

GSG **Market** **Feasibility Study**

Pine City, Minnesota



TYPES OF ANALYSIS

AREA

SITE

ECONOMIC

DEMAND

SUPPLY

FINANCIAL

TABLE OF CONTENTS	
I. INTRODUCTION	1
Scope and Purpose	1
II. DATA and ANALYSIS	2
Area Analysis	2
Proposed Location	2
About Pine City	3
Market Maps	4
Site Analysis	6
Southern Sites: Aerial View & Traffic Count	7
Norther Sites: Aerial View & Traffic Count	8
Proposed Site Evaluation	9
Utilities	11
Economic Analysis	12
Hotel Market Quick Facts	12
Workforce Analysis	14
Business Summary	14
Unemployment Rates	15
Education	16
Demand Analysis	17
Domestic Travel Market Potential for Pine City	17
Pine City Area Attractions	18
Pine City Area Events	19
Local Restaurants/Dining	20
Transportation	21
Community Interviews	22
Community Interview Summary	26

I. INTRODUCTION

Scope and Purpose

The following Market Feasibility Study will review the proposed development of a hotel project in Pine City, Minnesota. At the time of this report the size of the proposed hotel would be 51 guest rooms. The proposed site for the hotel is located east of Interstate 35 and south of Business Loop 35 north, (Site 4: North Pine City Exit B) in Pine City, Minnesota. This site is an ideal location to provide the best visibility for travelers entering into the community from the interstate near other businesses. The site has the best mix of visibility, cost, and development potential and has been approved by the city council. In addition, three alternative sites along I-35 were reviewed (shown on page 6).

Growth Services Group, LLC (GSG) was contracted to provide a Market Feasibility Study for the Pine City, Minnesota market area. This Market Study provides a demographic and economic overview of the subject area to determine the overall feasibility of a new Greenfield hotel development. The purpose of this Market Study is to estimate the perceived demand and to estimate financial performance of a new hotel in Pine City, Minnesota.

GSG has analyzed market conditions, economic and demographic factors, and site conditions to determine their impact on the proposed project. GSG has utilized both primary and secondary data sources that are assumed to be correct to analyze the subject area's demand for additional rooms. Research also included local interviews with area representatives from a variety of public and private sector organizations. The Report includes primary data and input regarding the overall feasibility of the project today and analyzes the potential for future growth in demand in the subject area.

The GSG Market Feasibility Study Report addresses the estimated operating performance of the project and provides recommendations as to size and scope of the development. The study provides owners, investors, operators and lenders with a snapshot of the overall feasibility of the project based on market conditions at the time of the survey, and all data is provided for discussion purposes only. Future macroeconomic events affecting travel and the economy cannot be predicted and may impact the development and performance of this project. GSG makes no representations regarding the development or possible investments. Potential developers and investors should rely on their own due diligence when making investment decisions.

In addition, estimated financial performance projections have been prepared based on current operating performance in the market area as determined through a competitive analysis and review of industry data. Occupancy, average daily room rate, and sales revenue projections for the hotel were based upon a detailed review of comparable sales, field research data, and surveys. Recommendations as to the property type, property size, services, and amenities were included. These projections and recommendations were based upon the market demand research for the proposed facility at the time and are included as a suggestion only.

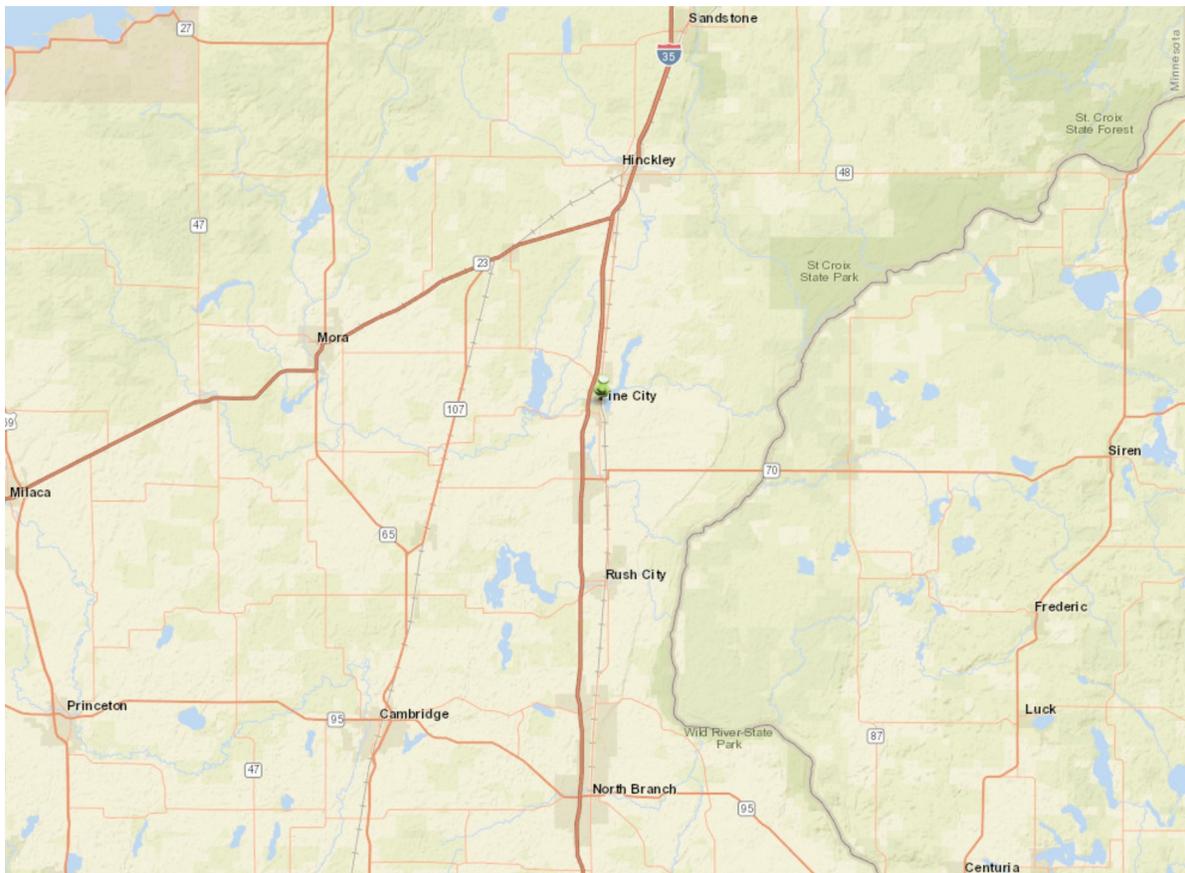
This Feasibility Study represents compiled data from the most up-to-date sources available to GSG at the time the report was completed and GSG cannot be held responsible for updates or changes to data that occurred after each data source was accessed.

II. DATA and ANALYSIS

Area Analysis

Proposed Location

The general market for this hotel is Pine City, MN. However, the market is broader than only Pine City and includes areas within Pine County as well as neighboring Kanabec, Isanti, Chisago, and Burnett counties. Pine City, MN is located in eastern Minnesota, about an hour north of Minneapolis, MN, which offers a variety of local support for retail, dining, and community events. The nearest city with a population of 100,000+ is Minneapolis, MN (67.9 miles, population 404,670). The nearest city with a (proper) population 1,000,000+ is Chicago, IL (459.1 miles, population 2,714,017).



About Pine City

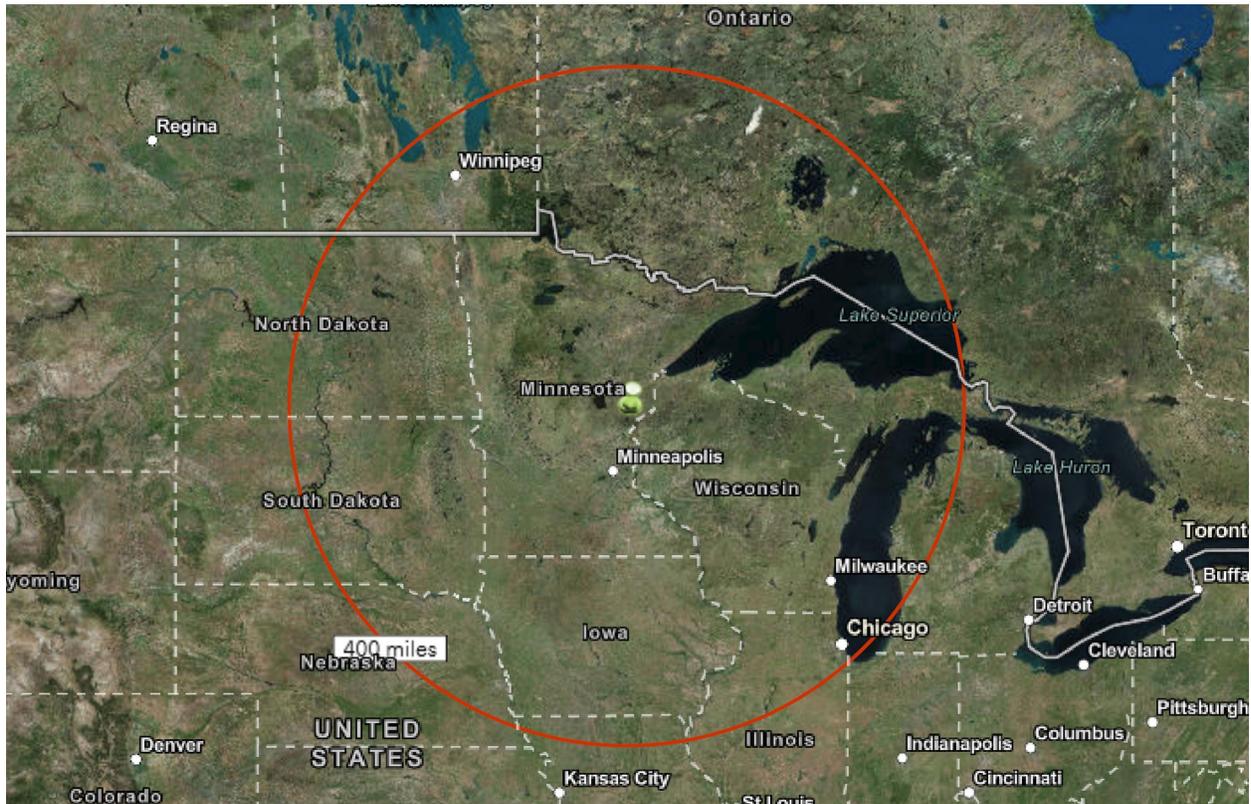
Pine City is a city in Pine County, Minnesota, United States. The population was 3,127 at the 2010 census. Pine City is the county seat of, and the largest city in, Pine County. The Initiative Foundation named Pine City "Outstanding Community" of 2009 and the NAMM Foundation (National Association of Music Merchants) identified it as one of the "Best Communities for Music Education in America" for 2010, 2011 and 2012. The Dakota Indians were the first to settle in the area. With the Ojibwa expansion, the area became a mixture of the two tribes. By the early 19th century, the area became predominantly Ojibwa. They trapped and hunted on the land and traded furs at the nearby trading posts. With the Treaty of St. Peters of 1837, dubbed the "White Pine Treaty," lumbering began in the area. Lumbering, though, was limited by access to the available waterways. In the late 19th century, European settlers came to the Pine City area, which was still heavily forested with thick white pine trees, some of the largest in the state. Pine City was platted in 1869. The city was incorporated in 1881. When Buchanan County was merged with Pine County in 1861, the county seat was consolidated to Pine City because it was already well-established.

Source: https://en.wikipedia.org/wiki/Pine_City,_Minnesota

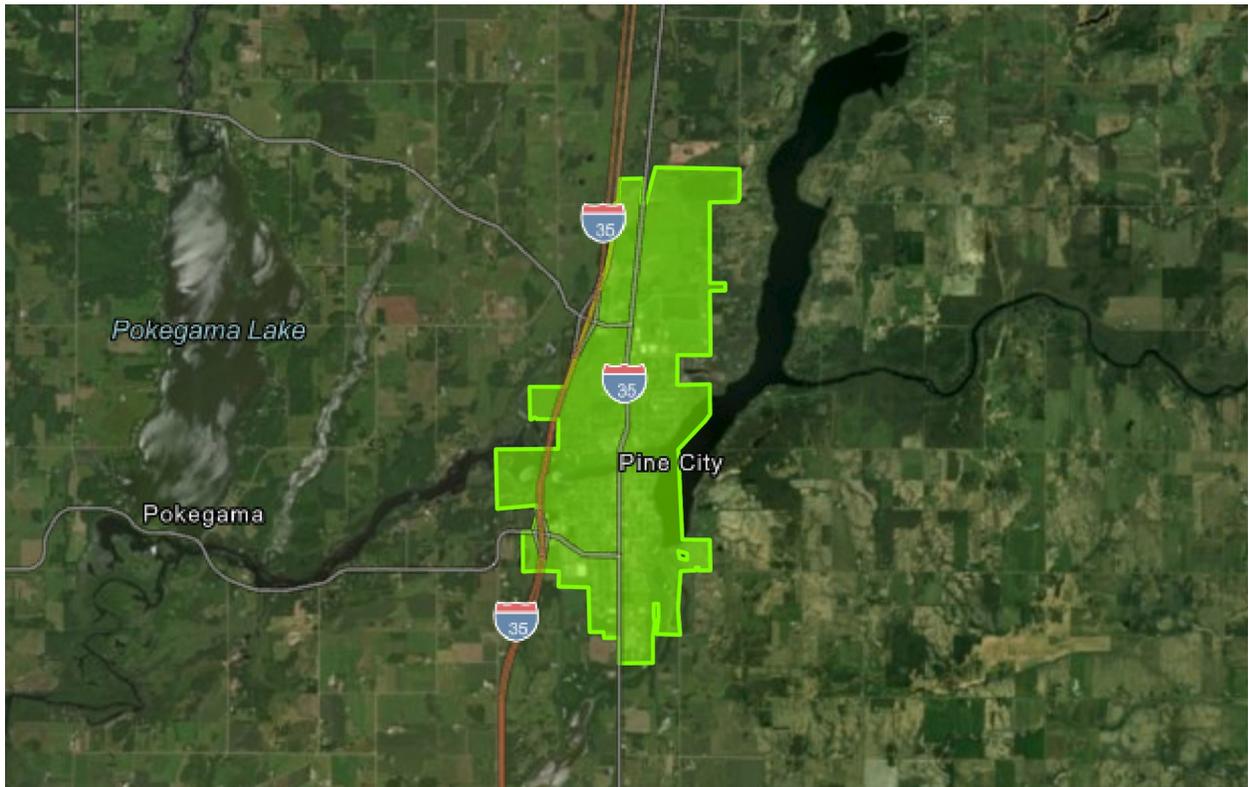


Market Maps

Pine City, MN—400 Mile Radius

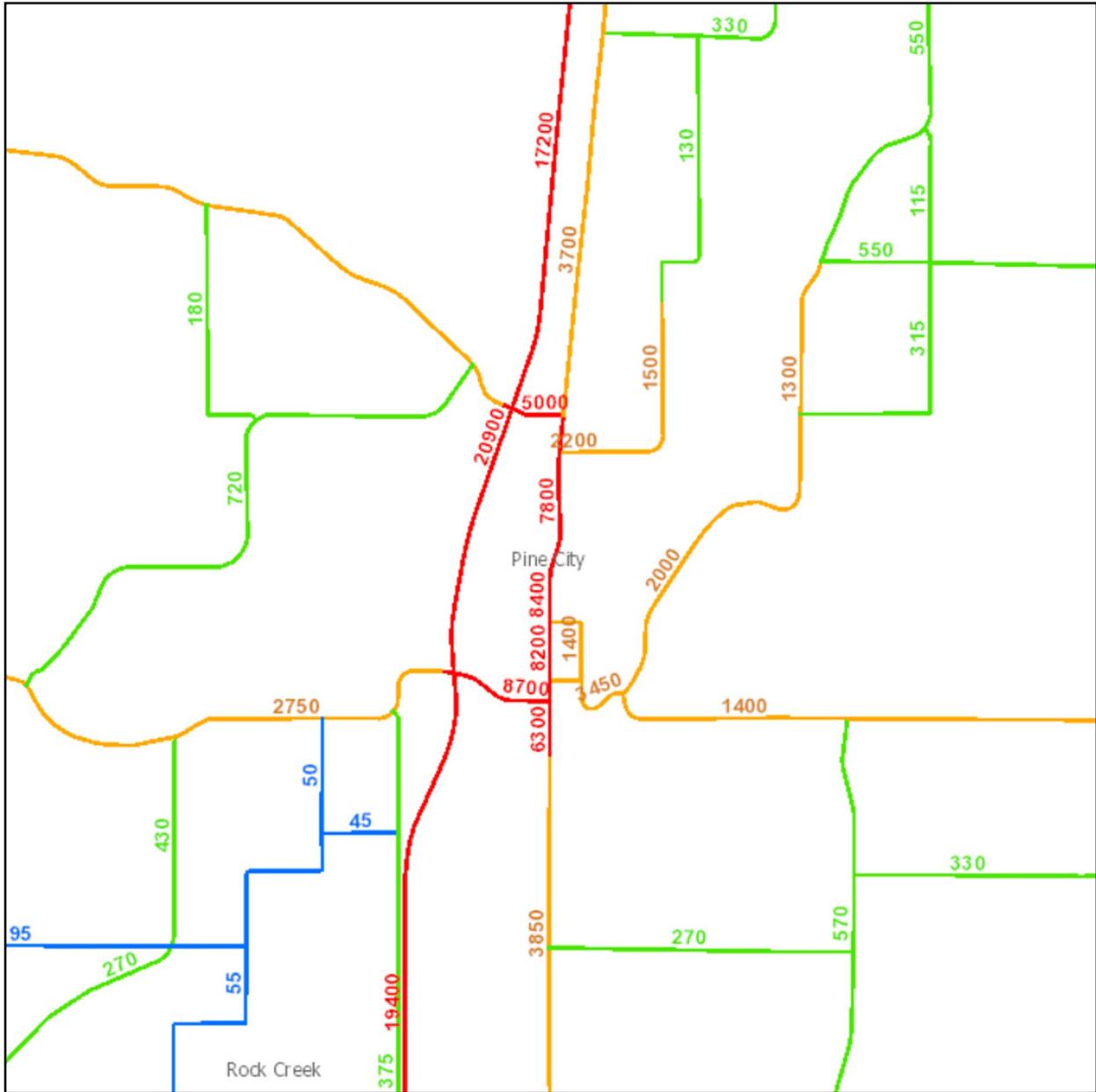


Pine City, MN—City Boundaries

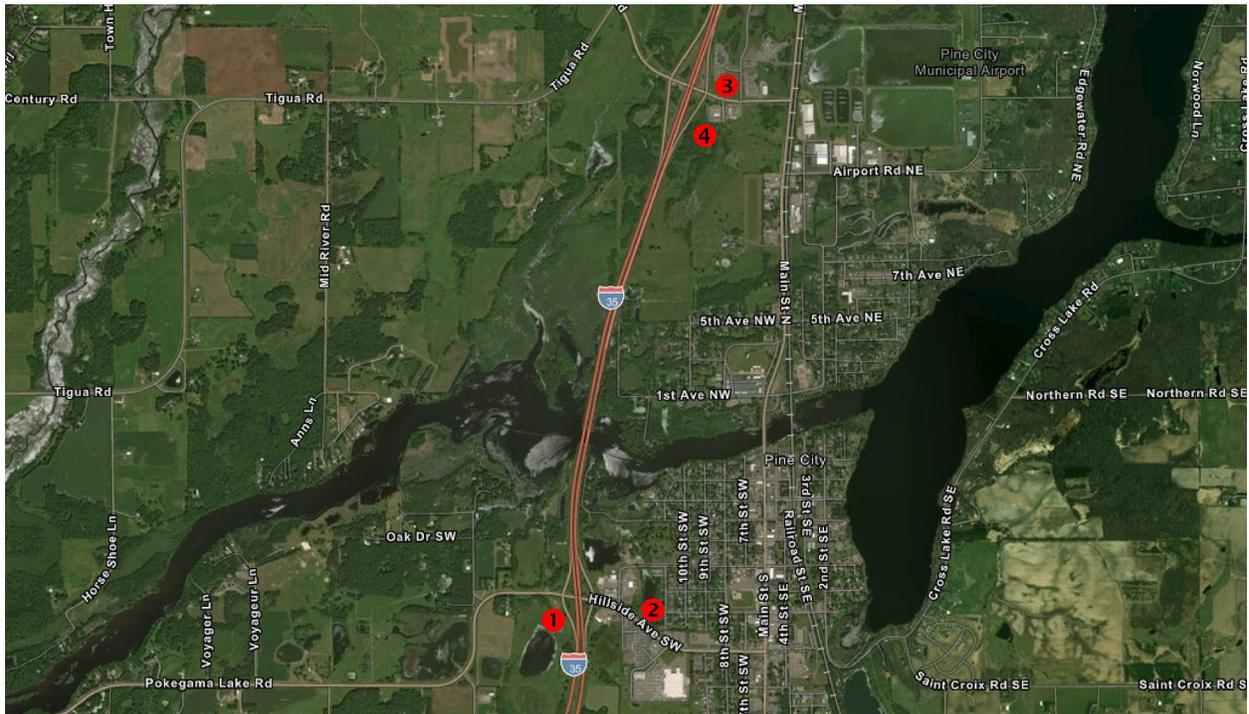


Market Maps

Pine City, MN—Average Daily Traffic Counts (Source: Minnesota Department of Transportation)



Site Analysis



Pine City has several potential locations available for a new hotel. Four primary locations were evaluated for this report due to their close proximity to I-35. The potential sites are shown on the map above. All sites are currently undeveloped.

Site 1: South Pine City Exit A

Site 1 is located on the west side of Interstate 35 and south of Business Loop 35 south (site A south)

Site 2: South Pine City Exit B

Site 2 is located on the east side of Interstate 35 and north of Business Loop 35 south (site B south)

Site 3: North Pine City Exit A

Site 3 is located on the east side of Interstate 35 and north of Business Loop 35 north (site A north)

Site 4: North Pine City Exit B

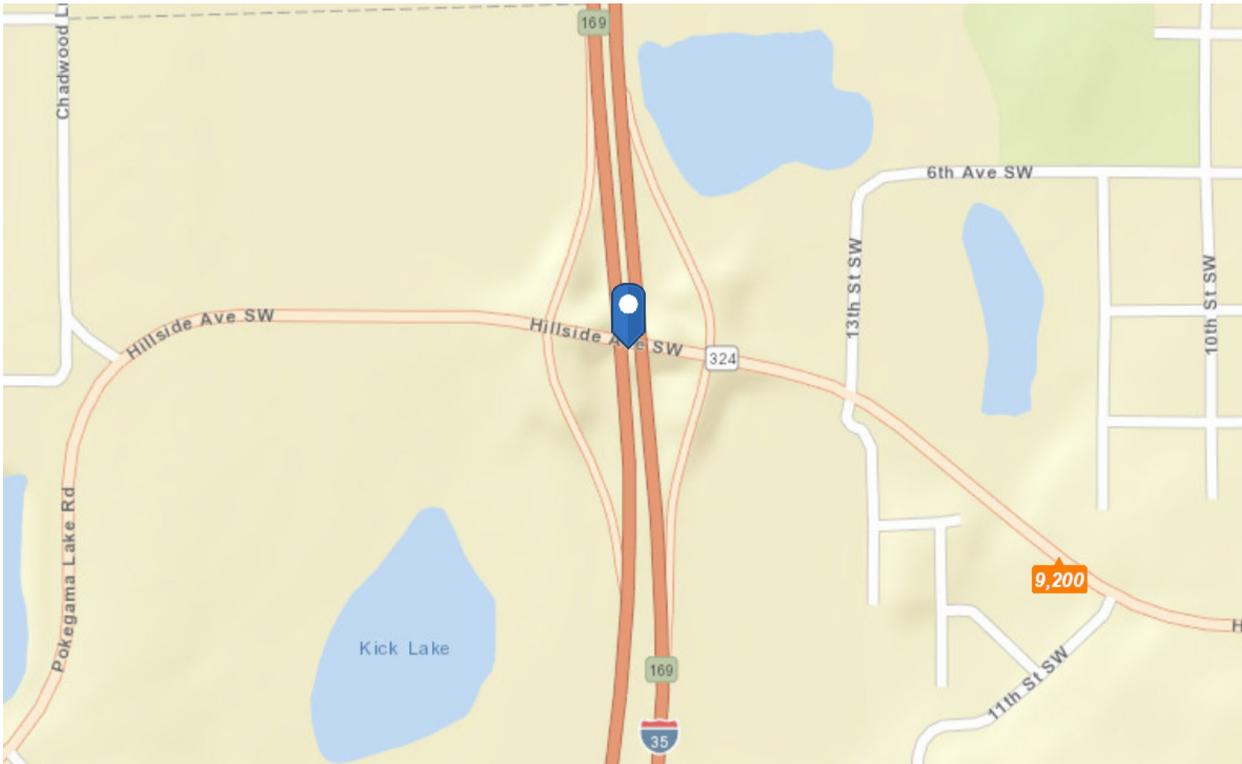
Site 4 is located on the east side of Interstate 35 and south of Business Loop 35 north (site B north)

Southern Sites

Aerial View

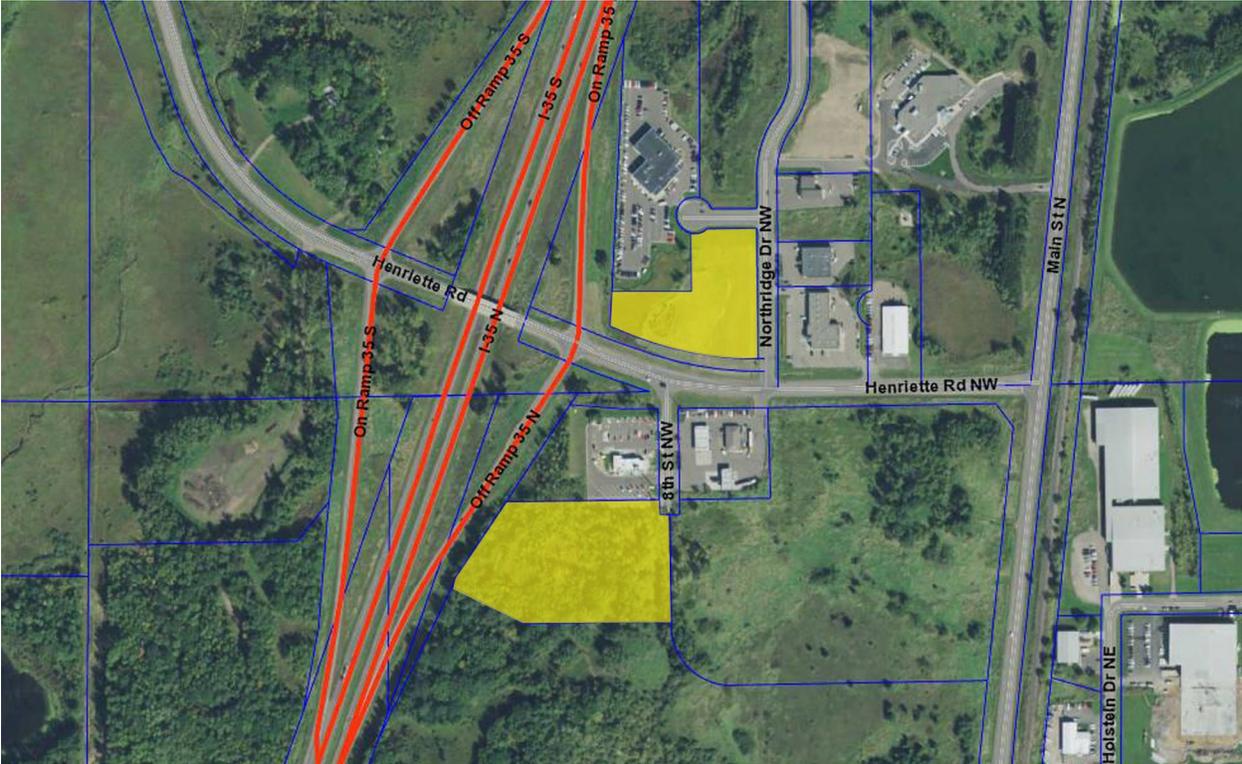


Traffic Count

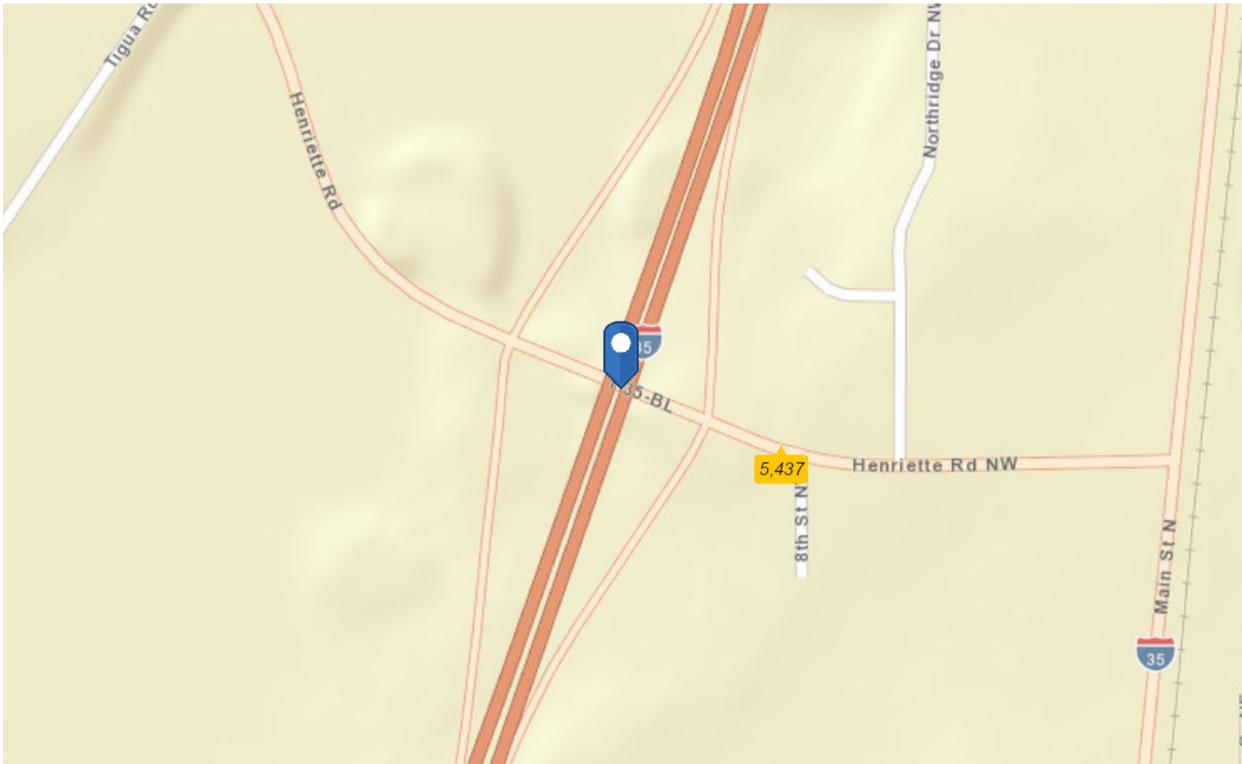


Northern Sites

Aerial View



Traffic Count



Proposed Site Evaluation

The proposed site is located southeast of the intersection of Interstate 35 and Business Loop 35 North (Site 4: North Pine City Exit B). This site offers a high traffic count traveling through the City of Pine City, less than 1 mile from a major interstate.

Pine City has a small but vibrant local retail district supported by the Pine City Chamber of Commerce. It has a small town feel with the state's two largest metropolitan areas about an hour away (Minneapolis-St. Paul-Bloomington, and Duluth-Superior, Wisconsin). St. Cloud, MN is just over an hour to the west as well. Local government and private businesses continue to make investment in the area to ensure diversity, stability, and continued growth in the local economy.

Site 4, North Pine City Exit B, is rated overall as excellent. This rating was determined due to excellent visibility and accessibility for potential customers, a growing business environment, and excellent development potential for this proposed hotel site. Alternative sites were reviewed at the west side of Interstate 35 and south of Business Loop 35 South (site A south), the east side of Interstate 35 and north of Business Loop 35 South (site B south) , and the east side of Interstate 35 and north of Business Loop 35 north (site A north). Ratings for all sites can be found on the next page.

Proposed Site Evaluation

Site Evaluations

	Site 1	Site 2	Site 3	Site 4
Accessibility	Excellent	Excellent	Excellent	Excellent
Availability of Utilities	Fair	Excellent	Excellent	Good
Land Cost	Excellent	Fair	Fair	Good
Site Prep	Excellent	Excellent	Excellent	Excellent
Visibility	Excellent	Good	Excellent	Excellent
Zoning	Excellent	Excellent	Excellent	Excellent
Overall Location Rating	Good	Fair	Good	Excellent

Evaluation Criteria

	Fair	Good	Excellent
Accessibility	Challenging to access	Accessible with minimal inconvenience	Readily accessible off of a major roadway
Availability of Utilities	Utilities not available nearby (or unknown)	Utilities available nearby	Utilities on site
Land Cost	Highest price point(s) (or unknown)	Midrange price point(s)	Lowest price point(s)
Site Prep	Significant site prep required (or unknown)	Moderate site prep required	Minimal site prep required
Visibility	Not visible from highway/interstate	Can be seen from a highway/interstate	Easily visible from major highway/interstate
Zoning	Rezoning required (or unknown)	Rezoning required but confirmed possible	Zoned correctly

Utilities

Note: rates are estimates and may vary on project-by-project basis

Commercial Electric Rates:

The average commercial electricity rate in Pine City is 10¢/kWh.

This average (commercial) electricity rate in Pine City is 13.12% greater than the Minnesota average rate of 8.84¢/kWh.

The average (commercial) electricity rate in Pine City is 0.89% less than the national average rate of 10.09¢/kWh. Commercial rates in the U.S. range from 6.86¢/kWh to 34.88¢/kWh.

Industrial Natural Gas Rates in Pine City

Pine City, MN industrial natural gas prices in December 2015 (based on Minnesota data) averaged \$4.31

per thousand cubic feet, which was approximately 27.5% more than the average rate of \$3.38 per thousand cubic feet in the United States overall that month.

Year over year, the average industrial natural gas rate in Pine City decreased 34.3%, from \$6.56 per thousand cubic feet in December 2014 to \$4.31 per thousand cubic feet in December 2015.

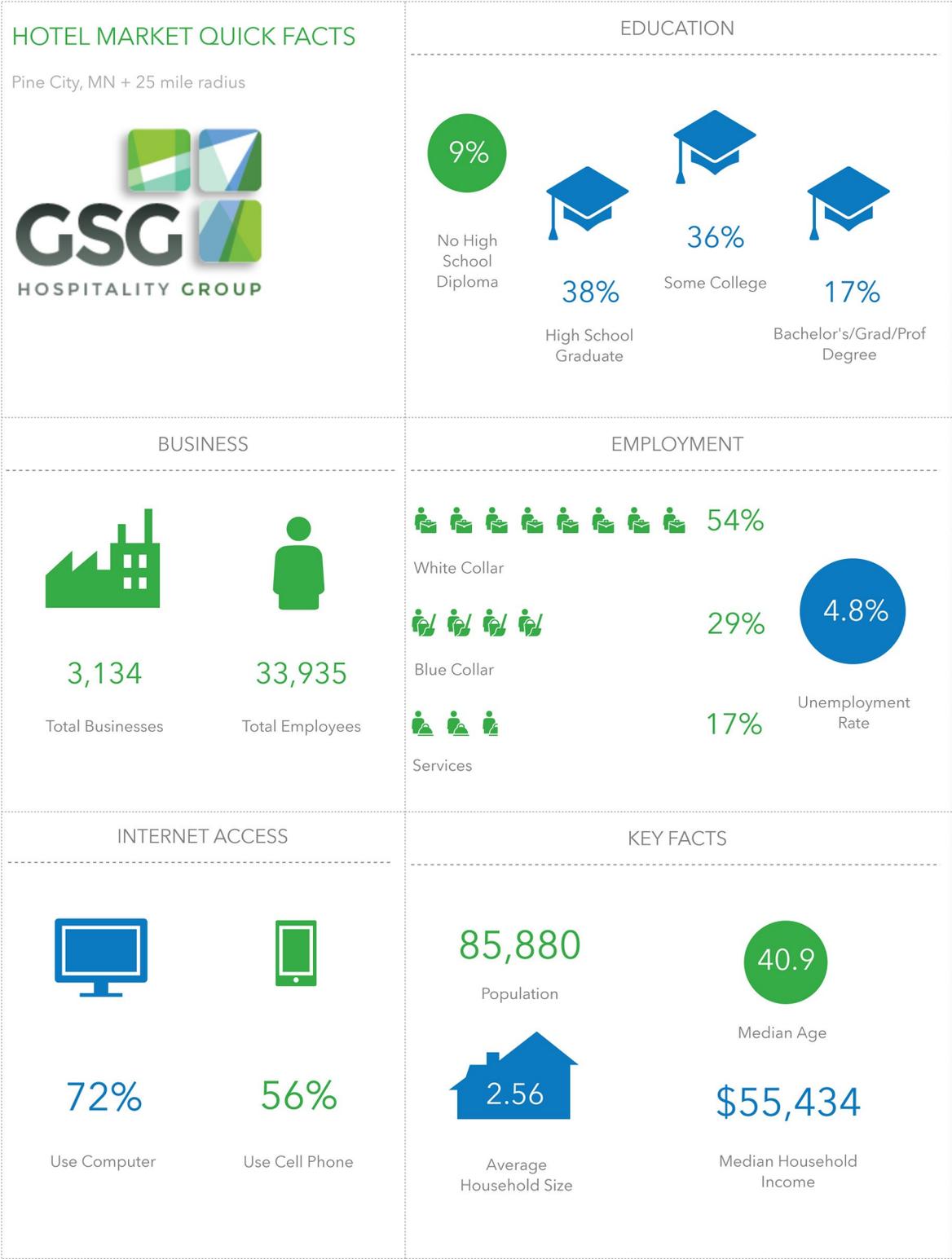
Water Rate

\$0.0077 per gallon

Type	Name	Phone
Electricity	East Central Energy	(800) 254-7944
Natural Gas	Minnesota Energy Resources Corp	(800) 889-9508
Wastewater	City of Pine City	(320) 629-2575
Water	City of Pine City	(320) 629-2575

Economic Analysis

Extended summaries of Pine City’s population and retail expenditures are available in Appendices A through E.



Economic Analysis

Extended summaries of Pine City’s population and retail expenditures are available in Appendices A through E.



Workforce Analysis

Business Summary

Refer to Appendix F for a more detailed Business Summary for Pine City.

Top 5 Business Sectors in Pine City (by number of businesses)

Business Sector (by NAICS codes)	Businesses	% of total	Employees	% of total
Retail Trade	39	15.7	538	21.8
Other Services (ex. Public Administration)	39	15.7	137	5.6
Public Administration	27	10.8	216	8.8
Professional, Scientific & Tech Services	24	9.6	106	4.3
Health Care & Social Assistance	22	8.8	159	6.5
Total	249	100	2463	100

Source: ESRI

Top 5 Business Sectors in Pine City (by number of employees)

Business Sector (by NAICS codes)	Employees	% of total	Businesses	% of total
Retail Trade	538	21.8	39	15.7
Educational Services	503	20.4	12	4.8
Accommodation & Food Services	284	11.5	19	7.6
Manufacturing	248	10.1	7	2.8
Public Administration	216	8.8	27	10.8
Total	2463	100	249	100

Source: ESRI

Top 10 Employers in Pine City (by number of employees)

Business Name	Employees
Pine City Public Schools	325
Walmart Supercenter	300
Minpack	100
Therapeutic Services Agency Inc.	100
Atscott Manufacturing	80
Community Living Options	70
Pine County	67
Mc Donald's	65
Meadow Creek Treatment Ctr	50
Firstlight Health System	40

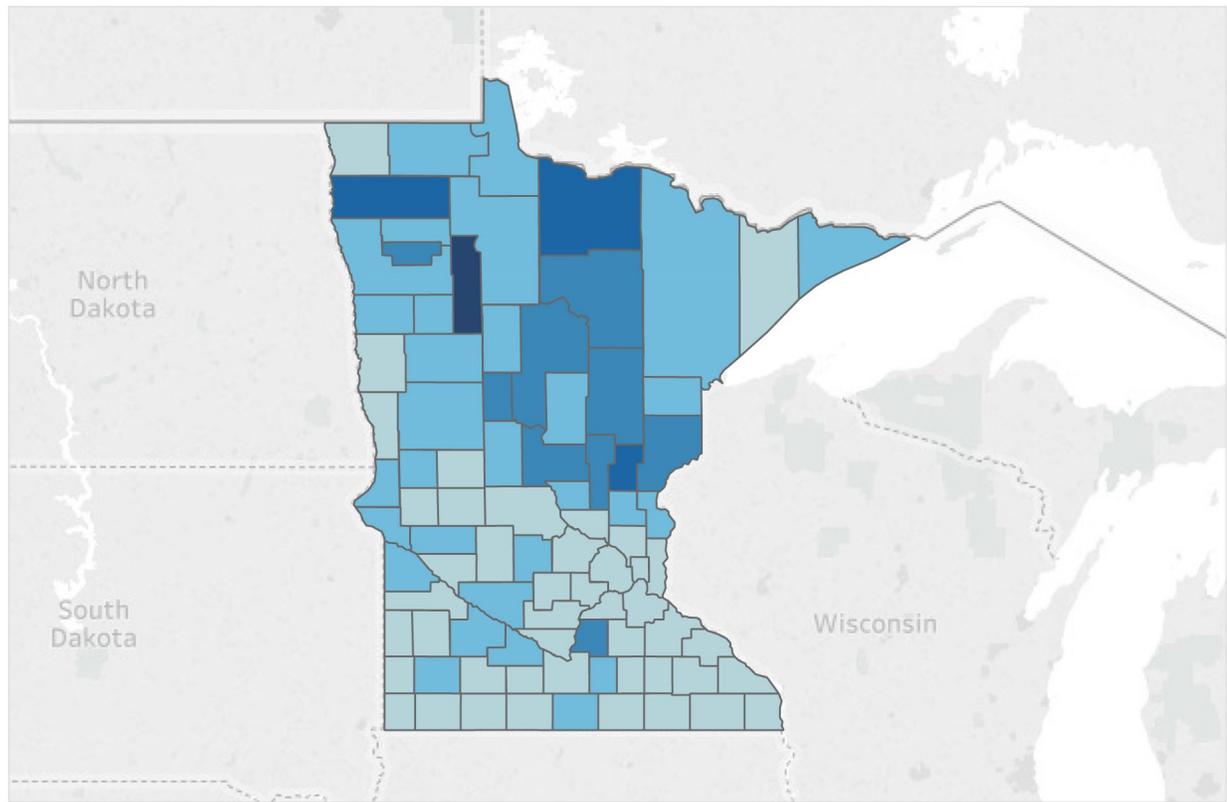
Source: Adapted from Reference USA

*Unemployment Rates (not seasonally adjusted)**

Month and year	Pine County	Minnesota	National
March 2018	7.5%	3.8%	4.1%
February 2018	7.6%	3.9%	4.4%
January 2018	8.2%	4.0%	4.5%
December 2017	6.5%	3.4%	3.9%
November 2017	4.8%	2.8%	3.9%
October 2017	3.3%	2.4%	3.9%
September 2017	3.6%	2.9%	4.1%
August 2017	4.3%	3.4%	4.5%
July 2017	4.2%	3.3%	4.6%
June 2017	4.4%	3.5%	4.5%
May 2017	4.5%	3.1%	4.1%
April 2017	6.2%	3.4%	4.1%

*Source—US Bureau of Labor Statistics (above); <https://mn.gov/> (below)

County Unemployment Rates, April 2018
(Not seasonally adjusted)



Education

College/University in Pine City

Pine Technical & Community College 900 4th St SE www.pine.edu	Full-time enrollment: 1,047
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Colleges/Universities with over 2000 students nearest to Pine City

Anoka-Ramsey Community College Coon Rapids, MN (about 49 miles)	FT enrollment: 5,918
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Wisconsin Indianhead Technical College Rice Lake, WI (about 52 miles)	FT enrollment: 2,414
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North Hennepin Community College Brooklyn Park, MN (about 54 miles)	FT enrollment: 4,943
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Bethel University Saint Paul, MN (about 55 miles)	FT enrollment: 4,061
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Century College White Bear Lake, MN (about 55 miles)	FT enrollment: 7,393
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Hennepin Technical College Brooklyn Park, MN (about 55 miles)	FT enrollment: 4,515
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University of Northwestern-St Paul Saint Paul, MN (about 56 miles)	FT enrollment: 2,680
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Public high schools in Pine City

Pine City Junior Senior High School 1400 Main St. S.	Grades: 7-12 Enrollment (2017-18): 1,580
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VISION 870 Main St.	Grades: KG-12 Enrollment (2017-18): 34
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Pine City ALC Area Learning Center 1225 Main St. S.	GED/Adult Diploma Enrollment (2017-18): 60
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Public elementary/middle schools in Pine City

Pine City Elem Location: 700 6th Ave. SW.	Grades: KG-6 Enrollment (2017-18): 1,588
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Demand Analysis

Domestic Travel Market Potential for Pine City

Refer to Appendix G for a more detailed Retail Market Potential Summary for Pine City.

Domestic Travel Market Potential for Pine City

Travel by Adults	Expected Number (adults or households)	% of adults or households	MPI*
Domestic travel in last 12 months	1,075	45.1	89
Took 3+ domestic non-business trips in last 12 months	234	9.8	88
Used general travel website for domestic travel in last 12 months	151	6.3	91
Nights spent in hotel/motel in last 12 months	960	40.3	97
Member of any hotel rewards program	270	11.3	76
Spent on domestic vacations in last 12 months:			
<\$1,000	226	9.5	91
\$1,000-\$1,499	105	4.4	77
\$1,500-\$1,999	87	3.6	99
\$2,000-\$2,999	96	4.0	106
\$3,000+	103	4.3	75

*Market Potential Index—relative likelihood to exhibit certain consumer behavior/purchasing pattern compared to US, where 100 = US average

Source: ESRI

Pine City Area Attractions (partial list)

Voyageur Statue	<ul style="list-style-type: none">• This 35 foot redwood voyageur statue is located at Riverside Park on the Snake River. You can picnic in a spacious gazebo in the park and take advantage of the many photo opportunities.
Pine City Flea Market	<ul style="list-style-type: none">• The community is famous for its huge flea market, held every Wednesday morning at the Pine County Fairgrounds in Pine City.
Heritage Players	<ul style="list-style-type: none">• The Heritage Players are active in Pine City, enhancing the community with seasonal dramas, musicals and comedy productions - all performed by local talent.
Lakes & Rivers	<ul style="list-style-type: none">• Pokegama and Cross lakes, linked by the Snake River, provide 50 miles of shoreline and 3,000 acres of navigable waterway.• The Snake River beckons to canoeists. Bring your own canoe or rent one. Watch for bald eagles, loons, bears and deer as you paddle down the river.• The Snake River makes a productive waterway to cast your line for walleye, bass, pike, catfish, perch, crappie and sunfish.
St. Croix State Park	<ul style="list-style-type: none">• Minnesota's largest state park—over 34,000 acres• Canoe on flat water and easy rapids on the St. Croix and Kettle Rivers• Hiking, snowmobile, cross-country ski, and horse trails, and paved bike path
Chengwatana State Forest	<ul style="list-style-type: none">• Over 29,000 acres• A 15-mile trail system offers a varying riding experience for all levels of ATV and OHM riders• Cross Country Skiing and Snowmobile Trails
Golf	<ul style="list-style-type: none">• Pine City Country Club (10413 Golf Course Road S.W., Pine City; 320.629.3848) offers nine holes of golf. The course is open to the public from April through October. Other amenities include a clubhouse with a grill, bar and banquet facilities.• Voyageur Park Disc Golf Course is home to one of the most holes of disc golf ever played in 24 hours: 1,305 holes in 2011..
Pine Center for the Arts	<ul style="list-style-type: none">• Offers gallery space for local artists, classes, lessons, and events• Covers multiple genres of the arts



Pine City Area Events (partial list)

Highway 61 Film Festival

April



- The Highway 61 Film Festival is an annual celebration of film and filmmakers held in Pine City. The weekend-long festival is open to filmmakers everywhere, though a special emphasis is put on local filmmakers. Competition is open to both short (less than 40 minutes) and feature films. Categories include: Drama, Comedy, Action/Horror, Documentary and Animation. Also, the festival welcomes Student Short films by students grades K-12.

Freedom Fest

Last weekend in June



- Freedom Fest is a 3 day event involving dozens of organization with multiple activities and events including a car show, children's game booths, train rides, bike parade, triathlon, horseshoe tournament, bean bag tournament, musical performances, and tons of food and drinks. This is an event with fun for the whole family.

Pine County Fair

Late July/Early August

- Celebrating 126 years in 2018
- Events include demolition derby, truck pull, tractor pull

Snake River Fur Post's

"Rendezvous" Fall Gathering

Third weekend in September



**SNAKE RIVER
FUR POST**

- Celebrate the season amidst the crisp air and bright fall colors as hundreds of re-enactors portraying Ojibwe, voyageurs and fur traders prepare for winter trading along the Snake River.
- Watch as contestants vie for the title of the best all-around voyageur. Competitions will test strength and cunning. Shop at historic vendors for handcrafted wares and clothing.
- Children's activities include candle dipping, a scavenger hunt and the popular game "bead scramble."

Robinson Park Concerts

Summer Fridays

- During summer there are free Friday night concerts in downtown Robinson Park

Art Fest

The third Saturday in July

- Annual Art Fest hosted by the Pine City Arts Council
- Unique outdoor Art and Craft fair held in Robinson Park
- The day features music in the afternoon, children's activities, and food booths supporting local non-profit organizations.

Local Restaurants/Dining (partial list, info source: Menupix.com, Google)

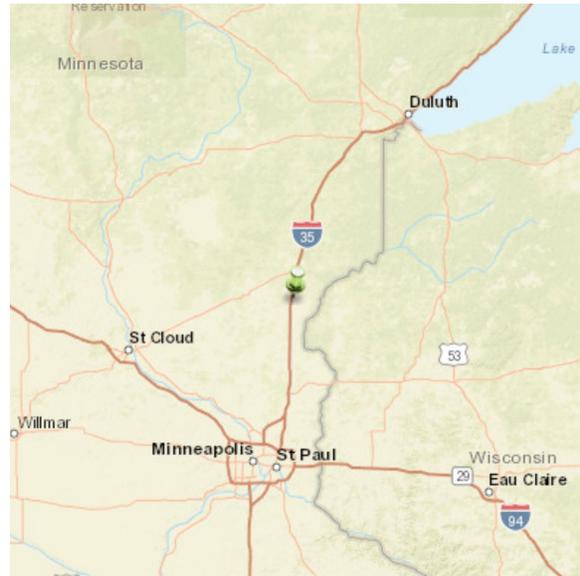
Pizza Pub (\$) Pizza, Subs 500 3rd Ave SE (320) 629-6468	Bamboo Kitchen (\$\$) Thai, Chinese 610 8th Ave SW (320) 629-4989	Cabin Coffee's (\$\$) Coffee Shop, Bagels, Smoothies 620 8th Ave SW (320) 629-5982
Chubby's Sports Bar and Grill (\$\$) American, Burgers, Bar Food, Sports Bars 515 8th Ave SE (320) 629-8108	Nicoll's Cafe (\$\$) Breakfast, Brunch, American, Cof- fee Shop 255 Main St S (320) 629-6833	A & W All-American Food (\$) Burgers, Chicken, Hot Dogs, Des- serts 820 Main St S (320) 629-3955
Froggy's (\$) Bar Food, American, Burgers 209 5th St SE (320) 629-9917	Village Inn (\$) Breakfast, American, Sandwiches, Burgers 245 3rd Ave SE (320) 629-9942	KFC (\$) Chicken, Fast Food 1280 Hillside Ave SW (320) 629-3760
McDonald's (\$) Burgers, Breakfast, Fast Food 1255 8th St NW (320) 629-0030	The Cricket (\$\$) Pizza, Bar 6050 State Hwy 70 (320) 629-7430	Time Out Sports Bar & Grill (\$) Pizza, Sports Bars 6176 State Hwy 70 (320) 629-4699
Wings North (\$\$) Bar, American 19379 Homestead Rd (320) 629-5002	Mom's Parkside Cafe (\$\$\$) Breakfast, Desserts, Hot Dogs, Ice Cream 223 5th St SE (320) 629-4676	Lakeside Supper Club (\$) Buffet, American, Burgers, Pizza, Diner 10762 Lakeview Shore Dr (320) 629-8039
New China (\$) Chinese 150 Main St S (320) 629-6365	Dairy Queen (\$) Ice Cream, Burgers, Hot Dogs, Fast Food 1000 Main St S (320) 629-3660	Pizza Hut (\$) Pizza 1005 Hillside Ave SW (320) 629-2525
Maverick's Bar & Chengwatana Country Club (\$) American, Burgers, Bar Food 29410 Beroun Crossing Rd (320) 629-6299	American Legion (\$) Steakhouse, American, Barbecue 525 Main St N (320) 629-2021	Rock Creek Cafe (\$) Breakfast, Brunch, Coffee Shop, Soups 5737 State Hwy 70 (320) 629-2645
Chris' Food Center (\$) Desserts, Ice Cream, Coffee Shop 1035 Main St S (320) 629-2589	More Tan Sprouts (\$\$) Sushi, Organic, Sandwiches, Subs 245 5th St SE (320) 629-3470	

Transportation

Highways and Interstates

Pine City is located along Interstate 35 between the Twin Cities and Duluth. The St. Croix Scenic Byway also passes through Pine City. The major highways include:

- Interstate 35
- Interstate 35 Business Loop
- Pine County Route 7 MN
- Pine County Route 8 MN
- Pine County Route 9 MN
- Pine County Route 11 MN
- Pine County Route 61 MN



Bus and Train Routes

Pine City is served by the Arrowhead Transit intra-county system. An intercity bus service called Jefferson Lines runs from Pine City to St. Paul or Duluth twice daily.

Presently, the Rush Line Corridor task force is studying the feasibility of rail service to serve area commuters and the Northern Lights Express passenger line is proposed to serve area residents. For travel within the city, there is local taxi service available.

Pine City is located on rail lines owned by BNSF Railway and leased by St. Croix Valley Railroad

Airport

Pine City is served by the Rush City Regional Airport (KROS), seven miles south. Major flights can be taken through Minneapolis St. Paul International Airport (MSP) or Duluth (DLH).

Commuting Statistic	Pine City	Minnesota	National
Average one way commute	27 min	23 min	26 min
Workers who carpool	16.2%	8.7%	9.3%
Workers taking public transportation	1.9%	3.5%	5.1%
Workers who walk to work	8.3%	2.8%	2.8%
Working from home	1.4%	5.3%	4.6%

Source: <https://www.areavibes.com/pine+city-mn/transportation/>

Community Interviews

Interview 1–Local Small Business Owner

Respondent has a need for overnight accommodations several times per year. Most needs are to accommodate 5-6 visitors staying an average of 3-5 nights. Visitors are currently staying at the Days Inn in Hinckley. The primary need is for lodging but respondent does have a need a couple of times per year for meeting space. Respondent finds location to be a very important factor in the decision process ranking at 8/10 while specific brand affiliation is not as important giving it a 5/10 rating. Respondent felt the current offering lacks good service and amenities that newer hotels seem to offer. It is important to have a clean, well-run facility so that guests will stay regularly based on a positive experience. Respondent rated the current hotel/motel options in Pine City as a 5/10 and those in surrounding markets as an 8/10. Respondent feels that the proposed hotel would be a benefit considering the long drive to surrounding markets for decent lodging.

Interview 2–Local Mid-Sized Employer

This organization has a need for hotel accommodations frequently for both overnight stays and meetings. Currently numerous meetings are held in or near the community and business partners stay on a regular basis. Most of these partners regularly complain about lack of choices locally and choose to stay 20 minutes or more away in surrounding markets where the variety is greater. These stays range from 3-7 nights. Respondent feels that a higher quality hotel could spur additional meetings being held in the area that would require additional overnight stays. Respondent said amenities such as a fitness room, pool, and bar would be a welcome change to the current options. The organization also has a need for banquet space for up to 25 people. Respondent ranks the importance of location very high at a 10/10 with limited current options and ranked the hotel brand low at a 4/10. Respondent feels that brand does not matter as long as the hotel is clean and well run. Respondent mentioned there are two unbranded hotels currently and both have issues. Respondent rates the current Pine City options very low at a 2/10 while indicating that the outside market options in the surrounding markets provide a variety of options and price points more suited to their guests' needs. Respondent feels the proposed hotel would be a huge asset to the city of Pine City

Interview 3–Local Employer

This organization has a minimal need for overnight accommodations with 1-2 visitors approximately 2-3 times per year. The respondent's guests typically stay at the Days Inn or Casino in Hinckley. Respondent sees a need for meeting space with Wi-Fi and audio/visual equipment. Current options exist but are not either clean or easily accessible. Respondent also has a need for banquet space that is more convenient and closer to where guests are staying. Respondent stated that location is at the top of the list and a key decision in recommending accommodation to guests ranking it 9/10. Respondent feels that branding is somewhat important, but cleanliness and attitude of the employees is more important, giving branding a rank of 5/10. Respondent did add that a national brand would likely give the community more recognition for its accommodations. Respondent indicated that the current options in Pine City are "just ok" while rating the options in the surrounding markets market "better."

Interview 4–Local Business Owner:

This respondent sees a huge need for overnight accommodations and banquet space. They send guests to surrounding markets due to better options and a lower corporate rate at a larger chain. Respondent indicated that many of their visitors stay 1-2 weeks multiple times per year. Respondent indicated that many of the local businesses have visitors in town for meetings and that there is currently not enough good meeting spaces for use and no good quality accommodations. Respondent sees a need for banquet space to accommodate 40-50 people. Respondent rates location a 4/10 and brand affiliation a 6/10. Respondent rates the current options in Pine City at a 1/10. The respondent rated the outside options in surrounding markets a 8/10 since many options exist that are higher quality brands. Respondent sees the proposed hotel as a huge asset to the community as long as it is higher quality (3 stars or better). Respondent indicated that visitors dislike the current options and frequently complain that they need a better hotel.

Interview 5–Local Long-Standing Business Owner

This respondent indicated that a hotel would be a huge asset to the community. Respondent indicated that the current offerings are sub-par. It was emphasized that cleanliness and service is a problem that is echoed throughout the business community regarding the current hotels. There is a local hotel operated by a couple that is clean, but it is not very convenient for transient business. Respondent indicated that location is vitally important, rating it a high 10/10. Respondent rated branding fairly important at a 7/10, but added that if a nice private hotel existed that branding would not matter as people would choose the local option. Respondent ranked the current Pine City options a 5/10 scale while ranking the outside options in surrounding markets an 8/10. Respondent sees the proposed hotel as a huge advantage for the community as a way to keep revenue in town that is currently being spent in other communities.

Interview 6–Local Small Business Manager

Respondent mentioned that they host 3-4 large events annually with a need for overnight accommodations. Respondent indicated that most visitors are staying in surrounding markets. Respondent rated location at the highest level of 10/10 and indicated that brand is not as important rating it 2/10. Respondent rated the current Pine City options at a 2/10 while rating the outside market at the highest possible 10/10 adding that almost any option exists to satisfy needs. Respondent sees the proposed hotel as a huge asset to the community with service people coming to town. Respondent sees the hotel project as a huge community impact that will bring in more visitors and events. Respondent stated, “Pine City is a unique community with a lot of outdoor living and many local events that require good accommodations, but there just aren’t any good ones currently. We desperately need a quality hotel, not just budget options. Pine City is missing that stand out hotel to capture the lost guest that is leaving to stay in surrounding markets.”

Interview 7–Local Administrator

This organization does not have a regular need for accommodations but does see a huge need from other local businesses and organizations. Respondent added that it would be nice to have a place that visitors could have a more modern and upscale place to stay in town. Respondent indicated that many current visitors are staying at a local motel in Pine City which is cheap and not very clean. Many choose to stay in surrounding markets because of more choices and better hotels. The organization has a need for meeting/banquet space 2-3 times per year for 40 people. Respondent rated location as the highest 10/10 adding that convenience is paramount. Respondent rated brand at a 7/10 but added that a clean hotel would be welcomed by visitors regardless. Respondent rated the current Pine City options at a 3/10 while rating the outside options in surrounding markets excellent at 9/10, adding that all types of hotels exist for any needs from economy to upscale with high-end dining. Respondent sees hotel as an asset to the community and other major employers in the region. Respondent added that the project would be positive for the community since there are limited options with limited amenities currently in Pine City.

Interview 8–Local Director of Operations

This respondent mentioned several events that take place that bring many people into to the community on multiple occasions. Respondent added that the majority of travelers and guests are using overnight options in surrounding markets. Respondent also sees a strong need for a reception space to accommodate 25-50 people. Respondent rates location at 8/10, indicating a higher quality option is needed in Pine City. The current options are “terrible” as far as service is concerned. Respondent rated brand affiliation very low at 3/10 and indicated that reputation is the most important thing to guests and that the hotel should meet certain basic standards and expectations. Respondent rated the current Pine City options a 2/10 while adding that the surrounding market rates 9/10. The only negative of surrounding markets is the drive. Respondent sees the proposed hotel as a huge asset to the community for multiple reasons including capturing more tax dollars for the city, sales for the merchants in the community, adding employment for the citizens, and as a more favorable experience for visitors to town by eliminating the need to drive to other markets for more upscale overnight accommodations.

Interview 9–Local Major Employer

This respondent hosts visitors on a regular basis. Stays average from 2 nights to 2 weeks. Guests are currently using the Days Inn in Hinckley, and some choosing to stay at the Casino. Respondent does have a need for banquet space 1-2 times per year for up to 35 people. Respondent rated location high at 9/10 and added that most of the time visitors are tired when meetings get out and they would like to stay locally as opposed to driving to surrounding markets. Respondent also added that some visitors may prefer to drive to surrounding markets for more restaurant and shopping options in the evenings, etc. Respondent added that brand is not important however the first stay is critical for guests as there is an unknown. A good experience on the first stay will overcome lack of brand if the hotel is clean and well run, etc.

Respondent rated the current Pine City options low at a 2/10 while rating the outside markets high at 9/10. Respondent said a higher quality hotel could bring in more businesses and support the tourism and recreation events in the area.

Interview 10–Local Employer

This organization does not have a significant need for accommodations with typically 1-2 visits per year for 1- 2 day time frames with most guests staying in surrounding markets at the Casino or hotels in Hinckley. Respondent mentioned amenities as being very important. The organization has a need for banquet space 1-2 times per year for 35 plus people. Respondent rated location high at an 8/10 while rating brand very low at a 1/10. Respondent rated the current Pine City options low at a 4/10 while rating the outside markets much higher at 8/10. Respondent sees the potential hotel project as an asset adding from the company's perspective they would not see a huge benefit other than a better local option. Respondent added that meeting space and a restaurant would be utilized by the community and would be positive. Some concern was expressed that even with another hotel option in Pine City that some people may still choose to stay closer to surrounding markets where there is a casino and more to do.

Interview 11–Local Administrator

This organization has a large need for overnight accommodations and meeting space. Typically their needs are for 25 guests annually for 4-5 nights each. Respondent added that most people would be interested in meeting rooms and banquet space at the proposed hotel. Currently visitors are staying at a local motel, but have complaints about their service and cleanliness. Respondent rated location high at an 8/10 while rating brand at a 5-6/10. Respondent rated the current Pine City options at a 2/10 adding that outside options rate much higher at 7-8/10. Respondent would see the proposed hotel as an asset for Pine City as it would accommodate more guests that are looking for something newer and nicer.

Interview 12–Local Real Estate Professional

This respondent has significant need for hotel accommodations recommending hotels to many guests throughout the year. Respondent sees a large need for banquet space for receptions etc. where alcohol is permitted and feels that space would need to hold at least a hundred people. Respondent rated location high at an 8-9/10 reiterating visitors desire to stay local, while rating brand low at a 5/10. Respondent added that once people have a good experience at the hotel, word of mouth will sell the facility and brand will not matter. Respondent rated the current options in Pine City at 3/10 while rating the outside market only at a 7/10. Respondent feels that a nicer hotel would benefit the community even though the community is smaller, the community would now have all the amenities of larger communities. Respondent feels that a hotel would provide growth for other businesses expanding and starting in the community.

Community Interview Summary

Respondent	Importance of Location*	Importance of Brand*	Current Availability**
1	8	5	5
2	10	4	2
3	9	5	5
4	4	6	1
5	10	7	5
6	10	2	2
7	10	7	3
8	8	3	2
9	9	3	2
10	8	1	4
11	8	5.5	2
12	8.5	5	3
Average	8.5	4.5	3.0

*Scale: 1 Not Important to 10 Very Important

**Scale: 1 Very Poor Availability to 10 Excellent Availability

Key Interview Takeaways:

- In addition to lodging, respondents identified a significant need for banquet and event space.
- Brand was seen as moderately important, with many respondents focusing more on the cleanliness and upkeep of the property than the brand.
- Employers believe that better accommodations and meeting space would help bring business meetings to town
- Guests are currently staying outside the city in the surrounding market, many in Hinckley, and are not satisfied with the options and distance
- Location was by far the most important factor

Supply Analysis

Pine City Area Market Hotel Trend Analysis

Appendix H offers a detailed Hotel Trend Analysis for the expanded market around Pine City.

Occupancy and Rates (by month of year)

Month	Occupancy* (%)	% Change from Previous Year**	Average Daily Rate* (\$)	% Change from Previous Year**
January	40.9	+1.9	\$91.82	+3.0
February	47.0	+2.8	\$94.32	+3.8
March	46.8	+0.8	\$92.46	+2.9
April	47.2	+2.1	\$90.18	+2.8
May	51.8	-0.2	\$91.26	+3.5
June	65.1	+0.4	\$102.03	+3.4
July	69.6	-0.5	\$110.76	+5.3
August	69.9	-0.4	\$108.65	+4.7
September	62.1	+1.3	\$100.87	+4.3
October	56.2	+1.0	\$93.67	+4.4
November	43.1	+1.9	\$88.83	+3.6
December	41.4	+1.7	\$92.88	+4.3
TOTAL YEAR	53.4	+0.6	\$97.34	+4.0

*Data averaged over January 2012 through April 2018

**Data averaged over January 2013 through April 2018

Source: STR

Occupancy and Rates (by day of week)***

Day	Occupancy (%)	Average Daily Rate (\$)
Sunday	34.4	98.77
Monday	47.8	93.87
Tuesday	54.1	94.39
Wednesday	54.5	94.87
Thursday	51.2	98.12
Friday	63.6	118.70
Saturday	70.8	122.54
TOTAL YEAR	53.8	104.73

***Three-year averages May 2015 through April 2018

Source: STR

Local Competitors (partial list, info source: TripAdvisor.com)

AmericInn Lodge & Suites–
North Branch, MN
(approx. 24 mi)



50 rooms

Free Parking
Free High Speed Internet (WiFi)
Heated Indoor Pool/Hot Tub
Breakfast Included
Self-Serve Laundry
Meeting Rooms
Business Center
Fitness Center
Microwave

Trip Advisor Traveler Rating
4.5/5
Excellent - 165
Very good - 43
Average - 17
Poor - 8
Terrible - 6

\$116-\$169 (Based on Average Rates for a Standard Room)

AmericInn Lodge & Suites–
Mora, MN
(approx. 26 mi)



41 rooms

Free Parking
Free High Speed Internet (WiFi)
Indoor Pool/Hot Tub
Breakfast Included
Self-Serve Laundry
Meeting Rooms
Business Center

Trip Advisor Traveler Rating
3.5/5
Excellent - 27
Very good - 20
Average - 6
Poor - 9
Terrible - 14

\$105-\$164 (Based on Average Rates for a Standard Room)

GrandStay Hotel & Suites–
Cambridge, MN
(approx. 32 mi)



42 rooms

Free Parking
Free High Speed Internet (WiFi)
Indoor Pool/Hot Tub
Breakfast Included
Meeting Rooms
Business Center
Fitness Center
Microwave/Refrigerator

Trip Advisor Traveler Rating
4.0/5
Excellent - 85
Very good - 40
Average - 18
Poor - 5
Terrible - 12

\$110-\$157 (Based on Average Rates for a Standard Room)

Best Western Northwoods
Lodge–Siren, WI
(approx. 35 mi)



40 rooms

Free Parking	Trip Advisor Traveler Rating
Free High Speed Internet (WiFi)	4.5/5
Heated Indoor Pool/Hot Tub	Excellent - 103
Breakfast Included	Very good - 49
Laundry Service	Average - 17
Conference Facilities	Poor - 6
Meeting Rooms	Terrible - 4
Banquet Room	
Business Center	
Fitness Center	\$94-\$176 (Based on Average Rates for a Standard Room)
Microwave/Refrigerator	

Comfort Inn & Suites–Chisago
City, MN
(approx. 38 mi)



51 rooms

Free Parking	Trip Advisor Traveler Rating
Free High Speed Internet (WiFi)	4.5/5
Heated Indoor Pool/Hot Tub	Excellent - 155
Breakfast Included	Very good - 40
Self-Serve Laundry	Average - 5
Meeting Rooms	Poor - 3
Fitness Center	Terrible - 4
	\$94-\$174 (Based on Average Rates for a Standard Room)

Country Inn & Suites–Forest
Lake, MN
(approx. 40 mi)



58 rooms

Free Parking	Trip Advisor Traveler Rating
Free High Speed Internet (WiFi)	4.0/5
Indoor Pool/Hot Tub	Excellent - 87
Breakfast Included	Very good - 52
Room Service	Average - 16
Self-Serve Laundry	Poor - 23
Laundry Service	Terrible - 8
Conference Facilities	
Meeting Rooms	
Banquet Room	\$96-259 (Based on Average Rates for a Standard Room)
Business Center	
Fitness Center	
Microwave/Refrigerator	

AmericInn–Forest Lake, MN
(approx. 40 mi)



43 rooms

Free Parking
Free High Speed Internet (WiFi)
Indoor Pool/Hot Tub
Breakfast Included
Microwave

Trip Advisor Traveler Rating
3.5/5
Excellent - 27
Very good - 26
Average - 19
Poor - 15
Terrible - 15

\$81-\$23 (Based on Average Rates for a Standard Room)

AmericInn Lodge & Suites–
Princeton, MN
(approx. 48 mi)



45 rooms

Free Parking
Free High Speed Internet (WiFi)
Indoor Pool/Hot Tub
Breakfast Included
Self-Serve Laundry
Meeting Rooms
Business Center
Microwave/Refrigerator
Concierge

Trip Advisor Traveler Rating
4.5/5
Excellent - 71
Very good - 28
Average - 9
Poor - 6
Terrible - 0

\$98-\$137 (Based on Average Rates for a Standard Room)

Holiday Inn Express–St Croix
Falls, WI
(approx. 48 mi)



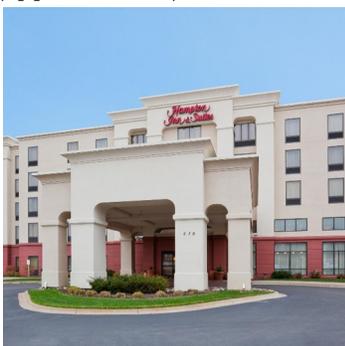
80 rooms

Free Parking
Free High Speed Internet (WiFi)
Heated Indoor Pool/Hot Tub
Breakfast Included
Laundry Service
Conference Facilities
Meeting Rooms
Banquet Room
Business Center
Fitness Center
Microwave

Trip Advisor Traveler Rating
4.5/5
Excellent - 69
Very good - 61
Average - 17
Poor - 2
Terrible - 3

\$102-\$189 (Based on Average Rates for a Standard Room)

Hampton Inn Suites–Lino
Lakes, MN
(approx. 50 mi)



112 rooms

Free Parking
Free High Speed Internet (WiFi)
Heated Indoor Pool/Hot Tub
Breakfast Included
Self-Serve Laundry
Meeting Rooms
Business Center
Fitness Center
Microwave

Trip Advisor Traveler Rating
4.5/5
Excellent - 271
Very good - 112
Average - 30
Poor - 11
Terrible - 13

\$114-\$197 (Based on Average Rates for a Standard Room)

AmericInn Lodge & Suites–Ham
Lake, MN
(approx. 52 mi)



52 rooms

Free Parking
Free High Speed Internet (WiFi)
Heated Indoor Pool/Hot Tub
Breakfast Included
Self-Serve Laundry
Meeting Rooms
Business Center
Microwave

Trip Advisor Traveler Rating
3.5/5
Excellent - 32
Very good - 21
Average - 17
Poor - 12
Terrible - 23

\$72-\$136 (Based on Average Rates for a Standard Room)

Best Western Plus–Blaine, MN
(approx. 53 mi)



98 rooms

Free Parking
Free High Speed Internet (WiFi)
Heated Indoor Pool/Hot Tub
Breakfast Included
Self-Serve Laundry
Laundry Service
Meeting Rooms
Banquet Room
Business Center
Fitness Center
Microwave/Refrigerator

Trip Advisor Traveler Rating
4.0/5
Excellent - 134
Very good - 52
Average - 23
Poor - 12
Terrible - 14

\$119-\$218 (Based on Average Rates for a Standard Room)

Lodging Rate and Supply of Local Competitors

Competing Property/Distance	Number of Rooms	Average Daily Rate (ADR) Range	Midpoint
AmericInn Lodge & Suites-North Branch, MN (approx. 24mi)	50	\$116-\$169	\$143
AmericInn Lodge & Suites-Mora, MN (approx. 26mi)	41	\$105-\$164	\$135
GrandStay Hotel & Suites-Cambridge, MN (approx. 32mi)	42	\$110-\$157	\$134
Best Western Northwoods Lodge-Siren, WI (approx. 35mi)	40	\$94-\$176	\$135
Comfort Inn & Suites-Chisago City, MN (approx. 38mi)	51	\$94-\$174	\$134
Country Inn & Suites-Forest Lake, MN (approx. 40mi)	58	\$96-259	\$178
AmericInn-Forest Lake, MN (approx. 40mi)	43	\$81-\$23	\$52
AmericInn Lodge & Suites-Princeton, MN (approx. 48mi)	45	\$98-\$137	\$118
Holiday Inn Express-St Croix Falls, WI (approx. 48mi)	80	\$102-\$189	\$146
Hampton Inn Suites-Lino Lakes, MN (approx. 50mi)	112	\$114-\$197	\$156
AmericInn Lodge & Suites-Ham Lake, MN (approx. 52mi)	52	\$72-\$136	\$104
Best Western Plus-Blaine, MN (approx. 53mi)	98	\$119-\$218	\$169
AVERAGES	-	\$100-\$167	\$133

Several of the above hotels offer corporate rates, which are not reflected in the above rates. In addition, the above rates will vary with day of week and month of year. However, with a high level of demand, the Average Daily Rate in the market remains strong. Based on local interviews, it is clear that unaccommodated lodging demand exist in the local market due to lack of adequate quality lodging options.

A new hotel in the market with the desired amenities could recognize a higher ADR similar to options regularly utilized in the surrounding market outside of Pine City like some of those summarized above. Many interview respondents indicated the importance of location and their desire to house guests in the Pine City market given an acceptable new quality alternative.

Financial Analysis

Local Economic Development Incentives and Tax Assistance Programs

Generous incentives are available from local, state, and federal governments to encourage new investment in the region. Incentives are based on capital investment, new jobs created, and level of employee compensation. The following are incentive programs that may be available for **QUALIFYING PROJECTS**.

- I. Tax Relief
 - A. Property Tax Abatement–Real Property
 - B. Property Tax Abatement–Personal Property
 - C. Sales Tax/Use Tax Abatement
- II. Land Acquisition and Assembly
 - A. City (Village)/County Contribution/Subsidy
 - B. City/County Acquisition/Lease-Back
 - C. Tax Increment Financing (TIF)
 - D. Eminent Domain
 - E. Business District
- III. Building Construction (Build to Suit)/Financing
 - A. NID Bonds
 - B. Qualified Small Issue IDB
 - C. General Obligation Bonds
 - D. USDA/SBA Loan Guarantees
 - E. Business District
- IV. Infrastructure Assistance
 - A. Tax Increment Financing (TIF)
 - B. Amortized Utility Installation Costs
 - C. Business District

Financial Projections

Proposed Hotel Costs

Building specifications: 51 unit [standard (king & queen/queen) and six 2-room extended stay suites], 3-story, center load, with an expanded guest wine & beer bar, free hot breakfast for all guests, guest fitness room, guest laundry room, meeting room, a pool, and an elevator.

	<u>51 Rooms</u>	<u>Per room</u>
<u>Land & Site Prep</u>	\$540,000	\$10,588/room
Raw Land	\$340,000	
Permit & Community Fees	\$100,000	
Site Utility & Excavation	\$100,000	
<u>Building Construction</u>	\$3,600,000	\$70,588/room
<u>Fixtures, Furnishings, and Equipment</u>	\$620,000	\$12,157/room
<u>Indirect Costs</u>		
Appraisal	\$5,000	
Architectural/Engineering	\$80,000	
Franchise Fee	\$35,000	
Surveys	\$10,000	
Development Services	\$250,000	
Pre-opening Expenses	\$40,000	
Working Capital	\$100,000	
Legal and Accounting Fees	\$10,000	
Construction Period Interest/Loan Fees/Closing	\$100,000	
Insurance & Taxes During Construction	\$20,000	
Project Contingency	\$120,000	
<u>Total Indirect Costs</u>	\$770,000	\$15,098/room
<u>Total Projected Costs</u>	\$5,530,000	\$108,431/room

Note: all pricing noted above is estimated

Anticipated Loan Amount (60% Loan to Value):	\$3,318,000
Suggested Cash Injection (40% Equity Investment):	\$2,212,000

Estimated Loan Terms:	25 years @ 6.00%
Estimated Monthly Debt Service:	\$21,378
Estimated Yearly Debt Service:	\$256,535

Projected numbers compared to similar markets for a hotel with 51 rooms.

	Y1 M1	Y1 M2	Y1 M3	Y1 M4	Y1 M5	Y1 M6	Y1 M7	Y1 M8	Y1 M9	Y1 M10	Y1 M11	Y1 M12	Total/Avg
Days in Month	31	28	31	30	31	30	31	31	30	31	30	31	365
Lodging Rooms Available	1581	1428	1581	1530	1581	1530	1581	1581	1530	1581	1530	1581	18615
Lodging Occupancy %	40.9%	47.0%	46.8%	47.2%	51.8%	65.1%	69.6%	69.9%	62.1%	56.2%	43.1%	41.4%	53.5%
Total Occupied Rooms	647	671	740	722	819	996	1100	1105	950	889	659	655	9953
Average Daily Rate (ADR)	\$ 93.82	\$ 96.32	\$ 94.46	\$ 92.18	\$ 93.26	\$ 104.03	\$ 112.76	\$ 110.65	\$ 102.87	\$ 95.67	\$ 90.83	\$ 94.88	\$ 99.76

Hotel Revenue by Source	Y1 M1	Y1 M2	Y1 M3	Y1 M4	Y1 M5	Y1 M6	Y1 M7	Y1 M8	Y1 M9	Y1 M10	Y1 M11	Y1 M12	Total
Room Revenue	\$ 60,664	\$ 64,645	\$ 60,889	\$ 66,570	\$ 76,376	\$ 103,618	\$ 124,082	\$ 122,280	\$ 97,743	\$ 85,007	\$ 59,894	\$ 62,104	\$ 992,870
Telephone/Misc.	\$ 239	\$ 248	\$ 274	\$ 267	\$ 303	\$ 369	\$ 407	\$ 409	\$ 352	\$ 329	\$ 244	\$ 242	\$ 3,683
Vending/Bar Sales	\$ 910	\$ 970	\$ 1,048	\$ 999	\$ 1,146	\$ 1,554	\$ 1,861	\$ 1,834	\$ 1,466	\$ 1,275	\$ 898	\$ 932	\$ 14,893
Total Revenue	\$ 61,813	\$ 65,863	\$ 71,211	\$ 67,836	\$ 77,824	\$ 105,540	\$ 126,350	\$ 124,523	\$ 99,560	\$ 86,610	\$ 61,036	\$ 63,278	\$ 1,011,446

Payroll Expense Year 1 by Month	Y1 M1	Y1 M2	Y1 M3	Y1 M4	Y1 M5	Y1 M6	Y1 M7	Y1 M8	Y1 M9	Y1 M10	Y1 M11	Y1 M12	Total
Manager	\$ 5,500	\$ 5,500	\$ 5,500	\$ 5,500	\$ 5,500	\$ 5,500	\$ 5,500	\$ 5,500	\$ 5,500	\$ 5,500	\$ 5,500	\$ 5,500	\$ 66,000
Housekeeping	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 48,000
Maintenance	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,500	\$ 3,500	\$ 37,500
Front Desk	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 72,000
Total	\$ 18,500	\$ 19,000	\$ 19,000	\$ 19,000	\$ 223,500								

Operating Expenses Year 1 by Month	Y1 M1	Y1 M2	Y1 M3	Y1 M4	Y1 M5	Y1 M6	Y1 M7	Y1 M8	Y1 M9	Y1 M10	Y1 M11	Y1 M12	Total
Salary	\$ 18,500	\$ 18,500	\$ 18,500	\$ 18,500	\$ 18,500	\$ 18,500	\$ 18,500	\$ 18,500	\$ 18,500	\$ 19,000	\$ 19,000	\$ 19,000	\$ 223,500
Employee Related Expenses	\$ 5,550	\$ 5,550	\$ 5,550	\$ 5,550	\$ 5,550	\$ 5,550	\$ 5,550	\$ 5,550	\$ 5,550	\$ 5,700	\$ 5,700	\$ 5,700	\$ 67,050
Marketing & Promotions	\$ 278	\$ 296	\$ 320	\$ 305	\$ 350	\$ 475	\$ 569	\$ 560	\$ 448	\$ 390	\$ 275	\$ 285	\$ 4,552
Laundry	\$ 309	\$ 329	\$ 356	\$ 339	\$ 389	\$ 528	\$ 632	\$ 623	\$ 498	\$ 433	\$ 305	\$ 316	\$ 5,057
Utilities	\$ 3,091	\$ 3,293	\$ 3,561	\$ 3,392	\$ 3,891	\$ 5,277	\$ 6,318	\$ 6,226	\$ 4,978	\$ 4,331	\$ 3,052	\$ 3,164	\$ 50,572
Cleaning Supplies	\$ 185	\$ 198	\$ 214	\$ 204	\$ 233	\$ 317	\$ 379	\$ 374	\$ 299	\$ 260	\$ 183	\$ 190	\$ 3,034
Linens	\$ 445	\$ 474	\$ 513	\$ 488	\$ 560	\$ 760	\$ 910	\$ 897	\$ 717	\$ 624	\$ 439	\$ 456	\$ 7,282
Guest Supplies	\$ 433	\$ 461	\$ 498	\$ 475	\$ 545	\$ 739	\$ 884	\$ 872	\$ 697	\$ 606	\$ 427	\$ 443	\$ 7,080
Operating Supplies	\$ 260	\$ 277	\$ 299	\$ 285	\$ 327	\$ 443	\$ 531	\$ 523	\$ 418	\$ 364	\$ 256	\$ 266	\$ 4,248
Repairs and Maintenance	\$ 377	\$ 402	\$ 434	\$ 414	\$ 475	\$ 644	\$ 771	\$ 760	\$ 607	\$ 528	\$ 372	\$ 386	\$ 6,170
Groundskeeping	\$ 352	\$ 375	\$ 406	\$ 387	\$ 444	\$ 602	\$ 720	\$ 710	\$ 567	\$ 494	\$ 348	\$ 361	\$ 5,765
Property Management System	\$ 56	\$ 59	\$ 64	\$ 61	\$ 70	\$ 95	\$ 114	\$ 112	\$ 90	\$ 78	\$ 55	\$ 57	\$ 910
Complimentary Breakfast	\$ 1,617	\$ 1,678	\$ 1,850	\$ 1,805	\$ 2,047	\$ 2,490	\$ 2,751	\$ 2,763	\$ 2,375	\$ 2,221	\$ 1,649	\$ 1,636	\$ 24,882
Travel Agent Fees	\$ 192	\$ 204	\$ 221	\$ 210	\$ 241	\$ 327	\$ 392	\$ 386	\$ 309	\$ 268	\$ 189	\$ 196	\$ 3,135
Reservations	\$ 334	\$ 356	\$ 385	\$ 366	\$ 420	\$ 570	\$ 682	\$ 672	\$ 538	\$ 468	\$ 330	\$ 342	\$ 5,462
Vending / Bar	\$ 618	\$ 659	\$ 712	\$ 678	\$ 778	\$ 1,055	\$ 1,264	\$ 1,245	\$ 996	\$ 866	\$ 610	\$ 633	\$ 10,114
Office Supplies	\$ 247	\$ 263	\$ 285	\$ 271	\$ 311	\$ 422	\$ 505	\$ 498	\$ 398	\$ 346	\$ 244	\$ 253	\$ 4,046
Swimming Pool	\$ 371	\$ 395	\$ 427	\$ 407	\$ 467	\$ 633	\$ 758	\$ 747	\$ 597	\$ 520	\$ 366	\$ 380	\$ 6,069
Telephone	\$ 247	\$ 263	\$ 285	\$ 271	\$ 311	\$ 422	\$ 505	\$ 498	\$ 398	\$ 346	\$ 244	\$ 253	\$ 4,046
Cable / Internet	\$ 402	\$ 428	\$ 463	\$ 441	\$ 506	\$ 686	\$ 821	\$ 809	\$ 647	\$ 563	\$ 397	\$ 411	\$ 6,574
Waste Removal	\$ 291	\$ 310	\$ 335	\$ 319	\$ 366	\$ 496	\$ 594	\$ 585	\$ 468	\$ 407	\$ 287	\$ 297	\$ 4,754
Dues / Subscriptions	\$ 43	\$ 46	\$ 50	\$ 47	\$ 54	\$ 74	\$ 88	\$ 87	\$ 70	\$ 61	\$ 43	\$ 44	\$ 708
Licenses / Permits	\$ 80	\$ 86	\$ 93	\$ 88	\$ 101	\$ 137	\$ 164	\$ 162	\$ 129	\$ 113	\$ 79	\$ 82	\$ 1,315
Credit Card Fees	\$ 1,545	\$ 1,647	\$ 1,780	\$ 1,696	\$ 1,946	\$ 2,639	\$ 3,159	\$ 3,113	\$ 2,489	\$ 2,165	\$ 1,526	\$ 1,582	\$ 25,286
Franchise Fee (per day/room)	\$ 3,953	\$ 3,570	\$ 3,953	\$ 3,825	\$ 3,953	\$ 3,825	\$ 3,953	\$ 3,953	\$ 3,825	\$ 3,953	\$ 3,825	\$ 3,953	\$ 46,538
Miscellaneous	\$ 155	\$ 165	\$ 178	\$ 170	\$ 195	\$ 264	\$ 316	\$ 311	\$ 249	\$ 217	\$ 153	\$ 158	\$ 2,529
Accounting Fees	\$ 278	\$ 296	\$ 320	\$ 305	\$ 350	\$ 475	\$ 569	\$ 560	\$ 448	\$ 390	\$ 275	\$ 285	\$ 4,552
Professional Services Fees	\$ 155	\$ 165	\$ 178	\$ 170	\$ 195	\$ 264	\$ 316	\$ 311	\$ 249	\$ 217	\$ 153	\$ 158	\$ 2,529
Other Expense	\$ 3,029	\$ 3,227	\$ 3,489	\$ 3,324	\$ 3,813	\$ 5,171	\$ 6,191	\$ 6,102	\$ 4,878	\$ 4,244	\$ 2,991	\$ 3,101	\$ 49,561
R.E./P.P. Taxes	\$ 2,349	\$ 2,503	\$ 2,706	\$ 2,578	\$ 2,957	\$ 4,011	\$ 4,801	\$ 4,732	\$ 3,783	\$ 3,291	\$ 2,319	\$ 2,405	\$ 38,435
Management Fee (% of total revenue):	\$ 3,709	\$ 3,952	\$ 4,273	\$ 4,070	\$ 4,669	\$ 6,332	\$ 7,581	\$ 7,471	\$ 5,974	\$ 5,197	\$ 3,662	\$ 3,797	\$ 60,687
Debt Service	\$ -	\$ 21,378	\$ 21,378	\$ 21,378	\$ 21,378	\$ 21,378	\$ 21,378	\$ 21,378	\$ 21,378	\$ 21,378	\$ 21,378	\$ 21,378	\$ 235,157
Reserves for Replacement	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total Operating Expenses	\$ 49,449	\$ 71,805	\$ 74,075	\$ 72,820	\$ 76,394	\$ 85,600	\$ 92,665	\$ 92,090	\$ 83,567	\$ 80,036	\$ 71,132	\$ 71,966	\$ 921,599
Operating Income	\$ 12,364	\$ (5,941)	\$ (2,864)	\$ (4,984)	\$ 1,430	\$ 19,940	\$ 33,686	\$ 32,433	\$ 15,993	\$ 6,574	\$ (10,096)	\$ (8,689)	\$ 89,847
Income Taxes	\$ 2,473	\$ (1,188)	\$ (573)	\$ (997)	\$ 286	\$ 3,988	\$ 6,737	\$ 6,487	\$ 3,199	\$ 1,315	\$ (2,019)	\$ (1,738)	\$ 17,969
Total Expenses	\$ 51,922	\$ 70,616	\$ 73,502	\$ 71,823	\$ 76,680	\$ 89,588	\$ 99,402	\$ 98,577	\$ 86,766	\$ 81,351	\$ 69,113	\$ 70,229	\$ 939,568
Net Profit	\$ 9,891	\$ (4,753)	\$ (2,291)	\$ (3,987)	\$ 1,144	\$ 15,952	\$ 26,949	\$ 25,946	\$ 12,794	\$ 5,259	\$ (8,077)	\$ (6,951)	\$ 71,878
Net Profit / Sales	16.0%	-7.2%	-3.2%	-5.9%	1.5%	15.1%	21.3%	20.8%	12.9%	6.1%	-13.2%	-11.0%	7.1%

Total Projected Building Costs:	\$ 5,530,000
Equity Investment:	\$ 2,212,000
Interest Rate:	6.00%
Loan Term (months):	300
Monthly Debt Service:	\$ 21,378

5 Year Revenue Projections									
	Year 1		Year 2		Year 3		Year 4		Year 5
Lodging Rooms Available	18,615		18,615		18,615		18,615		18,615
Lodging Occupancy %	53.5%		54.0%		54.5%		55.1%		55.6%
Total Occupied Rooms	9,953		10,052		10,153		10,255		10,357
Average Daily Rate	\$ 99.76		\$ 102.75		\$ 105.83		\$ 109.01		\$ 112.28

Revenue	Year 1	% of Total Revenue	Year 2	% of Total Revenue	Year 3	% of Total Revenue	Year 4	% of Total Revenue	Year 5	% of Total Revenue
Guest Rooms	\$ 992,870	98.2%	\$ 1,032,883	98.2%	\$ 1,074,508	98.2%	\$ 1,117,811	98.2%	\$ 1,162,859	98.2%
Telephone/Misc	\$ 3,683	0.4%	\$ 3,719	0.4%	\$ 3,757	0.3%	\$ 3,794	0.3%	\$ 3,832	0.3%
Vending/Bar Sales	\$ 14,893	1.5%	\$ 15,493	1.5%	\$ 16,118	1.5%	\$ 16,767	1.5%	\$ 17,443	1.5%
Total	\$ 1,011,446	100.0%	\$ 1,052,096	100.0%	\$ 1,094,382	100.0%	\$ 1,138,372	100.0%	\$ 1,184,134	100.0%

Hotel Payroll Expense	Year 1		Year 2		Year 3		Year 4		Year 5
Manager	\$ 66,000		\$ 67,980		\$ 70,019		\$ 72,120		\$ 74,284
Housekeeping	\$ 48,000		\$ 48,624		\$ 49,256		\$ 49,896		\$ 50,545
Maintenance	\$ 37,500		\$ 38,625		\$ 39,784		\$ 40,977		\$ 42,207
Front Desk	\$ 72,000		\$ 72,936		\$ 73,884		\$ 74,845		\$ 75,818
Total Payroll Expense	\$ 223,500		\$ 228,165		\$ 232,943		\$ 237,838		\$ 242,853

Operating Expenses	Year 1	% of Total Revenue	Year 2	% of Total Revenue	Year 3	% of Total Revenue	Year 4	% of Total Revenue	Year 5	% of Total Revenue
Salary	\$ 223,500	22.1%	\$ 228,165	21.7%	\$ 232,943	21.3%	\$ 237,838	20.9%	\$ 242,853	20.5%
Employee Related Expenses	\$ 67,050	6.6%	\$ 68,450	6.5%	\$ 69,883	6.4%	\$ 71,352	6.3%	\$ 72,856	6.2%
Marketing & Promotions	\$ 4,552	0.5%	\$ 4,734	0.5%	\$ 4,925	0.5%	\$ 5,123	0.5%	\$ 5,329	0.5%
Laundry	\$ 5,057	0.5%	\$ 5,260	0.5%	\$ 5,472	0.5%	\$ 5,692	0.5%	\$ 5,921	0.5%
Utilities	\$ 50,572	5.0%	\$ 52,605	5.0%	\$ 54,719	5.0%	\$ 56,919	5.0%	\$ 59,207	5.0%
Cleaning Supplies	\$ 3,034	0.3%	\$ 3,156	0.3%	\$ 3,283	0.3%	\$ 3,415	0.3%	\$ 3,552	0.3%
Linens	\$ 7,282	0.7%	\$ 7,575	0.7%	\$ 7,880	0.7%	\$ 8,196	0.7%	\$ 8,526	0.7%
Guest Supplies	\$ 7,080	0.7%	\$ 7,365	0.7%	\$ 7,661	0.7%	\$ 7,969	0.7%	\$ 8,289	0.7%
Operating Supplies	\$ 4,248	0.4%	\$ 4,419	0.4%	\$ 4,596	0.4%	\$ 4,781	0.4%	\$ 4,973	0.4%
Repairs and Maintenance	\$ 6,170	0.6%	\$ 6,418	0.6%	\$ 6,676	0.6%	\$ 6,944	0.6%	\$ 7,223	0.6%
Groundskeeping	\$ 5,765	0.6%	\$ 5,997	0.6%	\$ 6,238	0.6%	\$ 6,489	0.6%	\$ 6,750	0.6%
Property Management System	\$ 910	0.1%	\$ 947	0.1%	\$ 985	0.1%	\$ 1,025	0.1%	\$ 1,066	0.1%
Complimentary Breakfast	\$ 24,882	2.5%	\$ 25,131	2.4%	\$ 25,383	2.3%	\$ 25,636	2.3%	\$ 25,893	2.2%
Travel Agent Fees	\$ 3,135	0.3%	\$ 3,261	0.3%	\$ 3,393	0.3%	\$ 3,529	0.3%	\$ 3,671	0.3%
Reservations	\$ 5,462	0.5%	\$ 5,681	0.5%	\$ 5,910	0.5%	\$ 6,147	0.5%	\$ 6,394	0.5%
Vending / Bar	\$ 10,114	1.0%	\$ 10,521	1.0%	\$ 10,944	1.0%	\$ 11,384	1.0%	\$ 11,841	1.0%
Office Supplies	\$ 4,046	0.4%	\$ 4,208	0.4%	\$ 4,378	0.4%	\$ 4,553	0.4%	\$ 4,737	0.4%
Swimming Pool	\$ 6,069	0.6%	\$ 6,313	0.6%	\$ 6,566	0.6%	\$ 6,830	0.6%	\$ 7,105	0.6%
Telephone	\$ 4,046	0.4%	\$ 4,208	0.4%	\$ 4,378	0.4%	\$ 4,553	0.4%	\$ 4,737	0.4%
Cable / Internet	\$ 6,574	0.7%	\$ 6,839	0.7%	\$ 7,113	0.7%	\$ 7,399	0.7%	\$ 7,697	0.7%
Waste Removal	\$ 4,754	0.5%	\$ 4,945	0.5%	\$ 5,144	0.5%	\$ 5,350	0.5%	\$ 5,565	0.5%
Dues / Subscriptions	\$ 708	0.1%	\$ 736	0.1%	\$ 766	0.1%	\$ 797	0.1%	\$ 829	0.1%
Licenses / Permits	\$ 1,315	0.1%	\$ 1,368	0.1%	\$ 1,423	0.1%	\$ 1,480	0.1%	\$ 1,539	0.1%
Credit Card Fees	\$ 25,286	2.5%	\$ 26,302	2.5%	\$ 27,360	2.5%	\$ 28,459	2.5%	\$ 29,603	2.5%
Franchise Fee	\$ 46,538	4.6%	\$ 46,538	4.4%	\$ 46,538	4.3%	\$ 46,538	4.1%	\$ 46,538	3.9%
Miscellaneous	\$ 2,529	0.3%	\$ 2,630	0.3%	\$ 2,736	0.3%	\$ 2,846	0.3%	\$ 2,960	0.3%
Accounting Fees	\$ 4,552	0.5%	\$ 4,734	0.5%	\$ 4,925	0.5%	\$ 5,123	0.5%	\$ 5,329	0.5%
Professional Services Fees	\$ 2,529	0.3%	\$ 2,630	0.3%	\$ 2,736	0.3%	\$ 2,846	0.3%	\$ 2,960	0.3%
Other Expense	\$ 49,561	4.9%	\$ 51,553	4.9%	\$ 53,625	4.9%	\$ 55,780	4.9%	\$ 58,023	4.9%
R.E./P.P. Taxes	\$ 38,435	3.8%	\$ 39,980	3.8%	\$ 41,587	3.8%	\$ 43,258	3.8%	\$ 44,997	3.8%
Management Fee	\$ 60,687	6.0%	\$ 63,126	6.0%	\$ 65,663	6.0%	\$ 68,302	6.0%	\$ 71,048	6.0%
Debt Service	\$ 235,157	23.2%	\$ 256,535	24.4%	\$ 256,535	23.4%	\$ 256,535	22.5%	\$ 256,535	21.7%
Reserves for Replacement	\$ -	0.0%	\$ 36,823	3.5%	\$ 38,303	3.5%	\$ 39,843	3.5%	\$ 41,445	3.5%
Total Operating Expenses	\$ 921,599	91.1%	\$ 999,154	95.0%	\$ 1,020,663	93.3%	\$ 1,042,932	91.6%	\$ 1,065,989	90.0%
Operating Income	\$ 89,847	8.9%	\$ 52,942	5.0%	\$ 73,720	6.7%	\$ 95,441	8.4%	\$ 118,145	10.0%
Income Taxes	\$ 17,969	1.8%	\$ 10,588	1.0%	\$ 14,744	1.3%	\$ 19,088	1.7%	\$ 23,629	2.0%
Total Expenses	\$ 939,568	92.9%	\$ 1,009,742	96.0%	\$ 1,035,407	94.6%	\$ 1,062,020	93.3%	\$ 1,089,618	92.0%
Net Profit	\$ 71,878	7.1%	\$ 42,353	4.0%	\$ 58,976	5.4%	\$ 76,352	6.7%	\$ 94,516	8.0%
Cash on Cash Return	4.06%		2.39%		3.33%		4.31%		5.34%	

5 Year Break Even Analysis										
	Year 1		Year 2		Year 3		Year 4		Year 5	
Lodging Rooms Available	18,615		18,615		18,615		18,615		18,615	
Lodging Occupancy %	46.2%		49.6%		48.6%		47.7%		46.7%	
Total Occupied Rooms	8,602		9,237		9,052		8,872		8,697	
Average Daily Rate	\$ 99.76		\$ 102.75		\$ 105.83		\$ 109.01		\$ 112.28	

Revenue	Year 1	% of Total Revenue	Year 2	% of Total Revenue	Year 3	% of Total Revenue	Year 4	% of Total Revenue	Year 5	% of Total Revenue
Guest Rooms	\$ 858,136	98.2%	\$ 949,095	98.2%	\$ 957,954	98.2%	\$ 967,063	98.2%	\$ 976,428	98.2%
Telephone/Misc	\$ 3,183	0.4%	\$ 3,418	0.4%	\$ 3,349	0.3%	\$ 3,282	0.3%	\$ 3,218	0.3%
Vending/Bar Sales	\$ 12,872	1.5%	\$ 14,236	1.5%	\$ 14,369	1.5%	\$ 14,506	1.5%	\$ 14,646	1.5%
Total	\$ 874,191	100.0%	\$ 966,749	100.0%	\$ 975,672	100.0%	\$ 984,852	100.0%	\$ 994,292	100.0%

Hotel Payroll Expense	Year 1		Year 2		Year 3		Year 4		Year 5	
Manager	\$ 66,000		\$ 67,980		\$ 70,019		\$ 72,120		\$ 74,284	
Housekeeping	\$ 48,000		\$ 48,624		\$ 49,256		\$ 49,896		\$ 50,545	
Maintenance	\$ 37,500		\$ 38,625		\$ 39,784		\$ 40,977		\$ 42,207	
Front Desk	\$ 72,000		\$ 72,936		\$ 73,884		\$ 74,845		\$ 75,818	
Total Payroll Expense	\$ 223,500		\$ 228,165		\$ 232,943		\$ 237,838		\$ 242,853	

Operating Expenses	Year 1	% of Total Revenue	Year 2	% of Total Revenue	Year 3	% of Total Revenue	Year 4	% of Total Revenue	Year 5	% of Total Revenue
Salary	\$ 223,500	25.6%	\$ 228,165	23.6%	\$ 232,943	23.9%	\$ 237,838	24.1%	\$ 242,853	24.4%
Employee Related Expenses	\$ 67,050	7.7%	\$ 68,450	7.1%	\$ 69,883	7.2%	\$ 71,352	7.2%	\$ 72,856	7.3%
Marketing & Promotions	\$ 3,934	0.5%	\$ 4,350	0.5%	\$ 4,391	0.5%	\$ 4,432	0.5%	\$ 4,474	0.5%
Laundry	\$ 4,371	0.5%	\$ 4,834	0.5%	\$ 4,878	0.5%	\$ 4,924	0.5%	\$ 4,971	0.5%
Utilities	\$ 43,710	5.0%	\$ 48,337	5.0%	\$ 48,784	5.0%	\$ 49,243	5.0%	\$ 49,715	5.0%
Cleaning Supplies	\$ 2,623	0.3%	\$ 2,900	0.3%	\$ 2,927	0.3%	\$ 2,955	0.3%	\$ 2,983	0.3%
Linens	\$ 6,294	0.7%	\$ 6,961	0.7%	\$ 7,025	0.7%	\$ 7,091	0.7%	\$ 7,159	0.7%
Guest Supplies	\$ 6,119	0.7%	\$ 6,767	0.7%	\$ 6,830	0.7%	\$ 6,894	0.7%	\$ 6,960	0.7%
Operating Supplies	\$ 3,672	0.4%	\$ 4,060	0.4%	\$ 4,098	0.4%	\$ 4,136	0.4%	\$ 4,176	0.4%
Repairs and Maintenance	\$ 5,333	0.6%	\$ 5,897	0.6%	\$ 5,952	0.6%	\$ 6,008	0.6%	\$ 6,065	0.6%
Groundskeeping	\$ 4,983	0.6%	\$ 5,510	0.6%	\$ 5,561	0.6%	\$ 5,614	0.6%	\$ 5,667	0.6%
Property Management System	\$ 787	0.1%	\$ 870	0.1%	\$ 878	0.1%	\$ 886	0.1%	\$ 895	0.1%
Complimentary Breakfast	\$ 21,506	2.5%	\$ 23,093	2.4%	\$ 22,629	2.3%	\$ 22,179	2.3%	\$ 21,742	2.2%
Travel Agent Fees	\$ 2,710	0.3%	\$ 2,997	0.3%	\$ 3,025	0.3%	\$ 3,053	0.3%	\$ 3,082	0.3%
Reservations	\$ 4,721	0.5%	\$ 5,220	0.5%	\$ 5,269	0.5%	\$ 5,318	0.5%	\$ 5,369	0.5%
Vending / Bar	\$ 8,742	1.0%	\$ 9,667	1.0%	\$ 9,757	1.0%	\$ 9,849	1.0%	\$ 9,943	1.0%
Office Supplies	\$ 3,497	0.4%	\$ 3,867	0.4%	\$ 3,903	0.4%	\$ 3,939	0.4%	\$ 3,977	0.4%
Swimming Pool	\$ 5,245	0.6%	\$ 5,800	0.6%	\$ 5,854	0.6%	\$ 5,909	0.6%	\$ 5,966	0.6%
Telephone	\$ 3,497	0.4%	\$ 3,867	0.4%	\$ 3,903	0.4%	\$ 3,939	0.4%	\$ 3,977	0.4%
Cable / Internet	\$ 5,682	0.7%	\$ 6,284	0.7%	\$ 6,342	0.7%	\$ 6,402	0.7%	\$ 6,463	0.7%
Waste Removal	\$ 4,109	0.5%	\$ 4,544	0.5%	\$ 4,586	0.5%	\$ 4,629	0.5%	\$ 4,673	0.5%
Dues / Subscriptions	\$ 612	0.1%	\$ 677	0.1%	\$ 683	0.1%	\$ 689	0.1%	\$ 696	0.1%
Licenses / Permits	\$ 1,136	0.1%	\$ 1,257	0.1%	\$ 1,268	0.1%	\$ 1,280	0.1%	\$ 1,293	0.1%
Credit Card Fees	\$ 21,855	2.5%	\$ 24,169	2.5%	\$ 24,392	2.5%	\$ 24,621	2.5%	\$ 24,857	2.5%
Franchise Fee	\$ 46,538	5.3%	\$ 46,538	4.8%	\$ 46,538	4.8%	\$ 46,538	4.7%	\$ 46,538	4.7%
Miscellaneous	\$ 2,185	0.3%	\$ 2,417	0.3%	\$ 2,439	0.3%	\$ 2,462	0.3%	\$ 2,486	0.3%
Accounting Fees	\$ 3,934	0.5%	\$ 4,350	0.5%	\$ 4,391	0.5%	\$ 4,432	0.5%	\$ 4,474	0.5%
Professional Services Fees	\$ 2,185	0.3%	\$ 2,417	0.3%	\$ 2,439	0.3%	\$ 2,462	0.3%	\$ 2,486	0.3%
Other Expense	\$ 42,835	4.9%	\$ 47,371	4.9%	\$ 47,808	4.9%	\$ 48,258	4.9%	\$ 48,720	4.9%
R.E./P.P. Taxes	\$ 33,219	3.8%	\$ 36,736	3.8%	\$ 37,076	3.8%	\$ 37,424	3.8%	\$ 37,783	3.8%
Management Fee	\$ 52,451	6.0%	\$ 58,005	6.0%	\$ 58,540	6.0%	\$ 59,091	6.0%	\$ 59,658	6.0%
Debt Service	\$ 235,157	26.9%	\$ 256,535	26.5%	\$ 256,535	26.3%	\$ 256,535	26.0%	\$ 256,535	25.8%
Reserves for Replacement	\$ -	0.0%	\$ 33,836	3.5%	\$ 34,149	3.5%	\$ 34,470	3.5%	\$ 34,800	3.5%
Total Operating Expenses	\$ 874,191	100.0%	\$ 966,749	100.0%	\$ 975,672	100.0%	\$ 984,852	100.0%	\$ 994,292	100.0%
Operating Income	\$ (0)	0.0%								
Income Taxes	\$ (0)	0.0%	\$ (0)	0.0%	\$ (0)	0.0%	\$ (0)	0.0%	\$ (0)	0.0%
Total Expenses	\$ 874,191	100.0%	\$ 966,749	100.0%	\$ 975,672	100.0%	\$ 984,852	100.0%	\$ 994,292	100.0%
Net Profit	\$ (0)	0.0%								
Cash on Cash Return	0.00%									

III. CONCLUSION

Recommendations

After extensive research it is GSG's conclusion that a hotel project would be ideally located at the intersection east of Interstate 35 and north of Business Loop 35 South (Site B South). This site would potentially provide the best return on investment of the sites evaluated. Review of demographics and community interviews suggest that a mid-level to upper mid-level hotel designed to attract travelers from I-35, as well as suit guests of businesses and residents of Pine City, would be ideal. This type of development would help keep lodging business in Pine City as well as potentially draw from nearby markets. It also would support a higher Average Daily Rate than the expanded market, likely comparable to some of the higher quality competitor hotels mentioned in this report.

The community, as well as the surrounding area, offers a number of hotel demand generators including tourism, industry, and event-based travel. Nearly half of the local entities interviewed are regularly sending overnight guests to nearby markets. A new hotel development in Pine City would assist the city, local merchants, and restaurateurs with recapturing lost hotel stays and subsequent guest spending by redirecting the economic impact back to the community.

Property Recommendations:

Size:	51 rooms (standard and extended stay rooms)
Amenities:	Business center, banquet space to accommodate >25, hot breakfast, fitness room, and pool
Rate:	Within 25% of STR ADR average of \$97.34 Recommended rate range: \$99.99-\$121.68

Specific brand affiliation did not appear to be important, but branding of some sort appeared to be somewhat important during the community interviews. It is suggested that any hotel development should include a quality regional or national brand name.

It is GSG's conclusion that a hotel project could be successful using the aforementioned recommendation as a starting point. GSG prepared these recommendations using the most up-to-date information at the time this study was conducted and all information is assumed to be accurate. GSG assumes no liability in the accuracy of publicly available data, or the recommendation to move forward with a proposed hotel project at this site. The information contained in this report is for discussion purposes only. Potential developers and investors should rely on their own due diligence regarding the project.



Disclaimer

Thank you for the opportunity to provide this GSG Market Feasibility Study for the proposed hotel development project in Pine City, MN. This Market Study provides a demographic and economic overview of the subject area to determine the overall feasibility of a new hotel development. The written report is provided based on research and analysis of the variables that may impact the new development project.

GSG has analyzed market conditions, economic and demographic factors, and site conditions to determine their impact on the proposed project. GSG has utilized both primary and secondary data sources that are assumed to be correct to analyze the subject area's demand for additional rooms. Research also included local interviews with area representatives from a variety of public and private sector organizations. The report includes primary data and input regarding the overall feasibility of the project as the data existed at the time of the analysis. It also analyzes the same data and projects the potential for future growth in demand in the subject area based on that data.

The GSG Market Feasibility Study Report addresses the estimated operating performance of the project and provides recommendations as to size and scope of the development. The report provides owners, investors, operators and lenders with a snapshot of the overall feasibility of the project based on market conditions at the time of the survey. Future macroeconomic events affecting travel, the economy, and other unknown factors cannot be predicted and may impact the development and performance of this project. GSG makes no representations regarding the success of any development or possible investments. Potential developers and investors should rely on their own due diligence when making investment decisions.

GSG hereby certifies that we have no undisclosed interest in the property nor is our compensation dependent upon the report's findings. As with all studies of this type, the results are based on data analysis alone and cannot account for management differences after any project is operational. The results also assume no material change in the lodging industry in the immediate area from those set forth at the time of this report. GSG cannot predict, nor has control over construction costs or timing of construction and opening.

GSG makes no express representations or warranty that the contents of this report are accurate, reasonable or free from errors, omissions or other defects of any kind or nature. Those who rely on this report do so solely at their own risk and agrees to hold GSG harmless of any and all liability, damages or loss with respect to such reliance.

While the terms of this engagement do not require GSG to revise this report to reflect changing conditions in the market subsequent to the date of completion of our fieldwork, we are available to discuss the need to revisit the report due to changing market conditions in the future upon request only.



2010 Census Profile

Pine City, MN
 Pine City, MN (2751064)
 Geography: Place

Prepared by GSG Hospitality Group

	2000	2010	2000-2010 Annual Rate
Population	3,155	3,127	-0.09%
Households	1,283	1,324	0.32%
Housing Units	1,347	1,471	0.88%
Population by Race			
		Number	Percent
Total		3,127	100.0%
Population Reporting One Race		3,075	98.3%
White		2,989	95.6%
Black		8	0.3%
American Indian		48	1.5%
Asian		23	0.7%
Pacific Islander		1	0.0%
Some Other Race		6	0.2%
Population Reporting Two or More Races		52	1.7%
Total Hispanic Population		38	1.2%
Population by Sex			
Male		1,526	48.8%
Female		1,601	51.2%
Population by Age			
Total		3,127	100.0%
Age 0 - 4		199	6.4%
Age 5 - 9		198	6.3%
Age 10 - 14		175	5.6%
Age 15 - 19		174	5.6%
Age 20 - 24		205	6.6%
Age 25 - 29		241	7.7%
Age 30 - 34		209	6.7%
Age 35 - 39		168	5.4%
Age 40 - 44		174	5.6%
Age 45 - 49		201	6.4%
Age 50 - 54		220	7.0%
Age 55 - 59		154	4.9%
Age 60 - 64		143	4.6%
Age 65 - 69		154	4.9%
Age 70 - 74		128	4.1%
Age 75 - 79		119	3.8%
Age 80 - 84		123	3.9%
Age 85+		142	4.5%
Age 18+		2,448	78.3%
Age 65+		666	21.3%

Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



2010 Census Profile

Pine City, MN
 Pine City, MN (2751064)
 Geography: Place

Prepared by GSG Hospitality Group

Households by Type		
Total	1,324	100.0%
Households with 1 Person	504	38.1%
Households with 2+ People	820	61.9%
Family Households	740	55.9%
Husband-wife Families	500	37.8%
With Own Children	172	13.0%
Other Family (No Spouse Present)	240	18.1%
With Own Children	147	11.1%
Nonfamily Households	80	6.0%
All Households with Children	352	26.6%
Multigenerational Households	26	2.0%
Unmarried Partner Households	124	9.4%
Male-female	115	8.7%
Same-sex	9	0.7%
Average Household Size	2.23	
Family Households by Size		
Total	740	100.0%
2 People	344	46.5%
3 People	163	22.0%
4 People	135	18.2%
5 People	55	7.4%
6 People	28	3.8%
7+ People	15	2.0%
Average Family Size	2.91	
Nonfamily Households by Size		
Total	584	100.0%
1 Person	504	86.3%
2 People	66	11.3%
3 People	8	1.4%
4 People	4	0.7%
5 People	1	0.2%
6 People	1	0.2%
7+ People	0	0.0%
Average Nonfamily Size	1.18	
Population by Relationship and Household Type		
Total	3,127	100.0%
In Households	2,959	94.6%
In Family Households	2,272	72.7%
Householder	740	23.7%
Spouse	500	16.0%
Child	839	26.8%
Other relative	72	2.3%
Nonrelative	121	3.9%
In Nonfamily Households	687	22.0%
In Group Quarters	168	5.4%
Institutionalized Population	157	5.0%
Noninstitutionalized Population	11	0.4%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography. Average family size excludes nonrelatives.

Source: U.S. Census Bureau, Census 2010 Summary File 1.



2010 Census Profile

Pine City, MN
 Pine City, MN (2751064)
 Geography: Place

Prepared by GSG Hospitality Group

Family Households by Age of Householder		
Total	740	100.0%
Householder Age 15 - 44	309	41.8%
Householder Age 45 - 54	148	20.0%
Householder Age 55 - 64	106	14.3%
Householder Age 65 - 74	89	12.0%
Householder Age 75+	88	11.9%
Nonfamily Households by Age of Householder		
Total	584	100.0%
Householder Age 15 - 44	130	22.3%
Householder Age 45 - 54	95	16.3%
Householder Age 55 - 64	77	13.2%
Householder Age 65 - 74	101	17.3%
Householder Age 75+	181	31.0%
Households by Race of Householder		
Total	1,324	100.0%
Householder is White Alone	1,296	97.9%
Householder is Black Alone	1	0.1%
Householder is American Indian Alone	9	0.7%
Householder is Asian Alone	4	0.3%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	1	0.1%
Householder is Two or More Races	13	1.0%
Households with Hispanic Householder	16	1.2%
Husband-wife Families by Race of Householder		
Total	500	100.0%
Householder is White Alone	493	98.6%
Householder is Black Alone	0	0.0%
Householder is American Indian Alone	2	0.4%
Householder is Asian Alone	2	0.4%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	1	0.2%
Householder is Two or More Races	2	0.4%
Husband-wife Families with Hispanic Householder	6	1.2%
Other Families (No Spouse) by Race of Householder		
Total	240	100.0%
Householder is White Alone	235	97.9%
Householder is Black Alone	0	0.0%
Householder is American Indian Alone	1	0.4%
Householder is Asian Alone	1	0.4%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	0	0.0%
Householder is Two or More Races	3	1.2%
Other Families with Hispanic Householder	2	0.8%
Nonfamily Households by Race of Householder		
Total	584	100.0%
Householder is White Alone	568	97.3%
Householder is Black Alone	1	0.2%
Householder is American Indian Alone	6	1.0%
Householder is Asian Alone	1	0.2%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	0	0.0%
Householder is Two or More Races	8	1.4%
Nonfamily Households with Hispanic Householder	8	1.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1.



2010 Census Profile

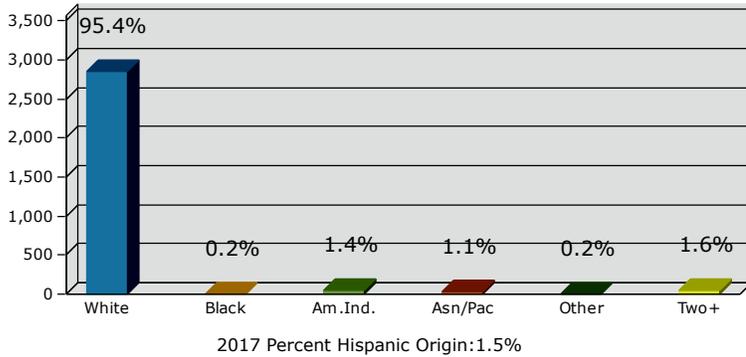
Pine City, MN
 Pine City, MN (2751064)
 Geography: Place

Prepared by GSG Hospitality Group

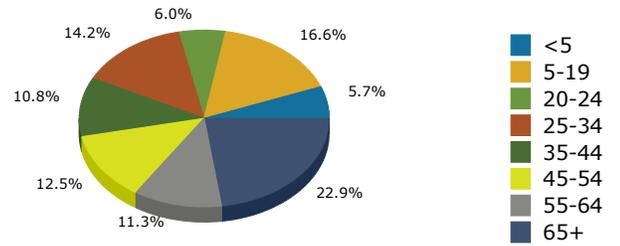
Total Housing Units by Occupancy		
Total	1,471	100.0%
Occupied Housing Units	1,324	90.0%
Vacant Housing Units		
For Rent	26	1.8%
Rented, not Occupied	0	0.0%
For Sale Only	33	2.2%
Sold, not Occupied	5	0.3%
For Seasonal/Recreational/Occasional Use	39	2.7%
For Migrant Workers	0	0.0%
Other Vacant	44	3.0%
Total Vacancy Rate	10.0%	
Households by Tenure and Mortgage Status		
Total	1,324	100.0%
Owner Occupied	823	62.2%
Owned with a Mortgage/Loan	533	40.3%
Owned Free and Clear	290	21.9%
Average Household Size	2.44	
Renter Occupied	501	37.8%
Average Household Size	1.90	
Owner-occupied Housing Units by Race of Householder		
Total	823	100.0%
Householder is White Alone	811	98.5%
Householder is Black Alone	1	0.1%
Householder is American Indian Alone	4	0.5%
Householder is Asian Alone	2	0.2%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	1	0.1%
Householder is Two or More Races	4	0.5%
Owner-occupied Housing Units with Hispanic Householder	8	1.0%
Renter-occupied Housing Units by Race of Householder		
Total	501	100.0%
Householder is White Alone	485	96.8%
Householder is Black Alone	0	0.0%
Householder is American Indian Alone	5	1.0%
Householder is Asian Alone	2	0.4%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	0	0.0%
Householder is Two or More Races	9	1.8%
Renter-occupied Housing Units with Hispanic Householder	8	1.6%
Average Household Size by Race/Hispanic Origin of Householder		
Householder is White Alone	2.23	
Householder is Black Alone	1.00	
Householder is American Indian Alone	1.89	
Householder is Asian Alone	4.25	
Householder is Pacific Islander Alone	0.00	
Householder is Some Other Race Alone	2.00	
Householder is Two or More Races	2.69	
Householder is Hispanic	2.19	

Source: U.S. Census Bureau, Census 2010 Summary File 1.

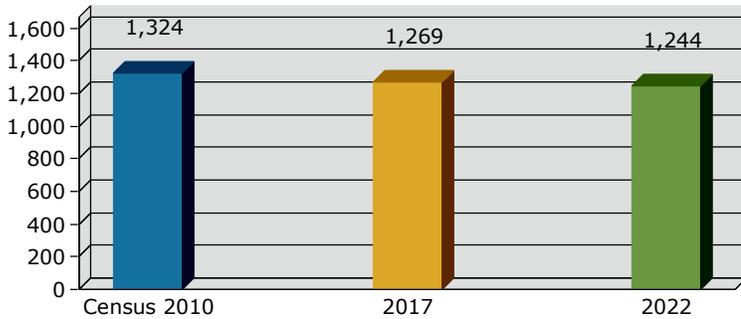
2017 Population by Race



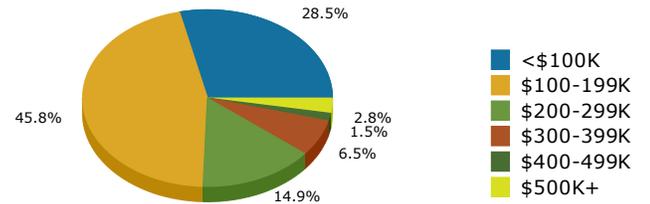
2017 Population by Age



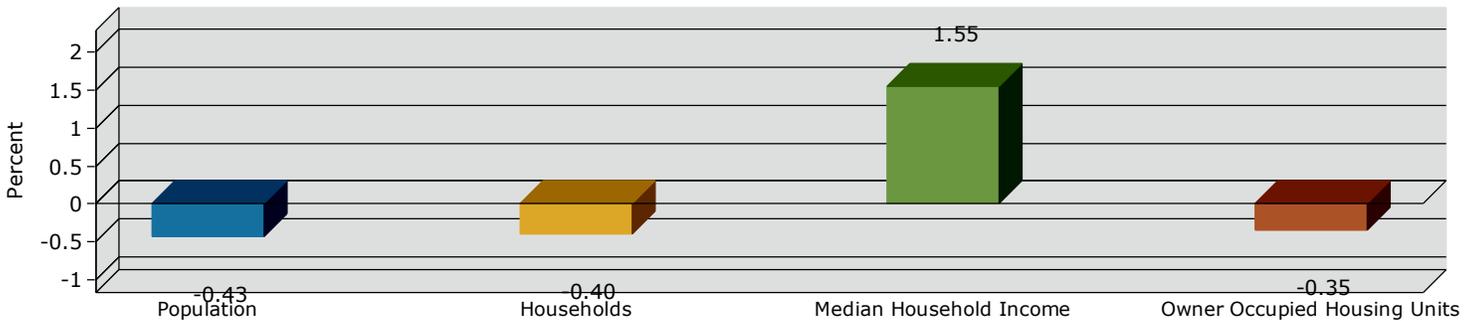
Households



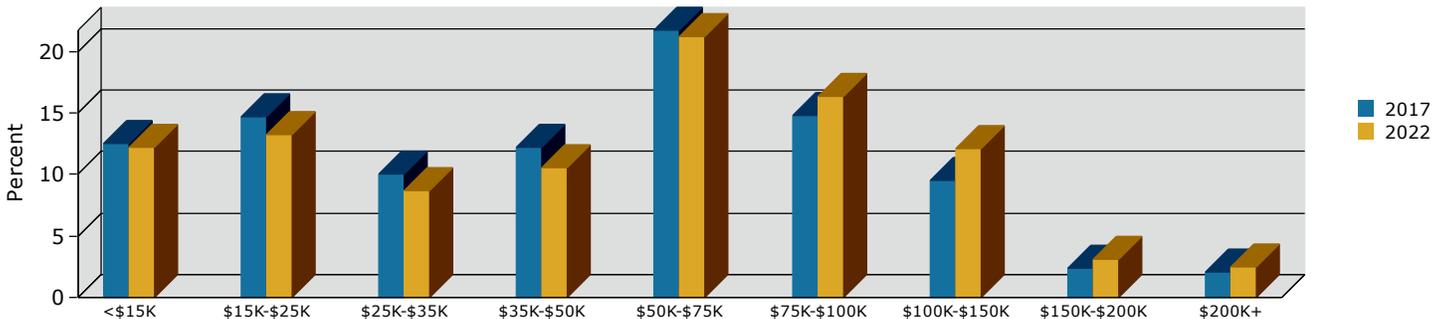
2017 Home Value



2017-2022 Annual Growth Rate



Household Income



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.



Community Profile

Pine City, MN
 Pine City, MN (2751064)
 Geography: Place

Prepared by GSG Hospitality Group

	Pine City, MN...
Population Summary	
2000 Total Population	3,155
2010 Total Population	3,127
2017 Total Population	2,992
2017 Group Quarters	140
2022 Total Population	2,928
2017-2022 Annual Rate	-0.43%
2017 Total Daytime Population	4,155
Workers	2,648
Residents	1,507
Household Summary	
2000 Households	1,283
2000 Average Household Size	2.36
2010 Households	1,324
2010 Average Household Size	2.23
2017 Households	1,269
2017 Average Household Size	2.25
2022 Households	1,244
2022 Average Household Size	2.24
2017-2022 Annual Rate	-0.40%
2010 Families	740
2010 Average Family Size	2.91
2017 Families	745
2017 Average Family Size	2.83
2022 Families	728
2022 Average Family Size	2.82
2017-2022 Annual Rate	-0.46%
Housing Unit Summary	
2000 Housing Units	1,347
Owner Occupied Housing Units	67.3%
Renter Occupied Housing Units	28.0%
Vacant Housing Units	4.8%
2010 Housing Units	1,471
Owner Occupied Housing Units	55.9%
Renter Occupied Housing Units	34.1%
Vacant Housing Units	10.0%
2017 Housing Units	1,473
Owner Occupied Housing Units	55.3%
Renter Occupied Housing Units	30.9%
Vacant Housing Units	13.8%
2022 Housing Units	1,492
Owner Occupied Housing Units	53.6%
Renter Occupied Housing Units	29.8%
Vacant Housing Units	16.6%
Median Household Income	
2017	\$50,368
2022	\$54,407
Median Home Value	
2017	\$141,469
2022	\$153,365
Per Capita Income	
2017	\$26,233
2022	\$29,981
Median Age	
2010	39.8
2017	41.8
2022	42.7

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Community Profile

Pine City, MN
 Pine City, MN (2751064)
 Geography: Place

Prepared by GSG Hospitality Group

	Pine City, MN...
2017 Households by Income	
Household Income Base	1,269
<\$15,000	12.5%
\$15,000 - \$24,999	14.7%
\$25,000 - \$34,999	10.1%
\$35,000 - \$49,999	12.2%
\$50,000 - \$74,999	21.7%
\$75,000 - \$99,999	14.8%
\$100,000 - \$149,999	9.5%
\$150,000 - \$199,999	2.4%
\$200,000+	2.0%
Average Household Income	\$61,739
2022 Households by Income	
Household Income Base	1,244
<\$15,000	12.2%
\$15,000 - \$24,999	13.3%
\$25,000 - \$34,999	8.7%
\$35,000 - \$49,999	10.5%
\$50,000 - \$74,999	21.2%
\$75,000 - \$99,999	16.3%
\$100,000 - \$149,999	12.1%
\$150,000 - \$199,999	3.1%
\$200,000+	2.5%
Average Household Income	\$70,626
2017 Owner Occupied Housing Units by Value	
Total	814
<\$50,000	8.6%
\$50,000 - \$99,999	19.9%
\$100,000 - \$149,999	25.9%
\$150,000 - \$199,999	19.9%
\$200,000 - \$249,999	9.3%
\$250,000 - \$299,999	5.5%
\$300,000 - \$399,999	6.5%
\$400,000 - \$499,999	1.5%
\$500,000 - \$749,999	2.2%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.6%
Average Home Value	\$171,437
2022 Owner Occupied Housing Units by Value	
Total	801
<\$50,000	7.5%
\$50,000 - \$99,999	17.6%
\$100,000 - \$149,999	23.6%
\$150,000 - \$199,999	19.5%
\$200,000 - \$249,999	10.4%
\$250,000 - \$299,999	7.0%
\$300,000 - \$399,999	9.1%
\$400,000 - \$499,999	1.9%
\$500,000 - \$749,999	2.7%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.7%
Average Home Value	\$188,046

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Community Profile

Pine City, MN
 Pine City, MN (2751064)
 Geography: Place

Prepared by GSG Hospitality Group

	Pine City, MN...
2010 Population by Age	
Total	3,127
0 - 4	6.4%
5 - 9	6.3%
10 - 14	5.6%
15 - 24	12.1%
25 - 34	14.4%
35 - 44	10.9%
45 - 54	13.5%
55 - 64	9.5%
65 - 74	9.0%
75 - 84	7.7%
85 +	4.5%
18 +	78.3%
2017 Population by Age	
Total	2,993
0 - 4	5.7%
5 - 9	5.9%
10 - 14	5.3%
15 - 24	11.4%
25 - 34	14.2%
35 - 44	10.8%
45 - 54	12.5%
55 - 64	11.3%
65 - 74	11.1%
75 - 84	7.3%
85 +	4.6%
18 +	79.7%
2022 Population by Age	
Total	2,927
0 - 4	5.6%
5 - 9	5.8%
10 - 14	5.4%
15 - 24	11.0%
25 - 34	13.3%
35 - 44	11.6%
45 - 54	11.6%
55 - 64	11.3%
65 - 74	11.9%
75 - 84	8.1%
85 +	4.4%
18 +	79.8%
2010 Population by Sex	
Males	1,526
Females	1,601
2017 Population by Sex	
Males	1,475
Females	1,518
2022 Population by Sex	
Males	1,440
Females	1,487

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Community Profile

Pine City, MN
 Pine City, MN (2751064)
 Geography: Place

Prepared by GSG Hospitality Group

	Pine City, MN...
2010 Population by Race/Ethnicity	
Total	3,127
White Alone	95.6%
Black Alone	0.3%
American Indian Alone	1.5%
Asian Alone	0.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.2%
Two or More Races	1.7%
Hispanic Origin	1.2%
Diversity Index	10.8
2017 Population by Race/Ethnicity	
Total	2,992
White Alone	95.4%
Black Alone	0.2%
American Indian Alone	1.4%
Asian Alone	1.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.2%
Two or More Races	1.6%
Hispanic Origin	1.5%
Diversity Index	11.7
2022 Population by Race/Ethnicity	
Total	2,928
White Alone	94.7%
Black Alone	0.3%
American Indian Alone	1.6%
Asian Alone	1.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.2%
Two or More Races	1.8%
Hispanic Origin	1.7%
Diversity Index	13.4
2010 Population by Relationship and Household Type	
Total	3,127
In Households	94.6%
In Family Households	72.7%
Householder	23.7%
Spouse	16.0%
Child	26.8%
Other relative	2.3%
Nonrelative	3.9%
In Nonfamily Households	22.0%
In Group Quarters	5.4%
Institutionalized Population	5.0%
Noninstitutionalized Population	0.4%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Community Profile

Pine City, MN
 Pine City, MN (2751064)
 Geography: Place

Prepared by GSG Hospitality Group

	Pine City, MN...
2017 Population 25+ by Educational Attainment	
Total	2,143
Less than 9th Grade	6.1%
9th - 12th Grade, No Diploma	7.0%
High School Graduate	35.0%
GED/Alternative Credential	5.3%
Some College, No Degree	23.1%
Associate Degree	7.5%
Bachelor's Degree	7.3%
Graduate/Professional Degree	8.8%
2017 Population 15+ by Marital Status	
Total	2,484
Never Married	26.5%
Married	44.5%
Widowed	7.9%
Divorced	21.1%
2017 Civilian Population 16+ in Labor Force	
Civilian Employed	97.8%
Civilian Unemployed (Unemployment Rate)	2.2%
2017 Employed Population 16+ by Industry	
Total	1,459
Agriculture/Mining	0.3%
Construction	8.2%
Manufacturing	11.0%
Wholesale Trade	0.9%
Retail Trade	16.7%
Transportation/Utilities	4.0%
Information	0.0%
Finance/Insurance/Real Estate	2.3%
Services	48.8%
Public Administration	7.7%
2017 Employed Population 16+ by Occupation	
Total	1,459
White Collar	36.4%
Management/Business/Financial	5.1%
Professional	13.5%
Sales	5.3%
Administrative Support	12.5%
Services	26.5%
Blue Collar	37.1%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	4.5%
Installation/Maintenance/Repair	6.8%
Production	16.4%
Transportation/Material Moving	9.4%
2010 Population By Urban/ Rural Status	
Total Population	3,127
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	91.9%
Rural Population	8.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Community Profile

Pine City, MN
 Pine City, MN (2751064)
 Geography: Place

Prepared by GSG Hospitality Group

	Pine City, MN...
2010 Households by Type	
Total	1,324
Households with 1 Person	38.1%
Households with 2+ People	61.9%
Family Households	55.9%
Husband-wife Families	37.8%
With Related Children	13.8%
Other Family (No Spouse Present)	18.1%
Other Family with Male Householder	6.9%
With Related Children	5.1%
Other Family with Female Householder	11.3%
With Related Children	6.9%
Nonfamily Households	6.0%
All Households with Children	26.6%
Multigenerational Households	2.0%
Unmarried Partner Households	9.4%
Male-female	8.7%
Same-sex	0.7%
2010 Households by Size	
Total	1,324
1 Person Household	38.1%
2 Person Household	31.0%
3 Person Household	12.9%
4 Person Household	10.5%
5 Person Household	4.2%
6 Person Household	2.2%
7 + Person Household	1.1%
2010 Households by Tenure and Mortgage Status	
Total	1,324
Owner Occupied	62.2%
Owned with a Mortgage/Loan	40.3%
Owned Free and Clear	21.9%
Renter Occupied	37.8%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	1,471
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	92.0%
Rural Housing Units	8.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Community Profile

Pine City, MN
 Pine City, MN (2751064)
 Geography: Place

Prepared by GSG Hospitality Group

		Pine City, MN...
Top 3 Tapestry Segments		
	1.	Midlife Constants (5E)
	2.	Hardscrabble Road (8G)
	3.	Salt of the Earth (6B)
2017 Consumer Spending		
Apparel & Services: Total \$		\$2,035,918
Average Spent		\$1,604.35
Spending Potential Index		74
Education: Total \$		\$1,347,750
Average Spent		\$1,062.06
Spending Potential Index		73
Entertainment/Recreation: Total \$		\$3,079,735
Average Spent		\$2,426.90
Spending Potential Index		78
Food at Home: Total \$		\$5,034,512
Average Spent		\$3,967.31
Spending Potential Index		79
Food Away from Home: Total \$		\$3,201,808
Average Spent		\$2,523.09
Spending Potential Index		76
Health Care: Total \$		\$5,811,017
Average Spent		\$4,579.21
Spending Potential Index		82
HH Furnishings & Equipment: Total \$		\$1,909,024
Average Spent		\$1,504.35
Spending Potential Index		77
Personal Care Products & Services: Total \$		\$769,347
Average Spent		\$606.26
Spending Potential Index		76
Shelter: Total \$		\$15,443,731
Average Spent		\$12,170.00
Spending Potential Index		75
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$2,358,101
Average Spent		\$1,858.24
Spending Potential Index		79
Travel: Total \$		\$1,947,556
Average Spent		\$1,534.72
Spending Potential Index		74
Vehicle Maintenance & Repairs: Total \$		\$1,077,257
Average Spent		\$848.90
Spending Potential Index		79

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

June 13, 2018



Retail Goods and Services Expenditures

Pine City, MN
 Pine City, MN (2751064)
 Geography: Place

Prepared by GSG Hospitality Group

Top Tapestry Segments	Percent	Demographic Summary	2017	2022
Midlife Constants (5E)	71.8%	Population	2,992	2,928
Hardscrabble Road (8G)	24.6%	Households	1,269	1,244
Salt of the Earth (6B)	3.6%	Families	745	728
Top Tier (1A)	0.0%	Median Age	41.8	42.7
Professional Pride (1B)	0.0%	Median Household Income	\$50,368	\$54,407
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		74	\$1,604.35	\$2,035,918
Men's		75	\$318.26	\$403,877
Women's		75	\$552.04	\$700,537
Children's		74	\$248.70	\$315,599
Footwear		74	\$343.06	\$435,348
Watches & Jewelry		71	\$84.29	\$106,969
Apparel Products and Services (1)		71	\$57.99	\$73,589
Computer				
Computers and Hardware for Home Use		74	\$127.93	\$162,348
Portable Memory		74	\$3.96	\$5,027
Computer Software		72	\$8.35	\$10,595
Computer Accessories		75	\$13.58	\$17,229
Entertainment & Recreation		78	\$2,426.90	\$3,079,735
Fees and Admissions		71	\$451.16	\$572,527
Membership Fees for Clubs (2)		73	\$153.16	\$194,365
Fees for Participant Sports, excl. Trips		74	\$73.32	\$93,046
Tickets to Theatre/Operas/Concerts		73	\$43.38	\$55,044
Tickets to Movies/Museums/Parks		69	\$52.82	\$67,031
Admission to Sporting Events, excl. Trips		76	\$42.61	\$54,076
Fees for Recreational Lessons		64	\$85.22	\$108,148
Dating Services		80	\$0.64	\$818
TV/Video/Audio		81	\$1,034.63	\$1,312,945
Cable and Satellite Television Services		82	\$783.36	\$994,082
Televisions		77	\$92.07	\$116,836
Satellite Dishes		67	\$0.97	\$1,226
VCRs, Video Cameras, and DVD Players		77	\$5.00	\$6,339
Miscellaneous Video Equipment		78	\$7.44	\$9,446
Video Cassettes and DVDs		76	\$11.64	\$14,773
Video Game Hardware/Accessories		77	\$22.58	\$28,648
Video Game Software		78	\$12.16	\$15,426
Streaming/Downloaded Video		74	\$18.81	\$23,875
Rental of Video Cassettes and DVDs		73	\$11.09	\$14,072
Installation of Televisions		74	\$0.66	\$840
Audio (3)		74	\$65.71	\$83,391
Rental and Repair of TV/Radio/Sound Equipment		78	\$3.14	\$3,990
Pets		80	\$478.19	\$606,829
Toys/Games/Crafts/Hobbies (4)		78	\$94.51	\$119,930
Recreational Vehicles and Fees (5)		79	\$80.44	\$102,073
Sports/Recreation/Exercise Equipment (6)		72	\$123.86	\$157,174
Photo Equipment and Supplies (7)		73	\$40.44	\$51,317
Reading (8)		80	\$100.72	\$127,820
Catered Affairs (9)		75	\$22.95	\$29,119
Food		78	\$6,490.40	\$8,236,319
Food at Home		79	\$3,967.31	\$5,034,512
Bakery and Cereal Products		80	\$528.12	\$670,188
Meats, Poultry, Fish, and Eggs		79	\$908.75	\$1,153,200
Dairy Products		79	\$423.57	\$537,515
Fruits and Vegetables		77	\$753.65	\$956,384
Snacks and Other Food at Home (10)		79	\$1,353.21	\$1,717,225
Food Away from Home		76	\$2,523.09	\$3,201,808
Alcoholic Beverages		75	\$414.23	\$525,660

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2017 and 2022; Consumer Spending data are derived from the 2014 and 2015 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Goods and Services Expenditures

Pine City, MN
 Pine City, MN (2751064)
 Geography: Place

Prepared by GSG Hospitality Group

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	80	\$4,971.06	\$6,308,279
Value of Retirement Plans	80	\$19,573.06	\$24,838,218
Value of Other Financial Assets	86	\$1,120.21	\$1,421,550
Vehicle Loan Amount excluding Interest	82	\$2,222.18	\$2,819,952
Value of Credit Card Debt	77	\$451.89	\$573,450
Health			
Nonprescription Drugs	82	\$104.58	\$132,707
Prescription Drugs	86	\$333.09	\$422,696
Eyeglasses and Contact Lenses	81	\$76.87	\$97,547
Home			
Mortgage Payment and Basics (11)	77	\$6,600.07	\$8,375,484
Maintenance and Remodeling Services	79	\$1,543.05	\$1,958,136
Maintenance and Remodeling Materials (12)	81	\$329.62	\$418,294
Utilities, Fuel, and Public Services	82	\$4,125.24	\$5,234,927
Household Furnishings and Equipment			
Household Textiles (13)	76	\$72.50	\$92,008
Furniture	77	\$439.96	\$558,312
Rugs	77	\$17.78	\$22,562
Major Appliances (14)	81	\$258.30	\$327,786
Housewares (15)	78	\$74.14	\$94,079
Small Appliances	78	\$37.69	\$47,828
Luggage	71	\$8.38	\$10,630
Telephones and Accessories	78	\$54.34	\$68,952
Household Operations			
Child Care	69	\$330.37	\$419,240
Lawn and Garden (16)	83	\$346.13	\$439,240
Moving/Storage/Freight Express	69	\$44.05	\$55,897
Housekeeping Supplies (17)	80	\$570.22	\$723,609
Insurance			
Owners and Renters Insurance	86	\$443.93	\$563,341
Vehicle Insurance	79	\$931.62	\$1,182,228
Life/Other Insurance	79	\$338.69	\$429,797
Health Insurance	82	\$2,984.54	\$3,787,378
Personal Care Products (18)	77	\$360.07	\$456,926
School Books and Supplies (19)	74	\$114.94	\$145,855
Smoking Products	89	\$370.86	\$470,623
Transportation			
Payments on Vehicles excluding Leases	80	\$1,796.93	\$2,280,299
Gasoline and Motor Oil	80	\$2,217.01	\$2,813,385
Vehicle Maintenance and Repairs	79	\$848.90	\$1,077,257
Travel			
Airline Fares	70	\$358.52	\$454,968
Lodging on Trips	76	\$400.22	\$507,883
Auto/Truck Rental on Trips	71	\$18.68	\$23,710
Food and Drink on Trips	76	\$372.91	\$473,226

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2017 and 2022; Consumer Spending data are derived from the 2014 and 2015 Consumer Expenditure Surveys, Bureau of Labor Statistics.

- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers..
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2017 and 2022; Consumer Spending data are derived from the 2014 and 2015 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail MarketPlace Profile

Pine City, MN
 Pine City, MN (2751064)
 Geography: Place

Prepared by GSG Hospitality Group

Summary Demographics

2017 Population	2,992
2017 Households	1,269
2017 Median Disposable Income	\$38,810
2017 Per Capita Income	\$26,233

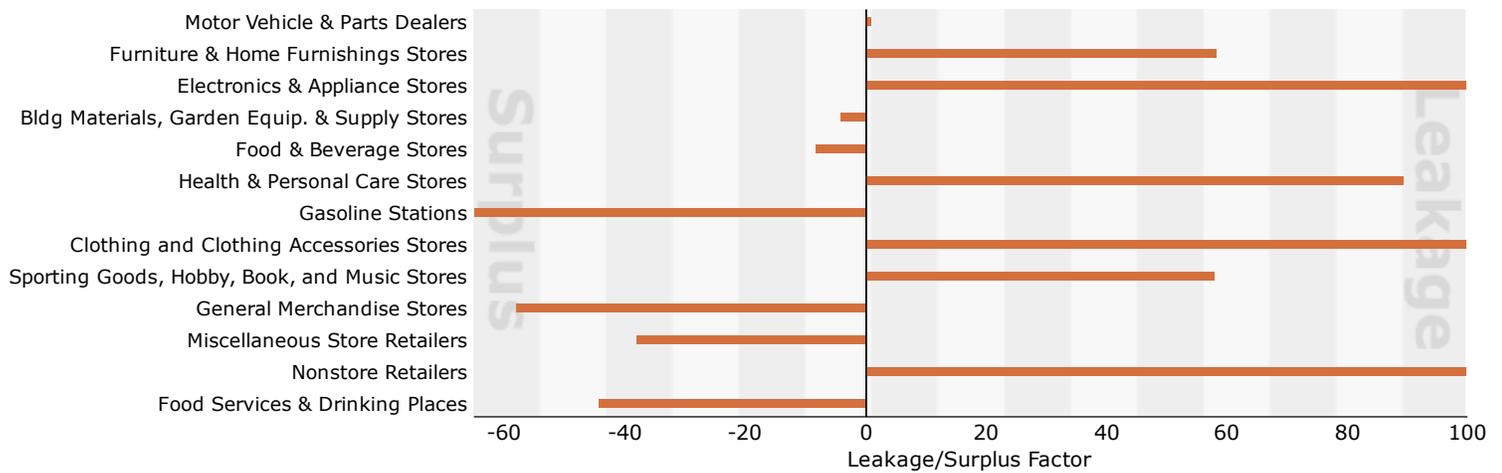
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$38,343,059	\$7,578,095	-\$32,235,036	-29.6	54
Total Retail Trade	44-45	\$34,822,910	\$61,463,188	-\$26,640,278	-27.7	36
Total Food & Drink	722	\$3,520,149	\$9,114,907	-\$5,594,758	-44.3	18

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$7,467,597	\$7,305,489	\$162,108	1.1	10
Automobile Dealers	4411	\$5,985,363	\$4,687,339	\$1,298,024	12.2	5
Other Motor Vehicle Dealers	4412	\$847,771	\$1,125,112	-\$277,341	-14.1	2
Auto Parts, Accessories & Tire Stores	4413	\$634,463	\$1,493,038	-\$858,575	-40.4	3
Furniture & Home Furnishings Stores	442	\$1,050,917	\$274,138	\$776,779	58.6	1
Furniture Stores	4421	\$627,181	\$0	\$627,181	100.0	0
Home Furnishings Stores	4422	\$423,736	\$274,138	\$149,598	21.4	1
Electronics & Appliance Stores	443	\$1,222,105	\$0	\$1,222,105	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,563,916	\$2,790,348	-\$226,432	-4.2	4
Bldg Material & Supplies Dealers	4441	\$2,300,889	\$2,790,348	-\$489,459	-9.6	4
Lawn & Garden Equip & Supply Stores	4442	\$263,027	\$0	\$263,027	100.0	0
Food & Beverage Stores	445	\$5,448,492	\$6,446,108	-\$997,616	-8.4	5
Grocery Stores	4451	\$4,542,827	\$3,097,661	\$1,445,166	18.9	3
Specialty Food Stores	4452	\$279,881	\$1,486,209	-\$1,206,328	-68.3	1
Beer, Wine & Liquor Stores	4453	\$625,784	\$1,862,238	-\$1,236,454	-49.7	1
Health & Personal Care Stores	446,4461	\$2,537,634	\$139,238	\$2,398,396	89.6	1
Gasoline Stations	447,4471	\$3,952,660	\$18,699,338	-\$14,746,678	-65.1	6
Clothing & Clothing Accessories Stores	448	\$1,695,588	\$0	\$1,695,588	100.0	0
Clothing Stores	4481	\$1,168,447	\$0	\$1,168,447	100.0	0
Shoe Stores	4482	\$243,263	\$0	\$243,263	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$283,878	\$0	\$283,878	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$1,005,965	\$267,180	\$738,785	58.0	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$874,444	\$267,180	\$607,264	53.2	1
Book, Periodical & Music Stores	4512	\$131,521	\$0	\$131,521	100.0	0
General Merchandise Stores	452	\$5,938,807	\$22,470,874	-\$16,532,067	-58.2	2
Department Stores Excluding Leased Depts.	4521	\$4,415,860	\$22,470,874	-\$18,055,014	-67.2	2
Other General Merchandise Stores	4529	\$1,522,947	\$0	\$1,522,947	100.0	0
Miscellaneous Store Retailers	453	\$1,379,450	\$3,070,475	-\$1,691,025	-38.0	6
Florists	4531	\$73,854	\$276,576	-\$202,722	-57.8	1
Office Supplies, Stationery & Gift Stores	4532	\$263,198	\$97,861	\$165,337	45.8	1
Used Merchandise Stores	4533	\$159,420	\$370,180	-\$210,760	-39.8	1
Other Miscellaneous Store Retailers	4539	\$882,978	\$2,325,858	-\$1,442,880	-45.0	3
Nonstore Retailers	454	\$559,779	\$0	\$559,779	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$411,812	\$0	\$411,812	100.0	0
Vending Machine Operators	4542	\$25,176	\$0	\$25,176	100.0	0
Direct Selling Establishments	4543	\$122,791	\$0	\$122,791	100.0	0
Food Services & Drinking Places	722	\$3,520,149	\$9,114,907	-\$5,594,758	-44.3	18
Special Food Services	7223	\$89,842	\$0	\$89,842	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$200,204	\$509,175	-\$308,971	-43.6	2
Restaurants/Other Eating Places	7225	\$3,230,103	\$8,605,732	-\$5,375,629	-45.4	16

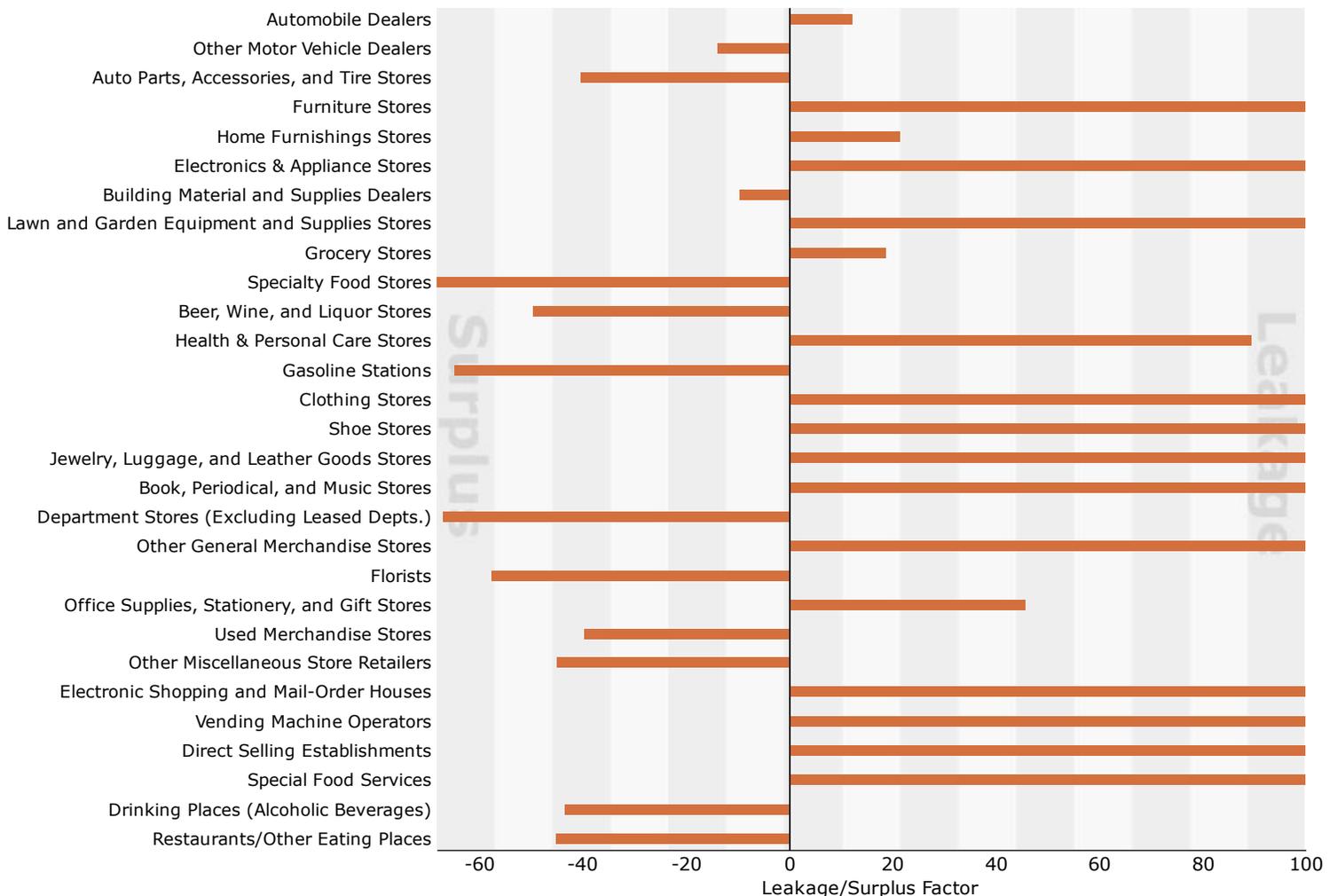
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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

Source: Esri and Infogroup. Retail MarketPlace 2017. Copyright 2017 Infogroup, Inc. All rights reserved.

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup. Retail MarketPlace 2017. Copyright 2017 Infogroup, Inc. All rights reserved.



Business Summary

Pine City, MN
 Pine City, MN (2751064)
 Geography: Place

Prepared by GSG Hospitality Group

Data for all businesses in area		Pine City, MN...			
Total Businesses:		249			
Total Employees:		2,463			
Total Residential Population:		2,992			
Employee/Residential Population Ratio (per 100 Residents)		82			
by SIC Codes		Businesses		Employees	
		Number	Percent	Number	Percent
Agriculture & Mining		3	1.2%	10	0.4%
Construction		12	4.8%	39	1.6%
Manufacturing		6	2.4%	240	9.7%
Transportation		3	1.2%	47	1.9%
Communication		1	0.4%	4	0.2%
Utility		2	0.8%	6	0.2%
Wholesale Trade		4	1.6%	14	0.6%
Retail Trade Summary		58	23.3%	828	33.6%
Home Improvement		4	1.6%	28	1.1%
General Merchandise Stores		2	0.8%	305	12.4%
Food Stores		9	3.6%	86	3.5%
Auto Dealers, Gas Stations, Auto Aftermarket		13	5.2%	51	2.1%
Apparel & Accessory Stores		0	0.0%	0	0.0%
Furniture & Home Furnishings		1	0.4%	2	0.1%
Eating & Drinking Places		18	7.2%	282	11.4%
Miscellaneous Retail		11	4.4%	74	3.0%
Finance, Insurance, Real Estate Summary		22	8.8%	110	4.5%
Banks, Savings & Lending Institutions		6	2.4%	49	2.0%
Securities Brokers		2	0.8%	5	0.2%
Insurance Carriers & Agents		5	2.0%	22	0.9%
Real Estate, Holding, Other Investment Offices		9	3.6%	34	1.4%
Services Summary		107	43.0%	949	38.5%
Hotels & Lodging		1	0.4%	2	0.1%
Automotive Services		11	4.4%	27	1.1%
Motion Pictures & Amusements		9	3.6%	19	0.8%
Health Services		13	5.2%	99	4.0%
Legal Services		7	2.8%	25	1.0%
Education Institutions & Libraries		9	3.6%	499	20.3%
Other Services		57	22.9%	278	11.3%
Government		27	10.8%	216	8.8%
Unclassified Establishments		4	1.6%	0	0.0%
Totals		249	100.0%	2,463	100.0%

Source: Copyright 2017 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2017.

Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.



Business Summary

Pine City, MN
 Pine City, MN (2751064)
 Geography: Place

Prepared by GSG Hospitality Group

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	0.4%	3	0.1%
Mining	0	0.0%	0	0.0%
Utilities	1	0.4%	1	0.0%
Construction	13	5.2%	42	1.7%
Manufacturing	7	2.8%	248	10.1%
Wholesale Trade	4	1.6%	14	0.6%
Retail Trade	39	15.7%	538	21.8%
Motor Vehicle & Parts Dealers	10	4.0%	33	1.3%
Furniture & Home Furnishings Stores	1	0.4%	2	0.1%
Electronics & Appliance Stores	0	0.0%	0	0.0%
Bldg Material & Garden Equipment & Supplies Dealers	4	1.6%	28	1.1%
Food & Beverage Stores	9	3.6%	92	3.7%
Health & Personal Care Stores	3	1.2%	15	0.6%
Gasoline Stations	3	1.2%	18	0.7%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%
Sport Goods, Hobby, Book, & Music Stores	1	0.4%	2	0.1%
General Merchandise Stores	2	0.8%	305	12.4%
Miscellaneous Store Retailers	6	2.4%	43	1.7%
Nonstore Retailers	0	0.0%	0	0.0%
Transportation & Warehousing	3	1.2%	47	1.9%
Information	3	1.2%	11	0.4%
Finance & Insurance	13	5.2%	76	3.1%
Central Bank/Credit Intermediation & Related Activities	6	2.4%	49	2.0%
Securities, Commodity Contracts & Other Financial	2	0.8%	5	0.2%
Insurance Carriers & Related Activities; Funds, Trusts &	5	2.0%	22	0.9%
Real Estate, Rental & Leasing	10	4.0%	38	1.5%
Professional, Scientific & Tech Services	24	9.6%	106	4.3%
Legal Services	10	4.0%	35	1.4%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	4	1.6%	26	1.1%
Educational Services	12	4.8%	503	20.4%
Health Care & Social Assistance	22	8.8%	159	6.5%
Arts, Entertainment & Recreation	4	1.6%	14	0.6%
Accommodation & Food Services	19	7.6%	284	11.5%
Accommodation	1	0.4%	2	0.1%
Food Services & Drinking Places	18	7.2%	282	11.4%
Other Services (except Public Administration)	39	15.7%	137	5.6%
Automotive Repair & Maintenance	9	3.6%	22	0.9%
Public Administration	27	10.8%	216	8.8%
Unclassified Establishments	4	1.6%	0	0.0%
Total	249	100.0%	2,463	100.0%

Source: Copyright 2017 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2017.

Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.



Retail Market Potential

Pine City, MN
 Pine City, MN (2751064)
 Geography: Place

Prepared by GSG Hospitality Group

Demographic Summary	2017	2022
Population	2,992	2,928
Population 18+	2,384	2,336
Households	1,269	1,244
Median Household Income	\$50,368	\$54,407

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	1,146	48.1%	101
Bought any women's clothing in last 12 months	1,084	45.5%	105
Bought clothing for child <13 years in last 6 months	634	26.6%	97
Bought any shoes in last 12 months	1,215	51.0%	95
Bought costume jewelry in last 12 months	388	16.3%	85
Bought any fine jewelry in last 12 months	434	18.2%	101
Bought a watch in last 12 months	319	13.4%	88
Automobiles (Households)			
HH owns/leases any vehicle	1,092	86.1%	101
HH bought/leased new vehicle last 12 mo	112	8.8%	90
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	2,039	85.5%	101
Bought/changed motor oil in last 12 months	1,221	51.2%	106
Had tune-up in last 12 months	634	26.6%	93
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	1,481	62.1%	93
Drank regular cola in last 6 months	1,086	45.6%	103
Drank beer/ale in last 6 months	903	37.9%	90
Cameras (Adults)			
Own digital point & shoot camera/camcorder	469	19.7%	93
Own digital SLR camera/camcorder	154	6.5%	78
Printed digital photos in last 12 months	259	10.9%	78
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	821	34.4%	95
Have a smartphone	1,364	57.2%	85
Have a smartphone: Android phone (any brand)	714	29.9%	94
Have a smartphone: Apple iPhone	545	22.9%	75
Number of cell phones in household: 1	449	35.4%	111
Number of cell phones in household: 2	465	36.6%	97
Number of cell phones in household: 3+	263	20.7%	80
HH has cell phone only (no landline telephone)	554	43.7%	96
Computers (Households)			
HH owns a computer	933	73.5%	96
HH owns desktop computer	516	40.7%	95
HH owns laptop/notebook	655	51.6%	93
HH owns any Apple/Mac brand computer	133	10.5%	68
HH owns any PC/non-Apple brand computer	852	67.1%	101
HH purchased most recent computer in a store	474	37.4%	100
HH purchased most recent computer online	160	12.6%	97
Spent <\$500 on most recent home computer	219	17.3%	113
Spent \$500-\$999 on most recent home computer	234	18.4%	101
Spent \$1,000-\$1,499 on most recent home computer	109	8.6%	94
Spent \$1,500-\$1,999 on most recent home computer	30	2.4%	55
Spent \$2,000+ on most recent home computer	33	2.6%	73

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

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2017 and 2022.



Retail Market Potential

Pine City, MN
 Pine City, MN (2751064)
 Geography: Place

Prepared by GSG Hospitality Group

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	1,138	47.7%	96
Bought brewed coffee at convenience store in last 30 days	332	13.9%	89
Bought cigarettes at convenience store in last 30 days	354	14.8%	123
Bought gas at convenience store in last 30 days	940	39.4%	116
Spent at convenience store in last 30 days: <\$20	167	7.0%	89
Spent at convenience store in last 30 days: \$20-\$39	206	8.6%	95
Spent at convenience store in last 30 days: \$40-\$50	201	8.4%	111
Spent at convenience store in last 30 days: \$51-\$99	126	5.3%	114
Spent at convenience store in last 30 days: \$100+	618	25.9%	110
Entertainment (Adults)			
Attended a movie in last 6 months	1,268	53.2%	90
Went to live theater in last 12 months	255	10.7%	82
Went to a bar/night club in last 12 months	389	16.3%	97
Dined out in last 12 months	1,039	43.6%	97
Gambled at a casino in last 12 months	322	13.5%	97
Visited a theme park in last 12 months	332	13.9%	78
Viewed movie (video-on-demand) in last 30 days	373	15.6%	85
Viewed TV show (video-on-demand) in last 30 days	213	8.9%	68
Watched any pay-per-view TV in last 12 months	250	10.5%	85
Downloaded a movie over the Internet in last 30 days	151	6.3%	77
Downloaded any individual song in last 6 months	402	16.9%	80
Watched a movie online in the last 30 days	310	13.0%	69
Watched a TV program online in last 30 days	295	12.4%	73
Played a video/electronic game (console) in last 12 months	231	9.7%	98
Played a video/electronic game (portable) in last 12 months	85	3.6%	79
Financial (Adults)			
Have home mortgage (1st)	617	25.9%	85
Used ATM/cash machine in last 12 months	1,037	43.5%	88
Own any stock	145	6.1%	84
Own U.S. savings bond	116	4.9%	95
Own shares in mutual fund (stock)	164	6.9%	94
Own shares in mutual fund (bonds)	116	4.9%	97
Have interest checking account	627	26.3%	97
Have non-interest checking account	733	30.7%	104
Have savings account	1,206	50.6%	93
Have 401K retirement savings plan	273	11.5%	78
Own/used any credit/debit card in last 12 months	1,698	71.2%	94
Avg monthly credit card expenditures: <\$111	265	11.1%	93
Avg monthly credit card expenditures: \$111-\$225	178	7.5%	105
Avg monthly credit card expenditures: \$226-\$450	132	5.5%	84
Avg monthly credit card expenditures: \$451-\$700	136	5.7%	108
Avg monthly credit card expenditures: \$701-\$1,000	106	4.4%	96
Avg monthly credit card expenditures: \$1,001+	162	6.8%	73
Did banking online in last 12 months	716	30.0%	82
Did banking on mobile device in last 12 months	319	13.4%	77
Paid bills online in last 12 months	914	38.3%	86

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

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2017 and 2022.



Retail Market Potential

Pine City, MN
 Pine City, MN (2751064)
 Geography: Place

Prepared by GSG Hospitality Group

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	928	73.1%	105
Used bread in last 6 months	1,208	95.2%	101
Used chicken (fresh or frozen) in last 6 months	874	68.9%	100
Used turkey (fresh or frozen) in last 6 months	209	16.5%	104
Used fish/seafood (fresh or frozen) in last 6 months	672	53.0%	97
Used fresh fruit/vegetables in last 6 months	1,095	86.3%	100
Used fresh milk in last 6 months	1,136	89.5%	102
Used organic food in last 6 months	186	14.7%	71
Health (Adults)			
Exercise at home 2+ times per week	647	27.1%	94
Exercise at club 2+ times per week	229	9.6%	72
Visited a doctor in last 12 months	1,790	75.1%	99
Used vitamin/dietary supplement in last 6 months	1,254	52.6%	100
Home (Households)			
Any home improvement in last 12 months	356	28.1%	103
Used housekeeper/maid/professional HH cleaning service in last 12	159	12.5%	94
Purchased low ticket HH furnishings in last 12 months	219	17.3%	106
Purchased big ticket HH furnishings in last 12 months	259	20.4%	95
Bought any small kitchen appliance in last 12 months	287	22.6%	102
Bought any large kitchen appliance in last 12 months	150	11.8%	93
Insurance (Adults/Households)			
Currently carry life insurance	1,030	43.2%	100
Carry medical/hospital/accident insurance	1,593	66.8%	97
Carry homeowner insurance	1,170	49.1%	105
Carry renter's insurance	172	7.2%	82
Have auto insurance: 1 vehicle in household covered	438	34.5%	111
Have auto insurance: 2 vehicles in household covered	332	26.2%	92
Have auto insurance: 3+ vehicles in household covered	256	20.2%	93
Pets (Households)			
Household owns any pet	696	54.8%	101
Household owns any cat	314	24.7%	110
Household owns any dog	516	40.7%	98
Psychographics (Adults)			
Buying American is important to me	1,126	47.2%	114
Usually buy items on credit rather than wait	303	12.7%	104
Usually buy based on quality - not price	417	17.5%	95
Price is usually more important than brand name	694	29.1%	109
Usually use coupons for brands I buy often	465	19.5%	107
Am interested in how to help the environment	293	12.3%	74
Usually pay more for environ safe product	310	13.0%	97
Usually value green products over convenience	229	9.6%	89
Likely to buy a brand that supports a charity	848	35.6%	102
Reading (Adults)			
Bought digital book in last 12 months	292	12.2%	86
Bought hardcover book in last 12 months	460	19.3%	94
Bought paperback book in last 12 month	654	27.4%	92
Read any daily newspaper (paper version)	742	31.1%	129
Read any digital newspaper in last 30 days	707	29.7%	87
Read any magazine (paper/electronic version) in last 6 months	2,113	88.6%	98

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

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2017 and 2022.



Retail Market Potential

Pine City, MN
 Pine City, MN (2751064)
 Geography: Place

Prepared by GSG Hospitality Group

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	1,788	75.0%	100
Went to family restaurant/steak house: 4+ times a month	639	26.8%	98
Went to fast food/drive-in restaurant in last 6 months	2,164	90.8%	101
Went to fast food/drive-in restaurant 9+ times/mo	890	37.3%	95
Fast food/drive-in last 6 months: eat in	819	34.4%	94
Fast food/drive-in last 6 months: home delivery	188	7.9%	102
Fast food/drive-in last 6 months: take-out/drive-thru	1,193	50.0%	109
Fast food/drive-in last 6 months: take-out/walk-in	474	19.9%	99
Television & Electronics (Adults/Households)			
Own any tablet	699	29.3%	87
Own any e-reader	173	7.3%	84
Own e-reader/tablet: iPad	352	14.8%	72
HH has Internet connectable TV	216	17.0%	85
Own any portable MP3 player	529	22.2%	79
HH owns 1 TV	247	19.5%	94
HH owns 2 TVs	329	25.9%	100
HH owns 3 TVs	279	22.0%	102
HH owns 4+ TVs	269	21.2%	116
HH subscribes to cable TV	664	52.3%	109
HH subscribes to fiber optic	44	3.5%	43
HH owns portable GPS navigation device	316	24.9%	92
HH purchased video game system in last 12 mos	82	6.5%	84
HH owns Internet video device for TV	106	8.4%	75
Travel (Adults)			
Domestic travel in last 12 months	1,075	45.1%	89
Took 3+ domestic non-business trips in last 12 months	234	9.8%	88
Spent on domestic vacations in last 12 months: <\$1,000	226	9.5%	91
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	105	4.4%	77
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	87	3.6%	99
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	96	4.0%	106
Spent on domestic vacations in last 12 months: \$3,000+	103	4.3%	75
Domestic travel in the 12 months: used general travel website	151	6.3%	91
Foreign travel in last 3 years	350	14.7%	61
Took 3+ foreign trips by plane in last 3 years	56	2.3%	53
Spent on foreign vacations in last 12 months: <\$1,000	81	3.4%	80
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	74	3.1%	89
Spent on foreign vacations in last 12 months: \$3,000+	67	2.8%	56
Foreign travel in last 3 years: used general travel website	87	3.6%	64
Nights spent in hotel/motel in last 12 months: any	960	40.3%	97
Took cruise of more than one day in last 3 years	146	6.1%	77
Member of any frequent flyer program	222	9.3%	57
Member of any hotel rewards program	270	11.3%	76

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

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2017 and 2022.

Trend # 985841_SADIM / Created May 31, 2018

Trend Report - Hinckley, MN Area Selected Properties

January 2012 to April 2018 Currency : USD - US Dollar



Table of Contents	1
Data by Measure	2
Percent Change by Measure	3
Percent Change by Year	4
Twelve Month Moving Average	5
Twelve Month Moving Average with Percent Change	6
Day of Week Analysis	7
Raw Data	8
Classic	9
Response Report	10
Terms and Conditions	11
Help	12

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Tab 2 - Data by Measure

Hinckley, MN Area Selected Properties

Job Number: 985841_SADIM Staff: KD Created: May 31, 2018

Occupancy (%)														Total Year	Apr YTD
	January	February	March	April	May	June	July	August	September	October	November	December			
2012	37.4	42.5	45.9	42.3	49.6	64.7	68.7	69.6	59.4	54.4	41.8	40.9	51.5	42.0	
2013	39.3	48.3	48.1	48.2	52.7	63.4	69.0	70.1	60.1	53.8	43.5	41.2	53.2	45.9	
2014	42.1	50.9	49.6	48.6	53.0	65.2	69.9	71.6	61.4	55.1	43.9	41.8	54.5	47.7	
2015	43.3	47.6	46.9	48.9	52.4	65.3	71.8	68.7	64.0	58.3	40.8	39.0	54.0	46.6	
2016	42.0	46.5	44.5	48.8	54.4	65.7	71.5	71.6	64.2	58.5	42.7	41.3	54.4	45.4	
2017	40.3	44.0	45.0	46.2	48.8	66.1	66.8	67.8	63.4	57.1	45.7	44.3	53.0	43.9	
2018	41.6	49.3	47.9	47.5										46.5	
Avg	40.9	47.0	46.8	47.2	51.8	65.1	69.6	69.9	62.1	56.2	43.1	41.4	53.4	45.4	

ADR (\$)														Total Year	Apr YTD
	January	February	March	April	May	June	July	August	September	October	November	December			
2012	83.33	86.21	84.78	81.67	83.23	91.74	96.76	95.42	89.94	82.75	80.51	83.29	87.66	84.00	
2013	84.08	86.85	86.17	83.00	85.84	94.64	99.50	99.39	91.60	87.31	84.38	87.01	90.14	85.04	
2014	87.46	87.76	89.90	87.31	90.39	98.78	103.52	104.44	96.08	90.55	86.84	89.60	93.87	88.15	
2015	92.47	93.53	91.11	89.89	93.28	106.50	115.74	116.21	104.20	96.81	90.78	94.19	100.45	91.69	
2016	95.93	96.23	94.66	93.91	95.63	111.80	123.63	116.76	110.48	100.50	93.52	99.13	104.57	95.14	
2017	98.49	100.98	100.06	97.86	98.82	107.84	124.60	119.43	110.98	102.49	96.17	102.99	106.52	99.32	
2018	99.40	107.92	100.49	96.54										101.07	
Avg	91.82	94.32	92.46	90.18	91.26	102.03	110.76	108.65	100.87	93.67	88.83	92.88	97.34	92.17	

RevPAR (\$)														Total Year	Apr YTD
	January	February	March	April	May	June	July	August	September	October	November	December			
2012	31.18	36.65	38.91	34.53	41.25	59.40	66.47	66.36	53.41	45.00	33.69	34.07	45.14	35.29	
2013	33.06	41.97	41.47	39.97	45.25	59.97	68.66	69.70	55.00	46.99	36.69	35.85	47.93	39.04	
2014	36.85	44.70	44.59	42.42	47.92	64.45	72.39	74.76	59.00	49.87	38.10	37.48	51.17	42.07	
2015	40.03	44.54	42.71	43.98	48.84	69.51	83.10	79.86	66.65	56.46	37.00	36.74	54.20	42.76	
2016	40.25	44.76	42.12	45.87	52.02	73.44	88.38	83.60	70.96	58.77	39.93	40.91	56.84	43.19	
2017	39.70	44.44	45.06	45.17	48.19	71.30	83.29	81.03	70.38	58.51	43.94	45.62	56.47	43.56	
2018	41.33	53.21	48.18	45.88										47.01	
Avg	37.53	44.36	43.31	42.58	47.28	66.40	77.13	75.95	62.64	52.65	38.25	38.47	52.01	41.88	

Supply														Total Year	Apr YTD
	January	February	March	April	May	June	July	August	September	October	November	December			
2012	63,519	57,372	63,519	61,470	63,550	61,500	63,581	63,581	61,530	63,581	61,560	63,612	748,375	245,880	
2013	63,612	57,456	63,581	61,530	63,581	61,530	63,581	63,581	61,530	63,581	61,530	63,581	748,674	246,179	
2014	63,581	57,428	63,581	61,530	65,162	63,060	65,162	65,162	63,060	65,162	63,060	65,162	761,110	246,120	
2015	65,193	58,884	65,193	63,090	65,193	63,090	65,193	65,193	63,090	65,193	63,090	65,193	767,595	252,360	
2016	65,193	58,884	65,193	63,090	65,193	63,090	65,193	65,193	63,090	65,193	63,090	65,193	767,595	252,360	
2017	65,193	58,884	65,193	63,090	65,193	63,090	65,193	65,193	63,090	65,193	63,030	65,131	767,473	252,360	
2018	65,131	58,828	65,131	63,030										252,120	
Avg	64,489	58,248	64,484	62,404	64,645	62,560	64,651	64,651	62,565	64,651	62,560	64,645	760,137	249,626	

Demand														Total Year	Apr YTD
	January	February	March	April	May	June	July	August	September	October	November	December			
2012	23,763	24,391	29,150	25,986	31,501	39,818	43,676	44,222	36,535	34,572	25,759	26,024	385,397	103,290	
2013	25,012	27,770	30,601	29,634	33,513	38,988	43,873	44,589	36,949	34,217	26,757	26,193	398,096	113,017	
2014	26,789	29,253	31,538	29,893	34,546	41,145	45,564	46,644	38,723	35,893	27,663	27,254	414,905	117,473	
2015	28,219	28,042	30,559	30,870	34,135	41,177	46,809	44,800	40,355	38,019	25,715	25,432	414,132	117,690	
2016	27,352	27,391	29,010	30,818	35,460	41,444	46,605	46,678	40,521	38,122	26,935	26,904	417,240	114,571	
2017	26,281	25,914	29,359	29,120	31,794	41,714	43,579	44,232	40,011	37,216	28,802	28,853	406,875	110,674	
2018	27,081	29,006	31,227	29,954										117,268	
Avg	26,357	27,395	30,206	29,468	33,492	40,714	45,018	45,194	38,849	36,340	26,939	26,777	406,108	113,426	

Revenue (\$)														Total Year	Apr YTD
	January	February	March	April	May	June	July	August	September	October	November	December			
2012	1,980,272	2,102,698	2,471,222	2,122,319	2,621,741	3,652,984	4,225,989	4,219,543	3,286,019	2,860,841	2,073,780	2,167,433	33,784,841	8,676,511	
2013	2,102,909	2,411,710	2,636,858	2,459,639	2,876,766	3,689,828	4,365,563	4,431,738	3,384,421	2,987,422	2,257,659	2,279,107	35,883,620	9,611,116	
2014	2,342,869	2,567,125	2,835,146	2,609,961	3,122,750	4,064,205	4,716,906	4,871,433	3,720,376	3,249,933	2,402,307	2,442,055	38,945,066	10,355,101	
2015	2,609,415	2,622,764	2,784,232	2,774,856	3,184,214	4,385,553	5,417,459	5,206,394	4,204,812	3,680,633	2,334,526	2,395,511	41,600,369	10,791,267	
2016	2,623,928	2,635,857	2,746,051	2,894,212	3,391,215	4,633,477	5,762,002	5,450,186	4,476,796	3,831,131	2,519,074	2,666,949	43,630,878	10,900,048	
2017	2,588,334	2,616,725	2,937,669	2,849,610	3,141,802	4,498,587	5,429,900	5,282,434	4,440,443	3,814,160	2,769,817	2,971,496	43,340,977	10,992,338	
2018	2,691,966	3,130,344	3,138,151	2,891,641										11,852,102	
Avg	2,419,956	2,583,889	2,792,761	2,657,463	3,056,415	4,154,106	4,986,303	4,910,288	3,918,811	3,404,020	2,392,861	2,487,092	39,530,959	10,454,069	

Tab 3 - Percent Change from Previous Year - Detail by Measure

Hinckley, MN Area Selected Properties

Job Number: 985841_SADIM Staff: KD Created: May 31, 2018

Occupancy														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Apr YTD
2013	5.1	13.7	4.9	13.9	6.3	-2.1	0.5	0.8	1.1	-1.0	3.9	0.7	3.3	9.3
2014	7.2	5.4	3.1	0.9	0.6	3.0	1.3	2.1	2.3	2.4	0.9	1.5	2.5	4.0
2015	2.7	-6.5	-5.5	0.7	-1.2	0.0	2.7	-4.0	4.2	5.9	-7.1	-6.7	-1.0	-2.3
2016	-3.1	-2.3	-5.1	-0.2	3.9	0.6	-0.4	4.2	0.4	0.3	4.7	5.8	0.8	-2.7
2017	-3.9	-5.4	1.2	-5.5	-10.3	0.7	-6.5	-5.2	-1.3	-2.4	7.0	7.3	-2.5	-3.4
2018	3.1	12.0	6.5	3.0										6.1
Avg	1.9	2.8	0.8	2.1	-0.2	0.4	-0.5	-0.4	1.3	1.0	1.9	1.7	0.6	1.8

ADR														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Apr YTD
2013	0.9	0.7	1.6	1.6	3.1	3.2	2.8	4.2	1.8	5.5	4.8	4.5	2.8	1.2
2014	4.0	1.0	4.3	5.2	5.3	4.4	4.0	5.1	4.9	3.7	2.9	3.0	4.1	3.7
2015	5.7	6.6	1.4	3.0	3.2	7.8	11.8	11.3	8.5	6.9	4.5	5.1	7.0	4.0
2016	3.7	2.9	3.9	4.5	2.5	5.0	6.8	0.5	6.0	3.8	3.0	5.2	4.1	3.8
2017	2.7	4.9	5.7	4.2	3.3	-3.5	0.8	2.3	0.5	2.0	2.8	3.9	1.9	4.4
2018	0.9	6.9	0.4	-1.4										1.8
Avg	3.0	3.8	2.9	2.8	3.5	3.4	5.3	4.7	4.3	4.4	3.6	4.3	4.0	3.1

RevPAR														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Apr YTD
2013	6.0	14.5	6.6	15.8	9.7	1.0	3.3	5.0	3.0	4.4	8.9	5.2	6.2	10.6
2014	11.5	6.5	7.5	6.1	5.9	7.5	5.4	7.3	7.3	6.1	3.8	4.5	6.8	7.8
2015	8.6	-0.4	-4.2	3.7	1.9	7.9	14.8	6.8	13.0	13.2	-2.9	-2.0	5.9	1.6
2016	0.6	0.5	-1.4	4.3	6.5	5.7	6.4	4.7	6.5	4.1	7.9	11.3	4.9	1.0
2017	-1.4	-0.7	7.0	-1.5	-7.4	-2.9	-5.8	-3.1	-0.8	-0.4	10.1	11.5	-0.6	0.8
2018	4.1	19.7	6.9	1.6										7.9
Avg	4.9	6.7	3.7	5.0	3.3	3.8	4.8	4.1	5.8	5.5	5.6	6.1	4.6	5.0

Supply														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Apr YTD
2013	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	-0.0	-0.0	0.0	0.1
2014	-0.0	-0.0	0.0	0.0	2.5	2.5	2.5	2.5	2.5	2.5	2.5	2.5	1.7	-0.0
2015	2.5	2.5	2.5	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	2.5
2016	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
2017	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-0.1	-0.1	-0.0	0.0
2018	-0.1	-0.1	-0.1	-0.1										-0.1
Avg	0.4	0.4	0.4	0.4	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.4

Demand														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Apr YTD
2013	5.3	13.9	5.0	14.0	6.4	-2.1	0.5	0.8	1.1	-1.0	3.9	0.6	3.3	9.4
2014	7.1	5.3	3.1	0.9	3.1	5.5	3.9	4.6	4.8	4.9	3.4	4.1	4.2	3.9
2015	5.3	-4.1	-3.1	3.3	-1.2	0.1	2.7	-4.0	4.2	5.9	-7.0	-6.7	-0.2	0.2
2016	-3.1	-2.3	-5.1	-0.2	3.9	0.6	-0.4	4.2	0.4	0.3	4.7	5.8	0.8	-2.7
2017	-3.9	-5.4	1.2	-5.5	-10.3	0.7	-6.5	-5.2	-1.3	-2.4	6.9	7.2	-2.5	-3.4
2018	3.0	11.9	6.4	2.9										6.0
Avg	2.3	3.2	1.2	2.6	0.4	1.0	0.0	0.1	1.9	1.5	2.4	2.2	1.1	2.2

Revenue														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Apr YTD
2013	6.2	14.7	6.7	15.9	9.7	1.0	3.3	5.0	3.0	4.4	8.9	5.2	6.2	10.8
2014	11.4	6.4	7.5	6.1	8.6	10.1	8.0	9.9	9.9	8.8	6.4	7.1	8.5	7.7
2015	11.4	2.2	-1.8	6.3	2.0	7.9	14.9	6.9	13.0	13.3	-2.8	-1.9	6.8	4.2
2016	0.6	0.5	-1.4	4.3	6.5	5.7	6.4	4.7	6.5	4.1	7.9	11.3	4.9	1.0
2017	-1.4	-0.7	7.0	-1.5	-7.4	-2.9	-5.8	-3.1	-0.8	-0.4	10.0	11.4	-0.7	0.8
2018	4.0	19.6	6.8	1.5										7.8
Avg	5.4	7.1	4.1	5.4	3.9	4.4	5.4	4.7	6.3	6.0	6.1	6.6	5.2	5.4

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

Hinckley, MN Area Selected Properties

Job Number: 985841_SADIM Staff: KD Created: May 31, 2018

	Jan 13	Feb 13	Mar 13	Apr 13	May 13	Jun 13	Jul 13	Aug 13	Sep 13	Oct 13	Nov 13	Dec 13	Total Year	Apr YTD
Occ	5.1	13.7	4.9	13.9	6.3	-2.1	0.5	0.8	1.1	-1.0	3.9	0.7	3.3	9.3
ADR	0.9	0.7	1.6	1.6	3.1	3.2	2.8	4.2	1.8	5.5	4.8	4.5	2.8	1.2
RevPAR	6.0	14.5	6.6	15.8	9.7	1.0	3.3	5.0	3.0	4.4	8.9	5.2	6.2	10.6
Supply	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	-0.0	-0.0	0.0	0.1
Demand	5.3	13.9	5.0	14.0	6.4	-2.1	0.5	0.8	1.1	-1.0	3.9	0.6	3.3	9.4
Revenue	6.2	14.7	6.7	15.9	9.7	1.0	3.3	5.0	3.0	4.4	8.9	5.2	6.2	10.8

	Jan 14	Feb 14	Mar 14	Apr 14	May 14	Jun 14	Jul 14	Aug 14	Sep 14	Oct 14	Nov 14	Dec 14	Total Year	Apr YTD
Occ	7.2	5.4	3.1	0.9	0.6	3.0	1.3	2.1	2.3	2.4	0.9	1.5	2.5	4.0
ADR	4.0	1.0	4.3	5.2	5.3	4.4	4.0	5.1	4.9	3.7	2.9	3.0	4.1	3.7
RevPAR	11.5	6.5	7.5	6.1	5.9	7.5	5.4	7.3	7.3	6.1	3.8	4.5	6.8	7.8
Supply	-0.0	-0.0	0.0	0.0	2.5	2.5	2.5	2.5	2.5	2.5	2.5	2.5	1.7	-0.0
Demand	7.1	5.3	3.1	0.9	3.1	5.5	3.9	4.6	4.8	4.9	3.4	4.1	4.2	3.9
Revenue	11.4	6.4	7.5	6.1	8.6	10.1	8.0	9.9	9.9	8.8	6.4	7.1	8.5	7.7

	Jan 15	Feb 15	Mar 15	Apr 15	May 15	Jun 15	Jul 15	Aug 15	Sep 15	Oct 15	Nov 15	Dec 15	Total Year	Apr YTD
Occ	2.7	-6.5	-5.5	0.7	-1.2	0.0	2.7	-4.0	4.2	5.9	-7.1	-6.7	-1.0	-2.3
ADR	5.7	6.6	1.4	3.0	3.2	7.8	11.8	11.3	8.5	6.9	4.5	5.1	7.0	4.0
RevPAR	8.6	-0.4	-4.2	3.7	1.9	7.9	14.8	6.8	13.0	13.2	-2.9	-2.0	5.9	1.6
Supply	2.5	2.5	2.5	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	2.5
Demand	5.3	-4.1	-3.1	3.3	-1.2	0.1	2.7	-4.0	4.2	5.9	-7.0	-6.7	-0.2	0.2
Revenue	11.4	2.2	-1.8	6.3	2.0	7.9	14.9	6.9	13.0	13.3	-2.8	-1.9	6.8	4.2

	Jan 16	Feb 16	Mar 16	Apr 16	May 16	Jun 16	Jul 16	Aug 16	Sep 16	Oct 16	Nov 16	Dec 16	Total Year	Apr YTD
Occ	-3.1	-2.3	-5.1	-0.2	3.9	0.6	-0.4	4.2	0.4	0.3	4.7	5.8	0.8	-2.7
ADR	3.7	2.9	3.9	4.5	2.5	5.0	6.8	0.5	6.0	3.8	3.0	5.2	4.1	3.8
RevPAR	0.6	0.5	-1.4	4.3	6.5	5.7	6.4	4.7	6.5	4.1	7.9	11.3	4.9	1.0
Supply	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Demand	-3.1	-2.3	-5.1	-0.2	3.9	0.6	-0.4	4.2	0.4	0.3	4.7	5.8	0.8	-2.7
Revenue	0.6	0.5	-1.4	4.3	6.5	5.7	6.4	4.7	6.5	4.1	7.9	11.3	4.9	1.0

	Jan 17	Feb 17	Mar 17	Apr 17	May 17	Jun 17	Jul 17	Aug 17	Sep 17	Oct 17	Nov 17	Dec 17	Total Year	Apr YTD
Occ	-3.9	-5.4	1.2	-5.5	-10.3	0.7	-6.5	-5.2	-1.3	-2.4	7.0	7.3	-2.5	-3.4
ADR	2.7	4.9	5.7	4.2	3.3	-3.5	0.8	2.3	0.5	2.0	2.8	3.9	1.9	4.4
RevPAR	-1.4	-0.7	7.0	-1.5	-7.4	-2.9	-5.8	-3.1	-0.8	-0.4	10.1	11.5	-0.6	0.8
Supply	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-0.1	-0.1	-0.0	0.0
Demand	-3.9	-5.4	1.2	-5.5	-10.3	0.7	-6.5	-5.2	-1.3	-2.4	6.9	7.2	-2.5	-3.4
Revenue	-1.4	-0.7	7.0	-1.5	-7.4	-2.9	-5.8	-3.1	-0.8	-0.4	10.0	11.4	-0.7	0.8

	Jan 18	Feb 18	Mar 18	Apr 18	May 18	Jun 18	Jul 18	Aug 18	Sep 18	Oct 18	Nov 18	Dec 18	Total Year	Apr YTD
Occ	3.1	12.0	6.5	3.0										6.1
ADR	0.9	6.9	0.4	-1.4										1.8
RevPAR	4.1	19.7	6.9	1.6										7.9
Supply	-0.1	-0.1	-0.1	-0.1										-0.1
Demand	3.0	11.9	6.4	2.9										6.0
Revenue	4.0	19.6	6.8	1.5										7.8

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Tab 5 - Twelve Month Moving Average

Hinckley, MN Area Selected Properties

Job Number: 985841_SADIM Staff: KD Created: May 31, 2018

Occupancy (%)												
	January	February	March	April	May	June	July	August	September	October	November	December
2013	51.7	52.1	52.3	52.8	53.0	52.9	53.0	53.0	53.1	53.0	53.1	53.2
2014	53.4	53.6	53.7	53.8	53.8	54.0	54.1	54.2	54.4	54.5	54.5	54.5
2015	54.6	54.3	54.1	54.1	54.0	54.0	54.2	54.0	54.2	54.4	54.2	54.0
2016	53.8	53.8	53.6	53.5	53.7	53.8	53.7	54.0	54.0	54.0	54.2	54.4
2017	54.2	54.0	54.1	53.8	53.4	53.4	53.0	52.7	52.6	52.5	52.8	53.0
2018	53.1	53.5	53.8	53.9								

ADR (\$)												
	January	February	March	April	May	June	July	August	September	October	November	December
2013	87.70	87.73	87.83	87.87	88.07	88.34	88.65	89.10	89.26	89.66	89.90	90.14
2014	90.34	90.39	90.67	90.99	91.37	91.80	92.28	92.89	93.31	93.57	93.71	93.87
2015	94.18	94.59	94.69	94.87	95.11	95.88	97.27	98.52	99.29	99.82	100.12	100.45
2016	100.70	100.89	101.18	101.48	101.65	102.19	103.08	103.20	103.81	104.15	104.29	104.57
2017	104.75	105.08	105.45	105.78	106.12	105.72	105.69	105.91	105.96	106.15	106.28	106.52
2018	106.57	107.01	107.02	106.90								

RevPAR (\$)												
	January	February	March	April	May	June	July	August	September	October	November	December
2013	45.30	45.71	45.93	46.37	46.71	46.76	46.95	47.23	47.36	47.53	47.78	47.93
2014	48.25	48.46	48.73	48.93	49.15	49.55	49.91	50.39	50.73	50.97	51.06	51.17
2015	51.41	51.38	51.21	51.32	51.40	51.82	52.73	53.16	53.79	54.35	54.26	54.20
2016	54.21	54.23	54.18	54.34	54.61	54.93	55.38	55.70	56.05	56.25	56.49	56.84
2017	56.79	56.77	57.02	56.96	56.64	56.46	56.03	55.81	55.76	55.74	56.07	56.47
2018	56.61	57.29	57.55	57.61								

Supply												
	January	February	March	April	May	June	July	August	September	October	November	December
2013	748,468	748,552	748,614	748,674	748,705	748,735	748,735	748,735	748,735	748,735	748,705	748,674
2014	748,643	748,615	748,615	748,615	750,196	751,726	753,307	754,888	756,418	757,999	759,529	761,110
2015	762,722	764,178	765,790	767,350	767,381	767,411	767,442	767,473	767,503	767,534	767,564	767,595
2016	767,595	767,595	767,595	767,595	767,595	767,595	767,595	767,595	767,595	767,595	767,595	767,595
2017	767,595	767,595	767,595	767,595	767,595	767,595	767,595	767,595	767,595	767,595	767,535	767,473
2018	767,411	767,355	767,293	767,233								

Demand												
	January	February	March	April	May	June	July	August	September	October	November	December
2013	386,646	390,025	391,476	395,124	397,136	396,306	396,503	396,870	397,284	396,929	397,927	398,096
2014	399,873	401,356	402,293	402,552	403,585	405,742	407,433	409,488	411,262	412,938	413,844	414,905
2015	416,335	415,124	414,145	415,122	414,711	414,743	415,988	414,144	415,776	417,902	415,954	414,132
2016	413,265	412,614	411,065	411,013	412,338	412,605	412,401	414,279	414,445	414,548	415,768	417,240
2017	416,169	414,692	415,041	413,343	409,677	409,947	406,921	404,475	403,965	403,059	404,926	406,875
2018	407,675	410,767	412,635	413,469								

Revenue (\$)												
	January	February	March	April	May	June	July	August	September	October	November	December
2013	33,907,478	34,216,490	34,382,126	34,719,446	34,974,471	35,011,315	35,150,889	35,363,084	35,461,486	35,588,067	35,771,946	35,883,620
2014	36,123,580	36,278,995	36,477,283	36,627,605	36,873,589	37,247,966	37,599,309	38,039,004	38,374,959	38,637,470	38,782,118	38,945,066
2015	39,211,612	39,267,251	39,216,337	39,381,232	39,442,696	39,764,044	40,464,597	40,799,558	41,283,994	41,714,694	41,646,913	41,600,369
2016	41,614,882	41,627,975	41,589,794	41,709,150	41,916,151	42,164,075	42,508,618	42,752,410	43,024,394	43,174,892	43,359,440	43,630,877
2017	43,595,284	43,576,152	43,767,770	43,723,168	43,473,755	43,338,865	43,006,763	42,839,011	42,802,658	42,785,687	43,036,430	43,340,977
2018	43,444,609	43,958,228	44,158,710	44,200,741								

High value is boxed.

Low value is boxed and italicized.

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Tab 6 - Twelve Month Moving Average with Percent Change

Hinckley, MN Area Selected Properties
 Job Number: 985841_SADIM Staff: KD Created: May 31, 2018

Date	Occupancy		ADR		RevPar		Supply		Demand		Revenue	
	This Year	% Chg	This Year	% Chg								
Jan 13	51.7		87.70		45.30		748,468		386,646		33,907,478	
Feb 13	52.1		87.73		45.71		748,552		390,025		34,216,490	
Mar 13	52.3		87.83		45.93		748,614		391,476		34,382,126	
Apr 13	52.8		87.87		46.37		748,674		395,124		34,719,446	
May 13	53.0		88.07		46.71		748,705		397,136		34,974,471	
Jun 13	52.9		88.34		46.76		748,735		396,306		35,011,315	
Jul 13	53.0		88.65		46.95		748,735		396,503		35,150,889	
Aug 13	53.0		89.10		47.23		748,735		396,870		35,363,084	
Sep 13	53.1		89.26		47.36		748,735		397,284		35,461,486	
Oct 13	53.0		89.66		47.53		748,735		396,929		35,588,067	
Nov 13	53.1		89.90		47.78		748,705		397,927		35,771,946	
Dec 13	53.2	3.3	90.14	2.8	47.93	6.2	748,674	0.0	398,096	3.3	35,883,620	6.2
Jan 14	53.4	3.4	90.34	3.0	48.25	6.5	748,643	0.0	399,873	3.4	36,123,580	6.5
Feb 14	53.6	2.9	90.39	3.0	48.46	6.0	748,615	0.0	401,356	2.9	36,278,995	6.0
Mar 14	53.7	2.8	90.67	3.2	48.73	6.1	748,615	0.0	402,293	2.8	36,477,283	6.1
Apr 14	53.8	1.9	90.99	3.5	48.93	5.5	748,615	-0.0	402,552	1.9	36,627,605	5.5
May 14	53.8	1.4	91.37	3.7	49.15	5.2	750,196	0.2	403,585	1.6	36,873,589	5.4
Jun 14	54.0	2.0	91.80	3.9	49.55	6.0	751,726	0.4	405,742	2.4	37,247,966	6.4
Jul 14	54.1	2.1	92.28	4.1	49.91	6.3	753,307	0.6	407,433	2.8	37,599,309	7.0
Aug 14	54.2	2.3	92.89	4.3	50.39	6.7	754,888	0.8	409,488	3.2	38,039,004	7.6
Sep 14	54.4	2.5	93.31	4.5	50.73	7.1	756,418	1.0	411,262	3.5	38,374,959	8.2
Oct 14	54.5	2.8	93.57	4.4	50.97	7.2	757,999	1.2	412,938	4.0	38,637,470	8.6
Nov 14	54.5	2.5	93.71	4.2	51.06	6.9	759,529	1.4	413,844	4.0	38,782,118	8.4
Dec 14	54.5	2.5	93.87	4.1	51.17	6.8	761,110	1.7	414,905	4.2	38,945,066	8.5
Jan 15	54.6	2.2	94.18	4.3	51.41	6.5	762,722	1.9	416,335	4.1	39,211,612	8.5
Feb 15	54.3	1.3	94.59	4.6	51.38	6.0	764,178	2.1	415,124	3.4	39,267,251	8.2
Mar 15	54.1	0.6	94.69	4.4	51.21	5.1	765,790	2.3	414,145	2.9	39,216,337	7.5
Apr 15	54.1	0.6	94.87	4.3	51.32	4.9	767,350	2.5	415,122	3.1	39,381,232	7.5
May 15	54.0	0.5	95.11	4.1	51.40	4.6	767,381	2.3	414,711	2.8	39,442,696	7.0
Jun 15	54.0	0.1	95.88	4.4	51.82	4.6	767,411	2.1	414,743	2.2	39,764,044	6.8
Jul 15	54.2	0.2	97.27	5.4	52.73	5.6	767,442	1.9	415,988	2.1	40,464,597	7.6
Aug 15	54.0	-0.5	98.52	6.1	53.16	5.5	767,473	1.7	414,144	1.1	40,799,558	7.3
Sep 15	54.2	-0.4	99.29	6.4	53.79	6.0	767,503	1.5	415,776	1.1	41,283,994	7.6
Oct 15	54.4	-0.1	99.82	6.7	54.35	6.6	767,534	1.3	417,902	1.2	41,714,694	8.0
Nov 15	54.2	-0.5	100.12	6.8	54.26	6.3	767,564	1.1	415,954	0.5	41,646,913	7.4
Dec 15	54.0	-1.0	100.45	7.0	54.20	5.9	767,595	0.9	414,132	-0.2	41,600,369	6.8
Jan 16	53.8	-1.4	100.70	6.9	54.21	5.5	767,595	0.6	413,265	-0.7	41,614,882	6.1
Feb 16	53.8	-1.0	100.89	6.7	54.23	5.5	767,595	0.4	412,614	-0.6	41,627,975	6.0
Mar 16	53.6	-1.0	101.18	6.8	54.18	5.8	767,595	0.2	411,065	-0.7	41,589,794	6.1
Apr 16	53.5	-1.0	101.48	7.0	54.34	5.9	767,595	0.0	411,013	-1.0	41,709,150	5.9
May 16	53.7	-0.6	101.65	6.9	54.61	6.2	767,595	0.0	412,338	-0.6	41,916,151	6.3
Jun 16	53.8	-0.5	102.19	6.6	54.93	6.0	767,595	0.0	412,605	-0.5	42,164,075	6.0
Jul 16	53.7	-0.9	103.08	6.0	55.38	5.0	767,595	0.0	412,401	-0.9	42,508,618	5.1
Aug 16	54.0	0.0	103.20	4.8	55.70	4.8	767,595	0.0	414,279	0.0	42,752,410	4.8
Sep 16	54.0	-0.3	103.81	4.6	56.05	4.2	767,595	0.0	414,445	-0.3	43,024,394	4.2
Oct 16	54.0	-0.8	104.15	4.3	56.25	3.5	767,595	0.0	414,548	-0.8	43,174,892	3.5
Nov 16	54.2	-0.0	104.29	4.2	56.49	4.1	767,595	0.0	415,768	-0.0	43,359,440	4.1
Dec 16	54.4	0.8	104.57	4.1	56.84	4.9	767,595	0.0	417,240	0.8	43,630,878	4.9
Jan 17	54.2	0.7	104.75	4.0	56.79	4.8	767,595	0.0	416,169	0.7	43,595,284	4.8
Feb 17	54.0	0.5	105.08	4.2	56.77	4.7	767,595	0.0	414,692	0.5	43,576,152	4.7
Mar 17	54.1	1.0	105.45	4.2	57.02	5.2	767,595	0.0	415,041	1.0	43,767,770	5.2
Apr 17	53.8	0.6	105.78	4.2	56.96	4.8	767,595	0.0	413,343	0.6	43,723,168	4.8
May 17	53.4	-0.6	106.12	4.4	56.64	3.7	767,595	0.0	409,677	-0.6	43,473,755	3.7
Jun 17	53.4	-0.6	105.72	3.5	56.46	2.8	767,595	0.0	409,947	-0.6	43,338,865	2.8
Jul 17	53.0	-1.3	105.69	2.5	56.03	1.2	767,595	0.0	406,921	-1.3	43,006,763	1.2
Aug 17	52.7	-2.4	105.91	2.6	55.81	0.2	767,595	0.0	404,475	-2.4	42,839,011	0.2
Sep 17	52.6	-2.5	105.96	2.1	55.76	-0.5	767,595	0.0	403,965	-2.5	42,802,658	-0.5
Oct 17	52.5	-2.8	106.15	1.9	55.74	-0.9	767,595	0.0	403,059	-2.8	42,785,687	-0.9
Nov 17	52.8	-2.6	106.28	1.9	56.07	-0.7	767,535	-0.0	404,926	-2.6	43,036,430	-0.7
Dec 17	53.0	-2.5	106.52	1.9	56.47	-0.6	767,473	-0.0	406,875	-2.5	43,340,977	-0.7
Jan 18	53.1	-2.0	106.57	1.7	56.61	-0.3	767,411	-0.0	407,675	-2.0	43,444,609	-0.3
Feb 18	53.5	-0.9	107.01	1.8	57.29	0.9	767,355	-0.0	410,767	-0.9	43,958,228	0.9
Mar 18	53.8	-0.5	107.02	1.5	57.55	0.9	767,293	-0.0	412,635	-0.6	44,158,710	0.9
Apr 18	53.9	0.1	106.90	1.1	57.61	1.1	767,233	-0.0	413,469	0.0	44,200,741	1.1

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Tab 7 - Day of Week Analysis

Hinckley, MN Area Selected Properties

Job Number: 985841_SADIM Staff: KD Created: May 31, 2018

Occupancy (%)								Total Month
Sun	Mon	Tue	Wed	Thu	Fri	Sat		
May - 17	33.8	40.3	48.6	48.5	44.4	59.5	68.5	48.8
Jun - 17	41.9	63.4	71.1	69.3	61.3	72.8	82.7	66.1
Jul - 17	48.1	62.9	64.6	67.5	67.5	78.0	81.2	66.8
Aug - 17	46.5	62.1	68.0	65.9	63.9	82.3	87.8	67.8
Sep - 17	43.3	51.7	60.8	63.4	60.4	71.5	85.5	63.4
Oct - 17	31.8	48.9	54.5	62.3	60.6	71.0	79.5	57.1
Nov - 17	24.9	41.9	45.3	47.3	45.5	57.7	56.8	45.7
Dec - 17	34.1	40.4	44.1	43.9	39.9	50.2	55.7	44.3
Jan - 18	27.8	34.4	40.2	41.5	37.0	52.6	59.7	41.6
Feb - 18	35.9	42.1	46.5	46.4	43.5	61.6	69.2	49.3
Mar - 18	28.5	46.1	48.9	50.4	43.7	55.3	59.2	47.9
Apr - 18	26.4	43.0	48.6	49.3	44.6	58.4	68.8	47.5
Total Year	35.2	47.9	53.4	54.3	51.2	64.1	71.2	53.9

Three Year Occupancy (%)								Total Year
Sun	Mon	Tue	Wed	Thu	Fri	Sat		
May 15 - Apr 16	33.7	48.0	54.5	54.6	51.1	62.7	69.8	53.5
May 16 - Apr 17	34.3	47.4	54.4	54.6	51.2	64.0	71.4	53.8
May 17 - Apr 18	35.2	47.9	53.4	54.3	51.2	64.1	71.2	53.9
Total 3 Yr	34.4	47.8	54.1	54.5	51.2	63.6	70.8	53.8

ADR								Total Month
Sun	Mon	Tue	Wed	Thu	Fri	Sat		
May - 17	93.63	89.22	89.02	89.95	92.16	112.60	117.28	98.82
Jun - 17	97.21	96.33	97.98	98.01	100.75	123.88	127.70	107.84
Jul - 17	120.96	117.28	115.78	113.45	115.68	139.02	140.30	124.60
Aug - 17	113.74	107.07	108.25	108.10	114.33	137.36	140.42	119.43
Sep - 17	104.84	95.50	95.00	96.31	101.18	126.84	131.03	110.98
Oct - 17	90.16	89.23	91.23	95.03	98.45	118.69	122.93	102.49
Nov - 17	85.11	87.01	88.26	89.87	92.83	108.19	111.79	96.17
Dec - 17	101.83	91.42	93.05	96.48	96.03	112.09	116.60	102.99
Jan - 18	92.21	89.16	89.80	89.91	89.85	113.81	119.69	99.40
Feb - 18	118.28	88.25	89.26	86.98	98.38	123.63	133.11	107.92
Mar - 18	89.76	90.04	89.88	93.41	92.06	112.53	117.96	100.49
Apr - 18	87.92	87.23	87.89	88.28	88.65	108.17	115.20	96.54
Total Year	101.84	95.49	95.79	96.45	99.91	121.03	125.86	106.90

Three Year ADR								Total Year
Sun	Mon	Tue	Wed	Thu	Fri	Sat		
May 15 - Apr 16	94.99	91.01	91.89	92.26	95.72	114.79	118.21	101.48
May 16 - Apr 17	99.31	95.08	95.51	95.88	98.72	120.25	123.53	105.78
May 17 - Apr 18	101.84	95.49	95.79	96.45	99.91	121.03	125.86	106.90
Total 3 Yr	98.77	93.87	94.39	94.87	98.12	118.70	122.54	104.73

RevPAR								Total Month
Sun	Mon	Tue	Wed	Thu	Fri	Sat		
May - 17	31.67	35.94	43.23	43.64	40.89	67.05	80.38	48.19
Jun - 17	40.69	61.02	69.70	67.88	61.75	90.20	105.54	71.30
Jul - 17	58.22	73.79	74.82	76.61	78.11	108.47	113.97	83.29
Aug - 17	52.83	66.44	73.56	71.19	73.10	113.10	123.28	81.03
Sep - 17	45.35	49.34	57.76	61.06	61.07	90.65	111.97	70.38
Oct - 17	28.65	43.61	49.74	59.22	59.70	84.29	97.70	58.51
Nov - 17	21.22	36.47	40.01	42.52	42.25	62.39	63.52	43.94
Dec - 17	34.72	36.93	41.04	42.40	38.35	56.23	64.94	45.62
Jan - 18	25.65	30.66	36.12	37.29	33.27	59.84	71.47	41.33
Feb - 18	42.46	37.14	41.53	40.35	42.75	76.17	92.08	53.21
Mar - 18	25.58	41.52	43.94	47.05	40.20	62.18	69.88	48.18
Apr - 18	23.25	37.51	42.69	43.51	39.51	63.15	79.26	45.88
Total Year	35.89	45.72	51.14	52.42	51.18	77.59	89.56	57.61

Three Year RevPAR								Total Year
Sun	Mon	Tue	Wed	Thu	Fri	Sat		
May 15 - Apr 16	32.04	43.68	50.09	50.34	48.87	72.00	82.46	54.34
May 16 - Apr 17	34.09	45.10	51.92	52.34	50.53	76.99	88.20	56.96
May 17 - Apr 18	35.89	45.72	51.14	52.42	51.18	77.59	89.56	57.61
Total 3 Yr	34.01	44.84	51.05	51.70	50.20	75.50	86.71	56.30

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Tab 8 - Raw Data

Hinckley, MN Area Selected Properties
 Job Number: 985841_SADIM Staff: KD Created: May 31, 2018

Date	Occupancy		ADR		RevPar		Supply		Demand		Revenue		Census & Sample %		
	This Year	% Chg	Census Props	Census Rooms	% Rooms STAR Participants										
Jan 12	37.4		83.33		31.18		63,519		23,763		1,980,272		23	2,049	59.1
Feb 12	42.5		86.21		36.65		57,372		24,391		2,102,698		23	2,049	59.1
Mar 12	45.9		84.78		38.91		63,519		29,150		2,471,222		23	2,049	59.1
Apr 12	42.3		81.67		34.53		61,470		25,986		2,122,319		23	2,049	59.1
May 12	49.6		83.23		41.25		63,550		31,501		2,621,741		23	2,050	59.1
Jun 12	64.7		91.74		59.40		61,500		39,818		3,652,984		23	2,050	59.1
Jul 12	68.7		96.76		66.47		63,581		43,676		4,225,989		23	2,051	59.1
Aug 12	69.6		95.42		66.36		63,581		44,222		4,219,543		23	2,051	59.1
Sep 12	59.4		89.94		53.41		61,530		36,535		3,286,019		23	2,051	59.1
Oct 12	54.4		82.75		45.00		63,581		34,572		2,860,841		23	2,051	59.1
Nov 12	41.8		80.51		33.69		61,560		25,759		2,073,780		23	2,052	59.1
Dec 12	40.9		83.29		34.07		63,612		26,024		2,167,433		23	2,052	59.1
Jan 13	39.3	5.1	84.08	0.9	33.06	6.0	63,612	0.1	25,012	5.3	2,102,909	6.2	23	2,052	59.1
Feb 13	48.3	13.7	86.85	0.7	41.97	14.5	57,456	0.1	27,770	13.9	2,411,710	14.7	23	2,052	59.1
Mar 13	48.1	4.9	86.17	1.6	41.47	6.6	63,581	0.1	30,601	5.0	2,636,858	6.7	23	2,051	59.1
Apr 13	48.2	13.9	83.00	1.6	39.97	15.8	61,530	0.1	29,634	14.0	2,459,639	15.9	23	2,051	59.1
May 13	52.7	6.3	85.84	3.1	45.25	9.7	63,581	0.0	33,513	6.4	2,876,766	9.7	23	2,051	59.1
Jun 13	63.4	-2.1	94.64	3.2	59.97	1.0	61,530	0.0	38,988	-2.1	3,689,828	1.0	23	2,051	59.1
Jul 13	69.0	0.5	99.50	2.8	68.66	3.3	63,581	0.0	43,873	0.5	4,365,563	3.3	23	2,051	59.1
Aug 13	70.1	0.8	99.39	4.2	69.70	5.0	63,581	0.0	44,589	0.8	4,431,738	5.0	23	2,051	59.1
Sep 13	60.1	1.1	91.60	1.8	55.00	3.0	61,530	0.0	36,949	1.1	3,384,421	3.0	23	2,051	59.1
Oct 13	53.8	-1.0	87.31	5.5	46.99	4.4	63,581	0.0	34,217	-1.0	2,987,422	4.4	23	2,051	59.1
Nov 13	43.5	3.9	84.38	4.8	36.69	8.9	61,530	-0.0	26,757	3.9	2,257,659	8.9	23	2,051	57.1
Dec 13	41.2	0.7	87.01	4.5	35.85	5.2	63,581	-0.0	26,193	0.6	2,279,107	5.2	23	2,051	57.1
Jan 14	42.1	7.2	87.46	4.0	36.85	11.5	63,581	-0.0	26,789	7.1	2,342,869	11.4	23	2,051	59.1
Feb 14	50.9	5.4	87.76	1.0	44.70	6.5	57,428	-0.0	29,253	5.3	2,567,125	6.4	23	2,051	54.3
Mar 14	49.6	3.1	89.90	4.3	44.59	7.5	63,581	0.0	31,538	3.1	2,835,146	7.5	23	2,051	54.3
Apr 14	48.6	0.9	87.31	5.2	42.42	6.1	61,530	0.0	29,893	0.9	2,609,961	6.1	23	2,051	54.3
May 14	53.0	0.6	90.39	5.3	47.92	5.9	65,162	2.5	34,546	3.1	3,122,750	8.6	24	2,102	55.4
Jun 14	65.2	3.0	98.78	4.4	64.45	7.5	63,060	2.5	41,145	5.5	4,064,205	10.1	24	2,102	55.4
Jul 14	69.9	1.3	103.52	4.0	72.39	5.4	65,162	2.5	45,564	3.9	4,716,906	8.0	24	2,102	55.4
Aug 14	71.6	2.1	104.44	5.1	74.76	7.3	65,162	2.5	46,644	4.6	4,871,433	9.9	24	2,102	60.1
Sep 14	61.4	2.3	96.08	4.9	59.00	7.3	63,060	2.5	38,723	4.8	3,720,376	9.9	24	2,102	60.1
Oct 14	55.1	2.4	90.55	3.7	49.87	6.1	65,162	2.5	35,893	4.9	3,249,933	8.8	24	2,102	60.1
Nov 14	43.9	0.9	86.84	2.9	38.10	3.8	63,060	2.5	27,663	3.4	2,402,307	6.4	24	2,102	60.1
Dec 14	41.8	1.5	89.60	3.0	37.48	4.5	65,162	2.5	27,254	4.1	2,442,055	7.1	24	2,102	60.1
Jan 15	43.3	2.7	92.47	5.7	40.03	8.6	65,193	2.5	28,219	5.3	2,609,415	11.4	24	2,103	60.1
Feb 15	47.6	-6.5	93.53	6.6	44.54	-0.4	58,884	2.5	28,042	-4.1	2,622,764	2.2	24	2,103	60.1
Mar 15	46.9	-5.5	91.11	1.4	42.71	-4.2	65,193	2.5	30,559	-3.1	2,784,232	-1.8	24	2,103	60.1
Apr 15	48.9	0.7	89.89	3.0	43.98	3.7	63,090	2.5	30,870	3.3	2,774,856	6.3	24	2,103	60.1
May 15	52.4	-1.2	93.28	3.2	48.84	1.9	65,193	0.0	34,135	-1.2	3,184,214	2.0	24	2,103	60.1
Jun 15	65.3	0.0	106.50	7.8	69.51	7.9	63,090	0.0	41,177	0.1	4,385,553	7.9	24	2,103	60.1
Jul 15	71.8	2.7	115.74	11.8	83.10	14.8	65,193	0.0	46,809	2.7	5,417,459	14.9	24	2,103	60.1
Aug 15	68.7	-4.0	116.21	11.3	79.86	6.8	65,193	0.0	44,800	-4.0	5,206,394	6.9	24	2,103	60.1
Sep 15	64.0	4.2	104.20	8.5	66.65	13.0	63,090	0.0	40,355	4.2	4,204,812	13.0	24	2,103	60.1
Oct 15	58.3	5.9	96.81	6.9	56.46	13.2	65,193	0.0	38,019	5.9	3,680,633	13.3	24	2,103	57.0
Nov 15	40.8	-7.1	90.78	4.5	37.00	-2.9	63,090	0.0	25,715	-7.0	2,334,526	-2.8	24	2,103	60.1
Dec 15	39.0	-6.7	94.19	5.1	36.74	-2.0	65,193	0.0	25,432	-6.7	2,395,511	-1.9	24	2,103	60.1
Jan 16	42.0	-3.1	95.93	3.7	40.25	0.6	65,193	0.0	27,352	-3.1	2,623,928	0.6	24	2,103	60.1
Feb 16	46.5	-2.3	96.23	2.9	44.76	0.5	58,884	0.0	27,391	-2.3	2,635,857	0.5	24	2,103	60.1
Mar 16	44.5	-5.1	94.66	3.9	42.12	-1.4	65,193	0.0	29,010	-5.1	2,746,051	-1.4	24	2,103	60.1
Apr 16	48.8	-0.2	93.91	4.5	45.87	4.3	63,090	0.0	30,818	-0.2	2,894,212	4.3	24	2,103	60.1
May 16	54.4	3.9	95.63	2.5	52.02	6.5	65,193	0.0	35,460	3.9	3,391,215	6.5	24	2,103	58.2
Jun 16	65.7	0.6	111.80	5.0	73.44	5.7	63,090	0.0	41,444	0.6	4,633,477	5.7	24	2,103	60.1
Jul 16	71.5	-0.4	123.63	6.8	88.38	6.4	65,193	0.0	46,605	-0.4	5,762,002	6.4	24	2,103	60.1
Aug 16	71.6	4.2	116.76	0.5	83.60	4.7	65,193	0.0	46,678	4.2	5,450,186	4.7	24	2,103	60.1
Sep 16	64.2	0.4	110.48	6.0	70.96	6.5	63,090	0.0	40,521	0.4	4,476,796	6.5	24	2,103	60.1
Oct 16	58.5	0.3	100.50	3.8	58.77	4.1	65,193	0.0	38,122	0.3	3,831,131	4.1	24	2,103	60.1
Nov 16	42.7	4.7	93.52	3.0	39.93	7.9	63,090	0.0	26,935	4.7	2,519,074	7.9	24	2,103	60.1
Dec 16	41.3	5.8	99.13	5.2	40.91	11.3	65,193	0.0	26,904	5.8	2,666,949	11.3	24	2,103	60.1
Jan 17	40.3	-3.9	98.49	2.7	39.70	-1.4	65,193	0.0	26,281	-3.9	2,588,334	-1.4	24	2,103	60.1
Feb 17	44.0	-5.4	100.98	4.9	44.44	-0.7	58,884	0.0	25,914	-5.4	2,616,725	-0.7	24	2,103	60.1
Mar 17	45.0	1.2	100.06	5.7	45.06	7.0	65,193	0.0	29,359	1.2	2,937,669	7.0	24	2,103	60.1
Apr 17	46.2	-5.5	97.86	4.2	45.17	-1.5	63,090	0.0	29,120	-5.5	2,849,610	-1.5	24	2,103	60.1
May 17	48.8	-10.3	98.82	3.3	48.19	-7.4	65,193	0.0	31,794	-10.3	3,141,802	-7.4	24	2,103	60.1
Jun 17	66.1	0.7	107.84	-3.5	71.30	-2.9	63,090	0.0	41,714	0.7	4,498,587	-2.9	24	2,103	60.1
Jul 17	66.8	-6.5	124.60	0.8	83.29	-5.8	65,193	0.0	43,579	-6.5	5,429,900	-5.8	24	2,103	60.1
Aug 17	67.8	-5.2	119.43	2.3	81.03	-3.1	65,193	0.0	44,232	-5.2	5,282,434	-3.1	24	2,103	60.1
Sep 17	63.4	-1.3	110.98	0.5	70.38	-0.8	63,090	0.0	40,011	-1.3	4,440,443	-0.8	24	2,103	60.1
Oct 17	57.1	-2.4	102.49	2.0	58.51	-0.4	65,193	0.0	37,216	-2.4	3,814,160	-0.4	24	2,103	60.1
Nov 17	45.7	7.0	96.17	2.8	43.94	10.1	63,030	-0.1	28,802	6.9	2,769,817	10.0	24	2,101	60.1
Dec 17	44.3	7.3	102.99	3.9	45.62	11.5	65,131	-0.1	28,853	7.2	2,971,496	11.4	24	2,101	60.1
Jan 18	41.6	3.1	99.40	0.9	41.33	4.1	65,131	-0.1	27,081	3.0	2,691,966	4.0	24	2,101	60.1
Feb 18	49.3	12.0	107.92	6.9	53.21	19.7	58,828	-0.1	29,006	11.9	3,130,344	19.6	24	2,101	60.1
Mar 18	47.9	6.5	100.49	0.4	48.18	6.9	65,131	-0.1	31,227	6.4	3,138,151	6.8	24	2,101	60.1
Apr 18	47.5	3.0	96.54	-1.4	45.88	1.6	63,030	-0.1	29,954	2.9	2,891,641	1.5	24	2,101	60.1

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Tab 9 - Classic

Hinckley, MN Area Selected Properties
 Job Number: 985841_SADIM Staff: KD Created: May 31, 2018

Date	Occupancy		ADR		RevPar		Supply		Demand		Revenue		Census & Sample %		
	This Year	% Chg	This Year	% Chg	Census Props	Census Rooms	% Rooms STAR								
Jan 12	37.4		83.33		31.18		63,519		23,763		1,980,272		23	2,049	59.1
Feb 12	42.5		86.21		36.65		57,372		24,391		2,102,698		23	2,049	59.1
Mar 12	45.9		84.78		38.91		63,519		29,150		2,471,222		23	2,049	59.1
Apr 12	42.3		81.67		34.53		61,470		25,986		2,122,319		23	2,049	59.1
May 12	49.6		83.23		41.25		63,550		31,501		2,621,741		23	2,050	59.1
Jun 12	64.7		91.74		59.40		61,500		39,818		3,652,984		23	2,050	59.1
Jul 12	68.7		96.76		66.47		63,581		43,676		4,225,989		23	2,051	59.1
Aug 12	69.6		95.42		66.36		63,581		44,222		4,219,543		23	2,051	59.1
Sep 12	59.4		89.94		53.41		61,530		36,535		3,286,019		23	2,051	59.1
Oct 12	54.4		82.75		45.00		63,581		34,572		2,860,841		23	2,051	59.1
Nov 12	41.8		80.51		33.69		61,560		25,759		2,073,780		23	2,052	59.1
Dec 12	40.9		83.29		34.07		63,612		26,024		2,167,433		23	2,052	59.1
Apr YTD 2012	42.0		84.00		35.29		245,880		103,290		8,676,511				
Total 2012	51.5		87.66		45.14		748,375		385,397		33,784,841				
Jan 13	39.3	5.1	84.08	0.9	33.06	6.0	63,612	0.1	25,012	5.3	2,102,909	6.2	23	2,052	59.1
Feb 13	48.3	13.7	86.85	0.7	41.97	14.5	57,456	0.1	27,770	13.9	2,411,710	14.7	23	2,052	59.1
Mar 13	48.1	4.9	86.17	1.6	41.47	6.6	63,581	0.1	30,601	5.0	2,636,858	6.7	23	2,051	59.1
Apr 13	48.2	13.9	83.00	1.6	39.97	15.8	61,530	0.1	29,634	14.0	2,459,639	15.9	23	2,051	59.1
May 13	52.7	6.3	85.84	3.1	45.25	9.7	63,581	0.0	33,513	6.4	2,876,766	9.7	23	2,051	59.1
Jun 13	63.4	-2.1	94.64	3.2	59.97	1.0	61,530	0.0	38,988	-2.1	3,689,828	1.0	23	2,051	59.1
Jul 13	69.0	0.5	99.50	2.8	68.66	3.3	63,581	0.0	43,873	0.5	4,365,563	3.3	23	2,051	59.1
Aug 13	70.1	0.8	99.39	4.2	69.70	5.0	63,581	0.0	44,589	0.8	4,431,738	5.0	23	2,051	59.1
Sep 13	60.1	1.1	91.60	1.8	55.00	3.0	61,530	0.0	36,949	1.1	3,384,421	3.0	23	2,051	59.1
Oct 13	53.8	-1.0	87.31	5.5	46.99	4.4	63,581	0.0	34,217	-1.0	2,987,422	4.4	23	2,051	59.1
Nov 13	43.5	3.9	84.38	4.8	36.69	8.9	61,530	-0.0	26,757	3.9	2,257,659	8.9	23	2,051	57.1
Dec 13	41.2	0.7	87.01	4.5	35.85	5.2	63,581	-0.0	26,193	0.6	2,279,107	5.2	23	2,051	57.1
Apr YTD 2013	45.9	9.3	85.04	1.2	39.04	10.6	246,179	0.1	113,017	9.4	9,611,116	10.8			
Total 2013	53.2	3.3	90.14	2.8	47.93	6.2	748,674	0.0	398,096	3.3	35,883,620	6.2			
Jan 14	42.1	7.2	87.46	4.0	36.85	11.5	63,581	-0.0	26,789	7.1	2,342,869	11.4	23	2,051	59.1
Feb 14	50.9	5.4	87.76	1.0	44.70	6.5	57,428	-0.0	29,253	5.3	2,567,125	6.4	23	2,051	54.3
Mar 14	49.6	3.1	89.90	4.3	44.59	7.5	63,581	0.0	31,538	3.1	2,835,146	7.5	23	2,051	54.3
Apr 14	48.6	0.9	87.31	5.2	42.42	6.1	61,530	0.0	29,893	0.9	2,609,961	6.1	23	2,051	54.3
May 14	53.0	0.6	90.39	5.3	47.92	5.9	65,162	2.5	34,546	3.1	3,122,750	8.6	24	2,102	55.4
Jun 14	65.2	3.0	98.78	4.4	64.45	7.5	63,060	2.5	41,145	5.5	4,064,205	10.1	24	2,102	55.4
Jul 14	69.9	1.3	103.52	4.0	72.39	5.4	65,162	2.5	45,564	3.9	4,716,906	8.0	24	2,102	55.4
Aug 14	71.6	2.1	104.44	5.1	74.76	7.3	65,162	2.5	46,644	4.6	4,871,433	9.9	24	2,102	60.1
Sep 14	61.4	2.3	96.08	4.9	59.00	7.3	63,060	2.5	38,723	4.8	3,720,376	9.9	24	2,102	60.1
Oct 14	55.1	2.4	90.55	3.7	49.87	6.1	65,162	2.5	35,893	4.9	3,249,933	8.8	24	2,102	60.1
Nov 14	43.9	0.9	86.84	2.9	38.10	3.8	63,060	2.5	27,663	3.4	2,402,307	6.4	24	2,102	60.1
Dec 14	41.8	1.5	89.60	3.0	37.48	4.5	65,162	2.5	27,254	4.1	2,442,055	7.1	24	2,102	60.1
Apr YTD 2014	47.7	4.0	88.15	3.7	42.07	7.8	246,120	-0.0	117,473	3.9	10,355,101	7.7			
Total 2014	54.5	2.5	93.87	4.1	51.17	6.8	761,110	1.7	414,905	4.2	38,945,066	8.5			
Jan 15	43.3	2.7	92.47	5.7	40.03	8.6	65,193	2.5	28,219	5.3	2,609,415	11.4	24	2,103	60.1
Feb 15	47.6	-6.5	93.53	6.6	44.54	-0.4	58,884	2.5	28,042	-4.1	2,622,764	2.2	24	2,103	60.1
Mar 15	46.9	-5.5	91.11	1.4	42.71	-4.2	65,193	2.5	30,559	-3.1	2,784,232	-1.8	24	2,103	60.1
Apr 15	48.9	0.7	89.89	3.0	43.98	3.7	63,090	2.5	30,870	3.3	2,774,856	6.3	24	2,103	60.1
May 15	52.4	-1.2	93.28	3.2	48.84	1.9	65,193	0.0	34,135	-1.2	3,184,214	2.0	24	2,103	60.1
Jun 15	65.3	0.0	106.50	7.8	69.51	7.9	63,090	0.0	41,177	0.1	4,385,553	7.9	24	2,103	60.1
Jul 15	71.8	2.7	115.74	11.8	83.10	14.8	65,193	0.0	46,809	2.7	5,417,459	14.9	24	2,103	60.1
Aug 15	68.7	-4.0	116.21	11.3	79.86	6.8	65,193	0.0	44,800	-4.0	5,206,394	6.9	24	2,103	60.1
Sep 15	64.0	4.2	104.20	8.5	66.65	13.0	63,090	0.0	40,355	4.2	4,204,812	13.0	24	2,103	60.1
Oct 15	58.3	5.9	96.81	6.9	56.46	13.2	65,193	0.0	38,019	5.9	3,680,633	13.3	24	2,103	57.0
Nov 15	40.8	-7.1	90.78	4.5	37.00	-2.9	63,090	0.0	25,715	-7.0	2,334,526	-2.8	24	2,103	60.1
Dec 15	39.0	-6.7	94.19	5.1	36.74	-2.0	65,193	0.0	25,432	-6.7	2,395,511	-1.9	24	2,103	60.1
Apr YTD 2015	46.6	-2.3	91.69	4.0	42.76	1.6	252,360	2.5	117,690	0.2	10,791,267	4.2			
Total 2015	54.0	-1.0	100.45	7.0	54.20	5.9	767,595	0.9	414,132	-0.2	41,600,369	6.8			
Jan 16	42.0	-3.1	95.93	3.7	40.25	0.6	65,193	0.0	27,352	-3.1	2,623,928	0.6	24	2,103	60.1
Feb 16	46.5	-2.3	96.23	2.9	44.76	0.5	58,884	0.0	27,391	-2.3	2,635,857	0.5	24	2,103	60.1
Mar 16	44.5	-5.1	94.66	3.9	42.12	-1.4	65,193	0.0	29,010	-5.1	2,746,051	-1.4	24	2,103	60.1
Apr 16	48.8	-0.2	93.91	4.5	45.87	4.3	63,090	0.0	30,818	-0.2	2,894,212	4.3	24	2,103	60.1
May 16	54.4	3.9	95.63	2.5	52.02	6.5	65,193	0.0	35,460	3.9	3,391,215	6.5	24	2,103	58.2
Jun 16	65.7	0.6	111.80	5.0	73.44	5.7	63,090	0.0	41,444	0.6	4,633,477	5.7	24	2,103	60.1
Jul 16	71.5	-0.4	123.63	6.8	88.38	6.4	65,193	0.0	46,605	-0.4	5,762,002	6.4	24	2,103	60.1
Aug 16	71.6	4.2	116.76	0.5	83.60	4.7	65,193	0.0	46,678	4.2	5,450,186	4.7	24	2,103	60.1
Sep 16	64.2	0.4	110.48	6.0	70.96	6.5	63,090	0.0	40,521	0.4	4,476,796	6.5	24	2,103	60.1
Oct 16	58.5	0.3	100.50	3.8	58.77	4.1	65,193	0.0	38,122	0.3	3,831,131	4.1	24	2,103	60.1
Nov 16	42.7	4.7	93.52	3.0	39.93	7.9	63,090	0.0	26,935	4.7	2,519,074	7.9	24	2,103	60.1
Dec 16	41.3	5.8	99.13	5.2	40.91	11.3	65,193	0.0	26,904	5.8	2,666,949	11.3	24	2,103	60.1
Apr YTD 2016	45.4	-2.7	95.14	3.8	43.19	1.0	252,360	0.0	114,571	-2.7	10,900,048	1.0			
Total 2016	54.4	0.8	104.57	4.1	56.84	4.9	767,595	0.0	417,240	0.8	43,630,878	4.9			
Jan 17	40.3	-3.9	98.49	2.7	39.70	-1.4	65,193	0.0	26,281	-3.9	2,588,334	-1.4	24	2,103	60.1
Feb 17	44.0	-5.4	100.98	4.9	44.44	-0.7	58,884	0.0	25,914	-5.4	2,616,725	-0.7	24	2,103	60.1
Mar 17	45.0	1.2	100.06	5.7	45.06	7.0	65,193	0.0	29,359	1.2	2,937,669	7.0	24	2,103	60.1
Apr 17	46.2	-5.5	97.86	4.2	45.17	-1.5	63,090	0.0	29,120	-5.5	2,849,610	-1.5	24	2,103	60.1
May 17	48.8	-10.3	98.82	3.3	48.19	-7.4	65,193	0.0	31,794	-10.3	3,141,802	-7.4	24	2,103	60.1
Jun 17	66.1	0.7	107.84	-3.5	71.30	-2.9	63,090	0.0	41,714	0.7	4,498,587	-2.9	24	2,103	60.1
Jul 17	66.8	-6.5	124.60	0.8	83.29	-5.8	65,193	0.0	43,579	-6.5	5,429,900	-5.8	24	2,103	60.1
Aug 17	67.8	-5.2	119.43	2.3	81.03	-3.1	65,193	0.0	44,232	-5.2	5,282,434	-3.1	24	2,103	60.1
Sep 17	63.4	-1.3	110.98	0.5	70.38	-0.8	63,090	0.0	40,011	-1.3	4,440,443	-0.8	24	2,103	60.1
Oct 17	57.1	-2.4	102.49	2.0	58.51	-0.4	65,193	0.0	37,216	-2.4	3,814,160	-0.4	24	2,103	60.1
Nov 17	45.7	7.0	96.17	2.8	43.94	10.1	63,030	-0.1	28,802	6.9	2,769,817	10.0	24	2,101	

Tab 11 - Terms and Conditions

Before purchasing this product you agreed to the following terms and conditions.

In consideration of the mutual promises contained herein and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, STR, Inc. ("STR"), STR Global, Ltd. ("STRG"), and the licensee identified elsewhere in this Agreement ("Licensee") agree as follows:

1. LICENSE

1.1 Definitions.

(a) "Agreement" means these Standard Terms and Conditions and any additional terms specifically set out in writing in the document(s) (if any) to which these Standard Terms and Conditions are attached or in which they are incorporated by reference, and, if applicable, any additional terms specifically set out in writing in any Schedule attached hereto.

(b) "Licensed Materials" means the newsletters, reports, databases or other information resources, and all lodging industry data contained therein, provided to Licensee hereunder.

1.2 Grant of License. Subject to the terms and conditions of this Agreement, and except as may be expressly permitted elsewhere in this Agreement, STR hereby grants to Licensee a non-exclusive, non-transferable, indivisible, non-sublicensable license to use, copy, manipulate and extract data from the Licensed Materials for its own INTERNAL business purposes only.

1.3 Copies. Except as expressly permitted elsewhere in this Agreement, Licensee may make and maintain no more than two (2) copies of any Licensed Materials.

1.4 No Service Bureau Use. Licensee is prohibited from using the Licensed Materials in any way in connection with any service bureau or similar services. "Service bureau" means the processing of input data that is supplied by one or more third parties and the generation of output data (in the form of reports, charts, graphs or other pictorial representations, or the like) that is sold or licensed to any third parties.

1.5 No Distribution to Third Parties. Except as expressly permitted in this Agreement, Licensee is prohibited from distributing, republishing or otherwise making the Licensed Materials or any part thereof (including any excerpts of the data and any manipulations of the data) available in any form whatsoever to any third party, other than Licensee's accountants, attorneys, marketing professionals or other professional advisors who are bound by a duty of confidentiality not to disclose such information.

1.6 Security. Licensee shall use commercially reasonable efforts to protect against unauthorized access to the Licensed Materials.

1.7 Reservation of Rights. Licensee has no rights in connection with the Licensed Materials other than those rights expressly enumerated herein. All rights to the Licensed Materials not expressly enumerated herein are reserved to STR.

2. DISCLAIMERS AND LIMITATIONS OF LIABILITY

2.1 Disclaimer of Warranties. The licensed materials are provided to the licensee on an "as is" and "as available" basis. STR makes no representations or warranties of any kind, express or implied, with respect to the licensed materials, the services provided or the results of use thereof. Without limiting the foregoing, STR does not warrant that the licensed materials, the services provided or the use thereof are or will be accurate, error-free or uninterrupted. STR makes no implied warranties, including without limitation, any implied warranty of merchantability, noninfringement or fitness for any particular purpose or arising by usage of trade, course of dealing, course of performance or otherwise.

2.2 Disclaimers. STR shall have no liability with respect to its obligations under this agreement or otherwise for consequential, exemplary, special, incidental, or punitive damages even if STR has been advised of the possibility of such damages. Furthermore, STR shall have no liability whatsoever for any claim relating in any way to any decision made or action taken by licensee in reliance upon the licensed materials.

2.3 Limitation of Liability. STR's total liability to licensee for any reason and upon any cause of action including without limitation, infringement, breach of contract, negligence, strict liability, misrepresentations, and other torts, shall be limited to all fees paid to STR by the licensee during the twelve month period preceding the date on which such cause of action first arose.

3. MISCELLANEOUS

3.1 Liquidated Damages. In the event of a violation of Section 1.5 of these Standard Terms and Conditions, Licensee shall be required to pay STR an amount equal to the sum of (i) the highest aggregate price that STR, in accordance with its then-current published prices, could have charged the unauthorized recipients for the Licensed Materials that are the subject of the violation, and (ii) the full price of the lowest level of republishing rights that Licensee would have been required to purchase from STR in order to have the right to make the unauthorized distribution, regardless of whether Licensee has previously paid for any lower level of republishing rights, and (iii) fifteen percent (15%) of the total of the previous two items. This provision shall survive indefinitely the expiration or termination of this Agreement for any reason.

3.2 Obligations on Termination. Within thirty (30) days of the termination or expiration of this Agreement for any reason, Licensee shall cease all use of the Licensed Materials and shall return or destroy, at STR's option, all copies of the Licensed Materials and all other information relating thereto in Licensee's possession or control as of the such date. This provision shall survive indefinitely the expiration or termination of this Agreement for any reason.

3.3 Governing Law; Jurisdiction and Venue. This Agreement shall be governed by the substantive laws of the State of Tennessee, without regard to its or any other jurisdiction's laws governing conflicts of law. Any claims or actions regarding or arising out of this Agreement shall be brought exclusively in a court of competent jurisdiction located in Nashville, Tennessee, and the parties expressly consent to personal jurisdiction thereof. The parties also expressly waive any objections to venue.

3.4 Assignment. Licensee is prohibited from assigning this Agreement or delegating any of its duties under this Agreement without the prior written consent of STR.

3.5 Independent Relationship. The relationship between the parties is that of an independent contractor. Nothing in this Agreement shall be deemed to create an employer/employee, principal/agent, partnership or joint venture relationship.

3.6 Notices. All notices required or permitted to be given hereunder shall be in writing and shall be deemed given i) when delivered in person, at the time of such delivery; ii) when delivered by facsimile transmission or e-mail, at the time of transmission (provided, however, that notice delivered by facsimile transmission shall only be effective if such notice is also delivered by hand or deposited in the United States mail, postage prepaid, registered, certified or express mail or by courier service within two (2) business days after its delivery by facsimile transmission); iii) when delivered by a courier service or by express mail, at the time of receipt; or iv) five (5) business days after being deposited in the United States mail, postage prepaid, registered or certified mail, addressed (in any such case) to the addresses listed on the first page of this Agreement or to such other address as either party may notify the other in writing.

3.7 Waiver. No waiver of any breach of this Agreement will be deemed to constitute a waiver of any subsequent breach of the same or any other provision.

3.8 Entire Agreement. This Agreement constitutes the entire agreement of the parties with respect to the matters described herein, superseding in all respects any and all prior proposals, negotiations, understandings and other agreements, oral or written, between the parties.

3.9 Amendment. This Agreement may be amended only by the written agreement of both parties.

3.10 Recovery of Litigation Costs. If any legal action or other proceeding is brought for the enforcement of this Agreement, or because of an alleged dispute, breach, default or misrepresentation in connection with any of the provisions of this Agreement, the successful or prevailing party or parties shall be entitled to recover reasonable attorneys' fees and other costs incurred in that action or proceeding, in addition to any other relief to which it or they may be entitled.

3.11 Injunctive Relief. The parties agree that, in addition to any other rights or remedies which the other or STR may have, any party alleging breach or threatened breach of this Agreement will be entitled to such equitable and injunctive relief as may be available from any court of competent jurisdiction to restrain the other from breaching or threatening to breach any of the provisions of this Section, without posting bond or other surety.

3.12 Notice of Unauthorized Access. Licensee shall notify STR immediately upon Licensee's becoming aware of any facts indicating that a third party may have obtained or may be about to obtain unauthorized access to the Licensed Materials, and shall fully cooperate with STR in its efforts to mitigate the damages caused by any such breach or potential breach.

3.13 Conflicting Provisions. In the event that any provision of these Standard Terms and Conditions directly conflicts with any other provision of the Agreement, the conflicting terms of such other provision shall control.

3.14 Remedies. In addition to any other rights or remedies that STR may have, in the event of any termination by STR on account of a breach by Licensee, STR may, without refund, immediately terminate and discontinue any right of Licensee to receive additional Licensed Materials from STR.