

Market Study for a Proposed Hotel in Wilmer, Texas



HOSPITALITY | REAL ESTATE | WWW.STONEHRE.COM

**Market Study and Projected Operating
Performance
for a Proposed
Hotel in Wilmer, Texas**

Prepared for
City of Wilmer
Mr. David Miracle
128 North Dallas Avenue
Wilmer, TX 75172

Prepared by
Stone Hospitality & Real Estate



HOSPITALITY | REAL ESTATE | WWW.STONEHRE.COM

July 13, 2016

City of Wilmer
Attn: David Miracle
128 N. Dallas Avenue
Wilmer, TX 75172



Re: Area Hotel and Lodging Analysis

Dear Mr. Miracle:

At your request, Stone Hospitality & Real Estate has completed a formal report in an effort to assist the City of Wilmer in determining the lodging environment in the area marketplace and what the hotel needs might be in and around the vicinity of Wilmer. As such, the content of this report should only be considered as a preliminary needs assessment for use in decision making going forward.

This report sets forth to highlight the relevant market information and economic outlook for the market area surrounding the center point of the City of Wilmer. It is expected that this information will be used for internal decision making at the municipal level. Given the City does not own land for a hotel, it is likely that an update or site specific study will need to be commissioned if a developer chooses to build on a particular site in Wilmer. At that time, the necessary refinements to the development concept should be addressed and the market conditions can be updated.

The terms of our engagement are such that we have no obligation to revise this report to reflect events or conditions subsequent to the date of the report (May 31, 2016). This report is subject to the Statement of Assumptions and Limiting Conditions included on page 52 below.

While the content and focus of this report is historical data, there are general economic projections presented. Although they have been conscientiously prepared using information obtained during this engagement and our experience in the industry, some assumptions inevitably will not materialize, and unanticipated events and circumstances may occur; therefore, actual results achieved during the period covered by our analyses will vary from our estimates and the variations may be material.

This report is intended solely for your information and assistance for the function stated herein, and should not be relied upon for any other purpose. Neither our report nor any of its contents nor any reference to the consultants or our firm may be included or quoted in any document, offering circular or registration statement, prospectus, sales brochure, appraisal, loan or other agreement without *Stone Hospitality and Real Estate's* prior written approval of the form and context in which it will appear.

We look forward to hearing from you in the near future and will be available for any clarifying comments regarding this report. It is our hope to continue assisting you in future endeavors with this and other developments as they become necessary.

Sincerely,

A handwritten signature in blue ink, appearing to read "Jeremy Stone", is placed over a light blue rectangular background.

Jeremy Stone, PhD
Principal
Stone Hospitality and Real Estate

TABLE OF CONTENTS

Table of Contents.....	1
Executive Summary	2
Market Area Analysis	6
Neighborhood Analysis	17
Site Evaluation	20
Facility Recommendations	23
Lodging Market Analysis	25
Projected Performance – Proposed Hotel	38
Projected Average Daily Rate.....	42
Projected Operating Performance	43
Assumptions & Limiting Conditions	52
Certification	54
 Addenda	
Smith Travel Research Data	A
Other Market Data	B
Engagement Letter	C
Qualifications	D

EXECUTIVE SUMMARY

Introduction

Jeremy Stone, PhD (Stone Hospitality & Real Estate) was engaged by the City of Wilmer, Texas to evaluate the lodging market and make recommendations for any potential hotel proposed on a site yet to be determined. In addition to assessing the demand and need for a hotel, concluding occupancy and average rate projections for any proposed or recommended hotel, we have also been asked to estimate the projected financial operating performance for the proposed hotel.

Scope of Work

The data used in this report has been confirmed to the extent possible, unless otherwise expressly noted. The general information used in this analysis was obtained via local governmental sources, secondary data contained in Stone Hospitality & Real Estate's files and interviews with local and regional real estate professionals. Specific information regarding any likely sites was obtained from the City of Wilmer. Market data was secured through interviews with management representatives of the competitive market hotels during our individual property inspections and through additional discussions with other area hospitality industry representatives, as well as with officials located at the surrounding municipalities, and within the county government.

During the preparation of this market study, the following scope of work was undertaken by Jeremy Stone, PhD:

- Met with representatives of the client in order to clearly understand their plans for the study area and inquiry for any lodging related development.
- Conducted an inspection of the potential sites and the surrounding developments in order to assess the suitability of any site for any proposed lodging development, as well as to assess the area's competitive advantages and disadvantages.
- Analyzed relevant economic trends, general market conditions, and the state of the specific market factors having a direct impact on hotel demand within the South Dallas market area, including trends related to the area employment, demographics, and the various attractions and amenities of the specific City of Wilmer market area.
- Conducted primary market research consisting of interviews with developers, franchise representatives, hotel management companies, and local city and county government officials, economic development offices and chambers of commerce regarding the potential for area development activity which would have a direct impact on any proposed hotel's defined competitive market.

- Inspected the competitive lodging properties in the area and conducted interviews with property management of those respective hotels in order to assess their degree of competitiveness with any proposed hotel, and to gain further insight into the supply and demand aspects of the competitive market area.
- Evaluated the operating performance of the proposed hotel's existing competitive lodging market over the past several years, and concluded prospective occupancy and average rate projections for the competitive lodging market for the next several years, as well as estimates of the prospective occupancy, average daily room rate (ADR), and resulting rooms revenues (RevPAR) for the proposed subject hotel for the first five years following the anticipated opening date of the property (assumed to be January 1, 2018).
- Projected a statement of estimated financial operating results for the proposed subject hotel during its first ten years of operation based on the occupancy and ADR levels concluded.

CONCLUSIONS

Based on the research and analyses completed in conjunction with this market study, together with our assessment of a proposed hotel's competitive market position within the defined competitive lodging market, the key highlights of our analysis, and our conclusions, are summarized as follows:

- The Great Recession, which officially ranged from December 2007 through June 2009, resulted in more than 8 million jobs being lost across the country, of which the country has only just recovered most those lost jobs. Texas, along with Oklahoma, has recovered more quickly than the rest of the nation.
- The Dallas region's economic growth suffered some setbacks in employment during the recession, and more recently in 2011 and 2012, in the goods producing sectors. There was also a solid recovery in 2013 and 2014 which has resulted in one of the top economies in the country. A measured growth in population and households (similar to that of 2011 - 2015) is expected over the next few years along with continuing improvements in job growth.
- The proposed City of Wilmer hotel's current market area is defined as a relatively large area from the south side of Dallas to the south side of Ferris. While we found strong corporate and leisure demand, the hotel community we spoke with felt this market would soon have additional industrial tenants resulting in more lodging demand for the market area. With occupancies increasing in existing hotels, we expect the demand to continue to grow.

- The neighborhood is considered to be supportive for the proposed subject hotel's development considering the existing business climate.
- The eventual subject site should contain both the good accessibility of the site, and the excellent visibility within the Wilmer area.
- A hotel located in the subject site area will require a comfortably recognized brand in order to appeal to widespread visitors.
- We believe there are several options available in regards to brand, but expect any hotel would be positioned as an upper midscale, select-service property. The property's affiliation and design/quality characteristics should enhance the proposed hotel's competitive position within the extended market area to the north and the south.
- Based on our review of the area, we have identified nine hotels containing 657 rooms as the proposed hotel's initial primary competition. These hotels currently represent the majority of midscale, limited-service properties within ten miles of the proposed hotel site and are all chain-affiliated properties with recognized brands found in the surrounding market areas. These properties were included in the competitive supply based on their location, facilities, brands, markets served and/or average daily rates. The degree of competition offered by each of these factors varies by property and market segment.
- There has been a significant increase in accommodated room nights every year since 2011. 2012 and 2015 experienced double-digit increases in accommodated demand.
- This study has identified the potential for a select-service hotel with a small complement of meeting space as the type of lodging development that will create the best impact and statement for the City of Wilmer.
- The following table includes our estimate of a proposed Upper Midscale select-service hotel's potential demand segmentation upon the attainment of stabilization operations.

City of Wilmer - Proposed Hotel 2020 Mix of Demand and Market Penetration			
Market Segment	Occupied Room Nights	Ratio	Penetration
Corporate	13,800	51%	100%
Leisure	11,000	41%	100%
Group	2,100	8%	75%
Total	26,900	100%	98%
Source: Stone HRE			

- Based on the projected operating results concluded for the proposed subject hotel, as noted above, we have concluded the following estimates of operating cash flows.

Projected Operating Performance Proposed Select-Service Hotel in Wilmer, Texas								
Year	Occupied Room Nights	Occupancy	ADR	RevPAR	Rooms Revenue	Total Revenues	NOI After Reserves	% Total Revenues
2018	22,700	54%	\$87.50	\$46.91	\$2,000,000	\$2,150,000	\$408,000	19%
2019	25,800	61%	\$90.00	\$54.84	\$2,325,000	\$2,499,000	\$579,000	23%
2020	26,900	64%	\$92.50	\$58.77	\$2,514,000	\$2,703,000	\$648,000	24%
2021	26,900	64%	\$95.50	\$60.67	\$2,588,000	\$2,782,000	\$660,000	24%
2022	26,900	64%	\$98.50	\$62.58	\$2,669,000	\$2,869,000	\$682,000	24%
Note: Assumed opening of January 1, 2018. Some figures have been rounded.								
Source: Stone HRE								

ASSUMPTIONS AND LIMITING CONDITIONS

This market study report is subject to general limiting conditions as well as the general and specific assumptions stated in this report. Your attention is also directed to the list of general and specific limiting conditions and assumptions found at the end of this report, as they are an integral part of the process.

It is important to note that the timing of this project is such that the market conditions in this report will require updating prior to the beginning of any hotel development. It is our recommendation that the update be based upon a specific site development plan with more details as to the facility program after design and the specific brand, amenities, and configuration determined by the developer.

Overview

The City of Wilmer and more specifically the potential site for a hotel (proposed hotel) are located in Dallas County. The Dallas-Fort Worth, TX MSA, with a 2010 census population of 6,426,214, is the 4th largest metropolitan area in the nation and the largest in the state.

According to the Texas State Historical Association, Wilmer was originally founded as early as 1876 after the Houston and Texas Central Railroad had established a stop in 1872. The community was renamed from Prairie Valley for a frequent passing train conductor named A.J. Wilmer. The population exceeded 200 by 1929 before a fire destroyed most of the business district. The city was incorporated in 1945. Present day Wilmer has grown substantially to include 6.4 square miles of land area, and is within close proximity of the City of Dallas. The proposed hotel's immediate vicinity is generally located in the City of Wilmer.

DEMOGRAPHIC, ECONOMIC, AND EMPLOYMENT PROFILES

The following table illustrates the recent population and household figures for the State of Texas, the Dallas-Fort Worth MSA, Dallas County, TX, and the City of Wilmer, from 2010 to 2015, together with the respective five-year forecast for each area.

Market Profile 2010, 2015, 2020					
				Compounded Annual % Change	
	2010	2015	2020	2010-2015	2015-2020
State of Texas					
Population	25,145,561	26,964,627	29,078,165	1.4%	1.5%
Households	8,922,933	9,570,133	10,331,912	1.4%	1.5%
Median HH Income	\$51,960	\$53,616	\$61,681	0.6%	2.8%
Median Age	33.6	34.3	34.9	0.4%	0.3%
Dallas-Fort Worth-Arlington MSA					
Population	6,426,214	6,888,007	7,448,063	1.4%	1.6%
Households	2,320,283	2,479,332	2,678,163	1.3%	1.6%
Median HH Income	\$55,744	\$61,302	\$72,696	1.9%	3.5%
Median Age	33.6	34.4	34.8	0.5%	0.2%
Dallas County					
Population	2,368,139	2,476,360	2,615,063	0.9%	1.1%
Households	855,960	919,613	973,935	1.4%	1.2%
Median HH Income	\$44,165	\$50,489	\$56,428	2.7%	2.2%
Median Age	32.6	33.2	33.7	0.4%	0.3%
Wilmer, TX					
Population	3,682	3,772	3,927	0.5%	0.8%
Households	1,116	1,151	1,210	0.6%	1.0%
Median HH Income	\$31,670	\$32,218	\$35,677	0.3%	2.1%
Median Age	31.2	32.2	32.6	0.6%	0.2%
Source: US Census Bureau, ESRI, and Stone HRE					

The following highlights some of the data presented in the table on the previous page.

- The population growth rates of Dallas County has historically followed behind the overall growth for the MSA, while the City of Wilmer population growth rate has trailed both the county and MSA growth trends.
- Projected increases in population are generally projected to be equal or slightly above those of recent historic growth figures for all areas.
- From 2014 to 2019, these general trends are expected to be positive for all geographic areas.

Employment and Economic Base

The following table depicts the total non-farm employment for the Dallas-Fort Worth-Arlington, TX MSA between 2011 and 2015 and year-to-date April.

Non-agricultural Industry Trends Dallas-Fort Worth-Arlington MSA											
Industry Employment Level	2011	2012	2013	2014	2015	Apr 2015	Apr 2016	C.A.G.			
								2011-2013	2013-2014	2014-2015	Apr 2015-Apr 2016
Non-Farm Employment											
Industry: Goods Producing	80.7	71.8	70.5	75.7	80.9	460.6	463.3	-1.7%	7.4%	6.9%	0.6%
Industry: Service-Providing	503.7	496.3	496.4	504.4	512.5	2,907.0	3,034.9	-0.2%	1.6%	1.6%	4.4%
Total Non-Farm Employment	584.4	568.1	566.9	580.1	593.4	3,367.6	3,498.2	-0.4%	2.3%	2.3%	3.9%
Employment Growth	1.3%	-2.8%	-0.2%	2.3%	2.3%	N/A	3.9%				
Select Non agricultural Industries											
Industry: Mining, Logging, and Construction	16.0	13.5	14.3	17.0	19.6	197.6	202.1	-1.4%	18.9%	15.3%	2.3%
Industry: Mining, Logging, and Construction	16.0	13.5	14.3	17.0	19.6	197.6	202.1	-1.4%	18.9%	15.3%	2.3%
Industry: Manufacturing	37.0	32.5	31.0	32.9	35.0	263.0	261.2	-2.2%	6.1%	6.4%	-0.7%
Industry: Trade, Transportation, and Utilities	100.7	97.5	97.2	100.0	102.5	708.9	748.0	-0.4%	2.9%	2.5%	5.5%
Industry: Information	12.2	11.1	9.6	9.0	8.9	79.9	79.6	-3.0%	-6.3%	-1.1%	-0.4%
Industry: Financial Activities	34.2	33.2	32.8	32.6	33.4	273.3	287.2	-0.5%	-0.6%	2.5%	5.1%
Industry: Professional and Business Services	75.1	69.9	71.4	74.0	75.0	554.2	573.7	-0.6%	3.6%	1.4%	3.5%
Industry: Education and Health Services	82.2	82.9	83.2	84.4	86.0	413.2	431.4	0.2%	1.4%	1.9%	4.4%
Industry: Leisure and Hospitality	57.1	57.6	57.6	60.0	61.8	347.4	371.7	0.1%	4.2%	3.0%	7.0%
Industry: Other Services	23.9	23.3	22.7	22.7	22.7	118.6	120.4	-0.6%	0.0%	0.0%	1.5%
Industry: Government	118.5	120.8	122.0	121.7	122.3	411.5	422.9	0.4%	-0.2%	0.5%	2.8%
Total Select Non-Farm Employment	572.9	555.8	556.1	571.3	586.8	3,565.2	3,700.3	-0.4%	2.7%	2.7%	3.8%
Note: C.A.G. stands for compounded annual growth rate											
Source: US Department of Labor and Stone HRE											

As shown in the preceding table, total non-farm employment decreased at a compound annual rate of -0.4% from 2011 to 2013. Due to the waning recession, the area suffered a -1.7% decline in employment during 2011 to 2013, with relatively minor declines in most employment sectors; with exceptions being in the Education and Health Services, Leisure and Hospitality, and the Government job sectors. In 2013, the market area's employment was essentially flat, decreasing by -0.2%. By 2014, job growth for several industry sectors turned positive, and total non-farm employment increased moderately, rising 2.3% for the year. The year-end December 2015 employment data indicated a continuation in job creation for the MSA, being up 2.3% in both 2014 and 2015. Also the year to date April is up 3.9%.

The recovery has been uneven across the various sectors of the economy, and job growth in 2016 is expected to be similarly sporadic. Employment levels in most industry sectors now exceed their pre-recession peaks and are expected to continue to grow in 2016.

Other sectors, such as construction and manufacturing, began to improve in 2013, with construction and real estate showing signs of historic record improvement in 2015. The information sector, which has lost jobs for more than a decade, is expected to continue to decline.

Unemployment Rates

The following table references the National Unemployment Rate.

National Unemployment Rate													
Year	January	February	March	April	May	June	July	August	September	October	November	December	Annual
2006	5.1	5.1	4.8	4.5	4.4	4.8	5.0	4.6	4.4	4.1	4.3	4.3	4.6
2007	5.0	4.9	4.5	4.3	4.3	4.7	4.9	4.6	4.5	4.4	4.5	4.8	4.6
2008	5.4	5.2	5.2	4.8	5.2	5.7	6.0	6.1	6.0	6.1	6.5	7.1	5.8
2009	8.5	8.9	9.0	8.6	9.1	9.7	9.7	9.6	9.5	9.5	9.4	9.7	9.3
2010	10.6	10.4	10.2	9.5	9.3	9.6	9.7	9.5	9.2	9.0	9.3	9.1	9.6
2011	9.8	9.5	9.2	8.7	8.7	9.3	9.3	9.1	8.8	8.5	8.2	8.3	9.0
2012	8.8	8.7	8.4	7.7	7.9	8.4	8.6	8.2	7.6	7.5	7.4	7.6	8.1
2013	8.5	8.1	7.6	7.1	7.3	7.8	7.7	7.3	7.0	7.0	6.6	6.5	7.4
2014	7.0	7.0	6.8	5.9	6.1	6.3	6.5	6.3	5.7	5.5	5.5	5.4	6.2
2015	6.1	5.8	5.6	5.1	5.3	5.5	5.6	5.2	4.9	4.8	4.8	4.8	5.3
2016	5.3	5.2	5.1	4.7									5.1

Source: U.S. Bureau of Labor Statistics

Historically, the unemployment rate for the MSA ranged between 60 and 80 basis points below that of the state. From 2005 to 2008, this spread remained, as the unemployment rates for the MSA and the state both dropped to levels just over 4.0%, representing historic lows for both areas. As the economy fell into recession in 2009, the unemployment rate spread increased beyond the historical 60 to 80 basis point spread and remained there through 2015. As of April 2016, the unemployment rates for both areas have decreased significantly over the previous year, and the spread remains.

As shown in the following tables, unemployment rates increased significantly in 2009, both for the MSA and the state, as the recession took hold. The unemployment rates for both areas again increased during 2010, but then declined in 2011. By April 2015, the MSA and state demonstrated continued employment growth at paces far exceeding labor force increases, and thus significantly improved unemployment rate levels. As of April 2016, the Dallas-Fort Worth MSA's unemployment rate is among the lowest unemployment rates nationally.

Texas Employment					
Year	Labor force	Employment	% Change in Employment	Unemployment	Unemployment Rate
2006	11,327,995	10,774,490	N/A	553,505	4.9
2007	11,431,631	10,941,413	1.5%	490,218	4.3
2008	11,664,390	11,104,115	1.5%	560,275	4.8
2009	11,910,799	11,008,903	-0.9%	901,896	7.6
2010	12,241,970	11,244,632	2.1%	997,338	8.1
2011	12,495,726	11,527,028	2.5%	968,698	7.8
2012	12,678,890	11,827,485	2.6%	851,405	6.7
2013	12,904,629	12,104,092	2.3%	800,537	6.2
2014	13,111,548	12,447,551	2.8%	663,997	5.1
2015	13,078,304	12,494,350	0.4%	583,954	4.5
Apr 2015	13,094,520	12,573,130	N/A	521,390	4.0
Apr 2016	13,257,468	12,696,755	1.0%	560,713	4.2

Source: U.S. Bureau of Labor Statistics

Dallas-Fort Worth-Arlington MSA Employment					
Year	Labor force	Employment	% Change in Employment	Unemployment	Unemployment Rate
2006	3,083,408	2,936,864	N/A	146,544	4.8
2007	3,106,964	2,974,884	N/A	132,080	4.3
2008	3,146,487	2,992,924	0.6%	153,563	4.9
2009	3,187,001	2,938,618	-1.8%	248,383	7.8
2010	3,300,761	3,034,168	3.3%	266,593	8.1
2011	3,374,414	3,119,143	2.8%	255,271	7.6
2012	3,423,369	3,198,330	2.5%	225,039	6.6
2013	3,483,357	3,272,454	2.3%	210,903	6.1
2014	3,534,676	3,357,272	2.6%	177,404	5.0
2015	3,584,193	3,438,520	2.4%	145,673	4.1
Mar 2015	3,536,729	3,392,531	N/A	144,198	4.1
Mar 2016	3,657,422	3,518,588	3.7%	138,834	3.8

Source: U.S. Bureau of Labor Statistics

The MSA's employment picture remains favorable when compared to the national job market. Peaking at 10.6% in 2010, the national unemployment rate remains well above the MSA and state unemployment rates, but is also improving in the most recent years and months. As of April 2016, the national unemployment rate is recorded at 4.7%, down from 5.1% in April 2015. The most recent unemployment trends are considered a positive factor for the long-term recovery efforts of the national economy and the local Wilmer and Dallas-Fort Worth MSA economies.

Major Employers

There are currently twenty-one Fortune 500 companies with as many as nine headquartered in Dallas. There are also forty-one (41) Fortune 1000 companies in the DFW area. The Dallas area has several large employers including American Airlines, AT&T, Texas Instruments, Southwest Airlines, and Exxon Mobil. Other major employers that have a presence in the Dallas Metro Area are J.C. Penney, Fluor Corp., Game Stop, Dr. Pepper Snapple Group, Commercial Metals, Kimberly-Clark, and Alliance Data Systems.

The major employers found operating in and near the Wilmer area are presented in the following table.

Wilmer Major Employers	
Company	Employees*
Proctor and Gamble	500
Unilever	411
Whirlpool	130
Ace Hardware	90
Medline	65
Sprouts	45
Portacool	30
* Number of Employees is estimated	
Source: Wilmer Economic Development - 2015	

TRANSPORTATION

The City of Wilmer's proximity to Dallas and its central location carries with it the connection throughout the United States by several modes of transportation including automobiles, trains, and airplanes. The expectation of utilizing this capacity for distribution is one of success in the Greater Dallas area.

Roads and Highways

The City of Wilmer is centrally located in the continental United States, convenient to many areas of the country. Major interstate roadways, an international airport, and regional airports allow for convenient access to the regions from all areas of the United States and beyond. Major roadways providing access to the region are I-35, I-45, I-30, I-20, U.S. 287, U.S. 67, U.S. 80, U.S. 281, with many other U.S. Highways, state, county, and city roads providing access throughout the region.

I-45 provides access to the north and south, with direct access to Dallas, approximately 15 miles directly north of Wilmer, and Houston, Texas, approximately 220 miles directly south of Wilmer.

I-20 provides access to the east and west, with direct access to Fort Worth, Texas, approximately 45 miles directly west of Wilmer, and traverses the South all the way to Atlanta and South Carolina intersecting major feeders the entire distance.

I-35 splits just 45 miles southwest of Wilmer and provides access from the DFW area to the south, with direct access to Waco, followed by Austin, San Antonio, and Laredo – on to Monterrey Mexico. To the north, I-35 merges again and provides access to Oklahoma City just 220 miles north of Wilmer.

The region's overall central location and ease of access makes it a desirable location for distributors of services and goods across many industries.

Airports

The major airport in the region is the Dallas/Fort Worth International Airport (DFW). According to Airports Council International (ACI), DFW ranks 4th in the U.S. and 8th in the world for total air passenger traffic. The DFW facilities span approximately 30 square miles and consist of approximately 18,076 acres of land holdings. The airport has a total of 7 runways, ranging from 8,500 to 13,400 feet in length, and is served by 17 passenger airlines. On February 24, 2011, DFW began construction of a 7-year, \$1.9 billion Terminal Renewal and Improvement Program (TRIP). The project is completing an update of heating, cooling, and electrical systems as well as concessions of terminals A, B, C, and E.

Dallas Love Field Airport is also a major regional airport for the MSA. This airport recently completed a \$500 million renovation and terminal expansion and continues to make strategic plans for growth after the expiration of the Wright Amendment which had previously hindered the ability for certain direct flights to originate at the airport.

The following table presents historical data pertaining to these airports.

Total Air Passengers DFW International Airport / Dallas Love Field Airport						
Period	DFW Intl. Airport		Dallas Love Field		Total - Dallas Airports	
	Number	Annual Change	Number	Annual Change	Number	Annual Change
Year-end						
2005	59,176,265	7.3%	5,896,765	-11.8%	65,073,030	5.2%
2006	60,226,829	1.8%	6,874,717	16.6%	67,101,546	3.1%
2007	59,786,476	-0.7%	7,953,385	15.7%	67,739,861	1.0%
2008	57,093,187	-4.5%	8,060,792	1.4%	65,153,979	-3.8%
2009	56,030,457	-1.9%	7,744,522	-3.9%	63,774,979	-2.1%
2010	56,905,600	1.6%	7,960,809	2.8%	64,866,409	1.7%
2011	57,773,610	1.5%	7,982,844	0.3%	65,756,454	1.4%
2012	58,590,633	1.4%	8,173,927	2.4%	66,764,560	1.5%
2013	60,436,739	3.2%	8,470,586	3.6%	68,907,325	3.2%
2014	63,520,359	5.1%	9,413,636	11.1%	72,933,995	5.8%
2015	64,174,163	1.0%	14,497,498	54.0%	78,671,661	7.9%
Compounded annual growth rate						
2005 - 2015		0.8%		9.4%		1.9%
2010 - 2015		2.4%		12.7%		3.9%
2013 - 2015		3.0%		30.8%		6.9%
Note: Data represents most recent data available.						
Source: DFW International Airport / Dallas Love Field Airport						

As shown, the recession impacted travel to and from the region in 2008 and 2009, but travel patterns quickly recovered during 2010, and by 2013 the area surpassed the historical passenger volume records achieved in 2007. Both of the properties have continued to grow to the point of four consecutive years of record growth making it one of the fastest growing air travel markets in the country due to the increased capacity now at Dallas Love Field. This has also strengthened the continuing growth of the regional lodging industry.

Alliance Airport is located approximately 50 miles northwest of the Wilmer. Alliance Airport is a privately owned and operated cargo airport. The twin runways are category III ILS instrument approach system that provides access to global markets for commercial transport and corporate aircraft. The Federal Aviation Administration has approved funding for the extension for the main runway from 9,600 feet to 13,000 feet. The expansion will be implemented as a two phase project and will allow fully loaded and fully fueled aircraft to fly nonstop to most airports in Europe.

Public Transportation

Dallas Area Rapid Transit (DART) has been expanding throughout the DFW Metroplex over the last few years. Created in 1983 by vote, DART has 14 member cities. The organization consists of an extensive network of bus routes, high occupancy vehicle (HOV) lanes, DART Rail, and Trinity Railway Express (TRE) servicing passengers in a 700-square mile area.

Industrial Market

Most lodging markets rely (to some extent) on local corporate demand; therefore, it is important to analyze the commercial market trends for the area. In the situation surrounding Wilmer, it more necessary to look at the Industrial market for DFW since it is the overwhelming driver of demand in the area. Changes in inventory, occupied square footage, new supply, and absorption levels are all indicators that depict a certain amount of demand in a market, generally on weekdays.

According to the CBRE 1st Quarter Market View, the Dallas/Fort Worth industrial market experienced strong economic fundamentals during the quarter resulting in higher annual absorption for 2016 over 2015. In general, vacancies are down, lease rates are down, net absorption is up, new construction is up, and completed new supply is up.

There is currently over one-million square feet of office space in the construction pipeline. With interest rates remaining low, commercial real estate promises to continue along a positive path in the near term.

A summary of the industrial survey data for the DFW area market for 1st Quarter 2016 is presented in the following table.

Dallas/Fort Worth Industrial Market 1st Quarter 2016						
Market	Net Rentable Area (SF)	Direct Vacancy (SF)	Total Vacancy Rate	Average Lease Rate (Industrial)	Average Lease Rate (Flex)	2016 Net Absorption (SF)
DFW Airport	69,609,335	5,986,403	8.6%	\$28.53	\$22.30	546,786
East Dallas	36,385,255	2,546,968	7.0%	\$25.92	\$20.33	189,505
Northeast Dallas	96,567,981	5,697,511	5.9%	\$34.43	\$19.87	1,027,042
Northwest Dallas	105,733,447	7,295,608	6.9%	\$32.09	\$21.93	219,405
South Dallas	55,323,209	5,421,674	9.8%	\$29.23	\$19.51	788,007
South Stemmons	120,961,548	7,136,731	5.9%	\$27.01	\$20.81	766,523
Great SW / Arlington	96,431,206	4,339,404	4.5%	\$24.11	\$21.38	384,922
North Fort Worth	75,875,562	6,677,049	8.8%	\$26.06	\$19.76	1,896,412
South Fort Worth	71,972,158	3,454,664	4.8%	NA	\$23.44	81,248
Dallas Market Total	484,580,775	34,084,895	7.0%	\$27.93	\$20.26	3,537,268
Fort Worth Total	244,278,926	14,471,117	5.9%			2,362,582
TOTAL	728,859,701	48,556,013	6.7%	\$35.60	\$25.33	5,899,850
Source: CBRE Research Q1 2016						

Tourism

The Dallas-Fort Worth-Arlington, TX MSA is home to a wide range of tourist attractions, professional sporting, and entertainment events or venues. The region is also among the top destinations for both regional and national conventions.

Professional sports teams in the region include the Dallas Cowboys (NFL), Dallas Mavericks (NBA), Dallas Stars (NHL), Dallas Vigilantes (AFL), FC Dallas (MLS), Fort Worth Cats (American Association), Frisco RoughRiders (Texas League, AA-Minors), Grand Prairie Air Hogs (American Association), Texas Legends (NBA Development League), Texas Rangers (MLB), and Texas Tornado (North American Hockey League).

Any number of major entertainment venues in the region could be considered an attraction in their own right. Some of these destinations are American Airlines Center, AT&T Performing Arts Center, Ballpark in Arlington (home of the Texas Rangers), Bass Performance Hall, Cotton Bowl Stadium, Cowboys Stadium (home of the Dallas Cowboys), Dr Pepper Ballpark, Lone Star Park, Mesquite Rodeo Arena, Pizza Hut Park, Quik Trip Park, Starplex Amphitheatre, Texas Motor Speedway, Texas Motorplex, and Verizon Theatre.

The following table lists some of the top attractions in the Dallas area.

Dallas Area Attractions	
Dallas World Aquarium	Museum of the American Railroad
Mesquite Pro Rodeo and Arena	Nasher Sculpture Center
African American Museum	National Scouting Museum
Dallas Children's Theater	Perot Museum of Nature and Science
Children's Aquarium at Fair Park	Sea Life Grapevine Aquarium
Dallas Arboretum	Six Flags Over Texas Theme Park
Dallas Farmer's Market	Sixth Floor Museum at Dealy Plaza
Dallas Holocaust Museum/Center	AT&T Performing Arts Center
Dallas Zoo	Southfork Ranch Event & Conference Center
Deep Ellum Historic District	State Fair of Texas
John F. Kennedy Memorial	Texas Motor Speedway
Klyde Warren Park	White Rock Lake & Park
Lake Ray Hubbard	American Airlines Center
Legoland Discovery Center	Morton H. Meyerson Symphony Center
Louis Tussaud's Palace of Wax	Dallas Symphony Orchestra
Source: Dallas Convention and Visitors Bureau	

Conclusion

Historically, the State of Texas is one of the last states in the nation to feel the effects of economic recessions. Such is the case for the Dallas-Fort Worth-Arlington, TX MSA during the recent financial crisis facing the nation. The region's economic growth suffered some setbacks in employment during 2008 and 2009, specifically in the goods producing sectors. There was a slight decline in jobs again in 2010 followed by solid recovery growth since

2011. A measured growth in population and households is expected over the next few years along with continuing improvements in job growth.

The region's economic growth and recovery is expected to outpace the national recovery effort. As was shown in 2011 through 2015, the economic improvement of the region continues to demonstrate a positive impact on accommodated demand growth levels for the regional lodging industry. Barring any unforeseen catastrophic economic events, the outlook for the Dallas-Fort Worth-Arlington TX, MSA is very positive with moderate to strong growth through 2020.

NEIGHBORHOOD ANALYSIS

NEIGHBORHOOD BOUNDARIES

The proposed hotel site is yet to be determined; however, we have considered the general area of the City of Wilmer for the purposes of this study. Several potential locations are under consideration, but not mentioned in this report.

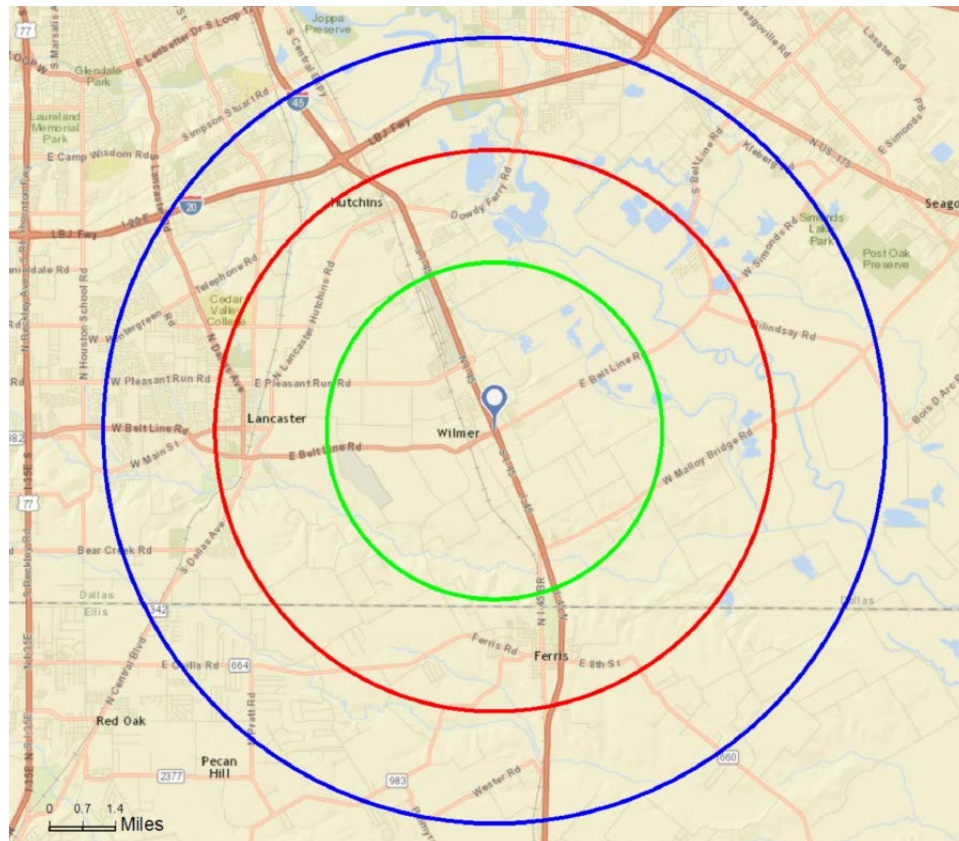
The neighborhood's general boundaries, or those areas within which the proposed subject hotel will depend upon for most of its demand capture, includes a broad area due to its focus on regional demand and industrial business; and is defined as follows:

North: just north of Interstate 20

South: just south of Ferris, Texas

West: about U.S. 77

East: about U.S. 175



The majority of the neighborhood area consists of undeveloped land found within Dallas County. The southern urban area of Dallas has a high percentage of undeveloped land, but has experienced areas of growth in the last decade by way of redevelopment and repositioning of various structures. Wilmer and Hutchins have seen considerable industrial speculation in that same period.

DEMOGRAPHICS

The following table provides a brief demographic overview of the area around the site of the proposed hotel development.

Market Profile Wilmer, Texas - Hotel Market 2010, 2015, 2020					
	2010	2015	2020	Compounded Annual % Change	
				2010-2015	2015-2020
Ring: 5 mile radius					
Population	17,525	18,363	19,166	0.9%	0.9%
Households	5,013	5,221	5,479	0.8%	1.0%
Median HH Income	40,257	40,953	45,515	0.3%	2.1%
Median Age	32.3	32.8	33.3	0.3%	0.3%
Ring: 7 mile radius					
Population	59,062	62,428	66,237	1.1%	1.2%
Households	18,525	19,454	20,641	1.0%	1.2%
Median HH Income	46,750	47,558	52,757	0.3%	2.1%
Median Age	32.8	33.4	33.7	0.4%	0.2%
Ring: 10 mile radius					
Population	249,536	262,466	278,025	1.0%	1.2%
Households	78,016	81,399	86,059	0.9%	1.1%
Median HH Income	36,959	37,598	41,384	0.3%	1.9%
Median Age	31.1	31.8	32.2	0.4%	0.3%
<i>Source: US Census Bureau; ESRI, and Stone HRE</i>					

As shown in the above table, the defined neighborhood area (which is best represented within the 5-mile radius), has demonstrated very slight population or household growth between the Census 2010 and 2015, with limited growth occurring in the Wilmer vicinity near any potential hotel sites at the center of the map.

With the projection of slight growth in all areas, the demographic profile of the neighborhood promises to remain stable through 2020. It is important to note that additional development in the downtown area could positively influence growth.

DEMAND GENERATORS

The current demand in the market can be seen by the high occupancies in the area. New hotel development generally occurs when the occupancy in a market surpasses 70 -75%. Any new facilities could create a welcome alternative to the aging limited-service options in the area.

Other key demand generators in this neighborhood will be areas which contain local and regional companies, within and proximate to the defined market area, or areas that may provide recreational activities that may require multiple days. As we will discuss in the Lodging Market Analysis section of this report, the corporate, leisure, and group segments compose the bulk of hotel demand.

While it is located some 16 miles from downtown Dallas, we have determined that south Dallas industrial businesses generate a considerable amount of demand. Many of these travelers may be choosing to stay at limited-service properties located out of major population areas; however, there have not been many new hotels built in south Dallas recently despite many discussions of improvements and growth starting to occur.

There are currently as many as 5 new development projects in planning or under construction in the South/East Tract of Dallas according to Smith Travel Research. We expect the number of industrial related business travelers coming to the market to continue for the foreseeable future provided Wilmer and the surrounding communities continue leasing large tracts of industrial space.

CONCLUSION

The proposed City of Wilmer hotel's current market area is defined as a relatively large area from the south side of Dallas to the south side of Ferris. While we found strong corporate and leisure demand, the hotel community we spoke with felt this market would soon have additional industrial tenants resulting in more lodging demand for the market area. With occupancies increasing in existing hotels, we expect the demand to continue to grow.

Additionally, we have identified the expectation of an elevated level of leisure demand that appears to be a result from weekend activities, as well as, demand from events occurring in the south Dallas area.

The overall outlook for Wilmer's market area is considered favorable for the foreseeable future; in large part, due to the development improvements and expansion that has been added in south Dallas over the last several years and industrial growth overall. This energy invites new corporate business to the area, while retaining the existing businesses. Given the land available in Wilmer and its proximity to Dallas, expansion is already beginning to show interest.

In summary, the neighborhood is considered to be supportive for the proposed subject hotel's development considering the existing business climate and the industrial growth potential in the market; however, other development would be needed to support additional hotel rooms. For example, small retail and restaurant not currently available in Wilmer would complement and support the hotel.

SITE EVALUATION

Location

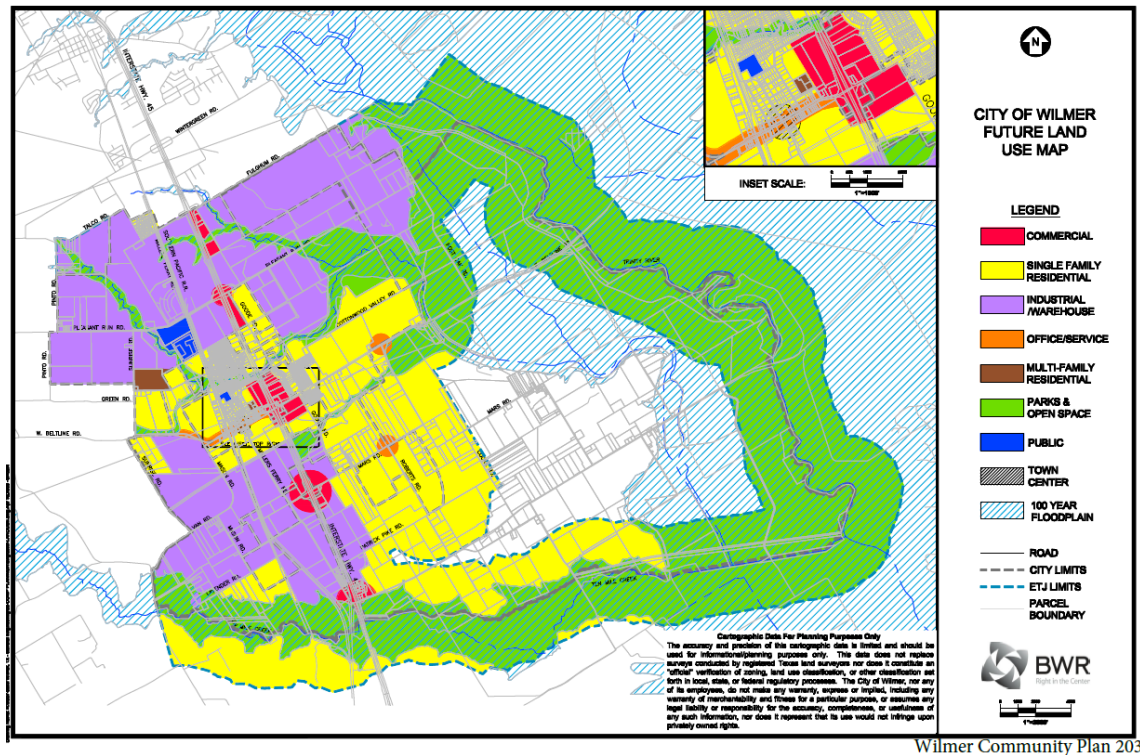
The City has not designated a specific hotel site in Wilmer, but has identified several sites that are being evaluated a potential lodging sites. It is important to note that Stone HRE has not selected any of the potential sites as a part of the scope of this study. These locations are not owned by the City of Wilmer and a more specific study of each site would be required to evaluate the actual viability as a lodging development.

Our scope is to utilize a designated site for the study. It is our understanding that there are several varying potential sites, but we have assumed a general vicinity site rather than a specific site. Once a specific site is determined, we recommend a site specific study be conducted. In order to complete the analysis, we will recommend facilities for the center of the market and will not be analyzing any state or regional destination metrics in this scope that could indicate the demand for such a development. Rather, the lodging demand measured in the greater market area has been used for facility recommendations.

We expect a number of sites could possibly produce lodging facilities of an economy or select-service nature along the I-45 corridor. Visibility from I-45 is important for any property developed in the Wilmer area at this time since most of the demand is coming from the interstate traffic to area industrial locations.

The first category of hotel development expected to occur is likely to be limited service. This would include economy product as well. The demand analysis revealed solid demand for this type of lodging product in the area. Interviews with operators in the area specifically revealed the need for economy and midscale limited service product.

The following land use map depicts the commercial development areas as indicated by the City of Wilmer at this time.



Physical Characteristics

The eventual site area of the proposed hotel should be analyzed to determine the highest and best use. Overall, the site area should conform to, and be potentially supportive of, a proposed hotel's development needs from a spatial perspective.

The positioning of the site should provide excellent visibility. The topography should generally be flat, and a proposed hotel tower structure should be expected to be highly visible from all relevant directions, depending on the building's positioning on the site.

Accessibility / Visibility

The site should be easily accessible from the east/west traveling on local thoroughfares and the north/south with respect to I-45. Those accessing the site traveling from the interstate should be able to exit within a convenient proximity of the hotel. Given the nature of the business, there should be ample parking opportunities for visitors to the area.

Returning to the interstate should be managed by multiple routes to relieve any congestion that may be caused from an event at the hotel. Overall, the site's accessibility is important, and effective parking design is recommended. The site should also have excellent visibility within the Wilmer area.

Surrounding Development

Many of the options for sites will have a variety of development in any direction that should be carefully considered during the site selection process. City of Wilmer officials have expressed the desire to instill a sense of place beyond the development of a hotel that could integrate the existing, and future, land uses.

The immediate neighborhood vicinity will likely include a mix of land uses. Overall, the area is estimated to truly be only 40 to 50% developed due to the stockpiling of land for larger projects and the recent history of development growth patterns in the Wilmer community.

Conclusion

There are several options as well as interested landowners with parcels suitable for hotel development. Since a specific site was not designated, for the purposes of this analysis we have considered the general area containing the potential sites. This is sufficient considering the breadth of the lodging market area considered competitive.

The eventual subject site should contain both the good accessibility of the site, and the excellent visibility within the Wilmer area. A hotel located in the subject site area will require a comfortably recognized brand in order to appeal to widespread visitors. We believe there are several options available in regards to brand, but expect any hotel would be positioned as an economy or midscale/upper midscale, limited-service property. The property's affiliation and design/quality characteristics should enhance the proposed hotel's competitive position within the extended market area to the north and the south.

FACILITY RECOMMENDATIONS

FACILITY ASSUMPTIONS

Based on our evaluation of the subject site, our analysis of the competitive market hotels, and in consideration of market dynamics observed, we have assumed the following facilities for the proposed hotel development:

Recommended Facilities Proposed Hotel - Wilmer, TX			
Type of Hotel	Limited-Service		
<u>Guestrooms</u>			
King	46		
Queen/Queen	68		
Executive Suites	2		
Hospitality Suites	0		
Number of Guestrooms	116		
<u>Hotel Meeting Space*</u>			
Meeting Room	1,000	sq. ft.	divisible by 2
Executive Boardroom	500	sq. ft.	
Total	1,500	sq. ft.	
<u>Food & Beverage</u>			
	Breakfast/Coffee Shop		
<u>Amenities</u>			
	Business Center		
	Fitness Center		
	Snack/Sundry Shop		
	Wireless / High Speed Internet		
	On-Site / Adjacent Parking		
	Indoor and/or Outdoor Pool with Whirlpool		
<u>Potential Brands</u>	Hilton	Marriott	
(representative)	IHG	Choice	
* Meeting Space should consider the specific site and surrounding land uses.			
Source: Stone HRE			

The recommended facilities are based on several factors including the demand and potential demand created by South Dallas and Wilmer area industrial growth, as well as our interviews with local organizations, managers, and various data points collected. Our research identified the potential lodging needs for small groups as well as leisure guests and business travelers. We believe that the recommended facilities will appeal to all segments, while affording the subject property a competitive advantage in the area lodging market.

While the Greater Dallas hotel market has enjoyed a boom of new hotel supply in recent history, there continues to be absorption of the new inventory; however, very little new supply has been found in the southern side of the market in areas such as Wilmer. For this and other reasons, we are recommending a limited-service hotel with 116-rooms. This is not to say that other types of hotel inventory would not work or will not be developed, but that our “best” choice is as presented here.

We have recommended approximately 1,500 square feet of meeting space (roughly 13 square feet per room). This figure stems from comparable properties in similar locations and intelligence collected from experienced industry professionals. Also, the lack of meeting facilities in the area provide some opportunity for small meeting room rental.

We believe a 116-room Upper Midscale, limited-service hotel (Hilton, Marriott, IHG, Choice, or similar variation) would successfully meet the needs within the Wilmer market area while conservatively planning for future growth in the City.

Below are some of the hotel types, as found in this category as presented by Smith Travel Research.

Hotel Types with Brand			
Economy		Midscale/Upper Midscale	
Days Inn		Candlewood Suites	by IHG
Econo Lodge	by Choice	Comfort Inn	by Choice
InTown Suites		Comfort Suites	by Choice
Knights Inn		Fairfield Inn & Suites	by Marriott
Microtel Inn & Suites		Hampton Inn & Suites	by Hilton
Motel 6		Holiday Inn Express	by IHG
Red Roof Inn		Home2 Suites	by Hilton
Rodeway Inn	by Choice		
Super 8			
Travelodge			
Value Place			
Source: Smith Travel Research / StoneHRE			

LODGING MARKET ANALYSIS

This section of the report illustrates the historical supply and demand trends for the local hotel/lodging market, and specifically those existing lodging facilities which are anticipated to be partially competitive with the subject property upon its completion. Market information, estimates, and assumptions were derived through our interviews with developers, franchise representatives, hotel management companies, and local city and county government officials, inclusive of economic development offices and chambers of commerce.

REGIONAL LODGING MARKET OVERVIEW

The historical operating performance levels for Dallas and more specifically the Dallas South/East (which encompasses Wilmer) lodging market from 2011 through 2016, based on data available from Smith Travel Research (STR), saw very little change at all in comparison to other areas of the DFW area. As of April 2016, there were two lodging products in the construction phase (only 10 in the development pipeline) for the market that currently includes over 165 properties and almost 11,000 rooms. Of this, there are 52 properties in the Midscale/Upper Midscale segment of the market.

During 2010, the exit from economic recession was a key contributor to growing occupancies and increasing average daily rates. Revenues per available room (RevPAR) were noted to grow an estimated 9.2% in 2011 and another 3.9% in 2012. With little new supply, increasing demand allowed for further advancement in 2013 through 2015 with 2013 posting an estimated RevPAR increase of 4.5%, and another 8.0% in 2014. 2015 saw a RevPAR increase of 14.5%.

It should also be noted that the upper midscale and upscale properties in the region are the only areas showing any growth or projects in the pipeline at this time.

Regional Market Outlook

With supply growth expected to be negligible over the next two years, and with demand projected to continue rising at a steady pace, many in the industry are projecting the Dallas area occupancies to remain above or keep pace with National levels throughout 2016, and for ADR levels to slowly continue their upward movement.

EXISTING COMPETITIVE SUPPLY

The following hotel market analysis involves a qualitative and quantitative review of supply and demand trends for lodging facilities in the proposed property's area. It includes a description of the existing supply of, and demand for, hotel rooms, identification of existing competitive properties, trends, major demand generators, both forthcoming and prospective additions to supply (if any), and a discussion of the demand growth potential in the area.

This information was compiled through personal interviews, property inspections, and internal research.

From our analysis of the demand emanating from the subject's vicinity, it is our opinion that the subject hotel would compete primarily for demand generated from a large radius of roughly twenty miles in either direction. The subject's main objective and purpose would be to service the various and increasing demand in the immediate area, but would also compete based on its close proximity to the south side of Dallas.

Based on our review of the area, we have identified nine hotels containing 657 rooms as the proposed hotel's initial primary competition. These hotels currently represent the majority of midscale, limited-service properties within ten miles of the proposed hotel site and are all chain-affiliated properties with recognized brands found in the surrounding market areas. These properties were included in the competitive supply based on their location, facilities, brands, markets served and/or average daily rates. The degree of competition offered by each of these factors varies by property and market segment.

We anticipate that the proposed subject property, which is recommended to be an Upper Midscale brand, will primarily be identified with the top tier of the defined competitive supply.

The subject's proposed location is generally considered to be in a convenient area and provides a competitive advantage over the other properties due to its proximity to I-45. Furthermore, the proposed hotel affiliation with a major hotel chain, inclusive of the associated reservation system and the Rewards guest loyalty program, combined with the newer design aspects and the quality of the product, should enable the property to take full advantage of this location.

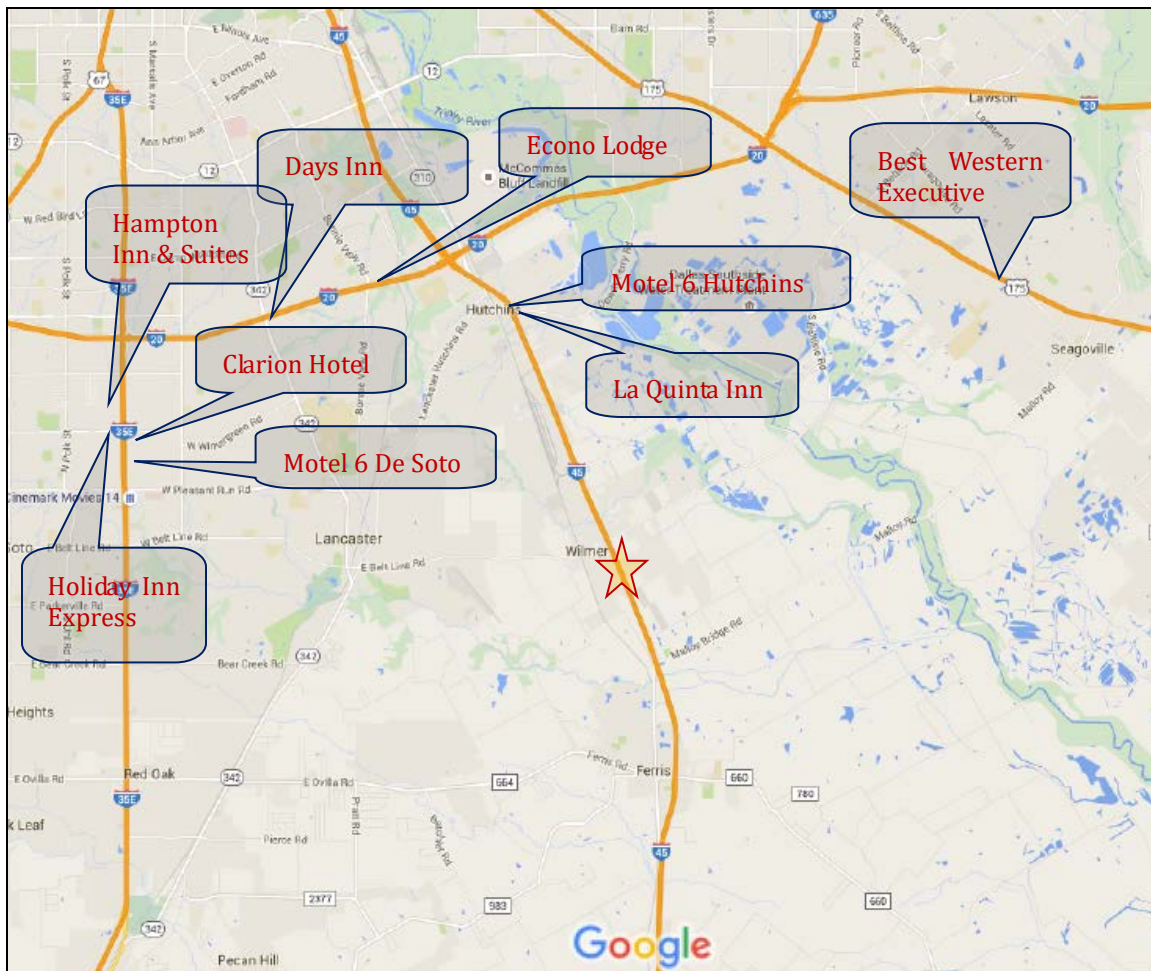
The subject property will be the newest hotel in the area and the facilities will represent the upper end of product scale within the competitive market area. Also, due to the relative age of the competitive set properties, the new hotel should represent a considerable upgrade in terms of design, technology, and appearance. As we learned in our market interviews, one of the key considerations for choosing a hotel in the competitive market by the typical traveler is the property's hotel chain affiliation, and the traveler's desire to accumulate rewards points.

Existing Competitive Supply Proximate Economy/Midscale/Upper Midscale Properties					
Name	Holiday Inn Express & Suites	Clarion Hotel Desoto	Hampton Inn & Suites Desoto	Motel 6 Desoto/Lancaster	Motel 6 Hutchins
Address	1310 E. Wintergreen Road	1515 N. I-35 East	1311 East Centre Park Blvd.	1710 North I-35 E	110 South I-45
City, ST zip	De Soto, TX 75115	De Soto, TX 75115	De Soto, TX 75115	Lancaster, TX 75134	Hutchins, TX 75141
Year Opened	July-07	March-87	September-08	June-85	June-06
Number of Rooms	88	149	81	84	42
Meeting Space Square Feet (SF)	2,900 SF	7,000 SF	1,404 SF	300 SF	0 SF
Distance from Subject	10.4 miles	12.2 miles	11.8 miles	12.0 miles	4.7 miles
Service Type	Select-Service	Select-Service	Select-Service	Select-Service	Select-Service
Class	Upper Midscale	Upper Midscale	Upper Midscale	Economy	Economy
Facilities	Free Wi-Fi, fitness center, pool, kitchenette, Free breakfast, and business center.	Complimentary business center, free Wi-Fi, indoor pool, restaurant and lounge, fitness center, refrigerator, and free hot breakfast.	Complimentary hot breakfast, pool, fitness center, and business center.	Complimentary WiFi, coffee, outdoor pool, and expanded cable.	Complimentary WiFi, coffee, outdoor pool, and expanded cable.
Compiled by: Stone HRE					

Existing Competitive Supply				
Proximate Economy/Midscale/Upper Midscale Properties				
Name	La Quinta Inn & Suites Hutchins	Best Western Executive Inn	Days Inn Dallas Fort Worth	Econo Lodge Dallas
Address	1000 Dowdy Ferry Road	1910 N. US Highway 175	8312 S. Lancaster Road	4420 Cedardale Drive
City, ST zip	Hutchins, TX 75141	Seagoville, TX 75159	Dallas, TX 75241	Dallas, TX 75241
Year Opened	August-09	August-00	July-95	April-97
Number of Rooms	65	49	50	49
Meeting Space Square Feet (SF)	50 SF	200 SF	0 SF	0 SF
Distance from Subject	4.8 miles	9.9 miles	8.7 miles	7.8 miles
Service Type	Select-Service	Select-Service	Select-Service	Select-Service
Class	Midscale	Midscale	Economy	Economy
Facilities	Complimentary Wi-Fi, fitness center, outdoor pool, business center, microwave, and refrigerator.	Free Wi-Fi, fitness center, pool, microwave, refrigerator, and complimentary breakfast.	Free Wi-Fi, free daybreak breakfast, microwave, refrigerator, and outdoor pool.	Free continental breakfast, free WiFi, outdoor pool, business center, microwave, and refrigerator.
Compiled by: Stone HRE				

The following maps depict the locations of each Competitive Set property relative to the proposed subject hotel area, which is indicated by the yellow star.

Competitive Supply Map (Midscale Properties)



Competitive Set Performance

As noted at the forefront of this analysis, the leading source for operating and performance data for the lodging industry is Smith Travel Research ("STR"). The following table presents the Competitive Set's aggregate occupancy, ADR, and RevPAR (room revenue per available room) statistics from 2011 through 2015.

We have collected statistics for all lodging properties in the market vicinity of Wilmer to provide a complete analysis of the market area; however, we selected a competitive set that consists of Economy, Midscale, and Upper Midscale properties in the closest proximity to the subject area. The competitive supply's aggregate performance statistics as reported by STR

Proposed Wilmer Area Hotel – Wilmer, Texas

are summarized in the following tables.

Historical Market Performance of the TOTAL Competitive Supply									
Year	Annual Supply	Percent Change	Occupied Rooms	Percent Change	Market Occupancy	Average Daily Rate	Percent Change	REVPAR	Percent Change
2011	239,805		117,504		49.0%	\$74.59		\$36.55	
2012	239,805	0.0%	130,454	11.0%	54.4%	73.69	-1.2%	40.09	9.7%
2013	239,805	0.0%	141,485	8.5%	59.0%	71.00	-3.7%	41.89	4.5%
2014	239,805	0.0%	148,919	5.3%	62.1%	72.95	2.7%	45.30	8.1%
2015	239,805	0.0%	166,425	11.8%	69.4%	74.69	2.4%	51.83	14.4%
CAAG	0.0%		9.1%			0.0%		9.1%	
15' YTD Apr	79,935	N/A	55,795	N/A	69.8%	\$72.95	N/A	\$50.92	N/A
16' YTD Apr	79,935	0.0%	56,514	1.3%	70.7%	78.20	7.2%	55.29	8.6%

Source: Stone HRE & Smith Travel Research

- The Competitive Set comprised of economy, midscale, and upper midscale properties has experienced no supply growth since 2011. Many older properties have changed brand affiliation during that period.
- There has been a significant increase in accommodated room nights every year since 2011. 2012 and 2015 experienced double-digit increases in accommodated demand.
- ADR decreased during 2012 and 2013 as occupancy increased. In 2014 and 2015 the losses of the previous two years were regained resulting with the Compound Annual Aggregate since 2011 remaining flat at 0.0% change. However, the year-over-year through April 2016 shows a hard increase in ADR of 7.2%.
- RevPAR increased steadily every year since 2011 as well, with a Compound Annual Aggregate increase of 8.6%.
- The Competitive Set's increase during year-to-date 2016, in particular the ADR increase, is tied to the recent year's elevated demand in the market allowing hoteliers to increase rates. With no new supply entering the market, the ADR for this set seems to be adjusting rate year-to-date due to the continuing increase in demand.

Changes to Supply

In order to appropriately analyze the competitive market over the projection period, any new hotels entering or planned for the competitive market area should be considered. The criteria used to select properties as additions to the defined competitive supply are as follows:

- National chain affiliation with a lodging product comparable to the subject property;
- Competitive location, and similar size, amenities, and facilities;
- Similar published and average annual room rates;
- Reliable sources confirming the project;
- Financing verified and in place, and project under construction at the time of our research.

Our field work and analysis is limited to projects that are publicly known or disclosed. Future projects that may come on line that have not been publicly disclosed and that may affect the current competitive supply are thus beyond the scope of this analysis, as of the date fieldwork was completed. During our research effort, we took what we believe to have been reasonable attempts to determine the potential of new supply additions within the market.

According to Smith Travel Research, there are two hotels presently under construction within the Dallas South/East region, and another 10 properties consisting of over 950 rooms are in various levels of their planning stages. The locations of all the hotels are not known, though we have identified only two within the general market area.

Based on our research, including our interviews with local government officials, real estate professionals, and area property managers, there are no directly-competitive supply additions expected at this time. To attempt to reflect the impact of future supply additions, either directly or secondarily competitive, we have remained conservative with our demand growth (net) projections.

Two projects in the planning stages can be reasonably expected in the general area and are listed below. These have not been considered in the competitive supply because of their uncertainty in nature at this time.

- Home2 Suites De Soto – 100-rooms in the planning stage near I-35 and Centre Park Boulevard. The expected opening date for the property is unknown and construction, permitting, or approvals do not seem to be in place at this time.
- Comfort Suites – 70-rooms near I-35 and Wintergreen Road in De Soto, Texas. This appears to be in the pre-planning stage at this time and would not likely become viable until March 2018.

DEMAND ANALYSIS

Estimates of demand for lodging facilities within the defined market area included analysis of the following:

- Identification of the demand segments currently generating demand for hotel rooms in the market;
- Estimates of existing accommodated demand, for the competitive supply;
- Identification of any daily and seasonal variations in lodging demand in the market area;
- Determination of unaccommodated demand in the market area; and
- Estimates of growth.

This information was obtained, to the extent possible, through our interviews with representatives of the proposed property's competitors, and other hospitality industry representatives. Through the interviews conducted we were able to formulate an estimate of individual property performance.

Segmentation

Based on our interviews with management representatives of the competitive properties, and from our knowledge of the subject property's overall market area, we determined that lodging demand for the competitive market is derived primarily by corporate industrial business between Sundays and Thursdays, while SMERF (Social, Military, Educational, Religious, and Fraternal) group along with leisure demand dominate weekend occupancies. This is not to say that there are not also a potential for weekday meetings, a trend we are unable to measure with such limited supply in the immediate Wilmer vicinity.

The strength of the market is supported by an occupancy percentage near 77% on Friday and Saturday for the competitive properties, while Sunday occupancy averages in the upper-fifty percent occupancy range. Average Daily Rate also follows the same pattern at near \$74 for Sunday through Thursday for the mix of properties and around \$80 on Friday and Saturdays.

One item to note is the function and purpose of the proposed hotel will be dependent on many demand generators not found in the immediate vicinity. This raises caution to developers who might wish to locate more proximate to the various demand generators in the market. We also believe that demand will increase among all segments as the area develops, particularly in the corporate industrial market segment due to the nature and anticipated uses adjacent to the subject site and within Wilmer.

General highlights of each of these market segments are presented as follows:

Leisure. This segment primarily includes leisure travelers visiting friends or area attractions, festivals/events, or travelers seeking out Dallas or Wilmer as a destination. In general, this demand segment has a high incidence of weekend occupancy, an average length of stay of one to two nights; and a relatively high percentage of multiple occupancies. Leisure patrons are generally the most price-sensitive; however, in concentrated areas with multiple attractions the leisure traveler may also be willing to pay a premium to be near the hub of activity.

This demand is generally strongest on weekends in the spring, summer, and fall months. The local market currently generates a large amount of leisure demand, with most consisting of weekend demand from activities held in the general Dallas area, those participating in nearby activities, visitors to the museums and monuments, or from friends and families visiting the area for weddings and family reunions. For the subject's existing Competitive Set, this demand is estimated to have represented approximately 40% of total demand during 2015.

Corporate. This market segment includes business travelers that either work for employers in the area, or are making calls on those same businesses. The corporate segment is generally the least fee sensitive and is generally willing to pay for a higher level of amenities than other travelers; however, industrial corporate business are generally located in an area to take advantage of more economical real estate and accommodations. Traveler volume in this segment is typically highest Sunday through Thursday nights. The local market currently offers some demand from the City's businesses and industrial space that is going outside to the surrounding area that has lodging.

For the subject market, this demand is estimated to have represented approximately 50% of the Competitive Set's total demand for 2015.

Group. This market segment includes corporate groups, convention/conference demand, trade shows, training events, state and regional associations, and SMERF groups. This demand segment often requires slightly discounted room rates, flexible meeting and banquet facilities, sufficient food and beverage service, and efficient check-in/check-out and billing procedures. For the subject's competitive market, this demand includes corporate groups (in need of meeting facilities) during the weekdays, some City-wide conventions, trade shows, and SMERF groups with spatial needs on later weekdays and weekends.

The group segment is estimated to have represented approximately 10% of total demand for the Competitive Set during 2015. This percentage is slightly deceptive since most of the competitive properties have little-to-no meeting space.

Historical Demand Trends

Based on our research, the following observations were made with respect to the achieved demand levels and resulting market occupancies for the competitive market hotels:

- The subject's total competitive lodging market has not increased since 2011.

- Occupancies have continued to surge upward in 2011 through 2015. This indicates a compound annual growth rate of 9.1% from 2011 to 2015. The demand in the market was not very strong prior to 2011 and has had very little new supply enter the market.
- As demand continued to rise for five consecutive years, rate has remained flat. This trend likely supports the presence of some price sensitivity in the market.
- Assuming that a pace of 2.0% growth were to continue, with no new supply, the market would be on pace to reach a 72% occupancy by 2017. Such growth indicates, intuitively, that the market could possibly bear more supply if it is strategically located.
- New supply often adds an incremental component of new demand.

Projected Demand Growth

Future growth in accommodated room nights is estimated based on an analysis of historic and projected lodging supply and demand growth, in conjunction with the impact of certain key economic and demographic indicators. For the subject's region, and for the Competitive Set specifically, those key factors would include employment growth locally, national employment trends, population and household growth, and (to some extent) airline statistics.

Because of the speculative nature of projecting demand growth far into the future, we carefully considered the future supply growth, either known or anticipated. Thereafter, we assumed that the market would operate at a stabilized level due to either demand timing constraints, or from the effect of future supply increases which will cancel out further occupancy gains.

Furthermore, our projections from this point forward in the report make the assumption that a hotel will be developed within the City of Wilmer on an undetermined site, and that this development will carry with it an inherent demand that adds significant direct locational demand to the hotel. In the absence of a specific site, we have utilized the center of Wilmer as a point of reference. It is important to note that once a specific site is selected, there would need to be a site specific market study or this study should be updated with a site in mind.

Core Demand

As discussed, accommodated demand for the competitive market increased by 11.0% for 2012, followed by continued levels of strong growth of 8.5%, 5.3%, and 11.8% during 2013 through 2015, respectively. As depicted in the *Market Area Analysis* section, various indices point towards continued demand growth over the foreseeable future, including job growth, population and household growth, and overall airline passenger growth; and the Dallas area's demand growth was recently forecasted by the *PKF Hotel Horizons Report: 4th Quarter 2015* to remain moderately strong.

Through our competitive market interviews, operators at most of the competitive properties cited an expectation for demand growth to continue for 2016 in all demand segments, barring any unforeseen catastrophic events. Consistent with market participant's expectations, and in consideration of the aforementioned statistics and projections, we have modeled core demand to continue at a conservative growth rate through 2016. We have conservatively estimated overall demand to rise by approximately 2.0% for 2016, although demand increased by 1.3% through April 2016 year-to-date.

Demand growth for the Competitive Set should remain steady in 2017 and 2018 due to the continued favorable market conditions expected in the subject's market area. Based on our segmented growth estimates, we projected continued demand growth averaging 2.0% from all segments in 2016, which is a result of no new properties entering the market.

In 2018 through 2020 we also allowed for some shock resulting from the new supply entering the market and being absorbed. This is shown with growth rates of 2.0% in 2019 and 2020. This shock might typically be greater; however, the synergy created by the activity may attract businesses to relocate to the Wilmer area.

Extraordinary Demand

Extraordinary demand is described as either latent or induced demand. Latent demand represents room night demand that is present in the market but is not accommodated, for any number of reasons, and therefore leaves the market. Latent demand in this market typically stems from area corporate, group, and leisure demand that would like to patronize hotels in the market but are unable to because of the lack of sufficient hotel facilities in the immediate area during peak demand times.

Potential induced demand for situations involving new supply (e.g. new convention center or expansion, new attraction or expansion, or new hotels) can be estimated by evaluating the subject market's historical performance when a similar situation occurred, the performance of comparable markets when a similar situation occurred, interviews with potential users of the new facility, and/or utilization projections by the developers of the new facility. In sum, potential induced demand can be reasonably estimated by evaluating the catalyst for the induced demand in terms of its projected utilization and likely effect on hotel demand in a market.

Supply Increase

The competitive market supply is projected to grow from a room count of 657 available rooms in 2016, to 773 by 2018, representing an increase approximating 17.7%. This indicates the point of impact the proposed hotel would have on the market.

With no further supply additions occurring within the Competitive Set until the subject's January 2018 addition, demand levels should continue to increase while occupancy can be expected to decline for a year to allow for the absorption of more rooms in the market.

Ideally, the new hotel will benefit from its strategic location, the strength of their brand reservation system, and the efforts of their in-house sales staff, which will further enable the hotel to induce new demand to the market.

Based on our analysis of the Competitive Set's existing and prospective future supply and demand levels, our annual supply and demand growth estimates, resulting demand capture, and occupancy levels, are estimated for the defined competitive supply, as presented in the following two tables.

Competitive Supply's Projected Growth Rates					
Year Ending	Corporate	Group	Leisure	Total Demand	Total Available Rooms
2016	2.0%	2.0%	2.0%	2.0%	0.0%
2017	2.0%	2.0%	2.0%	2.0%	0.0%
2018	2.0%	2.0%	2.0%	2.0%	17.7%
2019	2.0%	2.0%	2.0%	2.0%	0.0%
2020	2.0%	2.0%	2.0%	2.0%	0.0%
2021	0.0%	0.0%	0.0%	0.0%	0.0%
Note: Totals include induced or unsatisfied demand.					
Source: Stone HRE					

Competitive Supply's Historical and Projected Supply and Demand (Room Nights)			
Year Ending	Total Demand	Total Available Rooms	Estimated Market Occupancy
2011	117,504	239,805	49.0%
2012	130,454	239,805	54.4%
2013	141,485	239,805	59.0%
2014	148,919	239,805	62.1%
2015	166,425	239,805	69.4%
2016	169,800	239,805	70.8%
2017	173,200	239,805	72.2%
2018	176,600	282,145	62.6%
2019	180,200	282,145	63.9%
2020	183,800	282,145	65.1%
2021	183,800	282,145	65.1%
2022	183,800	282,145	65.1%
2023	183,800	282,145	65.1%
Note: Totals may not add due to rounding. Assumes market stabilization in 2020.			
Source: Stone HRE			

As depicted above, we have estimated the Competitive Set's occupancy to stabilize in 2020 at 65.1%. This stabilized estimate is less than the market high of 2014, yet the supply increases to the market will have gone up 17.7% with the addition of the subject in 2018.

While we opine that the market may perform at levels exceeding 65.1% in some years, it will also likely decline in some years. The most likely scenario would consider that there is going to be more supply added to the market, which would further decrease the achieved occupancy. Also, when projecting so many years into the future, there is a higher possibility that drastic changes could occur on national, state, or local levels that may impact the likelihood of our stated results. Our stabilized estimate is intended to represent an average over a period of time after completion, and is therefore deemed to be reasonable at the concluded level.

PROJECTED PERFORMANCE – PROPOSED HOTEL

INTRODUCTION

For the purposes of the quantitative analyses contained in this report, we assumed a 116-room inventory for our analysis of the proposed hotel. Our projections assume that the proposed hotel will be developed as described herein. In projecting the proposed property's future performance, we assumed the following:

1. The property will be professionally managed with a well-coordinated, aggressive marketing strategy;
2. The hotel will contain 116 guest rooms, open by January 1, 2018, and be affiliated as an Upper Midscale, branded hotel within a major hotel chain; thus benefitting from the respective reservation system and guest loyalty program. Using these parameters, we have loosely modeled our projections on a convention style property by a recognized chain, such as Hilton, Marriott, IHG, Choice, or other;
3. The hotel will be of first-class construction quality; and be maintained to competitive standards;
4. The hotel will be competitively priced;

In consideration of the aforementioned, room occupancy was projected by evaluating the ability of the proposed hotel to attract a share of demand in each market segment in consideration of the relative locational and facility characteristics of the hotel. The unit of measure in evaluating market share is the penetration ratio. This is defined as a hotel's percentage of demand in a given segment divided by its proportionate or "fair" share of total room supply.

If all properties within a market were equal in quality, location, and rate structure, each could be expected to attract demand in proportion to its size, thereby achieving a penetration ratio of 100 percent. A property which has a competitive advantage in attracting demand from a given segment of the market can be expected to penetrate that segment at greater than 100 percent; the same property may achieve relatively low penetration in a segment in which it is at a competitive disadvantage.

As an upper midscale, select-service hotel, the subject will be expected to achieve somewhere near its fair share in regards to area business.

PROJECTED OCCUPANCY FOR THE SUBJECT PROPERTY

To estimate future occupancy levels for the subject hotel, we analyzed historical penetration levels of the competitors, the anticipated changes in supply, and the subject property's anticipated competitive position relative to the other facilities in the market.

Penetration is the ratio of a particular property's actual room nights captured over its fair share. Fair share represents the ratio of the property's number of rooms to the total rooms in the defined competitive supply. The ratio is then applied to total market demand to measure the property's actual room nights compared to its fair share of room nights.

Penetration is a relative, as opposed to an absolute, measure of performance. Accordingly, it tends to fluctuate based on the size and resultant fair share of the various competitors within a defined market.

Penetration Analysis

To estimate anticipated penetration rates for the proposed subject property, we have considered the historic penetration rates of the competitive properties within the defined competitive supply. We also considered the following primary factors in our selection of the appropriate prospective penetration rates for the proposed subject hotel:

- The proposed subject hotel's eventual selected site should have an ideal location with both excellent visibility and accessibility within Wilmer.
- The property's initial penetration levels are slightly below the projected stabilized levels. This is intended to adequately reflect the initial period of time which will be required for the property to be exposed to the market. We expect a stabilized level of penetration after three years.
- The proposed hotel will be in the top half of properties for the Competitive Set hotels located in market as outlined. Furthermore, the proposed subject hotel's guest rooms will be newer than most of the Competitive Set properties, which should be perceived as an exceptional price/value relationship for the property.
- The proposed subject hotel's affiliation as a branded property, within a respected hotel chain, will benefit the property's performance due to contribution from the reservation system, and from the popular frequent stay points program.

Our conclusions for the subject property's penetration estimates, which are based on the subject's perceived competitive strengths and weaknesses, and which take into account the Competitive Set's historical performance levels, are summarized below. Applying these estimates to the future Competitive Set occupancy projections concluded earlier results in our estimated calendar year occupancy levels for the proposed subject hotel.

City of Wilmer - Proposed Hotel Market Penetration and Projected Occupancy					
	2018	2019	2020	2021	2022
TOTAL ROOM NIGHTS AVAILABLE					
City of Wilmer - Proposed Hotel	42,340	42,340	42,340	42,340	42,340
Competitive Market	282,145	282,145	282,145	282,145	282,145
	=====	=====	=====	=====	=====
Fair Share of Supply	15.0%	15.0%	15.0%	15.0%	15.0%
	=====	=====	=====	=====	=====
ESTIMATED TOTAL MARKET DEMAND					
Corporate	88,300	90,100	91,900	91,900	91,900
Leisure	70,600	72,100	73,500	73,500	73,500
Group	17,700	18,000	18,400	18,400	18,400
	=====	=====	=====	=====	=====
TOTAL	176,600	180,200	183,800	183,800	183,800
	=====	=====	=====	=====	=====
FAIR SHARE OF DEMAND					
Corporate	13,300	13,500	13,800	13,800	13,800
Leisure	10,600	10,800	11,000	11,000	11,000
Group	2,700	2,700	2,800	2,800	2,800
	=====	=====	=====	=====	=====
TOTAL	26,600	27,000	27,600	27,600	27,600
	=====	=====	=====	=====	=====
SUBJECT PENETRATION					
Corporate	90%	100%	100%	100%	100%
Leisure	90%	95%	100%	100%	100%
Group	50%	75%	75%	75%	75%
	=====	=====	=====	=====	=====
ROOM NIGHTS CAPTURED					
Corporate	11,900	13,500	13,800	13,800	13,800
Leisure	9,500	10,300	11,000	11,000	11,000
Group	1,300	2,000	2,100	2,100	2,100
	=====	=====	=====	=====	=====
TOTAL CAPTURED DEMAND	22,700	25,800	26,900	26,900	26,900
	=====	=====	=====	=====	=====
MARKET SHARE CAPTURED	12.9%	14.3%	14.6%	14.6%	14.6%
	=====	=====	=====	=====	=====
OVERALL MARKET PENETRATION	86%	95%	98%	98%	98%
	=====	=====	=====	=====	=====
SUBJECT OCCUPANCY	54%	61%	64%	64%	64%
	=====	=====	=====	=====	=====
MARKET MIX					
Corporate	52%	52%	51%	51%	51%
Leisure	42%	40%	41%	41%	41%
Group	6%	8%	8%	8%	8%
	=====	=====	=====	=====	=====
TOTAL	100%	100%	100%	100%	100%
	=====	=====	=====	=====	=====

Source: Stone HRE

As shown, the subject is projected to achieve a stabilized occupancy level of 64% by 2020, reflecting a penetration rate of 98%. This penetration estimate appears conservative and reasonable considering the proposed subject hotel's location, its product positioning in the

upper-tier of the competitive market supply, and its market orientation. Our analysis presumes that the property will maintain and slightly grow that occupancy level, on average, over the projection period.

Also of note, we do not expect the property to achieve its fair share in group business since that is not a primary function of the hotel, but is also not found at all of the competitive properties. Likewise, the subject hotel is expected to achieve its fair share of demand in either the corporate or leisure sector due to the lack of lodging in the immediate vicinity.

The remainder of this page has been intentionally left blank.

PROJECTED AVERAGE DAILY RATE

The average daily room rate (ADR) for the competitive market and subject property are projected on the basis of the Competitive Set's historical trends, rates at the Competitive Set and other similar properties, the relative quality levels of the competitive hotels, and the assumption of competent management.

For the years from 2016 through 2018, we estimated ADR to continue growing, which reflects the conditions in the market paired with reasonably conservative growth. The proposed hotel enters the market in 2018 and will negatively impact the market occupancy while the new supply is absorbed; however the market will continue to push ADR a projected 2.0%, despite the increase in the competition within the market. We expect ADR will continue to gradually climb in 2019 through 2022 as the market stabilizes. Factoring in occupancy levels, and analyzing resulting RevPAR projections, our expected rates have been set in consideration of higher rates due to there being some economy and midscale properties in good locations, which is considered conservative in a market with a growing economy.

In our opinion, given the proposed hotel's location characteristics, the hotel's planned product scale, the proposed room count, and the excellent brand awareness for the property, we estimate that the subject's ADR index should be reasonably positioned at a level approximating 111%. This may seem high; however the competitive rates do include some hotels with economy rates that negatively impact the market rate.

The proposed hotel's projected ADR's, in inflated dollars, are presented in the following table.

Historical and Projected Average Daily Rate						
Competitive Market and Subject Property						
Period	Competitive Market		Subject Property			
	ADR	Rate of Change	ADR	Rate of Change	ADR Index	Penetration Index
2011	\$74.59					
2012	\$73.69	-1.2%				
2013	\$71.00	-3.7%				
2014	\$72.95	2.7%				
2015	\$74.69	2.4%				
Forecast						
2016	\$80.00	7.1%				
2017	\$81.50	2.0%				
2018	\$83.25	2.0%	\$87.50		104%	86%
2019	\$84.50	1.5%	\$90.00	2.8%	106%	95%
2020	\$85.75	1.5%	\$92.50	2.8%	107%	98%
2021	\$86.50	1.0%	\$95.50	3.3%	109%	98%
2022	\$87.50	1.0%	\$98.50	3.3%	111%	98%
Note: ¹ Stone HRE projections are presented in bold type.						
Source: Stone HRE						

PROJECTED OPERATING PERFORMANCE

Using our estimates of annual occupancies and average daily rates for the proposed hotel, coupled with our assumptions regarding levels of service and ancillary facilities, we have estimated the potential revenues and expenses by department for the property's first ten years of operation. Our statement of estimated operating results for the proposed hotel included at the end of this section is stated in inflated dollars and in the format prescribed by the Uniform System of Accounts for Hotels. The following text describes our rationale for each line item of the financial projections.

PROSPECTIVE FINANCIAL PERFORMANCE

The subject property will be oriented as a select-service hotel product with standard room sizes and Upper Midscale amenities.

Estimates of future operating results for the proposed subject property have been prepared for the 10 years from 2018 to 2027.

Comparable Income and Expense Data

Data from the following sources has been used as the basis for the income and expense assumptions in our financial projection for the subject property.

- Historical operating data from several upper midscale select-service hotels was analyzed for the subject's analysis, including the revenues and expenses from the operations of six comparable properties compiled from our confidential database of operating statements for a blend of branded properties. The comparable data selected was considered to have the most similar market locations and/or scope of operations, and to operate with occupancies, average room rates, or RevPAR levels that were reasonably close to those projected for the proposed subject hotel. Due to the confidential nature of the information, the comparable properties have not been identified.
- Our analysis also considered PKF Hospitality Research Group's "2015 Trends in the Hotel Industry," which includes operating data from 2014. While we also considered the 2009 through 2013 PKF Trends data, the pre-recessionary operating performance levels for the industry are also deemed relevant for projecting future stabilized operating levels. Furthermore, we note that this analytical basis is consistent with findings from our discussions with hotel operators and investors who consistently refer back to 2007 and 2008 operating performance levels for baseline comparisons. The data considered for our analysis includes the operating performance data for the Limited-Service Hotels property category, which is the most comparable property category for the subject property based on property type.

The bases for our projections and estimations relative to the proposed 116-room select-service hotel are founded on our evaluation of market findings. We have estimated revenues and expenses based on the market analysis described herein, the performance of comparable properties, typical industry parameters, and premiums and efficiencies for a full-service hotel. In evaluating comparable properties, we considered expenses as a percent of revenue, as well as per occupied room (POR) and per available room (PAR). It is important to note that all data has been adjusted to 2015 dollars in order to facilitate our comparative analysis. We have utilized an average inflation rate of 3.0% for purposes of inflating the expense comparable data to 2018, as well as for the underlying inflationary growth assumptions within our cash flow modeling over the 10-year period. We must also, once again, issue that these projections are representative and would need to be refined further once the various particulars of the hotel (such as brand, property tax, management and franchise fees) are determined.

The remainder of this page has been intentionally left blank.

REVENUES

Our analysis of projected revenues for the subject property addresses individual departmental revenues and other miscellaneous revenue items.

Rooms Revenue

A detailed analysis of our projected occupancy and ADR is included in the Lodging Market Analysis and Average Daily Rate Analysis sections of this report. The following table illustrates the rooms revenues concluded previously.

Estimated Rooms Revenue			
Year	Annual Occupancy	Average Daily Rate	Rooms Revenue
2018	54.0%	\$87.50	2,000,000
2019	61.0%	\$90.00	2,325,000
2020	64.0%	\$92.75	2,514,000
2021	64.0%	\$95.50	2,588,000
2022	64.0%	\$98.50	2,669,000
2023	64.0%	\$101.25	2,744,000
2024	64.0%	\$104.50	2,832,000
2025	64.0%	\$107.50	2,913,000
2026	64.0%	\$110.75	3,001,000
2027	64.0%	\$114.00	3,089,000
Source: Stone HRE			

Other Operated Departments Revenues

This revenue category includes all revenues generated within the hotel's other focal operated departments including telecommunications. For the proposed subject property, this will include income from the any gift shop retail store revenues. These revenues are highly variable with the occupancy of the hotel and can differ significantly between different hotels. Due to the location of Wilmer and the lack of restaurants in the market, we expect a refrigerated shop in the hotel could sell frozen dinners to be warmed in the room microwaves. For the first projection year, this revenue was estimated on a stabilized basis at \$4.00 per occupied room. This per occupied room revenue estimate was inflated by the 3.0% inflationary assumption for all years of the projection period.

Rentals and Other Income (Net) Revenues

This department includes net revenues from all other revenue sources, including vending commissions, in-room movie rentals, meeting room rental, cancellation fees, and other miscellaneous incomes. In the first projection year, this revenue was estimated on a stabilized basis at \$2.00 per available room. This per available room estimate was inflated by

the 3.0% inflationary assumption for all years of the projection period.

DEPARTMENTAL EXPENSES

Departmental expenses are directly related to a corresponding departmental revenue category. These are discussed in the following sections.

Rooms Expenses

Rooms expenses includes charges associated with the occupancy of the guest rooms such as staffing of the front office and housekeeping reservation fees, travel agent commissions, credit card bank fees, guest room and cleaning supplies, laundry expenses, and front office supplies. We have projected the subject's stabilized departmental rooms expense at \$23.50 in the first projection year. As a percentage of total revenues, this expense category is expected to reach a stabilized level of 29.4% as the occupancy and ADR levels increase and collectively stabilize in the third year of the projection period.

Other Operated Departments Expenses

This department includes expenses derived from all other minor operated departments. We estimated this expense on a stabilized basis of 27.9% of departmental revenues.

UNDISTRIBUTED EXPENSES

Undistributed expenses are expenses that are not related to any specific departmental revenue. These are discussed below.

Administrative and General Expenses

Administrative and general expenses (A&G) include salaries and benefits of the general manager and staff, credit card commissions, professional fees, bad debt, data processing, general liability insurance, accounting audits, and executive office expenses. We estimated this expense in the first projection year on a stabilized basis of \$2,100 per available room, representing 13.9% of total revenues. This per available room amount was adjusted down for efficiencies in the first through third years, and by the underlying inflation growth rate assumption of 3.0% over all remaining years of the projection period, with this expense representing 12.5% of total revenues at stabilization.

Marketing Expenses

The marketing expense generally includes the salaries and benefits of the sales staff, the cost of advertising and marketing materials and distribution, brochures, and local promotional activities, as well as any travel agency fees and travel. Our concluded marketing expense estimate for the subject hotel, on a stabilized basis of \$1,500 per available room in the first projection year, in which year this expense equates to 8.3% of total revenues. This per available room amount was adjusted for efficiencies in the first through third years, and by the underlying inflation growth rate assumption of 3.0% in all later years, and at stabilization

this expense equates to approximately 7.5% percent of total revenues.

Franchise Fees

The franchise fees will vary based on the brand and if the property is operated as a franchised property. Various fees are involved in any agreement and would be paid in order to maintain a franchise affiliation. Generally, these fees have three components to include rooms, marketing, and royalty fees. In the interest of a general assumption, we have used a fee of 6.0% of total revenues. Typically, the combination of marketing and franchise fees would not exceed 12% in a well-operated property.

Property Operation and Maintenance Expenses

Property operations and maintenance (POM) is comprised of wages, contract services, and supplies associated with the maintenance of the main hotel area of the subject property, its mechanical systems, and its grounds. Property operations and maintenance expenses are considered relatively "fixed" and do not vary significantly with changes in occupancy. We have estimated this expense in the first projection year on a stabilized basis of \$1,150 per available room, equating to 6.4% of total revenues in that year. This per available room amount was adjusted for efficiencies in the first and second projection years, and by the underlying rate of inflation of 3.0% in all later years. At stabilization, this expense represents 5.7% of total revenues.

Utilities Expenses

Utilities expenses include electricity, gas, water, and sewer charges. This expense is considered to be highly variable, based on occupancy. The subject's stabilized utilities expense has been estimated in the first projection year on the basis of \$1,125 per available room. This amount was increased by the inflationary growth rate assumption of 3.0% for each year thereafter, and at stabilization this expense represents 5.6% of total revenues.

FIXED CHARGES

Base Management Fees

Base management fees typically range from 3.0% to 5.0% of total revenues. Based on the comparable data analyzed, we have estimated management fees at 3.0% of total revenues.

Property Taxes

We have included real estate taxes on the basis of the assessments and property tax rates for several of the regional competitive properties. This estimate represents an expense of \$502 per available room, or 2.5% of total revenues, at stabilization. We would expect there to be certain adjustments made in this category based on any incentives provided to the development.

Insurance Expenses

This expense reflects the cost of maintaining insurance coverage for the building and its contents, as well as for liability coverage. We have estimated this expense at \$250 per available room in the first projection year, and have increased this expense estimate by 3.0% annually thereafter. This too will vary depending on the final arrangement of brand and management for the property.

Reserve for Replacement

This expense represents the creation of a reserve account that is set aside to provide for the periodic replacement of capital items including furniture, fixtures, and equipment during the life of the building. Hotel properties similar to the subject property typically include a replacement reserve allowance ranging from 4.0% to 5.0%, though newly completed properties typically utilize a stepped reserve during the first three years due to the limited capital expectancy for the first several years of operations. We have included a stepped replacement reserve on the basis of 2.0% in the first year, 3.0% in the second, and 4.0% annually thereafter.

Reconciliation of Cash Flow Projections

We note that the subject's net cash flow level of 24.0% in the stabilized projection year is well within the range of net cash flow projections for comparable data when adjusting for management fees and reserves.

Projected Operating Results

The revenue and expense projections presented on the following page include our estimates of the financial operating performance for the proposed select-service hotel over the first ten years of operations, with an assumed opening date of January 1, 2018. These figures are presented in the stated years' inflated dollars.

Proposed Hotel-Wilmer, TX Projected Operating Results Calendar Years										
	2018		2019		2020		2021		2022	
Number of Units:	116		116		116		116		116	
Number of Annual Rooms Available:	42,340		42,340		42,340		42,340		42,340	
Number of Rooms Occupied:	22,860		25,830		27,100		27,100		27,100	
Annual Occupancy:	54.0%		61.0%		64.0%		64.0%		64.0%	
Average Daily Rate:	\$87.50		\$90.00		\$92.75		\$95.50		\$98.50	
Revenue Per Available Room:	\$47.25		\$54.90		\$59.36		\$61.12		\$63.04	
	Amount	Ratio	Amount	Ratio	Amount	Ratio	Amount	Ratio	Amount	Ratio
Revenues										
Rooms	\$2,000,000	93.0%	\$2,325,000	93.0%	\$2,514,000	93.0%	\$2,588,000	93.0%	\$2,669,000	93.0%
Other Operated Departments	100,000	4.7%	116,000	4.6%	126,000	4.7%	129,000	4.6%	133,000	4.6%
Rentals and Other Income	50,000	2.3%	58,000	2.3%	63,000	2.3%	65,000	2.3%	67,000	2.3%
Total Revenues	2,150,000	100.0%	2,499,000	100.0%	2,703,000	100.0%	2,782,000	100.0%	2,869,000	100.0%
Departmental Expenses										
Rooms	641,000	32.1%	700,000	30.1%	738,000	29.4%	760,000	29.4%	783,000	29.3%
Other Operated Departments	28,000	28.0%	33,000	28.4%	35,000	27.8%	36,000	27.9%	37,000	27.8%
Total Departmental Expenses	669,000	31.1%	733,000	29.3%	773,000	28.6%	796,000	28.6%	820,000	28.6%
Departmental Profit	1,481,000	68.9%	1,766,000	70.7%	1,930,000	71.4%	1,986,000	71.4%	2,049,000	71.4%
Undistributed Expenses										
Administrative & General	299,000	13.9%	320,000	12.8%	336,000	12.4%	349,000	12.5%	360,000	12.5%
Marketing	179,000	8.3%	188,000	7.5%	198,000	7.3%	208,000	7.5%	214,000	7.5%
Franchise Fees	120,000	5.6%	140,000	5.6%	151,000	5.6%	155,000	5.6%	160,000	5.6%
Property Operation & Maintenance	138,000	6.4%	147,000	5.9%	155,000	5.7%	159,000	5.7%	164,000	5.7%
Utility Costs	143,000	6.7%	147,000	5.9%	151,000	5.6%	156,000	5.6%	160,000	5.6%
Total Undistributed Operating Expenses	879,000	40.9%	942,000	37.7%	991,000	36.7%	1,027,000	36.9%	1,058,000	36.9%
Gross Operating Profit	602,000	28.0%	824,000	33.0%	939,000	34.7%	959,000	34.5%	991,000	34.5%
Base Management Fee	65,000	3.0%	75,000	3.0%	81,000	3.0%	83,000	3.0%	86,000	3.0%
Fixed Expenses										
Property Taxes	54,000	2.5%	62,000	2.5%	68,000	2.5%	70,000	2.5%	72,000	2.5%
Insurance	32,000	1.5%	33,000	1.3%	34,000	1.3%	35,000	1.3%	36,000	1.3%
Total Fixed Expenses	86,000	4.0%	95,000	3.8%	102,000	3.8%	105,000	3.8%	108,000	3.8%
Net Operating Income	451,000	21.0%	654,000	26.2%	756,000	28.0%	771,000	27.7%	797,000	27.8%
FF&E Reserve	43,000	2.0%	75,000	3.0%	108,000	4.0%	111,000	4.0%	115,000	4.0%
Net Operating Income After Reserve	\$408,000	19.0%	\$579,000	23.2%	\$648,000	24.0%	\$660,000	23.7%	\$682,000	23.8%
Source: Stone HRE										

Proposed Hotel-Wilmer, TX Projected Operating Results Calendar Years										
	2023		2024		2025		2026		2027	
Number of Units:	116		116		116		116		116	
Number of Annual Rooms Available:	42,340		42,340		42,340		42,340		42,340	
Number of Rooms Occupied:	27,100		27,100		27,100		27,100		27,100	
Annual Occupancy:	64.0%		64.0%		64.0%		64.0%		64.0%	
Average Daily Rate:	\$101.25		\$104.50		\$107.50		\$110.75		\$114.00	
Revenue Per Available Room:	\$64.80		\$66.88		\$68.80		\$70.88		\$72.96	
	Amount	Ratio	Amount	Ratio	Amount	Ratio	Amount	Ratio	Amount	Ratio
Revenues										
Rooms	\$2,744,000	93.0%	\$2,832,000	93.0%	\$2,913,000	93.0%	\$3,001,000	93.0%	\$3,089,000	93.0%
Other Operated Departments	137,000	4.6%	141,000	4.6%	146,000	4.7%	150,000	4.6%	155,000	4.7%
Rentals and Other Income	69,000	2.3%	71,000	2.3%	73,000	2.3%	75,000	2.3%	77,000	2.3%
Total Revenues	2,950,000	100.0%	3,044,000	100.0%	3,132,000	100.0%	3,226,000	100.0%	3,321,000	100.0%
Departmental Expenses										
Rooms	807,000	29.4%	831,000	29.3%	856,000	29.4%	882,000	29.4%	908,000	29.4%
Other Operated Departments	38,000	27.7%	40,000	28.4%	41,000	28.1%	42,000	28.0%	43,000	27.7%
Total Departmental Expenses	845,000	28.6%	871,000	28.6%	897,000	28.6%	924,000	28.6%	951,000	28.6%
Departmental Profit	2,105,000	71.4%	2,173,000	71.4%	2,235,000	71.4%	2,302,000	71.4%	2,370,000	71.4%
Undistributed Expenses										
Administrative & General	371,000	12.6%	382,000	12.5%	393,000	12.5%	405,000	12.6%	417,000	12.6%
Marketing	220,000	7.5%	227,000	7.5%	234,000	7.5%	241,000	7.5%	248,000	7.5%
Franchise Fees	165,000	5.6%	170,000	5.6%	175,000	5.6%	180,000	5.6%	185,000	5.6%
Property Operation & Maintenance	169,000	5.7%	174,000	5.7%	179,000	5.7%	185,000	5.7%	190,000	5.7%
Utility Costs	165,000	5.6%	170,000	5.6%	175,000	5.6%	181,000	5.6%	186,000	5.6%
Total Undistributed Operating Expenses	1,090,000	36.9%	1,123,000	36.9%	1,156,000	36.9%	1,192,000	36.9%	1,226,000	36.9%
Gross Operating Profit	1,015,000	34.4%	1,050,000	34.5%	1,079,000	34.5%	1,110,000	34.4%	1,144,000	34.4%
Base Management Fee	89,000	3.0%	91,000	3.0%	94,000	3.0%	97,000	3.0%	100,000	3.0%
Fixed Expenses										
Property Taxes	74,000	2.5%	76,000	2.5%	78,000	2.5%	81,000	2.5%	83,000	2.5%
Insurance	37,000	1.3%	38,000	1.2%	39,000	1.2%	40,000	1.2%	41,000	1.2%
Total Fixed Expenses	111,000	3.8%	114,000	3.7%	117,000	3.7%	121,000	3.8%	124,000	3.7%
Net Operating Income	815,000	27.6%	845,000	27.8%	868,000	27.7%	892,000	27.7%	920,000	27.7%
FF&E Reserve	118,000	4.0%	122,000	4.0%	125,000	4.0%	129,000	4.0%	133,000	4.0%
Net Operating Income After Reserve	\$697,000	23.6%	\$723,000	23.8%	\$743,000	23.7%	\$763,000	23.7%	\$787,000	23.7%
Source: Stone HRE										

Concluding Remarks

- There is a certain degree of intuitive support for a select-service hotel in Wilmer, Texas; which is, a growing market area with few lodging properties present. According to STR, occupancies in the competitive market indicate that properties are highly occupied on Monday through Saturday – resulting in the need for additional select-service rooms to accommodate any new business to the area.
- This report would most certainly need to be updated and revised once a more concrete development plan for the hotel is presented, or if any ‘new’ developments are announced that might impact demand, especially corporate business or new industrial or office space, in the market. Also, the time to completion and opening is such that market conditions may be very different in response to global or regional events.
- Further study is recommended should the development concept in this report move forward. Once a development concept is solidified for the site, we recommend:
 - An *Economic Impact Study* to determine the potential benefit the development will have on the local community;
 - A *Feasibility and Financial GAP Analysis* to outline the feasibility of the project in terms of the type and amount of incentive participation required by the City of Wilmer to secure a developer for the project. This study considers the incentives available to the City and assists in the determination of an appropriate monetary equivalent required to complement a developer’s likely rate of return.

Stone HRE has already included the recommendation of these studies in the engagement letter for this study and will submit pricing should a project advance to the point they are necessary.

ASSUMPTIONS & LIMITING CONDITIONS

The following Standard Conditions apply to real estate consulting assignments by **Stone HRE**:

Economic and Social Trends - The consultant assumes no responsibility for economic, physical or demographic factors which may affect or alter the opinions in this report if said economic, physical, or demographic factors were not present as of the date of the letter of transmittal accompanying this report. The consultant is not obligated to predict future political, economic or social trends.

Information Furnished by Others - In preparing the report, the consultant relied on information furnished by other individuals or found in previously existing records and/or documents. Unless otherwise indicated, such information is presumed to be reliable. However, no warranty, either express or implied, is given by the consultant for the accuracy of such information and the consultant assumes no responsibility for information relied upon later found to have been inaccurate. The consultant reserves the right to make such adjustments to the analyses, opinions and conclusions set forth in this report as may be required by consideration of additional data or more reliable data that may become available.

Title - No opinion as to the title of the subject property is rendered. The property is evaluated assuming it to be under responsible ownership and competent management.

Hidden Conditions - The consultant assumes no responsibility for hidden or unapparent conditions of the property, subsoil, ground water or structures that render the subject more or less valuable. No responsibility is assumed for arranging for engineering, geologic or environmental studies that may be required to discover such hidden or unapparent conditions.

Hazardous Materials - The consultant has not been provided any information regarding the presence of any material or substance on or in any portion of the subject property or improvements thereon, which material or substance possesses or may possess toxic, hazardous and/or other harmful and/or dangerous characteristics. Unless otherwise stated in the report, the consultant did not become aware of the presence of any such material or substance during the consultant's inspection of the subject property. However, the consultant is not qualified to investigate or test for the presence of such materials or substances. Unless otherwise stated, this report assumes the subject property is in compliance with all federal, state and local environmental laws, regulations and rules.

Zoning and Land Use - Unless otherwise stated, the subject property is evaluated assuming it to be in full compliance with all applicable zoning and land use regulations and restrictions.

Licenses and Permits - Unless otherwise stated, the property is evaluated assuming that all required licenses, permits, certificates, consents or other legislative and/or administrative authority from any local, state or national government or private entity or organization have been or can be obtained or renewed for any use on which the analysis contained in this report is based.

Engineering Survey - No engineering survey has been made by the consultant. Except as specifically stated, data relative to size and area of the subject property was taken from sources considered reliable and no encroachment of the subject property is considered to exist.

Maps, Plats and Exhibits - Maps, plats and exhibits included in this report are for illustration only to serve as an aid in visualizing matters discussed within the report. They should not be considered as surveys or relied upon for any other purpose, nor should they be removed from, reproduced or used apart from the report.

Legal Matters - No opinion is intended to be expressed for matters which require legal expertise or specialized investigation or knowledge beyond that customarily employed by real estate consultants.

Right of Publication - Possession of this report, or a copy of it, does not carry with it the right of publication. Without the written consent of Stone HRE, this report may not be used for any purpose by any person other than the party to whom it is addressed. In any event, this report may be used only with properly written qualification and only in its entirety for its stated purpose.

Testimony in Court - Testimony or attendance in court or at any other hearing is not required by reason of rendering this report, unless such arrangements are made a reasonable time in advance of said hearing. Further, unless otherwise indicated, separate arrangements shall be made concerning compensation for the consultant's time to prepare for and attend any such hearing.

Income Data Provided by Third Party - Any income and expense data related to the property provided by the client is assumed, but not warranted, to be accurate.

Asbestos - The consultant is not aware of the existence of asbestos in any improvements on the subject property. However, the consultant is not trained to discover the presence of asbestos and assumes no responsibility should asbestos be found in or at the subject property. For the purposes of this report, the consultant assumes the subject property is free of asbestos and that the subject property meets all federal, state and local laws regarding asbestos abatement.

Archaeological Significance - No investigation has been made by the consultant and no information has been provided to the consultant regarding potential archaeological significance of the subject property or any portion thereof. This report assumes no portion of the subject property has archaeological significance.

Definitions and Assumptions - The definitions and assumptions upon which our analyses, opinions and conclusions are based are set forth in appropriate sections of this report and are to be part of these general assumptions as if included here in their entirety.

Dissemination of Material - Neither all nor any part of the contents of this report (including the identity of the consultant or Jeremy Stone, PhD) shall be disseminated to the general public through advertising or sales media, public relations media, news media or other public means of communication without the prior written consent and approval of Stone HRE.

Distribution and Liability to Third Parties - The party for whom this appraisal report was prepared may distribute copies of this report only in its entirety to such third parties as may be selected by the party for whom this report was prepared; however, portions of this report shall not be given to third parties without the written consent of Stone HRE. Liability to third parties will not be accepted.

Use in Offering Materials - This report, including all cash flow forecasts, market surveys and related data, conclusions, exhibits and supporting documentation may not be reproduced or references made to the report or to Stone HRE in any sales offering, prospectus, public or private placement memorandum, proxy statement or other document ("Offering Material") in connection with a merger, liquidation or other corporate transaction unless Jeremy Stone, PhD has approved in writing the text of any such reference or reproduction prior to the distribution and filing thereof.

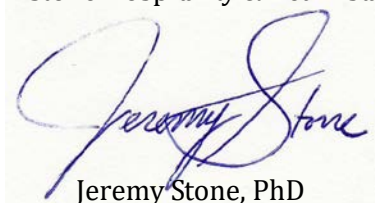
Limits of Liability - Stone HRE cannot be held liable in any cause of action resulting in litigation for any dollar amount which exceeds the total fees collected from this individual engagement.

CERTIFICATION

The undersigned certifies that, to the best of my knowledge and belief:

- the statements of fact contained in this report are true and correct;
- the reported analyses, opinions, and conclusions are limited only by the reported assumptions and limiting conditions, and are my personal, impartial, and unbiased professional analyses, opinions, conclusions, and recommendations;
- I have no present or prospective interest in the property that is the subject of this report, and I have no personal interest with respect to the parties involved;
- I have no bias with respect to any property that is the subject of this report or to the parties involved with this assignment;
- my engagement in this assignment was not contingent upon developing or reporting predetermined results;
- my compensation for completing this assignment is not contingent upon the development or reporting of predetermined results or a direction in results that favors the cause of the client, the attainment of a stipulated result, or the occurrence of a subsequent event directly related to the intended use of this market study;
- Jeremy Stone, PhD made a personal inspection of the property area that is the subject of this report.

Stone Hospitality & Real Estate,



Jeremy Stone, PhD



Addenda

ADDENDA

Addenda

Smith Travel Research DataA

Other Market DataB

Engagement Letter C

Qualifications D

ADDENDUM A

Smith Travel Research Data



United Kingdom

Blue Fin Building
110 Southwark Street
London SE1 0TA

Phone: +44 (0)20 7922 1930

Fax: +44 (0)20 7922 1931

www.strglobal.com

United States

735 East Main Street
Hendersonville
TN 37075

Phone: +1 (615) 824 8664

Fax: +1 (615) 824 3848

www.str.com

Market Pipeline Report: Dallas South/East, TX Tract

Publication Date: May 23, 2016

Table of Contents

Summary
Pipeline by Brand Summary
Supply Changes
Data by Property
Construction Pipeline
Glossary
Terms and Conditions

Tab

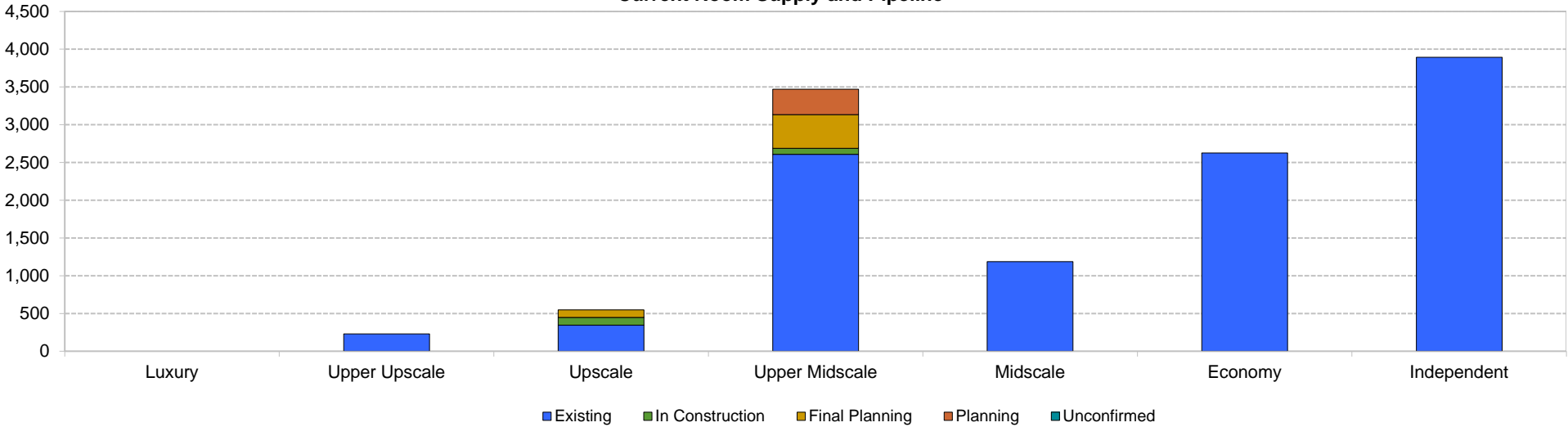
1
2
3
4
5
6
7
8



Tab 2 - Supply Summary

Location: Dallas South/East, TX Tract
Publication Date: May 23, 2016

Current Room Supply and Pipeline



Hotels

	Historic Supply					
	Apr-11	Apr-12	Apr-13	Apr-14	Apr-15	Apr-16
Luxury						
Upper Upscale	1	1	1	1	1	1
Upscale	2	2	2	2	2	3
Upper Midscale	33	33	31	33	33	33
Midscale	24	23	23	22	20	19
Economy	44	41	38	37	39	41
Independent	62	65	69	67	69	69
Total	166	165	164	162	164	166

Pipeline Projects			
In Constr.	Final Planning	Planning	Unconfirmed
1	1		
1	5	4	
2	6	4	-

Rooms

	Historic Supply					
	Apr-11	Apr-12	Apr-13	Apr-14	Apr-15	Apr-16
Luxury						
Upper Upscale	231	231	231	231	231	231
Upscale	243	243	243	243	243	345
Upper Midscale	2,445	2,445	2,324	2,529	2,577	2,609
Midscale	1,522	1,409	1,391	1,327	1,226	1,186
Economy	3,040	2,833	2,584	2,527	2,579	2,625
Independent	3,398	3,630	3,964	3,692	3,917	3,894
Total	10,879	10,791	10,737	10,549	10,773	10,890

Pipeline Projects			
In Constr.	Final Planning	Planning	Unconfirmed
104	99		
78	447	337	
182	546	337	-

Source and Copyright: STR, Inc.

No representation is made as to the completeness or accuracy of the information in this report. Use of this report is subject to STR's Standard Terms and Conditions. The information is in no way to be construed as a recommendation by STR of any industry standard. It should not be published in any manner unless authorized by STR.

Tab 3 - Pipeline by Brand Summary

Location: Dallas South/East, TX Tract

Publication Date: May 23, 2016

	Hotels					
	Existing Supply *		Pipeline Projects			
	Total	Recently Opened	In Constr.	Final Planning	Planning	Unconfirmed

Luxury						
	-	-	-	-	-	-
Luxury Total	-	-	-	-	-	-

Upper Upscale						
Hilton	1					
Upper Upscale Total	1	-	-	-	-	-

Upscale						
Courtyard	2	1				
Hilton Garden Inn	1					
Springhill Suites			1	1		
Upscale Total	3	1	1	1	-	-

Upper Midscale						
Best Western Plus	6					
Clarion	1					
Comfort Inn	1					
Comfort Suites	6				1	
Fairfield Inn	1		1	2		
Hampton Inn	1			1	1	
Hampton Inn & Suites	4					
Holiday Inn Express	12				2	
Home2 Suites				1		
TownePlace Suites	1			1		
Upper Midscale Total	33	-	1	5	4	-

Midscale						
Baymont	2					
Best Western	2					
La Quinta Inns & Suites	10					
Quality Inn	5					
Midscale Total	19	-	-	-	-	-

Economy						
Americas Best Value Inn	7					
Crossland Economy Studios	1					
Days Inn	6					
Econo Lodge	1					
Knights Inn	1					
Microtel Inn & Suites by Wyndham	2					
Motel 6	12					
Studio 6	1	1				
Super 8	9					
Value Place	1					
Economy Total	41	1	-	-	-	-

Independents						
Independent	69					

	Rooms					
	Existing Supply *		Pipeline Projects			
	Total	Recently Opened	In Constr.	Final Planning	Planning	Unconfirmed

	-	-	-	-	-	-
	-	-	-	-	-	-

231						
231	-	-	-	-	-	-

203	102					
142						
		104	99			
345	102	104	99	-	-	-

396						
149						
97						
404					70	
80		78	173			
62			84	102		
402						
920					165	
			100			
99			90			
2,609	-	78	447	337	-	-

95						
89						
650						
352						
1,186	-	-	-	-	-	-

481						
138						
330						
49						
58						
100						
888						
41	41					
422						
118						
2,625	41	-	-	-	-	-

3,894						

Source and Copyright: STR, Inc.

No representation is made as to the completeness or accuracy of the information in this report. Use of this report is subject to STR's Standard Terms and Conditions. The information is in no way to be construed as a recommendation by STR of any industry standard. It should not be published in any manner unless authorized by STR.

Tab 3 - Pipeline by Brand Summary

Location: Dallas South/East, TX Tract
Publication Date: May 23, 2016

Hotels					
Existing Supply *		Pipeline Projects			
Total	Recently Opened	In Constr.	Final Planning	Planning	Unconfirmed

Rooms					
Existing Supply *		Pipeline Projects			
Total	Recently Opened	In Constr.	Final Planning	Planning	Unconfirmed

Tab 4 - Changes to Existing Supply by Brand

Location: Dallas South/East, TX Tract
Publication Date: May 23, 2016

	12 Month Change								
	Apr-15 Existing Supply	New Build	Add Converted In	Room Additions	Closed	Removed Converted Out	Rooms Removed	Net Gain / Loss	Apr-16 Existing Supply
Luxury									
	-	-	-	-	-	-	-	-	-
Luxury Total	-	-	-	-	-	-	-	-	-
Upper Upscale									
Hilton	231							-	231
Upper Upscale Total	231	-	-	-	-	-	-	-	231
Upscale									
Courtyard	101	102						102	203
Hilton Garden Inn	142							-	142
Upscale Total	243	102	-	-	-	-	-	102	345
Upper Midscale									
Best Western Plus	396							-	396
Clarion	149							-	149
Comfort Inn	65			32				32	97
Comfort Suites	404							-	404
Fairfield Inn	80							-	80
Hampton Inn	62							-	62
Hampton Inn & Suites	402							-	402
Holiday Inn Express Hotel	920							-	920
TownePlace Suites	99							-	99
Upper Midscale Total	2,577	-	-	32	-	-	-	32	2,609
Midscale									
Baymont Inn & Suites	95							-	95
Best Western	89							-	89
La Quinta Inns & Suites	714					(64)		(64)	650
Quality Inn	328		122	1		(99)		24	352
Ramada								-	
Sleep Inn								-	
Midscale Total	1,226	-	122	1	-	(163)	-	(40)	1,186
Economy									
Americas Best Value Inn	481							-	481
Crossland Economy Studios	138							-	138
Days Inn	390					(60)		(60)	330
Econo Lodge	49							-	49
Knights Inn			60				(2)	58	58
Microtel Inn & Suites by Wyndham	100							-	100
Motel 6	881		64				(57)	7	888
Studio 6		41						41	41
Suburban Extended Stay Hotels								-	
Super 8	422							-	422
Travelodge								-	
Value Place	118							-	118
Economy Total	2,579	41	124	-	-	(60)	(59)	46	2,625
Independents									
Independent	3,917		99			(122)		(23)	3,894

Source and Copyright: STR, Inc.

No representation is made as to the completeness or accuracy of the information in this report. Use of this report is subject to STR's Standard Terms and Conditions. The information is in no way to be construed as a recommendation by STR of any industry standard. It should not be published in any manner unless authorized by STR.

60 Month Change								
Apr-11 Existing Supply	Add			Removed			Net Gain / Loss	Apr-16 Existing Supply
	New Build	Converted In	Room Additions	Closed	Converted Out	Rooms Removed		
-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-
231							-	231
231	-	-	-	-	-	-	-	231
101	102						102	203
142							-	142
243	102	-	-	-	-	-	102	345
340		63				(7)	56	396
		149					149	149
177			32		(112)		(80)	97
404							-	404
80							-	80
62							-	62
402							-	402
881	98				(59)		39	920
99							-	99
2,445	98	212	32	-	(171)	(7)	164	2,609
51		44					44	95
215					(126)		(126)	89
814			1		(165)		(164)	650
261		382	3	(113)	(179)	(2)	91	352
118					(118)		(118)	
63					(63)		(63)	
1,522	-	426	4	(113)	(651)	(2)	(336)	1,186
688		60			(267)		(207)	481
138							-	138
504		35	1		(210)		(174)	330
42		92			(84)	(1)	7	49
69		150	30		(189)	(2)	(11)	58
100							-	100
646		424	11		(128)	(65)	242	888
	41						41	41
108					(108)		(108)	
627					(205)		(205)	422
		65		(60)		(5)	-	
118							-	118
3,040	41	826	42	(60)	(1,191)	(73)	(415)	2,625
3,398		1,240	122	(52)	(691)	(123)	496	3,894

Tab 5 - Data by Property

Location: Dallas South/East, TX Tract
Publication Date: May 23, 2016

		STR ID	Hotel Name	Brand	Rooms	Sq Ft Meeting Space	Sq. Ft. Largest Meeting Space	(Anticipated) Open Date	Date Closed	Address	Country Calling Code	Phone
Luxury												
Upper Upscale												
	Open	57027	Hilton Dallas Rockwall	Hilton	231	26,000	12,126	Apr-08		2055 Summer Lee Dr, Rockwall, TX 75032-5499	1	(214) 771-3700
Upscale												
	Open	36394	Courtyard Dallas Mesquite	Courtyard	101	700	700	Oct-98		2300 I 30, Mesquite, TX 75150-2720	1	(972) 681-3300
	Open	64696	Courtyard Dallas Midlothian @ Midlothian	Courtyard	102	1,204	1,204	Jan-16		3 Community Circle Dr, Midlothian, TX 76065	1	(469) 672-8760
	Open	53276	Hilton Garden Inn Dallas Duncanville	Hilton Garden Inn	142	10,484	7,200	Sep-05		800 N Main St, Duncanville, TX 75116-2725	1	(972) 283-9777
Under Construction			Springhill Suites Dallas Rockwall	Springhill Suites	104			Feb-17		2601 Lake Front Trail, Rockwall, TX 75032		
Final Planning			Springhill Suites Dallas Lancaster	Springhill Suites	99			Sep-17		I 35 & W Wintergreen Rd, Lancaster, TX 75134		
Upper Midscale												
	Open	37444	Best Western Plus Rockwall Inn & Suites	Best Western Plus	60	720	720	Dec-98		996 E I 30 , Rockwall, TX 75087-4823	1	(972) 722-3265
	Open	53529	Best Western Plus Monica Royale Inn & Suites	Best Western Plus	79	1,540	1,540	May-05		3001 Mustang Xing, Greenville, TX 75402-3648	1	(903) 454-3700
	Open	56573	Best Western Plus Waxahachie Inn & Suites	Best Western Plus	56	500	500	Jun-07		1701 N US Hwy 77, Waxahachie, TX 75165-7868	1	(972) 938-1600
	Open	56587	Best Western Plus Duncanville Dallas	Best Western Plus	70	800	800	Aug-07		922 E Hwy 67, Duncanville, TX 75137-2706	1	(972) 283-3000
	Open	57862	Best Western Plus Christopher Inn & Suites	Best Western Plus	70	2,400	2,400	Mar-09		752 Pinson Rd, Forney, TX 75126	1	(972) 552-1412
	Open	60817	Best Western Plus Royal Mountain Inn	Best Western Plus	61	400	400	Jun-10		1814 Hwy 31 E, Athens, TX 75751	1	(903) 292-1750
	Open	24574	Clarion Hotel De Soto	Clarion	149	6,592	4,800	Mar-87		1515 N Beckley Ave, De Soto, TX 75115-2600	1	(972) 224-9100
	Open	42105	Comfort Inn & Suites Red Oak	Comfort Inn	97	500	500	Jan-01		404 N IH 35, Red Oak, TX 75154-4246	1	(972) 617-7797
	Open	52069	Comfort Suites Mesquite	Comfort Suites	58	300	300	Nov-03		2100 N Beltline Rd, Mesquite, TX 75150-5817	1	(972) 329-9400
	Open	41069	Comfort Suites Lake Ray Hubbard Row	Comfort Suites	62	500	500	Oct-00		8701 E IH 30, Rowlett, TX 75088-5583	1	(972) 463-9595
	Open	59817	Comfort Suites Waxahachie	Comfort Suites	68	990	990	Jun-10		131 RVG Pkwy, Waxahachie, TX 75165-5241	1	(469) 517-1600
	Open	60314	Comfort Suites Mabank	Comfort Suites	70	600	600	Jan-10		198 & Hwy 175, Mabank, TX 75147	1	(903) 887-0680
	Open	60459	Comfort Suites Greenville	Comfort Suites	77	400	400	Apr-11		2005 Center Point Ln, Greenville, TX 75402-7737	1	(903) 259-6343
	Open	56420	Comfort Suites Ennis	Comfort Suites	69	450	450	Aug-07		400 S I 45, Ennis, TX 75119-5115	1	(972) 872-9898
	Open	35671	Fairfield Inn & Suites Dallas Mesquite	Fairfield Inn	80			Dec-97		4020 Towne Crossing Blvd, Mesquite, TX 75150-6102	1	(972) 686-8286
	Open	57580	Hampton Inn Dallas Rockwall	Hampton Inn	62	625	625	Jun-08		1549 Laguna Dr, Rockwall, TX 75087-6511	1	(469) 698-9494
	Open	57841	Hampton Inn Suites Dallas De Soto	Hampton Inn & Suites	81	2,628	1,404	Sep-08		1311 E Centre Park Blvd, De Soto, TX 75115-2549	1	(972) 228-0200
	Open	37804	Hampton Inn Suites Dallas Mesquite	Hampton Inn & Suites	160	18,000	18,000	Apr-99		1700 Rodeo Dr, Mesquite, TX 75149-3859	1	(972) 329-3100
	Open	54583	Hampton Inn Suites Waxahachie	Hampton Inn & Suites	86	880	625	Jun-06		2010 Civic Center Ln, Waxahachie, TX 75165-5216	1	(972) 923-0666
	Open	54985	Hampton Inn Suites Greenville	Hampton Inn & Suites	75	1,080	1,080	Sep-06		3001 Kari Ln, Greenville, TX 75402-7204	1	(903) 457-9200
	Open	55336	Holiday Inn Express & Suites Athens	Holiday Inn Express	66	1,000	1,000	Dec-06		1119 E Tyler St, Athens, TX 75751-2145	1	(903) 675-2500
	Open	55629	Holiday Inn Express & Suites Dallas So	Holiday Inn Express	88	2,700	1,800	Jul-07		1310 E Wintergreen Rd, De Soto, TX 75115-2608	1	(972) 224-3100
	Open	55716	Holiday Inn Express & Suites Terrell	Holiday Inn Express	68	1,350	1,350	May-07		300 Tanger Dr, Terrell, TX 75160-6663	1	(972) 563-7888
	Open	52099	Holiday Inn Express & Suites Waxahac	Holiday Inn Express	70	400	300	Dec-03		984 W Hwy 287 Byp, Waxahachie, TX 75165-5166	1	(972) 938-3300
	Open	44278	Holiday Inn Express & Suites Mesquite	Holiday Inn Express	74	900	900	Mar-02		21850 IH 635, Mesquite, TX 75149	1	(972) 288-9900
	Open	50471	Holiday Inn Express & Suites Duncanvi	Holiday Inn Express	76	1,050	1,050	Jun-03		1035 Hwy 67 E, Duncanville, TX 75137-2703	1	(972) 298-8000
	Open	41915	Holiday Inn Express & Suites Greenville	Holiday Inn Express	80	312	312	Mar-01		2901 Mustang Xing, Greenville, TX 75402-3679	1	(903) 454-8680
	Open	58247	Holiday Inn Express & Suites Ennis	Holiday Inn Express	68	1,200	1,200	Nov-08		601 N Sonoma Trl, Ennis, TX 75119-3539	1	(972) 872-2829
	Open	58442	Holiday Inn Express & Suites Royse Ci	Holiday Inn Express	68	1,200	1,200	Jan-09		1001 Pullen St, Royse City, TX 75189-5609	1	(972) 765-4272
	Open	59170	Holiday Inn Express & Suites Dallas Ea	Holiday Inn Express	90	976	976	Apr-09		8703 E RL Thornton Fwy, Dallas, TX 75228-7113	1	(214) 660-0006
	Open	59666	Holiday Inn Express & Suites Cedar Hill	Holiday Inn Express	74			Oct-09		1007 N Hwy 67, Cedar Hill, TX 75104-4759	1	(972) 291-4037
	Open	63083	Holiday Inn Express & Suites Garland E	Holiday Inn Express	98	1,470	1,470	Nov-14		4412 Bass Pro Dr, Garland, TX 75043-4833	1	(972) 203-5700
	Open	59704	TownePlace Suites Dallas De Soto	TownePlace Suites	99	1,836	1,500	Oct-09		2700 Travis St, De Soto, TX 75115	1	(972) 780-9300
Under Construction			Fairfield Inn & Suites Dallas Waxahachi	Fairfield Inn	78	374	374	Oct-16		2020 Civic Center Ln, Waxahachie, TX 75165		
Final Planning			Fairfield Inn & Suites Dallas Cedar Hill	Fairfield Inn	91			Mar-18		N Clark Rd & J Elmer Weaver Fwy , Cedar Hill, TX 75104		
Final Planning			Fairfield Inn & Suites Terrell	Fairfield Inn	82			Sep-17		Fm 148 & Spur 557, Terrell, TX 75160		
Final Planning			Hampton Inn Forney	Hampton Inn	84			Nov-17		Hwy 80 & Regal Dr, Forney, TX 75126		
Final Planning			Home2 Suites Dallas DeSoto	Home2 Suites	100			Aug-17		E Centre Park Blvd & I 35 E, Desoto, TX 75115		
Final Planning			TownePlace Suites Dallas Mesquite	TownePlace Suites	90			Jan-18		I-635 & Military Pkwy, Mesquite, TX 75149		
Planning			Comfort Suites Desoto	Comfort Suites	70			Mar-18		E Wintergreen Rd & I 35 E , Desoto, TX 75115		
Planning			Hampton Inn & Suites Duncanville Dall	Hampton Inn	102			Aug-18		SEQ I 20 & N Main St, Duncanville, TX 75116		
Planning			Holiday Inn Express Balch Springs	Holiday Inn Express	85			Dec-17		I 20 & S Beltline Rd, Mesquite, TX 75180		
Planning			Holiday Inn Express & Suites Forney	Holiday Inn Express	80			Aug-17		E US Hwy 80 & Pinson Rd, Forney, TX 75126		
Midscale												
	Open	41255	Baymont Inn & Suites Terrell	Baymont	44			Dec-90		1604 State Highway 34 S, Terrell, TX 75160-5407	1	(972) 563-1521
	Open	33871	Baymont Inn & Suites Ennis	Baymont	51	672	672	Jan-97		100 S I 45, Ennis, TX 75119-5109	1	(972) 875-3390
	Open	39111	Best Western Executive Inn	Best Western	49	150	150	Aug-00		1910 N Highway 175, Seagoville, TX 75159-2234	1	(972) 287-9100
	Open	39117	Best Western La Hacienda Inn	Best Western	40			Feb-00		200 E Hwy 175, Kaufman, TX 75142-3509	1	(972) 962-6272
	Open	39526	La Quinta Inns & Suites Rockwall	La Quinta Inns & Suites	60	400	400	May-00		689 I 30 E, Rockwall, TX 75087-5502	1	(972) 771-1685

Tab 5 - Data by Property

Location: Dallas South/East, TX Tract
Publication Date: May 23, 2016

	STR ID	Hotel Name	Brand	Rooms	Sq Ft Meeting Space	Sq. Ft. Largest Meeting Space	(Anticipated) Open Date	Date Closed	Address	Country Calling Code	Phone	
Open	42447	La Quinta Inns & Suites Dallas Mesquite	La Quinta Inns & Suites	60	550	550	Jun-01		118 US Hwy 80 E, Mesquite, TX 75149-1657	1	(972) 216-7460	
Open	54804	La Quinta Inns & Suites Gun Barrel City	La Quinta Inns & Suites	64	625	625	Jun-10		210 Heritage Pkwy, Gun Barrel City, TX 75156-3713	1	(903) 887-2517	
Open	56191	La Quinta Inns & Suites Cedar Hill	La Quinta Inns & Suites	60	1,300	1,300	Jul-08		1419 N Hwy 67, Cedar Hill, TX 75104-4019	1	(972) 291-0008	
Open	57539	La Quinta Inns & Suites De Soto	La Quinta Inns & Suites	75	225	225	Apr-08		641 N IH 35 E, De Soto, TX 75115-4804	1	(972) 920-0100	
Open	58672	La Quinta Inns & Suites Garland Harbo	La Quinta Inns & Suites	65	1,250	1,250	Jan-09		375 E I 30, Garland, TX 75043-4007	1	(469) 429-3339	
Open	58725	La Quinta Inns & Suites Ennis	La Quinta Inns & Suites	67	980	980	Sep-09		110 S Sonoma Trl, Ennis, TX 75119-3540	1	(972) 875-4000	
Open	58726	La Quinta Inns & Suites Waxahachie	La Quinta Inns & Suites	83	1,674	1,674	Jul-09		311 Stadium Dr, Waxahachie, TX 75165-1437	1	(972) 937-5525	
Open	59916	La Quinta Inns & Suites Dallas Hutchins	La Quinta Inns & Suites	65	575	575	Aug-09		1000 Dowdy Ferry Rd, Hutchins, TX 75141-4019	1	(214) 269-1015	
Open	33432	La Quinta Inns & Suites Terrell	La Quinta Inns & Suites	51	336	336	Aug-96		1614 Hwy 34 S, Terrell, TX 75160-5407	1	(972) 551-1090	
Open	1054	Quality Inn Duncanville	Quality Inn	123	6,720	1,125	Aug-74		711 E Camp Wisdom Rd, Duncanville, TX 75116-2829	1	(972) 445-9595	
Open	6124	Quality Inn Ennis	Quality Inn	68	225	225	Feb-84		107 Chamber of Commerce Dr, Ennis, TX 75119-4347	1	(972) 875-9641	
Open	32276	Quality Inn & Suites Garland East Dalla	Quality Inn	49			Oct-95		1635 E I 30, Garland, TX 75043-4454	1	(972) 303-1601	
Open	36734	Quality Inn Mesquite	Quality Inn	62	400	400	Apr-98		923 Windbell Cir, Mesquite, TX 75149-3118	1	(972) 285-6300	
Open	38978	Quality Inn & Suites Terrell	Quality Inn	50	648	648	Jun-99		103 Mira Pl, Terrell, TX 75160-5405	1	(972) 524-5590	
Closed	599	Closed - Quality Inn & Suites Athens	Quality Inn	113	2,304	1,152	Jun-81	Dec-11	2050 State Hwy 31 E, Athens, TX 75751-5408	1		

Economy

Open	11034	Americas Best Value Inn Dallas South	Americas Best Value Inn	80			Dec-85		4154 Preferred Pl, Dallas, TX 75237-4219	1	(972) 298-4747
Open	3649	Americas Best Value Inn Terrell	Americas Best Value Inn	60			Jun-72		309 E IH 20, Terrell, TX 75160-5404	1	(972) 563-2676
Open	20916	Americas Best Value Inn Dallas	Americas Best Value Inn	58					3243 Merrifield Ave, Dallas, TX 75223-1925	1	(214) 826-3510
Open	20928	Americas Best Value Inn Garland	Americas Best Value Inn	117			Jun-73		6222 Broadway Blvd, Garland, TX 75043-5939	1	(972) 226-7621
Open	16255	Americas Best Value Inn Athens	Americas Best Value Inn	80	3,000	2,500	Sep-95		716 E Tyler St, Athens, TX 75751-2112	1	(903) 675-5173
Open	28573	Americas Best Value Inn Midlothian	Americas Best Value Inn	42	150	150	Oct-91		220 N Hwy 67, Midlothian, TX 76065-5010	1	(972) 775-1891
Open	29717	Americas Best Value Inn De Soto South	Americas Best Value Inn	44			Jul-94		1135 N I 35 E, De Soto, TX 75115-3509	1	(972) 224-8575
Open	37423	Crossland Economy Studios Dallas Me	Crossland Economy Studios	138			Dec-98		2544 US Hwy 67, Mesquite, TX 75150-2722	1	(972) 270-3630
Open	34309	Days Inn Ennis	Days Inn	50	150	150	Mar-97		600 N I 45, Ennis, TX 75119-3410	1	(972) 875-6990
Open	38977	Days Inn Mesquite Rodeo	Days Inn	48	315	315	Aug-00		140 Commerce Way, Mesquite, TX 75149-3132	1	(972) 285-1500
Open	29784	Days Inn Terrell	Days Inn	40			Jul-93		1618 Hwy 34 S, Terrell, TX 75160-5407	1	(972) 551-1170
Open	33099	Days Inn & Suites De Soto	Days Inn	107	360	360	Jun-96		1401 N IH 35 E, De Soto, TX 75115-3510	1	(972) 224-7100
Open	33761	Days Inn Gun Barrel City	Days Inn	35			Jun-97		2111 W Main St, Gun Barrel City, TX 75156-4407	1	(903) 887-8886
Open	9259	Days Inn Dallas Fort Worth Airport	Days Inn	50			Jul-95		8312 S Lancaster Rd, Dallas, TX 75241-6306	1	(972) 224-3196
Open	31377	Econo Lodge Dallas	Econo Lodge	49	250	250	Apr-97		4420 Cedardale Dr, Dallas, TX 75241-7030	1	(972) 225-7700
Open	7998	Knights Inn Greenville	Knights Inn	58	1,200	1,200	Dec-91		5000 E IH 30, Greenville, TX 75402-7808	1	(903) 455-9600
Open	38541	Microtel Inn & Suites by Wyndham Dalk	Microtel Inn & Suites by W	60			Feb-00		3424 Sorrento Dr, Mesquite, TX 75150-2510	1	(972) 682-0400
Open	38542	Microtel Inn & Suites by Wyndham Dalk	Microtel Inn & Suites by W	40	225	225	Apr-00		317 Hwy 80 E, Mesquite, TX 75150-5825	1	(972) 216-4418
Open	38070	Motel 6 Terrell	Motel 6	49			Nov-98		101 Mira Pl, Terrell, TX 75160-5405	1	(972) 563-0300
Open	54988	Motel 6 Hutchins	Motel 6	42			Jun-06		110 IH 45 S, Hutchins, TX 75141	1	(972) 225-8088
Open	42344	Motel 6 Balch Springs	Motel 6	64	900	900	Dec-01		12875 Seagoville Rd, Balch Springs, TX 75180-4031	1	(972) 286-1010
Open	47923	Motel 6 Dallas Desoto Lancaster	Motel 6	84	500	500	Jun-85		1750 N I 35 E, Lancaster, TX 75134-2608	1	(972) 228-1255
Open	9132	Motel 6 Dallas Downtown	Motel 6	106	200	200	Jul-85		8510 E RL Thornton Fwy, Dallas, TX 75228-7110	1	(214) 328-8500
Open	15160	Motel 6 Dallas Duncanville	Motel 6	76	100	100	Sep-90		202 Jellison Blvd, Duncanville, TX 75116-5001	1	(972) 296-0345
Open	6558	Motel 6 Dallas South	Motel 6	83			Jun-73		4610 S RL Thornton Fwy, Dallas, TX 75224-5114	1	(214) 371-6800
Open	6571	Motel 6 Greenville	Motel 6	89			Feb-84		5109 IH 30, Greenville, TX 75402-7812	1	(903) 455-0515
Open	27354	Motel 6 Red Oak	Motel 6	60			Dec-89		202 S I 35 E Service Rd, Red Oak, TX 75154-6210	1	(972) 617-3501
Open	21266	Motel 6 Waxahachie	Motel 6	60			Mar-86		200 N I 35 E, Waxahachie, TX 75165-5224	1	(972) 937-4202
Open	21658	Motel 6 Mesquite Inn	Motel 6	67			Aug-86		121 Grand Junction Blvd, Mesquite, TX 75149-3129	1	(972) 289-5481
Open	22386	Motel 6 Dallas Garland	Motel 6	108			May-86		436 W I 30, Garland, TX 75043-5902	1	(972) 226-7140
Open	64877	Studio 6 Mesquite	Studio 6	41			Jan-16		121 Grand Junction Blvd, Mesquite, TX 75149-3129	1	(972) 289-5481
Open	26234	Super 8 Terrell	Super 8	46			Jul-88		1705 Highway 34 S, Terrell, TX 75160-2093	1	(972) 563-1511
Open	17007	Super 8 Dallas East I 30 Loop 12	Super 8	40	500	500	Jul-93		8901 E RL Thornton Fwy, Dallas, TX 75228-6105	1	(214) 324-4475
Open	34017	Super 8 Dallas I 20	Super 8	50	150	150	Jul-98		8541 S Hampton Rd, Dallas, TX 75232-5120	1	(972) 572-1030
Open	33656	Super 8 Athens	Super 8	66			Jun-96		205 US Hwy 175 W, Athens, TX 75751-4703	1	(903) 675-7511
Open	30871	Super 8 Rockwall	Super 8	60			Jun-85		1130 E Interstate 30, Rockwall, TX 75087-4813	1	(972) 722-9922
Open	51804	Super 8 Garland	Super 8	40			Jun-01		252 W I 30, Garland, TX 75043-6101	1	(972) 226-2102
Open	38480	Super 8 Waxahachie	Super 8	38			Oct-99		400 N Interstate Highway 35 E, Waxahachie, TX 75165-5228	1	(972) 938-9088
Open	36186	Super 8 Greenville	Super 8	52	500	500	Dec-97		5010 Hwy 69 S, Greenville, TX 75402-9074	1	(903) 454-3736
Open	38057	Super 8 Forney	Super 8	30			Apr-99		103 W US Highway 80, Forney, TX 75126-4901	1	(972) 552-3888
Open	55798	Value Place Dallas Fort Worth Rockwal	Value Place	118			Oct-07		1040 E I 30, Rockwall, TX 75087-4825	1	(972) 722-7778
Closed	3580	Closed - Travelodge Greenville	Travelodge	60	2,216	1,375	Jun-83	Sep-12	1216 IH 30, Greenville, TX 75402-4310	1	

Independents

Open	1051	Rodeo Inn		120			Jun-70		3601 E Hwy 80, Mesquite, TX 75150-3722	1	(972) 686-9800
Open	1071	Express Inn & Suites		80			Apr-79		1215 IH 30, Greenville, TX 75402-4312	1	(903) 454-7000
Open	3662	Waxahachie Inn		69	3,300	2,500	Jun-53		803 S I 35 E, Waxahachie, TX 75165-4701	1	(972) 937-8223

Tab 5 - Data by Property

Location: Dallas South/East, TX Tract
Publication Date: May 23, 2016

	STR ID	Hotel Name	Brand	Rooms	Sq Ft Meeting Space	Sq. Ft. Largest Meeting Space	(Anticipated) Open Date	Date Closed	Address	Country Calling Code	Phone	
Open	4702	Deluxe Inn		135			Jun-74		3817 E Hwy 80, Mesquite, TX 75150-3356	1	(972) 681-0044	
Open	5193	Dallas Inn		99			Sep-74		8303 E R L Thornton Fwy, Dallas, TX 75228-7105	1	(214) 324-3731	
Open	5953	Dallas Southwest Inn		128					4220 Independence Dr, Dallas, TX 75237-2909	1	(972) 296-3331	
Open	6557	Classic Inn		125			Jun-74		3629 Hwy 80 E, Mesquite, TX 75150-3722	1	(972) 613-9989	
Open	6559	Super 7 Inn		118			Jun-74		9626 CF Hawn Fwy, Dallas, TX 75217-7700	1	(972) 286-7953	
Open	8458	Dallas Inn		87	300	300	Jun-86		795 S I 35 E, Waxahachie, TX 75165-4720	1	(972) 937-4982	
Open	10031	Townhouse Lodge		108	1,040	750	Sep-84		4150 Independence Dr, Dallas, TX 75237-2911	1	(972) 298-7014	
Open	10968	Victorian Inn		40			Jun-91		1803 State Hwy 31 E, Athens, TX 75751	1	(903) 677-1470	
Open	20330	Great Western Inn		50			Sep-86		1902 N Beckley St, Lancaster, TX 75134-2612	1	(972) 224-8226	
Open	20944	Gold Inn		53					905 Dowdy Ferry Rd, Hutchins, TX 75141-4018	1	(972) 225-6161	
Open	21325	Super Inn 7 Motel		109			Nov-85		8108 E RL Thornton Fwy, Dallas, TX 75228-7004	1	(214) 388-8741	
Open	22119	Sun Crest Inn		124					220 W Camp Wisdom Rd, Dallas, TX 75232-3616	1	(972) 224-2484	
Open	23743	Executive Inn & Suites		56			Jan-97		3447 I 30, Mesquite, TX 75150-2631	1	(972) 270-4000	
Open	24040	Executive Inn		120	150	150	Oct-86		12670 E Northwest Hwy, Dallas, TX 75228-8010	1	(972) 613-5000	
Open	24066	Red Crown Inn		44			Jun-74		9616 CF Hawn Fwy, Dallas, TX 75217-7700	1	(972) 557-1571	
Open	24074	Inn On The Creek		100			Jun-85		3911 E Hwy 80, Mesquite, TX 75150-3351	1	(972) 613-6684	
Open	24077	Tejas Motel		35			Jun-62		4405 E Hwy 80, Mesquite, TX 75150-2423	1	(972) 279-3697	
Open	24084	Spanish Trails Inn		101			Jun-84		1129 Gross Rd, Mesquite, TX 75149-2015	1	(972) 226-9800	
Open	24179	Stardust Motel		23			Jun-90		8020 CF Hawn Fwy, Dallas, TX 75217-6533	1	(214) 391-2191	
Open	24184	Ankur Inn		25			Jun-85		13310 CF Hawn Fwy, Dallas, TX 75253-4720	1	(972) 286-2954	
Open	24185	Classic Inn		26			Jun-85		7020 S Loop 12, Dallas, TX 75217-5868	1	(214) 398-3769	
Open	24461	Royal Inn		49			Jun-85		4242 Independence Dr, Dallas, TX 75237-2909	1	(972) 296-9230	
Open	24924	Economy Inn		40			Jun-50		5103 IH 30, Greenville, TX 75402-7812	1	(903) 455-8808	
Open	24925	Delux Inn		50					2935 W Camp Wisdom Rd, Dallas, TX 75237-2821	1	(214) 330-8141	
Open	27426	Royal Inn		58			Jan-90		5118 Hwy 30, Greenville, TX 75402-7809	1	(903) 454-9200	
Open	28664	Linfield Motel		50					5715 S RL Thornton Fwy, Dallas, TX 75232-1731	1	(214) 372-3024	
Open	28686	Deluxe Inn		60					3901 Gus Thomason Rd, Mesquite, TX 75150-3633	1	(972) 686-0373	
Open	29176	Embassy Motel		20			Feb-93		6123 S RL Thornton Fwy, Dallas, TX 75223-2627	1	(214) 371-7519	
Open	29496	Seagoville Inn		40			Jun-93		1920 N US Hwy 175, Seagoville, TX 75159-2234	1	(972) 287-2600	
Open	31126	Astro Inn		48			Jun-63		3517 US Hwy 67, Mesquite, TX 75150-2632	1	(972) 279-3648	
Open	32643	Highway Express Inn & Suites		45	240	240	Apr-96		930 N I 35 E, Lancaster, TX 75146-1039	1	(972) 274-3700	
Open	33681	Greenville Inn		42			Oct-96		1209 E IH 30, Greenville, TX 75402-4312	1	(903) 455-7700	
Open	36341	Mesquite Inn & Suites		41	150	150	Jul-98		4643 US Hwy 67, Mesquite, TX 75150-2413	1	(214) 660-0400	
Open	38202	Magnuson Hotel Cedar Hill		68	1,250	1,250	Jan-99		1439 N Highway 67, Cedar Hill, TX 75104-4019	1	(972) 299-0100	
Open	45533	Carefree Inn		40					2514 S Zang Blvd, Dallas, TX 75224-2814	1	(214) 943-1121	
Open	45595	Palace Motel		47					3422 Samuell Blvd, Dallas, TX 75223-1710	1	(214) 826-5700	
Open	45782	Budget Inn		27					305 US Hwy 175 W, Athens, TX 75751-5315	1	(903) 675-5194	
Open	46148	American Inn & Suites		20					2916 W Main St, Gun Barrel City, TX 75156-3511	1	(903) 887-6151	
Open	46463	Western Skies Motel		21					2413 N Hwy 175, Seagoville, TX 75159-2141	1	(972) 287-5521	
Open	46842	Budget Inn		28			Jun-88		3900 IH 45 S, Ennis, TX 75119-0802	1	(972) 875-5837	
Open	47092	Sun Royse Inn		38					300 E I 30, Royse City, TX 75189-4514	1	(972) 635-9188	
Open	47478	Regency Motel		26					3076 Samuell Blvd, Dallas, TX 75223-1706	1	(214) 823-5014	
Open	48148	University Inn		60	1,200	1,200	Jun-71		3000 Hwy 50 S, Commerce, TX 75428-6458	1	(903) 886-3165	
Open	48289	Metroplex Motel		20					106 W Ohio Ave, Dallas, TX 75224-2910	1	(214) 941-3434	
Open	48406	Palmer House Motel		50					1885 I 45 S, Palmer, TX 75152-9741	1	(972) 449-2261	
Open	48423	Linfield Motel		29					7701 S Central Expy, Dallas, TX 75216-4169	1	(214) 371-6189	
Open	48674	Oak Tree Inn		20					401 W Illinois Ave, Dallas, TX 75224-2203	1	(214) 942-0454	
Open	48895	Oakcliff Inn		31					7006 S RL Thornton Fwy, Dallas, TX 75232-3664	1	(214) 376-9800	
Open	49091	Royal Hotel		80			Jun-78		6950 Marvin D Love Fwy, Dallas, TX 75237-2618	1	(214) 330-6381	
Open	49170	Wagon Wheel Motel		40					1333 E Hwy 276, Quinlan, TX 75474-6807	1	(903) 447-3551	
Open	49182	Dallas Inn		80					3333 Marvin D Love Fwy, Dallas, TX 75224-4018	1	(214) 372-9496	
Open	49453	Donna Motel		24					611 W Corsicana St, Athens, TX 75751-2310	1	(903) 675-2279	
Open	49533	Luxury Inn		34					5606 S RL Thornton Fwy, Dallas, TX 75232-1730	1	(214) 371-0727	
Open	50093	Countryside Inn Motel		30			Jun-88		501 E Fair St, Kaufman, TX 75142-3543	1	(972) 932-2101	
Open	50208	Globe Traveler Motel		56			Jun-56		8504 S Central Expy, Dallas, TX 75241-7500	1	(214) 371-3461	
Open	50252	Texas Inn Motel		25					3381 S I 35 E, Waxahachie, TX 75165	1	(972) 937-3802	
Open	50294	Lampighter Motel		107			Jun-53		9033 E RL Thornton Fwy, Dallas, TX 75228-6120	1	(214) 327-4575	
Open	50295	Luxury Inn		20					9211 E RL Thornton Fwy, Dallas, TX 75228-6110	1	(214) 321-6478	
Open	50320	Country Side Inn		60	250	250			1614 W Royal Blvd, Malakoff, TX 75148-6201	1	(903) 489-0400	
Open	50473	Mi Amor		25			Jun-87		2404 S 2nd Ave, Dallas, TX 75210-1950	1	(214) 428-2212	
Open	50719	Villager Inn		45					6108 W US Hwy 80, Terrell, TX 75160-6540	1	(972) 551-3040	
Open	51114	Sunbelt Inn		33			Jun-83		150 W Ann Arbor Ave, Dallas, TX 75224-5102	1	(214) 372-3053	
Open	51342	Moonlight Motel		22					3423 E Illinois Ave, Dallas, TX 75216-3957	1	(214) 371-7432	
Open	51437	Spanish Trails Inn		66			Jun-68		1420 N Beckley St, Lancaster, TX 75134-2602	1	(972) 224-7501	

Tab 5 - Data by Property

Location: Dallas South/East, TX Tract
Publication Date: May 23, 2016

	STR ID	Hotel Name	Brand	Rooms	Sq Ft Meeting Space	Sq. Ft. Largest Meeting Space	(Anticipated) Open Date	Date Closed	Address	Country Calling Code	Phone
Open	51844	Budget Inn		45			Jun-00		12425 E Northwest Hwy, Dallas, TX 75228-8005	1	(214) 327-3278
Open	52124	Magnuson Hotel Commerce		59	300	300	Mar-04		2207 Culver St, Commerce, TX 75428-2805	1	(903) 886-4777
Closed	3570	Closed - Independent Ennis Inn		52				Jun-13	207 S I 45, Ennis, TX 75119-5112	1	
Closed	13263	Closed Economy Inn		72				Dec-99	7201 Ferguson Rd, Dallas, TX 75228-6671	1	
Closed	22115	Closed - Independent Big Town Inn		96			Jun-78	Jan-10	4203 Hwy 80 E, Mesquite, TX 75150-2421	1	
Closed	22124	Closed Lawnview Motel		52				May-06	5405 Lawnview Ave, Dallas, TX 75227-1624	1	
Closed	23305	Closed - Independent Interstate Motel		60			Jun-70	Jul-07	109 W Overton Rd, Dallas, TX 75224-4605	1	
Closed	24065	Closed Villa Inn		197			Jun-69	Dec-00	4625 E Hwy 80, Mesquite, TX 75150-2496	1	
Closed	42588	Closed Mesquite		-				Dec-86	4641 US Hwy 67, Mesquite, TX 75150-2413	1	
Closed	45864	Closed Regency Inn		25				Jan-03	1111 E Moore Ave, Terrell, TX 75160	1	
Closed	47811	Closed - Independent The Rogers Hotel		27	1,200	1,200	Apr-13	Jun-09	100 N College St, Waxahachie, TX 75165-3702	1	
Closed	48676	Closed - Independent Sundial Inn		22				Apr-11	2658 S Buckner Blvd, Dallas, TX 75227-6937	1	
Closed	48685	Closed - Independent Southern Comfort Motel		23				Apr-09	4403 S Lancaster Rd, Dallas, TX 75216-7107	1	
Closed	48699	Closed - Independent Luxury Inn Motel		20				Nov-10	3100 S Buckner Blvd, Dallas, TX 75227-5403	1	
Closed	49104	Closed Mile High Motel		20				Feb-05	2740 Lucky St, Dallas, TX 75241-3031	1	
Closed	50620	Closed - Independent Apollo Motel		20				Nov-10	6730 S Lancaster Rd, Dallas, TX 75241-3805	1	
Closed	54850	Closed & Suites Athens		-				Dec-86	State Hwy 31 & Loop 317, Athens, TX 75751	1	

Source and Copyright: STR, Inc.

No representation is made as to the completeness or accuracy of the information in this report. Use of this report is subject to STR's Standard Terms and Conditions. The information is in no way to be construed as a recommendation by STR of any industry standard. It should not be published in any manner unless authorized by STR.

Tab 6 - Construction Pipeline

Location: Dallas South/East, TX Tract

Publication Date: May 23,

Project ID: 53240	Location	Owner/Developer	Architect
In Construction	Chain: Springhill Suites		
Projected opening:	2/22/2017 12:00:00 AM		
Rooms:	104	Springhill Suites Dallas Rockwall	
Market:	Dallas, TX	2601 Lake Front Trail	
Sub-Market:	Dallas South/East, TX	Rockwall, TX 75032	
Notes:	1)		
	2)		

Project ID: 52750	Location	Owner/Developer	Architect
In Construction	Chain: Fairfield Inn	Evergreen Family Ltd	
Projected opening:	10/24/2016 12:00:00 AM		
Rooms:	78	Fairfield Inn & Suites Waxahachie	
Market:	Dallas, TX	2020 Civic Center Ln	
Sub-Market:	Dallas South/East, TX	Waxahachie, TX 75165-5216	
Notes:	1)		
	2)		

Project ID: 51375	Location	Owner/Developer	Architect
Final Planning	Chain: Springhill Suites		
Projected opening:	9/6/2017 12:00:00 AM		
Rooms:	99	Springhill Suites Dallas Lancaster	
Market:	Dallas, TX	I 35 & W Wintergreen Rd	
Sub-Market:	Dallas South/East, TX	Lancaster, TX 75134	
Notes:	1)		
	2)		

Project ID: 58558	Location	Owner/Developer	Architect
Final Planning	Chain: Fairfield Inn		
Projected opening:	3/21/2018 12:00:00 AM		
Rooms:	91	Fairfield Inn & Suites Dallas Cedar Hill	
Market:	Dallas, TX	N Clark Rd & J Elmer Weaver Fwy	
Sub-Market:	Dallas South/East, TX	Cedar Hill, TX 75104	
Notes:	1)		
	2)		

Project ID: 56326	Location	Owner/Developer	Architect
Final Planning	Chain: TownePlace Suites	Blue Star Hospitality	
Projected opening:	1/6/2018 12:00:00 AM		
Rooms:	90	TownePlace Suites Dallas Mesquite	
Market:	Dallas, TX	I-635 & Military Pkwy	Fletcher , NC 28732
Sub-Market:	Dallas South/East, TX	Mesquite, TX 75149	Phone: 8286878980
Notes:	1)		Fax:
	2)		

Project ID: 56615	Location	Owner/Developer	Architect
Final Planning	Chain: Fairfield Inn	Evergreen Family Ltd	
Projected opening:	9/18/2017 12:00:00 AM		

Tab 6 - Construction Pipeline

Location: Dallas South/East, TX Tract

Publication Date: May 23,

Rooms:	82	Fairfield Inn & Suites Terrell	Sugar Land, TX 77478
Market:	Dallas, TX	Fm 148 & Spur 557	Phone: 2812422248
Sub-Market:	Dallas South/East, TX	Terrell, TX 75160	Fax:
Notes:	1)		
	2)		

Project ID: 59855		Location	Owner/Developer	Architect
Planning		Chain: Hampton Inn		
Projected opening:	8/7/2018 12:00:00 AM			
Rooms:	102	Hampton Inn & Suites Duncanville Dallas		
Market:	Dallas, TX	SEQ I 20 & N Main St		
Sub-Market:	Dallas South/East, TX	Duncanville, TX 75116		
Notes:				

Project ID: 48655		Location	Owner/Developer	Architect
Planning		Chain: Home2 Suites	Prayes Majmudar	Page Southerland Page
Projected opening:	8/31/2017 12:00:00 AM			
Rooms:	100	Home2 Suites Dallas DeSoto		Dallas, TX 75201
Market:	Dallas, TX	Centre Park Blvd & IH 35 E		Phone: 2145223900
Sub-Market:	Dallas South/East, TX	Desoto, TX 75115		Fax: 2145224380
Notes:	1)			
	2)			

Project ID: 12690		Location	Owner/Developer	Architect
Planning		Chain: Hampton Inn	Forney Lodging LLC	RSS Architects LLC
Projected opening:	11/15/2017 12:00:00 AM			
Rooms:	86	Hampton Inn Forney	Garland, TX 75043-6326	Fort Worth, TX 76120
Market:	Dallas, TX	Hwy 80 & Regal Dr		Phone: 8177951559
Sub-Market:	Dallas South/East, TX	Forney, TX 75126		
Notes:	1)			
	2)			

Project ID: 59585		Location	Owner/Developer	Architect
Planning		Chain: Holiday Inn Express		
Projected opening:	12/15/2017 12:00:00 AM			
Rooms:	85	Holiday Inn Express Balch Springs		
Market:	Dallas, TX	I 20 & S Beltline Rd		
Sub-Market:	Dallas South/East, TX	Mesquite, TX 75180		
Notes:	1)			
	2)			

Project ID: 56384		Location	Owner/Developer	Architect
Planning		Chain: Holiday Inn Express		
Projected opening:	8/1/2017 12:00:00 AM			
Rooms:	80	Holiday Inn Express & Suites Forney		
Market:	Dallas, TX	E US Hwy 80 & Pinson Rd		
Sub-Market:	Dallas South/East, TX	Forney, TX 75126		

Tab 6 - Construction Pipeline

Location: Dallas South/East, TX Tract

Publication Date: May 23,

Notes:	1)
	2)

Project ID: 56176		Location	Owner/Developer	Architect
Planning		Chain:	Comfort Suites	
Projected opening:	3/18/2018 12:00:00 AM			
Rooms:	70		Comfort Suites Desoto	
Market:	Dallas, TX		E Wintergreen Rd & I 35 E	
Sub-Market:	Dallas South/East, TX		Desoto, TX 75115	
Notes:	1)			
	2)			

Source and Copyright: STR, Inc.

No representation is made as to the completeness or accuracy of the information in this report. Use of this report is subject to STR's Standard Terms and Conditions. The information is in no way to be construed as a recommendation by STR of any industry standard. It should not be published in any manner unless authorized by STR.

Tab 7 - Glossary

Affiliation Date

Date the property affiliated with current chain/flag

Census (Properties and Rooms)

The number of properties and rooms that exist (universe)

Change in Rooms

Indicator of whether or not an individual hotel has had added or deleted rooms.

Converted In / Converted Out

Rooms that converted or reflagged into or out of a brand or chain scale

Existing Supply

All hotels opened and operating, including those opened in the last 12 months

Final Planning

Confirmed, under contract projects where construction will begin within the next 12 months.

In Construction

Vertical construction on the physical building has begun. This does not include construction on any sub-grade structures including, but not limited to, parking garages, underground supports/footers or any other type of sub-grade construction.

New Build

New hotel inventory (does not include additions to existing properties)

Open Date

Date the property opened

Planning

Confirmed, under contract projects where construction will begin in more than 13 months.

Unconfirmed

No architect has been selected

Recently Opened

Opened in the last 12 months

Room Additions

Rooms that were added to an existing property

Rooms Removed

Rooms that were removed from an existing property

Sample % (Rooms)

The % of rooms STR receives data from. Calculated as (Sample Rooms/Census Rooms) * "100".

STR Code

STR's proprietary numbering system. Each hotel in the lodging census has a unique STR code.

Supply (Rooms Available)

The number of rooms times the number of days in the period.

Twelve Month Moving Average

The value of any given month is computed by taking the value of that month and the values of the eleven preceeding months, adding them together and dividing by twelve.

Year to date

Average or sum of values starting January 1 of the given year.

Tab 8 - Terms and Conditions

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

In consideration of the mutual promises contained herein and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, STR, Inc. ("STR") and purchaser of this product ("Licensee") agree as follows:

1. LICENSE

1.1 Definitions.

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

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

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

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

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

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

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

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

2. MISCELLANEOUS

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

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

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

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

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

delivered by facsimile transmission shall only be effective if such notice is also delivered by hand or deposited in the United States mail, postage prepaid, registered, certified or express mail or by courier service within two (2) business days after its delivery by facsimile transmission);
iii) when delivered by a courier service or by express mail, at the time of receipt; or iv) five (5) business days after being deposited in the United States mail, postage prepaid, registered or certified mail, addressed (in any such case) to the addresses listed on the first page of this

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

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

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

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

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

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

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

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

Trend # 779772_SADIM / Created May 24, 2016

Trend Report - Wilmer 2016 - De Soto, TX Area Selected Properties

January 2010 to April 2016 Currency : USD - US Dollar



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

735 East Main Street, Hendersonville, TN 37075
T: +1 615 824 8664
trends@str.com www.str.com

Blue Fin Building, 110 Southwark Street, London SE1 OTA
T: +44 (0)20 7922 1930
trends@strglobal.com www.str.com

The STR Trend Report is a publication of STR, Inc. and STR Global, Ltd., and is intended solely for use by paid subscribers. Reproduction or distribution of the STR Trend Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to the STR Trend report, please contact us immediately. Source: 2016 STR, Inc. / STR Global, Ltd. trading as "STR".

Tab 2 - Data by Measure

Wilmer 2016 - De Soto, TX Area Selected Properties
Job Number: 779772_SADIM Staff: SS Created: May 24, 2016

Occupancy (%)														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Apr YTD
2010	38.4	48.9	46.7	45.2	45.1	53.9	53.6	50.5	51.1	51.1	47.5	39.7	47.6	44.7
2011	38.3	50.1	54.2	48.4	47.0	56.0	55.0	51.1	50.0	50.8	46.6	40.8	49.0	47.7
2012	41.0	49.5	53.0	59.2	54.1	64.1	61.3	59.9	55.7	57.0	51.0	47.0	54.4	50.6
2013	46.5	55.3	63.1	61.4	61.3	67.9	64.2	58.0	56.3	60.7	57.8	55.4	59.0	56.6
2014	53.0	59.8	66.8	61.3	58.8	69.9	67.2	65.3	64.7	67.5	57.3	53.7	62.1	60.2
2015	62.7	72.5	73.5	71.0	69.4	73.7	70.9	69.9	68.5	74.2	64.2	62.6	69.4	69.8
2016	64.5	71.8	72.8	73.9										70.7
Avg	49.2	58.3	61.5	60.0	56.0	64.3	62.0	59.1	57.7	60.2	54.1	49.9	56.9	57.2

ADR (\$)														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Apr YTD
2010	72.45	74.53	73.73	74.57	75.53	73.36	77.01	74.51	77.31	76.00	73.47	71.81	74.63	73.86
2011	72.33	81.89	73.80	72.92	72.70	74.64	74.45	74.77	76.98	76.14	72.05	71.75	74.59	75.25
2012	71.23	74.81	74.25	76.73	74.48	73.70	75.28	75.37	73.96	72.69	71.20	68.86	73.69	74.47
2013	66.80	69.42	72.07	73.10	73.05	73.87	73.93	70.03	70.84	70.37	67.85	68.40	71.00	70.63
2014	67.64	69.52	72.31	76.17	73.05	74.62	75.29	74.90	75.44	72.80	70.79	69.50	72.85	71.59
2015	70.01	72.39	73.49	75.59	76.13	74.80	77.27	75.25	74.23	77.60	74.31	74.39	74.69	72.95
2016	73.57	77.29	78.21	83.18										78.20
Avg	70.55	74.15	74.06	76.39	74.20	74.20	75.55	74.18	74.71	74.28	71.60	70.83	73.54	73.91

RevPAR (\$)														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Apr YTD
2010	27.78	36.44	34.46	33.71	34.04	39.56	41.26	37.60	39.54	38.84	34.88	28.51	35.53	33.01
2011	27.70	41.02	40.00	35.29	34.20	41.78	40.95	38.20	38.49	38.67	33.60	29.28	36.55	35.88
2012	29.21	37.03	39.36	45.40	40.32	47.28	46.12	45.13	41.22	41.44	36.30	32.38	40.10	37.70
2013	31.08	38.37	45.48	44.92	44.80	50.18	47.49	40.65	39.85	42.70	39.19	37.88	41.89	39.96
2014	35.87	41.56	48.34	46.66	42.96	52.19	50.60	48.93	48.83	49.13	40.56	37.32	45.26	43.12
2015	43.86	52.46	54.01	53.64	52.86	55.10	54.80	52.57	50.86	57.57	47.71	46.55	51.83	50.93
2016	47.49	55.50	56.94	61.43										55.29
Avg	34.71	43.20	45.51	45.87	41.53	47.68	46.87	43.85	43.13	44.73	38.71	35.32	41.86	42.27

Supply														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Apr YTD
2010	20,367	18,396	20,367	19,710	20,367	19,710	20,367	20,367	19,710	20,367	19,710	20,367	239,805	78,840
2011	20,367	18,396	20,367	19,710	20,367	19,710	20,367	20,367	19,710	20,367	19,710	20,367	239,805	78,840
2012	20,367	18,396	20,367	19,710	20,367	19,710	20,367	20,367	19,710	20,367	19,710	20,367	239,805	78,840
2013	20,367	18,396	20,367	19,710	20,367	19,710	20,367	20,367	19,710	20,367	19,710	20,367	239,805	78,840
2014	20,367	18,396	20,367	19,710	20,367	19,710	20,367	20,367	19,710	20,367	19,680	20,336	239,744	78,840
2015	20,367	18,396	20,367	19,710	20,367	19,710	20,367	20,367	19,710	20,367	19,710	20,367	239,805	78,840
2016	20,367	18,396	20,367	19,710										78,840
Avg	20,367	18,396	20,367	19,710	20,367	19,710	20,367	20,367	19,710	20,367	19,705	20,362	239,795	78,840

Demand														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Apr YTD
2010	7,811	8,994	9,518	8,911	9,178	10,628	10,911	10,278	10,080	10,408	9,357	8,086	114,160	35,234
2011	7,800	9,214	11,041	9,539	9,582	11,033	11,202	10,405	9,855	10,344	9,190	8,311	117,516	37,594
2012	8,351	9,106	10,797	11,662	11,025	12,643	12,479	12,195	10,986	11,613	10,048	9,578	130,483	39,916
2013	9,476	10,166	12,853	12,111	12,490	13,388	13,085	11,821	11,089	12,359	11,385	11,280	141,503	44,606
2014	10,800	10,998	13,614	12,074	11,978	13,786	13,689	13,306	12,757	13,745	11,276	10,920	148,943	47,486
2015	12,760	13,330	14,969	13,986	14,142	14,520	14,443	14,229	13,506	15,109	12,655	12,745	166,394	55,045
2016	13,146	13,211	14,829	14,556										55,742
Avg	10,021	10,717	12,517	11,834	11,399	12,666	12,635	12,039	11,379	12,263	10,652	10,153	136,500	45,089

Revenue (\$)														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Apr YTD
2010	565,896	670,312	701,779	664,465	693,253	779,699	840,307	765,857	779,308	791,032	687,472	580,692	8,520,072	2,602,452
2011	564,210	754,551	814,771	695,600	696,636	823,530	834,010	777,963	758,639	787,572	662,166	596,328	8,765,976	2,829,132
2012	594,843	681,225	801,669	894,838	821,164	931,839	939,409	919,198	812,543	844,107	715,386	659,580	9,615,801	2,972,575
2013	632,977	705,771	926,360	885,357	912,439	988,990	967,325	827,849	785,491	869,681	772,479	771,530	10,046,249	3,150,465
2014	730,526	764,616	984,441	919,733	874,963	1,028,675	1,030,618	996,645	962,404	1,000,621	798,193	758,984	10,850,419	3,399,316
2015	893,318	964,998	1,100,070	1,057,216	1,076,640	1,086,036	1,116,072	1,070,736	1,002,535	1,172,492	940,420	948,132	12,428,665	4,015,602
2016	967,193	1,021,026	1,159,738	1,210,812										4,358,769
Avg	706,995	794,643	926,975	904,003	845,849	939,795	954,624	893,041	850,153	910,918	762,686	719,208	10,037,864	3,332,616

The STR Trend Report is a publication of STR, Inc. and STR Global, Ltd., and is intended solely for use by paid subscribers. Reproduction or distribution of the STR Trend Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to the STR Trend report, please contact us immediately. Source: 2016 STR, Inc. / STR Global, Ltd. trading as "STR".

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

Wilmer 2016 - De Soto, TX Area Selected Properties

Job Number: 779772_SADIM Staff: SS Created: May 24, 2016

Occupancy														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Apr YTD
2011	-0.1	2.4	16.0	7.0	4.4	3.8	2.7	1.2	-2.2	-0.6	-1.8	2.8	2.9	6.7
2012	7.1	-1.2	-2.2	22.3	15.1	14.6	11.4	17.2	11.5	12.3	9.3	15.2	11.0	6.2
2013	13.5	11.6	19.0	3.9	13.3	5.9	4.9	-3.1	0.9	6.4	13.3	17.8	8.4	11.7
2014	14.0	8.2	5.9	-0.3	-4.1	3.0	4.6	12.6	15.0	11.2	-0.8	-3.0	5.3	6.5
2015	18.1	21.2	10.0	15.8	18.1	5.3	5.5	6.9	5.9	9.9	12.1	16.5	11.7	15.9
2016	3.0	-0.9	-0.9	4.1										1.3
Avg	9.3	6.9	8.0	8.8	9.3	6.5	5.8	7.0	6.2	7.8	6.4	9.9	7.9	8.0

ADR														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Apr YTD
2011	-0.2	9.9	0.1	-2.2	-3.7	1.7	-3.3	0.3	-0.4	0.2	-1.9	-0.1	-0.1	1.9
2012	-1.5	-8.6	0.6	5.2	2.4	-1.3	1.1	0.8	-3.9	-4.5	-1.2	-4.0	-1.2	-1.0
2013	-6.2	-7.2	-2.9	-4.7	-1.9	0.2	-1.8	-7.1	-4.2	-3.2	-4.7	-0.7	-3.7	-5.2
2014	1.3	0.1	0.3	4.2	-0.0	1.0	1.8	7.0	6.5	3.5	4.3	1.6	2.6	1.4
2015	3.5	4.1	1.6	-0.8	4.2	0.2	2.6	0.5	-1.6	6.6	5.0	7.0	2.5	1.9
2016	5.1	6.8	6.4	10.0										7.2
Avg	0.3	0.8	1.0	2.0	0.2	0.4	0.1	0.3	-0.7	0.5	0.3	0.8	0.0	1.0

RevPAR														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Apr YTD
2011	-0.3	12.6	16.1	4.7	0.5	5.6	-0.7	1.6	-2.7	-0.4	-3.7	2.7	2.9	8.7
2012	5.4	-9.7	-1.6	28.6	17.9	13.2	12.6	18.2	7.1	7.2	8.0	10.6	9.7	5.1
2013	6.4	3.6	15.6	-1.1	11.1	6.1	3.0	-9.9	-3.3	3.0	8.0	17.0	4.5	6.0
2014	15.4	8.3	6.3	3.9	-4.1	4.0	6.5	20.4	22.5	15.1	3.5	-1.5	8.0	7.9
2015	22.3	26.2	11.7	14.9	23.0	5.6	8.3	7.4	4.2	17.2	17.6	24.7	14.5	18.1
2016	8.3	5.8	5.4	14.5										8.5
Avg	9.6	7.8	8.9	10.9	9.7	6.9	5.9	7.5	5.6	8.4	6.7	10.7	7.9	9.1

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

Demand														Total Year	Apr YTD
	January	February	March	April	May	June	July	August	September	October	November	December			
2011	-0.1	2.4	16.0	7.0	4.4	3.8	2.7	1.2	-2.2	-0.6	-1.8	2.8	2.9	6.7	
2012	7.1	-1.2	-2.2	22.3	15.1	14.6	11.4	17.2	11.5	12.3	9.3	15.2	11.0	6.2	
2013	13.5	11.6	19.0	3.9	13.3	5.9	4.9	-3.1	0.9	6.4	13.3	17.8	8.4	11.7	
2014	14.0	8.2	5.9	-0.3	-4.1	3.0	4.6	12.6	15.0	11.2	-1.0	-3.2	5.3	6.5	
2015	18.1	21.2	10.0	15.8	18.1	5.3	5.5	6.9	5.9	9.9	12.2	16.7	11.7	15.9	
2016	3.0	-0.9	-0.9	4.1										1.3	
Avg	9.3	6.9	8.0	8.8	9.3	6.5	5.8	7.0	6.2	7.8	6.4	9.9	7.9	8.0	

Revenue														Total Year	Apr YTD
	January	February	March	April	May	June	July	August	September	October	November	December			
2011	-0.3	12.6	16.1	4.7	0.5	5.6	-0.7	1.6	-2.7	-0.4	-3.7	2.7	2.9	8.7	
2012	5.4	-9.7	-1.6	28.6	17.9	13.2	12.6	18.2	7.1	7.2	8.0	10.6	9.7	5.1	
2013	6.4	3.6	15.6	-1.1	11.1	6.1	3.0	-9.9	-3.3	3.0	8.0	17.0	4.5	6.0	
2014	15.4	8.3	6.3	3.9	-4.1	4.0	6.5	20.4	22.5	15.1	3.3	-1.6	8.0	7.9	
2015	22.3	26.2	11.7	14.9	23.0	5.6	8.3	7.4	4.2	17.2	17.8	24.9	14.5	18.1	
2016	8.3	5.8	5.4	14.5										8.5	
Avg	9.6	7.8	8.9	10.9	9.7	6.9	5.9	7.5	5.6	8.4	6.7	10.7	7.9	9.1	

The STR Trend Report is a publication of STR, Inc. and STR Global, Ltd., and is intended solely for use by paid subscribers. Reproduction or distribution of the STR Trend Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to the STR Trend report, please contact us immediately. Source: 2016 STR, Inc. / STR Global, Ltd. trading as "STR".

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

Wilmer 2016 - De Soto, TX Area Selected Properties

Job Number: 779772_SADIM Staff: SS Created: May 24, 2016

	Jan 11	Feb 11	Mar 11	Apr 11	May 11	Jun 11	Jul 11	Aug 11	Sep 11	Oct 11	Nov 11	Dec 11	Total Year	Apr YTD
Occ	-0.1	2.4	16.0	7.0	4.4	3.8	2.7	1.2	-2.2	-0.6	-1.8	2.8	2.9	6.7
ADR	-0.2	9.9	0.1	-2.2	-3.7	1.7	-3.3	0.3	-0.4	0.2	-1.9	-0.1	-0.1	1.9
RevPAR	-0.3	12.6	16.1	4.7	0.5	5.6	-0.7	1.6	-2.7	-0.4	-3.7	2.7	2.9	8.7
Supply	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Demand	-0.1	2.4	16.0	7.0	4.4	3.8	2.7	1.2	-2.2	-0.6	-1.8	2.8	2.9	6.7
Revenue	-0.3	12.6	16.1	4.7	0.5	5.6	-0.7	1.6	-2.7	-0.4	-3.7	2.7	2.9	8.7

	Jan 12	Feb 12	Mar 12	Apr 12	May 12	Jun 12	Jul 12	Aug 12	Sep 12	Oct 12	Nov 12	Dec 12	Total Year	Apr YTD
Occ	7.1	-1.2	-2.2	22.3	15.1	14.6	11.4	17.2	11.5	12.3	9.3	15.2	11.0	6.2
ADR	-1.5	-8.6	0.6	5.2	2.4	-1.3	1.1	0.8	-3.9	-4.5	-1.2	-4.0	-1.2	-1.0
RevPAR	5.4	-9.7	-1.6	28.6	17.9	13.2	12.6	18.2	7.1	7.2	8.0	10.6	9.7	5.1
Supply	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Demand	7.1	-1.2	-2.2	22.3	15.1	14.6	11.4	17.2	11.5	12.3	9.3	15.2	11.0	6.2
Revenue	5.4	-9.7	-1.6	28.6	17.9	13.2	12.6	18.2	7.1	7.2	8.0	10.6	9.7	5.1

	Jan 13	Feb 13	Mar 13	Apr 13	May 13	Jun 13	Jul 13	Aug 13	Sep 13	Oct 13	Nov 13	Dec 13	Total Year	Apr YTD
Occ	13.5	11.6	19.0	3.9	13.3	5.9	4.9	-3.1	0.9	6.4	13.3	17.8	8.4	11.7
ADR	-6.2	-7.2	-2.9	-4.7	-1.9	0.2	-1.8	-7.1	-4.2	-3.2	-4.7	-0.7	-3.7	-5.2
RevPAR	6.4	3.6	15.6	-1.1	11.1	6.1	3.0	-9.9	-3.3	3.0	8.0	17.0	4.5	6.0
Supply	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Demand	13.5	11.6	19.0	3.9	13.3	5.9	4.9	-3.1	0.9	6.4	13.3	17.8	8.4	11.7
Revenue	6.4	3.6	15.6	-1.1	11.1	6.1	3.0	-9.9	-3.3	3.0	8.0	17.0	4.5	6.0

	Jan 14	Feb 14	Mar 14	Apr 14	May 14	Jun 14	Jul 14	Aug 14	Sep 14	Oct 14	Nov 14	Dec 14	Total Year	Apr YTD
Occ	14.0	8.2	5.9	-0.3	-4.1	3.0	4.6	12.6	15.0	11.2	-0.8	-3.0	5.3	6.5
ADR	1.3	0.1	0.3	4.2	-0.0	1.0	1.8	7.0	6.5	3.5	4.3	1.6	2.6	1.4
RevPAR	15.4	8.3	6.3	3.9	-4.1	4.0	6.5	20.4	22.5	15.1	3.5	-1.5	8.0	7.9
Supply	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-0.2	-0.2	-0.0	0.0
Demand	14.0	8.2	5.9	-0.3	-4.1	3.0	4.6	12.6	15.0	11.2	-1.0	-3.2	5.3	6.5
Revenue	15.4	8.3	6.3	3.9	-4.1	4.0	6.5	20.4	22.5	15.1	3.3	-1.6	8.0	7.9

	Jan 15	Feb 15	Mar 15	Apr 15	May 15	Jun 15	Jul 15	Aug 15	Sep 15	Oct 15	Nov 15	Dec 15	Total Year	Apr YTD
Occ	18.1	21.2	10.0	15.8	18.1	5.3	5.5	6.9	5.9	9.9	12.1	16.5	11.7	15.9
ADR	3.5	4.1	1.6	-0.8	4.2	0.2	2.6	0.5	-1.6	6.6	5.0	7.0	2.5	1.9
RevPAR	22.3	26.2	11.7	14.9	23.0	5.6	8.3	7.4	4.2	17.2	17.6	24.7	14.5	18.1
Supply	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.0
Demand	18.1	21.2	10.0	15.8	18.1	5.3	5.5	6.9	5.9	9.9	12.2	16.7	11.7	15.9
Revenue	22.3	26.2	11.7	14.9	23.0	5.6	8.3	7.4	4.2	17.2	17.8	24.9	14.5	18.1

	Jan 16	Feb 16	Mar 16	Apr 16	May 16	Jun 16	Jul 16	Aug 16	Sep 16	Oct 16	Nov 16	Dec 16	Total Year	Apr YTD
Occ	3.0	-0.9	-0.9	4.1										1.3
ADR	5.1	6.8	6.4	10.0										7.2
RevPAR	8.3	5.8	5.4	14.5										8.5
Supply	0.0	0.0	0.0	0.0										0.0
Demand	3.0	-0.9	-0.9	4.1										1.3
Revenue	8.3	5.8	5.4	14.5										8.5

The STR Trend Report is a publication of STR, Inc. and STR Global, Ltd., and is intended solely for use by paid subscribers. Reproduction or distribution of the STR Trend Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to the STR Trend report, please contact us immediately. Source: 2016 STR, Inc. / STR Global, Ltd. trading as "STR".

Tab 5 - Twelve Month Moving Average

Wilmer 2016 - De Soto, TX Area Selected Properties

Job Number: 779772_SADIM Staff: SS Created: May 24, 2016

Occupancy (%)												
	January	February	March	April	May	June	July	August	September	October	November	December
2011	47.6	47.7	48.3	48.6	48.8	48.9	49.0	49.1	49.0	49.0	48.9	49.0
2012	49.2	49.2	49.1	50.0	50.6	51.2	51.8	52.5	53.0	53.5	53.9	54.4
2013	54.9	55.3	56.2	56.4	57.0	57.3	57.5	57.4	57.4	57.7	58.3	59.0
2014	59.6	59.9	60.2	60.2	60.0	60.2	60.4	61.0	61.7	62.3	62.3	62.1
2015	62.9	63.9	64.5	65.3	66.2	66.5	66.8	67.2	67.5	68.1	68.6	69.4
2016	69.5	69.5	69.4	69.7								

ADR (\$)												
	January	February	March	April	May	June	July	August	September	October	November	December
2011	74.63	75.22	75.20	75.07	74.84	74.95	74.71	74.73	74.70	74.71	74.60	74.59
2012	74.51	73.95	73.99	74.35	74.49	74.39	74.48	74.54	74.30	74.01	73.93	73.69
2013	73.35	72.95	72.76	72.45	72.34	72.37	72.25	71.78	71.53	71.33	71.06	71.00
2014	71.02	71.02	71.05	71.30	71.30	71.38	71.52	71.94	72.33	72.53	72.76	72.85
2015	72.98	73.18	73.29	73.27	73.54	73.56	73.75	73.79	73.69	74.13	74.37	74.69
2016	74.96	75.35	75.78	76.44								

RevPAR (\$)												
	January	February	March	April	May	June	July	August	September	October	November	December
2011	35.52	35.87	36.34	36.47	36.49	36.67	36.65	36.70	36.61	36.59	36.49	36.55
2012	36.68	36.38	36.32	37.15	37.67	38.12	38.56	39.15	39.38	39.61	39.83	40.10
2013	40.26	40.36	40.88	40.84	41.22	41.46	41.58	41.19	41.08	41.19	41.43	41.89
2014	42.30	42.55	42.79	42.93	42.77	42.94	43.20	43.91	44.65	45.19	45.30	45.26
2015	45.94	46.77	47.26	47.83	48.67	48.91	49.27	49.57	49.74	50.46	51.05	51.83
2016	52.14	52.37	52.62	53.26								

Supply												
	January	February	March	April	May	June	July	August	September	October	November	December
2011	239,805	239,805	239,805	239,805	239,805	239,805	239,805	239,805	239,805	239,805	239,805	239,805
2012	239,805	239,805	239,805	239,805	239,805	239,805	239,805	239,805	239,805	239,805	239,805	239,805
2013	239,805	239,805	239,805	239,805	239,805	239,805	239,805	239,805	239,805	239,805	239,805	239,805
2014	239,805	239,805	239,805	239,805	239,805	239,805	239,805	239,805	239,805	239,805	239,775	239,744
2015	239,744	239,744	239,744	239,744	239,744	239,744	239,744	239,744	239,744	239,744	239,774	239,805
2016	239,805	239,805	239,805	239,805								

Demand												
	January	February	March	April	May	June	July	August	September	October	November	December
2011	114,149	114,369	115,892	116,520	116,924	117,329	117,620	117,747	117,522	117,458	117,291	117,516
2012	118,067	117,959	117,715	119,838	121,281	122,891	124,168	125,958	127,089	128,358	129,216	130,483
2013	131,608	132,668	134,724	135,173	136,638	137,383	137,989	137,615	137,718	138,464	139,801	141,503
2014	142,827	143,659	144,420	144,383	143,871	144,269	144,873	146,358	148,026	149,412	149,303	148,943
2015	150,903	153,235	154,590	156,502	158,666	159,400	160,154	161,077	161,826	163,190	164,569	166,394
2016	166,780	166,661	166,521	167,091								

Revenue (\$)												
	January	February	March	April	May	June	July	August	September	October	November	December
2011	8,518,386	8,602,625	8,715,617	8,746,752	8,750,135	8,793,966	8,787,669	8,799,775	8,779,106	8,775,646	8,750,340	8,765,976
2012	8,796,609	8,723,283	8,710,181	8,909,419	9,033,947	9,142,256	9,247,655	9,388,890	9,442,794	9,499,329	9,552,549	9,615,801
2013	9,653,935	9,678,481	9,803,172	9,793,691	9,884,966	9,942,117	9,970,033	9,878,684	9,851,632	9,877,206	9,934,299	10,046,249
2014	10,143,798	10,202,643	10,260,724	10,295,100	10,257,624	10,297,309	10,360,602	10,529,398	10,706,311	10,837,251	10,862,965	10,850,419
2015	11,013,211	11,213,593	11,329,222	11,466,705	11,668,382	11,725,743	11,811,197	11,885,288	11,925,419	12,097,290	12,239,517	12,428,665
2016	12,502,540	12,558,568	12,618,236	12,771,832								

High value is boxed.

Low value is boxed and italicized.

The STR Trend Report is a publication of STR, Inc. and STR Global, Ltd., and is intended solely for use by paid subscribers. Reproduction or distribution of the STR Trend Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to the STR Trend report, please contact us immediately. Source: 2016 STR, Inc. / STR Global, Ltd. trading as "STR".

Tab 6 - Twelve Month Moving Average with Percent Change

Wilmer 2016 - De Soto, TX Area Selected Properties

Job Number: 779772_SADIM Staff: SS Created: May 24, 2016

Date	Occupancy		ADR		RevPar		Supply		Demand		Revenue	
	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg
Jan 11	47.6		74.63		35.52		239,805		114,149		8,518,386	
Feb 11	47.7		75.22		35.87		239,805		114,369		8,602,625	
Mar 11	48.3		75.20		36.34		239,805		115,892		8,715,617	
Apr 11	48.6		75.07		36.47		239,805		116,520		8,746,752	
May 11	48.8		74.84		36.49		239,805		116,924		8,750,135	
Jun 11	48.9		74.95		36.67		239,805		117,329		8,793,966	
Jul 11	49.0		74.71		36.65		239,805		117,620		8,787,669	
Aug 11	49.1		74.73		36.70		239,805		117,747		8,799,775	
Sep 11	49.0		74.70		36.61		239,805		117,522		8,779,106	
Oct 11	49.0		74.71		36.59		239,805		117,458		8,775,646	
Nov 11	48.9		74.60		36.49		239,805		117,291		8,750,340	
Dec 11	49.0	2.9	74.59	-0.1	36.55	2.9	239,805	0.0	117,516	2.9	8,765,976	2.9
Jan 12	49.2	3.4	74.51	-0.2	36.68	3.3	239,805	0.0	118,067	3.4	8,796,609	3.3
Feb 12	49.2	3.1	73.95	-1.7	36.38	1.4	239,805	0.0	117,959	3.1	8,723,283	1.4
Mar 12	49.1	1.6	73.99	-1.6	36.32	-0.1	239,805	0.0	117,715	1.6	8,710,181	-0.1
Apr 12	50.0	2.8	74.35	-1.0	37.15	1.9	239,805	0.0	119,838	2.8	8,909,419	1.9
May 12	50.6	3.7	74.49	-0.5	37.67	3.2	239,805	0.0	121,281	3.7	9,033,947	3.2
Jun 12	51.2	4.7	74.39	-0.7	38.12	4.0	239,805	0.0	122,891	4.7	9,142,256	4.0
Jul 12	51.8	5.6	74.48	-0.3	38.56	5.2	239,805	0.0	124,168	5.6	9,247,655	5.2
Aug 12	52.5	7.0	74.54	-0.3	39.15	6.7	239,805	0.0	125,958	7.0	9,388,890	6.7
Sep 12	53.0	8.1	74.30	-0.5	39.38	7.6	239,805	0.0	127,089	8.1	9,442,794	7.6
Oct 12	53.5	9.3	74.01	-0.9	39.61	8.2	239,805	0.0	128,358	9.3	9,499,329	8.2
Nov 12	53.9	10.2	73.93	-0.9	39.83	9.2	239,805	0.0	129,216	10.2	9,552,549	9.2
Dec 12	54.4	11.0	73.69	-1.2	40.10	9.7	239,805	0.0	130,483	11.0	9,615,801	9.7
Jan 13	54.9	11.5	73.35	-1.5	40.26	9.7	239,805	0.0	131,608	11.5	9,653,935	9.7
Feb 13	55.3	12.5	72.95	-1.4	40.36	10.9	239,805	0.0	132,668	12.5	9,678,481	10.9
Mar 13	56.2	14.4	72.76	-1.7	40.88	12.5	239,805	0.0	134,724	14.4	9,803,172	12.5
Apr 13	56.4	12.8	72.45	-2.5	40.84	9.9	239,805	0.0	135,173	12.8	9,793,691	9.9
May 13	57.0	12.7	72.34	-2.9	41.22	9.4	239,805	0.0	136,638	12.7	9,884,966	9.4
Jun 13	57.3	11.8	72.37	-2.7	41.46	8.7	239,805	0.0	137,383	11.8	9,942,117	8.7
Jul 13	57.5	11.1	72.25	-3.0	41.58	7.8	239,805	0.0	137,989	11.1	9,970,033	7.8
Aug 13	57.4	9.3	71.78	-3.7	41.19	5.2	239,805	0.0	137,615	9.3	9,878,684	5.2
Sep 13	57.4	8.4	71.53	-3.7	41.08	4.3	239,805	0.0	137,718	8.4	9,851,632	4.3
Oct 13	57.7	7.9	71.33	-3.6	41.19	4.0	239,805	0.0	138,464	7.9	9,877,206	4.0
Nov 13	58.3	8.2	71.06	-3.9	41.43	4.0	239,805	0.0	139,801	8.2	9,934,299	4.0
Dec 13	59.0	8.4	71.00	-3.7	41.89	4.5	239,805	0.0	141,503	8.4	10,046,249	4.5
Jan 14	59.6	8.5	71.02	-3.2	42.30	5.1	239,805	0.0	142,827	8.5	10,143,798	5.1
Feb 14	59.9	8.3	71.02	-2.6	42.55	5.4	239,805	0.0	143,659	8.3	10,202,643	5.4
Mar 14	60.2	7.2	71.05	-2.4	42.79	4.7	239,805	0.0	144,420	7.2	10,260,724	4.7
Apr 14	60.2	6.8	71.30	-1.6	42.93	5.1	239,805	0.0	144,383	6.8	10,295,100	5.1
May 14	60.0	5.3	71.30	-1.4	42.77	3.8	239,805	0.0	143,871	5.3	10,257,624	3.8
Jun 14	60.2	5.0	71.38	-1.4	42.94	3.6	239,805	0.0	144,269	5.0	10,297,309	3.6
Jul 14	60.4	5.0	71.52	-1.0	43.20	3.9	239,805	0.0	144,873	5.0	10,360,602	3.9
Aug 14	61.0	6.4	71.94	0.2	43.91	6.6	239,805	0.0	146,358	6.4	10,529,398	6.6
Sep 14	61.7	7.5	72.33	1.1	44.65	8.7	239,805	0.0	148,026	7.5	10,706,311	8.7

Tab 6 - Twelve Month Moving Average with Percent Change

Wilmer 2016 - De Soto, TX Area Selected Properties

Job Number: 779772_SADIM Staff: SS Created: May 24, 2016

Date	Occupancy		ADR		RevPar		Supply		Demand		Revenue	
	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg
Oct 14	62.3	7.9	72.53	1.7	45.19	9.7	239,805	0.0	149,412	7.9	10,837,251	9.7
Nov 14	62.3	6.8	72.76	2.4	45.30	9.4	239,775	-0.0	149,303	6.8	10,862,965	9.3
Dec 14	62.1	5.3	72.85	2.6	45.26	8.0	239,744	-0.0	148,943	5.3	10,850,419	8.0
Jan 15	62.9	5.7	72.98	2.8	45.94	8.6	239,744	-0.0	150,903	5.7	11,013,211	8.6
Feb 15	63.9	6.7	73.18	3.0	46.77	9.9	239,744	-0.0	153,235	6.7	11,213,593	9.9
Mar 15	64.5	7.1	73.29	3.1	47.26	10.4	239,744	-0.0	154,590	7.0	11,329,222	10.4
Apr 15	65.3	8.4	73.27	2.8	47.83	11.4	239,744	-0.0	156,502	8.4	11,466,705	11.4
May 15	66.2	10.3	73.54	3.1	48.67	13.8	239,744	-0.0	158,666	10.3	11,668,382	13.8
Jun 15	66.5	10.5	73.56	3.1	48.91	13.9	239,744	-0.0	159,400	10.5	11,725,743	13.9
Jul 15	66.8	10.6	73.75	3.1	49.27	14.0	239,744	-0.0	160,154	10.5	11,811,197	14.0
Aug 15	67.2	10.1	73.79	2.6	49.57	12.9	239,744	-0.0	161,077	10.1	11,885,288	12.9
Sep 15	67.5	9.4	73.69	1.9	49.74	11.4	239,744	-0.0	161,826	9.3	11,925,419	11.4
Oct 15	68.1	9.2	74.13	2.2	50.46	11.7	239,744	-0.0	163,190	9.2	12,097,290	11.6
Nov 15	68.6	10.2	74.37	2.2	51.05	12.7	239,774	-0.0	164,569	10.2	12,239,517	12.7
Dec 15	69.4	11.7	74.69	2.5	51.83	14.5	239,805	0.0	166,394	11.7	12,428,665	14.5
Jan 16	69.5	10.5	74.96	2.7	52.14	13.5	239,805	0.0	166,780	10.5	12,502,540	13.5
Feb 16	69.5	8.7	75.35	3.0	52.37	12.0	239,805	0.0	166,661	8.8	12,558,568	12.0
Mar 16	69.4	7.7	75.78	3.4	52.62	11.3	239,805	0.0	166,521	7.7	12,618,236	11.4
Apr 16	69.7	6.7	76.44	4.3	53.26	11.4	239,805	0.0	167,091	6.8	12,771,832	11.4

The STR Trend Report is a publication of STR, Inc. and STR Global, Ltd., and is intended solely for use by paid subscribers. Reproduction or distribution of the STR Trend Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to the STR Trend report, please contact us immediately. Source: 2016 STR, Inc. / STR Global, Ltd. trading as "STR".

Tab 7 - Day of Week Analysis

Wilmer 2016 - De Soto, TX Area Selected Properties
Job Number: 779772_SADIM Staff: SS Created: May 24, 2016

Occupancy (%)								Total Month
	Sun	Mon	Tue	Wed	Thu	Fri	Sat	
May - 15	60.5	62.4	69.8	69.9	65.6	77.5	78.4	69.4
Jun - 15	61.6	70.5	74.8	74.4	73.1	80.1	81.7	73.7
Jul - 15	59.0	66.1	68.1	69.6	71.0	80.3	80.4	70.9
Aug - 15	60.0	68.0	69.9	71.0	69.7	74.0	77.5	69.9
Sep - 15	60.7	63.5	68.3	68.1	62.8	76.3	80.1	68.5
Oct - 15	64.3	69.8	72.5	73.9	70.1	82.6	82.9	74.2
Nov - 15	54.5	58.5	62.9	64.0	65.6	72.8	75.2	64.2
Dec - 15	57.9	62.5	60.8	59.1	61.6	65.8	72.0	62.6
Jan - 16	55.8	65.2	66.5	68.2	62.2	66.3	68.4	64.5
Feb - 16	64.2	67.2	71.0	71.8	70.0	77.7	81.9	71.8
Mar - 16	60.5	69.3	73.5	75.1	71.9	78.7	80.0	72.8
Apr - 16	62.1	69.5	71.2	73.3	67.4	83.8	84.4	73.9
Total Year	59.9	66.0	69.1	69.7	67.7	76.5	78.5	69.7

Three Year Occupancy (%)								Total Year
	Sun	Mon	Tue	Wed	Thu	Fri	Sat	
May 13 - Apr 14	48.7	54.9	60.3	61.8	58.9	67.2	69.8	60.2
May 14 - Apr 15	54.5	61.2	64.4	66.2	63.5	71.9	75.2	65.3
May 15 - Apr 16	59.9	66.0	69.1	69.7	67.7	76.5	78.5	69.7
Total 3 Yr	54.3	60.7	64.6	65.9	63.3	71.9	74.5	65.1

ADR								Total Month
	Sun	Mon	Tue	Wed	Thu	Fri	Sat	
May - 15	71.67	73.99	75.59	75.46	74.17	80.07	79.21	76.13
Jun - 15	70.19	73.60	75.04	73.83	75.16	76.31	78.34	74.80
Jul - 15	71.75	74.52	76.79	77.03	77.26	79.44	81.59	77.27
Aug - 15	71.08	73.28	75.87	76.85	73.72	76.97	78.38	75.25
Sep - 15	70.79	71.97	72.78	72.07	71.40	78.28	80.84	74.23
Oct - 15	71.90	74.10	76.85	79.34	74.42	80.28	82.82	77.60
Nov - 15	68.42	73.48	75.91	75.13	74.89	76.87	75.44	74.31
Dec - 15	70.00	74.68	75.34	75.57	75.15	73.30	75.66	74.39
Jan - 16	69.76	73.06	76.16	75.87	72.47	73.83	73.78	73.57
Feb - 16	71.89	73.68	76.80	78.95	75.21	80.94	82.48	77.29
Mar - 16	71.92	77.92	79.48	78.48	76.16	81.07	80.91	78.21
Apr - 16	74.08	81.79	82.08	83.44	80.44	86.93	88.05	83.18
Total Year	71.10	74.64	76.53	76.83	75.14	79.04	80.05	76.44

Three Year ADR								Total Year
	Sun	Mon	Tue	Wed	Thu	Fri	Sat	
May 13 - Apr 14	67.17	70.22	71.55	71.46	70.30	72.81	74.07	71.30
May 14 - Apr 15	68.33	72.11	73.50	73.56	72.16	75.02	76.60	73.27
May 15 - Apr 16	71.10	74.64	76.53	76.83	75.14	79.04	80.05	76.44
Total 3 Yr	69.00	72.46	73.97	74.04	72.64	75.78	77.04	73.79

RevPAR								Total Month
	Sun	Mon	Tue	Wed	Thu	Fri	Sat	
May - 15	43.34	46.15	52.75	52.75	48.67	62.05	62.09	52.86
Jun - 15	43.21	51.85	56.13	54.91	54.96	61.15	64.04	55.10
Jul - 15	42.30	49.24	52.31	53.60	54.85	63.76	65.56	54.80
Aug - 15	42.65	49.86	53.01	54.57	51.39	56.93	60.72	52.57
Sep - 15	42.98	45.69	49.68	49.11	44.84	59.76	64.73	50.86
Oct - 15	46.24	51.74	55.69	58.61	52.16	66.28	68.66	57.57
Nov - 15	37.25	42.96	47.74	48.05	49.12	55.95	56.72	47.71
Dec - 15	40.50	46.66	45.78	44.67	46.30	48.23	54.46	46.55
Jan - 16	38.91	47.63	50.63	51.74	45.10	48.98	50.46	47.49
Feb - 16	46.16	49.51	54.52	56.68	52.68	62.88	67.59	55.50
Mar - 16	43.50	54.03	58.43	58.96	54.74	63.84	64.76	56.94
Apr - 16	45.99	56.84	58.42	61.20	54.25	72.88	74.35	61.43
Total Year	42.57	49.28	52.89	53.56	50.85	60.46	62.87	53.26

Three Year RevPAR								Total Year
	Sun	Mon	Tue	Wed	Thu	Fri	Sat	
May 13 - Apr 14	32.68	38.56	43.16	44.14	41.38	48.90	51.67	42.93
May 14 - Apr 15	37.26	44.13	47.35	48.67	45.83	53.98	57.63	47.83
May 15 - Apr 16	42.57	49.28	52.89	53.56	50.85	60.46	62.87	53.26
Total 3 Yr	37.50	43.98	47.79	48.76	46.01	54.48	57.42	48.01

The STR Trend Report is a publication of STR, Inc. and STR Global, Ltd., and is intended solely for use by paid subscribers. Reproduction or distribution of the STR Trend Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to the STR Trend report, please contact us immediately. Source: 2016 STR, Inc. / STR Global, Ltd. trading as "STR".

Tab 8 - Raw Data

Wilmer 2016 - De Soto, TX Area Selected Properties

Job Number: 779772_SADIM Staff: SS Created: May 24, 2016

Date	Occupancy		ADR		RevPar		Supply		Demand		Revenue		Census & Sample %		
	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	Census Props	Census Rooms	% Rooms STAR Participants
Jan 10	38.4		72.45		27.78		20,367		7,811		565,896		9	657	77.3
Feb 10	48.9		74.53		36.44		18,396		8,994		670,312		9	657	77.3
Mar 10	46.7		73.73		34.46		20,367		9,518		701,779		9	657	77.3
Apr 10	45.2		74.57		33.71		19,710		8,911		664,465		9	657	77.3
May 10	45.1		75.53		34.04		20,367		9,178		693,253		9	657	77.3
Jun 10	53.9		73.36		39.56		19,710		10,628		779,699		9	657	77.3
Jul 10	53.6		77.01		41.26		20,367		10,911		840,307		9	657	77.3
Aug 10	50.5		74.51		37.60		20,367		10,278		765,857		9	657	77.3
Sep 10	51.1		77.31		39.54		19,710		10,080		779,308		9	657	77.3
Oct 10	51.1		76.00		38.84		20,367		10,408		791,032		9	657	77.3
Nov 10	47.5		73.47		34.88		19,710		9,357		687,472		9	657	77.3
Dec 10	39.7		71.81		28.51		20,367		8,086		580,692		9	657	77.3
Jan 11	38.3	-0.1	72.33	-0.2	27.70	-0.3	20,367	0.0	7,800	-0.1	564,210	-0.3	9	657	77.3
Feb 11	50.1	2.4	81.89	9.9	41.02	12.6	18,396	0.0	9,214	2.4	754,551	12.6	9	657	77.3
Mar 11	54.2	16.0	73.80	0.1	40.00	16.1	20,367	0.0	11,041	16.0	814,771	16.1	9	657	77.3
Apr 11	48.4	7.0	72.92	-2.2	35.29	4.7	19,710	0.0	9,539	7.0	695,600	4.7	9	657	77.3
May 11	47.0	4.4	72.70	-3.7	34.20	0.5	20,367	0.0	9,582	4.4	696,636	0.5	9	657	77.3
Jun 11	56.0	3.8	74.64	1.7	41.78	5.6	19,710	0.0	11,033	3.8	823,530	5.6	9	657	77.3
Jul 11	55.0	2.7	74.45	-3.3	40.95	-0.7	20,367	0.0	11,202	2.7	834,010	-0.7	9	657	77.3
Aug 11	51.1	1.2	74.77	0.3	38.20	1.6	20,367	0.0	10,405	1.2	777,963	1.6	9	657	77.3
Sep 11	50.0	-2.2	76.98	-0.4	38.49	-2.7	19,710	0.0	9,855	-2.2	758,639	-2.7	9	657	77.3
Oct 11	50.8	-0.6	76.14	0.2	38.67	-0.4	20,367	0.0	10,344	-0.6	787,572	-0.4	9	657	77.3
Nov 11	46.6	-1.8	72.05	-1.9	33.60	-3.7	19,710	0.0	9,190	-1.8	662,166	-3.7	9	657	77.3
Dec 11	40.8	2.8	71.75	-0.1	29.28	2.7	20,367	0.0	8,311	2.8	596,328	2.7	9	657	77.3
Jan 12	41.0	7.1	71.23	-1.5	29.21	5.4	20,367	0.0	8,351	7.1	594,843	5.4	9	657	77.3
Feb 12	49.5	-1.2	74.81	-8.6	37.03	-9.7	18,396	0.0	9,106	-1.2	681,225	-9.7	9	657	77.3
Mar 12	53.0	-2.2	74.25	0.6	39.36	-1.6	20,367	0.0	10,797	-2.2	801,669	-1.6	9	657	77.3
Apr 12	59.2	22.3	76.73	5.2	45.40	28.6	19,710	0.0	11,662	22.3	894,838	28.6	9	657	77.3
May 12	54.1	15.1	74.48	2.4	40.32	17.9	20,367	0.0	11,025	15.1	821,164	17.9	9	657	77.3
Jun 12	64.1	14.6	73.70	-1.3	47.28	13.2	19,710	0.0	12,643	14.6	931,839	13.2	9	657	77.3
Jul 12	61.3	11.4	75.28	1.1	46.12	12.6	20,367	0.0	12,479	11.4	939,409	12.6	9	657	77.3
Aug 12	59.9	17.2	75.37	0.8	45.13	18.2	20,367	0.0	12,195	17.2	919,198	18.2	9	657	77.3
Sep 12	55.7	11.5	73.96	-3.9	41.22	7.1	19,710	0.0	10,986	11.5	812,543	7.1	9	657	77.3
Oct 12	57.0	12.3	72.69	-4.5	41.44	7.2	20,367	0.0	11,613	12.3	844,107	7.2	9	657	77.3
Nov 12	51.0	9.3	71.20	-1.2	36.30	8.0	19,710	0.0	10,048	9.3	715,386	8.0	9	657	77.3
Dec 12	47.0	15.2	68.86	-4.0	32.38	10.6	20,367	0.0	9,578	15.2	659,580	10.6	9	657	77.3
Jan 13	46.5	13.5	66.80	-6.2	31.08	6.4	20,367	0.0	9,476	13.5	632,977	6.4	9	657	77.3
Feb 13	55.3	11.6	69.42	-7.2	38.37	3.6	18,396	0.0	10,166	11.6	705,771	3.6	9	657	77.3
Mar 13	63.1	19.0	72.07	-2.9	45.48	15.6	20,367	0.0	12,853	19.0	926,360	15.6	9	657	77.3
Apr 13	61.4	3.9	73.10	-4.7	44.92	-1.1	19,710	0.0	12,111	3.9	885,357	-1.1	9	657	77.3
May 13	61.3	13.3	73.05	-1.9	44.80	11.1	20,367	0.0	12,490	13.3	912,439	11.1	9	657	77.3
Jun 13	67.9	5.9	73.87	0.2	50.18	6.1	19,710	0.0	13,388	5.9	988,990	6.1	9	657	77.3
Jul 13	64.2	4.9	73.93	-1.8	47.49	3.0	20,367	0.0	13,085	4.9	967,325	3.0	9	657	77.3
Aug 13	58.0	-3.1	70.03	-7.1	40.65	-9.9	20,367	0.0	11,821	-3.1	827,849	-9.9	9	657	77.3
Sep 13	56.3	0.9	70.84	-4.2	39.85	-3.3	19,710	0.0	11,089	0.9	785,491	-3.3	9	657	100.0
Oct 13	60.7	6.4	70.37	-3.2	42.70	3.0	20,367	0.0	12,359	6.4	869,681	3.0	9	657	100.0
Nov 13	57.8	13.3	67.85	-4.7	39.19	8.0	19,710	0.0	11,385	13.3	772,479	8.0	9	657	100.0
Dec 13	55.4	17.8	68.40	-0.7	37.88	17.0	20,367	0.0	11,280	17.8	771,530	17.0	9	657	100.0
Jan 14	53.0	14.0	67.64	1.3	35.87	15.4	20,367	0.0	10,800	14.0	730,526	15.4	9	657	100.0

Tab 8 - Raw Data

Wilmer 2016 - De Soto, TX Area Selected Properties

Job Number: 779772_SADIM Staff: SS Created: May 24, 2016

Date	Occupancy		ADR		RevPar		Supply		Demand		Revenue		Census & Sample %		
	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	Census Props	Census Rooms	% Rooms STAR Participants
Feb 14	59.8	8.2	69.52	0.1	41.56	8.3	18,396	0.0	10,998	8.2	764,616	8.3	9	657	100.0
Mar 14	66.8	5.9	72.31	0.3	48.34	6.3	20,367	0.0	13,614	5.9	984,441	6.3	9	657	100.0
Apr 14	61.3	-0.3	76.17	4.2	46.66	3.9	19,710	0.0	12,074	-0.3	919,733	3.9	9	657	100.0
May 14	58.8	-4.1	73.05	-0.0	42.96	-4.1	20,367	0.0	11,978	-4.1	874,963	-4.1	9	657	100.0
Jun 14	69.9	3.0	74.62	1.0	52.19	4.0	19,710	0.0	13,786	3.0	1,028,675	4.0	9	657	100.0
Jul 14	67.2	4.6	75.29	1.8	50.60	6.5	20,367	0.0	13,689	4.6	1,030,618	6.5	9	657	92.4
Aug 14	65.3	12.6	74.90	7.0	48.93	20.4	20,367	0.0	13,306	12.6	996,645	20.4	9	657	92.4
Sep 14	64.7	15.0	75.44	6.5	48.83	22.5	19,710	0.0	12,757	15.0	962,404	22.5	9	657	92.4
Oct 14	67.5	11.2	72.80	3.5	49.13	15.1	20,367	0.0	13,745	11.2	1,000,621	15.1	9	657	92.4
Nov 14	57.3	-0.8	70.79	4.3	40.56	3.5	19,680	-0.2	11,276	-1.0	798,193	3.3	9	656	100.0
Dec 14	53.7	-3.0	69.50	1.6	37.32	-1.5	20,336	-0.2	10,920	-3.2	758,984	-1.6	9	656	100.0
Jan 15	62.7	18.1	70.01	3.5	43.86	22.3	20,367	0.0	12,760	18.1	893,318	22.3	9	657	100.0
Feb 15	72.5	21.2	72.39	4.1	52.46	26.2	18,396	0.0	13,330	21.2	964,998	26.2	9	657	100.0
Mar 15	73.5	10.0	73.49	1.6	54.01	11.7	20,367	0.0	14,969	10.0	1,100,070	11.7	9	657	100.0
Apr 15	71.0	15.8	75.59	-0.8	53.64	14.9	19,710	0.0	13,986	15.8	1,057,216	14.9	9	657	100.0
May 15	69.4	18.1	76.13	4.2	52.86	23.0	20,367	0.0	14,142	18.1	1,076,640	23.0	9	657	100.0
Jun 15	73.7	5.3	74.80	0.2	55.10	5.6	19,710	0.0	14,520	5.3	1,086,036	5.6	9	657	100.0
Jul 15	70.9	5.5	77.27	2.6	54.80	8.3	20,367	0.0	14,443	5.5	1,116,072	8.3	9	657	100.0
Aug 15	69.9	6.9	75.25	0.5	52.57	7.4	20,367	0.0	14,229	6.9	1,070,736	7.4	9	657	100.0
Sep 15	68.5	5.9	74.23	-1.6	50.86	4.2	19,710	0.0	13,506	5.9	1,002,535	4.2	9	657	100.0
Oct 15	74.2	9.9	77.60	6.6	57.57	17.2	20,367	0.0	15,109	9.9	1,172,492	17.2	9	657	100.0
Nov 15	64.2	12.1	74.31	5.0	47.71	17.6	19,710	0.2	12,655	12.2	940,420	17.8	9	657	100.0
Dec 15	62.6	16.5	74.39	7.0	46.55	24.7	20,367	0.2	12,745	16.7	948,132	24.9	9	657	100.0
Jan 16	64.5	3.0	73.57	5.1	47.49	8.3	20,367	0.0	13,146	3.0	967,193	8.3	9	657	100.0
Feb 16	71.8	-0.9	77.29	6.8	55.50	5.8	18,396	0.0	13,211	-0.9	1,021,026	5.8	9	657	100.0
Mar 16	72.8	-0.9	78.21	6.4	56.94	5.4	20,367	0.0	14,829	-0.9	1,159,738	5.4	9	657	100.0
Apr 16	73.9	4.1	83.18	10.0	61.43	14.5	19,710	0.0	14,556	4.1	1,210,812	14.5	9	657	100.0

The STR Trend Report is a publication of STR, Inc. and STR Global, Ltd., and is intended solely for use by paid subscribers. Reproduction or distribution of the STR Trend Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to the STR Trend report, please contact us immediately. Source: 2016 STR, Inc. / STR Global, Ltd. trading as "STR".

Tab 9 - Classic

Wilmer 2016 - De Soto, TX Area Selected Properties
Job Number: 779772_SADIM Staff: SS Created: May 24, 2016

Date	Occupancy		ADR		RevPar		Supply		Demand		Revenue		Census & Sample %		
	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	Census Props	Census Rooms	% Rooms STAR Participants
Jan 10	38.4		72.45		27.78		20,367		7,811		565,896		9	657	77.3
Feb 10	48.9		74.53		36.44		18,396		8,994		670,312		9	657	77.3
Mar 10	46.7		73.73		34.46		20,367		9,518		701,779		9	657	77.3
Apr 10	45.2		74.57		33.71		19,710		8,911		664,465		9	657	77.3
May 10	45.1		75.53		34.04		20,367		9,178		693,253		9	657	77.3
Jun 10	53.9		73.36		39.56		19,710		10,628		779,699		9	657	77.3
Jul 10	53.6		77.01		41.26		20,367		10,911		840,307		9	657	77.3
Aug 10	50.5		74.51		37.60		20,367		10,278		765,857		9	657	77.3
Sep 10	51.1		77.31		39.54		19,710		10,080		779,308		9	657	77.3
Oct 10	51.1		76.00		38.84		20,367		10,408		791,032		9	657	77.3
Nov 10	47.5		73.47		34.88		19,710		9,357		687,472		9	657	77.3
Dec 10	39.7		71.81		28.51		20,367		8,086		580,692		9	657	77.3
Apr YTD 2010	44.7		73.86		33.01		78,840		35,234		2,602,452				
Total 2010	47.6		74.63		35.53		239,805		114,160		8,520,072				
Jan 11	38.3	-0.1	72.33	-0.2	27.70	-0.3	20,367	0.0	7,800	-0.1	564,210	-0.3	9	657	77.3
Feb 11	50.1	2.4	81.89	9.9	41.02	12.6	18,396	0.0	9,214	2.4	754,551	12.6	9	657	77.3
Mar 11	54.2	16.0	73.80	0.1	40.00	16.1	20,367	0.0	11,041	16.0	814,771	16.1	9	657	77.3
Apr 11	48.4	7.0	72.92	-2.2	35.29	4.7	19,710	0.0	9,539	7.0	695,600	4.7	9	657	77.3
May 11	47.0	4.4	72.70	-3.7	34.20	0.5	20,367	0.0	9,582	4.4	696,636	0.5	9	657	77.3
Jun 11	56.0	3.8	74.64	1.7	41.78	5.6	19,710	0.0	11,033	3.8	823,530	5.6	9	657	77.3
Jul 11	55.0	2.7	74.45	-3.3	40.95	-0.7	20,367	0.0	11,202	2.7	834,010	-0.7	9	657	77.3
Aug 11	51.1	1.2	74.77	0.3	38.20	1.6	20,367	0.0	10,405	1.2	777,963	1.6	9	657	77.3
Sep 11	50.0	-2.2	76.98	-0.4	38.49	-2.7	19,710	0.0	9,855	-2.2	758,639	-2.7	9	657	77.3
Oct 11	50.8	-0.6	76.14	0.2	38.67	-0.4	20,367	0.0	10,344	-0.6	787,572	-0.4	9	657	77.3
Nov 11	46.6	-1.8	72.05	-1.9	33.60	-3.7	19,710	0.0	9,190	-1.8	662,166	-3.7	9	657	77.3
Dec 11	40.8	2.8	71.75	-0.1	29.28	2.7	20,367	0.0	8,311	2.8	596,328	2.7	9	657	77.3
Apr YTD 2011	47.7	6.7	75.25	1.9	35.88	8.7	78,840	0.0	37,594	6.7	2,829,132	8.7			
Total 2011	49.0	2.9	74.59	-0.1	36.55	2.9	239,805	0.0	117,516	2.9	8,765,976	2.9			
Jan 12	41.0	7.1	71.23	-1.5	29.21	5.4	20,367	0.0	8,351	7.1	594,843	5.4	9	657	77.3
Feb 12	49.5	-1.2	74.81	-8.6	37.03	-9.7	18,396	0.0	9,106	-1.2	681,225	-9.7	9	657	77.3
Mar 12	53.0	-2.2	74.25	0.6	39.36	-1.6	20,367	0.0	10,797	-2.2	801,669	-1.6	9	657	77.3
Apr 12	59.2	22.3	76.73	5.2	45.40	28.6	19,710	0.0	11,662	22.3	894,838	28.6	9	657	77.3
May 12	54.1	15.1	74.48	2.4	40.32	17.9	20,367	0.0	11,025	15.1	821,164	17.9	9	657	77.3
Jun 12	64.1	14.6	73.70	-1.3	47.28	13.2	19,710	0.0	12,643	14.6	931,839	13.2	9	657	77.3
Jul 12	61.3	11.4	75.28	1.1	46.12	12.6	20,367	0.0	12,479	11.4	939,409	12.6	9	657	77.3
Aug 12	59.9	17.2	75.37	0.8	45.13	18.2	20,367	0.0	12,195	17.2	919,198	18.2	9	657	77.3
Sep 12	55.7	11.5	73.96	-3.9	41.22	7.1	19,710	0.0	10,986	11.5	812,543	7.1	9	657	77.3
Oct 12	57.0	12.3	72.69	-4.5	41.44	7.2	20,367	0.0	11,613	12.3	844,107	7.2	9	657	77.3
Nov 12	51.0	9.3	71.20	-1.2	36.30	8.0	19,710	0.0	10,048	9.3	715,386	8.0	9	657	77.3
Dec 12	47.0	15.2	68.86	-4.0	32.38	10.6	20,367	0.0	9,578	15.2	659,580	10.6	9	657	77.3
Apr YTD 2012	50.6	6.2	74.47	-1.0	37.70	5.1	78,840	0.0	39,916	6.2	2,972,575	5.1			
Total 2012	54.4	11.0	73.69	-1.2	40.10	9.7	239,805	0.0	130,483	11.0	9,615,801	9.7			
Jan 13	46.5	13.5	66.80	-6.2	31.08	6.4	20,367	0.0	9,476	13.5	632,977	6.4	9	657	77.3
Feb 13	55.3	11.6	69.42	-7.2	38.37	3.6	18,396	0.0	10,166	11.6	705,771	3.6	9	657	77.3
Mar 13	63.1	19.0	72.07	-2.9	45.48	15.6	20,367	0.0	12,853	19.0	926,360	15.6	9	657	77.3
Apr 13	61.4	3.9	73.10	-4.7	44.92	-1.1	19,710	0.0	12,111	3.9	885,357	-1.1	9	657	77.3
May 13	61.3	13.3	73.05	-1.9	44.80	11.1	20,367	0.0	12,490	13.3	912,439	11.1	9	657	77.3
Jun 13	67.9	5.9	73.87	0.2	50.18	6.1	19,710	0.0	13,388	5.9	988,990	6.1	9	657	77.3
Jul 13	64.2	4.9	73.93	-1.8	47.49	3.0	20,367	0.0	13,085	4.9	967,325	3.0	9	657	77.3
Aug 13	58.0	-3.1	70.03	-7.1	40.65	-9.9	20,367	0.0	11,821	-3.1	827,849	-9.9	9	657	77.3
Sep 13	56.3	0.9	70.84	-4.2	39.85	-3.3	19,710	0.0	11,089	0.9	785,491	-3.3	9	657	100.0
Oct 13	60.7	6.4	70.37	-3.2	42.70	3.0	20,367	0.0	12,359	6.4	869,681	3.0	9	657	100.0
Nov 13	57.8	13.3	67.85	-4.7	39.19	8.0	19,710	0.0	11,385	13.3	772,479	8.0	9	657	100.0

Tab 9 - Classic

Wilmer 2016 - De Soto, TX Area Selected Properties
Job Number: 779772_SADIM Staff: SS Created: May 24, 2016

Date	Occupancy		ADR		RevPar		Supply		Demand		Revenue		Census & Sample %		
	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	Census Props	Census Rooms	% Rooms STAR Participants
Dec 13	55.4	17.8	68.40	-0.7	37.88	17.0	20,367	0.0	11,280	17.8	771,530	17.0	9	657	100.0
Apr YTD 2013	56.6	11.7	70.63	-5.2	39.96	6.0	78,840	0.0	44,606	11.7	3,150,465	6.0			
Total 2013	59.0	8.4	71.00	-3.7	41.89	4.5	239,805	0.0	141,503	8.4	10,046,249	4.5			
Jan 14	53.0	14.0	67.64	1.3	35.87	15.4	20,367	0.0	10,800	14.0	730,526	15.4	9	657	100.0
Feb 14	59.8	8.2	69.52	0.1	41.56	8.3	18,396	0.0	10,998	8.2	764,616	8.3	9	657	100.0
Mar 14	66.8	5.9	72.31	0.3	48.34	6.3	20,367	0.0	13,614	5.9	984,441	6.3	9	657	100.0
Apr 14	61.3	-0.3	76.17	4.2	46.66	3.9	19,710	0.0	12,074	-0.3	919,733	3.9	9	657	100.0
May 14	58.8	-4.1	73.05	-0.0	42.96	-4.1	20,367	0.0	11,978	-4.1	874,963	-4.1	9	657	100.0
Jun 14	69.9	3.0	74.62	1.0	52.19	4.0	19,710	0.0	13,786	3.0	1,028,675	4.0	9	657	100.0
Jul 14	67.2	4.6	75.29	1.8	50.60	6.5	20,367	0.0	13,689	4.6	1,030,618	6.5	9	657	92.4
Aug 14	65.3	12.6	74.90	7.0	48.93	20.4	20,367	0.0	13,306	12.6	996,645	20.4	9	657	92.4
Sep 14	64.7	15.0	75.44	6.5	48.83	22.5	19,710	0.0	12,757	15.0	962,404	22.5	9	657	92.4
Oct 14	67.5	11.2	72.80	3.5	49.13	15.1	20,367	0.0	13,745	11.2	1,000,621	15.1	9	657	92.4
Nov 14	57.3	-0.8	70.79	4.3	40.56	3.5	19,680	-0.2	11,276	-1.0	798,193	3.3	9	656	100.0
Dec 14	53.7	-3.0	69.50	1.6	37.32	-1.5	20,336	-0.2	10,920	-3.2	758,984	-1.6	9	656	100.0
Apr YTD 2014	60.2	6.5	71.59	1.4	43.12	7.9	78,840	0.0	47,486	6.5	3,399,316	7.9			
Total 2014	62.1	5.3	72.85	2.6	45.26	8.0	239,744	-0.0	148,943	5.3	10,850,419	8.0			
Jan 15	62.7	18.1	70.01	3.5	43.86	22.3	20,367	0.0	12,760	18.1	893,318	22.3	9	657	100.0
Feb 15	72.5	21.2	72.39	4.1	52.46	26.2	18,396	0.0	13,330	21.2	964,998	26.2	9	657	100.0
Mar 15	73.5	10.0	73.49	1.6	54.01	11.7	20,367	0.0	14,969	10.0	1,100,070	11.7	9	657	100.0
Apr 15	71.0	15.8	75.59	-0.8	53.64	14.9	19,710	0.0	13,986	15.8	1,057,216	14.9	9	657	100.0
May 15	69.4	18.1	76.13	4.2	52.86	23.0	20,367	0.0	14,142	18.1	1,076,640	23.0	9	657	100.0
Jun 15	73.7	5.3	74.80	0.2	55.10	5.6	19,710	0.0	14,520	5.3	1,086,036	5.6	9	657	100.0
Jul 15	70.9	5.5	77.27	2.6	54.80	8.3	20,367	0.0	14,443	5.5	1,116,072	8.3	9	657	100.0
Aug 15	69.9	6.9	75.25	0.5	52.57	7.4	20,367	0.0	14,229	6.9	1,070,736	7.4	9	657	100.0
Sep 15	68.5	5.9	74.23	-1.6	50.86	4.2	19,710	0.0	13,506	5.9	1,002,535	4.2	9	657	100.0
Oct 15	74.2	9.9	77.60	6.6	57.57	17.2	20,367	0.0	15,109	9.9	1,172,492	17.2	9	657	100.0
Nov 15	64.2	12.1	74.31	5.0	47.71	17.6	19,710	0.2	12,655	12.2	940,420	17.8	9	657	100.0
Dec 15	62.6	16.5	74.39	7.0	46.55	24.7	20,367	0.2	12,745	16.7	948,132	24.9	9	657	100.0
Apr YTD 2015	69.8	15.9	72.95	1.9	50.93	18.1	78,840	0.0	55,045	15.9	4,015,602	18.1			
Total 2015	69.4	11.7	74.69	2.5	51.83	14.5	239,805	0.0	166,394	11.7	12,428,665	14.5			
Jan 16	64.5	3.0	73.57	5.1	47.49	8.3	20,367	0.0	13,146	3.0	967,193	8.3	9	657	100.0
Feb 16	71.8	-0.9	77.29	6.8	55.50	5.8	18,396	0.0	13,211	-0.9	1,021,026	5.8	9	657	100.0
Mar 16	72.8	-0.9	78.21	6.4	56.94	5.4	20,367	0.0	14,829	-0.9	1,159,738	5.4	9	657	100.0
Apr 16	73.9	4.1	83.18	10.0	61.43	14.5	19,710	0.0	14,556	4.1	1,210,812	14.5	9	657	100.0
Apr YTD 2016	70.7	1.3	78.20	7.2	55.29	8.5	78,840	0.0	55,742	1.3	4,358,769	8.5			

The STR Trend Report is a publication of STR, Inc. and STR Global, Ltd., and is intended solely for use by paid subscribers. Reproduction or distribution of the STR Trend Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to the STR Trend report, please contact us immediately. Source: 2016 STR, Inc. / STR Global, Ltd. trading as "STR".

Tab 10 - Response Report

Wilmer 2016 - De Soto, TX Area Selected Properties
Job Number: 779772_SADIM Staff: SS Created: May 24, 2016

									2014												2015												2016																
STR Code	Name of Establishment	City & State	Zip Code	Class	Aff Date	Open Date	Rooms	Chg in Rms	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D					
55629	Holiday Inn Express & Suites Dallas South De Soto	De Soto, TX	75115	Upper Midscale Class	Jul 2007	Jul 2007	88		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
24574	Clarion Hotel De Soto	De Soto, TX	75115	Upper Midscale Class	Sep 2013	Mar 1987	149		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
57841	Hampton Inn Suites Dallas De Soto	De Soto, TX	75115	Upper Midscale Class	Sep 2008	Sep 2008	81		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
47923	Motel 6 Dallas Desoto Lancaster	Lancaster, TX	75134	Economy Class	Dec 2007	Jun 1985	84		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
54988	Motel 6 Hutchins	Hutchins, TX	75141	Economy Class	Mar 2012	Jun 2006	42		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
59916	La Quinta Inns & Suites Dallas Hutchins	Hutchins, TX	75141	Midscale Class	Aug 2009	Aug 2009	65		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
39111	Best Western Executive Inn	Seagoville, TX	75159	Midscale Class	Aug 2000	Aug 2000	49		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
9259	Days Inn Dallas Fort Worth Airport	Dallas, TX	75241	Economy Class	Jul 1995	Jul 1995	50	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
31377	Econo Lodge Dallas	Dallas, TX	75241	Economy Class	Nov 2014	Apr 1997	49	Y	●	●	●	●	●	●	●	●	●	●	○	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
				Total Properties:				9	657	○ - Monthly data received by STR ● - Monthly and daily data received by STR Blank - No data received by STR Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report.																																							

The STR Trend Report is a publication of STR, Inc. and STR Global, Ltd., and is intended solely for use by paid subscribers. Reproduction or distribution of the STR Trend Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to the STR Trend report, please contact us immediately. Source: 2016 STR, Inc. / STR Global, Ltd. trading as "STR".

Methodology

While virtually every chain in the United States provides STR with data on almost all of their properties, there are still some hotels that don't submit data. But we've got you covered.

Every year we examine guidebook listings and hotel directories for information on hotels that don't provide us with data. We don't stop there. We call each hotel in our database every year to obtain "published" rates for multiple categories. Based on this information we group all hotels - those that report data and those that don't - into groupings based off of price level and geographic proximity. We then estimate the non-respondents based off of nearby hotels with similar price levels.

Similarly, we sometimes obtain monthly data from a property, but not daily data. We use a similar process. We take the monthly data that the property has provided, and distribute it to the individual days based on the revenue and demand distribution patterns of similar hotels in the same location.

We believe it imperative to perform this analysis in order to provide interested parties with our best estimate of total lodging demand and room revenue on their areas of interest. Armed with this information a more informed decision can be made.

Glossary

ADR (Average Daily Rate)

Room revenue divided by rooms sold, displayed as the average rental rate for a single room.

Affiliation Date

Date the property affiliated with current chain/flag

Census (Properties and Rooms)

The number of properties and rooms that exist within the selected property set or segment.

Change in Rooms

Indicator of whether or not an individual hotel has added or removed rooms from their inventory.

Exchange Rate

The factor used to convert revenue from U.S. Dollars to the local currency.
The exchange rate data is obtained from Oanda.com. Any aggregated number in the report (YTD, Running 3 month, Running 12 month) uses the exchange rate of each relative month when calculating the data.

Extended Historical Trend

Data on selected properties or segments starting in 2000.

Demand (Rooms Sold)

The number of rooms sold (excludes complimentary rooms).

Full Historical Trend

Data on selected properties or segments starting in 1987.

Occupancy

Rooms sold divided by rooms available. Occupancy is always displayed as a percentage of rooms occupied.

Open Date

Date the property opened as a lodging establishment.

Percent Change

Amount of growth, up, flat, or down from the same period last year (month, ytd, three months, twelve months). Calculated as ((TY-LY)/LY) * "100".

Revenue (Room Revenue)

Total room revenue generated from the sale or rental of rooms.

RevPAR (Revenue Per Available Room)

Room revenue divided by rooms available

Sample % (Rooms)

The % of rooms from which STR receives data. Calculated as (Sample Rooms/Census Rooms) * "100".

Standard Historical Trend

Data on selected properties or segments starting in 2005.

STR Code

STR's proprietary numbering system. Each hotel in the lodging census has a unique STR code.

Supply (Rooms Available)

The number of rooms times the number of days in the period.

Twelve Month Moving Average

The value of any given month is computed by taking the value of that month and the values of the eleven preceding months, adding them together and dividing by twelve.

Year to Date

Tab 12 - Terms and Conditions

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

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

1. LICENSE

1.1 Definitions.

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

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

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

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

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

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

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

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

2. DISCLAIMERS AND LIMITATIONS OF LIABILITY

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

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

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

3. MISCELLANEOUS

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

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

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

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

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

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

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

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

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

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

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

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

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

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

ADDENDUM B

Other Market Data

City of Wilmer, Texas

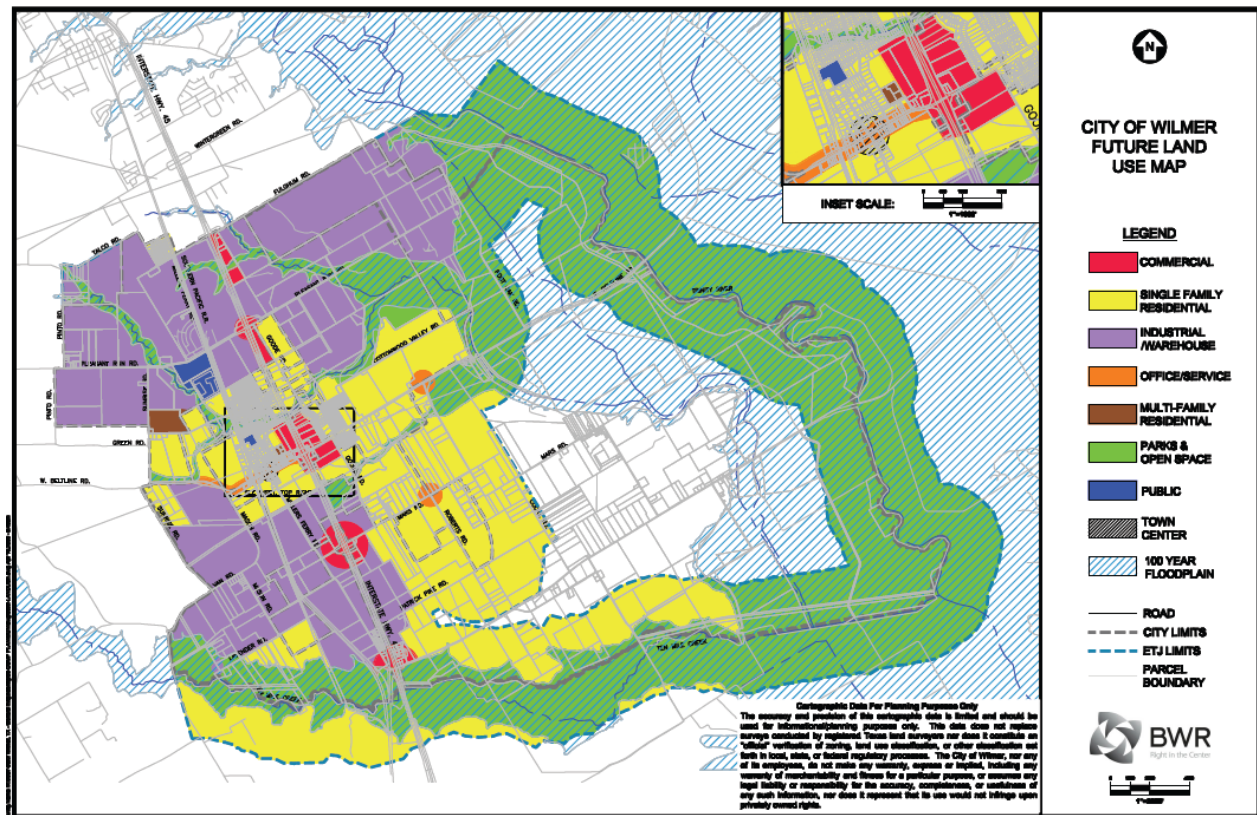
COMMUNITY PLAN 2030



Adopted June 18, 2009

Ordinance No. 09-0618





See page A-2 for full size map

Land Use Categories

The following land use categories and their definitions are used in the Future Land Use Plan Map. Flexible design standards should be considered in all land use categories (such as: reduced lot sizes and setbacks, or increased density) in exchange for providing additional open space and recreational amenities, and preserving environmentally sensitive resources in areas that otherwise could be developed.

The land use definitions include general residential density expectations. Density may be lower in locations where land is severely restricted by floodplain, slopes, vegetative cover, or other significant nature features. However net density on portions of a site may be greater in exchange for preserving natural resources and open spaces.

Table 3-1 shows the land use map breakdown by area and percentage for total area of each future land use classification within the City limits and ETJ.

Table 3-1: Future Land Use Calculations

Wilmer Future Land Use Calculations Breakdown						
Land Use Category	Within City		ETJ/Unincorporated		Total	
	Acres	Pct	Acres	Pct	Acres	Pct
Single Family	1,862	31.5%	3,257	21.3%	5,119	24.2%
Multi-Family	54	0.9%	0	0.0%	54	0.3%
Retail/Office	81	1.4%	31	0.2%	112	0.5%
Commercial	226	3.8%	143	0.9%	369	1.7%
Town Center Mixed Use	18	0.3%	0	0.0%	18	0.1%
Industrial/Warehouse	2,676	45.3%	2,353	15.4%	5,029	23.7%
Public Use	91	1.5%	0	0.0%	91	0.4%
Parks & Open Space	896	15.2%	9,492	62.1%	10,388	49.0%
Total	5,903	100.0%	15,276	100.0%	21,179	100.0%

Parks and Open Space - Public or private land reserved for active and passive parklands, trails, recreation uses, environmentally sensitive areas, natural resources, or any other lands reserved for permanent open space purposes. Parks and Open Space combined comprise 49 percent of Wilmer's land use calculations. This represents such a large area because of the ½ mile ETJ extension from the Trinity River annexation. The majority of this area lies within the 100 year floodplain. Parks and Open Space only comprised approximately 15% of the land within the current City limits. The City's current FP- Floodplain District zoning classification is a suitable use for most uses within the Parks and Open Space land use classification. Some of the areas within this land use category are appropriate for agricultural uses as well.



Community Park

Trail

Neighborhood Park

Park Amenities

Athletic Fields

ADDENDUM C

Engagement Letter



HOSPITALITY | REAL ESTATE | WWW.STONEHRE.COM

March 7, 2016

Mr. David Miracle
City of Wilmer
128 N. Dallas Avenue
Wilmer, Texas 75172

RE: Market Study for a proposed Hotel in Wilmer, Texas

Dear Mr. Miracle:

Stone Hospitality & Real Estate, is pleased to submit our proposal to conduct a hotel market study and financial projections for a limited-service or select-service hotel to be developed on a pre-determined site to be designated by Wilmer Economic Development in Wilmer, Texas. It is our understanding that the market study is to be used as a piece of the development decision making process, as well as in a presentation to governing entities in the area.

We take pride in our relentless effort to provide the most accurate and pertinent studies for each client. Our expert analysis and attention to specific market details sets us apart from other firms in the industry. Each project is uniquely and individually considered by our team to insure the highest quality report acceptable by institutions, lenders, developers, and industry professionals.

This proposal sets forth the objective and scope of our work and the time requirements and fees associated with our services. Please contact Jeremy Stone at (832) 541-2651 or jeremy@stonehre.com with any questions regarding this proposal.

Sincerely,

A handwritten signature in blue ink that reads "Jeremy Stone".

Jeremy Stone, PhD
Principal
Stone Hospitality and Real Estate

OBJECTIVE / PURPOSE AND SCOPE OF THE ASSIGNMENT

The City of Wilmer is trying to determine whether a hotel can be supported within the Wilmer local and regional marketplace. Also, to determine what the specifics of location, sizing, and performance for such a facility might be upon completion. Our role, as we view it, will be to:

- Perform an in-depth evaluation of the market for operation of a hotel facility.
- Investigate potential and existing demand on a local and regional scale to determine market sources of demand including transient, weekday/weekend meeting demand characteristics and other trends pertinent to the project.
- Develop recommendations pertaining to the nature and extent of facilities and services that would be the most effective in attracting and accommodating the identified and existing market sources of demand, and evaluate the proposed facilities' ability to meet future needs.

The scope of our work will include, but not necessarily be limited to, the following:

Market Analysis

This portion of our study will include the following procedures:

- Meet with you and/or your associates in order to obtain input from you that confirms or amends our understanding of the details of the project and provides additional pertinent information such as plot plans, appraisals and other material you may have related to the project.
- Inspect the site and local market and the surrounding area in order to determine their impact on the performance of the proposed hotel. Such determination will not include any engineering or environmental considerations, but will encompass an evaluation of the property's accessibility, visibility, proximity to lodging demand generators, and physical characteristics that might affect the marketability of the proposed development.
- Gather information regarding the level and characteristics of demand likely to be generated for the proposed hotel.
- Evaluate existing and proposed transportation patterns in the subject area to determine their impact on the marketability of the proposed facilities.
- Evaluate the existing supply of transient lodging serving the primary market to determine the degree of competition they are likely to offer the proposed hotel. This evaluation would include interviews with management representatives of the competitive hotels. We will establish:
 - Levels of market support
 - Pricing/marketing practices
 - Major customers
 - Business outlook
 - Facility characteristics
- Develop a census of competitive lodging facilities for the proposed hotel. We will evaluate both Wilmer area competitors and other hotels located in the region. This census will include the following factors:

PROPOSED OBJECTIVE AND COST

- Name
 - Location
 - Number of rooms
 - Meeting space and other amenities
 - Date opened and/or last renovated
 - Franchise/management affiliation
 - Current and, if available, historical market mix
 - Current and historical occupancy and room rates (in the aggregate to protect confidentiality)
- Analyze relevant basic socioeconomic characteristics of the primary and secondary market areas and the growth potential of possible market sources of demand for the facilities.

Recommended Facilities and Operational Strategy

In this portion of our study, we will develop final conclusions and recommendations regarding:

- Suitability of the proposed facilities and site
- Identified market sources of demand
- Specific facilities and services that would be needed to attract and accommodate the identified demand sources:
 - Number and size of meeting rooms
 - Number of lodging units
 - Amenities package
 - Service levels required
 - Identify other potential components that complement the project
- Estimate occupancy and average daily rate.

Preliminary Estimates of Financial Performance

At this point in our study, we will begin the analysis of the proposed project in terms of:

- Estimate financial performance based on recommended facilities

We will prepare estimates of annual revenue and expenses for each of the major components of the development to the point of cash flow from operations available for debt service and income taxes for the first five years of operation. The bases for the prospective financial analysis and key assumptions underlying inflation estimates will be indicated in the financial section of the report.

Executive Summary Report

At the conclusion of this portion of our study, we will prepare a formal written report for the development setting forth our findings, conclusions and recommendations concerning the proposed project; the extent of this written report will depend upon your needs for internal use and distribution for project development and/or financing purposes. The following topic headings provide an overview of the expected content:

PROPOSED OBJECTIVE AND COST

- Executive Summary
- Area Economic Overview
- Site Evaluation
- Recommended Facilities
- Historic Competitive Market
- Prospective Future Competitive Market
- Attainable Competitive Position
- Prospective Financial Analysis

FUTURE ADDITIONAL STUDY RECOMMENDATIONS

Depending on the outcome and results of the market study, there may be additional areas that could be considered for additional study and analysis and is not contained within the scope of this proposal; such as:

- Development Feasibility and Financial Gap Analysis
- Economic Impact Study
- Conference Center Market Analysis

CLIENT

It is our understanding that the report will be used for internal decision-making within the development entity and in a presentation to the governing entity of the proposed site of the hotel. We request that you seek our written authorization before releasing the report to any other party. Payment for these services is not contingent upon the closing of a loan or funding. For purposes of payment the client will be the authorized person that signs this proposal.

LIMITING CONDITIONS

The report will be subject to the attached standard statement of assumptions and limiting conditions.

TIMING

Based on our current scheduling, we would be able to commence this assignment within one to two weeks of receiving your retainer and authorization to proceed. The report will be delivered within four to six weeks after receipt of your written authorization (signed proposal), retainer and the required information. Failure to provide the requested information in a timely fashion may delay the delivery of the final report. Stone Hospitality and Real Estate reserves the right to modify its delivery date and fee where significant delays are encountered.

FEE

Our fees are based on the amount of time required to ensure high quality service. Based on our experience from similar advisory engagements, we have estimated our fees for the above services (excluding out-of-pocket expenses) at **XXXXX** for the scope included above.

Out-of-pocket expenses (i.e. data costs, mileage, etc.) will be invoiced in addition to the professional fees above. This will not exceed **XXXXX** without prior written consent from the client.

PROPOSED OBJECTIVE AND COST

We will communicate the status of our work throughout the engagement. We will provide our findings to you in a written report. Our report may not be suited for every purpose and as such will be restricted for your internal use only.

Firm policy requires a **retainer of XXXXX** prior to commencement of the engagement. The base fee includes typical liaison with the client and a presentation to the appropriate group along with one round of draft revisions. Balance of entire fee is due prior to the delivery of a final report. Any additional meetings will be billed at our standard hourly rate in addition to the base fee.

Our fee for this engagement is based upon the estimated amount of time spent in the performance of the work as outlined above at our standard rates. These hourly rates will apply to any additional services beyond the scope as outlined herein.

Principals \$300 - \$350
Consultants \$125 - \$300

The client may stop the additional professional services at any time by depositing a written stop work notice with Stone Hospitality and Real Estate. Client agrees to pay for all work done up to the date of deposit of the stop work with Stone Hospitality and Real Estate.

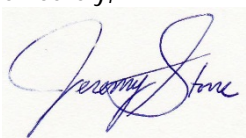
ENGAGEMENT TEAM

For efficiency in communication, Jeremy Stone, Principal, will act as engagement coordinator. Any necessary ancillary services will function under the direction of Stone Hospitality and Real Estate.

ACCEPTANCE PROCEDURES

We appreciate the opportunity to submit this proposal for our services. We invite any questions you may have about the scope and detail of this proposal. If you wish for us to proceed on the basis set forth, please return this contract with your written authorization and the appropriate retainer, if applicable. If you have any questions, please call 832-541-2651.

Sincerely,



Jeremy Stone, PhD
Principal

ACCEPTED BY:

Signature

Name Printed

Title

Company or Venture

Date

ADDENDUM D

Qualifications

FIRM BACKGROUND AND EXPERIENCE

Jeremy Stone, PhD

Principal

Stone Hospitality and Real Estate

Dr. Stone is an expert in hospitality related real estate consulting, including general and special purpose real estate consultation and valuation, development consulting, site selection analyses, market trends and feasibility studies, sales and marketing analyses and consulting, market demand and absorption studies, investment analysis, due diligence investigations, portfolio valuations and development management.



Dr. Stone has done extensive work in the areas of development, underwriting, feasibility, appraisals, due diligence, and disposition strategies and has been involved in the feasibility work for numerous hotels, resorts, conference/convention centers and golf courses.

Prior to starting Stone Hospitality and Real Estate, Jeremy was a Vice President with Kairos Hospitality, a full-service, boutique hospitality consulting and brokerage company. Dr. Stone also spent many years consulting and appraising in the hospitality industry for PKF Consulting. Specific areas of focus included the following:

- Market demand analysis.
- Facility sizing and building program analysis.
- Financial operating analysis.
- Economic and fiscal impact analysis.
- Project funding analysis.
- Site/location analysis.
- Operational and management structure analysis.
- Marketing strategy development analysis.

Education: Bachelor of Environmental Design
Texas A&M University

M.S. in Land Development
Texas A&M University

Ph.D. in Urban and Regional Science
Texas A&M University

Certificate in Historic Preservation
Texas A&M University

Representative Projects:



Barton Creek Resort and Spa
Austin, TX



The Summit at Rivery Park
Georgetown, TX



Proposed Tyler Hotel Conference Center
Tyler, TX



Capital City Center Crowne Plaza
Jackson, MS

ASSOCIATED PROJECTS

Jeremy Stone, PhD has been involved in a real estate advisory capacity for a number of properties in a conference or convention market. His range of involvement includes preliminary consulting, market analysis, supply and demand analysis, financial feasibility, market surveys, space and sizing analysis, appraisal, and valuation. The following are representative projects:

Existing Markets and Facilities

- Hilton Daytona Beach Oceanfront Resort – Ocean Center Daytona Beach, FL
- Holiday Inn Superdome – New Orleans, LA
- Hilton Palacio Del Rio – San Antonio Convention Center – San Antonio, TX
- Miller & Rhoads Building – Hilton Garden Inn adjacent to Greater Richmond Convention Center – Richmond, VA
- Intercontinental Hotel – New Orleans, LA
- Barton Creek Resort & Spa – Austin, TX
- Hilton Houston Plaza at Medical Center – Houston, TX
- Hilton Lafayette – Lafayette, LA

Proposed Facilities

- Proposed Headquarters Hotel at the New Convention Center – Oklahoma City, OK
- Proposed Hotel in the City of Rowlett – Rowlett, TX
- Proposed Crowne Plaza at the Convention Center – Jackson, MS
- Proposed Hotel & Conference Center – for the City of Tyler, TX
- Proposed Summit at Rivery Park Hotel & Conference Center – Georgetown, TX
- Proposed Renaissance Hotel at Legacy – Plano, TX
- Proposed Executive Conference Center Hotel – Prescott, AZ
- Proposed Storyville Hotel & Conference Center – New Orleans, LA
- Proposed Westin Hotel – for the Lafayette Economic Development Authority, LA
- Proposed Hotel & Conference Center – Grapevine, TX
- Proposed Renaissance Hotel & Conference Center – Baton Rouge, LA
- Proposed Hotel at the World Trade Center – New Orleans, LA
- Proposed Embassy Suites at Convention Center/Six Flags – Arlington, TX
- Proposed Pointe Vista Master planned Development – Lake Texoma, OK

SELECT REFERENCES

Jeremy Stone, PhD began Stone Hospitality and Real Estate in 2010 after leaving PKF Consulting. Jeremy's broad range of international experience comes from 14 years in hospitality operations, consulting, and 3 years of teaching at both the graduate and undergraduate university level. He has taught in the subject areas of Real Estate Research, Property Management, Real Estate Development, Sustainable Development, Asset Management, Real Estate Market Analysis, Urban Design and Marketing to name a few.

Please find the following select references for your review in the potential engagement:

City of Oklahoma City, Oklahoma

Cathy O'Connor

(cathy.oconnor@theallianceokc.org)

President, The Alliance for Economic Development of Oklahoma City, Inc.

105 N. Hudson, Suite 101

Oklahoma City, OK 73103

Direct: 405-604-6780

City of Rowlett, Texas

Jim Grabenhorst

(jgrabenhorst@rowlett.com)

Director of Economic Development

3901 Main Street

Rowlett, TX 75088

Direct: 214-729-7936

Main: 972-463-3953

Wynne Jackson, Inc.

Frank Murphy

(fmurphy@wynnejackson.com)

Senior Vice President

600 North Pearl, Suite 650 – L.B. 149

Dallas, TX 75201

Main: 214-880-8600

Mobile: 214-536-1900

Capital Hotel Management (CHM)

Carey Stavrevski

(cstavrevski@chmhotel.com)

Vice President, CHM Government Services

548 Cabot Street

Beverly, MA 01915

Direct: 301-355-4627

Mobile: 781-367-2800

GiANT Capital Fund

Andrew Ranson

(andrew@giantcapital.biz)

President

2575 Kelley Pointe Parkway, Suite 330

Edmond, OK 73013

Main: 405-513-5300

Mobile: 405-388-1964

MJS Realty, Inc.

Mark Small (msmall@mjsrealtyinc.com)

President

14185 North Dallas Parkway, Suite 890

Dallas, TX 75254

Direct: 972-644-8010

Mobile: 214-435-0000

Catalyst

Jason Claunch

(jason@catalystcommercial.net)

President / Owner

5307 East Mockingbird Lane, 5th Floor

Dallas, TX 75206

Main: 972-999-0081, ext. 101

Mobile: 817-680-7180

Town of Northlake, Texas

Drew Corn (dcorn@town.northlake.tx.us)

Town Administrator

1400 FM 407

Northlake, TX 76247

Direct: 940-242-5701

Main: 940-648-3290