

**JEFFERSON CITY
HOTEL & CONFERENCE CENTER**

PRE-DEVELOPMENT BUSINESS PLAN

Submitted January 28, 2025
Garfield Public/Private LLC





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EXECUTIVE SUMMARY



EXECUTIVE SUMMARY

As the capital city for the State of Missouri, strategically positioned between St. Louis and Kansas City, Jefferson City offers significant potential for economic growth. Its unique role as the hub for state government operations, along with hosting the annual legislative session, draws visitors year-round. By leveraging this unique advantage and offering a top-tier experience to visitors, the city can foster sustainable economic growth, benefiting the entire community in the long run.

Jefferson City has long recognized the need for a modern high-quality conference center and headquarters hotel to meet the demand for meeting spaces from government agencies, statewide industry associations, business groups, and local civic organizations. Currently, the city lacks the necessary facilities to attract and sustain a competitive market for conferences, group meetings, and special events. Existing venues are either too small or have declined in quality over the years, leading many events once held in Jefferson City to be relocated to other cities.

The city's recent decision to replace the Madison Street parking garage and acquire and demolish the News Tribune site has opened up a prime redevelopment opportunity. This newly available half-block of downtown Jefferson City presents an ideal location for a new hotel, conference center, and parking garage. This development would serve the needs of Missouri's executive branch and legislature while also benefiting businesses, associations, and local civic events. The influx of visitors generated by these activities will spur economic growth and serve as a catalyst for further investments in the city.

THE RFQ PROCESS

On November 1, 2023, the City of Jefferson issued a Request For Qualifications (RFQ) for development teams to lead the city through the planning, design, engineering, construction, operation, and maintenance of a new conference center with an integrated full-service hotel and parking facility. The city articulated their desire to partner with a development team with a proven track record of completing similar developments.

Garfield Public/Private LLC (Garfield) submitted a Statement of Qualifications on December 15, 2023 and was interviewed by a panel of individuals representing a variety of backgrounds and expertise on January 12, 2024. A recommendation of the review and interview panel to select Garfield as lead for this project was made to the Jefferson City Council on January 25, 2023 and approved by the Council on February 20, 2023. Following the selection, the city executed a Pre-Development Service Agreement with Garfield on March 19, 2024.

PRE-DEVELOPMENT SERVICES SUMMARY

The purpose of the Pre-Development Services Agreement is to perform the studies and planning necessary to determine the demand, scope, cost, and feasibility of the project. Throughout the process, Garfield has led and coordinated a team of consultants that have provided specific information and expertise that has been utilized in the development of this Pre-Development Services Report. The consultant team and their specific roles are summarized below:

- **Market Study:** CBRE was selected to develop a hotel market study to determine the market demand, make meeting space, hotel size, and amenities recommendations, and to estimate the facility's economic performance.
- **Parking Study:** A parking study was performed by Fishbeck and SP Plus to quantify the existing supply and demand for downtown parking, include recommendations to satisfy existing demand from downtown tenants, office, and retail demand, as well as the additional demand for supporting the conference space and headquarters hotel. Recommendations within the study were made to help mitigate any parking shortages during the construction period.
- **Conceptual Design:** DLR Group and FACET worked with Garfield to develop a conceptual design for the hotel, conference center, and parking garage based upon the recommendations of the market and parking studies.



- **Project Budget:** Construction partner, McCownGordon, has worked closely throughout this process to ensure design proposals were analyzed and balanced with costs impacts.
- **Strategic Business Plan:** Garfield, informed by the information described above, and working with the city's financial advisor, has presented a proposed project ownership and operations model, an initial estimated plan of finance identifying possible revenue sources and estimated bond sales proceeds as well as other sources of capital currently pledged to the development. Also included is a recommended strategy and schedule to further develop the project plan through design, construction, and opening.

MARKET STUDY SUMMARY

The market study estimates significant demand for a modern facility to host conferences, meetings, and events for associations, government, corporate, and local organizations. Over many years, there has been a reduction in quality and quantity of meeting space within the Jefferson City market, resulting in many groups moving their events out of the market.

The market study shows that Jefferson City is a desired location and it is expected that group events would return to the city if first-class facilities are available to hold these meetings. The market study estimates that new facilities will not only serve to recover lost business but also will attract new events to the city. Based upon interviews with the Convention and Visitors Bureau (CVB), meeting planners, and management of existing facilities in the market, CBRE concluded in its initial response that the development could support a headquarters hotel with 250 keys, conference spaces of 36,000 square feet, and a full-service signature restaurant, lobby café, and terrace level lounge. CBRE recommended a major hotel brand, such as Marriott, Hyatt, or Hilton.

CBRE was approached after initial designs and pricing to determine impacts of a development with slight reductions in room key counts and conference meeting space. The amended CBRE market study estimates that the reduced sizing would continue to meet the demands of the market, while

allowing the additional demand not captured by the new facility to overflow into existing facilities in the market. The reduced program is a headquarters hotel of 204 keys, conference spaces totaling 29,000 square feet, with similar food and beverage outlets properly sized for the revised program.

PROJECT PERFORMANCE PROJECTIONS

CBRE estimates the new development will perform at the following levels in its first year of stabilized operations: Average Daily Rate (ADR) is projected at \$191.52, Occupancy at 70%, and Revenues per Available Room (RevPAR) at \$134.07. Based on those inputs, CBRE created a 10-year operating proforma which estimates Net Operating Income (NOI) available to pay debt service on the project capital costs. Those numbers estimate that in the first year of stabilized operations, the hotel and conference center will generate approximately \$4.6 million available to service debt, growing by 3% annually.

Because the new 204-key hotel will not be able to accommodate all the estimated room-night demand for meetings at the new conference center, CBRE has estimated the new development will create demand for other hotels within the Jefferson City market, with induced demand for 6,600 to 9,900 additional room nights per year not accommodated by the headquarters hotel.

The full CBRE market study is presented on the Market Study tab of this report.

PARKING STUDY SUMMARY

The Fishbeck parking study collected data during business hours on two weekdays prior to the end of the 2024 legislative session within a nine-block study area surrounding the project site. The study revealed that the total parking supply within the project area is 2,865 spaces comprised of 1,427 spaces on-street and in public lots, and 1,438 spaces located within private lots. Peak occupancy within the study area was measured at 55% of the total supply, which is categorized as 47% occupancy of on-street parking, 62% occupancy of off-street public parking, and 53% occupancy of private off-street parking. Within the project site, which includes the existing Madison Street parking garage and the News Tribune site,



peak occupancy was 65% or 424 vehicles. The measured peak occupancy rates indicate there is sufficient parking supply within the study area.

Based on the Jefferson City zoning ordinance and a shared parking demand model, Fishbeck estimated 360 parking spaces will be necessary to serve the conference center and hotel as initially designed. Based upon the 424-vehicle existing peak parking demand at the project site, and the 360-vehicle demand for the new conference center and hotel, Fishbeck recommended the new garage accommodate approximately 790 vehicles.

SP Plus further analyzed the existing parking operations and occupancy rates within the study area and recommends exploring and implementing strategies to encourage more efficient use of existing available on-street and off-street parking assets. Based on increasing the use of existing available parking, as well as the reduction in hotel rooms and meeting space in the project program, SP Plus has recommended reducing the size of the parking garage to approximately 690-spaces.

PARKING DURING CONSTRUCTION

It is estimated that 714 existing public parking spaces will be unavailable during construction, reducing the public parking spaces available within the study area to 772 spaces. With peak demand for public parking at 809 spaces, the result during construction would be an estimated deficit of 37 public spaces. Fishbeck has suggested strategies that the city could implement to mitigate the space deficit and the inconvenience to downtown parking users and businesses during construction. These suggestions include relocating existing State parking leases to State or private lots, temporarily modifying street parking time limitations, encouraging parking in underutilized parking along McCarty Street, exploring temporary usage of private lots for public parking, and identifying other public parking spaces outside of the study area while possibly providing temporary shuttle options.

The full Fishbeck parking study and SP Plus parking analysis are presented on the Parking Study tab of this report.

CONCEPTUAL DESIGN SUMMARY

DLR Architects and FACET worked in coordination with Garfield, studying the development site, the topography, and its context with adjacent buildings and the broader downtown area. This analysis, along with the above described studies for the hotel, conference center market, and required parking demand served to inform the design and development programs. The team created multiple concept sketches including site plans, floor plans, and elevations illustrating options of how the hotel, conference center, and parking components could be situated within the project site. Working with the local project team and other consultants, the concepts were evaluated, revised, and refined numerous times resulting in the final concept plan, which represents an efficient design that meets the project objectives, budget, and fits well within the context of the site.

McCownGordon worked closely with and advised the design team and Garfield throughout the conceptual design process on the cost effectiveness, efficiency, constructability of the concepts, and provided input regarding possible structural and mechanical systems as well as building materials.

The conceptual design is warm and welcoming in nature, as expected in a hospitality setting. The project fits well into the downtown context with impactful street presence and frontage on Capital Street. The massing of the hotel is thoughtfully composed, with its lower levels divided into three distinct sections: the restaurant, hotel entrance, and a civic-oriented entrance for the ballroom and conference center facing the Capitol. This layout activates the street, fostering a vibrant pedestrian experience while integrating seamlessly into its civic context. The final conceptual design has the hotel tower rising above the lobby, accommodating 204 rooms, with a lush pool retreat on the fourth level offering sweeping views from the Missouri River back to the Capitol. Aligned to the “Rich History, Modern Charm” city motto, the hotel and conference center project honors its setting and surroundings while contributing contemporary appeal and amenities to both the community and its visitors.

The full DLR & FACET conceptual design packet is presented on the Conceptual Design tab of this report.



CONCEPTUAL DEVELOPMENT BUDGET SUMMARY

Based upon the architectural concept plans, and the expected square footage unit costs for similar types of construction, McCownGordon developed construction cost estimates for each component of the project, i.e., the conference center, hotel, and parking garage. In addition, Garfield estimated non-construction costs necessary to deliver the project. The non-construction costs include furniture, fixtures, and equipment (FF&E), operating supplies and equipment (OS&E), information technology (IT), as well as soft costs which include due diligence, professional fees, inspections & commissioning, hotel brand fees, contingencies and escalation factors, among others. The total project development budget is estimated to be approximately \$130 million, with the hotel estimated to be \$51 million, the conference center \$52 million, and the parking garage \$27 million. The development budget of \$130 million is net of financing costs, capitalized interest, and reserves.

The detailed Garfield project development budget as well as the McCown-Gordon conceptual cost estimate is presented on the Project Budget tab of this report.

STRATEGIC BUSINESS PLAN SUMMARY

Project Ownership

Based on decades of experience developing similar facilities across the country, Garfield recommends developing the project utilizing a public non-profit ownership model. In this model the property is owned by a public not-for-profit entity such as a municipality, government agency, or non-profit organization while the facility is operated and managed through a third-party professional management agreement. The advantage of this arrangement, is that the project is less costly to finance than a privately constructed, conventionally financed project, and has greater benefits for Jefferson City and its taxpayers.

- Tax-exempt publicly issued bonds carry an interest rate well below that of any taxable loan program which reduces the overall development cost.
- Due to initial capital costs, a conference center supported by a full-service headquarters hotel cannot be developed without contributions from the public sector. In this model, public sector contributions are an investment in an asset which directly benefits the community rather than a subsidy provided to a private owner.
- The public not-for-profit will receive all cash flow after debt service and reserve requirements over the 30-year bond period. Following the retirement of all bonds, the public not-for-profit will own the property debt free, at which time it may continue ownership and realize significant annual profits from the project or capitalize on the sale of the property to private ownership.

Additional benefits of public non-profit ownership include:

- Sufficient capital replacement reserves are provided for periodic replacement and rehabilitation to maintain the quality of the facility throughout the life of the project. The success of the project relies on ensuring the facility is maintained to a high standard.
- Consistent ownership throughout the life of the project. Privately owned facilities often change ownership over time. Maintaining local ownership and control of the facility further ensures the quality of the property.



Project Operations

The project owner will enter into a hotel operating agreement with either a major hotel brand, such as Marriott, Hilton, or Hyatt, or a third-party hotel management company operating under one of the major brands. Operating the facility under a major hotel brand is imperative to the success of the project. Having access to the resources provided by a major brand such as name recognition, consistent quality standards, integration with global reservation systems and other booking outlets, consistent brand marketing program, and access to brand loyalty programs encouraging repeat bookings to the hotel and meeting space will maximize the potential of the facility.

Whether the hotel is brand managed or franchised and operated by a strong, third-party management firm, it is important to negotiate with and have a contract with a major brand with a national presence and recognition. Garfield has had initial discussions with a number of global full-service brands, each expressing an interest in the Jefferson City project. As the project development proceeds, Garfield will formalize these discussions by requesting proposals from each brand and assisting the owner in negotiating the hotel operating agreement.

Revenue Sources

Garfield, in conjunction with city staff and the city's financial advisors, has identified an initial list of revenue sources available to the city to support bond financing for the project. This list represents sources available to the city and does not include outside funding sources.

- Net operating income (NOI) from hotel and conference center operations.
- 50% of existing State, City, and County sales taxes generated on-site captured via Downtown Revitalization TIF.
- Additional 50% of certain City sales taxes generated on-site not captured via the Downtown Revitalization TIF.
- On-site collection of taxes through special taxing districts such as Community Improvement District (CID), Transportation Development District (TDD), and Port Improvement District (PID).
- Surcharge assessed on conference center hotel rooms.

- City's existing 4% lodging tax intended for conference center development. (assumed to be extended for an additional 25 years)
- Parking revenues generated from the operation of the new parking garage.
- City's existing gross receipts utility taxes generated on-site.

Projected Bond Issuances

Based on the above initial revenue sources, Stifel, the bond underwriter, in conjunction with Garfield, the city's bond council and financial advisors, has prepared projections for a series of bond issues, the proceeds of which will be utilized to finance the project development.

- Senior hotel revenue bonds backed by hotel NOI. Assuming 30-year bond issue, 3.0 debt service coverage ratio, 5.5% coupon rate, no recourse to the city.
- Subordinate hotel revenue bonds backed by hotel NOI. Assuming 30-year bond issue, 1.5 debt service coverage ratio, 8.0% coupon rate, no recourse to the city.
- Tax revenue bonds backed by Downtown Revitalization TIF, special taxing districts, and room surcharges collected on-site. Assuming 30-year bond issue, 1.75 debt service coverage ratio, 6% coupon rate, no recourse to the city.
- Special obligation bonds backed by lodging tax revenues. Assuming 30-year bond issue, 1.1 debt service coverage ratio, 5.0% coupon rate, may require debt service shortfall credit enhancement by the city.
- Parking revenue bonds backed by revenues generated by parking garage operations.



Existing Funds Pledged to the Project

Garfield, in conjunction with city staff have identified the following existing sources available to fund the project:

- City lodging tax fund balance
- City parking fund balance
- AARPA Tourism Asset Grant
- FY 2025 State of Missouri appropriation

- Partnership with the State of Missouri.
- Contribution from the selected hotel brand.
- Licensing of naming rights.
- Product supplier licensing
- Develop “Made in Missouri” concept to encourage investment by state-wide industries
- Philanthropic contributions.

Summary of Funding Sources

Bond Fund Sources

Hotel Revenue Bonds	\$29,369,204
Tax Revenue Bonds	\$13,290,108
Special Obligation Bonds	\$20,517,309
Parking Revenue Bonds	\$10,000,000

Existing Fund Sources

Lodging tax fund balance	\$ 9,500,000
Parking fund balance	\$ 4,000,000
AARPA Tourism Asset Grant	\$ 2,100,000
FY 2025 state appropriation	\$ 2,000,000

Initial estimate of funding sources **\$90,776,621**

Details of the Garfield strategic business plan including Stifel projections of revenue sources and estimated bond issue proceeds are presented on the Strategic Business Plan tab of this report.

As previously mentioned, the above funding sources are preliminary estimates and only include sources available to the city and does not include outside sources. As project development progresses, Garfield will work with the local project team to further refine the above financing models as well as work to identify outside fund sources to complete the project funding package. Potential outside fund sources which Garfield and the local project team intend to pursue include:



Recommendations

Garfield believes this project is a tremendous opportunity for Jefferson City to draw visitors to the city, generating significant economic growth which will benefit the community, region, and entire state. The increase in visitors to the city as a result of the project is expected to spur additional investment and growth not only in the downtown area, but throughout the city.

To capitalize on this opportunity and realize the benefit to the community, Garfield recommends building upon the foundational work described above and continuing the design and development of the project under a Master Development Agreement with Garfield.

The Master Development Agreement will guide the project through pre-construction, construction, commissioning, and grand opening. Specific pre-construction services are expected to include:

- Further design of the project components including schematic design, design development, and construction document phases.
- Updated cost estimates at each design phase milestone
- Adjustments to alignment project design and project budget at each design phase milestone.
- Continued refinement of revenue source projections with corresponding updated bond scenario estimates, development of additional external revenue sources.
- Discussion and finalizing the hotel brand and management structure.
- Further development of the business plan, operating and ownership agreements.
- Conclusion of pre-construction services with a Guaranteed Maximum Price (GMP) for construction, final operating and ownership agreements. and a final financing plan.

With the GMP and final agreements in place, Garfield and the city will be poised to issue bonds which will begin the construction process.

Master Development Agreement Schedule

Garfield has provided below a preliminary project development schedule which includes anticipated milestones beginning with execution of the Master Development Agreement in March 2025 to begin the pre-construction services phase.

- | | |
|--|---------------|
| • Execute Master Development Agreement | March 2025 |
| • Complete schematic design, update pricing | May 2025 |
| • Complete design development, update pricing | August 2025 |
| • Complete construction documents | December 2025 |
| • Preparation and acceptance of GMP | February 2026 |
| • Bond Issuance / contractor notice to proceed | March 2026 |
| • Mobilization / commence construction | May 2026 |
| • Substantial completion | February 2028 |
| • Final completion / soft opening | March 2028 |
| • Grand opening | April 2028 |

A detailed draft project delivery schedule is presented on the Development Schedule tab of this report.



LIST OF CONSULTANTS

Throughout this pre-development services process, Garfield has led a coordinated team of consultants, experts in their field, that have provided specific technical information and lent their expertise to produce this document which will serve as a roadmap for the city to bring this long-awaited project to reality.



GARFIELD COMPANY HISTORY

Garfield Public/Private LLC, a Texas Limited Liability Company, has a 25-year history of national leadership in public/private development. Ray Garfield and Greg Garfield founded the company in 1997 to finance and develop publicly-owned and public/private facilities.

Garfield solves impediments to the delivery of needed facilities, enabling them to be built and delivered much faster and more reliably than traditional public bid methods. The company devises innovative solutions for essential developments, using financing structures not commonly known to or employed by conventional developers.

Garfield's proven turnkey delivery method minimizes the public sector's contractual risk and administrative burden, streamlines the procurement process, and enables "fast track" delivery, within budget and schedule, of high-quality facilities months or even years ahead of when otherwise thought possible.

All developments, regardless of magnitude, require leadership and vision that only experience provides. Over the course of four decades, the principals and officers of Garfield have financed more than \$11 billion in debt and equity and developed more than 30 million square feet of all property types, nationally and abroad.

Garfield has more than \$2 billion of development experience and has performed strategic planning/consulting services for an additional \$4 billion of public/private facilities, including \$1.5 billion in hotel debt and equity and development of over 20 hotels comprising 6,600+ guestrooms and 430,000+ SF of meeting and convention space.

The firm's experience includes convention centers, conference centers and headquarters hotels, performing arts centers, museums, cultural centers, event centers, arenas, expo centers, justice and public safety facilities, K-12 and higher education, government office buildings, parking garages, and other vital public infrastructure.

Through numerous real estate cycles, the company has proven its stability and resilience. Through steady and prudent leadership, Garfield Public/Private is now more successful than ever, with a talented team and book of business that is diverse and portends continued growth and success for the foreseeable future.



HOSPITALITY FOCUS

Headquarters hotel development is a highly specialized and dynamic field. The needs, talents, and interests of the participants, design specifications and inherent complexities of all project components must be competently and effectively supervised. Team leadership by a company/team that has not only consulted but has developed, financed, owned, operated, and/or asset managed similar properties is vital to ensuring the greatest likelihood of success.

Garfield Public/Private helped to pioneer both the public/private and the tax-exempt financing models for headquarters hotels, and for the past 25 years, has exclusively focused on the financing and development of hotels which support convention or conference centers and other public facilities. As such, Garfield understands the needs of supporting convention or conference centers, events centers and/or sports/entertainment facilities and the groups that book events. The company has extensive experience with requirements of room block agreements, the design, finance, and construction of these hotels, and the relationships with the brands and knowledge to negotiate all key documents relating to hotel development, finance and operations.

Given the combined experience of Garfield Public/Private and its senior executives over the past four decades, we can say with confidence that no other active development company has more combined experience with public/private hotel development and financing of public/private headquarters hotels. Our company's experience, relationship and resources, as well as access to baseline project documentation, are invaluable assets to our clients in ensuring timely and successful financing and project completion.

**McCownGordon
 Company Overview**

BUILDING WITH PURPOSE. McCownGordon is one of region's most experienced and respected providers of construction services, and consistently ranks at the top for local, regional and national leading industry awards.

The firm's portfolio features some of the region's largest and most iconic projects that are changing the landscape of their respective industries. McCownGordon's projects have been completed for both public and private clients under a variety of project delivery methods, including public private partnership/design-build, construction management, general contracting and turnkey development.



4 OFFICE LOCATIONS

- KANSAS CITY, MISSOURI
- WICHITA, KANSAS
- MANHATTAN, KANSAS
- DALLAS FORT-WORTH, TEXAS

24 YRS IN BUSINESS

600+ EMPLOYEE OWNERS

95%
 OF WORK IS COMPLETED
 WITH COLLABORATIVE
 DELIVERY

\$1.1 B
 51 DESIGN-BUILD PROJECTS
 IN LAST 5 YRS

82%
 OF WORK FOR
 REPEAT CLIENTS

IN-HOUSE VALUE

- Real-time Estimating
- Building Envelope Evaluation
- MEP Engineering Services
- Structural Engineering Services
- Commissioning
- Virtual Design & Construction/BIM
- Sustainability
- Campus/Program Management
- Facility Assessment Services
- Investment + Creative Financing Partner

FINANCIAL STABILITY. We currently have approximately 60 projects under contract with \$1.5 Billion of contracted backlog that will put in place over the next 3.5 years. Over the past three years, we have experienced 13.5% annual revenue growth, with an average 147% annual growth to our ESOP share price since 2015. The stability of our financials should give you the confidence your project will have the right amount of manpower to meet schedule requirements. When it comes to capacity and capability, we are well suited to serve CLIENT and bring the expertise, value-driven solutions and collaboration you desire.

LOCAL PRESENCE. We have an established presence in the Jefferson City community serving as the construction manager for the State of Missouri Multi-Agency Lab and a health science and crisis center at Lincoln University. We will leverage our extensive network of local regional trade partners to effectively mitigate capacity challenges and ensure a streamlined project execution. Our strong relationships with city and state leadership and the deep civic engagement that spans our organization provides you an engaged partner motivated to maximize value.

VALUE WE BRING. McCownGordon is an expert when it comes to construction innovation for the adapting commercial and mixed-use development markets. Clients have come to learn a distinct difference between our team and others in the industry—our unmatched partnership approach, and our flexibility with trade partners to achieve the best pricing.

We know cost matters. With limited union trade agreements in place and strong relationships with trade partners, especially the MBE/WBE community, selecting McCownGordon results in more expansive coverage and lower pricing. We also gain better commitments on delivery to mitigate potential labor challenges.



DLR Group Company Overview

We're an integrated design firm. Our promise is to elevate the human experience through design. This inspires a culture of design and fuels the work we do around the world. We are 100 percent employee-owned: every employee is literally invested in our clients' success. At the core of our firm are interdisciplinary employee-owner teams, engaged with all project life-cycle stakeholders. These teams champion true collaboration, open information sharing, shared risk and reward, value-based decision making, and proficient use of technology to elevate design.

1400+
 Employee-Owners

57+
 Years of Experience

32
 Offices Worldwide

Services

Architecture
Engineering
 Civil
 Electrical
 Mechanical
 Structural
Interiors
Planning
Acoustical Design
Energy+Smart Buildings

Experiential
Graphic Design
High Performance Design
Landscape Architecture
Lighting Design
Preservation
Reality Capture

Science+Technology
Sustainability
Theater Design

Locations

Austin	Des Moines	Lincoln	Phoenix
Charlotte	Dubai	Los Angeles	Portland
Chicago		Minneapolis	Riverside
Cleveland	Durham	Nashville	Sacramento
Colorado Springs	Honolulu	New York	San Diego
Columbus	Houston	Omaha	San Francisco
Dallas	Kansas City	Orlando	Seattle
Denver	Las Vegas		

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 UNITED STATES

1
 CHINA

1
 UNITED ARAB EMIRATES



FACET Company Overview

Our story began as a vision of improved architectural practice, reflecting a desire to focus on more design-intensive projects.

A wholly owned subsidiary of CD Companies, FACET Architectural Design is an expertise-based architectural design studio, resulting from a strategic initiative to diversify and enhance the organization's overall depth of knowledge, experience, and capability.

FACET AD exists because we understand the importance of building a team of industry experts, whose reputation and past portfolios serve as the foundation for the studio's future growth. This team of architects provides a broad range of comprehensive services, from developing visionary design concepts, through programming and project documentation, to construction administration and post-occupancy measurements. Our varied clients benefit from a vast range of talents and professional experience, with team members who respect each other's opinions, learn from each other, and inspire creativity.



CREATIVE THINKERS

With a depth of expertise and a proven & flexible methodology, we provide our clients with functional, efficient, and beautiful spaces. We are highly adaptable with our approach and thrive on understanding our client's needs and delivering for every client's unique requirements.



SUBJECT MATTER EXPERTS

Our team has experience in a wide range of project types, across scales and across the continent. Our recent projects include designs for civic & public clients, private & commercial enterprises, educational systems, and national healthcare organizations. We are eager & able to take on any design challenge you might have!



HISTORY OF SUCCESS

Our rigorous and empathetic approach is continuously improved through the delivery of one successful project after another. Every project, large or small, receives the same level of thoughtful intensity and design investment. We are proud of our portfolio of successful projects and our list of happy clients.



Locally Owned and Headquartered



40+ Architectural Support Staff



Small Firm Service; Large Firm Resources



Walk through a recent project.





Fishbeck Company Overview

ESTABLISHED
 1956

COMPANY TYPE
 100% employee-owned corporation

TOTAL PERSONNEL
 600+

LOCATIONS
 15 offices throughout Michigan, Ohio, and Indiana

WEBSITE
www.fishbeck.com

Fishbeck is a full service architectural/engineering firm, with a department that specializes in parking. Our parking services team provides innovative solutions in planning, studies, design, and restoration. They are committed to providing creative, value-driven services and exceptional results.

As specialists in parking design, Fishbeck staff have collectively completed hundreds of parking structure projects nationwide for a variety of clients in the private and public sectors. With decades of experience, our parking design professionals have successfully completed parking facilities for mixed-use developments, airports, governmental entities, healthcare facilities, higher education campuses, hospitality, office, sports and entertainment, and multimodal transit facilities. Our parking design capabilities benefit from our parking operations and maintenance expertise to deliver a highly functional, durable and efficiently operated parking facility for our clients. We deliver creative parking design solutions that improve the experience of the communities that we serve.

SP+ Company Overview

SP Plus Corporation (NASDAQ: SP) facilitates the efficient movement of people, vehicles and personal belongings with the goal of enhancing the consumer experience while improving bottom line results for our clients. SP+ provides professional parking management, ground transportation, remote baggage check-in and handling, facility maintenance, security, event logistics, and other technology-driven mobility solutions to aviation, commercial, hospitality, healthcare, university and government clients across North America.

Company History

SP Plus Corporation was originally founded in Chicago, Illinois, in 1929 as Standard Parking. Starting with one downtown parking lot, we soon expanded to numerous locations including hotels and medical centers. In the 1950s, we started the first paid airport parking operation at Cleveland Hopkins International Airport. In the late 1970s, Standard Parking started a rapid expansion program that made it a national company. In 2013, Standard Parking Corporation merged with Central Parking Corporation, creating SP Plus Corporation, one the largest full service mobility solutions firms in North America with operations in the U.S., Puerto Rico and Canada.

SP+ is an Accredited Parking Organization

The International Parking & Mobility Institute (IPMI) has recognized SP+ as the first commercial parking operator to earn the Accredited Parking Organization (APO) with Distinction designation. This designation is reserved for the top 5% of parking organizations worldwide that demonstrate a comprehensive standard of excellence in our industry.

SP+ Recognized as the Innovative Organization of the Year

SP+ has been selected as the “Innovative Organization of the Year” by the National Parking Association (NPA). SP+ was recognized for the development and deployment of Sphere™, its cutting-edge suite of technology products designed to drive end-to-end mobility at parking or transportation facilities—from customer acquisition and purchases to operational logistics and data reporting.

Acquisition by Metropolis Technologies, Inc.

As announced in the press release on October 5, 2023 (<https://spplus.com/metropolis-technologies-inc-to-acquire-sp-plus-corporation-for-1.5-billion/>), SP Plus Corporation and Metropolis Technologies, Inc. have signed an Agreement and Plan of Merger. Until the acquisition of SP+ by Metropolis is complete, the two companies will remain completely independent and will continue to do business as usual. Additional Q&A regarding this acquisition can be found at <https://spplus.com/acquisition-announcement/>.



ARCHITECTURE AND ENGINEERING

- Architecture
- Building Enclosure Commissioning
- Electrical
- Energy Assessment
- Facility Condition Assessment
- Interior Design
- Mechanical
- Parking Planning/ Design/Restoration
- Structural
- Systems Commissioning

INFRASTRUCTURE ENGINEERING

- Construction Engineering/Inspection
- Geospatial Services
- Site Development
- Stormwater Management
- Traffic/TIS
- Transportation
- Wastewater Collection
- Wastewater Treatment
- Water Distribution
- Water Storage
- Water Supply/Treatment

ENVIRONMENTAL SCIENCES

- Air Quality
- Asbestos/Lead/ Demolition Management
- Brownfield Redevelopment
- Environmental Management and Compliance
- Environmental Site Assessment
- Industrial Hygiene
- Remediation
- Wetland and Ecological

CONSTRUCTION

- Construction Management
- Cost Estimating
- Design/Build
- Preconstruction
- Reconstruction and Cost Reduction Studies
- Scheduling



PROFILES



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Professional Experience

Andrew Hartley is a Vice President for CBRE Hotels. He is based in the New York, NY office. With more than 12 years of professional experience in the hospitality industry, he has provided market and financial services for all types of real estate projects. Mr. Hartley's areas of specialization include market and financial feasibility analysis for dozens of hotel and conference center projects, non-branded boutique hotel projects, specialized expertise with oil and gas-related hotel projects and luxury hotel projects.

Non-hotel related work consists of retail and residential analysis to determine reasonable market returns involving specialized mixed-use developments. Vast experience in public-private projects on behalf of a municipality or investor. Clients include private hotel owners and developers, all major sources of debt financing, all major hotel companies, and numerous municipalities and public agencies. He has assisted clients on assignments throughout the Northeast, Midwest, and South Central Region of the U.S.

Prior to joining CBRE Hotels' Consulting, Mr. Hartley was a consultant with PKF Consulting USA, which was acquired by CBRE in 2014. Additionally, Mr. Hartley was an assistant manager/trainer for the Hilton University of Houston and in charge of training students the operations and service techniques needed to run a full-service hotel with an emphasis on fine food and beverage.

Clients Represented

- Strategic
- Dorchester Collection
- Wells Fargo
- HSBC Bank USA
- GE Capital Real Estate
- Marriott International
- Hilton Worldwide
- InterContinental Hotels Group
- Starwood Hotels and Resorts
- Hyatt Hotels Corporation
- Benchmark Hospitality
- Aimbridge Hospitality
- Valencia Group
- Hines
- Gatehouse Capital
- Harrell Hospitality
- Howard Hughes
- New Horizons Hospitality
- Domain Companies
- Matthews Southwest

Education

- Oklahoma State University,
College of Arts and Sciences –
Bachelors of Fine Arts, Theatre
Performance

PROFILES



AREAS OF EXPERTISE

- Market and financial analysis of Hospitality Industry assets, special expertise with luxury trophy assets, hotel and conference center projects, economic impact and gap analysis of public projects, as well as oil and gas-related hotel projects.
- Public/private advisory in assisting as a third party to determine market returns and expectations.
- Investment advisory to determine a pricing range for acquisition, conversion, renovation, or other ownership internal use.

SIGNIFICANT ASSIGNMENTS

- Facilities planning involving numerous upscale full-service hotel conversions
- Acquisition due diligence on over \$10 billion worth of luxury assets
- Numerous market and economic feasibility studies for hotels, resorts, and mixed-use developments through Texas and South Central Region, as well as the New England and Tri-State area.
- Appraisals in over \$1 billion in hotel real estate
- Mixed-use analysis of all commercial real-estate components
- Market studies for proposed high-end, hotel and conference centers
- Market studies for proposed hotels in both urban and rural markets
- Brand/operator structuring and selection
- Assessment and developer selection for public/private development
- Assessment in repositioning of hotel assets

PROFESSIONAL ACTIVITIES

- Repeat panelist at the leading hospitality investment conferences
- Market Study Academic Judge for Universities



MARKET STUDY

The hotel and conference center market study is a foundational element in the development of a hospitality project as the information it provides is relied upon by the project design team, project financing team, and future bond investors. The purpose of the market study is to:

- Understand the existing local hospitality market and assess the demand for a planned facility.
- Assess the project's location, accessibility, visibility, and proximity to demand generators.
- Provide recommendations on the type, size, and amenities for the planned facility that align with the market demand.
- Estimate hotel performance measures within the market, namely average daily rate (ADR), occupancy rate and revenue per available room (RevPAR).
- Estimate net operating income (NOI) available to finance project capital costs.

CBRE was selected to develop the hotel and conference center market study for the Jefferson City project. CBRE spent time in Jefferson City assessing the proposed project location, identifying the competitive properties in the market, and meeting with local stakeholders to determine the unmet demand in the community. This information, in conjunction with an analysis of local economic trends and historical performance of existing hotel properties in the market was utilized in the development of the market study.

Based on this analysis CBRE initially recommended a 250-room full-service upscale hotel with 36,000 square feet of flexible meeting space. CBRE

was additionally requested to determine the impacts of a project with a slight reduction in the number of rooms and meeting space. The amended CBRE market study estimates a reduction in the program would continue to meet the demands of the market, while allowing the additional demand not captured by the new facility to overflow into existing facilities in the market. The amended program includes:

- 204 room full service upscale hotel with a mix of standard rooms and suites branded as Marriott, Hilton or Hyatt.
- 29,000 square feet of flexible meeting space including a 15,000 square foot ballroom capable of seating up to 1000 people.
- On-site food and beverage outlets to include
 - Lobby level signature restaurant with direct street frontage
 - Lobby café
 - Terrace level lounge
- Additional amenities such as fitness center, pool, hot tub, and laundry valet.

The proposed facility is expected to generate over 52,000 room night stays annually with an expected occupancy of 70%, ADR of \$191.52, and RevPAR of \$134.07. The NOI is expected to be \$4,623,800 in the first year of stabilized operations, growing by 3% annually.

Because the new 204-key hotel will not be able to accommodate all the estimated room-night demand for meetings at the new conference center, CBRE has estimated the new development will induce 6,600-9,900 additional room nights per year into other hotels in the Jefferson City market.



CBRE Valuation & Advisory Services



Market Study

Proposed JC Conference Hotel
E Capitol Ave
Jefferson City, Missouri 65101
CBRE File No. CB24US027018-1

CLIENT: Garfield Public/Private LLC

January 10, 2025



VALUATION & ADVISORY SERVICES



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January 10, 2025
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As in all studies of this type, the estimated results are based on competent and efficient management and presume no significant change in the status of the competitive lodging market from that as set forth in this report. The terms of our engagement are such that we have no obligation to revise our conclusions to reflect events or conditions that occur subsequent to the date of completion of our fieldwork. However, we are available to discuss the necessity for revisions in view of changes in the economy or market factors should such arise.

Since the proposed hotel's future performance is based on estimates and assumptions that are subject to uncertainty and variation, we do not present them as results that will actually be achieved. However, our analysis has been conscientiously prepared on the basis of information obtained during the course of the assignment and on our experience in the industry. This report is subject to the Terms and Conditions presented in the Addenda.

After you have had an opportunity to review this report, please feel free to contact us with any questions. We appreciate the opportunity to work with you on this assignment.

Respectfully submitted,

CBRE - VALUATION & ADVISORY SERVICES

Andrew Hartley
Senior Vice President
andrew.hartley@cbre.com

Brylynn Smith
Consultant
brylynn.smith@cbre.com

Date of Report: January 10, 2025

Walter Peseski
Senior Vice President, Asset Management
Garfield Public/Private LLC
14911 Quorum Drive, Suite 380
Dallas, Texas 75254

RE: Demand Analysis of Proposed JC Conference Hotel Development
E Capitol Ave
Jefferson City, Cole County, Missouri 65101
CBRE, Inc. File No. CB24US027018-3

Dear Mr. Peseski:

At your request and authorization, CBRE, Inc. has prepared a demand and revised market study of a proposed conference hotel in Jefferson City. This report serves as an addendum report to a previous report produced by CBRE Hotels in May of 2024 referenced as CBRE Job number: CB24US27018-1.

The scope of this analysis includes an update of the estimated operational performance of the proposed hotel with revised facilities. Primarily, the proposed number of rooms decreased from 250 to 204 rooms. Additionally, you requested we analyze the induced demand from the addition of the proposed hotel and conference center to determine potential new room nights captured in the local market. Specifically, you wish us to estimate induced room nights that may not be captured by the proposed hotel but would "overflow" into the competitive market as a result of large event bookings.

The following report summarizes our conclusions. After review of the area, as well as our understanding of the site, Downtown Jefferson City, and the regional market area activity is generally consistent with the previous report and are not included in this concise analysis but are referenced. The updated estimate of operation performance utilized a revised competitive set of hotels with recent market performance.



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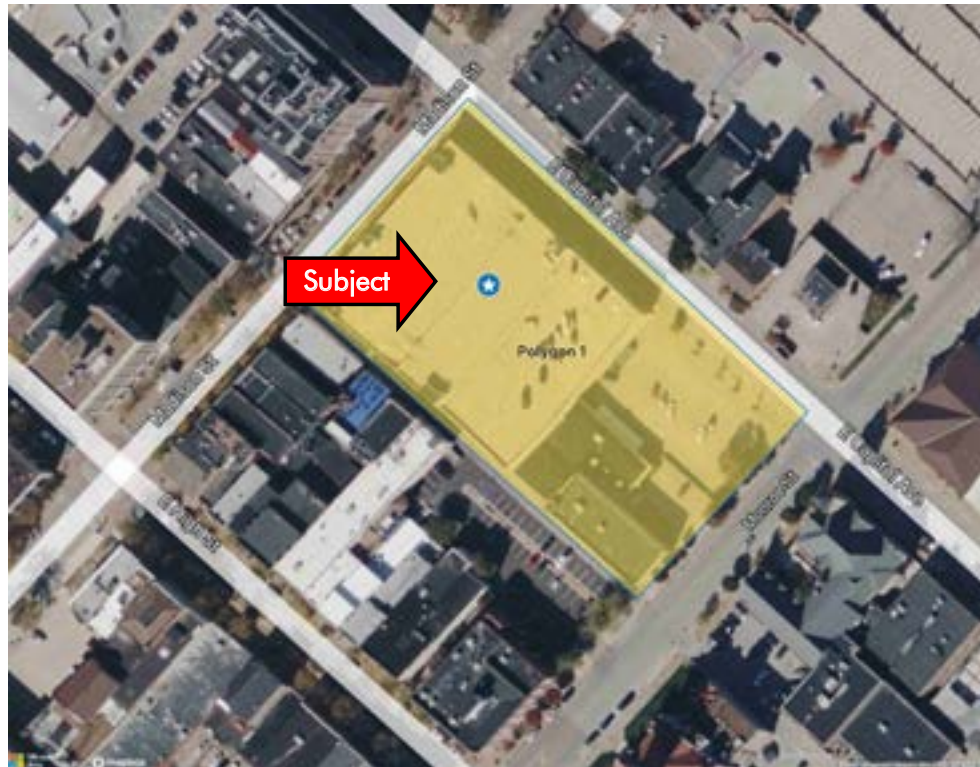
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Subject Photographs



Subject Photographs



Source: CBRE Maps

Aerial View



Executive Summary



Executive Summary

Recommended Facilities			
Property Type	Full-Service	Upscale	
Number of Rooms	204		
GBA	142,800 SF		
GBA per Room	700 SF		
Guestroom	Number	SF/Room	
King Standard Rooms	82	40%	320
Double Queen Standard Rooms	82	40%	350
King Junior Suites	20	10%	480
Double Queen Junior Suites	10	5%	520
King Suites	10	5%	600
Totals	204	100%	350
Meeting Space			
	Potential SF	Divisible by	Potential Capacity
Ballroom	15,000 SF	9	1,000
Jr. Ballroom	5,500 SF	6	370
Breakout	5,500 SF	6	370
Board Room	1,000 SF	2	70
Pre-Function	2,000 SF	0	130
Totals	29,000 SF	23	1,940
	Per Room	142 SF	
Food and Beverage			
	Potential SF	Seats	Potential Capacity
Restaurant/Bar	2,500 SF	170	170
Terrace Restaurant/Bar	2,400 SF	160	160
Café	200 SF	20	20
Totals	5,100 SF	350	350
	Per Room	25 SF	
Amenities			
Property	In Room		
Fitness Center	Walk In Shower		
Indoor Pool	Iron/Iron board		
Hot Tub	Minifridge		
Laundry Valet	Safe		
Parking Garage	Sofa Sleeper		
Ice Machine/Vending	Living Area		
Potential Brands			
Sub-brand	Parent Brand		
Marriott, Delta, Sheraton	Marriott		
Hilton, Embassy Suites	Hilton		
Hyatt Regency	Hyatt		

The potential guestrooms mix, as well as size and capacity of all the facilities are presented as estimates and standards for illustrative purposes based on comparable, prototypical, and market benchmarks. Upon final planning, the above estimates are likely to change.

Source: CBRE Hotels



Executive Summary



Stabilized Year Estimate

Analysis Premise	Stabilized Cash Flow	Period Ending: 6/30/2030
Number of Rooms		204
Annual Available Rooms		74,460
Occupied Rooms		52,122
Occupancy		70.0%
Average Rate		\$191.52
RevPAR		\$134.07

	Total	Ratio to Sales	PAR	POR
REVENUE				
Rooms	\$9,982,593	56.0%	\$48,934	\$191.52
Food & Beverage	\$7,262,867	40.7%	35,602	139.34
Other Operated Departments	\$505,243	2.8%	2,477	9.69
Miscellaneous Income (Net)	\$78,944	0.4%	387	1.51
Total Operating Revenue	\$17,829,647	100.0%	\$87,400	\$342.08
DEPARTMENTAL EXPENSES				
Rooms Expense	\$2,399,904	24.0%	\$11,764	\$46.04
Food & Beverage Expense	\$3,849,320	53.0%	18,869	73.85
Other Operated Departments Expense	\$155,110	30.7%	760	2.98
Total Departmental Expenses	\$6,404,333	35.9%	\$31,394	\$122.87
DEPARTMENTAL PROFIT	\$11,425,314	64.1%	\$56,006	\$219.20
UNDISTRIBUTED OPERATING EXPENSES				
Administrative and General	\$1,408,946	7.9%	\$6,907	\$27.03
Information and Telecommunications Systems	\$234,824	1.3%	1,151	4.51
Sales and Marketing	\$1,458,382	8.2%	7,149	27.98
Franchise Fees (Royalty)	\$598,956	6.0%	2,936	11.49
Property Operations and Maintenance	\$790,987	4.4%	3,877	15.18
Utilities	\$789,442	4.4%	3,870	15.15
Total Undistributed Expenses	\$5,281,537	29.6%	\$25,890	\$101.33
GROSS OPERATING PROFIT	\$6,143,777	34.5%	\$30,117	\$117.87
Management Fee	\$534,889	3.0%	\$2,622	\$10.26
INCOME BEFORE NON-OPERATING INCOME AND	\$5,608,888	31.5%	\$27,495	\$107.61
NON-OPERATING INCOME AND EXPENSES				
Property Taxes	\$0	0.0%	\$0	\$0.00
Insurance	\$271,902	1.5%	1,333	5.22
Reserve for Replacement	\$713,186	4.0%	3,496	13.68
Total Non-Operating Income and Expenses	\$985,088	5.5%	\$4,829	\$18.90
NET INCOME (EBITDA)	\$4,623,800	25.9%	\$22,666	\$88.71



Introduction



Introduction

Overview of the Demand Analysis

CBRE Hotels was retained by Garfield Public/Private LLC (client and intended user) to perform a study of the potential market demand for a proposed hotel (the "Hotel" or "Subject") to be located at E Capitol Ave in Jefferson City, Cole County, Missouri.

As a component of this analysis, after we identified the potential market demand in the Jefferson City lodging market, we then provided our projections of the occupancy, average daily room rate ("ADR"), and revenue per available room ("RevPAR") the proposed subject hotel could reasonably be expected to achieve for its first five years of operation. Given these projections, we have also estimated the subject's annual operating results, including total operating revenues and expenses, net income from operations, and ratio to total revenues for ten years of operation. For this analysis, we concluded the subject will include a total of 204 guest rooms.

We also conducted an analysis to determine potential induced demand in the local competitive market as a result of the development of the project. Furthermore, CBRE isolated and extracted the induced demand which would be accommodated by the subject conference hotel to understand the potential net benefit to the surrounding hotel market in Downtown Jefferson City. We assumed the proposed hotel would be open and available for occupancy on June 1, 2027. This report represents the culmination of our market research, analysis, and assessments relative to the potential market demand for the proposed hotel.

Assumptions Used For Projections

Our analysis was based on the following set of assumptions:

- The proposed hotel is to be located at the intersection of Madison Street and East Capital Avenue in Jefferson City, Cole County, Missouri;
- The proposed hotel will contain 204 guest rooms;
- The subject will be positioned as a full-service, branded hotel;
- The subject will offer facilities and services consistent with a prototypical full-service hotel and conference center;
- The subject will be professionally and competently managed by a brand or reputable third-party operator;
- The ownership/developer of the subject will obtain approvals from local government Planning and Development to develop the property into a hotel; and,
- The hotel project will open on June 1, 2027.

Introduction



Methodology

In conducting the study, we:

- Physically inspected the subject site as well as existing and planned surrounding developments;
- Assessed the impact of the proposed subject's accessibility, visibility, and location relative to demand generators and overall marketability;
- Researched and analyzed current economic and demographic trends in the Jefferson City MSA to determine the trends' impact on future lodging demand within the market;
- Identified the competitive supply of lodging facilities in the area;
- Reviewed the historical performance levels for the competitive lodging supply on a composite basis;
- Estimated the anticipated growth in demand for, and supply of, lodging accommodations in the competitive market area;
- Assessed the positioning of the hotel to be located at the subject site within the competitive market and prepared a forecast of the potential annual occupancy, average daily rate, and RevPAR for the first five years of operation of the proposed subject; and,
- Prepared a statement of estimated annual operating results for the hotel for the ten-year period beginning June 1, 2027.
- Estimated a hypothetical schedule of large events the JC Conference Hotel center could accommodate that would likely be citywide events overflowing room nights into the market.
- Collected visitor traffic data from Placer.ai to track conference and convention attendee travel patterns.
- Concluded to a range of additional room nights the development of the JC Conference Hotel could potentially induce into the local market.

Several sources were used in compiling the background information and preparing the analysis contained in this report. These resources included *Trends in the Hotel Industry*, published by CBRE Hotels; data on the local lodging market gathered through direct interviews with market participants; data provided by sources in the lodging chains, ownership entities, and management companies with which the competitive properties are affiliated; data provided by Smith Travel Research; and economic data on the region from various local governmental and planning entities.

Reliance Language

Reliance on any reports produced by CBRE under this Agreement is extended solely to parties and entities expressly acknowledged in a signed writing by CBRE as Intended Users of the respective reports, provided that any conditions to such acknowledgement required by CBRE or hereunder have been satisfied. Parties or entities other than Intended Users who obtain a copy



Introduction



of the report or any portion thereof (including Client if it is not named as an Intended User), whether as a result of its direct dissemination or by any other means, may not rely upon any opinions or conclusions contained in the report or such portions thereof, and CBRE will not be responsible for any unpermitted use of the report, its conclusions or contents or have any liability in connection therewith.

Statement of Competency

Andrew Hartley has the appropriate knowledge, education, and experience to complete this assignment competently.

Market Analysis



Market Analysis

Understanding the relationship between supply and demand is a critical component of any market study, particularly with respect to hotels. Unlike other property types, hotels essentially lease their rooms on a daily basis. While this characteristic allows for an immediate response to changes in market conditions, it also requires a high level of management intensity. There is an inverse relationship between occupancy and average daily rate (ADR) and raising or lowering rates typically has an immediate impact on room-nights sold. Effective management entails finding the proper balance that allows for the maximization of revenue.

In this section we first identify the subject property's competitive set (e.g., those hotels that tend to compete for the same sources of demand). We then identify relevant demand sources, analyze historical growth patterns and assess the potential for growth (or lack thereof) in demand by segment. The result is a projection of future market performance. Lastly, we conclude with a projection of occupancy and ADR for the subject property, taking into consideration its competitive strengths and weaknesses relative to the overall market.

Some hotels are more directly competitive than others based on their locations, facilities, branding, etc. This disparity in the level of competitiveness can be handled in a number of ways. Some consultants assign a percentage to each property and include only a portion of their guest rooms in the competitive set. This technique, while theoretically sound, is highly subjective and the overall analysis can be extremely sensitive to the assumptions made. Alternatively, we chose to address this issue through our projected penetration rates. For example, the introduction of a new property that is only marginally competitive will have a limited impact on the subject property's penetration level, whereas a directly competitive property will likely have a substantial effect. Regardless of the method employed, properly assessing the relationship between supply and demand and its impact on the subject property and market occupancy requires a level of professional judgment.

Summary of Competitive Properties

A summary of the subject's competitive hotel set is illustrated in the following map and tables. These hotels were selected based on their similarities to the subject property in terms of general geographic location, size, price point, chain affiliation, services, facilities, and amenities offered.

During the course of our research and analysis, we attempted to obtain estimated occupancy, ADR, and market segmentation information for each of the competitive hotels. However, such information is not always readily provided, as hotels are often hesitant to share specific operating data which may be confidential to a potential competitor. This information is



estimated to the best of our ability, based on interviews with competitive hotels, discussions with other knowledgeable hotel market professionals, and other sources.

STR ID	Property Name	City/State	No. Rooms	Open Date
0	Proposed JC Conference Hotel	Jefferson City, MO	204	Jul 2027
1543	DoubleTree by Hilton Hotel Jefferson City	Jefferson City, MO	151	Jun 1968
70117	Courtyard Jefferson City	Jefferson City, MO	121	Dec 2020
37155	Hampton by Hilton Inn Jefferson City at Capital Mall	Jefferson City, MO	73	Oct 1998
37233	Fairfield Inn & Suites Jefferson City	Jefferson City, MO	83	Oct 1998
67743	Holiday Inn & Suites Jefferson City	Jefferson City, MO	131	Feb 2019

Relative to the previous study, the revised competitive set no longer includes the Capital Plaza Hotel as it is in severe disrepair and deemed non-competitive. The year-end 2023 occupancy and ADR achieved by these properties without the Capital Plaza was estimated to be approximately 55.16% and \$139.05, respectively.

Historical Performance of the Competitive Market

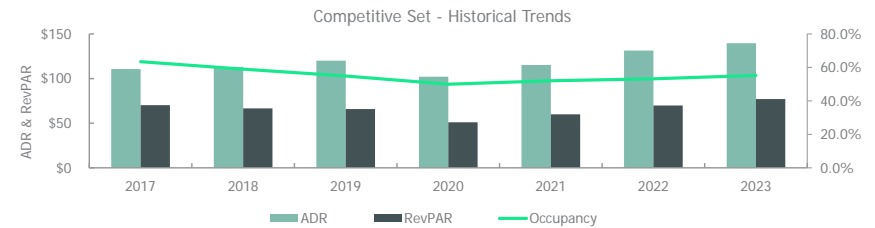
As noted, the preceding properties all compete for area lodging demand and are considered directly competitive with the subject. To more precisely identify hotel market trends, as they relate to the subject, CBRE has relied on a customized report prepared by STR, Inc., a national firm specializing in tracking hotel data.

The trends in room supply, occupancy, average daily rate, and room-night demand (defined as the number of occupied rooms) for the subject's competitive set are illustrated in the following table.

Market Analysis



Historical Market Performance STR Trend Competitive Properties									
Year	Room Night Supply		Room Night Demand		Market	Average		RevPAR	
	Supply	% Δ	Demand	% Δ	Occupancy	Daily Rate	% Δ	RevPAR	% Δ
2017	112,420	-45.3%	71,300	-40.2%	63.4%	\$110.64	12.2%	\$70.17	22.6%
2018	112,420	0.0%	66,307	-7.0%	59.0%	\$112.83	2.0%	\$66.55	-5.2%
2019	156,082	38.8%	85,593	29.1%	54.8%	\$120.04	6.4%	\$65.83	-1.1%
2020	163,621	4.8%	81,734	-4.5%	50.0%	\$102.07	-15.0%	\$50.99	-22.5%
2021	204,035	24.7%	106,187	29.9%	52.0%	\$115.24	12.9%	\$59.97	17.6%
2022	204,035	0.0%	108,470	2.1%	53.2%	\$131.38	14.0%	\$69.85	16.5%
2023	204,035	0.0%	112,601	3.8%	55.2%	\$139.61	6.3%	\$77.04	10.3%
CAG *		10.4%		7.9%			4.0%		1.6%
Oct TTM 2022	204,035	---	106,732	---	52.3%	\$130.66	---	\$68.35	---
Oct TTM 2023	204,035	0.0%	113,966	6.8%	55.9%	\$138.25	5.8%	\$77.22	13.0%
Oct TTM 2024	204,035	0.0%	111,004	-2.6%	54.4%	\$147.78	6.9%	\$80.40	4.1%
CAG *		0.0%		2.0%			6.4%		8.5%
Oct YTD 2021	169,936		91,904	---	54.1%	\$114.11	---	\$61.71	---
Oct YTD 2022	169,936	0.0%	92,448	0.6%	54.4%	\$131.92	15.6%	\$71.77	16.3%
Oct YTD 2023	169,936	0.0%	97,944	5.9%	57.6%	\$139.88	6.0%	\$80.62	12.3%
Oct YTD 2024	169,936	0.0%	96,348	-1.6%	56.7%	\$149.31	6.7%	\$84.65	5.0%
CAGR *		0.0%		1.6%			9.4%		11.1%



* Compound Annual Growth Rate
 Source: STR Custom Trends Report



Market Analysis



Demand Growth

Demand in a particular market can grow due to numerous external factors. For typical hotel analysis, demand growth is a function of an increase in hotel demand generators to a particular market. This can come in the form of many different types of changes in the market area. Examples of common changes in demand generators that affect demand growth include:

- Economic factors. Consumer and Corporate spend, industry boom and bust cycles, etc.
- An office complex. New corporate tenants could potentially increase corporate travel and hotel demand to an area. Or the exit of a major corporate tenant in a market would decrease demand.
- Theme Park/Entertainment/Sports developments. Changes in the market area which bring in leisure activity could change demand for leisure travelers.
- Airports, logistics, roadways, access, etc. Effects to travel linkages and access could increase or decrease demand in a given market.
- Singular events, natural disasters, and short-term changes to a market places. Events that are not common in a hotel market during a long period of time would cause short term or temporary change to demand. For example, the Super Bowl can increase demand in a market substantially for 1 year but the following year would likely see a decrease in demand as the event would no longer impact the market.

Induced Demand

Induced demand represents new room nights accruing to the market area due to the introduction of a new hotel. It can overlap but is considered distinct from Demand Growth. In summary, Induced Demand is not considered an *increase* in demand to a local market but, rather, an *increase* to the existing demand that can be *accommodated* in the market.

For example, if a market has only 100 rooms of supply but there is demand for 150 rooms, 50 room nights are turned away. In this case, supply could be able to accommodate a portion of the turned away demand. New supply inducing demand into a market can also be caused for various other more nuanced reasons. Common supply additions which could induce demand include:

- High occupancy and sellout markets. Due to capacity restraints high occupancy markets turn away demand that can't be accommodated. New supply will generally induce demand into the market by increasing potential capacity to accommodate the pent up demand.
- New brand representation. If a brand with substantial distribution and loyalty is not fully represented in a competitive market, the addition of that hotel will bring in loyal guests that were not previously accommodated.

Market Analysis



- New or distinct facilities. If a particular competitive market does not have a particular chain scale or class of hotel, the introduction of such could induce travelers seeking that type of lodging. Examples; if there is no luxury supply but a potential market for it, the addition of a new luxury hotel may bring in additional hotel guests seeking high quality. Or the addition of an extended-stay hotel in a market that is lacking those types of facilities would potentially induce more extended stay guests into a market.
- Conference/Convention Hotels. While a Convention/Conference center by itself potentially increases demand into the market, it can be considered induced demand if there is a headquarter or associated hotel connected to the facility. In many cases, without the hotel, the addition of these events facilities could be considered demand growth and not induced. However, with the addition of a hotel as part of the complex, it is likely additional demand would be induced into the market as the groups and meetings planners prefer events facilities that are linked with a specific hotel or cluster of hotels.

Based on the interviews, a significant portion of the subject's demand will come from the return of conference and group demand to the market, as well as the addition of a branded full-service hotel in new condition. We have estimated 60% to 70% of the subject's room nights will be induced from the previously turned away demand. For the proposed Hotel, this equates to 36,258 room nights on a stabilized basis, broken out in the following demand segments.

Corporate - 3,542

Leisure - 3,542

Group - 29,174

For the Induced Demand Analysis in the next section, the induced demand estimate will be further isolated to estimate induced demand NOT captured by the Subject JC Hotel and Conference Center.

Market Demand Summary

Based on the preceding discussion of demand characteristics, expected growth rates, our projections of supply and demand are presented below, along with the resulting projection of market area occupancy.



Market Analysis



Market Analysis



Projected Base Demand, Annual Growth, and Market-Wide Occupancy

Competitive Set Year Ending 12/31/	2023	2024	2025	2026	2027	2028	2029
CORPORATE							
Annual Growth		3.0%	3.0%	3.0%	3.0%	3.0%	3.0%
Base Nightly Demand	188	194	200	206	212	218	225
Annual Room Nights	68,654	70,713	72,835	75,020	77,270	79,589	81,976
Induced Demand	-	-	-	-	1,694	3,439	3,542
Subtotal	68,654	70,713	72,835	75,020	78,964	83,028	85,518
Initial Displaced Demand Rate	0.0%						
Displaced Demand ¹	-	-	-	-	-	-	-
% Captured	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Accommodated Displaced Demand	0	0	0	0	0	0	0
Unsatisfied Displaced Demand	-	-	-	-	-	-	-
Total Segment Demand	68,654	70,713	72,835	75,020	78,964	83,028	85,518
LEISURE							
Annual Growth		3.0%	3.0%	3.0%	3.0%	3.0%	3.0%
Base Nightly Demand	74	76	78	81	83	86	88
Annual Room Nights	26,922	27,730	28,562	29,419	30,301	31,210	32,147
Induced Demand	-	-	-	-	1,694	3,439	3,542
Subtotal	26,922	27,730	28,562	29,419	31,995	34,649	35,689
Initial Displaced Demand Rate	0.0%						
Displaced Demand ¹	-	-	-	-	-	-	-
% Captured	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Accommodated Displaced Demand	0	0	0	0	0	0	0
Unsatisfied Displaced Demand	-	-	-	-	-	-	-
Total Segment Demand	26,922	27,730	28,562	29,419	31,995	34,649	35,689
GROUP							
Annual Growth		3.0%	3.0%	3.0%	4.0%	7.0%	4.0%
Base Nightly Demand	46	48	49	51	53	57	59
Annual Room Nights	16,972	17,481	18,005	18,545	19,287	20,637	21,463
Induced Demand	-	-	-	-	13,552	28,052	29,174
Subtotal	16,972	17,481	18,005	18,545	32,839	48,689	50,637
Initial Displaced Demand Rate	0.0%						
Displaced Demand ¹	-	-	-	-	-	-	-
% Captured	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Accommodated Displaced Demand	0	0	0	0	0	0	0
Unsatisfied Displaced Demand	-	-	-	-	-	-	-
Total Segment Demand	16,972	17,481	18,005	18,545	32,839	48,689	50,637
Accommodated Totals							
CORPORATE	68,654	70,713	72,835	75,020	78,964	83,028	85,518
LEISURE	26,922	27,730	28,562	29,419	31,995	34,649	35,689
GROUP	16,972	17,481	18,005	18,545	32,839	48,689	50,637
Accommodated Market Demand²	112,548	115,924	119,402	120,381	142,346	164,312	164,312
Growth over Prior Year		3.0%	3.0%	0.8%	18.2%	15.4%	0.0%
Market Statistics							
Existing Rooms Supply	559	559	559	559	559	559	559
Proposed Rooms Supply	-	-	-	-	102	204	204
Total Available Room Nights	204,035	204,035	204,035	204,035	241,265	278,495	278,495
Growth over Prior Year		0.0%	0.0%	0.0%	18.2%	15.4%	0.0%
Potential Market-wide Occupancy	55.2%	56.8%	58.5%	60.3%	59.6%	59.7%	61.7%
Accommodated Market Occupancy	55.2%	56.8%	58.5%	59.0%	59.0%	59.0%	59.0%

¹After the base year, displaced demand grows at the respective segment's annual growth rate.

²If a market occupancy cap is used, accommodated market demand may not equal implied accommodated room night demand.

Source: CBRE

As shown in the table above, the accommodated market occupancy is forecast to remain stable based on year-to-date trends. The occupancy decrease in 2027 is attributed to the subject property entering the market. It is then anticipated to reach stabilization in 2029 at 59%, accounting for the additional groups and meeting business generated by the Subject Hotel's conference center.

Forecast of Occupancy and Average Daily Rate

The subject's occupancy, ADR, RevPAR, Revenue Yield and corresponding room revenue for the first several years of our projection analysis are illustrated as follows:

Occupancy, ADR, and Rooms Revenue Conclusions

As Complete - Fiscal Year Ending 6/30/	Stab'd Year			
	2028	2029	2030	2031
Avg. Available Rooms	204	204	204	204
Annual Room Nights	74,460	74,460	74,460	74,460
Occupancy	64%	68%	70%	70%
Occupied Rooms	47,654	50,633	52,122	52,122
ADR	\$176.92	\$185.95	\$191.52	\$197.27
RevPAR	\$113.23	\$126.44	\$134.07	\$138.09
RevPAR Growth	---	11.7%	6.0%	3.0%
Revenue Yield	118.0%	128.0%	131.7%	131.7%
Total Rooms Revenue	\$8,430,887	\$9,414,965	\$9,982,593	\$10,282,070

Source: CBRE

Our projections include a sustainable occupancy and market supported ADR. The stabilized revenue yield for the subject of 131.7% is considered reasonable based on the subject's brand positioning, location, amenities, and age/condition relative to local competitors.

As an additional test of reasonableness, regional hotel and conference/convention centers were analyzed as a benchmark. The properties were selected based on their facilities, branding, location, types of group demand and/or the available data. The conclusions for the subject hotel fall within the range of these additional benchmark properties. The table below summarizes the 2023 performance of the select benchmark hotels.



Market Analysis



Regional Conference/Convention Hotels				
Hotel		Rooms	Meeting Space	Meeting Space Per Room
Hyatt Regency Saint Louis Riverfront	St. Louis	910	56,554	62
Westin Crown Center	Kansas City	724	62,631	87
Marriott St. Louis Grand	St. Louis	917	54,871	60
InterCon Kansas City	Kansas City	371	29,000	78
Hilton Branson Convention Center	Branson	293	110,000	375
Hilton Branson Promenade	Branson	242	110,000	455
Total/Avg		3,457	423,056	122
Hyatt Regency Saint Louis Riverfront	St. Louis	910	56,554	62
Westin Crown Center	Kansas City	724	62,631	87
Marriott St. Louis Grand	St. Louis	917	54,871	60
Marriott Kansas City Downtown	Kansas City	983	72,589	74
Margaritaville Lake of the Ozarks	Osage Beach	507	76,000	150
InterContinental Kansas City	Kansas City	371	29,000	78
The Skirvin OKC	Oklahoma City	225	16,982	75
Chateau on the Lake	Branson	301	53,000	176
Omni Oklahoma City	Oklahoma City	605	76,000	126
Live! By Loews	St Louis	216	10,500	49
Total/Avg		5,759	508,127	88
2023 Performance	Weighted Average	Min	Max	
ADR	\$172.92	\$159.44	\$204.60	
Occupancy	58.5%	51.9%	70.9%	
RevPAR	\$101.24	\$83.54	\$125.83	
Subject (As if Open in 2023)				
ADR	\$155.00			
Occupancy	70.0%			
RevPAR	\$108.50			

Source: CBRE Hotels, Hotel Website

Based on the foregoing analysis, the indicated occupancy and ADR figures are achievable. Although it is possible that the subject will experience growth in occupancy and ADR above those estimated in this report, it is also possible that sudden economic downturns, unexpected additions to rooms supply, or other external factors will force the property below the selected point of stability. Consequently, the estimated occupancy and ADR levels are representative of the most likely potential operations of the subject over the projected holding period based on our analysis of the market as of the date of this market study.



Induced Demand Analysis

The purpose of this analysis is to isolate the induced demand from the addition of the proposed JC Conference Hotel that would likely **NOT** be accommodated by the subject due to capacity constraints. The facilities with 29,000 SF of meeting space can hold events for 1,000 attendees; however, the guestrooms at 204-rooms are undersized to accommodate all of the attendees needing guestrooms. Thus, for large events utilizing a significant portion of the conference space, many of the overnight attendees will 'overflow' to the surrounding hotel market. This is a common market factor for conference and convention facilities where the meeting space can accommodate more overnight attendees than the primary or headquarter hotel's number of guestrooms. In many cases, this is akin to a 'headquarter hotel' accommodating large groups at a convention/conference space but sized to allow additional group room nights to flow to the surround market area.

Groups and Meetings

After interviews with the Jefferson City Convention & Visitors Bureau, Jefferson City Regional Economic Partnership, local hoteliers, as well as other key stakeholders in the business community, there is significant demand in Jefferson City for a facility to host multiple day conferences and meetings for statewide professional associations, government agencies, and private businesses. The existing facilities in Jefferson City are not large enough to accommodate many of the groups and do not offer the quality facilities that meeting planners expect.

Downtown Jefferson City is strategically located to attract numerous conference and meeting functions which would benefit from the central location, access to the capitol, and nearby downtown shops and restaurants. Historically, state association business, corporate conferences, and various other functions have utilized the city's conference and hotel facilities, however the size of the available facilities has been a limiting factor. In recent years, one conference facility has closed, and others have not maintained the quality standards conference attendees expect. Eventually, the majority of groups which previously hosted events in Jefferson City had significantly reduced their footprints and were pushed out to other regional or state destinations such as Kansas City, St. Louis, Branson, or Lake of the Ozarks.

The CVB has indicated more than 50 groups have held their meetings in Jefferson City in the past but have not returned due to lack of quality facilities. These groups consist of various statewide professional associations, governmental agencies, medical institutions, and corporate meeting planners. After interviews with a sample of key meeting planners in Jefferson City, the following sentiments were expressed:

- Many groups are in need of facilities to host 1,000 person events annually or biannually. These events need minimum 400 hotel rooms. There is not an adequate facility in the market that can accommodate that many people in an event.

- Need for periodic 300-400 person events.
- Significant need for weekly/monthly small conferences/trainings for 40-60 people.
- The attendees related to state government prefer to be walking distance to the capitol.
- Quoted room block rates in regional conference hotels range from \$147 to \$180.
- The central location is a significant draw for attendees since most parts of the state are within a 2-hour drive of Jefferson City.
- A major hotel franchise is recommended.
- The restaurants in downtown along and adjacent to East High Street are a desirable location for travelers and residents alike.

Methodology

To determine a reasonable number of large groups that could be hosted by the subject conference hotel, CBRE Hotels generated a hypothetical annual schedule of large events. This build up of events were based on various interviews with meeting planners, regional hotel conference sales managers, as well as visitor statistics utilizing Placer.ai data. It does not present any specific event but is informed by actual events referenced in the interviews.

Number of events

The hypothetical events consist of a minimum of 200 attendees and a maximum of 1,000 attendees. In general, based on the proposed and recommended plans, this range of group sizes are likely to utilize a significant portion of the hotel's facilities, as well as generate substantial room nights. The following is a breakdown of the size of events, an estimate of the number of events that could be accommodated, as well as an average number of nights the events would need to be accommodated.

- 1,000 person events – Based on interviews with operators of similar sized hotels and conference centers in comparable markets, a sales and marketing team would target an event of this size once per quarter at a minimum. They generally need hotel rooms from 2 to 4 nights per event.
- 600 - 800 person events – the interviews indicated events in these categories would be more frequent and total roundly 16 per year, a little over 1 per month. They generally need hotel rooms from 2 to 4 nights per event.
- 200 - 400 person events – Interviews indicated events of this size could occur approximately 30 time per year. They generally need hotel rooms for 2 to 3 nights per event.
- 50 - 200 person events – interviews indicated events of this size would be most frequent, have shorter lead times, more locally sourced, and would generally induce less



Demand Analysis



demand to the other competitive hotels in the market. As such, CBRE hotels did not include these potential events in this analysis.

The following table breaks down the number of hypothetical large events that could be hosted in the subject's stabilized operating year.

Number of Events (200+)			
Event Sizes	Number of Events	Nights per Event	Total Event Nights
1,000	5	2.75	14
800	8	2.75	22
600	8	2.75	22
400	10	2.50	25
200	20	2.50	50
Total	51		133

Source: CBRE Hotels, Market Interviews

Potential Room Nights per Event

The following table summarizes CBRE Hotel's estimate for the hypothetical number of room nights per event and is calculated below based on industry interviews for like kind Hotel and Conference Centers to the subject.

Potential Room Nights per Large Event				
Event Sizes	Attendees Needing Accomodation	Number of potential Hotel Guests	Guests per Room	Number of Potential Room Nights
1,000	50%	500	1.25	400
800	50%	400	1.25	320
600	50%	300	1.25	240
400	60%	240	1.25	192
200	60%	120	1.25	96

Source: CBRE Hotels, Market Interviews

Not all the attendees for events to this facility would need hotel rooms, specifically, since the Jefferson City market is will likely be most attractive to local, regional and state groups. Most of the attendees would be driving into this market rather than flying. As such, less hotel rooms are likely needed. Based on interviews, the largest events would average roundly 50% of the attendees potentially needing accommodations. For smaller events, the hotel sales and marketing team would generally attempt to attract groups that need more accommodations per attendee, as such CBRE assumes roundly 60% of attendees needing accommodation in the 200-400 size category. The interviews indicated a desire for attendees to not share rooms with other attendees, specifically since COVID as social distancing and work from home trends increased the desire for personal space and privacy. For this analysis, CBRE assumes roundly 1.25 guests per room as a reasonable metric in today's market.

Demand Analysis



Proposed JC Hotel Rooms Available for Events

The following table summarizes CBRE Hotels estimate for the potential number of guest rooms from the proposed JC Hotel that could be available for the potential events. While large events may be able to 'buy out' all of the proposed hotel's 204-guestroom inventory, it's unlikely management would open up all inventory for every large event due to seasonality from transient (non-group) demand such as corporate, government, and/or leisure travel. This is especially true for Jefferson City, a capitol city, in which the Missouri House of Representatives is in session from January to June. Group room blocks are typically discounted from a hotel's daily rate or 'rack rate'. As such, when revenue managing the property, the hotel would likely allocate a portion of rooms to still remain open for transient demand to drive significant revenues.

Subject Hotel Rooms Available For Events					
Event Sizes	Potential Room Nights	Hotel Available Inventory	% available for Group	Rooms Available for Groups	Room Nights Induced
1,000	400	204	85%	173	227
800	320	204	85%	173	147
600	240	204	85%	173	67
400	192	204	85%	173	19
200	96	204	85%	173	0

Source: CBRE Hotels, Market Interviews

For this analysis of the available hotel inventory, CBRE estimates an average of 85% of the inventory would be allocated to group room blocks per large event. The table above presents an estimate for induced room nights per event per night. This is calculated by subtracting the potential room nights by the rooms available for groups. For 1,000 attendee events, potential rooms need for attendees (per night) is 400. The hotel will likely only allocate 173 rooms to groups, as such the remaining attendees would have to be accommodated within the competitive market (400 room nights – 173 available rooms = 227 room nights induced into the market). After applying all factors, event sizes of roundly 200 attendees are likely to not overflow to the local market and be fully accommodated by the subject JC Conference Hotel.

Induced Room Nights

Utilizing the estimate of potential room nights induced into the local market per event per night, CBRE applied industry-based estimates for the total number of events, as well as the number of nights per event. These estimates were derived from interviews with comparable hotels. The following table presents the total number of hotel room nights induced into the local market hotels in a stabilized year.



Demand Analysis



Summary of Potential Room Night Induced into Market Hotels				
Event Sizes	Number of Events	Nights per Event	Room	Total
			Nights Induced per	Room
1,000	5	2.75	227	3,116
800	8	2.75	147	3,225
600	8	2.75	67	1,465
400	10	2.50	19	465
200	20	2.50	0	0
Totals	51		458	8,271

Source: CBRE Hotels, Market Interviews

In summary, building out a hypothetical schedule of large events greater than 200 attendees, could potentially yield roundly 8,300 room nights induced into the local market. To clarify, these induced room nights **ARE NOT** captured by the subject conference hotel but are effectively 'overflow' to the local competitive market and considered a net benefit to Downtown Jefferson City.

Visitor Travel Patterns

As a test of reasonableness, CBRE utilized Placer.ai data to measure estimated travel patterns of visitors attending conventions and conferences in similar locations to Jefferson City. Furthermore, CBRE isolated the percentage of visitors attending these meeting facilities that stayed in the host or headquarter hotel against those staying in an alternative market hotel. This provides an alternative estimate of how citywide group activity potentially overflows into the local hotel market.

Place.ai is a location analytics platform which uses geofencing to track visitor traffic in a defined area. Primarily a marketing tool, it also allows the tracking of points of interest a particular visitor will go in a day. It effectively tracks cell phone traffic of visitors when they enter into primary points of interest. The platform can isolate for numerous variable to estimate potential visitors that are not residents, employees, or based locally. For this analysis, CBRE applied the following variables to isolate visitors that would likely attend an event at the local conference/convention center, as well as a hotel. The variables are as follows:

- Distance from Home: 100 miles
- Visit duration: over 30 minutes
- Non-Employee
- Non-Resident

Visit duration selected is relatively short to account for conference attendees as the base set of visitors and the primary destination being a conference center. A driving distance of greater than 100 miles could likely lead to a hotel stay for an average event attendee, and most employees and local residents are not tracked in this data set, as well. However, since the data

Demand Analysis



provided through geofencing doesn't necessarily account for visitor intentions, attitudes, purpose, etc. but is raw data, there are some limitations to the data set.

The following comparables included locations with similar size and demographics to Jefferson City, however, the meeting and conference facilities varied significantly, as well as the square feet of meeting space per host hotel room. Each table of the comparables includes total visitor traffic to the convention/conference facility, as well as the percent traveling to Hotels and Casinos as a point of interest category versus the host or headquarter hotel. The traffic patterns indicated both coming from (pre-visit) and going to (post-visit) hotels.



Demand Analysis



St Charles, MO Convention Center				
Visitors	Hotels and Casinos		Embassy Suites - St Charles	
	Pre-Visit	Post-Visit	Pre-Visit	Post-Visit
37,000	61.7%	39.8%	47.8%	31.30%
	22,829	14,726	17,686	11,581
Non-Headquarter Visitors			5,143	3,145
Total Pre and Post Non-Headquarter Visits				8,288
Convention/Conference Space				83,000
Total Host Hotel Rooms				296
Meeting Space/SF				280
Source: Placer.ai				

Cox Business Center - Tulsa, OK				
Visitors	Hotels and Casinos		Doubletree & Aloft	
	Pre-Visit	Post-Visit	Pre-Visit	Post-Visit
137,700	48.6%	34.0%	29.4%	21.70%
	66,922	46,818	40,484	29,881
Non-Headquarter Visitors			26,438	16,937
Total Pre and Post Non-Headquarter Visits				43,376
Convention/Conference Space				275,000
Total Host Hotel Rooms				591
Meeting Space/SF				465
Source: Placer.ai				

Branson, MO Convention Center				
Visitors	Hotels and Casinos		2 Hilton Hotels	
	Pre-Visit	Post-Visit	Pre-Visit	Post-Visit
94,800	48.4%	33.8%	39.3%	27.20%
	45,883	32,042	37,256	25,786
Non-Headquarter Visitors			8,627	6,257
Total Pre and Post Non-Headquarter Visits				14,884
Convention/Conference Space				83,690
Total Host Hotel Rooms				534
Meeting Space/SF				157
Source: Placer.ai				

Abilene, Texas Convention Center				
Visitors	Hotels and Casinos		Doubletree Abilene	
	Pre-Visit	Post-Visit	Pre-Visit	Post-Visit
17,600	37.8%	22.4%	21.3%	14.40%
	6,653	3,942	3,749	2,534
Non-Headquarter Visitors			2,904	1,408
Total Pre and Post Non-Headquarter Visits				4,312
Convention/Conference Space				91,150
Total Host Hotel Rooms				200
Meeting Space/SF				456
Source: Placer.ai				

Amarillo, Texas Civic Center				
Visitors	Hotels and Casinos		Embassy Suites Downtown	
	Pre-Visit	Post-Visit	Pre-Visit	Post-Visit
59,800	34.7%	29.8%	16.0%	11.60%
	20,751	17,820	9,568	6,937
Non-Headquarter Visitors			11,183	10,884
Total Pre and Post Non-Headquarter Visits				22,066
Convention/Conference Space				110,000
Total Host Hotel Rooms				226
Meeting Space/SF				487
Source: Placer.ai				

Overland Park Convention Center				
Visitors	Hotels and Casinos		Sheraton	
	Pre-Visit	Post-Visit	Pre-Visit	Post-Visit
49,700	64.1%	53.4%	35.2%	28.90%
	31,858	26,540	17,494	14,363
Non-Headquarter Visitors			14,363	12,177
Total Pre and Post Non-Headquarter Visits				26,540
Convention/Conference Space				112,433
Total Host Hotel Rooms				412
Meeting Space/SF				273
Source: Placer.ai				



Demand Analysis



Comparable Visitor Traffic Summary	
Market	Total Pre and Post Non-Headquarter Visits
St Charles, MO Convention Center	8,288
Abilene, Texas Convention Center	4,312
Cox Business Center - Tulsa, OK	43,376
Amarillo, Texas Civic Center	22,066
Branson, MO Convention Center	14,884
Overland Park Convention Center	26,540
Min	4,312
Max	43,376
Average	19,911
Median	18,475
Subject Induced Demand Analysis (Large events annually)	8,271

Source: Placer.ai, CBRE Hotels

Based on the referenced comparables, the non-headquarter hotel visits ranged from 4,312 to 43,376. The subject market area and attributes are likely most comparable to St Charles, MO, Branson, MO, and Abilene, TX. Our estimate of induced demand from the previous build up approach is within the range of these comparables. Furthermore, given the size of the Jefferson City market and proposed facilities, the lower end of the range is likely the most reasonable benchmark.

Demand Analysis



Conclusions

There are limitations in all studies forecasting potential performance as the analysis presented a hypothetical schedule of events as there does not exist a robust summary or Pace report of was based on interviews of meeting planners, hotel/conference operators, visitor traffic, and property group bookings reports. Furthermore, the Jefferson City Market has not demonstrated significant citywide conference demand in recent history due to lack of adequate and quality facilities. The primary data sources contributed to these estimates are based on the following:

- Interviews with Meeting Planners seeking Jefferson City as a destination.
- Interviews with Hotel and conference operators and sales and marketing teams.
- Multiple Group pace reports and booking summaries.
- Placer.ai location intelligence and visitor traffic data.

CBRE is concluding to a reasonable range as an estimate for the subject hotel to account for market uncertainty. Approximately 6,600 to 9,900 room nights could potentially be induced into the local hotel market as overflow from large events.

Conclusion of Induced Room Nights

6,600 - 9,900

Potential room nights induced into the Jefferson City competitive market NOT acommodated by the Subject Hotel.

Source: CBRE Hotels



Projection of Cash Flows



Projection of Cash Flows

The following section presents estimates of future operating results for the proposed subject hotel. We have assumed that the property will be open and operating as of June 1, 2027. Our projections inherently assume competent and efficient management of the property.

The 10-year projection of cash flow is presented in a format that conforms to the *Uniform System of Accounts for the Lodging Industry*, an industry-standard accounting format. The *Uniform System of Accounts for the Lodging Industry* was developed by the American Hotel & Lodging Association and is in general use throughout the hospitality industry. In conformance with this system of account classifications, only direct operating expenses are charged to operating departments of the hotel. The general overhead items which are applicable to operations as a whole are classified as undistributed operating expenses and include administration and general expenses, information and telecommunications systems expenses, marketing expenses, property operations and maintenance expenses, energy and utility costs. Other property expenses include management fees, property taxes, insurance, and a reserve for replacement.

Income and Expense Comparables

This analysis incorporates revenue estimates based on our survey of comparable and competitive properties, and general market trend information. The revenue and expense comparisons include comparable full-service conference hotels in similar markets such as small cities and state capitals, with comparable RevPAR levels as those projected for the subject (in current dollars). For reasons of confidentiality, we have not disclosed the identity of the comparable hotels. The following charts summarize income and expenses taken from regional revenue/expense comparables as well as data from the *Trends® in the Hotel Industry* (U.S. edition) report.

We note that there are some inherent differences in the comparable data and how it is categorized. For example, the Trends Report includes all franchise fees within the marketing expense line item, while we have estimated franchise royalty fees separately in our analysis.



Pages 22-26 of this document are redacted and closed under Sec. 610.021(12) RSMo., in that redacted and closed portions are related to a negotiated contract



Assumptions and Limiting Conditions

1. The Terms and Conditions herein are part of an assignment agreement (the "Agreement") for consulting services ("Services") between CBRE, Inc. ("CBRE") and the client signing this Agreement and for whom the Services will be performed (the "Client") for the property identified herein (the "Property") and shall be deemed a part of such Agreement as though fully set forth therein. In addition, with respect to any report prepared by CBRE pursuant to the Agreement (the "Report"), any use of, or reliance on, the Report by any Intended User constitutes acceptance of these Terms and Conditions as well as acceptance of all qualifying statements, limiting conditions, and assumptions stated in the Report. The Agreement shall be governed and construed by the laws of the state where the CBRE office executing this Agreement is located without regard to conflicts of laws principles.
2. Client shall be responsible for the payment of all fees stipulated in this Agreement. Payment of the fees and preparation of the Report are not contingent upon any predetermined value or on any action or event resulting from the analyses, opinions, conclusions, or use of the Report. Final payment is due as provided in the Proposal Specifications Section of this Agreement. If a draft Report is requested, the fee is considered earned upon delivery of the draft Report. It is understood that the Client may cancel this assignment in writing at any time prior to delivery of the completed Report. In such event, the Client is obligated to pay CBRE for the time and expenses incurred (including, but not limited to, travel expenses to and from the job site) prior to the effective date of cancellation, with a minimum charge of \$500. Hard copies of the Reports are available at a cost of \$250 per original color copy and \$100 per photocopy (black and white), plus shipping fees of \$30 per Report.
3. If CBRE is subpoenaed or ordered to give testimony, produce documents or information, or otherwise required or requested by Client or a third party to participate in meetings, phone calls, conferences, litigation or other legal proceedings (including preparation for such proceedings) because of, connected with or in any way pertaining to this engagement, the Consulting Report, the CBRE's expertise, or the Property, Client shall pay CBRE's additional costs and expenses, including but not limited to CBRE's attorneys' fees, and additional time incurred by CBRE based on CBRE's then-prevailing hourly rates and related fees. Such charges include and pertain to, but are not limited to, time spent in preparing for and providing court room testimony, depositions, travel time, mileage and related travel expenses, waiting time, document review and production, and preparation time (excluding preparation of the Consulting Report), meeting participation, and CBRE's other related commitment of time and expertise. Hourly charges and other fees for such participation will be provided upon request. In the event Client requests additional consulting services beyond the scope and purpose stated in the Agreement, Client agrees to pay additional fees for such services and to reimburse related expenses, whether or not the completed report has been delivered to Client at the time of such request.
4. CBRE shall have the right to terminate this Agreement at any time for cause effective immediately upon written notice to Client on the occurrence of fraud or the willful misconduct of Client, its employees or agents, or without cause upon 5 days written notice.
5. In the event Client fails to make payments when due then, from the date due until paid, the amount due and payable shall bear interest at the maximum rate permitted in the state where the office is located for the CBRE executing the Agreement. **EACH PARTY, AFTER HAVING THE OPPORTUNITY TO CONSULT WITH COUNSEL OF ITS CHOICE, KNOWINGLY AND VOLUNTARILY, WAIVES ANY RIGHT TO TRIAL BY JURY IN THE EVENT OF LITIGATION IN ANY WAY RELATED TO THIS AGREEMENT.**
6. CBRE assumes there are no major or significant items or issues affecting the Property that would require the expertise of a professional building contractor, engineer, or environmental consultant for CBRE to prepare a valid report hereunder. Client acknowledges that such additional expertise is not covered in the fee and agrees that, if such additional expertise is required, it shall be provided by others at the discretion and direction of the Client, and solely at Client's additional cost and expense.
7. Client acknowledges that CBRE is being retained hereunder as an independent contractor to perform the Services described herein and nothing in this Agreement shall be deemed to create any other relationship between Client and CBRE. Unless otherwise stated in this Agreement, Client shall not

- designate or disclose CBRE or any of its agents or employees as an expert or opinion witness in any court, arbitration, or other legal proceedings without the prior written consent of CBRE.
8. This assignment shall be deemed concluded and the Services hereunder completed upon delivery to Client of the Report discussed herein.
 9. All statements of fact in the report which are used as the basis of the CBRE's analyses, opinions, and conclusions will be true and correct to CBRE's actual knowledge and belief. CBRE does not make any representation or warranty, express or implied, as to the accuracy or completeness of the information or the condition of the Property furnished to CBRE by Client or others. TO THE FULLEST EXTENT PERMITTED BY LAW, CBRE DISCLAIMS ANY GUARANTEE OR WARRANTY AS TO THE OPINIONS AND CONCLUSIONS PRESENTED ORALLY OR IN ANY CONSULTING REPORT, INCLUDING WITHOUT LIMITATION ANY WARRANTY OF FITNESS FOR ANY PARTICULAR PURPOSE EVEN IF KNOWN TO CBRE. Furthermore, the conclusions and any permitted reliance on and use of the Consulting Report shall be subject to the assumptions, limitations, and qualifying statements contained in the report.
 10. CBRE shall have no responsibility for legal matters, including zoning, or questions of survey or title, soil or subsoil conditions, engineering, or other similar technical matters. The report will not constitute a survey of the Property analyzed.
 11. Client shall provide CBRE with such materials with respect to the assignment as are requested by CBRE and in the possession or under the control of Client. Client shall provide CBRE with sufficient access to the Property to be analyzed, and hereby grants permission for entry unless discussed in advance to the contrary.
 12. The data gathered in the course of the assignment (except data furnished by Client, "Client Information") and the Report prepared pursuant to the Agreement are, and will remain, the property of CBRE. With respect to Client Information provided by Client, CBRE shall not violate the confidential nature of the appraiser-client relationship by improperly disclosing any confidential and proprietary Client Information furnished to CBRE. Notwithstanding the foregoing to the contrary, CBRE is authorized by Client to disclose all or any portion of the Report and related data as may be required by applicable law, statute, government regulation, legal process, or judicial decree, including to appropriate representatives of the Appraisal Institute if such disclosure is required to enable CBRE or its employees and agents to comply with the Bylaws and Regulations of the Appraisal Institute as now or hereafter in effect.
 13. Unless specifically noted, in preparing the Report CBRE will not be considering the possible existence of asbestos, PCB transformers, or other toxic, hazardous, or contaminated substances and/or underground storage tanks (collectively, "Hazardous Materials") on or affecting the Property, or the cost of encapsulation or removal thereof. Further, Client represents that there are no major or significant repairs, improvements or deferred maintenance of the Property that would require the expertise of a professional cost estimator, engineer, architect or contractor. If any such repairs, improvements or maintenance are needed, the estimates for such repairs, improvements or maintenance are to be prepared by other parties pursuant to a separate written agreement in Client's sole discretion and direction, and are not deemed part of the Services or otherwise covered as part of the fee hereunder.
 14. In the event Client intends to use the Report in connection with a tax matter, Client acknowledges that CBRE provides no warranty, representation or prediction as to the outcome of such tax matter. Client understands and acknowledges that any relevant taxing authority (whether the Internal Revenue Service or any other federal, state or local taxing authority) may disagree with or reject the Report or otherwise disagree with Client's tax position, and further understands and acknowledges that the taxing authority may seek to collect additional taxes, interest, penalties or fees from Client beyond what may be suggested by the Report. Client agrees that CBRE shall have no responsibility or liability to Client or any other party for any such taxes, interest, penalties or fees and that Client will not seek damages or other compensation from CBRE relating to any such taxes, interest, penalties or fees imposed on Client, or for any attorneys' fees, costs or other expenses relating to Client's tax matters.
 15. LIMITATION OF LIABILITY. NOTWITHSTANDING ANY PROVISION OF THIS AGREEMENT TO THE CONTRARY:
(A) EXCEPT TO THE EXTENT ARISING FROM SECTION 16, OR SECTION 17 IF APPLICABLE, IN NO EVENT SHALL EITHER PARTY OR ANY OF ITS AFFILIATES, OFFICERS, DIRECTORS, EMPLOYEES, AGENTS, OR CONTRACTORS BE LIABLE TO THE OTHER PARTY, FOR ANY LOST OR PROSPECTIVE PROFITS OR ANY OTHER INDIRECT, CONSEQUENTIAL, SPECIAL, INCIDENTAL, PUNITIVE, INDIRECT OR OTHER EXEMPLARY LOSSES OR DAMAGES, WHETHER BASED IN CONTRACT, WARRANTY, INDEMNITY,



- NEGLIGENCE, STRICT LIABILITY OR OTHER TORT OR OTHERWISE, REGARDLESS OF THE FORESEEABILITY OR THE CAUSE THEREOF.
- (B) EXCEPT TO THE EXTENT ARISING FROM SECTION 16, OR SECTION 17 IF APPLICABLE, AGGREGATE DAMAGES IN CONNECTION WITH THIS AGREEMENT FOR EITHER PARTY (EXCLUDING THE OBLIGATION TO PAY THE FEES AND COSTS REQUIRED HEREUNDER) SHALL NOT EXCEED THE GREATER OF THE TOTAL FEES PAYABLE TO CBRE UNDER THIS AGREEMENT OR TEN THOUSAND DOLLARS (\$10,000).
- (C) CBRE SHALL HAVE NO LIABILITY WITH RESPECT TO ANY LOSS, DAMAGE, CLAIM OR EXPENSE INCURRED BY OR ASSERTED AGAINST CLIENT ARISING OUT OF, BASED UPON OR RESULTING FROM CLIENT'S OR ANY INTENDED USER'S FAILURE TO PROVIDE ACCURATE OR COMPLETE INFORMATION OR DOCUMENTATION PERTAINING TO ANY SERVICES OR REPORT ORDERED UNDER OR IN CONNECTION WITH THIS AGREEMENT, INCLUDING CLIENT'S OR ANY INTENDED USER'S FAILURE, OR THE FAILURE OF ANY OF CLIENT'S OR ANY INTENDED USER'S RESPECTIVE OFFICERS, DIRECTORS, MEMBERS, PRINCIPALS, AGENTS OR EMPLOYEES, TO PROVIDE A COMPLETE AND ACCURATE COPY OF THE REPORT TO ANY THIRD PARTY. CBRE SHALL HAVE NO LIABILITY WHATSOEVER FOR REPORTS OR DELIVERABLES THAT ARE SUBMITTED IN DRAFT FORM.
- (D) THE LIMITATIONS OF LIABILITY IN SUBSECTIONS 15(A) AND 15(B) ABOVE SHALL NOT APPLY IN THE EVENT OF A FINAL FINDING BY A COURT OF COMPETENT JURISDICTION THAT SUCH LIABILITY IS THE RESULT OF A PARTY'S FRAUD OR WILLFUL MISCONDUCT.
16. Client shall not disseminate, distribute, make available or otherwise provide any Report prepared hereunder to any third party (including without limitation, incorporating or referencing the Report, in whole or in part, in any offering, including, but not limited to any offering of the Property or any securities offering as defined by applicable law, or other material intended for review by other third parties) except (i) to any third party (a) identified in the Agreement as an Intended User subject to the terms and conditions of this Agreement or (b) otherwise expressly acknowledged in a separate writing executed by CBRE, such third party and Client, setting forth that such third party is an "Intended User" of the Report and providing CBRE with an acceptable release from such third party with respect to such Report or wherein Client provides acceptable indemnity protections to CBRE against any claims resulting directly from the distribution of the Report to such third party; (ii) to any third party service provider (including accountants, attorneys, rating agencies and auditors) using the Report in the course of providing Services for the sole benefit of an Intended User and limited to the Intended Use of the Report as defined in this Agreement, or (iii) to the extent required by applicable law, statute, government regulation, legal process, or judicial decree.
- (b) In the event CBRE consents, in writing, to Client incorporating or referencing the Report in any offering or other materials intended for review by other parties, Client shall not distribute, file, or otherwise make such other materials available to any such parties unless and until Client has provided CBRE with complete copies of such offering or other materials and CBRE has approved the inclusion of the Report, or reference to the Report and/or CBRE, in such offering and other materials in writing. Further, CBRE's consent to such inclusion of the Report, or reference to the Report and/or CBRE, in any securities offering is subject to (i) CBRE's and CBRE's securities counsel's review and approval, in writing, of any inclusion of the Report, or reference to the Report and/or CBRE, in such securities offering; (ii) Client shall not modify the Report, any such inclusion of or reference to the Report and/or CBRE in such securities offering once approved by CBRE and its securities counsel in writing; and (iii) Client shall reimburse CBRE for its out-of-pocket costs and expenses, including attorneys' fees, arising from legal review of such securities offering and related materials on CBRE's behalf.
- (c) In the absence of satisfying the conditions of this Section 16 with respect to any party who is not designated as an Intended User, in no event shall the receipt of a Report by such party extend any right to the party to use and rely on such Report, and CBRE shall have no liability for such unauthorized use and reliance on any Report.
- (d) In the event Client breaches the provisions of this Section 16, Client shall indemnify, defend and hold CBRE and its affiliates and their officers, directors, employees, contractors, agents and other representatives (CBRE and each of the foregoing an "Indemnified Party" and collectively the "Indemnified Parties"), fully harmless from and against all losses, liabilities, damages and expenses (collectively, "Damages") claimed against, sustained or incurred by any Indemnified Party arising out of or in connection with such breach, regardless of any negligence on the part of any Indemnified Party in preparing the Report.

17. In the event Client incorporates or references the Report, in whole or in part, in any offering, including, but not limited to any offering of the Property or any securities offering as defined by applicable law, or other material intended for review by other parties, Client shall indemnify, defend and hold each of the Indemnified Parties harmless from and against any Damages in connection with (i) any transaction contemplated by this Agreement or in connection with the Report or the engagement of or performance of Services by any Indemnified Party hereunder, (ii) any Damages claimed by any user or recipient of the Report, whether or not an Intended User, (iii) any actual or alleged untrue statement of a material fact, or the actual or alleged failure to state a material fact necessary to make a statement not misleading in light of the circumstances under which it was made with respect to all information furnished to any Indemnified Party or made available to a prospective party to a transaction, or (iv) an actual or alleged violation of applicable law by an Intended User (including, without limitation, securities laws) or the negligent or intentional acts or omissions of an Intended User (including the failure to perform any duty imposed by law); and will reimburse each Indemnified Party for all reasonable fees and expenses (including fees and expenses of counsel) (collectively, "Expenses") as incurred in connection with investigating, preparing, pursuing or defending any threatened or pending claim, action, proceeding or investigation (collectively, "Proceedings") arising therefrom, and regardless of whether such Indemnified Party is a formal party to such Proceeding. Client agrees not to enter into any waiver, release or settlement of any Proceeding (whether or not any Indemnified Party is a formal party to such Proceeding) without the prior written consent of CBRE (which consent will not be unreasonably withheld or delayed) unless such waiver, release or settlement includes an unconditional release of each Indemnified Party from all liability arising out of such Proceeding.
18. Time Period for Legal Action. Unless the time period is shorter under applicable law, except in connection with Section 16 and Section 17, CBRE and Client agree that any legal action or lawsuit by one party against the other party or its affiliates, officers, directors, employees, contractors, agents, or other representatives, whether based in contract, warranty, indemnity, negligence, strict liability or other tort or otherwise, relating to (a) this Agreement, (b) any Services or Reports under this Agreement or (c) any acts or conduct relating to such Services or Reports, shall be filed within two (2) years from the date of delivery to Client of the Report to which the claims or causes of action in the legal action or lawsuit relate. The time period stated in this section shall not be extended by any incapacity of a party or any delay in the discovery or accrual of the underlying claims, causes of action or damages.
19. Miscellaneous.
- (a) This Agreement contains the entire agreement and understanding of the parties with respect to the subject matter hereof. This Agreement may not be amended, modified or discharged, nor may any of its terms be waived except by written agreement of both parties. This Agreement may be executed in counterparts, each of which shall be deemed an original, but all of which shall constitute one and the same instrument. A signed copy of this Agreement transmitted by facsimile, email, or other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original executed copy of this Agreement for all purposes.
- (b) Neither party shall assign this Agreement in whole or in part (other than by operation of law) to any person or entity without the prior written consent of the other party. Subject to the foregoing, this Agreement and all of its provisions shall be binding upon and shall inure to the benefit of the parties and their respective successors and permitted assigns.
- (c) No consent or waiver, either expressed or implied, by a party to or of any breach or default, shall be construed to be a consent or waiver to or of any other breach or default in the performance of any obligations hereunder. Failure of a party to complain or declare the other party in default shall not constitute a waiver by such party of rights and remedies hereunder.
- (d) Except as hereinafter provided, no delay or failure in performance by a party shall constitute a default hereunder to the extent caused by Force Majeure. Unless the Force Majeure substantially frustrates performance of the Services, Force Majeure shall not operate to excuse, but only to delay, performance of the Services. If Services are delayed by reason of Force Majeure, CBRE promptly shall notify Client. Once the Force Majeure event ceases, CBRE shall resume performance of the Services as soon as possible. As used herein, "Force Majeure" means any event beyond the control of the Party claiming inability to perform its obligations and which such Party is unable to prevent by the exercise of reasonable diligence, including, without limitation, the combined action of workers, fire, acts of terrorism, catastrophes, changes in laws, condemnation of property, governmental actions or delays, national emergency, war, civil disturbance, floods, unusually severe weather conditions, endemic or pandemic, or other acts of God. Inability to pay



Assumptions and Limiting Conditions



or financial hardship shall not constitute Force Majeure regardless of the cause thereof and whether the reason is outside a party's control.

- (e) The parties acknowledge that CBRE or an affiliate may be involved in representing other parties in real estate transactions involving Client or its affiliates or involved in the ownership or management of the Property. If, at any time, any CBRE personnel performing the Services hereunder actually becomes aware that Client is involved in any material way in any proposed transaction whereby CBRE or an affiliate represents any other party to that transaction, CBRE agrees to notify Client promptly upon discovering such facts. In the event of a conflict between CBRE's engagement by Client under this Agreement with respect to such transaction and the obligations of CBRE or its affiliate to another party with respect to such transaction, at Client's request, CBRE shall establish appropriate internal procedures and confidentiality barriers to prevent any communication or collusion between those employees of CBRE or CBRE's affiliates who represent parties in such transactions in which such a conflict of interest may exist, or Client may require that CBRE cancel this assignment with respect to such transaction.
- (f) Any provision of this Agreement that, by its language, contemplates performance or observation subsequent to any termination or expiration of this Agreement shall survive such termination or expiration and shall continue in full force and effect.
- (g) If any provision of this Agreement, or application thereof to any person or circumstance, shall to any extent be invalid, then such provision shall be modified, if possible, to fulfill the intent of the parties reflected in the original provision. The remainder of this Agreement, or the application of such provision to person or circumstance other than those as to which it is held invalid, shall not be affected thereby, and each provision of this Agreement shall be valid and enforced to the fullest extent permitted by law.



CBRE Valuation & Advisory Services



Market Study

Proposed JC Conference Hotel
E Capitol Ave
Jefferson City, Missouri 65101
CBRE File No. CB24US027018-1

CLIENT: Garfield Public/Private LLC

July 23, 2024



VALUATION & ADVISORY SERVICES



200 Park Avenue
20th Floor
New York, NY 10166

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July 23, 2024
Page 2



Date of Report: July 23, 2024

Jeff Binford
Senior Vice President, Asset Management
Garfield Public/Private LLC
14911 Quorum Drive, Suite 380
Dallas, Texas 75254

RE: Market Study of Proposed Hotel Development
E Capitol Ave
Jefferson City, Cole County, Missouri 65101
CBRE, Inc. File No. CB24US027018-1

Dear Mr. Binford:

At your request and authorization, CBRE, Inc. has prepared a market study of a proposed conference hotel in Jefferson City. Our analysis is presented in the following report.

The subject is recommended to be a 250-room upscale, full-service hotel with 36,000 SF of meeting space including a 15,000 to 20,000 SF ballroom, a ground level restaurant/bar and market, and flagship terrace level restaurant/bar in Jefferson City, Missouri. The site is at the southeast quadrant of Madison Street and East Capital Avenue. The proposed subject will be built in conjunction with a new parking garage that will service existing downtown parking demand as well as induced demand from the hotel and conference center. The estimated opening date is June 1, 2027. We understand the plans are not currently final, as such we will refer to the subject as the Proposed JC Conference Hotel.

As in all studies of this type, the estimated results are based on competent and efficient management and presume no significant change in the status of the competitive lodging market from that as set forth in this report. The terms of our engagement are such that we have no obligation to revise our conclusions to reflect events or conditions that occur subsequent to the date of completion of our fieldwork. However, we are available to discuss the necessity for revisions in view of changes in the economy or market factors should such arise.

Since the proposed hotel's future performance is based on estimates and assumptions that are subject to uncertainty and variation, we do not present them as results that will actually be achieved. However, our analysis has been conscientiously prepared on the basis of information obtained during the course of the assignment and on our experience in the industry. This report is subject to the Terms and Conditions presented in the Addenda.

After you have had an opportunity to review this report, please feel free to contact us with any questions. We appreciate the opportunity to work with you on this assignment.

Respectfully submitted,

CBRE - VALUATION & ADVISORY SERVICES

Andrew Hartley
Senior Vice President
andrew.hartley@cbre.com

Brylynn Smith
Consultant
brylynn.smith@cbre.com



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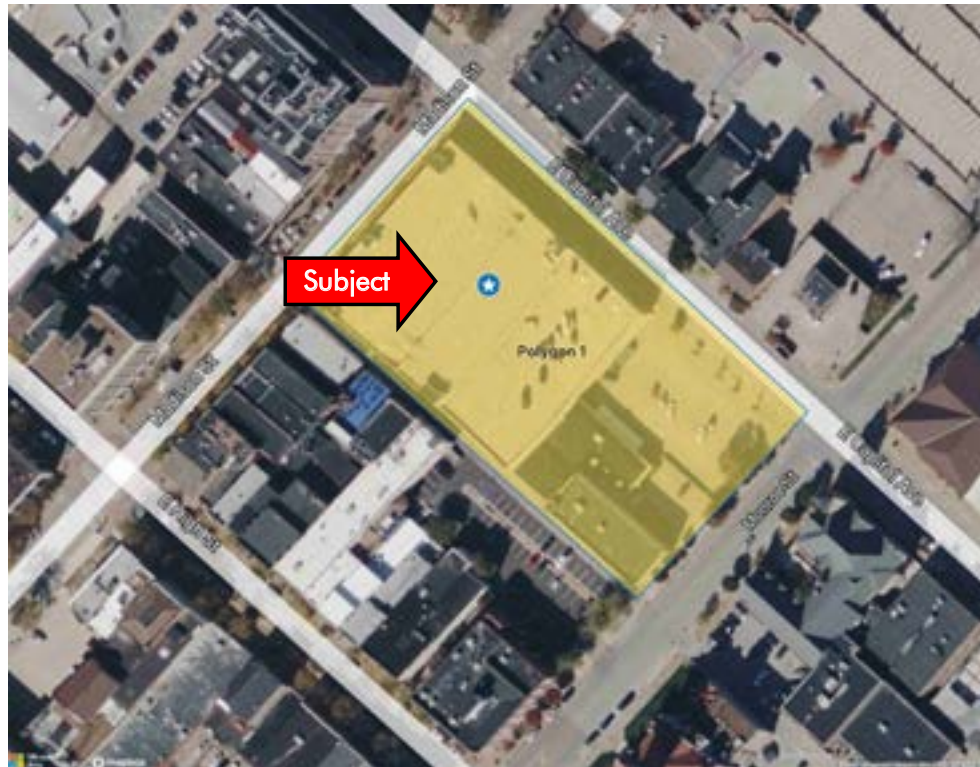
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Subject Photographs



Subject Photographs



Source: CBRE Maps

Aerial View



Executive Summary



Executive Summary

Recommended Facilities			
Property Type	Full-Service	Upscale	
Number of Rooms	250		
GBA	175,000 SF		
GBA per Room	700 SF		
Guestroom	Number	SF/Room	
King Standard Rooms	100	40%	320
Double Queen Standard Rooms	100	40%	350
King Junior Suites	25	10%	480
Double Queen Junior Suites	13	5%	520
King Suites	12	5%	600
Totals	250	100%	350
Meeting Space			
	Potential SF	Divisible by	Potential Capacity
Ballroom	18,000 SF	11	1,200
Jr. Ballroom	7,000 SF	7	470
Breakout	7,000 SF	8	470
Board Room	1,500 SF	3	100
Pre-Function	2,500 SF	0	170
Totals	36,000 SF	29	2,410
	Per Room	144 SF	
Food and Beverage			
	Potential SF	Seats	Potential Capacity
Restaurant/Bar	3,000 SF	200	200
Terrace Restaurant/Bar	3,000 SF	200	200
Café	300 SF	30	30
Totals	6,300 SF	430	430
	Per Room	25 SF	
Amenities			
Property	In Room		
Fitness Center	Walk In Shower		
Indoor Pool	Iron/Iron board		
Hot Tub	Minifridge		
Laundry Valet	Safe		
Parking Garage	Sofa Sleeper		
Ice Machine/Vending	Living Area		
Potential Brands			
Sub-brand	Parent Brand		
Marriott, Delta, Sheraton	Marriott		
Hilton, Embassy Suites	Hilton		
Hyatt Regency	Hyatt		

The potential guestrooms mix, as well as size and capacity of all the facilities are presented as estimates and standards for illustrative purposes based on comparable, prototypical, and market benchmarks. Upon final planning, the above estimates are likely to change.

Source: CBRE Hotels



Introduction

Overview of the Market Study

CBRE Hotels was retained by Garfield Public/Private LLC (client and intended user) to perform a study of the potential market demand for a proposed hotel (the "Hotel" or "Subject") to be located at E Capitol Ave in Jefferson City, Cole County, Missouri.

As a component of this analysis, after we identified the potential market demand in the Jefferson City lodging market, we then provided our projections of the occupancy, average daily room rate ("ADR"), and revenue per available room ("RevPAR") the proposed subject hotel could reasonably be expected to achieve for its first five years of operation. Given these projections, we have also estimated the subject's annual operating results, including total operating revenues and expenses, net income from operations, and ratio to total revenues for ten years of operation. For this analysis, we concluded the subject will include a total of 250 guest rooms. We assumed the proposed hotel would be open and available for occupancy on June 1, 2027. This report represents the culmination of our market research, analysis, and assessments relative to the potential market demand for the proposed hotel.

Assumptions Used For Projections

Our analysis was based on the following set of assumptions:

- The proposed hotel is to be located at the intersection of Madison Street and East Capital Avenue in Jefferson City, Cole County, Missouri;
- The proposed hotel will contain 250 guest rooms;
- The subject will be positioned as a full-service, branded hotel;
- The subject will offer facilities and services consistent with a prototypical full-service hotel and conference center;
- The subject will be professionally and competently managed by a brand or reputable third-party operator;
- The ownership/developer of the subject will obtain approvals from local government Planning and Development to develop the property into a hotel; and,
- The hotel project will open on June 1, 2027.

Methodology

In conducting the study, we:

- Physically inspected the subject site as well as existing and planned surrounding developments;
- Assessed the impact of the proposed subject's accessibility, visibility, and location relative to demand generators and overall marketability;

- Researched and analyzed current economic and demographic trends in the Jefferson City MSA to determine the trends' impact on future lodging demand within the market;
- Identified the competitive supply of lodging facilities in the area;
- Reviewed the historical performance levels for the competitive lodging supply on a composite basis;
- Estimated the anticipated growth in demand for, and supply of, lodging accommodations in the competitive market area;
- Assessed the positioning of the hotel to be located at the subject site within the competitive market and prepared a forecast of the potential annual occupancy, average daily rate, and RevPAR for the first five years of operation of the proposed subject; and,
- Prepared a statement of estimated annual operating results for the hotel for the ten-year period beginning June 1, 2027.

Several sources were used in compiling the background information and preparing the analysis contained in this report. These resources included *Trends in the Hotel Industry*, published by CBRE Hotels; data on the local lodging market gathered through direct interviews with market participants; data provided by sources in the lodging chains, ownership entities, and management companies with which the competitive properties are affiliated; data provided by Smith Travel Research; and economic data on the region from various local governmental and planning entities.

Reliance Language

Reliance on any reports produced by CBRE under this Agreement is extended solely to parties and entities expressly acknowledged in a signed writing by CBRE as Intended Users of the respective reports, provided that any conditions to such acknowledgement required by CBRE or hereunder have been satisfied. Parties or entities other than Intended Users who obtain a copy of the report or any portion thereof (including Client if it is not named as an Intended User), whether as a result of its direct dissemination or by any other means, may not rely upon any opinions or conclusions contained in the report or such portions thereof, and CBRE will not be responsible for any unpermitted use of the report, its conclusions or contents or have any liability in connection therewith.

Statement of Competency

Andrew Hartley has the appropriate knowledge, education, and experience to complete this assignment competently.



Area Analysis



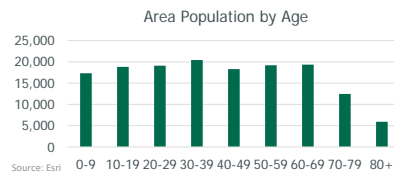
Area Analysis



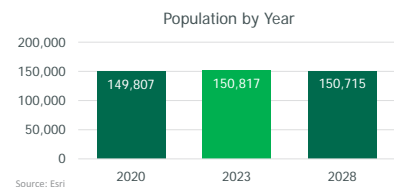
The subject is located in the Jefferson City, MO Metropolitan Statistical Area. Key information about the area is provided in the following tables.

Population

The area has a population of 150,817 and a median age of 40, with the largest population group in the 30-39 age range and the smallest population in 80+ age range.



Population has increased by 1,010 since 2020, reflecting an annual increase of 0.2%. Population is projected to decrease by an additional -102 by 2028, reflecting 0.0% annual population growth.

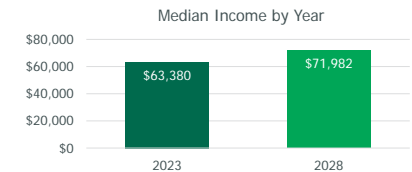


Area Analysis



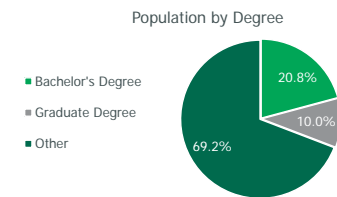
Income

The area features an average household income of \$86,888 and a median household income of \$63,380. Over the next five years, median household income is expected to increase by 13.6%, or \$1,720 per annum.

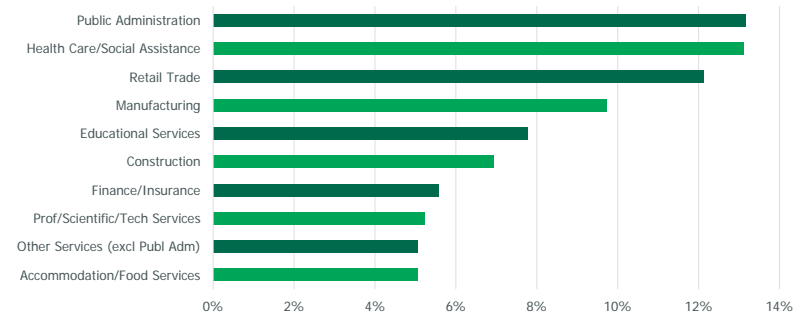


Education

A total of 30.8% of individuals over the age of 24 have a college degree, with 20.8% holding a bachelor's degree and 10.0% holding a graduate degree.



Employment



The area includes a total of 72,754 employees and has a 3.2% unemployment rate. The top three industries within the area are Public Administration, Health Care/Social Assistance and Retail Trade, which represent a combined total of 38% of the workforce.

Major Employers

The primary employer in Jefferson City is state government since it is the capital city of Missouri. Non-government employment consists of major manufacturing, distribution, and healthcare. Top industries include Scholastic Inc., Hitachi Energy, and Quaker Windows & Doors. The following table presents the largest employers.



Area Analysis



**Major Employers:
 Jefferson City/Colo County**
Includes full and part-time employees

Employer	Industry	# Employed
State of Missouri	Government	15,258
Quaker Windows & Doors	Manufacturing	1,889
Jefferson City School District	Education	1,557
Capital Region Medical Center	Healthcare	1,495
Scholastic Inc.	Book Distribution	1,208
Central Bancorpore	Financial	1,216
Hitachi Energy	Manufacturing	1,080
SSM Health - St. Mary's Hospital	Healthcare	882
City of Jefferson	City Government	708
Walmart Supercenter (2)	Retail	695
Jefferson City Medical	Healthcare	629
Unilever Home & Personal Care	Manufacturing	467
Wipro Global Services	Information Technology	461
My Rice Feed Stores	Retail	455
Lincoln University	Education	288
County of Cole	Government	263
Genes Super Market (2)	Retail	254
Missouri Farm Bureau	Insurance	243
McDonald's Restaurants (6)	Restaurant	250
State Technical College of Missouri	Education	229

Economic Highlights

In recent years, Jefferson City has experienced significant investment by state government, as well as local business and industry indicating a vibrant economy with potential for further growth. Some examples include:

- Unilever, one of the world's largest consumer goods companies, recently announced over \$100 million in investment to add Liquid I.V. production to its health and wellbeing business in addition to optimizing its North American body care products distribution operations.
- Quaker Windows and Doors, a premier manufacturer of top-quality windows and doors is investing more than \$30 million and creating 220 new jobs by adding new paint lines and increasing capabilities for glass production.

Area Analysis



- The City of Jefferson is performing site clearing, demolition and planning as the initial step to redevelop the historic Missouri State Penitentiary (MSP) site into an active mixed-use development. MSP was the oldest operating prison west of the Missouri River at the time it was decommissioned in 2004. In addition, the City is soliciting private interest in redeveloping the historic Capitol Avenue District which connects MSP with downtown.
- The State of Missouri is constructing a \$183 million state-of-the-art laboratory campus as part of the MSP redevelopment which will consolidate laboratory services for several state agencies including Public Safety, Health and Senior Services, Agriculture, Conservation, and Natural Resources under one roof.
- The Missouri Department of Natural Resources is investing over \$25 million to renovate the historic International Shoe Factory building adjacent to MSP.
- Hitachi Energy, manufacturer of electric transformers in Jefferson City since 1972, recently invested \$10 million and added 75 new jobs to expand manufacturing capacity to their flagship facility.
- Scholastic, the world's largest publisher and distributor of children's books, recently invested over \$40 million to install state-of-the-art equipment in their national fulfillment center that has been in operation for over 30 years.

Soccer Complex

United Capital City Soccer Club (UCC) is in the process of developing a major Soccer complex in South Jefferson City. The complex is expected to open in Spring of 2025 and is anticipated to bring new events and sports tourism to the City. As of now, the Convention and Visitors Bureau have provided the following list of booked events which would be new to the area that are expected to impact the hotel market. Despite any potential delays in the development of the soccer complex, these events will still be scheduled in Jefferson City.



Committed New Events with the New Sports Complex

2025	EVENT TYPE	Total Participants	% out of Town	% In town
Jan 31-Feb 2	JC SuperCup	540	20%	80%
Feb 15-16	Pre-Season UCC Kickoff	1,000	40%	60%
Feb 22-23	UCC SPRING TOURNAMENT	1,315	40%	60%
Feb 28-Mar 2	Soccer Leagues	2,850	35%	65%
March 7-9	Missouri Govenors Cup	2,350	60%	40%
March 15-16	Soccer League	2,850	35%	65%
March 21-23	Presidents Cup	1,600	80%	20%
March 29-30	BASEBALL	650	40%	60%
April 5-6	Soccer League	2,850	35%	65%
	SOMO/SPENSA	600	55%	45%
April 12-13	President Cup Semi/Finals	720	70%	30%
April 18-20	BASEBALL	650	40%	60%
April 25-27	Baseball	650	40%	60%
May 3-4	Soccer League	2,508	35%	65%
May 9-11	Baseball	650	40%	60%
May 16-18	Capital Cup	2,350	80%	20%
May 23-25	Softball	780	40%	60%
May 30-June 1	Baseball	650	40%	60%
June 13-15	Baseball	650	40%	60%
June 20-22	Baseball	650	40%	60%
June 27-29	Lincoln HS Nike Showcase	1,320	60%	40%
July 4-6	Baseball	1,040	40%	60%
July 11-13	Softball	780	40%	60%
July 19-20	3v3 Sizzling Summer Classic	700	35%	65%
July 26-27	Show-Me games 5v5	720	40%	60%
August 9-10	Softball	780	40%	60%
August 16-17	PRE-SEASON FRIENDLIES	1,000	40%	60%
August 22-23	Luebbert Family Classic	1,300	40%	60%
August 30-31	Baseball	650	40%	60%
September 6-7	CMDL/MADL/UCC REC	2,850	35%	65%
September 13-14	CMDL/MADL/UCC REC	2,850	35%	65%
September 19-21	Governors Cup	2,623	80%	20%
September 26-28	Presidents Cup	1,600	80%	20%
October 4-5	CMDL/MADL/UCC REC	2,850	35%	65%
October 11-12	Presidents Cup	720	80%	20%
October 18-19	CMDL/MADL/UCC REC	2,850	35%	65%
	SOMO/SPENSA TOURNEY	1,020	55%	45%
October 24-26	Haunted Capital Cup	2,500	80%	20%
November 1-2	SOFTBALL	650	40%	60%
November 7-9	Eddie Horn College Showcase	1,380	65%	35%
November 29-30	Show-Me Games 5v5	675	35%	65%
December 13-14	Lincoln University NIKE Showcase	1,000	65%	35%
December 20-21	UCC Outdoor 5v5 Tournament	1,200	30%	70%

Source: Jefferson City CVB

Area Analysis



Transportation

Highway Transportation

Jefferson City is centrally located in the State of Missouri and is within a 2-hour drive of most of the state including both St. Louis to the east and Kansas City to the west. Three major U.S. Highways converge in Jefferson City; US-50, US-54, and US-63. Interstate 70 connecting St. Louis and Kansas City is located approximately 30 miles north via US-54 or US-63, while Interstate 44 connecting St. Louis and Springfield is approximately 60 miles south via US-63.

Air Transportation

The closest airport, Columbia Regional Airport, is located 30 miles north, with American Airlines with multiple daily flights servicing Dallas/Fort Worth and Chicago. Within an approximately 2-hour drive is St. Louis Lambert International Airport and Kansas City International Airport servicing direct flights to nearly all major metros in the US.

Rail Transportation

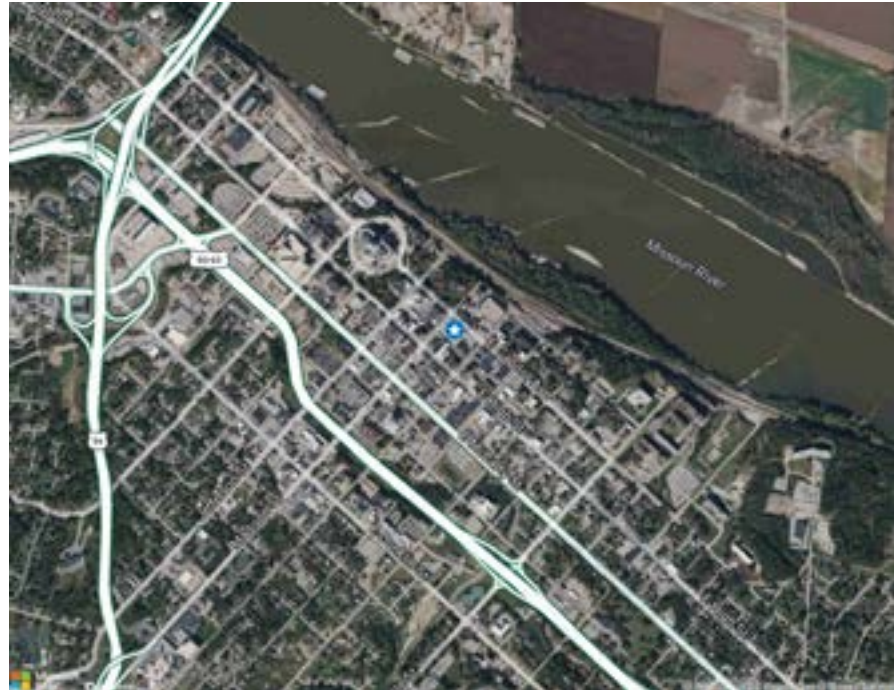
Amtrak's Missouri River Runner route provides daily passenger rail service between St. Louis and Kansas City with stops in Warrensburg, Sedalia, Herman, and Washington.



Neighborhood Analysis



Neighborhood Analysis



Source: Google Maps

Location

Jefferson City is the capital city of the State of Missouri as well as the county seat of Cole County. The subject is in the heart of downtown Jefferson City, two blocks east of the Missouri State Capitol Building. The historic neighborhood has been redeveloped in recent years to become a vibrant commercial and entertainment district.

Boundaries

The subject neighborhood is South of the Missouri River Bound by the following streets:

Neighborhood Analysis



North: Missouri River
South: US-Route 50/63 (Rex M Whitton Expressway)
East: Lafayette Street
West: US-Route 54

Land Use

Land uses within the subject neighborhood consist of a mixture of retail, restaurant, business and government offices, and residential living. Much of the downtown land uses are within redeveloped historic buildings. The Missouri Capitol Complex is located west of the subject site and includes the State Capitol Building, Governor's Mansion, Carnahan Memorial Garden, Jefferson Landing State Historic Site, Deborah Cooper Park, as well as numerous monuments and memorial statues. Directly surrounding the subject site are office, restaurant, retail and municipal uses.

Missouri State Capitol

The Missouri State Capitol is the home of the Missouri General Assembly and the executive branch of government of the State of Missouri. The Capitol is one of Jefferson City's leading tourist attractions. It is a destination for school groups, industry representatives, statewide professional associations, and other state government-related business. The structure houses the Missouri State Museum; the offices of Governor, Lieutenant Governor, and State Treasurer; as well as the 34-member Senate and 163-member House of Representatives which meet annually from January through mid-May.



Tourism

Jefferson City offers a blend of historical charm, natural beauty, and a vibrant cultural scene, making it a captivating destination for tourists. As the state capital, it boasts historic landmarks featuring stunning architecture and historical exhibits. Visitors can visit the vibrant, tree-lined streets of the downtown area with its unique shops, eateries, and a local cinema.



Neighborhood Analysis



Outdoor enthusiasts will appreciate the 240-mile Katy Trail State Park, the longest developed rails to trails project in the country, the picturesque Missouri River, an extensive local greenway system and a variety of city parks.

The Missouri State Capitol houses an impressive and diverse art collection that celebrates the state's rich history and cultural heritage including the famous Thomas Hart Benton murals in the House Lounge, the bronze busts in the Hall of Famous Missourians, and numerous other statues, mosaics and murals located throughout the building. The Missouri State Penitentiary and Museum offers guided tours of what was the oldest operating prison west of the Mississippi River. The museum includes displays depicting life inside the walls, prison industries, and various prison memorabilia. The penitentiary and museum draw over 30,000 visitors per year, 25% of which generate overnight stays. The MU Health Care Amphitheater is a newly constructed outdoor entertainment venue that hosts local, regional, and national entertainment acts.

Groups and Meetings

After interviews with the Jefferson City Convention & Visitors Bureau, Jefferson City Regional Economic Partnership, local hoteliers, as well as other key stakeholders in the business community, there is significant demand in Jefferson City for a facility to host multiple day conferences and meetings for statewide professional associations, government agencies, and private businesses. The existing facilities in Jefferson City are not large enough to accommodate many of the groups and do not offer the quality facilities that meeting planners expect.

Downtown Jefferson City is strategically located to attract numerous conference and meeting functions which would benefit from the central location, access to the capitol, and nearby downtown shops and restaurants. Historically, state association business, corporate conferences, and various other functions have utilized the city's conference and hotel facilities, however the size of the available facilities has been a limiting factor. In recent years, one conference facility has closed, and others have not maintained the quality standards conference attendees expect. Eventually, the majority of groups which previously hosted events in Jefferson City had significantly reduced their footprints and were pushed out to other regional or state destinations such as Kansas City, St. Louis, Branson, or Lake of the Ozarks.

The CVB has indicated more than 50 groups have held their meetings in Jefferson City in the past but have been pushed out due to lack of quality facilities. These groups consist of various statewide professional associations, governmental agencies, medical institutions, and corporate meeting planners. After interviews with a sample of key meeting planners in Jefferson City, the following sentiments were expressed:

- Many groups are in need of facilities to host 1,000 person events annually or biannually. These events need minimum 400 hotel rooms. There is not an adequate facility in the market that can accommodate that many people in an event.

Neighborhood Analysis



- Need for periodic 300-400 person events.
- Significant need for weekly/monthly small conferences/trainings for 40-60 people.
- The attendees related to state government prefer to be walking distance to the capital.
- Quoted room block rates in regional conference hotels range from \$147 to \$180.
- The central location is a significant draw for attendees since most parts of the state are within a 2-hour drive of Jefferson City.
- A major hotel franchise is recommended.
- The restaurants in downtown along and adjacent to East High Street are a desirable location for travelers and residents alike.

Conclusion

Jefferson City is a desired state-wide destination for professional association and government agency conferences, corporate meetings, local sight-seeing, shopping, dining, as well as hotel demand. The City is proactive in promoting economic growth in the region with a master plan to increase population and activity in the immediate area. The subject's proposed use as a full-service conference hotel is a conforming use to the other land uses prevalent in the neighborhood.



Facilities Recommendations

The following tables show a summary of the suggested improvements.

Recommended Facilities			
Property Type	Full-Service	Upscale	
Number of Rooms	250		
GBA	175,000 SF		
GBA per Room	700 SF		
<hr/>			
Guestroom	Number		SF/Room
King Standard Rooms	100	40%	320
Double Queen Standard Rooms	100	40%	350
King Junior Suites	25	10%	480
Double Queen Junior Suites	13	5%	520
King Suites	12	5%	600
Totals	250	100%	350
<hr/>			
Meeting Space			
	Potential SF	Divisible by	Potential Capacity
Ballroom	18,000 SF	11	1,200
Jr. Ballroom	7,000 SF	7	470
Breakout	7,000 SF	8	470
Board Room	1,500 SF	3	100
Pre-Function	2,500 SF	0	170
Totals	36,000 SF	29	2,410
	Per Room	144 SF	
<hr/>			
Food and Beverage			
	Potential SF	Seats	Potential Capacity
Restaurant/Bar	3,000 SF	200	200
Terrace Restaurant/Bar	3,000 SF	200	200
Café	300 SF	30	30
Totals	6,300 SF	430	430
	Per Room	25 SF	
<hr/>			
Amenities			
Property	In Room		
Fitness Center	Walk In Shower		
Indoor Pool	Iron/Iron board		
Hot Tub	Minifridge		
Laundry Valet	Safe		
Parking Garage	Sofa Sleeper		
Ice Machine/Vending	Living Area		
<hr/>			
Potential Brands			
Sub-brand	Parent Brand		
Marriott, Delta, Sheraton	Marriott		
Hilton, Embassy Suites	Hilton		
Hyatt Regency	Hyatt		

The potential guestrooms mix, as well as size and capacity of all the facilities are presented as estimates and standards for illustrative purposes based on comparable, prototypical, and market benchmarks. Upon final planning, the above estimates are likely to change.

Source: CBRE Hotels



Facilities Recommendations



Design and Layout

We recommend a traditional rectangular-shaped building to coincide with prototypical full-service conference hotel standards at minimum. There should be easy access to the front of the hotel for guest arrival and a separate entrance for conference attendees, and local food and beverage patrons. We recommend the ground level of the hotel to house the registration desk, administrative areas, a small business center, and an oversized lobby with a seamless transition to a restaurant space with a dedicated area for guests. This floor could also contain a cafe, sundry shop, as well as a boardroom. Based on market interviews, a rooftop or terrace level restaurant with views of the capital would make a successful upscale food and beverage outlet. The second floor should house the primary ballrooms and breakout spaces. The guest rooms will reside on the remaining floors along with the gym, laundry, and meeting rooms.

Parking

The site will include a new parking garage to replace the existing 600 space parking garage that currently services downtown. In conjunction with this market study, a parking study is being performed to create a shared parking model which will determine the optimal size of the new parking structure based on existing parking demand, increased demand due to the conference center & hotel, as well as increased demand due to induced downtown redevelopment.

Guest Rooms

The recommended room count of approximately 250 will mitigate the impact to the local market. The hotel is likely to induce a significant portion of demand into the local market as conference demand returns. While the recommended room count is less than some of the large conferences identified in interviews, it will allow the subject hotel to overflow and push demand out to the competitive market. This has the potential effect to uplift the market rather than cannibalize. The subject's guest rooms will be located on floors above the meeting facilities and should be accessible via interior corridors. Based on our knowledge of the full-service brands, each of the guest units should contain a coffee/tea maker, iron and ironing board, and a desk for writing/work with an ergonomic chair.

Meeting Facilities

A sizeable ballroom (15,000 – 20,000 SF) that can fit approximately 1,000 attendees in a banquet setting is recommended to attract the pent-up large conference demand indicated through market interviews. Furthermore, conferences, shows, and events which need to rent the entire ballroom would likely require all other meeting facilities (Junior Ballroom, breakout space) to accommodate multiple staging, registration, breakout sessions, etc. The Junior ballroom should be sized appropriately to handle various smaller groups and functions that occur on a more frequent basis.

Facilities Recommendations



The interviews indicated, as well as our understanding of various current needs in the meetings business, the dedicated breakout space is considered a key component to a successful event. Breakout space needs to be easily accessible with flexible configurations. Furthermore, the ballrooms should be divisible with partitions to create additional breakout space. Pre-functions space should serve as the transition to the different meeting venues. In the event of a rental of all rooms for single conference, the pre-function should be positioned in a manner to be absorbed into additional support/registration space.

There is a recent trend of re-invigorating hotel meeting space concepts by providing unique placemaking attributes and experiences. The space needs the latest in audio/visual technology and smart light features with flexibility to support various uses being theatre, classroom, social/galas/dance, entertainment, and other. Additionally, a number of meeting facilities should have windows and terraces incorporated into the programming element to provide flexible points of interest and natural lighting.

Food and Beverage Facilities

After review of the area dining establishments and interviews with key restauranteurs in the area, we recommend the Hotel feature unique but functional outlets that could create a community-driven experience. The hotel restaurant concept has typically been treated as a standard amenity rather than a feature due to operational inefficiencies. Recent trends in the hotel industry have been innovating in this space to re-establish the hotel restaurant as a destination feature for the facility. When successful, the dining facilities have the benefit of increasing F&B departmental income, as well as *indirectly* uplifting ADR in the guestrooms.

We recommend 2 or 3 F&B outlets. First, there should be a ground floor restaurant/bar and café space that function as a seamless transition into the lobby or a distinct area with clear visibility and access to the street. This space should be the primary breakfast and daytime dining establishment and should meet any brand-required standards. Due to the state government business, there is high demand for breakfast and lunch options as the Downtown activity upticks during mid weekday.

One example of a concept that re-defined the Hotel F&B offering is the Marriott Marquis McCormick Place in Chicago. This hotel incorporated a marketplace/food hall concept adjacent to the lobby bar offering multiple counter-service touch points, images are presented below. This model could potentially operate as a leased operation or a streamlined department with minimal staffing needs, allowing competitively priced breakfast and lunch options.



Facilities Recommendations



The other primary F&B facility should be the ‘flagship’ destination. A rooftop or terrace restaurant/bar. After interviews with various restaurateurs, there appears to be a vacuum of upscale dining offerings. Other than 2 or 3 upscale establishments like Grand Café and Madisons, most of the offerings are bars, grills, cafes, or fast-casual offerings. Multiple concepts were recommended such as a steakhouse or seafood. However, the venue should be iconic and benefit from views of the capital, river, and overall downtown area and it should be flexible to double as prized meeting and reception space. Having a rooftop/terrace F&B space converted into additional event space allows maximum flexibility in realizing revenues. In some cases, the highest revenue PSF of meeting space has been small intimate settings within rooftop/terrace venues.

O Bar - Ambassador Hotel, OKC



The Roof – Broadway Hotel, Columbia, MO



To fully realize a unique concept, we recommend commissioning an F&B consultant to establish an F&B program as the designing and planning of the building come to fruition. The examples presented before should be considered hypothetical and representative for illustrative purposes. For the purposes of this study, we have assumed the following.

- A Lobby Restaurant, Bar, and Café
- Terrace Signature Bar and Restaurant

Facilities Recommendations



Brand Recommendations

Based on the subject’s location and current market, as well as the desire to host statewide groups and events, we recommend a full-service branded hotel. While local market’s ADRs are generally not supportive of a full-service rate, the newest property, the Courtyard by Marriott has been able to maintain a healthy market lead. Due to competitive ADR achieved in the market and through market interviews, upscale full-service brands are recommended. Generally, these brands still accommodate full-service guests but feature slightly downscaled fixtures and fit outs relative to upper-upscale hotels that can be feasible in rate sensitive markets.

Amenities/Additional Services

Additional amenities at the subject should include valet parking, fitness center, valet laundry, a sundry/market shop, small business center, and an outdoor patio area.

Conclusion

The facilities discussed above will support the subject’s intended use and market positioning as a mid to upscale, full-service hotel at the above-referenced location. The proposed hotel will be well-suited to successfully attract lost conference business and integrate into Downtown Jefferson City. With its newer facilities and contemporary design, as well as its affiliation with a major brand, the proposed hotel will be positioned to capture its fair share. Our market projections for the proposed subject assume the facilities, amenities, and services discussed herein will be provided.



Market Analysis



Market Analysis

Understanding the relationship between supply and demand is a critical component of any market study, particularly with respect to hotels. Unlike other property types, hotels essentially lease their rooms on a daily basis. While this characteristic allows for an immediate response to changes in market conditions, it also requires a high level of management intensity. There is an inverse relationship between occupancy and average daily rate (ADR) and raising or lowering rates typically has an immediate impact on room-nights sold. Effective management entails finding the proper balance that allows for the maximization of revenue.

In this section we first identify the subject property's competitive set (e.g., those hotels that tend to compete for the same sources of demand). We then identify relevant demand sources, analyze historical growth patterns and assess the potential for growth (or lack thereof) in demand by segment. The result is a projection of future market performance. Lastly, we conclude with a projection of occupancy and ADR for the subject property, taking into consideration its competitive strengths and weaknesses relative to the overall market.

Some hotels are more directly competitive than others based on their locations, facilities, branding, etc. This disparity in the level of competitiveness can be handled in a number of ways. Some consultants assign a percentage to each property and include only a portion of their guest rooms in the competitive set. This technique, while theoretically sound, is highly subjective and the overall analysis can be extremely sensitive to the assumptions made. Alternatively, we chose to address this issue through our projected penetration rates. For example, the introduction of a new property that is only marginally competitive will have a limited impact on the subject property's penetration level, whereas a directly competitive property will likely have a substantial effect. Regardless of the method employed, properly assessing the relationship between supply and demand and its impact on the subject property and market occupancy requires a level of professional judgment.

Summary of Competitive Properties

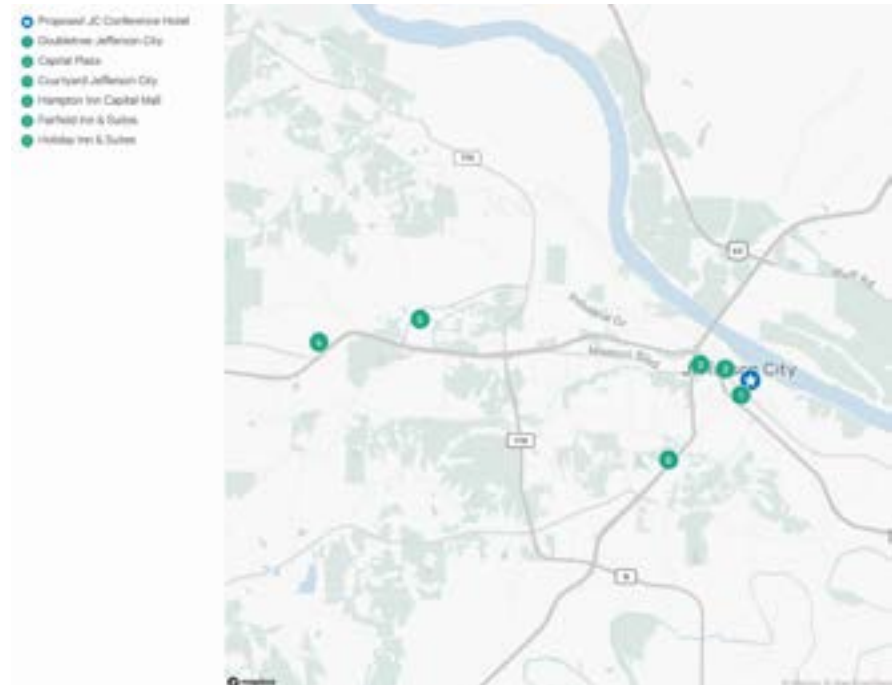
A summary of the subject's competitive hotel set is illustrated in the following map and tables. These hotels were selected based on their similarities to the subject property in terms of general geographic location, size, price point, chain affiliation, services, facilities, and amenities offered.

During the course of our research and analysis, we attempted to obtain estimated occupancy, ADR, and market segmentation information for each of the competitive hotels. However, such information is not always readily provided, as hotels are often hesitant to share specific operating data which may be confidential to a potential competitor. This information is

Market Analysis



estimated to the best of our ability, based on interviews with competitive hotels, discussions with other knowledgeable hotel market professionals, and other sources.








Comp	STR ID	Property Name	City/State	No. Rooms	Open Date
Subject	0	Proposed JC Conference Hotel	Jefferson City, MO	250	Jun 2027
1	1543	DoubleTree by Hilton Hotel Jefferson City	Jefferson City, MO	151	Jun 1968
2	10634	Capital Plaza Hotel	Jefferson City, MO	255	Aug 1987
3	70117	Courtyard Jefferson City	Jefferson City, MO	121	Dec 2020
4	37155	Hampton by Hilton Inn Jefferson City at Capital Mall	Jefferson City, MO	73	Oct 1998
5	37233	Fairfield Inn & Suites Jefferson City	Jefferson City, MO	83	Oct 1998
6	67743	Holiday Inn & Suites Jefferson City	Jefferson City, MO	131	Feb 2019

Jefferson City
Hotel & Conference Center
 Pre-Development Business Plan



Market Analysis



Hotel	Proposed JC Conference Hotel (SUBJECT)	DoubleTree by Hilton Hotel Jefferson City	Capitol Plaza Hotel	Courtyard Jefferson City	Hampton by Hilton Inn Jefferson City at Capital Mall	Fairfield Inn & Suites Jefferson City	Holiday Inn & Suites Jefferson City
							
Address	E Capitol Ave	422 Monroe Street	415 W McCarty St	610 Bolivar St	4800 Country Club Drive	3621 West Truman Boulevard	1590 Jefferson Street
City, State	Jefferson City, MO	Jefferson City, MO	Jefferson City, MO	Jefferson City, MO	Jefferson City, MO	Jefferson City, MO	Jefferson City, MO
Year Built	-	1968	1987	2020	1998	1998	2019
Number of Rooms	250	151	255	121	73	84	131
Price Tier	Upper	Middle	Middle	Middle	Middle	Middle	Middle
Chain Scale	Upscale	Upscale	Upper Midscale	Upscale	Upper Midscale	Upper Midscale	Upper Midscale
Renovation Details							
Renovation Year	--	2011	Unknown				
Renovation Comments		The property converted to a Doubletree from a Holiday Inn. Currently, The interior of the hotel is in good condition but showing signs of a need for an interim refresh.	The Hotel facilities are in poor condition and appear to be lacking any major renovation since the 1990s. Overall, the facilities are in need of significant renovation.				
Meeting Space							
Total Meeting Space (SF)	36,000	8,152	22,756	6,245	0	0	1,930
Meeting Space Per Room (SF/RM)	144	54	89	52	0	0	15
Restaurant/Lounge							
Complimentary Breakfast	N	N	N	N	Y	Y	N
Bar / Lounge	Y	Y	Y	Y	N	N	Y
Amenities							
Conference Center	Y	N	Y	N	N	N	Y
Restaurant	Y	Y	Y	Y	N	N	Y

Source: STR Census Report: Compiled by CBRE



Market Analysis



The primary competitive set, excluding the subject, has a total of 814 rooms. The year-end 2023 occupancy and ADR achieved by these properties was estimated to be approximately 48.06% and \$126.65, respectively.

Additions/Deletions to Supply

Throughout our research, we did not identify any potential addition to supply.

While CBRE has made several attempts to determine the level of new hotel supply entering the marketplace, it is impossible to determine every hotel that will be developed in the future, when they will be completed, or their potential impact to the subject. Should any competitive supply additions occur beyond those listed above and the subject, the estimates of occupancy (and possibly ADR) contained herein would thus be affected and a revision might be required. *The inherent risk of any future new hotel supply has been implicitly considered in the selection of a stabilized occupancy level for the subject property.*

Hotel Demand

Demand for hotel rooms is categorized in three ways:

1. Demonstrated Demand: the demand already captured at competitive hotels;
2. Induced Demand: the demand that does not presently seek accommodations in the competitive market but could be persuaded to do so through marketing efforts, room rates, facilities, services and amenities.
3. Displaced/Unsatisfied Demand: the demand that seeks accommodations in the market but is not satisfied due to one of a number of factors: sell-outs during peak season; lack of a particular type of accommodation; lack of meeting space; or high room rates.

Historical Performance of the Competitive Market

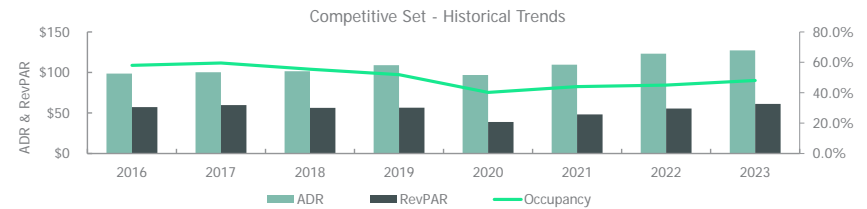
As noted, the preceding properties all compete for area lodging demand and are considered directly competitive with the subject. To more precisely identify hotel market trends, as they relate to the subject, CBRE has relied on a customized report prepared by STR, Inc., a national firm specializing in tracking hotel data.

The trends in room supply, occupancy, average daily rate, and room-night demand (defined as the number of occupied rooms) for the subject's competitive set are illustrated in the following table.

Market Analysis



Historical Market Performance STR Trend Competitive Properties									
Year	Room Night Supply	% Δ	Room Night Demand	% Δ	Market Occupancy	Average Daily Rate	% Δ	RevPAR	% Δ
2016	205,495	---	119,209	---	58.0%	\$98.63	---	\$57.22	---
2017	205,495	0.0%	122,398	2.7%	59.6%	\$100.29	1.7%	\$59.73	4.4%
2018	205,495	0.0%	113,961	-6.9%	55.5%	\$101.51	1.2%	\$56.29	-5.8%
2019	249,157	21.2%	129,245	13.4%	51.9%	\$108.99	7.4%	\$56.54	0.4%
2020	256,696	3.0%	103,141	-20.2%	40.2%	\$96.87	-11.1%	\$38.92	-31.2%
2021	297,110	15.7%	130,759	26.8%	44.0%	\$109.62	13.2%	\$48.24	23.9%
2022	297,110	0.0%	133,786	2.3%	45.0%	\$123.16	12.3%	\$55.46	15.0%
2023	297,110	0.0%	142,850	6.8%	48.1%	\$127.25	3.3%	\$61.18	10.3%
CAG *		5.4%		2.6%			3.7%		1.0%
Feb TTM 2022	297,110	---	131,663	---	44.3%	\$112.53	---	\$49.87	---
Feb TTM 2023	297,110	0.0%	136,467	3.6%	45.9%	\$123.60	9.8%	\$56.77	13.8%
Feb TTM 2024	297,110	0.0%	141,255	3.5%	47.5%	\$128.45	3.9%	\$61.07	7.6%
CAG *		0.0%		3.6%			6.8%		10.7%
Feb YTD 2021	48,026		17,840	---	37.1%	\$99.04	---	\$36.79	---
Feb YTD 2022	48,026	0.0%	18,744	5.1%	39.0%	\$120.02	21.2%	\$46.84	27.3%
Feb YTD 2023	48,026	0.0%	21,425	14.3%	44.6%	\$123.23	2.7%	\$54.98	17.4%
Feb YTD 2024	48,026	0.0%	19,830	-7.4%	41.3%	\$131.47	6.7%	\$54.28	-1.3%
CAGR *		0.0%		3.6%			9.9%		13.8%



* Compound Annual Growth Rate
 Source: STR Custom Trends Report

Prior to the COVID-19 Pandemic, occupancy was between 52% and 60% rounded. Post COVID, occupancy has been struggling to achieve pre-COVID levels. This is driven by the continued loss of conference demand in the market due to aging and inadequate facilities and the additional supply from the Courtyard.

Coming out of the Pandemic, the competitive market significantly pushed ADR to the \$120 range. Well above the previous peak of \$109, rounded, in 2019. Year to date through February is showing a continued increase in ADR for the competitive set. As a function of both Occupancy and ADR, RevPAR has been increasing exponentially coming out of the pandemic. Year to date February is showing a slight decrease in RevPAR driven by an occupancy decline over the two-month period. However, trailing twelve months through February 2024 is positive, indicating seasonality. Generally, occupancy below 65% indicates a market that could not support additional supply.



Market Analysis



However, the competitive set is being heavily impacted by some of the larger properties that are underperforming. After review of individual performance, the older full-service properties appear to be skewing the competitive set. The most recently built property is achieving an occupancy in the 70-percentile range and a market leading ADR and it is well over-penetrating the market in overall RevPAR. It's likely that a new branded hotel and conference center could over penetrate the market as it brings in lost groups and conferences.

Demand Segmentation

In most markets, the lodging demand is generated from three different segments: Corporate, Group/Meeting and Leisure travelers. In some markets, a fourth classification may be present, such as extended stay, airline contract, government, university, or medical. For these purposes, Government demand is consolidated into Corporate. A breakdown of the overall market segments is illustrated in the following table.

Historical Demand Segmentation		
Segment	Competitive Set	
	2023 Demand	%
CORPORATE	77,729	54%
LEISURE	35,997	25%
GROUP	29,071	20%
Total	142,797	100%

Compiled by CBRE

The following analysis illustrates our projections of future demand growth for the local market by demand segment.

Corporate Demand Segment

The corporate demand segment consists of transient demand generated by vendors, service representatives, corporate executives and other visitors to area businesses, industries, and institutions. Transient government demand is also included here as it is the primary source of transient demand. Major corporate demand generators in the subject market area include the State Capital, various lobbying groups or government contractors, various offices, municipal, educational institutes, healthcare services, logistics, distribution, and manufacturing entities in the region.

Leisure Demand Segment

Leisure travelers generally include vacationers or travelers passing through the area. This category effectively includes all non-commercial related travelers too small to be defined as a group. This segment is typically attracted by a hotel's location relative to area attractions

Market Analysis



(including friends/relatives). During peak periods leisure/transient travelers may be generated throughout the week. But generally, this demand is likely to be concentrated on weekends. Leisure travelers tend to have a higher level of double occupancy and can be somewhat price sensitive. Key leisure demand in the area consists of various state capital tours, youth sports events, family visitations, and weekend getaways.

Meeting and Group Demand Segment

Meeting and group demand in the competitive set includes meetings held at individual properties which have meeting space. The group meeting market can be further delineated as follows:

- **Conventions:** Private groups or associations meeting to exchange ideas. National and regional associations generally prefer large markets with activities for spouses.
- **Conferences:** Small private groups conducting training sessions, sales presentations or exchanging ideas. Statewide professional and trade associations can be categorized as conference users as well. These events are typically held in hotels, although some of the larger ones may accrue to the convention center.
- **Assemblies:** These groups are typically large and usually require tiered seating. Examples are large religious events.
- **Trade Shows:** The primary purpose of a trade show is to bring buyers and sellers together within a particular industry. These events typically require large amounts of exhibit space. In general, trade show promoters try to attract as many participants as possible; accordingly, they are often held in major cities with extensive transportation networks and large populations.
- **Consumer Shows:** These events are organized to sell goods and/or services directly to the public and are usually space intensive. Most attendees are from the local area which serves to limit economic impact. Accordingly, few hotel room nights are generated.

Special Events: Most of these events are entertainment-oriented (e.g., athletic events, concerts, festivals, large banquets, etc.). Depending upon the event, a substantial number of room-nights can be generated. Major Jefferson City events include the following:



Market Analysis



Jefferson City Events - Sellout of Local Hotels			
Event	Dates	Estimated Attendance	Estimated Participants
Futsal Super Cup	Feb 2nd-4th	1,500	630
Lutheran Sports Assn Missouri Basketball	Feb 23-25	800	n/a
Missouri State Gymnastics	March 7-10	2,100	925
Missouri State Basketball Championships	March 15-17	1,500	650.0
Skills USA Missouri 2024	April 4-6	3,500	3,500
Missouri Presidents Cup	April 13-14	1,700	720.0
Shelby Fest	May 2-4	15,000	n/a
Lincoln University Commencement	May 11	10,000+	n/a
Missouri State High School Athleti	May 17 -18	9,264	2,316
Missouri State High School Athletic Assn State Track Championships 2nd weekend	May 24-25	6,500	1,798.0
Salute to America	July 4	13,900	n/a
Show Me State Air Show	September 13-14	6,500	n/a
Special Olympics Missouri Outdoor	October 11-13	2,500	1,000
Lincoln University Homecoming 2024	October 18-19	10,000+	n/a
Lutheran Sports Assn Missouri Vo	October 25-26	400	150

Source: Jefferson City CVB

Segmented Demand Growth Conclusions

In estimating demand growth for the subject's market, we considered several factors. Market demand is expected to improve throughout the year in line with projected general economic growth trends. Group demand is anticipated to return around 2027 and 2028 due to the opening of the Subject hotel

Considering the above factors, we estimated a stabilized demand increase of 3% annually. For years 2027, 2028, and 2029, the group segment is project to increase at 4%, 7%, and 4%, respectively as the new Subject hotel facility compresses room nights into the other competitive hotels before returning 3% by 2030. Based on historic trends for the various demand

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segments, the state of the local and national economies, and conversations with local hotel operators in the marketplace, the applicable demand segments are projected to exhibit the following annual demand growth trends.

Annual Demand Growth Rates								
Segment	2024	2025	2026	2027	2028	2029	2030	2031 and beyond
CORPORATE	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%
LEISURE	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%
GROUP	3.0%	3.0%	3.0%	4.0%	7.0%	4.0%	3.0%	3.0%

Compiled by CBRE

Latent Demand

Latent demand represents potential room nights in the marketplace that is not being satisfied. It comes in two forms: induced demand and displaced demand.

Induced Demand

Induced demand represents room nights accruing to the market area due to the introduction of a new demand generator (such as a convention center or a major company), or the introduction of a new hotel that has distinct advantages over the existing competitors.

Based on the interviews, a significant portion of the subject's demand will come from the return of conference and group demand to the market. We have estimated 60% to 70% of the subject's demand will be induced from the previously turned away demand.

Market Demand Summary

Based on the preceding discussion of demand characteristics, expected growth rates, our projections of supply and demand are presented below, along with the resulting projection of market area occupancy.



Market Analysis



Projected Base Demand, Annual Growth, and Market-Wide Occupancy							
Competitive Set Year Ending 12/31/	2023	2024	2025	2026	2027	2028	2029
CORPORATE							
Annual Growth		3.0%	3.0%	3.0%	3.0%	3.0%	3.0%
Base Nightly Demand	213	219	226	233	240	247	254
Annual Room Nights	77,729	80,060	82,462	84,936	87,484	90,109	92,812
Induced Demand	-	-	-	-	2,078	3,621	3,730
Subtotal	77,729	80,060	82,462	84,936	89,562	93,730	96,542
LEISURE							
Annual Growth		3.0%	3.0%	3.0%	3.0%	3.0%	3.0%
Base Nightly Demand	99	102	105	108	111	114	118
Annual Room Nights	35,997	37,077	38,189	39,335	40,515	41,731	42,983
Induced Demand	-	-	-	-	2,078	3,621	3,730
Subtotal	35,997	37,077	38,189	39,335	42,593	45,352	46,712
GROUP							
Annual Growth		3.0%	3.0%	3.0%	4.0%	7.0%	4.0%
Base Nightly Demand	80	82	84	87	91	97	101
Annual Room Nights	29,071	29,943	30,842	31,767	33,038	35,350	36,764
Induced Demand	-	-	-	-	16,626	29,634	30,819
Subtotal	29,071	29,943	30,842	31,767	49,664	64,984	67,584
Totals							
CORPORATE	77,729	80,060	82,462	84,936	89,562	93,730	96,542
LEISURE	35,997	37,077	38,189	39,335	42,593	45,352	46,712
GROUP	29,071	29,943	30,842	31,767	49,664	64,984	67,584
Total Market Demand	142,798	147,081	151,493	156,038	181,820	204,066	210,838
Growth over Prior Year		3.0%	3.0%	3.0%	16.5%	12.2%	3.3%
Market Statistics							
Existing Rooms Supply	814	814	814	814	814	814	814
Proposed Rooms Supply	-	-	-	-	146	250	250
Total Available Room Nights	297,110	297,110	297,110	297,110	350,400	388,360	388,360
Growth over Prior Year		0.0%	0.0%	0.0%	17.9%	10.8%	0.0%
Accommodated Market Occupancy	48.1%	49.5%	51.0%	52.5%	51.9%	52.5%	54.0%

¹ After the base year, displaced demand grows at the respective segment's annual growth rate.

² If a market occupancy cap is used, accommodated market demand may not equal implied accommodated room night demand.

Source: CBRE

As shown in the table above, the accommodated market occupancy is forecast to remain stable based on year-to-date trends. The occupancy decrease in 2027 is attributed to the subject property entering the market. It is then anticipated to reach stabilization in 2029 at 54%, accounting for the additional groups and meeting business generated by the Subject Hotel's conference center.

Forecast of Occupancy and Average Daily Rate

The average daily rate and the overall occupancy of a lodging facility are the foundation for the property's financial performance. While a property's other revenue components (food and beverage, telephone, spa, other income, etc.) are crucial to the operation of the hotel, they are dependent on the overall number of occupied rooms. Furthermore, the occupancy and average daily rate of a hotel are highly correlated. In reality, one cannot make a projection of one

Market Analysis



without a projection of the other. Therefore, while we have made specific projections of occupancy, we have also considered the subject's positioned rate in our forecast.

To project the future occupancy levels of the subject, we estimated the level of patronage by market segment that can be reasonably captured (penetration). The extent to which the subject can capture demand from each market segment was estimated by performing a fair share penetration analysis.

A hotel's fair share is defined as the number of available rooms divided by the total supply of available rooms in the competitive market, including the subject.

Penetration

Penetration is the relationship between a market's fair share and its actual share of the overall demand. For example, a 100-room hotel would equate to 10% of a 1,000-room competitive set. If this hotel were to capture 10% of the overall lodging demand, it would penetrate the market by 100 percent.

Market penetration, or penetration rate, is the ratio of captured demand to fair share of demand. Factors indicating competitive advantages are typically reflected in penetration rates above 100 percent, while, conversely, competitive disadvantages are reflected in penetration rates below 100 percent. Actual penetration of each market segment by the subject may deviate from fair market share for many reasons, including the following:

- The competitive advantages or disadvantages of the hotel versus the competition taking into consideration such factors as age, location, room rate structure, chain affiliation, quality of management, marketing efforts, and image;
- The physical characteristics of the property, e.g., size, amenities, food & beverage outlets, meeting facilities, property condition, etc.
- Management objectives and marketing strategies.
- Capacity constraints of both the subject property and the market.

The estimated stabilized (2029) market penetration rates of the subject is illustrated as follows:

Proposed JC Conference Hotel 2029 Mix Of Demand And Market Penetration			
Market Segment	Room Nights	Ratio	Penetration
Corporate	19,855	33%	88%
Leisure	8,734	15%	80%
Group	31,590	52%	200%
Total	60,179	100%	122%

Compiled by CBRE



Market Analysis



Corporate Penetration

The subject will under-penetrate in the Corporate segment as more room nights are allocated to the groups.

Leisure Penetration

The subject will under-penetrate in the Leisure segment due to the focus on group bookings and the higher price point as leisure demand is price sensitive.

Group Penetration

The subject will be the premier headquarter conference Hotel in the market. At this time, no other competitive property will be able to attract the groups that are anticipated to come to the market once the subject hotel and conference center opens. As such, it will be over-penetrating the local market significantly.

Total Penetration

The projections of captured penetration rates for the subject by demand segment along with the resulting projections of occupied room-nights are illustrated as follows:

Market Analysis



Projected Subject Penetration Schedule					
Year Ending 12/31/	2027	2028	2029	2030	2031
Subject Property Fair Share					
Market Room Supply	960	1,064	1,064	1,064	1,064
Subject Avg. Room Count	146	250	250	250	250
Fair Share	15.2%	23.5%	23.5%	23.5%	23.5%
Room Nights Captured by Subject					
CORPORATE					
Fair Share	15.2%	23.5%	23.5%	23.5%	23.5%
Penetration Factor	85.0%	85.0%	88.0%	88.0%	88.0%
Market Share	12.9%	20.0%	20.7%	20.7%	20.7%
Demand	89,562	93,730	96,027	96,027	96,027
Capture	11,578	18,720	19,855	19,855	19,855
LEISURE					
Fair Share	15.2%	23.5%	23.5%	23.5%	23.5%
Penetration Factor	78.0%	79.0%	80.0%	80.0%	80.0%
Market Share	11.9%	18.6%	18.8%	18.8%	18.8%
Demand	42,593	45,352	46,463	46,464	46,464
Capture	5,053	8,418	8,734	8,734	8,734
GROUP					
Fair Share	15.2%	23.5%	23.5%	23.5%	23.5%
Penetration Factor	190.0%	195.0%	200.0%	200.0%	200.0%
Market Share	28.9%	45.8%	47.0%	47.0%	47.0%
Demand	49,664	64,984	67,223	67,224	67,224
Capture	14,351	29,774	31,590	31,590	31,590
Total Capture	30,981	56,912	60,179	60,179	60,179
Subject Occupancy	58.1%	62.4%	65.9%	65.9%	65.9%
Penetration as % of Fair Market Share	112.0%	118.7%	122.1%	122.1%	122.1%

Compiled by CBRE

The subject is projected to open in June 2027 and achieve a rounded 58% occupancy for the partial calendar year. It will ramp to 62% in year 2 (2028), the first full year of operation. We project a rounded 66% as the stabilized occupancy for the subject in 2029. This is roundly 4 percentage points below the occupancy leader in the market, the 121-room Courtyard. Since the subject is a 250-room hotel, it will be one of the largest properties in the market, therefore it is reasonable to position occupancy below the market leader. The stabilized occupancy figure is intended to be an average figure over the projected holding period.

Conversion to a Fiscal Year

The proposed Subject hotel will open June 1, 2027. The first full operating year will be the year ending May 31, 2028. The following table presents the previous estimates of occupancy in calendar years converted to the fiscal year beginning June 1, 2027, the first full year of the projected cash flows.



Market Analysis



Subject Property Estimated Occupancy Adjusted to Projection Dates										
Year Ending 12/31/	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032
Room Nights Captured	---	0	0	0	30,981	56,912	60,179	60,179	60,179	60,179
Available Room Nights	---	0	0	0	53,290	91,250	91,250	91,250	91,250	91,250
Potential Subject Occupancy	---	0.0%	0.0%	0.0%	58.1%	62.4%	65.9%	65.9%	65.9%	65.9%
Rounded Occupancy	---	0%	0%	0%	58%	62%	66%	66%	66%	66%
Overall Potential Subject Market Share	---	0%	0%	0%	17%	28%	29%	29%	29%	29%
Overall Potential Subject Penetration	---	0%	0%	0%	112%	119%	122%	122%	122%	122%

Adjusted to Fiscal Year Ending 5/31/	2028	2029	2030	2031	2032	2033	2034	2035	2036
First Year %	58%	58%	58%	58%	58%	58%	58%	58%	58%
Second Year %	42%	42%	42%	42%	42%	42%	42%	42%	42%
Adjusted Room Nights Accommodated	54,884	58,284	60,179	60,179	60,179	60,179	60,179	60,179	60,179
Projection Period Fiscal Year Occupancy	60.1%	63.9%	65.9%	65.9%	65.9%	65.9%	65.9%	65.9%	65.9%
Rounded Occupancy	60%	64%	66%	66%	66%	66%	66%	66%	66%
Overall Market Occupancy	52%	53%	54%	54%	54%	54%	54%	54%	54%
Overall Market Share	22%	28%	29%	29%	29%	29%	29%	29%	29%
Overall Penetration	115%	120%	122%	122%	122%	122%	122%	122%	122%
Captured Room Nights	54,750	58,400	60,225	60,225	60,225	60,225	60,225	60,225	60,225

Compiled by CBRE

Average Daily Rate

As noted previously, one of the most important considerations in deriving an opinion of market feasibility of a hotel is its forecast of a supportable Average Daily Rate (ADR). The ADR of a hotel can be calculated by dividing the total rooms revenue by the total number of occupied rooms achieved during a specified period of time.

Subject's Competitive Positioning

Although the forecast of average daily rate follows the discussion of future occupancy, these two figures are highly correlated, and one cannot make projections of occupancy without specific assumptions of ADR. This relationship is defined by RevPAR, or Revenue Per Available Room. Theoretically, for example, if a lodging property's ADR increases substantially (with no market influencing factors), its occupancy would decrease. Conversely, if a property's ADR decreases, an increase in occupancy would be anticipated. In each instance, RevPAR would remain unchanged.

After review of proprietary data and interviews, the competitive set properties suggest an ADR range of approximately \$75 to \$160, as of 2023. Furthermore, the weighted average for the market, excluding the subject, was estimated at \$126.65 in 2023.

As previously discussed, the subject is considered to have upscale brand positioning and be a flagship property in the market bringing significant group demand to the market. As such, we assume the property will be a rate leader in the market and positioned at \$150, as if it were open and stabilized in 2023. New properties often offer discounted rates to build a market reputation. As such in year 1 (2027) and year 2 (2028), ADR was discounted by 5% and 2%,

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respectively. Since this is within the market range and takes into consideration the recommended facilities, branding, and location, we consider this positioning reasonable.

As shown previously, the market data provided by Smith Travel Research for the subject's competitive lodging market show that ADR increased at an average annual rate of 3.7% between 2016 and 2023. ADR also increased significantly in 2021 and 2022 as well as a slight increase in 2023. Furthermore, year to date through February is indicating a year of significant ADR gains.

Considering all of these factors, the market ADR is estimated to increase 5% in the base year and stabilize at 3% in 2025. We assume the subject's ADR would follow a similar trajectory to the market as if it were open.

The calendar year and fiscally adjusted projections of ADR growth for the competitive market and the subject are illustrated in the following table.

Competitive Market & Subject's Calendar Year and Fiscally Adjusted ADR Estimates						
Competitive Set Average Including Subject (Calendar Year 2023)						\$127.25
Calendar Year	% Growth	Indicated ADR	Constant 2023 Dollars	Fiscal Yr Ending 05/31	% Growth	Indicated ADR
2024	5.0%	\$133.61	\$129.72	2024	2.07%	\$129.88
2025	3.0%	\$137.62	\$129.72	2025	4.17%	\$135.30
2026	3.0%	\$141.75	\$129.72	2026	3.00%	\$139.36
2027	3.0%	\$146.00	\$129.72	2027	3.00%	\$143.54
2028	3.0%	\$150.38	\$129.72	2028	3.00%	\$147.84
2029	3.0%	\$154.89	\$129.72	2029	3.00%	\$152.28
2030	3.0%	\$159.54	\$129.72	2030	3.00%	\$156.85
2031	3.0%	\$164.32	\$129.72	2031	3.00%	\$161.55
2032	3.0%	\$169.25	\$129.72	2032	3.00%	\$166.40
2033	3.0%	\$174.33	\$129.72	2033	3.00%	\$171.39

Subject's Positioned ADR (Calendar Year 2023)							\$150.00		
Calendar Year	% Growth	Indicated ADR	Constant 2023 Dollars	As Complete: Fiscal Yr Ending 05/31	% Growth	Indicated ADR	Discount	Adj. ADR	Index
2024	5.0%	\$157.50	\$152.91	2024	2.07%	\$153.10			
2025	3.0%	\$162.23	\$152.91	2025	4.17%	\$159.49	0.0%	\$159.49	117.9%
2026	3.0%	\$167.09	\$152.91	2026	3.00%	\$164.28	0.0%	\$164.28	117.9%
2027	3.0%	\$172.10	\$152.91	2027	3.00%	\$169.20	5.0%	\$160.74	112.0%
2028	3.0%	\$177.27	\$152.91	2028	3.00%	\$174.28	2.0%	\$170.79	115.5%
2029	3.0%	\$182.59	\$152.91	2029	3.00%	\$179.51	0.0%	\$179.51	117.9%
2030	3.0%	\$188.06	\$152.91	2030	3.00%	\$184.89	0.0%	\$184.89	117.9%
2031	3.0%	\$193.71	\$152.91	2031	3.00%	\$190.44	0.0%	\$190.44	117.9%
2032	3.0%	\$199.52	\$152.91	2032	3.00%	\$196.15	0.0%	\$196.15	117.9%
2033	3.0%	\$205.50	\$152.91	2033	3.00%	\$202.04	0.0%	\$202.04	117.9%

Compiled by CBRE

We assume the property will open with discounted introductory rates in years 1 and 2. Our projections result in an ADR index for the subject of 112.0% in the first projection year and a stabilized ADR index of 117.9%. These estimates are considered reasonable based on the subject's brand positioning, location, amenities, and age/condition relative to its competitors.



Market Analysis



Conclusion

The subject's occupancy, ADR, RevPAR, Revenue Yield and corresponding room revenue for the first several years of our projection analysis are illustrated as follows:

Occupancy, ADR, and Rooms Revenue Conclusions				
Fiscal Year Ending 5/31/	Stab'd Year			
	2028	2029	2030	2031
Avg. Available Rooms	250	250	250	250
Annual Room Nights	91,250	91,250	91,250	91,250
Occupancy	60%	64%	66%	66%
Occupied Rooms	54,750	58,400	60,225	60,225
ADR	\$170.79	\$179.51	\$184.89	\$190.44
RevPAR	\$102.48	\$114.89	\$122.03	\$125.69
RevPAR Growth	---	12.1%	6.2%	3.0%
Revenue Yield	132.8%	141.9%	144.1%	144.1%
Total Rooms Revenue	\$9,351,006	\$10,483,305	\$11,135,236	\$11,469,293

Source: CBRE

Our projections include a sustainable occupancy and market supported ADR. The stabilized revenue yield for the subject of 144.1% is considered reasonable based on the subject's brand positioning, location, amenities, and age/condition relative to local competitors.

As an additional test of reasonableness, regional hotel and conference/convention centers were analyzed as a benchmark. The properties were selected based on their facilities, branding, location, types of group demand and/or the available data. The conclusions for the subject hotel fall within the range of these additional benchmark properties. The table below summarizes the 2023 performance of the select benchmark hotels.

Market Analysis



Regional Conference/Convention Hotels				
Hotel		Rooms	Meeting Space	Meeting Space Per Room
Hyatt Regency Saint Louis Riverfront	St. Louis	910	56,554	62
Westin Crown Center	Kansas City	724	62,631	87
Marriott St. Louis Grand	St. Louis	917	54,871	60
Marriott Kansas City Downtown	Kansas City	983	72,589	74
Margaritaville Lake of the Ozarks	Osage Beach	507	76,000	150
InterContinental Kansas City	Kansas City	371	29,000	78
The Skirvin OKC	Oklahoma City	225	16,982	75
Chateau on the Lake	Branson	301	53,000	176
Omni Oklahoma City	Oklahoma City	605	76,000	126
Live! By Loews	St Louis	216	10,500	49
Total/Avg		5,759	508,127	88
2023 Performance	Weighted Average	Min	Max	
ADR	\$172.92	\$159.44	\$204.60	
Occupancy	58.5%	51.9%	70.9%	
RevPAR	\$101.24	\$83.54	\$125.83	
Subject (As if Open in 2023)				
ADR	\$150.00			
Occupancy	66.0%			
RevPAR	\$99.00			

Source: CBRE Hotels, Hotel Website

Based on the foregoing analysis, the indicated occupancy and ADR figures are achievable. Although it is possible that the subject will experience growth in occupancy and ADR above those estimated in this report, it is also possible that sudden economic downturns, unexpected additions to rooms supply, or other external factors will force the property below the selected point of stability. Consequently, the estimated occupancy and ADR levels are representative of the most likely potential operations of the subject over the projected holding period based on our analysis of the market as of the date of this market study.



Pages 35-56 of this document are redacted and closed under Sec. 610.021(12) RSMo., in that redacted and closed portions are related to a negotiated contract



Assumptions and Limiting Conditions

1. The Terms and Conditions herein are part of an assignment agreement (the "Agreement") for consulting services ("Services") between CBRE, Inc. ("CBRE") and the client signing this Agreement and for whom the Services will be performed (the "Client") for the property identified herein (the "Property") and shall be deemed a part of such Agreement as though fully set forth therein. In addition, with respect to any report prepared by CBRE pursuant to the Agreement (the "Report"), any use of, or reliance on, the Report by any Intended User constitutes acceptance of these Terms and Conditions as well as acceptance of all qualifying statements, limiting conditions, and assumptions stated in the Report. The Agreement shall be governed and construed by the laws of the state where the CBRE office executing this Agreement is located without regard to conflicts of laws principles.
2. Client shall be responsible for the payment of all fees stipulated in this Agreement. Payment of the fees and preparation of the Report are not contingent upon any predetermined value or on any action or event resulting from the analyses, opinions, conclusions, or use of the Report. Final payment is due as provided in the Proposal Specifications Section of this Agreement. If a draft Report is requested, the fee is considered earned upon delivery of the draft Report. It is understood that the Client may cancel this assignment in writing at any time prior to delivery of the completed Report. In such event, the Client is obligated to pay CBRE for the time and expenses incurred (including, but not limited to, travel expenses to and from the job site) prior to the effective date of cancellation, with a minimum charge of \$500. Hard copies of the Reports are available at a cost of \$250 per original color copy and \$100 per photocopy (black and white), plus shipping fees of \$30 per Report.
3. If CBRE is subpoenaed or ordered to give testimony, produce documents or information, or otherwise required or requested by Client or a third party to participate in meetings, phone calls, conferences, litigation or other legal proceedings (including preparation for such proceedings) because of, connected with or in any way pertaining to this engagement, the Consulting Report, the CBRE's expertise, or the Property, Client shall pay CBRE's additional costs and expenses, including but not limited to CBRE's attorneys' fees, and additional time incurred by CBRE based on CBRE's then-prevailing hourly rates and related fees. Such charges include and pertain to, but are not limited to, time spent in preparing for and providing court room testimony, depositions, travel time, mileage and related travel expenses, waiting time, document review and production, and preparation time (excluding preparation of the Consulting Report), meeting participation, and CBRE's other related commitment of time and expertise. Hourly charges and other fees for such participation will be provided upon request. In the event Client requests additional consulting services beyond the scope and purpose stated in the Agreement, Client agrees to pay additional fees for such services and to reimburse related expenses, whether or not the completed report has been delivered to Client at the time of such request.
4. CBRE shall have the right to terminate this Agreement at any time for cause effective immediately upon written notice to Client on the occurrence of fraud or the willful misconduct of Client, its employees or agents, or without cause upon 5 days written notice.
5. In the event Client fails to make payments when due then, from the date due until paid, the amount due and payable shall bear interest at the maximum rate permitted in the state where the office is located for the CBRE executing the Agreement. **EACH PARTY, AFTER HAVING THE OPPORTUNITY TO CONSULT WITH COUNSEL OF ITS CHOICE, KNOWINGLY AND VOLUNTARILY, WAIVES ANY RIGHT TO TRIAL BY JURY IN THE EVENT OF LITIGATION IN ANY WAY RELATED TO THIS AGREEMENT.**
6. CBRE assumes there are no major or significant items or issues affecting the Property that would require the expertise of a professional building contractor, engineer, or environmental consultant for CBRE to prepare a valid report hereunder. Client acknowledges that such additional expertise is not covered in the fee and agrees that, if such additional expertise is required, it shall be provided by others at the discretion and direction of the Client, and solely at Client's additional cost and expense.
7. Client acknowledges that CBRE is being retained hereunder as an independent contractor to perform the Services described herein and nothing in this Agreement shall be deemed to create any other relationship between Client and CBRE. Unless otherwise stated in this Agreement, Client shall not

- designate or disclose CBRE or any of its agents or employees as an expert or opinion witness in any court, arbitration, or other legal proceedings without the prior written consent of CBRE.
8. This assignment shall be deemed concluded and the Services hereunder completed upon delivery to Client of the Report discussed herein.
 9. All statements of fact in the report which are used as the basis of the CBRE's analyses, opinions, and conclusions will be true and correct to CBRE's actual knowledge and belief. CBRE does not make any representation or warranty, express or implied, as to the accuracy or completeness of the information or the condition of the Property furnished to CBRE by Client or others. TO THE FULLEST EXTENT PERMITTED BY LAW, CBRE DISCLAIMS ANY GUARANTEE OR WARRANTY AS TO THE OPINIONS AND CONCLUSIONS PRESENTED ORALLY OR IN ANY CONSULTING REPORT, INCLUDING WITHOUT LIMITATION ANY WARRANTY OF FITNESS FOR ANY PARTICULAR PURPOSE EVEN IF KNOWN TO CBRE. Furthermore, the conclusions and any permitted reliance on and use of the Consulting Report shall be subject to the assumptions, limitations, and qualifying statements contained in the report.
 10. CBRE shall have no responsibility for legal matters, including zoning, or questions of survey or title, soil or subsoil conditions, engineering, or other similar technical matters. The report will not constitute a survey of the Property analyzed.
 11. Client shall provide CBRE with such materials with respect to the assignment as are requested by CBRE and in the possession or under the control of Client. Client shall provide CBRE with sufficient access to the Property to be analyzed, and hereby grants permission for entry unless discussed in advance to the contrary.
 12. The data gathered in the course of the assignment (except data furnished by Client, "Client Information") and the Report prepared pursuant to the Agreement are, and will remain, the property of CBRE. With respect to Client Information provided by Client, CBRE shall not violate the confidential nature of the appraiser-client relationship by improperly disclosing any confidential and proprietary Client Information furnished to CBRE. Notwithstanding the foregoing to the contrary, CBRE is authorized by Client to disclose all or any portion of the Report and related data as may be required by applicable law, statute, government regulation, legal process, or judicial decree, including to appropriate representatives of the Appraisal Institute if such disclosure is required to enable CBRE or its employees and agents to comply with the Bylaws and Regulations of the Appraisal Institute as now or hereafter in effect.
 13. Unless specifically noted, in preparing the Report CBRE will not be considering the possible existence of asbestos, PCB transformers, or other toxic, hazardous, or contaminated substances and/or underground storage tanks (collectively, "Hazardous Materials") on or affecting the Property, or the cost of encapsulation or removal thereof. Further, Client represents that there are no major or significant repairs, improvements or deferred maintenance of the Property that would require the expertise of a professional cost estimator, engineer, architect or contractor. If any such repairs, improvements or maintenance are needed, the estimates for such repairs, improvements or maintenance are to be prepared by other parties pursuant to a separate written agreement in Client's sole discretion and direction, and are not deemed part of the Services or otherwise covered as part of the fee hereunder.
 14. In the event Client intends to use the Report in connection with a tax matter, Client acknowledges that CBRE provides no warranty, representation or prediction as to the outcome of such tax matter. Client understands and acknowledges that any relevant taxing authority (whether the Internal Revenue Service or any other federal, state or local taxing authority) may disagree with or reject the Report or otherwise disagree with Client's tax position, and further understands and acknowledges that the taxing authority may seek to collect additional taxes, interest, penalties or fees from Client beyond what may be suggested by the Report. Client agrees that CBRE shall have no responsibility or liability to Client or any other party for any such taxes, interest, penalties or fees and that Client will not seek damages or other compensation from CBRE relating to any such taxes, interest, penalties or fees imposed on Client, or for any attorneys' fees, costs or other expenses relating to Client's tax matters.
 15. LIMITATION OF LIABILITY. NOTWITHSTANDING ANY PROVISION OF THIS AGREEMENT TO THE CONTRARY:
(A) EXCEPT TO THE EXTENT ARISING FROM SECTION 16, OR SECTION 17 IF APPLICABLE, IN NO EVENT SHALL EITHER PARTY OR ANY OF ITS AFFILIATES, OFFICERS, DIRECTORS, EMPLOYEES, AGENTS, OR CONTRACTORS BE LIABLE TO THE OTHER PARTY, FOR ANY LOST OR PROSPECTIVE PROFITS OR ANY OTHER INDIRECT, CONSEQUENTIAL, SPECIAL, INCIDENTAL, PUNITIVE, INDIRECT OR OTHER EXEMPLARY LOSSES OR DAMAGES, WHETHER BASED IN CONTRACT, WARRANTY, INDEMNITY,



Assumptions and Limiting Conditions



- NEGLIGENCE, STRICT LIABILITY OR OTHER TORT OR OTHERWISE, REGARDLESS OF THE FORESEEABILITY OR THE CAUSE THEREOF.
- (B) EXCEPT TO THE EXTENT ARISING FROM SECTION 16, OR SECTION 17 IF APPLICABLE, AGGREGATE DAMAGES IN CONNECTION WITH THIS AGREEMENT FOR EITHER PARTY (EXCLUDING THE OBLIGATION TO PAY THE FEES AND COSTS REQUIRED HEREUNDER) SHALL NOT EXCEED THE GREATER OF THE TOTAL FEES PAYABLE TO CBRE UNDER THIS AGREEMENT OR TEN THOUSAND DOLLARS (\$10,000).
- (C) CBRE SHALL HAVE NO LIABILITY WITH RESPECT TO ANY LOSS, DAMAGE, CLAIM OR EXPENSE INCURRED BY OR ASSERTED AGAINST CLIENT ARISING OUT OF, BASED UPON OR RESULTING FROM CLIENT'S OR ANY INTENDED USER'S FAILURE TO PROVIDE ACCURATE OR COMPLETE INFORMATION OR DOCUMENTATION PERTAINING TO ANY SERVICES OR REPORT ORDERED UNDER OR IN CONNECTION WITH THIS AGREEMENT, INCLUDING CLIENT'S OR ANY INTENDED USER'S FAILURE, OR THE FAILURE OF ANY OF CLIENT'S OR ANY INTENDED USER'S RESPECTIVE OFFICERS, DIRECTORS, MEMBERS, PRINCIPALS, AGENTS OR EMPLOYEES, TO PROVIDE A COMPLETE AND ACCURATE COPY OF THE REPORT TO ANY THIRD PARTY. CBRE SHALL HAVE NO LIABILITY WHATSOEVER FOR REPORTS OR DELIVERABLES THAT ARE SUBMITTED IN DRAFT FORM.
- (D) THE LIMITATIONS OF LIABILITY IN SUBSECTIONS 15(A) AND 15(B) ABOVE SHALL NOT APPLY IN THE EVENT OF A FINAL FINDING BY A COURT OF COMPETENT JURISDICTION THAT SUCH LIABILITY IS THE RESULT OF A PARTY'S FRAUD OR WILLFUL MISCONDUCT.
16. Client shall not disseminate, distribute, make available or otherwise provide any Report prepared hereunder to any third party (including without limitation, incorporating or referencing the Report, in whole or in part, in any offering, including, but not limited to any offering of the Property or any securities offering as defined by applicable law, or other material intended for review by other third parties) except (i) to any third party (a) identified in the Agreement as an Intended User subject to the terms and conditions of this Agreement or (b) otherwise expressly acknowledged in a separate writing executed by CBRE, such third party and Client, setting forth that such third party is an "Intended User" of the Report and providing CBRE with an acceptable release from such third party with respect to such Report or wherein Client provides acceptable indemnity protections to CBRE against any claims resulting directly from the distribution of the Report to such third party; (ii) to any third party service provider (including accountants, attorneys, rating agencies and auditors) using the Report in the course of providing Services for the sole benefit of an Intended User and limited to the Intended Use of the Report as defined in this Agreement, or (iii) to the extent required by applicable law, statute, government regulation, legal process, or judicial decree.
- (b) In the event CBRE consents, in writing, to Client incorporating or referencing the Report in any offering or other materials intended for review by other parties, Client shall not distribute, file, or otherwise make such other materials available to any such parties unless and until Client has provided CBRE with complete copies of such offering or other materials and CBRE has approved the inclusion of the Report, or reference to the Report and/or CBRE, in such offering and other materials in writing. Further, CBRE's consent to such inclusion of the Report, or reference to the Report and/or CBRE, in any securities offering is subject to (i) CBRE's and CBRE's securities counsel's review and approval, in writing, of any inclusion of the Report, or reference to the Report and/or CBRE, in such securities offering; (ii) Client shall not modify the Report, any such inclusion of or reference to the Report and/or CBRE in such securities offering once approved by CBRE and its securities counsel in writing; and (iii) Client shall reimburse CBRE for its out-of-pocket costs and expenses, including attorneys' fees, arising from legal review of such securities offering and related materials on CBRE's behalf.
- (c) In the absence of satisfying the conditions of this Section 16 with respect to any party who is not designated as an Intended User, in no event shall the receipt of a Report by such party extend any right to the party to use and rely on such Report, and CBRE shall have no liability for such unauthorized use and reliance on any Report.
- (d) In the event Client breaches the provisions of this Section 16, Client shall indemnify, defend and hold CBRE and its affiliates and their officers, directors, employees, contractors, agents and other representatives (CBRE and each of the foregoing an "Indemnified Party" and collectively the "Indemnified Parties"), fully harmless from and against all losses, liabilities, damages and expenses (collectively, "Damages") claimed against, sustained or incurred by any Indemnified Party arising out of or in connection with such breach, regardless of any negligence on the part of any Indemnified Party in preparing the Report.

Assumptions and Limiting Conditions



17. In the event Client incorporates or references the Report, in whole or in part, in any offering, including, but not limited to any offering of the Property or any securities offering as defined by applicable law, or other material intended for review by other parties, Client shall indemnify, defend and hold each of the Indemnified Parties harmless from and against any Damages in connection with (i) any transaction contemplated by this Agreement or in connection with the Report or the engagement of or performance of Services by any Indemnified Party hereunder, (ii) any Damages claimed by any user or recipient of the Report, whether or not an Intended User, (iii) any actual or alleged untrue statement of a material fact, or the actual or alleged failure to state a material fact necessary to make a statement not misleading in light of the circumstances under which it was made with respect to all information furnished to any Indemnified Party or made available to a prospective party to a transaction, or (iv) an actual or alleged violation of applicable law by an Intended User (including, without limitation, securities laws) or the negligent or intentional acts or omissions of an Intended User (including the failure to perform any duty imposed by law); and will reimburse each Indemnified Party for all reasonable fees and expenses (including fees and expenses of counsel) (collectively, "Expenses") as incurred in connection with investigating, preparing, pursuing or defending any threatened or pending claim, action, proceeding or investigation (collectively, "Proceedings") arising therefrom, and regardless of whether such Indemnified Party is a formal party to such Proceeding. Client agrees not to enter into any waiver, release or settlement of any Proceeding (whether or not any Indemnified Party is a formal party to such Proceeding) without the prior written consent of CBRE (which consent will not be unreasonably withheld or delayed) unless such waiver, release or settlement includes an unconditional release of each Indemnified Party from all liability arising out of such Proceeding.
18. Time Period for Legal Action. Unless the time period is shorter under applicable law, except in connection with Section 16 and Section 17, CBRE and Client agree that any legal action or lawsuit by one party against the other party or its affiliates, officers, directors, employees, contractors, agents, or other representatives, whether based in contract, warranty, indemnity, negligence, strict liability or other tort or otherwise, relating to (a) this Agreement, (b) any Services or Reports under this Agreement or (c) any acts or conduct relating to such Services or Reports, shall be filed within two (2) years from the date of delivery to Client of the Report to which the claims or causes of action in the legal action or lawsuit relate. The time period stated in this section shall not be extended by any incapacity of a party or any delay in the discovery or accrual of the underlying claims, causes of action or damages.
19. Miscellaneous.
- (a) This Agreement contains the entire agreement and understanding of the parties with respect to the subject matter hereof. This Agreement may not be amended, modified or discharged, nor may any of its terms be waived except by written agreement of both parties. This Agreement may be executed in counterparts, each of which shall be deemed an original, but all of which shall constitute one and the same instrument. A signed copy of this Agreement transmitted by facsimile, email, or other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original executed copy of this Agreement for all purposes.
- (b) Neither party shall assign this Agreement in whole or in part (other than by operation of law) to any person or entity without the prior written consent of the other party. Subject to the foregoing, this Agreement and all of its provisions shall be binding upon and shall inure to the benefit of the parties and their respective successors and permitted assigns.
- (c) No consent or waiver, either expressed or implied, by a party to or of any breach or default, shall be construed to be a consent or waiver to or of any other breach or default in the performance of any obligations hereunder. Failure of a party to complain or declare the other party in default shall not constitute a waiver by such party of rights and remedies hereunder.
- (d) Except as hereinafter provided, no delay or failure in performance by a party shall constitute a default hereunder to the extent caused by Force Majeure. Unless the Force Majeure substantially frustrates performance of the Services, Force Majeure shall not operate to excuse, but only to delay, performance of the Services. If Services are delayed by reason of Force Majeure, CBRE promptly shall notify Client. Once the Force Majeure event ceases, CBRE shall resume performance of the Services as soon as possible. As used herein, "Force Majeure" means any event beyond the control of the Party claiming inability to perform its obligations and which such Party is unable to prevent by the exercise of reasonable diligence, including, without limitation, the combined action of workers, fire, acts of terrorism, catastrophes, changes in laws, condemnation of property, governmental actions or delays, national emergency, war, civil disturbance, floods, unusually severe weather conditions, endemic or pandemic, or other acts of God. Inability to pay



or financial hardship shall not constitute Force Majeure regardless of the cause thereof and whether the reason is outside a party's control.

- (e) The parties acknowledge that CBRE or an affiliate may be involved in representing other parties in real estate transactions involving Client or its affiliates or involved in the ownership or management of the Property. If, at any time, any CBRE personnel performing the Services hereunder actually becomes aware that Client is involved in any material way in any proposed transaction whereby CBRE or an affiliate represents any other party to that transaction, CBRE agrees to notify Client promptly upon discovering such facts. In the event of a conflict between CBRE's engagement by Client under this Agreement with respect to such transaction and the obligations of CBRE or its affiliate to another party with respect to such transaction, at Client's request, CBRE shall establish appropriate internal procedures and confidentiality barriers to prevent any communication or collusion between those employees of CBRE or CBRE's affiliates who represent parties in such transactions in which such a conflict of interest may exist, or Client may require that CBRE cancel this assignment with respect to such transaction.
- (f) Any provision of this Agreement that, by its language, contemplates performance or observation subsequent to any termination or expiration of this Agreement shall survive such termination or expiration and shall continue in full force and effect.
- (g) If any provision of this Agreement, or application thereof to any person or circumstance, shall to any extent be invalid, then such provision shall be modified, if possible, to fulfill the intent of the parties reflected in the original provision. The remainder of this Agreement, or the application of such provision to person or circumstance other than those as to which it is held invalid, shall not be affected thereby, and each provision of this Agreement shall be valid and enforced to the fullest extent permitted by law.



PARKING STUDY

While the city’s decision to replace the Madison Street parking garage presents an exceptional opportunity for this redevelopment project, it also brings the challenges of increased parking demand and accommodating existing demand during construction. Planning for the parking needs of the project demands a precise understanding of where, when, and how parking needs will evolve throughout the project. To ensure alignment of the parking supply with the existing parking demand, the demand generated by the project, as well as the impacts to parking supply during construction, a comprehensive parking study is necessary to:

- Identify the existing parking supply within the downtown area including on-street as well as public and private parking lots.
- Assess existing parking usage by collecting data during peak usage periods.
- Estimate the parking demand that will be generated by the planned development.
- Recommend the number of parking spaces necessary in the new parking garage.
- Determine the loss of available parking spaces during construction.
- Analyze the impact of lost parking spaces and recommend strategies to mitigate those impacts.

Fishbeck and SP Plus were tasked with performing the parking study for this project.

Fishbeck began by determining the existing parking supply within the study area and collecting data to determine the existing parking occupancy. Occupancy data was collected during morning and afternoon hours on Tuesday April 9 and Wednesday April 10, 2024, during the 2024 legislative session. The results of the occupancy study for the entire study area, as well as the isolated results for the project site, are summarized below:

Peak Observed Parking Demand – Study Area			
	Parking Supply	Spaces Occupied	Occupancy %
Off Street – Private	1,438	767	53%
Off Street – Public	911	564	62%
On Street Parking	516	245	47%
Study Area Total	2,865	1,576	55%

Peak Observed Parking Demand – Project Site			
	Parking Supply	Spaces Occupied	Occupancy %
News Tribune Lots	59	41	69%
Madison St. Garage	593	383	65%
Project Site Total	652	424	65%



Fishbeck also estimated the parking demand that will be necessary to serve the proposed development. The estimated demand is based on the requirements of the Jefferson City zoning ordinance, as well as a shared parking demand model which allows multiple land uses to share parking spaces, taking advantage of varying peak parking demand times to promote efficient parking usage. The projected parking demand to serve the development is estimated to be 360 parking spaces based on the 250-room, 36,000 square foot conference center program. Fishbeck recommended the parking garage provide approximately 800 parking spaces.

To take advantage of the existing underutilized parking within the study area, SP Plus further analyzed the existing parking operations and occupancy rates and believes there are opportunities to increase the use of existing parking spaces and thus reduce the additional parking required to be supplied on the project site. Based on this analysis, SP Plus has recommended the parking garage be sized to accommodate approximately 690 spaces, however further reduction of the required number of spaces is possible as development of the project progresses and the size of the program components is finalized.

Parking During Construction

Fishbeck estimates that 714 existing public parking spaces will be displaced during construction due to the demolition of the existing parking garage, and loss of access to street parking and off-street parking immediately adjacent to the project site; leaving 772 public parking spaces available. With peak demand for public parking at 809 spaces, there is an expected deficit of 37 public spaces during construction. Fishbeck has suggested strategies for the city and project team to further pursue to mitigate the impact of reduced parking capacity to include:

- Relocating existing state parking leases to state or private lots.
- Temporarily modifying street parking time limitations.
- Encouraging parking in underutilized parking along McCarty St.
- Explore utilizing existing private lots for public parking.
- Identify other parking spaces outside of the study area while possibly providing temporary shuttle options.



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2024 Parking Study

City of Jefferson, Missouri

Project No. 240656
July 8, 2024

2024 Parking Study

Prepared For:
Garfield Public/Private
Dallas, Texas

July 8, 2024
Project No. 240656





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Appendix 1 – Parking Occupancy Heat Maps

Executive Summary

In partnership with the City of Jefferson, Missouri, Garfield Public/Private (GPP) is leading a development team to construct a mixed-use development in Downtown Jefferson City. The planned development will include a hotel, conference center and parking garage. The project site is currently occupied by the existing Madison Street Parking Garage and the Jefferson City News Tribune Building, both of which will be demolished to accommodate the planned development.

Fishbeck performed a parking occupancy study within an area that surrounds the project site to determine the current parking demand for the project site and for the core commercial district in Downtown Jefferson City. Parking occupancy data was collected during business hours on two weekdays prior to the end of the 2024 Missouri Senate Session. The observed peak parking occupancy represents 55% of the total parking supply for the study area, indicating that the study area has sufficient parking capacity to satisfy the current parking demand. The peak parking occupancy for the planned project site was observed at 424 vehicles, which represents 65% of the parking supply within the project site.

The current program for the planned mixed-use development includes a 250-room hotel and 36,000 square feet of conference center space. The parking capacity for the planned development was determined considering the Jefferson City Zoning Ordinance requirements for off-street parking and a Shared Parking Demand Model. Based on the results from the Shared Parking Demand Model, a parking capacity of 360 vehicles would be adequate for the planned development.

Combining the current parking demand for the project site (430 vehicles) with the shared parking demand for the hotel/conference center (360 vehicles), the proposed total capacity for the new parking structure is a minimum of 790 parking spaces.

Parking is an important support service for Missouri State Government business and Downtown Jefferson City activity. Considering that the study area parking capacity will be reduced when the existing Madison Street Parking Garage and former News Tribune Parking Lots are demolished, certain mitigating measures could be implemented to reduce the impact on downtown parking during construction of the new parking facility. The study area should still have sufficient parking capacity to accommodate the temporary higher parking occupancy.



1.0 Introduction

The City of Jefferson, Missouri has selected Garfield Public/Private (GPP) to develop a mixed-use facility that will include a hotel, conference center and parking garage in downtown Jefferson City. The project site is bounded by Madison Street, Capitol Avenue, Monroe Street and Commercial Avenue. The existing Madison Street Parking Garage and the former Jefferson City News Tribune Building, located within the project site, will be demolished to accommodate the proposed mixed-use development. As a consultant member of the GPP Development Team, Fishbeck has prepared this parking study with the purpose of analyzing the current parking demand generated by public/permit parking at the project site and to estimate the future parking demand that will be generated by the proposed hotel/conference center mixed-use development. The core objective of this parking study is to determine an adequate parking capacity for the new parking garage to accommodate the current parking demand at the project site and the parking demand for the new mixed-use development.

2.0 Current Parking Demand

2.1 Study Area

The parking demand study was conducted in an area comprising 9 city blocks as displayed in the below Figure 1 – Project Location and Current Parking Demand Study Area. The proposed mixed-use project site is located within Block 5, at the intersection of Capitol Avenue and Madison Street.

Figure 1 – Project Location and Current Parking Demand Study Area



2.2 Parking Data Collection and Analysis

Utilizing GIS (Geographic Information System) mapping technology, Fishbeck gathered parking inventory (parking supply) information for the following parking assets:

- a. On-street and off-street public parking spaces (parking owned and operated by the city).
- b. Privately owned off-street parking facilities.

Based on the collected parking data, the study area has a total current parking supply of 2,865 spaces distributed as follows:

- 1,438 parking spaces in off-street private parking facilities (50.2% of study area parking supply)
- 911 parking spaces in off-street public parking facilities (31.8% of study area parking supply)
- 516 parking spaces on-street parking (18% of study area parking supply)

The proposed mixed-use project site has a total current parking supply of 652 spaces distributed as follows:

- 593 parking spaces in the existing Madison Street Parking Garage
- 59 parking spaces in the former News Tribune surface parking lot.

An occupancy assessment of the parking supply within the study area was conducted during the 2024 Missouri Senate Session. Parking occupancy counts were taken utilizing GIS technology on two consecutive weekdays as follows:

- Tuesday April 9, 2024 at 10am and 2pm
- Wednesday April 10, 2024 at 10am and 2pm

These two weekdays were selected based on historical parking information which indicates that the parking demand is higher during weekday business hours, particularly during the Missouri Senate Session. Based on information provided by the City of Jefferson, the city’s permanent population of approximately 43,000 nearly doubles during the workday as a result of State government business.

The study area parking supply and the collected parking occupancy data are provided in Table 1. The collected data indicates that the study area reached a peak parking occupancy of 1,576 vehicles during the morning parking occupancy counts on Wednesday April 10th. Refer to the attached Appendix 1 for graphical representations (heat maps) of on-street and off-street parking occupancies in aerial map form.

The observed peak parking occupancy represents 55% of the total parking supply for the study area. A peak parking demand of 55% indicates that the study area has sufficient parking capacity to satisfy the current parking demand during business hours on a weekday.



Table 1 – Study Area Parking Occupancy by City Block

Parking Occupancy - Study Dates April 9 and 10, 2024										
Parking Block Number	Parking Facility Type	Parking Supply	April 9 Morning		April 9 Afternoon		April 10 Morning		April 10 Afternoon	
			Spaces Occupied	Occupancy %	Spaces Occupied	Occupancy %	Spaces Occupied	Occupancy %	Spaces Occupied	Occupancy %
1	Off Street - Private	155	79	51%	75	48%	88	57%	65	42%
	Off Street - Public	19	14	74%	13	68%	19	100%	13	68%
	On Street Parking	54	25	46%	27	50%	26	48%	17	31%
	Parking Block 1 Total	228	118	52%	115	50%	133	58%	95	42%
2	Off Street - Private	62	44	71%	45	73%	41	66%	40	65%
	Off Street - Public	103	75	73%	80	78%	74	72%	75	73%
	On Street Parking	65	56	86%	54	83%	58	89%	43	66%
	Parking Block 2 Total	230	175	76%	179	78%	173	75%	158	69%
3	Off Street - Private	10	9	90%	8	80%	7	70%	8	80%
	On Street Parking	84	57	68%	67	80%	49	58%	66	79%
	Parking Block 3 Total	94	66	70%	75	80%	56	60%	74	79%
4	Off Street - Private	100	39	39%	39	39%	55	55%	49	49%
	Off Street - Public	23	0	0%	2	9%	5	22%	2	9%
	On Street Parking	52	9	17%	19	37%	16	31%	19	37%
	Parking Block 4 Total	175	48	27%	60	34%	76	43%	70	40%
5	Off Street - Private (News Tribune)	59	41	69%	42	71%	32	54%	29	49%
	Off Street - Public Lot 2 (Garage)	593	383	65%	327	55%	371	63%	331	56%
	Off Street - Public Lot 3 (Meters)	46	12	26%	23	50%	20	43%	19	41%
	On Street Parking	41	21	51%	30	73%	20	49%	17	41%
Parking Block 5 Total	739	457	62%	422	57%	443	60%	396	54%	
6	Off Street - Private	165	59	36%	70	42%	63	38%	65	39%
	Off Street - Private (State Garage)	609	402	66%	391	64%	369	61%	377	62%
	On Street Parking	29	8	28%	19	66%	8	28%	17	59%
	Parking Block 6 Total	803	469	58%	480	60%	440	55%	459	57%
7	Off Street - Private	48	27	56%	26	54%	25	52%	30	63%
	Off Street - Public	89	46	52%	38	43%	48	54%	43	48%
	On Street Parking	57	16	28%	16	28%	15	26%	14	25%
	Parking Block 7 Total	194	89	46%	80	41%	88	45%	87	45%
8	Off Street - Private	73	58	79%	47	64%	55	75%	44	60%
	Off Street - Public	38	32	84%	31	82%	27	71%	29	76%
	On Street Parking	60	23	38%	29	48%	41	68%	24	40%
	Parking Block 8 Total	171	113	66%	107	63%	123	72%	97	57%
9	Off Street - Private	157	31	20%	31	20%	32	20%	40	25%
	On Street Parking	74	8	11%	19	26%	12	16%	17	23%
	Parking Block 9 Total	231	39	17%	50	22%	44	19%	57	25%
Total	2,865	1,574	55%	1,568	55%	1,576	55%	1,493	52%	

The parking occupancy by facility type is illustrated in Table 2. This table shows off-street public parking facilities were observed to have the highest parking utilization when compared to parking utilization for off-street private parking facilities and on-street parking within the study area.

Table 2 – Study Area Parking Occupancy by Facility Type

Parking Occupancy - Study Dates April 9 and 10, 2024										
Parking Block Number	Parking Facility Type	Parking Supply	April 9 (AM)		April 9 (PM)		April 10 (AM)		April 10 (PM)	
			Spaces Occupied	Occupancy %	Spaces Occupied	Occupancy %	Spaces Occupied	Occupancy %	Spaces Occupied	Occupancy %
1-9	Off Street - Private	1,438	789	55%	774	54%	767	53%	747	52%
	Off Street - Public	911	562	62%	514	56%	564	62%	512	56%
	On Street Parking	516	223	43%	280	54%	245	47%	234	45%
Study Area Total	2,865	1,574	55%	1,568	55%	1,576	55%	1,493	52%	

The observed parking occupancy for the planned mixed-use project site is shown in Table 3. This table shows a peak parking occupancy of 65% for the project site, a total of 424 vehicles.

Table 3 – Project Site Parking Occupancy

Project Site Current Parking Occupancy - Study Dates April 9 and 10, 2024										
Parking Block Designation	Parking Facility Type	Parking Capacity	April 9 (AM)		April 9 (PM)		April 10 (AM)		April 10 (PM)	
			Spaces Occupied	Occupancy %	Spaces Occupied	Occupancy %	Spaces Occupied	Occupancy %	Spaces Occupied	Occupancy %
5 (Partial)	Off Street - Private (News Tribune Lots)	59	41	69%	42	71%	32	54%	29	49%
	Off Street - Public Lot 2 (Madison Street Garage)	593	383	65%	327	55%	371	63%	331	56%
Project Site Total	652	424	65%	369	57%	403	62%	360	55%	

3.0 Future Parking Demand

The planned mixed-use development includes a 250-room hotel and 36,000 square feet of conference center space. The total parking capacity for the mixed-use development was determined considering the following:

- Project Site Current Parking Demand
- Jefferson City Zoning Ordinance Off-Street Parking Requirements for the Planned Development
- Shared Parking Demand Model

3.1 Jefferson City Zoning Ordinance

Section 35-58 of the zoning ordinance stipulates the minimum standards for off-street parking requirements. Exhibit 35-58A of the zoning ordinance provides minimum number of vehicle spaces for specific land uses that would apply to the planned development as illustrated in Table 4.



Table 4 – Applicable Off-street Parking Requirements from Jefferson City Zoning Ordinance

Use Category	Specific Uses	Minimum Number of Vehicle Spaces
Retail sales and services	Event center or banquet hall	1 space per 200 sf GFA
Lodging	Hotel or motel	1 per room plus 75% of the required parking for attached uses

sf: square feet GFA: gross floor area

Table 5 provides a summary of the parking capacity that would be required by the zoning ordinance. As per the zoning ordinance section 35-58.B.2.c, the Director of Planning may reduce the number of required parking spaces up to 25 percent when a parking management plan is submitted; such plan shall include shared parking or other transportation alternatives that reduce the need for parking.

3.2 Shared Parking Demand Model

The notion of shared parking is based on the use of a parking space to serve multiple land uses without conflict, consequently reducing the required number of parking spaces. Adjustments are applied to individual land use base parking ratios as a result of two conditions:

- Variations in vehicle accumulation (hour, day, season) for individual land uses
- Visits to multiple land uses during the same automobile trip

A shared parking demand model developed by the Urban Land Institute (ULI) and the National Parking Association (NPA) was used to determine adequate parking reductions for the planned mixed-use development. Table 5 in Section 3.3 of this report provides a summary of the parking capacity that would be required based on the referenced shared parking demand model.

3.3 Projected Parking Demand

The current parking demand at the project site is estimated to be 430 parking spaces based on the observed peak parking occupancy of 424 spaces.

As illustrated in Table 5, the Jefferson City zoning ordinance would require a minimum of 430 parking spaces for the hotel/conference center development; however, the proposed shared parking demand model indicates that 356 parking spaces would adequately serve the parking demand for the hotel/conference center development. A proposed parking capacity of 360 parking spaces for the hotel/conference center represents a 16.3% reduction for the number of parking spaces required by the zoning ordinance.

Combining the current parking demand for the project site (430 vehicles) with the shared parking demand for the hotel/conference center (360 vehicles), the proposed total capacity for the new parking structure is a minimum of 790 parking spaces.

The program for the hotel/conference center project is not yet finalized. Therefore, the shared parking demand model and proposed new parking garage capacity are subject to change.

Table 5 – Projected Parking Demand Summary

Projected Parking Demand Summary (250-Rooms Hotel and 36,000 SF Convention Center)							
Land Use	Quantity		Jefferson City Zoning Ordinance	ULI Model Parking Demand (Without Shared Parking – For Reference Only)	ULI Model Shared Parking Demand	Proposed Minimum Parking Capacity	Zoning Ordinance Parking Requirements Reduction
			Parking Spaces	Parking Spaces	Parking Spaces		
Hotel	250	keys	250	250	150	360	16.3%
Hotel Employees	250	keys	0	38	36		
Convention (100 to 200 sq ft/key)	36,000	sf GLA	180	289	141		
Convention Employees	36,000	sf GLA	0	29	29		
Hotel/Convention Center Parking Demand Subtotal			430	606	356		
Site Parking Demand from April 2024 Parking Study			430	430	430	430	
Total			860	1,036	786	790	

4.0 Parking Capacity During Construction of Planned Development

Parking is an important support service for Missouri State Government business and Downtown Jefferson City activity. With an observed peak occupancy of 55% within the parking study area, the collected parking data indicates that the study area currently has sufficient parking capacity.

The public parking capacity in the study area will be temporarily reduced when the existing Madison Street Parking Garage (593 spaces) and former News Tribune Parking Lots (59 spaces) are demolished for construction of the planned mixed-use development. Additionally, public parking will not be available on the exiting City Lot 3 (46 spaces) and on-street along Capitol Avenue and Monroe Street (16 spaces) during construction of the new facility. Considering these changes, the study area parking capacity would be temporarily reduced to a total 2,151 parking spaces during construction of the planned mixed-use development.

Table 6 shows that the study area projected peak parking occupancy would be temporarily increased to approximately 73% during construction of the new development, with an estimated net surplus of approximately 575 parking spaces within the study area. Therefore, this estimated parking occupancy projection indicates that there could be sufficient parking capacity distributed throughout the study area while the new parking garage is being constructed.

Table 6 also shows that the estimated public parking deficit would be 37 parking spaces in the morning and 22 parking spaces in the afternoon; however, there would be a net surplus of 575 parking spaces if currently private parking facilities within the study area are temporarily available for public parking. This would require private parking lot owners to open their parking facilities to those currently parking in the Madison Street Garage and the News Tribune parking lots. Alternatively, the city may consider utilization of other public parking outside the study area to eliminate the projected temporary deficit in public parking.



Appendix 1

Parking Occupancy Heat Maps

Table 6 – Projected Parking Demand During Construction of New Parking Garage

Study Area - Projected Parking Demand During Construction of New Garage (Project Site Parking Capacity Removed)								
Parking Block Designation	Parking Type	Parking Capacity	Projected Morning Peak Demand		Projected Afternoon Peak Demand		Projected Parking Capacity Surplus or Deficit	
			Spaces Occupied	Occupancy %	Spaces Occupied	Occupancy %	Morning	Afternoon
1-9	Off Street - Private	1,379	767	56%	774	56%	612	605
	Off Street - Public	272	564	207%	514	189%	-292	-242
	On Street Parking	500	245	49%	280	56%	255	220
Study Area Total		2,151	1,576	73%	1,568	73%	575	583

Considerations to further mitigate any inconvenience related to parking during construction of the new parking garage may include:

1. The State Public Service Commission currently holds 100 parking permits in the existing Madison Street Parking Garage. Can those vehicles be parked in the State Parking Garage located at the intersection of Monroe Street and State Street? Based on the peak parking occupancy data collected in April 2024, the State Parking Garage appears to have capacity to accommodate 150 additional cars.
2. Consider the possibility to temporarily extend time limitations for on-street metered parking.
3. Encourage parking on currently underutilized on-street and off-street parking along McCarty Street.
4. Explore the possibility of using currently underutilized private off-street parking as public parking, at least on a temporary basis until the new parking garage is constructed. Potential private off-street parking facilities that could temporarily accommodate public parking include surface parking lots at Hawthorn Bank, Legends Bank, Churches, and Central Bank.
5. Identify other available public parking spaces outside the study area. Explore the possibility of providing short-term shuttle options.



Hard copy is intended to be 8.5"x11" when plotted. Scale(s) indicated and graphic quality may not be accurate for any other size.

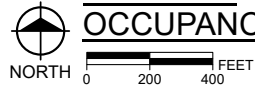
Jefferson City
 Cole County, Missouri
Parking Study

PROJECT NO.
 240656
 FIGURE NO.
1

LEGEND

Parking Lot Occupancy	On Street Parking Occupancy
 91% - 116% Occupancy	 91% - 100% Occupancy
 81% - 90% Occupancy	 81% - 90% Occupancy
 61% - 80% Occupancy	 61% - 80% Occupancy
 0% - 60% Occupancy	 0% - 60% Occupancy

**TUESDAY,
 APRIL 9, 2024
 MORNING
 OCCUPANCY**



DATA SOURCES: NEARMAP, JULY 6, 2023.



Hard copy is intended to be 8.5"x11" when plotted. Scale(s) indicated and graphic quality may not be accurate for any other size.

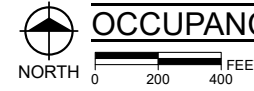
Jefferson City
 Cole County, Missouri
Parking Study

PROJECT NO.
 240656
 FIGURE NO.
1

LEGEND

Parking Lot Occupancy	On Street Parking Occupancy
 91% - 108% Occupancy	 91% - 100% Occupancy
 81% - 90% Occupancy	 81% - 90% Occupancy
 61% - 80% Occupancy	 61% - 80% Occupancy
 0% - 60% Occupancy	 0% - 60% Occupancy

**TUESDAY,
 APRIL 9, 2024
 AFTERNOON
 OCCUPANCY**



DATA SOURCES: NEARMAP, JULY 6, 2023.



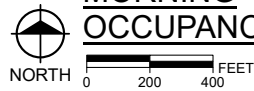
Hard copy is intended to be 8.5x11" when plotted. Scale(s) indicated and graphic quality may not be accurate for any other size.

Jefferson City
 Cole County, Missouri
Parking Study

LEGEND

Parking Occupancy	On Street Parking Occupancy
91% - 100% Occupancy	91% - 100% Occupancy
81% - 90% Occupancy	81% - 90% Occupancy
61% - 80% Occupancy	61% - 80% Occupancy
0% - 60% Occupancy	0% - 60% Occupancy

**WEDNESDAY,
 APRIL 10, 2024
 MORNING
 OCCUPANCY**



PROJECT NO.
 240656
 FIGURE NO.
1

DATA SOURCES: NEARMAP, JULY 6, 2023.
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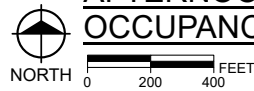
Hard copy is intended to be 8.5x11" when plotted. Scale(s) indicated and graphic quality may not be accurate for any other size.

Jefferson City
 Cole County, Missouri
Parking Study

LEGEND

Parking Lot Occupancy	On Street Parking Occupancy
91% - 100% Occupancy	91% - 150% Occupancy
81% - 90% Occupancy	81% - 90% Occupancy
61% - 80% Occupancy	61% - 80% Occupancy
0% - 60% Occupancy	0% - 60% Occupancy

**WEDNESDAY,
 APRIL 10, 2024
 AFTERNOON
 OCCUPANCY**



PROJECT NO.
 240656
 FIGURE NO.
1

DATA SOURCES: NEARMAP, JULY 6, 2023.
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CONCEPTUAL DESIGN

The conceptual design for a project of this size is a critical first step in the development process as it creates a broad framework and vision for the project that all subsequent design and construction decisions are derived from. The keys of the conceptual design process are:

- Analysis of the physical characteristics of the site such as size, shape, topography, utilities and access.
- Assessment of the context surrounding the project such as adjacent land uses, surrounding architectural styles and building materials, investigating views both from the project and toward the project.
- Understanding the project purpose, desired components, and desired space program.
- Explore multiple concept options addressing factors such as program massing, stacking, and orientation; site layout; circulation; and architectural elements; evaluating each option for feasibility, cost, and alignment with project goals.
- Refining the concept by incorporating additional details such as planned structural systems, floor plans, exterior elevations, and building materials, with input from the project team including the owner, developer, and construction manager.

Informed by the project program recommended by the market study, and parking study, DLR Group and FACET have worked closely with Garfield, the local project team, and McCownGordon to deliver a design concept that will activate a currently underutilized area of downtown and serve as an anchor

of the Capital Avenue redevelopment occurring between the Capitol building and the MSP redevelopment.

The lower level, facing Capitol Avenue is divided into three distinct sections: a full-service signature restaurant located near Monroe Street, the hotel entrance located mid-block, and conference center entrance located prominently at the corner of Madison Street and Capitol Avenue adjacent to the Governor's Mansion, and views of the state Capitol building two blocks to the west. This layout fosters a vibrant pedestrian experience while integrating into its historic context.

The conference center encompasses two floors and includes a 5,500 square foot junior ballroom, over 7,300 square feet of breakout rooms on the lower level with the 16,800 square foot grand ballroom located above along with additional lobby and pre-function spaces.

The hotel tower rises above the lobby to accommodate 204 hotel rooms with a lush pool retreat and lounge on the 4th level offering sweeping views of the Missouri River and the Capitol.

The exterior design responds to the modern, progressive attitude toward business growth. The careful attention to form, material, and scale allows the hotel to compliment the historic surroundings while offering a modern and inviting space for guests and the local community. The interiors will be designed to reflect Jefferson City, and its prominence as the capitol city.



DESIGN NARRATIVE

SUMMARY

The Project includes an eight-story, approximately 204-key hotel, a 16,500-sq. ft. grand ballroom, 13,000 sq. ft. of additional break out meeting spaces, food and beverage service facilities, laundry and other ancillary functions required to support a full-service convention center headquarters hotel. Also included are site improvements and a 5-story structured parking garage for approximately 688 cars that will support the City Facilities and Hotel. Total occupied space is approximately 208,550 gross square feet. The project is currently being designed to be energy efficient.

BUILDING DESIGN

The Hotel and Conference Center design responds to the modern, progressive attitude toward business growth and enhanced cultural expression in Jefferson City with an exterior envelope consisting of materials that may include some of the following: curtain wall and window wall systems, architectural brick, aluminum composite panels, and plaster. A low-maintenance TPO roofing system will be provided. All rooftop mechanical equipment will be screened with an articulated system utilizing materials consistent with the building envelope. The careful attention to form, material, and scale allows the hotel to complement its civic surroundings while offering a modern and inviting space for guests and the local community. The interiors will be designed in accordance with the selected brand standards and will reflect the culture and locale of Jefferson City, The Capital, and the region.

STRUCTURE

The Hotel structure will be a hybrid system of conventional slab-on-grade at the ground floor, flat slab for floor 2, with cold-formed steel stud for floors 3 – 8 (The repetitive hotel tower), utilizing concrete masonry shaft walls around the elevator hoist ways and stairs to provide lateral force (wind) bracing. A steel truss-girder system with metal roof decking will span the single-story ballroom, while meeting areas and food service facilities will be framed with open web steel joist and metal roof decking. The 5-story parking structure will utilize a precast concrete structural system. The foundation system and ground floor slab will be designed in accordance with the geotechnical engineer's criteria and recommendations.

HVAC

The MEP system for the guestroom tower is currently estimated to consist of two 330-ton air-cooled chillers to be located on the roof. Guestrooms, currently, consist of a two-pipe fan coil unit, vertical type, encased with water coil, electric heating coil, multiple-speed fan, and self-contained electric two-position and straight-thru type control valve cooling (three-way valves on bottom floor units). The Podium portion of the building is currently envisioned to consist of factory packaged VAV & single zone VAV air handling units complete with supply air fan array with variable frequency drives, chilled water cooling coil, electric pre-heat coil, electric heating coil where required for single zone units, return and outdoor control dampers, outside air flow monitoring station, supply and return air smoke damper in units supplying over 2000CFM, supply & return air silencers at Podium AHU and CO2 monitoring in meeting spaces if decided to attain LEED certification.

ELECTRICAL

The current design envisions the building being served by one 4000-Amp, 480Y/277V, 3 PH, 4W feeder from utility pad mounted transformer to main switchboard. A 500KVA emergency generator is planned to provide for back-up for life safety systems, sprinklers, and refrigeration/cold storage. The building will also have conduits for telephone service.

FIRE PROTECTION

The building will be fully sprinklered with standpipes as required to meet local and state codes.

PLUMBING

Services will include storm drainage, sanitary drainage, water service and natural gas as necessary to comply with state and local codes and LEED requirements.



JEFFERSON CITY

HEADQUARTERS HOTEL & CONFERENCE CENTER
JEFFERSON CITY, MO - 01.10.2025





JEFFERSON CITY

HEADQUARTERS HOTEL & CONFERENCE CENTER
JEFFERSON CITY, MO - 01.10.2025





DESIGN UPDATE

CONTEXT & LOCALE	01
FLOOR PLANS	02
ARCHITECTURE	03
PROGRAMMING AND AREAS	04



01

CONTEXT & LOCALE

- 01 LOCALE
- 02 CONTEXT

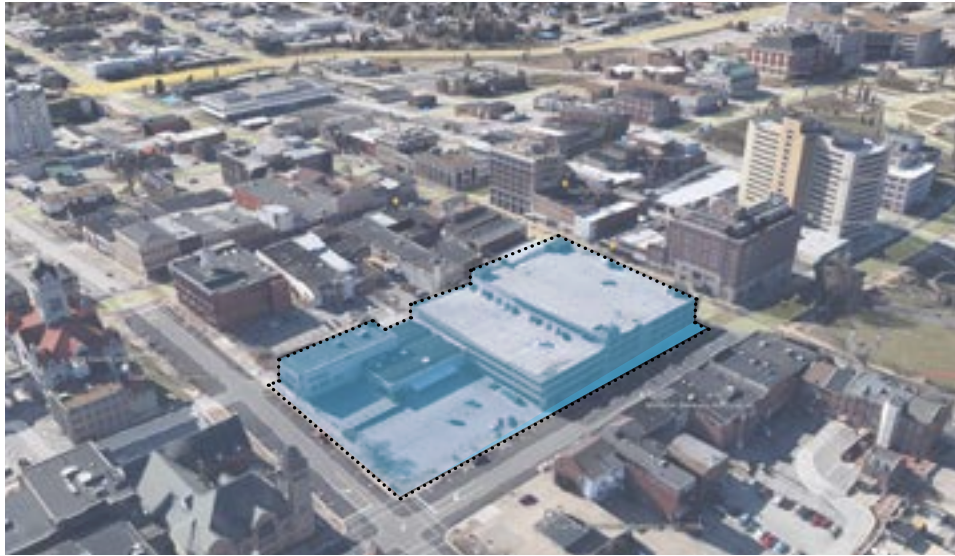


LOCALE





CONTEXT





SITE





02

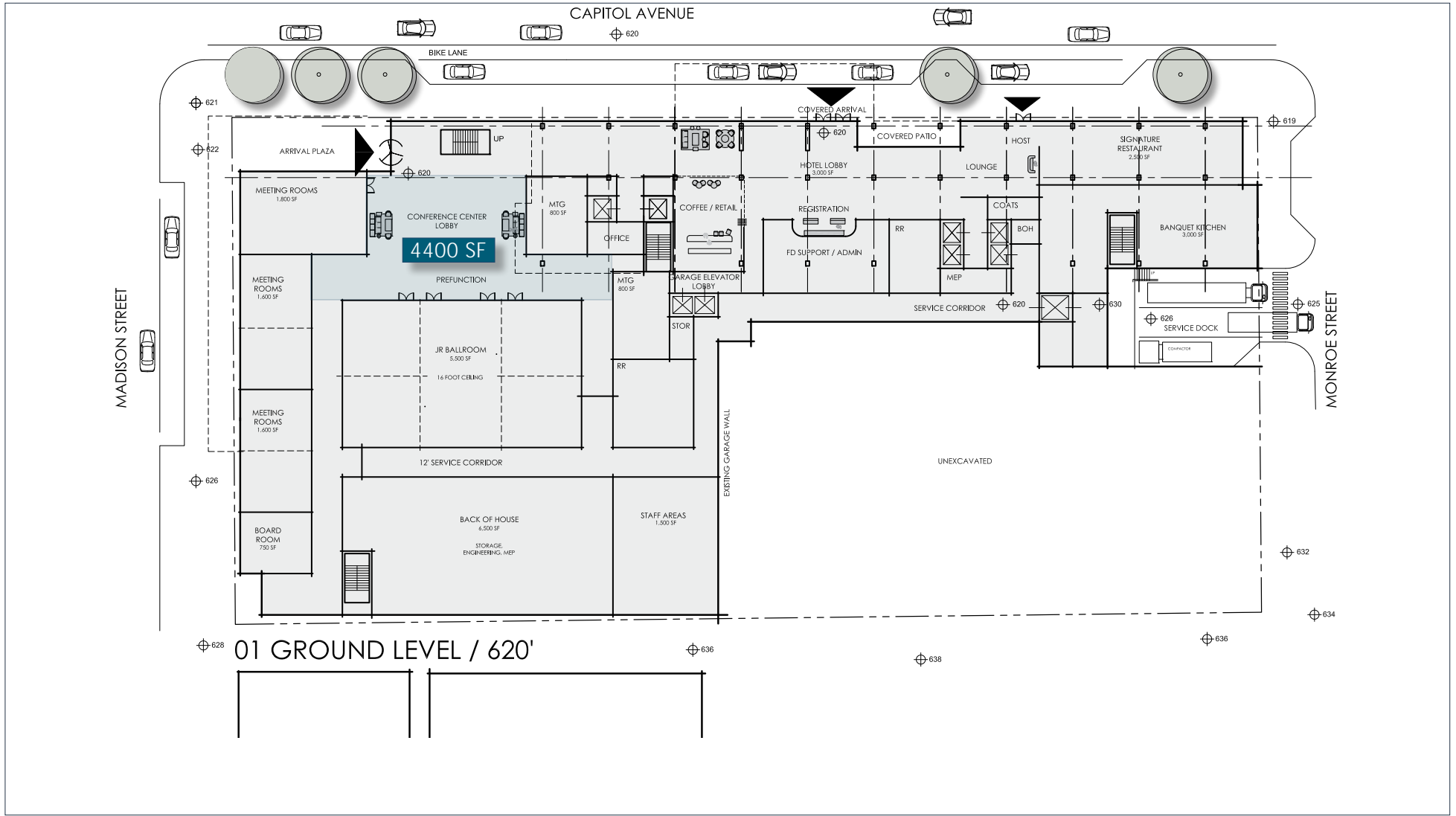
FLOOR PLANS

01 FLOOR PLANS

02 BUILDING SECTION EAST / WEST

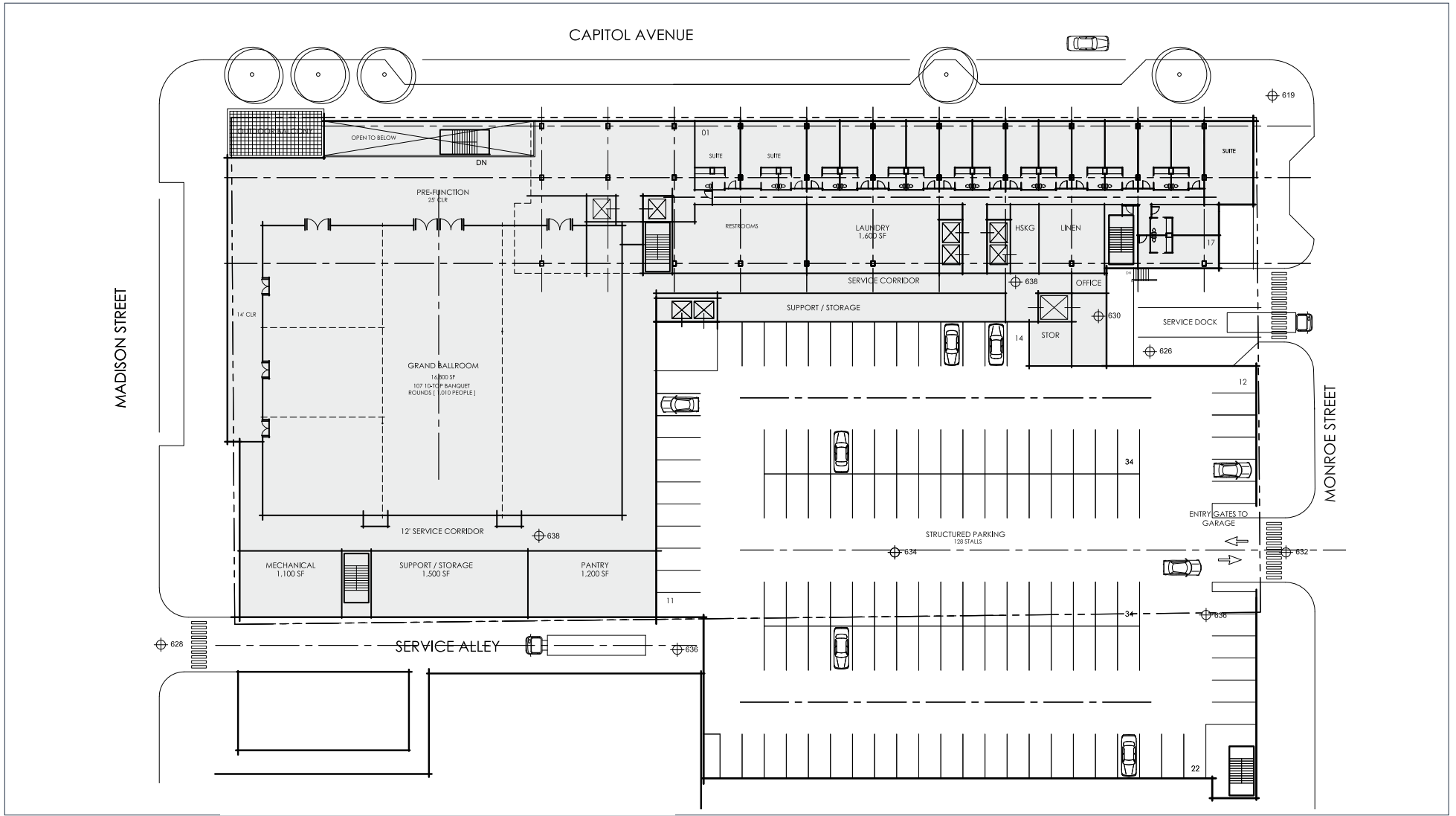


FLOOR PLAN LEVEL 01/ LOBBY



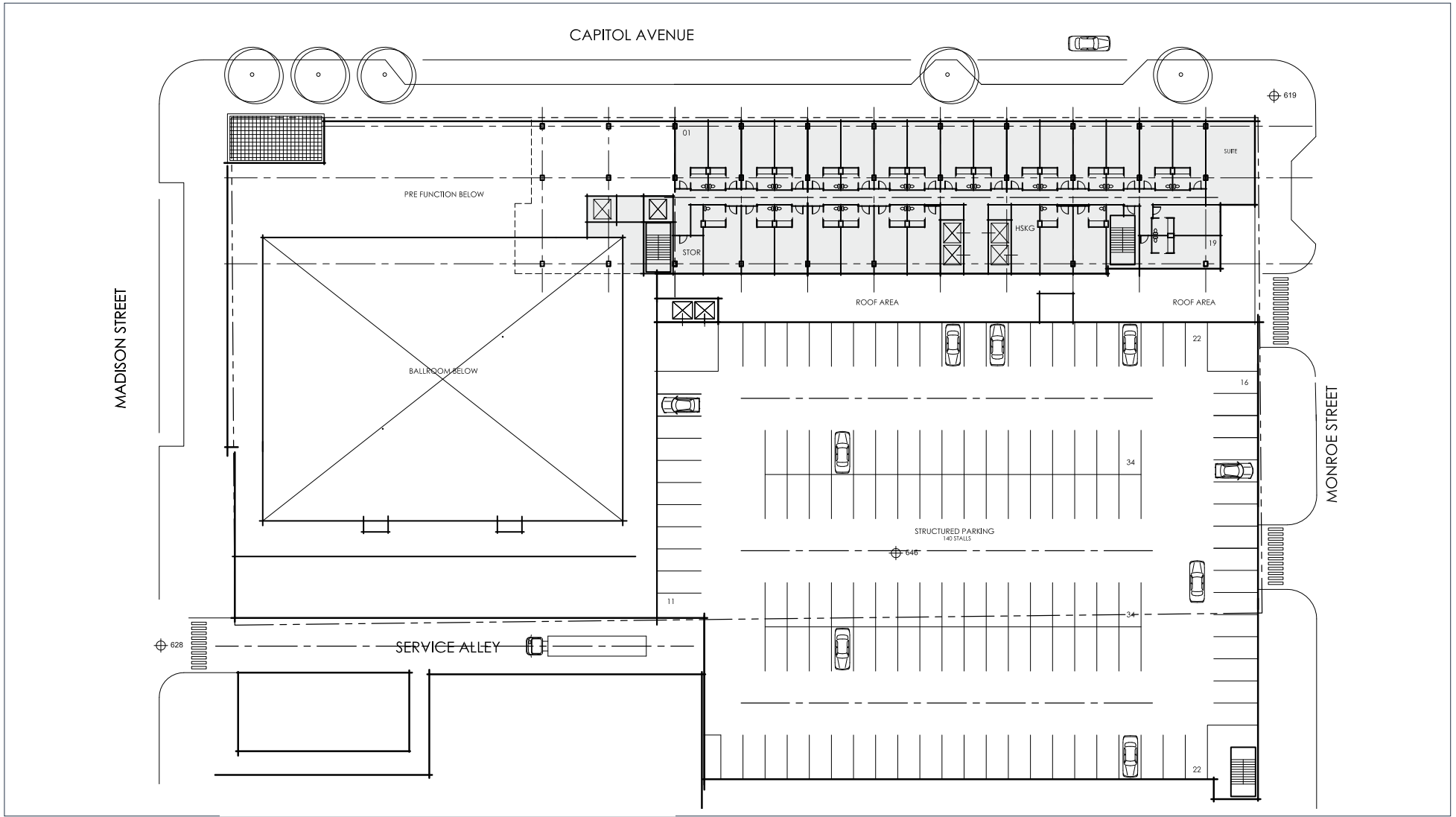


FLOOR PLAN LEVEL 02



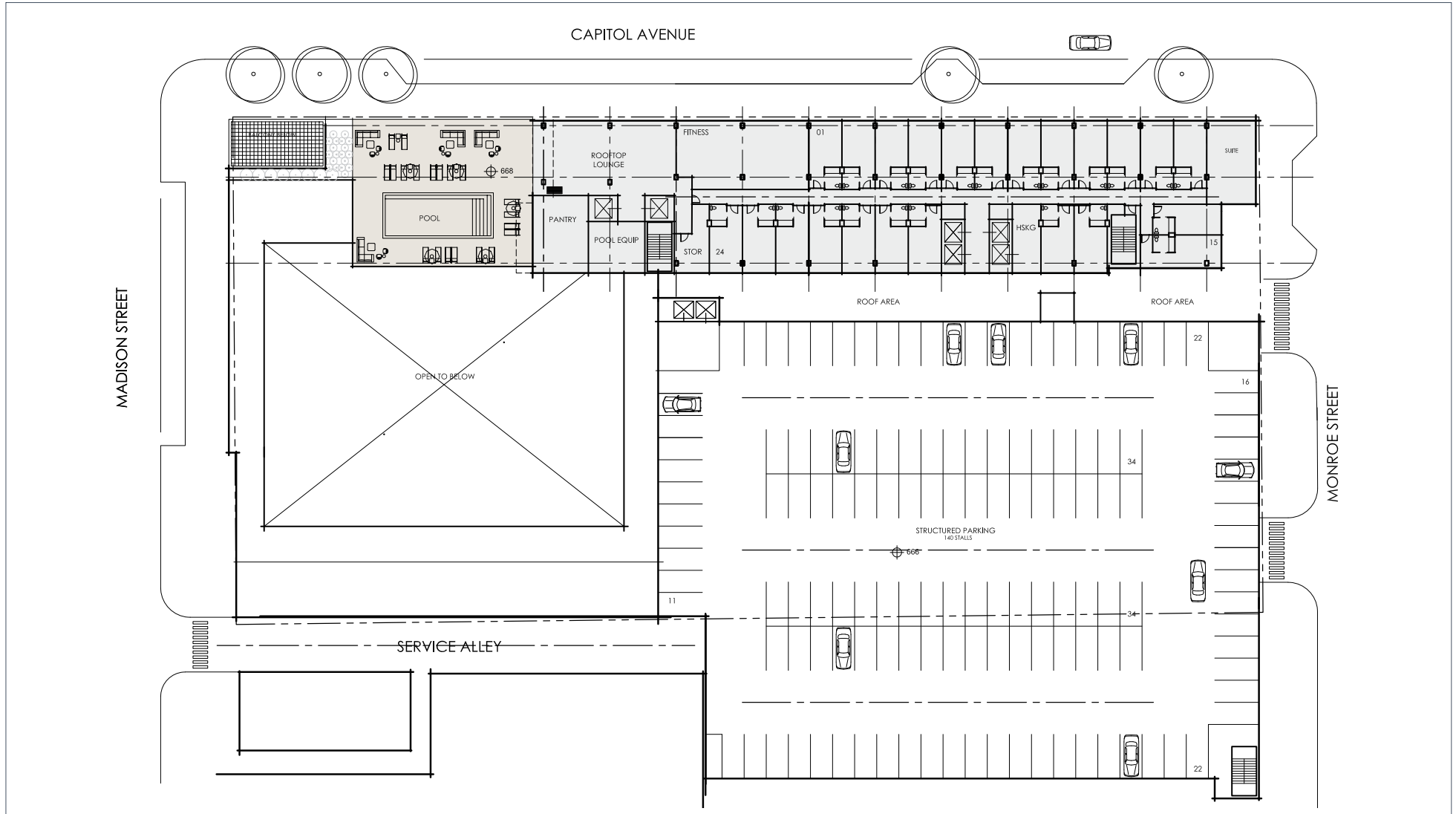


FLOOR PLAN LEVEL 03



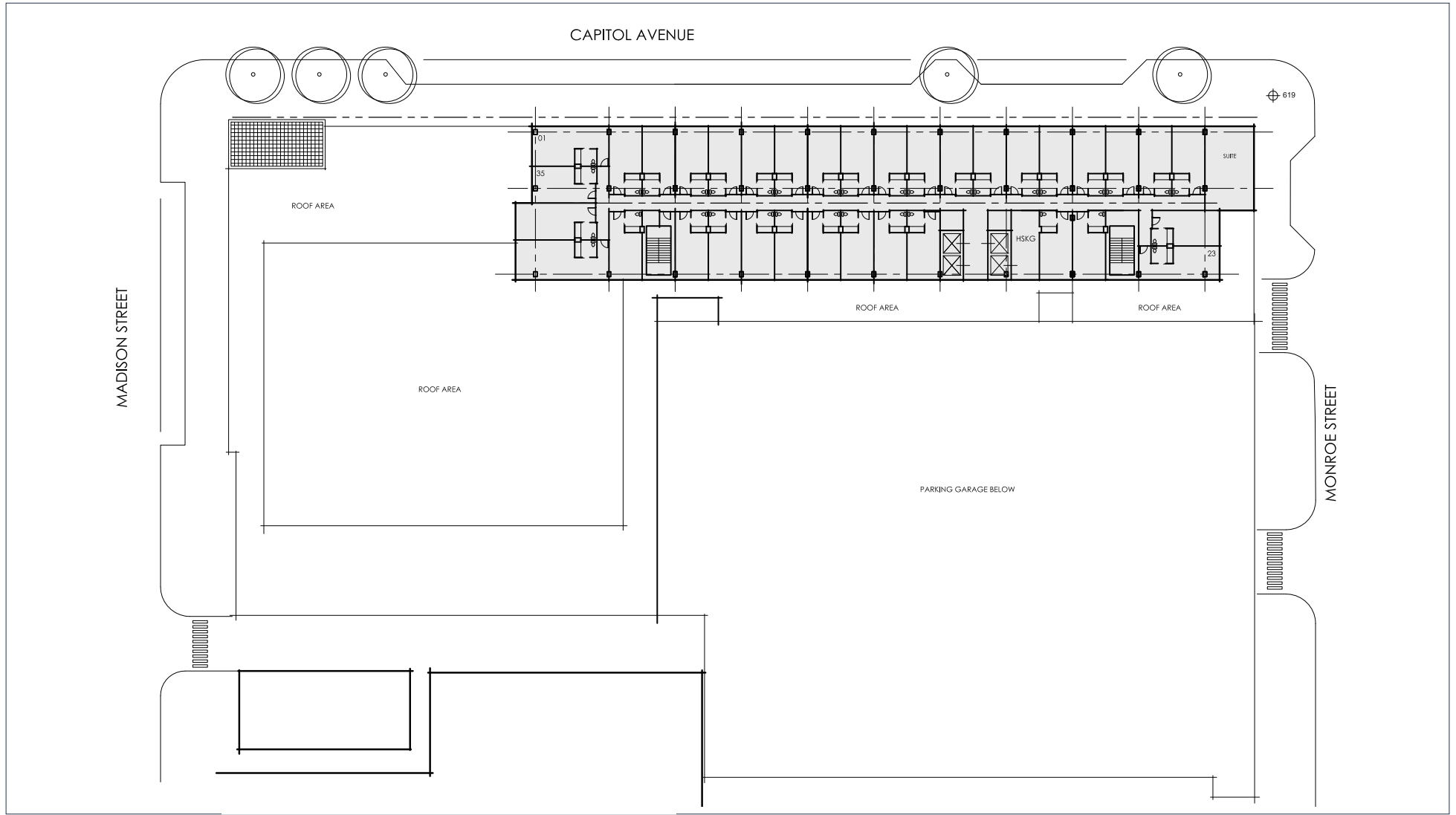


FLOOR PLAN LEVEL 04 / HOTEL AMENITY LEVEL



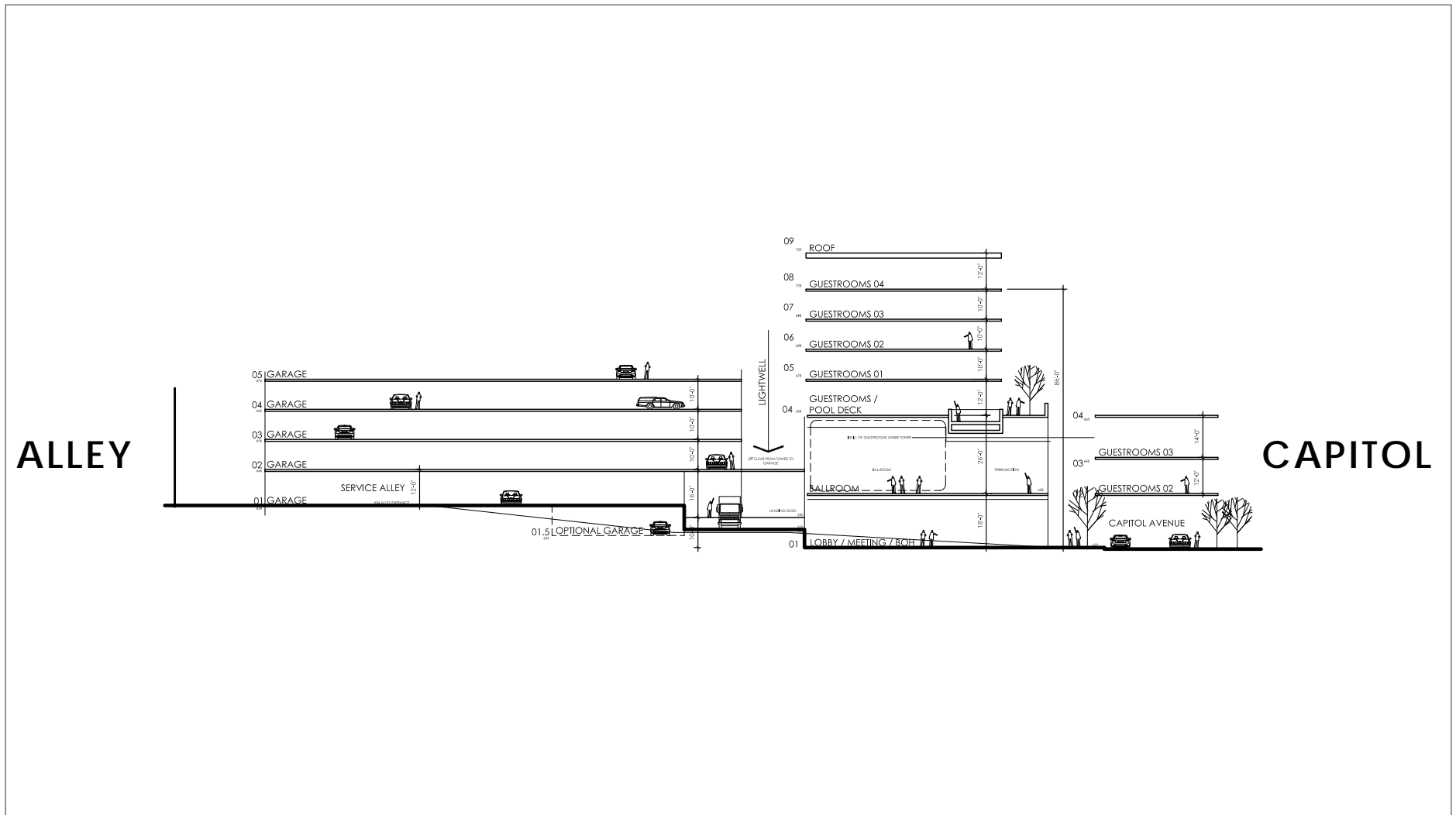


FLOOR PLAN LEVEL 05-08 / TYPICAL HOTEL LEVEL





BUILDING SECTION WEST TO EAST





03 ARCHITECTURE

- 01 OVERALL
- 02 ARCHITECTURE
- 03 CONTEXT SCALE



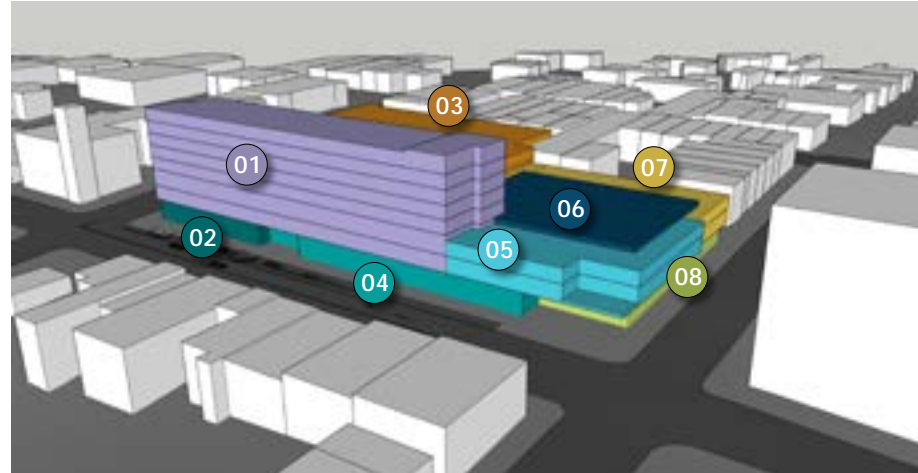
CONCEPT RENDERING FROM CAPITOL AVENUE





CONCEPT VIGNETTE **OVERALL BUILDING MASSING**

- 01 HOTEL TOWER
- 02 RESTAURANT
- 03 PARKING GARAGE
- 04 LOBBY
- 05 PREFUNCTION
- 06 BALLROOM
- 07 BACK OF HOUSE
- 08 MEETING SPACE



CONCEPT DESIGN

Located just down the street from the Missouri State Capitol in Jefferson City, the design of the hotel and conference center harmonizes civic grandeur with the warmth and welcoming nature expected in a hospitality setting. The massing of the hotel is thoughtfully composed, with its lower levels divided into three distinct sections: the restaurant, hotel entrance, and a civic-oriented entrance for the ballroom and convention center facing the Capitol. This layout activates the street, fostering a vibrant pedestrian experience while integrating seamlessly into its civic context. Above the lobby, the hotel tower rises to accommodate 204 rooms, with a lush pool retreat on the 4th level offering sweeping views from the Missouri River back to the Capitol.



CONCEPT RENDERING AERIAL VIEW





CONCEPT VIGNETTES **OVERALL BUILDING MASSING**



ELEVATION ALONG CAPITOL AVENUE



CORNER AT MONROE STREET



CORNER ENTRY TO CONFERENCE CENTER



CONCEPT VIGNETTES **OVERALL BUILDING MASSING**



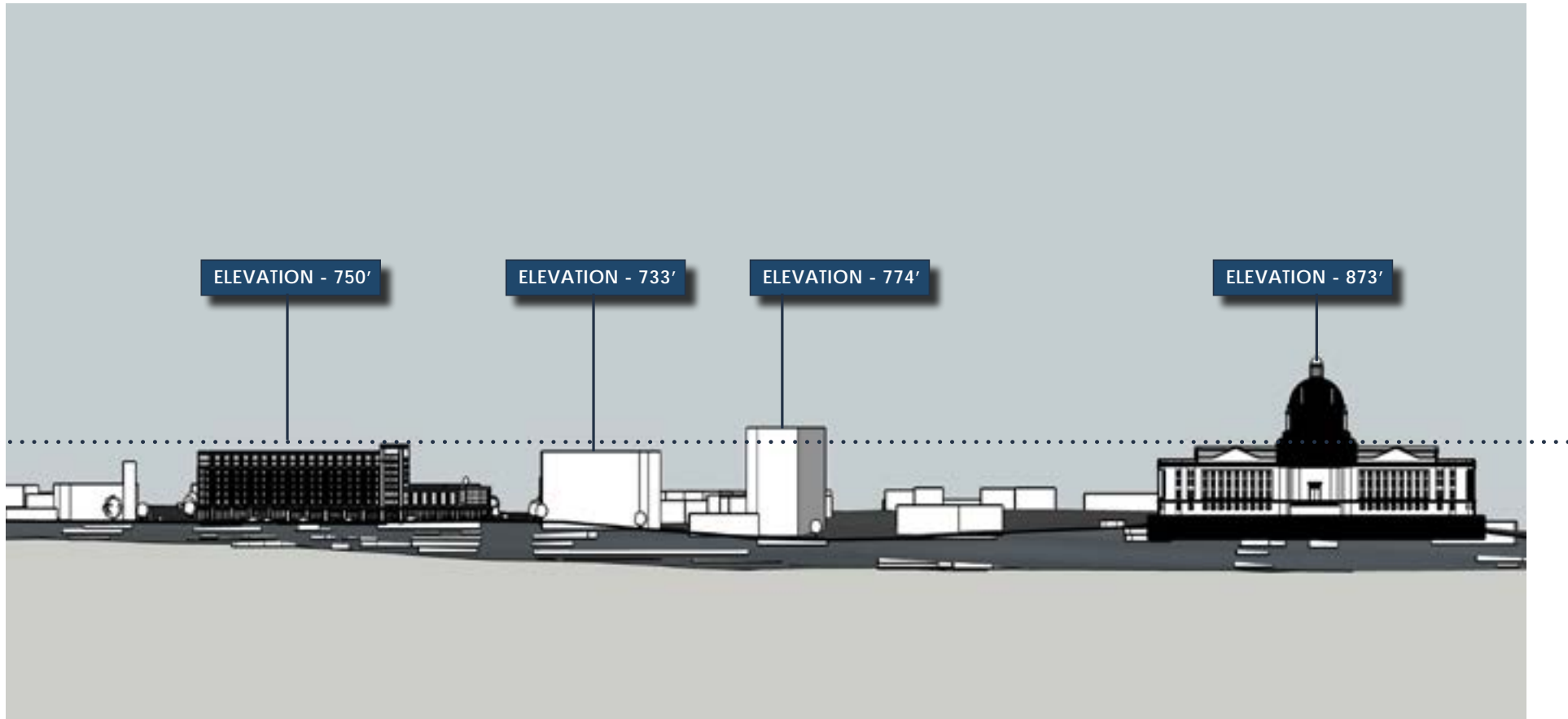
CAPITOL AVENUE



SW VIEW



CONTEXT SCALE





04 PROJECT PROGRAMMING

STATS AND HIGHLIGHTS

01 TOTAL SQUARE FOOTAGE

>> 208,550 GSF / PROGRAMMING

02 HOTEL GUESTROOMS

>> 204 TOTAL ROOMS - 6% SUITES

>> 786 SF / KEY

03 HOTEL RESTAURANT / LOUNGE

>> 1,200 SF LOBBY LOUNGE

>> 2,500 SF RESTAURANT DINING

>> +/- 150 SEATS COMBINED

04 MEETING SPACE

>> 16,500 SF BALLROOM / EXHIBIT HALL

>> 29,000 SF TOTAL MEETING SPACE

05 PARKING

>> 688 STALLS



JEFFERSON CITY

HEADQUARTERS HOTEL & CONFERENCE CENTER





PROJECT BUDGET

The project budget is generally composed of the following components:

- Hard Costs
 - o General contractor construction cost
 - o Owner costs include:
 - Furniture, fixtures, and equipment (FF&E)
 - Operating supplies and equipment (OS&E)
 - Information Technology (IT)
- Soft Costs
 - o Due diligence
 - o Design consultants
 - o Testing & inspections
 - o Hotel brand costs
 - o Project developer
 - o Project contingencies

To develop the construction cost estimate, McCownGordon utilized the project program and space layout as shown in the architectural concept design package and estimated unit cost per square foot for major building components. The square foot unit cost is based on cost databases or past project experience and benchmarked against projects of similar size, scope, location, and complexity. The parking garage, conference center, and parking garage have been priced as separate components.

Garfield has similarly estimated the owner cost and soft costs to complete the project development budget which is summarized below:

Hard Costs	
Construction	\$ 100,000,000
FF&E	\$ 8,182,000
OS&E	\$ 3,889,424
IT	\$ 1,422,960
Total hard costs	\$ 113,494,404

Soft Costs	
Due diligence	\$ 123,837
Design consultants	\$ 5,125,000
Testing & Inspection	\$ 303,785
Hotel Brand	\$ 2,229,557
Development Mgr.	\$ 7,031,267
Contingency	\$ 1,700,000
Total soft costs	\$ 16,513,446

Total Project Budget \$ 130,007,850

The project budget has been separated by component and is summarized as follows:

Hotel	\$ 51,000,000
Conference Center	\$ 52,000,000
Parking Garage	\$ 27,000,000
Total Project Budget	\$130,000,000

Jefferson City
Hotel & Conference Center
 Pre-Development Business Plan



Jefferson City Hotel & Conv Center	
	(In-Progress)
Hotel Tier	Upper Upscale
Project Location	Jefferson City, MO
Year Opening	Est. 2028
Key Count	204
Gross Square Footage*	208,550
PRICING	Present Value
SUMMARY	
Quarter / Year	Q4/ 2025 Documents
HARD COSTS	
Construction-General Contractor GMP Total	\$ 100,000,000
Preconstruction	\$ 175,000
Hotel & CC Construction	\$ 99,525,000
Model Room Construction	\$ 300,000
DAS - Emergency Responder	
DAS - Cellular	
Owner Furniture / Supplies / Equipment Total	\$ 13,494,404
FF&E	\$ 8,182,020
OS&E	\$ 3,889,424.00
IT	\$ 1,422,960
Kitchen & Laundry	\$ -
	\$ 13,000
Total Hard Costs	\$ 113,494,404
SOFT COSTS (Owner/Brand Items)	
Due Dilligence Total	\$ 123,837
Land	
Bldg Permit Fees (Standard/Expedited) - Hotel & CC	\$ -
Bldg Permit Fees (Standard/Expedited) - Model Room	\$ 10,000
TDLR Review Fees - Hotel & CC	\$ -
TDLR Review Fees - Model Room	\$ -
Survey, Geotech, Environmental Study, Market Study.	\$ 113,837
Design Consultant Fees Total	\$ 5,125,000
Design Consultant Fees & Reimbursables	\$ 4,725,000
Design Consultant Fee Contingency (10%)	\$ 400,000
3rd Party Consultant / Inspections Total	\$ 303,785
3rd Party Material Testing & Inspection	\$ 232,637
3rd Party Building Systems Commissioning Agent	\$ 71,148
Sustainable Consulting / Commissioning Agent	\$ -
Brand Total	\$ 2,229,557
Brand, Technical Service and Construction Review Fees	\$ 250,000
Brand Application Fee	\$ -
Brand Pre-Opening Budget	\$ 1,979,557
Garfield Public/Private As DM / PM Total	\$ 7,031,267
GPP Development Mgr Fees	\$ 5,130,000
GPP Construction Mgr Fees	\$ 524,365
GPP Success Fee (paid at opening)	\$ 640,332
GPP deferred Fee (years 5 thru 11) paid from NOI (\$1.5M)	\$ -
GPP Legal Fees	\$ 474,320
GPP Insurance	\$ 122,250
GPP Reimbursable Expenses	\$ 140,000
Owner Project Contingency Total	\$ 1,700,000
Owner General Contingency	\$ 1,500,000
Owner Temporary Power Contingency	\$ -
Owner DAS - Emergency Responder Contingency	\$ 200,000
Owner DAS - Cellular Contingency	\$ -
Total Soft Costs	\$ 16,513,446
TOTAL PROJECT COSTS (HARD + SOFT)	\$ 130,007,850

* Gross S.F. value shown does not include any garage, exterior loading dock, exterior patio or pool deck (unless elevated), or sitework SF.

Jefferson City
Hotel & Conference Center
 Pre-Development Business Plan



Jefferson City Hotel and Convention Center

Jefferson City, MO

Conceptual Estimate
 January 8, 2025

CSI	CSI Description	Parking Garage	\$/SF Parking Garage	Convention Center	\$/SF Convention Center	Hotel	\$/SF Hotel	Totals
01 00 00	General Conditions	730,049	\$ 3.30	1,416,422	\$ 15.98	1,431,118	\$ 12.98	3,577,589
01 45 00	Testing & Inspections - By Owner	0	\$ -	0	\$ -	0	\$ -	0
01 50 00	Division 1 General Requirements	747,432	\$ 3.38	1,450,146	\$ 16.36	1,465,192	\$ 13.29	3,662,770
01 51 00	Division 1 Direct Costs	24,434	\$ 0.11	47,934	\$ 0.54	50,137	\$ 0.45	122,505
01 54 00	Hoisting & Major Equipment	221,300	\$ 1.00	1,067,741	\$ 12.05	1,375,443	\$ 12.48	2,664,484
01 71 00	Surveying and Layout	56,673	\$ 0.26	15,456	\$ 0.17	20,608	\$ 0.19	92,737
02 40 00	Demolition	908,524	\$ 4.11	0	\$ -	0	\$ -	908,524
03 30 00	Concrete Work	2,301,879	\$ 10.40	1,310,889	\$ 14.79	4,014,180	\$ 36.41	7,626,947
03 40 00	Precast Concrete	7,166,275	\$ 32.38	0	\$ -	0	\$ -	7,166,275
04 20 00	Masonry	226,112	\$ 1.02	208,507	\$ 2.35	220,705	\$ 2.00	655,324
05 10 00	Structural Steel & Deck	0	\$ -	3,216,972	\$ 36.29	2,213,117	\$ 20.07	5,430,089
05 50 00	Metal Fabrications	131,093	\$ 0.59	599,490	\$ 6.76	468,987	\$ 4.25	1,199,569
05 70 00	Ornamental Metal	0	\$ -	467,929	\$ 5.28	0	\$ -	467,929
06 10 00	Rough Carpentry	0	\$ -	44,771	\$ 0.51	111,415	\$ 1.01	156,186
06 40 00	Interior Architectural Millwork	0	\$ -	1,927,377	\$ 21.74	580,179	\$ 5.26	2,507,556
06 80 00	Fiberglass Reinforced Panels (FRP)	0	\$ -	47,783	\$ 0.54	0	\$ -	47,783
07 10 00	Waterproofing & Dampproofing	167,740	\$ 0.76	186,824	\$ 2.11	0	\$ -	354,565
07 21 00	Building & Sound Insulation	0	\$ -	127,324	\$ 1.44	115,250	\$ 1.05	242,574
07 24 00	Synthetic Exterior Wall System	0	\$ -	327,308	\$ 3.69	450,976	\$ 4.09	778,284
07 41 00	Metal Roof Panels	0	\$ -	208,823	\$ 2.36	0	\$ -	208,823
07 42 00	Wall Panels	0	\$ -	566,501	\$ 6.39	718,505	\$ 6.52	1,285,006
07 50 00	Roofing	5,556	\$ 0.03	772,350	\$ 8.71	505,121	\$ 4.58	1,283,027
07 60 00	Sheet Metal & Flashing	2,425	\$ 0.01	100,167	\$ 1.13	23,639	\$ 0.21	126,231
07 70 00	Roof Accessories	0	\$ -	261,973	\$ 2.96	0	\$ -	261,973
07 81 00	Sprayed Fireproofing	0	\$ -	322,689	\$ 3.64	0	\$ -	322,689
07 84 00	Firestopping	1,919	\$ 0.01	63,982	\$ 0.72	132,072	\$ 1.20	197,973
07 90 00	Caulking & Sealants	15,293	\$ 0.07	58,203	\$ 0.66	11,141	\$ 0.10	84,638
07 95 00	Expansion Joints	144,912	\$ 0.65	0	\$ -	0	\$ -	144,912
08 10 00	Doors, Frames & Hardware	16,417	\$ 0.07	207,911	\$ 2.35	1,558,677	\$ 14.14	1,783,005
08 30 00	Special Doors	0	\$ -	20,204	\$ 0.23	0	\$ -	20,204
08 40 00	Entrances, Storefronts & Curtain Walls	0	\$ -	1,531,592	\$ 17.28	1,864,970	\$ 16.92	3,396,562
08 80 00	Glass & Glazing - Interior	0	\$ -	0	\$ -	45,459	\$ 0.41	45,459
09 00 00	Interior Finishes	0	\$ -	0	\$ -	384,264	\$ 3.49	384,264
09 20 00	Metal Stud & Drywall	11,470	\$ 0.05	2,653,204	\$ 29.93	3,994,903	\$ 36.23	6,659,577
09 30 00	Tile & Stone	0	\$ -	607,579	\$ 6.85	809,152	\$ 7.34	1,416,731
09 50 00	Acoustical Treatment	9,900	\$ 0.04	199,703	\$ 2.25	0	\$ -	209,603
09 64 00	Wood Flooring	0	\$ -	17,679	\$ 0.20	40,430	\$ 0.37	58,109
09 65 00	Resilient Flooring	2,788	\$ 0.01	42,047	\$ 0.47	745,825	\$ 6.76	790,661
09 68 00	Carpeting	0	\$ -	123,467	\$ 1.39	20,669	\$ 0.19	144,137
09 72 00	Wall Covering - Installation Only	263	\$ 0.00	119,537	\$ 1.35	164,605	\$ 1.49	284,405
09 90 00	Painting	83,515	\$ 0.38	112,313	\$ 1.27	300,065	\$ 2.72	495,893
09 97 00	Special Coatings	443,987	\$ 2.01	35,654	\$ 0.40	10,266	\$ 0.09	489,907
10 14 00	Identifying Devices	98,107	\$ 0.44	19,693	\$ 0.22	84,040	\$ 0.76	201,840
10 20 00	Toilet Partitions & Screens	0	\$ -	73,745	\$ 0.83	16,769	\$ 0.15	90,515
10 21 00	Shower Enclosures	0	\$ -	0	\$ -	308,017	\$ 2.79	308,017



Jefferson City Hotel and Convention Center

Jefferson City, MO

Conceptual Estimate
 January 8, 2025

CSI	CSI Description	Parking Garage	\$/SF Parking Garage	Convention Center	\$/SF Convention Center	Hotel	\$/SF Hotel	Totals
10 22 00	Operable Walls	0	\$ -	736,090	\$ 8.30	87,918	\$ 0.80	824,008
10 26 00	Protection Covers	0	\$ -	0	\$ -	63,411	\$ 0.58	63,411
10 28 00	Toilet Accessories	0	\$ -	45,459	\$ 0.51	128,236	\$ 1.16	173,696
10 44 00	Fire Extinguishers & Cabinets	13,105	\$ 0.06	9,016	\$ 0.10	13,087	\$ 0.12	35,208
10 51 00	Lockers	0	\$ -	10,102	\$ 0.11	0	\$ -	10,102
10 80 00	Miscellaneous Specialties	0	\$ -	75,766	\$ 0.85	0	\$ -	75,766
11 12 00	Parking Equipment	50,598	\$ 0.23	0	\$ -	0	\$ -	50,598
11 24 00	Façade Maintenance Equipment	0	\$ -	0	\$ -	99,034	\$ 0.90	99,034
11 40 00	Food Service Equipment	0	\$ -	1,227,405	\$ 13.85	202,042	\$ 1.83	1,429,447
13 11 00	Water Features, Pools & Spas	0	\$ -	324,947	\$ 3.67	0	\$ -	324,947
14 20 00	Elevators	463,663	\$ 2.10	681,255	\$ 7.69	1,175,393	\$ 10.66	2,320,311
21 00 00	Fire Suppression	356,938	\$ 1.61	492,486	\$ 5.56	501,366	\$ 4.55	1,350,790
22 00 00	Plumbing	380,708	\$ 1.72	1,843,165	\$ 20.79	2,363,347	\$ 21.44	4,587,221
23 00 00	Mechanical	111,973	\$ 0.51	4,298,064	\$ 48.49	3,364,726	\$ 30.52	7,774,763
26 00 00	Electrical	866,588	\$ 3.92	4,893,525	\$ 55.21	3,520,707	\$ 31.93	9,280,820
27 00 00	Low Voltage	386,897	\$ 1.75	895,430	\$ 10.10	891,318	\$ 8.08	2,173,646
31 00 00	Site Clearing & Earthwork	539,269	\$ 2.44	0	\$ -	0	\$ -	539,269
31 40 00	Underpinning & Shoring	840,889	\$ 3.80	0	\$ -	0	\$ -	840,889
31 60 00	Foundations	569,934	\$ 2.58	410,635	\$ 4.63	304,061	\$ 2.76	1,284,630
32 12 00	Asphalt/Paving/Striping/Bumpers	44,265	\$ 0.20	0	\$ -	0	\$ -	44,265
32 16 00	Site Concrete	182,109	\$ 0.82	0	\$ -	0	\$ -	182,109
32 90 00	Landscaping & Irrigation	90,852	\$ 0.41	65,664	\$ 0.74	0	\$ -	156,516
33 00 00	Site Utilities	443,758	\$ 2.01	0	\$ -	0	\$ -	443,758
Subtotal		18,859,610	\$ 85.22	36,590,898	\$ 412.81	36,970,547	\$ 335.33	92,421,055
Cost Escalation		0.00%	0	0	0	0	-	0
Subtotal		18,859,610	\$ 85.22	36,590,898	\$ 412.81	36,970,547	\$ 335.33	92,421,055
Performance Bond		0.00%	0	0	0	0	-	0
Building Permit - By Owner		0.00%	0	0	0	0	-	0
Design Contingency		2.50%	471,490	914,772	10.32	924,264	8.38	2,310,526
Construction Contingency		2.00%	386,622	750,113	8.46	757,896	6.87	1,894,632
Contractor's Fee		3.00%	591,532	1,147,674	12.95	1,159,581	10.52	2,898,786
Total Budget Estimate		20,309,254	\$ 91.77	39,403,457	\$ 444.54	39,812,289	\$ 361.11	99,525,000



Jefferson City Hotel and Convention Center
 Jefferson City, MO

Conceptual Estimate
 January 8, 2025

Parking Garage

Current \$/SF	\$91.77
Current Total	\$20,309,254
Gross SF	221,300

CSI	Description	Qty	Unit	Unit Cost	Extension	Total	Cost Per SF
General Conditions							
	Core & Shell	84.6%	83%	730,049	606,456		
	MEPS	12.4%	16%	730,049	118,905		
	Finishes	3.0%	1%	730,049	4,688		
01 00 00	General Conditions					730,049	3.30
01 45 00	Testing & Inspections - By Owner					0	-
Division 1 General Requirements							
	Core & Shell		83%	747,432	620,896		
	MEPS		16%	747,432	121,736		
	Finishes		1%	747,432	4,800		
01 50 00	Division 1 General Requirements					747,432	3.38
Division 1 Direct Costs							
	Final Cleanup	221,300	SF	0.10	22,395		
	Final Cleanup	101,000	SF	0.02	2,039		
01 51 00	Division 1 Direct Costs					24,434	0.11
Hoisting & Major Equipment							
	General Hoisting	221,300	SF	1.00	221,300		
01 54 00	Hoisting & Major Equipment					221,300	1.00
Surveying and Layout							
	Survey Crew		15 DAYS	2,576.04	38,641		
	Survey Crew		7 DAYS	2,576.04	18,032		
01 71 00	Surveying and Layout					56,673	0.26
Demolition							
	Demolition of Existing Structures		1 LS	908,523.99	908,524		
02 40 00	Demolition					908,524	4.11
Concrete Work							
	Slab On Grade	42,900	SF	12.14	520,956		
	Below Grade Walls	13,352	SF	65.78	878,257		
	Topping Slabs	178,400	SF	5.06	902,666		
03 30 00	Concrete Work					2,301,879	10.40
Precast Concrete							
	Precast Structure	221,300	SF	32.38	7,166,275		
03 40 00	Precast Concrete					7,166,275	32.38
Masonry							
	CMU Walls	7,980	SF	28.33	226,112		
04 20 00	Masonry					226,112	1.02
Metal Fabrications							
	HT	RISERS	QTY	FLOORS			
	42	77	2	EA	4		
	Stairs - W/ Precast					- RSR	1,212.25
	Elevator Guide Rails					20 EA	909.19
	Mesh Infill					900 SF	45.54
	Pipe Bollards					45 EA	354.18
	Undefined Metal Fabrications					221,300 SF	0.25
05 50 00	Metal Fabrications						131,093
05 50 00	Metal Fabrications						0.59
Waterproofing & Dampproofing							
	Below Grade Waterproofing	13,352	SF	12.14	162,140		
	Elevator Pits	680	SF	8.24	5,600		
07 10 00	Waterproofing & Dampproofing					167,740	0.76
Roofing							
	Membrane Roofing including back of parapets	250	SF	22.22	5,556		
07 50 00	Roofing					5,556	0.03
Sheet Metal & Flashing							
	Parapet Cap	80	LF	30.31	2,425		
07 60 00	Sheet Metal & Flashing					2,425	0.01



Jefferson City Hotel and Convention Center

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 January 8, 2025

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Parking Garage

CSI	Description	Qty	Unit	Unit Cost	Extension	Total	Cost Per SF
Firestopping							
	Top of Wall	190	LF	10.10	1,919		
07 84 00	Firestopping					1,919	0.01
Caulking & Sealants							
	Undefined Caulking	101,000	SF	0.15	15,293		
07 90 00	Caulking & Sealants					15,293	0.07
Expansion Joints							
	Expansion Joints	716	LF	202.39	144,912		
07 95 00	Expansion Joints					144,912	0.65
Doors, Frames & Hardware							
	Un-defined Doors	5	EA	2,525.53	12,628		
	Card Key Entry Hardware Install (All BOH Entry Doors, 50% of BOH Doors and Un-defined D	3	EA	1,263.19	3,790		
08 10 00	Doors, Frames & Hardware					16,417	0.07
Metal Stud & Drywall							
	Shaft Walls	684	SF	14.34	9,812		
	Undefined Walls	137	SF	12.12	1,658		
09 20 00	Metal Stud & Drywall					11,470	0.05
Acoustical Treatment							
	BOH Ceiling	1,400	SF	7.07	9,900		
09 50 00	Acoustical Treatment					9,900	0.04
Resilient Flooring							
	Rubber Base	920	LF	3.03	2,788		
09 65 00	Resilient Flooring					2,788	0.01
Wall Covering - Installation Only							
	FOH Wall Covering	137	SF	1.92	263		
09 72 00	Wall Covering - Installation Only					263	0.00
Painting							
	Paint Walls - FOH	3,360	SF	0.86	2,885		
	Paint Walls - BOH	6,377	SF	0.86	5,476		
	Paint Ceilings - Exposed	2,000	SF	0.81	1,616		
	Paint Spandrels (inside & out)	35,960	SF	2.02	72,780		
	Paint Doors & Frames	5	EA	151.53	758		
09 90 00	Painting					83,515	0.38
Special Coatings							
	Sealed Concrete Flooring	219,750	SF	2.02	443,987		
09 97 00	Special Coatings					443,987	2.01
Identifying Devices							
	Undefined Code Required Signage	695	CAR	35.42	24,616		
	Stairwell Code Required Signage	8	EA	353.57	2,829		
	Building Identification Signage	1	EA	70,662.98	70,663		
10 14 00	Identifying Devices					98,107	0.44
Fire Extinguishers & Cabinets							
	2A:10BC with Semi-Recessed Cabinet	74	EA	177.09	13,105		
10 44 00	Fire Extinguishers & Cabinets					13,105	0.06
Parking Equipment							
	Parking Gates	2	EA	25,298.93	50,598		
11 12 00	Parking Equipment					50,598	0.23
Elevators							
	Passenger Elevators	Capacity	Speed	Stops	Rise		
		3,000	200	5	52		
		2	EA	231,831.27	463,663		
14 20 00	Elevators					463,663	2.10



Jefferson City Hotel and Convention Center

Jefferson City, MO
 Conceptual Estimate
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Current \$/SF	\$91.77
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Gross SF	221,300

Parking Garage

CSI	Description	Qty	Unit	Unit Cost	Extension	Total	Cost Per SF
Fire Suppression							
	Fire Sprinkler Systems - Dry Stand Pipes	221,300	SF	0.40	89,578		
	Fire Sprinkler Systems - Dry	132,100	SF	2.02	267,359		
21 00 00	Fire Suppression					356,938	1.61
Plumbing							
	Plumbing Systems - Drainage	221,300	SF	1.72	380,708		
22 00 00	Plumbing					380,708	1.72
Mechanical							
	Mechanical Systems	221,300	SF	0.51	111,973		
23 00 00	Mechanical					111,973	0.51
Electrical							
	Electrical Systems	221,300	SF	2.53	559,865		
	Fire Alarm Systems	221,300	SF	1.01	223,946		
	Electric Car Charging Stations	-	EA	45,426.20	0		
	Landscaping Lighting	18,000	SF	1.51	27,256		
	Site Power & Distribution	500	LF	100.95	50,474		
	Site Signage Connection	1	EA	5,047.36	5,047		
26 00 00	Electrical					866,588	3.92
Low Voltage							
	Low Voltage Systems	221,300	SF	1.52	335,919		
	Low Voltage Systems	101,000	SF	0.50	50,978		
27 00 00	Low Voltage					386,897	1.75
Site Clearing & Earthwork							
	Site Cut & Haul Off	11,000	CY	30.28	333,125		
	Hard Dig Excavation & Haul Off (10% of Cut & Fill quantity)	1,100	CY	30.28	33,313		
	Clear & Grub site area	101,000	SF	1.51	152,935		
	SWPPP						
	Initial Install	2	Acres	1,615.15	3,745		
	Materials	2	Acres	2,018.94	4,681		
	Temporary Roads	15,150	SF	0.76	11,470		
31 00 00	Site Clearing & Earthwork					539,269	2.44
Underpinning & Shoring							
	Support of Excavation	9,800	SF	85.81	840,889		
31 40 00	Underpinning & Shoring					840,889	3.80
Foundations							
	Foundations	25,600	SF	22.26	569,934		
31 60 00	Foundations					569,934	2.58
Asphalt/Paving/Striping/Bumpers							
	Parking Stall Striping	695	EA	30.28	21,047		
	Handicap Stall Striping and Signage (10% of overall parking count)	70	EA	302.84	21,199		
	Directional Striping	8	EA	252.37	2,019		
32 12 00	Asphalt/Paving/Striping/Bumpers					44,265	0.20
Site Concrete							
	Curb & Gutter	1,400	LF	26.25	36,745		
	Sidewalk	18,000	SF	8.08	145,364		
32 16 00	Site Concrete					182,109	0.82
Landscaping & Irrigation							
	Low Density Landscaping	18,000	SF	5.05	90,852		
32 90 00	Landscaping & Irrigation					90,852	0.41



Jefferson City Hotel and Convention Center

Jefferson City, MO
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 January 8, 2025

Current \$/SF	\$91.77
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Gross SF	221,300

Parking Garage

CSI	Description	Qty	Unit	Unit Cost	Extension	Total	Cost Per SF
Site Utilities							
	Sand / Oil Interceptor	765	GAL	50.60	38,707		
	Fire Water	450	LF	151.42	68,139		
	Gate Valves	1	EA	5,047.36	5,047		
	Fire Hydrants	2	EA	5,047.36	10,095		
	Domestic Water	300	LF	151.42	45,426		
	Domestic Sewer Main - 24" SDR (10' deep avg)	300	LF	136.28	40,884		
	Man Holes - 10' Deep	2	EA	12,113.65	24,227		
	Sewer Lateral to Building	2	EA	25,236.78	50,474		
	Grease Interceptors	500	GAL	20.19	10,095		
	Storm Drain Main - 48" RCP	200	LF	353.31	70,663		
	Storm Drain Laterals - 24" RCP	350	LF	126.18	44,164		
	Catch Basins - 32" dia.	2	EA	6,561.56	13,123		
	Gas Line - 4"	150	LF	151.42	22,713		
33 00 00	Site Utilities					443,758	2.01
	Subtotal					18,859,610	85.22
	Cost Escalation			0.00%		0	-
	Performance Bond			0.00%		0	-
	Building Permit - By Owner			0.00%		0	-
	Design Contingency			2.50%		471,490	2.13
	Construction Contingency			2.00%		386,622	1.75
	Contractor's Fee			3.00%		591,532	2.67
	Total Budget Estimate					20,309,254	91.77



Jefferson City Hotel and Convention Center

Jefferson City, MO
 Conceptual Estimate
 January 8, 2025

Current \$/SF	\$444.54
Current Total	\$39,403,457
Gross SF	88,638

Convention Center

CSI	Description	Qty	Unit	Unit Cost	Extension	Total	Cost Per SF		
General Conditions									
	Core & Shell	40.9%	47%	1,416,422	660,994				
	MEPS	36.7%	35%	1,416,422	499,336				
	FOH	16.1%	13%	1,416,422	189,879				
	BOH	5.3%	5%	1,416,422	66,213				
01 00 00	General Conditions					1,416,422	15.98		
01 45 00	Testing & Inspections - By Owner					0	-		
Division 1 General Requirements									
	Core & Shell		47%	1,450,146	676,732				
	MEPS		35%	1,450,146	511,225				
	FOH		13%	1,450,146	194,400				
	BOH		5%	1,450,146	67,790				
01 50 00	Division 1 General Requirements					1,450,146	16.36		
Division 1 Direct Costs									
	Final Cleanup - FOH Areas	61,655	SF	0.61	37,371				
	Final Cleanup - BOH Areas	26,142	SF	0.40	10,564				
01 51 00	Division 1 Direct Costs					47,934	0.54		
Hoisting & Major Equipment									
	General Hoisting	88,638	SF	6.52	577,753				
	Tower Crane	88,638	SF	5.53	489,988				
01 54 00	Hoisting & Major Equipment					1,067,741	12.05		
Surveying and Layout									
	Survey Crew	6	DAYS	2,576.04	15,456				
01 71 00	Surveying and Layout					15,456	0.17		
Concrete Work									
	Slab on Grade	56,670	SF	12.12	686,983				
	Slab on Metal Deck	33,100	SF	11.11	367,817				
	Structural Concrete - Within Tower Footprint	3,900	SF	65.66	256,088				
03 30 00	Concrete Work					1,310,889	14.79		
Masonry									
	CMU	6,880	SF	30.31	208,507				
04 20 00	Masonry					208,507	2.35		
Structural Steel & Deck									
	Floor Structural Steel (14.5lbs/sf)	496	33,100	SF	288	TONS	4,596.46	1,323,641	
	Roof Structural Steel (10lbs/sf)	1,480	34,752	SF	209	TONS	4,596.46	958,416	
	Metal Deck				70,984	SF	10.35	735,015	
	Porte Cochere Roof Structural Steel (18lbs/sf)		3,132	SF	34	TONS	5,909.73	199,900	
05 10 00	Structural Steel & Deck					3,216,972	36.29		
Metal Fabrications									
	Stairs	HT	RISERS	QTY	FLOORS				
	Elevator Guide Rails	18	33	3	EA	99	RSR	1,212.25	120,013
	Operable Partition Support			2	EA	16	EA	909.19	14,547
	Pipe Bollards					330	LF	353.57	116,679
	Façade Support					6	EA	353.57	2,121
	Undefined Metal Fabrications					38	TN	5,556.16	211,815
	Undefined Metal Fabrications					88,638	SF	1.52	134,314
05 50 00	Metal Fabrications							599,490	6.76
Ornamental Metal									
	Ornamental Railings					72	LF	732.40	52,733
	Balcony Railings					100	LF	732.40	73,240
	Balcony Railings - Level 5					340	LF	530.36	180,322
	Grand Stair					32	RSR	5,051.05	161,634
05 70 00	Ornamental Metal							467,929	5.28
Rough Carpentry									
	Undefined Rough Carpentry					88,638	SF	0.51	44,771
06 10 00	Rough Carpentry							44,771	0.51



Jefferson City Hotel and Convention Center

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Convention Center

CSI	Description	Qty	Unit	Unit Cost	Extension	Total	Cost Per SF
Interior Architectural Millwork							
	Ballrooms and Meeting Rooms	29,650	SF	25.26	748,818		
	Prefunction	12,100	SF	10.10	122,235		
	Signature Restaurant	2,500	SF	151.53	378,829		
	Lobby / Lounge	4,980	SF	50.51	251,542		
	FOH						
	Wood Wall Panels	5,741	SF	45.46	260,965		
	Wood Ceiling Panels	996	SF	45.46	45,278		
	BOH						
	BOH Support Space	7,900	SF	15.15	119,710		
06 40 00	Interior Architectural Millwork					1,927,377	21.74
Fiberglass Reinforced Panels (FRP)							
	FRP at Walls	11,825	SF	4.04	47,783		
06 80 00	Fiberglass Reinforced Panels (FRP)					47,783	0.54
Waterproofing & Dampproofing							
	Weather Barrier	12,095	SF	5.05	61,092		
	Exterior Waterproofing	4,000	SF	7.58	30,306		
	Elevator Pits	2,690	SF	8.24	22,155		
	Balconies / Elevated Decks	3,765	SF	15.30	57,622		
	Balcony Waterproofing	950	SF	16.47	15,648		
07 10 00	Waterproofing & Dampproofing					186,824	2.11
Building & Sound Insulation							
	Exterior Wall Insulation	16,947	SF	3.54	59,920		
	Interior Wall Insulation	88,963	SF	0.76	67,404		
07 21 00	Building & Sound Insulation					127,324	1.44
Synthetic Exterior Wall System							
	EIFS Façade	7,200	SF	45.46	327,308		
07 24 00	Synthetic Exterior Wall System					327,308	3.69
Metal Roof Panels							
	Porte Cochere Roof	3,758	SF	55.56	208,823		
07 41 00	Metal Roof Panels					208,823	2.36
Wall Panels							
	Metal Ceiling Panels	4,852	SF	50.51	245,077		
	Metal Wall Panel Façade	4,895	SF	65.66	321,424		
07 42 00	Wall Panels					566,501	6.39
Roofing							
	Membrane Roofing including back of parapets	34,752	SF	22.22	772,350		
07 50 00	Roofing					772,350	8.71
Sheet Metal & Flashing							
	Parapet Cap	1,377	LF	30.31	41,732		
07 60 00	Sheet Metal & Flashing					100,167	1.13
Roof Accessories							
	Pedestal Paver System - Pool Deck	3,765	SF	55.56	209,189		
	Pedestal Paver System	950	SF	55.56	52,783		
07 70 00	Roof Accessories					261,973	2.96
Sprayed Fireproofing							
	Fireproofing of Structural Steel	70,984	SF	4.55	322,689		
07 81 00	Sprayed Fireproofing					322,689	3.64
Firestopping							
	Top of Wall	3,636	LF	10.10	36,731		
	Edge of Slab Fire stopping	2,075	LF	13.13	27,250		
07 84 00	Firestopping					63,982	0.72
Caulking & Sealants							
	Undefined Caulking	88,638	SF	0.66	58,203		
07 90 00	Caulking & Sealants					58,203	0.66



Jefferson City Hotel and Convention Center

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Convention Center

CSI	Description	Qty	Unit	Unit Cost	Extension	Total	Cost Per SF
Doors, Frames & Hardware							
	FOH Elevator Lobby Doors	1	PR	5,051.05	5,051		
	Stairwell Doors	4	EA	2,728.50	10,914		
	FOH Doors	15	EA	2,525.53	37,883		
	BOH Doors	10	EA	2,525.53	25,255		
	HM Exterior Doors - Singles	5	EA	3,535.74	17,679		
	Meeting Room Doors - Pairs	5	PR	10,102.10	50,511		
	Un-defined Doors	17	EA	2,525.53	42,934		
	Card Key Entry Hardware Install (All BOH Entry Doors, 50% of BOH Doors and Un-defined D	14	EA	1,263.19	17,685		
08 10 00	Doors, Frames & Hardware					207,911	2.35
Special Doors							
	OH Doors at Loading Dock	1	EA	20,204.20	20,204		
08 30 00	Special Doors					20,204	0.23
Entrances, Storefronts & Curtain Walls							
	Storefront	5,499	SF	75.77	416,636		
	Curtainwall - 15' Spans at Conf. w/ Steel Support Midspan	9,750	SF	95.97	935,707		
	Revolving Door	1	EA	20,204.20	20,204		
	Single Doors	2	EA	10,102.10	20,204		
	Entry Doors	5	PR	18,183.78	90,919		
	Custom Door Pulls	24	EA	1,515.32	36,368		
	Final Clean - Exterior Glass	15,250	CSF	0.76	11,554		
08 40 00	Entrances, Storefronts & Curtain Walls					1,531,592	17.28
Metal Stud & Drywall							
	Demising / Corridor Walls	66,816	SF	16.16	1,079,971		
	Exterior Framing and Sheathing	12,095	SF	25.26	305,462		
	Shaft Walls	12,960	SF	14.34	185,911		
	Hard Lid Ceilings	42,834	SF	20.20	865,427		
	Soffits - 4 s/f/f	10,400	SF	10.10	105,062		
	Undefined Walls	9,187	SF	12.12	111,371		
09 20 00	Metal Stud & Drywall					2,653,204	29.93
Tile & Stone							
	FOH Areas						
	Tile Floor	12,505	SF	30.31	378,980		
	Tile Walls	4,484	SF	32.33	144,953		
	BOH Areas						
	Quarry Tile Floor	3,000	SF	25.26	75,766		
	Quarry Tile Base	312	LF	25.26	7,880		
09 30 00	Tile & Stone					607,579	6.85
Acoustical Treatment							
	BOH Ceiling	3,205	SF	7.07	22,664		
	Kitchen / Wet Area Ceilings	3,000	SF	9.09	27,276		
09 50 00	Acoustical Treatment					199,703	2.25
Wood Flooring							
	Wood Floors	500	SF	35.36	17,679		
09 64 00	Wood Flooring					17,679	0.20
Resilient Flooring							
	Rubber Base	3,930	LF	3.03	11,910		
	Johnsonite Base	3,729	LF	8.08	30,137		
09 65 00	Resilient Flooring					42,047	0.47
09 66 00	Terrazzo					0	-
Carpeting							
	FOH Areas - Install Only	45,650	SF	5,072	231,526		
	BOH Areas	8,495	SF	944	7,999,680		
09 68 00	Carpeting					123,467	1.39



Jefferson City Hotel and Convention Center

Jefferson City, MO
 Conceptual Estimate
 January 8, 2025

Current \$/SF	\$444.54
Current Total	\$39,403,457
Gross SF	88,638

Convention Center

CSI	Description	Qty	Unit	Unit Cost	Extension	Total	Cost Per SF			
Wall Covering - Installation Only										
	FOH Wall Covering	62,279	SF	1.92	119,537					
09 72 00	Wall Covering - Installation Only					119,537	1.35			
Painting										
	Paint Walls - FOH	20,474	SF	0.86	17,581					
	Paint Walls - BOH	15,427	SF	0.86	13,247					
	Paint Ceilings	53,234	SF	0.91	48,400					
	Paint Ceilings - Exposed	22,937	SF	0.81	18,537					
	Paint Doors	63	EA	151.53	9,546					
	Paint Stairs	99	RSRS	50.53	5,002					
09 90 00	Painting					112,313	1.27			
Special Coatings										
	Sealed Concrete Flooring	17,647	SF	2.02	35,654					
09 97 00	Special Coatings					35,654	0.40			
Identifying Devices										
	Undefined Code Required Signage	88,638	SF	0.15	13,431					
	Luminous Striping at Stair Treads	396	LF	13.13	5,201					
	Stairwell Code Required Signage	3	EA	353.57	1,061					
10 14 00	Identifying Devices					19,693	0.22			
Toilet Partitions & Screens										
	FOH - ADA Stalls	5	EA	2,020.42	10,102					
	FOH - Stalls	25	EA	1,818.38	45,459					
	FOH - Urinal Screens	13	EA	909.19	11,819					
	BOH - ADA Stalls	1	EA	1,515.32	1,515					
	BOH - Stalls	4	EA	1,212.25	4,849					
10 20 00	Toilet Partitions & Screens					73,745	0.83			
Operable Walls										
	Operable Walls	170	LF	18	HGT	3,060	SF	65.66	200,931	
	Operable Walls	326	LF	25	HGT	8,150	SF	65.66	535,159	
10 22 00	Operable Walls								736,090	8.30
Toilet Accessories										
	FOH - per stall	43	EA	1,010.21	43,439					
	BOH - per stall	5	EA	404.08	2,020					
10 28 00	Toilet Accessories					45,459	0.51			
Fire Extinguishers & Cabinets										
	2A:10BC with Semi-Recessed Cabinet - FOH	21	EA	353.57	7,425					
	2A:10BC - BOH	9	EA	176.79	1,591					
10 44 00	Fire Extinguishers & Cabinets					9,016	0.10			
Lockers										
	Employee Lockers - 2 high cubes	20	EA	505.11	10,102					
10 51 00	Lockers					10,102	0.11			
Miscellaneous Specialties										
	Lift at Service Entrance	1	LS	30,306.30	30,306					
	Dock Levelers & Bumpers	3	EA	15,153.15	45,459					
10 80 00	Miscellaneous Specialties					75,766	0.85			
Food Service Equipment										
	Kitchens	3,000	SF	272.76	818,270					
	Cold Storage Space	3,000	SF	136.38	409,135					
11 40 00	Food Service Equipment					1,227,405	13.85			
Water Features, Pools & Spas										
	Pool - Level 5	1	LS	323,267.20	323,267					
	Balcony Area Drainage	950	SF	1.77	1,679					
13 11 00	Water Features, Pools & Spas					324,947	3.67			



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Convention Center

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Elevators									
	Capacity	Speed	Stops	Rise					
	3,000	350	3	48					
	Passenger Elevators				2	EA	208,858.90	417,718	
	Passenger Cab Allowance				2	EA	30,000.00	60,000	
	Service Elevator	4,000	200	2	48	1	EA	203,537.11	203,537
14 20 00	Elevators						681,255	7.69	
Fire Suppression									
	Fire Sprinkler Systems				88,638	SF	5.56	492,486	
21 00 00	Fire Suppression						492,486	5.56	
Plumbing									
	Plumbing Systems								
	Drain Waste Vent				88,638	SF	7.32	649,187	
	Hot & Cold Supply				88,638	SF	9.14	810,364	
	Insulation				88,638	SF	1.77	156,700	
	Finish / Fixtures				88,638	SF	1.57	138,792	
	Gas Piping				88,638	SF	0.20	17,909	
	Roof Drains				34,752	SF	2.02	70,214	
22 00 00	Plumbing						1,843,165	20.79	
Mechanical									
	Mechanical Systems								
	Mechanical Equipment				88,638	SF	26.16	2,319,164	
	Ductwork				88,638	SF	5.81	514,872	
	Mechanical Piping				88,638	SF	8.03	711,867	
	Insulation / TAB / Controls				88,638	SF	6.31	559,644	
	Grilles, Registers, Diffusers				88,638	SF	2.17	192,517	
23 00 00	Mechanical						4,298,064	48.49	
Electrical									
	Electrical Systems								
	Power Distribution				88,638	SF	18.69	1,656,545	
	Electrical Systems - Build Out				88,638	SF	25.26	2,238,575	
	Temporary Power & Lighting				88,638	SF	1.01	89,543	
	Fire Alarm Systems				88,638	SF	3.18	282,060	
	Light Fixtures (material only, excludes FF&E fixtures)				88,638	SF	7.07	626,801	
26 00 00	Electrical						4,893,525	55.21	
Low Voltage									
	Low Voltage Systems								
	Low Voltage Systems				88,638	SF	10.10	895,430	
27 00 00	Low Voltage						895,430	10.10	
Foundations									
	Foundations				27,099	SF	15.15	410,635	
31 60 00	Foundations						410,635	4.63	
Landscaping & Irrigation									
	Pool Deck Landscaping				6,500	SF	10.10	65,664	
32 90 00	Landscaping & Irrigation						65,664	0.74	
Subtotal							36,590,898	412.81	
Cost Escalation				0.00%		0	-		
Performance Bond				0.00%		0	-		
Building Permit - By Owner				0.00%		0	-		
Design Contingency				2.50%		914,772	10.32		
Construction Contingency				2.00%		750,113	8.46		
Contractor's Fee				3.00%		1,147,674	12.95		
Total Budget Estimate							39,403,457	444.54	



Jefferson City Hotel and Convention Center
 Jefferson City, MO

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Gross SF	110,251

Hotel Total Keys 203

CSI	Description	Qty	Unit	Unit Cost	Extension	Total	Cost Per SF		
General Conditions									
	Core & Shell	47.0%	48%	1,431,118	693,785				
	MEPS	31.0%	28%	1,431,118	401,531				
	Guestrooms	16.7%	17%	1,431,118	242,914				
	FOH	4.3%	5%	1,431,118	69,749				
	BOH	1.0%	2%	1,431,118	23,140				
01 00 00	General Conditions					1,431,118	12.98		
01 45 00	Testing & Inspections - By Owner					0	-		
Division 1 General Requirements									
	Core & Shell		48%	1,465,192	710,303				
	MEPS		28%	1,465,192	411,091				
	Guestrooms		17%	1,465,192	248,698				
	FOH		5%	1,465,192	71,409				
	BOH		2%	1,465,192	23,690				
01 50 00	Division 1 General Requirements					1,465,192	13.29		
Division 1 Direct Costs									
	Final Cleanup	110,251	SF	0.45	50,137				
01 51 00	Division 1 Direct Costs					50,137	0.45		
Hoisting & Major Equipment									
	General Hoisting	110,251	SF	6.24	688,095				
	Tower Crane	124,340	SF	5.53	687,348				
01 54 00	Hoisting & Major Equipment					1,375,443	12.48		
Surveying and Layout									
	Survey Crew	8	DAYS	2,576.04	20,608				
01 71 00	Surveying and Layout					20,608	0.19		
Concrete Work									
	Slab on Metal Deck	54,750	SF	9.10	497,951				
	Structural Concrete	69,590	SF	50.53	3,516,229				
03 30 00	Concrete Work					4,014,180	36.41		
Masonry									
	CMU Core Walls	7,800	SF	28.30	220,705				
04 20 00	Masonry					220,705	2.00		
Structural Steel & Deck									
	Cold Formed Steel Structure w/ Decking	-	SF	54,750	2,213,117				
05 10 00	Structural Steel & Deck					2,213,117	20.07		
Metal Fabrications									
	Stairs	72	131	1	8	131	RSR	1,212.25	158,805
	Stairs	72	131	1	8	131	RSR	1,212.25	158,805
	Elevator Pit Ladders			2	EA	2	EA	1,212.25	2,425
	Elevator Sump Pit grates			2	EA	2	EA	202.04	404
	Elevator Guide Rails			64	EA	64	EA	909.19	58,188
	Elevator Screen	80	SF	2	EA	160	SF	40.41	6,465
	Vanity Supports			2	EA	2	EA	166.74	333
	Undefined Metal Fabrications			110,251	SF		SF	0.76	83,561
05 50 00	Metal Fabrications							468,987	4.25
Rough Carpentry									
	Undefined Rough Carpentry	110,251	SF	1.01	111,415				
06 10 00	Rough Carpentry					111,415	1.01		



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Interior Architectural Millwork							
	Elevator Lobbies	1,120	SF	15.16	16,977		
	Corridors	12,020	SF	15.16	182,203		
	BOH	10,321	SF	5.05	52,150		
	Guestrooms						
	King	190	Keys				
	Door Casings	68	LF	9.35	120,772		
	Valance	14	LF	35.37	90,723		
	1.5 Bay Suite	11	Keys				
	Door Casings	136	LF	9.35	13,984		
	Valance	20	LF	35.37	7,879		
	2 Bay Suite	1	Keys				
	Door Casings	136	LF	9.35	1,271		
	Valance	27	LF	35.37	955		
	Crown Molding	174	LF	15.16	2,638		
	4 Bay/Presidential	1	Keys				
	Vanity - Main Bath	5	LF	1,212.67	6,063		
	Closet Rod & Shelf	8	LF	151.58	1,213		
	Door Casings	238	LF	9.35	2,225		
	Valance	54	LF	35.37	1,910		
	Crown Molding	186	LF	15.16	2,819		
	Guestroom Feature Millwork	1,512	SF	50.53	76,398		
6 40 00	Interior Architectural Millwork					580,179	5.26
Building & Sound Insulation							
	Exterior Wall Insulation	11,475	SF	3.54	40,573		
	Demising / Corridor Walls	71,509	SF	0.76	54,197		
	Guestrooms						
	King	190	Keys				
	Bathroom Walls	120	SF	0.76	17,281		
	1.5 Bay Suite	11	Keys				
	Bathroom & Bedroom Walls	280	SF	0.76	2,334		
	2 Bay Suite	1	Keys				
	Bathroom & Bedroom Walls	600	SF	0.76	455		
	4 Bay/Presidential	1	Keys				
	Bathroom & Bedroom Walls	542	SF	0.76	411		
7 21 00	Building & Sound Insulation					115,250	1.05
Synthetic Exterior Wall System							
	EIFS Façade	9,920	SF	45.46	450,976		
7 24 00	Synthetic Exterior Wall System					450,976	4.09
Wall Panels							
	Metal Soffit Panels	3,000	SF	55.58	166,742		
	Metal Wall Panel Façade	8,400	SF	65.69	551,763		
7 42 00	Wall Panels					718,505	6.52
Roofing							
	Membrane Roofing including back of parapets	22,728	SF	22.22	505,121		
7 50 00	Roofing					505,121	4.58
Sheet Metal & Flashing							
	Parapet Cap	780	LF	30.31	23,639		
7 60 00	Sheet Metal & Flashing					23,639	0.21
Firestopping							
	Top of Wall	9,426	LF	10.10	95,222		
	Edge of Slab Fire stopping	2,805	LF	13.14	36,850		
7 84 00	Firestopping					132,072	1.20
Caulking & Sealants							
	Undefined Caulking	110,251	SF	0.10	11,141		
7 90 00	Caulking & Sealants					11,141	0.10



Jefferson City Hotel and Convention Center

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total Total Keys 203

CSI	Description	Qty	Unit	Unit Cost	Extension	Total	Cost Per SF
Doors, Frames & Hardware							
	FOH Elevator Lobby Doors	3	PR	5,062.78	15,158		
	Stairwell Doors	8	EA	2,728.50	21,828		
	FOH Doors	3	EA	2,525.53	7,577		
	Un-defined Doors	2	EA	2,525.53	5,051		
	Guestrooms						
	King		190	Keys			
	Entry Door	1	190	EA	2,779.03	528,015	
	Bathroom Door	1	190	EA	2,021.11	384,011	
	1.5 Bay Suite		11	Keys			
	Entry Door	1	11	EA	2,779.03	30,569	
	Bedroom Door	1	11	EA	2,021.11	22,232	
	Bathroom Door	1	11	EA	2,021.11	22,232	
	WC Door	1	11	EA	1,010.56	11,116	
	2 Bay Suite		1	Keys			
	Entry Door	1	1	EA	2,779.03	2,779	
	Bedroom Door	1	1	EA	2,021.11	2,021	
	Bathroom Door	2	2	EA	2,021.11	4,042	
	4 Bay/Presidential		1	Keys			
	Entry Door	1	1	EA	2,779.03	2,779	
	Bathroom Door	3	3	EA	2,021.11	6,063	
	WC Door	1	1	EA	1,010.56	1,011	
	Closet Door	2	2	EA	757.92	1,516	
	Communicating Doors (30% of all keys)		61	Sets	3,840.11	234,247	
	Card Key Entry Hardware		203	EA	1,263.19	256,429	
	8 10 00 Doors, Frames & Hardware					1,558,677	14.14
Entrances, Storefronts & Curtain Walls							
	Curtainwall - Podium Levels (01-03)	9,030	SF	96.00	866,905		
	Exterior Glazing	11,812	SF	80.84	954,902		
	Single Doors	2	EA	10,102.10	20,204		
	Entry Doors	1	PR	18,183.78	18,184		
	Final Clean - Exterior Glass	11,812	CSF	0.40	4,775		
	8 40 00 Entrances, Storefronts & Curtain Walls					1,864,970	16.92
Glass & Glazing - Interior							
	Interior Storefront	600	SF	75.77	45,459		
	8 80 00 Glass & Glazing - Interior					45,459	0.41
Interior Finishes							
	Rooftop Lounge - Bar Area	2,535	SF	151.58	384,264		
	9 00 00 Interior Finishes					384,264	3.49
Metal Stud & Drywall							
	Exterior Framing and Sheathing	18,320	SF	15.16	277,707		
	Corridor Walls	66,380	SF	14.15	939,130		
	Demising Walls - Levels 1-3	22,960	SF	12.13	278,428		
	Demising Walls - Levels 4-7	21,280	SF	12.13	258,056		
	Demising Walls (Drywall/Finish) - Levels 4-7	21,280	SF	7.07	150,532		
	Shaft Walls	5,129	SF	12.83	65,819		
	Interior Partitions	2,100	SF	11.92	25,042		
	Elevator Lobby Soffits - 4 st/lf	1,216	SF	18.19	22,119		
	Hard Lid Ceilings	17,311	SF	10.11	174,937		
	Soffits at Corridors	11,490	SF	13.85	159,191		
	Guestrooms						
	King		190	Keys			
	Interior Partitions	150	28,500	SF	11.92	339,850	
	Drywall on Exterior Wall	54	10,260	SF	3.54	36,289	
	Shaft Wall	110	20,900	SF	12.83	268,232	
	Hard Lid Ceiling	150	28,500	SF	10.11	288,008	
	Hard Lid Ceiling	228	43,320	SF	10.11	437,773	
	Soffit	14	2,565	LF	13.85	35,537	
	1.5 Bay Suite		11	Keys			
	Interior Partitions	403	4,433	SF	11.92	52,862	
	Drywall on Exterior Wall	81	891	SF	3.54	3,151	
	Shaft Wall	110	1,210	SF	12.83	15,529	
	Hard Lid Ceiling	245	2,698	SF	10.11	27,262	
	Hard Lid Ceiling	322	3,539	SF	1.67	5,901	
	Soffit	20	223	LF	13.85	3,086	
	2 Bay Suite		1	Keys			
	Interior Partitions	644	644	SF	11.92	7,673	



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	Drywall on Exterior Wall	108	108 SF	3.54	382		
	Shaft Wall	150	150 SF	12.83	1,925		
	Hard Lid Ceiling	373	373 SF	10.11	3,769		
	Hard Lid Ceiling	383	383 SF	10.11	3,870		
	Soffit	27	27 LF	13.85	374		
	4 Bay/Presidential		1 Keys				
	Interior Partitions	1,400	1,400 SF	11.92	16,694		
	Drywall on Exterior Wall	216	216 SF	3.54	764		
	Shaft Wall	190	190 SF	12.83	2,438		
	Hard Lid Ceiling	802	802 SF	10.11	8,105		
	Hard Lid Ceiling	710	710 SF	10.11	7,175		
	Soffit	54	54 LF	13.85	748		
	Tub Deck Framing	1	1 EA	750.00	750		
	4 Bay/Presidential		1 Keys	75,791.68	75,792		
09 20 00 Metal Stud & Drywall						3,994,903	36.23
Tile & Stone							
	FOH Tile Floor	3,739	SF	25.26	94,462		
	FOH Tile Base	272	LF	25.26	6,872		
	FOH Tile Walls	760	SF	25.26	19,201		
	Guestrooms						
	King	\$ 3,294	190	Keys			
	Bath Tile Floor		62	11,780 SF	22.23	261,896	
	Bath Tile Base		35	6,650 LF	22.23	147,844	
	Shower Walls		84	15,960 SF	8.08	129,028	
	Shower Curb		5	950 LF	35.37	33,601	
	Shower Niche		1	190 EA	252.64	48,001	
	Thresholds		1	190 LF	29.31	5,568	
	1.5 Bay Suite	\$ 3,811	11	Keys			
	Bath Tile Floor		62	682 SF	22.23	15,162	
	Bath Tile Base		35	385 LF	22.23	8,559	
	Water Proofing		146	1,606 SF	3.54	5,680	
	Shower Walls		84	924 SF	8.08	7,470	
	Shower Curb		5	55 LF	35.37	1,945	
	Shower Niche		1	11 EA	252.64	2,779	
	Thresholds		1	11 LF	29.31	322	
	2 Bay Suite	\$ 5,397	1	Keys			
	Bath Tile Floor		62	62 SF	22.23	1,378	
	Bath Tile Base		35	35 LF	22.23	778	
	Water Proofing		186	186 SF	3.54	658	
	Shower Walls		84	84 SF	8.08	679	
	Shower Curb		5	5 LF	35.37	177	
	Shower Niche		1	1 EA	252.64	253	
	Thresholds		1	1 LF	29.31	29	
	Powder Room Tile Floor		40	40 SF	22.23	889	
	Powder Room Tile Base		25	25 LF	22.23	556	
	4 Bay/Presidential	\$ 15,363	1	Keys			
	Bath Tile Floor		157	157 SF	22.23	3,490	
	Bath Tile Base		75	75 LF	22.23	1,667	
	Bath Tile Wall		100	100 SF	22.23	2,223	
	Water Proofing		374	374 SF	3.54	1,323	
	Shower Floor		33	33 SF	8.08	267	
	Shower Walls		144	144 SF	8.08	1,164	
	Shower Curb		19	19 LF	35.37	672	
	Shower Bench		1	1 EA	454.75	455	
	Shower Niche		1	1 EA	252.64	253	
	Tub Deck		17	17 SF	50.53	859	
	Thresholds		1	1 LF	29.31	29	
	Vanity		13	13 SF	121.27	1,516	
	Powder Room Tile Floor		40	40 SF	22.23	889	
	Powder Room Tile Base		25	25 LF	22.23	556	
09 30 00 Tile & Stone						809,152	7.34
Wood Flooring							
	Guestrooms						
	4 Bay/Presidential		1	Keys			
	Guestroom Wood flooring	1,282	1,282	SF	28.00	35,896	
	Sound Underlayment	1,282	1,282	SF	3.54	4,534	
09 64 00 Wood Flooring						40,430	0.37



Jefferson City Hotel and Convention Center

Jefferson City, MO
 Conceptual Estimate
 January 8, 2025

Current \$/SF	\$361.11
Current Total	\$39,812,289
Gross SF	110,251

CSI	Description	Qty	Unit	Unit Cost	Extension	Total	Cost Per SF
Resilient Flooring							
	Johnsonite Base	4,409	LF	8.08	35,632		
	VCT	5,240	SF	5.05	26,468		
	Rubber Base	2,294	LF	3.03	6,952		
	Fitness Room Flooring	1,300	SF	25.26	32,832		
	Guestrooms						
	King		190	Keys			
	Luxury Vinyl Tile	316	60,040	SF	7.58	455,053	
	Base	83	15,770	LF	8.08	127,492	
	1.5 Bay Suite		11	Keys			
	Luxury Vinyl Tile	505	5,555	SF	7.58	42,102	
	Base	129	1,414	LF	8.08	11,427	
	2 Bay Suite	32		1	Keys		
	Luxury Vinyl Tile	654	654	SF	7.58	4,957	
	Base	64	174	LF	8.08	1,407	
	4 Bay/Presidential		1	Keys			
	Base	22	186	LF	8.08	1,504	
09 65 00	Resilient Flooring					745,825	6.76
Carpeting							
	FOH Carpet - Install Only	12,272	SF	1,364	SY	15.16	20,669
09 68 00	Carpeting					20,669	0.19
Wall Covering - Installation Only							
	FOH Walls	29,828	SF	0.91		27,129	
	Guestrooms						
	King		190	Keys			
	Guestroom Wall	580	110,105	SF	1.01	111,267	
	1.5 Bay Suite		11	Keys			
	Guestroom Wall	1,760	19,355	SF	1.01	19,559	
	2 Bay Suite		1	Keys			
	Guestroom Wall	2,375	2,375	SF	1.01	2,400	
	4 Bay/Presidential		1	Keys			
	Guestroom Wall	4,206	4,206	SF	1.01	4,250	
09 72 00	Wall Covering - Installation Only					164,605	1.49
Painting							
	Paint Ceilings	30,017	SF	1.11		33,367	
	Paint BOH Walls	15,577	SF	0.96		14,954	
	Paint Ceilings - Exposed	10,321	SF	0.86		8,865	
	Paint Doors & Frames	19	EA	151.58		2,880	
	Paint Stairs	262	RSRS	50.53		13,238	
	Guestrooms						
	King		190	Keys			
	Paint Doors & Frames	2	380	EA	151.58	57,602	
	Paint Walls	580	110,105	SF	0.66	72,324	
	Paint Ceilings	392	74,385	SF	0.86	63,895	
	1.5 Bay Suite		11	Keys			
	Paint Doors & Frames	4	44	EA	151.58	6,670	
	Paint Walls	1,760	19,355	SF	0.66	12,713	
	Paint Ceilings	587	6,460	SF	0.86	5,549	
	2 Bay Suite		1	Keys			
	Paint Doors & Frames	4	4	EA	151.58	606	
	Paint Walls	2,375	2,375	SF	0.66	1,560	
	Paint Ceilings	783	783	SF	0.86	673	
	4 Bay/Presidential		1	Keys			
	Paint Doors & Frames	7	7	EA	151.58	1,061	
	Paint Walls	4,206	4,206	SF	0.66	2,763	
	Paint Ceilings	1,566	1,566	SF	0.86	1,345	
09 90 00	Painting					300,065	2.72
Special Coatings							
	Sealed Concrete	5,081	SF	2.02		10,266	
09 97 00	Special Coatings					10,266	0.09
Identifying Devices							
	Undefined Code Required Signage	203	Keys	318.33		64,620	
	Luminous Striping at Stair Treads - Code Required	1,048	LF	13.13		13,763	
	Stairwell Code Required Signage - Code Required	16	EA	353.57		5,657	
0 14 00	Identifying Devices					84,040	0.76



Jefferson City Hotel and Convention Center

Jefferson City, MO

Conceptual Estimate
 January 8, 2025

Current \$/SF	\$361.11
Current Total	\$39,812,289
Gross SF	110,251

Hotel Total Keys 203

CSI	Description	Qty	Unit	Unit Cost	Extension	Total	Cost Per SF
Toilet Partitions & Screens							
	Public / BOH Restrooms						
	FOH - ADA Stalls	2	EA	2,020.42	4,041		
	FOH - Stalls	6	EA	1,818.38	10,910		
	FOH - Urinal Screens	2	EA	909.19	1,818		
0 20 00	Toilet Partitions & Screens					16,769	0.15
Shower Enclosures							
	Guestrooms						
	King	190	Keys				
	Shower Door	\$ 1,516	\$/Key	30 SF	5,700 SF	50.53	288,008
	1.5 Bay Suite	11	Keys				
	Shower Door	\$ 1,516	\$/Key	30 SF	330 SF	50.53	16,674
	2 Bay Suite	1	Keys				
	Shower Door	\$ 1,516	\$/Key	30 SF	30 SF	50.53	1,516
	4 Bay/Presidential	1	Keys				
	Shower Door	\$ 1,819	\$/Key	36 SF	36 SF	50.53	1,819
0 21 00	Shower Enclosures					308,017	2.79
Operable Walls							
	Operable Walls at Level 5	290	SF	303.17	87,918		
0 22 00	Operable Walls					87,918	0.80
Protection Covers							
	Corner Guards	434	EA	35.37	15,350		
	BOH Wall Protection	1,903	SF	25.26	48,061		
0 26 00	Protection Covers					63,411	0.58
Toilet Accessories							
	Guestrooms						
	King	\$ 536	\$/Key		190 Keys		
	Robe Hook	Powder & Bath	1	2	380 EA	50.53	19,201
	Towel Bar			1	190 EA	202.11	38,401
	Toilet Paper holder			1	190 EA	96.00	18,241
	Soap Dish / Dispenser			1	190 EA	136.43	25,921
	1.5 Bay Suite	\$ 536	\$/Key		11 Keys		
	Robe Hook	Powder & Bath	1	2	22 EA	50.53	1,112
	Towel Bar			1	11 EA	202.11	2,223
	Toilet Paper holder			1	11 EA	96.00	1,056
	Soap Dish / Dispenser			1	11 EA	136.43	1,501
	2 Bay Suite	\$ 1,071	\$/Key		1 Keys		
	Robe Hook	Powder & Bath	2	4	4 EA	50.53	202
	Towel Bar			2	2 EA	202.11	404
	Toilet Paper holder			2	2 EA	96.00	192
	Soap Dish / Dispenser			2	2 EA	136.43	273
	4 Bay/Presidential	\$ 1,071	\$/Key		1 Keys		
	Robe Hook	Powder & Bath	2	4	4 EA	50.53	202
	Towel Bar			2	2 EA	202.11	404
	Toilet Paper holder			2	2 EA	96.00	192
	Soap Dish / Dispenser			2	2 EA	136.43	273
	ADA Room Accessories (5% of total key count)				11 Keys	757.92	8,337
	Public / BOH Restrooms				10 EA	1,010.21	10,102
0 28 00	Toilet Accessories					128,236	1.16
Fire Extinguishers & Cabinets							
	2A:10BC with Semi-Recessed Cabinet	37	EA	353.69	13,087		
0 44 00	Fire Extinguishers & Cabinets					13,087	0.12
Facade Maintenance Equipment							
	Platform	1	EA	20,211.11	20,211		
	Davit System	22	EA	3,536.94	78,823		
1 24 00	Facade Maintenance Equipment					99,034	0.90
Food Service Equipment							
	FOH Bars (1 stations)	1	EA	202,042.00	202,042		
1 40 00	Food Service Equipment					202,042	1.83



Jefferson City Hotel and Convention Center

Jefferson City, MO
 Conceptual Estimate
 January 8, 2025

Current \$/SF \$361.11
 Current Total **\$39,812,289**
 Gross SF 110,251

Total		Total Keys		203			
CSI	Description	Qty	Unit	Unit Cost	Extension	Total	Cost Per SF
Hotel							
Elevators							
	Capacity	Speed	Stops	Rise			
	Passenger Elevators	3,500	350	8	90	4 EA	278,690.00
	Passenger Cab Allowance					4 EA	15,158.34
	4 20 00 Elevators						1,175,393
	10 00 Fire Suppression						10.66
	Fire Sprinkler Systems	110,251	SF	4.55	501,366		
	11 00 00 Fire Suppression						501,366
	20 00 Plumbing						4.55
	Plumbing Systems - Includes Soft Water	110,251	SF				
	Drain Waste Vent	110,251	SF	6.92	763,191		
	Hot & Cold Supply	110,251	SF	7.63	841,182		
	Insulation	110,251	SF	2.58	284,108		
	Finish / Fixtures	110,251	SF	3.89	428,947		
	Roof Drains	22,728	SF	2.02	45,920		
	22 00 00 Plumbing						2,363,347
	30 00 Mechanical						21.44
	Mechanical Systems						
	Mechanical Equipment	110,251	SF	10.06	1,108,577		
	Ductwork	110,251	SF	7.53	830,040		
	Mechanical Piping	110,251	SF	5.86	646,206		
	Insulation / TAB / Controls / Commissioning Assistance	110,251	SF	5.05	557,074		
	Grilles, Registers, Diffusers	110,251	SF	2.02	222,830		
	33 00 00 Mechanical						3,364,726
	40 00 Electrical						30.52
	Electrical Systems						
	Power Distribution	110,251	SF	11.62	1,281,270		
	Electrical Systems - Build Out	110,251	SF	11.62	1,281,270		
	Temporary Power & Lighting	110,251	SF	1.52	167,122		
	Fire Alarm Systems	110,251	SF	4.04	445,659		
	Light Fixtures (material only, excludes FF&E fixtures)	110,251	SF	3.13	345,386		
	46 00 00 Electrical						3,520,707
	50 00 Low Voltage						31.93
	Low Voltage Systems	110,251	SF				
	Low Voltage Systems	110,251	SF	8.08	891,318		
	57 00 00 Low Voltage						891,318
	60 00 Foundations						8.08
	Foundations	20,059	SF	15.16	304,061		
	61 60 00 Foundations						304,061
	Subtotal					36,970,547	335.33
	Cost Escalation			0.00%		0	-
	Performance Bond			0.00%		0	-
	Building Permit - By Owner			0.00%		0	-
	Design Contingency			2.50%		924,264	8.38
	Construction Contingency			2.00%		757,896	6.87
	Contractor's Fee			3.00%		1,159,581	10.52
	Total Budget Estimate					39,812,289	361.11



STRATEGIC BUSINESS PLAN

Garfield, in collaboration with Stifel, the city's bond council and financial advisors, has begun to develop a preliminary plan of finance which will:

- Fund the development cost of the full-service hotel, conference center, and parking garage desired by the city.
- Fund adequate reserves to support operations, maintenance, renovations and replacements.
- Enable the sale of bonds consistent with investor expectations.

The preliminary plan of finance assumes the property will be owned by a public non-profit entity which allows for borrowing at lower rates than what are available to the private sector. With the public ownership model, the public contributions are not a subsidy to a private investor, but rather an investment in a public asset which is expected to generate returns to the city over the life of the project. The project will be operated by either a major hotel brand such as Marriott, Hilton, or Hyatt, or a third-party hotel management company operating under one of the major brands.

The initial plan of finance presented at this time is based on revenue sources that are available to the city to support the project and does not include potential funding from outside sources. Those sources available to the city include:

- Net operating income (NOI) from hotel and conference center operations.
- 50% of existing State, City, and County sales taxes generated on-site captured via Downtown Revitalization TIF.
- Additional 50% of certain City sales taxes generated on-site not captured via the Downtown Revitalization TIF.
- On-site collection of taxes through special taxing districts such as Community Improvement District (CID), Transportation Development District (TDD), and Port Improvement District (PID).
- Surcharge assessed on conference center hotel rooms.
- City's existing 4% lodging tax intended for conference center development.
- (assumed to be extended for an additional 25 years)
- Parking revenues generated from the operation of the new parking garage.
- City's existing gross receipts utility taxes generated on-site.



Based on these revenue sources, Stifel in conjunction with the city’s bond council and financial advisors has prepared projections for a series of bond issuances which will be utilized to finance the project development. The proceeds of the bonds available to finance the project are net of capitalized interest, debt service reserve fund, debt service coverage, and the cost of bond issuance. These structural features, required by bond investors to ensure the ability to make payments on the bonds should revenues come in below projections, are described below:

- Capitalized interest – funding from bond proceeds to pay interest on ponds during the construction period, before the project generates revenue.
- Debt service reserves – monies set aside from bond proceeds used to pay debt service if there is a shortfall in revenues available to make such payments, and/or make the final payment on the bonds.
- Debt service coverage – refers to sizing annual bond payments to an amount less than the projected revenues.
- Cost of issuance – fees charged to sell the bonds.

The following bond issuances are anticipated, along with the current assumptions used to estimate bond proceeds:

- Senior hotel revenue bonds backed by hotel NOI. Assuming 30-year bond issue, 3.0 debt service coverage ratio, 5.5% coupon rate, no recourse to the city.
- Subordinate hotel revenue bonds backed by hotel NOI. Assuming 30-year bond issue, 1.5 debt service coverage ratio, 8.0% coupon rate, no recourse to the city.
- Tax revenue bonds backed by Downtown Revitalization TIF, special taxing districts, and room surcharges collected on-site. Assuming 30-year bond issue, 1.75 debt service coverage ratio, 6% coupon rate, no recourse to the city.
- Special obligation bonds backed by lodging tax revenues. Assuming 30-year bond issue, 1.1 debt service coverage ratio, 5.0% coupon rate, may require debt service shortfall credit enhancement by the city.
- Parking revenue bonds backed by revenues generated by parking garage operations.

In addition to the above bond sources, Garfield, in conjunction with city staff have identified the following existing sources available to fund the project:

- City lodging tax fund balance
- City parking fund balance
- AARPA Tourism Asset Grant
- FY 2025 State of Missouri appropriation

Summary of Funding Sources

<u>Bond Fund Sources</u>	
Hotel Revenue Bonds	\$29,369,204
Tax Revenue Bonds	\$13,290,108
Special Obligation Bonds	\$20,517,309
Parking Revenue Bonds	\$10,000,000
<u>Existing Fund Sources</u>	
Lodging tax fund balance	\$ 9,500,000
Parking fund balance	\$ 4,000,000
AARPA Tourism Asset Grant	\$ 2,100,000
FY 2025 state appropriation	\$ 2,000,000
Initial estimate of funding sources	\$90,776,621



As previously mentioned, the above funding sources are preliminary estimates and only include sources available to the city and do not include outside sources. As project development progresses, Garfield will work with the local project team to further refine the above financing models as well as work to identify outside fund sources to complete the project funding package. Potential outside fund sources which Garfield and the local project team intend to pursue include:

- Partnership with the State of Missouri.
- Contribution from the selected hotel brand.
- Licensing of naming rights.
- Product supplier licensing.
- Develop “Made in Missouri” concept to encourage investment by state-wide industries.
- Philanthropic contributions.

An explanation of the attached bond issuance model prepared by Stifel is explained below:

Pages 1-3	Hotel operating proforma based on 204 room hotel from CBRE market study and including reserve fund and fee set-asides, estimated hotel and revenue bond debt service payments, and estimates for annual and cumulative net cash remaining.
Pages 4-8	Estimated taxes, surcharges, and fees generated to service the tax revenue bonds (incentive bond), and special obligation bonds (city COPs issue).
Page 9	Summary of sources and uses for each bond issue
Page 10	Summary of sources available to fund the project development
Page 11	Detailed of sources, uses, and assumptions for hotel revenue bonds
Page 12	Estimated debt service for hotel revenue bonds
Page 13	Detailed sources, uses, and assumptions for tax (incentive) revenue bonds
Page 14	Estimated debt service for tax (incentive) revenue bonds
Page 15	Detailed sources, uses, and assumptions for special obligation bonds
Page 16	Estimated debt service for special obligation bonds.

Jefferson City
Hotel & Conference Center
 Pre-Development Business Plan



Jefferson City, MO
 Conference Hotel

Year 11+ Growth Rates
 Revenue: 2.00%
 Expenses: 2.00%

OPERATING PROFORMA (204 ROOMS)

Ops Year	1	2	3	4	5	6	7	8	9	10	11
Year Ended:	6/30/2028	6/30/2029	6/30/2030	6/30/2031	6/30/2032	6/30/2033	6/30/2034	6/30/2035	6/30/2036	6/30/2037	6/30/2038
Fiscal/Bond Year:	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038
Number of Rooms	204	204	204	204	204	204	204	204	204	204	204
Annual Available Rooms	74,460	74,460	74,460	74,460	74,460	74,460	74,460	74,460	74,460	74,460	74,460
Occupied Rooms	47,654	50,633	52,122	52,122	52,122	52,122	52,122	52,122	52,122	52,122	52,122
Occupancy	64.0%	68.0%	70.0%	70.0%	70.0%	70.0%	70.0%	70.0%	70.0%	70.0%	70.0%
Average Rate	\$ 176.92	\$ 185.95	\$ 191.52	\$ 197.27	\$ 203.19	\$ 209.28	\$ 215.56	\$ 222.03	\$ 228.69	\$ 235.55	\$ 240.26
OPERATING REVENUES											
Rooms	\$ 8,430,887	\$ 9,414,965	\$ 9,982,593	\$ 10,282,070	\$ 10,590,533	\$ 10,908,248	\$ 11,235,496	\$ 11,572,561	\$ 11,919,738	\$ 12,277,330	\$ 12,522,877
Food & Beverage	\$ 6,376,471	\$ 6,890,176	\$ 7,262,867	\$ 7,480,753	\$ 7,705,176	\$ 7,936,331	\$ 8,174,421	\$ 8,419,654	\$ 8,672,244	\$ 8,932,411	\$ 9,111,059
Other Operated Departments	\$ 447,663	\$ 480,718	\$ 505,243	\$ 520,400	\$ 536,012	\$ 552,093	\$ 568,655	\$ 585,715	\$ 603,287	\$ 621,385	\$ 633,813
Miscellaneous Income (Net)	\$ 69,309	\$ 74,893	\$ 78,944	\$ 81,313	\$ 83,752	\$ 86,264	\$ 88,852	\$ 91,518	\$ 94,264	\$ 97,091	\$ 99,033
Total Operating Revenue	\$ 15,324,330	\$ 16,860,752	\$ 17,829,647	\$ 18,364,536	\$ 18,915,473	\$ 19,482,936	\$ 20,067,424	\$ 20,669,448	\$ 21,289,533	\$ 21,928,217	\$ 22,366,781
DEPARTMENTAL EXPENSES											
Rooms Expense	\$ 2,184,574	\$ 2,303,379	\$ 2,399,904	\$ 2,471,901	\$ 2,546,058	\$ 2,622,440	\$ 2,701,113	\$ 2,782,147	\$ 2,865,611	\$ 2,951,579	\$ 3,010,611
Food & Beverage Expense	\$ 3,479,059	\$ 3,685,957	\$ 3,849,320	\$ 3,964,799	\$ 4,083,743	\$ 4,206,256	\$ 4,332,443	\$ 4,462,417	\$ 4,596,289	\$ 4,734,178	\$ 4,828,862
Other Operated Departments Expense	\$ 141,819	\$ 149,086	\$ 155,110	\$ 159,763	\$ 164,556	\$ 169,492	\$ 174,577	\$ 179,815	\$ 185,209	\$ 190,765	\$ 194,580
Total Departmental Expenses	\$ 5,805,452	\$ 6,138,422	\$ 6,404,334	\$ 6,596,463	\$ 6,794,357	\$ 6,998,188	\$ 7,208,133	\$ 7,424,379	\$ 7,647,109	\$ 7,876,522	\$ 8,034,052
DEPARTMENTAL PROFIT	\$ 9,518,878	\$ 10,722,330	\$ 11,425,313	\$ 11,768,073	\$ 12,121,116	\$ 12,484,748	\$ 12,859,291	\$ 13,245,069	\$ 13,642,424	\$ 14,051,695	\$ 14,332,729
UNDISTRIBUTED OPERATING EXPENSES											
Administrative and General	\$ 1,302,191	\$ 1,359,027	\$ 1,408,946	\$ 1,451,214	\$ 1,494,750	\$ 1,539,593	\$ 1,585,781	\$ 1,633,354	\$ 1,682,355	\$ 1,732,825	\$ 1,767,482
Information and Telecommunications Systems	\$ 217,032	\$ 226,504	\$ 234,824	\$ 241,869	\$ 249,125	\$ 256,599	\$ 264,297	\$ 272,226	\$ 280,392	\$ 288,804	\$ 294,580
Sales and Marketing	\$ 1,347,882	\$ 1,406,712	\$ 1,458,382	\$ 1,502,134	\$ 1,547,198	\$ 1,593,614	\$ 1,641,422	\$ 1,690,665	\$ 1,741,385	\$ 1,793,626	\$ 1,829,499
Franchise Fees (Royalty)	\$ 505,853	\$ 564,898	\$ 598,956	\$ 616,924	\$ 635,432	\$ 654,495	\$ 674,130	\$ 694,354	\$ 715,184	\$ 736,640	\$ 751,373
Property Operations and Maintenance	\$ 725,244	\$ 760,968	\$ 790,987	\$ 814,717	\$ 839,158	\$ 864,333	\$ 890,263	\$ 916,971	\$ 944,480	\$ 972,814	\$ 992,270
Utilities	\$ 723,282	\$ 759,481	\$ 789,442	\$ 813,125	\$ 837,519	\$ 862,645	\$ 888,524	\$ 915,180	\$ 942,635	\$ 970,914	\$ 990,332
Total Undistributed Expenses	\$ 4,822,030	\$ 5,077,590	\$ 5,281,537	\$ 5,439,983	\$ 5,603,182	\$ 5,771,279	\$ 5,944,417	\$ 6,122,750	\$ 6,306,431	\$ 6,495,623	\$ 6,625,535
GROSS OPERATING PROFIT	\$ 4,696,848	\$ 5,644,740	\$ 6,143,776	\$ 6,328,090	\$ 6,517,934	\$ 6,713,469	\$ 6,914,874	\$ 7,122,319	\$ 7,335,993	\$ 7,556,072	\$ 7,707,193
Management Fee	\$ 459,730	\$ 505,823	\$ 534,889	\$ 550,936	\$ 567,464	\$ 584,488	\$ 602,023	\$ 620,083	\$ 638,686	\$ 657,847	\$ 671,003
INCOME BEFORE NON-OPERATING INCOME AND EXPENSES	\$ 4,237,118	\$ 5,138,917	\$ 5,608,887	\$ 5,777,154	\$ 5,950,470	\$ 6,128,981	\$ 6,312,851	\$ 6,502,236	\$ 6,697,307	\$ 6,898,225	\$ 7,036,190
NON-OPERATING INCOME AND EXPENSES											
Property Taxes	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Insurance	\$ 459,730	\$ 258,806	\$ 266,570	\$ 274,567	\$ 282,805	\$ 291,289	\$ 300,027	\$ 309,028	\$ 318,299	\$ 327,848	\$ 334,405
Reserve for Replacement	\$ 306,487	\$ 505,823	\$ 713,186	\$ 734,581	\$ 756,619	\$ 779,317	\$ 802,697	\$ 826,778	\$ 851,581	\$ 877,129	\$ 894,671
Total Non-Operating Income and Expenses	\$ 766,217	\$ 764,629	\$ 979,756	\$ 1,009,149	\$ 1,039,423	\$ 1,070,606	\$ 1,102,724	\$ 1,135,806	\$ 1,169,880	\$ 1,204,977	\$ 1,229,076
NET INCOME (EBITDA)	\$ 3,470,902	\$ 4,374,289	\$ 4,629,130	\$ 4,768,005	\$ 4,911,046	\$ 5,058,375	\$ 5,210,127	\$ 5,366,430	\$ 5,527,427	\$ 5,693,249	\$ 5,807,114
ADDITIONAL FEES & RESERVES BEFORE DEBT SERVICE											
Senior Asset Management Fee	\$ 114,932	\$ 126,456	\$ 133,722	\$ 137,734	\$ 141,866	\$ 146,122	\$ 150,506	\$ 155,021	\$ 159,671	\$ 164,462	\$ 167,751
Main Operating Account Reserve	\$ 30,853	\$ 126,456	\$ 133,722	\$ 137,734	\$ 119,088	\$ 113,936	\$ 117,353	\$ 120,875	\$ 124,500	\$ 128,235	\$ 88,055
Administrative Expenses	\$ 12,500	\$ 12,500	\$ 12,500	\$ 12,500	\$ 12,500	\$ 12,500	\$ 12,500	\$ 12,500	\$ 12,500	\$ 12,500	\$ 12,500
NET CASH FOR BOND PAYMENTS	\$ 3,312,616	\$ 4,108,877	\$ 4,349,186	\$ 4,480,037	\$ 4,637,593	\$ 4,785,817	\$ 4,929,768	\$ 5,078,034	\$ 5,230,755	\$ 5,388,052	\$ 5,538,808
BOND DEBT SERVICE											
Senior Bond	\$ 709,775	\$ 1,419,550	\$ 1,444,550	\$ 1,488,175	\$ 1,544,325	\$ 1,592,175	\$ 1,642,000	\$ 1,688,525	\$ 1,741,750	\$ 1,791,125	\$ 1,841,650
Senior Bond DSCR	4.67	2.89	3.01	3.01	3.00	3.01	3.00	3.01	3.00	3.01	3.01
Subordinate Bond	\$ 809,400	\$ 1,618,800	\$ 1,618,800	\$ 1,618,800	\$ 1,618,800	\$ 1,618,800	\$ 1,643,800	\$ 1,691,800	\$ 1,740,800	\$ 1,800,400	\$ 1,849,400
Aggregate DSCR	2.18	1.35	1.42	1.44	1.47	1.49	1.50	1.50	1.50	1.50	1.50
NET CASH FOR SUBORDINATED CASH FLOW	\$ 1,793,441	\$ 1,070,527	\$ 1,285,836	\$ 1,373,062	\$ 1,474,468	\$ 1,574,842	\$ 1,643,968	\$ 1,697,709	\$ 1,748,205	\$ 1,796,527	\$ 1,847,758
SUBORDINATED CASH FLOW & RESERVES											
Subordinate Asset Management Fee	\$ 38,311	\$ 42,152	\$ 44,574	\$ 45,911	\$ 47,289	\$ 48,707	\$ 50,169	\$ 51,674	\$ 53,224	\$ 54,821	\$ 55,917
FF&E Reserve	\$ 306,487	\$ 505,823	\$ 713,186	\$ 734,581	\$ 756,619	\$ 779,317	\$ 802,697	\$ 826,778	\$ 851,581	\$ 877,129	\$ 894,671
Working Capital Reserve	\$ 459,730	\$ 505,823	\$ 528,076	\$ 550,936	\$ 567,464	\$ 584,488	\$ 602,023	\$ 620,461	\$ -	\$ -	\$ -
Supplemental Senior Bond DSRF	\$ 988,914	\$ 16,730	\$ -	\$ 41,633	\$ 103,096	\$ 142,002	\$ -	\$ -	\$ -	\$ -	\$ -
Subordinated Development Manager Fee	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 20,327	\$ 189,080	\$ 206,694	\$ 212,895	\$ 219,282	\$ 651,721
Supplemental Senior Bond DSRF #2	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 11,102	\$ 630,505	\$ 645,296	\$ 5,472
Supplemental Subordinate Bond DSRF	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 239,976
NET CASH AFTER SUBORDINATED CASH FLOW & RESERVES	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
CUMULATIVE NET CASH AFTER SUBORDINATED CASH FLOW & RESERVE	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

Jefferson City
Hotel & Conference Center
 Pre-Development Business Plan



Jefferson City, MO
 Conference Hotel

OPERATING PROFORMA (204 ROOMS)

Ops Year	12	13	14	15	16	17	18	19	20	21	22
Year Ended:	6/30/2039	6/30/2040	6/30/2041	6/30/2042	6/30/2043	6/30/2044	6/30/2045	6/30/2046	6/30/2047	6/30/2048	6/30/2049
Fiscal/Bond Year:	2039	2040	2041	2042	2043	2044	2045	2046	2047	2048	2049
Number of Rooms	204	204	204	204	204	204	204	204	204	204	204
Annual Available Rooms	74,460	74,460	74,460	74,460	74,460	74,460	74,460	74,460	74,460	74,460	74,460
Occupied Rooms	52,122	52,122	52,122	52,122	52,122	52,122	52,122	52,122	52,122	52,122	52,122
Occupancy	70.0%	70.0%	70.0%	70.0%	70.0%	70.0%	70.0%	70.0%	70.0%	70.0%	70.0%
Average Rate	\$ 245.07	\$ 249.97	\$ 254.97	\$ 260.07	\$ 265.27	\$ 270.57	\$ 275.98	\$ 281.50	\$ 287.13	\$ 292.88	\$ 298.73
OPERATING REVENUES											
Rooms	\$ 12,773,334	\$ 13,028,801	\$ 13,289,377	\$ 13,555,164	\$ 13,826,268	\$ 14,102,793	\$ 14,384,849	\$ 14,672,546	\$ 14,965,997	\$ 15,265,317	\$ 15,570,623
Food & Beverage	\$ 9,293,280	\$ 9,479,146	\$ 9,668,729	\$ 9,862,104	\$ 10,059,346	\$ 10,260,532	\$ 10,465,743	\$ 10,675,058	\$ 10,888,559	\$ 11,106,330	\$ 11,328,457
Other Operated Departments	\$ 646,489	\$ 659,419	\$ 672,607	\$ 686,059	\$ 699,780	\$ 713,776	\$ 728,052	\$ 742,613	\$ 757,465	\$ 772,614	\$ 788,066
Miscellaneous Income (Net)	\$ 101,013	\$ 103,034	\$ 105,094	\$ 107,196	\$ 109,340	\$ 111,527	\$ 113,758	\$ 116,033	\$ 118,353	\$ 120,720	\$ 123,135
Total Operating Revenue	\$ 22,814,117	\$ 23,270,399	\$ 23,735,807	\$ 24,210,523	\$ 24,694,734	\$ 25,188,629	\$ 25,692,401	\$ 26,206,249	\$ 26,730,374	\$ 27,264,982	\$ 27,810,281
DEPARTMENTAL EXPENSES											
Rooms Expense	\$ 3,070,823	\$ 3,132,239	\$ 3,194,884	\$ 3,258,782	\$ 3,323,957	\$ 3,390,436	\$ 3,458,245	\$ 3,527,410	\$ 3,597,958	\$ 3,669,917	\$ 3,743,316
Food & Beverage Expense	\$ 4,925,439	\$ 5,023,948	\$ 5,124,427	\$ 5,226,915	\$ 5,331,453	\$ 5,438,082	\$ 5,546,844	\$ 5,657,781	\$ 5,770,937	\$ 5,886,355	\$ 6,004,082
Other Operated Departments Expense	\$ 198,472	\$ 202,441	\$ 206,490	\$ 210,620	\$ 214,832	\$ 219,129	\$ 223,512	\$ 227,982	\$ 232,541	\$ 237,192	\$ 241,936
Total Departmental Expenses	\$ 8,194,733	\$ 8,358,628	\$ 8,525,801	\$ 8,696,317	\$ 8,870,243	\$ 9,047,648	\$ 9,228,601	\$ 9,413,173	\$ 9,601,436	\$ 9,793,465	\$ 9,989,334
DEPARTMENTAL PROFIT	\$ 14,619,383	\$ 14,911,771	\$ 15,210,007	\$ 15,514,207	\$ 15,824,491	\$ 16,140,981	\$ 16,463,800	\$ 16,793,076	\$ 17,128,938	\$ 17,471,517	\$ 17,820,947
UNDISTRIBUTED OPERATING EXPENSES											
Administrative and General	\$ 1,802,831	\$ 1,838,888	\$ 1,875,666	\$ 1,913,179	\$ 1,951,442	\$ 1,990,471	\$ 2,030,281	\$ 2,070,886	\$ 2,112,304	\$ 2,154,550	\$ 2,197,641
Information and Telecommunications Systems	\$ 300,472	\$ 306,481	\$ 312,611	\$ 318,863	\$ 325,240	\$ 331,745	\$ 338,380	\$ 345,148	\$ 352,050	\$ 359,091	\$ 366,273
Sales and Marketing	\$ 1,866,088	\$ 1,903,410	\$ 1,941,478	\$ 1,980,308	\$ 2,019,914	\$ 2,060,312	\$ 2,101,519	\$ 2,143,549	\$ 2,186,420	\$ 2,230,148	\$ 2,274,751
Franchise Fees (Royalty)	\$ 766,400	\$ 781,728	\$ 797,363	\$ 813,310	\$ 829,576	\$ 846,168	\$ 863,091	\$ 880,353	\$ 897,960	\$ 915,919	\$ 934,238
Property Operations and Maintenance	\$ 1,012,116	\$ 1,032,358	\$ 1,053,005	\$ 1,074,065	\$ 1,095,547	\$ 1,117,457	\$ 1,139,807	\$ 1,162,603	\$ 1,185,855	\$ 1,209,572	\$ 1,233,763
Utilities	\$ 1,010,139	\$ 1,030,342	\$ 1,050,949	\$ 1,071,968	\$ 1,093,407	\$ 1,115,275	\$ 1,137,580	\$ 1,160,332	\$ 1,183,539	\$ 1,207,210	\$ 1,231,354
Total Undistributed Expenses	\$ 6,758,046	\$ 6,893,207	\$ 7,031,071	\$ 7,171,693	\$ 7,315,127	\$ 7,461,429	\$ 7,610,658	\$ 7,762,871	\$ 7,918,128	\$ 8,076,491	\$ 8,238,021
GROSS OPERATING PROFIT	\$ 7,861,337	\$ 8,018,564	\$ 8,178,935	\$ 8,342,514	\$ 8,509,364	\$ 8,679,552	\$ 8,853,143	\$ 9,030,205	\$ 9,210,810	\$ 9,395,026	\$ 9,582,926
Management Fee	\$ 684,424	\$ 698,112	\$ 712,074	\$ 726,316	\$ 740,842	\$ 755,659	\$ 770,772	\$ 786,187	\$ 801,911	\$ 817,949	\$ 834,308
INCOME BEFORE NON-OPERATING INCOME AND EXPENSES	\$ 7,176,914	\$ 7,320,452	\$ 7,466,861	\$ 7,616,198	\$ 7,768,522	\$ 7,923,893	\$ 8,082,371	\$ 8,244,018	\$ 8,408,898	\$ 8,577,076	\$ 8,748,618
NON-OPERATING INCOME AND EXPENSES											
Property Taxes	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Insurance	\$ 341,093	\$ 347,915	\$ 354,873	\$ 361,971	\$ 369,210	\$ 376,594	\$ 384,126	\$ 391,809	\$ 399,645	\$ 407,638	\$ 415,790
Reserve for Replacement	\$ 912,565	\$ 930,816	\$ 949,432	\$ 968,421	\$ 987,789	\$ 1,007,545	\$ 1,027,696	\$ 1,048,250	\$ 1,069,215	\$ 1,090,599	\$ 1,112,411
Total Non-Operating Income and Expenses	\$ 1,253,658	\$ 1,278,731	\$ 1,304,305	\$ 1,330,392	\$ 1,356,999	\$ 1,384,139	\$ 1,411,822	\$ 1,440,059	\$ 1,468,860	\$ 1,498,237	\$ 1,528,202
NET INCOME (EBITDA)	\$ 5,923,256	\$ 6,041,721	\$ 6,162,556	\$ 6,285,807	\$ 6,411,523	\$ 6,539,753	\$ 6,670,548	\$ 6,803,959	\$ 6,940,039	\$ 7,078,839	\$ 7,220,416
ADDITIONAL FEES & RESERVES BEFORE DEBT SERVICE											
Senior Asset Management Fee	\$ 171,106	\$ 174,528	\$ 178,019	\$ 181,579	\$ 185,211	\$ 188,915	\$ 192,693	\$ 196,547	\$ 200,478	\$ 204,487	\$ 208,577
Main Operating Account Reserve	\$ 89,816	\$ 91,612	\$ 93,445	\$ 95,314	\$ 97,220	\$ 99,164	\$ 101,148	\$ 103,171	\$ 105,234	\$ 107,339	\$ 109,485
Administrative Expenses	\$ 12,500	\$ 12,500	\$ 12,500	\$ 12,500	\$ 12,500	\$ 12,500	\$ 12,500	\$ 12,500	\$ 12,500	\$ 12,500	\$ 12,500
NET CASH FOR BOND PAYMENTS	\$ 5,649,834	\$ 5,763,081	\$ 5,878,592	\$ 5,996,414	\$ 6,116,593	\$ 6,239,174	\$ 6,364,208	\$ 6,491,742	\$ 6,621,827	\$ 6,754,513	\$ 6,889,854
BOND DEBT SERVICE											
Senior Bond	\$ 1,883,050	\$ 1,920,600	\$ 1,959,300	\$ 1,999,875	\$ 2,034,325	\$ 2,075,100	\$ 2,120,925	\$ 2,161,250	\$ 2,206,075	\$ 2,249,850	\$ 2,292,300
Senior Bond DSCR	3.00	3.00	3.00	3.01	3.01	3.01	3.00	3.00	3.00	3.00	3.01
Subordinate Bond	\$ 1,883,200	\$ 1,917,600	\$ 1,957,200	\$ 2,001,200	\$ 2,038,800	\$ 2,080,000	\$ 2,119,000	\$ 2,165,400	\$ 2,208,000	\$ 2,251,400	\$ 2,299,800
Aggregate DSCR	1.50	1.50	1.50	1.50	1.50	1.50	1.50	1.50	1.50	1.50	1.50
NET CASH FOR SUBORDINATED CASH FLOW	\$ 1,883,584	\$ 1,924,881	\$ 1,962,092	\$ 2,001,339	\$ 2,043,468	\$ 2,084,074	\$ 2,124,283	\$ 2,165,092	\$ 2,207,752	\$ 2,253,263	\$ 2,297,754
SUBORDINATED CASH FLOW & RESERVES											
Subordinate Asset Management Fee	\$ 57,035	\$ 58,176	\$ 59,340	\$ 60,526	\$ 61,737	\$ 62,972	\$ 64,231	\$ 65,516	\$ 66,826	\$ 68,162	\$ 69,526
FF&E Reserve	\$ 912,565	\$ 930,816	\$ 949,432	\$ 968,421	\$ 987,789	\$ 1,007,545	\$ 1,027,696	\$ 1,048,250	\$ 1,069,215	\$ 1,090,599	\$ 1,112,411
Working Capital Reserve	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Supplemental Senior Bond DSRF	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Subordinated Development Manager Fee	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Supplemental Senior Bond DSRF #2	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Supplemental Subordinate Bond DSRF	\$ 913,984	\$ 935,889	\$ 952,151	\$ 968,889	\$ 986,127	\$ 1,003,865	\$ 1,022,003	\$ 1,040,641	\$ 1,059,779	\$ 1,079,417	\$ 1,099,555
NET CASH AFTER SUBORDINATED CASH FLOW & RESERVES	\$ -	\$ -	\$ -	\$ 972,392	\$ 993,941	\$ 1,013,558	\$ 1,032,356	\$ 1,051,326	\$ 1,071,711	\$ 1,094,502	\$ 1,115,817
CUMULATIVE NET CASH AFTER SUBORDINATED CASH FLOW & RESERVE	\$ -	\$ -	\$ 451,170	\$ 1,423,562	\$ 2,417,503	\$ 3,431,061	\$ 4,463,417	\$ 5,514,743	\$ 6,586,454	\$ 7,680,956	\$ 8,796,773

Jefferson City
Hotel & Conference Center
 Pre-Development Business Plan



Jefferson City, MO
 Conference Hotel

OPERATING PROFORMA (204 ROOMS)

Ops Year	23	24	25	26	27	28
Year Ended:	6/30/2050	6/30/2051	6/30/2052	6/30/2053	6/30/2054	6/30/2055
Fiscal/Bond Year:	2050	2051	2052	2053	2054	2055
Number of Rooms	204	204	204	204	204	204
Annual Available Rooms	74,460	74,460	74,460	74,460	74,460	74,460
Occupied Rooms	52,122	52,122	52,122	52,122	52,122	52,122
Occupancy	70.0%	70.0%	70.0%	70.0%	70.0%	70.0%
Average Rate	\$ 304.71	\$ 310.80	\$ 317.02	\$ 323.36	\$ 329.83	\$ 336.42
OPERATING REVENUES						
Rooms	\$ 15,882,035	\$ 16,199,676	\$ 16,523,670	\$ 16,854,143	\$ 17,191,226	\$ 17,535,051
Food & Beverage	\$ 11,555,026	\$ 11,786,127	\$ 12,021,849	\$ 12,262,286	\$ 12,507,532	\$ 12,757,682
Other Operated Departments	\$ 803,828	\$ 819,904	\$ 836,302	\$ 853,028	\$ 870,089	\$ 887,491
Miscellaneous Income (Net)	\$ 125,598	\$ 128,110	\$ 130,672	\$ 133,285	\$ 135,951	\$ 138,670
Total Operating Revenue	\$ 28,366,487	\$ 28,933,817	\$ 29,512,493	\$ 30,102,743	\$ 30,704,798	\$ 31,318,894
DEPARTMENTAL EXPENSES						
Rooms Expense	\$ 3,818,182	\$ 3,894,546	\$ 3,972,437	\$ 4,051,885	\$ 4,132,923	\$ 4,215,582
Food & Beverage Expense	\$ 6,124,164	\$ 6,246,647	\$ 6,371,580	\$ 6,499,012	\$ 6,628,992	\$ 6,761,572
Other Operated Departments Expense	\$ 246,775	\$ 251,710	\$ 256,745	\$ 261,879	\$ 267,117	\$ 272,459
Total Departmental Expenses	\$ 10,189,121	\$ 10,392,904	\$ 10,600,762	\$ 10,812,777	\$ 11,029,032	\$ 11,249,613
DEPARTMENTAL PROFIT	\$ 18,177,366	\$ 18,540,913	\$ 18,911,731	\$ 19,289,966	\$ 19,675,765	\$ 20,069,281
UNDISTRIBUTED OPERATING EXPENSES						
Administrative and General	\$ 2,241,594	\$ 2,286,426	\$ 2,332,154	\$ 2,378,797	\$ 2,426,373	\$ 2,474,901
Information and Telecommunications Systems	\$ 373,599	\$ 381,071	\$ 388,692	\$ 396,466	\$ 404,395	\$ 412,483
Sales and Marketing	\$ 2,320,246	\$ 2,366,651	\$ 2,413,984	\$ 2,462,264	\$ 2,511,509	\$ 2,561,740
Franchise Fees (Royalty)	\$ 952,922	\$ 971,981	\$ 991,420	\$ 1,011,249	\$ 1,031,474	\$ 1,052,103
Property Operations and Maintenance	\$ 1,258,439	\$ 1,283,607	\$ 1,309,280	\$ 1,335,465	\$ 1,362,174	\$ 1,389,418
Utilities	\$ 1,255,981	\$ 1,281,100	\$ 1,306,722	\$ 1,332,857	\$ 1,359,514	\$ 1,386,704
Total Undistributed Expenses	\$ 8,402,781	\$ 8,570,837	\$ 8,742,253	\$ 8,917,098	\$ 9,095,440	\$ 9,277,349
GROSS OPERATING PROFIT	\$ 9,774,585	\$ 9,970,077	\$ 10,169,478	\$ 10,372,868	\$ 10,580,325	\$ 10,791,931
Management Fee	\$ 850,995	\$ 868,014	\$ 885,375	\$ 903,082	\$ 921,144	\$ 939,567
INCOME BEFORE NON-OPERATING INCOME AND EXPENSES	\$ 8,923,590	\$ 9,102,062	\$ 9,284,103	\$ 9,469,785	\$ 9,659,181	\$ 9,852,365
NON-OPERATING INCOME AND EXPENSES						
Property Taxes	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Insurance	\$ 424,106	\$ 432,588	\$ 441,240	\$ 450,065	\$ 459,066	\$ 468,248
Reserve for Replacement	\$ 1,134,659	\$ 1,157,353	\$ 1,180,500	\$ 1,204,110	\$ 1,228,192	\$ 1,252,756
Total Non-Operating Income and Expenses	\$ 1,558,766	\$ 1,589,941	\$ 1,621,740	\$ 1,654,175	\$ 1,687,258	\$ 1,721,003
NET INCOME (EBITDA)	\$ 7,364,824	\$ 7,512,121	\$ 7,662,363	\$ 7,815,611	\$ 7,971,923	\$ 8,131,361
ADDITIONAL FEES & RESERVES BEFORE DEBT SERVICE						
Senior Asset Management Fee	\$ 212,749	\$ 217,004	\$ 221,344	\$ 225,771	\$ 230,286	\$ 234,892
Main Operating Account Reserve	Max: \$ 111,675	\$ -	\$ 59,617	\$ 39,840	\$ 115,898	\$ 118,216
Administrative Expenses	\$ 12,500	\$ 12,500	\$ 12,500	\$ 12,500	\$ 12,500	\$ 12,500
NET CASH FOR BOND PAYMENTS	\$ 7,027,901	\$ 7,282,617	\$ 7,368,903	\$ 7,537,500	\$ 7,613,239	\$ 7,765,754
BOND DEBT SERVICE						
Senior Bond	\$ 2,338,150	\$ 2,426,850	\$ 2,455,650	\$ 2,512,300	\$ 2,534,875	\$ 2,584,750
Senior Bond DSCR	3.01	3.00	3.00	3.00	3.00	3.00
Subordinate Bond	\$ 2,342,000	\$ 2,427,600	\$ 2,452,200	\$ 2,509,400	\$ 2,535,600	\$ 2,592,000
Aggregate DSCR	1.50	1.50	1.50	1.50	1.50	1.50
NET CASH FOR SUBORDINATED CASH FLOW	\$ 2,347,751	\$ 2,428,167	\$ 2,461,053	\$ 2,515,800	\$ 2,542,764	\$ 2,589,004
SUBORDINATED CASH FLOW & RESERVES						
Subordinate Asset Management Fee	Formula: 0.25% Revenue	\$ 70,916	\$ 72,335	\$ 73,781	\$ 75,257	\$ 76,762
FF&E Reserve	See below	\$ 1,134,659	\$ 1,157,353	\$ 1,180,500	\$ 1,204,110	\$ 1,228,192
Working Capital Reserve	3.00% Revenue	\$ -	\$ -	\$ -	\$ -	\$ -
Supplemental Senior Bond DSRF		\$ -	\$ -	\$ -	\$ -	\$ -
Subordinated Development Manager Fee	1.00% Revenue	\$ -	\$ -	\$ -	\$ -	\$ -
Supplemental Senior Bond DSRF #2		\$ -	\$ -	\$ -	\$ -	\$ -
Supplemental Subordinate Bond DSRF		\$ -	\$ -	\$ -	\$ -	\$ -
NET CASH AFTER SUBORDINATED CASH FLOW & RESERVES	\$ 1,142,175	\$ 1,198,480	\$ 1,206,772	\$ 1,236,434	\$ 1,237,810	\$ 1,257,951
CUMULATIVE NET CASH AFTER SUBORDINATED CASH FLOW & RESERVE	\$ 9,938,948	\$ 11,137,428	\$ 12,344,200	\$ 13,580,633	\$ 14,818,443	\$ 16,076,394



Jefferson City, MO
 Conference Hotel

TAX GENERATION AND INCENTIVE REVENUES

****OCCUPANCY TAXES THRU 2055****

Ops Year	1	2	3	4
Year Ended:	5/31/2028	5/31/2029	5/31/2030	5/31/2031
Fiscal/Bond Year:	2028	2029	2030	2031
Rooms	\$ 8,430,887	\$ 9,414,965	\$ 9,982,593	\$ 10,282,070
Food & Beverage	\$ 6,376,471	\$ 6,890,176	\$ 7,262,867	\$ 7,480,753
Other Operated Departments	\$ 447,663	\$ 480,718	\$ 505,243	\$ 520,400
Misc Income (Net)	\$ 69,309	\$ 74,893	\$ 78,944	\$ 81,313
Total Revenue	\$ 15,324,330	\$ 16,860,752	\$ 17,829,647	\$ 18,364,536

TAX REVENUE

Occupancy Tax Revenues	Tax Rate	Pledge	Start	Term	End	Growth Rate				
Onsite 4% Local Occupancy Tax	4.0000%	100%			2055		\$ 337,235	\$ 376,599	\$ 399,304	\$ 411,283
Citywide 4%	4.0000%	100%			2055	2.000%	\$ 925,000	\$ 943,500	\$ 962,370	\$ 981,617
Special District Sales Taxes										
	Tax Rate	Pledge	Start	Term	End					
TDD (40 years)	1.0000%	100%	2025	40	2065		\$ 153,243	\$ 168,608	\$ 178,296	\$ 183,645
CID (27 years)	1.0000%	100%	2025	27	2052		\$ 153,243	\$ 168,608	\$ 178,296	\$ 183,645
PID (40 years)	1.0000%	100%	2025	40	2065		\$ 153,243	\$ 168,608	\$ 178,296	\$ 183,645
Statutory TIF (Downtown Revitalization)										
	Tax Rate	Pledge	Start	Term	End					
State (incl. tax on rooms)	4.2250%	50%	2025	25	2050		\$ 323,726	\$ 356,183	\$ 376,651	\$ 387,951
City (excl. tax on rooms)	2.2500%	50%	2025	25	2050		\$ 77,551	\$ 83,765	\$ 88,279	\$ 90,928
County (excl. tax on rooms)	1.5000%	50%	2025	25	2050		\$ 51,701	\$ 55,843	\$ 58,853	\$ 60,618
City Additional EATs (30 years)										
	Tax Rate	Pledge	Start	Term	End					
Non-Room Sales Taxes	1.5000%	50%	2025	30	2055		\$ 51,701	\$ 55,843	\$ 58,853	\$ 60,618
Hotel Room Sales Taxes	1.5000%	100%	2025	30	2055		\$ 126,463	\$ 141,224	\$ 149,739	\$ 154,231
CID Hotel Room Surcharge										
			Start	Term	End	Growth Rate				
Rate			2025	27	2052	2.000%	\$ 10.00	\$ 10.20	\$ 10.40	\$ 10.61
Occupancy (%)							64%	68%	70%	70%
Rooms							204	204	204	204
Revenue							\$ 476,544	\$ 516,455	\$ 542,277	\$ 553,123
Energy-Based Revenues										
			Start	Term	End					
C-Pace Loan "energy fee"			2025	14	2039		\$ 270,000	\$ 270,000	\$ 270,000	\$ 270,000
Utility tax - \$50K			2025	25	2050		\$ 50,000	\$ 51,000	\$ 52,020	\$ 53,060
GRAND TOTAL REVENUES							\$ 3,149,652	\$ 3,356,235	\$ 3,493,236	\$ 3,574,366
REVENUE FOR CITY COPS ISSUE							\$ 1,262,235	\$ 1,320,099	\$ 1,361,674	\$ 1,392,900
REVENUE FOR INCENTIVE BOND							\$ 1,887,417	\$ 2,036,137	\$ 2,131,562	\$ 2,181,466



Jefferson City, MO
 Conference Hotel

TAX GENERATION AND INCENTIVE REVENUES

****OCCUPANCY TAXES THRU 2055****

Ops Year	5	6	7	8	9	10
Year Ended:	5/31/2032	5/31/2033	5/31/2034	5/31/2035	5/31/2036	5/31/2037
Fiscal/Bond Year:	2032	2033	2034	2035	2036	2037
Rooms	\$ 10,590,533	\$ 10,908,248	\$ 11,235,496	\$ 11,572,561	\$ 11,919,738	\$ 12,277,330
Food & Beverage	\$ 7,705,176	\$ 7,936,331	\$ 8,174,421	\$ 8,419,654	\$ 8,672,244	\$ 8,932,411
Other Operated Departments	\$ 536,012	\$ 552,093	\$ 568,655	\$ 585,715	\$ 603,287	\$ 621,385
Misc Income (Net)	\$ 83,752	\$ 86,264	\$ 88,852	\$ 91,518	\$ 94,264	\$ 97,091
Total Revenue	\$ 18,915,473	\$ 19,482,936	\$ 20,067,424	\$ 20,669,448	\$ 21,289,533	\$ 21,928,217

TAX REVENUE

Occupancy Tax Revenues	Tax Rate	Pledge	5	6	7	8	9	10
Onsite 4% Local Occupancy Tax	4.0000%	100%	\$ 423,621	\$ 436,330	\$ 449,420	\$ 462,902	\$ 476,790	\$ 491,093
Citywide 4%	4.0000%	100%	\$ 1,001,250	\$ 1,021,275	\$ 1,041,700	\$ 1,062,534	\$ 1,083,785	\$ 1,105,461

Special District Sales Taxes	Tax Rate	Pledge	5	6	7	8	9	10
TDD (40 years)	1.0000%	100%	\$ 189,155	\$ 194,829	\$ 200,674	\$ 206,694	\$ 212,895	\$ 219,282
CID (27 years)	1.0000%	100%	\$ 189,155	\$ 194,829	\$ 200,674	\$ 206,694	\$ 212,895	\$ 219,282
PID (40 years)	1.0000%	100%	\$ 189,155	\$ 194,829	\$ 200,674	\$ 206,694	\$ 212,895	\$ 219,282

Statutory TIF (Downtown Revitalization)	Tax Rate	Pledge	5	6	7	8	9	10
State (incl. tax on rooms)	4.2250%	50%	\$ 399,589	\$ 411,577	\$ 423,924	\$ 436,642	\$ 449,741	\$ 463,234
City (excl. tax on rooms)	2.2500%	50%	\$ 93,656	\$ 96,465	\$ 99,359	\$ 102,340	\$ 105,410	\$ 108,572
County (excl. tax on rooms)	1.5000%	50%	\$ 62,437	\$ 64,310	\$ 66,239	\$ 68,227	\$ 70,273	\$ 72,382

City Additional EATs (30 years)	Tax Rate	Pledge	5	6	7	8	9	10
Non-Room Sales Taxes	1.5000%	50%	\$ 62,437	\$ 64,310	\$ 66,239	\$ 68,227	\$ 70,273	\$ 72,382
Hotel Room Sales Taxes	1.5000%	100%	\$ 158,858	\$ 163,624	\$ 168,532	\$ 173,588	\$ 178,796	\$ 184,160

CID Hotel Room Surcharge	5	6	7	8	9	10
Rate	\$ 10.82	\$ 11.04	\$ 11.26	\$ 11.49	\$ 11.72	\$ 11.95
Occupancy (%)	70%	70%	70%	70%	70%	70%
Rooms	204	204	204	204	204	204
Revenue	\$ 564,185	\$ 575,469	\$ 586,978	\$ 598,718	\$ 610,692	\$ 622,906

Energy-Based Revenues	5	6	7	8	9	10
C-Pace Loan "energy fee"	\$ 270,000	\$ 270,000	\$ 270,000	\$ 270,000	\$ 270,000	\$ 270,000
Utility tax - \$50K	\$ 54,122	\$ 55,204	\$ 56,308	\$ 57,434	\$ 58,583	\$ 59,755

GRAND TOTAL REVENUES	\$ 3,657,619	\$ 3,743,052	\$ 3,830,724	\$ 3,920,696	\$ 4,013,030	\$ 4,107,790
REVENUE FOR CITY COPS ISSUE	\$ 1,424,871	\$ 1,457,605	\$ 1,491,120	\$ 1,525,437	\$ 1,560,574	\$ 1,596,554
REVENUE FOR INCENTIVE BOND	\$ 2,232,748	\$ 2,285,447	\$ 2,339,604	\$ 2,395,259	\$ 2,452,456	\$ 2,511,237



Jefferson City, MO
 Conference Hotel

TAX GENERATION AND INCENTIVE REVENUES

****OCCUPANCY TAXES THRU 2055****

Ops Year	11	12	13	14	15	16
Year Ended:	5/31/2038	5/31/2039	5/31/2040	5/31/2041	5/31/2042	5/31/2043
Fiscal/Bond Year:	2038	2039	2040	2041	2042	2043
Rooms	\$ 12,522,877	\$ 12,773,334	\$ 13,028,801	\$ 13,289,377	\$ 13,555,164	\$ 13,826,268
Food & Beverage	\$ 9,111,059	\$ 9,293,280	\$ 9,479,146	\$ 9,668,729	\$ 9,862,104	\$ 10,059,346
Other Operated Departments	\$ 633,813	\$ 646,489	\$ 659,419	\$ 672,607	\$ 686,059	\$ 699,780
Misc Income (Net)	\$ 99,033	\$ 101,013	\$ 103,034	\$ 105,094	\$ 107,196	\$ 109,340
Total Revenue	\$ 22,366,781	\$ 22,814,117	\$ 23,270,399	\$ 23,735,807	\$ 24,210,523	\$ 24,694,734

TAX REVENUE

Occupancy Tax Revenues	Tax Rate	Pledge	11	12	13	14	15	16
Onsite 4% Local Occupancy Tax	4.0000%	100%	\$ 500,915	\$ 510,933	\$ 521,152	\$ 531,575	\$ 542,207	\$ 553,051
Citywide 4%	4.0000%	100%	\$ 1,127,570	\$ 1,150,121	\$ 1,173,124	\$ 1,196,586	\$ 1,220,518	\$ 1,244,928

Special District Sales Taxes	Tax Rate	Pledge	11	12	13	14	15	16
TDD (40 years)	1.0000%	100%	\$ 223,668	\$ 228,141	\$ 232,704	\$ 237,358	\$ 242,105	\$ 246,947
CID (27 years)	1.0000%	100%	\$ 223,668	\$ 228,141	\$ 232,704	\$ 237,358	\$ 242,105	\$ 246,947
PID (40 years)	1.0000%	100%	\$ 223,668	\$ 228,141	\$ 232,704	\$ 237,358	\$ 242,105	\$ 246,947

Statutory TIF (Downtown Revitalization)	Tax Rate	Pledge	11	12	13	14	15	16
State (incl. tax on rooms)	4.2250%	50%	\$ 472,498	\$ 481,948	\$ 491,587	\$ 501,419	\$ 511,447	\$ 521,676
City (excl. tax on rooms)	2.2500%	50%	\$ 110,744	\$ 112,959	\$ 115,218	\$ 117,522	\$ 119,873	\$ 122,270
County (excl. tax on rooms)	1.5000%	50%	\$ 73,829	\$ 75,306	\$ 76,812	\$ 78,348	\$ 79,915	\$ 81,513

City Additional EATs (30 years)	Tax Rate	Pledge	11	12	13	14	15	16
Non-Room Sales Taxes	1.5000%	50%	\$ 73,829	\$ 75,306	\$ 76,812	\$ 78,348	\$ 79,915	\$ 81,513
Hotel Room Sales Taxes	1.5000%	100%	\$ 187,843	\$ 191,600	\$ 195,432	\$ 199,341	\$ 203,327	\$ 207,394

CID Hotel Room Surcharge	Rate	Occupancy (%)	Rooms	Revenue	11	12	13	14	15	16				
Rate	\$ 12.19	70%	204	\$ 635,364	\$ 12.43	\$ 648,072	\$ 12.68	\$ 661,033	\$ 12.94	\$ 674,254	\$ 13.19	\$ 687,739	\$ 13.46	\$ 701,493

Energy-Based Revenues	11	12	13	14	15	16
C-Pace Loan "energy fee"	\$ 270,000	\$ 270,000	\$ -	\$ -	\$ -	\$ -
Utility tax - \$50K	\$ 60,950	\$ 62,169	\$ 63,412	\$ 64,680	\$ 65,974	\$ 67,293

GRAND TOTAL REVENUES	\$ 4,184,546	\$ 4,262,837	\$ 4,072,694	\$ 4,154,148	\$ 4,237,231	\$ 4,321,975
REVENUE FOR CITY COPS ISSUE	\$ 1,628,485	\$ 1,661,055	\$ 1,694,276	\$ 1,728,161	\$ 1,762,724	\$ 1,797,979
REVENUE FOR INCENTIVE BOND	\$ 2,556,061	\$ 2,601,783	\$ 2,378,418	\$ 2,425,987	\$ 2,474,506	\$ 2,523,996



Jefferson City, MO
 Conference Hotel

TAX GENERATION AND INCENTIVE REVENUES

****OCCUPANCY TAXES THRU 2055****

Ops Year	17	18	19	20	21	22
Year Ended:	5/31/2044	5/31/2045	5/31/2046	5/31/2047	5/31/2048	5/31/2049
Fiscal/Bond Year:	2044	2045	2046	2047	2048	2049
Rooms	\$ 14,102,793	\$ 14,384,849	\$ 14,672,546	\$ 14,965,997	\$ 15,265,317	\$ 15,570,623
Food & Beverage	\$ 10,260,532	\$ 10,465,743	\$ 10,675,058	\$ 10,888,559	\$ 11,106,330	\$ 11,328,457
Other Operated Departments	\$ 713,776	\$ 728,052	\$ 742,613	\$ 757,465	\$ 772,614	\$ 788,066
Misc Income (Net)	\$ 111,527	\$ 113,758	\$ 116,033	\$ 118,353	\$ 120,720	\$ 123,135
Total Revenue	\$ 25,188,629	\$ 25,692,401	\$ 26,206,249	\$ 26,730,374	\$ 27,264,982	\$ 27,810,281

TAX REVENUE

Occupancy Tax Revenues	Tax Rate	Pledge	17	18	19	20	21	22
Onsite 4% Local Occupancy Tax	4.0000%	100%	\$ 564,112	\$ 575,394	\$ 586,902	\$ 598,640	\$ 610,613	\$ 622,825
Citywide 4%	4.0000%	100%	\$ 1,269,827	\$ 1,295,223	\$ 1,321,128	\$ 1,347,550	\$ 1,374,501	\$ 1,401,991

Special District Sales Taxes	Tax Rate	Pledge	17	18	19	20	21	22
TDD (40 years)	1.0000%	100%	\$ 251,886	\$ 256,924	\$ 262,062	\$ 267,304	\$ 272,650	\$ 278,103
CID (27 years)	1.0000%	100%	\$ 251,886	\$ 256,924	\$ 262,062	\$ 267,304	\$ 272,650	\$ 278,103
PID (40 years)	1.0000%	100%	\$ 251,886	\$ 256,924	\$ 262,062	\$ 267,304	\$ 272,650	\$ 278,103

Statutory TIF (Downtown Revitalization)	Tax Rate	Pledge	17	18	19	20	21	22
State (incl. tax on rooms)	4.2250%	50%	\$ 532,110	\$ 542,752	\$ 553,607	\$ 564,679	\$ 575,973	\$ 587,492
City (excl. tax on rooms)	2.2500%	50%	\$ 124,716	\$ 127,210	\$ 129,754	\$ 132,349	\$ 134,996	\$ 137,696
County (excl. tax on rooms)	1.5000%	50%	\$ 83,144	\$ 84,807	\$ 86,503	\$ 88,233	\$ 89,997	\$ 91,797

City Additional EATs (30 years)	Tax Rate	Pledge	17	18	19	20	21	22
Non-Room Sales Taxes	1.5000%	50%	\$ 83,144	\$ 84,807	\$ 86,503	\$ 88,233	\$ 89,997	\$ 91,797
Hotel Room Sales Taxes	1.5000%	100%	\$ 211,542	\$ 215,773	\$ 220,088	\$ 224,490	\$ 228,980	\$ 233,559

CID Hotel Room Surcharge	Rate	Occupancy (%)	Rooms	Revenue	17	18	19	20	21	22				
Rate	\$ 13.73	70%	204	\$ 715,523	\$ 14.00	\$ 729,834	\$ 14.28	\$ 744,431	\$ 14.57	\$ 759,319	\$ 14.86	\$ 774,506	\$ 15.16	\$ 789,996

Energy-Based Revenues	17	18	19	20	21	22
C-Pace Loan "energy fee"	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Utility tax - \$50K	\$ 68,639	\$ 70,012	\$ 71,412	\$ 72,841	\$ 74,297	\$ 75,783

GRAND TOTAL REVENUES	\$ 4,408,415	\$ 4,496,583	\$ 4,586,515	\$ 4,678,245	\$ 4,771,810	\$ 4,867,246
REVENUE FOR CITY COPS ISSUE	\$ 1,833,938	\$ 1,870,617	\$ 1,908,030	\$ 1,946,190	\$ 1,985,114	\$ 2,024,816
REVENUE FOR INCENTIVE BOND	\$ 2,574,476	\$ 2,625,966	\$ 2,678,485	\$ 2,732,055	\$ 2,786,696	\$ 2,842,430



Jefferson City, MO
 Conference Hotel

TAX GENERATION AND INCENTIVE REVENUES

****OCCUPANCY TAXES THRU 2055****

Ops Year	23	24	25	26	27	28
Year Ended:	5/31/2050	5/31/2051	5/31/2052	5/31/2053	5/31/2054	5/31/2055
Fiscal/Bond Year:	2050	2051	2052	2053	2054	2055
Rooms	\$ 15,882,035	\$ 16,199,676	\$ 16,523,670	\$ 16,854,143	\$ 17,191,226	\$ 17,535,051
Food & Beverage	\$ 11,555,026	\$ 11,786,127	\$ 12,021,849	\$ 12,262,286	\$ 12,507,532	\$ 12,757,682
Other Operated Departments	\$ 803,828	\$ 819,904	\$ 836,302	\$ 853,028	\$ 870,089	\$ 887,491
Misc Income (Net)	\$ 125,598	\$ 128,110	\$ 130,672	\$ 133,285	\$ 135,951	\$ 138,670
Total Revenue	\$ 28,366,487	\$ 28,933,817	\$ 29,512,493	\$ 30,102,743	\$ 30,704,798	\$ 31,318,894

TAX REVENUE

Occupancy Tax Revenues	Tax Rate	Pledge	23	24	25	26	27	28
Onsite 4% Local Occupancy Tax	4.0000%	100%	\$ 635,281	\$ 647,987	\$ 660,947	\$ 674,166	\$ 687,649	\$ 701,402
Citywide 4%	4.0000%	100%	\$ 1,430,031	\$ 1,458,632	\$ 1,487,804	\$ 1,517,561	\$ 1,547,912	\$ 1,578,870

Special District Sales Taxes	Tax Rate	Pledge	23	24	25	26	27	28
TDD (40 years)	1.0000%	100%	\$ 283,665	\$ 289,338	\$ 295,125	\$ 301,027	\$ 307,048	\$ 313,189
CID (27 years)	1.0000%	100%	\$ 283,665	\$ 289,338	\$ 295,125	\$ -	\$ -	\$ -
PID (40 years)	1.0000%	100%	\$ 283,665	\$ 289,338	\$ 295,125	\$ 301,027	\$ 307,048	\$ 313,189

Statutory TIF (Downtown Revitalization)	Tax Rate	Pledge	23	24	25	26	27	28
State (incl. tax on rooms)	4.2250%	50%	\$ 599,242	\$ -	\$ -	\$ -	\$ -	\$ -
City (excl. tax on rooms)	2.2500%	50%	\$ 140,450	\$ -	\$ -	\$ -	\$ -	\$ -
County (excl. tax on rooms)	1.5000%	50%	\$ 93,633	\$ -	\$ -	\$ -	\$ -	\$ -

City Additional EATs (30 years)	Tax Rate	Pledge	23	24	25	26	27	28
Non-Room Sales Taxes	1.5000%	50%	\$ 93,633	\$ 95,506	\$ 97,416	\$ 99,364	\$ 101,352	\$ 103,379
Hotel Room Sales Taxes	1.5000%	100%	\$ 238,231	\$ 242,995	\$ 247,855	\$ 252,812	\$ 257,868	\$ 263,026

CID Hotel Room Surcharge	Rate	Occupancy (%)	Rooms	Revenue	23	24	25	26	27	28
Rate	\$ 15.46	70%	204	\$ 805,796	\$ 15.77	\$ 16.08	\$ -	\$ -	\$ -	\$ -
Occupancy (%)		70%	204	\$ 805,796	70%	70%	70%	70%	70%	70%
Rooms			204	\$ 805,796	204	204	204	204	204	204
Revenue				\$ 805,796	\$ 821,911	\$ 838,350	\$ -	\$ -	\$ -	\$ -

Energy-Based Revenues	23	24	25	26	27	28
C-Pace Loan "energy fee"	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Utility tax - \$50K	\$ 77,299	\$ -	\$ -	\$ -	\$ -	\$ -

GRAND TOTAL REVENUES	\$ 4,964,591	\$ 4,135,046	\$ 4,217,747	\$ 3,145,958	\$ 3,208,877	\$ 3,273,054
REVENUE FOR CITY COPS ISSUE	\$ 2,065,313	\$ 2,106,619	\$ 2,148,751	\$ 2,191,726	\$ 2,235,561	\$ 2,280,272
REVENUE FOR INCENTIVE BOND	\$ 2,899,279	\$ 2,028,427	\$ 2,068,996	\$ 954,232	\$ 973,316	\$ 992,782



Jefferson City, MO
 Conference Hotel

BOND SUMMARY

	<u>Hotel Revenue Bonds</u>			<u>Incentive Bonds</u>	<u>City Bonds</u>	<u>Total</u>
	<u>Senior</u>	<u>Sub</u>	<u>Total</u>			
Sources						
Par Amount of Bonds	\$ 25,810,000	\$ 20,235,000	\$ 46,045,000	\$ 17,515,000	\$ 22,270,000	\$ 85,830,000
Original Issue Premium/(Discount)	\$ -	\$ -	\$ -	\$ -	\$ 1,142,409	\$ 1,142,409
Total Sources of Funds	\$ 25,810,000	\$ 20,235,000	\$ 46,045,000	\$ 17,515,000	\$ 23,412,409	\$ 86,972,409
Uses						
Net Proceeds/Deposit to Project Fund	\$ 17,240,004	\$ 12,129,200	\$ 29,369,204	\$ 13,290,108	\$ 20,517,309	\$ 63,176,621
Deposit to Capitalized Interest Fund	\$ 3,548,875	\$ 4,047,000	\$ 7,595,875	\$ 2,101,800	\$ 2,227,000	\$ 11,924,675
Deposit to Debt Service Reserve Fund	\$ 2,425,071	\$ 2,023,500	\$ 4,448,571	\$ 1,597,642	\$ -	\$ 6,046,213
Estimated Costs of Issuance	\$ 774,300	\$ 607,050	\$ 1,381,350	\$ 525,450	\$ 668,100	\$ 2,574,900
Total Uses of Funds	\$ 23,988,250	\$ 18,806,750	\$ 42,795,000	\$ 17,515,000	\$ 23,412,409	\$ 83,722,409
Coverage Ratios	3.00x	1.50x		1.75x	1.10x	

**OCCUPANCY TAXES
 THROUGH 2055**



Jefferson City, MO
 Conference Hotel

PROJECT SOURCES & USES SUMMARY

Sources of Funds	OCCUPANCY TAXES THROUGH 2055*	
Hotel Revenue Bonds	\$	29,369,204
Incentive Bonds	\$	13,290,108
City Bonds	\$	20,517,309
Parking Revenue Bonds	\$	10,000,000
AARPA Grant	\$	2,100,000
Parking Fund Contribution	\$	4,000,000
Tourism Tax Contribution	\$	9,500,000
State Contribution	\$	2,000,000
[other]		
Total Sources of Funds	\$	90,776,621

Project Budget		
Hotel Tower	\$	51,000,000
Convention Space	\$	52,000,000
Parking Garage	\$	27,000,000
Total Project Budget	\$	130,000,000
<i>Surplus/(Shortfall)</i>	\$	(39,223,379)

* Assume Hotel occupancy taxes flow into COPs/Special Ob's

Jefferson City
Hotel & Conference Center
 Pre-Development Business Plan



Jefferson City, MO
Hotel Revenue Bonds
 Example Series 2025

ASSUMPTIONS

Dated Date:	7/1/2025
First Payment:	7/1/2026
Optional Par Call:	TBD
Senior Coverage Ratio:	3.00
Subordinate Coverage Ratio:	1.50

PRICING INFORMATION

Lien	Maturity	Par	Coupon	Yield	Price
Senior	7/1/2055	\$ 25,810,000	5.500%	5.500%	100.000
Subordinate	7/1/2055	\$ 20,235,000	8.000%	8.000%	100.000
		\$ 46,045,000			

SOURCES AND USES OF FUNDS

Sources	Senior Bonds	Sub Bonds	Total
Par Amount of Bonds	\$ 25,810,000	\$ 20,235,000	\$ 46,045,000
Original Issue Discount	\$ -	\$ -	\$ -
Total Sources of Funds	\$ 25,810,000	\$ 20,235,000	\$ 46,045,000
Uses	Senior Bonds	Sub Bonds	Total
Net Proceeds/Deposit to Project Fund	\$ 17,240,004	\$ 12,129,200	\$ 29,369,204
Deposit to Operating Account	\$ 1,821,750	\$ 1,428,250	\$ 3,250,000
Deposit to Capitalized Interest Fund	\$ 3,548,875	\$ 4,047,000	\$ 7,595,875
Deposit to Debt Service Reserve Fund	\$ 2,425,071	\$ 2,023,500	\$ 4,448,571
Estimated Costs of Issuance	\$ 774,300	\$ 607,050	\$ 1,381,350
Total Uses of Funds	\$ 25,810,000	\$ 20,235,000	\$ 46,045,000

DSRF SIZING

	Senior Bonds	Sub Bonds
10% of Par:	\$ 2,581,000	\$ 2,023,500
125% Average Annual DS:	\$ 2,425,071	\$ 2,477,375
Maximum Annual Debt Service:	\$ 2,584,750	\$ 2,592,000
Least:	\$ 2,425,071	\$ 2,023,500

Jefferson City
Hotel & Conference Center
 Pre-Development Business Plan



Jefferson City, MO
 Hotel Revenue Bonds
 Example Series 2025

SENIOR BOND DEBT SERVICE						SUBORDINATE BOND DEBT SERVICE					AVAILABLE REVENUE AND DSCR			
Date	Bond Year	Interest	Principal	Capitalized Interest	Annual Net Debt Service	Interest	Principal	Capitalized Interest	Annual Net Debt Service	Agg. Net Debt Service	Available Revenue	Senior Coverage	Aggregate Coverage	Surplus Revenue
1-Jul-25														
1-Jul-26	2026	1,419,550		(1,419,550)	-	1,618,800		(1,618,800)	-	-	-			-
1-Jul-27	2027	1,419,550		(1,419,550)	-	1,618,800		(1,618,800)	-	-	-			-
1-Jul-28	2028	1,419,550		(709,775)	709,775	1,618,800		(809,400)	809,400	1,519,175	3,312,616	4.67	2.18	2,602,841
1-Jul-29	2029	1,419,550			1,419,550	1,618,800	-		1,618,800	3,038,350	4,108,877	2.89	1.35	2,689,327
1-Jul-30	2030	1,419,550	25,000		1,444,550	1,618,800	-		1,618,800	3,063,350	4,349,186	3.01	1.42	2,904,636
1-Jul-31	2031	1,418,175	70,000		1,488,175	1,618,800	-		1,618,800	3,106,975	4,480,037	3.01	1.44	2,991,862
1-Jul-32	2032	1,414,325	130,000		1,544,325	1,618,800	-		1,618,800	3,163,125	4,637,593	3.00	1.47	3,093,268
1-Jul-33	2033	1,407,175	185,000		1,592,175	1,618,800	-		1,618,800	3,210,975	4,785,817	3.01	1.49	3,193,642
1-Jul-34	2034	1,397,000	245,000		1,642,000	1,618,800	25,000		1,643,800	3,285,800	4,929,768	3.00	1.50	3,287,768
1-Jul-35	2035	1,383,525	305,000		1,688,525	1,616,800	75,000		1,691,800	3,380,325	5,078,034	3.01	1.50	3,389,509
1-Jul-36	2036	1,366,750	375,000		1,741,750	1,610,800	130,000		1,740,800	3,482,550	5,230,755	3.00	1.50	3,489,005
1-Jul-37	2037	1,346,125	445,000		1,791,125	1,600,400	200,000		1,800,400	3,591,525	5,388,052	3.01	1.50	3,596,927
1-Jul-38	2038	1,321,650	520,000		1,841,650	1,584,400	265,000		1,849,400	3,691,050	5,538,808	3.01	1.50	3,697,158
1-Jul-39	2039	1,293,050	590,000		1,883,050	1,563,200	320,000		1,883,200	3,766,250	5,649,834	3.00	1.50	3,766,784
1-Jul-40	2040	1,260,600	660,000		1,920,600	1,537,600	380,000		1,917,600	3,838,200	5,763,081	3.00	1.50	3,842,481
1-Jul-41	2041	1,224,300	735,000		1,959,300	1,507,200	450,000		1,957,200	3,916,500	5,878,592	3.00	1.50	3,919,292
1-Jul-42	2042	1,183,875	810,000		1,993,875	1,471,200	530,000		2,001,200	3,995,075	5,996,414	3.01	1.50	4,002,539
1-Jul-43	2043	1,139,325	895,000		2,034,325	1,428,800	610,000		2,038,800	4,073,125	6,116,593	3.01	1.50	4,082,268
1-Jul-44	2044	1,090,100	985,000		2,075,100	1,380,000	700,000		2,080,000	4,155,100	6,239,174	3.01	1.50	4,164,074
1-Jul-45	2045	1,035,925	1,085,000		2,120,925	1,324,000	795,000		2,119,000	4,239,925	6,364,208	3.00	1.50	4,243,283
1-Jul-46	2046	976,250	1,185,000		2,161,250	1,260,400	905,000		2,165,400	4,326,650	6,491,742	3.00	1.50	4,330,492
1-Jul-47	2047	911,075	1,295,000		2,206,075	1,188,000	1,020,000		2,208,000	4,414,075	6,621,827	3.00	1.50	4,415,752
1-Jul-48	2048	839,850	1,410,000		2,249,850	1,106,400	1,145,000		2,251,400	4,501,250	6,754,513	3.00	1.50	4,504,663
1-Jul-49	2049	762,300	1,530,000		2,292,300	1,014,800	1,285,000		2,299,800	4,592,100	6,889,854	3.01	1.50	4,597,554
1-Jul-50	2050	678,150	1,660,000		2,338,150	912,000	1,430,000		2,342,000	4,680,150	7,027,901	3.01	1.50	4,689,751
1-Jul-51	2051	586,850	1,840,000		2,426,850	797,600	1,630,000		2,427,600	4,854,450	7,282,617	3.00	1.50	4,855,767
1-Jul-52	2052	485,650	1,970,000		2,455,650	667,200	1,785,000		2,452,200	4,907,850	7,368,903	3.00	1.50	4,913,253
1-Jul-53	2053	377,300	2,135,000		2,512,300	524,400	1,985,000		2,509,400	5,021,700	7,537,500	3.00	1.50	5,025,200
1-Jul-54	2054	259,875	2,275,000		2,534,875	365,600	2,170,000		2,535,600	5,070,475	7,613,239	3.00	1.50	5,078,364
1-Jul-55	2055	134,750	2,450,000		2,584,750	192,000	2,400,000		2,592,000	5,176,750	7,765,754	3.00	1.50	5,181,004
		32,391,700	25,810,000	(3,548,875)	54,652,825	39,222,000	20,235,000	(4,047,000)	55,410,000	110,062,825	165,201,290			110,548,465



Jefferson City, MO
Tax Revenue Bond
Example Series 2025

ASSUMPTIONS	
Dated Date:	7/1/2025
First Payment:	7/1/2026
Optional Par Call:	TBD
Senior Coverage I	1.75
Subordinate Cove	n/a

PRICING INFORMATION					
Maturity	Par	Coupon	Yield	Price	
7/1/2055	\$ 17,515,000	6.000%	6.000%	100.000	
	\$ 17,515,000				

SOURCES AND USES OF FUNDS			
Sources			
Par Amount of Bonds	\$		17,515,000
Original Issue Discount	\$		-
Total Sources of Funds	\$		17,515,000
Uses			
Net Proceeds/Deposit to Project Fund	\$		13,290,108
Deposit to Capitalized Interest Fund	\$		2,101,800
Deposit to Debt Service Reserve Fund	\$		1,597,642
Estimated Costs of Issuance		3.00%	\$ 525,450
Total Uses of Funds	\$		17,515,000

DSRF SIZING		
10% of Par:	\$	1,751,500
125% Average Annual DS:	\$	1,597,642
Maximum Annual Debt Service:	\$	1,654,500
Least:	\$	1,597,642



Jefferson City, MO
Tax Revenue Bond
Example Series 2025

BOND DEBT SERVICE						AVAILABLE REVENUE AND DSCR		
Date	Bond Year	Interest	Principal	Capitalized Interest	Annual Net Debt Service	Available Revenue	Senior Coverage	Surplus Revenue
1-Jul-25								
1-Jul-26	2026	1,050,900		(1,050,900)	-	-		-
1-Jul-27	2027	1,050,900		(1,050,900)	-	-		-
1-Jul-28	2028	1,050,900	25,000		1,075,900	1,887,417	1.75	811,517
1-Jul-29	2029	1,049,400	110,000		1,159,400	2,036,137	1.76	876,737
1-Jul-30	2030	1,042,800	170,000		1,212,800	2,131,562	1.76	918,762
1-Jul-31	2031	1,032,600	210,000		1,242,600	2,181,466	1.76	938,866
1-Jul-32	2032	1,020,000	255,000		1,275,000	2,232,748	1.75	957,748
1-Jul-33	2033	1,004,700	300,000		1,304,700	2,285,447	1.75	980,747
1-Jul-34	2034	986,700	345,000		1,331,700	2,339,604	1.76	1,007,904
1-Jul-35	2035	966,000	400,000		1,366,000	2,395,259	1.75	1,029,259
1-Jul-36	2036	942,000	455,000		1,397,000	2,452,456	1.76	1,055,456
1-Jul-37	2037	914,700	515,000		1,429,700	2,511,237	1.76	1,081,537
1-Jul-38	2038	883,800	575,000		1,458,800	2,556,061	1.75	1,097,261
1-Jul-39	2039	849,300	635,000		1,484,300	2,601,783	1.75	1,117,483
1-Jul-40	2040	811,200	545,000		1,356,200	2,378,418	1.75	1,022,218
1-Jul-41	2041	778,500	605,000		1,383,500	2,425,987	1.75	1,042,487
1-Jul-42	2042	742,200	670,000		1,412,200	2,474,506	1.75	1,062,306
1-Jul-43	2043	702,000	735,000		1,437,000	2,523,996	1.76	1,086,996
1-Jul-44	2044	657,900	810,000		1,467,900	2,574,476	1.75	1,106,576
1-Jul-45	2045	609,300	890,000		1,499,300	2,625,966	1.75	1,126,666
1-Jul-46	2046	555,900	970,000		1,525,900	2,678,485	1.76	1,152,585
1-Jul-47	2047	497,700	1,060,000		1,557,700	2,732,055	1.75	1,174,355
1-Jul-48	2048	434,100	1,155,000		1,589,100	2,786,696	1.75	1,197,596
1-Jul-49	2049	364,800	1,255,000		1,619,800	2,842,430	1.75	1,222,630
1-Jul-50	2050	289,500	1,365,000		1,654,500	2,899,279	1.75	1,244,779
1-Jul-51	2051	207,600	950,000		1,157,600	2,028,427	1.75	870,827
1-Jul-52	2052	150,600	1,030,000		1,180,600	2,068,996	1.75	888,396
1-Jul-53	2053	88,800	455,000		543,800	954,232	1.75	410,432
1-Jul-54	2054	61,500	490,000		551,500	973,316	1.76	421,816
1-Jul-55	2055	32,100	535,000		567,100	992,782	1.75	425,682
		20,828,400	17,515,000	(2,101,800)	36,241,600	63,571,224		27,329,624



Jefferson City, MO
Special Obligation Bonds/COPs
Example Series 2025

****Occupancy Taxes Thru 2055****

ASSUMPTIONS	
Dated Date:	7/1/2025
First Payment:	7/1/2026
Optional Par Call:	7/1/2035
Senior Coverage Ratio:	1.10
Subordinate Coverage Ratio:	n/a

SOURCES AND USES OF FUNDS		
Sources		
Par Amount of Bonds	\$	22,270,000
Original Issue Premium/Discount	\$	1,142,409
Total Sources of Funds	\$	23,412,409
Uses		
Net Proceeds/Deposit to Project Fund	\$	20,517,309
Deposit to Capitalized Interest Fund	\$	2,227,000
Deposit to Debt Service Reserve Fund		
Estimated Costs of Issuance	3.00% \$	668,100
Total Uses of Funds	\$	23,412,409

DSRF SIZING		
10% of Par:	\$	2,227,000
125% Average Annual DS:	\$	1,955,010
Maximum Annual Debt Service:	\$	2,068,500
Least:	\$	1,955,010



Jefferson City, MO
Special Obligation Bonds/COPs
Example Series 2025

****Occupancy Taxes Thru 2055****

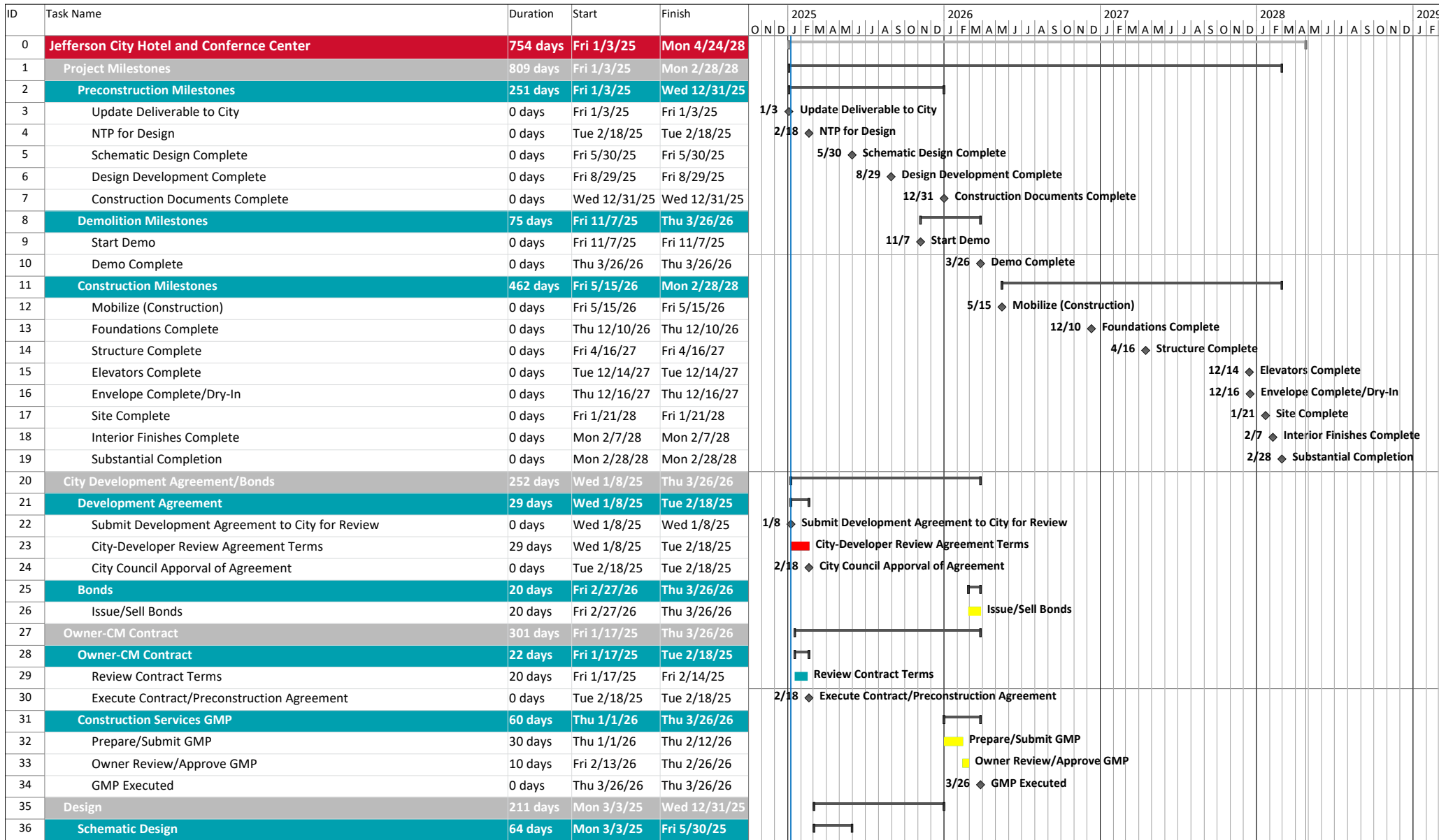
BOND DEBT SERVICE									AVAILABLE REVENUE AND DSCR			
Date	Bond Year	Scale			Interest	Principal	Capitalized Interest	Annual Net Debt Service	Occupancy Tax Revenue	Available Revenue	Senior Coverage	Surplus Revenue
		Coupon	Yield	Price								
1-Jul-25												
1-Jul-26	2026				1,113,500		(1,113,500)	-	-	-	-	
1-Jul-27	2027				1,113,500		(1,113,500)	-	-	-	-	
1-Jul-28	2028	5.00%	3.33%	104.731	1,113,500	30,000		1,143,500	1,262,235	1,262,235	1.10	118,735
1-Jul-29	2029	5.00%	3.37%	106.052	1,112,000	85,000		1,197,000	1,320,099	1,320,099	1.10	123,099
1-Jul-30	2030	5.00%	3.40%	107.300	1,107,750	125,000		1,232,750	1,361,674	1,361,674	1.10	128,924
1-Jul-31	2031	5.00%	3.43%	108.449	1,101,500	160,000		1,261,500	1,392,900	1,392,900	1.10	131,400
1-Jul-32	2032	5.00%	3.47%	109.436	1,093,500	200,000		1,293,500	1,424,871	1,424,871	1.10	131,371
1-Jul-33	2033	5.00%	3.53%	110.168	1,083,500	240,000		1,323,500	1,457,605	1,457,605	1.10	134,105
1-Jul-34	2034	5.00%	3.59%	110.762	1,071,500	280,000		1,351,500	1,491,120	1,491,120	1.10	139,620
1-Jul-35	2035	5.00%	3.66%	111.137	1,057,500	325,000		1,382,500	1,525,437	1,525,437	1.10	142,937
1-Jul-36	2036	5.00%	3.72%	110.608	1,041,250	375,000		1,416,250	1,560,574	1,560,574	1.10	144,324
1-Jul-37	2037	5.00%	3.77%	110.169	1,022,500	425,000		1,447,500	1,596,554	1,596,554	1.10	149,054
1-Jul-38	2038	5.00%	3.81%	109.819	1,001,250	475,000		1,476,250	1,628,485	1,628,485	1.10	152,235
1-Jul-39	2039	5.00%	3.86%	109.384	977,500	530,000		1,507,500	1,661,055	1,661,055	1.10	153,555
1-Jul-40	2040	5.00%	3.95%	108.605	951,000	585,000		1,536,000	1,694,276	1,694,276	1.10	158,276
1-Jul-41	2041	5.00%	4.04%	107.834	921,750	645,000		1,566,750	1,728,161	1,728,161	1.10	161,411
1-Jul-42	2042	5.00%	4.13%	107.068	889,500	710,000		1,599,500	1,762,724	1,762,724	1.10	163,224
1-Jul-43	2043	5.00%	4.18%	106.646	854,000	780,000		1,634,000	1,797,979	1,797,979	1.10	163,979
1-Jul-44	2044	5.00%	4.25%	106.058	815,000	850,000		1,665,000	1,833,938	1,833,938	1.10	168,938
1-Jul-45	2045	5.00%	4.32%	105.475	772,500	925,000		1,697,500	1,870,617	1,870,617	1.10	173,117
1-Jul-46	2046	5.00%	4.38%	104.977	726,250	1,005,000		1,731,250	1,908,030	1,908,030	1.10	176,780
1-Jul-47	2047	5.00%	4.44%	104.483	676,000	1,090,000		1,766,000	1,946,190	1,946,190	1.10	180,190
1-Jul-48	2048	5.00%	4.48%	104.155	621,500	1,180,000		1,801,500	1,985,114	1,985,114	1.10	183,614
1-Jul-49	2049	5.00%	4.51%	103.909	562,500	1,275,000		1,837,500	2,024,816	2,024,816	1.10	187,316
1-Jul-50	2050	5.00%	4.53%	103.746	498,750	1,375,000		1,873,750	2,065,313	2,065,313	1.10	191,563
1-Jul-51	2051	5.00%	4.55%	103.583	430,000	1,480,000		1,910,000	2,106,619	2,106,619	1.10	196,619
1-Jul-52	2052	5.00%	4.59%	103.259	356,000	1,595,000		1,951,000	2,148,751	2,148,751	1.10	197,751
1-Jul-53	2053	5.00%	4.61%	103.097	276,250	1,715,000		1,991,250	2,191,726	2,191,726	1.10	200,476
1-Jul-54	2054	5.00%	4.63%	102.935	190,500	1,840,000		2,030,500	2,235,561	2,235,561	1.10	205,061
1-Jul-55	2055	5.00%	4.63%	102.935	98,500	1,970,000		2,068,500	2,280,272	2,280,272	1.10	211,772
					24,650,250	22,270,000	(2,227,000)	44,693,250	49,262,696	49,262,696		4,569,446



DEVELOPMENT SCHEDULE

Garfield understands the desire of the city to continue progress on the project. With that in mind, we recommend continuing the design and development of the project under a Master Development Agreement which will guide the project through pre-construction, construction, commissioning, and grand opening. Garfield has prepared a preliminary project development schedule which includes anticipated milestones beginning with the execution of the Master Development Agreement in March 2025 to begin the pre-construction services phase. The schedule to complete other milestones of the development are as follows:

- Execute Master Development Agreement March 2025
- Complete schematic design, update pricing May 2025
- Complete design development, update pricing August 2025
- Complete construction documents December 2025
- Preparation and acceptance of GMP February 2026
- Bond Issuance / contractor notice to proceed March 2026
- Mobilization / commence construction May 2026
- Substantial completion February 2028
- Final completion / soft opening March 2028
- Grand opening April 2028



JEFFERSON CITY HOTEL & CONFERENCE CENTER

PRE-DEVELOPMENT BUSINESS PLAN

CONTACT:

Steve Galbreath, Chief Development Officer

Garfield Public/Private LLC

Direct: 469-607-1709

steve.g@garfieldpublicprivate.com

