

**SPECIFICATIONS FOR QUALIFICATIONS  
AND PROPOSALS FOR DEVELOPMENT OF  
A SMALL OR BOUTIQUE HOTEL IN THE  
CITY OF WYANDOTTE, MICHIGAN  
Bid file number 4665**



**City of Wyandotte**  
Downtown Development Authority  
Department of Engineering and Building

March 20, 2015

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ATTACHMENT

Hotel Market Feasibility Study.....Attachment 'A'

## I. INTRODUCTION

- A. This Request for Proposals is an invitation by the City of Wyandotte (the “City”) to private hotel developers to plan, finance, build and operate a small or boutique hotel, consisting of 30 to 50 rooms, w/microwaves and refrigerators, guest beer and wine bar, 5-7 extended stay guestrooms, guest laundry, exercise room and meeting space. Size of hotel and amenities may vary slightly depending upon type of development being proposed.

## II. BACKGROUND INFORMATION

### A. OVERVIEW OF DOWNTOWN WYANDOTTE

#### **Geography**

A waterfront community, Wyandotte is rich in history and is known for its distinctive architecture, charming downtown district, waterfront parks, golf course and variety of cultural and recreational offerings. Downtown Wyandotte is comprised of more than a dozen blocks along Biddle Avenue, and extends 5 blocks along First and Second Streets and 7 blocks to the west along the Eureka corridor. The map on the following page illustrates the various downtown amenities and attractions adjacent to the Detroit River: Wyandotte Shores Golf Course, Kayak Launch, Bacon Memorial Library, Henry Ford Wyandotte Hospital, United States Post Office, Wyandotte Arts Center, Wyandotte Museum, Yack Ice Arena, BASF Park, Bishop Park, Smart Bus Stops, Smart Bus Park & Ride, Zagster Bike Share, Wyandotte Farmers Market, free parking, bike racks and downtown shopping and dining.

#### **Business and cultural climate**

Downtown Wyandotte currently has 37 restaurants, bars and sweet shops that range from fast food and casual to fine dining. Restaurants also offer ample seasonal outdoor café seating. Downtown retail shopping offers an array of men’s, women’s and children’s apparel, home furnishings, accessories, jewelry and two art galleries. In addition to fine dining and retail shops, the downtown offers laundry service, two fitness centers, seven salons and a variety of service-based industries: dental, medical, law, finance and banking. Downtown Wyandotte has one local Bed and Breakfast with 3 rooms. In addition, Wyandotte has no shortage of events, hosting over 80 events each year and a seasonal golf course and weekly Farmers Market. The District also houses two popular cultural institutions: The Wyandotte Museums Campus and the Downriver Council for the Arts. The Wyandotte Museums Campus houses the archives for the City of Wyandotte, a house-museum and gallery dedicated to the history of The City of Wyandotte. The Museum hosts the very successful Heritage Event Series each year. The Heritage Event Series is comprised engage the community and raise awareness about the history of the City of Wyandotte. The Downriver Council for the Arts (DCA) is housed in the Wyandotte Arts Center located at 81 Chestnut. The Wyandotte Arts Center is owned by The City of Wyandotte and the Downtown Development Authority provides grant funding to assist the Downriver Council for the Arts operate. The DCA hosts art exhibits, classes, lectures, live music, performing arts, summer youth art camps and theatrical productions.

A general market overview and demographic information about Wyandotte and the surrounding communities may be found in the Hotel Market Study (Attachment 1).

## B. DEVELOPMENT OBJECTIVES

1. A development that is architecturally consistent with the historic nature of the surrounding buildings and other structures in Downtown Wyandotte.
2. A development that is consistent with the development objective outlined in the City of Wyandotte's Strategic Plan 2010-2015. This document may be found on our website at [www.wyandotte.net](http://www.wyandotte.net).

## REQUIRED CONTENTS FOR PROPOSALS

### A. QUALIFICATIONS

1. Previous experience: Respondents should present a listing of previously completed projects similar in scope of work of the proposed project.
2. Financial resources: Respondents should submit the names, addresses, telephone numbers and relevant positions of several project and banking references.
3. Participants: Respondents should identify each of the participants involved in the project, identify their roles and give an overview of their previous experience.
4. Plan of action: Respondents should provide a detailed overview of how the proposal will be implemented. The description should include a detailed, step-by-step schedule for implementation of the project including a projected time schedule and preliminary cost investment and building costs.

### B. ECONOMIC IMPACT

The respondent must provide a description of the anticipated impact of the proposed project, such as construction and permanent jobs created, estimated total dollar amount invested in the rehabilitation of the property, and the estimated cost of equipment, machinery and furnishings purchased for site.

### C. STANDARDS

Purchaser understands that in addition to contractual obligations that result from this proposal process, development of the property is subject to all usual codes and ordinances applicable for construction and use, as follows.

1. City of Wyandotte Zoning Ordinance.
2. City of Wyandotte Building Code. The City utilizes the State of Michigan Building Code, 2012 (or current edition(s) at time of construction).
3. Michigan Rehabilitation Code for Existing Buildings

D. EVALUATION

Responses to this offering will be evaluated for the best combination of the following:

1. Quality of the proposed redevelopment.
2. Experience, qualifications and readiness of the prospective purchaser to redevelop the property.
3. Highest and Best Use of the property determined by impact to the City in terms of dollars invested, jobs created, and long-term tax base generated.
4. A development that is consistent with the City of Wyandotte's Strategic Plan, 2010-2015 and the Downtown Development Authority's Strategic Plan, 2015. This document may be found on our website at [www.wyandotte.net](http://www.wyandotte.net).

III. INSTRUCTIONS TO PROPOSAL MAKERS

A. DELIVERY

Proposals with bid deposits in response to this Request for Qualifications and Proposals shall be delivered to the City Clerk, Wyandotte City Hall, 3200 Biddle Avenue, Wyandotte, Michigan, prior to the deadline in a sealed envelope which shall be clearly marked as follows:

**“SPECIFICATIONS FOR QUALIFICATIONS AND PROPOSALS FOR DEVELOPMENT  
OF HOTEL IN THE CITY OF WYANDOTTE, MICHIGAN” – Bid File No. 4665**

**B. DEADLINE**

E. Monday, April 13<sup>th</sup> at 2:00 p.m. Local Time

**C. OPENING**

The proposals will be publicly opened and read aloud at Wyandotte City Hall, City Council Chambers, at 2:00 p.m., April 13th, or as soon thereafter as convenient.

**D. EXPEDITIOUS AGREEMENT**

The successful bidder shall expeditiously enter into a purchase agreement, subject to the terms set forth in the specifications, for submission to the City Council.

**E. PROPOSAL SELECTION**

The City intends to utilize submittals to these specifications as a method of determining qualifications of developers and as an evaluation of the proposals submitted. Interviews of selected developers may also be scheduled.

**F. RESERVATION**

The City, as always, reserves the right to reject any or all responses and the right to waive any formal defects in proposals when deemed in the best interest of the City. Material submitted by respondents to the City becomes the property of the City and may not be returned.

**G. ADDITIONAL COPIES**

1. This RFQ & P is on file in the Office of the City Clerk and copies may be obtained in the Engineering and Building Department located on the first floor of Wyandotte City Hall, 3200 Biddle Avenue, Wyandotte, Michigan, during the hours of 8:00 a.m. and 5:00 p.m., Monday through Friday. Copies of this RFQ & P are also available on the City of Wyandotte Website: [www.wyandotte.net](http://www.wyandotte.net) and the Michigan Inter-governmental Trade Network (MITN) website at: [www.mitn.infoV](http://www.mitn.infoV)

**H. INQUIRES**

Questions about this proposal may be directed to:

Mark Kowalewski, PE, City Engineer  
3200 Biddle Avenue, Suite 200, Wyandotte, Michigan  
734-324-4554 [mkowalewski@wyan.org](mailto:mkowalewski@wyan.org)

Natalie Rankine, RA, Downtown Development Authority Director  
3200 Biddle Avenue, Suite 300, Wyandotte, Michigan 48192  
734-324-7298 [nrankine@wyan.org](mailto:nrankine@wyan.org)

**PROPOSAL SIGNATURE SHEET**

DATE: \_\_\_\_\_, 2015

TO: The Honorable Mayor and City Council  
Wyandotte City Hall  
3200 Biddle Avenue  
Wyandotte, Michigan 48192

**PROJECT: "SPECIFICATIONS FOR QUALIFICATIONS AND PROPOSALS FOR DEVELOPMENT OF A SMALL OR BOUTIQUE HOTEL IN THE CITY OF WYANDOTTE, MICHIGAN" – Bid File No. 4665**

**THE UNDERSIGNED HEREBY CERTIFY AS FOLLOWS:  
(each box must be checked by Proposal Maker)**

- ☐ COMPREHENSION: Understanding Specifications, including expeditious agreement, Council approval, permitting, and commitment to develop.
- ☐ PROPOSED DEVELOPMENT FEATURES: Proposals must be attached.

☐ SIGNATURE: \_\_\_\_\_

Name: \_\_\_\_\_  
(please print)

Company Name: \_\_\_\_\_

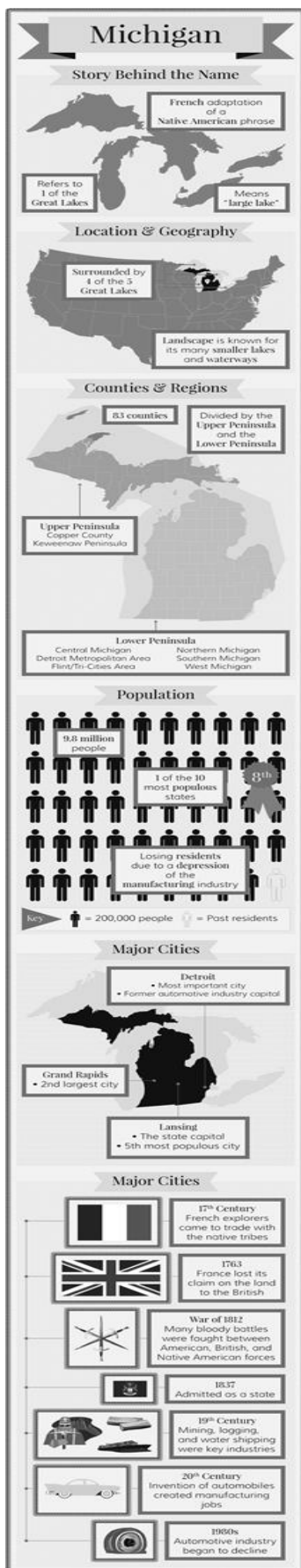
Address: \_\_\_\_\_  
\_\_\_\_\_

Phone Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

E-mail address: \_\_\_\_\_





# Market Feasibility Study

## Wyandotte, MI



For more information regarding this report, contact:

**Core Distinction Group LLC**

(612) 849-9775

[coredistinctiongroup@gmail.com](mailto:coredistinctiongroup@gmail.com)



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# Introduction

The following Comprehensive Market Feasibility Study Report will review the proposed development of a hotel in Wyandotte, Michigan. At the time of this report, the style, type, and size of hotel determined would be between 40-50 guestrooms. There multiple sites identified as potential for this development detailed in the Site Selection Section of this report.

Core Distinction Group LLC (CDG) has been engaged to provide this Comprehensive Market Feasibility Study Report for the Wyandotte, Michigan market area. This Market Study provides an overview of information concerning the market area and the factors that would affect the possible development of a hotel facility in this community. This document is written in a format that highlights key information and offers a preliminary indication of this market's ability to support the proposed hotel development.

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

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

This Market Study report provides statistical support and highlighted narrative's to support the conclusions regarding the market area and its ability to support the proposed hotel. This report should be acceptable for external investing and/or lending purposes. Core Distinction Group LLC will be available to answer any questions related to this Market Feasibility Study Report.




# General Market Overview

## General Market Location

The general market for this hotel is Wyandotte, Michigan. However, this market is broader than just Wyandotte and includes areas within Wayne County.

Wyandotte, MI is located in southeastern Michigan, surrounded by several smaller communities within short driving distance. These cities offer a variety of local support for retail, dining options, and community. Nearest city with pop. 50,000+: Taylor, MI (7.9 miles, pop. 65,868). Nearest city with pop. 200,000+: Detroit, MI (13.8 miles, pop. 951,270). Nearest city with pop. 1,000,000+: Chicago, IL (277.8 miles, pop. 2,896,016).

Nearest cities: Ecorse, MI (2.2 miles), Southgate, MI (2.3 miles), Lincoln Park, MI (3.9 miles), Riverview, MI (4.0 miles), River Rouge, MI (4.2 miles), Trenton, MI (5.5 miles), Allen Park, MI (6.1 miles), Melvindale, MI (6.5 miles).



### Other cities, towns, and suburbs near Wyandotte, Michigan:

<a href="#">Ecorse, MI</a>	<a href="#">Allen Park, MI</a>	<a href="#">Woodhaven, MI</a>
<a href="#">Southgate, MI</a>	<a href="#">Melvindale, MI</a>	<a href="#">Dearborn, MI</a>
<a href="#">Lincoln Park, MI</a>	<a href="#">Trenton, MI</a>	<a href="#">Amherstburg, Canada</a>
<a href="#">Riverview, MI</a>	<a href="#">Grosse Ile, MI</a>	<a href="#">Windsor, Canada</a>
<a href="#">River Rouge, MI</a>	<a href="#">Taylor, MI</a>	<a href="#">Detroit, MI</a>

The center of each city listed is within 10 miles of Wyandotte, MI.





## General Market Overview (Map)

### Map of major cities nearby Wyandotte, MI



### distance from Wyandotte, MI

This is a list of large cities closest to Wyandotte, MI. A big city usually has a population of at least 200,000 and you can often fly into a major airport.

- [14.6 miles](#) to [Windsor, Canada](#)
- [13.8 miles](#) to [Detroit, MI](#)
- [48.5 miles](#) to [Toledo, OH](#)
- [133.1 miles](#) to [London, Canada](#)
- [151.8 miles](#) to [Fort Wayne, IN](#)
- [159.1 miles](#) to [Cleveland, OH](#)
- [180.5 miles](#) to [Akron, OH](#)
- [192.1 miles](#) to [Columbus, OH](#)
- [193.6 miles](#) to [Kitchener, Canada](#)
- [203.9 miles](#) to [Hamilton, Canada](#)

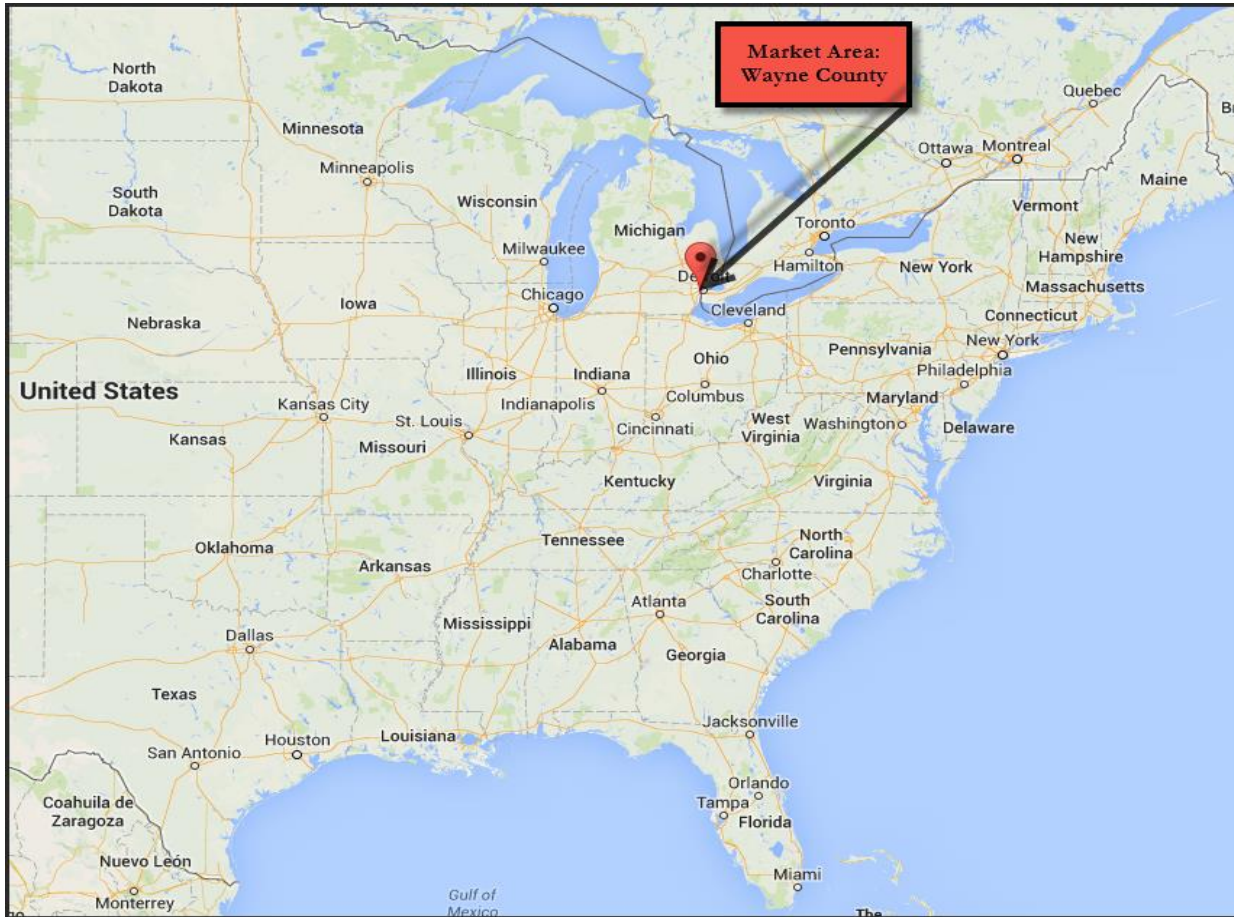
### local towns

This is a list of smaller local towns that surround Wyandotte, MI. If you're planning a road trip or exploring the local area, make sure you check out some of these places to get a feel for the surrounding community.

- [Ecorse, MI](#)
- [Southgate, MI](#)
- [Lincoln Park, MI](#)
- [Riverview, MI](#)
- [River Rouge, MI](#)
- [Allen Park, MI](#)
- [Melvindale, MI](#)
- [Trenton, MI](#)
- [Taylor, MI](#)
- [Woodhaven, MI](#)
- [Dearborn, MI](#)

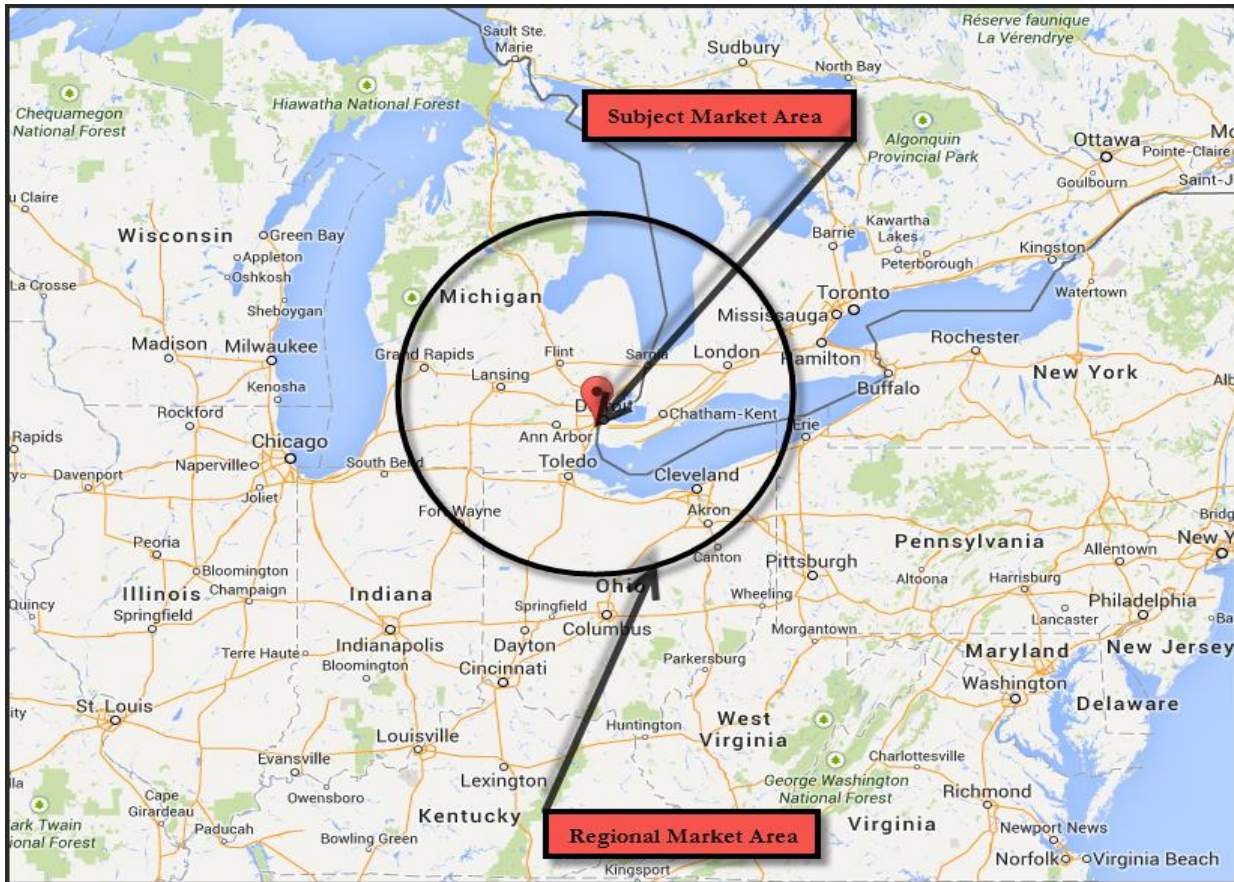
### Map of local towns around Wyandotte, MI



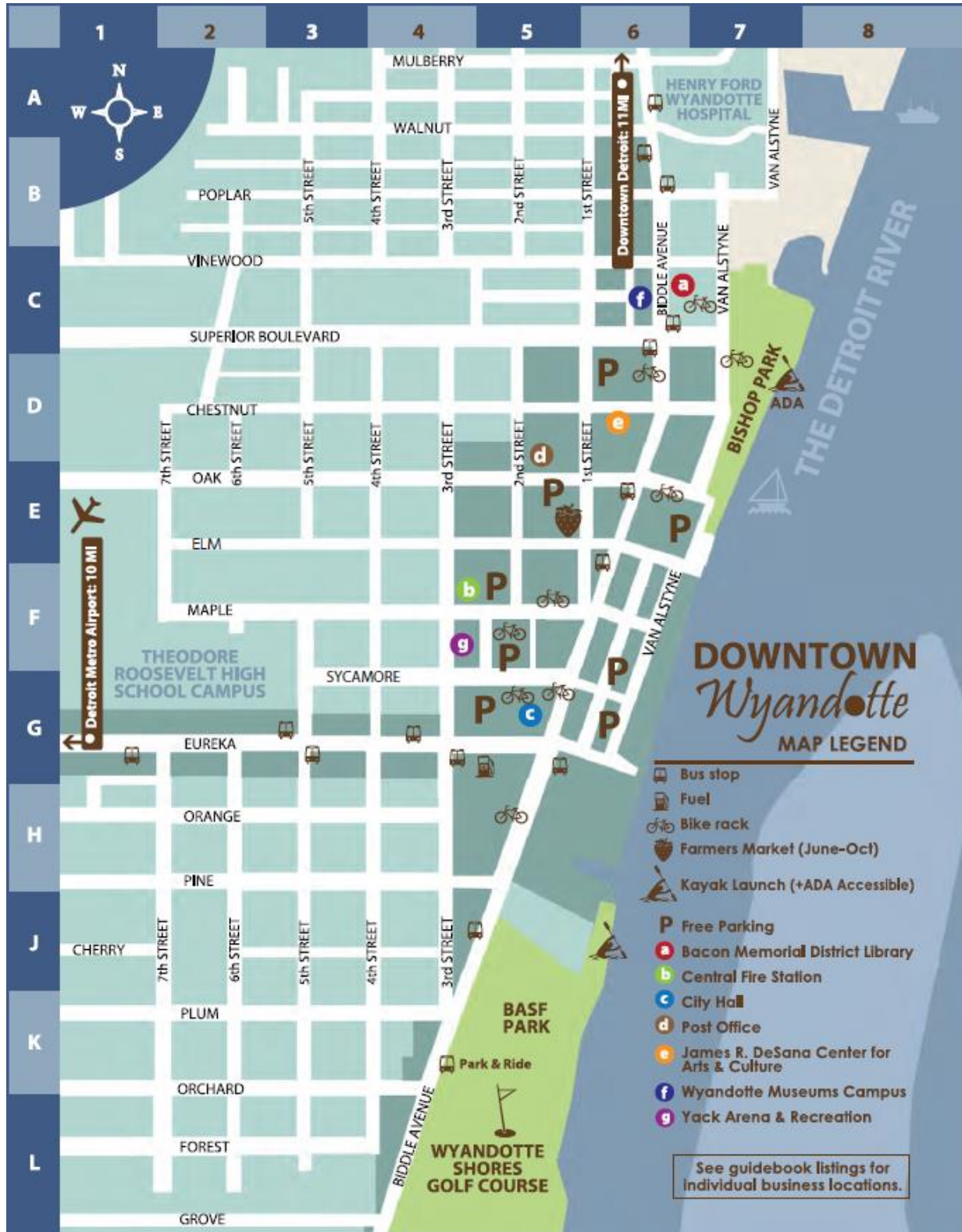


## Geographic Location of the Wayne County Market within the United States





**Geographic Location of Wayne County within the State of Michigan including the Regional Market Area**





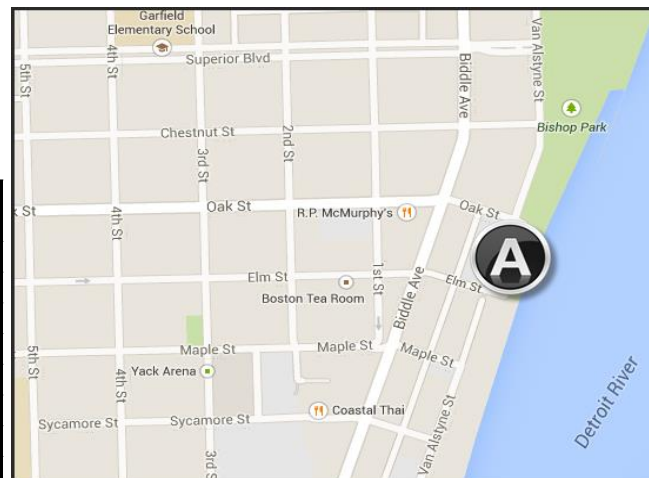
# Site Analysis

*This section of the report describes the site identified for the proposed hotel.*

## **A Site Options (Riverfront between Oak and Elm)**

The site for the proposed hotel being recommended is located in downtown Wyandotte, MI on the river between Oak Street and Elm Street. This hotel site would give the hotel visibility for travelers coming into downtown yet the best views of the river from the hotel which could add to the appeal and pricing.

Subject Site Evaluation				
Visibility	Poor	Fair	Good	Excellent
Accessibility	Poor	Fair	Good	Excellent
Site Prep	Poor	Fair	Good	Excellent
Major Utilities	Poor	Fair	Good	Excellent
Zoning	Poor	Fair	Good	Excellent
Area Support Services	Poor	Fair	Good	Excellent
Competition Position	Poor	Fair	Good	Excellent
Overall Result	Poor	Fair	Good	Excellent



## **B Site Options (South Gateway corner of 3rd and Eureka)**

The site for the proposed hotel being recommended is located at the gateway to downtown Wyandotte, MI. This hotel site would give the hotel visibility for travelers entering into the downtown from Eureka Road which also has the highest traffic counts indicated.

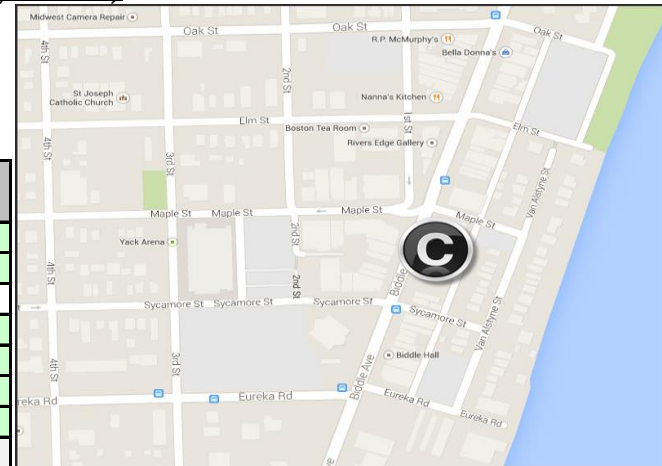
Subject Site Evaluation				
Visibility	Poor	Fair	Good	Excellent
Accessibility	Poor	Fair	Good	Excellent
Site Prep	Poor	Fair	Good	Excellent
Major Utilities	Poor	Fair	Good	Excellent
Zoning	Poor	Fair	Good	Excellent
Area Support Services	Poor	Fair	Good	Excellent
Competition Position	Poor	Fair	Good	Excellent
Overall Result	Poor	Fair	Good	Excellent



### **Site Options Old City Hall (South Gateway on Biddle between Maple and Sycamore)**

The site for the proposed hotel being recommended is located in downtown Wyandotte, MI near the river between Maple and Sycamore Streets on Biddle Avenue. This hotel site would give the hotel visibility for travelers coming into downtown and potential views of the river from higher floors which could add to the appeal and pricing.

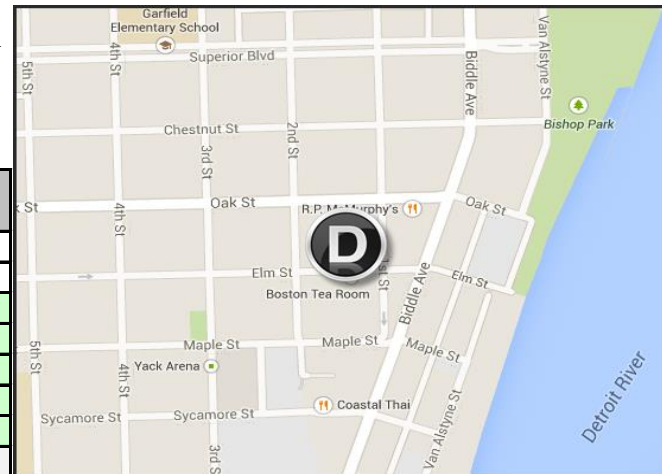
Subject Site Evaluation				
Visibility	Poor	Fair	Good	Excellent
Accessibility	Poor	Fair	Good	Excellent
Site Prep	Poor	Fair	Good	Excellent
Major Utilities	Poor	Fair	Good	Excellent
Zoning	Poor	Fair	Good	Excellent
Area Support Services	Poor	Fair	Good	Excellent
Competition Position	Poor	Fair	Good	Excellent
Overall Result	Poor	Fair	Good	Excellent



### **Site Options Theatre Site (South Gateway on 1st between Oak and Elm)**

The site for the proposed hotel being recommended is located in downtown Wyandotte, MI on 1st Street between Oak and Elm Streets. This hotel site would give the hotel proximity to downtown establishments for travelers coming into downtown yet is off Biddle by a block, which maybe less visible to travelers.

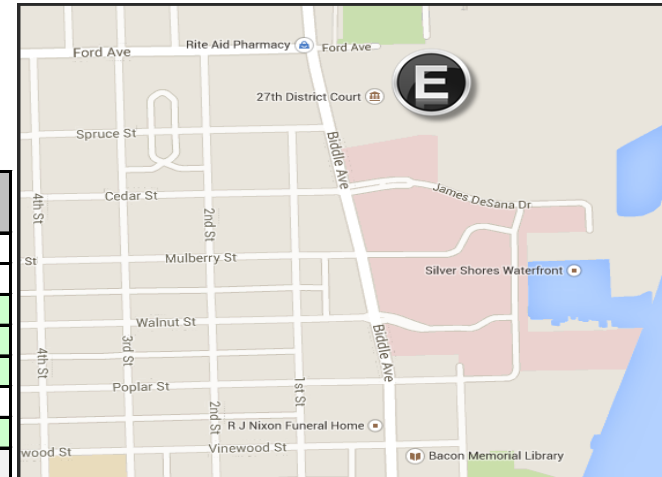
Subject Site Evaluation				
Visibility	Poor	Fair	Good	Excellent
Accessibility	Poor	Fair	Good	Excellent
Site Prep	Poor	Fair	Good	Excellent
Major Utilities	Poor	Fair	Good	Excellent
Zoning	Poor	Fair	Good	Excellent
Area Support Services	Poor	Fair	Good	Excellent
Competition Position	Poor	Fair	Good	Excellent
Overall Result	Poor	Fair	Good	Excellent



### **E Site Options (North Gateway on Biddle between Ford and Spruce)**

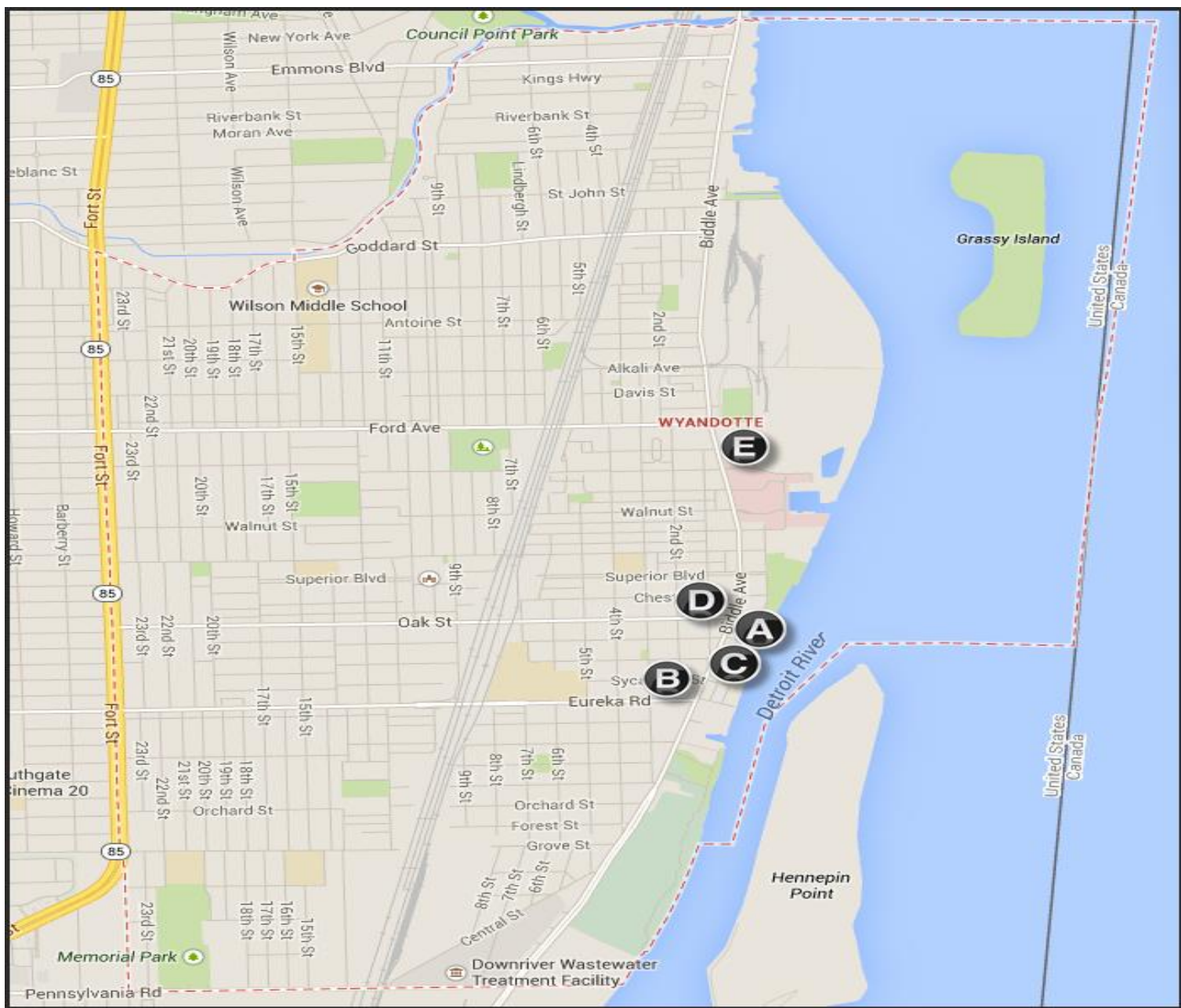
The site for the proposed hotel being recommended is located north of downtown Wyandotte, MI. This hotel site would give the hotel close proximity to major employers in the market, yet further from the downtown market area.

Subject Site Evaluation				
Visibility	Poor	Fair	Good	Excellent
Accessibility	Poor	Fair	Good	Excellent
Site Prep	Poor	Fair	Good	Excellent
Major Utilities	Poor	Fair	Good	Excellent
Zoning	Poor	Fair	Good	Excellent
Area Support Services	Poor	Fair	Good	Excellent
Competition Position	Poor	Fair	Good	Excellent
Overall Result	Poor	Fair	Good	Excellent

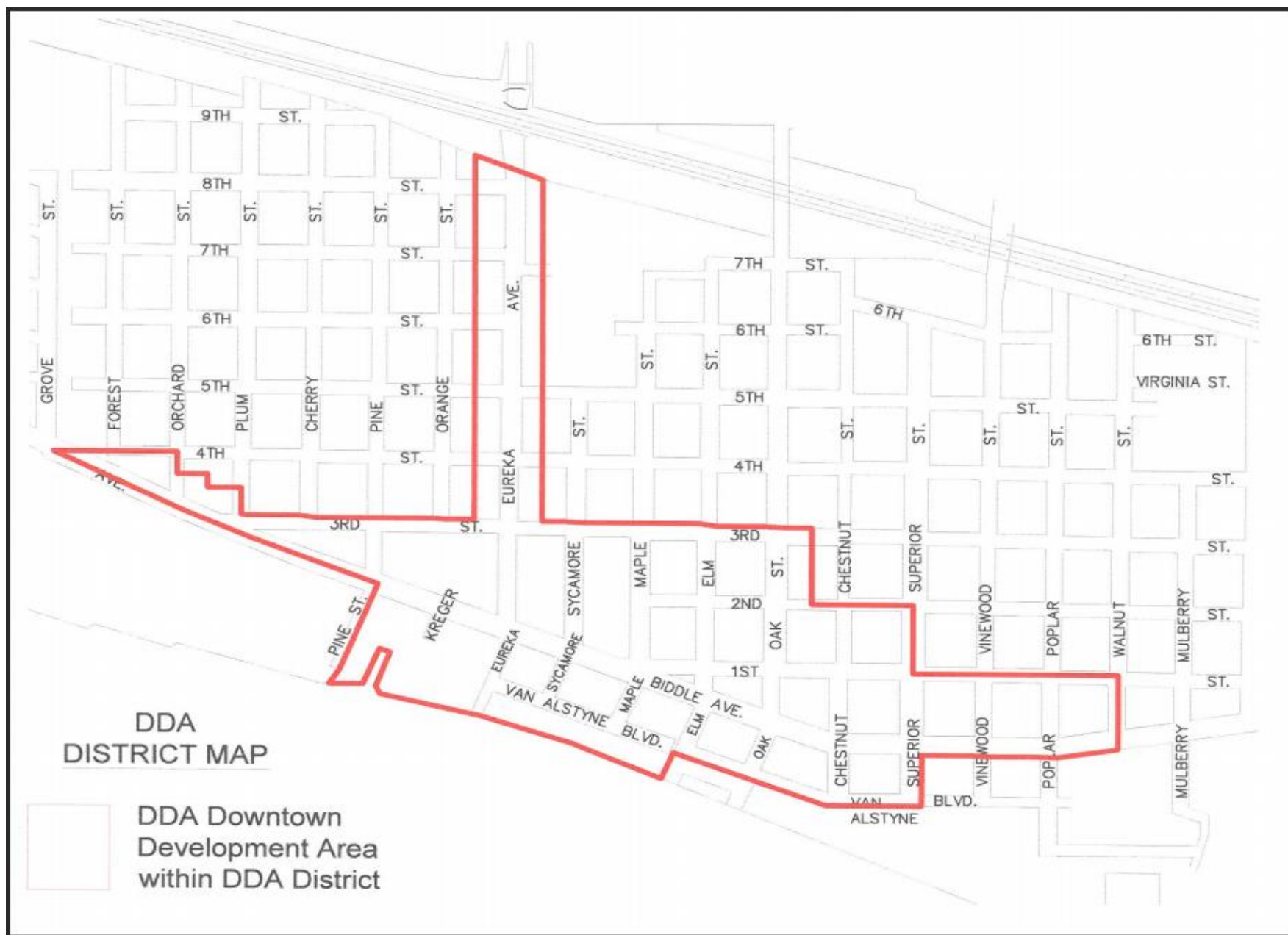


Site preparation for these sites is yet to be determined. Wetland, water drainage, seepage or flood plain issues were not directly addressed but they do not appear to be present here. A detailed Environmental Impact study was not within the scope of this report. The developer should conduct necessary environmental impact testing to ensure the subject site is in compliance with local ordinances and environmental regulations. Major utilities were reported to be in place in the immediate area including water, sewer, electric, telephone, etc.

Both Site A and Site B have qualities within the sites reviewed for profitable hotel location. Site A would give the hotel river view appealing to downtown travelers as well encourage economic spend into the downtown market. Site B would give the hotel visibility for travelers entering into the downtown area immediately, this area also has the highest traffic counts in the Wyandotte Market.







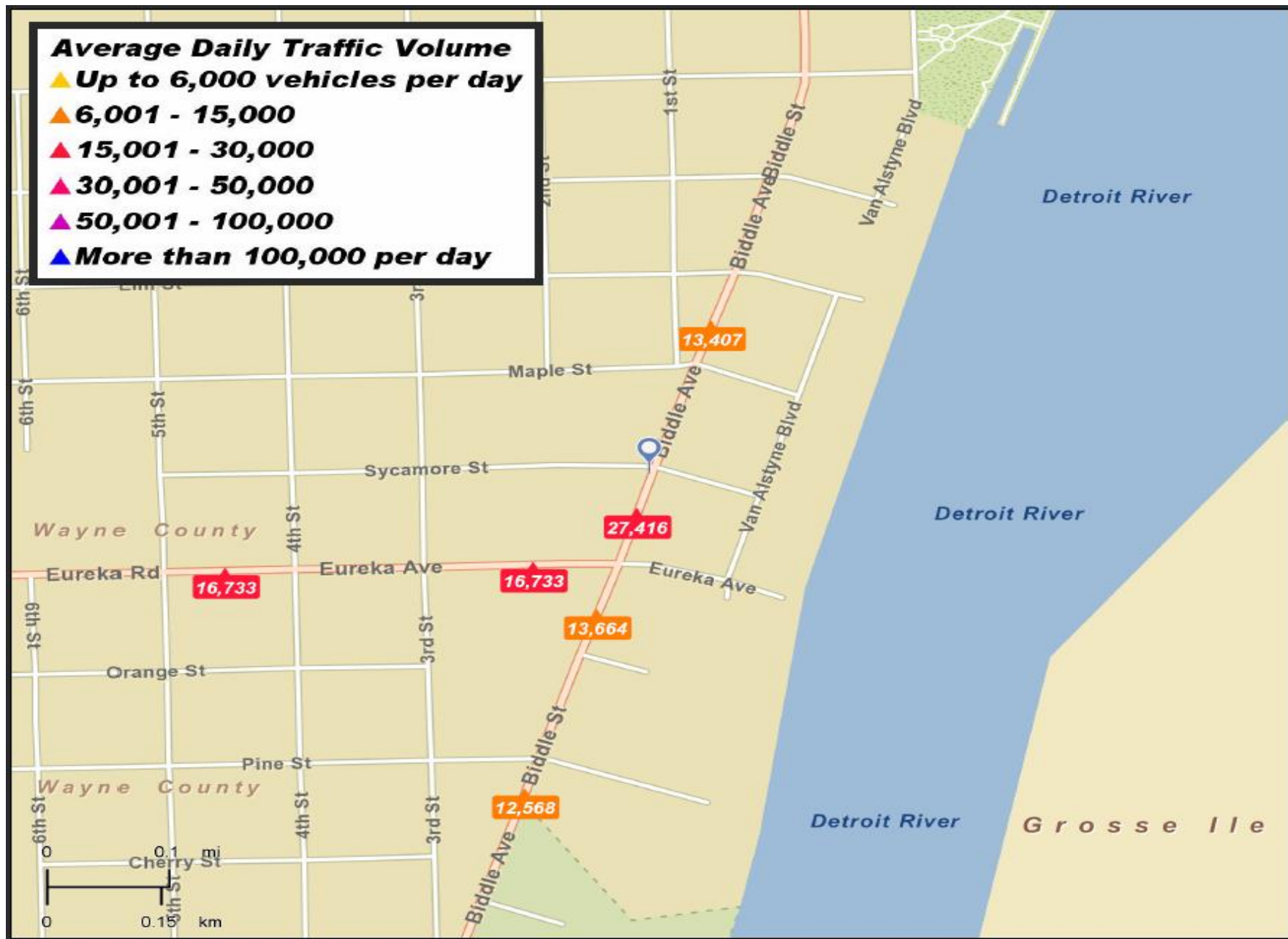
\* AADT (Average Annual Daily Traffic)

## Traffic Counts

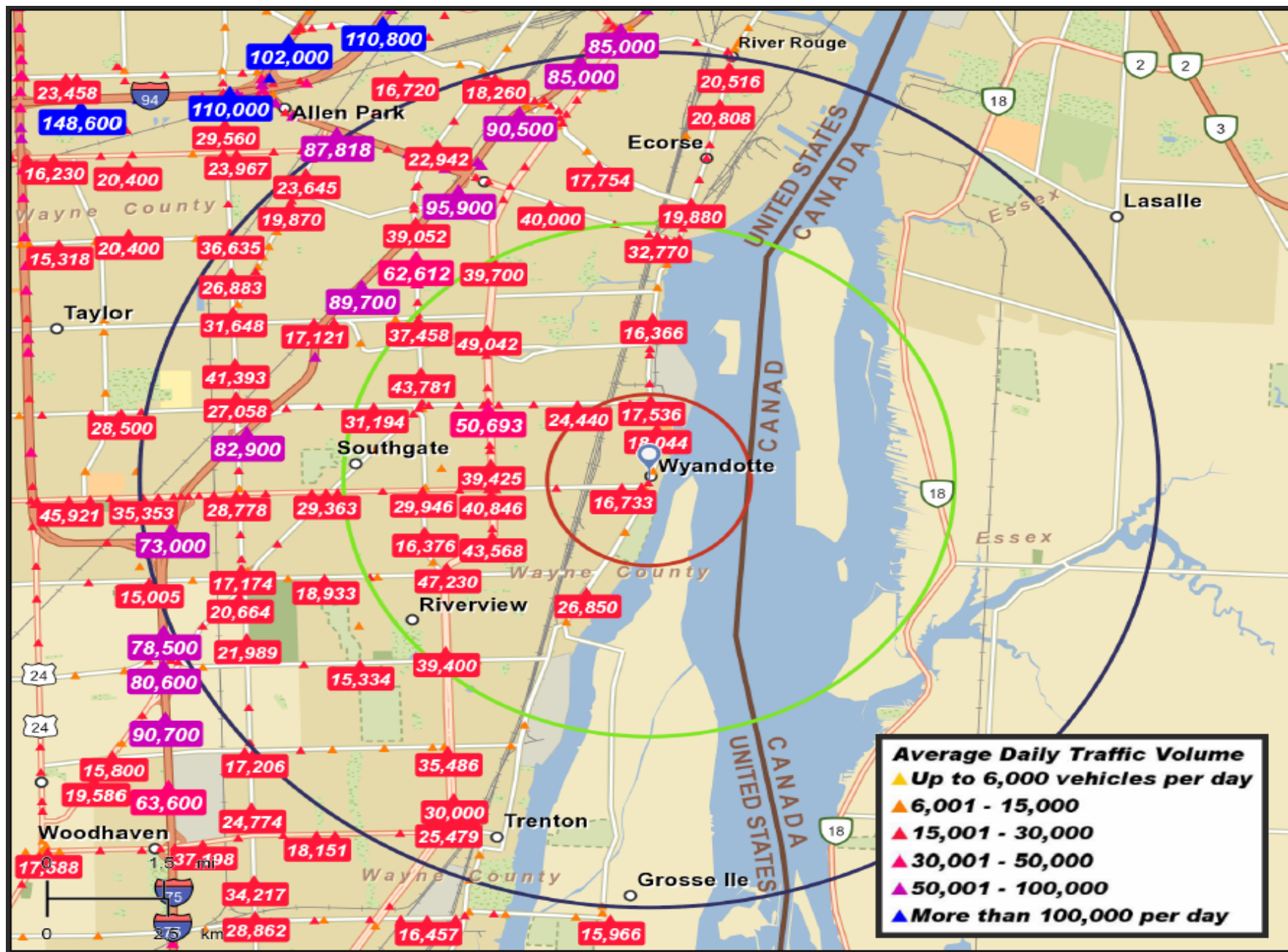
### Wyandotte

The Annual Average Daily Traffic (AADT) are traffic volumes that are adjusted by a month and day of week factor to account for seasonal variations in traffic. The AADT provides an estimate of the average daily traffic for the given location for the stated year. By clicking on the AADT you will leave SEMCOG's website and will be directed to a more detailed report for the specific location. The report will contain the AADT, Raw Traffic Count, and other information.

Road Name	Dir.	Limits	Community	Year	AADT
Biddle	NB	Eureka to North Line	Wyandotte	2010	<a href="#">7,390</a>
Biddle	SB	Eureka to North Line	Wyandotte	2010	<a href="#">8,390</a>
Biddle	NB	Goddard to Emmons	Wyandotte	2004	<a href="#">7,460</a>
Biddle	SB	Goddard to Emmons	Wyandotte	2004	<a href="#">8,250</a>
Biddle	NB	North Line to Goddard	Wyandotte	2004	<a href="#">7,520</a>
Biddle	SB	North Line to Goddard	Wyandotte	2004	<a href="#">8,800</a>
Biddle	NB	Pennsylvania to Eureka	Wyandotte	2009	<a href="#">5,100</a>
Biddle	SB	Pennsylvania to Eureka	Wyandotte	2009	<a href="#">5,810</a>
Eureka	EB	100 Feet East Of M-85 (Fort Street)	Wyandotte	2004	<a href="#">12,643</a>
Eureka	WB	100 Feet East Of M-85 (Fort Street)	Wyandotte	2004	<a href="#">12,373</a>
Eureka	EB	Fort (M-85) to Jefferson,W.	Wyandotte	2003	<a href="#">14,020</a>
Ford	EB	100 Feet East Of M-85 (Fort Street)	Wyandotte	2004	<a href="#">11,168</a>
Ford	WB	100 Feet East Of M-85 (Fort Street)	Wyandotte	2004	<a href="#">10,867</a>
Ford	2-WAY	Fort (M-85) to Jefferson	Wyandotte	2004	<a href="#">21,290</a>



Source: 2012 Market Planning Solutions, Inc. and ESRI



Source: 2012 Market Planning Solutions, Inc. and ESRI



# Economic Overview

*This section describes the preliminary general economic conditions observed in this area through various research sources.*

## Population

Wyandotte is a city in Wayne County in the U.S. state of Michigan. The population was 25,883 at the 2010 census, a decrease of 7.6% from 2000. Wyandotte is located in southeastern Michigan, approximately 11 miles (18 km) south of Detroit on the Detroit River, and is part of the collection of communities known as Downriver. Wyandotte is bounded by Southgate (west), Lincoln Park (northwest), Riverview (south), Ecorse (north) and LaSalle, Canada (east). Wyandotte is a sister city to Komaki, Japan, and each year delegates from Komaki come to Wyandotte to tour the city. Wayne County is the most populous county in the U.S. state of Michigan. As of the 2010 census, its population was 4,820,584, making it the 18th most-populous county in the United States. The county seat is Detroit, the largest city in Michigan. Wayne County is included in the Detroit-Warren-Dearborn, MI Metropolitan Statistical Area.

The 2010 United States Census indicates Wayne County had a 2010 population of 1,820,584. This is a decrease of 240,578 people from the 2000 United States Census. Overall, the county had a -11.7% growth rate during this ten-year period. In 2010 there were 702,749 households and 450,651 families in the county. The population density was 2,974.4 per square mile (1,148.4 square kilometers). There were 821,693 housing units at an average density of 1,342.5 per square mile (518.3 square kilometers). 52.3% were White, 40.5% Black or African American, 2.5% Asian, 0.4% Native American, 0.8% of some other race and 2.4% of two or more races. 5.2% were Hispanic or Latino (of any race). 7.5% were of German, 6.8% Polish and 5.2% Irish ancestry.

There were 702,749 households out of which 33.1% had children under the age of 18 living with them, 37.4% were husband and wife families, 20.7% had a female householder with no husband present, 35.9% were non-families, and 30.7% were made up of individuals. The average household size was 2.56 and the average family size was 3.22.

In the county the population was spread out with 25.4% under age of 18, 9.7% from 18 to 24, 25.5% from 25 to 44, 26.8% from 45 to 64, and 12.7% who were 65 years of age or older. The median age was 37 years. For every 100 females there were 92.4 males. For every 100 females age 18 and over, there were 88.7 males.

The 2010 American Community Survey 1-year estimate indicates the median income for a household in the county was \$39,408 and the median income for a family was \$49,176. Males had a median income of \$26,823 versus \$17,744 for females. The per capita income for the county was \$20,948. About 18.6% of families and 23.7% of the population were below the poverty line, including 34.8% of those under the age 18 and 11.7% of those age 65 or over.



Historical population		
Census	Pop.	%±
1810	2,227	—
1820	3,574	60.5%
1830	6,781	89.7%
1840	24,173	256.5%
1850	42,756	76.9%
1860	75,547	76.7%
1870	119,068	57.6%
1880	168,444	41.5%
1890	257,114	52.6%
1900	348,793	35.7%
1910	531,591	52.4%
1920	1,177,645	121.5%
1930	1,888,946	60.4%
1940	2,015,623	6.7%
1950	2,435,235	20.8%
1960	2,666,297	9.5%
1970	2,666,751	0.0%
1980	2,337,891	-12.3%
1990	2,111,687	-9.7%
2000	2,061,162	-2.4%
2010	1,820,584	-11.7%
Est. 2013	1,775,273	-2.5%
U.S. Decennial Census <sup>[8]</sup>		
2012 Estimate <sup>[9]</sup>		

## Effective Buying Income

2010 Household Income Statistics	Wyandotte, MI
Median Household Income	\$49,991
Average Household Income	\$60,063
Income Less than \$15,000	11.5%
Income \$15,000 to \$24,999	10.4%
Income \$25,000 to \$34,999	11.7%
Income \$35,000 to \$49,999	16.5%
Income \$50,000 to \$74,999	21.5%
Income \$75,000 to \$99,999	14.7%
Income \$100,000 to \$124,999	7.5%
Income \$125,000 to \$149,999	3.4%
Income \$150,000 to \$199,999	1.7%
Income \$200,000 and Over	1.3%

Source: CLR Search

## Retail Sales

2010 Retail Sales Statistics	Wyandotte, MI
Motor Vehicle Store Sales	20.78%
Health and Personal Care Store Sales	20.12%
Food and Beverage Store Sales	14.22%
Electrical and Appliances Store Sales	12.00%
Food Services	7.32%
Building Materials and Garden Store Sales	7.28%
Gasoline Stations Store Sales	6.52%
General Merchandise Store Sales	2.83%
Miscellaneous Store Sales	2.50%
Clothing and Accessories Store Sales	2.45%
Sporting Goods Store Sales	2.05%
Home Furnishings Store Sales	1.02%
Nonstore Purchases Store Sales	0.91%
	100.0%

Source: CLR Search

## Workforce/Employment Distribution

Employment leaders in Wyandotte, MI: Health Care and Social Assistance (36%); Manufacturing (13%) Retail Trade (9%); and Accommodation and Food Services (8%).

Employee Statistics by NAICS Code	Wyandotte, MI
Health Care and Social Assistance	35.81%
Manufacturing	13.44%
Retail Trade	8.79%
Accommodation and Food Services	8.05%
Wholesale Trade	7.52%
Transportation and Warehousing	5.88%
Other Services (Except Public Admin)	5.17%
Construction	4.68%
Finance and Insurance	3.85%
Admin Support, Waste Mgmt., and Remediation Services	3.57%
Professional Scientific, and Technical Services	3.20%
	100.0%

Source: CLR Search

## Unemployment

Since 2005 the unemployment rate in Wyandotte, Michigan has ranged from 5.2% in May 2006 to 13.2% in July 2009. The current unemployment rate for Wyandotte is 6.3% in May 2014.

## Labor Supply

The labor supply is felt to be above average to support a hotel development. The hotel could draw employment from the broad geographic area of Wayne County or entice commuting community members to stay closer to home for work rather than commuting to cities outside Wyandotte, MI. The unemployment levels in the county do not appear to place limitations on labor supply needed for this build.












## Wage Pressures

Wage pressures were not reported to be a concern in attracting Service employees for a hotel. Wage competition was indicated as average.

## Eating and Drinking Places (Downtown Wyandotte, MI)

Angelina's Mexican Restaurant	Do Hickey's	Portofino on the River
Axe'n Ladder Deli	Dunkin' Donuts	RP McMurphys
Belicoso Martini Cigar Bar	Frank's Restaurant & Pizzeria	Sanders Chocolate & Ice Cream Shop
The Dotte Pub	Gizmo's	Stroh's
La Perle Hooka	Jersey Giant Subs	Sweet Nothings
Stone Pub	Jimmy Johns	Yogurt Town
The Grind Coffeehouse	Joe's Hamburgers	Sports Brew Pub
Big Boy	Lucky Dragon	Subway
Bourbon's on Sycamore	Magdaleno Italian Restaurant	Sushi Bar & Japanese Cuisine
Captain's	Mancino's Pizza & Grinders	Tim Horton's
Chicken Coop	McDonald's	Tongue's Protein Bar & Chill Lounge
Coastal Thai	Nanna's Kitchen	Wendy's
Cheesesteak Institute of America (CIA)	Pancho's II Mexican Restaurant	

## Major Highways Wayne County

 Interstate 75	 U.S. Highway 16	 Michigan Highway 39
 Interstate 94	 U.S. Route 25	 Michigan Highway 53
 Interstate 96	 Michigan Highway 1	 Michigan Highway 85
 Interstate 275	 Michigan Highway 3	 Michigan Highway 97
 Interstate 375	 Michigan Highway 5	 Michigan Highway 102
 U.S. Highway 12	 Michigan Highway 8	 Michigan Highway 153
 U.S. Highway 24	 Michigan Highway 10	
 U.S. Highway 10	 Michigan Highway 14	

## Air Transportation

The nearest major airport is Detroit Metropolitan Wayne County Airport (DTW / KDTW). This airport has international and domestic flights from Detroit, Michigan and is 14 miles from the center of Wyandotte, MI. Another major airport is Windsor International Airport (YQG / CYQG), which has domestic flights from Windsor, Canada and is 21 miles from Wyandotte, MI.

## Continued Economic Overview Information to follow:

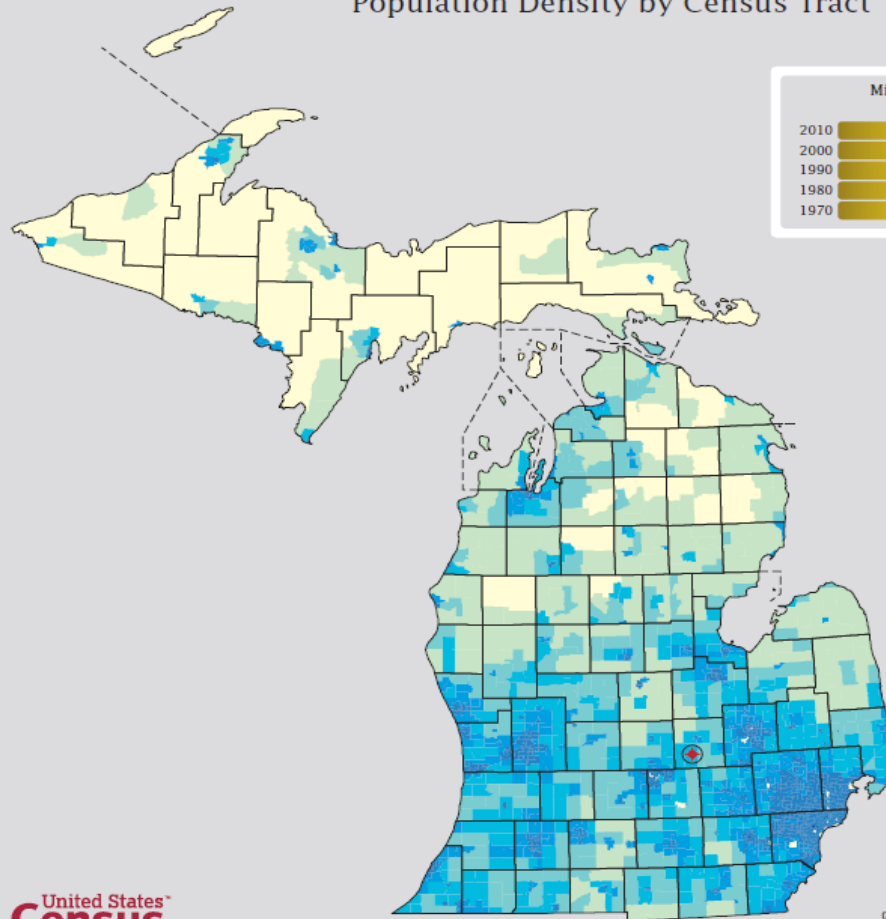
Michigan Profile 2010 Census

Henry Ford Hospital "In the News"

Retail Market Potential (1, 3, 5 Mile Radius)

# 2010 Census: Michigan Profile

## Population Density by Census Tract



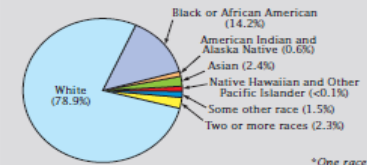
United States<sup>™</sup>  
**Census**  
Bureau

U.S. Department of Commerce Economics and Statistics Administration U.S. CENSUS BUREAU

### Michigan Population 1970 to 2010

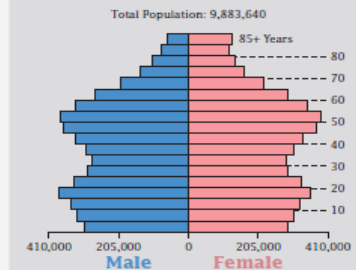
2010	9,883,640
2000	9,938,444
1990	9,295,297
1980	9,262,078
1970	8,875,083

### State Race\* Breakdown



Hispanic or Latino (of any race)  
makes up **4.4%** of the state population.

### Population by Sex and Age



### Housing Tenure

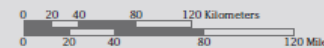
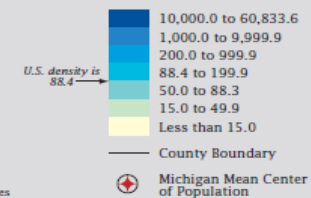
Total Occupied Housing Units:  
**3,872,508**

**72.1% Owner Occupied**    **27.9% Renter Occupied**

Average Household Size  
of Owner-Occupied Units:  
2.57 people

Average Household Size  
of Renter-Occupied Units:  
2.29 people

### People per Square Mile by Census Tract



# U.S. News & World Report Ranks Henry Ford Wyandotte Hospital Among the Best in Southeastern

Released: July 16th, 2014 (Wyandotte News)

WYANDOTTE – Henry Ford Wyandotte Hospital has been ranked as one of the best hospitals regionally for 2014-15 in nine medical specialties by U.S. News & World Report. Henry Ford Wyandotte Hospital had the most medical specialties recognized as high-performing than any other hospital Downriver or in Dearborn. The annual U.S. News Best Hospitals rankings, now in their 25th year, recognize hospitals that excel in treating the most challenging patients.

Henry Ford Wyandotte Hospital is high-performing in:

Diabetes & Endocrinology

Gastroenterology & GI Surgery

Geriatrics

Gynecology

Nephrology

Neurology & Neurosurgery

Orthopedics

Pulmonology

Urology

“This recognition would not be possible without the care and commitment of the entire staff of Henry Ford Wyandotte Hospital,” says Denise Brooks-Williams, president and CEO of Henry Ford Wyandotte Hospital.

“Their devotion and compassion to helping and healing patients is what makes this hospital a unique and special health care facility which proudly serves the residents of Wyandotte and surrounding communities,” she adds.

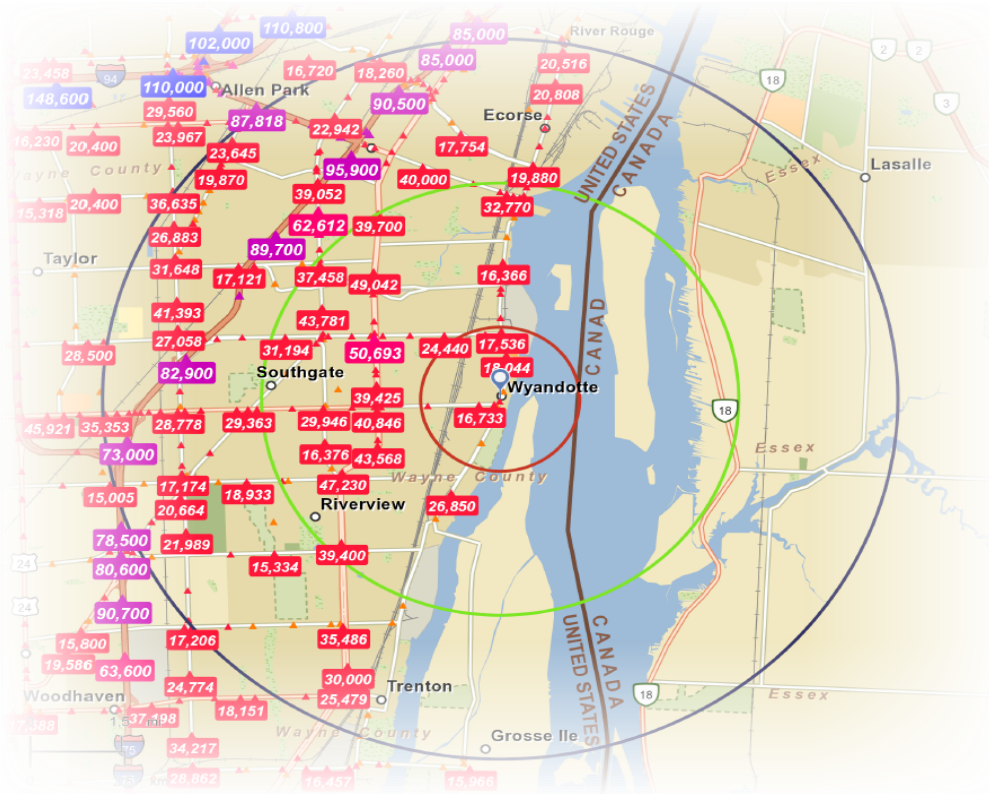
Henry Ford Wyandotte Hospital is ranked #8 in Michigan and is recognized among the Best Hospitals in Southeastern Michigan.

Henry Ford Wyandotte Hospital was established in 1926. This 401-bed acute care hospital serves the Downriver region and surrounding communities of southeast Michigan. It offers a full range of clinical services, including general medicine, surgery, birthing center and 24-hour emergency care. HFWH also provides physical medicine, rehab, adult mental health and neurosurgical services. Its Center for Health Services in Brownstown Township offers medical imaging, ambulatory surgery, 24-hour emergency care, a sleep lab and other services. Henry Ford Wyandotte Hospital is a member of the Henry Ford Health System. For more information visit [henryfordwyandotte.com](http://henryfordwyandotte.com)

Source: Henry Ford Wyandotte Hospital News (2014)

# Retail Market Potential

## 1, 3, 5 Mile Radius of Downtown Wyandotte, MI



**Definition of 'Leakage'** A situation in which capital, or income, exits an economy, or system, rather than remains within it. In economics, leakage refers to outflow from a circular flow of income model. In a two sector model, all individual income is sent back to employers when goods and services are purchased, and back to employees through wages and dividends. Leakage occurs when income is taken out through taxes, savings and imports. In retail, leakage refers to consumers who spend money outside of the local market. Leakage may also refer to the release of private information prior to it being released to the public.

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales.

Source: Esri and Dun & Bradstreet 2013



Summary Demographics (1 Mile Radius)				
2013 Population	7,695			
2013 Households	3,422			
2013 Median Disposable Income	\$33,570			
2013 Per Capita Income	\$23,721			
Industry Summary	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor
Total Retail Trade	\$57,583,582	\$26,563,220	\$31,020,362	36.9
Total Retail Trade and Food & Drink	\$63,523,964	\$40,007,736	\$23,516,228	22.7
Total Food & Drink	\$5,940,383	\$13,444,516	-\$7,504,133	-38.7
Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor
General Merchandise Stores	\$13,428,806	\$1,527,474	\$11,901,332	79.6
Other General Merchandise Stores	\$9,314,353	\$522,605	\$8,791,748	89.4
Automobile Dealers	\$8,955,463	\$0	\$8,955,463	100.0
Motor Vehicle & Parts Dealers	\$10,500,651	\$1,903,360	\$8,597,291	69.3
Grocery Stores	\$6,751,948	\$1,526,392	\$5,225,556	63.1
Food & Beverage Stores	\$8,062,790	\$3,729,404	\$4,333,386	36.7
Department Stores Excluding Leased Depts.	\$4,114,453	\$1,004,869	\$3,109,584	60.7
Gasoline Stations	\$5,869,079	\$3,350,718	\$2,518,361	27.3
Nonstore Retailers	\$4,006,723	\$1,682,988	\$2,323,735	40.8
Bldg Materials, Garden Equip. & Supply Stores	\$1,839,743	\$115,554	\$1,724,189	88.2
Electronic Shopping & Mail-Order Houses	\$3,130,345	\$1,551,871	\$1,578,474	33.7
Bldg Material & Supplies Dealers	\$1,502,608	\$115,554	\$1,387,054	85.7
Sporting Goods, Hobby, Book & Music Stores	\$1,541,064	\$610,633	\$930,431	43.2
Electronics & Appliance Stores	\$1,596,312	\$724,427	\$871,885	37.6
Sporting Goods/Hobby/Musical Instr Stores	\$1,181,118	\$610,633	\$570,485	31.8
Miscellaneous Store Retailers	\$1,504,772	\$987,504	\$517,268	20.8
Direct Selling Establishments	\$605,374	\$131,117	\$474,257	64.4
Jewelry, Luggage & Leather Goods Stores	\$461,378	\$0	\$461,378	100.0
Book, Periodical & Music Stores	\$359,946	\$0	\$359,946	100.0
Lawn & Garden Equip & Supply Stores	\$337,134	\$0	\$337,134	100.0
Shoe Stores	\$436,912	\$151,261	\$285,651	48.6
Vending Machine Operators	\$271,004	\$0	\$271,004	100.0
Office Supplies, Stationery & Gift Stores	\$404,720	\$138,792	\$265,928	48.9
Clothing & Clothing Accessories Stores	\$3,206,559	\$2,967,457	\$239,102	3.9
Other Miscellaneous Store Retailers	\$869,252	\$690,875	\$178,377	11.4
Home Furnishings Stores	\$394,913	\$235,504	\$159,409	25.3
Specialty Food Stores	\$378,927	\$236,201	\$142,726	23.2
Used Merchandise Stores	\$127,945	\$0	\$127,945	100.0
Florists	\$102,856	\$157,836	-\$54,980	-21.1
Other Motor Vehicle Dealers	\$640,907	\$780,035	-\$139,128	-10
Auto Parts, Accessories & Tire Stores	\$904,281	\$1,123,325	-\$219,044	-10.8
Clothing Stores	\$2,308,270	\$2,816,196	-\$507,926	-9.9
Drinking Places - Alcoholic Beverages	\$385,015	\$980,750	-\$595,735	-43.6
Special Food Services	\$280,617	\$1,305,792	-\$1,025,175	-64.6
Beer, Wine & Liquor Stores	\$931,914	\$1,966,810	-\$1,034,896	-35.7
Furniture & Home Furnishings Stores	\$1,078,517	\$2,363,424	-\$1,284,907	-37.3
Furniture Stores	\$683,604	\$2,127,920	-\$1,444,316	-51.4
Health & Personal Care Stores	\$4,948,566	\$6,600,278	-\$1,651,712	-14.3
Limited-Service Eating Places	\$2,863,681	\$4,832,445	-\$1,968,764	-25.6
Full-Service Restaurants	\$2,411,069	\$6,325,529	-\$3,914,460	-44.8
Food Services & Drinking Places	\$5,940,383	\$13,444,516	-\$7,504,133	-38.7



Summary Demographics (3 Mile Radius)				
2013 Population	66,593			
2013 Households	27,604			
2013 Median Disposable Income	\$37,036			
2013 Per Capita Income	\$22,847			
Industry Summary	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor
Total Retail Trade	\$545,620,164	\$479,478,818	\$66,141,346	6.5
Total Retail Trade and Food & Drink	\$602,141,858	\$576,017,225	\$26,124,633	2.2
Total Food & Drink	\$56,521,695	\$96,538,407	-\$40,016,712	-26.1
Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor
Motor Vehicle & Parts Dealers	\$100,345,502	\$62,390,232	\$37,955,270	23.3
Automobile Dealers	\$85,538,010	\$47,830,195	\$37,707,815	28.3
Department Stores Excluding Leased Depts.	\$39,258,750	\$7,200,617	\$32,058,133	69.0
Gasoline Stations	\$55,189,086	\$32,269,012	\$22,920,074	26.2
General Merchandise Stores	\$126,914,961	\$106,449,548	\$20,465,413	8.8
Clothing & Clothing Accessories Stores	\$30,698,969	\$11,145,236	\$19,553,733	46.7
Nonstore Retailers	\$37,907,932	\$24,018,462	\$13,889,470	22.4
Clothing Stores	\$22,114,327	\$8,334,740	\$13,779,587	45.3
Electronics & Appliance Stores	\$15,247,241	\$4,273,657	\$10,973,584	56.2
Electronic Shopping & Mail-Order Houses	\$29,716,116	\$21,136,727	\$8,579,389	16.9
Miscellaneous Store Retailers	\$14,155,504	\$7,889,050	\$6,266,454	28.4
Furniture & Home Furnishings Stores	\$10,410,710	\$5,690,234	\$4,720,476	29.3
Direct Selling Establishments	\$5,640,672	\$1,076,534	\$4,564,138	67.9
Other Miscellaneous Store Retailers	\$8,122,564	\$3,608,516	\$4,514,048	38.5
Jewelry, Luggage & Leather Goods Stores	\$4,429,089	\$1,302,677	\$3,126,412	54.5
Lawn & Garden Equip & Supply Stores	\$3,165,802	\$105,618	\$3,060,184	93.5
Book, Periodical & Music Stores	\$3,387,417	\$399,845	\$2,987,572	78.9
Shoe Stores	\$4,155,553	\$1,507,819	\$2,647,734	46.8
Home Furnishings Stores	\$3,826,898	\$1,270,953	\$2,555,945	50.1
Office Supplies, Stationery & Gift Stores	\$3,836,553	\$1,474,501	\$2,362,052	44.5
Bldg Materials, Garden Equip. & Supply Stores	\$17,624,195	\$15,381,775	\$2,242,420	6.8
Furniture Stores	\$6,583,813	\$4,419,281	\$2,164,532	19.7
Other Motor Vehicle Dealers	\$6,157,785	\$4,924,941	\$1,232,844	11
Vending Machine Operators	\$2,551,144	\$1,805,200	\$745,944	17.1
Florists	\$983,511	\$1,010,941	-\$27,430	-1.4
Used Merchandise Stores	\$1,212,877	\$1,795,092	-\$582,215	-19.4
Bldg Material & Supplies Dealers	\$14,458,393	\$15,276,157	-\$817,764	-2.8
Drinking Places - Alcoholic Beverages	\$3,727,356	\$4,706,097	-\$978,741	-11.6
Auto Parts, Accessories & Tire Stores	\$8,649,708	\$9,635,097	-\$985,389	-5.4
Beer, Wine & Liquor Stores	\$8,777,718	\$10,061,433	-\$1,283,715	-6.8
Specialty Food Stores	\$3,566,437	\$5,090,886	-\$1,524,449	-17.6
Full-Service Restaurants	\$22,911,082	\$27,945,125	-\$5,034,043	-9.9
Special Food Services	\$2,697,785	\$10,099,508	-\$7,401,723	-57.8
Other General Merchandise Stores	\$87,656,211	\$99,248,931	-\$11,592,720	-6.2
Sporting Goods, Hobby, Book & Music Stores	\$14,585,521	\$32,345,213	-\$17,759,692	-37.8
Health & Personal Care Stores	\$46,670,639	\$65,350,733	-\$18,680,094	-16.7
Sporting Goods/Hobby/Musical Instr Stores	\$11,198,104	\$31,945,368	-\$20,747,264	-48.1
Limited-Service Eating Places	\$27,185,471	\$53,787,675	-\$26,602,204	-32.9
Grocery Stores	\$63,525,748	\$97,123,347	-\$33,597,599	-20.9
Food & Beverage Stores	\$75,869,904	\$112,275,666	-\$36,405,762	-19.3
Food Services & Drinking Places	\$56,521,695	\$96,538,407	-\$40,016,712	-26.1

Summary Demographics (5 Mile Radius)				
2013 Population	162,082			
2013 Households	66,555			
2013 Median Disposable Income	\$36,170			
2013 Per Capita Income	\$23,262			
Industry Summary	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor
Total Retail Trade and Food & Drink	\$1,506,505,435	\$1,379,780,327	\$126,725,108	4.4
Total Retail Trade	\$1,364,513,146	\$1,173,390,266	\$191,122,880	7.5
Total Food & Drink	\$141,992,289	\$206,390,061	-\$64,397,772	-18.5
Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor
Automobile Dealers	\$212,568,414	\$121,108,110	\$91,460,304	27.4
Motor Vehicle & Parts Dealers	\$249,743,358	\$159,974,948	\$89,768,410	21.9
Nonstore Retailers	\$95,460,879	\$32,020,287	\$63,440,592	49.8
Electronic Shopping & Mail-Order Houses	\$74,582,416	\$23,693,590	\$50,888,826	51.8
Clothing & Clothing Accessories Stores	\$77,025,153	\$37,563,758	\$39,461,395	34.4
Gasoline Stations	\$137,560,405	\$100,026,077	\$37,534,328	15.8
Clothing Stores	\$55,444,669	\$27,912,560	\$27,532,109	33.0
Electronics & Appliance Stores	\$38,076,701	\$21,035,498	\$17,041,203	28.8
Direct Selling Establishments	\$14,492,442	\$2,920,919	\$11,571,523	66.5
Miscellaneous Store Retailers	\$35,473,475	\$25,844,865	\$9,628,610	15.7
Other Miscellaneous Store Retailers	\$20,369,691	\$11,403,899	\$8,965,792	28.2
Other Motor Vehicle Dealers	\$15,460,842	\$7,406,337	\$8,054,505	35
Jewelry, Luggage & Leather Goods Stores	\$11,162,553	\$4,344,825	\$6,817,728	44.0
Book, Periodical & Music Stores	\$8,375,438	\$1,608,184	\$6,767,254	67.8
Lawn & Garden Equip & Supply Stores	\$7,860,555	\$1,616,237	\$6,244,318	65.9
Bldg Materials, Garden Equip. & Supply Stores	\$44,329,285	\$38,868,368	\$5,460,917	6.6
Shoe Stores	\$10,417,931	\$5,306,373	\$5,111,558	32.5
Home Furnishings Stores	\$9,642,355	\$5,560,319	\$4,082,036	26.9
Furniture & Home Furnishings Stores	\$26,087,933	\$23,955,601	\$2,132,332	4.3
Department Stores Excluding Leased Depts.	\$98,151,633	\$97,149,613	\$1,002,020	0.5
Vending Machine Operators	\$6,386,020	\$5,405,777	\$980,243	8.3
Used Merchandise Stores	\$3,026,416	\$2,195,347	\$831,069	15.9
Office Supplies, Stationery & Gift Stores	\$9,627,058	\$9,387,437	\$239,621	1.3
Full-Service Restaurants	\$57,555,719	\$57,949,044	-\$393,325	-0.3
Florists	\$2,450,309	\$2,858,183	-\$407,874	-7.7
Bldg Material & Supplies Dealers	\$36,468,729	\$37,252,131	-\$783,402	-1.1
Drinking Places - Alcoholic Beverages	\$9,398,408	\$10,945,286	-\$1,546,878	-7.6
Furniture Stores	\$16,445,578	\$18,395,282	-\$1,949,704	-5.6
Special Food Services	\$6,734,882	\$11,416,948	-\$4,682,066	-25.8
Sporting Goods, Hobby, Book & Music Stores	\$36,307,739	\$41,375,347	-\$5,067,608	-6.5
Specialty Food Stores	\$8,923,253	\$14,513,770	-\$5,590,517	-23.9
Beer, Wine & Liquor Stores	\$22,025,824	\$28,059,667	-\$6,033,843	-12.0
Auto Parts, Accessories & Tire Stores	\$21,714,102	\$31,460,502	-\$9,746,400	-18.3
General Merchandise Stores	\$317,228,711	\$327,268,340	-\$10,039,629	-1.6
Other General Merchandise Stores	\$219,077,079	\$230,118,727	-\$11,041,648	-2.5
Sporting Goods/Hobby/Musical Instr Stores	\$27,932,301	\$39,767,163	-\$11,834,862	-17.5
Grocery Stores	\$158,965,372	\$171,781,861	-\$12,816,489	-3.9
Food & Beverage Stores	\$189,914,449	\$214,355,298	-\$24,440,849	-6.0
Health & Personal Care Stores	\$117,305,059	\$151,101,879	-\$33,796,820	-12.6
Limited-Service Eating Places	\$68,303,279	\$126,078,783	-\$57,775,504	-29.7
Food Services & Drinking Places	\$141,992,289	\$206,390,061	-\$64,397,772	-18.5

## Lodging Demand

*This section of the report is a brief overview of the Lodging Demand highlights identified in this market.*

Market Segmentation Projection for Wyandotte, MI are as follows:

<b>Negotiated</b>	<b>70%</b>
Corporate	40%
Medical	30%
Transient Leisure	30%
<b>TOTAL</b>	<b>100%</b>

*Source: Core Distinction Group LLC*

Identifying which segments have the potential to produce 80 percent of your hotel's revenue is imperative to success of developing these segments to ensure your hotel is achieving fair market share. This starts with understanding the market in which any given hotel operates. A fundamental understanding of the competitive environment, key economic drivers and historical trends are essential to understanding which market segments are relevant. The two main market segments are Transient and Group. However, these can be further segmented depending on each hotel's individual trading area and feeder markets. Examples of these are as follow: Transient Segments: Rack, Corporate, Government and Seniors etc. Group Segments: Corporate, Association and Sports etc. At this time, the proposed hotel should experience the same Market Segmentation as the overall market. The proposed hotel in Wyandotte, MI would be the newest hotel in the immediate regional area. The proposed hotel would be positioned to serve a wide variety of Lodging Demand. Also, as a proposed upper midscale hotel, it would be able to flex rates and services to accommodate a full range of Lodging Demand identified for this market.

Market Segmentation Profiles		
Wyandotte, MI	Demand Potential	
	T = Transient E = Extended G = Group	Below, Average, Above
Corporate/Commercial Markets		
Agriculture	T, E, G	Below
Manufacturing	T	Above
Construction	T, E	Average
Transportation	T	Above
Retail/Commercial	T	Above
Professional Services	T	Average
Insurance	T, E	Average
Government	T, E, G	Average
Health Care	T, E, G	Above
Education	T	Below
Distribution	T	Average
Utilities	T	Below
Real Estate	T	Average
Entertainment	T, G, E	Average
Vendors & Suppliers to Local Market	T, E	Above
Meetings and Seminars		Average
Corporate	T, G	Above
Association	T, G	Average
Training Groups	E, G	Average
Company Parties, Awards Dinners, and Celebrations	T	Average
Inventory and Auditing Companies	T, E, G	Average
Social/Leisure Markets		
Highway Travelers	T	Average
Area Recreation	T	Average
Outdoor Recreation	T	Above
Area Sites, Entertainment, and General Tourism	T	Above
Events & Festivals	T	Above
Regional Shopping	T	Above
Relocation-Real Estate	T, E	Average
Distressed Social-Interim Housing	T, E	Average
SMERF (Weddings, Reunions)	G	Average
Association Groups	G	Average
Amateur/Youth Sports	G	Average

Source: Core Distinction Group LLC

As described in the above chart, the overall market potential appears to be above average specifically with area recreation, medical, and corporate. Additionally, the development of a hotel in the city has the potential to encourage new areas of growth in the market.

### Seasonality of Lodging Demand

A Seasonality of Lodging Demand analysis was performed. This demand analysis is based on general observations of the surrounding market area and the overall Michigan market area.

<b>1st Quarter (Jan-Mar)</b>	<b>January</b>	<b>February</b>	<b>March</b>
Lodging Rooms Available	1,643	1,484	1,643
Lodging Occupancy %	50%	64%	58%
Total Occ. Rooms	822	950	953
Average Daily Rate	89.00	92.00	89.00
Total Revenue	<b>\$73,114</b>	<b>\$87,378</b>	<b>\$84,812</b>
<b>2nd Quarter (Apr-June)</b>	<b>April</b>	<b>May</b>	<b>June</b>
Lodging Rooms Available	1,590	1,643	1,590
Lodging Occupancy %	70%	75%	80%
Total Occ. Rooms	1,113	1,232	1,272
Average Daily Rate	94.00	94.00	97.00
Total Revenue	<b>\$104,622</b>	<b>\$115,832</b>	<b>\$123,384</b>
<b>3rd Quarter (July-Sept)</b>	<b>July</b>	<b>August</b>	<b>September</b>
Lodging Rooms Available	1,643	1,643	1,590
Lodging Occupancy %	90%	85%	70%
Total Occ. Rooms	1,479	1,397	1,113
Average Daily Rate	104.00	99.00	94.00
Total Revenue	<b>\$153,785</b>	<b>\$138,258</b>	<b>\$104,622</b>
<b>4th Quarter (Oct-Dec)</b>	<b>October</b>	<b>November</b>	<b>December</b>
Lodging Rooms Available	1,643	1,590	1,643
Lodging Occupancy %	65%	65%	50%
Total Occ. Rooms	1,068	1,034	822
Average Daily Rate	92.00	92.00	89.00
Total Revenue	<b>\$98,251</b>	<b>\$95,082</b>	<b>\$73,114</b>

<b>TOTAL</b>
19,345
68.5%
13,253
\$94.49
1,252,253

Source: Core Distinction Group LLC

It should be noted that the hotels used in this seasonality analysis are all from outside of Wyandotte, MI in neighboring communities of Southgate and Taylor, MI. The market's Seasonality of Lodging Demand patterns appear average. Traditional higher occupancy nights during the week are Tuesdays and Wednesdays. On weekends, occupancy is traditionally higher on Saturdays, this also does appear to be the trend in downtown Wyandotte. The weakest nightly occupancy is on Sundays. This pattern should be representative of what we could expect at this location in Wyandotte, MI as well.

### **Rate Sensitivity**

This market should have low to average rate sensitivity. Traditionally, the social/leisure market will be more rate sensitive than the corporate/commercial markets. This pattern should be represented in the Wyandotte Market. There may be additional ADR (Average Daily Rate) opportunities as well during peak demand periods when festivals and city events bring more travelers to the market creating demand to force ADR's higher than average. Traditionally social/leisure/group rates will be discounted on weekends with special rates and packages for 10 or more guestrooms utilized. At this location a group may also be considered as 5 or more guestrooms utilized for a period of time. Major employers in the market BASF and Henry Ford Wyandotte Hospital have excess in room night potential and may indicate a need for negotiated rates with these two accounts.

### **Feeder Markets**

The Feeder Markets for this hotel will be regional and local. Social/Leisure feeder markets tend to be generated from the region. Typical Corporate/Commercial market segments tend to be more national or international yet this market may not see this type of business in the immediate future.

### **Unaccommodated Lodging Demand**

Unaccommodated Lodging Demand may be occurring in this market primarily due to the lack of adequate lodging options currently in Wyandotte.

A secondary definition of Unaccommodated Lodging Demand is demand by consumers desiring to stay in other markets but having to stay in Wyandotte or other surrounding markets due to lack of Lodging Supply in the primary market desired. This type of Unaccommodated Lodging Demand appears to occur in Wyandotte. Also, some of the smaller communities surrounding Wyandotte could affect this Lodging Demand potential as they require lodging accommodation for their visitors as well.

# Events and Attractions

(The events/attractions listed below are demand generators for leisure transient business)

<b>January:</b>	Wyandotte Business Association 3rd Friday Layer Cake Contest - January 17, 2014
<b>February:</b>	Wyandotte Business Association 3rd Friday Ice Fest - February 21, 2014
<b>March:</b>	Wyandotte Business Association 3rd Friday Shop and Dine - March 21, 2014; Restaurant Week In Wyandotte - March 24 thru 29, 2104; Wyandotte Figure Skating Club Ice Travaganza - March 28 thru 30, 2014
<b>April:</b>	Artistic Creator's Guild Art Show - April 5 & 6, 2104; Lions Club Flea Market - April 5 & 6, 2014; Southern Wayne County Regional Chamber Business Expo - April 10 thru 12, 2014; Wyandotte Business Association 3rd Friday Girls Night Out - April 18, 2014; North American Model Engineering Society (NAMES) Expo - April 26 & 27
<b>May:</b>	Wy-Hi Rowing Regatta - May 3, 2014; Wyandotte Business Association Cino de Mayo - May 3, 2014; St. Vincent Pallotti Spring Fling - Yack Arena - May 9 & 10, 2014; Wyandotte Business Association 3rd Friday Rib Throwdown - May 16, 2014; Downtown Dig In - May 17, 2014; Spring Citywide Garage Sale - May 17 & 18, 2014
<b>June:</b>	Wyandotte Farmers Market Opening Day - June 5, 2014; Fishing Derby - June 7, 2014; Wyandotte High School Graduation - June 12, 2014; Wyandotte Business Association 3rd Friday Art on the Avenue - June 20, 2014; Circus Pages at the Yack Arena - June 21, 2014; Pie & Ice Cream Social - June 22, 2014; Southern Wayne County Regional Chamber Car Show at the Yack Arena - June 26, 2014; Flicks on Bricks - June 27, 2014
<b>July:</b>	Independence Day Parade - July 4, 2014; Wyandotte Street Art Fair - July 9-12, 2014; Wyandotte Business Association 3rd Friday Kid a Palooza - July 18; 2014; Flicks on Bricks - July 25, 2014; Wellness Expo at the Yack Arena - July 26, 2014
<b>August:</b>	Wyandotte Business Association Wine Crawl - August 15, 2014; Farmers Market Zucchini 500 - August 21, 2014; Y & ● Stars Annual Home Tournament - August 23, 2014; Chalk + Chocolate - August 29, 2014
<b>September:</b>	Victorian Tea Party - September 7, 2014; Fall Citywide Garage Sale - September 13 & 14, 2014; Wyandotte Business Association 3rd Friday Beer Fest - September 19, 2014
<b>October:</b>	Historic Cemetery Walk - October 10 & 11, 2014; Wyandotte Business Association 3rd Friday - October 17, 2014; Hallowe'en Open House - October 17, 2014; Wyandotte Business Association Downtown Trick or Treat - October 24, 2014
<b>November:</b>	Antiques Fair - November 8, 2014; Wyandotte Business Association 3rd Friday & Annual Tree Lighting Downtown - November 21, 2014; Christmas Parade - November 22, 2014; Small Business Saturday - November 29, 2014
<b>December:</b>	Festive Friday Downtown - December 5, 2014; Festive Friday Downtown - December 12, 2014; Wyandotte Business Association 3rd Friday - December 19, 2014; Museum Christmas Open House - December 19 & 20, 2014
<b>Misc.:</b>	Wyandotte Farmers Market - Every Thursday June 5, 2014 thru October 2, 2014

**The Benjamin F. Yack Arena** is home to Wyandotte Figure Skating Club and the Wyandotte Warrior Hockey Association. The Yack Arena also offers Open ice skating throughout the season. The Yack Arena is also a versatile public recreation center, which hosts several different events from March through August. The building is comprised of 25,440 square feet of floor space, one kitchen, four locker rooms, first aid room, restrooms and showers. The arena seats a total of 3,000 persons. The parking lot can accommodate 100 cars. The facility is also air conditioned year-round and has a state-of the art sound system.

**Glow Fish Studios** is a dynamic interactive community, gallery, gift store and studio specializing in unique and personalized treasures and experiences. Come join us in the making of art. Find your light!

**The Abundant Living Gallery** opened in 2013 as an alternative gallery featuring art and hand-crafted pieces representing the essence of the Michigan living. Some of our featured products include cultural nostalgia that stand the test of time including Boblo Island and many other historical Michigan and Detroit landmarks and cultural icons.

**River's Edge Gallery** is committed to promoting local and regional artists on a global scale. We feature prominent well known artists from Detroit and the region as well as emerging artists. The gallery promotes artists, not art. The artists that are represented at our gallery come from a wide range of backgrounds from traditional to outsider and everything in between. Many of the artists come out of industry and have a different take on their medium. The metal artists twist and turn metal like it was licorice. Keith Coleman, who has made a zoo full of animals out of old hot water tanks, was featured on the Discovery channel. Keith, like many artists, will recount their first visit to the gallery and their attempt at showing their art.

**Bacon Memorial District Library** The stately mansion on the southeast corner of Biddle and Vinewood in Wyandotte was built in 1897 by Edward Ford, president of the Michigan Alkali Company. The Queen Ann style structure has 27 rooms, 11 fireplaces, oak paneled rooms and a tower ascending to a 4th level. In 1900, Edward's son, John B. Ford became the principal resident of the house. Beginning in 1902, John's daughter Mary, and husband Mark Bacon, made the residence their home for the next 40 years. Since 1943, the building has been the site of Wyandotte's public library.

Founded in 1978, the **Downriver Council for the Arts** (DCA) is a non-profit 501(c)(3) organization that proudly serves over 350,000 residents in 21 Downriver communities. We actively support local artists and performers through artistic outreach programs and special promotional opportunities. The DCA also creates regional partnerships with other cultural organizations, schools and service clubs to promote artistic, cultural and special events throughout Southeast Michigan. The DCA offers lectures, workshops, classes and youth art camps, gallery exhibits, theater productions, literary events, music concerts and classes, gift gallery, facility rentals and volunteer opportunities.



**The Wyandotte Historical Society** was established in 1958. The first Society Museum was opened in 1966. The Wyandotte Historical Society is a 501 c (3) non-profit organization. The object and purpose of the Historical Society shall be to bring together people interested in the history of Wyandotte; to suggest the collection, preservation and display of authentic documents, historical records and relics, and anything of interest and value in its educational, cultural economic and spiritual heritage.

**The 1896 Ford-MacNichol Home** is the main exhibit building of the Wyandotte Museums' campus and houses the majority of the artifact collection. In this historic house setting, a vivid picture of early 20th century Wyandotte is recreated with elegantly appointed rooms and rotating exhibits on local history.

**The Historic Marx Home**, built in 1862, is a community space wherein groups can meet using the first floor of the building for presentations and gatherings. Many of these groups are part of the Wyandotte Museum support groups; the Wyandotte Cultural and Historical Commission, the Wyandotte Historical Society, the Wyandotte Historic Marx Home, 2630 Biddle Ave. Museum Quilters, and Wyandotte Museum Herb Garden Club. Other groups that utilize this space include the Wyandotte Beautification Commission.

**The 1908 Burns Home** is the most recent addition of the Wyandotte Museums, completing our campus with three adjacent properties. The Burns Home houses the offices of the Wyandotte Museum, the Wyandotte The newly restored Burns Home, 2624 Biddle Ave. Historical Society, and the Museum's collection of local history archives and genealogical information. The Museum Archives contain photographs, letters, journals, records, yearbooks, and other unpublished materials from Wyandotte's fascinating past. Here, you will find a public reading room for research providing unprecedented access to our collections.

**Old Timer's Log Cabin** The rustic cabin standing in Wyandotte's historic Bishop Park was built in 1942 to serve as a meeting place for the Old Timer's Club. Originally located closer to the water front, the building was the headquarters for the Wyandotte Centennial in 1954. In 1991, following a petition drive to save the historic structure, the city turned the building over to the Cultural and Historical Commission. Outfitted for use, the Log Cabin is available for future generations to enjoy and can be rented for parties and other occasions.

**Wyandotte Shores Golf Course** is a 9-hole regulation course and features all the hallmarks of Michigan golf. The links style course, designed by Matthews & Associates, is situated along the beautiful Detroit River. The course offers a Pro Shop and extensive concession stand which serves beer and wine coolers. The course is municipally owned and operated.

**The Wyandotte Veterans Memorial Committee** spearheaded the construction of the Veterans Memorial located in Bishop Park. The memorial is constructed of black granite, and is flanked by flags and was designed by Mike Miller, the winner of a design competition held for the project.

**The World War I Memorial** is located on Superior Boulevard, just East of Biddle Avenue was dedicated to the city in 1923. The boulder and bronze tablet list the names of those who lost their lives in World War I. Two cannons also sit on the site of the memorial.

**Bishop Park** is situated along the Detroit River and is contiguous to the Wyandotte Central Business District. The 12.2 acre park is the second largest of the 13 parks in the city. The park offers excellent fishing opportunities from its large fishing pier. The park also features a concession stand (hours vary) with an open air wood deck picnic area, umbrellas, restrooms, two large picnic shelters, and playground equipment and basketball courts. Bishop Park is the site for various city events including the Annual Fireworks Display, the Children's Fishing Derby and Expo and various Waterside Concerts throughout the summer. The picnic shelters may be used by the public, however they may not be reserved in advance and are first-come, first serve.

**BASF Waterfront Park** is located along the Detroit River, just south of Eureka Road. The 20 acre park is the largest in the city, and features a romantic brick promenade, look-out decks, rowing launch, trails, sand volleyball courts and an amphitheater. BASF Waterfront Park host several entertainment events throughout the year. Notable events include the Hebda Cup & Wyandotte High school Rowing Regattas as well as Gospel Fests, and the Annual Fireworks Display.

**The Gwen Frostic Sculpture** was dedicated on April 26th, 2009. The sculpture sits in Frostic Field, located just behind the Copeland Center. The sculpture was given to the City of Wyandotte by Western Michigan University. The WMU sculpture team was led by John Running-Johnson and consisted of Rob Bartholomew, Andrea DePollo, Eric Froh and Greg Woody. WMU has honored our city and memorialized Ms. Frostic with the gift of this fabulous sculpture that melds Gwen's metal work with her delicate prints of Michigan's flora and fauna. Gwen Frostic was an artist, poet, philosopher, naturalist, motivational speaker, member of the Michigan Women's Hall of Fame and holder of five honorary degrees.

**The Looking Forward Statue** was donated as a gift to the City of Wyandotte as a Sesquicentennial gift to the City. The bronze, created by John Pappas of Ypsilanti, was installed in 2000. The sculpture is located in BASF Waterfront Park.

**The Merrill Lynch Bull** was created by artist, Keith Coleman in 2005. The Bull sits on the corner of Biddle Avenue and Oak streets in front of the fully restored Armstrong Building. The Bull is created from salvaged water heater cores, and has a weathered rust finish.

**Purple Heart Memorial** Originally dedicated by Michigan Governor Harry Kelly in 1943 during the Second World War, the statue was designed and sculpted by Isadore DeBiasi of River Rouge. The statue features the poignant image of a US soldier caring for his wounded brother in arms; the monument was cast in limestone to stand as a testament to the sacrifice of Michigan servicemen and women. Wyandotte has the distinguished honor of being the first city in the country to which the National Military Order of the Purple Heart commissioned and donated a monument of this type.

**The Wyandotte Bear** was created by artist, Keith Coleman in 2006. The Bear sits on the corner of Eureka and Fifth Street in front of Wyandotte Roosevelt High School. The Bear is created from salvaged water heater cores, and has a weathered rust finish.

**The Wyandots – A Family Tribute** was dedicated to the City of Wyandotte in 2000. The sculpture sits in BASF Park, near Wyandotte Shores Golf Course. The sculpture was created by Michael Duffy Kramer and is made of bronze. The sculpture is modeled after a Native American family, and depicts items that are essential to their survival: corn, beans, squash, as well as tobacco, sage, sweet grass and cedar.

**The Wyandot Totem Pole** was donated to the City of Wyandotte by the Wyandotte Savings Bank to commemorate its 100th anniversary in 1971. The totem pole sits at the Southwest corner of Eureka and Biddle Avenue near the fountain.

The totem pole was carved by Gordon Watkins, and is constructed of cedar. A large turtle sits atop the pole represents Chief Walk-in-the-Water family totem. Five other figures tell the story of the Wyandot that settled in this area: An Iroquois warrior, The crest of Antoine de la Mothe Cadillac, A beaver, a whitefish and finally the figure of a Wyandot clutching a canoe paddle.

If you are looking for an exciting and affordable way to entertain your family, friends and yourself, it's time to discover a **Diamond Jack River Tour**. Our sightseeing tours and private charters offer an exceptional look at Detroit and its rich history, leaving you with an unforgettable cruise experience. A trip down the Detroit River on a Diamond Jack River Tour truly is a one-of-a-kind experience. Every one of our employees is well-trained and dedicated to giving you a great tour, and our vessels are the stars of the show. You can make the Diamond Jack, Diamond Queen or Diamond Belle your own for a few hours or for a whole day.

**The Wyandotte Millennium Trolley** holds 32 passengers, is handicapped accessible and fully air-conditioned. The trolley is available for rent for birthdays, weddings, business functions or event travel.

**The City of Wyandotte Showmobile** is a large, portable covered stage. The stage is 36 feet by 13 feet and has a capacity for 35 band members and 30 orchestra members.

## Community Interviews

**In speaking with the Owner of Smoky's Restaurant,** he indicated he specifically does not have overnight accommodation need. When asked if he felt downtown Wyandotte would benefit from a newer branded hotel he indicated strong support for downtown businesses as travelers would shop and eat in the immediate area rather than traveling out of town. Amenities recommended included internet, bar, and a meeting room for 80-100 people with catering available from local downtown businesses. He also indicated that the community is in the process of identifying feasibility for a downtown marina that could bring more business to downtown as well.

**In speaking with the Owner of Daly Merritt Insurance,** he indicated they work with over one hundred insurance companies who monthly bring in over 20-30 sales reps a month, estimated annual lodging need 250-350 room nights. Currently they utilize hotels in Southgate as these are the closest in the area. When asked if Wyandotte would benefit from a newer branded hotel he indicated strong support as there is currently no place for people to stay downtown with the exception of the local bed and breakfast which is full often as they have few guestrooms. Amenities recommended included walking distance to local restaurants and retail and reasonable prices.

**In speaking with the Owner of River's Edge Gallery,** she indicated they have artists and family coming into town every now and again, estimating annually 25-40 persons looking for lodging. Currently she recommends the local B&B yet they only have 4 guestrooms so many stay at the I-75 corridor or Southgate area. When asked if Wyandotte would benefit from a newer branded hotel she was in strong support as she felt the business would do very well with the two large employers downtown being the Hospital and BASF as well as summer leisure travelers. Amenities recommended included some suites with kitchenettes, boutique style, and offering high speed for today's traveler. Additionally, she indicated some additional demand generators into downtown including their Art Fair, Christmas Tree Lighting, Wine Crawl, Kidapalooza, Farmers Market, River, River Boat Tours, and the Ann Arbor Fair to name a few.

**In speaking with the local law firm owner and attorney,** he indicated they do not have any need for overnight accommodations with his firm. When asked if he felt downtown Wyandotte would benefit from a newer branded hotel he indicated support as the hospital does bring in a lot of business as well BASF is a large corporation out of Germany with many international visitors. Amenities recommended included meeting room for 15 people.

**In speaking with the Owner of Chelsea Menswear,** he indicated they do not have any need for overnight accommodations with their store. When asked if he felt downtown Wyandotte would benefit from a newer branded hotel he indicated support as there is currently no place to stay downtown, if there were people would also shop, eat, and drink downtown as well adding dollars to the downtown community. Amenities recommended included business center, comfortable mid-range guestrooms, and a small meeting room. Lastly, he recommended a hotel within walking distance to downtown.

**In speaking with the President of Lademann Insurance Agency,** he indicated they do not have need for overnight accommodations for their offices. When asked if he felt downtown Wyandotte would benefit from a newer branded hotel he indicated there may be a need especially if they move forward with putting in a marina. Amenities recommended included waterpark themed hotel.

**In speaking with the City Administrator for Wyandotte,** he indicated they occasionally have people coming into town to visit approximately 5-10 a year. Currently he recommends the local B&B Downtown, or the hotels in Southgate or Taylor near the airport. When asked if he felt downtown Wyandotte would benefit from a newer branded hotel he indicated strong support due to BASF, Hospital, US Steel, and other city officials having overnight need in the downtown are specifically. Amenities recommended high class appealing guestrooms is most important. Additional demand indicated included Model Engineering Expo, Rowing Regalas, 3rd Friday Events, and the Ice Hockey Arena to name a few.

**In speaking with the Managing Director of Investments for Merrill Lynch,** he indicated they do not have need for overnight accommodations for their offices. When asked if he felt downtown Wyandotte would benefit from a newer branded hotel he indicated support for specifically BASF and the Hospital's needs. Amenities recommended was specific to long term hotel rooms for both businesses mentioned above. He added the community is very active with events and this could too be a draw for overnight accommodations into the downtown area.

**In speaking with the Vice President and General Manager of BASF Corporation,** he indicated they have over 1,100 employees at their facility and have an excess need for overnight accommodations for their customers and sales persons who come in to visit the facilities, approximately 40 people a day with an estimated 25%+ needed overnight accommodations; equating to a minimum of 250 monthly room nights and/or 3,000+ room nights a year. Currently they use the local B&B, Hampton Inn Southgate, Holiday Inn Southgate, Marriott Deerborn, and even rooms in downtown Detroit at times. When asked if he felt downtown Wyandotte would benefit from a newer branded hotel he indicated support not only for their business but others come to town frequently for events and are unable to stay in the downtown and experience the variety of food, drink, and nightlife available. Amenities recommended included exercise room, high speed, and meeting room for up to 75 people.

**In speaking with the Recreation Clerk at Benjamin Yack Arena,** she indicated they do have some tournaments that may have overnight accommodation need yet mainly local traffic to their arena. When asked if she felt Wyandotte would benefit from a newer branded hotel she indicated support as there currently is no local lodging and two major employers BASF and the Hospital which also is expanding. Amenities recommended included high speed internet, parking, and free breakfast.

**In speaking with the Marketing and Public Relations Director at Henry Ford Wyandotte Hospital,** she indicated they do have overnight accommodation need from hiring staffing, to staff needing to stay overnight, vendors or visitors to the facility, to families of relatives in the hospital, total families tracked at this facility only 200 year to date up to 500 annually. Although lodging need is unknown for all others at this time. When asked if Wyandotte would benefit from a newer branded hotel she indicated support as the community could attract more business people who currently stay in outlying areas of Wyandotte and travel in daily. Amenities recommended included meeting or convention space, high speed internet access, and breakfast.

## Benefits of running a business in Wyandotte, MI

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- ✓ Often referred to as Capital of Downriver; Located on River (III)
- ✓ Small Town Feel
- ✓ Unique Retail
- ✓ Dining Diversity Downtown
- ✓ Waterfront Parks
- ✓ Friendly and Open Community
- ✓ Downtown Businesses Supported Locally
- ✓ Downtown Businesses Support Each other by Referrals
- ✓ Own Water and Utilities
- ✓ Good School System
- ✓ Few National Chains, Unique
- ✓ Historic Downtown
- ✓ Actively involved DDA
- ✓ Multi-Generation Businesses Downtown
- ✓ Good Work Ethics
- ✓ Business Friendly

## Challenges of running a business in Wyandotte, MI

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- ✗ 180 Degree Radius Draw due to River on one side (II)
- ✗ Awareness of the offerings of Downtown Wyandotte
- ✗ Seasonal Business
- ✗ Lack of Downtown Retail
- ✗ Large Industrial Base in Residential Area

Source: Core Distinction Group LLC Community Interviews (2014)

# Lodging Supply

*This section of the report describes the primary competitive Lodging Supply that will affect the property, particularly for hotel room demand.*

## Competitive Hotel Properties

The Overall/Statistical Competitive Set was pared down to the four most competitive properties which will help to generate preliminary rate positioning for the proposed hotel.

Competitive Hotel Occupancy & Rates					
Property	RATE ANALYSIS				Projected ADR
	SINGLE	DOUBLE	WEEKEND	CORP	
Hampton Inn Southgate (6/2014)	\$109.00	\$118.00	\$109.00	\$94.00	\$107.50
Comfort Inn & Suites Taylor	\$99.99	\$109.99	\$109.99	\$84.99	\$101.24
Comfort Suites Southgate	\$109.99	\$109.99	\$109.99	\$79.99	\$102.49
Bishop-Brighton B&B	\$140.00		\$140.00	\$85.00	\$91.25
COMPETITIVE MARKET AVERAGE DAILY ROOM RATE (ADR):					\$100.62

As noted above there are four properties pared down for comparison in rate positioning. The above mentioned hotels were running rates from \$74-\$140 for the month of August 2014. Average ADR for these hotels range from \$91-\$107. With this rate positioning, this would place the subject hotel competitive with this grouping of hotels or within \$10.

STR Competitive Hotel Occupancy & Rates (August 2014)					
Property	RATE ANALYSIS				Projected ADR
	SINGLE	DOUBLE	WEEKEND	CORP	
Super 8 Taylor	\$55.99	\$55.99	\$56.99	\$49.99	\$54.74
Comfort Inn & Suites Taylor	\$99.99	\$109.99	\$109.99	\$84.99	\$101.24
Comfort Suites Southgate	\$109.99	\$109.99	\$109.99	\$79.99	\$102.49
Holiday Inn Southgate	\$108.99	\$99.99	\$117.99	\$94.99	\$105.49
Motel 6 Southgate	\$57.99	\$49.99	\$49.99	\$49.99	\$51.99
LaQuinta Southgate	\$75.00	\$75.00	\$84.00	\$75.00	\$77.25
<b>COMPETITIVE MARKET AVERAGE DAILY ROOM RATE (ADR):</b>					<b>\$123.30</b>

Competitive Hotel Occupancy & Rates (August 2014) Immediate Market					
Property	RATE ANALYSIS				Projected ADR
	SINGLE	DOUBLE	WEEKEND	CORP	
Bishop-Brighton B&B	\$140.00		\$140.00	\$85.00	\$91.25
Hampton Inn Southgate (6/2014)	\$109.00	\$118.00	\$109.00	\$94.00	\$107.50
<b>COMPETITIVE MARKET AVERAGE DAILY ROOM RATE (ADR):</b>					<b>\$99.38</b>

The proposed hotel will directly serve the Wyandotte, MI market and will attract the Lodging Demand identified in this report. It will offer the newest, most current hotel product in Wayne County and will serve as the only branded hotel in downtown Wyandotte, MI. As a result, it should be the premier property in Wyandotte and should attract any Unaccommodated Lodging Demand being displaced elsewhere in the market due to the lack of adequate accommodation in the city. Its facilities will be developed to match the expectations of today's travelers. This property could be established with a national or regional brand. Working with a brand which has experience in the lodging market will establish quality assurance for the hotel. Its defined rate positioning should establish the property as a highly competitive hotel for its Lodging Demand.

The statistical competitive market surveyed has seen new supply growth in the past year. Detroit Southgate area opened a 114 guestroom upper midscale Hampton Inn in January 2014; in addition, Dearborn area opened a 100 guestroom upper midscale Country Inn & Suites in September 2013. At the time of this report there was no other indication of another hotel building in Wayne County. Still, this should be monitored closely throughout the development process. No additional supply growth was factored into the projections at this time.

Competitive Hotels	
Primary Competitive Hotels (Immediate Market & Fergus Falls)	# of Rooms
Super 8 Taylor	63
Comfort Inn & Suites Taylor	78
Comfort Suites Southgate	78
Holiday Inn Southgate	160
Motel 6 Southgate	133
LaQuinta Southgate	100
<b>Grand Total:</b>	<b>612</b>
<i>Source: STR and Core Distinction Group, LLC</i>	

The primary competitors are expected to be the hotels in the regional market shown above.

Based on STR data provided the following table summarizes the historical trends in occupancy and rates for the competitive supply in the past five years and estimated 2014.

Historical Market Performance					
Year	Annual Occupancy	Rooms Sold	Average Rate	Occ %	ADR
				(Growth/Decline)	
2009	51.5%	115,034	\$67.03	-6.2%	(\$3.20)
2010	53.7%	120,029	\$66.24	2.2%	(\$0.79)
2011	57.6%	128,609	\$65.94	3.8%	(\$0.31)
2012	61.2%	136,805	\$67.27	3.7%	\$1.34
2013	55.0%	122,890	\$69.57	-6.2%	\$2.30
2014	58.1%	129,851	\$71.33	3.1%	\$1.76
<i>* 2014 data estimated based on trends from prior year and noted demand.</i>					
<i>Source: STR and Core Distinction Group, LLC</i>					

Based on STR data provided the following table summarizes the projected occupancy and rates for the competitive supply in the upcoming three years.

Projected Market Performance					
Year	Annual Occupancy	Rooms Sold	Average Rate	Occ %	ADR
				(Growth/Decline)	
2012	61.2%	136,805	\$67.27	3.7%	\$1.34
2013	55.0%	122,890	\$69.57	-6.2%	\$2.30
2014	58.1%	129,851	\$71.33	3.1%	\$1.76
2015	60.0%	134,028	\$74.90	1.9%	\$3.57
2016	64.0%	142,963	\$77.15	0.0%	\$2.25
<i>Source: Core Distinction Group, LLC</i>					

Occupancy appears to be accurately forecasted for the upcoming three years based on the market and demand as well based on recent year trends. Occupancy has shown to be climbing at a similar rate as ADR in this market. Occupancy decline in 2013 yet increased in 2014 even with a new Hampton Inn opening January 2014 with 114 upper midscale guestrooms, indicating occupancy returning to the market.



## IMAGES of Hotels Surveyed in Southgate, MI Area:

Holiday Inn Southgate



La Quinta Inn & Suites Southgate



Motel 6 Southgate



Comfort Suites Southgate



Super 8 Taylor



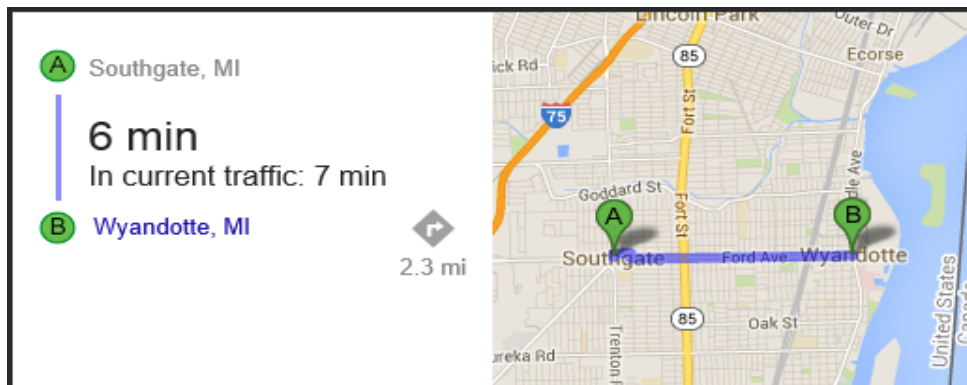
Comfort Inn & Suites Taylor



Hampton Inn Southgate



Bishop-Brighton B&B







## BISHOP-BRIGHTON BED & BREAKFAST, LLC

### Name: Common Areas

Please enjoy these areas during your stay. The Living Room is very comfortable to enjoy an afternoon cup of tea or a pleasant conversation with other guests. In the Library you will find a well rounded assortment of books and magazines for your reading pleasure. The leather arm chairs are quite cozy for an afternoon perusal. The Dining Room is equipped with two built-in cabinets filled with antiques and collectibles, all of the stencils in the home were done by Vicki. The Butler's Pantry is stocked with refreshments for your enjoyment, and the Porch is very relaxing during the warmer months for reading or just having some fresh air.



### Name: The Betty Jean

Price: \$140 per Night

This suite is named after Gerry's mother. Painted in a pale sky blue with rich cobalt carpet, the Betty Jean four room suite will calm your senses for a relaxing stay. Sitting room has sofa bed for extra guests. Private bath/shower room, cozy powder room, electric stove fireplace, queen size bed. Cable TV with DVD player. Room is air conditioned during the summer. Additional days are reduced 10%!



The Bishop-Brighton Bed and Breakfast is an English Tudor revival with a strong Arts and Crafts influence. The home was built in 1902. Relax in one of our three guest rooms all located on the second floor, two of which are suites, or visit on the first floor in the library, the main living room, or dining room. There is a butler's pantry within the kitchen where you will find refreshments and a microwave for your use. During the summer, sit on the wrap around porch with a good book or just relax.



We are located only two blocks north of downtown Wyandotte, walking distance to many restaurants, bars, and specialty shops including clothing, gifts, and antiques. Wyandotte is home to the nationally recognized Wyandotte Art Fair held every summer in July. Henry Ford Wyandotte Hospital is also within walking distance. Bishop Park, behind our home, is a retreat for many local residents with fishing on the boardwalk, outdoor concerts in the summer, or just a terrific place to relax and watch the freighters travel up and down the Detroit River.

### Name: Esther Amelia

Price: \$105 per Night

The Esther Amelia was named after Vicki's maternal grandmother. Decorated in bright yellows, this room offers a queen sized four-poster bed, with bed steps, a dresser, reading chair and antique desk. The private bath has an antique claw foot tub with stand-up shower. Room is air conditioned in the summer. Additional days are reduced 10%!



### Name: The June Constance

Price: \$140 per Night

Named after Vicki's mother, this room is the master suite of the home. There is a spacious sitting area with a sofa bed for extra guests, an electric fireplace, and antique vanity. The bedroom, painted in muted soft green, has a queen size bed and dresser. The private bath has an antique claw foot tub with shower. Room is air conditioned during the summer. Additional days are reduced 10%!



# Lodging near Henry Ford Wyandotte Hospital

## Preferred Partner Lodging

[The Henry](#), An Autograph Collection Hotel

Dearborn, MI 48126

Henry Ford Health System Rate:

- \$99 US + tax per night\* - Deluxe Room
- \$199 US + tax per night\* - Club Level
- \$299 US + tax per night\* - Executive Suite

*\*Based on availability*

## Lodging near Henry Ford Wyandotte Hospital

[Bishop Brighton Bed & Breakfast](#)

Wyandotte, MI 48192

Henry Ford Health System Rate: \$85 - 115 US + tax per night

[Comfort Suites](#)

Southgate, MI 48195

Henry Ford Health System Rate: \$79 US + tax per night

[Holiday Inn](#)

Southgate, MI 48195

Henry Ford Health System Rate: \$95 US + tax per night

## Lodging in Detroit

[Campus Apartments](#)

Henry Ford Hospital Main Campus (on the Henry Ford Hospital Campus)

Henry Ford Health System Rate: \$69 US

[Hilton Garden Inn Detroit](#)

Henry Ford Health System Rate: \$109 US + tax per night

[Holiday Inn Express Hotel & Suites](#)

Henry Ford Health System Rate: \$89 US + tax per night (Valet Parking: \$7 US)

[Marriott - Courtyard Detroit Downtown](#)

Henry Ford Health System Rate: \$139 US + tax per night (Valet Parking: \$20 US)

[Marriott - Detroit Renaissance Center](#)

Henry Ford Health System Rate: \$149 US + tax per night (Valet Parking: \$20 US)

[Doubletree Hotel Dearborn](#)

Henry Ford Health System Rate: \$91 US + tax per night



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## Wyandotte, MI

January 2008 to July 2014

Currency: USD - US Dollar

Job Number: 612571\_SADIM Staff: KD Created: August 21, 2014

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## Tab 2 - Data by Measure

Wyandotte, MI

Job Number: 612571\_SADIM Staff: KD Created: August 21, 2014

Occupancy (%)														Total Year	Jul YTD
	January	February	March	April	May	June	July	August	September	October	November	December			
2008	50.0	56.4	58.8	60.5	60.5	67.0	70.0	67.0	55.7	56.5	47.1	42.9		57.7	60.5
2009	41.6	50.4	46.3	50.4	49.3	60.4	55.6	62.2	58.4	53.1	48.1	42.4		51.5	50.5
2010	43.6	44.8	44.7	54.6	51.5	58.2	61.0	65.8	57.8	65.9	52.1	44.1		53.7	51.2
2011	45.0	54.6	50.9	52.0	53.3	64.3	69.8	67.6	63.5	66.4	55.3	48.2		57.6	55.7
2012	46.8	55.0	57.0	55.8	59.5	67.4	68.2	69.4	87.3	76.0	50.7	41.8		61.2	58.5
2013	49.2	52.1	50.7	53.9	56.7	60.1	66.1	65.7	54.4	56.8	52.1	42.1		55.0	55.6
2014	48.4	57.6	55.4	57.6	60.0	68.0	68.6	68.5	56.0	57.5	55.0	45.0		58.1	59.4
Avg	46.4	53.0	52.0	55.0	55.8	63.6	65.6	66.3	62.9	62.4	50.9	43.6		56.1	55.9

ADR (\$)														Total Year	Jul YTD
	January	February	March	April	May	June	July	August	September	October	November	December			
2008	68.83	69.93	68.72	69.60	68.80	71.70	75.26	72.18	71.06	69.92	66.50	67.07		70.23	70.59
2009	66.58	67.07	64.88	71.70	64.90	68.51	66.92	67.16	67.04	67.29	66.49	65.06		67.03	67.28
2010	65.93	67.73	67.00	67.35	65.18	67.22	68.21	68.11	66.90	62.21	64.38	64.93		66.24	66.98
2011	65.09	67.03	67.46	67.70	66.21	67.51	67.65	66.75	65.24	64.45	62.27	63.19		65.94	67.03
2012	64.17	64.70	65.65	66.97	64.84	69.34	69.89	69.41	67.31	67.35	69.29	66.22		67.27	66.74
2013	66.38	66.93	67.98	70.44	69.38	71.67	72.62	71.77	69.66	68.48	69.28	67.97		69.57	69.56
2014	68.52	68.71	70.05	70.93	71.79	74.25	74.19	73.92	71.75	71.36	71.36	70.01		71.33	71.46
Avg	66.54	67.46	67.46	69.24	67.42	70.11	70.82	69.25	67.75	66.48	66.31	65.68		67.73	68.59
	89	89	90	91	92	94	94	94	92	91	91	90			

RevPAR (\$)														Total Year	Jul YTD
	January	February	March	April	May	June	July	August	September	October	November	December			
2008	34.42	39.41	40.38	42.09	41.65	48.06	52.70	48.35	39.60	39.50	31.31	28.80		40.53	42.69
2009	27.72	33.77	30.03	36.15	32.02	41.36	37.24	41.76	39.15	35.72	31.96	27.61		34.52	34.00
2010	28.75	30.36	29.98	36.74	33.55	39.14	41.63	44.83	38.69	41.01	33.51	28.64		35.60	34.33
2011	29.31	36.60	34.34	35.18	35.27	43.39	47.24	45.12	41.43	42.77	34.41	30.44		37.96	37.32
2012	30.04	35.59	37.39	37.38	38.57	46.71	47.69	48.20	58.75	51.18	35.13	27.65		41.20	39.07
2013	32.63	34.85	34.50	37.95	39.34	43.10	48.02	47.14	37.89	38.86	36.12	28.64		38.27	38.66
2014	33.17	39.55	38.79	40.88	43.08	50.47	50.93								42.42
Avg	30.86	35.73	35.06	38.05	37.64	44.60	46.49	45.90	42.58	41.51	33.74	28.63		38.01	38.36

Supply														Total Year	Jul YTD
	January	February	March	April	May	June	July	August	September	October	November	December			
2008	18,972	17,136	18,972	18,360	18,972	18,360	18,972	18,972	18,360	18,972	18,360	18,972		223,380	129,744
2009	18,972	17,136	18,972	18,360	18,972	18,360	18,972	18,972	18,360	18,972	18,360	18,972		223,380	129,744
2010	18,972	17,136	18,972	18,360	18,972	18,360	18,972	18,972	18,360	18,972	18,360	18,972		223,380	129,744
2011	18,972	17,136	18,972	18,360	18,972	18,360	18,972	18,972	18,360	18,972	18,360	18,972		223,380	129,744
2012	18,972	17,136	18,972	18,360	18,972	18,360	18,972	18,972	18,360	18,972	18,360	18,972		223,380	129,744
2013	18,972	17,136	18,972	18,360	18,972	18,360	18,972	18,972	18,360	18,972	18,360	18,972		223,380	129,744
2014	18,972	17,136	18,972	18,360	18,972	18,360	18,972								129,744
Avg	18,972	17,136	18,972	18,360	18,972	18,360	18,972	18,972	18,360	18,972	18,360	18,972		223,380	129,744

Demand														Total Year	Jul YTD
	January	February	March	April	May	June	July	August	September	October	November	December			
2008	9,487	9,657	11,147	11,102	11,484	12,306	13,285	12,710	10,230	10,718	8,643	8,147		128,916	78,468
2009	7,898	8,629	8,781	9,258	9,361	11,084	10,557	11,796	10,722	10,072	8,825	8,052		115,035	65,568
2010	8,273	7,682	8,489	10,016	9,764	10,689	11,578	12,486	10,619	12,506	9,558	8,369		120,029	66,491
2011	8,544	9,357	9,656	9,539	10,105	11,801	13,247	12,826	11,659	12,589	10,147	9,138		128,608	72,249
2012	8,882	9,426	10,806	10,248	11,286	12,367	12,944	13,173	16,026	14,417	9,308	7,922		136,805	75,959
2013	9,326	9,922	9,628	9,891	10,757	11,041	12,544	12,461	9,986	10,768	9,573	7,993		122,890	72,109
2014	9,186	9,863	10,506	10,581	11,384	12,479	13,023								77,022
Avg	8,799	9,077	9,859	10,091	10,592	11,681	12,454	12,575	11,540	11,845	9,342	8,270		125,381	72,552

Revenue (\$)														Total Year	Jul YTD
	January	February	March	April	May	June	July	August	September	October	November	December			
2008	653,004	675,316	766,044	772,716	790,095	882,372	999,817	917,365	726,968	749,374	574,769	546,424		9,054,264	5,539,364
2009	525,847	578,764	569,721	663,798	607,529	759,410	706,425	792,181	718,796	677,735	586,805	523,857		7,710,868	4,411,494
2010	545,440	520,305	568,770	674,566	636,457	718,534	789,712	850,423	710,364	777,989	615,335	543,366		7,951,261	4,453,784
2011	556,130	627,217	651,406	645,820	669,057	796,673	896,192	856,081	760,592	811,391	631,818	577,460		8,479,837	4,842,495
2012	569,936	609,899	709,451	686,317	731,735	857,567	904,720	914,376	1,078,632	971,019	644,917	524,633		9,203,202	5,069,625
2013	619,071	597,135	654,506	696,695	746,335	791,289	910,975	894,277	695,635	737,339	663,199	543,316		8,549,772	5,016,006
2014	629,388	677,670	735,971	750,553	817,303	926,625	966,153								5,503,663
Avg	585,545	612,329	665,124	698,638	714,073	818,924	881,999	870,784	781,831	787,475	619,474	543,176		8,491,534	4,976,633

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

Wyandotte, MI

Job Number: 612571\_SADIM Staff: KD Created: August 21, 2014

Occupancy	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Jul YTD
2009	-16.7	-10.6	-21.2	-16.6	-18.5	-9.9	-20.5	-7.2	4.8	-6.0	2.1	-1.2	-10.8	-16.4
2010	4.7	-11.0	-3.3	8.2	4.3	-3.6	9.7	5.8	-1.0	24.2	8.3	3.9	4.3	1.4
2011	3.3	21.8	13.7	-4.8	3.5	10.4	14.4	2.7	9.8	0.7	6.2	9.2	7.1	8.7
2012	4.0	0.7	11.9	7.4	11.7	4.8	-2.3	2.7	37.5	14.5	-8.3	-13.3	6.4	5.1
2013	5.0	-5.3	-10.9	-3.5	-4.7	-10.7	-3.1	-5.4	-37.7	-25.3	2.8	0.9	-10.2	-5.1
2014	-1.5	10.5	9.1	7.0	5.8	13.0	3.8							6.8
Avg	-0.2	1.0	-0.1	-0.4	0.4	0.7	0.3	-0.3	2.7	1.6	2.2	-0.1	-0.6	0.1

ADR	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Jul YTD
2009	-3.3	-4.1	-5.6	3.0	-5.7	-4.4	-11.1	-7.0	-5.7	-3.8	-0.0	-3.0	-4.6	-4.7
2010	-1.0	1.0	3.3	-6.1	0.4	-1.9	1.9	1.4	-0.2	-7.5	-3.2	-0.2	-1.2	-0.4
2011	-1.3	-1.0	0.7	0.5	1.6	0.4	-0.8	-2.0	-2.5	3.6	-3.3	-2.7	-0.5	0.1
2012	-1.4	-3.5	-2.7	-1.1	-2.1	2.7	3.3	4.0	3.2	4.5	11.3	4.8	2.0	-0.4
2013	3.4	3.4	3.5	5.2	7.0	3.4	3.9	3.4	3.5	1.7	-0.0	2.6	3.4	4.2
2014	3.2	2.7	3.0	0.7	3.5	3.6	2.2							2.7
Avg	-0.0	-0.3	0.4	0.4	0.8	0.6	-0.1	-0.0	-0.3	-0.3	1.0	0.3	-0.2	0.2

RevPAR	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Jul YTD
2009	-19.5	-14.3	-25.6	-14.1	-23.1	-13.9	-29.3	-13.6	-1.1	-9.6	2.1	-4.1	-14.8	-20.4
2010	3.7	-10.1	-0.2	1.6	4.8	-5.4	11.8	7.4	-1.2	14.8	4.9	3.7	3.1	1.0
2011	2.0	20.5	14.5	-4.3	5.1	10.9	13.5	0.7	7.1	4.3	2.7	6.3	6.6	8.7
2012	2.5	-2.8	8.9	6.3	9.4	7.6	1.0	6.8	41.8	19.7	2.1	-9.1	8.5	4.7
2013	8.6	-2.1	-7.7	1.5	2.0	-7.7	0.7	-2.2	-35.5	-24.1	2.8	3.6	-7.1	-1.1
2014	1.7	13.5	12.4	7.7	9.5	17.1	6.1							9.7
Avg	-0.2	0.8	0.4	-0.2	1.3	1.4	0.6	-0.2	2.2	1.0	2.9	0.1	-0.7	0.4

Supply	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Jul YTD
2009	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
2010	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
2011	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
2012	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
2013	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
2014	0.0	0.0	0.0	0.0	0.0	0.0	0.0							0.0
Avg	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Demand	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Jul YTD
2009	-16.7	-10.6	-21.2	-16.6	-18.5	-9.9	-20.5	-7.2	4.8	-6.0	2.1	-1.2	-10.8	-16.4
2010	4.7	-11.0	-3.3	8.2	4.3	-3.6	9.7	5.8	-1.0	24.2	8.3	3.9	4.3	1.4
2011	3.3	21.8	13.7	-4.8	3.5	10.4	14.4	2.7	9.8	0.7	6.2	9.2	7.1	8.7
2012	4.0	0.7	11.9	7.4	11.7	4.8	-2.3	2.7	37.5	14.5	-8.3	-13.3	6.4	5.1
2013	5.0	-5.3	-10.9	-3.5	-4.7	-10.7	-3.1	-5.4	-37.7	-25.3	2.8	0.9	-10.2	-5.1
2014	-1.5	10.5	9.1	7.0	5.8	13.0	3.8							6.8
Avg	-0.2	1.0	-0.1	-0.4	0.4	0.7	0.3	-0.3	2.7	1.6	2.2	-0.1	-0.6	0.1

Revenue	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Jul YTD
2009	-19.5	-14.3	-25.6	-14.1	-23.1	-13.9	-29.3	-13.6	-1.1	-9.6	2.1	-4.1	-14.8	-20.4
2010	3.7	-10.1	-0.2	1.6	4.8	-5.4	11.8	7.4	-1.2	14.8	4.9	3.7	3.1	1.0
2011	2.0	20.5	14.5	-4.3	5.1	10.9	13.5	0.7	7.1	4.3	2.7	6.3	6.6	8.7
2012	2.5	-2.8	8.9	6.3	9.4	7.6	1.0	6.8	41.8	19.7	2.1	-9.1	8.5	4.7
2013	8.6	-2.1	-7.7	1.5	2.0	-7.7	0.7	-2.2	-35.5	-24.1	2.8	3.6	-7.1	-1.1
2014	1.7	13.5	12.4	7.7	9.5	17.1	6.1							9.7
Avg	-0.2	0.8	0.4	-0.2	1.3	1.4	0.6	-0.2	2.2	1.0	2.9	0.1	-0.7	0.4

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

Wyandotte, MI

Job Number: 612571\_SADIM Staff: KD Created: August 21, 2014

	Jan 09	Feb 09	Mar 09	Apr 09	May 09	Jun 09	Jul 09	Aug 09	Sep 09	Oct 09	Nov 09	Dec 09	Total Year	Jul YTD
Occ	-16.7	-10.6	-21.2	-16.6	-18.5	-9.9	-20.5	-7.2	4.8	-6.0	2.1	-1.2	-10.8	-16.4
ADR	-3.3	-4.1	-5.6	3.0	-5.7	-4.4	-11.1	-7.0	-5.7	-3.8	-0.0	-3.0	-4.6	-4.7
RevPAR	-19.5	-14.3	-25.6	-14.1	-23.1	-13.9	-29.3	-13.6	-1.1	-9.6	2.1	-4.1	-14.8	-20.4
Supply	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Demand	-16.7	-10.6	-21.2	-16.6	-18.5	-9.9	-20.5	-7.2	4.8	-6.0	2.1	-1.2	-10.8	-16.4
Revenue	-19.5	-14.3	-25.6	-14.1	-23.1	-13.9	-29.3	-13.6	-1.1	-9.6	2.1	-4.1	-14.8	-20.4

	Jan 10	Feb 10	Mar 10	Apr 10	May 10	Jun 10	Jul 10	Aug 10	Sep 10	Oct 10	Nov 10	Dec 10	Total Year	Jul YTD
Occ	4.7	-11.0	-3.3	8.2	4.3	-3.6	9.7	5.8	-1.0	24.2	8.3	3.9	4.3	1.4
ADR	-1.0	1.0	3.3	-6.1	0.4	-1.9	1.9	1.4	-0.2	-7.5	-3.2	-0.2	-1.2	-0.4
RevPAR	3.7	-10.1	-0.2	1.6	4.8	-5.4	11.8	7.4	-1.2	14.8	4.9	3.7	3.1	1.0
Supply	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Demand	4.7	-11.0	-3.3	8.2	4.3	-3.6	9.7	5.8	-1.0	24.2	8.3	3.9	4.3	1.4
Revenue	3.7	-10.1	-0.2	1.6	4.8	-5.4	11.8	7.4	-1.2	14.8	4.9	3.7	3.1	1.0

	Jan 11	Feb 11	Mar 11	Apr 11	May 11	Jun 11	Jul 11	Aug 11	Sep 11	Oct 11	Nov 11	Dec 11	Total Year	Jul YTD
Occ	3.3	21.8	13.7	-4.8	3.5	10.4	14.4	2.7	9.8	0.7	6.2	9.2	7.1	8.7
ADR	-1.3	-1.0	0.7	0.5	1.6	0.4	-0.8	-2.0	-2.5	3.6	-3.3	-2.7	-0.5	0.1
RevPAR	2.0	20.5	14.5	-4.3	5.1	10.9	13.5	0.7	7.1	4.3	2.7	6.3	6.6	8.7
Supply	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Demand	3.3	21.8	13.7	-4.8	3.5	10.4	14.4	2.7	9.8	0.7	6.2	9.2	7.1	8.7
Revenue	2.0	20.5	14.5	-4.3	5.1	10.9	13.5	0.7	7.1	4.3	2.7	6.3	6.6	8.7

	Jan 12	Feb 12	Mar 12	Apr 12	May 12	Jun 12	Jul 12	Aug 12	Sep 12	Oct 12	Nov 12	Dec 12	Total Year	Jul YTD
Occ	4.0	0.7	11.9	7.4	11.7	4.8	-2.3	2.7	37.5	14.5	-8.3	-13.3	6.4	5.1
ADR	-1.4	-3.5	-2.7	-1.1	-2.1	2.7	3.3	4.0	3.2	4.5	11.3	4.8	2.0	-0.4
RevPAR	2.5	-2.8	8.9	6.3	9.4	7.6	1.0	6.8	41.8	19.7	2.1	-9.1	8.5	4.7
Supply	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Demand	4.0	0.7	11.9	7.4	11.7	4.8	-2.3	2.7	37.5	14.5	-8.3	-13.3	6.4	5.1
Revenue	2.5	-2.8	8.9	6.3	9.4	7.6	1.0	6.8	41.8	19.7	2.1	-9.1	8.5	4.7

	Jan 13	Feb 13	Mar 13	Apr 13	May 13	Jun 13	Jul 13	Aug 13	Sep 13	Oct 13	Nov 13	Dec 13	Total Year	Jul YTD
Occ	5.0	-5.3	-10.9	-3.5	-4.7	-10.7	-3.1	-5.4	-37.7	-25.3	2.8	0.9	-10.2	-5.1
ADR	3.4	3.4	3.5	5.2	7.0	3.4	3.9	3.4	3.5	1.7	-0.0	2.6	3.4	4.2
RevPAR	8.6	-2.1	-7.7	1.5	2.0	-7.7	0.7	-2.2	-35.5	-24.1	2.8	3.6	-7.1	-1.1
Supply	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Demand	5.0	-5.3	-10.9	-3.5	-4.7	-10.7	-3.1	-5.4	-37.7	-25.3	2.8	0.9	-10.2	-5.1
Revenue	8.6	-2.1	-7.7	1.5	2.0	-7.7	0.7	-2.2	-35.5	-24.1	2.8	3.6	-7.1	-1.1

	Jan 14	Feb 14	Mar 14	Apr 14	May 14	Jun 14	Jul 14	Aug 14	Sep 14	Oct 14	Nov 14	Dec 14	Total Year	Jul YTD
Occ	-1.5	10.5	9.1	7.0	5.8	13.0	3.8							6.8
ADR	3.2	2.7	3.0	0.7	3.5	3.6	2.2							2.7
RevPAR	1.7	13.5	12.4	7.7	9.5	17.1	6.1							9.7
Supply	0.0	0.0	0.0	0.0	0.0	0.0	0.0							0.0
Demand	-1.5	10.5	9.1	7.0	5.8	13.0	3.8							6.8
Revenue	1.7	13.5	12.4	7.7	9.5	17.1	6.1							9.7

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## Tab 5 - Twelve Month Moving Average

Wyandotte, MI

Job Number: 612571\_SADIM Staff: KD Created: August 21, 2014

Occupancy (%)												
	January	February	March	April	May	June	July	August	September	October	November	December
2009	57.0	56.5	55.5	54.7	53.7	53.2	51.9	51.5	51.7	51.5	51.5	51.5
2010	51.7	51.2	51.1	51.4	51.6	51.5	51.9	52.2	52.2	53.3	53.6	53.7
2011	53.9	54.6	55.1	54.9	55.1	55.6	56.3	56.5	56.9	57.0	57.2	57.6
2012	57.7	57.8	58.3	58.6	59.1	59.4	59.2	59.4	61.3	62.2	61.8	61.2
2013	61.4	61.2	60.7	60.5	60.3	59.7	59.5	59.2	56.5	54.9	55.0	55.0
2014	55.0	55.4	55.8	56.1	56.4	57.0	57.2					

ADR (\$)												
	January	February	March	April	May	June	July	August	September	October	November	December
2009	70.11	69.92	69.67	69.83	69.54	69.22	68.32	67.78	67.42	67.17	67.17	67.03
2010	66.98	67.03	67.19	66.84	66.86	66.73	66.86	66.97	66.95	66.43	66.26	66.24
2011	66.18	66.15	66.20	66.22	66.30	66.34	66.30	66.17	66.02	66.24	66.07	65.94
2012	65.87	65.70	65.57	65.52	65.41	65.59	65.80	66.07	66.29	66.56	67.06	67.27
2013	67.41	67.57	67.75	68.01	68.38	68.56	68.82	69.04	69.30	69.46	69.46	69.57
2014	69.74	69.86	70.02	70.06	70.28	70.55	70.71					

RevPAR (\$)												
	January	February	March	April	May	June	July	August	September	October	November	December
2009	39.96	39.53	38.65	38.17	37.35	36.80	35.48	34.92	34.89	34.57	34.62	34.52
2010	34.61	34.35	34.34	34.39	34.52	34.34	34.71	34.97	34.93	35.38	35.51	35.60
2011	35.64	36.12	36.49	36.36	36.51	36.86	37.34	37.36	37.59	37.74	37.81	37.96
2012	38.02	37.95	38.21	38.39	38.67	38.94	38.98	39.24	40.66	41.38	41.44	41.20
2013	41.42	41.36	41.12	41.16	41.23	40.93	40.96	40.87	39.16	38.11	38.19	38.27
2014	38.32	38.68	39.05	39.29	39.60	40.21	40.46					

Supply												
	January	February	March	April	May	June	July	August	September	October	November	December
2009	223,380	223,380	223,380	223,380	223,380	223,380	223,380	223,380	223,380	223,380	223,380	223,380
2010	223,380	223,380	223,380	223,380	223,380	223,380	223,380	223,380	223,380	223,380	223,380	223,380
2011	223,380	223,380	223,380	223,380	223,380	223,380	223,380	223,380	223,380	223,380	223,380	223,380
2012	223,380	223,380	223,380	223,380	223,380	223,380	223,380	223,380	223,380	223,380	223,380	223,380
2013	223,380	223,380	223,380	223,380	223,380	223,380	223,380	223,380	223,380	223,380	223,380	223,380
2014	223,380	223,380	223,380	223,380	223,380	223,380	223,380					

Demand												
	January	February	March	April	May	June	July	August	September	October	November	December
2009	127,327	126,299	123,933	122,089	119,966	118,744	116,016	115,102	115,594	114,948	115,130	115,035
2010	115,410	114,463	114,171	114,929	115,332	114,937	115,958	116,648	116,545	118,979	119,712	120,029
2011	120,300	121,975	123,142	122,665	123,006	124,118	125,787	126,127	127,167	127,250	127,839	128,608
2012	128,946	129,015	130,165	130,874	132,055	132,621	132,318	132,665	137,032	138,860	138,021	136,805
2013	137,249	136,745	135,567	135,210	134,681	133,355	132,955	132,243	126,203	122,554	122,819	122,890
2014	122,750	123,691	124,569	125,259	125,886	127,324	127,803					

Revenue (\$)												
	January	February	March	April	May	June	July	August	September	October	November	December
2009	8,927,107	8,830,555	8,634,232	8,525,314	8,342,748	8,219,786	7,926,394	7,801,210	7,793,038	7,721,399	7,733,435	7,710,868
2010	7,730,461	7,672,002	7,671,051	7,681,819	7,710,747	7,669,871	7,753,158	7,811,400	7,802,968	7,903,222	7,931,752	7,951,261
2011	7,961,951	8,068,863	8,151,499	8,122,753	8,155,353	8,233,492	8,339,972	8,345,630	8,395,858	8,429,260	8,445,743	8,479,837
2012	8,493,643	8,476,325	8,534,370	8,574,867	8,637,545	8,698,439	8,706,967	8,765,262	9,083,302	9,242,930	9,256,029	9,203,202
2013	9,252,337	9,239,573	9,184,628	9,195,006	9,209,606	9,143,328	9,149,583	9,129,484	8,746,487	8,512,807	8,531,089	8,549,772
2014	8,560,089	8,640,624	8,722,089	8,775,947	8,846,915	8,982,251	9,037,429					

High value is boxed.

Low value is boxed and italicized.

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## Tab 6 - Twelve Month Moving Average with Percent Change

Wyandotte, MI

Job Number: 612571\_SADIM Staff: KD Created: August 21, 2014

Date	Occupancy		ADR		RevPar		Supply		Demand		Revenue	
	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg
Jan 09	57.0		70.11		39.96		223,380		127,327		8,927,107	
Feb 09	56.5		69.92		39.53		223,380		126,299		8,830,555	
Mar 09	55.5		69.67		38.65		223,380		123,933		8,634,232	
Apr 09	54.7		69.83		38.17		223,380		122,089		8,525,314	
May 09	53.7		69.54		37.35		223,380		119,966		8,342,748	
Jun 09	53.2		69.22		36.80		223,380		118,744		8,219,786	
Jul 09	51.9		68.32		35.48		223,380		116,016		7,926,394	
Aug 09	51.5		67.78		34.92		223,380		115,102		7,801,210	
Sep 09	51.7		67.42		34.89		223,380		115,594		7,793,038	
Oct 09	51.5		67.17		34.57		223,380		114,948		7,721,399	
Nov 09	51.5		67.17		34.62		223,380		115,130		7,733,435	
Dec 09	51.5	-10.8	67.03	-4.6	34.52	-14.8	223,380	0.0	115,035	-10.8	7,710,868	-14.8
Jan 10	51.7	-9.4	66.98	-4.5	34.61	-13.4	223,380	0.0	115,410	-9.4	7,730,461	-13.4
Feb 10	51.2	-9.4	67.03	-4.1	34.35	-13.1	223,380	0.0	114,463	-9.4	7,672,002	-13.1
Mar 10	51.1	-7.9	67.19	-3.6	34.34	-11.2	223,380	0.0	114,171	-7.9	7,671,051	-11.2
Apr 10	51.4	-5.9	66.84	-4.3	34.39	-9.9	223,380	0.0	114,929	-5.9	7,681,819	-9.9
May 10	51.6	-3.9	66.86	-3.9	34.52	-7.6	223,380	0.0	115,332	-3.9	7,710,747	-7.6
Jun 10	51.5	-3.2	66.73	-3.6	34.34	-6.7	223,380	0.0	114,937	-3.2	7,669,871	-6.7
Jul 10	51.9	-0.0	66.86	-2.1	34.71	-2.2	223,380	0.0	115,958	-0.0	7,753,158	-2.2
Aug 10	52.2	1.3	66.97	-1.2	34.97	0.1	223,380	0.0	116,648	1.3	7,811,400	0.1
Sep 10	52.2	0.8	66.95	-0.7	34.93	0.1	223,380	0.0	116,545	0.8	7,802,968	0.1
Oct 10	53.3	3.5	66.43	-1.1	35.38	2.4	223,380	0.0	118,979	3.5	7,903,222	2.4
Nov 10	53.6	4.0	66.26	-1.4	35.51	2.6	223,380	0.0	119,712	4.0	7,931,752	2.6
Dec 10	53.7	4.3	66.24	-1.2	35.60	3.1	223,380	0.0	120,029	4.3	7,951,261	3.1
Jan 11	53.9	4.2	66.18	-1.2	35.64	3.0	223,380	0.0	120,300	4.2	7,961,951	3.0
Feb 11	54.6	6.6	66.15	-1.3	36.12	5.2	223,380	0.0	121,975	6.6	8,068,863	5.2
Mar 11	55.1	7.9	66.20	-1.5	36.49	6.3	223,380	0.0	123,142	7.9	8,151,499	6.3
Apr 11	54.9	6.7	66.22	-0.9	36.36	5.7	223,380	0.0	122,665	6.7	8,122,753	5.7
May 11	55.1	6.7	66.30	-0.8	36.51	5.8	223,380	0.0	123,006	6.7	8,155,353	5.8
Jun 11	55.6	8.0	66.34	-0.6	36.86	7.3	223,380	0.0	124,118	8.0	8,233,492	7.3
Jul 11	56.3	8.5	66.30	-0.8	37.34	7.6	223,380	0.0	125,787	8.5	8,339,972	7.6
Aug 11	56.5	8.1	66.17	-1.2	37.36	6.8	223,380	0.0	126,127	8.1	8,345,630	6.8
Sep 11	56.9	9.1	66.02	-1.4	37.59	7.6	223,380	0.0	127,167	9.1	8,395,858	7.6
Oct 11	57.0	7.0	66.24	-0.3	37.74	6.7	223,380	0.0	127,250	7.0	8,429,260	6.7
Nov 11	57.2	6.8	66.07	-0.3	37.81	6.5	223,380	0.0	127,839	6.8	8,445,743	6.5
Dec 11	57.6	7.1	65.94	-0.5	37.96	6.6	223,380	0.0	128,608	7.1	8,479,837	6.6
Jan 12	57.7	7.2	65.87	-0.5	38.02	6.7	223,380	0.0	128,946	7.2	8,493,643	6.7
Feb 12	57.8	5.8	65.70	-0.7	37.95	5.0	223,380	0.0	129,015	5.8	8,476,325	5.0
Mar 12	58.3	5.7	65.57	-1.0	38.21	4.7	223,380	0.0	130,165	5.7	8,534,370	4.7
Apr 12	58.6	6.7	65.52	-1.1	38.39	5.6	223,380	0.0	130,874	6.7	8,574,867	5.6
May 12	59.1	7.4	65.41	-1.3	38.67	5.9	223,380	0.0	132,055	7.4	8,637,545	5.9
Jun 12	59.4	6.9	65.59	-1.1	38.94	5.6	223,380	0.0	132,621	6.9	8,698,439	5.6
Jul 12	59.2	5.2	65.80	-0.8	38.98	4.4	223,380	0.0	132,318	5.2	8,706,967	4.4
Aug 12	59.4	5.2	66.07	-0.1	39.24	5.0	223,380	0.0	132,665	5.2	8,765,262	5.0
Sep 12	61.3	7.8	66.29	0.4	40.66	8.2	223,380	0.0	137,032	7.8	9,083,302	8.2
Oct 12	62.2	9.1	66.56	0.5	41.38	9.7	223,380	0.0	138,860	9.1	9,242,930	9.7
Nov 12	61.8	8.0	67.06	1.5	41.44	9.6	223,380	0.0	138,021	8.0	9,256,029	9.6
Dec 12	61.2	6.4	67.27	2.0	41.20	8.5	223,380	0.0	136,805	6.4	9,203,202	8.5
Jan 13	61.4	6.4	67.41	2.3	41.42	8.9	223,380	0.0	137,249	6.4	9,252,337	8.9
Feb 13	61.2	6.0	67.57	2.8	41.36	9.0	223,380	0.0	136,745	6.0	9,239,573	9.0
Mar 13	60.7	4.2	67.75	3.3	41.12	7.6	223,380	0.0	135,567	4.2	9,184,628	7.6
Apr 13	60.5	3.3	68.01	3.8	41.16	7.2	223,380	0.0	135,210	3.3	9,195,006	7.2
May 13	60.3	2.0	68.38	4.5	41.23	6.6	223,380	0.0	134,681	2.0	9,209,606	6.6
Jun 13	59.7	0.6	68.56	4.5	40.93	5.1	223,380	0.0	133,355	0.6	9,143,328	5.1
Jul 13	59.5	0.5	68.82	4.6	40.96	5.1	223,380	0.0	132,955	0.5	9,149,583	5.1
Aug 13	59.2	-0.3	69.04	4.5	40.87	4.2	223,380	0.0	132,243	-0.3	9,129,484	4.2
Sep 13	56.5	-7.9	69.30	4.6	39.16	-3.7	223,380	0.0	126,203	-7.9	8,746,487	-3.7
Oct 13	54.9	-11.7	69.46	4.4	38.11	-7.9	223,380	0.0	122,554	-11.7	8,512,807	-7.9
Nov 13	55.0	-11.0	69.46	3.6	38.19	-7.8	223,380	0.0	122,819	-11.0	8,531,089	-7.8
Dec 13	55.0	-10.2	69.57	3.4	38.27	-7.1	223,380	0.0	122,890	-10.2	8,549,772	-7.1
Jan 14	55.0	-10.6	69.74	3.4	38.32	-7.5	223,380	0.0	122,750	-10.6	8,560,089	-7.5
Feb 14	55.4	-9.5	69.86	3.4	38.68	-6.5	223,380	0.0	123,691	-9.5	8,640,624	-6.5
Mar 14	55.8	-8.1	70.02	3.3	39.05	-5.0	223,380	0.0	124,569	-8.1	8,722,089	-5.0
Apr 14	56.1	-7.4	70.06	3.0	39.29	-4.6	223,380	0.0	125,259	-7.4	8,775,947	-4.6
May 14	56.4	-6.5	70.28	2.8	39.60	-3.9	223,380	0.0	125,886	-6.5	8,846,915	-3.9
Jun 14	57.0	-4.5	70.55	2.9	40.21	-1.8	223,380	0.0	127,324	-4.5	8,982,251	-1.8
Jul 14	57.2	-3.9	70.71	2.8	40.46	-1.2	223,380	0.0	127,803	-3.9	9,037,429	-1.2

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## Tab 7 - Day of Week Analysis

Wyandotte, MI

Job Number: 612571\_SADIM Staff: KD Created: August 21, 2014

Occupancy (%)								Total Month
	Sun	Mon	Tue	Wed	Thu	Fri	Sat	
Aug - 13	52.6	59.8	65.9	64.4	63.9	72.0	77.1	65.7
Sep - 13	43.0	49.8	54.6	56.8	49.3	59.9	71.4	54.4
Oct - 13	42.5	51.2	57.3	56.7	52.1	61.7	76.8	56.8
Nov - 13	39.0	50.7	51.6	50.0	46.6	61.3	61.2	52.1
Dec - 13	32.1	39.0	53.4	41.5	43.2	43.9	42.2	42.1
Jan - 14	38.1	49.5	55.1	52.1	47.1	47.4	49.2	48.4
Feb - 14	40.4	52.8	57.3	56.0	54.3	70.6	71.5	57.6
Mar - 14	41.1	48.8	55.4	62.2	54.8	59.2	68.2	55.4
Apr - 14	41.6	55.3	57.1	60.4	57.3	65.3	65.9	57.6
May - 14	46.4	53.3	61.5	60.5	58.0	65.2	71.4	60.0
Jun - 14	50.4	61.6	70.2	74.5	72.1	71.6	81.4	68.0
Jul - 14	54.2	62.9	70.8	69.0	69.5	74.0	79.3	68.6
Total Year	43.3	52.6	59.2	58.7	55.9	62.6	68.1	57.2

ADR								Total Month
	Sun	Mon	Tue	Wed	Thu	Fri	Sat	
Aug - 13	69.54	70.86	71.39	69.68	71.79	72.53	74.46	71.77
Sep - 13	65.55	68.25	68.14	69.46	70.00	70.43	74.42	69.66
Oct - 13	62.07	66.19	69.28	67.29	67.44	70.54	73.12	68.48
Nov - 13	63.34	69.76	69.10	68.38	67.71	70.44	72.47	69.28
Dec - 13	61.43	64.07	75.63	67.36	67.78	67.51	67.89	67.97
Jan - 14	64.87	72.71	72.20	68.82	67.32	63.89	69.60	68.52
Feb - 14	59.90	67.67	69.01	67.25	67.89	73.31	71.43	68.71
Mar - 14	63.37	68.64	69.48	70.44	68.78	71.72	74.84	70.05
Apr - 14	67.00	70.33	71.53	70.84	69.04	72.64	73.36	70.93
May - 14	68.01	69.98	70.85	71.78	69.48	72.60	76.64	71.79
Jun - 14	68.78	71.13	74.11	75.79	74.73	76.44	77.83	74.25
Jul - 14	69.82	72.52	72.73	72.84	73.95	76.74	79.47	74.19
Total Year	65.65	69.47	71.29	70.28	70.03	71.88	74.27	70.71

RevPAR								Total Month
	Sun	Mon	Tue	Wed	Thu	Fri	Sat	
Aug - 13	36.56	42.40	47.06	44.88	45.91	52.22	57.40	47.14
Sep - 13	28.16	33.96	37.24	39.43	34.53	42.19	53.12	37.89
Oct - 13	26.36	33.91	39.69	38.15	35.15	43.51	56.18	38.86
Nov - 13	24.67	35.37	35.68	34.19	31.54	43.21	44.36	36.12
Dec - 13	19.71	24.99	40.39	27.97	29.31	29.64	28.66	28.64
Jan - 14	24.75	36.03	39.78	35.82	31.72	30.29	34.25	33.17
Feb - 14	24.19	35.71	39.54	37.68	36.87	51.73	51.11	39.55
Mar - 14	26.06	33.48	38.47	43.80	37.69	42.43	51.06	38.79
Apr - 14	27.88	38.86	40.85	42.79	39.55	47.43	48.32	40.88
May - 14	31.54	37.29	43.59	43.43	40.33	47.33	54.75	43.08
Jun - 14	34.66	43.84	52.04	56.44	53.85	54.74	63.33	50.47
Jul - 14	37.83	45.60	51.51	50.28	51.41	56.78	62.98	50.93
Total Year	28.42	36.58	42.23	41.28	39.17	44.98	50.57	40.46

Three Year Occupancy (%)								Total Year
	Sun	Mon	Tue	Wed	Thu	Fri	Sat	
Aug 11 - Jul 12	43.0	54.5	59.7	62.6	59.9	65.1	69.9	59.2
Aug 12 - Jul 13	46.2	56.3	59.8	62.2	56.9	64.3	70.9	59.5
Aug 13 - Jul 14	43.3	52.6	59.2	58.7	55.9	62.6	68.1	57.2
Total 3 Yr	44.2	54.5	59.6	61.2	57.6	64.0	69.6	58.7

Three Year ADR								Total Year
	Sun	Mon	Tue	Wed	Thu	Fri	Sat	
Aug 11 - Jul 12	60.91	64.50	65.76	65.74	65.04	66.62	69.85	65.80
Aug 12 - Jul 13	64.04	67.98	68.66	68.63	68.25	70.03	72.24	68.82
Aug 13 - Jul 14	65.65	69.47	71.29	70.28	70.03	71.88	74.27	70.71
Total 3 Yr	63.55	67.28	68.55	68.18	67.73	69.48	72.10	68.42

Three Year RevPAR								Total Year
	Sun	Mon	Tue	Wed	Thu	Fri	Sat	
Aug 11 - Jul 12	26.21	35.12	39.27	41.18	38.96	43.38	48.80	38.98
Aug 12 - Jul 13	29.58	38.27	41.07	42.68	38.82	45.03	51.22	40.96
Aug 13 - Jul 14	28.42	36.58	42.23	41.28	39.17	44.98	50.57	40.46
Total 3 Yr	28.07	36.65	40.84	41.72	38.98	44.47	50.20	40.13

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## Tab 8 - Raw Data

Wyandotte, MI  
Job Number: 612571\_SADIM Staff: KD Created: August 21, 2014

Date	Occupancy		ADR		RevPar		Supply		Demand		Revenue		Census & Sample %		
	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	Census Props	Census Rooms	% Rooms STAR Participants
Jan 08	50.0		68.83		34.42		18,972		9,487		653,004		6	612	100.0
Feb 08	56.4		69.93		39.41		17,136		9,657		675,316		6	612	100.0
Mar 08	58.8		68.72		40.38		18,972		11,147		766,044		6	612	100.0
Apr 08	60.5		69.60		42.09		18,360		11,102		772,716		6	612	100.0
May 08	60.5		68.80		41.65		18,972		11,484		790,095		6	612	100.0
Jun 08	67.0		71.70		48.06		18,360		12,306		882,372		6	612	100.0
Jul 08	70.0		75.26		52.70		18,972		13,285		999,817		6	612	100.0
Aug 08	67.0		72.18		48.35		18,972		12,710		917,365		6	612	100.0
Sep 08	55.7		71.06		39.60		18,360		10,230		726,968		6	612	100.0
Oct 08	56.5		69.92		39.50		18,972		10,718		749,374		6	612	100.0
Nov 08	47.1		66.50		31.31		18,360		8,643		574,769		6	612	100.0
Dec 08	42.9		67.07		28.80		18,972		8,147		546,424		6	612	100.0
Jan 09	41.6	-16.7	66.58	-3.3	27.72	-19.5	18,972	0.0	7,898	-16.7	525,847	-19.5	6	612	100.0
Feb 09	50.4	-10.6	67.07	-4.1	33.77	-14.3	17,136	0.0	8,629	-10.6	578,764	-14.3	6	612	100.0
Mar 09	46.3	-21.2	64.88	-5.6	30.03	-25.6	18,972	0.0	8,781	-21.2	569,721	-25.6	6	612	100.0
Apr 09	50.4	-16.6	71.70	3.0	36.15	-14.1	18,360	0.0	9,258	-16.6	663,798	-14.1	6	612	100.0
May 09	49.3	-18.5	64.90	-5.7	32.02	-23.1	18,972	0.0	9,361	-18.5	607,529	-23.1	6	612	100.0
Jun 09	60.4	-9.9	68.51	-4.4	41.36	-13.9	18,360	0.0	11,084	-9.9	759,410	-13.9	6	612	100.0
Jul 09	55.6	-20.5	66.92	-11.1	37.24	-29.3	18,972	0.0	10,557	-20.5	706,425	-29.3	6	612	100.0
Aug 09	62.2	-7.2	67.16	-7.0	41.76	-13.6	18,972	0.0	11,796	-7.2	792,181	-13.6	6	612	100.0
Sep 09	58.4	4.8	67.04	-5.7	39.15	-1.1	18,360	0.0	10,722	4.8	718,796	-1.1	6	612	100.0
Oct 09	53.1	-6.0	67.29	-3.8	35.72	-9.6	18,972	0.0	10,072	-6.0	677,735	-9.6	6	612	100.0
Nov 09	48.1	2.1	66.49	-0.0	31.96	2.1	18,360	0.0	8,825	2.1	586,805	2.1	6	612	100.0
Dec 09	42.4	-1.2	65.06	-3.0	27.61	-4.1	18,972	0.0	8,052	-1.2	523,857	-4.1	6	612	100.0
Jan 10	43.6	4.7	65.93	-1.0	28.75	3.7	18,972	0.0	8,273	4.7	545,440	3.7	6	612	100.0
Feb 10	44.8	-11.0	67.73	1.0	30.36	-10.1	17,136	0.0	7,682	-11.0	520,305	-10.1	6	612	100.0
Mar 10	44.7	-3.3	67.00	3.3	29.98	-0.2	18,972	0.0	8,489	-3.3	568,770	-0.2	6	612	100.0
Apr 10	54.6	8.2	67.35	-6.1	36.74	1.6	18,360	0.0	10,016	8.2	674,566	1.6	6	612	100.0
May 10	51.5	4.3	65.18	0.4	33.55	4.8	18,972	0.0	9,764	4.3	636,457	4.8	6	612	100.0
Jun 10	58.2	-3.6	67.22	-1.9	39.14	-5.4	18,360	0.0	10,689	-3.6	718,534	-5.4	6	612	100.0
Jul 10	61.0	9.7	68.21	1.9	41.63	11.8	18,972	0.0	11,578	9.7	789,712	11.8	6	612	100.0
Aug 10	65.8	5.8	68.11	1.4	44.83	7.4	18,972	0.0	12,486	5.8	850,423	7.4	6	612	100.0
Sep 10	57.8	-1.0	66.90	-0.2	38.69	-1.2	18,360	0.0	10,619	-1.0	710,364	-1.2	6	612	100.0
Oct 10	65.9	24.2	62.21	-7.5	41.01	14.8	18,972	0.0	12,506	24.2	777,989	14.8	6	612	100.0
Nov 10	52.1	8.3	64.38	-3.2	33.51	4.9	18,360	0.0	9,558	8.3	615,335	4.9	6	612	100.0
Dec 10	44.1	3.9	64.93	-0.2	28.64	3.7	18,972	0.0	8,369	3.9	543,366	3.7	6	612	100.0
Jan 11	45.0	3.3	65.09	-1.3	29.31	2.0	18,972	0.0	8,544	3.3	556,130	2.0	6	612	100.0
Feb 11	54.6	21.8	67.03	-1.0	36.60	20.5	17,136	0.0	9,357	21.8	627,217	20.5	6	612	100.0
Mar 11	50.9	13.7	67.46	0.7	34.34	14.5	18,972	0.0	9,656	13.7	651,406	14.5	6	612	100.0
Apr 11	52.0	-4.8	67.70	0.5	35.18	-4.3	18,360	0.0	9,539	-4.8	645,820	-4.3	6	612	100.0
May 11	53.3	3.5	66.21	1.6	35.27	5.1	18,972	0.0	10,105	3.5	669,057	5.1	6	612	100.0
Jun 11	64.3	10.4	67.51	0.4	43.39	10.9	18,360	0.0	11,801	10.4	796,673	10.9	6	612	100.0
Jul 11	69.8	14.4	67.65	-0.8	47.24	13.5	18,972	0.0	13,247	14.4	896,192	13.5	6	612	100.0
Aug 11	67.6	2.7	66.75	-2.0	45.12	0.7	18,972	0.0	12,826	2.7	856,081	0.7	6	612	100.0
Sep 11	63.5	9.8	65.24	-2.5	41.43	7.1	18,360	0.0	11,659	9.8	760,592	7.1	6	612	100.0
Oct 11	66.4	0.7	64.45	3.6	42.77	4.3	18,972	0.0	12,589	0.7	811,391	4.3	6	612	100.0
Nov 11	55.3	6.2	62.27	-3.3	34.41	2.7	18,360	0.0	10,147	6.2	631,818	2.7	6	612	100.0
Dec 11	48.2	9.2	63.19	-2.7	30.44	6.3	18,972	0.0	9,138	9.2	577,460	6.3	6	612	100.0
Jan 12	46.8	4.0	64.17	-1.4	30.04	2.5	18,972	0.0	8,882	4.0	569,936	2.5	6	612	100.0
Feb 12	55.0	0.7	64.70	-3.5	35.59	-2.8	17,136	0.0	9,426	0.7	609,899	-2.8	6	612	100.0
Mar 12	57.0	11.9	65.65	-2.7	37.39	8.9	18,972	0.0	10,806	11.9	709,451	8.9	6	612	100.0
Apr 12	55.8	7.4	66.97	-1.1	37.38	6.3	18,360	0.0	10,248	7.4	686,317	6.3	6	612	100.0
May 12	59.5	11.7	64.84	-2.1	38.57	9.4	18,972	0.0	11,286	11.7	731,735	9.4	6	612	100.0
Jun 12	67.4	4.8	69.34	2.7	46.71	7.6	18,360	0.0	12,367	4.8	857,567	7.6	6	612	100.0
Jul 12	68.2	-2.3	69.89	3.3	47.69	1.0	18,972	0.0	12,944	-2.3	904,720	1.0	6	612	100.0
Aug 12	69.4	2.7	69.41	4.0	48.20	6.8	18,972	0.0	13,173	2.7	914,376	6.8	6	612	100.0
Sep 12	87.3	37.5	67.31	3.2	58.75	41.8	18,360	0.0	16,026	37.5	1,078,632	41.8	6	612	100.0
Oct 12	76.0	14.5	67.35	4.5	51.18	19.7	18,972	0.0	14,417	14.5	971,019	19.7	6	612	100.0
Nov 12	50.7	-8.3	69.29	11.3	35.13	2.1	18,360	0.0	9,308	-8.3	644,917	2.1	6	612	100.0
Dec 12	41.8	-13.3	66.22	4.8	27.65	-9.1	18,972	0.0	7,922	-13.3	524,633	-9.1	6	612	100.0
Jan 13	49.2	5.0	66.38	3.4	32.63	8.6	18,972	0.0	9,326	5.0	619,071	8.6	6	612	100.0
Feb 13	52.1	-5.3	66.93	3.4	34.85	-2.1	17,136	0.0	8,922	-5.3	597,135	-2.1	6	612	100.0
Mar 13	50.7	-10.9	67.98	3.5	34.50	-7.7	18,972	0.0	9,628	-10.9	654,506	-7.7	6	612	100.0
Apr 13	53.9	-3.5	70.44	5.2	37.95	1.5	18,360	0.0	9,891	-3.5	696,695	1.5	6	612	100.0
May 13	56.7	-4.7	69.38	7.0	39.34	2.0	18,972	0.0	10,757	-4.7	746,335	2.0	6	612	100.0
Jun 13	60.1	-10.7	71.67	3.4	43.10	-7.7	18,360	0.0	11,041	-10.7	791,289	-7.7	6	612	100.0
Jul 13	66.1	-3.1	72.62	3.9	48.02	0.7	18,972	0.0	12,544	-3.1	910,975	0.7	6	612	100.0
Aug 13	65.7	-5.4	71.77	3.4	47.14	-2.2	18,972	0.0	12,461	-5.4	894,277	-2.2	6	612	100.0
Sep 13	54.4	-37.7	69.66	3.5	37.89	-35.5	18,360	0.0	9,986	-37.7	695,635	-35.5	6	612	100.0
Oct 13	56.8	-25.3	68.48	1.7	38.86	-24.1	18,972	0.0	10,768	-25.3	737,339	-24.1	6	612	100.0
Nov 13	52.1	2.8	69.28	-0.0	36.12	2.8	18,360	0.0	9,573	2.8	663,199	2.8	6	612	100.0
Dec 13	42.1	0.9	67.97	2.6	28.64	3.6	18,972	0.0	7,993	0.9	543,316	3.6	6	612	100.0
Jan 14	48.4	-1.5	68.52	3.2	33.17	1.7	18,972	0.0	9,186	-1.5	629,388	1.7	6	612	100.0
Feb 14	57.6	10.5	68.71	2.7	39.55	13.5	17,136	0.0	9,863	10.5	677,670	13.5	6	612	100.0
Mar 14	55.4	9.1	70.05	3.0	38.79	12.4	18,972	0.0	10,506	9.1	735,971	12.4	6	612	100.0
Apr 14	57.6	7.0	70.93	0.7	40.88	7.7	18,360	0.0	10,581	7.0	750,553	7.7	6	612	100.0
May 14	60.0	5.8	71.79	3.5	43.08	9.5	18,972	0.0	11,384	5.8	817,303	9.5	6	612	100.0
Jun 14	68.0	13.0	74.25	3.6	50.47	17.1	18,360	0.0	12,479	13.0	926,625	17.1	6	612	100.0
Jul 14	68.6	3.8	74.19	2.2	50.93	6.1	18,972	0.0	13,023	3.8	966,153	6.1	6	612	100.0

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Tab 9 - Classic

Wyandotte, MI

Job Number: 612571\_SADIM Staff: KD Created: August 21, 2014

Date	Occupancy		ADR		RevPar		Supply		Demand		Revenue		Census & Sample %		
	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	Census Props	Census Rooms	% Rooms STAR Participants
Jan 08	50.0		68.83		34.42		18,972		9,487		653,004		6	612	100.0
Feb 08	56.4		69.93		39.41		17,136		9,657		675,316		6	612	100.0
Mar 08	58.8		68.72		40.38		18,972		11,147		766,044		6	612	100.0
Apr 08	60.5		69.60		42.09		18,360		11,102		772,716		6	612	100.0
May 08	60.5		68.80		41.65		18,972		11,484		790,095		6	612	100.0
Jun 08	67.0		71.70		48.06		18,360		12,306		882,372		6	612	100.0
Jul 08	70.0		75.26		52.70		18,972		13,285		999,817		6	612	100.0
Aug 08	67.0		72.18		48.35		18,972		12,710		917,365		6	612	100.0
Sep 08	55.7		71.06		39.60		18,360		10,230		726,968		6	612	100.0
Oct 08	56.5		69.92		39.50		18,972		10,718		749,374		6	612	100.0
Nov 08	47.1		66.50		31.31		18,360		8,643		574,769		6	612	100.0
Dec 08	42.9		67.07		28.80		18,972		8,147		546,424		6	612	100.0
Jul YTD 2008	60.5		70.59		42.69		129,744		78,468		5,539,364				
Total 2008	57.7		70.23		40.53		223,380		128,916		9,054,264				
Jan 09	41.6	-16.7	66.58	-3.3	27.72	-19.5	18,972	0.0	7,898	-16.7	525,847	-19.5	6	612	100.0
Feb 09	50.4	-10.6	67.07	-4.1	33.77	-14.3	17,136	0.0	8,629	-10.6	578,764	-14.3	6	612	100.0
Mar 09	46.3	-21.2	64.88	-5.6	30.03	-25.6	18,972	0.0	8,781	-21.2	569,721	-25.6	6	612	100.0
Apr 09	50.4	-16.6	71.70	3.0	36.15	-14.1	18,360	0.0	9,258	-16.6	663,798	-14.1	6	612	100.0
May 09	49.3	-18.5	64.90	-5.7	32.02	-23.1	18,972	0.0	9,361	-18.5	607,529	-23.1	6	612	100.0
Jun 09	60.4	-9.9	68.51	-4.4	41.36	-13.9	18,360	0.0	11,084	-9.9	759,410	-13.9	6	612	100.0
Jul 09	55.6	-20.5	66.92	-11.1	37.24	-29.3	18,972	0.0	10,557	-20.5	706,425	-29.3	6	612	100.0
Aug 09	62.2	-7.2	67.16	-7.0	41.76	-13.6	18,972	0.0	11,796	-7.2	792,181	-13.6	6	612	100.0
Sep 09	58.4	-4.8	67.04	-5.7	39.15	-1.1	18,360	0.0	10,722	-4.8	718,796	-1.1	6	612	100.0
Oct 09	53.1	-6.0	67.29	-3.8	35.72	-9.6	18,972	0.0	10,072	-6.0	677,735	-9.6	6	612	100.0
Nov 09	48.1	-2.1	66.49	-0.0	31.96	2.1	18,360	0.0	8,825	2.1	586,805	2.1	6	612	100.0
Dec 09	42.4	-1.2	65.06	-3.0	27.61	-4.1	18,972	0.0	8,052	-1.2	523,857	-4.1	6	612	100.0
Jul YTD 2009	50.5	-16.4	67.28	-4.7	34.00	-20.4	129,744	0.0	65,568	-16.4	4,411,494	-20.4			
Total 2009	51.5	-10.8	67.03	-4.6	34.52	-14.8	223,380	0.0	115,035	-10.8	7,710,868	-14.8			
Jan 10	43.6	4.7	65.93	-1.0	28.75	3.7	18,972	0.0	8,273	4.7	545,440	3.7	6	612	100.0
Feb 10	44.8	-11.0	67.73	1.0	30.36	-10.1	17,136	0.0	7,682	-11.0	520,305	-10.1	6	612	100.0
Mar 10	44.7	-3.3	67.00	3.3	29.98	-0.2	18,972	0.0	8,489	-3.3	568,770	-0.2	6	612	100.0
Apr 10	54.6	8.2	67.35	-6.1	36.74	1.6	18,360	0.0	10,016	8.2	674,566	1.6	6	612	100.0
May 10	51.5	4.3	65.18	0.4	33.55	4.8	18,972	0.0	9,764	4.3	636,457	4.8	6	612	100.0
Jun 10	58.2	-3.6	67.22	-1.9	39.14	-5.4	18,360	0.0	10,689	-3.6	718,534	-5.4	6	612	100.0
Jul 10	61.0	9.7	68.21	1.9	41.63	11.8	18,972	0.0	11,578	9.7	789,712	11.8	6	612	100.0
Aug 10	65.8	5.8	68.11	1.4	44.83	7.4	18,972	0.0	12,486	5.8	850,423	7.4	6	612	100.0
Sep 10	57.8	-1.0	66.90	-0.2	38.69	-1.2	18,360	0.0	10,619	-1.0	710,364	-1.2	6	612	100.0
Oct 10	65.9	24.2	62.21	-7.5	41.01	14.8	18,972	0.0	12,506	24.2	777,989	14.8	6	612	100.0
Nov 10	52.1	8.3	64.38	-3.2	33.51	4.9	18,360	0.0	9,558	8.3	615,335	4.9	6	612	100.0
Dec 10	44.1	3.9	64.93	-0.2	28.64	3.7	18,972	0.0	8,369	3.9	543,366	3.7	6	612	100.0
Jul YTD 2010	51.2	1.4	66.98	-0.4	34.33	1.0	129,744	0.0	66,491	1.4	4,453,784	1.0			
Total 2010	53.7	4.3	66.24	-1.2	35.60	3.1	223,380	0.0	120,029	4.3	7,051,261	3.1			
Jan 11	45.0	3.3	65.09	-1.3	29.31	2.0	18,972	0.0	8,544	3.3	556,130	2.0	6	612	100.0
Feb 11	54.6	21.8	67.03	-1.0	36.60	20.5	17,136	0.0	9,357	21.8	627,217	20.5	6	612	100.0
Mar 11	50.9	13.7	67.46	0.7	34.34	14.5	18,972	0.0	9,656	13.7	651,406	14.5	6	612	100.0
Apr 11	52.0	-4.8	67.70	0.5	35.18	-4.3	18,360	0.0	9,539	-4.8	645,820	-4.3	6	612	100.0
May 11	53.3	3.5	66.21	1.6	35.27	5.1	18,972	0.0	10,105	3.5	669,057	5.1	6	612	100.0
Jun 11	64.3	10.4	67.51	0.4	43.39	10.9	18,360	0.0	11,801	10.4	796,673	10.9	6	612	100.0
Jul 11	69.8	14.4	67.65	-0.8	47.24	13.5	18,972	0.0	13,247	14.4	896,192	13.5	6	612	100.0
Aug 11	67.6	2.7	66.75	-2.0	45.12	0.7	18,972	0.0	12,826	2.7	856,081	0.7	6	612	100.0
Sep 11	63.5	9.8	65.24	-2.5	41.43	7.1	18,360	0.0	11,659	9.8	760,592	7.1	6	612	100.0
Oct 11	66.4	0.7	64.45	3.6	42.77	4.3	18,972	0.0	12,589	0.7	811,391	4.3	6	612	100.0
Nov 11	55.3	6.2	62.27	-3.3	34.41	2.7	18,360	0.0	10,147	6.2	631,818	2.7	6	612	100.0
Dec 11	48.2	9.2	63.19	-2.7	30.44	6.3	18,972	0.0	9,138	9.2	577,460	6.3	6	612	100.0
Jul YTD 2011	55.7	8.7	67.03	0.1	37.32	8.7	129,744	0.0	72,249	8.7	4,842,495	8.7			
Total 2011	57.6	7.1	65.94	-0.5	37.96	6.6	223,380	0.0	128,608	7.1	8,479,837	6.6			
Jan 12	46.8	4.0	64.17	-1.4	30.04	2.5	18,972	0.0	8,882	4.0	569,936	2.5	6	612	100.0
Feb 12	55.0	0.7	64.70	-3.5	35.59	-2.8	17,136	0.0	9,426	0.7	609,899	-2.8	6	612	100.0
Mar 12	57.0	11.9	65.65	-2.7	37.39	8.9	18,972	0.0	10,806	11.9	709,451	8.9	6	612	100.0
Apr 12	55.8	7.4	66.97	-1.1	37.38	6.3	18,360	0.0	10,248	7.4	686,317	6.3	6	612	100.0
May 12	59.5	11.7	64.84	-2.1	38.57	9.4	18,972	0.0	11,286	11.7	731,735	9.4	6	612	100.0
Jun 12	67.4	4.8	69.34	2.7	46.71	7.6	18,360	0.0	12,367	4.8	857,567	7.6	6	612	100.0
Jul 12	68.2	-2.3	69.89	3.3	47.69	1.0	18,972	0.0	12,944	-2.3	904,720	1.0	6	612	100.0
Aug 12	69.4	2.7	69.41	2.0	48.20	6.8	18,972	0.0	13,173	2.7	914,376	6.8	6	612	100.0
Sep 12	87.3	37.5	67.31	3.2	58.75	41.8	18,360	0.0	16,026	37.5	1,078,632	41.8	6	612	100.0
Oct 12	76.0	14.5	67.35	4.5	51.18	19.7	18,972	0.0	14,417	14.5	971,019	19.7	6	612	100.0
Nov 12	50.7	-8.3	69.29	11.3	35.13	2.1	18,360	0.0	9,308	-8.3	644,917	2.1	6	612	100.0
Dec 12	41.8	-13.3	66.22	4.8	27.65	-9.1	18,972	0.0	7,922	-13.3	524,633	-9.1	6	612	100.0
Jul YTD 2012	58.5	5.1	66.74	-0.4	39.07	4.7	129,744	0.0	75,959	5.1	5,069,625	4.7			
Total 2012	61.2	6.4	67.27	2.0	41.20	8.5	223,380	0.0	136,805	6.4	9,203,202	8.5			
Jan 13	49.2	5.0	66.38	3.4	32.63	8.6	18,972	0.0	9,326	5.0	619,071	8.6	6	612	100.0
Feb 13	52.1	-5.3	66.93	3.4	34.85	-2.1	17,136	0.0	8,922	-5.3	597,135	-2.1	6	612	100.0
Mar 13	50.7	-10.9	67.98	3.5	34.50	-7.7	18,972	0.0	9,628	-10.9	654,506	-7.7	6	612	100.0
Apr 13	53.9	-3.5	70.44	5.2	37.95	1.5	18,360	0.0	9,891	-3.5	696,095	1.5	6	612	100.0
May 13	56.7	-4.7	69.38	7.0	39.34	2.0	18,972	0.0	10,757	-4.7	746,335	2.0	6	612	100.0
Jun 13	60.1	-10.7	71.67	3.4	43.10	-7.7	18,360	0.0	11,041	-10.7	791,289	-7.7	6	612	100.0
Jul 13	66.1	-3.1	72.62	3.9	48.02	0.7	18,972	0.0	12,544	-3.1	910,975	0.7	6	612	100.0
Aug 13	65.7	-5.4	71.77	3.4	47.14	-2.2	18,972	0.0	12,461	-5.4	894,277	-2.2	6	612	100.0
Sep 13	54.4	-37.7	69.66	3.5	37.89	-35.5	18,360	0.0	9,986	-37.7	695,635	-35.5	6	612	100.0
Oct 13	56.8	-25.3	68.48	1.7	38.86	-24.1	18,972	0.0	10,768	-25.3	737,339	-24.1	6	612	100.0
Nov 13	52.1	2.8	69.28	-0.0	36.12	2.8	18,360	0.0	9,573	2.8	663,199	2.8	6	612	100.0
Dec 13	42.1	0.9	67.97	2.6	28.64	3.6	18,972	0.0	7,993	0.9	543,316	3.6	6	612	100.0
Jul YTD 2013	55.6	-5.1	69.56	4.2											

Tab 10 - Response Report

Wyandotte, MI  
Job Number: 612571\_SADIM    Staff: KD    Created: August 21, 2014

STR Code	Name of Establishment	City & State	Zip Code	Class	Aff Date	Open Date	Rooms	Chg in Rms	2012												2013												2014																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
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26268	Super 8 Taylor Detroit Area	Taylor, MI	48180	Economy Class	Dec 1987	Dec 1987	63		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●</

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# Conclusion

## Property Recommendations

The Property Type recommended for the proposed hotel is an upper midscale hotel. This would reflect the research performed in the Community Overview Market Study. Also, this type of hotel would allow the property to be positioned properly at the subject site and would best match the demographics of the competitive set and future Lodging Demand market in the area. It is anticipated that a new, upper midscale branded hotel would capture displaced Lodging Demand currently staying in markets surrounding Wyandotte, MI. Additionally, the newness of the hotel should be well received in the marketplace. Its location will be ideal to serve Wyandotte and regional markets. This type of hotel would also be capable of adjusting rates to best fit the demand in the market and the seasonality of the area.

The property size of this upper midscale hotel was researched to be 50-60 rooms in this preliminary Market Feasibility Study. This would position it to be slightly smaller than the 100 average room size of the competitive set in the Wyandotte, Southgate, and Taylor Market. The smaller size would assist the property in achieving the Occupancy projections listed in this report. It is not advisable to over-build in this market at this time. Expansion of the hotel in future years could be considered as the market's Lodging Demand grows. Adjusting the room count will modify Occupancy Performance.

**Rate positioning**, room rate competition for a limited-service hotel in this market will be present throughout the year. This rate competition will be dictated by the rate structure of the hotels in the surrounding regional area. With proper rate positioning the hotel should achieve a yield to the immediate market of 100% and the overall region of 90%-100% which is above average and would assist in mitigating any rate sensitivity. Pricing would be more comparable to those rates offered in Southgate. The developed hotel in this market should mirror the rates of the branded hotels in the Southgate area or within a \$10 rate comparison.

**Property features, amenities, and services** of the hotel should satisfy the market it is attempting to attract. Standard features and amenities required by the franchise/brand chosen for the proposed hotel should include:

- \* Fitness Center recommended to meet the needs of today's traveler.*
- \* Hot Breakfast to meet the needs of today's traveler*
- \* Bar/Lounge to meet the needs of today's traveler both leisure and corporate*
- \* Meeting Room recommended size minimum 50 person space; discussion need for larger facility.*

Some special features may be required to attract identified target markets.



**The recommended Sleeping Room Configuration** should be compatible with the overall Market Segmentation of the area. Since the property's demand appears to be primarily corporate, medical and leisure weekend business the property should offer a selection of King bedded rooms at (30%) with a greater percentage of double queen-bedded rooms to serve the social/leisure market segment. Additionally, we recommend adding 10% or 4-6 guestrooms offering extended stay room options as there does appear to be week long stays in the market.

**Brand Affiliation** should be considered for this hotel to enhance its marketability. The brand should position the hotel well in this market. It should be competitive with the Market Segments identified for the hotel. An upper midscale brand should be pursued. Potential impact issues should be addressed with pursuing a brand affiliation although these factors do not seem to be relevant in this market. As mentioned earlier in this report, there are five independent hotels in the market. A brand should be successful in Wyandotte since this will be the only branded hotel in the market. Still, a brand with experience in the Michigan Lodging market is highly advised to ensure adequate marketing of the proposed property.

**The Opening Date** for the hotel should be in line with the seasonality of the market. Ideally, opening the hotel in early spring to capture the maximum revenue months prior to the softer season in mid-fall is recommended. Recommended Open Date: Late spring / April 2015 to capitalize on high demand summer months.

## 2014 HOTEL MANAGEMENT SURVEY

# FRANCHISE FEES GUIDE

Franchise Franchise website	Parent company	Contact name Contact email	Chain-scale segment	Guestrooms Properties	Construction costs per room range <sup>(1)</sup>	Initial fee including application fee	Royalty fees	Marketing fee	Do you offer financial assistance?
<b>3 Palms Hotels &amp; Resorts</b> <a href="http://www.3palmshotels.com">www.3palmshotels.com</a>	America's Best Franchising	Raj Vakharia <a href="mailto:rvakharia@abestfranchise.com">rvakharia@abestfranchise.com</a>	Upscale	1,396 14	NA	NA	\$18.00/room/ month	\$7.50/room/ month	No
<b>Aloft</b> <a href="http://www.starwoodhotels.com">www.starwoodhotels.com</a>	Starwood Hotels & Resorts Worldwide	Jennifer Bergamo <a href="mailto:development@starwoodhotels.com">development@starwoodhotels.com</a>	Upscale	7,926 53	NA	\$60,000 base	5.5% of GRR	NA	NA
<b>America's Best Inns &amp; Suites</b> <a href="http://www.americasbestinns.com">www.americasbestinns.com</a>	America's Best Franchising	Raj Vakharia <a href="mailto:rvakharia@abestfranchise.com">rvakharia@abestfranchise.com</a>	Economy	5,331 95	NA	\$26,000	4%	1.5%	No
<b>Americas Best Value Inn</b> <a href="http://www.joinabvi.com">www.joinabvi.com</a>	Vantage Hospitality Group	Patrick Mullinix <a href="mailto:pmullinix@vantagehospitality.com">pmullinix@vantagehospitality.com</a>	Economy	65,307 1,046	\$42,000 - \$48,000 (includes FF&E)	\$11,500 for 50 rooms; \$150/ room for 51+ rooms	\$19.50/room/ month (first 50 rooms); \$15.50/ room/month (51-75 rooms); \$14.50/room/ month (76+ rooms)	\$13/room/ month	Yes
<b>AmericInn</b> <a href="http://www.americinnfranchise.com">www.americinnfranchise.com</a>	Northcott Hospitality	Nasir Raja <a href="mailto:franchise@americinn.com">franchise@americinn.com</a>	Midscale	11,815 202	NA	\$35,000	5%	2%	No
<b>Ascend Hotel Collection</b> <a href="http://www.ascendmembership.com">www.ascendmembership.com</a>	Choice Hotels International	David Pepper <a href="mailto:franchise_sales@choicetels.com">franchise_sales@choicetels.com</a>	Upscale	9,206 102	NA	\$375/room, \$30,000 minimum	4% of GRR	2.5% of GRR	No
<b>Baymont Inn &amp; Suites</b> <a href="http://www.baymontinns.com">www.baymontinns.com</a>	Wyndham Hotel Group	Gus Stamoutsos <a href="mailto:hotelfranchise@wyn.com">hotelfranchise@wyn.com</a>	Midscale	27,049 328	\$1,920 - \$82,109	\$26,000 minimum	5% of GRR	3.5% of GRR (system assessment fee)	Yes
<b>Best Western</b> <a href="http://www.bestwestern.com">www.bestwestern.com</a>	Best Western International	Mike Muir <a href="mailto:mike.muir@bestwestern.com">mike.muir@bestwestern.com</a>	Upper- midscale	158,238 1,939	NA	\$56,000/100 rooms	\$50,918/year for 100 rooms	\$14,184/ year for 100 rooms	No
<b>Boarders Inn and Suites by Cobblestone Hotels</b> <a href="http://www.stayboarders.com">www.stayboarders.com</a>	Cobblestone Hotels	Jessica Junker <a href="mailto:jjunker@staycobblestone.com">jjunker@staycobblestone.com</a>	Upper- midscale	614 13	NA	\$15,000	\$2,000/month (up to 70 rooms), + \$10/room/month (more than 70 rooms)	\$100/month	No
<b>Budget Host Inns</b> <a href="http://www.budgethost.com">www.budgethost.com</a>	Budget Host International	Lisa Sawyer <a href="mailto:sawyerl@budgethost.com">sawyerl@budgethost.com</a>	Economy	5,145 141	NA	NA	NA	\$1,500 + \$80/room (to calculate annual fees)	No
<b>Budgetel Inns &amp; Suites</b> <a href="http://www.budgetel.com">www.budgetel.com</a>	America's Best Franchising	Raj Vakharia <a href="mailto:rvakharia@abestfranchise.com">rvakharia@abestfranchise.com</a>	Economy	1,398 19	NA	\$26,000	\$12.50/room/ month	\$7.50/room/ month	No
<b>Cambria Suites</b> <a href="http://www.cambriasuitesfranchise.com">www.cambriasuitesfranchise.com</a>	Choice Hotels International	David Pepper <a href="mailto:franchise_sales@choicetels.com">franchise_sales@choicetels.com</a>	Upscale	2,119 18	\$92,793 - \$108,811	\$500/suite, \$60,000 minimum	5% of GRR	4% of GRR	Yes
<b>Candlewood Suites</b> <a href="http://www.ihg.com/candlewood">www.ihg.com/candlewood</a>	IHG	Joel Eisemann <a href="mailto:development@ihg.com">development@ihg.com</a>	Midscale	29,633 311	NA	NA	NA	NA	No
<b>Centerstone Inns, Hotels &amp; Plaza Hotels</b> <a href="http://www.centerstonehotels.com">www.centerstonehotels.com</a>	Vimana Franchise Systems	Amanda Belmonte <a href="mailto:amanda@vimanafs.com">amanda@vimanafs.com</a>	Midscale	935 11	NA	\$14,000	1.5% of GRR	1.5% GRR	No
<b>Clarion</b> <a href="http://www.choicetelsfranchise.com/clarion">www.choicetelsfranchise.com/clarion</a>	Choice Hotels International	David Pepper <a href="mailto:franchise_sales@choicetels.com">franchise_sales@choicetels.com</a>	Upper- midscale	27,501 190	NA	\$300/room, \$40,000 minimum	4.25% of GRR	3.25% of GRR	Yes
<b>Coast Hotels</b> <a href="http://www.coasthotels.com">www.coasthotels.com</a>	Coast Hotels	Mark Hope <a href="mailto:m.hope@coasthotels.com">m.hope@coasthotels.com</a>	Upper- midscale	1,191 9	NA	\$10,000	2.5% of GRR	2% of GRR	No
<b>Cobblestone Hotel and Suites</b> <a href="http://www.staycobblestone.com">www.staycobblestone.com</a>	Cobblestone Hotels	Jessica Junker <a href="mailto:jjunker@staycobblestone.com">jjunker@staycobblestone.com</a>	Upper- midscale	307 8	\$75,000 - \$110,000	\$30,000	\$3,500/month (up to 70 rooms), + \$10/room/ month (more than 70 rooms)	\$100/month	No

Franchise Franchise website	Parent company	Contact name Contact email	Chain-scale segment	Guestrooms Properties	Construction costs per room range <sup>(1)</sup>	Initial fee including application fee	Royalty fees	Marketing fee	Do you offer financial assistance?
<b>Cobblestone Inn and Suites</b> <a href="http://www.staycobblestone.com">www.staycobblestone.com</a>	Cobblestone Hotels	Jessica Junker <a href="mailto:jjunker@staycobblestone.com">jjunker@staycobblestone.com</a>	Upper- midscale	788 17	\$70,000 - \$100,000	\$30,000	\$3,500/month (up to 70 rooms), + \$10/room/month (more than 70 rooms)	\$100/month	No
<b>Comfort Inn</b> <a href="http://www.choicehotelsfranchise.com/comfortinn">www.choicehotelsfranchise.com/comfortinn</a>	Choice Hotels International	David Pepper <a href="mailto:franchise_sales@choicehotels.com">franchise_sales@choicehotels.com</a>	Upper- midscale	101,673 1,302	\$46,255 - \$77,270	\$500/room, \$50,000 minimum	5.65% of GRR	3.85% of GRR	Yes
<b>Comfort Suites</b> <a href="http://www.choicehotelsfranchise.com/comfortsuites">www.choicehotelsfranchise.com/comfortsuites</a>	Choice Hotels International	David Pepper <a href="mailto:franchise_sales@choicehotels.com">franchise_sales@choicehotels.com</a>	Upper- midscale	45,451 689	\$53,449 - \$88,753	\$500/room, \$50,000 minimum	5.65% of GRR	3.85% of GRR	Yes
<b>Country Hearth Inns &amp; Suites</b> <a href="http://www.countryhearth.com">www.countryhearth.com</a>	America's Best Franchising	Raj Vakharia <a href="mailto:rvakharia@abestfranchise.com">rvakharia@abestfranchise.com</a>	Economy	3,669 68	NA	\$26,000	4%	1.5%	No
<b>Country Inns &amp; Suites By Carlson</b> <a href="http://www.countryinns.com">www.countryinns.com</a>	Carlson Rezidor Hotel Group	Philip Silberstein <a href="mailto:development@carlsonrezidor.com">development@carlsonrezidor.com</a>	Upper- midscale	35,505 443	NA	Greater of \$50,000 or \$450/room	5% of GRR	2.5% of GRR	No
<b>Crossings by GrandStay</b> <a href="http://www.grandstayhospitality.com">www.grandstayhospitality.com</a>	GrandStay Hospitality	Jon Kennedy <a href="mailto:jonk@grandstayhospitality.com">jonk@grandstayhospitality.com</a>	Midscale	487 10	NA	\$35,000	5% of GRR	2% of GRR	No
<b>Crowne Plaza Hotels &amp; Resorts</b> <a href="http://www.ihg.com/crowneplaza">www.ihg.com/crowneplaza</a>	IHG	Joel Eisemann <a href="mailto:development@ihg.com">development@ihg.com</a>	Upscale	39,142 139	NA	NA	NA	NA	No
<b>Days Inn</b> <a href="http://www.daysinn.com">www.daysinn.com</a>	Wyndham Hotel Group	Gus Stamoutsos <a href="mailto:hotelfranchise@wyn.com">hotelfranchise@wyn.com</a>	Economy	121,875 1,585	\$1,989 - \$82,096	\$350/room, \$35,000 minimum	5.5% of GRR	3.8% of GRR (system assessment fee)	Yes
<b>Doubletree by Hilton</b> <a href="http://www.doubletree.com">www.doubletree.com</a>	Hilton Worldwide	Christine Diskin <a href="mailto:christine.diskin@hilton.com">christine.diskin@hilton.com</a>	Upper- upscale	71,010 277	NA	\$75,000 minimum	5%	4%	No
<b>Downtowner Inns</b> <a href="http://www.hifranchise.com">www.hifranchise.com</a>	Hospitality International	Jim Bloodworth <a href="mailto:sales@hifranchise.com">sales@hifranchise.com</a>	Economy	116 3	NA	\$6,000	3% of GRR	2.5% of GRR	No
<b>Dumont Inns</b> <a href="http://www.fairbridgeinns.com">www.fairbridgeinns.com</a>	FairBridge Hotels International	Skyler Reep <a href="mailto:skyler@fairbridgeinns.com">skyler@fairbridgeinns.com</a>	Midscale	82 1	NA	\$3,999	\$499/month for up to 50 rooms	NA	Yes
<b>Econo Lodge</b> <a href="http://www.choicehotelsfranchise.com/econolodge">www.choicehotelsfranchise.com/econolodge</a>	Choice Hotels International	David Pepper <a href="mailto:franchise_sales@choicehotels.com">franchise_sales@choicehotels.com</a>	Economy	50,694 830	NA	\$250/room, \$25,000 minimum	4.5% of GRR	3.5% of GRR	Yes
<b>Element</b> <a href="http://www.starwoodhotels.com">www.starwoodhotels.com</a>	Starwood Hotels & Resorts Worldwide	Jennifer Bergamo <a href="mailto:jennifer.bergamo@starwoodhotels.com">jennifer.bergamo@starwoodhotels.com</a>	Upscale	1,518 9	NA	\$60,000 base	5.5% of GRR	NA	NA
<b>Embassy Suites Hotels</b> <a href="http://www.embassysuites.com">www.embassysuites.com</a>	Hilton Worldwide	Christine Diskin <a href="mailto:christine.diskin@hilton.com">christine.diskin@hilton.com</a>	Upscale	50,147 209	NA	\$75,000 minimum	5.5%	4%	No
<b>FairBridge Inns</b> <a href="http://www.fairbridgeinns.com">www.fairbridgeinns.com</a>	FairBridge Hotels International	Skyler Reep <a href="mailto:skyler@fairbridgeinns.com">skyler@fairbridgeinns.com</a>	Upper- midscale	1,951 18	NA	\$3,999	\$499/month for up to 50 rooms	NA	Yes
<b>Four Points by Sheraton</b> <a href="http://www.starwoodhotels.com">www.starwoodhotels.com</a>	Starwood Hotels & Resorts Worldwide	Jennifer Bergamo <a href="mailto:jennifer.bergamo@starwoodhotels.com">jennifer.bergamo@starwoodhotels.com</a>	Upscale	13,774 86	NA	\$60,000 base	5.5% of GRR	1% of GRR (capped at \$450,000)	NA
<b>GrandStay Hotels</b> <a href="http://www.grandstayhospitality.com">www.grandstayhospitality.com</a>	GrandStay Hospitality	Jon Kennedy <a href="mailto:jonk@grandstayhospitality.com">jonk@grandstayhospitality.com</a>	Upper- midscale	846 14	NA	\$35,000	5% of GRR	2% of GRR	No
<b>GuestHouse International</b> <a href="http://www.guesthouseintl.com">www.guesthouseintl.com</a>	Boomerang Hotels	Ron Marcou <a href="mailto:sales@boomeranghotels.com">sales@boomeranghotels.com</a>	Economy	5,386 69	\$65,000	\$25,000	3.5% of GRR	1% of GRR	Yes
<b>Hampton Inn &amp; Suites</b> <a href="http://www.hamptoninn.com">www.hamptoninn.com</a>	Hilton Worldwide	Christine Diskin <a href="mailto:christine.diskin@hilton.com">christine.diskin@hilton.com</a>	Upscale	180,038 1,854	NA	\$75,000 minimum	6%	4%	No
<b>Hard Rock Hotels</b> <a href="http://www.hardrockhotels.com">www.hardrockhotels.com</a>	Hard Rock International	Nelson Parker <a href="mailto:nelson_parker@hardrock.com">nelson_parker@hardrock.com</a>	Upper- upscale	4,329 8	NA	\$85,000 + \$300/room for more than 200 rooms	6%; 3% of GRR, GFBR	1.5% of GRR	No
<b>Hawthorn Suites by Wyndham</b> <a href="http://www.hawthorn.com">www.hawthorn.com</a>	Wyndham Hotel Group	Gus Stamoutsos <a href="mailto:hotelfranchise@wyn.com">hotelfranchise@wyn.com</a>	Midscale	8,637 89	\$2,204 - \$166,866	\$400/suite, \$40,000 minimum	5% of GRR	2.5% of GRR (system assessment fee)	Yes
<b>Hilton Garden Inn Hotels</b> <a href="http://www.hiltongardeninn.com">www.hiltongardeninn.com</a>	Hilton Worldwide	Christine Diskin <a href="mailto:christine.diskin@hilton.com">christine.diskin@hilton.com</a>	Upscale	70,568 521	NA	\$75,000 minimum	5.5%	4%	No

Franchise Franchise website	Parent company	Contact name Contact email	Chain-scale segment	Guestrooms Properties	Construction costs per room range <sup>(1)</sup>	Initial fee including application fee	Royalty fees	Marketing fee	Do you offer financial assistance?
<b>Hilton Hotels &amp; Resorts</b> <a href="http://www.hilton.com">www.hilton.com</a>	Hilton Worldwide	Christine Diskin <a href="mailto:christine.diskin@hilton.com">christine.diskin@hilton.com</a>	Upper- upscale	99,891 245	NA	\$85,000 minimum	5% / 3%	4%	No
<b>Holiday Inn Express</b> <a href="http://www.ihg.com/holidayinnexpress">www.ihg.com/holidayinnexpress</a>	IHG	Joel Eisemann <a href="mailto:development@ihg.com">development@ihg.com</a>	Upper- midscale	157,662 1,840	NA	NA	NA	NA	No
<b>Holiday Inn Hotels and Resorts</b> <a href="http://www.ihg.com/holidayinn">www.ihg.com/holidayinn</a>	IHG	Joel Eisemann <a href="mailto:development@ihg.com">development@ihg.com</a>	Upper- midscale	110,573 633	NA	NA	NA	NA	No
<b>Home2 Suites by Hilton</b> <a href="http://www.home2suites.com">www.home2suites.com</a>	Hilton Worldwide	Christine Diskin <a href="mailto:christine.diskin@hilton.com">christine.diskin@hilton.com</a>	Upscale	2,831 26	NA	\$50,000 minimum	5%	3.5%	No
<b>Homewood Suites by Hilton</b> <a href="http://www.homewoodsuites.com">www.homewoodsuites.com</a>	Hilton Worldwide	Christine Diskin <a href="mailto:christine.diskin@hilton.com">christine.diskin@hilton.com</a>	Upscale	35,608 322	NA	\$75,000 minimum	5.5%	4%	No
<b>Hotel Indigo</b> <a href="http://www.ihg.com/hotelindigo">www.ihg.com/hotelindigo</a>	IHG	Joel Eisemann <a href="mailto:development@ihg.com">development@ihg.com</a>	Upscale	3,912 33	NA	NA	NA	NA	No
<b>Howard Johnson</b> <a href="http://www.hjo.com">www.hjo.com</a>	Wyndham Hotel Group	Gus Stamoutsos <a href="mailto:hotelfranchise@wyn.com">hotelfranchise@wyn.com</a>	Midscale	25,180 295	\$1,847 - \$82,020	\$350/room, \$35,000 minimum	4.5% of GRR	4% of GRR (marketing contribution and room sales charge)	Yes
<b>Hyatt</b> <a href="http://www.hyatt.com">www.hyatt.com</a>	Hyatt Hotels Corp.	Sian Martin <a href="mailto:sian.martin@hyatt.com">sian.martin@hyatt.com</a>	Upper- upscale	NA NA	NA	Greater of \$100,000 or \$300/room	6% of GRR and 3% of GFBR		NA
<b>Hyatt House</b> <a href="http://www.hyatthouse.com">www.hyatthouse.com</a>	Hyatt Hotels Corp.	Sian Martin <a href="mailto:sian.martin@hyatt.com">sian.martin@hyatt.com</a>	Upscale	NA NA	NA	\$60,000 + \$400/room for more than 150 rooms	3% of GRR (first year), 4% of GRR (second year), 5% of GRR (after second year)		Yes
<b>Hyatt Place</b> <a href="http://www.hyattplace.com">www.hyattplace.com</a>	Hyatt Hotels Corp.	Sian Martin <a href="mailto:sian.martin@hyatt.com">sian.martin@hyatt.com</a>	Upscale	NA NA	NA	\$60,000 + \$400/room for more than 150 rooms	5% of GRR	3.50% of GRR	Yes
<b>Hyatt Regency</b> <a href="http://www.hyattregency.com">www.hyattregency.com</a>	Hyatt Hotels Corp.	Sian Martin <a href="mailto:sian.martin@hyatt.com">sian.martin@hyatt.com</a>	Upper- upscale	NA NA	NA	Greater of \$100,000 or \$300/room	6% of GRR and 3% of GFBR		Yes
<b>IBC (InnDependent Boutique Collection) Hotels</b> <a href="http://www.ibchotels.com">www.ibchotels.com</a>	InnSuites Hospitality Trust	Pamela Barnhill <a href="mailto:support@ibchotels.com">support@ibchotels.com</a>	Midscale	246,881 2,100	NA	NA	NA	10% of reservations sent by IBC to hotel	Yes
<b>InnSuites Hotels &amp; Suites</b> <a href="http://www.innsuites.com">www.innsuites.com</a>	InnSuites Hospitality Trust	Inez Schloss <a href="mailto:ischloss@innsuites.com">ischloss@innsuites.com</a>	Midscale	1,291 8	NA	NA	3% of GRR	10% of reservations sent by IBC to hotel	Yes
<b>InterContinental Hotels &amp; Resorts</b> <a href="http://www.ihg.com/intercontinental">www.ihg.com/intercontinental</a>	IHG	Joel Eisemann <a href="mailto:development@ihg.com">development@ihg.com</a>	Luxury	8,796 21	NA	NA	NA	NA	No
<b>Jameson Inns &amp; Suites</b> <a href="http://www.jamesoninns.com">www.jamesoninns.com</a>	America's Best Franchising	Raj Vakharia <a href="mailto:rvakharia@abestfranchise.com">rvakharia@abestfranchise.com</a>	Upper- midscale	1,579 24	NA	\$26,000	4%	1.5%	No
<b>Key West Inns, Hotels &amp; Resorts</b> <a href="http://www.staykeywesthotels.com">www.staykeywesthotels.com</a>	Vimana Franchise Systems	Amanda Belmonte <a href="mailto:amanda@vimanafs.com">amanda@vimanafs.com</a>	Economy	1,115 27	NA	\$14,000	1.5% of GRR	1.5% of GRR	No
<b>Knights Inn</b> <a href="http://www.knightsinn.com">www.knightsinn.com</a>	Wyndham Hotel Group	Gus Stamoutsos <a href="mailto:hotelfranchise@wyn.com">hotelfranchise@wyn.com</a>	Economy	22,207 351	\$1,240 - \$71,774	\$7,000	\$25/room/month (up to 50 rooms) or 5% of GRR (more than 50 rooms)	NA	Yes
<b>La Quinta Inns &amp; Suites</b> <a href="http://www.lq.com/franchise">www.lq.com/franchise</a>	La Quinta Franchising	David Wilner <a href="mailto:david.wilner@laquinta.com">david.wilner@laquinta.com</a>	Upper- midscale	NA NA	NA	NA	NA	NA	No
<b>Le Meridien</b> <a href="http://www.starwoodhotels.com">www.starwoodhotels.com</a>	Starwood Hotels & Resorts Worldwide	Jennifer Bergamo <a href="mailto:development@starwoodhotels.com">development@starwoodhotels.com</a>	Upper- upscale	2,808 10	NA	\$85,000 base	5% of GRR	1% of GRR	NA

Franchise Franchise website	Parent company	Contact name Contact email	Chain-scale segment	Guestrooms Properties	Construction costs per room range <sup>(1)</sup>	Initial fee including application fee	Royalty fees	Marketing fee	Do you offer financial assistance?
<b>Lexington by Vantage</b> <a href="http://www.joinlexington.com">www.joinlexington.com</a>	Vantage Hospitality Group	Patrick Mullinix <a href="mailto:pmullinix@vantagehospitality.com">pmullinix@vantagehospitality.com</a>	Midscale	3,026 28	\$68,000 - \$75,000 (includes FF&E)	Lexington Inns: \$18,000 for 60 rooms, \$200/ room for 61+ rooms; Lexington Hotels: \$30,000 for 100 rooms, \$200/room for 101+ rooms	Lexington Inns: \$30/room/month or 3% of monthly GRR ( \$1,800 minimum); Lexington Hotels: \$35/room/month or 3% of monthly GRR (\$3,200 minimum)	\$19/room/ month	Yes
<b>Loyalty Inns</b> <a href="http://www.fairbridgeinns.com">www.fairbridgeinns.com</a>	FairBridge Hotels International	Skyler Reep <a href="mailto:skyler@fairbridgeinns.com">skyler@fairbridgeinns.com</a>	Economy	86 2	NA	\$3,999	\$499/month for up to 50 rooms	NA	Yes
<b>M Star Hotels</b> <a href="http://www.magnusonhotels.com">www.magnusonhotels.com</a>	Magnuson Worldwide	Thomas Magnuson <a href="mailto:info@magnusonworldwide.com">info@magnusonworldwide.com</a>	Economy	3,000 25	NA	\$10,000	5% of GRR	NA	Yes
<b>Magnuson Grand Hotels</b> <a href="http://www.magnusonhotels.com">www.magnusonhotels.com</a>	Magnuson Worldwide	Thomas Magnuson <a href="mailto:info@magnusonworldwide.com">info@magnusonworldwide.com</a>	Upper- midscale	1,200 15	NA	\$10,000	5% of GRR	NA	Yes
<b>Magnuson Hotels</b> <a href="http://www.magnusonhotels.com">www.magnusonhotels.com</a>	Magnuson Worldwide	Thomas Magnuson <a href="mailto:info@magnusonworldwide.com">info@magnusonworldwide.com</a>	Midscale	7,800 104	NA	\$10,000	5% of GRR	NA	Yes
<b>MainStay Suites</b> <a href="http://www.choicehotelsfranchise.com/mainstaysuites">www.choicehotelsfranchise.com/mainstaysuites</a>	Choice Hotels International	David Pepper <a href="mailto:franchise_sales@choicehotels.com">franchise_sales@choicehotels.com</a>	Midscale	3,331 43	\$48,514 - \$82,454	\$300/suite, \$30,000 minimum	5% of GRR	2.5% of GRR	Yes
<b>Master Hosts Inns</b> <a href="http://www.hifranchise.com">www.hifranchise.com</a>	Hospitality International	Jim Bloodworth <a href="mailto:sales@hifranchise.com">sales@hifranchise.com</a>	Economy	502 5	NA	\$16,000	4% of GRR	2.5% of GRR	No
<b>Microtel Inn and Suites by Wyndham</b> <a href="http://www.microtelinn.com">www.microtelinn.com</a>	Wyndham Hotel Group	Gus Stamoutsos <a href="mailto:hotelfranchise@wyn.com">hotelfranchise@wyn.com</a>	Economy	20,687 292	\$45,335 - \$67,189	\$400/room, \$40,000 minimum	6% of GRR	2% of GRR (marketing and res contribution)	Yes
<b>Motel 6</b> <a href="http://www.motel6.com">www.motel6.com</a>	G6 Hospitality	Dean Savas <a href="mailto:franchisesales@g6hospitality.com">franchisesales@g6hospitality.com</a>	Economy	100,470 1,059	\$31,806 - \$46,488	\$25,000	5% of GRR	NA	No
<b>Park Inn by Radisson</b> <a href="http://www.parkinn.com">www.parkinn.com</a>	Carlson Rezidor Hotel Group	Philip Silberstein <a href="mailto:development@carlsonrezidor.com">development@carlsonrezidor.com</a>	Upper- midscale	2,259 9	NA	Greater of \$35,000 or \$350/room	4.5% of GRR	2% of GRR	No
<b>Passport Inn</b> <a href="http://www.hifranchise.com">www.hifranchise.com</a>	Hospitality International	Jim Bloodworth <a href="mailto:sales@hifranchise.com">sales@hifranchise.com</a>	Economy	415 17	NA	\$6,000	3% of GRR	2.5% of GRR	No
<b>Quality</b> <a href="http://www.choicehotelsfranchise.com/quality">www.choicehotelsfranchise.com/quality</a>	Choice Hotels International	David Pepper <a href="mailto:franchise_sales@choicehotels.com">franchise_sales@choicehotels.com</a>	Midscale	101,143 1,223	NA	\$300/room, \$35,000 minimum	4.65% of GRR	3.85% of GRR	Yes
<b>Radisson</b> <a href="http://www.radisson.com">www.radisson.com</a>	Carlson Rezidor Hotel Group	Philip Silberstein <a href="mailto:development@carlsonrezidor.com">development@carlsonrezidor.com</a>	Upscale	22,265 93	NA	Greater of \$75,000 or \$500/room	Greater of 5% of GRR or \$150,000/year	2% of GRR	No
<b>Ramada</b> <a href="http://www.ramada.com">www.ramada.com</a>	Wyndham Hotel Group	Gus Stamoutsos <a href="mailto:hotelfranchise@wyn.com">hotelfranchise@wyn.com</a>	Midscale	52,057 431	\$2,207 - \$84,562	\$350/room, \$35,000 minimum	4.5% of GRR	4% of GRR (system assessment fee)	Yes
<b>Red Carpet Inn</b> <a href="http://www.hifranchise.com">www.hifranchise.com</a>	Hospitality International	Jim Bloodworth <a href="mailto:sales@hifranchise.com">sales@hifranchise.com</a>	Economy	6,120 118	NA	\$11,000	3.5% of GRR	2.5% of GRR	No
<b>Red Lion Hotels</b> <a href="http://www.redlion.com">www.redlion.com</a>	Red Lion Hotels Corp.	Mike Castro <a href="mailto:rhdevelopment@redlion.com">rhdevelopment@redlion.com</a>	Midscale	8,131 41	NA	\$300/room, \$60,000 minimum	5% of GRR	3.5% of GRR	No
<b>Red Lion Inn &amp; Suites</b> <a href="http://www.redlion.com">www.redlion.com</a>	Red Lion Hotels Corp.	Mike Castro <a href="mailto:rhdevelopment@redlion.com">rhdevelopment@redlion.com</a>	Midscale	1,064 12	NA	\$300/room, \$40,000 minimum	5% of GRR	3.5% of GRR	No
<b>Red Roof Franchising</b> <a href="http://www.redrooffranchising.com">www.redrooffranchising.com</a>	Red Roof Inns	Phil Hugh <a href="mailto:phugh@redroof.com">phugh@redroof.com</a>	Economy	36,552 357	\$500 - \$75,000	\$30,000	4.5% of GRR	4% of GRR	No
<b>Rodeway Inn</b> <a href="http://www.choicehotelsfranchise.com/rodewayinn">www.choicehotelsfranchise.com/rodewayinn</a>	Choice Hotels International	David Pepper <a href="mailto:franchise_sales@choicehotels.com">franchise_sales@choicehotels.com</a>	Economy	24,677 438	NA	\$125/room, \$10,000 minimum	\$33/room/month	\$13/room/ month	No
<b>Scottish Inns</b> <a href="http://www.hifranchise.com">www.hifranchise.com</a>	Hospitality International	Jim Bloodworth <a href="mailto:sales@hifranchise.com">sales@hifranchise.com</a>	Economy	4,374 113	NA	\$8,500	3% of GRR	2.5% of GRR	No

Franchise Franchise website	Parent company	Contact name Contact email	Chain-scale segment	Guestrooms Properties	Construction costs per room range <sup>(1)</sup>	Initial fee including application fee	Royalty fees	Marketing fee	Do you offer financial assistance?
<b>Select Inn</b> <a href="http://www.vistarez.com">www.vistarez.com</a>		Kelly Harvel <a href="mailto:kharvel@vistarez.com">kharvel@vistarez.com</a>	Midscale	498 7	NA	\$16,000 for 50 rooms	3% of GRR or \$17/ room/month	1% of GRR or \$7/room/ month	No
<b>Settle Inn &amp; Suites</b> <a href="http://www.settleinn.com">www.settleinn.com</a>	Boomerang Hotels	Ron Marcou <a href="mailto:sales@boomeranghotels.com">sales@boomeranghotels.com</a>	Economy	517 8	\$65,000	\$25,000	3.5% of GRR	1% of GRR	Yes
<b>Sheraton</b> <a href="http://www.starwoodhotels.com">www.starwoodhotels.com</a>	Starwood Hotels & Resorts Worldwide	Jennifer Bergamo <a href="mailto:development@starwoodhotels.com">development@starwoodhotels.com</a>	Upper- upscale	43,330 149	NA	\$85,000 base	6% of GRR	1% of GRR (capped at \$450,000)	NA
<b>Sleep Inn</b> <a href="http://www.choicehotelsfranchise.com/sleepinn">www.choicehotelsfranchise.com/sleepinn</a>	Choice Hotels International	David Pepper <a href="mailto:franchise_sales@choicehotels.com">franchise_sales@choicehotels.com</a>	Midscale	27,623 382	\$41,224 - \$69,343	\$300/room, \$40,000 minimum	4.65% of GRR	3.85% of GRR	Yes
<b>Staybridge Suites</b> <a href="http://www.ihg.com/staybridge">www.ihg.com/staybridge</a>	IHG	Joel Eisemann <a href="mailto:development@ihg.com">development@ihg.com</a>	Upscale	19,011 177	NA	NA	NA	NA	No
<b>Suburban Extended Stay Hotel</b> <a href="http://www.choicehotelsfranchise.com/suburban">www.choicehotelsfranchise.com/suburban</a>	Choice Hotels International	David Pepper <a href="mailto:franchise_sales@choicehotels.com">franchise_sales@choicehotels.com</a>	Economy	7,167 63	\$34,960 - \$60,112	\$225/room, \$30,000 minimum	5% of GRR	2.5% of GRR	Yes
<b>Super 8</b> <a href="http://www.super8.com">www.super8.com</a>	Wyndham Hotel Group	Gus Stamoutsos <a href="mailto:hotelfranchise@wyn.com">hotelfranchise@wyn.com</a>	Economy	104,501 1,724	\$2,936 - \$66,043	\$25,000 + \$100/room in excess of 120	5.5% of GRR	3% of GRR (system assessment fee)	Yes
<b>The Luxury Collection</b> <a href="http://www.starwoodhotels.com">www.starwoodhotels.com</a>	Starwood Hotels & Resorts Worldwide	Jennifer Bergamo <a href="mailto:development@starwoodhotels.com">development@starwoodhotels.com</a>	Luxury	1,500 7	NA	\$85,000 base	5% of GRR	1% of GRR (capped at \$450,000)	NA
<b>Travelodge</b> <a href="http://www.travelodge.com">www.travelodge.com</a>	Wyndham Hotel Group	Gus Stamoutsos <a href="mailto:hotelfranchise@wyn.com">hotelfranchise@wyn.com</a>	Economy	23,752 341	\$1,977 - \$71,229	\$350/room, \$35,000 minimum	4.5% of GRR	4% of GRR (system assessment fee)	Yes
<b>TRYP by Wyndham</b> <a href="http://www.tryphotels.com">www.tryphotels.com</a>	Wyndham Hotel Group	Gus Stamoutsos <a href="mailto:hotelfranchise@wyn.com">hotelfranchise@wyn.com</a>	Midscale	173 1	\$8,464 - \$143,423	\$300/room, \$35,000 minimum	5% of GRR	3% of GRR	Yes
<b>Vagabond Inn</b> <a href="http://www.vagabondinn.com">www.vagabondinn.com</a>	Vagabond Inn	Cari Lyall <a href="mailto:cllyall@vagabondinns.com">cllyall@vagabondinns.com</a>	Upper- midscale	2,588 35	NA	\$20,000	3.25%	3.25%	Yes
<b>Value Place</b> <a href="http://www.valueplace.com">www.valueplace.com</a>	Value Place	Franchise Development <a href="mailto:franchise@valueplace.com">franchise@valueplace.com</a>	Economy	22,210 186	\$30,500 - \$37,800	\$50,000	5% of room revenue only	Up to 2.5%	No
<b>Vista Inn</b> <a href="http://www.vistarez.com">www.vistarez.com</a>		Kelly Harvel <a href="mailto:kharvel@vistarez.com">kharvel@vistarez.com</a>	Midscale	646 7	NA	\$21,000 for 50 rooms	\$17/room/month	\$7/room/ month	No
<b>Westin</b> <a href="http://www.starwoodhotels.com">www.starwoodhotels.com</a>	Starwood Hotels & Resorts Worldwide	Jennifer Bergamo <a href="mailto:development@starwoodhotels.com">development@starwoodhotels.com</a>	Upper- upscale	17,217 53	NA	\$85,000 base	7% of GRR	1.32% of GRR	NA
<b>Wingate by Wyndham</b> <a href="http://www.wingate.com">www.wingate.com</a>	Wyndham Hotel Group	Gus Stamoutsos <a href="mailto:hotelfranchise@wyn.com">hotelfranchise@wyn.com</a>	Midscale	14,057 155	\$68,572 - \$102,705	\$360/room, \$36,000 minimum	4.5% of GRR	4% of GRR (system assessment fee)	Yes
<b>Wyndham Hotels and Resorts</b> <a href="http://www.wyndham.com">www.wyndham.com</a>	Wyndham Hotel Group	Gus Stamoutsos <a href="mailto:hotelfranchise@wyn.com">hotelfranchise@wyn.com</a>	Upper- upscale	23,096 101	Wyndham Garden: \$4,480- \$148,358; Wyndham Hotel: \$3,608- \$211,084	\$300/room, \$50,000 minimum (Wyndham Hotel); \$35,000 minimum (Wyndham Garden)	5% of GRR	3% of GRR (combined marketing/ global sales fee)	Yes

Footnotes: NA means not answered or not applicable. Data reported for Howard Johnson, Ramada and Wyndham Hotels & Resorts includes properties in Puerto Rico. GRS=gross room sales, GRR=gross room revenue, GFB=gross room F&B revenue.

(1): Land not included. Range includes both new-build and conversion properties if applicable.

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## DISCLAIMER

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

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

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

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

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

Sincerely,  
Core Distinction Group, LLC

Lisa L. Pennau  
Owner