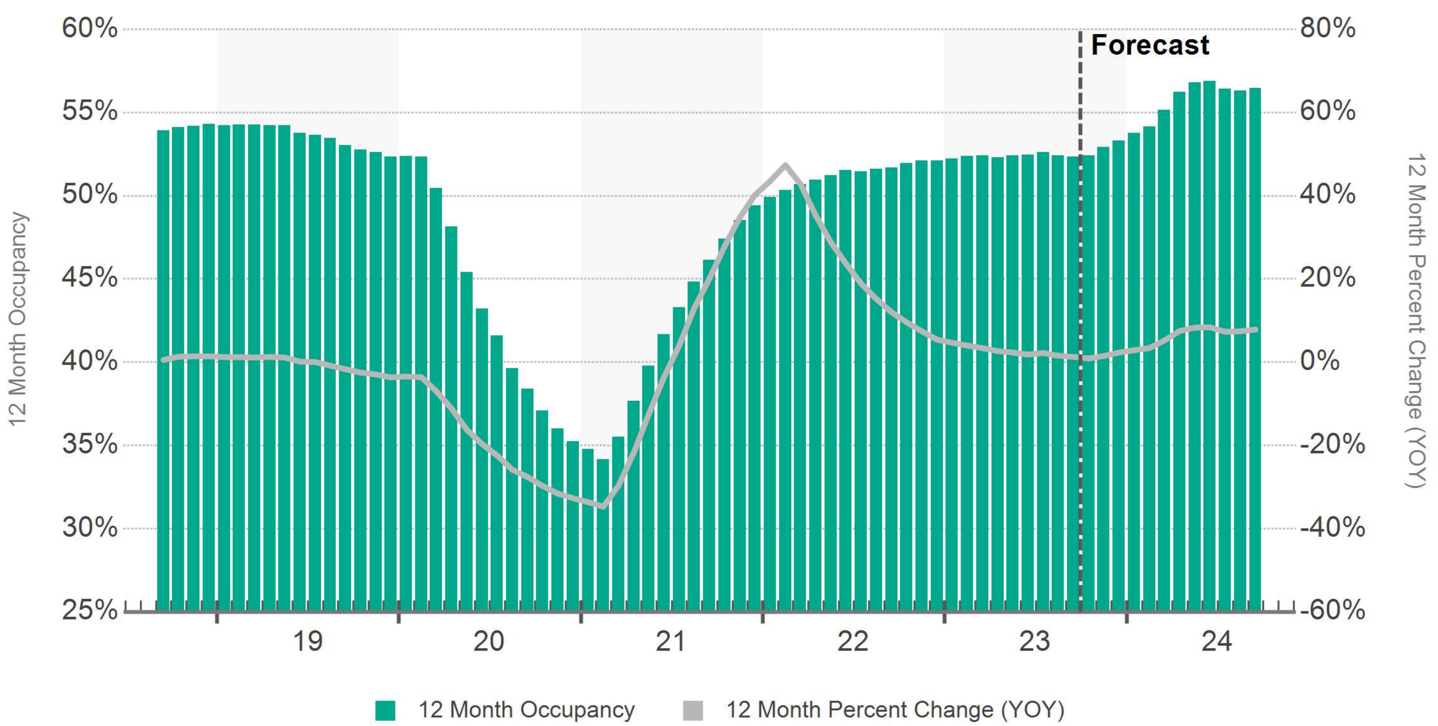
Performance

Wisconsin South Area Hospitality

SUPPLY & DEMAND CHANGE



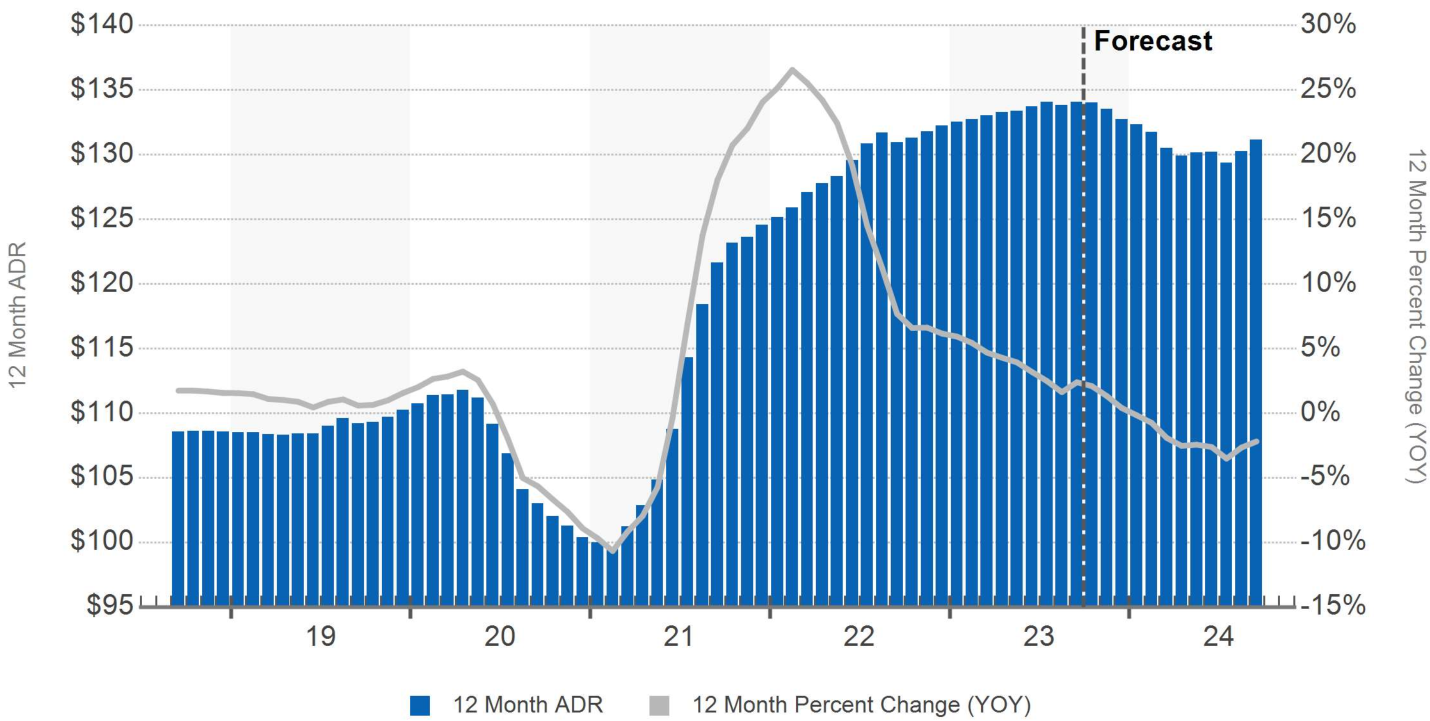
OCCUPANCY



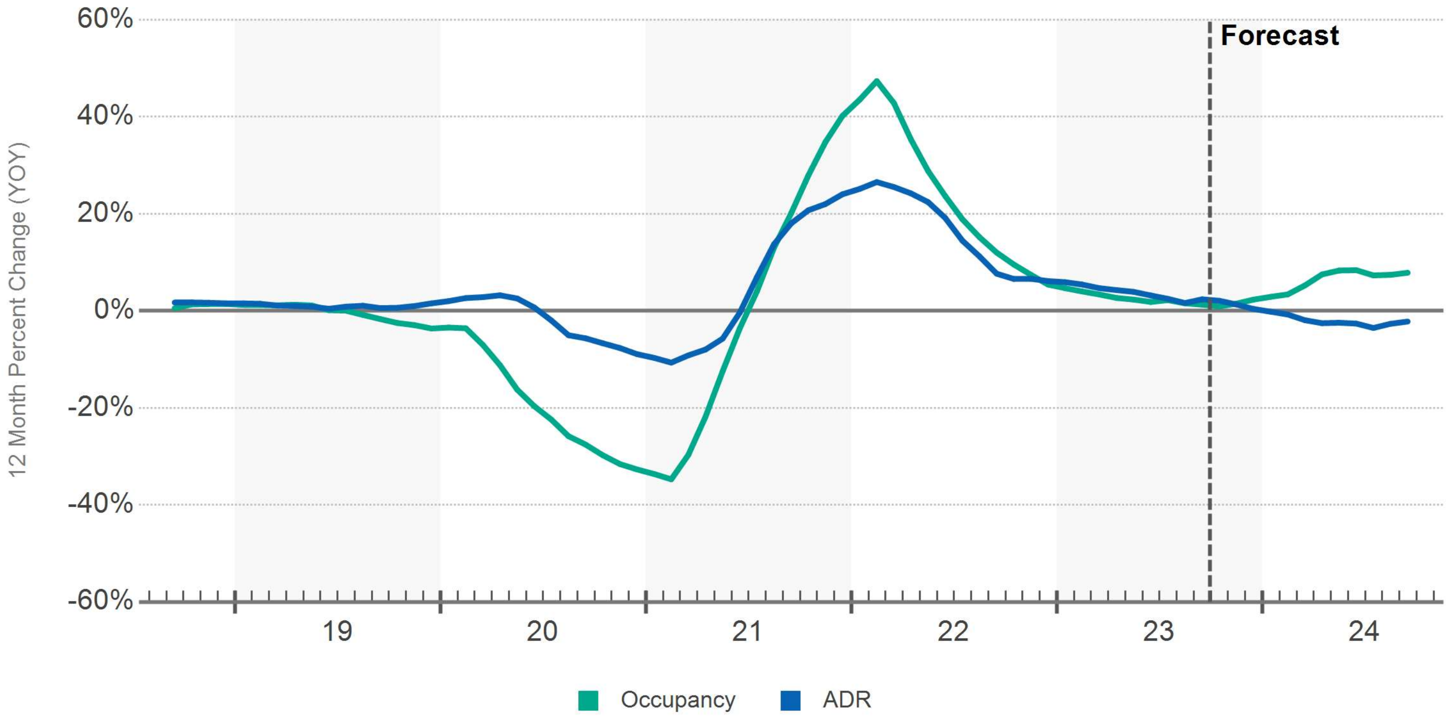
Performance

Wisconsin South Area Hospitality

ADR



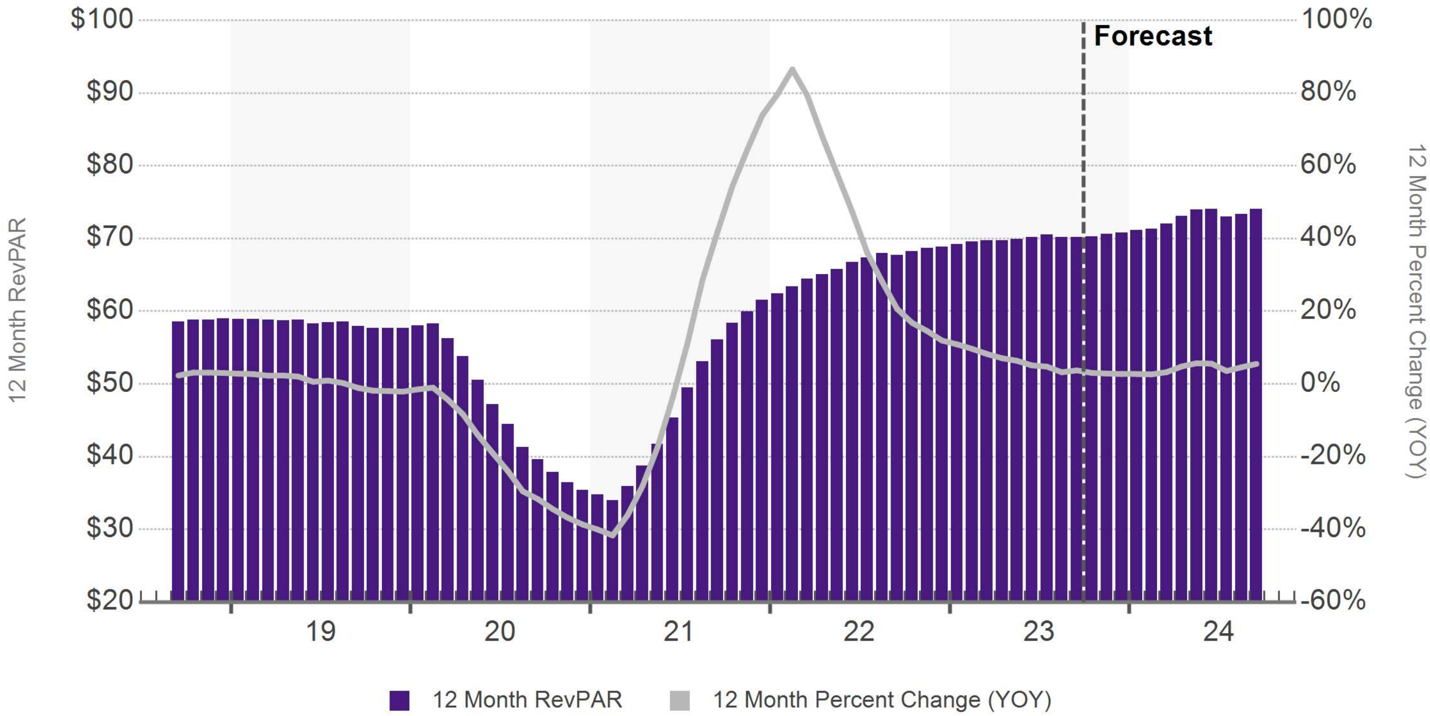
OCCUPANCY & ADR CHANGE



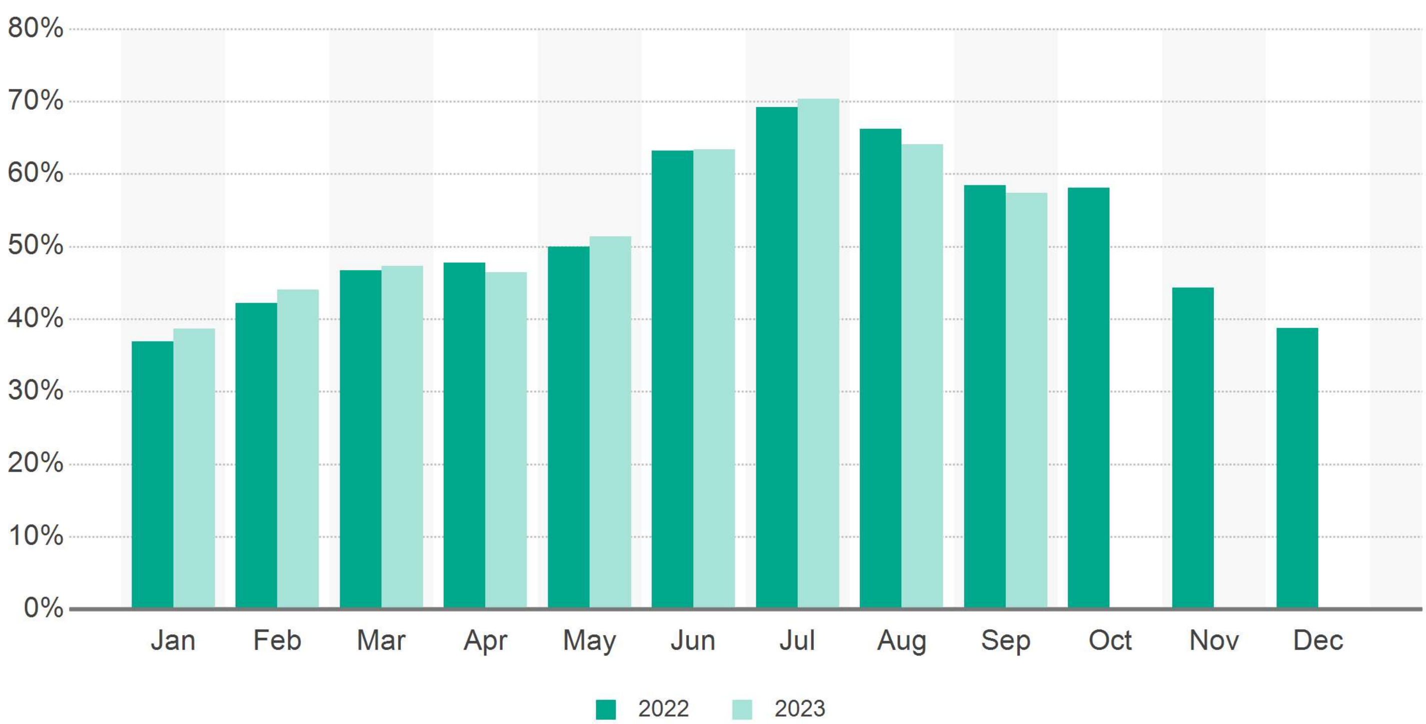
Performance

Wisconsin South Area Hospitality

REVPAR



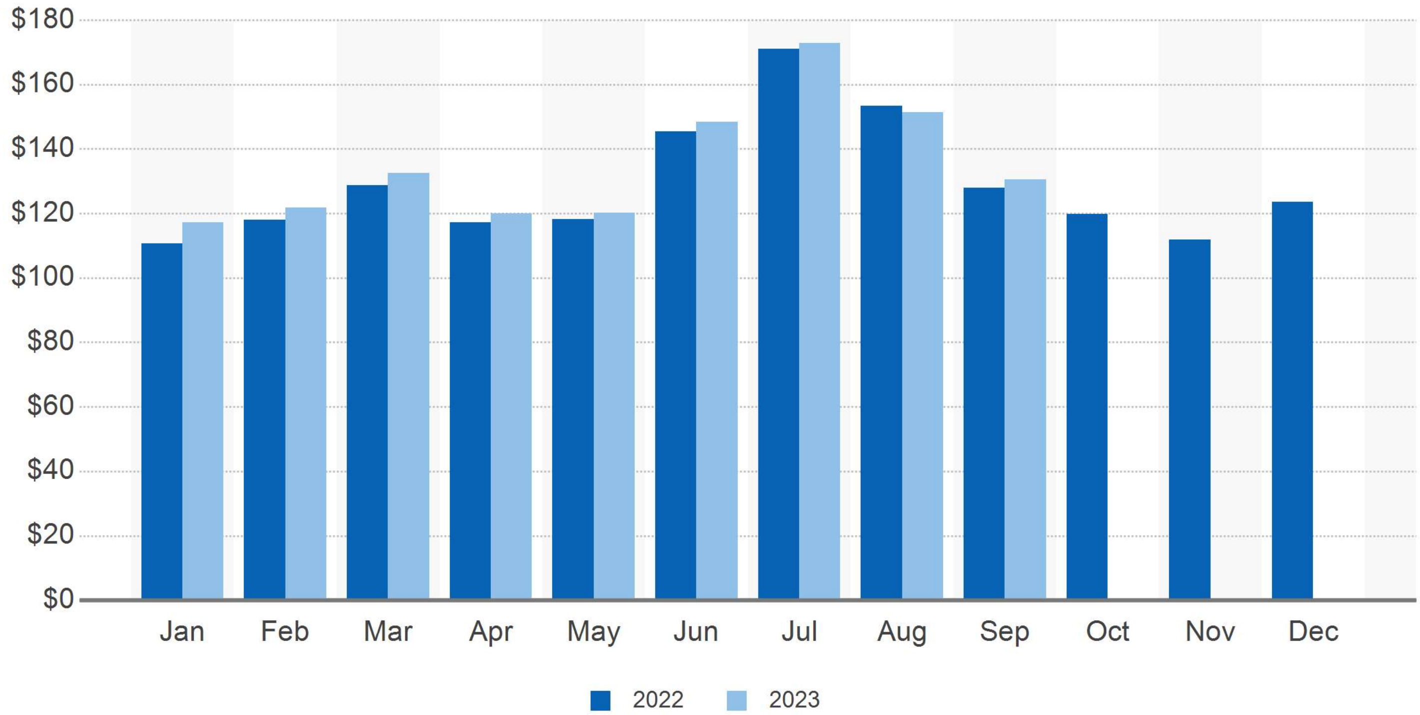
OCCUPANCY MONTHLY



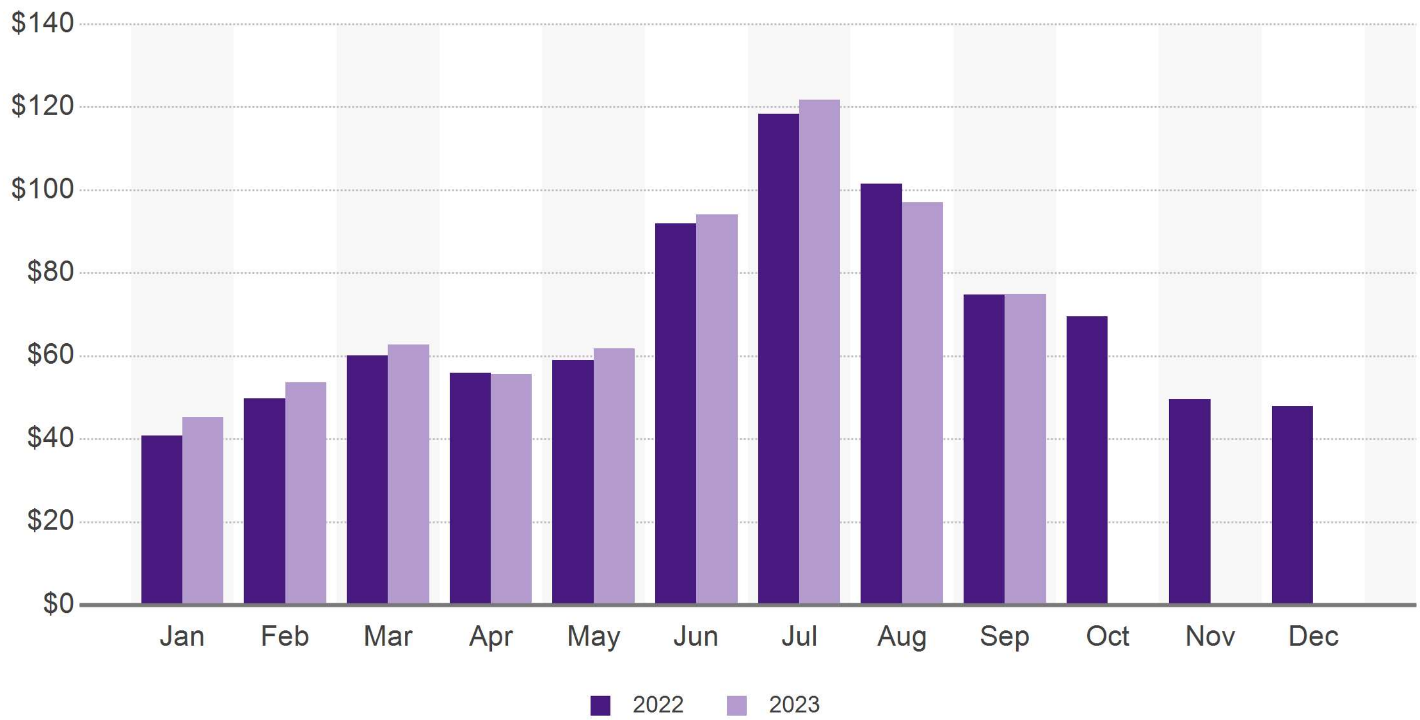
Performance

Wisconsin South Area Hospitality

ADR MONTHLY



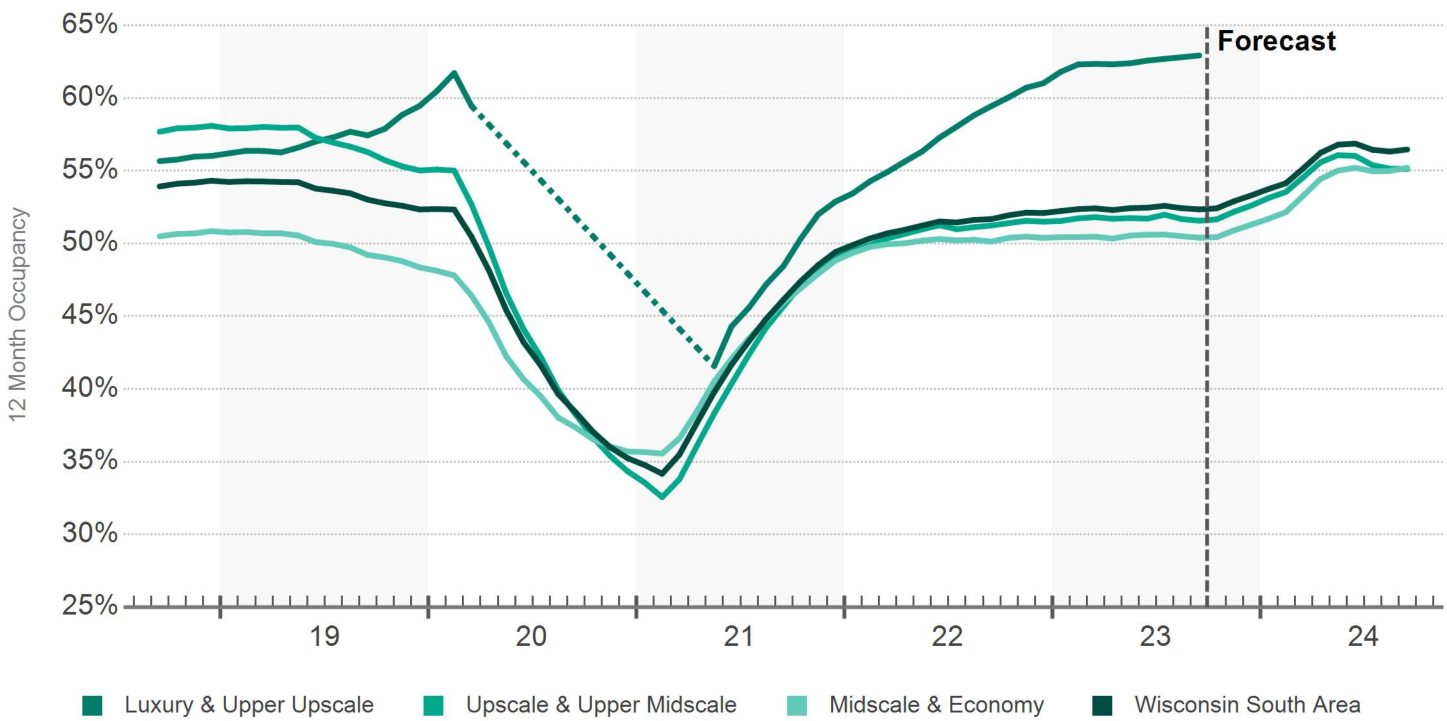
REVPAR MONTHLY



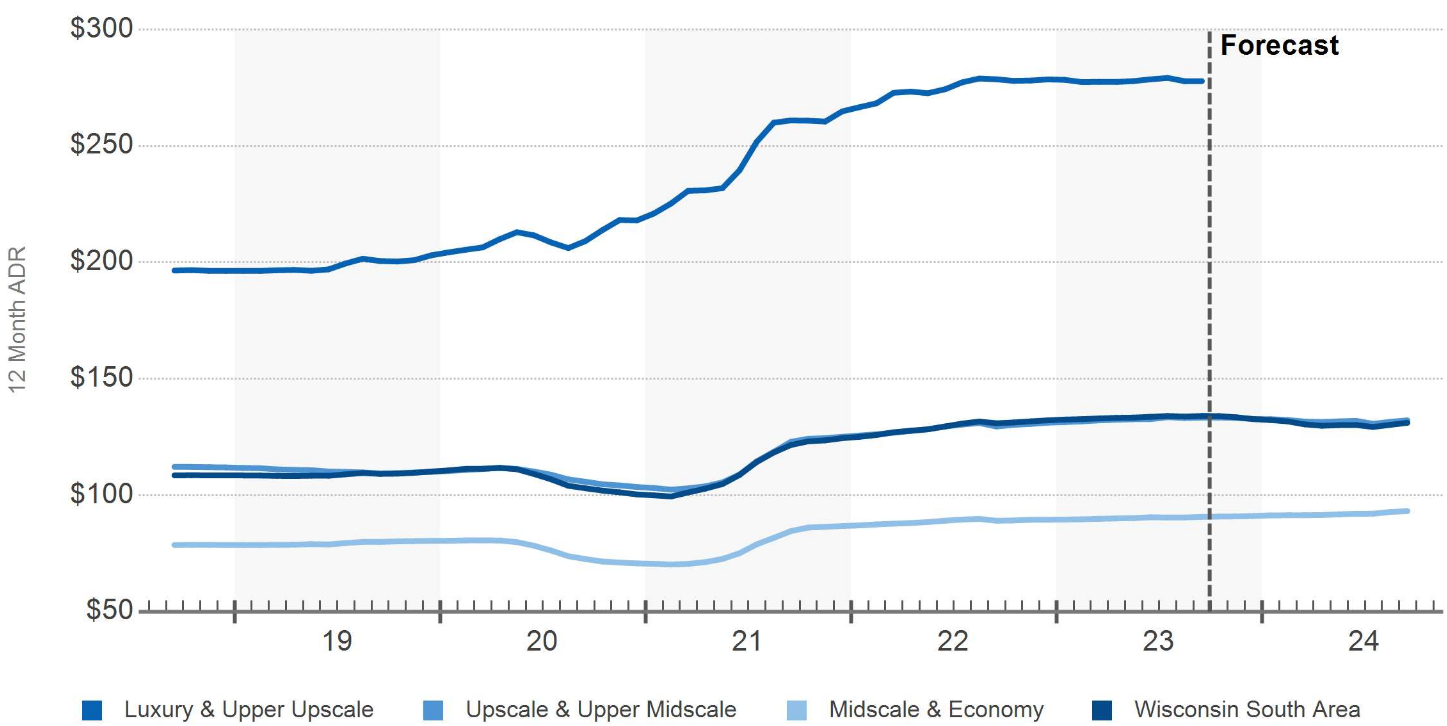
Performance

Wisconsin South Area Hospitality

OCCUPANCY BY CLASS



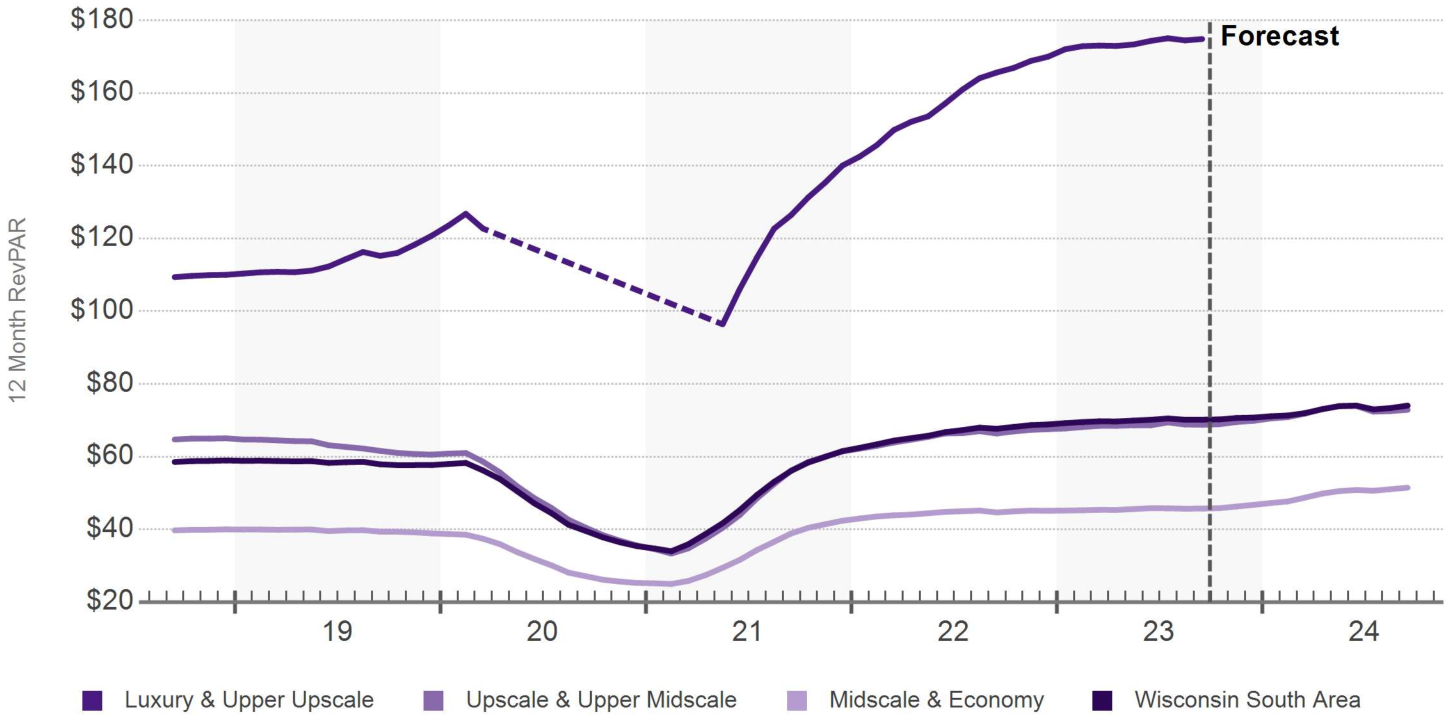
ADR BY CLASS



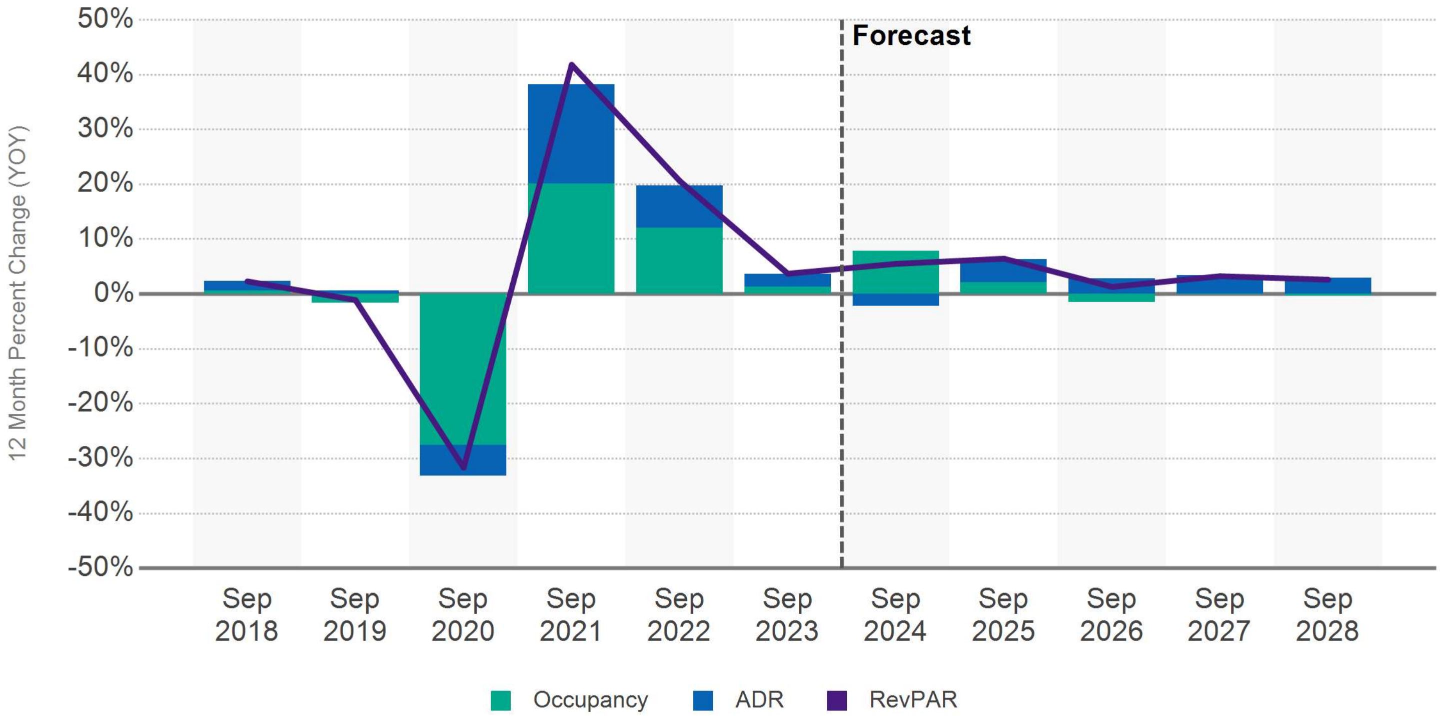
Performance

Wisconsin South Area Hospitality

REVPAR BY CLASS



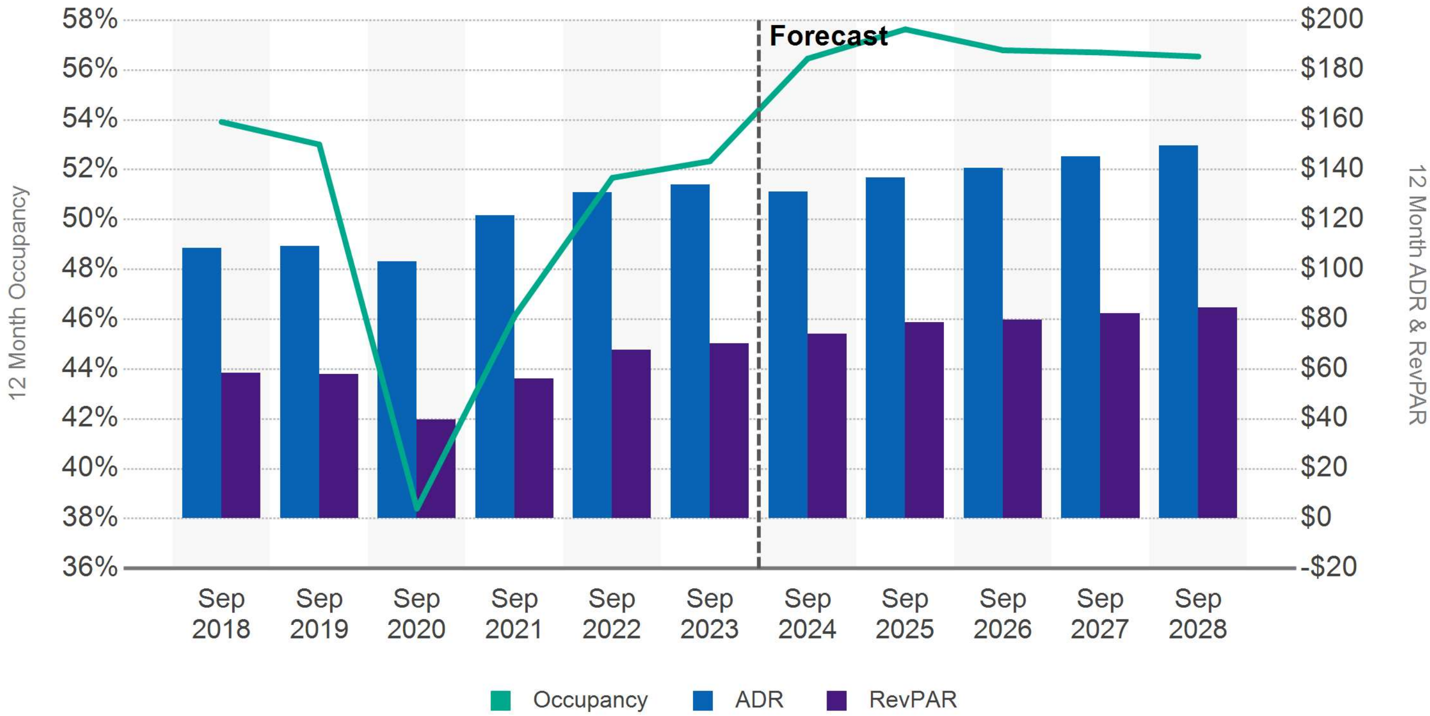
REVPAR GROWTH COMPOSITION



Performance

Wisconsin South Area Hospitality

OCCUPANCY, ADR & REVPAR



Performance

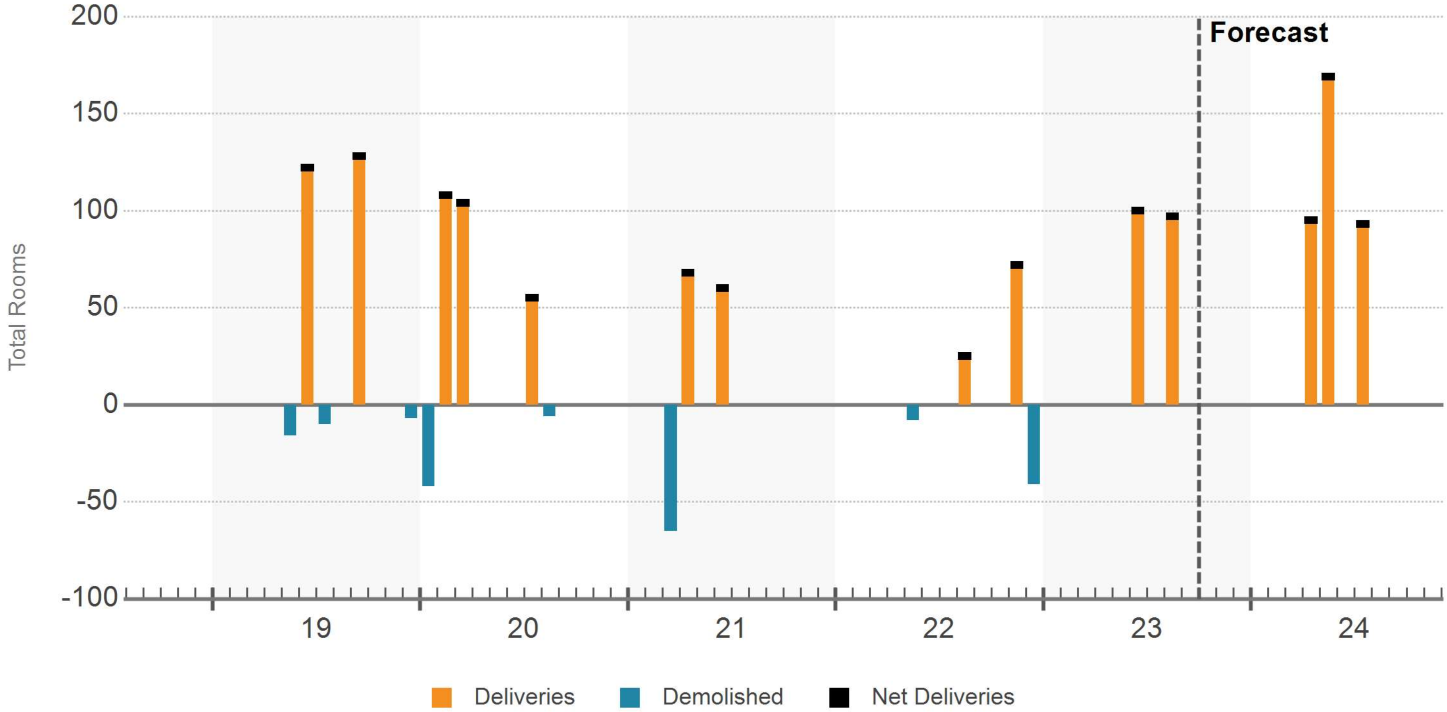
FULL-SERVICE HOTELS PROFITABILITY (ANNUAL)

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

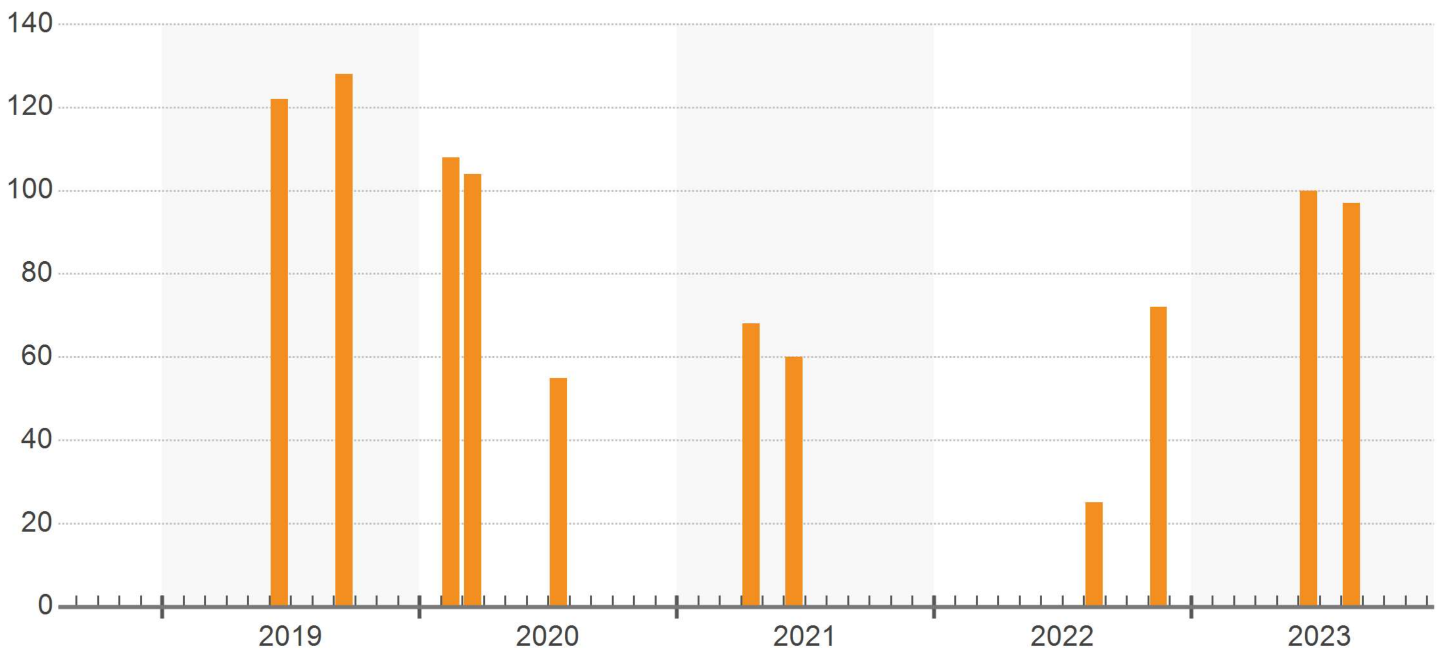
(1) For Annual P&L, the current year exchange rate is used for each year going back in time. This current year exchange rate is the average of all 12 monthly rates for that year.
(2) Percentage of Revenues for departmental expenses (Rooms, Food & Beverage, and Other Departments) are based on their respective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

Construction

DELIVERIES & DEMOLITIONS

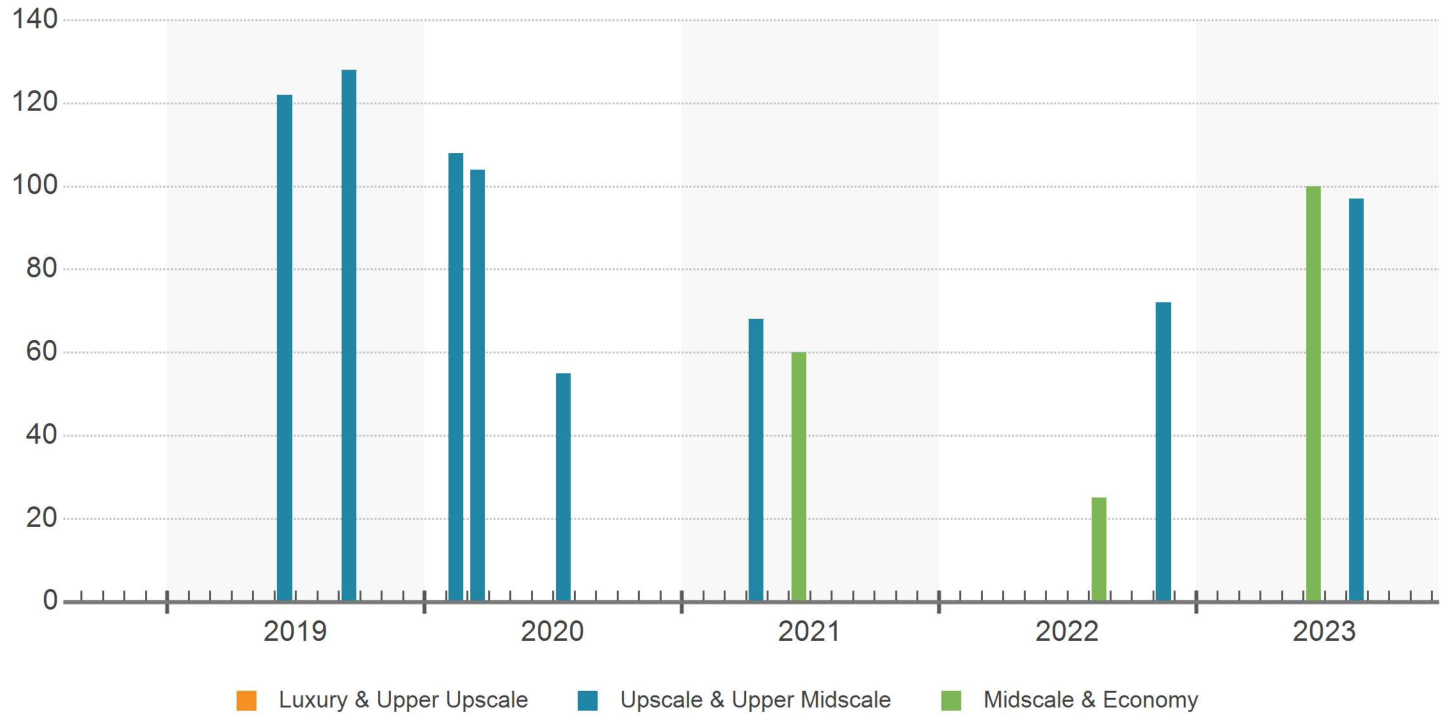


ROOMS DELIVERED

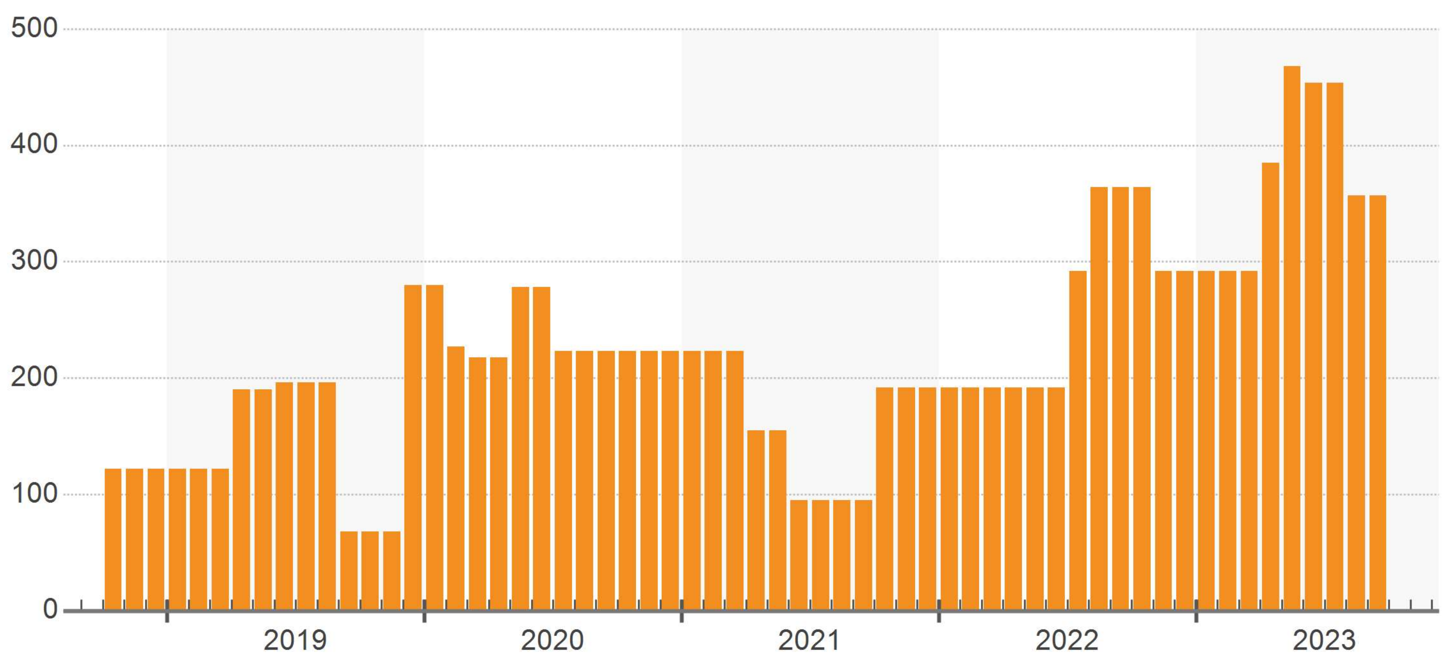


Construction

ROOMS DELIVERED BY CLASS



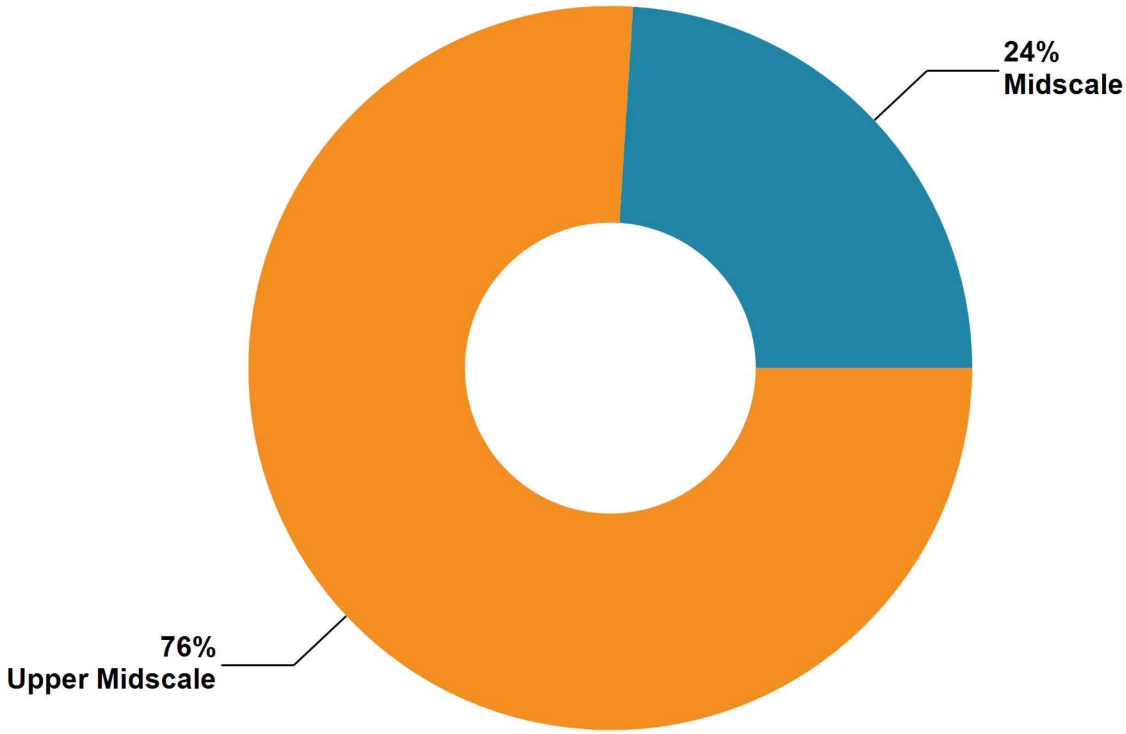
ROOMS UNDER CONSTRUCTION



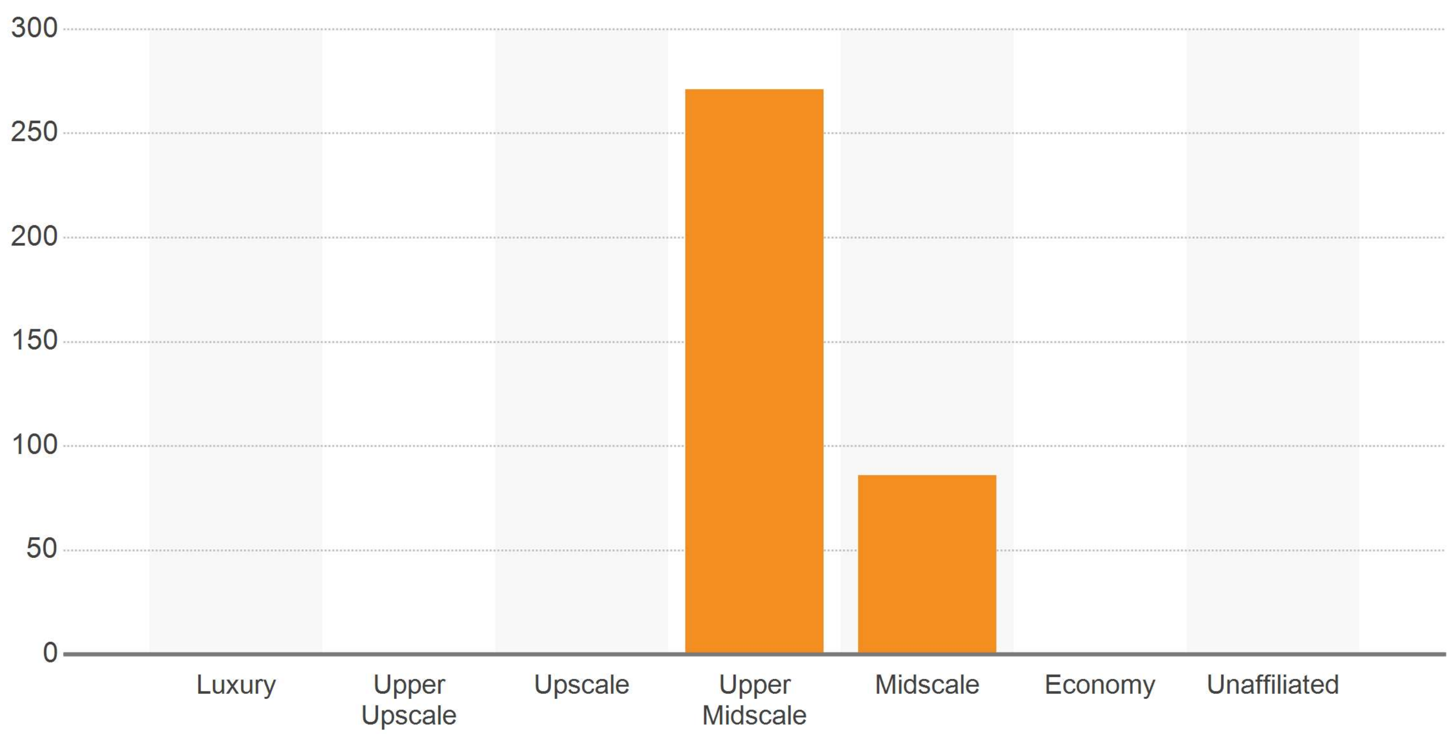
Construction

Wisconsin South Area Hospitality

TOTAL ROOMS UNDER CONSTRUCTION BY SCALE



ROOMS UNDER CONSTRUCTION BY SCALE

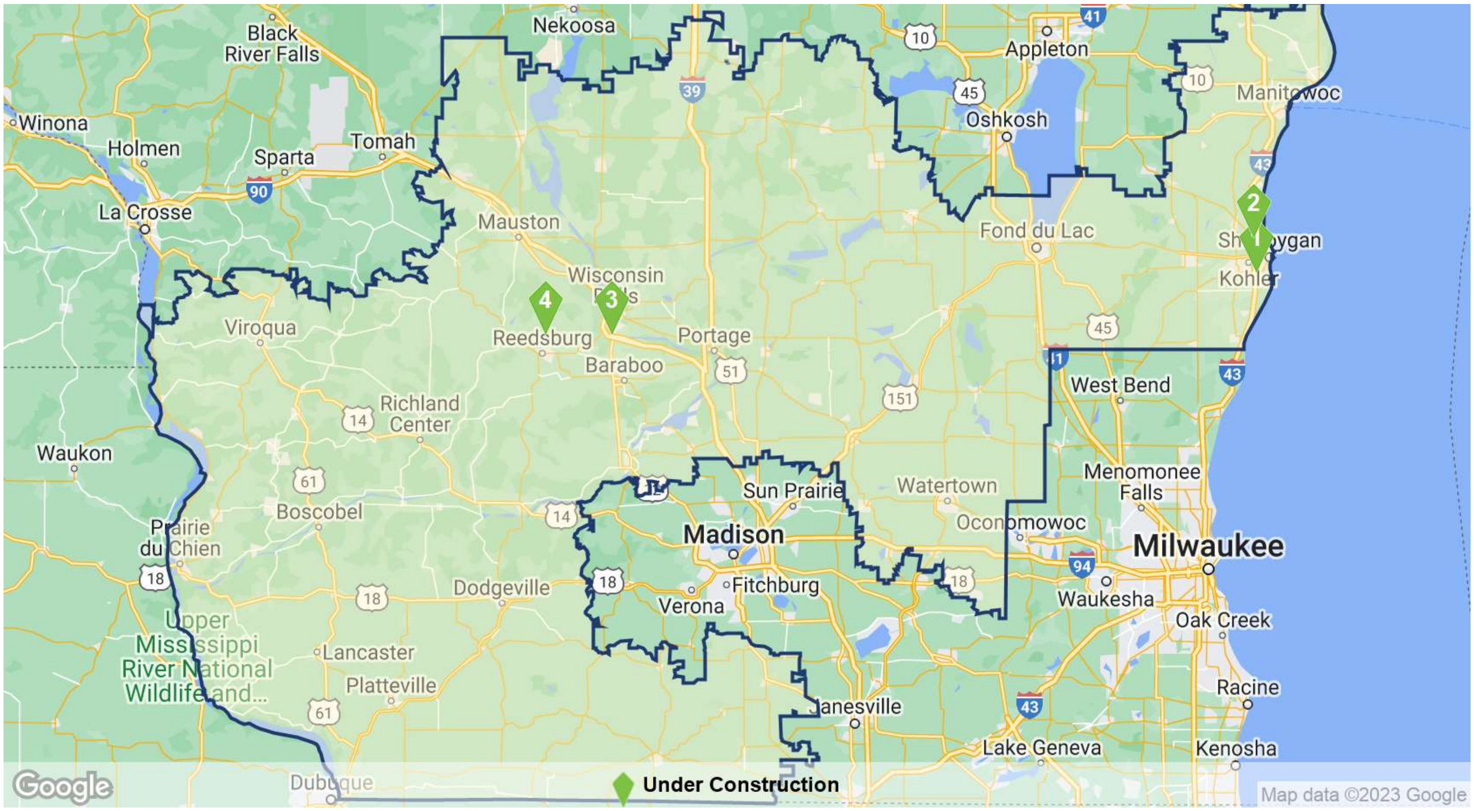


Under Construction Properties

Wisconsin South Area Hospitality

Properties	Rooms	Percent of Inventory	Average Rooms
4	357	1.8%	89

UNDER CONSTRUCTION PROPERTIES

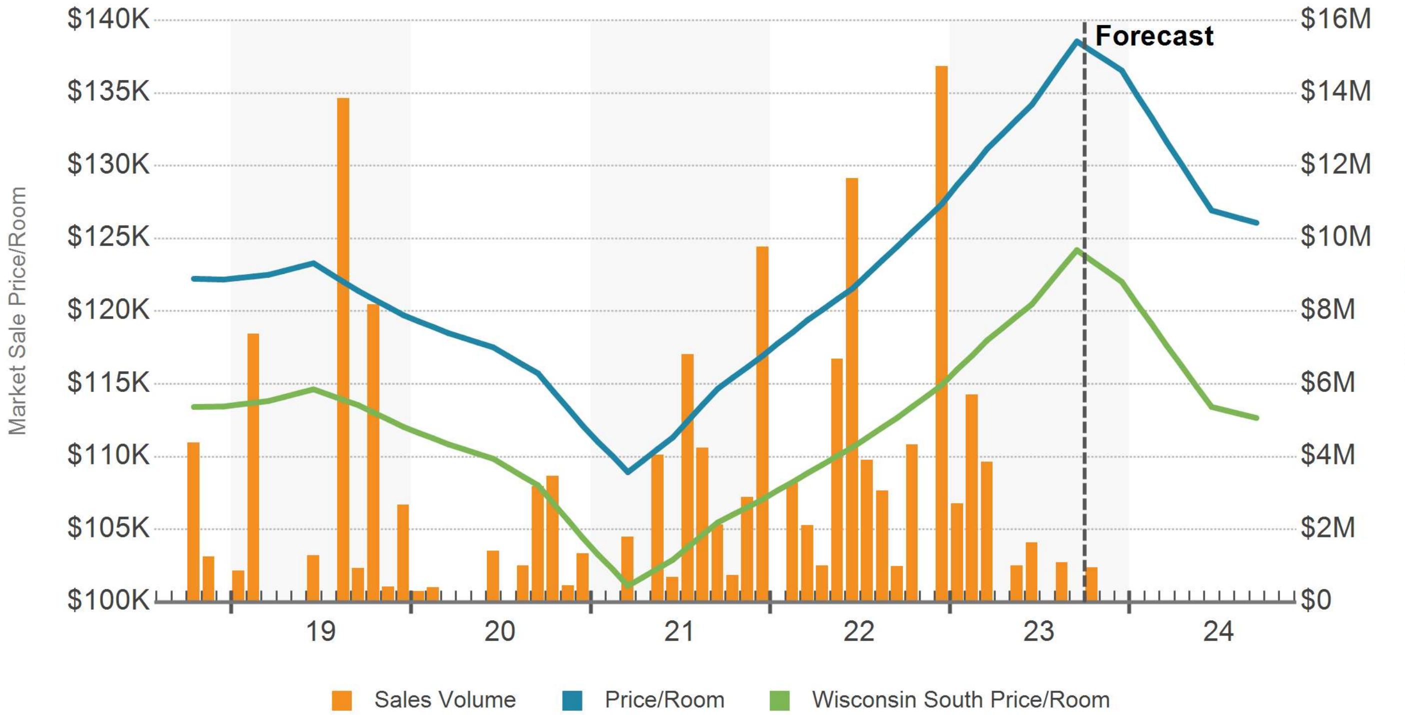


UNDER CONSTRUCTION

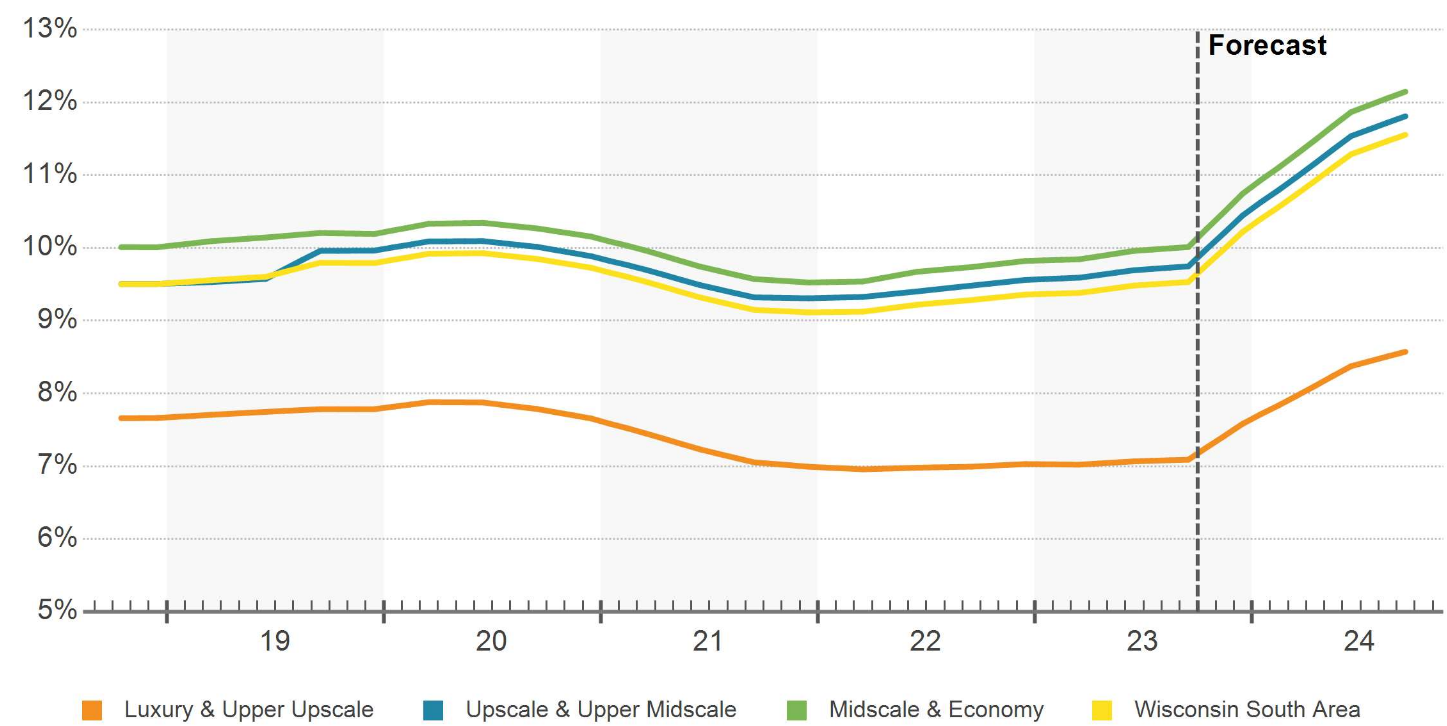
	Property Name/Address	Class	Rooms	Stories	Start	Complete	Brand/Developer
1	Hampton by Hilton SEQ Washington Ave	Upper Midscale	95	4	Mar 2020	Apr 2024	Hampton by Hilton -
2	Home2 Suites by Hilton Sheboygan NEQ N 40th St, Hwy 42	Upper Midscale	93	4	Apr 2023	Jul 2024	Home2 Suites by Hilton Kinseth Hospitality Companies
3	Avid Wisconsin Dells – Lake Delton 1273 Kalahari Dr	Midscale	86	4	Jun 2023	May 2024	Avid Tall Pines Hospitality
4	Holiday Inn Express Reedsburg 3017 Skinner Drive	Upper Midscale	83	4	May 2023	May 2024	Holiday Inn Express -

Sales

SALES VOLUME & MARKET SALE PRICE PER ROOM



MARKET CAP RATE

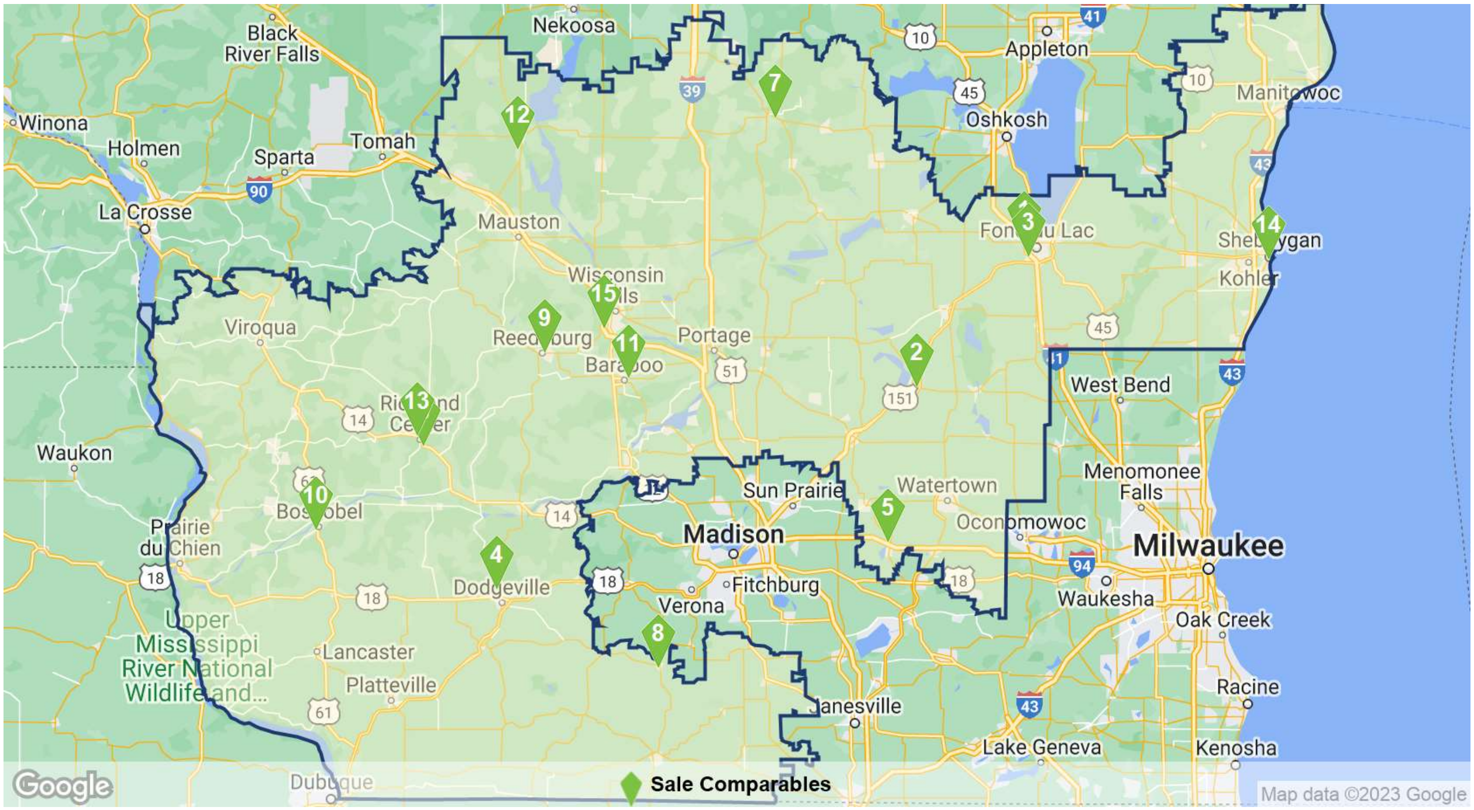


Sales Past 12 Months

Wisconsin South Area Hospitality

Sale Comparables	Average Price/Room	Average Price	Average Cap Rate
15	$52K	$2.4M	13.5%

SALE COMPARABLE LOCATIONS



SALE COMPARABLES SUMMARY STATISTICS

Sale Attributes	Low	Average	Median	High
Sale Price	$340,000	$2,435,384	$1,094,999	$7,450,000
Price/Room	$20,000	$52,331	$28,889	$102,055
Cap Rate	13.5%	13.5%	13.5%	13.5%
Time Since Sale in Months	0.6	7.0	8.7	10.6
Property Attributes	Low	Average	Median	High
Property Size in Rooms	15	45	45	84
Number of Floors	1	2	2	4
Total Meeting Space	150	721	721	2,250
Year Built	1950	1983	1989	2016
Class	Economy	Midscale	Economy	Upscale

Sales Past 12 Months

RECENT SIGNIFICANT SALES

		Property Information				Sale Information		
	Property Name/Address	Class	Yr Built	Rooms	Brand	Sale Date	Price	Price/Room
1	Hampton by Hilton Inn Fond du Lac 77 N Pioneer Rd	Upper Midscale	2016	73	Hampton by Hilton	12/6/2022	$7,450,000	$102,055
2	Comfort Inn Beaver Dam 815 Park Ave	Upper Midscale	1968	84	Comfort Inn	12/28/2022	$6,000,000	$71,429
3	Country Inn & Suites by Radisson,… 121 Merwin Way	Upper Midscale	2002	65	Country Inn & Suites by Choice	2/1/2023	$5,700,000	$87,692
4	AmericInn Dodgeville 3637 State Road 23	Midscale	1989	63	AmericInn	3/30/2023	$3,850,000	$61,111
5	Econo Lodge Lake Mills W7614 Oasis Ln	Economy	1991	43	Econo Lodge	1/25/2023	$1,650,000	$38,372
6	Central Lodge & Jacuzzi Suites 100 Foundry Dr	Economy	1950	45	-	6/15/2023	$1,300,000	$28,889
7	Wautoma Inn W7607 State Road 21 73	Economy	1991	51	-	8/28/2023	$1,094,999	$21,471
8	Swiss Aire Motel 1200 State Road 69	Economy	1970	26	-	1/23/2023	$1,050,000	$40,385
9	Super 8 by Wyndham Reedsburg 1470 E Main St	Economy	1994	50	Super 8	5/9/2023	$1,000,000	$20,000
10	AmericInn Hotel & Suites Boscobel 1700 Elm St	Midscale	1998	40	AmericInn	10/6/2023	$950,000	$23,750
11	Thunderbird Motor Inn 1013 8th St	Economy	1980	29	-	12/29/2022	$700,000	$24,138
12	Sunrise Motel N9695 State Rd	Economy	1958	21	-	12/29/2022	$575,000	$27,381
13	Park View Motel 511 W 6th St	Economy	1959	15	-	6/30/2023	$340,000	$22,667
14	Harbor Winds Hotel Sheboygan 905 S 8th St	Upscale	1987	28	-	5/4/2023	-	-
15	Americas Best Value Inn Wisconsi… 350 W Munroe Ave	Economy	1997	50	Americas Best Value Inn	1/3/2023	-	-

Appendix

OVERALL SUPPLY & DEMAND

	Supply			Demand		
Year	Available Rooms	Change	% Change	Occupied Rooms	Change	% Change
2027	7,123,231	0	0%	4,036,516	2,022	0.1%
2026	7,123,231	0	0%	4,034,494	(61,736)	-1.5%
2025	7,123,231	71,075	1.0%	4,096,230	89,225	2.2%
2024	7,052,156	92,159	1.3%	4,007,005	297,113	8.0%
2023	6,959,997	89,377	1.3%	3,709,892	130,909	3.7%
YTD	5,233,585	65,249	1.3%	2,826,182	51,479	1.9%
2022	6,870,620	16,332	0.2%	3,578,983	192,290	5.7%
2021	6,854,288	148,404	2.2%	3,386,693	1,023,599	43.3%
2020	6,705,884	(52,344)	-0.8%	2,363,094	(1,174,181)	-33.2%
2019	6,758,228	72,245	1.1%	3,537,275	(93,997)	-2.6%
2018	6,685,983	108,470	1.6%	3,631,272	109,463	3.1%
2017	6,577,513	(3,095)	0%	3,521,809	34,611	1.0%
2016	6,580,608	21,185	0.3%	3,487,198	(13,354)	-0.4%
2015	6,559,423	67,787	1.0%	3,500,552	130,716	3.9%
2014	6,491,636	1,698	0%	3,369,836	(21,375)	-0.6%
2013	6,489,938	22,027	0.3%	3,391,211	39,628	1.2%

LUXURY & UPPER UPSCALE SUPPLY & DEMAND

	Supply			Demand		
Year	Available Rooms	Change	% Change	Occupied Rooms	Change	% Change
2027	-	-	-			
2026	-	-	-			
2025	-	-	-			
2024	-	-	-			
2023	-	-	-			
YTD	616,581	856	0.1%	406,896	16,176	4.1%
2022	819,575	4,560	0.6%	500,064	69,112	16.0%
2021	815,015	-	-	430,952	159,884	59.0%
2020	-	-	-	271,068	(241,911)	-47.2%
2019	862,810	(28,670)	-3.2%	512,979	13,579	2.7%
2018	891,480	5,932	0.7%	499,400	3,622	0.7%
2017	885,548	(92)	0%	495,778	3,915	0.8%
2016	885,640	2,187	0.2%	491,863	23,191	4.9%
2015	883,453	-	-	468,672	65,086	16.1%
2014	-	-	-	403,586		
2013	-	-	-			

Appendix

UPSCALE & UPPER MIDSCALE SUPPLY & DEMAND

	Supply			Demand		
Year	Available Rooms	Change	% Change	Occupied Rooms	Change	% Change
2027	2,888,897	0	0%	1,643,998	3,986	0.2%
2026	2,888,897	0	0%	1,640,012	(16,461)	-1.0%
2025	2,888,897	39,068	1.4%	1,656,473	83,575	5.3%
2024	2,849,829	73,100	2.6%	1,572,898	112,181	7.7%
2023	2,776,729	65,223	2.4%	1,460,717	64,365	4.6%
YTD	2,094,507	49,743	2.4%	1,114,857	27,459	2.5%
2022	2,711,506	(261)	0%	1,396,352	65,204	4.9%
2021	2,711,767	95,093	3.6%	1,331,148	432,531	48.1%
2020	2,616,674	11,048	0.4%	898,617	(534,962)	-37.3%
2019	2,605,626	38,802	1.5%	1,433,579	(57,243)	-3.8%
2018	2,566,824	163,992	6.8%	1,490,822	102,039	7.3%
2017	2,402,832	35,862	1.5%	1,388,783	36,563	2.7%
2016	2,366,970	34,353	1.5%	1,352,220	(8,457)	-0.6%
2015	2,332,617	13,448	0.6%	1,360,677	39,219	3.0%
2014	2,319,169	(27,351)	-1.2%	1,321,458	(9,939)	-0.7%
2013	2,346,520	(61,383)	-2.5%	1,331,397	(26,342)	-1.9%

MIDSCALE & ECONOMY SUPPLY & DEMAND

	Supply			Demand		
Year	Available Rooms	Change	% Change	Occupied Rooms	Change	% Change
2027	3,412,565	0	0%	1,861,453	93	0%
2026	3,412,565	0	0%	1,861,360	(33,908)	-1.8%
2025	3,412,565	32,007	0.9%	1,895,268	9,598	0.5%
2024	3,380,558	18,089	0.5%	1,885,670	160,859	9.3%
2023	3,362,469	22,930	0.7%	1,724,811	42,244	2.5%
YTD	2,522,497	14,650	0.6%	1,304,429	7,844	0.6%
2022	3,339,539	12,033	0.4%	1,682,567	57,974	3.6%
2021	3,327,506	2,704	0.1%	1,624,593	437,703	36.9%
2020	3,324,802	35,010	1.1%	1,186,890	(403,827)	-25.4%
2019	3,289,792	62,113	1.9%	1,590,717	(50,333)	-3.1%
2018	3,227,679	(61,454)	-1.9%	1,641,050	3,802	0.2%
2017	3,289,133	(38,865)	-1.2%	1,637,248	(5,866)	-0.4%
2016	3,327,998	(15,355)	-0.5%	1,643,114	(28,089)	-1.7%
2015	3,343,353	54,336	1.7%	1,671,203	79,066	5.0%
2014	3,289,017	28,929	0.9%	1,592,137	23,429	1.5%
2013	3,260,088	84,245	2.7%	1,568,708	55,160	3.6%

Appendix

OVERALL PERFORMANCE

	Occupancy		ADR		RevPAR	
Year	Percent	% Change	Per Room	% Change	Per Room	% Change
2027	56.7%	0.1%	$146.45	3.5%	$82.99	3.5%
2026	56.6%	-1.5%	$141.54	2.8%	$80.16	1.3%
2025	57.5%	1.2%	$137.62	3.5%	$79.14	4.7%
2024	56.8%	6.6%	$133.03	0.2%	$75.59	6.8%
2023	53.3%	2.3%	$132.73	0.4%	$70.75	2.7%
YTD	54.0%	0.6%	$138.53	1.7%	$74.81	2.3%
2022	52.1%	5.4%	$132.20	6.2%	$68.87	11.9%
2021	49.4%	40.2%	$124.54	24.0%	$61.54	73.9%
2020	35.2%	-32.7%	$100.40	-8.9%	$35.38	-38.7%
2019	52.3%	-3.6%	$110.23	1.6%	$57.69	-2.1%
2018	54.3%	1.4%	$108.54	1.6%	$58.95	3.0%
2017	53.5%	1.0%	$106.87	1.9%	$57.22	2.9%
2016	53.0%	-0.7%	$104.92	2.5%	$55.60	1.8%
2015	53.4%	2.8%	$102.32	4.2%	$54.60	7.2%
2014	51.9%	-0.7%	$98.15	2.5%	$50.95	1.9%
2013	52.3%	0.8%	$95.72	1.6%	$50.02	2.5%

LUXURY & UPPER UPSCALE PERFORMANCE

	Occupancy		ADR		RevPAR	
Year	Percent	% Change	Per Room	% Change	Per Room	% Change
2027						
2026						
2025						
2024						
2023						
YTD	66.0%	4.0%	$286.50	-0.4%	$189.07	3.5%
2022	61.0%	15.4%	$278.58	5.2%	$169.98	21.4%
2021	52.9%	-	$264.86	21.5%	$140.05	-
2020	-	-	$218.01	7.4%	-	-
2019	59.5%	6.1%	$203.06	3.4%	$120.73	9.8%
2018	56.0%	0.1%	$196.36	2.5%	$110	2.6%
2017	56.0%	0.8%	$191.49	1.1%	$107.21	1.9%
2016	55.5%	4.7%	$189.41	0.4%	$105.20	5.1%
2015	53.1%	-	$188.63	0.3%	$100.07	-
2014	-		$188.12		-	
2013						

Appendix

UPSCALE & UPPER MIDSCALE PERFORMANCE

	Occupancy		ADR		RevPAR	
Year	Percent	% Change	Per Room	% Change	Per Room	% Change
2027	56.9%	0.2%	$147.70	3.7%	$84.05	4.0%
2026	56.8%	-1.0%	$142.41	3.2%	$80.84	2.2%
2025	57.3%	3.9%	$137.95	3.2%	$79.10	7.2%
2024	55.2%	4.9%	$133.70	0.7%	$73.79	5.6%
2023	52.6%	2.2%	$132.80	1.2%	$69.86	3.4%
YTD	53.2%	0.1%	$137.25	2.0%	$73.05	2.1%
2022	51.5%	4.9%	$131.20	4.8%	$67.56	10.0%
2021	49.1%	42.9%	$125.16	20.8%	$61.44	72.7%
2020	34.3%	-37.6%	$103.58	-5.9%	$35.57	-41.3%
2019	55.0%	-5.3%	$110.06	-1.7%	$60.55	-6.9%
2018	58.1%	0.5%	$111.98	2.2%	$65.04	2.7%
2017	57.8%	1.2%	$109.60	2.8%	$63.35	4.0%
2016	57.1%	-2.1%	$106.62	2.5%	$60.91	0.4%
2015	58.3%	2.4%	$104	5.3%	$60.67	7.8%
2014	57.0%	0.4%	$98.78	2.5%	$56.28	3.0%
2013	56.7%	0.6%	$96.34	2.6%	$54.66	3.2%

MIDSCALE & ECONOMY PERFORMANCE

	Occupancy		ADR		RevPAR	
Year	Percent	% Change	Per Room	% Change	Per Room	% Change
2027	54.5%	0%	$107.47	4.7%	$58.62	4.7%
2026	54.5%	-1.8%	$102.69	5.2%	$56.01	3.3%
2025	55.5%	-0.4%	$97.59	3.9%	$54.20	3.4%
2024	55.8%	8.7%	$93.93	3.1%	$52.39	12.1%
2023	51.3%	1.8%	$91.13	1.8%	$46.75	3.6%
YTD	51.7%	0%	$93.48	1.7%	$48.34	1.7%
2022	50.4%	3.2%	$89.53	3.1%	$45.11	6.4%
2021	48.8%	36.8%	$86.81	22.7%	$42.39	67.8%
2020	35.7%	-26.2%	$70.77	-12.0%	$25.26	-35.0%
2019	48.4%	-4.9%	$80.44	2.2%	$38.90	-2.8%
2018	50.8%	2.1%	$78.68	-0.3%	$40	1.8%
2017	49.8%	0.8%	$78.93	0.9%	$39.29	1.7%
2016	49.4%	-1.2%	$78.23	1.9%	$38.63	0.7%
2015	50.0%	3.3%	$76.75	5.3%	$38.36	8.7%
2014	48.4%	0.6%	$72.89	4.9%	$35.28	5.5%
2013	48.1%	1.0%	$69.47	0.6%	$33.43	1.6%

Appendix

Wisconsin South Area Hospitality

OVERALL SALES

	Completed Transactions (1)						Market Pricing Trends (2)		
Year	Deals	Volume	Turnover	Avg Price	Avg Price/Room	Avg Cap Rate	Price/Room	Price Index	Cap Rate
2027	-	-	-	-	-	-	$158,658	299	10.7%
2026	-	-	-	-	-	-	$148,413	279	11.0%
2025	-	-	-	-	-	-	$134,882	254	11.5%
2024	-	-	-	-	-	-	$127,579	240	11.6%
2023	-	-	-	-	-	-	$136,544	257	10.2%
YTD	9	$16.9M	2.0%	$1,881,667	$42,550	13.5%	$142,833	269	9.6%
2022	26	$51.7M	8.2%	$1,989,269	$32,447	20.3%	$127,386	240	9.4%
2021	22	$33.1M	4.9%	$1,503,947	$34,610	-	$116,924	220	9.1%
2020	15	$11.5M	10.0%	$768,364	$5,914	7.5%	$112,104	211	9.7%
2019	13	$35.6M	4.1%	$2,734,962	$45,006	9.9%	$119,726	225	9.8%
2018	9	$12.2M	2.5%	$1,356,556	$25,867	12.3%	$122,172	230	9.5%
2017	14	$18.4M	3.7%	$1,316,500	$26,368	9.3%	$118,547	223	9.5%
2016	17	$29.7M	5.7%	$1,747,112	$27,941	10.6%	$111,493	210	9.5%
2015	17	$72.2M	7.0%	$4,248,300	$54,963	6.9%	$106,231	200	9.2%
2014	18	$21.3M	6.1%	$1,182,598	$18,888	15.6%	$103,502	195	8.9%
2013	9	$7.6M	2.1%	$847,322	$19,604	-	$97,709	184	8.9%

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

LUXURY & UPPER UPSCALE SALES

	Completed Transactions (1)						Market Pricing Trends (2)		
Year	Deals	Volume	Turnover	Avg Price	Avg Price/Room	Avg Cap Rate	Price/Room	Price Index	Cap Rate
2027	-	-	-	-	-	-	$852,388	377	7.9%
2026	-	-	-	-	-	-	$797,350	352	8.2%
2025	-	-	-	-	-	-	$724,653	320	8.5%
2024	-	-	-	-	-	-	$685,415	303	8.6%
2023	-	-	-	-	-	-	$733,582	324	7.6%
YTD	-	-	-	-	-	-	$765,655	338	7.1%
2022	1	$264.2K	10.3%	$264,200	$1,124	-	$671,606	297	7.0%
2021	-	-	-	-	-	-	$599,216	265	7.0%
2020	7	$1.6M	69.2%	$233,333	$1,051	-	$556,466	246	7.7%
2019	-	-	-	-	-	-	$587,277	259	7.8%
2018	-	-	-	-	-	-	$587,133	259	7.7%
2017	-	-	-	-	-	-	$570,351	252	7.6%
2016	-	-	-	-	-	-	$533,761	236	7.7%
2015	1	$36M	17.7%	$36,000,000	$82,569	-	$506,257	224	7.5%
2014	1	$1.1M	1.1%	$1,050,000	$40,385	-	$486,895	215	7.3%
2013	-	-	-	-	-	-	$461,771	204	7.2%

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(2) Market price trends data is based on the estimated price movement of all properties in the market, informed by actual transactions that have occurred.

Appendix

Wisconsin South Area Hospitality

UPSCALE & UPPER MIDSCALE SALES

	Completed Transactions (1)						Market Pricing Trends (2)		
Year	Deals	Volume	Turnover	Avg Price	Avg Price/Room	Avg Cap Rate	Price/Room	Price Index	Cap Rate
2027	-	-	-	-	-	-	$74,846	201	10.9%
2026	-	-	-	-	-	-	$70,014	188	11.2%
2025	-	-	-	-	-	-	$63,630	171	11.8%
2024	-	-	-	-	-	-	$60,185	162	11.8%
2023	-	-	-	-	-	-	$64,414	173	10.4%
YTD	1	$5.7M	0.8%	$5,700,000	$87,692	-	$67,645	182	9.8%
2022	8	$24.8M	6.9%	$3,096,725	$46,134	-	$62,449	168	9.6%
2021	6	$15.1M	5.2%	$2,516,979	$37,197	-	$60,314	162	9.3%
2020	3	$3.8M	2.8%	$1,281,667	$17,477	-	$61,278	165	9.9%
2019	4	$20.9M	5.1%	$5,212,500	$52,785	9.2%	$66,547	179	10.0%
2018	1	$3.1M	0.9%	$3,100,000	$46,970	14.5%	$72,112	194	9.5%
2017	4	$5.4M	4.1%	$1,342,750	$18,145	8.5%	$69,807	188	9.5%
2016	4	$14.9M	7.9%	$3,722,500	$27,422	10.6%	$65,786	177	9.5%
2015	4	$18.7M	3.5%	$4,681,875	$78,687	-	$63,006	170	9.3%
2014	3	$3.6M	5.6%	$1,185,145	$9,558	19.9%	$63,423	171	8.9%
2013	2	$2.6M	1.7%	$1,300,000	$22,414	-	$59,273	159	8.9%

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

MIDSCALE & ECONOMY SALES

	Completed Transactions (1)						Market Pricing Trends (2)		
Year	Deals	Volume	Turnover	Avg Price	Avg Price/Room	Avg Cap Rate	Price/Room	Price Index	Cap Rate
2027	-	-	-	-	-	-	$42,911	218	11.3%
2026	-	-	-	-	-	-	$40,140	204	11.5%
2025	-	-	-	-	-	-	$36,481	186	12.1%
2024	-	-	-	-	-	-	$34,505	176	12.2%
2023	-	-	-	-	-	-	$36,930	188	10.7%
YTD	8	$11.2M	3.5%	$1,404,375	$33,739	13.5%	$38,865	198	10.1%
2022	17	$26.7M	8.7%	$1,569,588	$32,461	20.3%	$35,846	182	9.8%
2021	16	$18M	5.9%	$1,124,059	$32,700	-	$34,947	178	9.5%
2020	5	$6M	1.9%	$1,209,424	$34,555	7.5%	$35,363	180	10.2%
2019	9	$14.7M	4.2%	$1,633,833	$37,227	10.2%	$38,708	197	10.2%
2018	8	$9.1M	4.4%	$1,138,625	$22,436	10.0%	$39,033	199	10.0%
2017	10	$13.1M	4.3%	$1,306,000	$32,407	10.2%	$37,848	193	10.0%
2016	13	$14.8M	5.5%	$1,139,300	$28,483	10.6%	$36,210	184	10.0%
2015	12	$17.5M	6.8%	$1,457,800	$27,334	6.9%	$34,846	177	9.7%
2014	14	$16.7M	7.7%	$1,191,524	$22,882	13.5%	$33,857	172	9.4%
2013	7	$5M	3.0%	$717,986	$18,410	-	$31,920	162	9.3%

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

DELIVERIES & UNDER CONSTRUCTION

	Inventory			Deliveries		Net Deliveries		Under Construction	
Year	Bldgs	Rooms	% Change	Bldgs	Rooms	Bldgs	Rooms	Bldgs	Rooms
YTD	282	19,702	0.9%	2	197	2	197	4	357
2022	280	19,522	0.5%	2	97	0	48	3	292
2021	278	19,430	-0.3%	2	128	0	63	3	192
2020	278	19,490	0.3%	3	267	1	219	3	223
2019	281	19,437	1.2%	3	250	0	217	3	280
2018	280	19,202	1.5%	-	-	-	-	1	122
2017	283	18,917	0.7%	3	277	(1)	159	-	-
2016	285	18,793	0.8%	2	168	(1)	129	2	205
2015	284	18,651	0.2%	1	86	(3)	(112)	2	168
2014	284	18,618	-0.1%	2	69	(1)	(54)	1	86
2013	286	18,644	-0.7%	-	-	-	-	-	-

Room Share Overview

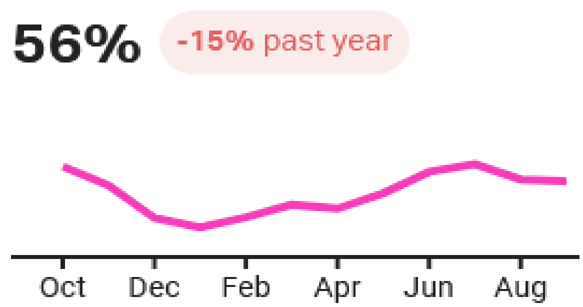
For the purposes of this Comprehensive Hotel Market Feasibility Study, Core Distinction Group reviewed Room Share Market data to help gain knowledge of the market and surrounding areas. The following information will be analyzed in Room Share Overview Data:

- **Occupancy Rate**
- **Average Daily Rate**
- **Monthly Revenue**
- **Unit Type**
- **Rental Growth**
- **Unit Amenities**

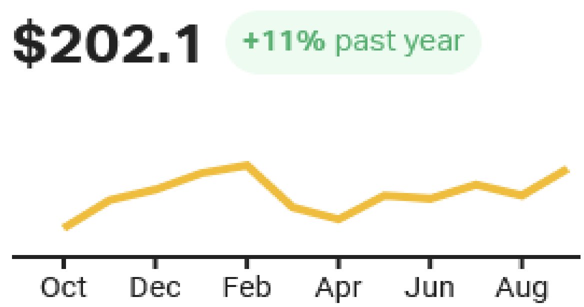
Room Share Data Summary

Core Distinction Group pulled data in the Richland Center, Wisconsin Area order to gain an understanding the overall area room share market. The area had 40 active room share rental units.

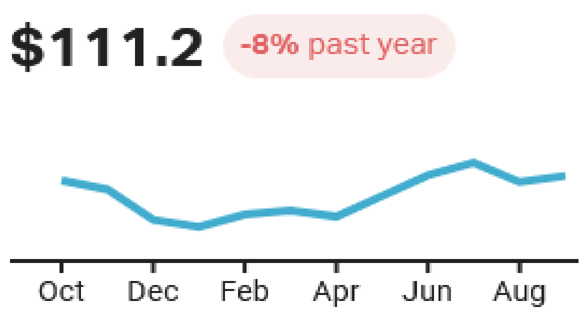
Room Share Occupancy in the Richland Center, Wisconsin Area:



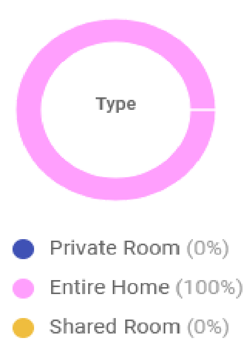
Room Share Average Daily Rate in the Richland Center, Wisconsin Area:



Revene Per Availible Room in the Richland Center, Wisconsin Area:



Room Share Rental Type in the Richland Center, Wisconsin Area:

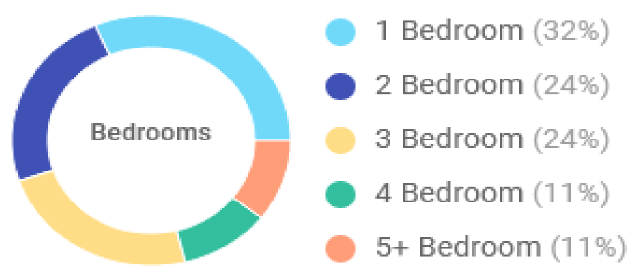


Source: AirDNA.com

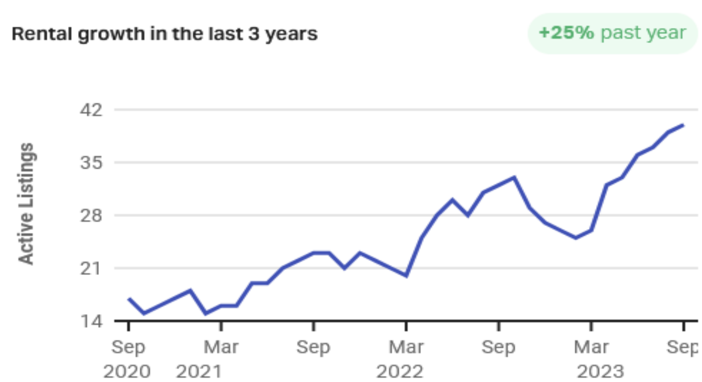
Room Share Data Summary (continued)

At the time of this report, the area units, 65% were listed in airbnb, 8% are listed on Vrbo, and 28% were listed on both.

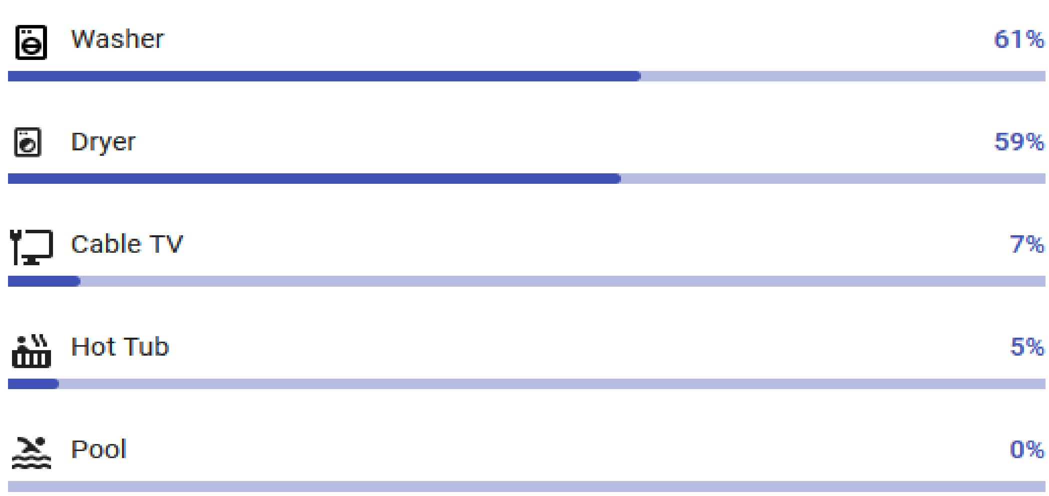
Room Share Rental Sizes in the Richland Center, Wisconsin Area:



Room Share Rental Growth in the Richland Center, Wisconsin Area:



Room Share Rental Amenities in the Richland Center, Wisconsin Area:



Source: AirDNA.co

Economic Impact Summary

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

- **Direct Economic Impact**
- **Indirect Economic Impact**

Direct Economic Impact

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

Sales Tax Revenue Per Year	
Year	Sales Tax
Ramp Up Year	$97,343
Year One	$113,648
Year Two	$119,280
Year Three	$125,195
Year Four	$131,407
Year Five	$136,632

Based on the minimum combined 2023 sales tax rate for Richland Center, Wisconsin is 5.5%. This is the total of state, county and city sales tax rates. State of Wisconsin 5%, Richland County 0.5%, and city of Richland Center

Lodging/Bed Tax Revenue Per Year	
Year	Lodging/Bed Tax
Ramp Up Year	$53,096
Year One	$61,990
Year Two	$65,062
Year Three	$68,288
Year Four	$71,676
Year Five	$74,526

Based on a current minimum 3% Transient Lodging Tax in Richland County, WI.

Real Estate Tax Revenue Per Year (Based on Estimates)	
Year	Real Estate Tax
Ramp Up Year	$153,371
Year One	$153,371
Year Two	$153,371
Year Three	$153,371
Year Four	$153,371
Year Five	$153,371

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

Indirect Economic Impact Estimates

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

Rooms Sold Per Year Average		
Year	**Occupancy**	**Rooms Sold**
Ramp Up Year	61.2%	12,065
Year One	68.0%	13,405
Year Two	69.4%	13,673
Year Three	70.8%	13,947
Year Four	72.2%	14,225
Year Five	73.6%	14,510

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

Average Rooms Per Night Sold	
Ramp Up Year	33
Year One	37
Year Two	37
Year Three	38
Year Four	39
Year Five	40

Indirect Economic Impact Estimates (continued)

The average cost of food in the United States of America is $45 per day. Based on the spending habits of previous travelers, when dining out an average meal in the United States of America should cost around $18 per person. Breakfast prices are usually a little cheaper than lunch or dinner. The price of food in sit-down restaurants in the United States of America is often higher than fast food prices or street food prices. The total estimated indirect food revenue in your community is estimated* to be around:

Average Indirect Food Revenue Per Day	
Ramp Up Year	$1,487
Year One	$1,653
Year Two	$1,686
Year Three	$1,719
Year Four	$1,754
Year Five	$1,789

Average Indirect Food Revenue Per Year	
Ramp Up Year	$542,903
Year One	$603,225
Year Two	$615,290
Year Three	$627,595
Year Four	$640,147
Year Five	$652,950

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

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

Average Indirect Food Service Jobs Needed	
Ramp Up Year	8.8
Year One	9.8
Year Two	10.0
Year Three	10.2
Year Four	10.4
Year Five	10.6

** Based on 32 hours a week and the median average base hourly rate of Food Service Workers of $11.12 per hour, at the time of this report according to www.payscale.com.*

Indirect Economic Impact Estimates (continued)

Entertainment and activities in the United States of America typically cost an average of $45 per person, per day. This includes fees paid for admission tickets to museums and attractions, day tours, and other sightseeing expense.

Average Indirect Entertainment/Activities Revenue Per Day	
Ramp Up Year	$1,487
Year One	$1,653
Year Two	$1,686
Year Three	$1,719
Year Four	$1,754
Year Five	$1,789

Average Indirect Entertainment/Activities Revenue Per Year	
Ramp Up Year	$542,903
Year One	$603,225
Year Two	$615,290
Year Three	$627,595
Year Four	$640,147
Year Five	$652,950

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

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

Average Indirect Entertainment/Activities Jobs Needed	
Ramp Up Year	5.4
Year One	6.0
Year Two	6.2
Year Three	6.3
Year Four	6.4
Year Five	6.5

** Based on 32 hours a week and the median average base hourly rate of Tour Guide of $15 per hour, at the time of this report according to www.salary.com.*

Indirect Economic Impact Estimates (continued)

The average person spends about $21 on alcoholic beverages in the United States of America per day.

Average Indirect Alcoholic Beverages Revenue Per Day	
Ramp Up Year	$694
Year One	$771
Year Two	$787
Year Three	$802
Year Four	$818
Year Five	$835

Average Indirect Alcoholic Beverages Revenue Per Year	
Ramp Up Year	$253,355
Year One	$281,505
Year Two	$287,135
Year Three	$292,878
Year Four	$298,735
Year Five	$304,710

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

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

Average Indirect Bartender Jobs Needed	
Ramp Up Year	4.2
Year One	4.6
Year Two	4.7
Year Three	4.8
Year Four	4.9
Year Five	5.0

** Based on 32 hours a week and the median average base hourly rate of a bartender of $11 per hour, at the time of this report according to www.salary.com.*

Indirect Economic Impact Estimates (continued)

The average price for Tips and Handouts in the United States of America is $12 per day. The usual amount for a tip in the United States of America is 10% - 20%.

Average Indirect Tips/Handouts Revenue Per Day	
Ramp Up Year	$397
Year One	$441
Year Two	$450
Year Three	$459
Year Four	$468
Year Five	$477

Average Indirect Tips/Handouts Revenue Per Year	
Ramp Up Year	$144,774
Year One	$160,860
Year Two	$164,077
Year Three	$167,359
Year Four	$170,706
Year Five	$174,120

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

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

Source: BudgetYourTravel.com

Conclusion

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

- **Current Hotel Segment Recommendations for Market Studied**
- **Current Hotel Size Recommendations for Market Studied**
- **Recommended Sleeping Room Configuration for Market Studied**
- **Current Economic Impact of Hotel for Market Studied**

Conclusion and Recommendations

Property segment recommended for the potential development of a hotel is an Upper Midscale to Upscale 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 Richland Center, WI. Additionally, the newness of the hotel should be well received in the marketplace. It's location will be ideal to serve Richland Center and regional markets. This type of hotel would also be capable of adjusting rates to best fit the demand in the market and the seasonality of the area.

Property size recommendation of a newly developed hotel was researched to be between 45-55 guestrooms in this report. This would position it to be smaller in size to the average room size of 99-110 noted by the competitive set surveyed. The size would assist the property in achieving the Occupancy projections listed in this report. It is not advisable to over-build in this market at this time. Expansion of the hotel in future years could be considered as the market's Lodging Demand grows. Adjusting the room count will modify Performance.

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

Economic Impact Potential: There are multiple economic impacts of building and developing a new hotel in a community. Some direct impact drivers include projected hotel revenue including all room revenues, meeting room revenue, as well as vending/bar revenue. On average, this size property will create 8-12 full time jobs. Part-time employment varies by hotel need and hiring practices. Additional economic development will include 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 room related goods (housekeeping supplies, room amenities, etc.), telecommunication vendors (internet, cable, etc.), utility companies, food and beverage suppliers, and other hotel related vendors.

Understanding Terms

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

Understanding Terms:

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

Average Daily Rate (ADR)

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

Chain Scale

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

Competitive Set (Comp Set)

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

Date-To-Date Comparison

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

Day-To-Day Comparison

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

Demand

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

Group Rooms

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

Index

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

Occupancy (OCC)

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

Revenue Per Available Room (RevPAR)

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

Total Revenue

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

Year to Date

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

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

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

Hotel Types - Hotel classifications are driven primarily by building structure and, secondarily, by service level. (Continued)

- Extended Stay: Properties typically focused on attracting guests for extended periods. These properties quote weekly rates. The typical length of stay average for guests is four to seven nights.
- Full Service Hotel: Typically Upscale, Upper Upscale and Luxury properties with a wide variety of onsite amenities, such as restaurants, meeting spaces, exercise rooms or spas.
- Gaming/Casino: Property with a major focus on casino operations.
- Golf: Property that includes a golf course amenity as part of its operations. A property does not qualify if it only has privileges on a nearby course.
- Hotel/Motel: Standard hotel or motel operation.
- Limited Service: Property that offers limited facilities and amenities, typically without a full-service restaurant. These hotels are often in the Economy, Midscale or Upper Midscale class.
- Lifestyle Brand: Group of hotels operating under the same brand that is adapted to reflect current trends.
- New Build: Property built from the ground up, not a conversion of a building that was not previously a hotel.
- Ski: Property with onsite access to ski slopes.
- Soft Brand: Collection of hotels that allows owners and operators to affiliate with a major chain while retaining their unique name, design and orientation.
- Spa: Property with an onsite spa facility and full-time staff offering spa treatments.
- Timeshare: Property that typically is a resort condominium unit, in which multiple parties hold property use rights, and each timeshare owner is allotted a period of time when the property may be used.
- Waterpark: An indoor or outdoor waterpark resort with a lodging establishment containing an aquatic facility.

LEADERSHIP

LISA PENNAU

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

JESSICA JUNKER

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

SCOPE OF WORK

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

RESEARCH & COMMUNITY OUTREACH

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

SITE VISIT & COMMUNITY INTERVIEWS

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

COMMUNITY INTERVIEWS

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

DATA COMPILATION

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

*DATA RECEIVING & REPORTING

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

COST GATHERING

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

PROJECT PRO FORMA

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

DRAFT COMPLETION/SUBMITTAL

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

FINAL

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

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

DISCLAIMER

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

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

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

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

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

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

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

Sincerely,
Core Distinction Group, LLC

LPennau

Lisa L. Pennau
Owner