



Core DISTINCTION GROUP

COMPREHENSIVE HOTEL MARKET FEASIBILITY STUDY

PREPARED FOR

BLANCHARD, OKLAHOMA

PREPARED BY

Core Distinction Group, LLC

Lisa Pennau - Founding Partner

l.pennau@coredistinctiongroup.com

Jessica Junker - Managing Partner

j.junker@coredistinctiongroup.com

Offices in Wisconsin

INCLUDES

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TAKING THE FIRST STEP TO DEVELOP A NEW HOTEL



Date Monday, August 15, 2022

Attn: Michael Scalf Sr.

Address PO BOX 480

City, State, Zip Blanchard, OK 73010

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

As in all studies of this type, the estimated results are based upon competent and efficient management and an effective marketing program and presume no significant change in the competitive position of the hotel industry from that set forth in this report. We have no responsibility to update this report for events and circumstances occurring after completion of our research conducted in July and August 2022. These projections are based upon estimates, assumptions and other information developed from our research and we do not warrant that they will be attained. We do not consider the legal and regulatory requirements applicable to this project, including zoning, permits, licenses and other state and local government regulations.

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

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

Sincerely,

Jessica Junker
Partner



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Introduction

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

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

Intended User - Blanchard, OK is the only intended user for this report.

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

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

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

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

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



Introduction (continued)

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

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



Community Overview

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



Community Overview and History

Blanchard is a city in McClain and Grady counties in the U.S. state of Oklahoma. Blanchard is part of a rapidly growing area of northern McClain and Grady counties known as the "Tri-City Area" with Newcastle and Tuttle. Blanchard offers an ideal location for office, retail and light manufacturing. Located in the Oklahoma City MSA (1.4 million), Blanchard is near the major transportation junction of Interstates 35, 40 and 44. It is within 15 miles of four major universities, including the University of Oklahoma. Will Rogers World Airport, the state's major passenger airport is just 30 minutes away.

Blanchard has captured the charm of a small town while serving as a beautiful suburb close to the big city (Oklahoma City). Area families love the outdoors with the city maintaining several parks including a ballpark, splash park and multi-purpose facility for Little League baseball, football, games and tournaments. Blanchard's Lions Park is 10 acres of rolling walking trails, playground areas, Water Park, basketball court and pavilions. Residents and families can enjoy one of the many concerts in the park. For golfers, the city is home to the consistently top-ranked Winter Creek Golf & Country Club. In addition, there are several casinos, museums and theme parks in neighboring Norman and Oklahoma City.

The community is involved with many events that maintain Blanchard's close knit and friendly atmosphere. Thousands attend Blanchard's annual May Daze Festival held the third weekend in May downtown on Main Street. The summer boasts events such as concerts in the park and an annual Bluegrass Festival. A Family Fall Festival is held the last Saturday in October and the annual Christmas Parade and Lighting of the Lights Festival is held the first Saturday in December.

Blanchard was founded in 1907 and originated as a railroad town catering to rural communities. Today, it is a growing community with a nostalgic link to the past that is apparent in the downtown business district. Blanchard has local parks and recreational areas, as well as modern shopping areas.



Executive Summary

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



Methodology



Current Hotel Segment Recommendations for Market Studied



Current Hotel Size Recommendations for Market Studied



Current Hotel Room Configuration Recommendations for Market Studied



Current Economic Impact of Hotel for Market Studied

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



Executive Summary

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

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



Executive Summary (continued)

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

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

Property size recommendation of a newly developed hotel was researched to be between 60-80 guestrooms in this report. This would position it to be smaller in size to the average room size of 94-128 noted by the competitive set surveyed. The size would assist the property in achieving the Occupancy projections listed in this report. It is not advisable to over-build in this market at this time. Expansion of the hotel in future years could be considered as the market's Lodging Demand grows. Adjusting the room count will modify Performance.

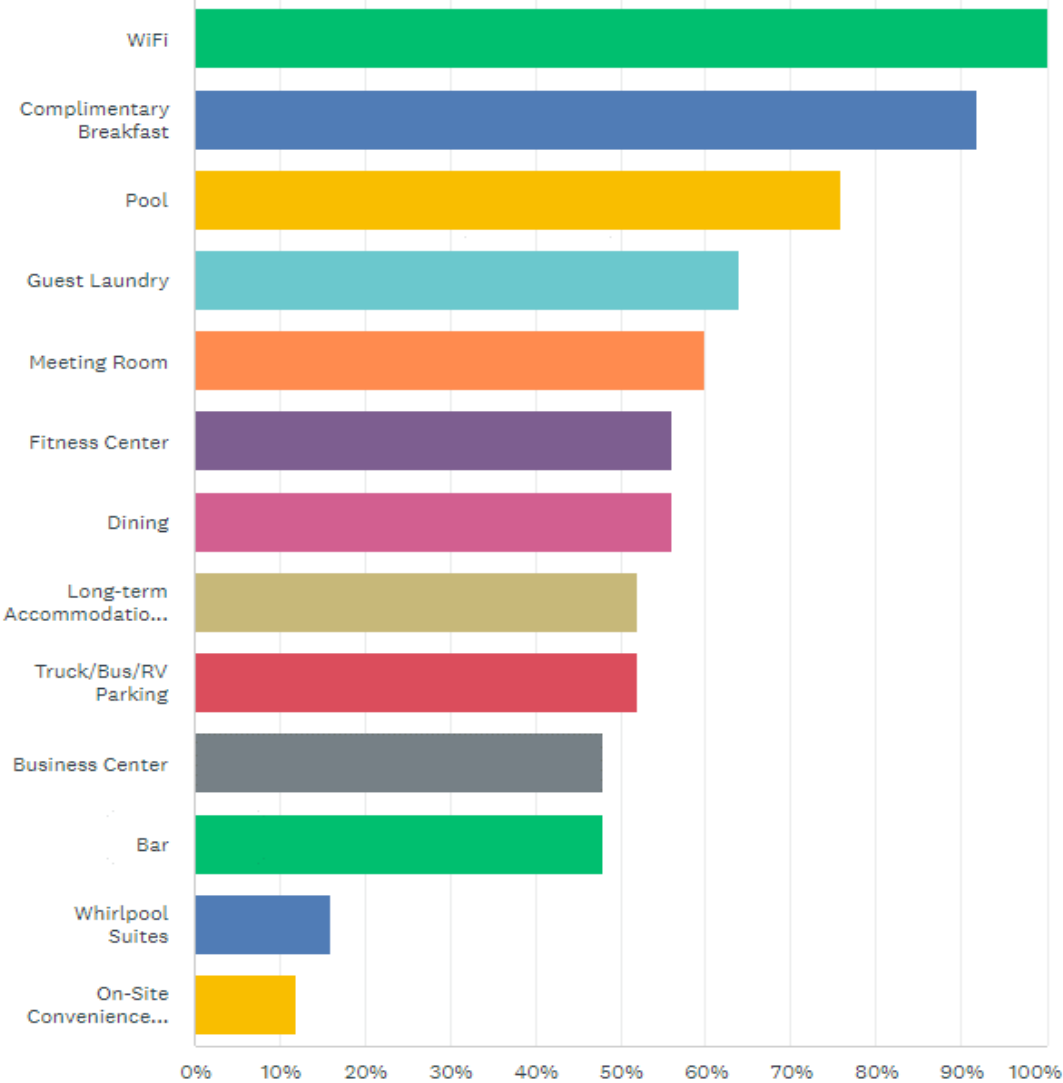
The recommended Sleeping Room Configuration should be compatible with the overall Market Segmentation of the area. The property should offer a comparable selection of extended stay guestrooms with both single occupancy king bedded rooms to double occupancy double queen bedded guestrooms due to the mix of business being primarily weekday corporate and weekend transient group.

Economic Impact Potential: There are multiple economic impacts of building and developing a new hotel in a community. Some direct impact drivers include projected hotel revenue including all room revenues, meeting room revenue, as well as vending/bar revenue. On average, this size property will create 15-25 full time jobs. Part-time employment varies by hotel need and hiring practices. Additional economic development will include taxes, which include all sales taxes collected on hotel revenue, as well as all payroll related taxes collected from full-time hotel employees and temporary construction workers. Indirect impact includes all jobs and income generated by businesses that supply goods and services to the hotel. A few examples of businesses that will indirectly benefit from the development of a hotel include suppliers of room related goods (housekeeping supplies, room amenities, etc.), telecommunication vendors (internet, cable, etc.), utility companies, food and beverage suppliers, and other hotel related vendors.



Executive Summary

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



Economic Overview

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



Consumer Spending Report



Daytime Employment Report



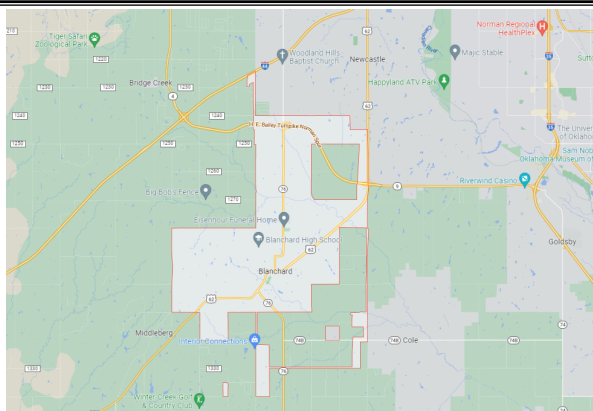
Demographic Detail Report



Demographic Market Comparison Report

Consumer Spending Report

Blanchard, OK 73010



| 2022 Annual Spending (\$000s) | 1 Mile | 3 Mile | 5 Mile |
|--|-----------------|------------------|------------------|
| Total Specified Consumer Spending | \$43,618 | \$107,223 | \$169,783 |
| Total Apparel | \$2,154 | \$5,219 | \$8,236 |
| Women's Apparel | 818 | 2,007 | 3,173 |
| Men's Apparel | 430 | 1,061 | 1,682 |
| Girl's Apparel | 167 | 394 | 618 |
| Boy's Apparel | 126 | 293 | 458 |
| Infant Apparel | 104 | 238 | 371 |
| Footwear | 508 | 1,226 | 1,935 |
| Total Entertainment & Hobbies | \$6,760 | \$16,563 | \$26,288 |
| Entertainment | 739 | 2,040 | 3,406 |
| Audio & Visual Equipment/Service | 1,520 | 3,600 | 5,651 |
| Reading Materials | 86 | 211 | 332 |
| Pets, Toys, & Hobbies | 1,196 | 2,881 | 4,533 |
| Personal Items | 3,219 | 7,830 | 12,365 |
| Total Food and Alcohol | \$11,365 | \$27,182 | \$42,753 |
| Food At Home | 5,860 | 13,891 | 21,847 |
| Food Away From Home | 4,753 | 11,464 | 18,033 |
| Alcoholic Beverages | 753 | 1,827 | 2,873 |
| Total Household | \$6,965 | \$17,218 | \$27,195 |
| House Maintenance & Repair | 1,704 | 4,153 | 6,569 |
| Household Equip & Furnishings | 2,696 | 6,737 | 10,667 |
| Household Operations | 1,881 | 4,586 | 7,210 |
| Housing Costs | 684 | 1,741 | 2,748 |



Consumer Spending Report

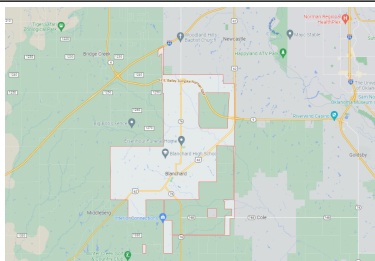
| Blanchard, OK 73010 | | | |
|------------------------------------|-----------------|-----------------|-----------------|
| 2022 Annual Spending (000s) | 1 Mile | 3 Mile | 5 Mile |
| Total Transportation/Maint. | \$11,781 | \$29,596 | \$47,222 |
| Vehicle Purchases | 6,420 | 16,526 | 26,549 |
| Gasoline | 3,041 | 7,265 | 11,472 |
| Vehicle Expenses | 180 | 482 | 772 |
| Transportation | 797 | 2,053 | 3,255 |
| Automotive Repair & Maintenance | 1,345 | 3,271 | 5,174 |
| Total Health Care | \$2,190 | \$5,297 | \$8,356 |
| Medical Services | 1,219 | 2,954 | 4,655 |
| Prescription Drugs | 748 | 1,799 | 2,841 |
| Medical Supplies | 223 | 544 | 860 |
| Total Education/Day Care | \$2,402 | \$6,147 | \$9,733 |
| Education | 1,504 | 3,901 | 6,194 |
| Fees & Admissions | 897 | 2,247 | 3,539 |



Daytime Employment Report

1 Mile Radius

Blanchard, OK 73010

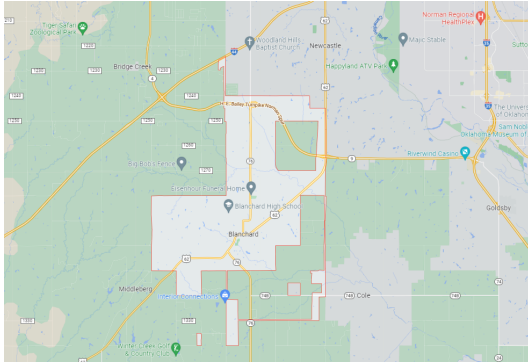


| Business Employment by Type | # of Businesses | # Employees | #Emp/Bus |
|----------------------------------|-----------------|--------------|----------|
| Total Businesses | 188 | 1,452 | 8 |
| Retail & Wholesale Trade | 38 | 208 | 5 |
| Hospitality & Food Service | 13 | 158 | 12 |
| Real Estate, Renting, Leasing | 9 | 30 | 3 |
| Finance & Insurance | 18 | 64 | 4 |
| Information | 3 | 20 | 7 |
| Scientific & Technology Services | 9 | 43 | 5 |
| Management of Companies | 0 | 0 | 0 |
| Health Care & Social Assistance | 34 | 153 | 5 |
| Educational Services | 5 | 275 | 55 |
| Public Administration & Sales | 7 | 85 | 12 |
| Arts, Entertainment, Recreation | 2 | 13 | 7 |
| Utilities & Waste Management | 5 | 53 | 11 |
| Construction | 17 | 174 | 10 |
| Manufacturing | 3 | 80 | 27 |
| Agriculture, Mining, Fishing | 2 | 22 | 11 |
| Other Services | 23 | 74 | 3 |



Demographic Detail Report

Blanchard, OK 73010



| Radius | 1 Mile | | 3 Mile | | 5 Mile | |
|-------------------------------|---------------|--------|---------------|--------|---------------|--------|
| Population | | | | | | |
| 2027 Projection | 3,735 | | 8,643 | | 13,542 | |
| 2022 Estimate | 3,384 | | 7,885 | | 12,395 | |
| 2010 Census | 2,892 | | 6,541 | | 10,279 | |
| Growth 2022 - 2027 | 10.37% | | 9.61% | | 9.25% | |
| Growth 2010 - 2022 | 17.01% | | 20.55% | | 20.59% | |
| 2022 Population by Age | 3,384 | | 7,885 | | 12,395 | |
| Age 0 - 4 | 203 | 6.00% | 448 | 5.68% | 695 | 5.61% |
| Age 5 - 9 | 237 | 7.00% | 522 | 6.62% | 806 | 6.50% |
| Age 10 - 14 | 265 | 7.83% | 595 | 7.55% | 924 | 7.45% |
| Age 15 - 19 | 249 | 7.36% | 576 | 7.31% | 902 | 7.28% |
| Age 20 - 24 | 197 | 5.82% | 468 | 5.94% | 741 | 5.98% |
| Age 25 - 29 | 189 | 5.59% | 435 | 5.52% | 686 | 5.53% |
| Age 30 - 34 | 208 | 6.15% | 458 | 5.81% | 714 | 5.76% |
| Age 35 - 39 | 241 | 7.12% | 525 | 6.66% | 814 | 6.57% |
| Age 40 - 44 | 240 | 7.09% | 541 | 6.86% | 839 | 6.77% |
| Age 45 - 49 | 220 | 6.50% | 517 | 6.56% | 811 | 6.54% |
| Age 50 - 54 | 200 | 5.91% | 483 | 6.13% | 764 | 6.16% |
| Age 55 - 59 | 202 | 5.97% | 507 | 6.43% | 813 | 6.56% |
| Age 60 - 64 | 194 | 5.73% | 497 | 6.30% | 800 | 6.45% |
| Age 65 - 69 | 168 | 4.96% | 433 | 5.49% | 698 | 5.63% |
| Age 70 - 74 | 135 | 3.99% | 341 | 4.32% | 544 | 4.39% |
| Age 75 - 79 | 104 | 3.07% | 252 | 3.20% | 397 | 3.20% |
| Age 80 - 84 | 68 | 2.01% | 159 | 2.02% | 248 | 2.00% |
| Age 85+ | 61 | 1.80% | 129 | 1.64% | 198 | 1.60% |
| Age 65+ | 536 | 15.84% | 1,314 | 16.66% | 2,085 | 16.82% |
| Median Age | 38.00 | | 39.20 | | 39.50 | |
| Average Age | 38.10 | | 38.90 | | 39.10 | |



Demographic Detail Report

| Blanchard, OK 73010 | | | | | | |
|---|--------------|--------|--------------|--------|---------------|--------|
| Radius | 1 Mile | | 3 Mile | | 5 Mile | |
| 2022 Population By Race | 3,384 | | 7,885 | | 12,395 | |
| White | 3,001 | 88.68% | 6,922 | 87.79% | 10,839 | 87.45% |
| Black | 28 | 0.83% | 62 | 0.79% | 98 | 0.79% |
| Am. Indian & Alaskan | 183 | 5.41% | 443 | 5.62% | 709 | 5.72% |
| Asian | 11 | 0.33% | 33 | 0.42% | 54 | 0.44% |
| Hawaiian & Pacific Island | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Other | 161 | 4.76% | 425 | 5.39% | 695 | 5.61% |
| Population by Hispanic Origin | 3,384 | | 7,885 | | 12,395 | |
| Non-Hispanic Origin | 3,208 | 94.80% | 7,486 | 94.94% | 11,759 | 94.87% |
| Hispanic Origin | 176 | 5.20% | 399 | 5.06% | 636 | 5.13% |
| 2022 Median Age, Male | 37.40 | | 38.70 | | 39.10 | |
| 2022 Average Age, Male | 37.40 | | 38.40 | | 38.70 | |
| 2022 Median Age, Female | 38.40 | | 39.60 | | 39.90 | |
| 2022 Average Age, Female | 38.80 | | 39.40 | | 39.60 | |
| 2022 Population by Occupation Classification | 2,628 | | 6,204 | | 9,791 | |
| Civilian Employed | 1,642 | 62.48% | 3,872 | 62.41% | 6,106 | 62.36% |
| Civilian Unemployed | 54 | 2.05% | 124 | 2.00% | 194 | 1.98% |
| Civilian Non-Labor Force | 914 | 34.78% | 2,166 | 34.91% | 3,426 | 34.99% |
| Armed Forces | 18 | 0.68% | 42 | 0.68% | 65 | 0.66% |
| Households by Marital Status | | | | | | |
| Married | 762 | | 1,876 | | 2,971 | |
| Married No Children | 430 | | 1,073 | | 1,708 | |
| Married w/Children | 332 | | 803 | | 1,263 | |
| 2022 Population by Education | 2,342 | | 5,508 | | 8,683 | |
| Some High School, No Diploma | 165 | 7.05% | 375 | 6.81% | 603 | 6.94% |
| High School Grad (Incl Equivalency) | 722 | 30.83% | 1,679 | 30.48% | 2,676 | 30.82% |
| Some College, No Degree | 732 | 31.26% | 1,777 | 32.26% | 2,828 | 32.57% |
| Associate Degree | 109 | 4.65% | 232 | 4.21% | 356 | 4.10% |
| Bachelor Degree | 421 | 17.98% | 994 | 18.05% | 1,562 | 17.99% |
| Advanced Degree | 193 | 8.24% | 451 | 8.19% | 658 | 7.58% |



Demographic Detail Report

| Blanchard, OK 73010 | | | | | | |
|---------------------------------------|--------------|--------|--------------|--------|---------------|--------|
| Radius | 1 Mile | | 3 Mile | | 5 Mile | |
| 2022 Population by Occupation | 3,018 | | 7,162 | | 11,295 | |
| Real Estate & Finance | 47 | 1.56% | 170 | 2.37% | 317 | 2.81% |
| Professional & Management | 814 | 26.97% | 1,861 | 25.98% | 2,861 | 25.33% |
| Public Administration | 116 | 3.84% | 282 | 3.94% | 454 | 4.02% |
| Education & Health | 453 | 15.01% | 951 | 13.28% | 1,418 | 12.55% |
| Services | 295 | 9.77% | 537 | 7.50% | 824 | 7.30% |
| Information | 34 | 1.13% | 82 | 1.14% | 121 | 1.07% |
| Sales | 294 | 9.74% | 834 | 11.64% | 1,391 | 12.32% |
| Transportation | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Retail | 209 | 6.93% | 489 | 6.83% | 749 | 6.63% |
| Wholesale | 70 | 2.32% | 130 | 1.82% | 192 | 1.70% |
| Manufacturing | 97 | 3.21% | 276 | 3.85% | 459 | 4.06% |
| Production | 115 | 3.81% | 359 | 5.01% | 588 | 5.21% |
| Construction | 257 | 8.52% | 567 | 7.92% | 881 | 7.80% |
| Utilities | 72 | 2.39% | 205 | 2.86% | 338 | 2.99% |
| Agriculture & Mining | 89 | 2.95% | 254 | 3.55% | 415 | 3.67% |
| Farming, Fishing, Forestry | 0 | 0.00% | 1 | 0.01% | 3 | 0.03% |
| Other Services | 56 | 1.86% | 164 | 2.29% | 284 | 2.51% |
| 2022 Worker Travel Time to Job | 1,583 | | 3,701 | | 5,817 | |
| <30 Minutes | 625 | 39.48% | 1,453 | 39.26% | 2,281 | 39.21% |
| 30-60 Minutes | 827 | 52.24% | 1,972 | 53.28% | 3,105 | 53.38% |
| 60+ Minutes | 131 | 8.28% | 276 | 7.46% | 431 | 7.41% |
| 2010 Households by HH Size | 1,105 | | 2,425 | | 3,776 | |
| 1-Person Households | 248 | 22.44% | 460 | 18.97% | 685 | 18.14% |
| 2-Person Households | 374 | 33.85% | 872 | 35.96% | 1,374 | 36.39% |
| 3-Person Households | 202 | 18.28% | 446 | 18.39% | 688 | 18.22% |
| 4-Person Households | 174 | 15.75% | 395 | 16.29% | 621 | 16.45% |
| 5-Person Households | 75 | 6.79% | 170 | 7.01% | 273 | 7.23% |
| 6-Person Households | 21 | 1.90% | 52 | 2.14% | 84 | 2.22% |
| 7 or more Person Households | 11 | 1.00% | 30 | 1.24% | 51 | 1.35% |
| 2022 Average Household Size | 2.60 | | 2.70 | | 2.70 | |
| Households | | | | | | |
| 2027 Projection | 1,424 | | 3,212 | | 4,993 | |
| 2022 Estimate | 1,290 | | 2,928 | | 4,567 | |
| 2010 Census | 1,104 | | 2,425 | | 3,776 | |
| Growth 2022 - 2027 | 10.39% | | 9.70% | | 9.33% | |
| Growth 2010 - 2022 | 16.85% | | 20.74% | | 20.95% | |



Demographic Detail Report

| Blanchard, OK 73010 | | | |
|---------------------------------------|------------------|------------------|------------------|
| Radius | 1 Mile | 3 Mile | 5 Mile |
| 2022 Households by HH Income | 1,289 | 2,929 | 4,565 |
| <\$25,000 | 171 13.27% | 336 11.47% | 512 11.22% |
| \$25,000 - \$50,000 | 231 17.92% | 444 15.16% | 677 14.83% |
| \$50,000 - \$75,000 | 296 22.96% | 652 22.26% | 1,011 22.15% |
| \$75,000 - \$100,000 | 196 15.21% | 395 13.49% | 586 12.84% |
| \$100,000 - \$125,000 | 149 11.56% | 350 11.95% | 554 12.14% |
| \$125,000 - \$150,000 | 92 7.14% | 270 9.22% | 455 9.97% |
| \$150,000 - \$200,000 | 59 4.58% | 233 7.95% | 384 8.41% |
| \$200,000+ | 95 7.37% | 249 8.50% | 386 8.46% |
| 2022 Avg Household Income | \$90,538 | \$99,665 | \$100,755 |
| 2022 Med Household Income | \$71,065 | \$77,057 | \$78,519 |
| 2022 Occupied Housing | 1,290 | 2,928 | 4,567 |
| Owner Occupied | 989 76.67% | 2,412 82.38% | 3,821 83.67% |
| Renter Occupied | 301 23.33% | 516 17.62% | 746 16.33% |
| 2010 Housing Units | 1,307 | 2,748 | 4,133 |
| 1 Unit | 1,236 94.57% | 2,621 95.38% | 3,944 95.43% |
| 2 - 4 Units | 36 2.75% | 51 1.86% | 69 1.67% |
| 5 - 19 Units | 35 2.68% | 76 2.77% | 120 2.90% |
| 20+ Units | 0 0.00% | 0 0.00% | 0 0.00% |
| 2022 Housing Value | 990 | 2,412 | 3,822 |
| <\$100,000 | 171 17.27% | 386 16.00% | 656 17.16% |
| \$100,000 - \$200,000 | 474 47.88% | 947 39.26% | 1,405 36.76% |
| \$200,000 - \$300,000 | 242 24.44% | 735 30.47% | 1,176 30.77% |
| \$300,000 - \$400,000 | 62 6.26% | 228 9.45% | 398 10.41% |
| \$400,000 - \$500,000 | 24 2.42% | 65 2.69% | 105 2.75% |
| \$500,000 - \$1,000,000 | 17 1.72% | 46 1.91% | 71 1.86% |
| \$1,000,000+ | 0 0.00% | 5 0.21% | 11 0.29% |
| 2022 Median Home Value | \$168,354 | \$186,588 | \$189,323 |
| 2022 Housing Units by Yr Built | 1,375 | 3,094 | 4,824 |
| Built 2010+ | 191 13.89% | 503 16.26% | 782 16.21% |
| Built 2000 - 2010 | 240 17.45% | 743 24.01% | 1,199 24.85% |
| Built 1990 - 1999 | 158 11.49% | 457 14.77% | 785 16.27% |
| Built 1980 - 1989 | 159 11.56% | 385 12.44% | 636 13.18% |
| Built 1970 - 1979 | 164 11.93% | 367 11.86% | 599 12.42% |
| Built 1960 - 1969 | 102 7.42% | 171 5.53% | 246 5.10% |
| Built 1950 - 1959 | 167 12.15% | 208 6.72% | 249 5.16% |
| Built <1949 | 194 14.11% | 260 8.40% | 328 6.80% |
| 2022 Median Year Built | 1983 | 1992 | 1994 |



Demographic Market Comparison Report

1 mile radius

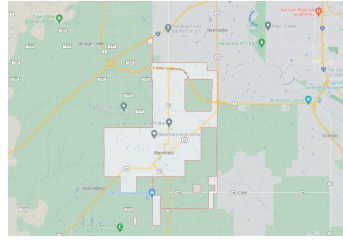
Blanchard, OK 73010

 **1 Mile**
 **County**

County Data Unavailable for Current Property

Demographic Summary Report

Blanchard, OK 73010



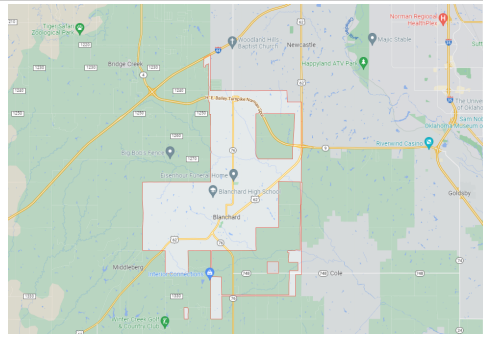
| Radius | 1 Mile | 3 Mile | 5 Mile |
|---|--------------|--------------|---------------|
| Population | | | |
| 2027 Projection | 3,735 | 8,643 | 13,542 |
| 2022 Estimate | 3,384 | 7,885 | 12,395 |
| 2010 Census | 2,892 | 6,541 | 10,279 |
| Growth 2022 - 2027 | 10.37% | 9.61% | 9.25% |
| Growth 2010 - 2022 | 17.01% | 20.55% | 20.59% |
| 2022 Population by Hispanic Origin | 177 | 399 | 636 |
| 2022 Population | 3,384 | 7,885 | 12,395 |
| White | 3,001 88.68% | 6,922 87.79% | 10,839 87.45% |
| Black | 28 0.83% | 62 0.79% | 98 0.79% |
| Am. Indian & Alaskan | 183 5.41% | 443 5.62% | 709 5.72% |
| Asian | 11 0.33% | 33 0.42% | 54 0.44% |
| Hawaiian & Pacific Island | 0 0.00% | 0 0.00% | 0 0.00% |
| Other | 161 4.76% | 425 5.39% | 695 5.61% |
| U.S. Armed Forces | 20 | 47 | 73 |
| Households | | | |
| 2027 Projection | 1,424 | 3,212 | 4,993 |
| 2022 Estimate | 1,290 | 2,928 | 4,567 |
| 2010 Census | 1,104 | 2,425 | 3,776 |
| Growth 2022 - 2027 | 10.39% | 9.70% | 9.33% |
| Growth 2010 - 2022 | 16.85% | 20.74% | 20.95% |
| Owner Occupied | 989 76.67% | 2,412 82.38% | 3,821 83.67% |
| Renter Occupied | 301 23.33% | 516 17.62% | 746 16.33% |
| 2022 Households by HH Income | 1,289 | 2,929 | 4,565 |
| Income: <\$25,000 | 171 13.27% | 336 11.47% | 512 11.22% |
| Income: \$25,000 - \$50,000 | 231 17.92% | 444 15.16% | 677 14.83% |
| Income: \$50,000 - \$75,000 | 296 22.96% | 652 22.26% | 1,011 22.15% |
| Income: \$75,000 - \$100,000 | 196 15.21% | 395 13.49% | 586 12.84% |
| Income: \$100,000 - \$125,000 | 149 11.56% | 350 11.95% | 554 12.14% |
| Income: \$125,000 - \$150,000 | 92 7.14% | 270 9.22% | 455 9.97% |
| Income: \$150,000 - \$200,000 | 59 4.58% | 233 7.95% | 384 8.41% |
| Income: \$200,000+ | 95 7.37% | 249 8.50% | 386 8.46% |
| 2022 Avg Household Income | \$90,538 | \$99,665 | \$100,755 |
| 2022 Med Household Income | \$71,065 | \$77,057 | \$78,519 |



Demographic Trend Report

1 Mile Radius

Blanchard, OK 73010



| Description | 2010 | | 2022 | | 2027 | |
|-----------------------------|--------------|---------------|--------------|---------------|--------------|---------------|
| Population | 2,892 | | 3,384 | | 3,735 | |
| Age 0 - 4 | 230 | 7.95% | 203 | 6.00% | 217 | 5.81% |
| Age 5 - 9 | 221 | 7.64% | 237 | 7.00% | 232 | 6.21% |
| Age 10 - 14 | 217 | 7.50% | 265 | 7.83% | 258 | 6.91% |
| Age 15 - 19 | 179 | 6.19% | 249 | 7.36% | 273 | 7.31% |
| Age 20 - 24 | 162 | 5.60% | 197 | 5.82% | 254 | 6.80% |
| Age 25 - 29 | 205 | 7.09% | 189 | 5.59% | 227 | 6.08% |
| Age 30 - 34 | 169 | 5.84% | 208 | 6.15% | 217 | 5.81% |
| Age 35 - 39 | 204 | 7.05% | 241 | 7.12% | 233 | 6.24% |
| Age 40 - 44 | 189 | 6.54% | 240 | 7.09% | 248 | 6.64% |
| Age 45 - 49 | 217 | 7.50% | 220 | 6.50% | 249 | 6.67% |
| Age 50 - 54 | 186 | 6.43% | 200 | 5.91% | 233 | 6.24% |
| Age 55 - 59 | 166 | 5.74% | 202 | 5.97% | 220 | 5.89% |
| Age 60 - 64 | 161 | 5.57% | 194 | 5.73% | 208 | 5.57% |
| Age 65 - 69 | 119 | 4.11% | 168 | 4.96% | 193 | 5.17% |
| Age 70 - 74 | 98 | 3.39% | 135 | 3.99% | 164 | 4.39% |
| Age 75 - 79 | 90 | 3.11% | 104 | 3.07% | 128 | 3.43% |
| Age 80 - 84 | 38 | 1.31% | 68 | 2.01% | 90 | 2.41% |
| Age 85+ | 41 | 1.42% | 61 | 1.80% | 91 | 2.44% |
| Age 15+ | 2,224 | 76.90% | 2,676 | 79.08% | 3,028 | 81.07% |
| Age 20+ | 2,045 | 70.71% | 2,427 | 71.72% | 2,755 | 73.76% |
| Age 65+ | 386 | 13.35% | 536 | 15.84% | 666 | 17.83% |
| Median Age | 37 | | 38 | | 39 | |
| Average Age | 36.60 | | 38.10 | | 39.30 | |
| Population By Race | 2,892 | | 3,384 | | 3,735 | |
| White | 2,620 | 90.59% | 3,001 | 88.68% | 3,288 | 88.03% |
| Black | 13 | 0.45% | 28 | 0.83% | 40 | 1.07% |
| Am. Indian & Alaskan | 139 | 4.81% | 183 | 5.41% | 208 | 5.57% |
| Asian | 6 | 0.21% | 11 | 0.33% | 14 | 0.37% |
| Hawaiian & Pacific Islander | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Other | 114 | 3.94% | 161 | 4.76% | 185 | 4.95% |



Demographic Trend Report

1 Mile Radius

| Blanchard, OK 73010 | | | | | | |
|--------------------------------------|-----------------|--------|-----------------|--------|-----------------|--------|
| Description | 2010 | | 2022 | | 2027 | |
| Population by Race (Hispanic) | 117 | | 176 | | 212 | |
| White | 105 | 89.74% | 140 | 79.55% | 164 | 77.36% |
| Black | 1 | 0.85% | 6 | 3.41% | 8 | 3.77% |
| Am. Indian & Alaskan | 6 | 5.13% | 18 | 10.23% | 23 | 10.85% |
| Asian | 0 | 0.00% | 1 | 0.57% | 1 | 0.47% |
| Hawaiian & Pacific Islander | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Other | 5 | 4.27% | 12 | 6.82% | 16 | 7.55% |
| Household by Household Income | 1,104 | | 1,289 | | 1,422 | |
| <\$25,000 | 220 | 19.93% | 171 | 13.27% | 186 | 13.08% |
| \$25,000 - \$50,000 | 265 | 24.00% | 231 | 17.92% | 248 | 17.44% |
| \$50,000 - \$75,000 | 266 | 24.09% | 296 | 22.96% | 323 | 22.71% |
| \$75,000 - \$100,000 | 234 | 21.20% | 196 | 15.21% | 210 | 14.77% |
| \$100,000 - \$125,000 | 35 | 3.17% | 149 | 11.56% | 172 | 12.10% |
| \$125,000 - \$150,000 | 60 | 5.43% | 92 | 7.14% | 102 | 7.17% |
| \$150,000 - \$200,000 | 13 | 1.18% | 59 | 4.58% | 68 | 4.78% |
| \$200,000+ | 11 | 1.00% | 95 | 7.37% | 113 | 7.95% |
| Average Household Income | \$61,399 | | \$90,538 | | \$92,652 | |
| Median Household Income | \$55,537 | | \$71,065 | | \$71,946 | |

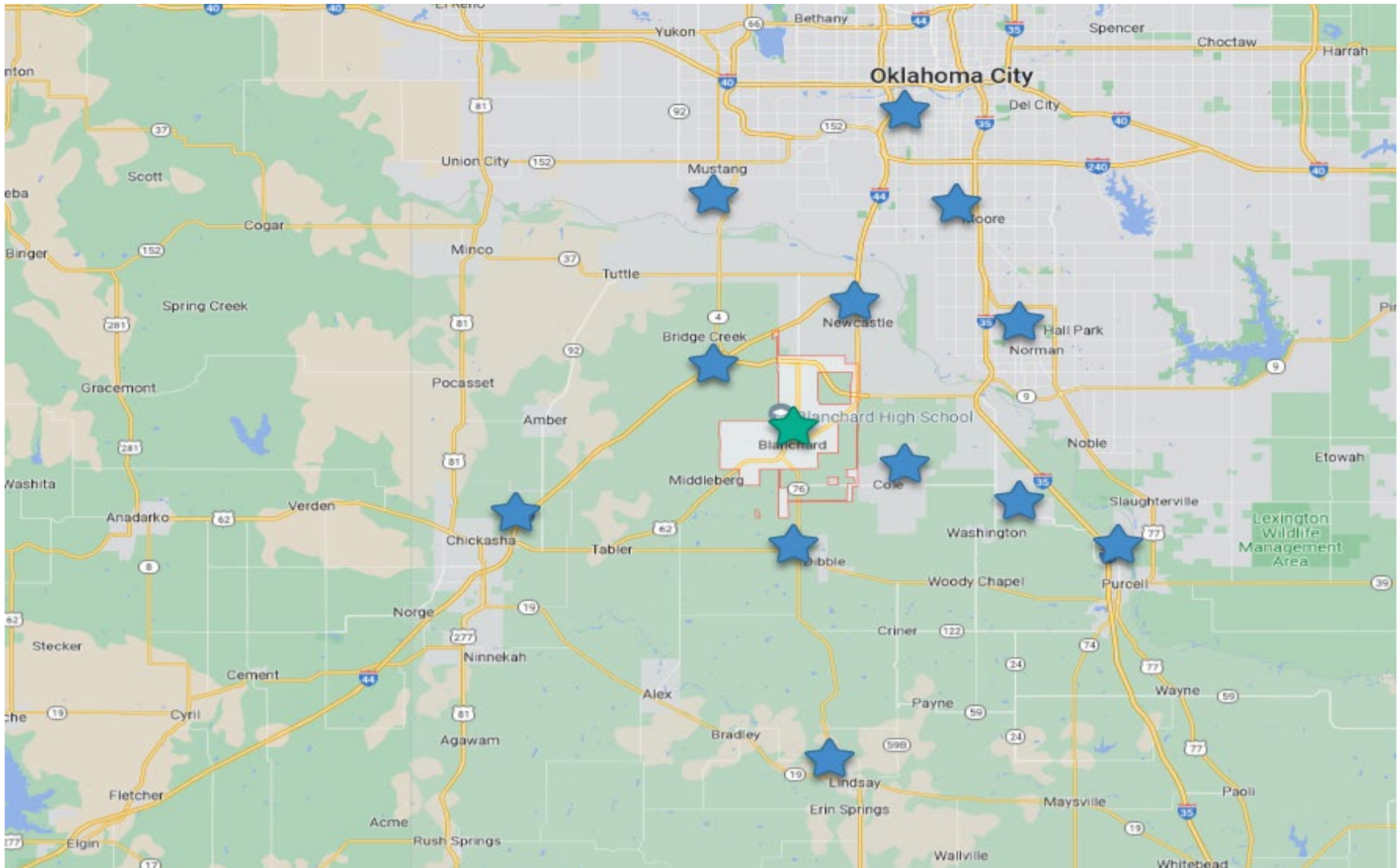


Market Demand

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



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



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

Source: Google Maps; Core Distinction Group, LLC.

Site Analysis

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



Site Rating, Location, Land



Frontage, Topography, Drainage



Environmental Hazards, Ground Stability, Utilities



Parking, Easements/Encroachments/Restrictions



Traffic Counts

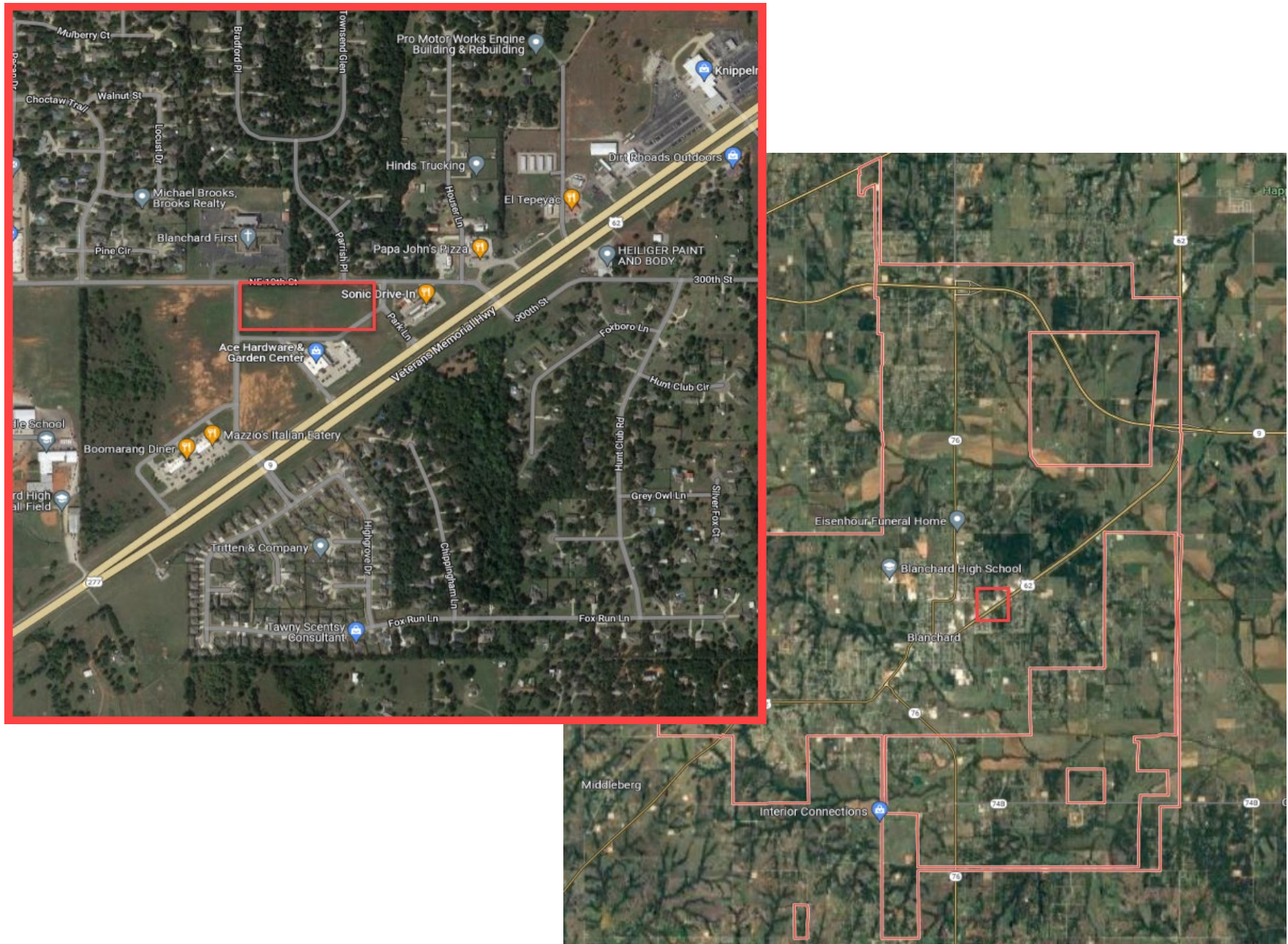
It is important to analyze the site with respect to regional and local transportation routes and demand generators, including ease of access. A detail of traffic information will follow the individual site information in this report.



| Off Highway 62, Directly Behind Sonic and Ace Hardware | | | | | |
|--|---|---|-----|----|----|
| Visibility | 1 | 2 | 3 | 4 | 5 |
| Accessibility | 1 | 2 | 3 | 4 | 5 |
| Traffic Counts | 1 | 2 | 3 | 4 | 5 |
| Site Prep | 1 | 2 | 3 | 4 | 5 |
| Major Utilities | 1 | 2 | 3 | 4 | 5 |
| Zoning | 1 | 2 | 3 | 4 | 5 |
| Area Support Services | 1 | 2 | 3 | 4 | 5 |
| Demand Generator Position | 1 | 2 | 3 | 4 | 5 |
| Competition Position | 1 | 2 | 3 | 4 | 5 |
| Overall Result | | | 82% | 37 | 45 |

| | |
|---|--|
| Location | Located behind Sonic and Ace Hardware, on NE 10th Street, off of Highway 62/277 in Blanchard, Oklahoma. |
| Land Area | The recommended site size for proposed property is two to three acres. |
| Frontage | This proposed should offer frontage or high visibility to Highway 62. |
| Topography | The area offers many options with very little issues. The topography does not appear to have development issues at this time. |
| Drainage | No drainage issues were observed at the time of visit and none were disclosed to Core Distinction Group at the time of Site Visit. |
| Environmental Hazards | An environmental assessment report was not provided for review. However, these issues are out of Core Distinction Group’s scope of work and expertise. It is assumed that property is not adversely affected by these hazards. |
| Ground Stability | A soil report was not provided for review. However, these issues are out of Core Distinction Group’s scope of work and expertise. It is assumed that property is not adversely affected by these hazards. |
| Utilities | It is to the understanding of Core Distinction Group that water, electricity and sewer are available in the general area. |
| Parking | This area is assumed to offer a site that will be able to accommodate the appropriate number of parking spaces. |
| Easements, Encroachments and Restrictions | Core Distinction Group was not provided a title report on said site and was not made aware of any easements, encroachments or restrictions that would affect this site. TIF District focused on infrastructure. |

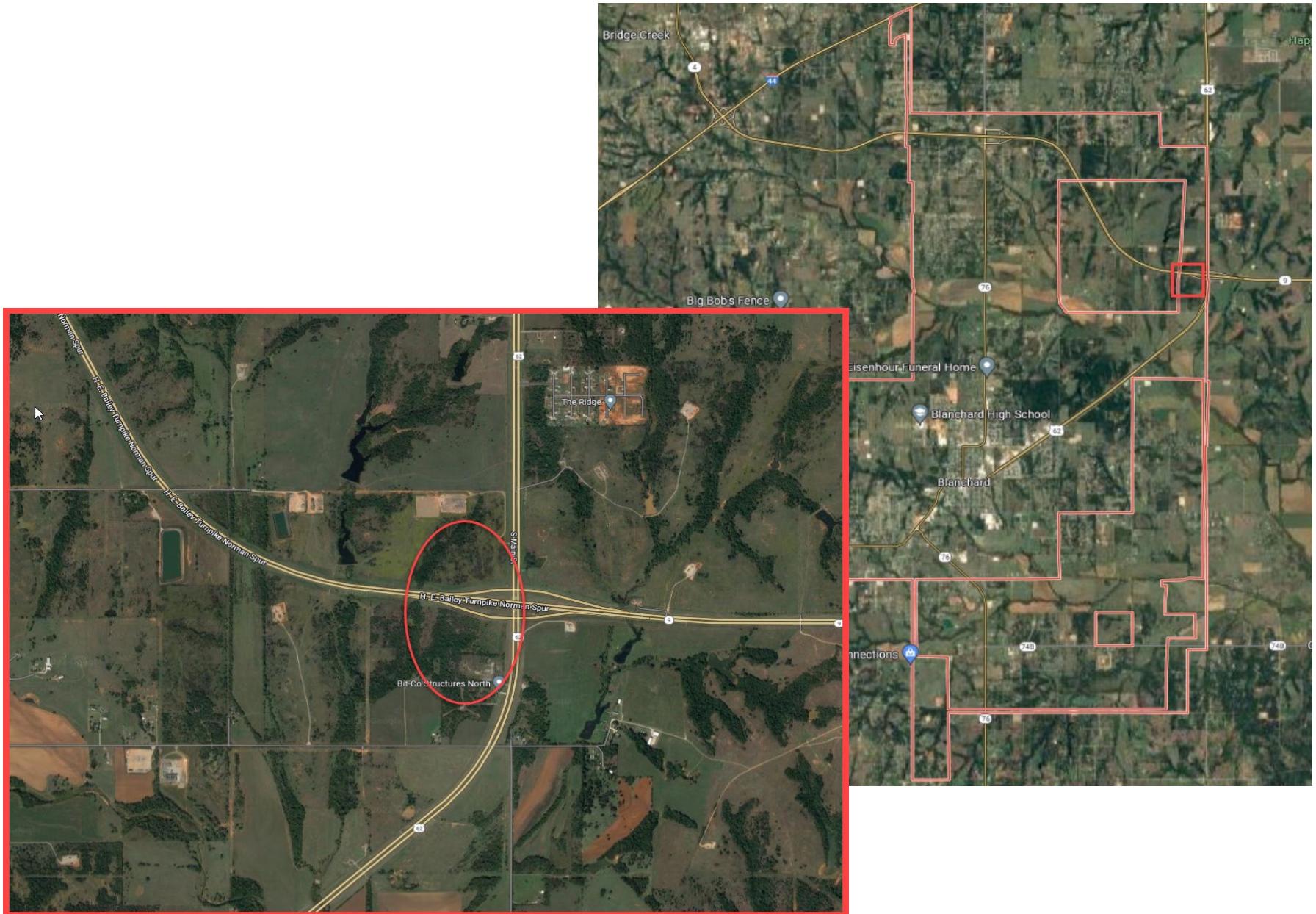




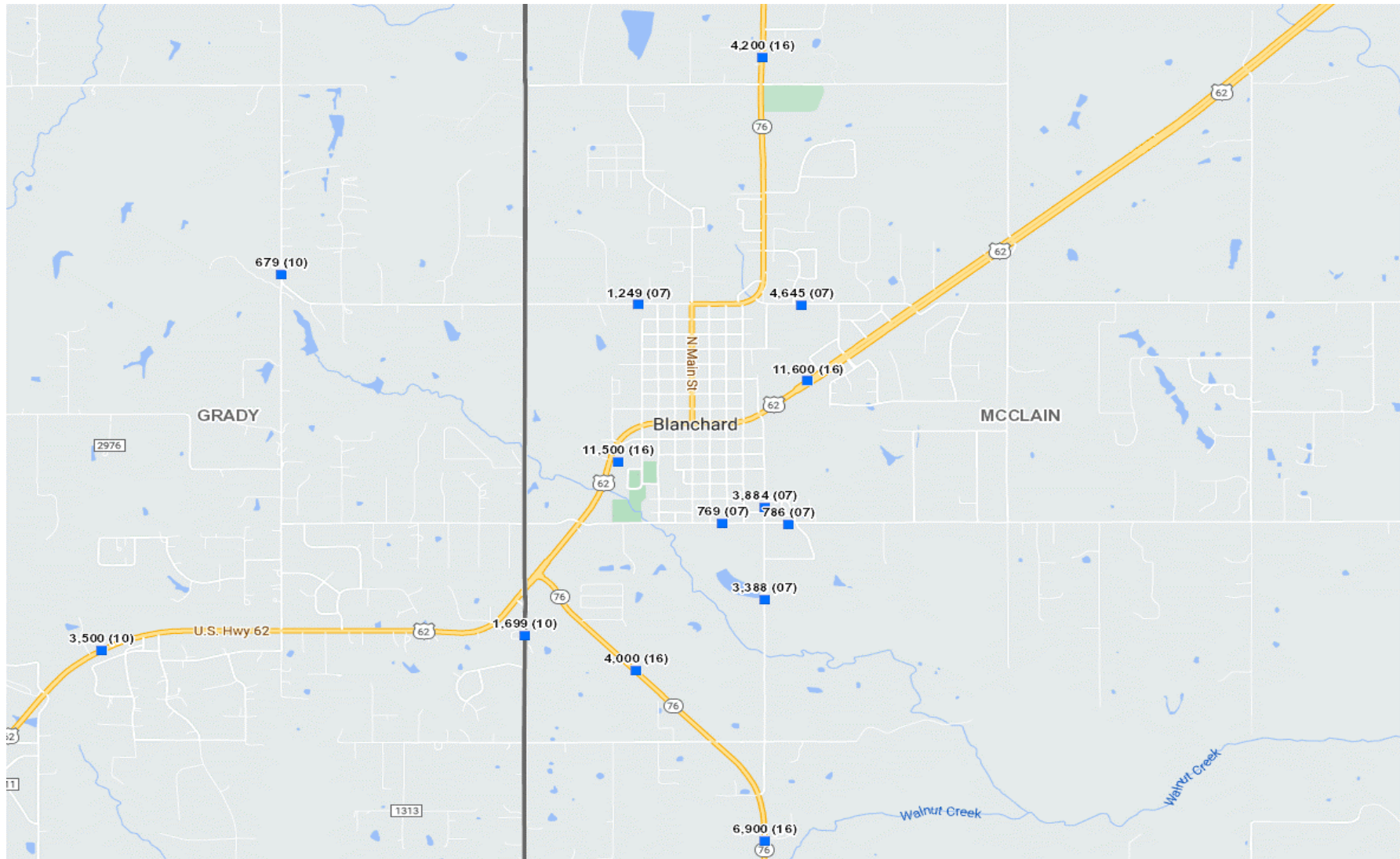
| Vicinity of Highway 9 and Highway 62 Interchange | | | | | | |
|--|---|---|---|------------|-----------|-----------|
| Visibility | 1 | 2 | 3 | 4 | 5 | |
| Accessibility | 1 | 2 | 3 | 4 | 5 | |
| Traffic Counts | 1 | 2 | 3 | 4 | 5 | |
| Site Prep | 1 | 2 | 3 | 4 | 5 | |
| Major Utilities | 1 | 2 | 3 | 4 | 5 | |
| Zoning | 1 | 2 | 3 | 4 | 5 | |
| Area Support Services | 1 | 2 | 3 | 4 | 5 | |
| Demand Generator Position | 1 | 2 | 3 | 4 | 5 | |
| Competition Position | 1 | 2 | 3 | 4 | 5 | |
| Overall Result | | | | 71% | 32 | 45 |

| | |
|--|--|
| Location | Located in the vicinity of the Highway 9 and Highway 62 Interchange in Blanchard, Oklahoma. |
| Land Area | The recommended site size for proposed property is two to three acres. |
| Frontage | This proposed should offer frontage or high visibility from both Highway 9 and Highway 62. |
| Topography | The area offers many options with very little issues. The topography does not appear to have development issues at this time. |
| Drainage | No drainage issues were observed at the time of visit and none were disclosed to Core Distinction Group at the time of Site Visit. |
| Environmental Hazards | An environmental assessment report was not provided for review. However, these issues are out of Core Distinction Group’s scope of work and expertise. It is assumed that property is not adversely affected by these hazards. |
| Ground Stability | A soil report was not provided for review. However, these issues are out of Core Distinction Group’s scope of work and expertise. It is assumed that property is not adversely affected by these hazards. |
| Utilities | It is to the understanding of Core Distinction Group that water and electricity are available in the general area. |
| Parking | This area is assumed to offer a site that will be able to accommodate the appropriate number of parking spaces. |
| Easements, Encroachments and Restrictions | Core Distinction Group was not provided a title report on said site and was not made aware of any easements, encroachments or restrictions that would affects this site. |





Traffic Counts



Source: OKDOT

Community Interviews

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



Current and Potential Future Need for Lodging in the Market Studied



Current Hotel Being Utilized by Interviewee



Current Essential Amenities Being Utilized by Interviewee



Scale or Quality Preferences of Interviewees



Community Interview Question Summary

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



Does your business or organization have a need for overnight accommodations?



If yes, what is the approximate weekly or monthly need?



Does your business or organization have a need for long-term or extended stay overnight accommodations?



If yes, what is the approximate length of stay and how many guests per month/year?



Where do you currently recommend these individuals to stay?



In your opinion, do you believe the community in question would benefit from a new, branded hotel?



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



In your opinion, what amenities does this hotel offer that are important to your clients?



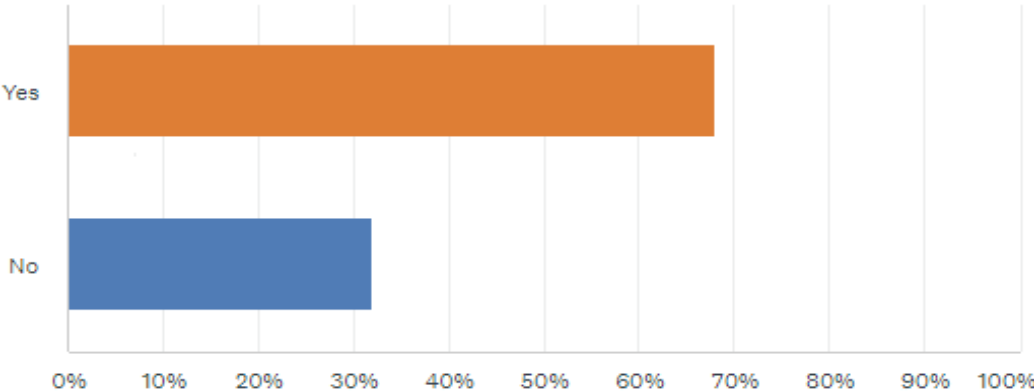
Do you have additional comments or contacts you would recommend we speak to?

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

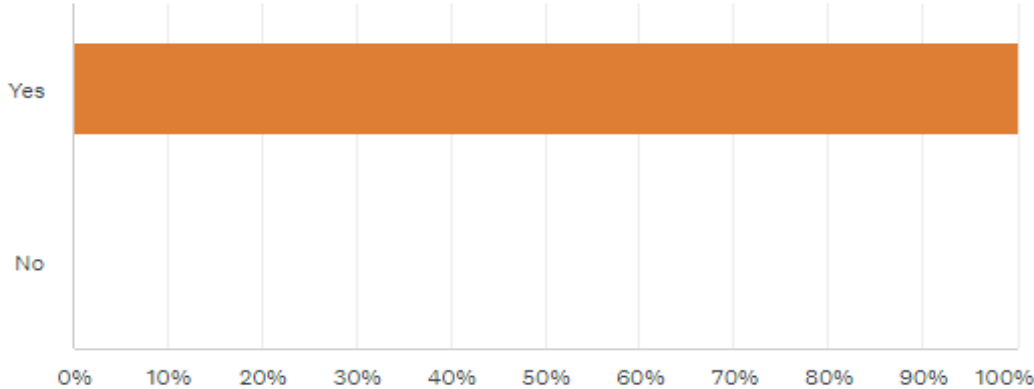


Community Interviews Overall Key Responses

When Core Distinction Group asked individual businesses in the area if they had a need for new, quality accommodations in the community, 68% identified a specific need:



When Core Distinction Group asked individuals and businesses in the area if there is a need in Blanchard, OK for a new hotel, nearly 100% stated yes:



#1

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Friday, July 01, 2022 3:53:29 PM
Last Modified: Friday, July 01, 2022 4:20:19 PM
Time Spent: 00:26:50
IP Address: 216.195.36.211

Page 1: You have been selected by your community leaders to help!

Q1

Please enter the name of your organization/business so we do not bug you for information in the future.

Vice Mayor / City Council - City of Blanchard

Q2

Yes

Does your business have a need for overnight accommodations?

Q3

If yes, what was your organization's lodging need in 2019 (Pre-Covid)? Please be as specific as possible. Example 1: My company typically has 5 rooms a month. The guest usually stays Tuesday or Wednesday night for 2 nights. Example 2: We have soccer tournaments three times during the Summer Months. These tournaments are held Friday and Saturday and have 10 to 25 teams of 10.

The city has encountered a need for overnight stays of 3-5 room nights a month

Q4

What do you expect your organization's lodging need will be in 2022 and beyond? PLEASE KEEP IN MIND, A NEW HOTEL MAY TAKE TWO OR MORE YEARS TO DEVELOP AND BUILD. Please be as specific as possible. Example 1: My company typically has 5 rooms a month. The guest usually stays Tuesday or Wednesday night for 2 nights. Example 2: We have soccer tournaments three times during the Summer Months. These tournaments are held Friday and Saturday and have 10 to 25 teams of 10.

The numbers have not really changed from the 3-5 room nights a month

Q9

Yes

In your opinion, do you think the community in question would benefit from a new, branded hotel?



Q10

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

By all means! The city has numerous events every month, often two or three in one month and guests need accommodations. Our sports leagues has tournaments virtually every weekend from March thru the fall. The city has a major fall event that thy want to expand to three days but is holding off on expanding this event until we have a hotel.

Q15

Yes

If a new, upper-scale hotel were built in Blanchard, would you be more likely to stay in said hotel vs. one in neighboring communities?

Q16

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

This town has exploded in growth during the past decade and we have more interested developments being discussed, residential as well as commercial.



#2

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Saturday, July 02, 2022 7:25:47 AM
Last Modified: Saturday, July 02, 2022 7:42:17 AM
Time Spent: 00:16:29
IP Address: 216.195.39.245

Page 1: You have been selected by your community leaders to help!

Q1

Please enter the name of your organization/business so we do not bug you for information in the future.

- *Platinum RE-CO (Real Estate Brokerage);
- *Rise Concepts (Card Processing/Payroll Hospitality specialist)
- *Gilchrest Platinum Producers (Commercial & Luxury Real Estate Team)
- *GPP Development (Commercial & Multi-Fam/Land Delevoper)

Q2

No

Does your business have a need for overnight accommodations?

Q3

If yes, what was your organization's lodging need in 2019 (Pre-Covid)? Please be as specific as possible. Example 1: My company typically has 5 rooms a month. The guest usually stays Tuesday or Wednesday night for 2 nights. Example 2: We have soccer tournaments three times during the Summer Months. These tournaments are held Friday and Saturday and have 10 to 25 teams of 10.

At this time, we do not have a need. Being part of the Oklahoma Hotel & Lodging Assn for years, there is certainly a need for a local hotel. Extended stay as well as packed weekends being 10 min W of Norman is a wonderful option as so many nearby families have a huge amount of friends and family that only have Norman/Okc area options at this time

Q4

Respondent skipped this question

What do you expect your organization's lodging need will be in 2022 and beyond? PLEASE KEEP IN MIND, A NEW HOTEL MAY TAKE TWO OR MORE YEARS TO DEVELOP AND BUILD. Please be as specific as possible. Example 1: My company typically has 5 rooms a month. The guest usually stays Tuesday or Wednesday night for 2 nights. Example 2: We have soccer tournaments three times during the Summer Months. These tournaments are held Friday and Saturday and have 10 to 25 teams of 10.



Q9

Yes

In your opinion, do you think the community in question would benefit from a new, branded hotel?

Q10

Respondent skipped this question

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

Q15

Yes

If a new, upper-scale hotel were built in Blanchard, would you be more likely to stay in said hotel vs. one in neighboring communities?

Q16

Respondent skipped this question

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



#3

COMPLETE

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Started: Sunday, July 03, 2022 1:06:32 PM
Last Modified: Sunday, July 03, 2022 2:40:39 PM
Time Spent: 01:34:07
IP Address: 164.90.48.43

Page 1: You have been selected by your community leaders to help!

Q1

Please enter the name of your organization/business so we do not bug you for information in the future.

City Councilman

Q2

Yes

Does your business have a need for overnight accommodations?

Q3

If yes, what was your organization's lodging need in 2019 (Pre-Covid)? Please be as specific as possible. Example 1: My company typically has 5 rooms a month. The guest usually stays Tuesday or Wednesday night for 2 nights. Example 2: We have soccer tournaments three times during the Summer Months. These tournaments are held Friday and Saturday and have 10 to 25 teams of 10.

Many City events, two large casinos within 7 miles, weekly youth baseball tournaments from March to November and a growing industrial presence with several out of state contractors working local projects. Easily 40 to 75 occupants per week.

Q4

What do you expect your organization's lodging need will be in 2022 and beyond? PLEASE KEEP IN MIND, A NEW HOTEL MAY TAKE TWO OR MORE YEARS TO DEVELOP AND BUILD. Please be as specific as possible. Example 1: My company typically has 5 rooms a month. The guest usually stays Tuesday or Wednesday night for 2 nights. Example 2: We have soccer tournaments three times during the Summer Months. These tournaments are held Friday and Saturday and have 10 to 25 teams of 10.

The reputation of our city events such as our Bluegrass festival (approximately 200 to 300 out of town guests) and our annual 4th of July celebration (300 to 500 out of town guests) have become known throughout the country and have even seen repeat attendances by Canadian citizens. Coupled with sporting events such as weekly Friday - Sunday youth league baseball tournaments, I would predict 15 to 25, 10 -15 per team plus family.

Q9

Yes

In your opinion, do you think the community in question would benefit from a new, branded hotel?



Q10

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

A branded hotel would bring credibility to our stellar reputation. It would most certainly attract other branded industries to join our growing community

Q15

Yes

If a new, upper-scale hotel were built in Blanchard, would you be more likely to stay in said hotel vs. one in neighboring communities?

Q16

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

Blanchard is one of the fastest growing cities in Oklahoma. Many are moving from Oklahoma City, Norman, Moore and out of state. Our small town values coupled with a forward looking government makes Blanchard the perfect location for any business.



#4

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Monday, July 04, 2022 9:42:09 AM
Last Modified: Monday, July 04, 2022 9:46:21 AM
Time Spent: 00:04:11
IP Address: 209.150.136.43

Page 1: You have been selected by your community leaders to help!

Q1

Please enter the name of your organization/business so we do not bug you for information in the future.

Wild Side Tumbling and Trampoline

Q2

Yes

Does your business have a need for overnight accommodations?

Q3

If yes, what was your organization's lodging need in 2019 (Pre-Covid)? Please be as specific as possible. Example 1: My company typically has 5 rooms a month. The guest usually stays Tuesday or Wednesday night for 2 nights. Example 2: We have soccer tournaments three times during the Summer Months. These tournaments are held Friday and Saturday and have 10 to 25 teams of 10.

Host Tumbling and Trampoline meets 2 to 3 times a year bringing in athletes from Texas and Kansas that need lodging.

Q4

Respondent skipped this question

What do you expect your organization's lodging need will be in 2022 and beyond? PLEASE KEEP IN MIND, A NEW HOTEL MAY TAKE TWO OR MORE YEARS TO DEVELOP AND BUILD. Please be as specific as possible. Example 1: My company typically has 5 rooms a month. The guest usually stays Tuesday or Wednesday night for 2 nights. Example 2: We have soccer tournaments three times during the Summer Months. These tournaments are held Friday and Saturday and have 10 to 25 teams of 10.

Q9

Yes

In your opinion, do you think the community in question would benefit from a new, branded hotel?



Q10

Respondent skipped this question

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

Q15

Yes

If a new, upper-scale hotel were built in Blanchard, would you be more likely to stay in said hotel vs. one in neighboring communities?

Q16

Respondent skipped this question

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



#5

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Monday, July 04, 2022 11:32:30 AM
Last Modified: Monday, July 04, 2022 11:38:54 AM
Time Spent: 00:06:23
IP Address: 159.242.209.27

Page 1: You have been selected by your community leaders to help!

Q1

Please enter the name of your organization/business so we do not bug you for information in the future.

Terry Erhardt,
 Owner, Erhardt Group LLC Real Estate

Q2

Yes

Does your business have a need for overnight accommodations?

Q3

If yes, what was your organization's lodging need in 2019 (Pre-Covid)? Please be as specific as possible. Example 1: My company typically has 5 rooms a month. The guest usually stays Tuesday or Wednesday night for 2 nights. Example 2: We have soccer tournaments three times during the Summer Months. These tournaments are held Friday and Saturday and have 10 to 25 teams of 10.

We have clients relocating from out of state several times a year. Pre-covid need was 6-10 rooms per year.

Q4

What do you expect your organization's lodging need will be in 2022 and beyond? PLEASE KEEP IN MIND, A NEW HOTEL MAY TAKE TWO OR MORE YEARS TO DEVELOP AND BUILD. Please be as specific as possible. Example 1: My company typically has 5 rooms a month. The guest usually stays Tuesday or Wednesday night for 2 nights. Example 2: We have soccer tournaments three times during the Summer Months. These tournaments are held Friday and Saturday and have 10 to 25 teams of 10.

As our business has grown, and the number of out of state relocations has grown we would estimate 10-15 room nights in 2022. Most on weekends.

Q9

Yes

In your opinion, do you think the community in question would benefit from a new, branded hotel?



Q10

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

Shows growth in community. Keeps tax \$\$ at home.

Q15

Yes

If a new, upper-scale hotel were built in Blanchard, would you be more likely to stay in said hotel vs. one in neighboring communities?

Q16

Respondent skipped this question

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



#6

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, July 05, 2022 8:48:41 AM
Last Modified: Tuesday, July 05, 2022 8:51:08 AM
Time Spent: 00:02:26
IP Address: 159.242.223.24

Page 1: You have been selected by your community leaders to help!

Q1

Please enter the name of your organization/business so we do not bug you for information in the future.

Blanchard Public Schools

Q2

No

Does your business have a need for overnight accommodations?

Q3

Respondent skipped this question

If yes, what was your organization's lodging need in 2019 (Pre-Covid)? Please be as specific as possible. Example 1: My company typically has 5 rooms a month. The guest usually stays Tuesday or Wednesday night for 2 nights. Example 2: We have soccer tournaments three times during the Summer Months. These tournaments are held Friday and Saturday and have 10 to 25 teams of 10.

Q4

What do you expect your organization's lodging need will be in 2022 and beyond? PLEASE KEEP IN MIND, A NEW HOTEL MAY TAKE TWO OR MORE YEARS TO DEVELOP AND BUILD. Please be as specific as possible. Example 1: My company typically has 5 rooms a month. The guest usually stays Tuesday or Wednesday night for 2 nights. Example 2: We have soccer tournaments three times during the Summer Months. These tournaments are held Friday and Saturday and have 10 to 25 teams of 10.

If there are other school organizations that need to spend the night, that would be our need.

Q9

Yes

In your opinion, do you think the community in question would benefit from a new, branded hotel?



Q10

Respondent skipped this question

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

Q15

Yes

If a new, upper-scale hotel were built in Blanchard, would you be more likely to stay in said hotel vs. one in neighboring communities?

Q16

Respondent skipped this question

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



#7

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, July 05, 2022 9:26:25 AM
Last Modified: Tuesday, July 05, 2022 9:43:53 AM
Time Spent: 00:17:28
IP Address: 216.195.45.87

Page 1: You have been selected by your community leaders to help!

Q1

Please enter the name of your organization/business so we do not bug you for information in the future.

Blanchard Chamber of Commerce

Q2

Yes

Does your business have a need for overnight accommodations?

Q3

If yes, what was your organization's lodging need in 2019 (Pre-Covid)? Please be as specific as possible. Example 1: My company typically has 5 rooms a month. The guest usually stays Tuesday or Wednesday night for 2 nights. Example 2: We have soccer tournaments three times during the Summer Months. These tournaments are held Friday and Saturday and have 10 to 25 teams of 10.

We have soccer/softball/baseball tournaments 3-4 times during the Summer Months. These tournaments are held Friday, Saturday and Sunday. They have 10 to 25 teams of 10. Plis graduation during May with 125+ graduates and we have several big outdoors events and festivals.

Q4

What do you expect your organization's lodging need will be in 2022 and beyond? PLEASE KEEP IN MIND, A NEW HOTEL MAY TAKE TWO OR MORE YEARS TO DEVELOP AND BUILD. Please be as specific as possible. Example 1: My company typically has 5 rooms a month. The guest usually stays Tuesday or Wednesday night for 2 nights. Example 2: We have soccer tournaments three times during the Summer Months. These tournaments are held Friday and Saturday and have 10 to 25 teams of 10.

We have soccer/softball/baseball tournaments 3-4 times during the Summer Months. These tournaments are held Friday, Saturday and Sunday. They have 10 to 25 teams of 10. Plis graduation during May with 125+ graduates and we have several big outdoors events and festivals. With visitors upward to 10,000 for the July 4th celebration put on by the city and 6000-7000 visitors with vendors for our May Daze festival.

Q9

Yes

In your opinion, do you think the community in question would benefit from a new, branded hotel?



Q10

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

We have a large area of no local places to stay with several events and activities going on.

Q15

Yes

If a new, upper-scale hotel were built in Blanchard, would you be more likely to stay in said hotel vs. one in neighboring communities?

Q16

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

Jami Romine Romine1981@aol.com



#8

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, July 05, 2022 11:44:22 AM
Last Modified: Tuesday, July 05, 2022 11:54:24 AM
Time Spent: 00:10:02
IP Address: 216.195.45.71

Page 1: You have been selected by your community leaders to help!

Q1

Please enter the name of your organization/business so we do not bug you for information in the future.

Blanchard football, touchdown club President

Q2

No

Does your business have a need for overnight accommodations?

Q3

Respondent skipped this question

If yes, what was your organization's lodging need in 2019 (Pre-Covid)? Please be as specific as possible. Example 1: My company typically has 5 rooms a month. The guest usually stays Tuesday or Wednesday night for 2 nights. Example 2: We have soccer tournaments three times during the Summer Months. These tournaments are held Friday and Saturday and have 10 to 25 teams of 10.

Q4

Respondent skipped this question

What do you expect your organization's lodging need will be in 2022 and beyond? PLEASE KEEP IN MIND, A NEW HOTEL MAY TAKE TWO OR MORE YEARS TO DEVELOP AND BUILD. Please be as specific as possible. Example 1: My company typically has 5 rooms a month. The guest usually stays Tuesday or Wednesday night for 2 nights. Example 2: We have soccer tournaments three times during the Summer Months. These tournaments are held Friday and Saturday and have 10 to 25 teams of 10.

Q9

Yes

In your opinion, do you think the community in question would benefit from a new, branded hotel?



Q10

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

There are lots of baseball tournaments here's at least twice a month. Lots of the teams that play would like to stay here and not travel. This will also help With the town revenue.

Q15

Yes

If a new, upper-scale hotel were built in Blanchard, would you be more likely to stay in said hotel vs. one in neighboring communities?

Q16

Respondent skipped this question

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



#9

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, July 05, 2022 2:43:41 PM
Last Modified: Tuesday, July 05, 2022 2:50:52 PM
Time Spent: 00:07:10
IP Address: 216.195.46.124

Page 1: You have been selected by your community leaders to help!

Q1

Please enter the name of your organization/business so we do not bug you for information in the future.

BLLA

Q2

Yes

Does your business have a need for overnight accommodations?

Q3

If yes, what was your organization's lodging need in 2019 (Pre-Covid)? Please be as specific as possible. Example 1: My company typically has 5 rooms a month. The guest usually stays Tuesday or Wednesday night for 2 nights. Example 2: We have soccer tournaments three times during the Summer Months. These tournaments are held Friday and Saturday and have 10 to 25 teams of 10.

we had 338 baseball teams visit our park from March to June

Q4

What do you expect your organization's lodging need will be in 2022 and beyond? PLEASE KEEP IN MIND, A NEW HOTEL MAY TAKE TWO OR MORE YEARS TO DEVELOP AND BUILD. Please be as specific as possible. Example 1: My company typically has 5 rooms a month. The guest usually stays Tuesday or Wednesday night for 2 nights. Example 2: We have soccer tournaments three times during the Summer Months. These tournaments are held Friday and Saturday and have 10 to 25 teams of 10.

These numbers have been consistent over the last 5 years

Q9

Yes

In your opinion, do you think the community in question would benefit from a new, branded hotel?



Q10

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

The community has grown to the point that i feel it would support a hotel.

Q15

Yes

If a new, upper-scale hotel were built in Blanchard, would you be more likely to stay in said hotel vs. one in neighboring communities?

Q16

Respondent skipped this question

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



#10

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, July 05, 2022 3:54:42 PM
Last Modified: Tuesday, July 05, 2022 4:07:43 PM
Time Spent: 00:13:01
IP Address: 216.195.44.214

Page 1: You have been selected by your community leaders to help!

Q1

Please enter the name of your organization/business so we do not bug you for information in the future.

Blanchard Park's Department

Q2

Yes

Does your business have a need for overnight accommodations?

Q3

If yes, what was your organization's lodging need in 2019 (Pre-Covid)? Please be as specific as possible. Example 1: My company typically has 5 rooms a month. The guest usually stays Tuesday or Wednesday night for 2 nights. Example 2: We have soccer tournaments three times during the Summer Months. These tournaments are held Friday and Saturday and have 10 to 25 teams of 10.

We have events held every month throughout the year, each event draws people in from outside Blanchard as well as outside our state. We also host baseball tournaments from May through October. These tournaments host between 10 and 20 teams. All looking for accommodations.

Q4

What do you expect your organization's lodging need will be in 2022 and beyond? PLEASE KEEP IN MIND, A NEW HOTEL MAY TAKE TWO OR MORE YEARS TO DEVELOP AND BUILD. Please be as specific as possible. Example 1: My company typically has 5 rooms a month. The guest usually stays Tuesday or Wednesday night for 2 nights. Example 2: We have soccer tournaments three times during the Summer Months. These tournaments are held Friday and Saturday and have 10 to 25 teams of 10.

Between our events, baseball tournaments and soccer games I believe we could occupy 5-10 rooms though they spring and summer!

Q9

Yes

In your opinion, do you think the community in question would benefit from a new, branded hotel?



Q10

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

Highly recommend we need accommodations in Blanchard.

Q15

Yes

If a new, upper-scale hotel were built in Blanchard, would you be more likely to stay in said hotel vs. one in neighboring communities?

Q16

Respondent skipped this question

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



#11

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Friday, July 08, 2022 3:35:27 PM
Last Modified: Friday, July 08, 2022 3:40:39 PM
Time Spent: 00:05:12
IP Address: 68.235.157.21

Page 1: You have been selected by your community leaders to help!

Q1

Please enter the name of your organization/business so we do not bug you for information in the future.

Ferguson Roof Systems

Q2

Yes

Does your business have a need for overnight accommodations?

Q3

If yes, what was your organization's lodging need in 2019 (Pre-Covid)? Please be as specific as possible. Example 1: My company typically has 5 rooms a month. The guest usually stays Tuesday or Wednesday night for 2 nights. Example 2: We have soccer tournaments three times during the Summer Months. These tournaments are held Friday and Saturday and have 10 to 25 teams of 10.

6-10 per month

Q4

What do you expect your organization's lodging need will be in 2022 and beyond? PLEASE KEEP IN MIND, A NEW HOTEL MAY TAKE TWO OR MORE YEARS TO DEVELOP AND BUILD. Please be as specific as possible. Example 1: My company typically has 5 rooms a month. The guest usually stays Tuesday or Wednesday night for 2 nights. Example 2: We have soccer tournaments three times during the Summer Months. These tournaments are held Friday and Saturday and have 10 to 25 teams of 10.

6-10

Q9

Yes

In your opinion, do you think the community in question would benefit from a new, branded hotel?



Q10

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

It would bring opportunity for the area to host different events, such as tournaments, concerts. It could also allow other businesses to open in the area. Such as event centers

Q15

Yes

If a new, upper-scale hotel were built in Blanchard, would you be more likely to stay in said hotel vs. one in neighboring communities?

Q16

Respondent skipped this question

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



#12

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Friday, July 08, 2022 3:38:06 PM
Last Modified: Friday, July 08, 2022 3:49:07 PM
Time Spent: 00:11:01
IP Address: 98.183.114.166

Page 1: You have been selected by your community leaders to help!

Q1

Please enter the name of your organization/business so we do not bug you for information in the future.

Blanchard Public Library

Q2

No

Does your business have a need for overnight accommodations?

Q3

Respondent skipped this question

If yes, what was your organization's lodging need in 2019 (Pre-Covid)? Please be as specific as possible. Example 1: My company typically has 5 rooms a month. The guest usually stays Tuesday or Wednesday night for 2 nights. Example 2: We have soccer tournaments three times during the Summer Months. These tournaments are held Friday and Saturday and have 10 to 25 teams of 10.

Q4

Respondent skipped this question

What do you expect your organization's lodging need will be in 2022 and beyond? PLEASE KEEP IN MIND, A NEW HOTEL MAY TAKE TWO OR MORE YEARS TO DEVELOP AND BUILD. Please be as specific as possible. Example 1: My company typically has 5 rooms a month. The guest usually stays Tuesday or Wednesday night for 2 nights. Example 2: We have soccer tournaments three times during the Summer Months. These tournaments are held Friday and Saturday and have 10 to 25 teams of 10.

Q9

Yes

In your opinion, do you think the community in question would benefit from a new, branded hotel?



Q10

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

We have many sporting events and city events that participants would enjoy the availability of local accommodations. But I don't know if that is enough to support a large hotel, maybe a small one.

Q15

No

If a new, upper-scale hotel were built in Blanchard, would you be more likely to stay in said hotel vs. one in neighboring communities?

Q16

Respondent skipped this question

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



#13

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Friday, July 08, 2022 3:50:13 PM
Last Modified: Friday, July 08, 2022 3:56:34 PM
Time Spent: 00:06:21
IP Address: 108.235.93.46

Page 1: You have been selected by your community leaders to help!

Q1

Please enter the name of your organization/business so we do not bug you for information in the future.

MidAmerica Tech

Q2

Yes

Does your business have a need for overnight accommodations?

Q3

If yes, what was your organization's lodging need in 2019 (Pre-Covid)? Please be as specific as possible. Example 1: My company typically has 5 rooms a month. The guest usually stays Tuesday or Wednesday night for 2 nights. Example 2: We have soccer tournaments three times during the Summer Months. These tournaments are held Friday and Saturday and have 10 to 25 teams of 10.

We fly trainers from throughout the US to train for our various small business. 10 times a yr m-f

Q4

What do you expect your organization's lodging need will be in 2022 and beyond? PLEASE KEEP IN MIND, A NEW HOTEL MAY TAKE TWO OR MORE YEARS TO DEVELOP AND BUILD. Please be as specific as possible. Example 1: My company typically has 5 rooms a month. The guest usually stays Tuesday or Wednesday night for 2 nights. Example 2: We have soccer tournaments three times during the Summer Months. These tournaments are held Friday and Saturday and have 10 to 25 teams of 10.

Increase as specific trainers are required due to their expertise and new technology
Prior to 2020 we had 20-25 days a yr

Q9

Yes

In your opinion, do you think the community in question would benefit from a new, branded hotel?



Q10

Respondent skipped this question

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

Q15

Yes

If a new, upper-scale hotel were built in Blanchard, would you be more likely to stay in said hotel vs. one in neighboring communities?

Q16

Respondent skipped this question

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



#14

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Friday, July 08, 2022 4:41:00 PM
Last Modified: Friday, July 08, 2022 4:44:58 PM
Time Spent: 00:03:58
IP Address: 69.9.44.201

Page 1: You have been selected by your community leaders to help!

Q1

Please enter the name of your organization/business so we do not bug you for information in the future.

Image and Soul Cosmetic Clinic and Day Spa

Q2

No

Does your business have a need for overnight accommodations?

Q3

Respondent skipped this question

If yes, what was your organization's lodging need in 2019 (Pre-Covid)? Please be as specific as possible. Example 1: My company typically has 5 rooms a month. The guest usually stays Tuesday or Wednesday night for 2 nights. Example 2: We have soccer tournaments three times during the Summer Months. These tournaments are held Friday and Saturday and have 10 to 25 teams of 10.

Q4

Respondent skipped this question

What do you expect your organization's lodging need will be in 2022 and beyond? PLEASE KEEP IN MIND, A NEW HOTEL MAY TAKE TWO OR MORE YEARS TO DEVELOP AND BUILD. Please be as specific as possible. Example 1: My company typically has 5 rooms a month. The guest usually stays Tuesday or Wednesday night for 2 nights. Example 2: We have soccer tournaments three times during the Summer Months. These tournaments are held Friday and Saturday and have 10 to 25 teams of 10.

Q9

Yes

In your opinion, do you think the community in question would benefit from a new, branded hotel?



Q10

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

People come from all around for May Daze and Mufflers on Main.

Q15

Respondent skipped this question

If a new, upper-scale hotel were built in Blanchard, would you be more likely to stay in said hotel vs. one in neighboring communities?

Q16

Respondent skipped this question

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



#15

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Friday, July 08, 2022 8:27:24 PM
Last Modified: Friday, July 08, 2022 8:38:48 PM
Time Spent: 00:11:23
IP Address: 107.77.200.189

Page 1: You have been selected by your community leaders to help!

Q1

Please enter the name of your organization/business so we do not bug you for information in the future.

ECHO Home and Community Education

Q2

No

Does your business have a need for overnight accommodations?

Q3

Respondent skipped this question

If yes, what was your organization's lodging need in 2019 (Pre-Covid)? Please be as specific as possible. Example 1: My company typically has 5 rooms a month. The guest usually stays Tuesday or Wednesday night for 2 nights. Example 2: We have soccer tournaments three times during the Summer Months. These tournaments are held Friday and Saturday and have 10 to 25 teams of 10.

Q4

Respondent skipped this question

What do you expect your organization's lodging need will be in 2022 and beyond? PLEASE KEEP IN MIND, A NEW HOTEL MAY TAKE TWO OR MORE YEARS TO DEVELOP AND BUILD. Please be as specific as possible. Example 1: My company typically has 5 rooms a month. The guest usually stays Tuesday or Wednesday night for 2 nights. Example 2: We have soccer tournaments three times during the Summer Months. These tournaments are held Friday and Saturday and have 10 to 25 teams of 10.

Q9

Yes

In your opinion, do you think the community in question would benefit from a new, branded hotel?



Q10

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

So they don't have to go to Norman. Oil field companies have a need.

Q15

Yes

If a new, upper-scale hotel were built in Blanchard, would you be more likely to stay in said hotel vs. one in neighboring communities?

Q16

Respondent skipped this question

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



#16

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Friday, July 08, 2022 3:19:36 PM
Last Modified: Friday, July 08, 2022 10:29:35 PM
Time Spent: 07:09:59
IP Address: 107.115.239.86

Page 1: You have been selected by your community leaders to help!

Q1

Please enter the name of your organization/business so we do not bug you for information in the future.

It's Not Just Cake

Q2

Yes

Does your business have a need for overnight accommodations?

Q3

If yes, what was your organization's lodging need in 2019 (Pre-Covid)? Please be as specific as possible. Example 1: My company typically has 5 rooms a month. The guest usually stays Tuesday or Wednesday night for 2 nights. Example 2: We have soccer tournaments three times during the Summer Months. These tournaments are held Friday and Saturday and have 10 to 25 teams of 10.

We do 2 major events in Blanchard, May and July.

Q4

What do you expect your organization's lodging need will be in 2022 and beyond? PLEASE KEEP IN MIND, A NEW HOTEL MAY TAKE TWO OR MORE YEARS TO DEVELOP AND BUILD. Please be as specific as possible. Example 1: My company typically has 5 rooms a month. The guest usually stays Tuesday or Wednesday night for 2 nights. Example 2: We have soccer tournaments three times during the Summer Months. These tournaments are held Friday and Saturday and have 10 to 25 teams of 10.

2-3 nights, maybe more.

Q9

Yes

In your opinion, do you think the community in question would benefit from a new, branded hotel?



Q10

Respondent skipped this question

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

Q15

Yes

If a new, upper-scale hotel were built in Blanchard, would you be more likely to stay in said hotel vs. one in neighboring communities?

Q16

Respondent skipped this question

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



#17

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Saturday, July 09, 2022 7:49:21 AM
Last Modified: Saturday, July 09, 2022 8:04:28 AM
Time Spent: 00:15:06
IP Address: 68.12.44.197

Page 1: You have been selected by your community leaders to help!

Q1

Please enter the name of your organization/business so we do not bug you for information in the future.

City of Blanchard

Q2

Yes

Does your business have a need for overnight accommodations?

Q3

If yes, what was your organization's lodging need in 2019 (Pre-Covid)? Please be as specific as possible. Example 1: My company typically has 5 rooms a month. The guest usually stays Tuesday or Wednesday night for 2 nights. Example 2: We have soccer tournaments three times during the Summer Months. These tournaments are held Friday and Saturday and have 10 to 25 teams of 10.

The City could host the Oklahoma City Manager Association's annual summer conference in July.

Q4

What do you expect your organization's lodging need will be in 2022 and beyond? PLEASE KEEP IN MIND, A NEW HOTEL MAY TAKE TWO OR MORE YEARS TO DEVELOP AND BUILD. Please be as specific as possible. Example 1: My company typically has 5 rooms a month. The guest usually stays Tuesday or Wednesday night for 2 nights. Example 2: We have soccer tournaments three times during the Summer Months. These tournaments are held Friday and Saturday and have 10 to 25 teams of 10.

With a hotel, we host more little league baseball tournaments, soccer tournaments, accommodate more visitors to the Newcastle and Riverwind Casinos. Annually, the Blanchard Public School hosts alumina back to Blanchard to visit with family and friends.

Q9

Yes

In your opinion, do you think the community in question would benefit from a new, branded hotel?



Q10

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

Blanchard could host more events and activities.

Q15

Yes

If a new, upper-scale hotel were built in Blanchard, would you be more likely to stay in said hotel vs. one in neighboring communities?

Q16

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

Blanchard is one of the fastest growing communities in Oklahoma and in the Tri-City area.



#18

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Sunday, July 10, 2022 1:10:28 PM
Last Modified: Sunday, July 10, 2022 1:13:42 PM
Time Spent: 00:03:14
IP Address: 164.90.63.168

Page 1: You have been selected by your community leaders to help!

Q1

Please enter the name of your organization/business so we do not bug you for information in the future.

Dirt Rhoads Outdoors

Q2

No

Does your business have a need for overnight accommodations?

Q3

Respondent skipped this question

If yes, what was your organization's lodging need in 2019 (Pre-Covid)? Please be as specific as possible. Example 1: My company typically has 5 rooms a month. The guest usually stays Tuesday or Wednesday night for 2 nights. Example 2: We have soccer tournaments three times during the Summer Months. These tournaments are held Friday and Saturday and have 10 to 25 teams of 10.

Q4

Respondent skipped this question

What do you expect your organization's lodging need will be in 2022 and beyond? PLEASE KEEP IN MIND, A NEW HOTEL MAY TAKE TWO OR MORE YEARS TO DEVELOP AND BUILD. Please be as specific as possible. Example 1: My company typically has 5 rooms a month. The guest usually stays Tuesday or Wednesday night for 2 nights. Example 2: We have soccer tournaments three times during the Summer Months. These tournaments are held Friday and Saturday and have 10 to 25 teams of 10.

Q9

Yes

In your opinion, do you think the community in question would benefit from a new, branded hotel?



Q10

Respondent skipped this question

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

Q15

Yes

If a new, upper-scale hotel were built in Blanchard, would you be more likely to stay in said hotel vs. one in neighboring communities?

Q16

Respondent skipped this question

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



#19

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Monday, July 11, 2022 9:35:01 AM
Last Modified: Monday, July 11, 2022 9:39:41 AM
Time Spent: 00:04:39
IP Address: 192.159.201.42

Page 1: You have been selected by your community leaders to help!

Q1

Please enter the name of your organization/business so we do not bug you for information in the future.

Gayla Johnson Gayla's Tag Agency

Q2

No

Does your business have a need for overnight accommodations?

Q3

Respondent skipped this question

If yes, what was your organization's lodging need in 2019 (Pre-Covid)? Please be as specific as possible. Example 1: My company typically has 5 rooms a month. The guest usually stays Tuesday or Wednesday night for 2 nights. Example 2: We have soccer tournaments three times during the Summer Months. These tournaments are held Friday and Saturday and have 10 to 25 teams of 10.

Q4

Respondent skipped this question

What do you expect your organization's lodging need will be in 2022 and beyond? PLEASE KEEP IN MIND, A NEW HOTEL MAY TAKE TWO OR MORE YEARS TO DEVELOP AND BUILD. Please be as specific as possible. Example 1: My company typically has 5 rooms a month. The guest usually stays Tuesday or Wednesday night for 2 nights. Example 2: We have soccer tournaments three times during the Summer Months. These tournaments are held Friday and Saturday and have 10 to 25 teams of 10.

Q9

Yes

In your opinion, do you think the community in question would benefit from a new, branded hotel?



Q10

Respondent skipped this question

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

Q15

Yes

If a new, upper-scale hotel were built in Blanchard, would you be more likely to stay in said hotel vs. one in neighboring communities?

Q16

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

I would use a hotel in Blanchard rarely



#20

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Monday, July 11, 2022 12:58:05 PM
Last Modified: Monday, July 11, 2022 1:08:54 PM
Time Spent: 00:10:49
IP Address: 64.250.192.5

Page 1: You have been selected by your community leaders to help!

Q1

Please enter the name of your organization/business so we do not bug you for information in the future.

Pioneer Telephone

Q2

Yes

Does your business have a need for overnight accommodations?

Q3

If yes, what was your organization's lodging need in 2019 (Pre-Covid)? Please be as specific as possible. Example 1: My company typically has 5 rooms a month. The guest usually stays Tuesday or Wednesday night for 2 nights. Example 2: We have soccer tournaments three times during the Summer Months. These tournaments are held Friday and Saturday and have 10 to 25 teams of 10.

We have employees that help cover our area from other cities, usually they have to stay in either Norman or Newcastle. I believe multiple times per month.

Q4

What do you expect your organization's lodging need will be in 2022 and beyond? PLEASE KEEP IN MIND, A NEW HOTEL MAY TAKE TWO OR MORE YEARS TO DEVELOP AND BUILD. Please be as specific as possible. Example 1: My company typically has 5 rooms a month. The guest usually stays Tuesday or Wednesday night for 2 nights. Example 2: We have soccer tournaments three times during the Summer Months. These tournaments are held Friday and Saturday and have 10 to 25 teams of 10.

Usually would be 2 nights per week.

Q9

Yes

In your opinion, do you think the community in question would benefit from a new, branded hotel?



Q10

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

I know, we as a company would definately utilize the opportunity, plus, there are so many local events that drive people to this community - would be very valuable!

Q15

Yes

If a new, upper-scale hotel were built in Blanchard, would you be more likely to stay in said hotel vs. one in neighboring communities?

Q16

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

N/A



#21

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Monday, July 18, 2022 12:25:09 PM
Last Modified: Monday, July 18, 2022 12:42:42 PM
Time Spent: 00:17:33
IP Address: 216.195.36.88

Page 1: You have been selected by your community leaders to help!

Q1

Please enter the name of your organization/business so we do not bug you for information in the future.

Eisenhour Funeral Home

Q2

Yes

Does your business have a need for overnight accommodations?

Q3

If yes, what was your organization's lodging need in 2019 (Pre-Covid)? Please be as specific as possible. Example 1: My company typically has 5 rooms a month. The guest usually stays Tuesday or Wednesday night for 2 nights. Example 2: We have soccer tournaments three times during the Summer Months. These tournaments are held Friday and Saturday and have 10 to 25 teams of 10.

We regularly have out of town guests that come to attend funerals that need overnight accommodations. I would estimate that the need is 15-25 nights per month

Q4

What do you expect your organization's lodging need will be in 2022 and beyond? PLEASE KEEP IN MIND, A NEW HOTEL MAY TAKE TWO OR MORE YEARS TO DEVELOP AND BUILD. Please be as specific as possible. Example 1: My company typically has 5 rooms a month. The guest usually stays Tuesday or Wednesday night for 2 nights. Example 2: We have soccer tournaments three times during the Summer Months. These tournaments are held Friday and Saturday and have 10 to 25 teams of 10.

I would expect that the need for rooms to continue to be about the same moving forward (15-25 nights per month)

Q9

Yes

In your opinion, do you think the community in question would benefit from a new, branded hotel?



Q10

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

We have a definite need for overnight accommodations in Blanchard. I would support it.

Q15

Yes

If a new, upper-scale hotel were built in Blanchard, would you be more likely to stay in said hotel vs. one in neighboring communities?

Q16

Respondent skipped this question

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



#22

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Monday, July 18, 2022 2:47:50 PM
Last Modified: Monday, July 18, 2022 2:51:17 PM
Time Spent: 00:03:27
IP Address: 159.242.223.24

Page 1: You have been selected by your community leaders to help!

Q1

Please enter the name of your organization/business so we do not bug you for information in the future.

Blanchard Public Schools

Q2

Yes

Does your business have a need for overnight accommodations?

Q3

If yes, what was your organization's lodging need in 2019 (Pre-Covid)? Please be as specific as possible. Example 1: My company typically has 5 rooms a month. The guest usually stays Tuesday or Wednesday night for 2 nights. Example 2: We have soccer tournaments three times during the Summer Months. These tournaments are held Friday and Saturday and have 10 to 25 teams of 10.

Student Activities. Summer Tournaments

Q4

What do you expect your organization's lodging need will be in 2022 and beyond? PLEASE KEEP IN MIND, A NEW HOTEL MAY TAKE TWO OR MORE YEARS TO DEVELOP AND BUILD. Please be as specific as possible. Example 1: My company typically has 5 rooms a month. The guest usually stays Tuesday or Wednesday night for 2 nights. Example 2: We have soccer tournaments three times during the Summer Months. These tournaments are held Friday and Saturday and have 10 to 25 teams of 10.

On average 5-10 rooms a month.

Q9

Yes

In your opinion, do you think the community in question would benefit from a new, branded hotel?



Q10

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

Help expand industry in our city.

Q15

Yes

If a new, upper-scale hotel were built in Blanchard, would you be more likely to stay in said hotel vs. one in neighboring communities?

Q16

Respondent skipped this question

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



#23

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Monday, July 18, 2022 4:59:25 PM
Last Modified: Monday, July 18, 2022 5:06:14 PM
Time Spent: 00:06:48
IP Address: 216.195.38.137

Page 1: You have been selected by your community leaders to help!

Q1

Please enter the name of your organization/business so we do not bug you for information in the future.

First Baptist Church Blanchard

Q2

Yes

Does your business have a need for overnight accommodations?

Q3

If yes, what was your organization's lodging need in 2019 (Pre-Covid)? Please be as specific as possible. Example 1: My company typically has 5 rooms a month. The guest usually stays Tuesday or Wednesday night for 2 nights. Example 2: We have soccer tournaments three times during the Summer Months. These tournaments are held Friday and Saturday and have 10 to 25 teams of 10.

1-3 rooms a year

Q4

What do you expect your organization's lodging need will be in 2022 and beyond? PLEASE KEEP IN MIND, A NEW HOTEL MAY TAKE TWO OR MORE YEARS TO DEVELOP AND BUILD. Please be as specific as possible. Example 1: My company typically has 5 rooms a month. The guest usually stays Tuesday or Wednesday night for 2 nights. Example 2: We have soccer tournaments three times during the Summer Months. These tournaments are held Friday and Saturday and have 10 to 25 teams of 10.

1-3 rooms a year for Guest preachers

Q9

Yes

In your opinion, do you think the community in question would benefit from a new, branded hotel?



Q10

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

The city just needs one

Q15

Yes

If a new, upper-scale hotel were built in Blanchard, would you be more likely to stay in said hotel vs. one in neighboring communities?

Q16

Respondent skipped this question

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



#24

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, July 19, 2022 12:21:12 PM
Last Modified: Tuesday, July 19, 2022 12:33:32 PM
Time Spent: 00:12:19
IP Address: 64.250.194.72

Page 1: You have been selected by your community leaders to help!

Q1

Please enter the name of your organization/business so we do not bug you for information in the future.

RBI

Q2

Yes

Does your business have a need for overnight accommodations?

Q3

If yes, what was your organization's lodging need in 2019 (Pre-Covid)? Please be as specific as possible. Example 1: My company typically has 5 rooms a month. The guest usually stays Tuesday or Wednesday night for 2 nights. Example 2: We have soccer tournaments three times during the Summer Months. These tournaments are held Friday and Saturday and have 10 to 25 teams of 10.

1 to 2 rooms every 2 weeks for 1 to 2 nights

Q4

What do you expect your organization's lodging need will be in 2022 and beyond? PLEASE KEEP IN MIND, A NEW HOTEL MAY TAKE TWO OR MORE YEARS TO DEVELOP AND BUILD. Please be as specific as possible. Example 1: My company typically has 5 rooms a month. The guest usually stays Tuesday or Wednesday night for 2 nights. Example 2: We have soccer tournaments three times during the Summer Months. These tournaments are held Friday and Saturday and have 10 to 25 teams of 10.

1 to 2 rooms every 2 weeks. Depends on Customer changes sometimes more often with new Design Product etc.

Q9

Yes

In your opinion, do you think the community in question would benefit from a new, branded hotel?



Q10

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

Easier commute for my Customers

Q15

Yes

If a new, upper-scale hotel were built in Blanchard, would you be more likely to stay in said hotel vs. one in neighboring communities?

Q16

Respondent skipped this question

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



#25

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, July 27, 2022 6:30:41 PM
Last Modified: Wednesday, July 27, 2022 6:40:32 PM
Time Spent: 00:09:50
IP Address: 159.242.208.243

Page 1: You have been selected by your community leaders to help!

Q1

Please enter the name of your organization/business so we do not bug you for information in the future.

Danny Roberts -youth league coach and coordinator

Q2

Yes

Does your business have a need for overnight accommodations?

Q3

If yes, what was your organization's lodging need in 2019 (Pre-Covid)? Please be as specific as possible. Example 1: My company typically has 5 rooms a month. The guest usually stays Tuesday or Wednesday night for 2 nights. Example 2: We have soccer tournaments three times during the Summer Months. These tournaments are held Friday and Saturday and have 10 to 25 teams of 10.

There are multiple sporting events through out the year in Blanchard.

Q4

What do you expect your organization's lodging need will be in 2022 and beyond? PLEASE KEEP IN MIND, A NEW HOTEL MAY TAKE TWO OR MORE YEARS TO DEVELOP AND BUILD. Please be as specific as possible. Example 1: My company typically has 5 rooms a month. The guest usually stays Tuesday or Wednesday night for 2 nights. Example 2: We have soccer tournaments three times during the Summer Months. These tournaments are held Friday and Saturday and have 10 to 25 teams of 10.

Sporting events, baseball, soccer, wrestling, basketball, etc....

Q9

Yes

In your opinion, do you think the community in question would benefit from a new, branded hotel?



Q10

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

It works benefit there community by giving outsiders/pass thru people a place to sleep and eat in our town. As well as being super close to highway 9 that goes from I44 to I35. It's conveniently between the 2 most traveled interstates.

Q15

Yes

If a new, upper-scale hotel were built in Blanchard, would you be more likely to stay in said hotel vs. one in neighboring communities?

Q16

Respondent skipped this question

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



Lodging Demand

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



Market Segmentation Projection



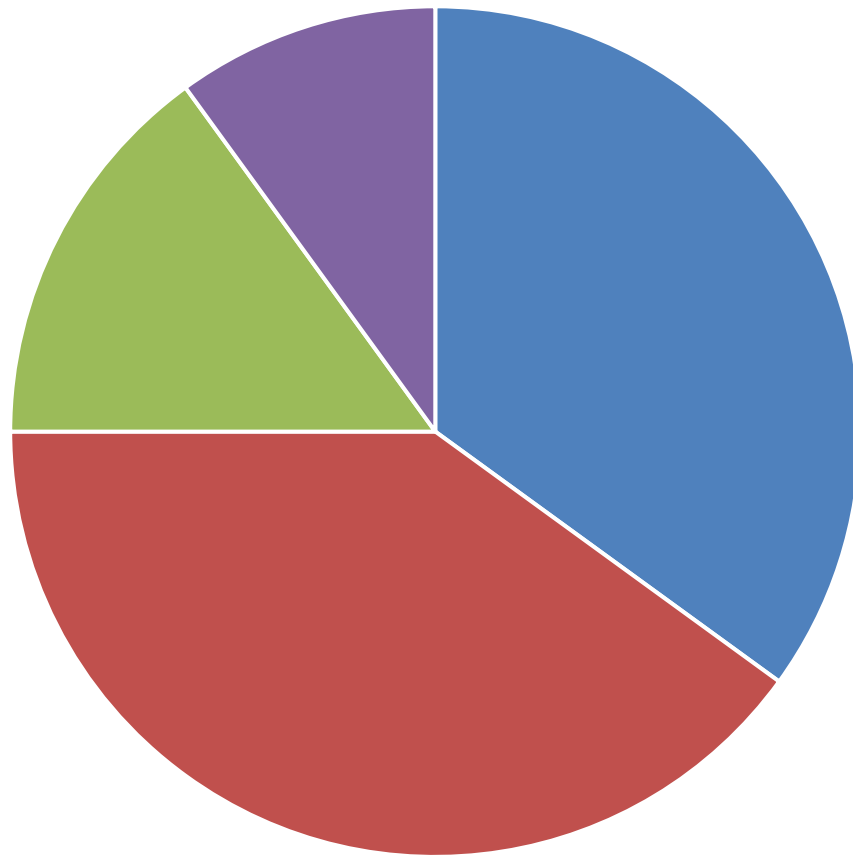
Demand Generators and Attractions

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

Market Segmentation Projection for Blanchard, OK are as follows:

| | |
|------------------------------------|------|
| Local Business / Corporate Demand: | 40% |
| Area Events & Attractions: | 35% |
| SMERF Demand: | 15% |
| Transient/Walk-In Demand: | 10% |
| Total Need: | 100% |

Demand Driver Share



- Area Events & Attractions
- Local Business/Corporate
- SMERF
- Transient/Walk-In Demand:



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

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

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

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

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



Attractions & Demand Generators:

Winter Creek Golf Course & Country Club - Play a Round of Golf at one of the Top Golf Courses in the State! The Winter Creek Golf & Country Club is a prestigious golf course and country club located in Blanchard, Oklahoma. Designed by internationally renowned golf course architect, Rocky Roquemore, the course features 18 lusciously landscaped holes surrounded by 14 crystal clear lakes. With 7,063 yards of green and a par of 72, the course has been specially tailored to create an exceptional golfing experience for every level of player and is known for having several PGA golfers hit up the greens there!

Lion's Park - A Perfect Place for Nature and Recreation! Home to the Annual Bluegrass Festival, Lion's Park is a beautiful community park located in Blanchard, Oklahoma. With recent renovations, the park offers visitors of all ages both a leisurely and recreational outdoor experience. The park features a walking path and walking bridge, updated restrooms and drinking fountains, benches and picnic tables, a new stage and pavilions, a new parking lot and security cameras, a splash park and playground area, exercise equipment and more. For a minimal fee, the park's pavilions can be reserved for special outdoor occasions and events.

South Park Sports Complex - South Park is a multi-purpose facility with the Blanchard Little League Association hosting baseball/football practices, games & tournaments.

The Springs Event Center - Located in Blanchard, Oklahoma and offering full day rentals with wide-open spaces to plan your wedding and reception, The Springs Event Center gives you everything you need to make your day wonderful. Brides and grooms alike love The Springs wedding venue for its pristine architecture, rustic setting, comfortable amenities and open space. Whether you are imagining a small, private ceremony with your closest family and friends, or you are looking for a spectacular party so you can invite everyone you know to celebrate with you, you'll find everything you are looking for at The Springs Event Center.

Scissortail Silo Event Center - Whether you're looking for a venue for your wedding, elopement, corporate event, banquet or gala - Scissortail Silos in Blanchard, Oklahoma is the perfect space! They are a family owned and operated venue who take pride in their guests' experiences - striving for perfection with each and every event.



Attractions & Demand Generators:

DeAngel Farms - DeAngel Farms in Blanchard, Oklahoma is an agritourism destination. All of their produce is grown right on the farm and is available in season and their canned goods are produced in a commercially licensed kitchen and use only the finest ingredients. They can jellies, salsa's, bread and butter pickles and whatever is in season. In July, stop by to pick blackberries.

Almost Heaven Day Spa and Salon - Located in Blanchard, OK, Almost Heaven Day Spa and Salon is a staff of highly experienced technicians with years of beauty and health experience. This Spa's friendly staff and calm setting will provide you with the ultimate spa experience. Stop by to get pampered for any number of events ranging from weddings and parties, to school photos and even date night!

Moto City Race Park - A competitive dirt track that offers Motor Bike Racing. These races are offered throughout the year.

Attractions & Demand Generators (Feeder Markets):

Newcastle Casino - Cards, electronic games & American bites plus bands, dancing & free outdoor summer concerts.

Riverwind Casino - Straightforward rooms in a lively hotel offering a casino, live entertainment & multiple eateries.

Oklahoma Motorsports Complex - Oklahoma Motorsports Complex is 30 minutes from Oklahoma City. Located on I35 at exit 106, across the freeway from Riverwinds Casino and just north of Hwy 9. They have a Moto Cross track, Pit Bike track and a Super Moto and Kart track. The .7 mile, 13 turn asphalt track is used for Super Moto and go-kart racing.

Thunder Valley Raceway Park; Oklahoma City University; Gaylord Memorial Stadium; Tiger Safari; Will Rodgers World Airport; Fred Jones Jr. Museum of Art; Sam Noble Oklahoma Museum of Natural History; Andy Alligator's Fun Park



Lodging Supply

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

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

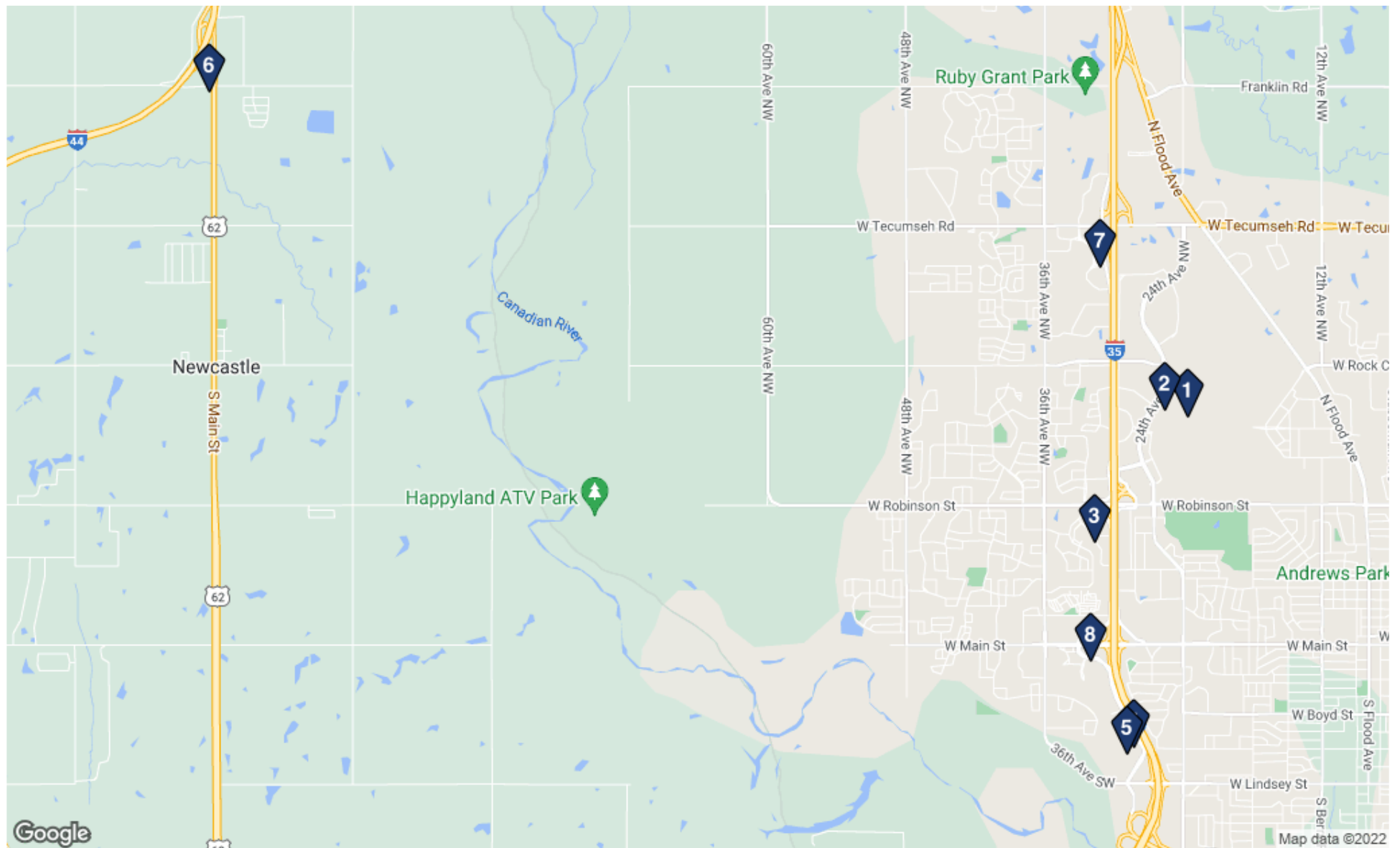


Primary Competitive Set Property Overviews



Secondary Competitive Set Property Overviews

Property Map Overview



Property Summary Report

Hampton by Hilton Inn & Suites Norman Conference Center Area

Upper Midscale
Class

2300 Conference Dr
Norman, OK 73069 - Norman/Moore Submarket



HOSPITALITY

| | |
|------------------|-------------------|
| Brand | Hampton by Hilton |
| Hotel Opened | Jul 2020 |
| Operation Type | Franchise |
| Operation Status | Open |

BUILDING

| | |
|-------------------|----------|
| Type | Hotel |
| Year Built | Jul 2020 |
| Rooms | 104 |
| Location | Suburban |
| Stories | 5 |
| Primary Corridors | Interior |

LAND

| | |
|------------|----------|
| Land Acres | 2.36 AC |
| Zoning | C-1 |
| Parcels | R0175120 |

SPACE FEATURES

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

PROPERTY CONTACTS

| | |
|------------|---|
| True Owner | Select Hotel Brokers 2214 Shadowlake Dr Oklahoma City, OK 73159 (405) 703-3700 (p) |
| Architect | Quinn McAllister Architects |

EXPENSES

| | |
|-------|------------------------|
| Taxes | \$1,004.75/Room (2021) |
|-------|------------------------|

TRANSPORTATION

| | |
|-------------|---|
| Airport | 33 min drive to Will Rogers World Airport |
| Walk Score® | Car-Dependent (23) |

| | |
|----------------|---|
| Recorded Owner | Meera Niam Llc 2214 Shadowlake Dr Oklahoma City, OK 73159 |
| Parent Company | Hilton Worldwide |



Property Summary Report

Holiday Inn Express & Suites Norman

2500 Conference Dr
Norman, OK 73069 - Norman/Moore Submarket

Upper Midscale
Class



HOSPITALITY

| | |
|------------------|---------------------|
| Brand | Holiday Inn Express |
| Hotel Opened | Mar 2015 |
| Operation Type | Franchise |
| Operation Status | Open |

BUILDING

| | |
|-------------------|----------|
| Type | Hotel |
| Year Built | Mar 2015 |
| Rooms | 116 |
| Location | Suburban |
| Stories | 4 |
| Primary Corridors | Interior |
| Meeting Space | 1,353 SF |

LAND

| | |
|------------|----------|
| Land Acres | 0.16 AC |
| Zoning | AC9 |
| Parcels | R0163541 |

EXPENSES

| | |
|-------|------------------------|
| Taxes | \$1,004.18/Room (2021) |
|-------|------------------------|

SPACE FEATURES

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

TRANSPORTATION

| | |
|-------------|---|
| Airport | 32 min drive to Will Rogers World Airport |
| Walk Score® | Car-Dependent (36) |

PROPERTY CONTACTS

| | |
|-------------------------|---|
| Primary Leasing Company | Premier Hospitality Management, Inc. 118 N 7th Ave Durant, OK 74701 (580) 924-0001 (p) (580) 924-0004 (f) |
| Recorded Owner | Sooner Hospitality Llc |

| | |
|----------------|---|
| True Owner | Premier Hospitality Management, Inc. 118 N 7th Ave Durant, OK 74701 (580) 924-0001 (p) (580) 924-0004 (f) |
| Parent Company | IHG Hotels & Resorts |



Property Summary Report

Comfort Inn & Suites Norman Near University

Upper Midscale
 Class

840 Copperfield Dr
 Norman, OK 73072 - Norman/Moore Submarket



HOSPITALITY

| | |
|------------------|-------------|
| Brand | Comfort Inn |
| Hotel Opened | Oct 2008 |
| Operation Type | Franchise |
| Operation Status | Open |

BUILDING

| | |
|-------------------|----------|
| Type | Hotel |
| Year Built | Oct 2008 |
| Year Renov | 2012 |
| Rooms | 73 |
| Location | Suburban |
| Stories | 3 |
| Primary Corridors | Interior |
| Meeting Space | 325 SF |

LAND

| | |
|------------|----------|
| Land Acres | 1.82 AC |
| Zoning | ZN CO |
| Parcels | R0148322 |

EXPENSES

| | |
|-------|----------------------|
| Taxes | \$698.45/Room (2021) |
|-------|----------------------|

PARKING

| | |
|--------|------------------------|
| Spaces | 140 Surface, 2 Covered |
| Ratio | 1.95/Room |


SPACE FEATURES

- Fitness Center
- Pool
- On-Site Retail

TRANSPORTATION

| | |
|-------------|--|
| Parking | 140 available (Surface);2 available (Covered);Ratio of 1.95/Room |
| Airport | 34 min drive to Will Rogers World Airport |
| Walk Score® | Car-Dependent (45) |

PROPERTY CONTACTS

| | |
|----------------|---|
| True Owner |  Champion Hotels 3048 N Grand Blvd Oklahoma City, OK 73107 (405) 606-7400 (p) |
| Parent Company | Choice Hotels International, Inc. |

| | |
|----------------|---|
| Recorded Owner | Trishna Hotel Llc 3022 Expressway Oklahoma City, OK 73112 |
|----------------|---|



Property Summary Report

La Quinta Inns & Suites Oklahoma City Norman

930 Ed Noble Pky
Norman, OK 73072 - Norman/Moore Submarket

Upper Midscale
Class



HOSPITALITY

| | |
|------------------|-------------------------|
| Brand | La Quinta Inns & Suites |
| Hotel Opened | Nov 1997 |
| Operation Type | Franchise |
| Operation Status | Open |

BUILDING

| | |
|-------------------|----------|
| Type | Hotel |
| Year Built | 1997 |
| Year Renov | 2017 |
| Rooms | 117 |
| Location | Suburban |
| Stories | 4 |
| Primary Corridors | Interior |
| Meeting Space | 675 SF |

LAND

| | |
|------------|----------|
| Land Acres | 2.74 AC |
| Zoning | UC |
| Parcels | R0039574 |

EXPENSES

| | |
|-------|----------------------|
| Taxes | \$679.28/Room (2021) |
|-------|----------------------|

PARKING

| | |
|--------|------------------------|
| Spaces | 4 Covered, 141 Surface |
| Ratio | 1.24/Room |

SPACE FEATURES

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

SALE

| | |
|------------|--|
| Sold Price | \$8,191,698 (\$70,015/Room) - Part of Portfolio |
| Date | Mar 2022 |
| Sale Type | Investment |
| Properties | 124 |
| Financing | 1st Mortgage: Private Lender Bal/Pmt: \$6,900,000/- |

TRANSPORTATION

| | |
|-------------|--|
| Parking | 4 available (Covered);141 available (Surface);Ratio of 1.24/Room |
| Airport | 34 min drive to Will Rogers World Airport |
| Walk Score® | Car-Dependent (32) |



Property Summary Report

Country Inn & Suites Norman

960 Ed Noble Pky
Norman, OK 73072 - Norman/Moore Submarket

Upper Midscale
Class



HOSPITALITY

| | |
|------------------|----------------------|
| Brand | Country Inn & Suites |
| Hotel Opened | Apr 2007 |
| Operation Type | Franchise |
| Operation Status | Open |

BUILDING

| | |
|-------------------|----------|
| Type | Hotel |
| Year Built | 2006 |
| Year Renov | 2012 |
| Rooms | 77 |
| Location | Suburban |
| Stories | 3 |
| Primary Corridors | Interior |
| Meeting Space | 400 SF |

LAND

| | |
|------------|----------|
| Land Acres | 2.59 AC |
| Zoning | ZN C2 |
| Parcels | R0114456 |

EXPENSES

| | |
|-------|----------------------|
| Taxes | \$834.34/Room (2021) |
|-------|----------------------|

PARKING

| | |
|--------|------------------------|
| Spaces | 2 Covered, 140 Surface |
| Ratio | 1.84/Room |

SPACE FEATURES

- Fitness Center
- Pool

SALE

| | |
|------------|---|
| Sold Price | \$4,500,000 (\$58,442/Room) |
| Date | Mar 2017 |
| Sale Type | Investment |
| Financing | Down Payment of \$360,000 (8%) 1st Mortgage: Interbank |

TRANSPORTATION

| | |
|-------------|--|
| Parking | 2 available (Covered);140 available (Surface);Ratio of 1.84/Room |
| Airport | 34 min drive to Will Rogers World Airport |
| Walk Score® | Car-Dependent (32) |



Property Summary Report

Comfort Inn & Suites Newcastle Oklahoma City

Upper Midscale
Class

2337 S Main St
Newcastle, OK 73065 - Oklahoma City South Submarket



HOSPITALITY

| | |
|------------------|-------------|
| Brand | Comfort Inn |
| Hotel Opened | Feb 2015 |
| Operation Type | Franchise |
| Operation Status | Open |

BUILDING

| | |
|-------------------|----------|
| Type | Hotel |
| Year Built | Feb 2015 |
| Rooms | 74 |
| Location | Suburban |
| Stories | 4 |
| Primary Corridors | Interior |
| Meeting Space | 1,300 SF |

LAND

| | |
|------------|-------------------------|
| Land Acres | 2.86 AC |
| Zoning | Urban Commercial |
| Parcels | 00001009- N04W001700 |

EXPENSES

| | |
|-------|---------------------------|
| Taxes | \$1,010.68/Room (2021) |
|-------|---------------------------|

PARKING

| | |
|--------|-------------|
| Spaces | 100 Surface |
| Ratio | 1.35/Room |

SPACE FEATURES

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

TRANSPORTATION

| | |
|-------------|---|
| Parking | 100 available (Surface);Ratio of 1.35/Room |
| Airport | 22 min drive to Will Rogers World Airport |
| Walk Score® | Car-Dependent (10) |



Property Summary Report

Best Western Plus Norman

3100 Medical Park Pl
Norman, OK 73069 - Norman/Moore Submarket

Upper Midscale
Class



HOSPITALITY

| | |
|------------------|-------------------|
| Brand | Best Western Plus |
| Hotel Opened | Aug 2016 |
| Operation Type | Franchise |
| Operation Status | Open |

BUILDING

| | |
|-------------------|----------|
| Type | Hotel |
| Year Built | Aug 2016 |
| Rooms | 116 |
| Location | Suburban |
| Stories | 4 |
| Primary Corridors | Interior |
| Meeting Space | 700 SF |

LAND

| | |
|------------|----------|
| Land Acres | 2.55 AC |
| Zoning | PUD |
| Parcels | R0172964 |

EXPENSES

| | |
|-------|------------------------|
| Taxes | \$1,026.75/Room (2021) |
|-------|------------------------|

SPACE FEATURES

- Business Center
- Fitness Center
- Pool

TRANSPORTATION

| | |
|-------------|---|
| Airport | 30 min drive to Will Rogers World Airport |
| Walk Score® | Car-Dependent (21) |

TENANTS

| | |
|-------------------|-----------|
| Best Western Plus | 60,935 SF |
|-------------------|-----------|



Property Summary Report

Fairfield Inn & Suites Norman

301 Norman Center Ct
Norman, OK 73072 - Norman/Moore Submarket

Upper Midscale
Class



HOSPITALITY

| | |
|------------------|---------------|
| Brand | Fairfield Inn |
| Hotel Opened | Sep 1995 |
| Operation Type | Franchise |
| Operation Status | Open |

BUILDING

| | |
|-------------------|----------|
| Type | Hotel |
| Year Built | 1995 |
| Rooms | 74 |
| Location | Suburban |
| Stories | 3 |
| Primary Corridors | Interior |

LAND

| | |
|------------|----------|
| Land Acres | 1.45 AC |
| Zoning | ZN C2 |
| Parcels | R0039576 |

EXPENSES

| | |
|-------|----------------------|
| Taxes | \$695.89/Room (2021) |
|-------|----------------------|

PARKING

| | |
|--------|-------------|
| Spaces | 100 Surface |
| Ratio | 1.35/Room |

SPACE FEATURES

- Business Center
- Fitness Center
- Pool

SALE

| | |
|------------|--|
| Sold Price | \$1,100,000,000 (\$109,268/Room) - Portfolio Price |
| Date | Jan 2015 |
| Sale Type | Investment |
| Properties | 143 |

TRANSPORTATION

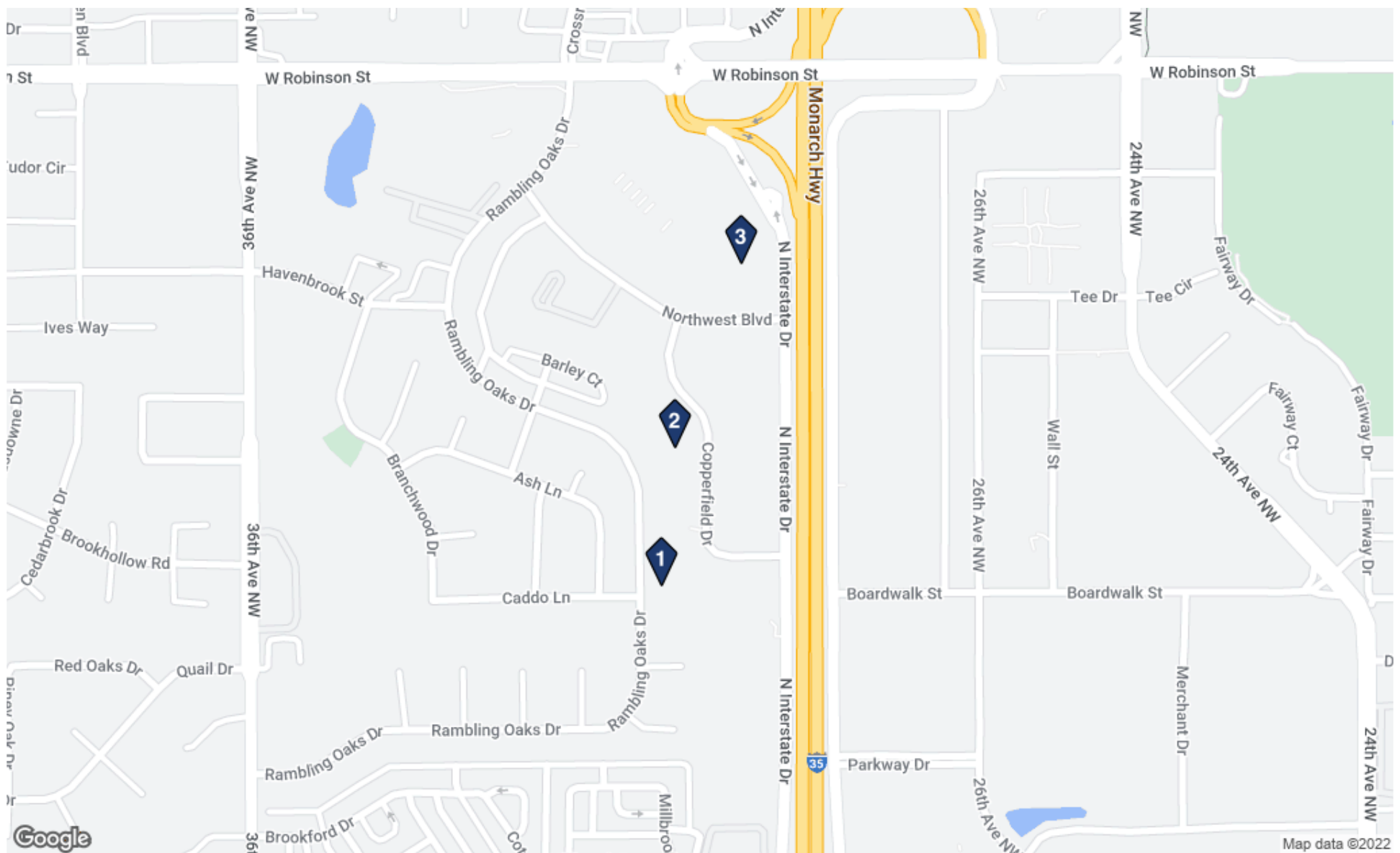
| | |
|-------------|--|
| Parking | 100 available (Surface);Ratio of 1.35/Room |
| Airport | 33 min drive to Will Rogers World Airport |
| Walk Score® | Car-Dependent (43) |

PROPERTY CONTACTS

| | | | |
|----------------|---|----------------|--------------|
| True Owner | Starwood Capital Group 2340 Collins Ave Miami Beach, FL 33139 (305) 695-5200 (p) | Recorded Owner | Record Owner |
| Parent Company | Marriott International | | |



Property Map Overview



Property Summary Report

Hilton Garden Inn Norman

Upscale
 Class

700 Copperfield Dr
 Norman, OK 73072 - Norman/Moore Submarket



HOSPITALITY

| | |
|------------------|-------------------|
| Brand | Hilton Garden Inn |
| Hotel Opened | Apr 2008 |
| Operation Type | Franchise |
| Operation Status | Open |

BUILDING

| | |
|-------------------|----------|
| Type | Hotel |
| Year Built | 2007 |
| Rooms | 121 |
| Location | Suburban |
| Stories | 3 |
| Primary Corridors | Interior |
| Meeting Space | 2,411 SF |

| LAND | | EXPENSES | | PARKING | |
|------------|----------|----------|----------------------|---------|------------------------|
| Land Acres | 2.95 AC | Taxes | \$821.82/Room (2021) | Spaces | 129 Surface, 4 Covered |
| Zoning | ZN RM | | | Ratio | 1.10/Room |
| Parcels | R0045425 | | | | |

SPACE FEATURES

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

TRANSPORTATION

| | |
|-------------|--|
| Parking | 129 available (Surface);4 available (Covered);Ratio of 1.10/Room |
| Airport | 33 min drive to Will Rogers World Airport |
| Walk Score® | Car-Dependent (38) |

PROPERTY CONTACTS

| | | | |
|------------|---|----------------|--|
| True Owner | Premier Hospitality Management, Inc. 118 N 7th Ave Durant, OK 74701 (580) 924-0001 (p) (580) 924-0004 (f) | Recorded Owner | Cleveland Hospitality LLC 118 N 7th Ave Durant, OK 74701 |
| Architect | Richard Humiston Architect 524 May Ave Fort Smith, AR 72901 | Parent Company | Hilton Worldwide |



Property Summary Report

Courtyard Norman

770 Copperfield Dr
Norman, OK 73072 - Norman/Moore Submarket

Upscale
Class



HOSPITALITY

| | |
|------------------|-----------|
| Brand | Courtyard |
| Hotel Opened | Mar 2009 |
| Operation Type | Franchise |
| Operation Status | Open |

BUILDING

| | |
|-------------------|----------|
| Type | Hotel |
| Year Built | Mar 2009 |
| Rooms | 113 |
| Location | Suburban |
| Stories | 3 |
| Primary Corridors | Interior |
| Meeting Space | 1,260 SF |

LAND

| | |
|------------|----------|
| Land Acres | 2.70 AC |
| Zoning | ZN CO |
| Parcels | R0148323 |

EXPENSES

| | |
|-------|----------------------|
| Taxes | \$850.77/Room (2021) |
|-------|----------------------|

PARKING

| | |
|--------|------------------------|
| Spaces | 250 Surface, 4 Covered |
| Ratio | 2.25/Room |

SPACE FEATURES

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

SALE

| | |
|------------|---|
| Sold Price | \$12,000,000 (\$106,195/Room) - Part of Portfolio |
| Date | May 2014 |
| Sale Type | Investment |
| Properties | 2 |

TRANSPORTATION

| | |
|-------------|--|
| Parking | 250 available (Surface);4 available (Covered);Ratio of 2.25/Room |
| Airport | 33 min drive to Will Rogers World Airport |
| Walk Score® | Car-Dependent (42) |



Property Summary Report

Delta Hotel

1000 N Interstate Dr
 Norman, OK 73072 - Norman/Moore Submarket

Upscale
 Class



HOSPITALITY

| | |
|------------------|--------------------|
| Brand | Delta Hotel |
| Hotel Opened | Jun 1984 |
| Operation Type | Franchise |
| Operation Status | Temporarily Closed |

BUILDING

| | |
|-------------------|----------|
| Type | Hotel |
| Year Built | 1984 |
| Year Renov | 2023 |
| Rooms | 150 |
| Location | Suburban |
| Stories | 6 |
| Primary Corridors | Interior |
| Meeting Space | 7,224 SF |

LAND

| | |
|------------|----------|
| Land Acres | 4.25 AC |
| Zoning | ZN RM |
| Parcels | R0045417 |

EXPENSES

| | |
|-------|----------------------|
| Taxes | \$203.14/Room (2021) |
|-------|----------------------|

PARKING

| | |
|--------|-------------|
| Spaces | 300 Surface |
| Ratio | 2.00/Room |

SPACE FEATURES

- Business Center
- Meeting Event Space
- Pool
- Fitness Center
- On-Site Bar
- Restaurant

TRANSPORTATION

| | |
|-------------|--|
| Parking | 300 available (Surface);Ratio of 2.00/Room |
| Airport | 33 min drive to Will Rogers World Airport |
| Walk Score® | Car-Dependent (44) |

PROPERTY CONTACTS

| | |
|----------------|---|
| True Owner | Premier Hospitality Management, Inc. 118 N 7th Ave Durant, OK 74701 (580) 924-0001 (p) (580) 924-0004 (f) |
| Parent Company | Marriott International |

| | |
|----------------|---|
| Recorded Owner | Norman Hospitality Inc 118 N 7th Ave Durant, OK 74701 |
|----------------|---|



STR/COSTAR Global Data

For the purposes of this Comprehensive Hotel Market Feasibility Study, as stated previously, the competitive set includes those midscale and upper midscale properties that were determined could be competitive with the proposed hotel based on either their location, brand affiliation, facilities and amenities offered, rate structure, community interviews, and/or market orientation. Core Distinction Group must follow specific guidelines in order to access accurate CoStar/STR Global Data. The following guidelines must be followed:



Property Minimum - A trend or a competitive set must include a minimum of three participating properties, not including the subject property if selecting a competitive set. Of the three, there must be a minimum of two properties not affiliated with the subject property (brand, parent, management, ownership and/or asset manager). The minimum number of properties must report data before performance data will be released.



Company Minimum - A trend or a competitive set must include a minimum of two companies not affiliated with the request or the subject property (brand, parent, management, ownership and/or asset manager).



Property - No single property can account for more than 50% of the total participating room supply of a competitive set, excluding the rooms of the subject property and other properties from the same company as the subject (parent, management, ownership and/or asset manager).



Brand - No single brand (e.g. Holiday Inn, Comfort Inn) can account for more than 50% of the total participating room supply of a competitive set, excluding the rooms of the subject and other properties from the same company as the subject.



Company - No single company (e.g. Hilton Worldwide, Interstate Hotels & Resorts, Host Hotels & Resorts) can account for more than 70% of the total participating room supply of a competitive set, excluding the rooms of the subject property and other properties from the same company as the subject (parent, management, ownership and/or asset manager).

This section will include the data provided by CoStar/STR Global.



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

| Occupancy (%) | | | | | | | | | | | | | |
|---------------|---------|----------|-------|-------|-------|-------|-------|--------|-----------|---------|----------|----------|-------|
| YR. | January | February | March | April | May | June | July | August | September | October | November | December | YTD |
| 2018 | 47.9% | 59.7% | 66.6% | 66.2% | 70.9% | 79.3% | 66.5% | 69.2% | 64.9% | 69.7% | 65.4% | 52.7% | 64.9% |
| 2019 | 55.1% | 62.7% | 68.6% | 64.0% | 71.2% | 82.5% | 72.4% | 68.1% | 58.2% | 59.7% | 57.1% | 49.9% | 64.1% |
| 2020 | 48.3% | 58.7% | 40.4% | 18.0% | 31.7% | 44.6% | 42.7% | 41.7% | 36.8% | 49.7% | 49.0% | 32.3% | 41.2% |
| 2021 | 34.7% | 40.3% | 58.4% | 56.4% | 63.5% | 68.7% | 62.2% | 56.9% | 51.6% | 55.1% | 53.5% | 45.8% | 54.0% |
| 2022 | 41.7% | 46.7% | 65.4% | 60.7% | 59.7% | | | | | | | | 54.9% |
| Avg | 46.5% | 55.4% | 58.5% | 51.2% | 59.3% | 68.8% | 61.0% | 59.0% | 52.9% | 58.6% | 56.3% | 45.2% | 56.0% |

| ADR (\$) | | | | | | | | | | | | | |
|----------|---------|----------|---------|----------|----------|----------|---------|---------|-----------|----------|----------|----------|----------|
| YR. | January | February | March | April | May | June | July | August | September | October | November | December | YTD |
| 2018 | \$80.29 | \$82.46 | \$86.87 | \$89.88 | \$89.53 | \$87.53 | \$82.49 | \$86.28 | \$93.81 | \$85.29 | \$93.12 | \$77.12 | \$86.22 |
| 2019 | \$76.31 | \$77.71 | \$82.03 | \$90.69 | \$92.38 | \$88.03 | \$84.30 | \$88.57 | \$100.06 | \$90.60 | \$92.06 | \$78.06 | \$86.73 |
| 2020 | \$77.41 | \$83.10 | \$80.05 | \$66.16 | \$76.09 | \$80.81 | \$80.61 | \$79.30 | \$79.06 | \$83.36 | \$81.84 | \$71.89 | \$78.31 |
| 2021 | \$71.38 | \$72.08 | \$77.45 | \$87.17 | \$100.35 | \$100.58 | \$97.18 | \$95.90 | \$129.73 | \$111.92 | \$104.42 | \$88.73 | \$96.60 |
| 2022 | \$88.77 | \$92.99 | \$98.56 | \$112.79 | \$108.01 | | | | | | | | \$101.39 |
| Avg | \$76.35 | \$78.84 | \$81.60 | \$83.48 | \$89.59 | \$89.24 | \$86.15 | \$87.51 | \$100.67 | \$92.79 | \$92.86 | \$78.95 | \$86.50 |

| RevPAR (\$) | | | | | | | | | | | | | |
|-------------|---------|----------|---------|---------|---------|---------|---------|---------|-----------|---------|----------|----------|---------|
| YR. | January | February | March | April | May | June | July | August | September | October | November | December | YTD |
| 2018 | \$38.42 | \$49.27 | \$57.88 | \$59.51 | \$63.50 | \$69.41 | \$54.82 | \$59.74 | \$60.87 | \$59.46 | \$60.92 | \$40.62 | \$56.20 |
| 2019 | \$42.05 | \$48.71 | \$56.25 | \$58.07 | \$65.75 | \$72.63 | \$61.01 | \$60.33 | \$58.28 | \$54.07 | \$52.57 | \$38.96 | \$55.72 |
| 2020 | \$37.40 | \$48.76 | \$32.37 | \$11.89 | \$24.10 | \$36.02 | \$34.43 | \$33.08 | \$29.09 | \$41.40 | \$40.13 | \$23.21 | \$32.66 |
| 2021 | \$24.76 | \$29.04 | \$45.24 | \$49.15 | \$63.70 | \$69.06 | \$60.43 | \$54.59 | \$66.91 | \$61.70 | \$55.85 | \$40.66 | \$52.89 |
| 2022 | \$37.06 | \$43.38 | \$64.41 | \$68.42 | \$64.50 | | | | | | | | \$55.71 |
| Avg | \$35.66 | \$43.95 | \$47.94 | \$44.66 | \$54.26 | \$61.78 | \$52.67 | \$51.94 | \$53.79 | \$54.16 | \$52.37 | \$35.86 | \$49.08 |

| Revenue (\$) | | | | | | | | | | | | | |
|--------------|-----------|-----------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-----------|--------------|
| YR. | January | February | March | April | May | June | July | August | September | October | November | December | YTD |
| 2018 | \$770,667 | \$892,532 | \$1,160,898 | \$1,155,052 | \$1,273,644 | \$1,347,211 | \$1,099,454 | \$1,198,172 | \$1,181,411 | \$1,192,555 | \$1,182,397 | \$814,724 | \$13,268,717 |
| 2019 | \$843,412 | \$882,439 | \$1,128,117 | \$1,127,184 | \$1,318,835 | \$1,409,681 | \$1,223,677 | \$1,209,979 | \$1,131,276 | \$1,084,446 | \$1,020,466 | \$781,340 | \$13,160,852 |
| 2020 | \$750,122 | \$883,334 | \$649,305 | \$189,344 | \$483,455 | \$699,137 | \$801,514 | \$770,124 | \$655,296 | \$963,945 | \$904,137 | \$540,461 | \$8,290,174 |
| 2021 | \$576,336 | \$610,715 | \$1,053,332 | \$1,107,312 | \$1,483,035 | \$1,555,840 | \$1,406,942 | \$1,270,836 | \$1,507,380 | \$1,436,524 | \$1,258,246 | \$946,636 | \$14,213,134 |
| 2022 | \$862,713 | \$912,197 | \$1,499,571 | \$1,541,549 | \$1,501,523 | | | | | | | | \$6,317,553 |
| Avg | \$735,134 | \$817,255 | \$997,913 | \$894,723 | \$1,139,742 | \$1,252,967 | \$1,132,897 | \$1,112,278 | \$1,118,841 | \$1,169,368 | \$1,091,312 | \$770,790 | \$12,233,219 |

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

| Occupancy (%) | | | | | | | | | | | | |
|---------------|---------|----------|-------|-------|-------|-------|-------|--------|-----------|---------|----------|----------|
| YR. | January | February | March | April | May | June | July | August | September | October | November | December |
| 2018 | 56.5% | 57.2% | 57.5% | 58.5% | 59.5% | 60.6% | 61.0% | 61.7% | 62.2% | 63.0% | 64.1% | 64.9% |
| 2019 | 65.5% | 65.8% | 65.9% | 65.7% | 65.8% | 66.0% | 66.5% | 66.4% | 65.9% | 65.0% | 64.4% | 64.1% |
| 2020 | 63.5% | 63.2% | 60.8% | 57.6% | 54.2% | 51.1% | 48.4% | 46.1% | 44.3% | 43.5% | 43.0% | 41.4% |
| 2021 | 40.3% | 39.0% | 40.6% | 43.3% | 45.9% | 47.9% | 49.5% | 50.8% | 52.0% | 52.5% | 52.8% | 54.0% |
| 2022 | 35.5% | 55.1% | 55.7% | 56.0% | 55.7% | | | | | | | |
| Avg | 56.5% | 56.3% | 56.2% | 56.3% | 56.4% | 56.4% | 56.4% | 56.3% | 56.1% | 56.0% | 56.1% | 56.1% |

| ADR (\$) | | | | | | | | | | | | |
|----------|---------|----------|---------|----------|----------|---------|---------|---------|-----------|---------|----------|----------|
| YR. | January | February | March | April | May | June | July | August | September | October | November | December |
| 2018 | \$87.97 | \$88.13 | \$88.33 | \$88.33 | \$88.17 | \$87.90 | \$87.33 | \$87.21 | \$87.63 | \$86.82 | \$86.78 | \$86.55 |
| 2019 | \$86.21 | \$85.85 | \$85.42 | \$85.47 | \$85.74 | \$85.80 | \$85.94 | \$86.14 | \$86.53 | \$86.96 | \$86.81 | \$86.91 |
| 2020 | \$87.08 | \$87.51 | \$87.61 | \$86.87 | \$85.70 | \$85.03 | \$84.74 | \$83.79 | \$81.71 | \$80.89 | \$79.83 | \$79.43 |
| 2021 | \$78.99 | \$77.97 | \$77.74 | \$79.06 | \$81.75 | \$84.03 | \$85.68 | \$87.10 | \$91.04 | \$93.52 | \$95.32 | \$96.03 |
| 2022 | \$96.89 | \$98.03 | \$99.92 | \$102.12 | \$102.83 | | | | | | | |
| Avg | \$85.06 | \$84.87 | \$84.78 | \$84.93 | \$85.34 | \$85.69 | \$85.92 | \$86.06 | \$86.73 | \$87.05 | \$87.19 | \$87.23 |

| RevPAR (\$) | | | | | | | | | | | | |
|-------------|---------|----------|---------|---------|---------|---------|---------|---------|-----------|---------|----------|----------|
| YR. | January | February | March | April | May | June | July | August | September | October | November | December |
| 2018 | \$49.69 | \$50.43 | \$50.80 | \$50.80 | \$52.46 | \$53.24 | \$53.32 | \$53.83 | \$54.55 | \$54.73 | \$55.59 | \$56.19 |
| 2019 | \$56.49 | \$56.45 | \$56.31 | \$56.19 | \$56.39 | \$56.65 | \$57.18 | \$57.23 | \$57.01 | \$56.56 | \$55.87 | \$55.73 |
| 2020 | \$55.33 | \$55.34 | \$53.31 | \$50.08 | \$46.49 | \$43.43 | \$41.05 | \$38.66 | \$36.19 | \$35.23 | \$34.32 | \$32.92 |
| 2021 | \$31.82 | \$30.41 | \$31.58 | \$34.23 | \$37.51 | \$40.21 | \$42.42 | \$44.24 | \$47.35 | \$49.08 | \$50.37 | \$51.85 |
| 2022 | \$52.90 | \$54.00 | \$55.62 | \$57.21 | \$57.28 | | | | | | | |
| Avg | \$48.33 | \$48.16 | \$48.00 | \$47.83 | \$48.21 | \$48.38 | \$48.49 | \$48.49 | \$48.78 | \$48.90 | \$49.04 | \$49.17 |

| Revenue (\$) | | | | | | | | | | | | |
|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| YR. | January | February | March | April | May | June | July | August | September | October | November | December |
| 2018 | \$11,735,659 | \$11,908,592 | \$11,996,634 | \$12,206,093 | \$12,389,651 | \$12,572,534 | \$12,590,856 | \$12,711,313 | \$12,881,848 | \$12,925,336 | \$13,127,603 | \$13,268,716 |
| 2019 | \$13,341,462 | \$13,331,369 | \$13,298,589 | \$13,270,721 | \$13,315,911 | \$13,378,382 | \$13,502,604 | \$13,514,411 | \$13,464,276 | \$13,356,167 | \$13,194,236 | \$13,160,852 |
| 2020 | \$13,067,562 | \$13,068,456 | \$12,589,644 | \$11,651,804 | \$10,816,424 | \$10,105,880 | \$9,683,717 | \$9,243,863 | \$8,767,883 | \$8,647,382 | \$8,531,054 | \$8,290,175 |
| 2021 | \$8,116,389 | \$7,843,771 | \$8,247,798 | \$9,165,766 | \$10,165,347 | \$11,022,050 | \$11,627,478 | \$12,128,190 | \$12,980,274 | \$13,452,853 | \$13,806,961 | \$14,213,136 |
| 2022 | \$14,499,512 | \$14,800,994 | \$15,247,233 | \$15,681,470 | \$15,699,957 | | | | | | | |
| Avg | \$11,565,268 | \$11,538,047 | \$11,533,166 | \$11,573,596 | \$11,671,833 | \$11,769,712 | \$11,851,164 | \$11,899,444 | \$12,023,570 | \$12,095,435 | \$12,164,964 | \$12,233,220 |

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

| Occupancy (%) | | | | | | | | | | | | | |
|---------------|---------|----------|-------|-------|-------|-------|-------|--------|-----------|---------|----------|----------|-------|
| YR. | January | February | March | April | May | June | July | August | September | October | November | December | YTD |
| 2018 | 50.0% | 55.7% | 62.8% | 68.5% | 64.1% | 74.3% | 59.4% | 67.3% | 64.1% | 69.9% | 66.5% | 44.4% | 62.3% |
| 2019 | 56.7% | 48.8% | 50.4% | 65.3% | 72.4% | 81.5% | 72.4% | 69.9% | 59.0% | 61.1% | 57.5% | 48.2% | 61.9% |
| 2020 | 33.5% | 49.2% | 30.4% | 12.9% | 31.1% | 50.0% | 45.7% | 42.5% | 35.8% | 50.2% | 48.2% | 31.2% | 38.4% |
| 2021 | 33.6% | 38.8% | 57.0% | 54.9% | 64.6% | 68.5% | 62.4% | 57.7% | 53.2% | 57.4% | 55.3% | 45.3% | 55.0% |
| 2022 | 41.5% | 46.5% | 65.1% | 61.6% | 58.9% | | | | | | | | 54.8% |
| Avg | 43.5% | 48.1% | 50.2% | 50.4% | 58.1% | 68.6% | 60.0% | 59.4% | 53.0% | 59.7% | 56.9% | 42.3% | 54.2% |

| ADR (\$) | | | | | | | | | | | | | |
|----------|---------|----------|----------|----------|----------|----------|---------|---------|-----------|----------|----------|----------|----------|
| YR. | January | February | March | April | May | June | July | August | September | October | November | December | YTD |
| 2018 | \$85.34 | \$87.99 | \$90.15 | \$94.33 | \$94.46 | \$91.35 | \$87.17 | \$91.29 | \$99.73 | \$96.58 | \$97.79 | \$84.22 | \$91.70 |
| 2019 | \$81.73 | \$82.51 | \$84.71 | \$94.96 | \$98.08 | \$92.29 | \$88.99 | \$92.22 | \$103.96 | \$96.47 | \$97.23 | \$81.67 | \$91.24 |
| 2020 | \$79.27 | \$88.33 | \$82.49 | \$73.13 | \$81.54 | \$86.43 | \$80.83 | \$80.75 | \$81.58 | \$84.52 | \$83.82 | \$74.00 | \$81.39 |
| 2021 | \$71.98 | \$73.82 | \$78.61 | \$88.45 | \$101.40 | \$100.17 | \$96.96 | \$96.83 | \$128.28 | \$111.59 | \$104.93 | \$90.86 | \$97.33 |
| 2022 | \$90.64 | \$92.94 | \$100.30 | \$114.74 | \$110.93 | | | | | | | | \$103.21 |
| Avg | \$79.58 | \$83.16 | \$83.99 | \$87.72 | \$93.87 | \$92.56 | \$88.49 | \$90.27 | \$103.39 | \$97.29 | \$95.94 | \$82.69 | \$89.91 |

| RevPAR (\$) | | | | | | | | | | | | | |
|-------------|---------|----------|---------|---------|---------|---------|---------|---------|-----------|---------|----------|----------|---------|
| YR. | January | February | March | April | May | June | July | August | September | October | November | December | YTD |
| 2018 | \$42.66 | \$49.03 | \$56.62 | \$64.63 | \$60.54 | \$67.87 | \$51.76 | \$61.40 | \$63.96 | \$67.49 | \$65.05 | \$37.36 | \$57.36 |
| 2019 | \$46.31 | \$40.25 | \$42.66 | \$62.05 | \$71.04 | \$75.20 | \$64.46 | \$64.51 | \$61.35 | \$58.93 | \$55.96 | \$39.36 | \$56.84 |
| 2020 | \$26.52 | \$43.42 | \$25.09 | \$9.41 | \$25.35 | \$43.24 | \$36.96 | \$34.30 | \$29.21 | \$42.41 | \$40.41 | \$23.12 | \$31.62 |
| 2021 | \$24.20 | \$28.68 | \$44.83 | \$48.58 | \$65.50 | \$68.61 | \$60.51 | \$55.89 | \$68.20 | \$64.07 | \$58.07 | \$41.18 | \$53.51 |
| 2022 | \$37.57 | \$43.22 | \$65.29 | \$70.69 | \$65.33 | | | | | | | | \$56.59 |
| Avg | \$34.92 | \$40.35 | \$42.30 | \$46.17 | \$55.61 | \$63.73 | \$53.42 | \$54.03 | \$55.68 | \$58.23 | \$54.87 | \$35.26 | \$49.55 |

| Revenue (\$) | | | | | | | | | | | | | |
|--------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|
| YR. | January | February | March | April | May | June | July | August | September | October | November | December | YTD |
| 2018 | \$309,442 | \$321,256 | \$410,725 | \$453,731 | \$439,139 | \$476,467 | \$375,453 | \$445,393 | \$449,000 | \$489,554 | \$456,680 | \$271,029 | \$4,897,869 |
| 2019 | \$335,917 | \$263,712 | \$309,446 | \$435,578 | \$515,314 | \$527,912 | \$467,557 | \$467,939 | \$430,704 | \$427,446 | \$392,807 | \$285,514 | \$4,859,846 |
| 2020 | \$192,399 | \$284,499 | \$181,971 | \$66,036 | \$183,874 | \$303,552 | \$268,124 | \$248,796 | \$205,084 | \$307,664 | \$283,663 | \$167,688 | \$2,693,350 |
| 2021 | \$175,560 | \$187,883 | \$325,227 | \$341,059 | \$475,162 | \$481,619 | \$438,942 | \$405,446 | \$478,757 | \$464,773 | \$407,662 | \$298,748 | \$4,480,838 |
| 2022 | \$272,541 | \$283,203 | \$473,600 | \$496,231 | \$473,878 | | | | | | | | \$1,999,453 |
| Avg | \$253,330 | \$264,338 | \$306,842 | \$324,101 | \$403,372 | \$447,388 | \$387,519 | \$391,894 | \$390,886 | \$422,359 | \$385,203 | \$255,745 | \$4,232,976 |

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

| Occupancy (%) | | | | | | | | | | | | |
|---------------|---------|----------|-------|-------|-------|-------|-------|--------|-----------|---------|----------|----------|
| YR. | January | February | March | April | May | June | July | August | September | October | November | December |
| 2018 | 55.7% | 56.1% | 56.2% | 57.1% | 57.4% | 58.1% | 58.4% | 58.9% | 59.6% | 60.5% | 61.8% | 62.2% |
| 2019 | 62.8% | 62.3% | 61.2% | 60.9% | 61.7% | 62.2% | 63.4% | 63.6% | 63.2% | 62.4% | 61.7% | 62.0% |
| 2020 | 60.0% | 60.1% | 58.4% | 54.1% | 50.5% | 48.0% | 45.7% | 43.4% | 41.5% | 40.5% | 39.8% | 38.3% |
| 2021 | 38.3% | 37.5% | 39.8% | 43.3% | 46.1% | 47.6% | 49.0% | 50.3% | 51.8% | 52.4% | 53.0% | 54.2% |
| 2022 | 43.0% | 47.6% | 56.1% | 56.6% | 56.2% | | | | | | | |
| Avg | 54.2% | 54.0% | 53.9% | 53.9% | 53.9% | 54.0% | 54.1% | 54.1% | 54.0% | 54.0% | 54.1% | 54.2% |

| ADR (\$) | | | | | | | | | | | | |
|----------|---------|----------|----------|----------|----------|---------|---------|---------|-----------|---------|----------|----------|
| YR. | January | February | March | April | May | June | July | August | September | October | November | December |
| 2018 | \$92.21 | \$92.21 | \$92.28 | \$92.34 | \$92.25 | \$92.19 | \$91.88 | \$91.86 | \$92.45 | \$92.35 | \$92.20 | \$92.15 |
| 2019 | \$91.81 | \$91.51 | \$91.16 | \$91.20 | \$91.60 | \$91.70 | \$91.79 | \$91.88 | \$92.15 | \$92.09 | \$91.98 | \$91.77 |
| 2020 | \$91.98 | \$92.34 | \$92.46 | \$91.84 | \$90.54 | \$89.94 | \$89.30 | \$88.19 | \$85.87 | \$84.37 | \$82.79 | \$82.30 |
| 2021 | \$81.76 | \$80.47 | \$80.11 | \$81.15 | \$83.54 | \$85.25 | \$86.87 | \$88.28 | \$92.04 | \$94.47 | \$96.16 | \$96.87 |
| 2022 | \$97.77 | \$98.75 | \$100.64 | \$102.87 | \$103.73 | | | | | | | |
| Avg | \$89.44 | \$89.13 | \$89.00 | \$89.13 | \$89.48 | \$89.77 | \$89.96 | \$90.05 | \$90.63 | \$90.82 | \$90.78 | \$90.77 |

| RevPAR (\$) | | | | | | | | | | | | |
|-------------|---------|----------|---------|---------|---------|---------|---------|---------|-----------|---------|----------|----------|
| YR. | January | February | March | April | May | June | July | August | September | October | November | December |
| 2018 | \$51.38 | \$51.69 | \$51.88 | \$52.69 | \$52.96 | \$53.60 | \$53.69 | \$54.12 | \$55.09 | \$55.84 | \$56.95 | \$57.35 |
| 2019 | \$57.66 | \$56.98 | \$55.80 | \$55.58 | \$56.48 | \$57.08 | \$58.16 | \$58.42 | \$58.21 | \$57.48 | \$56.73 | \$56.90 |
| 2020 | \$55.22 | \$55.46 | \$53.97 | \$49.64 | \$45.76 | \$43.14 | \$40.80 | \$38.24 | \$35.59 | \$34.19 | \$32.91 | \$31.53 |
| 2021 | \$31.34 | \$30.21 | \$31.88 | \$35.10 | \$38.51 | \$40.60 | \$42.60 | \$44.43 | \$47.64 | \$49.48 | \$50.93 | \$52.46 |
| 2022 | \$53.60 | \$54.71 | \$56.45 | \$58.27 | \$58.25 | | | | | | | |
| Avg | \$48.90 | \$48.59 | \$48.38 | \$48.25 | \$48.43 | \$48.61 | \$48.81 | \$48.80 | \$49.13 | \$49.25 | \$49.38 | \$49.56 |

| Revenue (\$) | | | | | | | | | | | | |
|--------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| YR. | January | February | March | April | May | June | July | August | September | October | November | December |
| 2018 | \$4,388,143 | \$4,414,490 | \$4,430,780 | \$4,500,175 | \$4,523,457 | \$4,577,723 | \$4,586,029 | \$4,622,498 | \$4,705,107 | \$4,768,890 | \$4,864,151 | \$4,897,869 |
| 2019 | \$4,924,344 | \$4,866,799 | \$4,765,520 | \$4,747,367 | \$4,823,543 | \$4,874,988 | \$4,967,092 | \$4,989,638 | \$4,971,342 | \$4,909,235 | \$4,845,362 | \$4,859,848 |
| 2020 | \$4,716,330 | \$4,737,117 | \$4,609,642 | \$4,240,099 | \$3,908,659 | \$3,684,299 | \$3,484,866 | \$3,265,723 | \$3,040,103 | \$2,920,322 | \$2,811,177 | \$2,693,351 |
| 2021 | \$2,676,512 | \$2,579,896 | \$2,723,152 | \$2,998,176 | \$3,289,463 | \$3,467,530 | \$3,638,348 | \$3,794,997 | \$4,068,670 | \$4,225,778 | \$4,349,777 | \$4,480,837 |
| 2022 | \$4,577,817 | \$4,673,137 | \$4,821,511 | \$4,976,682 | \$4,975,398 | | | | | | | |
| Avg | \$4,176,332 | \$4,149,576 | \$4,132,274 | \$4,121,454 | \$4,136,281 | \$4,151,135 | \$4,169,084 | \$4,168,214 | \$4,196,306 | \$4,206,056 | \$4,217,617 | \$4,232,976 |

Primary Competitive Set Date

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



Key Performance Indicators



Supply & Demand/Supply & Demand Changes



Occupancy/Occupancy Changes



Average Daily Rate/Average Daily Rate Changes

Primary Competitive Hotel Properties Data Summary

| Primary Competitive Set | | | |
|--|------------------|-----------|------------|
| Property Name | Industry Segment | Open Date | Room Count |
| Hampton by Hilton Inn & Suites Norman Conference Center Area | Upper Midscale | 2020 | 104 |
| Holiday Inn Express & Suites Norman | Upper Midscale | 2015 | 116 |
| Comfort Inn & Suites Norman Near University | Upper Midscale | 2008 | 73 |
| LaQuinta Inns & Suites OKC Norman | Upper Midscale | 1997 | 117 |
| Country Inn & Suites Norman | Upper Midscale | 2007 | 77 |
| Comfort Inn & Suites Newcastle OKC | Upper Midscale | 2015 | 74 |
| Best Western Plus Norman | Upper Midscale | 2016 | 116 |
| Fairfield Inn & Suites Norman | Upper Midscale | 1995 | 74 |
| Primary Competitive Set Room Count Average | | | 94 |
| <i>Source: CoStar/STR Core Distinction Group, LLC</i> | | | |

| Primary Competitive Set Current | | | |
|---|-----------|--------------------|----------------------------|
| Time Frame | Occupancy | Average Daily Rate | Revenue Per Available Room |
| YTD | 54.9% | \$101.39 | \$55.71 |
| 3 Month Average | 61.9% | \$106.18 | \$65.75 |
| 12 Month Average | 55.7% | \$102.83 | \$57.28 |
| <i>Source: CoStar/STR Core Distinction Group, LLC</i> | | | |

| Primary Competitive Set Prior Year | | | |
|---|-----------|--------------------|----------------------------|
| Time Frame | Occupancy | Average Daily Rate | Revenue Per Available Room |
| 12 Month Average | 43.7% | \$80.00 | \$35.00 |
| <i>Source: CoStar/STR Core Distinction Group, LLC</i> | | | |

| Primary Competitive Set Year Over Year Percentage Change | | | |
|--|-----------|--------------------|----------------------------|
| Time Frame | Occupancy | Average Daily Rate | Revenue Per Available Room |
| Percent of Change | 27.4% | 29.3% | 64.7% |
| <i>Source: CoStar/STR Core Distinction Group, LLC</i> | | | |



Primary Competitive Hotel Quoted Rates

| Primary Competitive Set Listed Rates | | | | |
|--|-------|-------|-------|-------|
| Property Name | AUG | OCT | DEC | FEB |
| Hampton by Hilton Inn & Suites Norman Conference Center Area | \$170 | \$115 | \$100 | \$125 |
| Holiday Inn Express & Suites Norman | \$155 | \$130 | \$145 | \$125 |
| Comfort Inn & Suites Norman Near University | \$100 | \$100 | \$95 | \$95 |
| LaQuinta Inns & Suites OKC Norman | \$100 | \$100 | \$100 | \$100 |
| Country Inn & Suites Norman | \$110 | \$145 | \$85 | \$85 |
| Comfort Inn & Suites Newcastle OKC | \$125 | \$100 | \$100 | \$110 |
| Best Western Plus Norman | \$100 | \$100 | \$85 | \$85 |
| Fairfield Inn & Suites Norman | \$125 | \$115 | \$150 | \$150 |
| Primary Competitive Set Average | \$123 | \$113 | \$108 | \$109 |
| Primary Competitive Set Rate Average | | | | \$113 |
| 7 | | | | |

| Primary Competitive Set Trend | | | |
|--|-----------|--------------------|----------------------------|
| Time Frame | Occupancy | Average Daily Rate | Revenue Per Available Room |
| YTD | 54.9% | \$101.39 | \$55.71 |
| 3 Month Average | 61.9% | \$106.18 | \$65.75 |
| 12 Month Average | 55.7% | \$102.83 | \$57.28 |
| Source: CoStar/STR Core Distinction Group, LLC | | | |

| Projected Primary Competitive Set Rates | |
|--|--------------------|
| Time Frame | Average Daily Rate |
| 3 Month Average | \$106.18 |
| 12 Month Average | \$102.83 |
| Future Quoted Rate Average | \$113.28 |
| Projected Average Daily Rates | \$107.43 |
| Source: Google Travel/CoStar/STR Core Distinction Group, LLC | |



Search Analytics

INVENTORY ROOMS
751 +0%
Prior Period 751

UNDER CONSTRUCTION ROOMS
0 -
Prior Period 0

12 MO OCC RATE
55.7% +27.4%
Prior Period 43.7%

12 MO ADR
\$103 +29.3%
Prior Period \$80

12 MO REVPAR
\$57 +64.7%
Prior Period \$35

MARKET SALE PRICE/ROOM
\$70.3K +6.2%
Prior Period \$66.2K

MARKET CAP RATE
9.6% -0.3%
Prior Period 9.9%

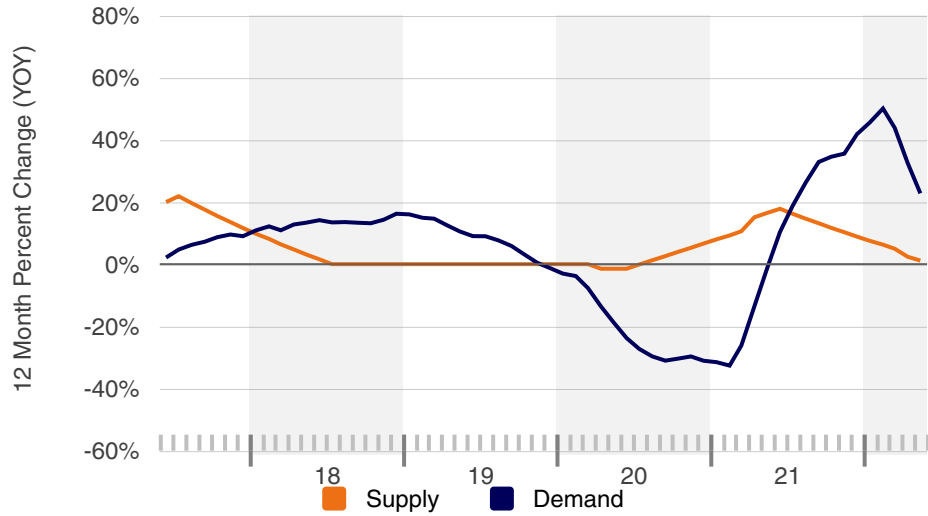
Key Metrics

| Inventory | | Sales Past Year | |
|----------------------------------|------------------|----------------------------|------------------------|
| Existing Properties | 8 ↕ | Sales Volume | \$8.2M ↑ |
| 12 Mo Delivered Rooms | 0 ↕ | Properties Sold | 1 ↕ |
| 12 Mo Delivered Properties | 0 ↕ | Months to Sale | - |
| 12 Mo Recently Opened Rooms | 0 ↕ | Average Price Per Building | \$8.2M |
| 12 Mo Recently Opened Properties | 0 ↕ | Market Price Per Room | \$70.3K ↑ |
| Under Construction Properties | 0 ↕ | Market Cap Rate | 9.6% ↓ |

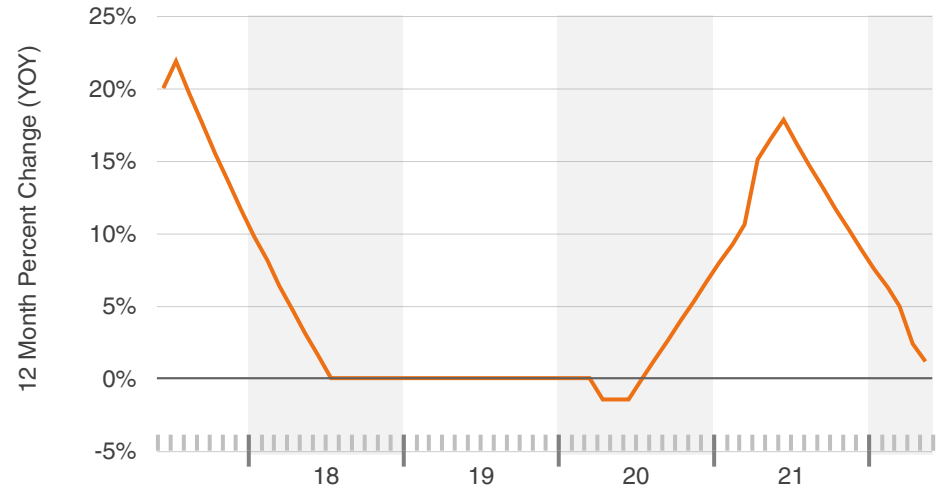
| Performance Trend | |
|----------------------------|-------------------------|
| Occupancy Rate | 59.7% ↓ |
| Average Daily Rate | \$108.01 ↑ |
| Revenue Per Available Room | \$64.50 ↑ |
| YTD Occupancy Rate | 54.9% ↑ |
| YTD Average Daily Rate | \$101.39 ↑ |
| YTD RevPAR | \$55.71 ↑ |
| 3 Mo Occupancy Rate | 61.9% ↑ |
| 3 Mo Average Daily Rate | \$106.18 ↑ |
| 3 Mo RevPAR | \$65.75 ↑ |
| 12 Mo Occupancy Rate | 55.7% ↑ |
| 12 Mo Average Daily Rate | \$102.83 ↑ |
| 12 Mo RevPAR | \$57.28 ↑ |

Search Analytics

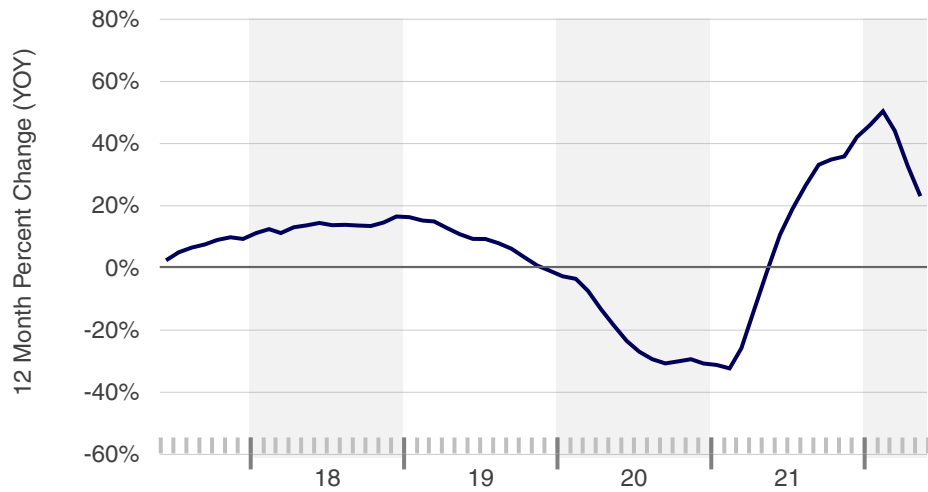
Supply & Demand Change



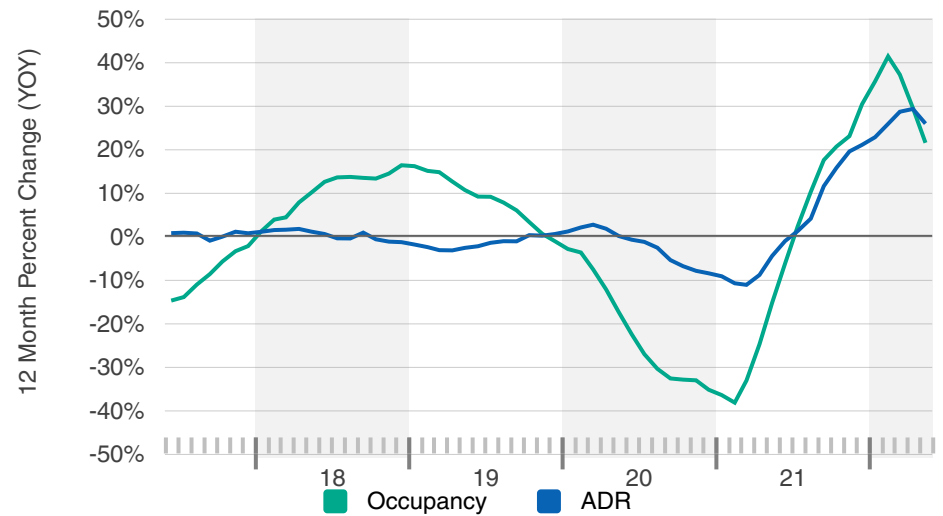
Supply Change



Demand Change

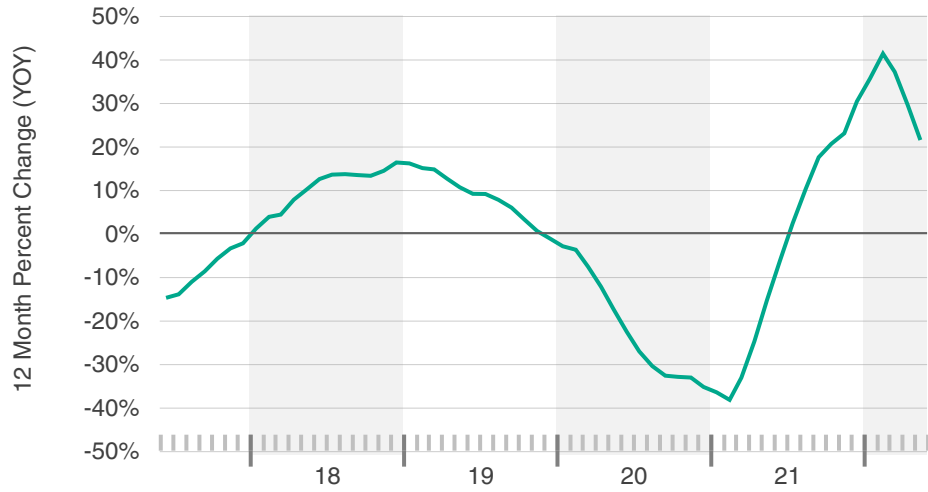


Occupancy & ADR Change

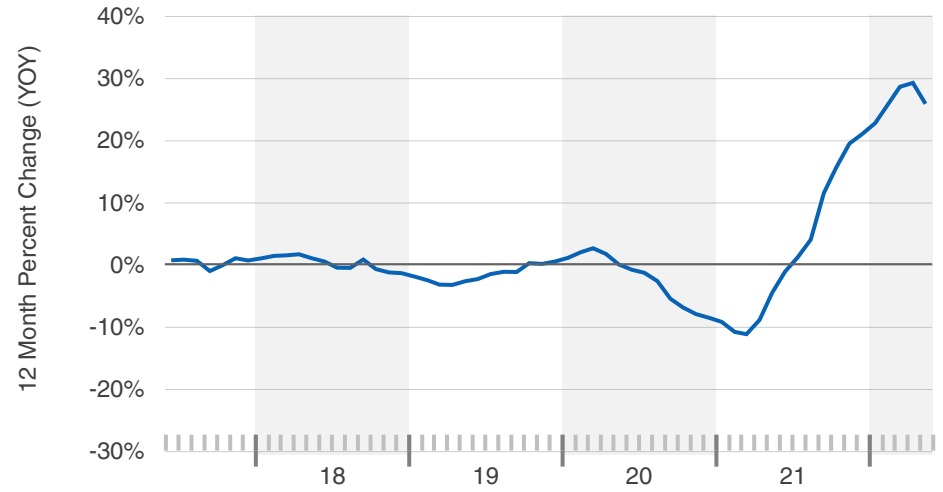


Search Analytics

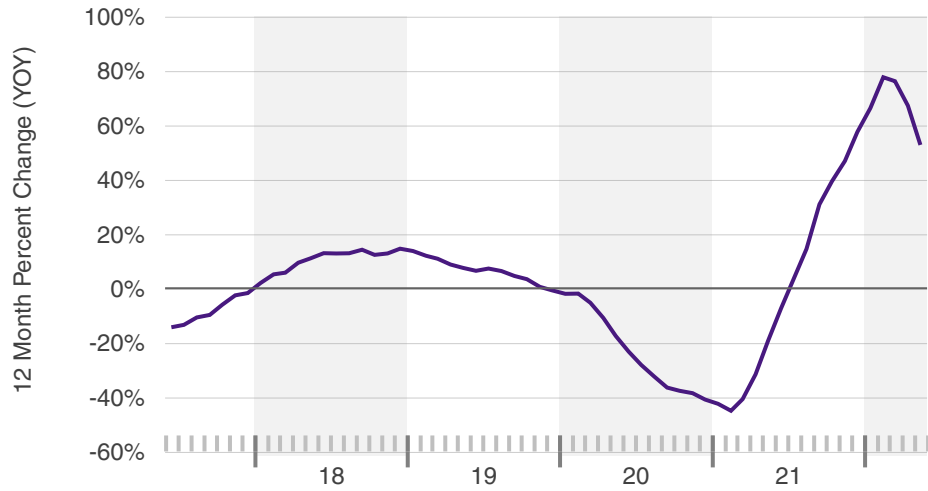
Occupancy Change



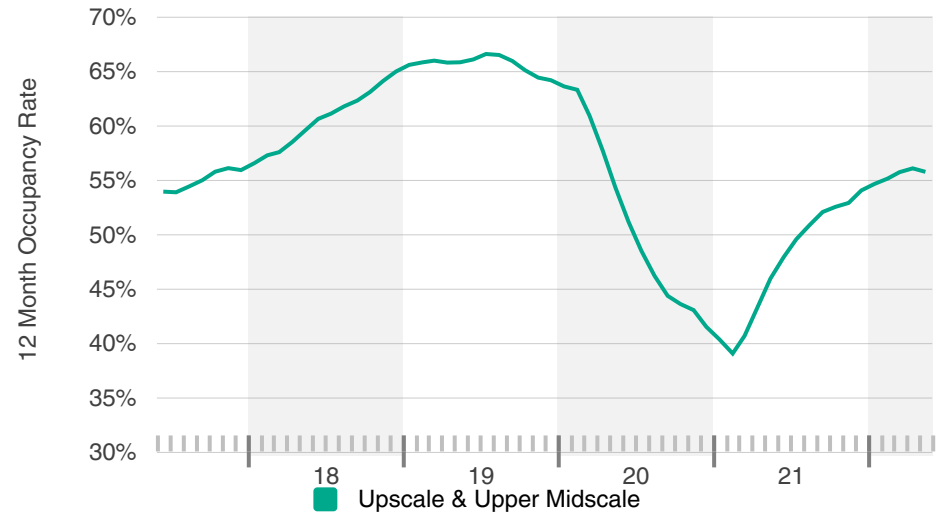
ADR Change



RevPAR Change

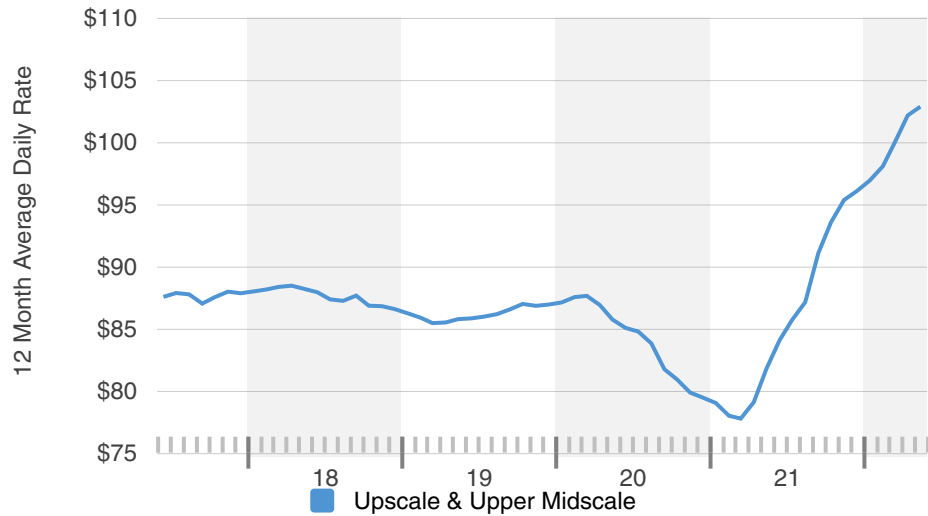


Occupancy By Class

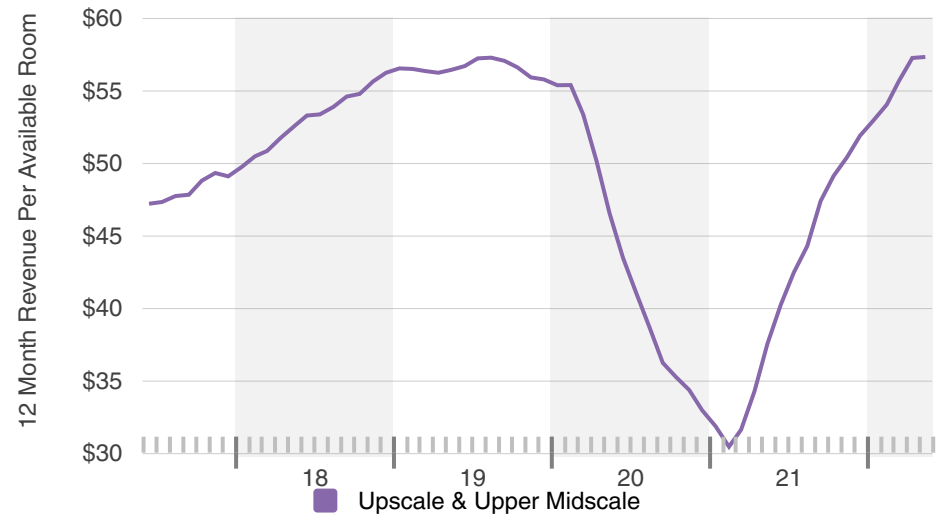


Search Analytics

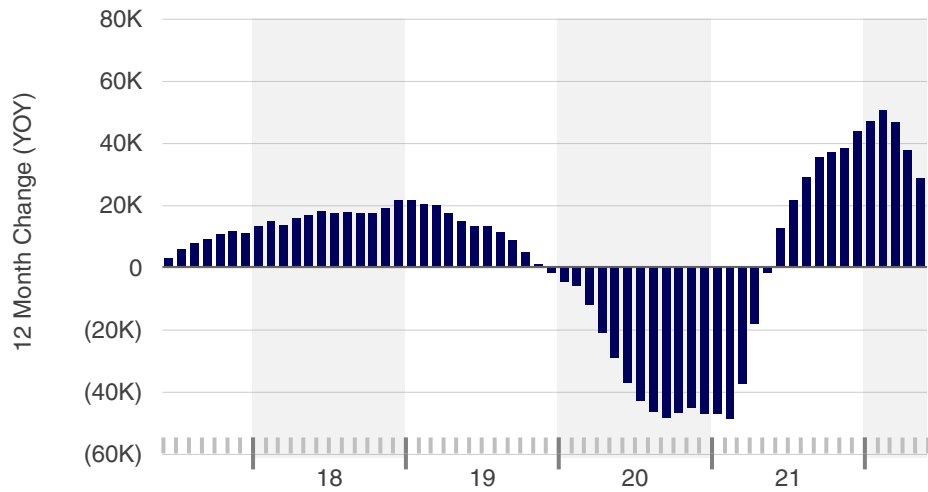
ADR By Class



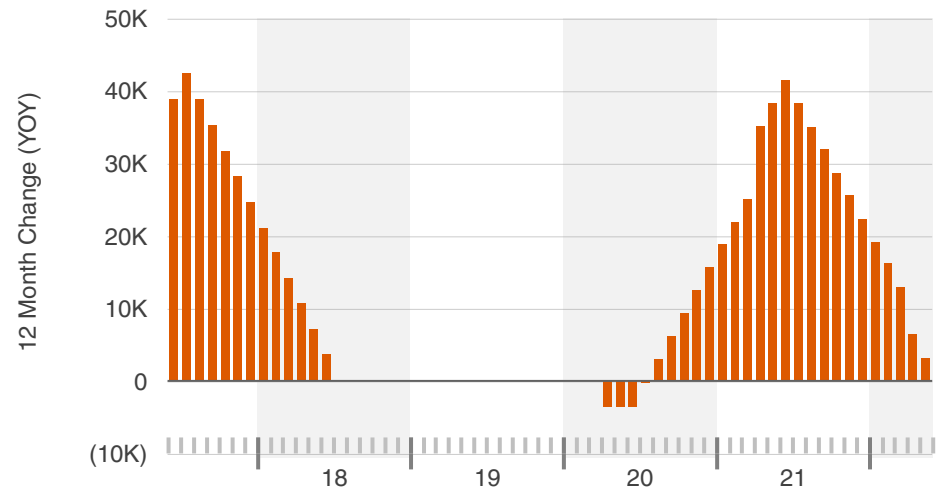
RevPAR By Class



Demand Change

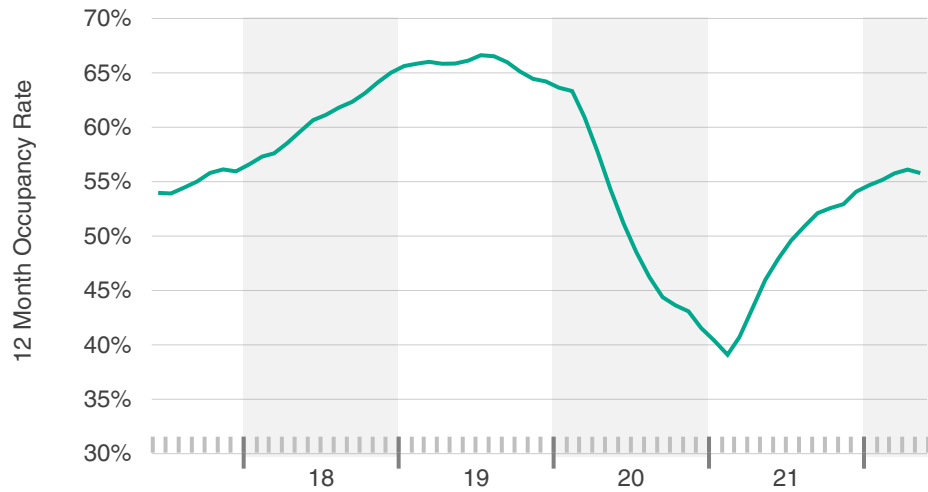


Supply Change

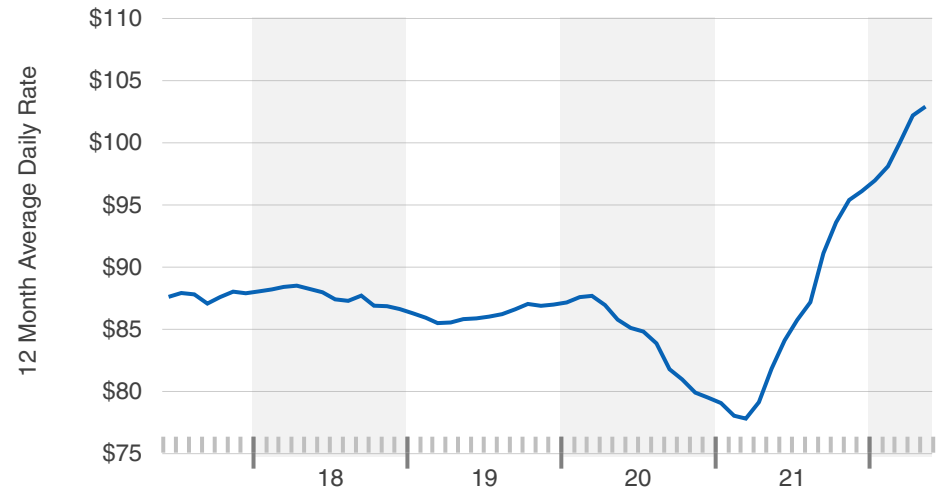


Search Analytics

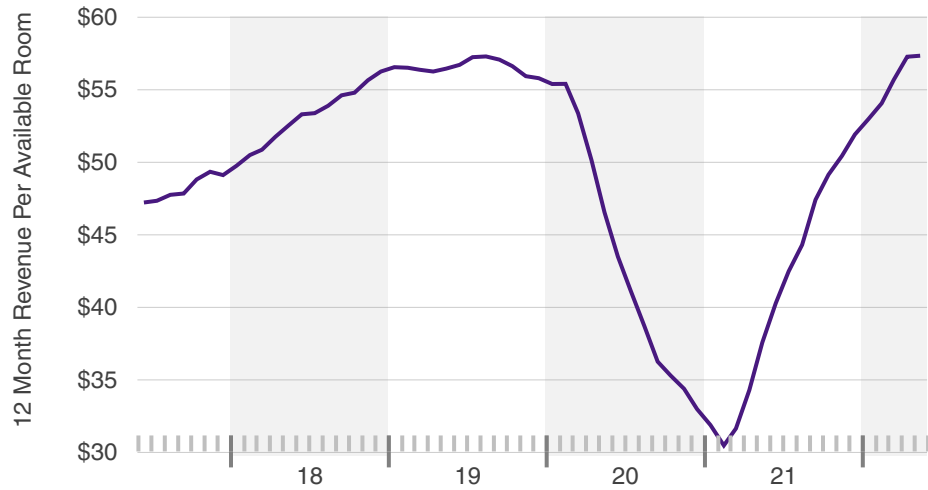
Occupancy



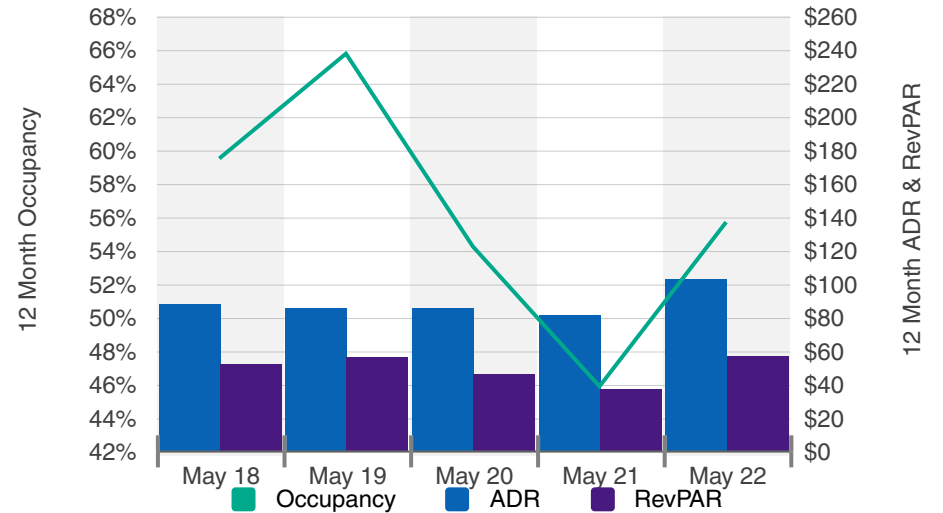
ADR



RevPAR

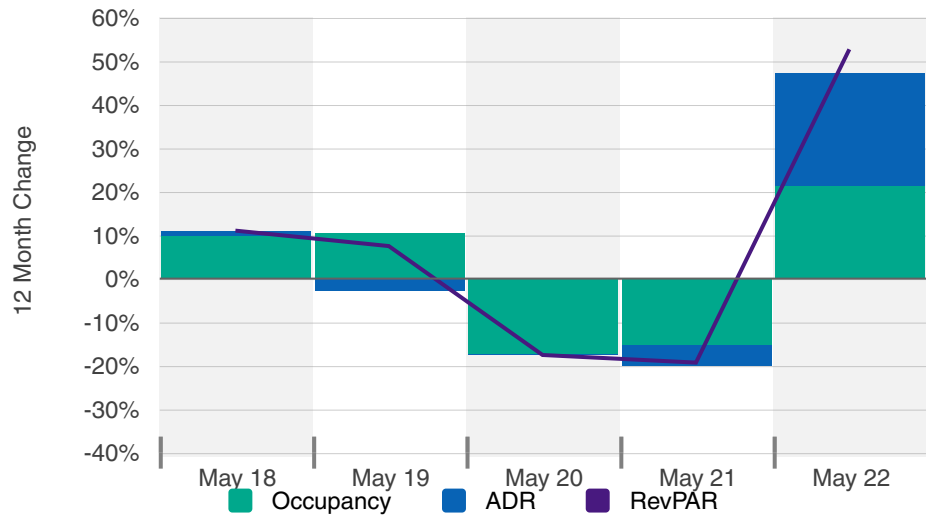


Occupancy, ADR & RevPAR

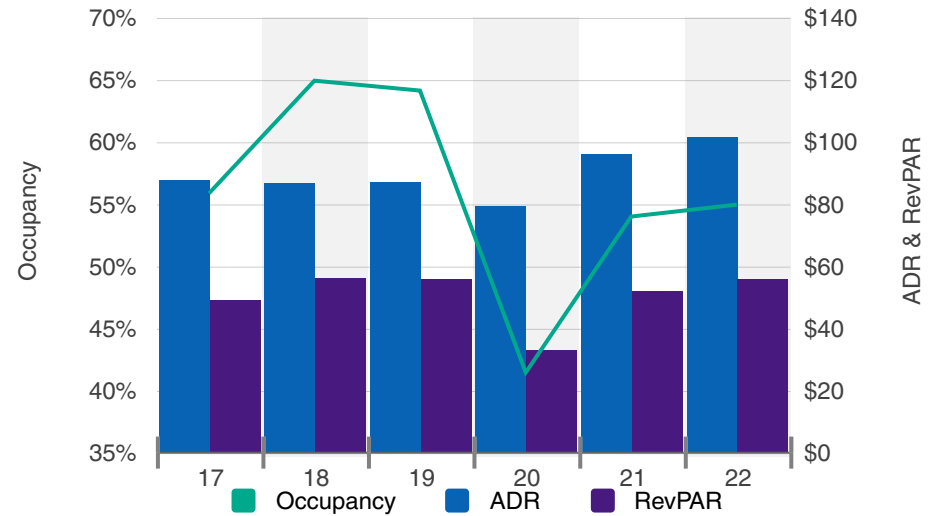


Search Analytics

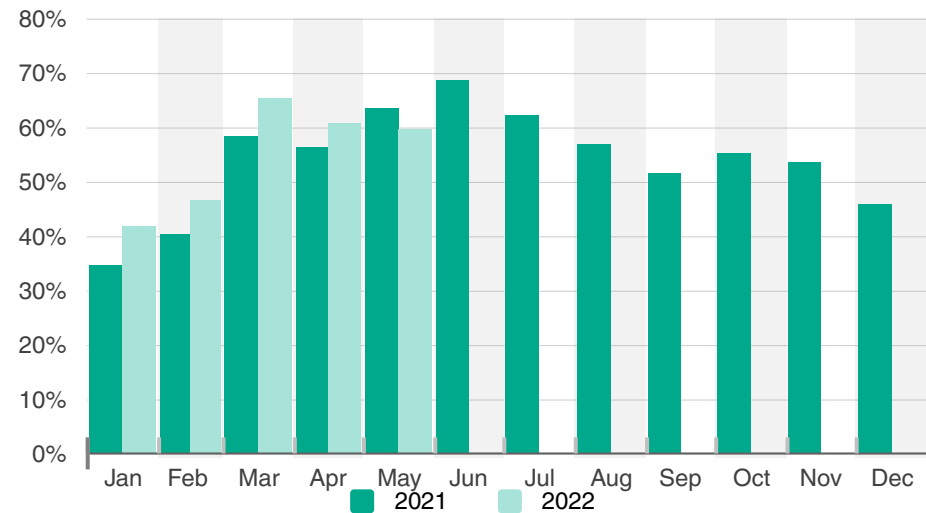
RevPAR Growth Composition



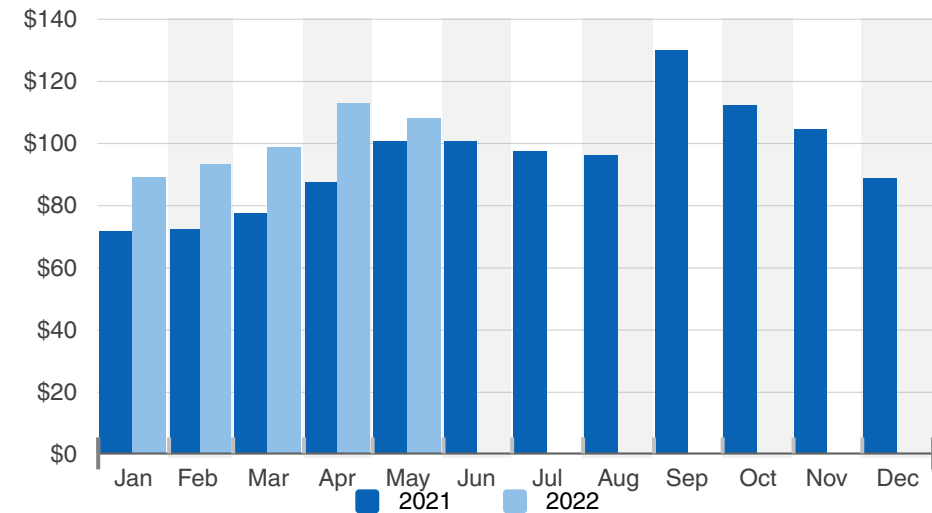
Occupancy, ADR & RevPAR Annualized vs YTD



Occupancy Monthly

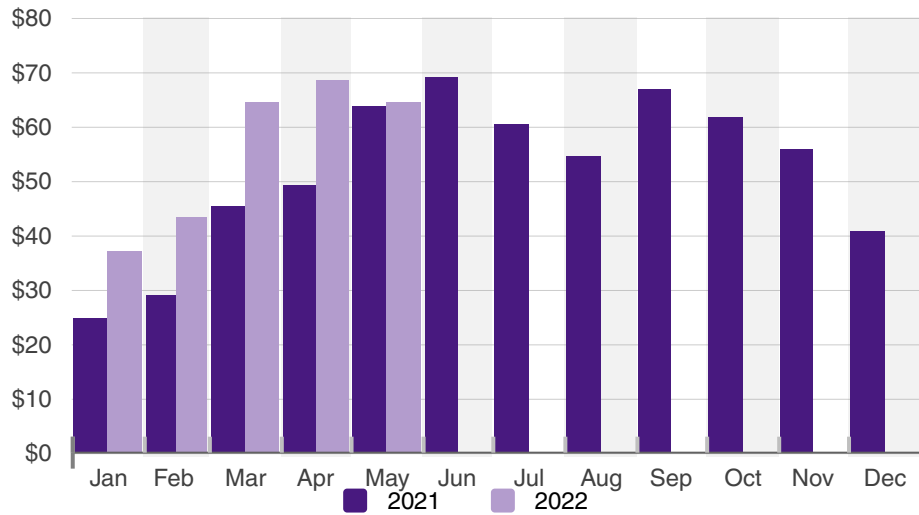


ADR Monthly

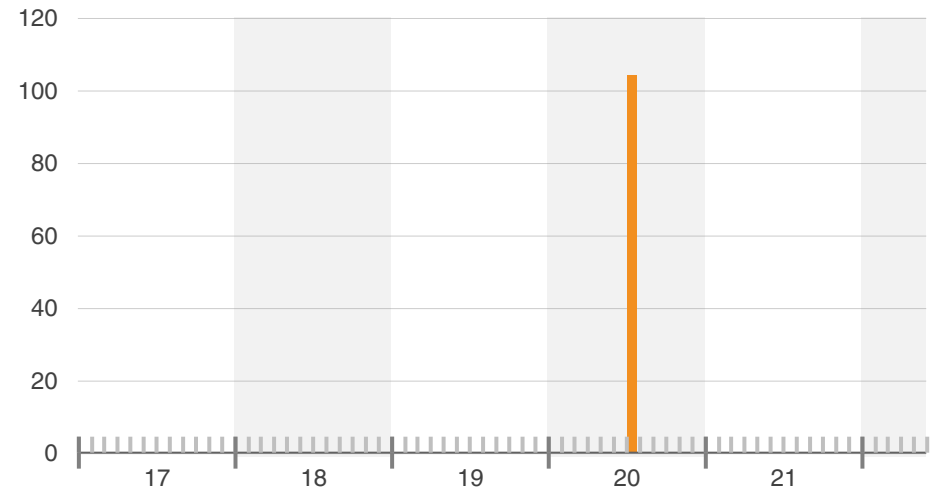


Search Analytics

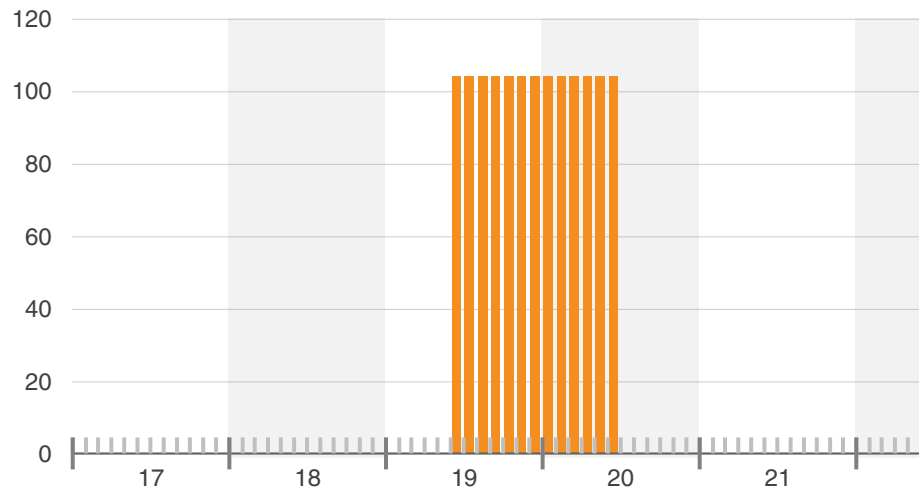
RevPAR Monthly



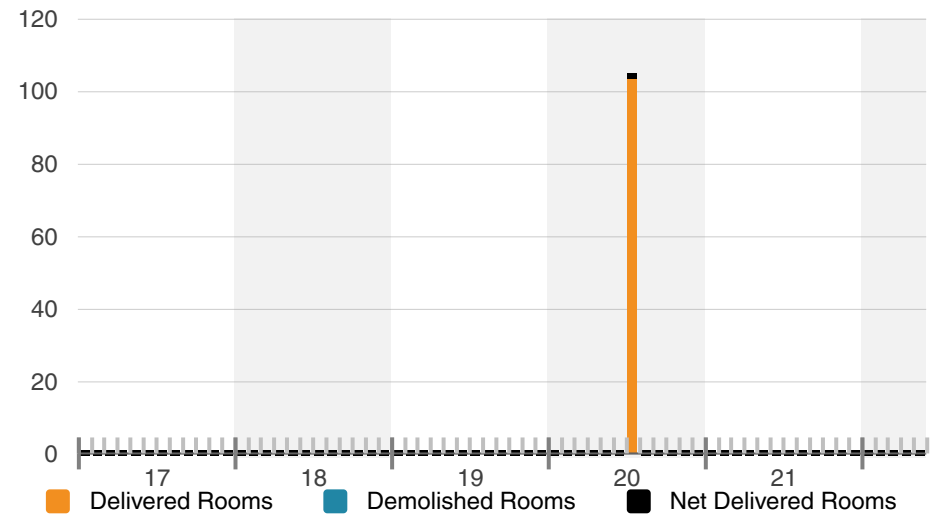
Rooms Delivered



Rooms Under Construction

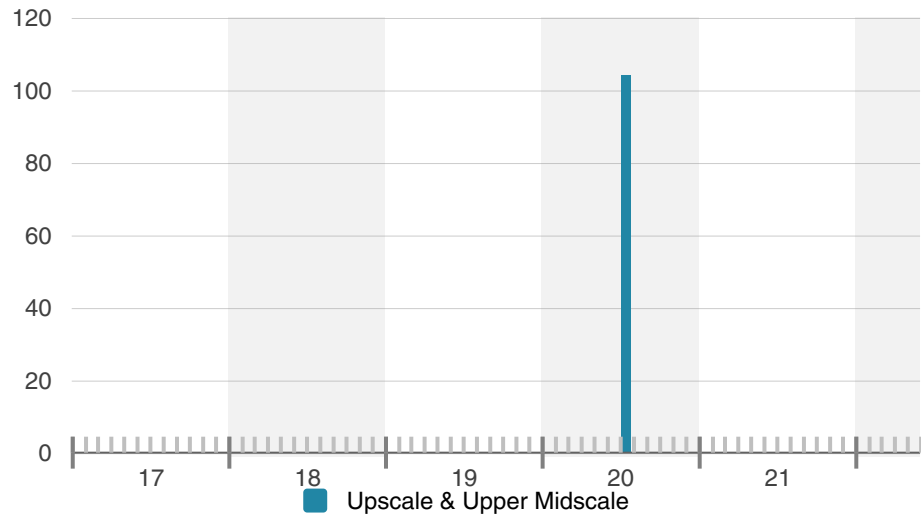


Delivered, Demolished & Net Delivered Rooms



Search Analytics

Rooms Delivered By Class



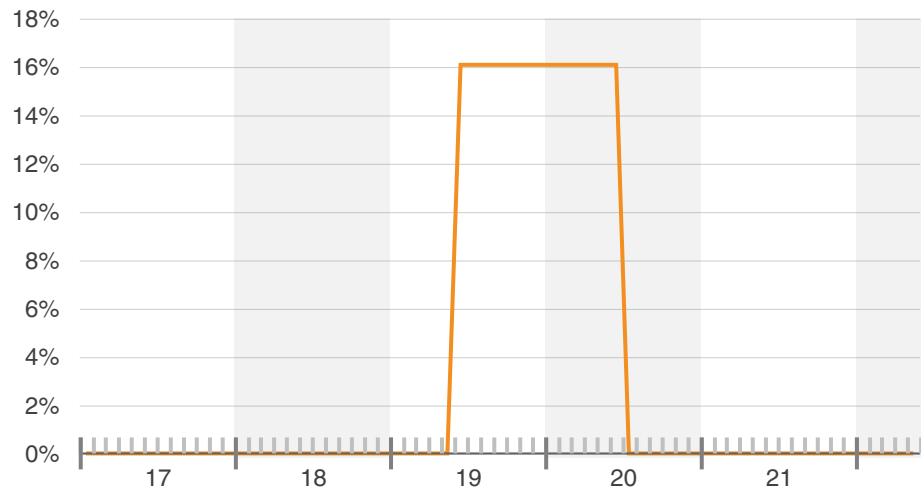
Demolished Rooms

No Data Available

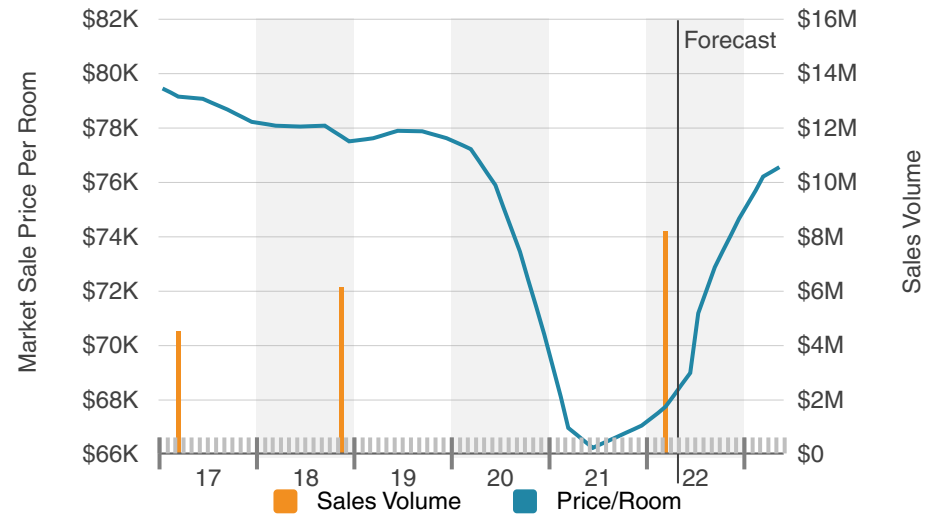


No data available for the past 5 years

Rooms Under Construction % of Inventory

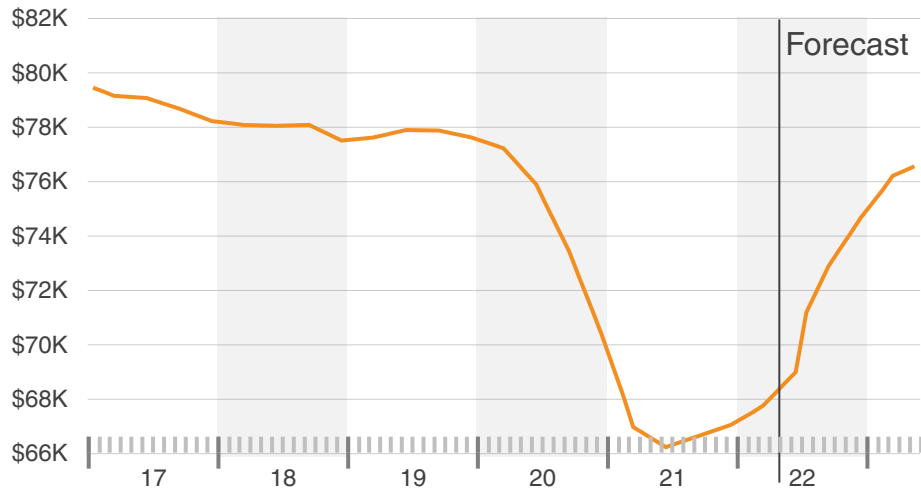


Sales Volume & Market Sale Price Per Room

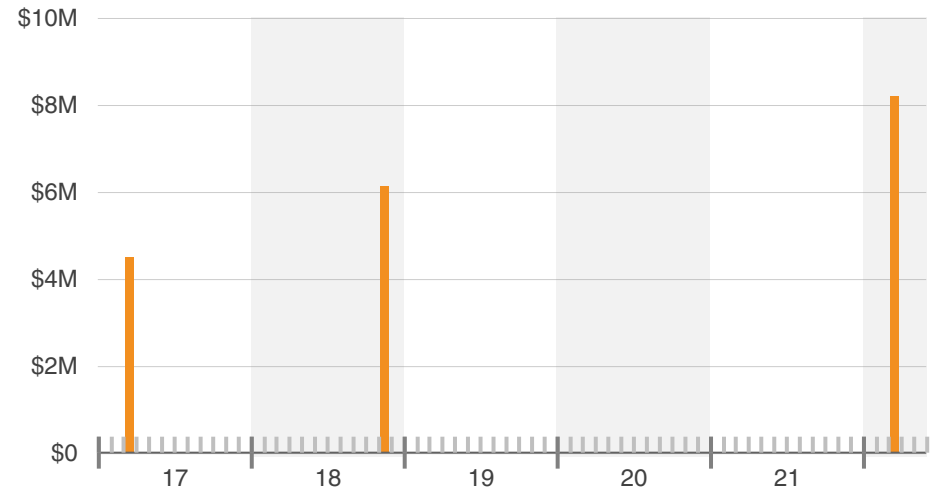


Search Analytics

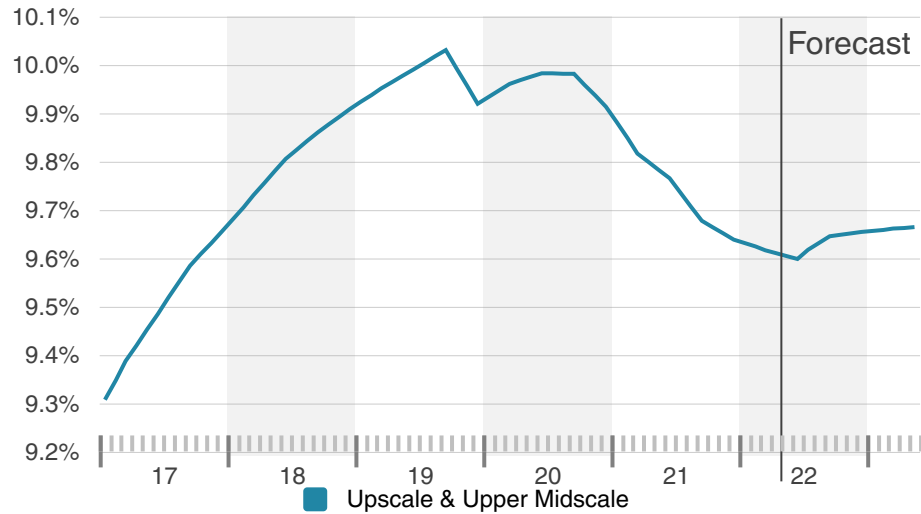
Market Sale Price Per Room



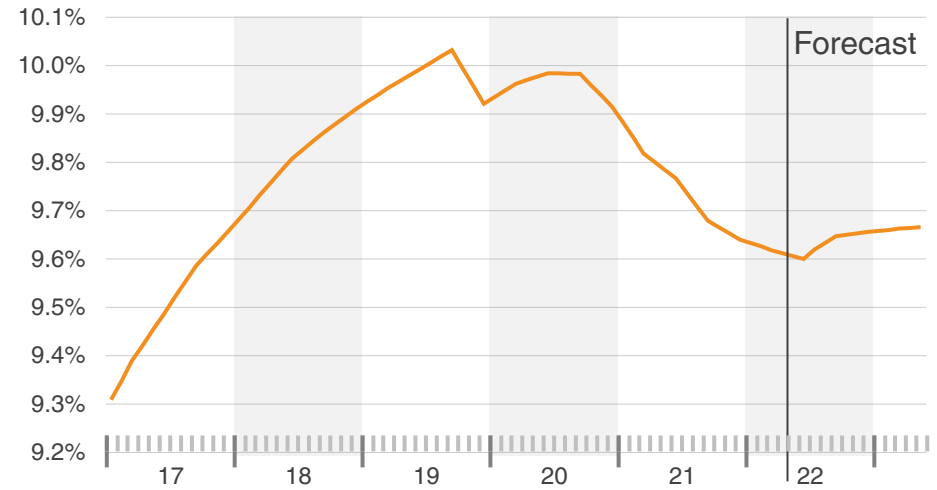
Sales Volume



Market Cap Rate By Class

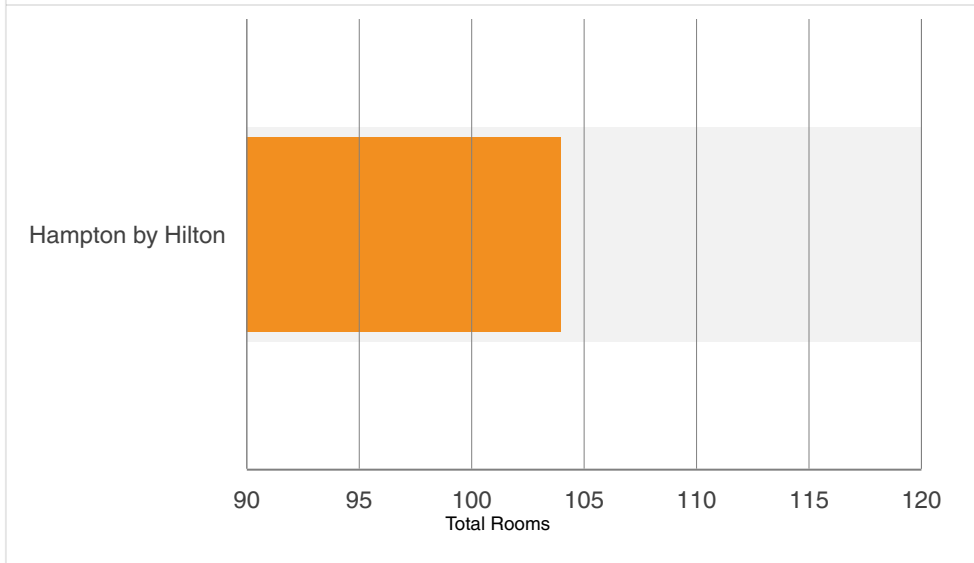


Market Cap Rate

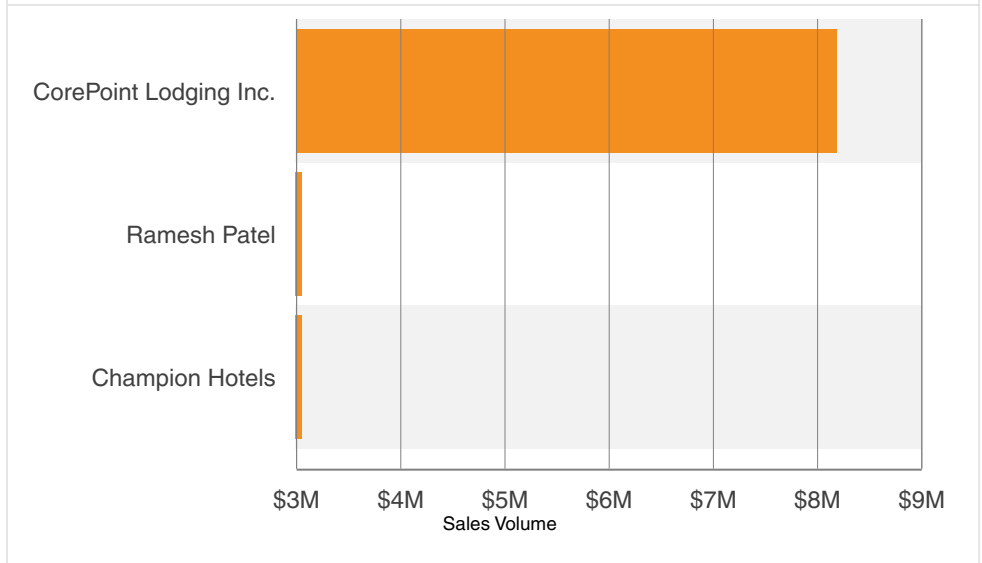


Search Analytics

Top Brand Delivered



Top Sellers

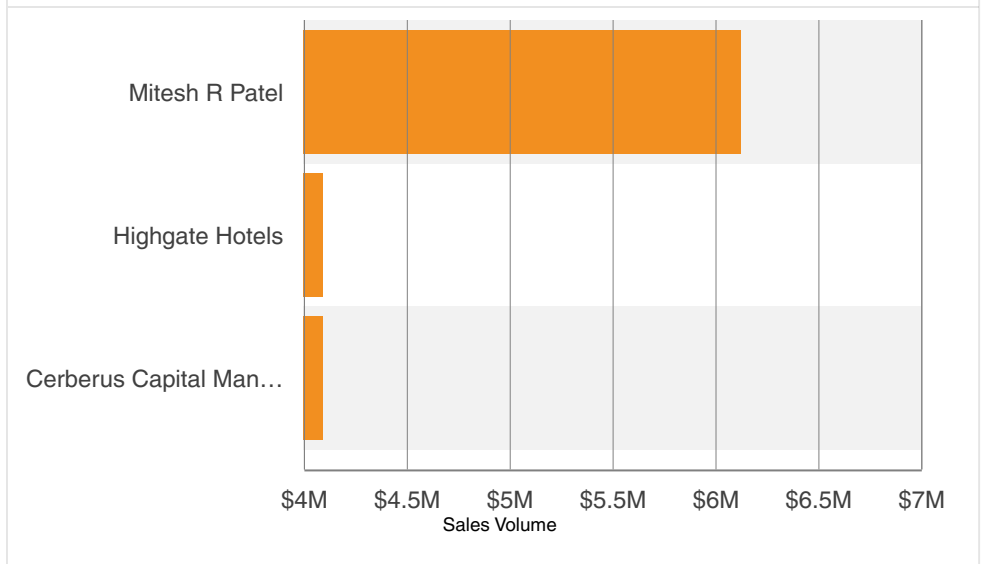


Top Seller Brokers

No Data Available

No data available for the current selection

Top Buyers



Search Analytics

Top Buyer Brokers

No Data Available



No data available for the current selection

Report Criteria

- 8 Properties / 0 Spaces
- Property Type: Hospitality
- Class: Upper Midscale
- 15.83 mi Radius

Secondary Competitive Set Data

For the purposes of this Comprehensive Hotel Market Feasibility Study, the competitive set includes properties that were determined to be competitive with the proposed hotel based on either their location, brand affiliation, facilities and amenities offered, rate structure, community surveys, and/or market orientation. In some cases, Core Distinction Group must access data from surrounding or Secondary market hotels to obtain Smith Travel Research (STR)/CoStar data. This can, in some cases require a Competitive Set and Secondary Competitive Set. The following information will be analyzed in Secondary Competitive Set Analysis:



Key Performance Indicators



Supply & Demand/Supply & Demand Changes



Occupancy/Occupancy Changes



Average Daily Rate/Average Daily Rate Changes



Secondary Competitive Hotel Properties Data Summary

| Secondary Competitive Set | | | |
|--|------------------|-----------|------------|
| Property Name | Industry Segment | Open Date | Room Count |
| Hilton Garden Inn Norman | Upscale | 2008 | 121 |
| Courtyard Norman | Upscale | 2009 | 113 |
| Delta Hotel | Upscale | 1984 | 150 |
| Secondary Competitive Set Room Count Average | | | 128 |

Source: CoStar/STR Core Distinction Group, LLC

| Secondary Competitive Set Current | | | |
|-----------------------------------|-----------|--------------------|----------------------------|
| Time Frame | Occupancy | Average Daily Rate | Revenue Per Available Room |
| YTD | 54.9% | \$101.39 | \$55.71 |
| 3 Month Average | 61.9% | \$106.18 | \$65.75 |
| 12 Month Average | 55.7% | \$102.83 | \$57.28 |

Source: CoStar/STR Core Distinction Group, LLC

| Secondary Competitive Set Prior Year | | | |
|--------------------------------------|-----------|--------------------|----------------------------|
| Time Frame | Occupancy | Average Daily Rate | Revenue Per Available Room |
| 12 Month Average | 43.7% | \$80.00 | \$35.00 |

Source: CoStar/STR Core Distinction Group, LLC

| Secondary Competitive Set Year Over Year Percentage Change | | | |
|--|-----------|--------------------|----------------------------|
| Time Frame | Occupancy | Average Daily Rate | Revenue Per Available Room |
| Percent of Change | 27.4% | 29.3% | 64.7% |

Source: CoStar/STR Core Distinction Group, LLC



Secondary Competitive Hotel Quoted Rates

| Secondary Competitive Set Listed Rates | | | | |
|---|--------------|--------------|--------------|--------------|
| Property Name | AUG | OCT | DEC | FEB |
| Hilton Garden Inn Norman | \$125 | \$115 | \$125 | \$110 |
| Courtyard Norman | \$135 | \$140 | \$140 | \$150 |
| Delta Hotel | - | - | - | - |
| Secondary Competitive Set Average | \$130 | \$128 | \$133 | \$130 |
| Secondary Competitive Set Rate Average | | | | \$130 |

Source: Google Travel

| Secondary Competitive Set Trend | | | |
|---------------------------------|-----------|--------------------|----------------------------|
| Time Frame | Occupancy | Average Daily Rate | Revenue Per Available Room |
| YTD | 54.9% | \$101.39 | \$55.71 |
| 3 Month Average | 61.9% | \$106.18 | \$65.75 |
| 12 Month Average | 55.7% | \$102.83 | \$57.28 |

Source: CoStar/STR Core Distinction Group, LLC

| Projected Secondary Competitive Set Rates | |
|---|--------------------|
| Time Frame | Average Daily Rate |
| 3 Month Average | \$106.18 |
| 12 Month Average | \$102.83 |
| Future Quoted Rate Average | \$130.00 |
| Projected Average Daily Rates | \$113.00 |

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



Search Analytics

INVENTORY ROOMS
384 +0%
Prior Period 384

UNDER CONSTRUCTION ROOMS
0 -
Prior Period 0

12 MO OCC RATE
56.2% +27.9%
Prior Period 43.9%

12 MO ADR
\$104 +27.0%
Prior Period \$82

12 MO REVPAR
\$58 +62.3%
Prior Period \$36

MARKET SALE PRICE/ROOM
\$65.3K +3.3%
Prior Period \$63.2K

MARKET CAP RATE
10.0% -0.1%
Prior Period 10.1%

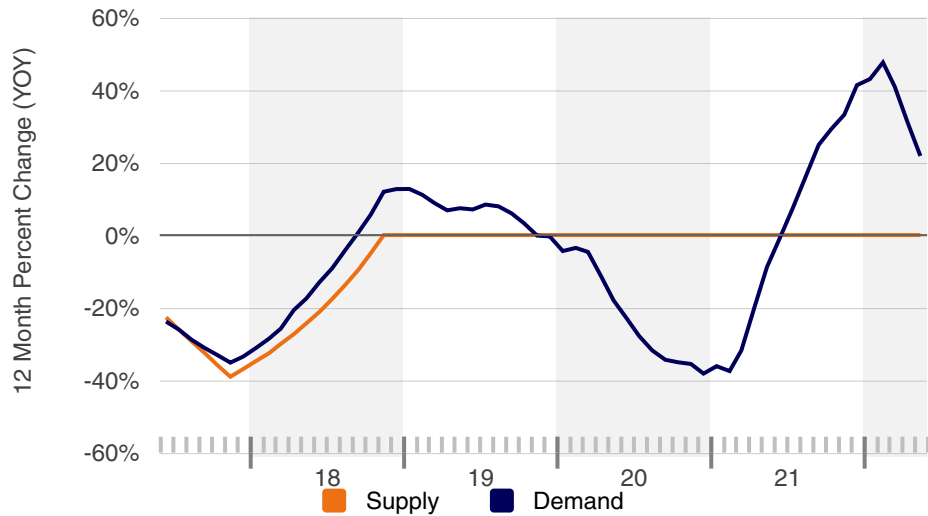
Key Metrics

| Inventory | | Sales Past Year | |
|----------------------------------|------------------|----------------------------|------------------------|
| Existing Properties | 3 ↕ | Sales Volume | \$0 ↕ |
| 12 Mo Delivered Rooms | 0 ↕ | Properties Sold | 0 ↕ |
| 12 Mo Delivered Properties | 0 ↕ | Months to Sale | - |
| 12 Mo Recently Opened Rooms | 0 ↕ | Average Price Per Building | - |
| 12 Mo Recently Opened Properties | 0 ↕ | Market Price Per Room | \$65.3K ↑ |
| Under Construction Properties | 0 ↕ | Market Cap Rate | 10.0% ↓ |

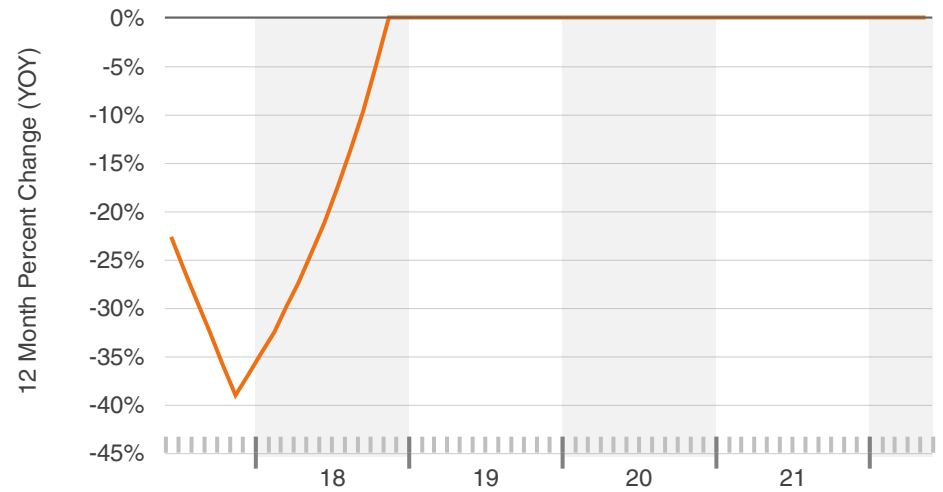
| Performance Trend | |
|----------------------------|-------------------------|
| Occupancy Rate | 58.9% ↓ |
| Average Daily Rate | \$110.93 ↑ |
| Revenue Per Available Room | \$65.33 ↓ |
| YTD Occupancy Rate | 54.8% ↑ |
| YTD Average Daily Rate | \$103.21 ↑ |
| YTD RevPAR | \$56.59 ↑ |
| 3 Mo Occupancy Rate | 61.9% ↑ |
| 3 Mo Average Daily Rate | \$108.39 ↑ |
| 3 Mo RevPAR | \$67.06 ↑ |
| 12 Mo Occupancy Rate | 56.2% ↑ |
| 12 Mo Average Daily Rate | \$103.73 ↑ |
| 12 Mo RevPAR | \$58.25 ↑ |

Search Analytics

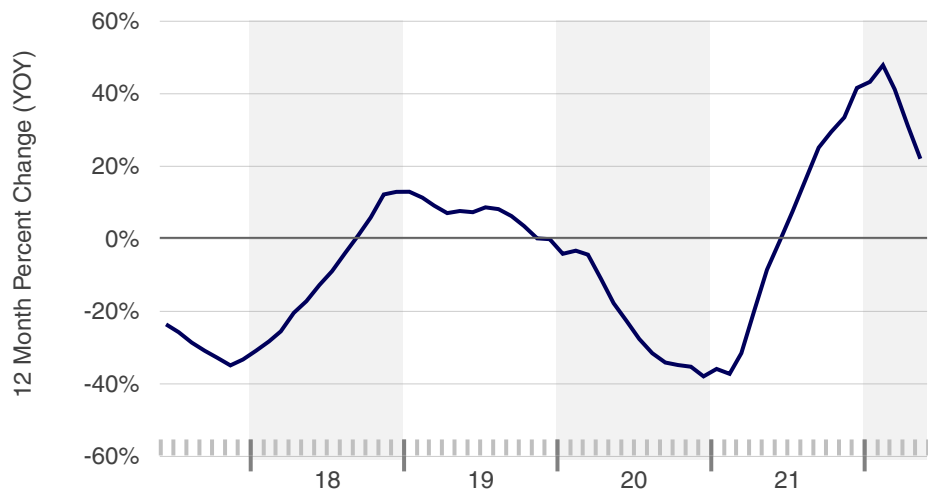
Supply & Demand Change



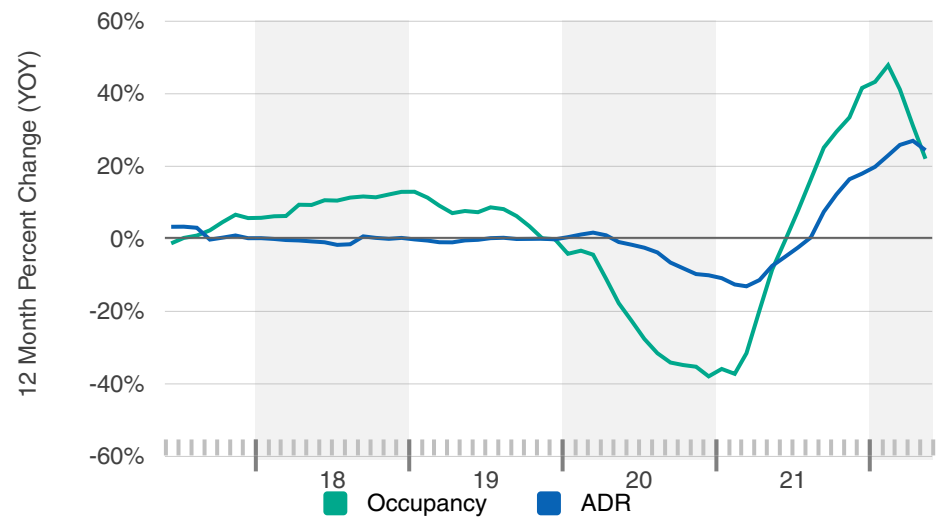
Supply Change



Demand Change

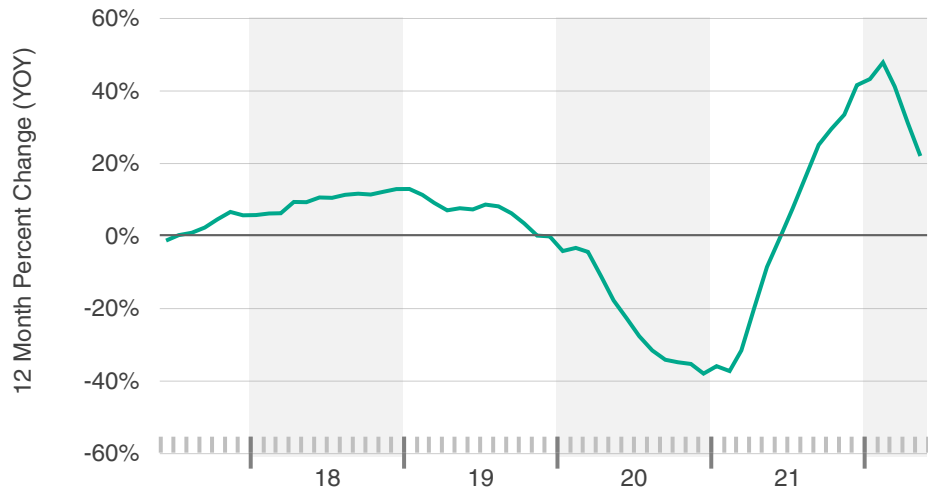


Occupancy & ADR Change

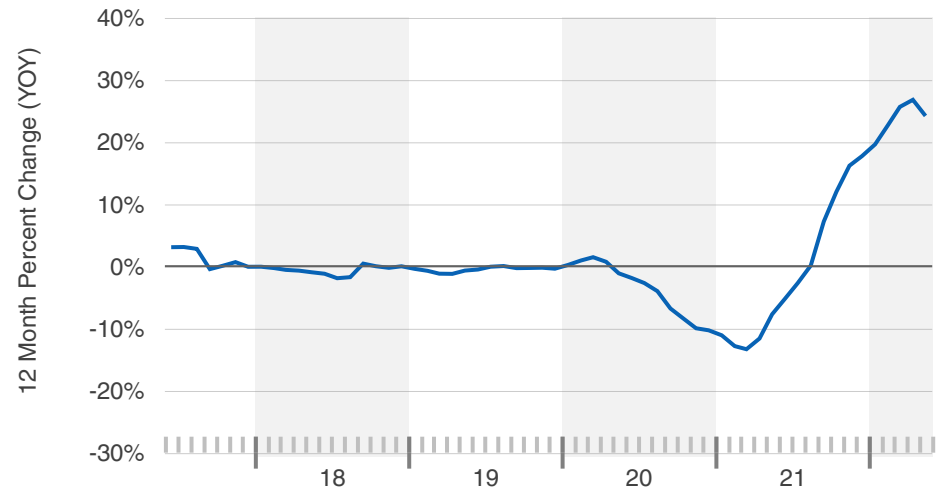


Search Analytics

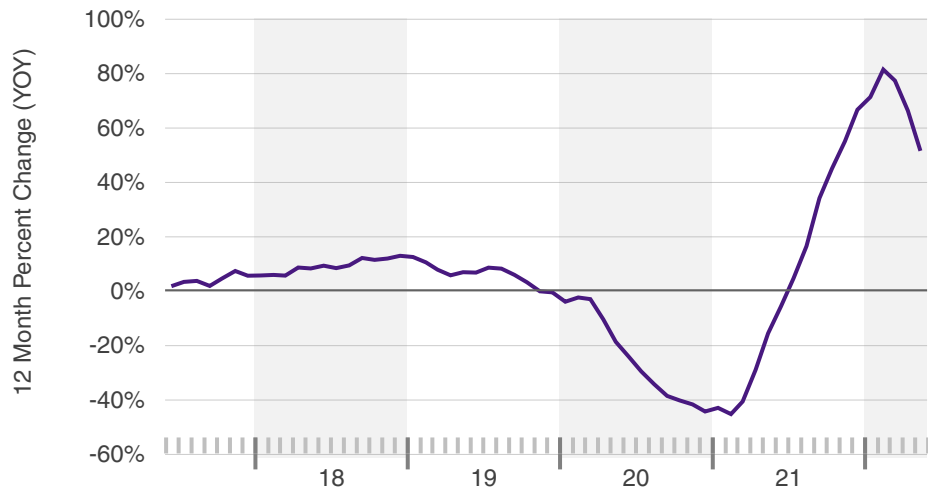
Occupancy Change



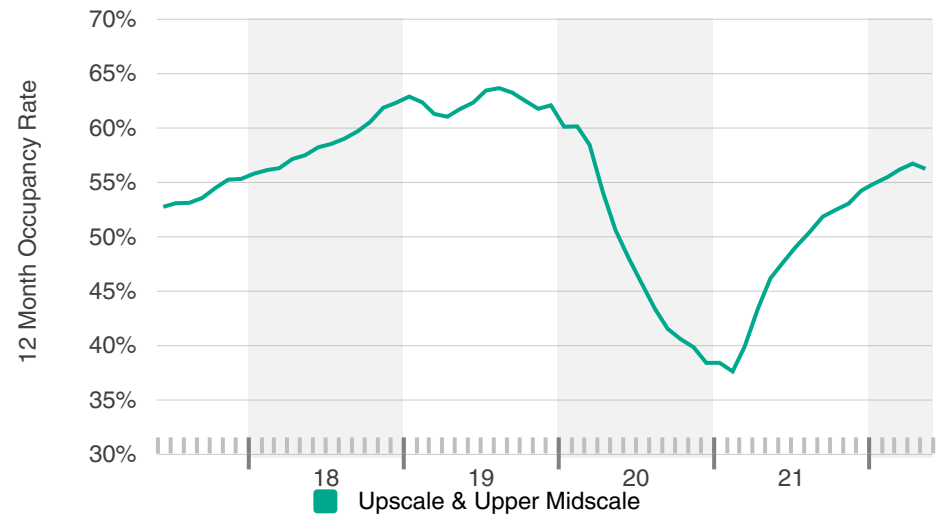
ADR Change



RevPAR Change

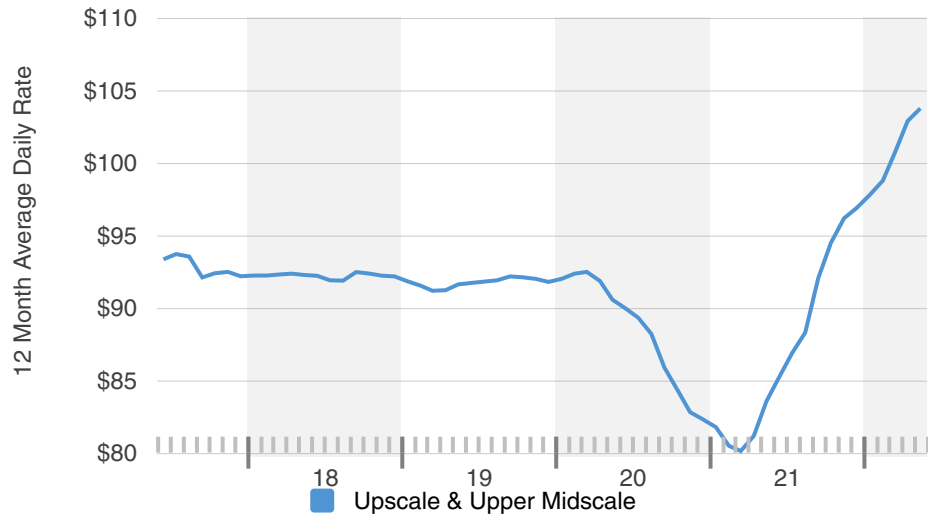


Occupancy By Class

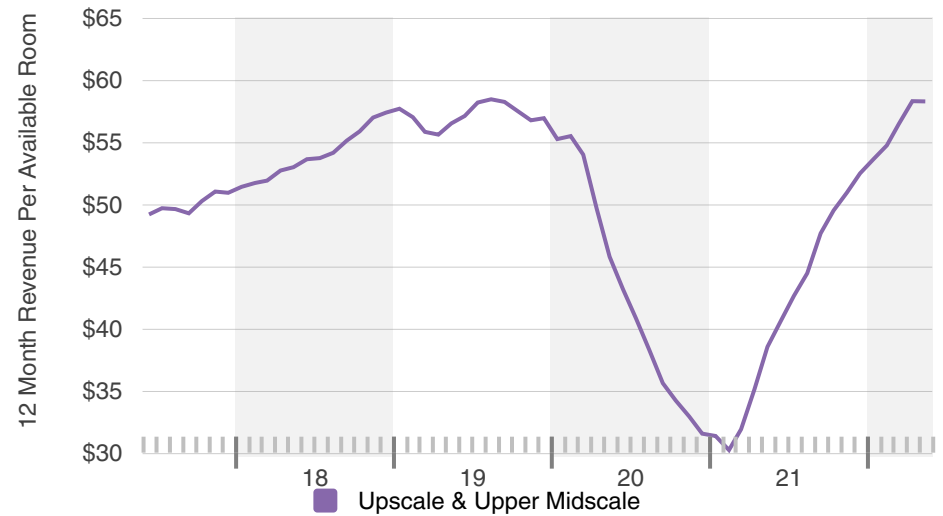


Search Analytics

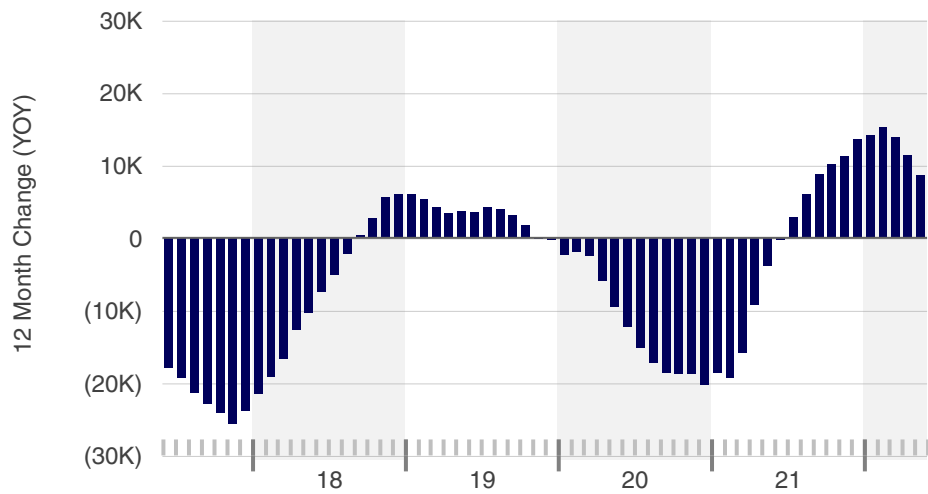
ADR By Class



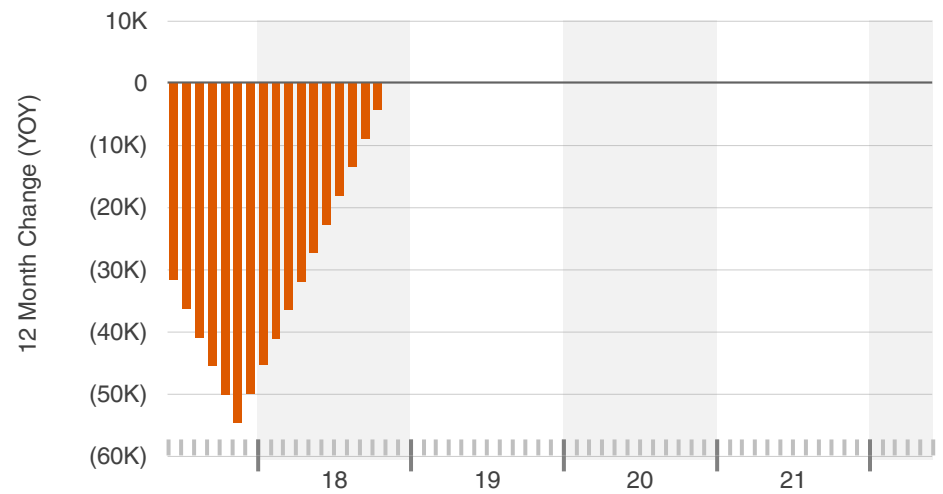
RevPAR By Class



Demand Change

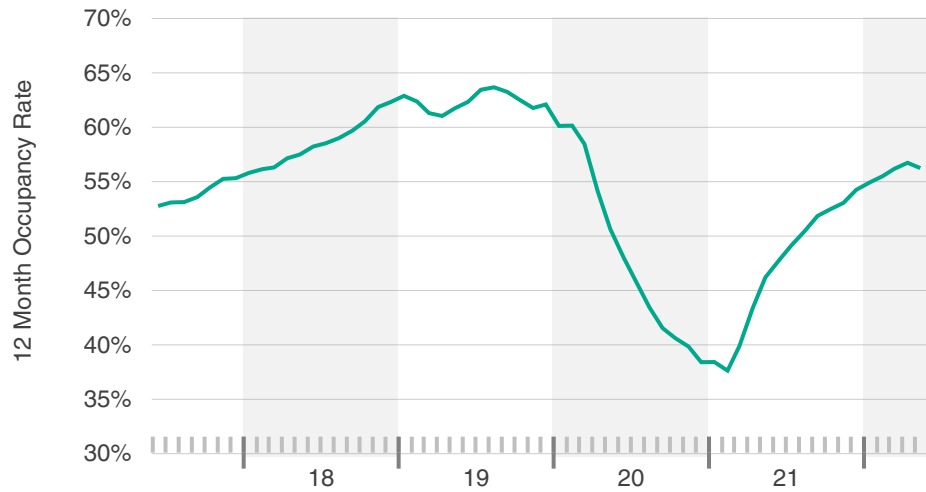


Supply Change

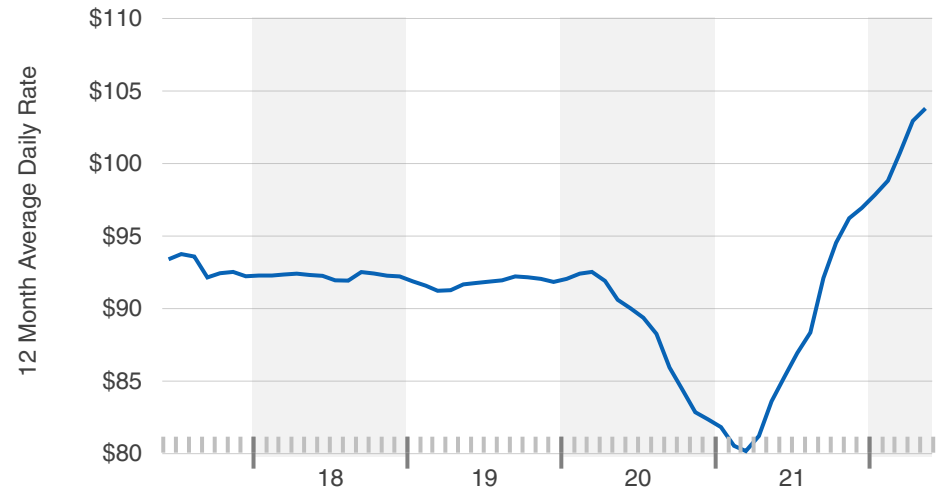


Search Analytics

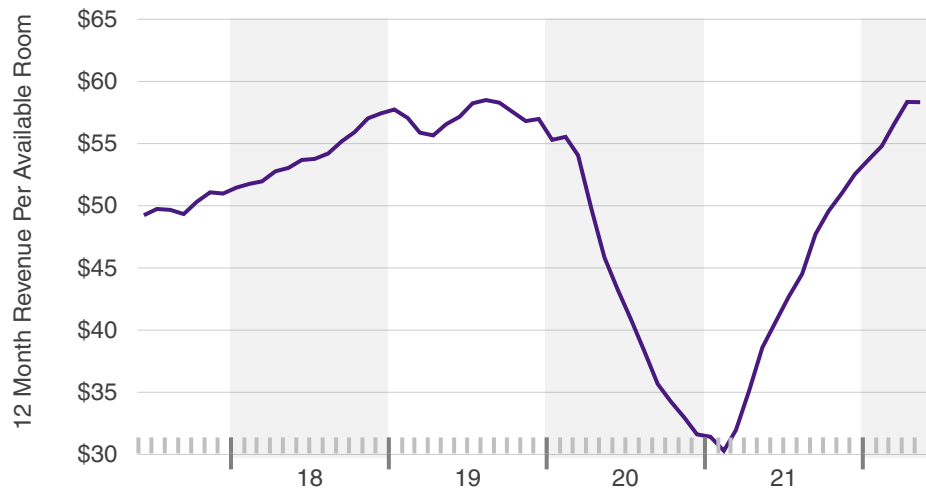
Occupancy



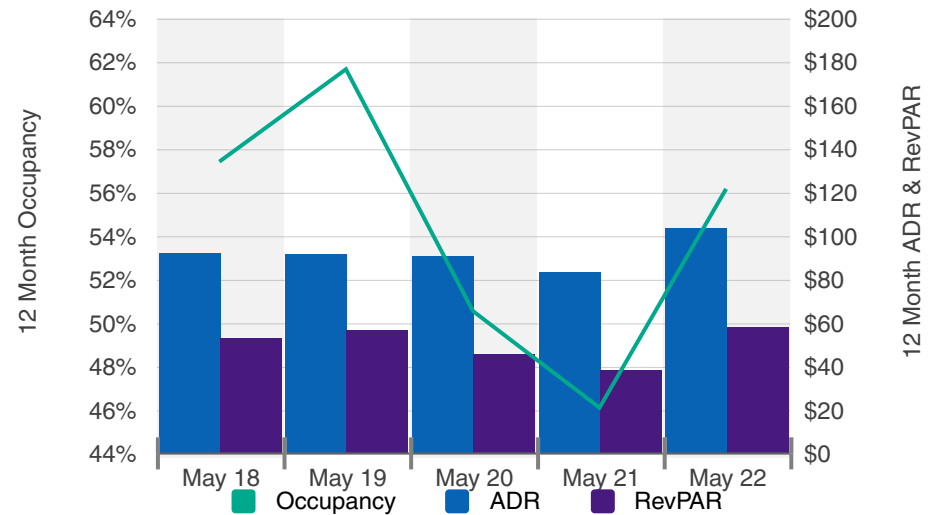
ADR



RevPAR

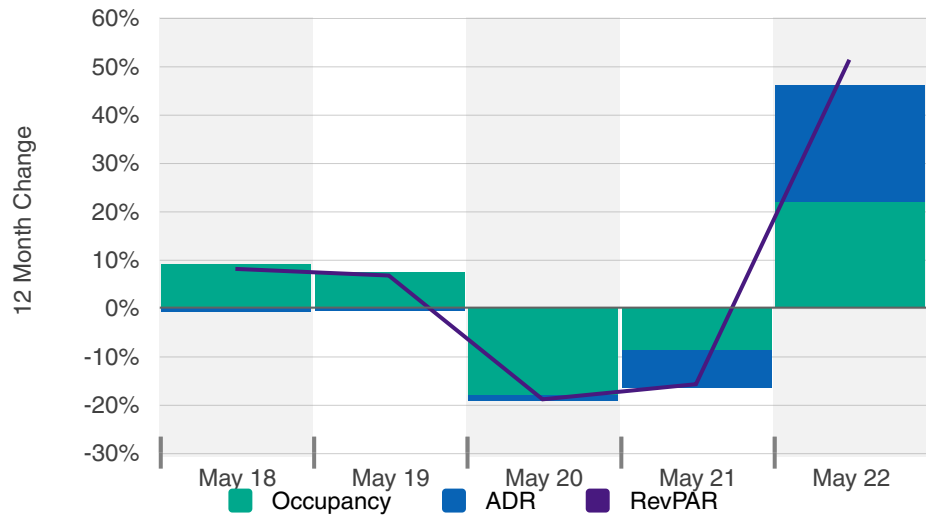


Occupancy, ADR & RevPAR

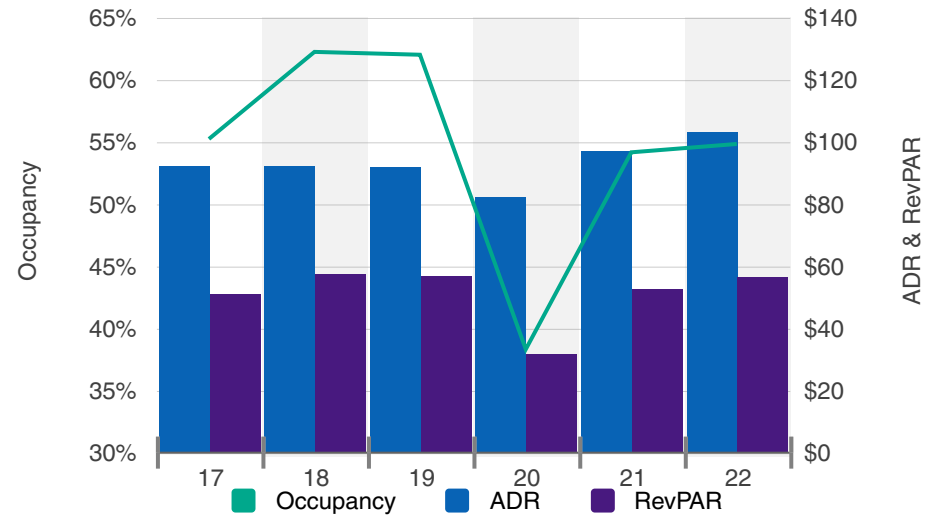


Search Analytics

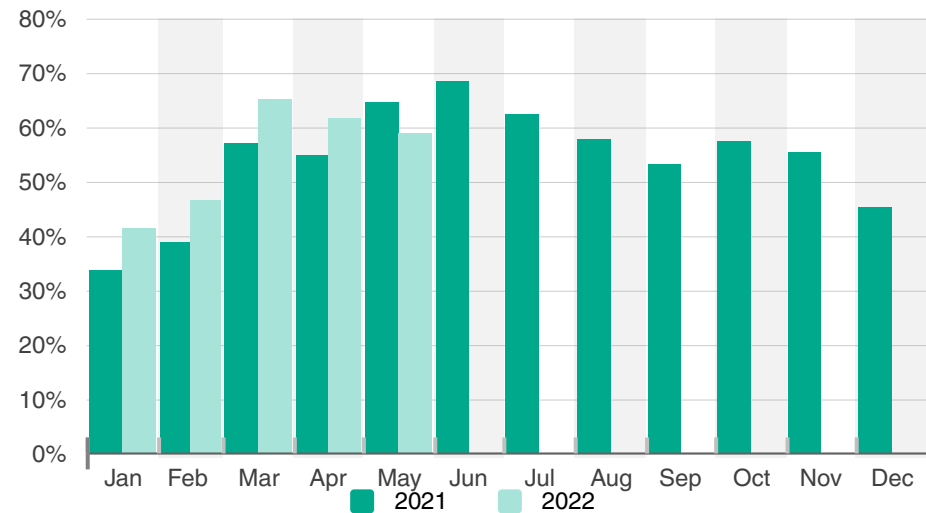
RevPAR Growth Composition



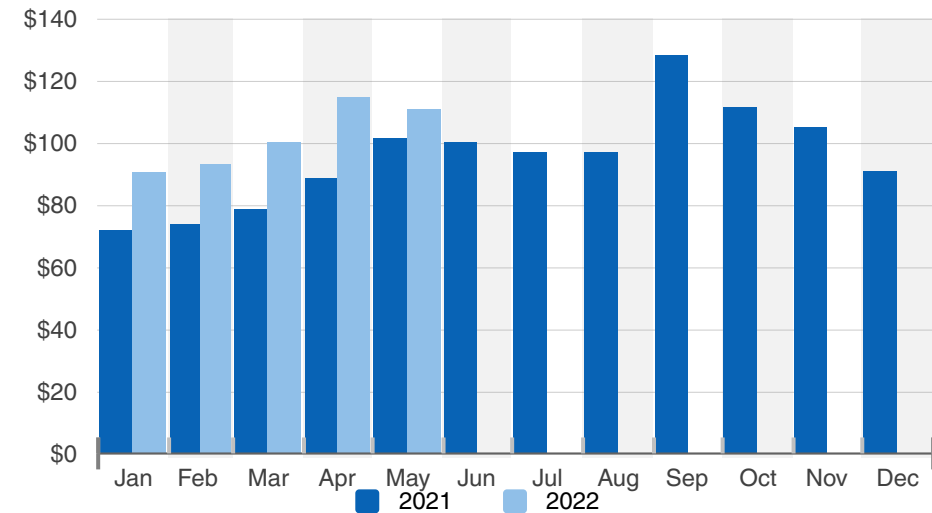
Occupancy, ADR & RevPAR Annualized vs YTD



Occupancy Monthly

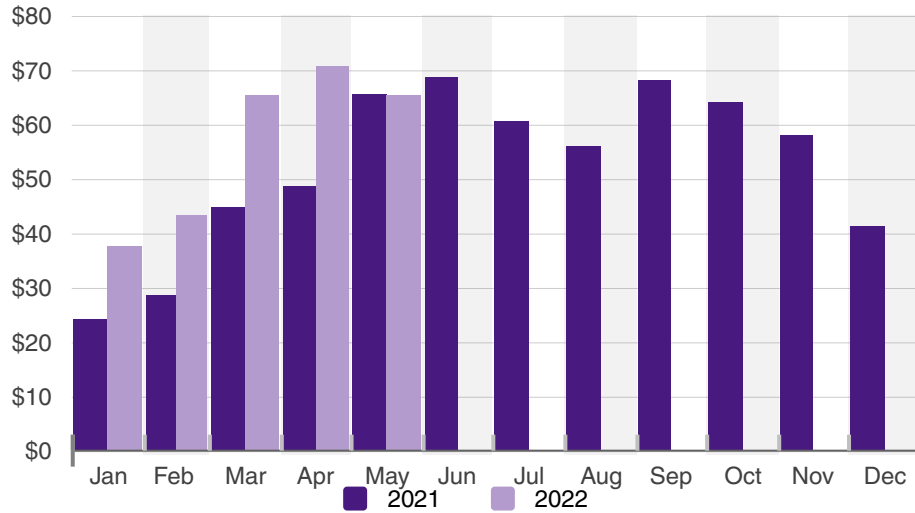


ADR Monthly



Search Analytics

RevPAR Monthly



Rooms Delivered

No Data Available



No data available for the past 5 years

Rooms Under Construction

No Data Available



No data available for the past 5 years

Delivered, Demolished & Net Delivered Rooms

No Data Available



No data available for the past 5 years

Search Analytics

Rooms Delivered By Class

No Data Available



No data available for the past 5 years

Demolished Rooms

No Data Available



No data available for the past 5 years

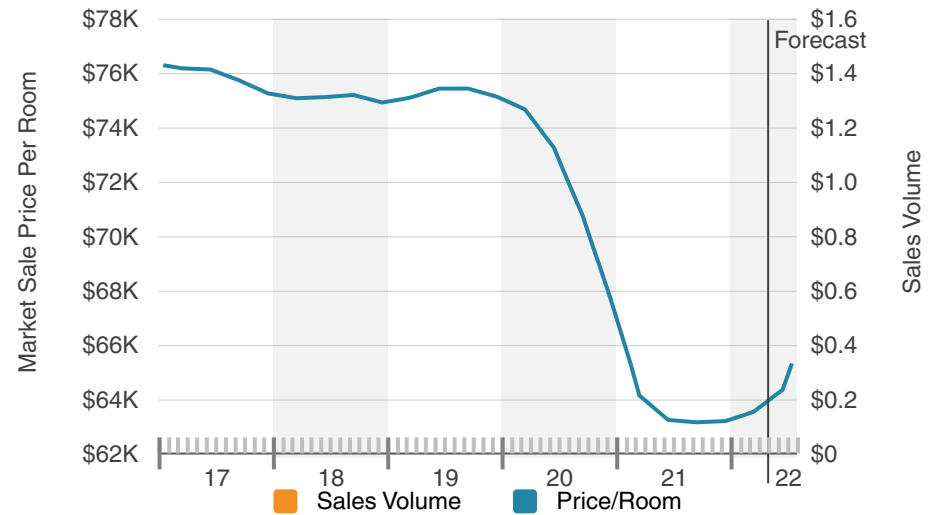
Rooms Under Construction % of Inventory

No Data Available



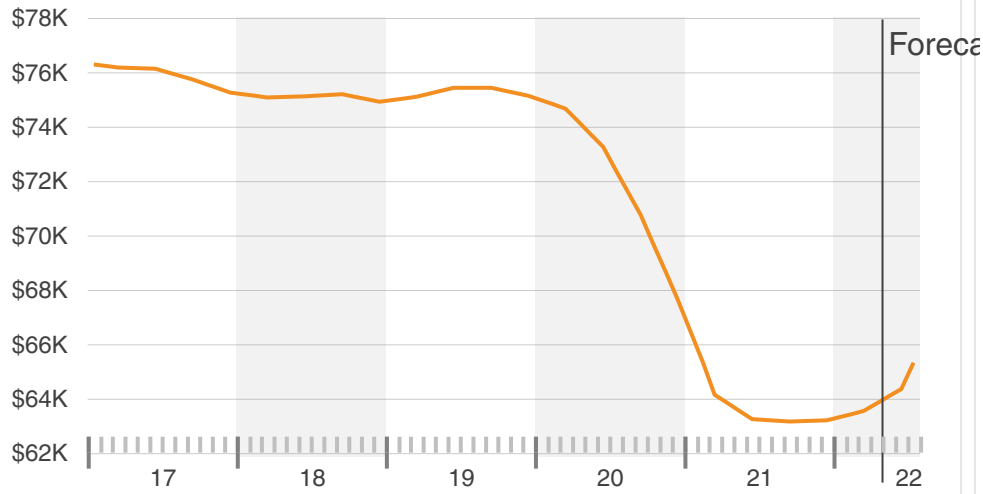
No data available for the past 5 years

Sales Volume & Market Sale Price Per Room



Search Analytics

Market Sale Price Per Room



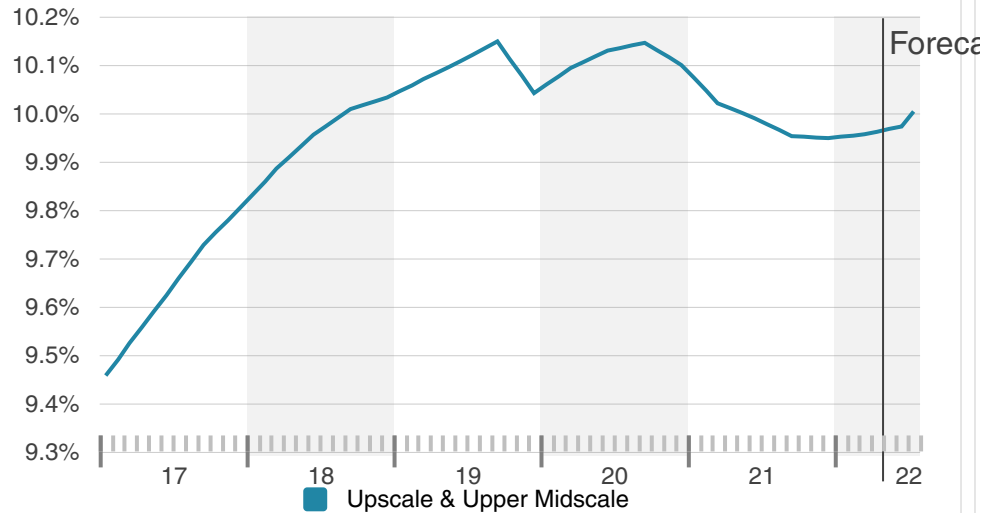
Sales Volume

No Data Available

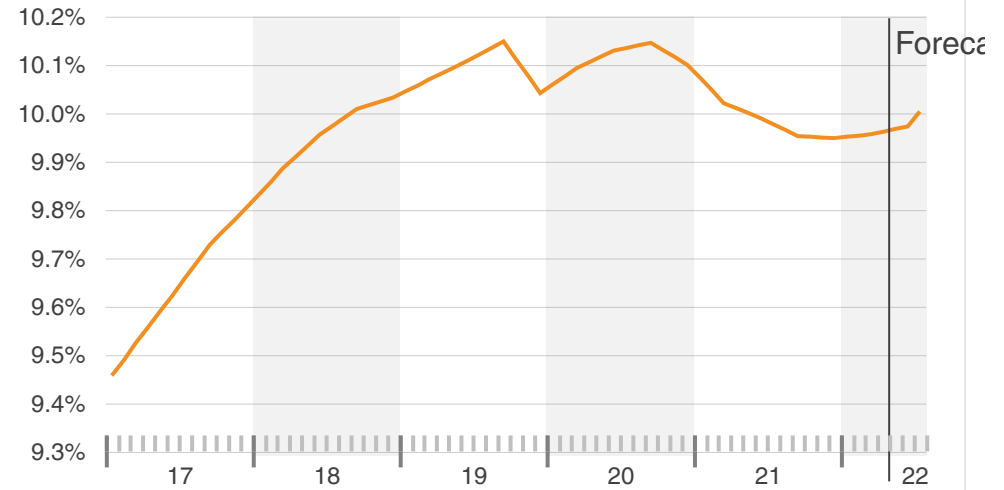


No data available for the past 5 years

Market Cap Rate By Class



Market Cap Rate



Search Analytics

Top Brand Delivered

No Data Available



No data available for the current selection

Top Sellers

No Data Available



No data available for the current selection

Top Seller Brokers

No Data Available



No data available for the current selection

Top Buyers

No Data Available



No data available for the current selection

Search Analytics

Top Buyer Brokers

No Data Available











No data available for the current selection

Report Criteria

- 3 Properties / 0 Spaces
- 15 mi Radius
- Property Type: Hospitality
- Scale: Upscale

Regional Industry Overview

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

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



Regional Competitive Hotel Properties Data Summary

Oklahoma City South Hospitality

| Regional Submarket Competitive Set Performance | | | |
|--|-----------|--------------------|----------------------------|
| Time Frame | Occupancy | Average Daily Rate | Revenue Per Available Room |
| YTD | 54.0% | \$74.65 | \$40.34 |
| 3 Month Average | 56.1% | \$77.09 | \$43.21 |
| 12 Month Average | 56.1% | \$72.47 | \$40.62 |

Source: CoStar/STR Core Distinction Group, LLC

| Regional Submarket Performance by Class (Running 12 Months) | | | |
|---|-----------|--------------------|----------------------------|
| Time Frame | Occupancy | Average Daily Rate | Revenue Per Available Room |
| Upscale & Upper Midscale | 60.0% | \$99.18 | \$59.46 |
| Midscale & Economy | 53.7% | \$54.14 | \$29.07 |

Source: CoStar/STR Core Distinction Group, LLC



Overview

Oklahoma City South Hospitality

12 Mo Occupancy

12 Mo ADR

12 Mo RevPAR

12 Mo Supply

12 Mo Demand

56.1%

\$72.47

\$40.62

1.4M

795.4K

Oklahoma City South is smaller than the typical U.S. hotel submarket, and contains around 3,900 rooms spread over 53 properties. Hotels are somewhat smaller in Oklahoma City South than they are in the broader market, and have 73 rooms on average. The market-wide average of 93 rooms-per-building is more in line with the national norm.

The inventory skews towards cost-efficient lodging. More than half of the submarket's rooms fall into the Economy or Midscale classes. Meanwhile, the Luxury and Upper Upscale inventory is limited to a single 72-room hotel.

The COVID-19 pandemic had a profound impact on the entire U.S. hospitality sector, and the Oklahoma City South hotel submarket was no exception to this trend. At worst, the monthly occupancy rate dropped to 31.9% in April 2020. While occupancies have started to recover, room demand is down by 5.6% as of May (compared to

the same month the prior year).

Twelve-month RevPAR in the Oklahoma City South hotel submarket was up sharply as of May, climbing at a 38.0% year-over-year rate. In the Oklahoma City market, RevPAR increased at an even stronger rate of 47.8% over the same timeframe.

While developers remain moderately active elsewhere in the Oklahoma City market, nothing is underway in the Oklahoma City South submarket itself. While nothing is currently underway, there has been a material amount of recent development in the submarket: About 200 rooms delivered within the past three years.

The submarket does see sales activity, but is not a particularly active grounds for hotel investment. On average, one or two deals per year have closed in recent years.

KEY INDICATORS

| Class | Rooms | 12 Mo Occ | 12 Mo ADR | 12 Mo RevPAR | 12 Mo Delivered | Under Construction |
|--------------------------|--------------|--------------|----------------|----------------|-----------------|--------------------|
| Luxury & Upper Upscale | 72 | | | | 0 | 0 |
| Upscale & Upper Midscale | 1,416 | 60.0% | \$99.18 | \$59.46 | 75 | 0 |
| Midscale & Economy | 2,406 | 53.7% | \$54.14 | \$29.07 | 0 | 0 |
| Total | 3,894 | 56.1% | \$72.47 | \$40.62 | 75 | 0 |

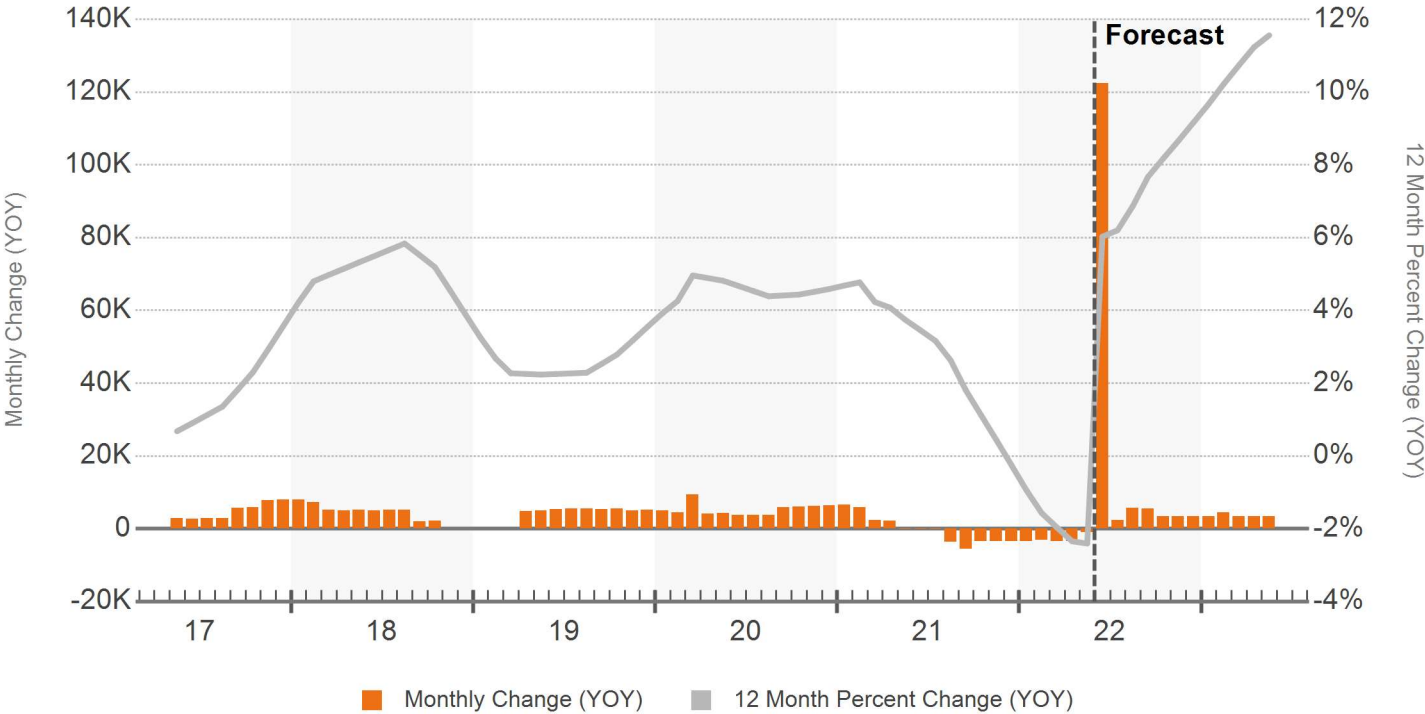
| Average Trend | Current | 3 Mo | YTD | 12 Mo | Historical Average | Forecast Average |
|------------------|---------|---------|---------|---------|--------------------|------------------|
| Occupancy | 56.3% | 56.1% | 54.0% | 56.1% | 55.0% | 63.7% |
| Occupancy Change | -4.7% | -0.6% | 7.2% | 18.9% | -0.7% | 2.6% |
| ADR | \$75.99 | \$77.09 | \$74.65 | \$72.47 | \$65.55 | \$78.01 |
| ADR Change | 10.8% | 15.6% | 16.1% | 16.1% | 3.0% | 2.5% |
| RevPAR | \$42.74 | \$43.21 | \$40.34 | \$40.62 | \$36.03 | \$49.71 |
| RevPAR Change | 5.5% | 14.9% | 24.5% | 38.0% | 2.3% | 5.2% |



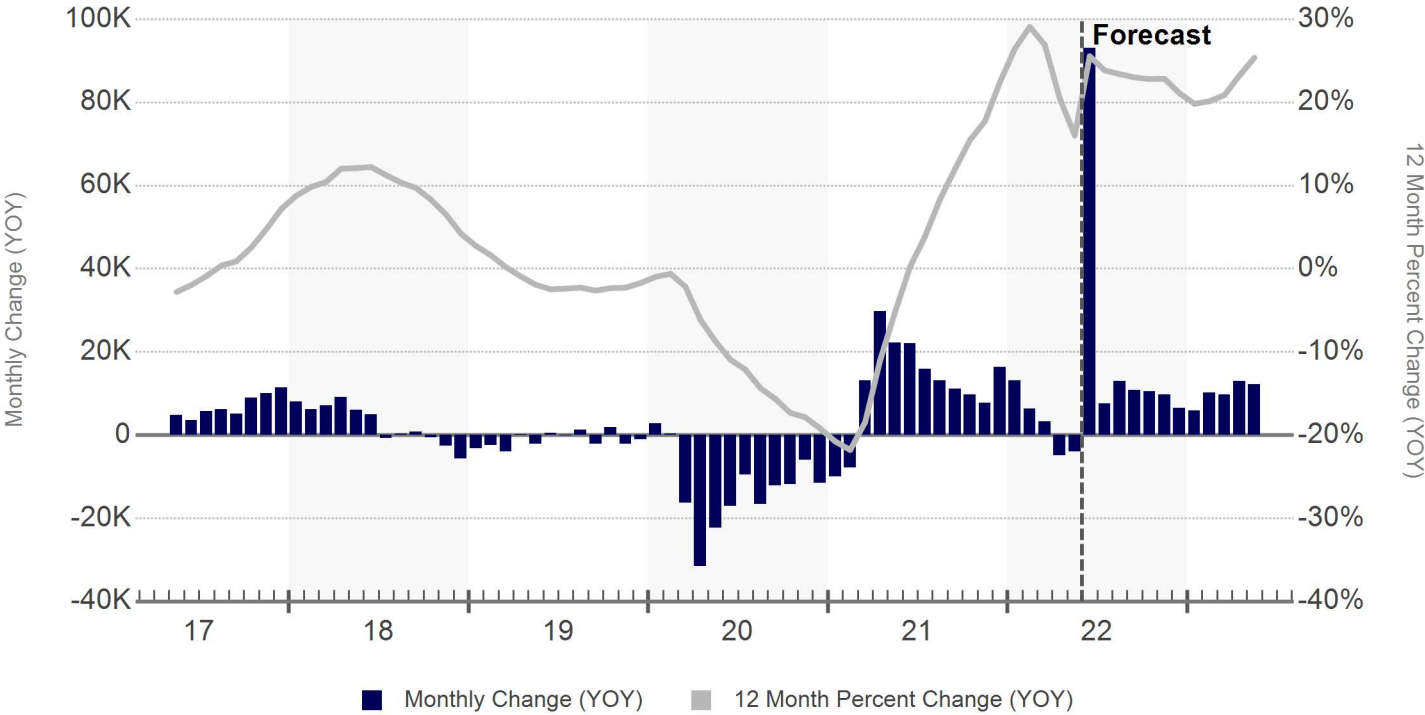
Performance

Oklahoma City South Hospitality

SUPPLY CHANGE



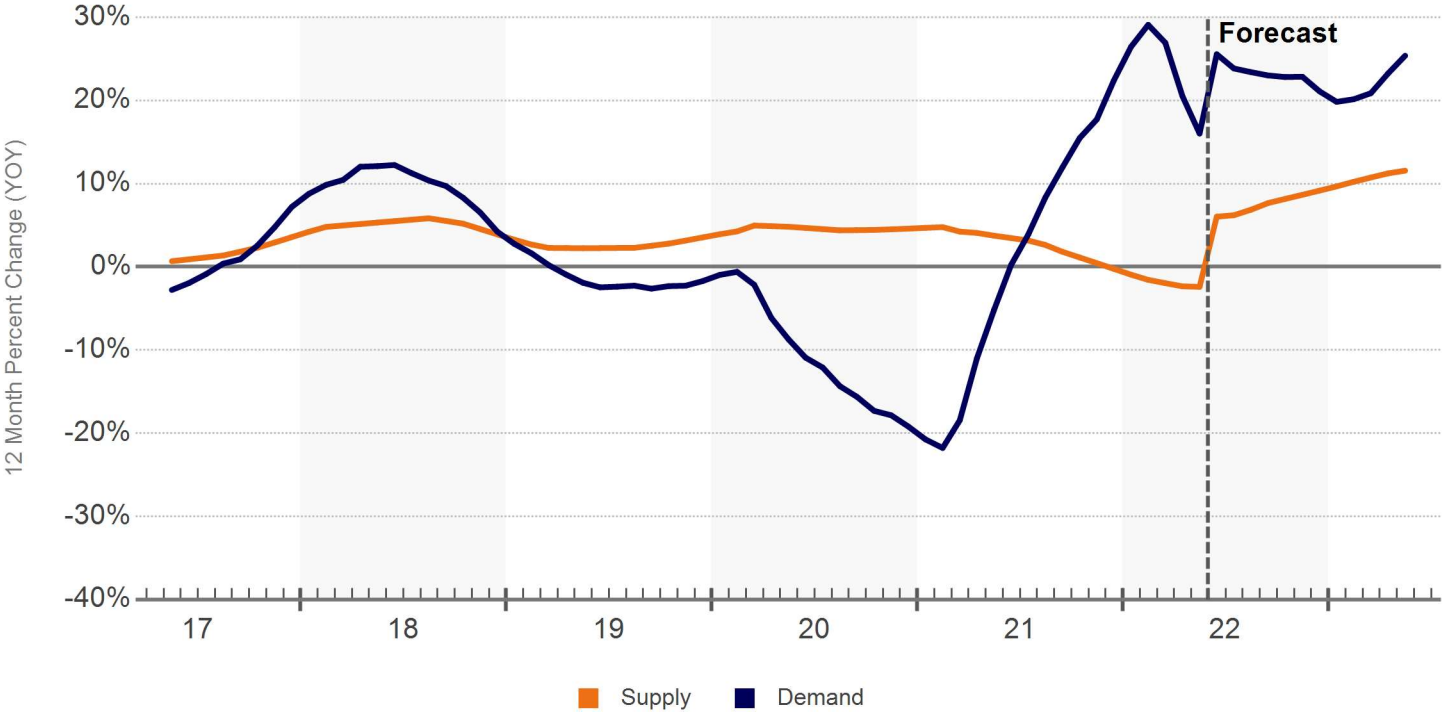
DEMAND CHANGE



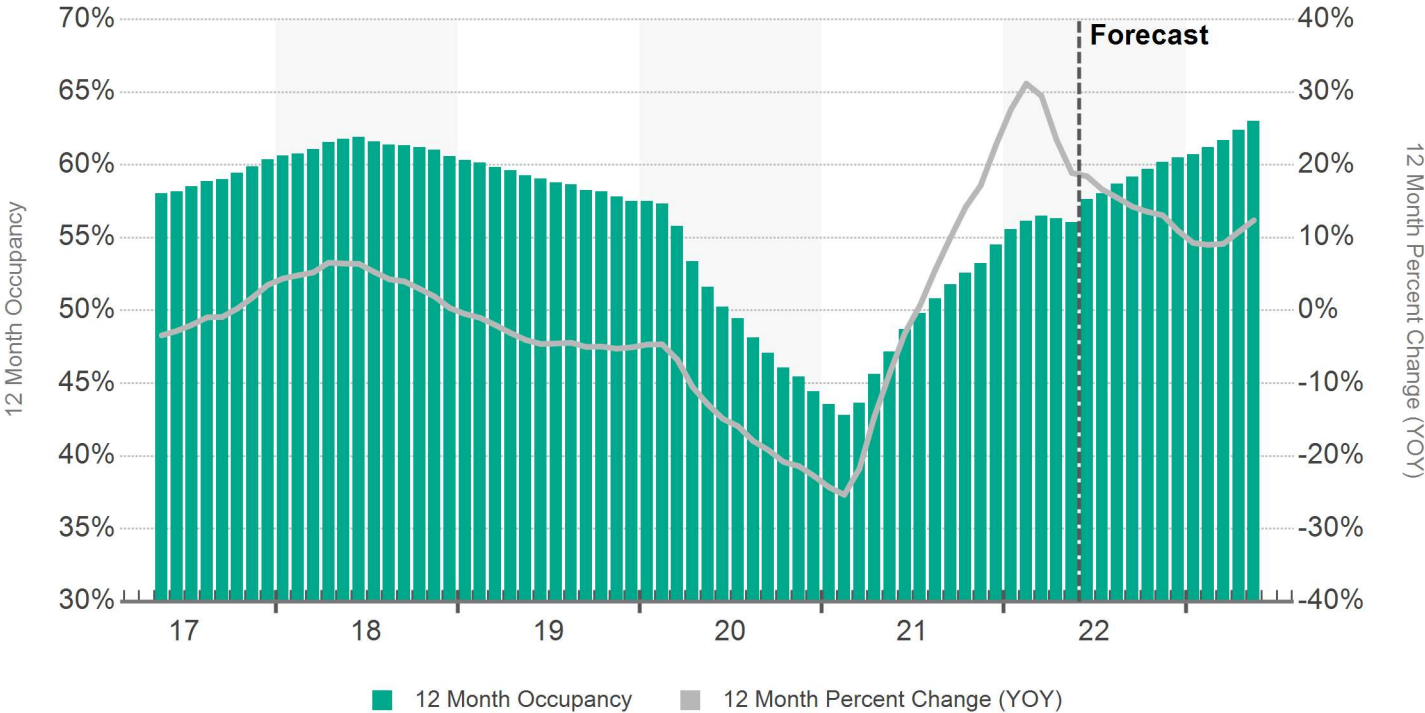
Performance

Oklahoma City South Hospitality

SUPPLY & DEMAND CHANGE



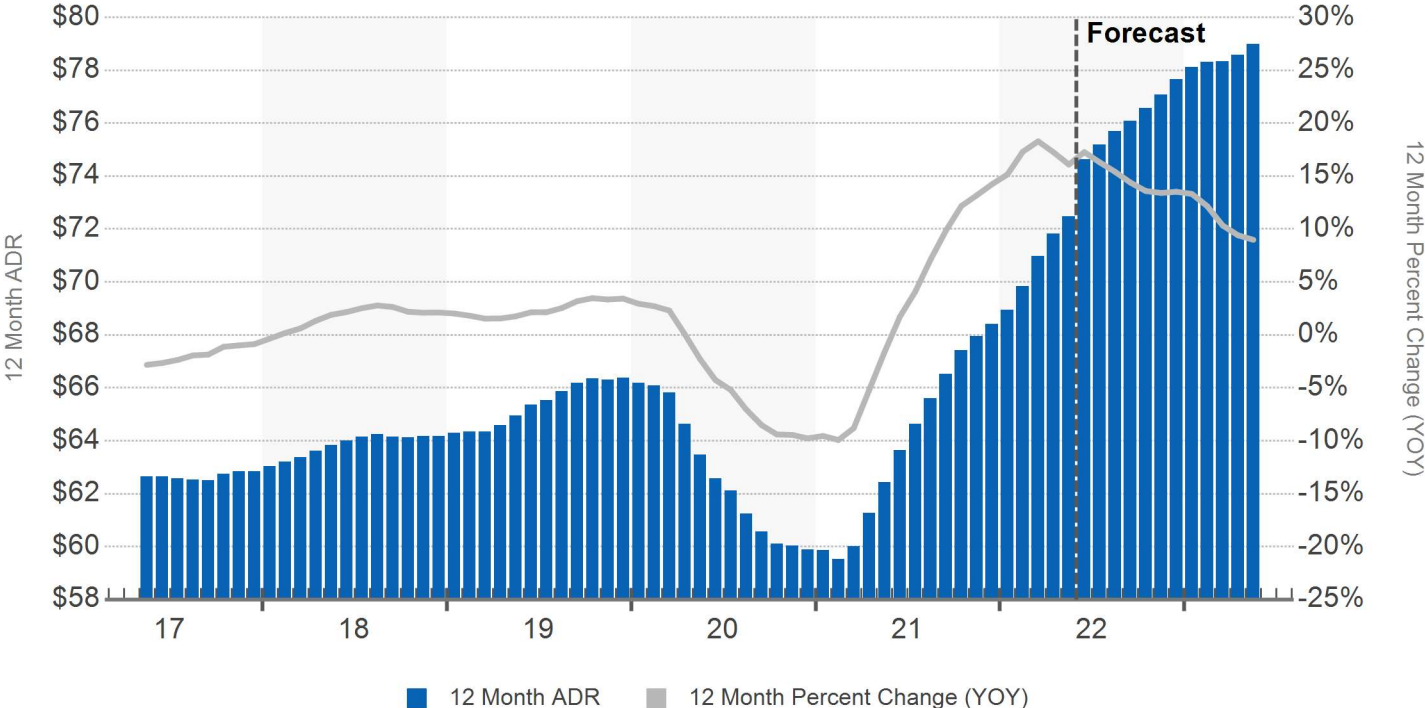
OCCUPANCY



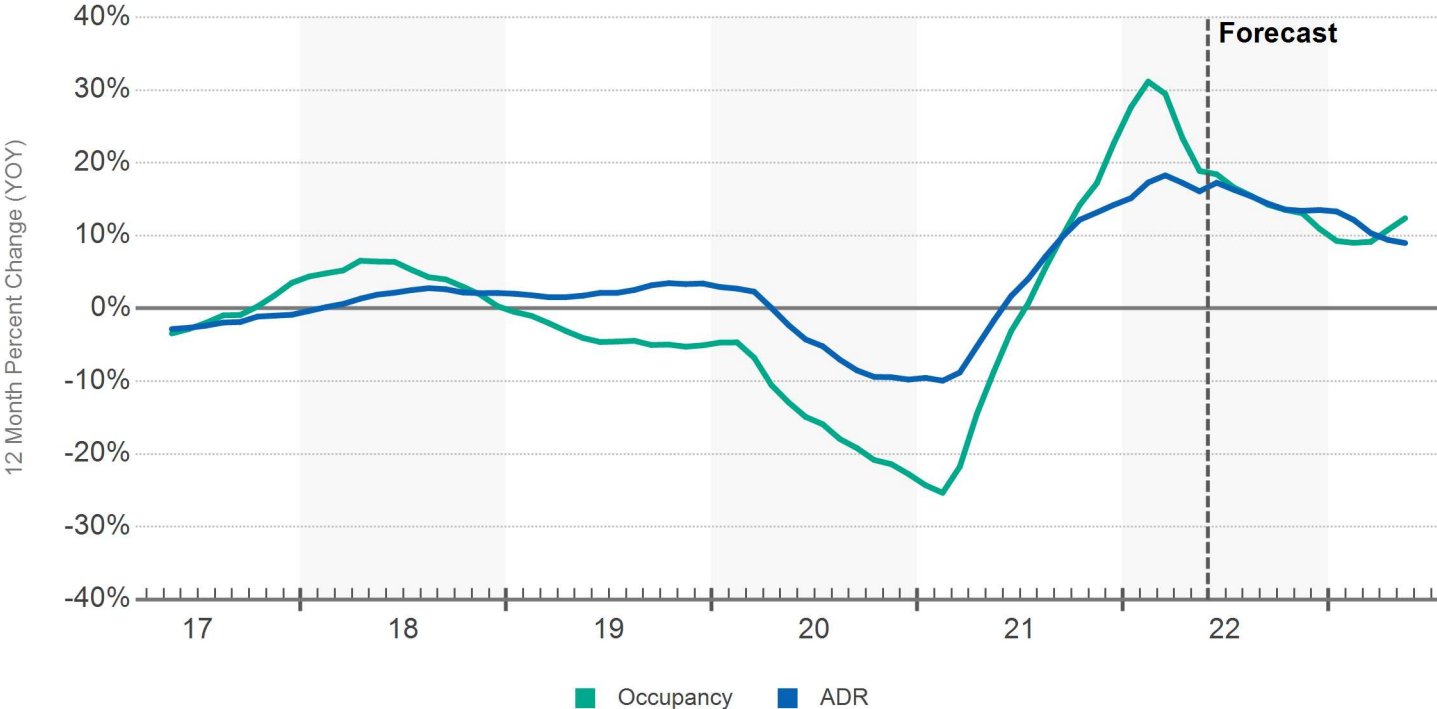
Performance

Oklahoma City South Hospitality

ADR



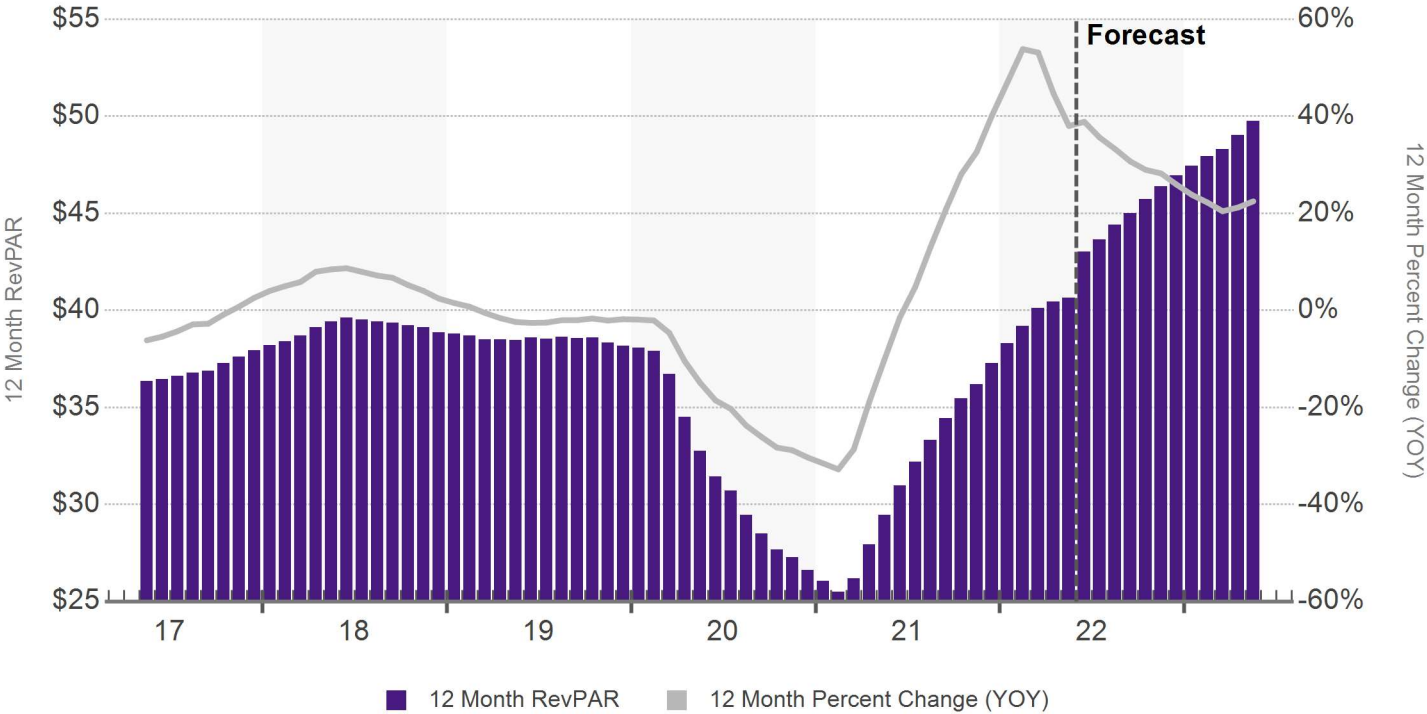
OCCUPANCY & ADR CHANGE



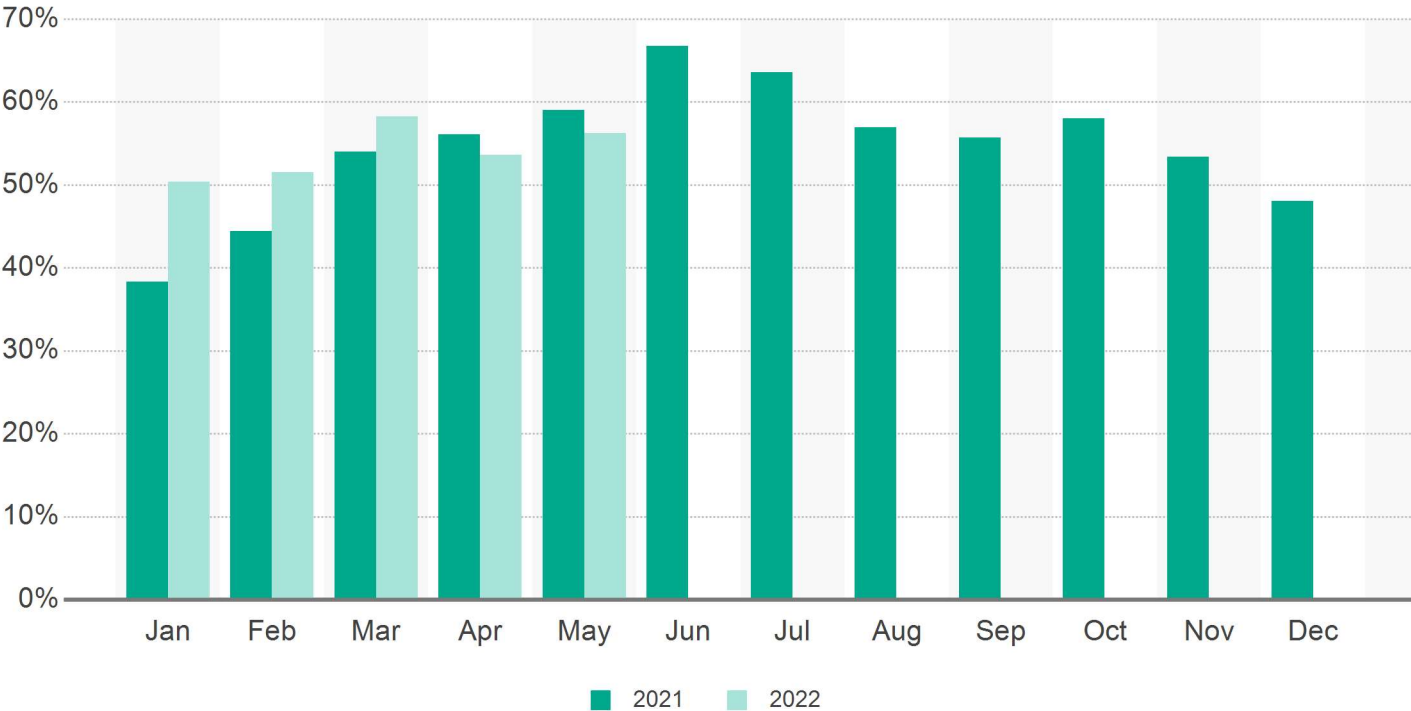
Performance

Oklahoma City South Hospitality

REVPAR



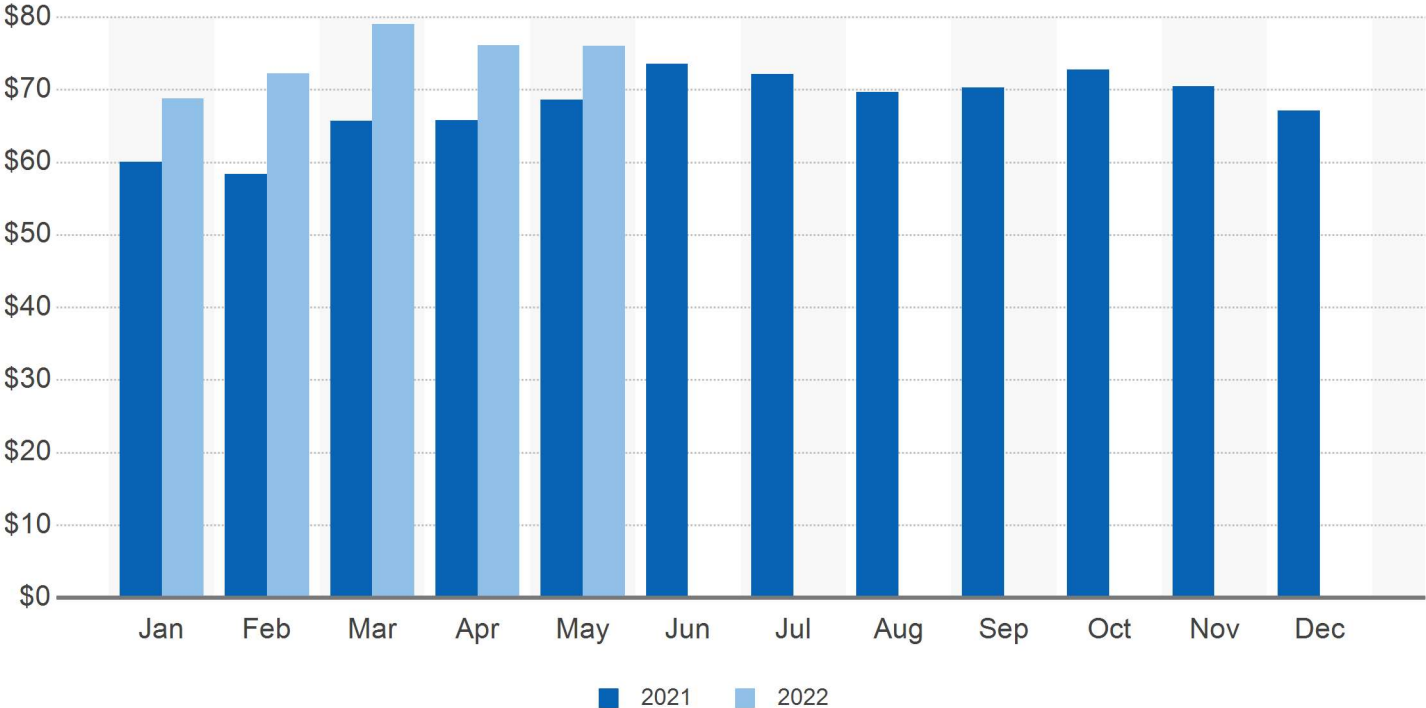
OCCUPANCY MONTHLY



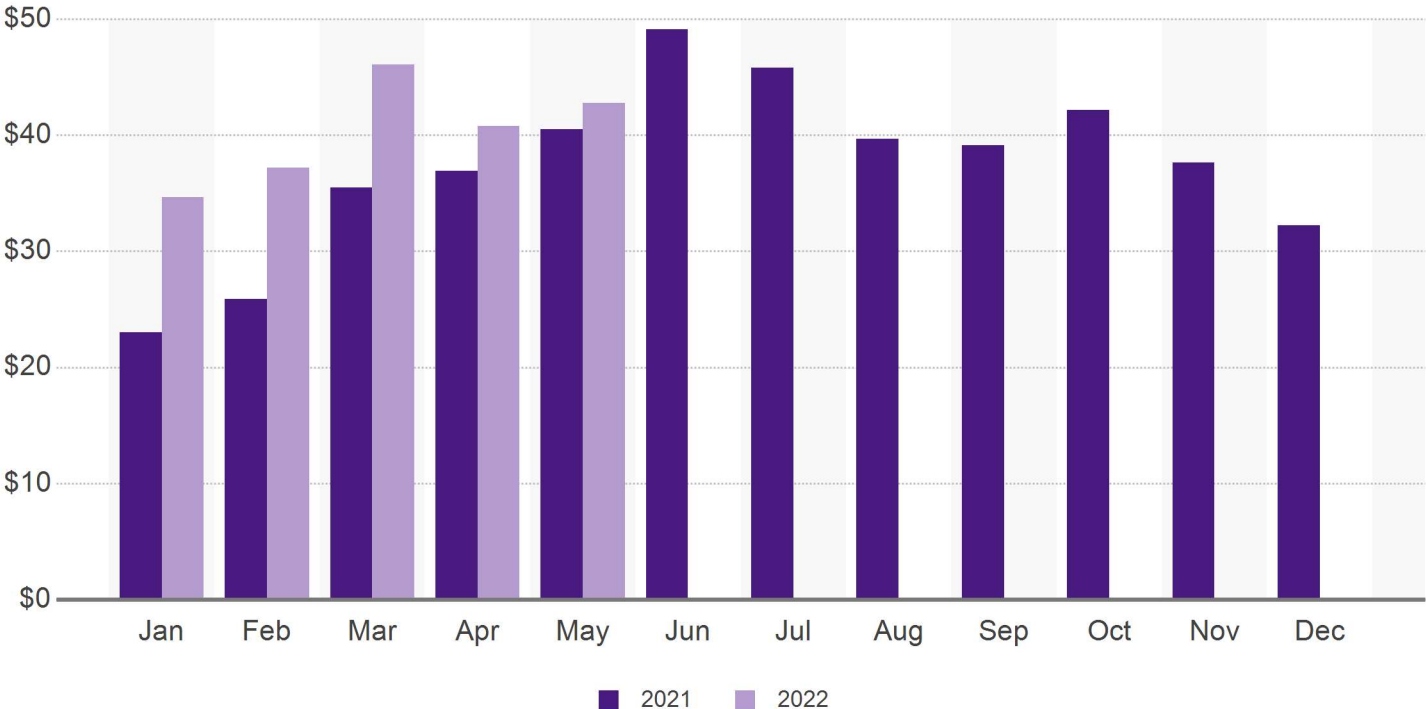
Performance

Oklahoma City South Hospitality

ADR MONTHLY



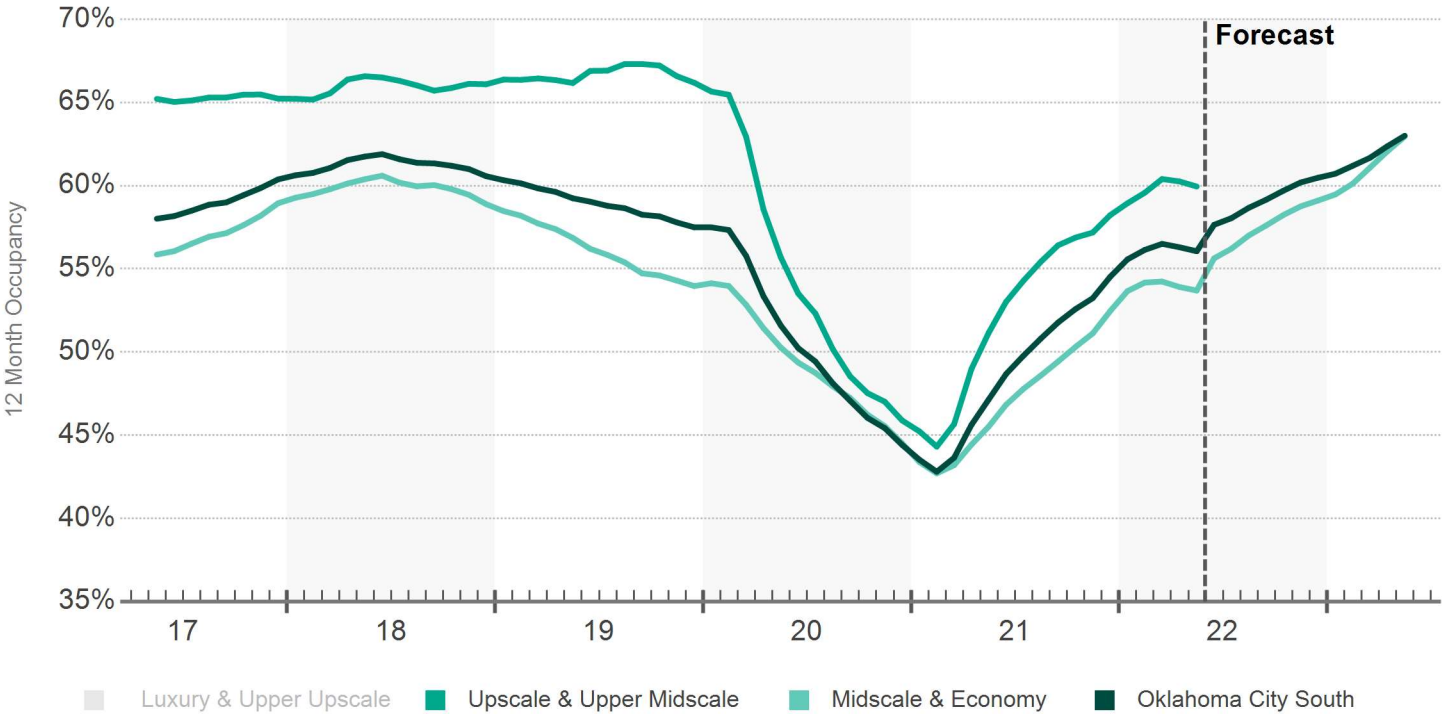
REVPAR MONTHLY



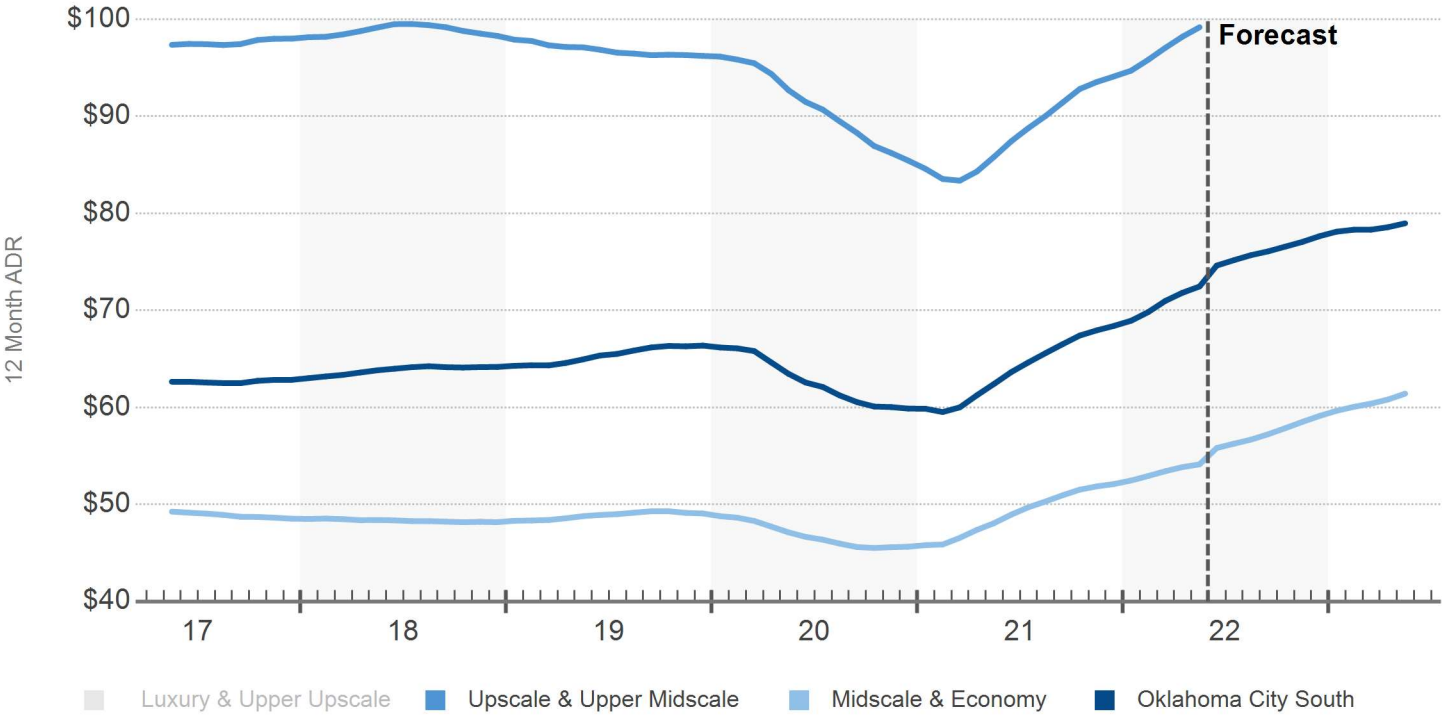
Performance

Oklahoma City South Hospitality

OCCUPANCY BY CLASS



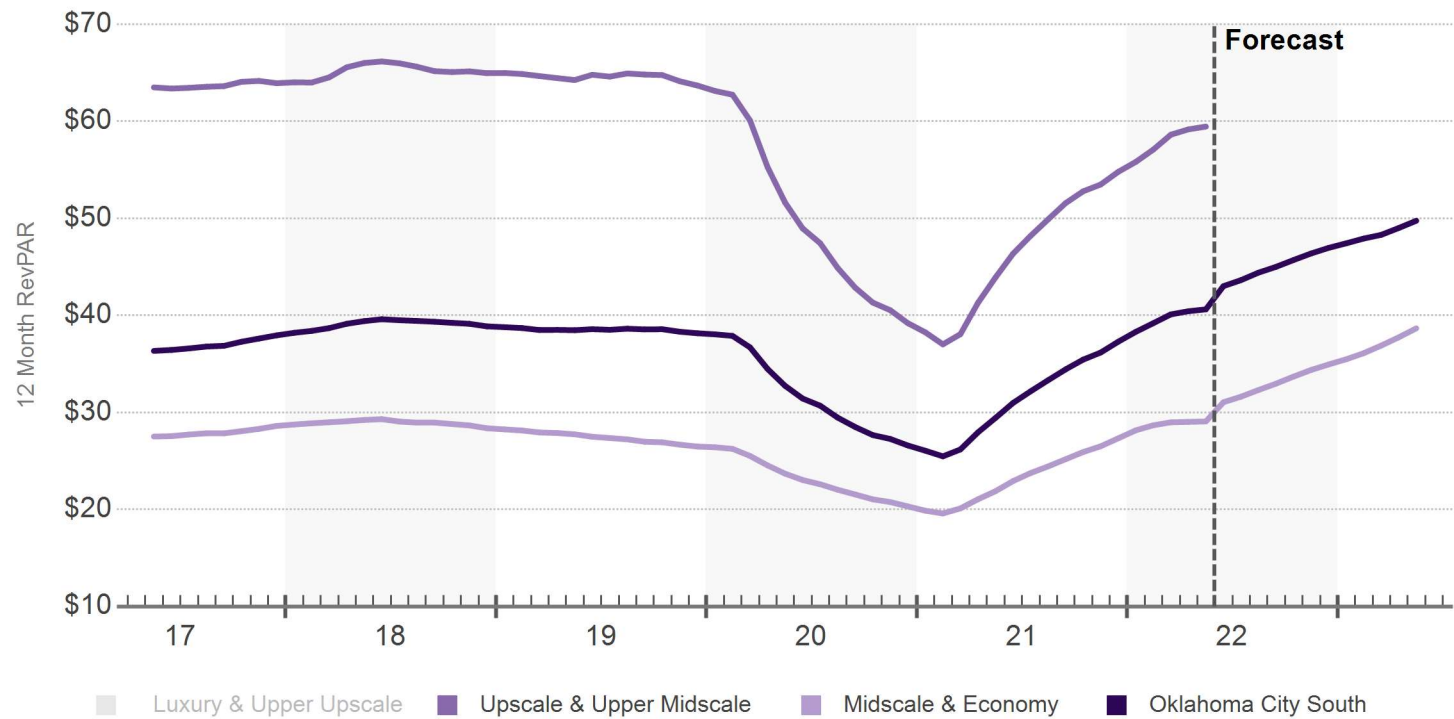
ADR BY CLASS



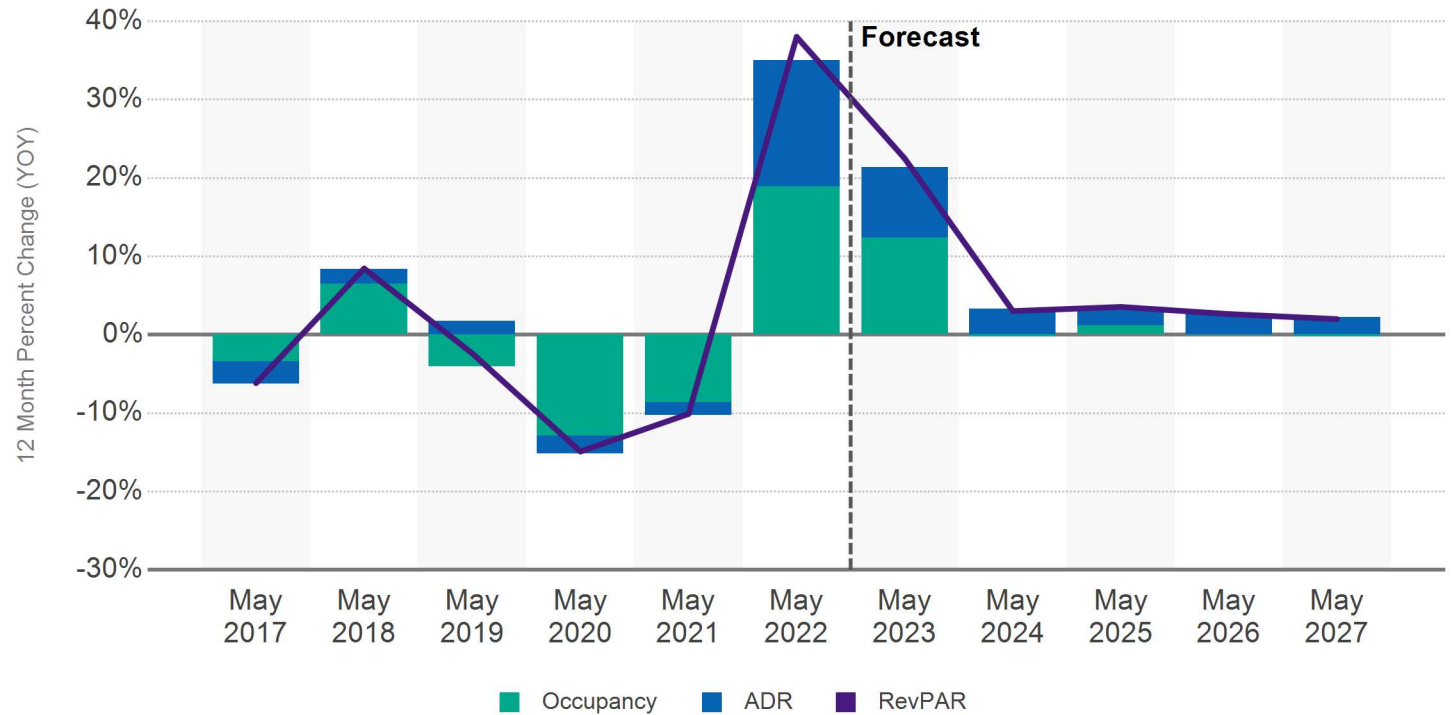
Performance

Oklahoma City South Hospitality

REVPAR BY CLASS



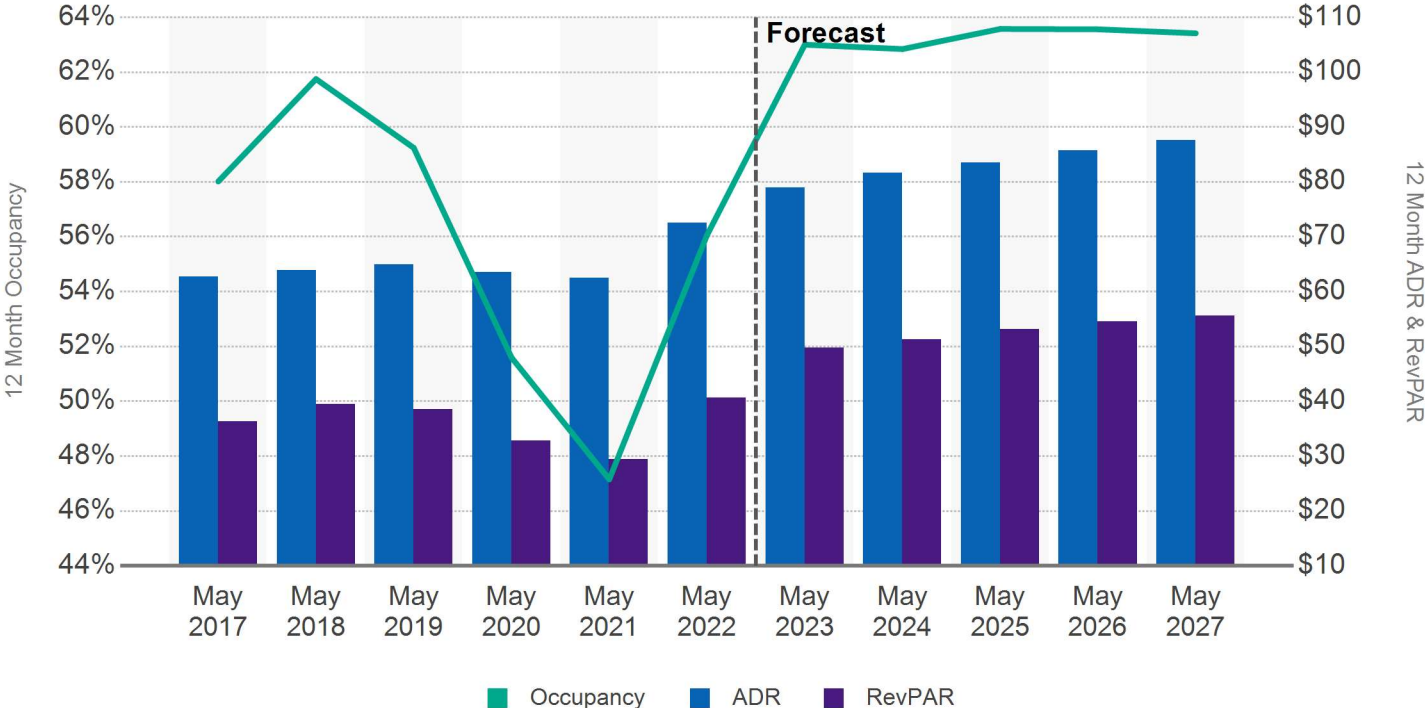
REVPAR GROWTH COMPOSITION



Performance

Oklahoma City South Hospitality

OCCUPANCY, ADR & REVPAR



Performance

Oklahoma City South Hospitality

FULL-SERVICE HOTELS PROFITABILITY (ANNUAL)

| Market | % of Revenues | 2021 | | 2020-2021 % Change | |
|---|---------------|------|-----|--------------------|-----|
| | | PAR | POR | PAR | POR |
| Revenue | | | | | |
| Rooms | | | | | |
| Food | | | | | |
| Beverage | | | | | |
| Other F&B | | | | | |
| Other Departments | | | | | |
| Miscellaneous Income | | | | | |
| Total Revenue | | | | | |
| Operating Expenses | | | | | |
| Rooms | | | | | |
| Food & Beverage | | | | | |
| Other Departments | | | | | |
| Administrative & General | | | | | |
| Information & Telecommunication Systems | | | | | |
| Sales & Marketing | | | | | |
| Property Operations & Maintenance | | | | | |
| Utilities | | | | | |
| Gross Operating Profit | | | | | |
| Management Fees | | | | | |
| Rent | | | | | |
| Property Taxes | | | | | |
| Insurance | | | | | |
| EBITDA | | | | | |
| Total Labor Costs | | | | | |

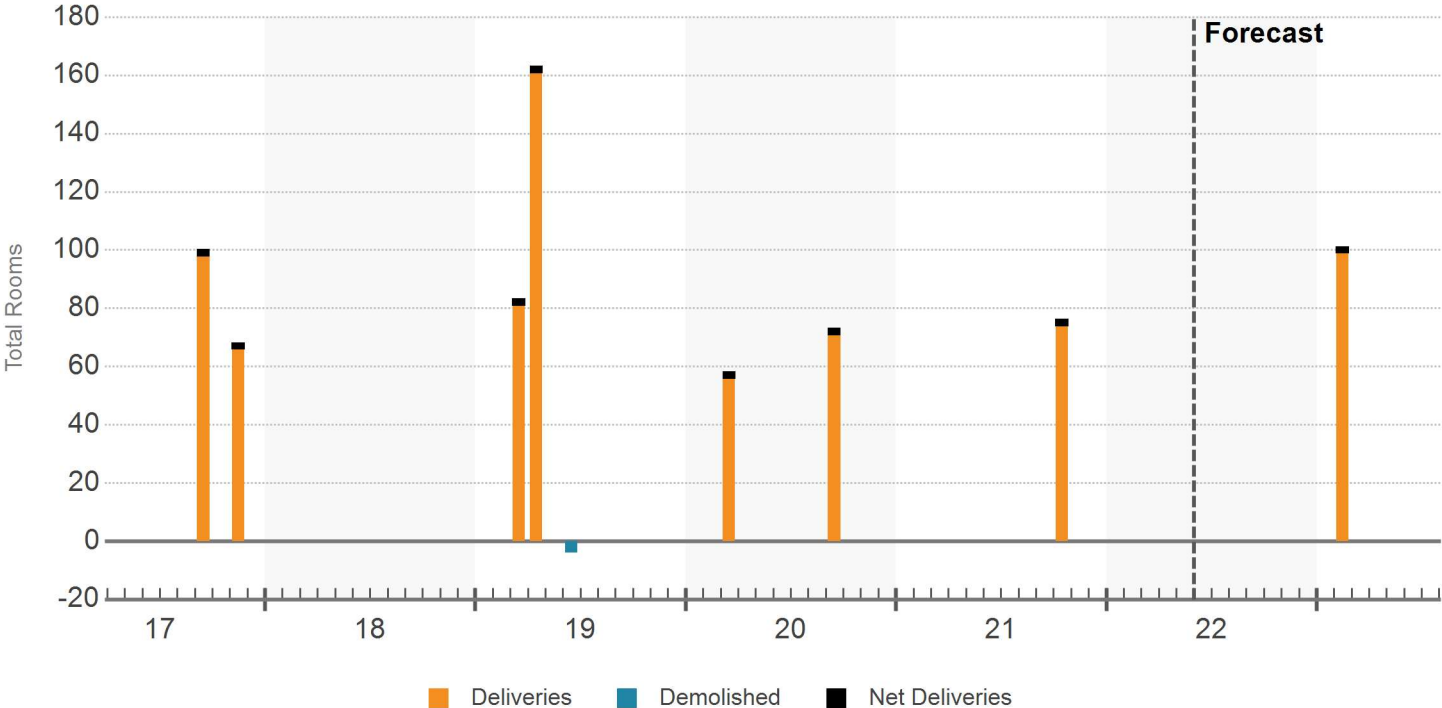
(1) For Annual P&L, the current year exchange rate is used for each year going back in time. This current year exchange rate is the average of all 12 monthly rates for that year.
 (2) Percentage of Revenues for departmental expenses (Rooms, Food & Beverage, and Other Departments) are based on their respective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



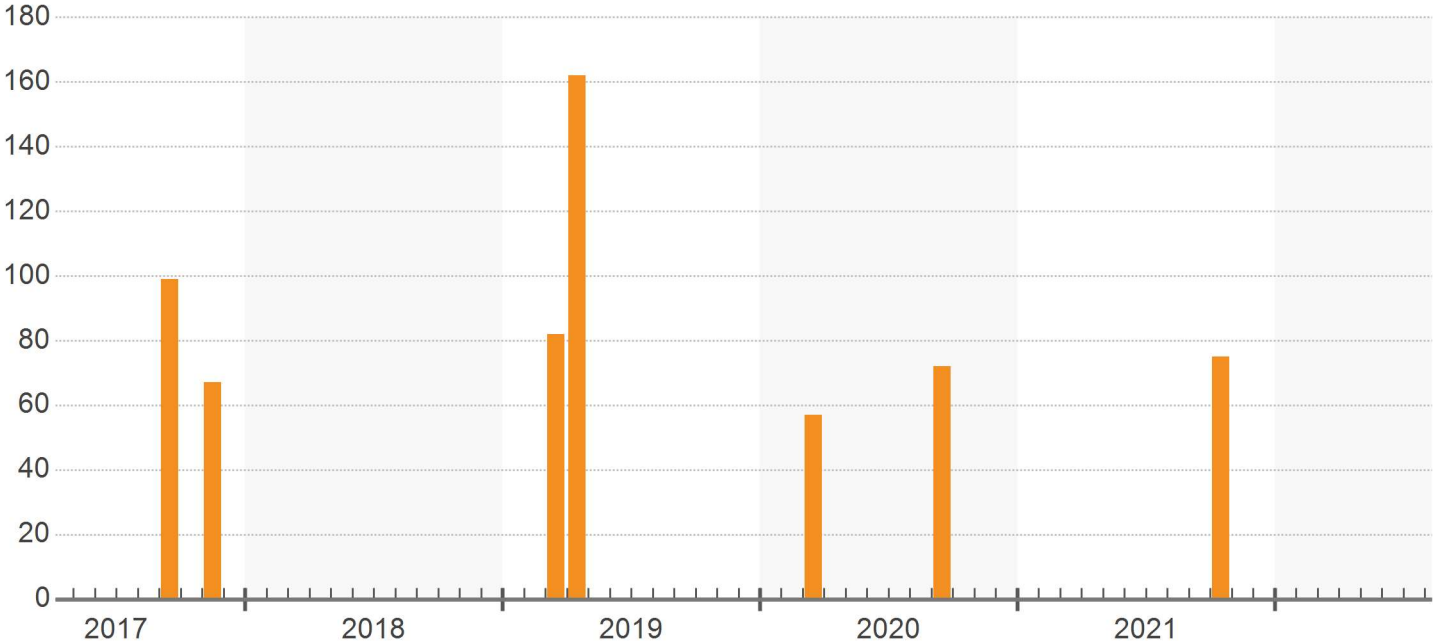
Construction

Oklahoma City South Hospitality

DELIVERIES & DEMOLITIONS



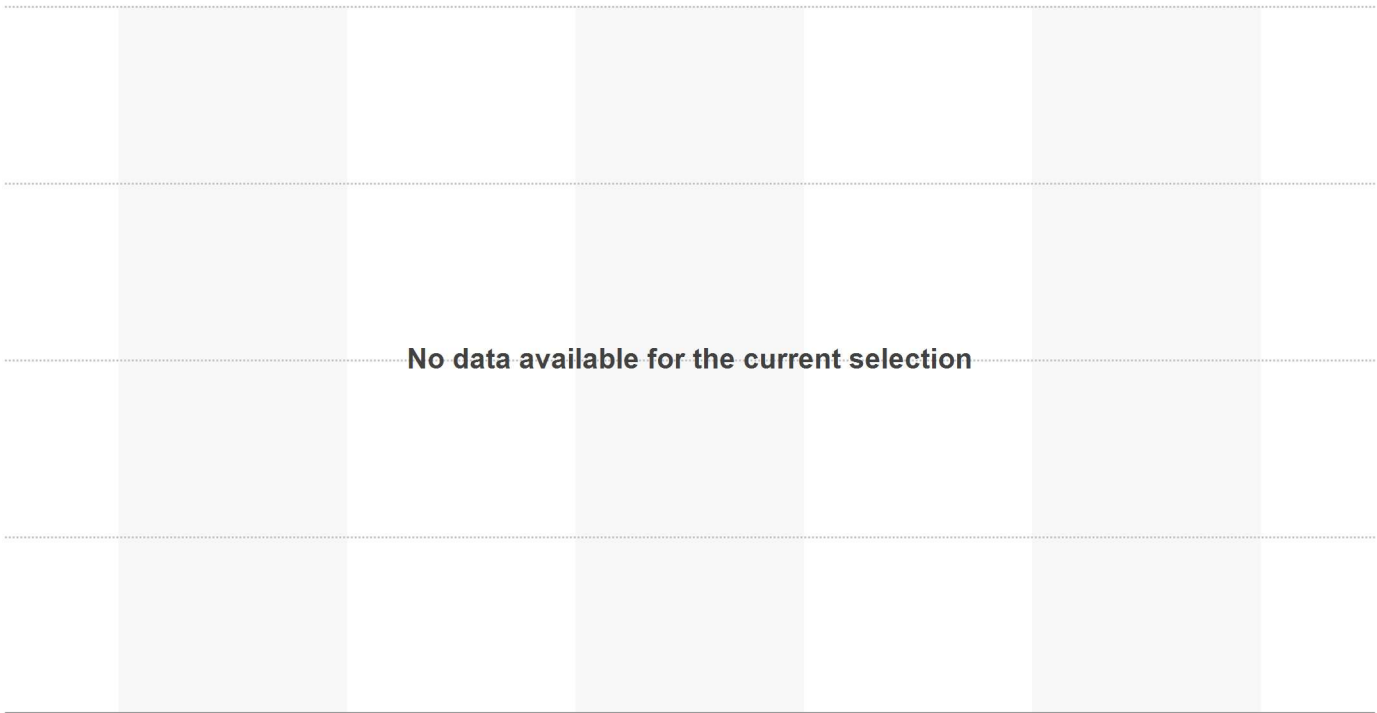
ROOMS DELIVERED



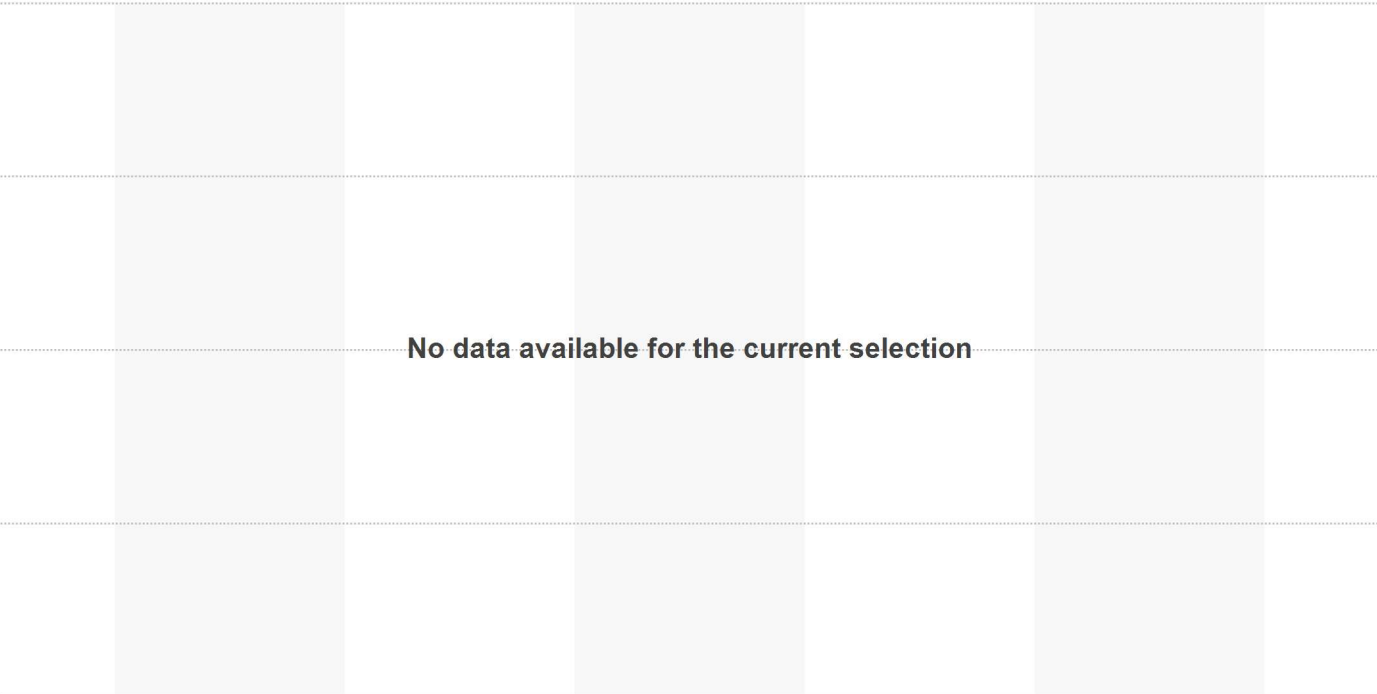
Construction

Oklahoma City South Hospitality

TOTAL ROOMS UNDER CONSTRUCTION BY SCALE



ROOMS UNDER CONSTRUCTION BY SCALE

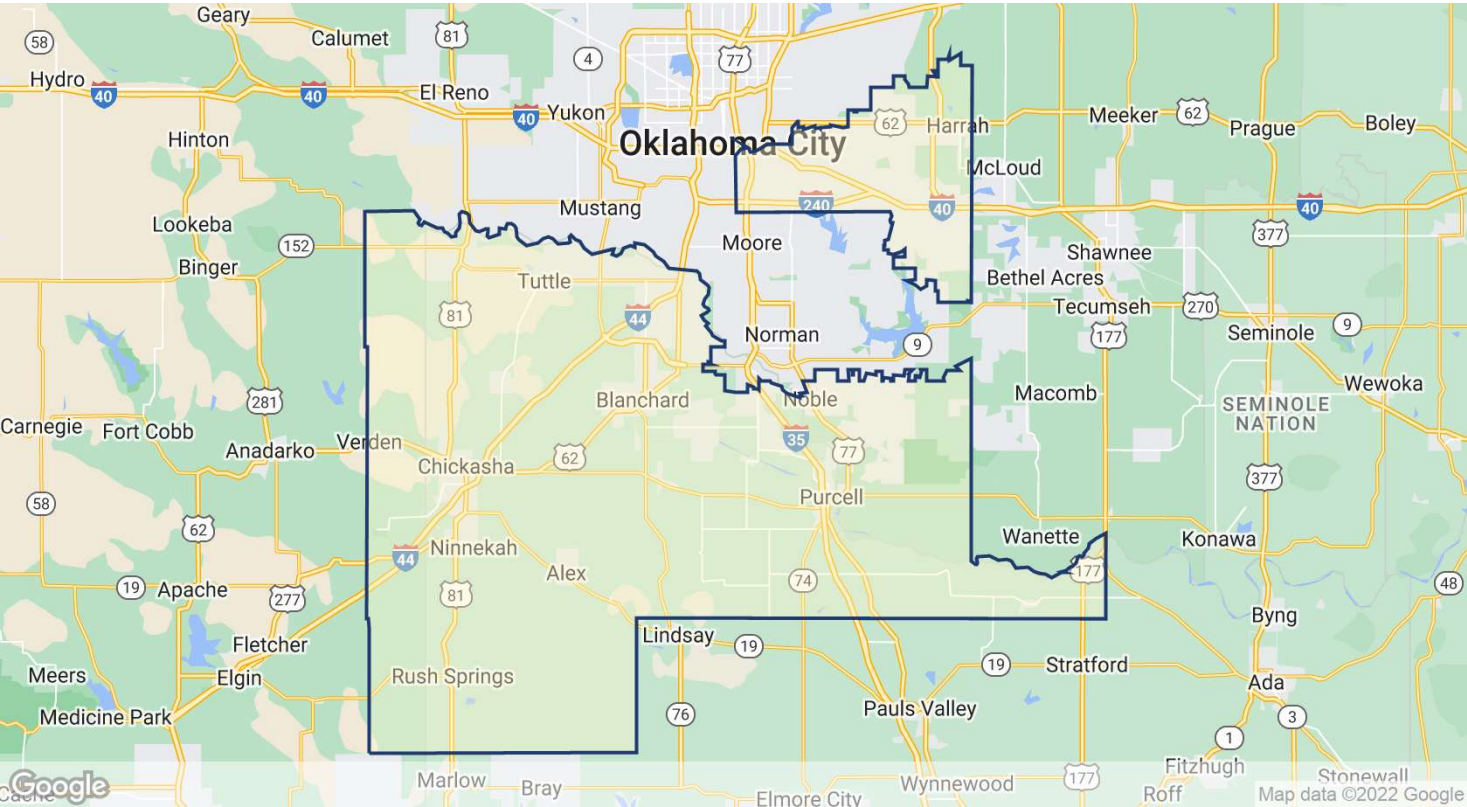


Under Construction Properties

Oklahoma City South Hospitality

| Properties | Rooms | Percent of Inventory | Average Rooms |
|------------|-------|----------------------|---------------|
| 0 | 0 | - | - |

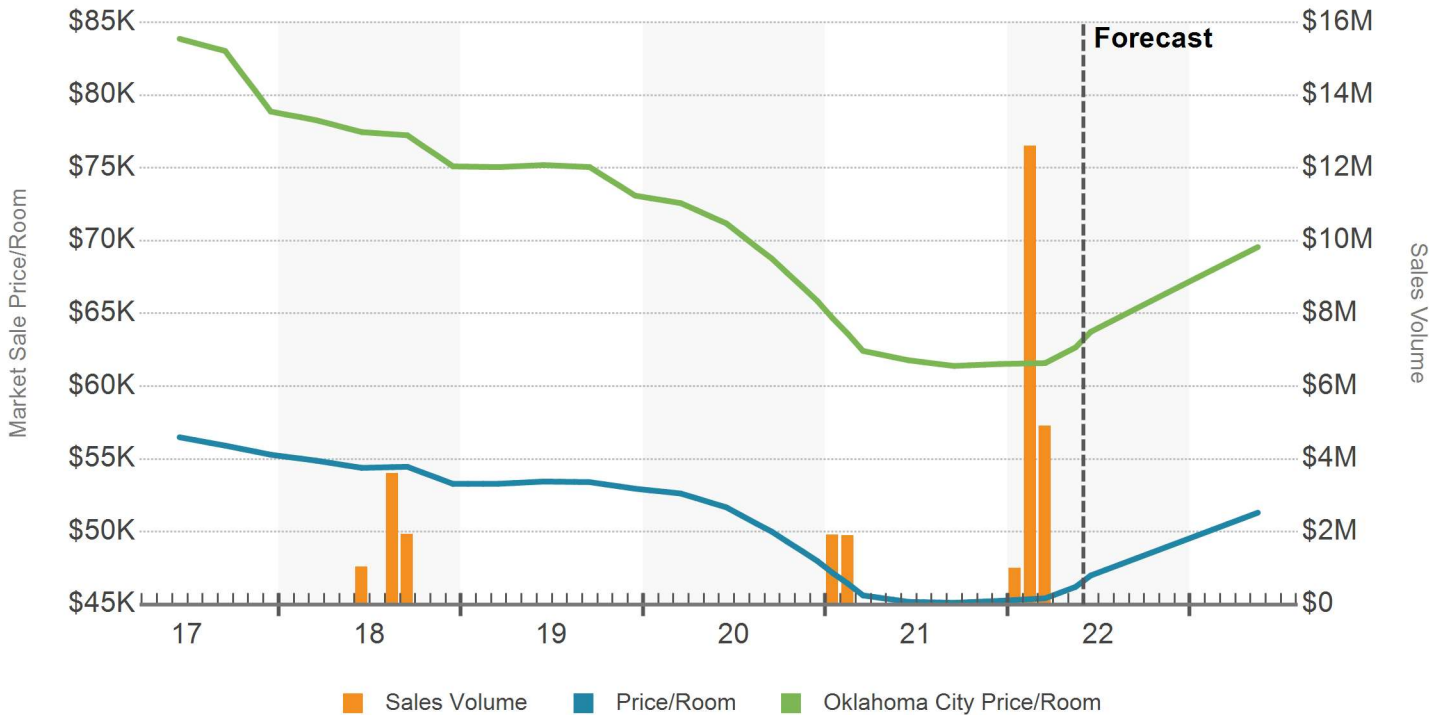
UNDER CONSTRUCTION PROPERTIES



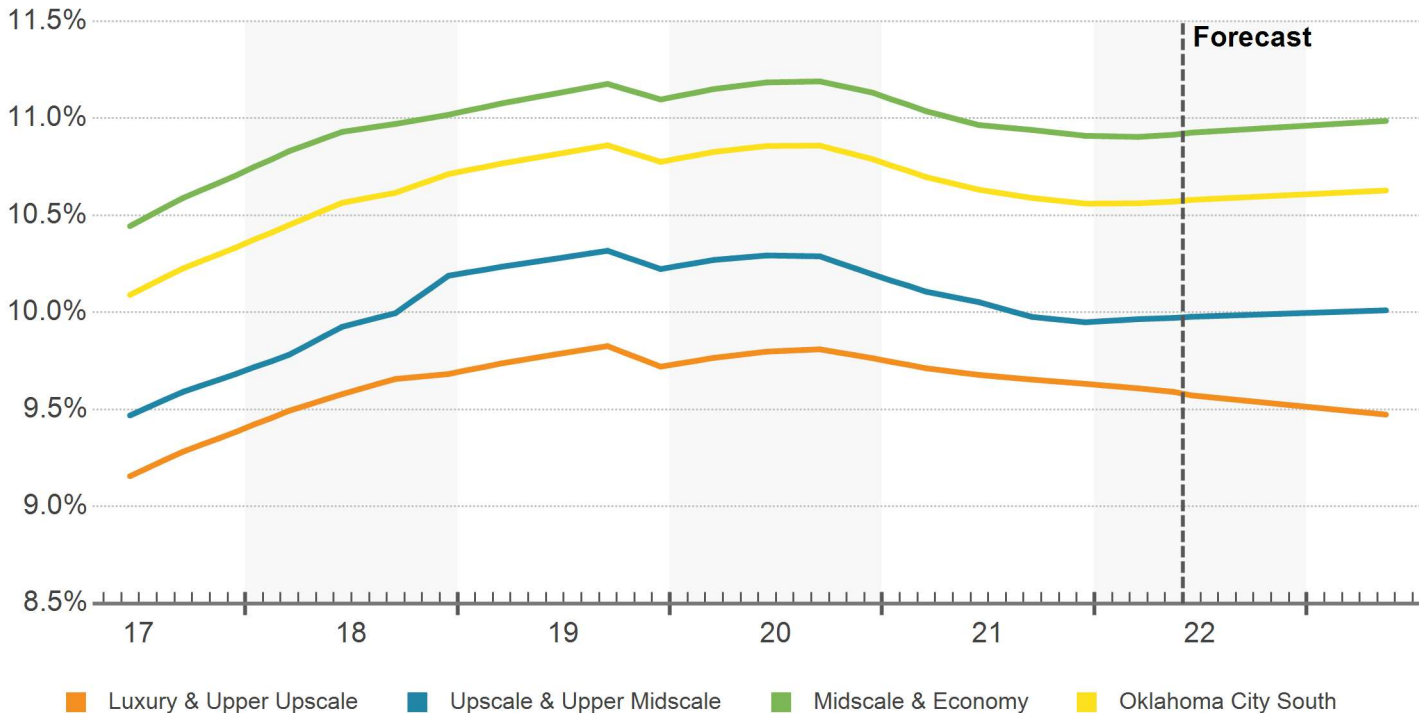
Sales

Oklahoma City South Hospitality

SALES VOLUME & MARKET SALE PRICE PER ROOM



MARKET CAP RATE



Sales Past 12 Months

Oklahoma City South Hospitality

Sale Comparables

Average Price/Room

Average Price

Average Cap Rate

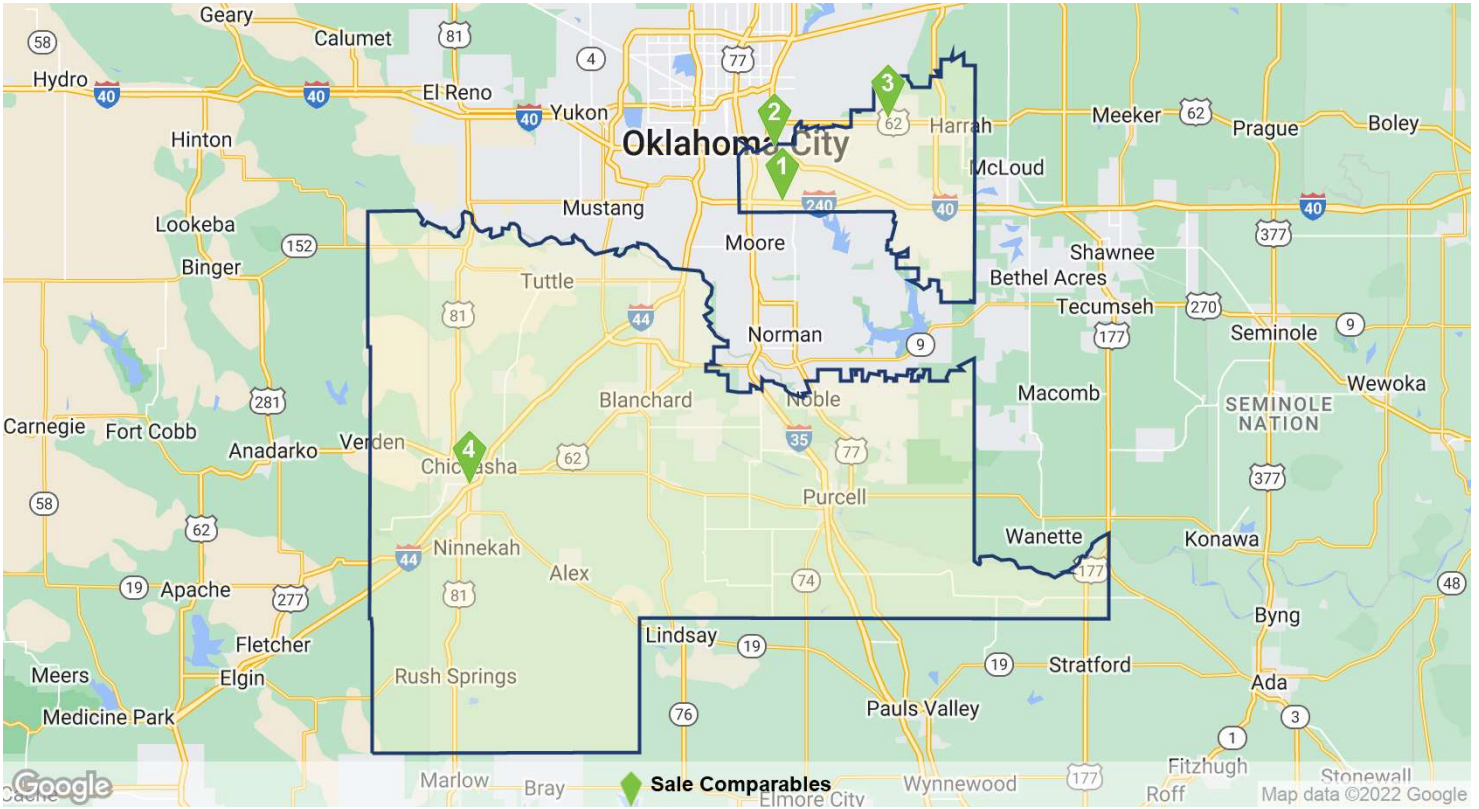
4

\$65K

\$4.6M

-

SALE COMPARABLE LOCATIONS



SALE COMPARABLES SUMMARY STATISTICS

| Sale Attributes | Low | Average | Median | High |
|---------------------------|-------------|-------------|-------------|----------------|
| Sale Price | \$1,000,000 | \$4,625,987 | \$4,900,000 | \$7,155,309 |
| Price/Room | \$50,000 | \$64,926 | \$85,965 | \$109,366 |
| Cap Rate | - | - | - | - |
| Time Since Sale in Months | 3.5 | 4.4 | 4.2 | 5.7 |
| Property Attributes | Low | Average | Median | High |
| Property Size in Rooms | 20 | 71 | 57 | 104 |
| Number of Floors | 1 | 3 | 3 | 4 |
| Total Meeting Space | - | - | - | - |
| Year Built | 1946 | 1993 | 2004 | 2020 |
| Class | Economy | Midscale | Economy | Upper Midscale |



Sales Past 12 Months

Oklahoma City South Hospitality

RECENT SIGNIFICANT SALES

| | Property Name/Address | Property Information | | | | Sale Information | | |
|---|--|----------------------|----------|-------|-------------------|------------------|-------------|------------|
| | | Class | Yr Built | Rooms | Brand | Sale Date | Price | Price/Room |
| 1 | WoodSpring Suites Oklahoma Cit... 4112 E I 240 Service Rd | Economy | 2005 | 104 | WoodSpring Suites | 2/23/2022 | \$7,155,309 | \$109,366 |
| 2 | WoodSpring Suites Oklahoma Cit... 3033 Tinker Diagonal St | Economy | 2004 | 104 | WoodSpring Suites | 2/23/2022 | \$5,448,640 | \$109,366 |
| 3 | Best Western Plus Choctaw Inn &... 2651 Market Blvd | Upper Midscale | 2020 | 57 | Best Western Plus | 3/17/2022 | \$4,900,000 | \$85,965 |
| 4 | Ranch House Motel 2300 S 4th St | Economy | 1946 | 20 | - | 1/7/2022 | \$1,000,000 | \$50,000 |



Appendix

Oklahoma City South Hospitality

OVERALL SUPPLY & DEMAND

| Year | Supply | | | Demand | | |
|------|-----------------|-----------|----------|----------------|-----------|----------|
| | Available Rooms | Change | % Change | Occupied Rooms | Change | % Change |
| 2026 | 1,462,778 | 0 | 0% | 927,677 | (2,456) | -0.3% |
| 2025 | 1,462,778 | 0 | 0% | 930,133 | 3,208 | 0.3% |
| 2024 | 1,462,778 | 0 | 0% | 926,925 | 11,681 | 1.3% |
| 2023 | 1,462,778 | (102,192) | -6.5% | 915,244 | (31,170) | -3.3% |
| 2022 | 1,564,970 | 131,335 | 9.2% | 946,414 | 164,906 | 21.1% |
| YTD | 587,994 | (14,765) | -2.4% | 317,757 | 13,866 | 4.6% |
| 2021 | 1,433,635 | (3,588) | -0.2% | 781,508 | 143,157 | 22.4% |
| 2020 | 1,437,223 | 63,055 | 4.6% | 638,351 | (151,752) | -19.2% |
| 2019 | 1,374,168 | 47,028 | 3.5% | 790,103 | (13,720) | -1.7% |
| 2018 | 1,327,140 | 49,794 | 3.9% | 803,823 | 32,610 | 4.2% |
| 2017 | 1,277,346 | 44,011 | 3.6% | 771,213 | 51,777 | 7.2% |
| 2016 | 1,233,335 | 2,294 | 0.2% | 719,436 | (22,701) | -3.1% |
| 2015 | 1,231,041 | 3,230 | 0.3% | 742,137 | (17,357) | -2.3% |
| 2014 | 1,227,811 | 56,295 | 4.8% | 759,494 | (4,795) | -0.6% |
| 2013 | 1,171,516 | 23,866 | 2.1% | 764,289 | 22,828 | 3.1% |
| 2012 | 1,147,650 | (275) | 0% | 741,461 | 38,737 | 5.5% |

LUXURY & UPPER UPSCALE SUPPLY & DEMAND

| Year | Supply | | | Demand | | |
|------|-----------------|----------|----------|----------------|--------|----------|
| | Available Rooms | Change | % Change | Occupied Rooms | Change | % Change |
| 2026 | 26,304 | 0 | 0% | | | |
| 2025 | 26,304 | 0 | 0% | | | |
| 2024 | 26,304 | 0 | 0% | | | |
| 2023 | 26,304 | (2,136) | -7.5% | | | |
| 2022 | 28,440 | (7,320) | -20.5% | | | |
| YTD | 10,872 | (9,480) | -46.6% | | | |
| 2021 | 35,760 | (19,355) | -35.1% | | | |
| 2020 | 55,115 | 0 | 0% | | | |
| 2019 | 55,115 | 0 | 0% | | | |
| 2018 | 55,115 | 0 | 0% | | | |
| 2017 | 55,115 | 0 | 0% | | | |
| 2016 | 55,115 | 0 | 0% | | | |
| 2015 | 55,115 | 0 | 0% | | | |
| 2014 | 55,115 | 730 | 1.3% | | | |
| 2013 | 54,385 | 0 | 0% | | | |
| 2012 | 54,385 | 0 | 0% | | | |



Appendix

Oklahoma City South Hospitality

UPSCALE & UPPER MIDSACLE SUPPLY & DEMAND

| Year | Supply | | | Demand | | |
|------|-----------------|----------|----------|----------------|----------|----------|
| | Available Rooms | Change | % Change | Occupied Rooms | Change | % Change |
| 2026 | 517,308 | 0 | 0% | | | |
| 2025 | 517,308 | 0 | 0% | | | |
| 2024 | 517,308 | 0 | 0% | | | |
| 2023 | 517,308 | (42,012) | -7.5% | | | |
| 2022 | 559,320 | 62,955 | 12.7% | | | |
| YTD | 213,816 | 11,325 | 5.6% | 126,956 | 15,364 | 13.8% |
| 2021 | 496,365 | 32,597 | 7.0% | 288,985 | 76,182 | 35.8% |
| 2020 | 463,768 | 65,898 | 16.6% | 212,803 | (50,539) | -19.2% |
| 2019 | 397,870 | 44,550 | 12.6% | 263,342 | 29,819 | 12.8% |
| 2018 | 353,320 | 49,794 | 16.4% | 233,523 | 35,530 | 17.9% |
| 2017 | 303,526 | 44,011 | 17.0% | 197,993 | 25,178 | 14.6% |
| 2016 | 259,515 | 2,294 | 0.9% | 172,815 | (8,035) | -4.4% |
| 2015 | 257,221 | 29,849 | 13.1% | 180,850 | 13,004 | 7.7% |
| 2014 | 227,372 | 28,575 | 14.4% | 167,846 | 21,676 | 14.8% |
| 2013 | 198,797 | 21,042 | 11.8% | 146,170 | 17,844 | 13.9% |
| 2012 | 177,755 | 0 | 0% | 128,326 | 10,200 | 8.6% |

MIDSCALE & ECONOMY SUPPLY & DEMAND

| Year | Supply | | | Demand | | |
|------|-----------------|----------|----------|----------------|----------|----------|
| | Available Rooms | Change | % Change | Occupied Rooms | Change | % Change |
| 2026 | 919,166 | 0 | 0% | 592,577 | (1,527) | -0.3% |
| 2025 | 919,166 | 0 | 0% | 594,104 | 2,114 | 0.4% |
| 2024 | 919,166 | 0 | 0% | 591,990 | 8,018 | 1.4% |
| 2023 | 919,166 | (58,044) | -5.9% | 583,972 | 6,384 | 1.1% |
| 2022 | 977,210 | 75,700 | 8.4% | 577,588 | 104,730 | 22.1% |
| YTD | 363,306 | (16,610) | -4.4% | 184,879 | 2,277 | 1.2% |
| 2021 | 901,510 | (16,830) | -1.8% | 472,858 | 64,103 | 15.7% |
| 2020 | 918,340 | (2,843) | -0.3% | 408,755 | (88,358) | -17.8% |
| 2019 | 921,183 | 2,478 | 0.3% | 497,113 | (43,886) | -8.1% |
| 2018 | 918,705 | 0 | 0% | 540,999 | (521) | -0.1% |
| 2017 | 918,705 | 0 | 0% | 541,520 | 27,433 | 5.3% |
| 2016 | 918,705 | 0 | 0% | 514,087 | (14,304) | -2.7% |
| 2015 | 918,705 | (26,619) | -2.8% | 528,391 | (26,511) | -4.8% |
| 2014 | 945,324 | 26,990 | 2.9% | 554,902 | (25,579) | -4.4% |
| 2013 | 918,334 | 2,824 | 0.3% | 580,481 | 4,971 | 0.9% |
| 2012 | 915,510 | (275) | 0% | 575,510 | 19,191 | 3.4% |



Appendix

Oklahoma City South Hospitality

OVERALL PERFORMANCE

| Year | Occupancy | | ADR | | RevPAR | |
|------|-----------|----------|----------|----------|----------|----------|
| | Percent | % Change | Per Room | % Change | Per Room | % Change |
| 2026 | 63.4% | -0.3% | \$86.99 | 2.5% | \$55.17 | 2.3% |
| 2025 | 63.6% | 0.3% | \$84.83 | 2.5% | \$53.94 | 2.9% |
| 2024 | 63.4% | 1.3% | \$82.74 | 3.1% | \$52.43 | 4.4% |
| 2023 | 62.6% | 3.5% | \$80.24 | 3.3% | \$50.21 | 6.9% |
| 2022 | 60.5% | 10.9% | \$77.65 | 13.5% | \$46.96 | 25.9% |
| YTD | 54.0% | 7.2% | \$74.65 | 16.1% | \$40.34 | 24.4% |
| 2021 | 54.5% | 22.7% | \$68.40 | 14.2% | \$37.29 | 40.2% |
| 2020 | 44.4% | -22.8% | \$59.88 | -9.8% | \$26.60 | -30.3% |
| 2019 | 57.5% | -5.1% | \$66.37 | 3.4% | \$38.16 | -1.8% |
| 2018 | 60.6% | 0.3% | \$64.17 | 2.1% | \$38.87 | 2.4% |
| 2017 | 60.4% | 3.5% | \$62.85 | -0.9% | \$37.94 | 2.6% |
| 2016 | 58.3% | -3.2% | \$63.40 | -3.1% | \$36.98 | -6.2% |
| 2015 | 60.3% | -2.5% | \$65.41 | 0.7% | \$39.43 | -1.9% |
| 2014 | 61.9% | -5.2% | \$64.96 | 6.7% | \$40.18 | 1.2% |
| 2013 | 65.2% | 1.0% | \$60.85 | 5.7% | \$39.70 | 6.8% |
| 2012 | 64.6% | 5.5% | \$57.54 | 4.2% | \$37.18 | 10.0% |

LUXURY & UPPER UPSCALE PERFORMANCE

| Year | Occupancy | | ADR | | RevPAR | |
|------|-----------|----------|----------|----------|----------|----------|
| | Percent | % Change | Per Room | % Change | Per Room | % Change |
| 2026 | | | | | | |
| 2025 | | | | | | |
| 2024 | | | | | | |
| 2023 | | | | | | |
| 2022 | | | | | | |
| YTD | - | | - | | - | |
| 2021 | | | | | | |
| 2020 | | | | | | |
| 2019 | | | | | | |
| 2018 | | | | | | |
| 2017 | | | | | | |
| 2016 | | | | | | |
| 2015 | | | | | | |
| 2014 | | | | | | |
| 2013 | | | | | | |
| 2012 | | | | | | |



Appendix

Oklahoma City South Hospitality

UPSCALE & UPPER MIDSACLE PERFORMANCE

| Year | Occupancy | | ADR | | RevPAR | |
|------|-----------|----------|----------|----------|----------|----------|
| | Percent | % Change | Per Room | % Change | Per Room | % Change |
| 2026 | | | | | | |
| 2025 | | | | | | |
| 2024 | | | | | | |
| 2023 | | | | | | |
| 2022 | | | | | | |
| YTD | 59.4% | 7.7% | \$100.41 | 14.8% | \$59.62 | 23.7% |
| 2021 | 58.2% | 26.9% | \$94.11 | 10.2% | \$54.79 | 39.8% |
| 2020 | 45.9% | -30.7% | \$85.43 | -11.2% | \$39.20 | -38.4% |
| 2019 | 66.2% | 0.1% | \$96.22 | -2.1% | \$63.69 | -2.0% |
| 2018 | 66.1% | 1.3% | \$98.29 | 0.3% | \$64.96 | 1.6% |
| 2017 | 65.2% | -2.0% | \$98.01 | -1.0% | \$63.93 | -3.0% |
| 2016 | 66.6% | -5.3% | \$99.01 | -3.0% | \$65.93 | -8.1% |
| 2015 | 70.3% | -4.8% | \$102.06 | 0.5% | \$71.76 | -4.3% |
| 2014 | 73.8% | 0.4% | \$101.57 | 6.8% | \$74.98 | 7.2% |
| 2013 | 73.5% | 1.8% | \$95.12 | 5.4% | \$69.94 | 7.3% |
| 2012 | 72.2% | 8.6% | \$90.27 | 1.2% | \$65.17 | 10.0% |

MIDSCALE & ECONOMY PERFORMANCE

| Year | Occupancy | | ADR | | RevPAR | |
|------|-----------|----------|----------|----------|----------|----------|
| | Percent | % Change | Per Room | % Change | Per Room | % Change |
| 2026 | 64.5% | -0.3% | \$68.29 | 2.5% | \$44.03 | 2.2% |
| 2025 | 64.6% | 0.4% | \$66.62 | 2.6% | \$43.06 | 2.9% |
| 2024 | 64.4% | 1.4% | \$64.96 | 2.8% | \$41.84 | 4.2% |
| 2023 | 63.5% | 7.5% | \$63.20 | 6.9% | \$40.15 | 14.9% |
| 2022 | 59.1% | 12.7% | \$59.12 | 13.5% | \$34.94 | 27.9% |
| YTD | 50.9% | 5.9% | \$55.30 | 10.5% | \$28.14 | 17.0% |
| 2021 | 52.5% | 17.8% | \$52.11 | 14.2% | \$27.33 | 34.5% |
| 2020 | 44.5% | -17.5% | \$45.65 | -7.0% | \$20.32 | -23.3% |
| 2019 | 54.0% | -8.4% | \$49.08 | 1.9% | \$26.49 | -6.6% |
| 2018 | 58.9% | -0.1% | \$48.18 | -0.7% | \$28.37 | -0.8% |
| 2017 | 58.9% | 5.3% | \$48.54 | -2.6% | \$28.61 | 2.6% |
| 2016 | 56.0% | -2.7% | \$49.84 | -3.1% | \$27.89 | -5.7% |
| 2015 | 57.5% | -2.0% | \$51.42 | -2.2% | \$29.58 | -4.2% |
| 2014 | 58.7% | -7.1% | \$52.60 | 3.8% | \$30.88 | -3.6% |
| 2013 | 63.2% | 0.6% | \$50.69 | 3.7% | \$32.04 | 4.2% |
| 2012 | 62.9% | 3.5% | \$48.89 | 5.2% | \$30.73 | 8.9% |



Appendix

Oklahoma City South Hospitality

OVERALL SALES

| Year | Completed Transactions (1) | | | | | | Market Pricing Trends (2) | | |
|------|----------------------------|---------|----------|-------------|----------------|--------------|---------------------------|-------------|----------|
| | Deals | Volume | Turnover | Avg Price | Avg Price/Room | Avg Cap Rate | Price/Room | Price Index | Cap Rate |
| 2026 | - | - | - | - | - | - | \$57,228 | 170 | 10.8% |
| 2025 | - | - | - | - | - | - | \$55,494 | 165 | 10.8% |
| 2024 | - | - | - | - | - | - | \$53,455 | 159 | 10.7% |
| 2023 | - | - | - | - | - | - | \$51,197 | 153 | 10.7% |
| 2022 | - | - | - | - | - | - | \$48,757 | 145 | 10.6% |
| YTD | 4 | \$18.5M | 7.3% | \$4,625,987 | \$64,926 | - | \$45,931 | 137 | 10.6% |
| 2021 | 2 | \$3.8M | 4.3% | \$1,910,000 | \$22,874 | - | \$45,250 | 135 | 10.6% |
| 2020 | - | - | - | - | - | - | \$47,983 | 143 | 10.8% |
| 2019 | - | - | - | - | - | - | \$52,957 | 158 | 10.8% |
| 2018 | 3 | \$6.6M | 7.3% | \$2,185,894 | \$25,319 | - | \$53,288 | 159 | 10.7% |
| 2017 | - | - | - | - | - | - | \$55,292 | 165 | 10.3% |
| 2016 | - | - | - | - | - | - | \$57,431 | 171 | 9.8% |
| 2015 | 6 | \$21.2M | 13.4% | \$3,529,620 | \$48,462 | 10.6% | \$57,739 | 172 | 9.4% |
| 2014 | 3 | \$7M | 7.6% | \$2,345,000 | \$28,951 | - | \$54,897 | 164 | 9.2% |
| 2013 | 3 | \$11.5M | 10.1% | \$3,820,677 | \$36,387 | - | \$49,115 | 146 | 9.5% |
| 2012 | 3 | \$5M | 11.0% | \$1,652,500 | \$15,161 | - | \$43,695 | 130 | 9.7% |

(1) Completed transaction data is based on actual arms-length sales transactions and levels are dependent on the mix of what happened to sell in the period.

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

LUXURY & UPPER UPSCALE SALES

| Year | Completed Transactions (1) | | | | | | Market Pricing Trends (2) | | |
|------|----------------------------|--------|----------|-----------|----------------|--------------|---------------------------|-------------|----------|
| | Deals | Volume | Turnover | Avg Price | Avg Price/Room | Avg Cap Rate | Price/Room | Price Index | Cap Rate |
| 2026 | - | - | - | - | - | - | \$127,387 | 182 | 9.8% |
| 2025 | - | - | - | - | - | - | \$123,526 | 176 | 9.7% |
| 2024 | - | - | - | - | - | - | \$118,987 | 170 | 9.7% |
| 2023 | - | - | - | - | - | - | \$113,961 | 162 | 9.7% |
| 2022 | - | - | - | - | - | - | \$108,530 | 155 | 9.6% |
| YTD | - | - | - | - | - | - | \$102,240 | 146 | 9.6% |
| 2021 | - | - | - | - | - | - | \$99,297 | 142 | 9.6% |
| 2020 | - | - | - | - | - | - | \$106,783 | 152 | 9.8% |
| 2019 | - | - | - | - | - | - | \$118,702 | 169 | 9.7% |
| 2018 | - | - | - | - | - | - | \$119,187 | 170 | 9.7% |
| 2017 | - | - | - | - | - | - | \$121,691 | 173 | 9.4% |
| 2016 | - | - | - | - | - | - | \$126,425 | 180 | 8.9% |
| 2015 | - | - | - | - | - | - | \$126,441 | 180 | 8.5% |
| 2014 | - | - | - | - | - | - | \$119,969 | 171 | 8.4% |
| 2013 | - | - | - | - | - | - | \$106,003 | 151 | 8.6% |
| 2012 | - | - | - | - | - | - | \$92,965 | 133 | 8.9% |

(1) Completed transaction data is based on actual arms-length sales transactions and levels are dependent on the mix of what happened to sell in the period.

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



Appendix

Oklahoma City South Hospitality

UPSCALE & UPPER MIDSACLE SALES

| Year | Completed Transactions (1) | | | | | | Market Pricing Trends (2) | | |
|------|----------------------------|---------|----------|-------------|----------------|--------------|---------------------------|-------------|----------|
| | Deals | Volume | Turnover | Avg Price | Avg Price/Room | Avg Cap Rate | Price/Room | Price Index | Cap Rate |
| 2026 | - | - | - | - | - | - | \$93,886 | 167 | 10.2% |
| 2025 | - | - | - | - | - | - | \$91,041 | 162 | 10.1% |
| 2024 | - | - | - | - | - | - | \$87,695 | 156 | 10.1% |
| 2023 | - | - | - | - | - | - | \$83,991 | 149 | 10.1% |
| 2022 | - | - | - | - | - | - | \$79,988 | 142 | 10.0% |
| YTD | 1 | \$4.9M | 4.0% | \$4,900,000 | \$85,965 | - | \$75,352 | 134 | 10.0% |
| 2021 | - | - | - | - | - | - | \$74,409 | 132 | 9.9% |
| 2020 | - | - | - | - | - | - | \$78,814 | 140 | 10.2% |
| 2019 | - | - | - | - | - | - | \$86,675 | 154 | 10.2% |
| 2018 | - | - | - | - | - | - | \$86,965 | 154 | 10.2% |
| 2017 | - | - | - | - | - | - | \$91,880 | 163 | 9.7% |
| 2016 | - | - | - | - | - | - | \$94,909 | 169 | 9.2% |
| 2015 | 2 | \$11.6M | 17.6% | \$5,790,610 | \$92,650 | - | \$95,303 | 169 | 8.8% |
| 2014 | - | - | - | - | - | - | \$91,864 | 163 | 8.5% |
| 2013 | - | - | - | - | - | - | \$83,759 | 149 | 8.7% |
| 2012 | - | - | - | - | - | - | \$74,710 | 133 | 8.8% |

(1) Completed transaction data is based on actual arms-length sales transactions and levels are dependent on the mix of what happened to sell in the period.

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

MIDSCALE & ECONOMY SALES

| Year | Completed Transactions (1) | | | | | | Market Pricing Trends (2) | | |
|------|----------------------------|---------|----------|-------------|----------------|--------------|---------------------------|-------------|----------|
| | Deals | Volume | Turnover | Avg Price | Avg Price/Room | Avg Cap Rate | Price/Room | Price Index | Cap Rate |
| 2026 | - | - | - | - | - | - | \$35,895 | 175 | 11.1% |
| 2025 | - | - | - | - | - | - | \$34,808 | 170 | 11.1% |
| 2024 | - | - | - | - | - | - | \$33,528 | 163 | 11.1% |
| 2023 | - | - | - | - | - | - | \$32,112 | 157 | 11.0% |
| 2022 | - | - | - | - | - | - | \$30,582 | 149 | 11.0% |
| YTD | 3 | \$13.6M | 9.5% | \$4,534,650 | \$59,666 | - | \$28,809 | 140 | 10.9% |
| 2021 | 2 | \$3.8M | 6.9% | \$1,910,000 | \$22,874 | - | \$28,328 | 138 | 10.9% |
| 2020 | - | - | - | - | - | - | \$30,047 | 146 | 11.1% |
| 2019 | - | - | - | - | - | - | \$33,302 | 162 | 11.1% |
| 2018 | 3 | \$6.6M | 10.8% | \$2,185,894 | \$25,319 | - | \$33,651 | 164 | 11.0% |
| 2017 | - | - | - | - | - | - | \$34,097 | 166 | 10.7% |
| 2016 | - | - | - | - | - | - | \$35,695 | 174 | 10.1% |
| 2015 | 4 | \$9.6M | 13.0% | \$2,399,125 | \$30,758 | 10.6% | \$35,965 | 175 | 9.7% |
| 2014 | 3 | \$7M | 10.1% | \$2,345,000 | \$28,951 | - | \$33,537 | 163 | 9.6% |
| 2013 | 3 | \$11.5M | 13.0% | \$3,820,677 | \$36,387 | - | \$29,208 | 142 | 10.0% |
| 2012 | 3 | \$5M | 14.0% | \$1,652,500 | \$15,161 | - | \$25,919 | 126 | 10.2% |

(1) Completed transaction data is based on actual arms-length sales transactions and levels are dependent on the mix of what happened to sell in the period.

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



Appendix

Oklahoma City South Hospitality







DELIVERIES & UNDER CONSTRUCTION

| Year | Inventory | | | Deliveries | | Net Deliveries | | Under Construction | |
|------|-----------|-------|----------|------------|-------|----------------|-------|--------------------|-------|
| | Bldgs | Rooms | % Change | Bldgs | Rooms | Bldgs | Rooms | Bldgs | Rooms |
| YTD | 53 | 3,894 | 0% | 0 | 0 | 0 | 0 | 0 | 0 |
| 2021 | 53 | 3,894 | -0.1% | 1 | 75 | 1 | 75 | - | - |
| 2020 | 52 | 3,898 | 5.6% | 2 | 129 | 2 | 129 | 1 | 75 |
| 2019 | 49 | 3,691 | 4.7% | 3 | 244 | 2 | 240 | 2 | 129 |
| 2018 | 47 | 3,526 | 0% | - | - | - | - | 2 | 173 |
| 2017 | 47 | 3,526 | 7.9% | 3 | 257 | 3 | 257 | - | - |
| 2016 | 44 | 3,269 | 0% | - | - | - | - | 3 | 257 |
| 2015 | 44 | 3,269 | 2.3% | 1 | 74 | (2) | (48) | 1 | 91 |
| 2014 | 43 | 3,195 | 2.1% | 1 | 87 | 1 | 87 | 1 | 74 |
| 2013 | 42 | 3,130 | 5.3% | 2 | 157 | 2 | 157 | 2 | 161 |
| 2012 | 40 | 2,973 | 0% | - | - | - | - | 1 | 63 |



Room Share Overview

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

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



Room Share Data Summary

Core Distinction Group pulled data in the Blanchard, Oklahoma Area order to gain an understanding the overall area room share market. The area had 4 active room share rental units.

Room Share Occupancy in the Blanchard, Oklahoma Area:

Occupancy Rate



Room Share Average Daily Rate in the Blanchard, Oklahoma Area:

Average Daily Rate



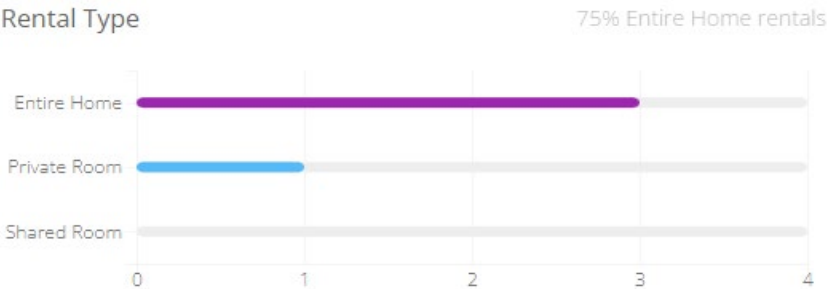
Room Share Average Monthly Revenue in the Blanchard, Oklahoma Area:

Revenue



Room Share Rental Type in the Blanchard, Oklahoma Area:

Rental Type



Source: AirDNA.com



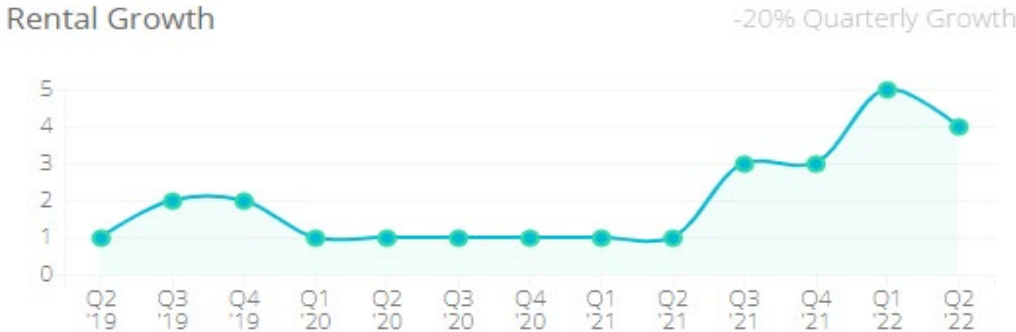
Room Share Data Summary (continued)

At the time of this report, the area units, 75% were listed in airbnb, 25% are listed on Vrbo, and 0% were listed on both.

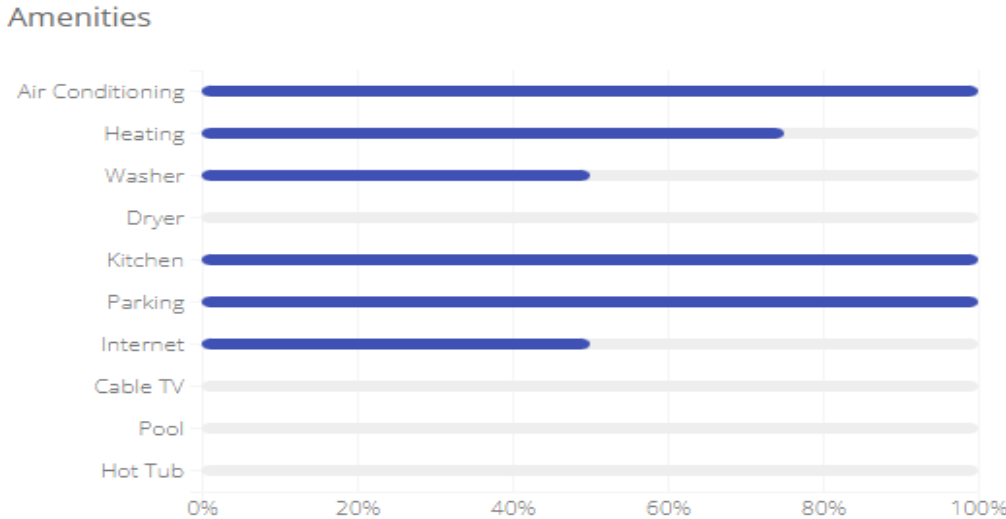
Room Share Rental Sizes in the Blanchard, Oklahoma Area:



Room Share Rental Growth in the Blanchard, Oklahoma Area:



Room Share Rental Amenities in the Blanchard, Oklahoma Area:



Source: AirDNA.com



Economic Impact Summary

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



Direct Economic Impact



Indirect Economic Impact

Direct Economic Impact

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

| Sales Tax Revenue Per Year | |
|----------------------------|-----------|
| Year | Sales Tax |
| Ramp Up Year | \$81,127 |
| Year One | \$97,975 |
| Year Two | \$103,867 |
| Year Three | \$110,115 |
| Year Four | \$114,511 |
| Year Five | \$115,629 |

Based on 5% Blanchard City Sales Tax

| Lodging/Bed Tax Revenue Per Year | |
|----------------------------------|-----------------|
| Year | Lodging/Bed Tax |
| Ramp Up Year | \$81,127 |
| Year One | \$97,975 |
| Year Two | \$103,867 |
| Year Three | \$110,115 |
| Year Four | \$114,511 |
| Year Five | \$115,629 |

Based on estimated 5% Lodging/Bed/Innkeepers Tax if implemented by Blanchard.

| Real Estate Tax Revenue Per Year (Based on Estimates) | |
|---|-----------------|
| Year | Real Estate Tax |
| Ramp Up Year | \$76,436 |
| Year One | \$76,436 |
| Year Two | \$78,729 |
| Year Three | \$81,091 |
| Year Four | \$83,523 |
| Year Five | \$86,029 |

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



Indirect Economic Impact Estimates

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

| Rooms Sold Per Year Average | | |
|-----------------------------|-----------|------------|
| Year | Occupancy | Rooms Sold |
| Ramp Up Year | 58.7% | 14,136 |
| Year One | 67.5% | 16,250 |
| Year Two | 69.5% | 16,738 |
| Year Three | 71.6% | 17,240 |
| Year Four | 73.0% | 17,584 |
| Year Five | 73.0% | 17,584 |

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

| Average Rooms Per Night Sold | |
|------------------------------|----|
| Ramp Up Year | 39 |
| Year One | 45 |
| Year Two | 46 |
| Year Three | 47 |
| Year Four | 48 |
| Year Five | 48 |



Indirect Economic Impact Estimates (continued)

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

| Average Indirect Food Revenue Per Day | |
|---------------------------------------|---------|
| Ramp Up Year | \$1,743 |
| Year One | \$2,003 |
| Year Two | \$2,064 |
| Year Three | \$2,125 |
| Year Four | \$2,168 |
| Year Five | \$2,168 |

| Average Indirect Food Revenue Per Year | |
|--|-----------|
| Ramp Up Year | \$636,126 |
| Year One | \$731,250 |
| Year Two | \$753,188 |
| Year Three | \$775,783 |
| Year Four | \$791,299 |
| Year Five | \$791,299 |

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

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

| Average Indirect Food Service Jobs Needed | |
|---|------|
| Ramp Up Year | 10.3 |
| Year One | 11.9 |
| Year Two | 12.2 |
| Year Three | 12.6 |
| Year Four | 12.8 |
| Year Five | 12.8 |

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



Indirect Economic Impact Estimates (continued)

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

| Average Indirect Entertainment/Activities Revenue Per Day | |
|---|---------|
| Ramp Up Year | \$1,743 |
| Year One | \$2,003 |
| Year Two | \$2,064 |
| Year Three | \$2,125 |
| Year Four | \$2,168 |
| Year Five | \$2,168 |

| Average Indirect Entertainment/Activities Revenue Per Year | |
|--|-----------|
| Ramp Up Year | \$636,126 |
| Year One | \$731,250 |
| Year Two | \$753,188 |
| Year Three | \$775,783 |
| Year Four | \$791,299 |
| Year Five | \$791,299 |

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

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

| Average Indirect Entertainment/Activities Jobs Needed | |
|---|-----|
| Ramp Up Year | 6.4 |
| Year One | 7.3 |
| Year Two | 7.5 |
| Year Three | 7.8 |
| Year Four | 7.9 |
| Year Five | 7.9 |

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



Indirect Economic Impact Estimates (continued)

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

| Average Indirect Alcoholic Beverages Revenue Per Day | |
|--|---------|
| Ramp Up Year | \$813 |
| Year One | \$935 |
| Year Two | \$963 |
| Year Three | \$992 |
| Year Four | \$1,012 |
| Year Five | \$1,012 |

| Average Indirect Alcoholic Beverages Revenue Per Year | |
|---|-----------|
| Ramp Up Year | \$296,859 |
| Year One | \$341,250 |
| Year Two | \$351,488 |
| Year Three | \$362,032 |
| Year Four | \$369,273 |
| Year Five | \$369,273 |

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

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

| Average Indirect Bartender Jobs Needed | |
|--|-----|
| Ramp Up Year | 4.9 |
| Year One | 5.6 |
| Year Two | 5.8 |
| Year Three | 5.9 |
| Year Four | 6.1 |
| Year Five | 6.1 |

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



Indirect Economic Impact Estimates (continued)

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

| Average Indirect Tips/Handouts Revenue Per Day | |
|--|-------|
| Ramp Up Year | \$465 |
| Year One | \$534 |
| Year Two | \$550 |
| Year Three | \$567 |
| Year Four | \$578 |
| Year Five | \$578 |

| Average Indirect Tips/Handouts Revenue Per Year | |
|---|-----------|
| Ramp Up Year | \$169,634 |
| Year One | \$195,000 |
| Year Two | \$200,850 |
| Year Three | \$206,876 |
| Year Four | \$211,013 |
| Year Five | \$211,013 |

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

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

Source: *BudgetYourTravel.com*



Conclusion

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



Current Hotel Segment Recommendations for Market Studied



Current Hotel Size Recommendations for Market Studied



Recommended Sleeping Room Configuration for Market Studied



Current Economic Impact of Hotel for Market Studied

Conclusion and Recommendations

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

Property size recommendation of a newly developed hotel was researched to be between 60-80 guestrooms in this report. This would position it to be smaller in size to the average room size of 94-128 noted by the competitive set surveyed. The size would assist the property in achieving the Occupancy projections listed in this report. It is not advisable to over-build in this market at this time. Expansion of the hotel in future years could be considered as the market's Lodging Demand grows. Adjusting the room count will modify Performance.

The recommended Sleeping Room Configuration should be compatible with the overall Market Segmentation of the area. The property should offer a comparable selection of extended stay guestrooms with both single occupancy king bedded rooms to double occupancy double queen bedded guestrooms due to the mix of business being primarily weekday corporate and weekend transient group.

Economic Impact Potential: There are multiple economic impacts of building and developing a new hotel in a community. Some direct impact drivers include projected hotel revenue including all room revenues, meeting room revenue, as well as vending/bar revenue. On average, this size property will create 15-25 full time jobs. Part-time employment varies by hotel need and hiring practices. Additional economic development will include taxes, which include all sales taxes collected on hotel revenue, as well as all payroll related taxes collected from full-time hotel employees and temporary construction workers. Indirect impact includes all jobs and income generated by businesses that supply goods and services to the hotel. A few examples of businesses that will indirectly benefit from the development of a hotel include suppliers of room related goods (housekeeping supplies, room amenities, etc.), telecommunication vendors (internet, cable, etc.), utility companies, food and beverage suppliers, and other hotel related vendors.



Understanding Terms

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



Understanding Terms:

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

Average Daily Rate (ADR)

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

Chain Scale

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

Competitive Set (Comp Set)

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

Date-To-Date Comparison

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

Day-To-Day Comparison

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

Demand

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

Group Rooms

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

Index

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

Occupancy (OCC)

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

Revenue Per Available Room (RevPAR)

Total room revenue divided by the total number of available rooms. $\text{Room Revenue} / \text{Rooms Available} = \text{RevPAR}$

Total Revenue

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

Year to Date

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

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

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

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

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

LEADERSHIP

LISA PENNAU

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



JESSICA JUNKER

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



SCOPE OF WORK

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

RESEARCH & COMMUNITY OUTREACH

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

SITE VISIT & COMMUNITY INTERVIEWS

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

COMMUNITY INTERVIEWS

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

DATA COMPILATION

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

*DATA RECEIVING & REPORTING

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

COST GATHERING

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

PROJECT PRO FORMA

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

DRAFT COMPLETION/SUBMITTAL

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

FINAL

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

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



DISCLAIMER

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

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

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

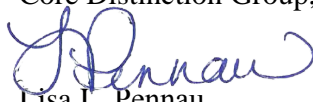
It should be understood that economic and marketplace conditions are in constant change. The results presented in this report are the professional opinion of CDG and are based on information available at the time of the report preparation. These opinions infer that market conditions do not change the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

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

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

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

Sincerely,
Core Distinction Group, LLC



Lisa L. Pennau
Owner

