



Home of The Presidential Culinary Museum®
and The Presidential Service Center™

PRIVATE with sharing allowed

The Inn of the Patriots™, LLC

*Home of The US Presidential Culinary Museum®
and The US Presidential Service Center®*

Business Plan Expansion

Contact Information

Maria Plinio, Esquire, - Martin Mongiello, MBA, MA, MCFE - Toni Ann Marcolini, Esquire

Stormy Mongiello, BS, PHR, SHRM-CP marti@theinnofthepatriots.com

(704) 937-2940

www.theinnofthepatriots.com

301 Cleveland Avenue

Grover, North Carolina 28073, United States

Table of Contents

Executive Summary	2
Who We Are.....	2
What We Sell	11
Whom We Sell To.....	15
Financial Summary.....	15
Company.....	27
Company Overview	28
.....	28
.....	28
.....	28
.....	28
Biography of the Mongiello's	29
Products and Services.....	37
Products and Services	37
Competitors.....	38
Target Market	53

Market Overview	53
Market Needs	59
Strategy and Implementation	62
Marketing Plan.....	62
Milestones	69
Financial Plan	70
Revenue Forecast	70
Personnel Plan.....	74
Budget Tables.....	77
Starting Balances.....	80
Cash Flow Assumptions.....	81
Loans and Investments	81
Financial Statements	83
Profit and Loss Statement	83
Balance Sheet.....	86
Cash Flow Statement.....	89
Appendix	93

Revenue Forecast 93

Personnel Plan..... 102

Budget 110

Loans and Investments 118

Profit and Loss Statement 119

Balance Sheet..... 128

Cash Flow Statement..... 137

Market data to substantiate all tables and projections has been partially obtained from the National Restaurant Association, the Technomic Consulting Group, STR, JLL, CBRE, STAR Benchmarking, Destination DC, The WSJ, USPTO, Nation's Restaurant News, the Restaurant Report, Restaurant Finance Monitor, Restaurant Wine, Food Management, and Restaurants and Institutions magazines. While all are incredibly reputable organizations, no representation can be made or implied as to the attainability of any such projections or valuations. Also, a considerable amount of data was obtained through a combination of face-to-face and analysis throughout America. Moreover, last but not least, a substantial amount of data was collected through face-to-face and phone interviews with hundreds of consumers from all across America and from various socioeconomic strata including over 30,000 guests currently served. Altogether, this first-hand data helped to confirm information gained from secondary sources, while also assessing market demand for the Company's concept.

Note: This Executive Summary will not contain all of the information that you should consider before investing. It would be best if you read the entire Business Plan, the Financial Projections, and any future, possible Private Placement Memorandum carefully. This Executive Summary contains "forward-looking statements," as defined in Section 27A of the Securities Act and Section 21E of the Securities Exchange Act of 1934. These statements may include information based on our current expectations, assumptions, estimates, and projections about our business and our industry. When used in this Executive Summary, the words "expects," "anticipates," "intends," "plans," "believes," "seeks," "estimates" and similar expressions are generally intended to identify forward-looking statements. Because these forward-looking statements involve risks and uncertainties, actual results could differ materially from those expressed or implied by these forward-looking statements for several reasons, including those discussed under "Risk Factors" and elsewhere in the Business Plan and the Private Placement Memorandum. We assume no obligation to update any forward-looking statements.

It is our intent, under Coakley and Williams Construction company letter dated August 30, 2019, to have this plan validated by a third-party expert. Such will work with 1. construction company, and 2. appointed architect to measure the final building accurately and then coordinate room allowances with ADA/OSHA/fire/zoning requirements. The final structure selected by investors and the management will change this plan based on square footage. Despite the business plan writer, Martin CJ Mongiello, MBA, MA, MCFE writing plans used by universities to teach with across the earth like Wharton, Stanford, UNC, and Harvard to thousands of students daily - this plan could be considered invalid and tainted awaiting a third party, conflict of interest free expert to reassess his plan while accurately working in the proposed building with the architect and construction company.

Executive Summary

Who We Are



Ron Dayan, MBID, Ron Dayan, MBID
RonDayan@BHinteriors.net 888.897.9095
Beverly Hills Interiors. Known worldwide to stars and icons.
205 S Beverly Dr, Beverly Hills, CA 90212
<https://www.linkedin.com/in/beverlyhillsinteriors/>

Martin CJ Mongiello, MBA, MA, MCFE
ExecutiveDirector@PresidentialServiceCenter.org 704.490.3947
The US Presidential Service Center and Museum at The Inn of the Patriots
301 Cleveland Avenue - Grover, NC 28073
<http://www.linkedin.com/in/martincjmongiellomba>

Executive Summary

Project Name: The Inn of the Patriots, LLC™, The United States Presidential Culinary Museum®, The Food and Fun Culinary Institute™, The United States Presidential Service Center®, Mongiello Holdings, LLC™.

What is it? A White House Executive Chef's proposed third expansion of his 9.8 of 10 ranked, AAA Diamonds successful inn, **now to a hotel**, it's US Presidential Culinary Museum®, a culinary institute with 5074

graduate alumni, more extensive kitchenware shop, WHUT PBS **television series** offered to film onsite by PBS, proposed “Hail to the Chef Restaurant™,” serving all the Presidents’ menus, and a spa. Currently approaching the 12th year in business – well beyond incubation, experimentation, and maturation milestones. Ron will design “Presidentially Appointed” suites and rooms similar to the Vermeil, Green, Red, Blue, and other places like The Indian Treaty Room, the Library, the Yellow Oval Room, The Oval Office, an exact replica of several of the Presidents bedrooms complete with artifacts and antiques from the first families, etc. See our two sizzle reels on our front page at <http://www.theinnofthepatriots.com>.

Who?

Retains a former White House Chef, Butler, Aide, Housekeeper, Bartender and Camp David Resort GM of Martin CJ Mongiello, MBA, MA, MCFE (simple to work with as he owns the corporation, 100% of all USPTO trademarks, intellectual filings, and screenwriters guild control). Twenty-five years of working with past five Presidents. Five other White House Chefs will eventually also work onsite and film in the TV series, meet guests daily in a MEET AND GREET at 7 pm in a lounge. Ron Dayan, MBID, designer for the stars, icons, diplomats, and luxury estates worldwide.

Why?

To move the project and his adorable family - and capitalize on the Washington, DC tourism fervor, area, growth, and trade. The Mongiello’s have developed and honed a unique interpretation and exhibition system never-before-used worldwide leading to unprecedented patronage and world success. They rival the White House Historical Association and each Presidential Foundation and Library – yet are a commercially owned business that mostly **does whatever** it’s board of trustees and advisors **feels like doing**. They are **NOT** controlled by any government entity, foundation, national archives, or subject to IRS non-profit regulations.

- Where?** The specific site, proposal, JVA, scratch build, or placement into an existing property to be determined. The group is very flexible and open to ideas, thoughts, and offers.
- When?** No specific timetable. Paid off SBA loan 19 years early and is 100% debt-free.
- How?** With further investment, it could be a. Placed into an existing hotel, or b. Existing building, or c. Scratch built. The Mongiello's have put in \$2.4M so far. Several of the Presidents will come to stay, thus marking them forever with a brass plaque outside the door. Their existing five-bedroom country inn has been averaging \$192K per year over the past ten years (Darrell L. Keller, CPA, PA firm). Purchase of a building, retrofit and museum build is expected to be \$150M or less depending on property selected.
- Industry Sector:** Hospitality – Hotel; including foodies, for wine lovers, with continued cooking classes, a restaurant featuring the 45 Presidents favorite recipes on the menu, the Presidential Culinary Museum (a 501(c)(3) and for history lovers.
- Lobbyist and Charitable Trusts – like The Pew Charitable Trusts, The United States Presidential Service Center® operate as an independent non-profit, non-governmental organization that shares the story of protecting and serving the American Presidency. Our stated mission is to help the public interest by improving public policy, informing the public, and relating non-partisan military service to the Presidency with the public.
- Dev. Stage:** Third stage (3rd) expansion with world sales records and awards, 100% owned, and no investors. Holds key, proprietary trademarks with the USPTO, LOC, legal filings with East Coast Writers Guild

and Library of Congress. Mathematic formula expansion = exponential sales.

NASDAQ Aligned: The Project has aligned itself, to great success, across six states and 203 stores with the Ingles Markets (\$4b per annum, NASDAQ: IMKTA and growing further/larger)
<http://inglestable.com/bloggers/chef-martin-mongiello/>

Broad-brush Business Target Market Analysis

Since early 2010, the travel industry has added 757,000 jobs+, **outpacing job growth in the rest of the economy by 42 percent.** Consumer confidence is at its **highest level,** says Lynn Franco, director of Economic Indicators. Leisure travel continues to post positive numbers. Americans report that they spend an average of nearly \$1,900 on a family vacation, up 8 percent from 2013. **RECAP: UP 42 PERCENT ~ UP 8 PERCENT. According to Smith Travel Research, June 2014 occupancy was the highest occupancy of any June in the last century.** Travel is gaining popularity with numerous 2019 reports and articles on the medical detriments for those who refuse to vacation. Although going into 2020, the Washington Business Journal (WBJ) has reported a minor 1% reduction in occupancy as more rooms came online and everyone is. The sector has the most profits, into 2040, and especially during the recent eight-year economic holocaust. A surprising fact to see it reap benefits and earnings during a prolonged recession.

Stage III Description of Expansion and Opportunity

1. The project can JVA onto an existing resort, hotel, or club and housing development or purchase a building and redesign it.
2. Project has previously been offered a \$30M LOC from Stellar Road Financial Group, a further \$100m soft commitment from Morgan Stanley (flexible to

\$900m) for purchase of an existing profitable hotel or resort (requires two years profitable P&L from such hotel or resort and a stable cap rate for their underwriters) and a \$90m commitment from Hotel Development Services (4% @ 30-year term) for a fresh build hotel. One, or all of these three, could be put into play with proper equity infusion and debt service structure.

3. The project leadership is flexible to JVA ideas, or partnership. It's much, much less interested in a build or purchase. The project is not fixated on taking any property and could be readily available to exercise a 40-year management agreement, only.
4. The project also includes a nationwide TV series named **All the Presidents' Menus™**, and live stage shows titled **Inside the Presidents' Cabinet™** conducted worldwide at clubs, conventions, and resorts. We hold cooking classes in our **Food and Fun Culinary Institute™** at **The Presidential Culinary Museum®** shown on CNN International on FOX Television as well as PBS television and also own the **Presidential Service Center®**. Was most recently featured five times as a prize on Wheel of Fortune over five years. All operations have outgrown **The Inn of the Patriots™** mansion and facility – located in Grover, NC. We are seeking properties that could span up to 200+ rooms. We would expand our **Nature and Earth Spa™**. We aim to broaden our kitchenware shop, and culinary institute up to a 22,000 square foot space and have classes daily and a fresh food market (could be small to start but EATALY is an excellent example of a billion-dollar success story and idea in NYC).
5. One of its primary goals is to encase and establish a more appropriate location with facility for some 40,000 members of the Presidential Service Association and Presidential Culinary Museum holdings, artifacts, and China.

THE NEED: Our **Proprietary Resort Marketing Plan™©** needs to grow larger and into a facility where guests are open to the newest marketing, foodie events, and sales offerings. Our unique **Culinary Passport™©** promotes individual, specific gold-seal certificates, so collectors and foodies earn differing awards for different classes. Considerations of the special friendships and relationships the chefs, estate

managers, and butlers have with numerous Presidents, their foundations, and National Archives are paramount. It currently has access to the largest, private collection of Presidential china and memorabilia in the world's history. It has offers on the table from many Presidential foundations to send rotating, one-year exhibits of items. *We presently hold offers for 6 to 9,000 booking nights - yet are unable to exercise these contracts.*

KEY STRATEGIC INSTRUMENTS:

- **The group is primarily made up of retired military veterans, including wounded and injured men and women. Highly self-reliant, motivated to thrust and capable of achievement - without question.**
- Group highly linked as Verified Alumni of the Wounded Warrior Program, VFW, American Legion, Iraq, and Afghanistan Veterans of America (IAVA), AMVETS and Disabled American Veterans (DAV).
- **Martin CJ Mongiello being the leader with a Top Secret, Yankee White, SSBI, Category II clearance including entire family investigated for White House Military Office duty and clearance. Psychologic evaluation, psychometric investigation, drug, DNA, alcohol tested and certified for no life problems. Has managed resorts and inns worldwide on three continents from Asia to Europe including Ramada and Wyndham spanning 200 rooms, to 1500 rooms, as the General Manager. Presently an AAA Diamonds listed facility winning 2019 9.9 out of 10 in the Booking.com 7th Annual World Awards. Has the continued support of the Bush, Eisenhower, FDR, Trump, Obama, and Clinton Foundations in its museum holdings. Requests for inter-museum loans are honored along with traveling exhibits from the Presidents. In June of 2019, LUX Magazine announced the inn and museum were selected as the most unique on America's Eastern Seaboard.**
- **Each operator of the service inside the hotel will be a non-salaried, retired military vet owning their own business and responsible for their pay, creating ownership stakes that are highly motivated. Each retired military vet**

presently has a PFS valued close to \$4M and life medical and dental care providing abnormally productive partnerships.

- Principals Marti and Stormy have their USAA Insurance Health exams, passed with flying colors for medical fitness, disease, and illness. Both are non-smokers.

www.theinnofthepatriots.com www.presidentialculinarymuseum.org
www.presidentialservicecenter.org

www.insidethepresidentscabinet.com

Team: **John Kerr**, Senior Vice President at CB Richard Ellis (CBRE). Recognized nationally as one of CBRE's top 225 brokers out of 5,000. Co-founded the Aerospace and Defense Contractor Practice Group at CBRE.

Jeff Manas, Executive Vice President of National Strategy at CB Richard Ellis (CBRE). The former Senior Vice President, National Agency Business Development before being promoted to his current role.

Antwain Thomas, Chief Development Officer at The US Presidential Service Center® | 1st Vice Commander, AMVETS Post 12-DC

Orlando Herrera Jr. MSA, CPS, PRC, Senior VP of Government Services and Veteran Affairs at The US Presidential Service Center®. Commander, AMVETS Post 12-DC.

Ron Dayan, MBID, Principal of Beverly Hills Interiors and designer to Kareem Abdul Jabbar, Duff McKagan of Guns and Roses, Smokey Robinson, Barry Gibb of the Bee Gees, and so many

more.

Toni Ann Marcolini, Esq. – 21-years operating as trademark, patent, entertainment law expert.

Maria Plinio, Esq. - Twenty-five years of private office operating as a real estate and entertainment law expert.

Paul Vincent Benedict Brown, Award-winning butler from Buckingham Palace, including with Princess Diana, now Director of the Royal Household HRH Prince Bader bin Abdullah bin Abdulaziz Al Saud.

Don Bodin – Hotel Planner and construction expert nearing 300 hotels built in the USA to date.

Richard Lofgren, BS, Advisor to Kevin Harrington - Inventor of the Infomercial an Original Shark on Shark Tank, Harrington Enterprises.

Travis McVey - inventor of Heroes Vodka®, author of Heroes of the Stage™, White House Military Office.

Stormy Mongiello, BA, PHR, SHRM-CP - payroll and HR expert currently handling a \$9M payroll for 400. Restaurateur, hotelier, accountant, and Executive Chef.

Krister Gustafsson – Museum designer and President of Museum Interpretation and FoodFestGames, LLC™.

Paul Brandus – Paul Brandus, a frequent speaker at presidential libraries and the author of the acclaimed This Day in Presidential History, This Day in U.S. Military History, and Under This Roof: A History of the White House and Presidency is an award-winning

independent member of the White House Press Corps. He founded West Wing Reports in 2009 (Twitter @WestWingReport) and reports for television and radio clients across the United States and overseas. He is also a contributing columnist for USA Today and a financial columnist for MarketWatch and Dow Jones.

Marti Mongiello, MBA, MA, MCFE – Former White House Chef, Camp David Resort Manager, Hotel Manager for 30+ years managing 6700 staff and \$2.6B in contracts. CEO and CMO expert. Eight books published and featured in an additional seven other publications. Seen on CBS, ABC, NBC, PBS, FOX, CNN, NHK +. Restaurateur, hotelier, accountant, and Executive Chef.

Jessica Michna, mesmerizing actress for First Lady impressions & famed women of world history portrayals. The Jessica Michna Theater and School of Drama™ at the Presidential Service Center®.

Allan B. Miller, Former Director and Headmaster of the renowned Starkey International Institute for Private Service Management – and Current Director of the Casa Molinero Private Family Office, Palm Beach, Florida. Director of Education for Butlers and household staff in The Intercontinental Academy of Household, Hotel, and Resort Management (IAHHRM™).

David Priess, Ph.D., Author of The Presidents Book of Secrets, former Central Intelligence Agency Officer responsible for delivering the P.D.B. Black Book of Secrets to the Oval Office and President daily. Author of How to Get Rid of a President and The President's Book of Secrets.

James Roy, III, Director of the Presidential Service Association, former White House Military Office member. Manager, Massachusetts State Treasury.

What We Sell

We sell a coordinated, sophisticated, attack of similar items that synergize with one another.

1. A TV series featuring Presidential and First Family favorites
2. A lodging facility where guests sleep overnight named, The Inn of the Patriots™
3. A Presidential Culinary Museum® showcasing artifacts and antiques including Presidential China
4. A Culinary Institute where guests enjoy learning how to cook, pair wines, aperitifs, digestifs, and beers and make such along with bread and cheeses using a Passport System™
5. Trademarks, registrations with the USPTO, records with the Writers Guild of America East and Library of Congress.
6. Several books published on hotel management, legal guides, and private estate management and several cookbooks published that are sold in our gift shops.
7. Several dozen uniform resource locators (URL's) that data drive world traffic (web addresses) via search engine optimization (SEO) and other, classified, proprietary technologies owned by our strategic marketing company named, Mongiello
8. A placement agency to Forbes 400 homes called Laurel Placement™
9. A training institute for hotels and homes on-site called The International Academy of Household, Hotel, and Resort Management™ (IAHHRM)
10. Two gift shops called Gimme' Some Sugar™ and The Chief Junaluska Gift Shop™.
11. Nature and Earth Spa™.
12. The Schafer Gallery™ is featuring fine art from the colonial period for sale in giclee's and prints, framed and unframed.

13. The Presidential Service Center™ - a new center and museum heralding the contributions of those who have served the Presidency and Vice Presidency. In some cases, these individuals may wear a Presidential Service Badge (PSB) complete with the serial number registered at the White House.

Stage III Description of Expansion and Opportunity

1. *Project desires to purchase, or retrofit, or JVA onto an existing resort, office building, hotel, or club and housing development. It has developed a marketing and business plan for use in main cities such as Orlando, Atlanta, Jacksonville, Charlotte, DC, New York, LA, or Las Vegas. The project seeks to avoid seasonal venues that are associated with summer (or winter) visitation only. This plan is written towards the DC market and demographic - for your review. Our primary focus is on Washington, DC.*
2. The project previously has had a \$100m in waiting commitment from Rocky Mountain Capital/Bronco Mountain Capital for a purchase (70% LTV restriction), maintains a \$90m commitment from Hotel Development Services for a fresh build (requires 20% down and can include furnishings but NOT initial operating capital), can attain a \$150M debt service from Morgan Stanley or Mercury Capital. One, or all of these three, could be put into play with proper equity infusion and debt service structure.
3. The project leadership is flexible to JVA ideas, or partnership. The project is not fixated on taking any property and is ready to exercise a 40-year management agreement.
4. The project also includes a nationwide TV series named **All the Presidents' Menus™**, and live stage shows titled **Inside the Presidents' Cabinet™** conducted worldwide at clubs, conventions, and resorts. We hold cooking classes in our **Food and Fun Culinary Institute™** at **The Presidential Culinary Museum®** shown on CNN International on FOX Television as well as PBS television within the last six months and also own the **Presidential Service Museum®**. Was most recently featured as a prize on Wheel of Fortune (five

times). All operations have outgrown **The Inn of the Patriots™** mansion and facility – located in Grover, NC. We are seeking properties that could span up to 200+ rooms. We would expand our **Nature and Earth Spa™** and two gift shops to a 5,000 square foot kitchenware shop.

5. One of its primary goals is to encase and establish a more fitting location with facility for some 40,000 members of the Presidential Service Association and Presidential Culinary Museum holdings, artifacts, and China.

THE NEED: Our **Proprietary Resort Marketing Plan™** needs to grow larger and into a facility where guests are open to the newest marketing, foodie events, and sales offerings. Our unique **Culinary Passport™** promotes individual, specific gold-seal certificates so collectors and foodies earn differing awards for different classes and at various locations (could operate stand-alone or in a chain). Considerations of the special friendships and relationships the chefs, estate managers, and butlers have with numerous Presidents, their foundations, and National Archives are paramount. It currently has access to the largest, private collection of Presidential china and memorabilia in the world's history. It has offers on the table from numerous Presidential foundations to send rotating, one-year exhibits of items. *We presently hold offers for 6 to 9,000 booking nights - yet are unable to exercise these contracts.*

KEY STRATEGIC INSTRUMENTS:

- **The group is primarily made up of retired military and veterans, including wounded, injured, and physically challenged men and women. Highly self-reliant, motivated to thrust and capable of achievement - without question.**
- Group highly linked as Verified Alumni of the Wounded Warrior Program, VFW, American Legion, Iraq, and Afghanistan Veterans of America (IAVA), AMVETS and Disabled American Veterans (DAV).
- **Martin CJ Mongiello being the leader with a Top Secret, Yankee White, SSBI, Category II clearance including entire family investigated for White House**

Military Office duty and clearance. Psychologic evaluation, psychometric investigation, drug, DNA, alcohol tested and certified for no life problems.

- Has managed the 1500 room Bayshore's resort to high, four-star awards and back-to-back Presidential awards.
- **Has managed resorts and inns worldwide on three continents from Asia to Europe including Ramada, Wyndham and Cendant Worldwide spanning 200 rooms, to 1500 rooms, as the General Manager.**
- Has the direct support of the Bush, Eisenhower, Trump, FDR and Clinton Foundations in its museum holdings.
- **Each operator of service inside the hotel will be a non-salaried, retired military vet owning their own business and responsible for their pay, creating ownership stakes that are highly motivated. Each retired military vet presently has a PFS valued close to \$4M and life medical and dental care providing abnormally lucrative partnerships. Six former White House Chefs are prepared to work at the project, daily.**
- All brands, trademarks, and property are owned by Martin CJ Mongiello (Marti), the primary GM of the operation, making transactions smoother, more relaxed, and succinct.
- **Marti and Stormy Mongiello have their USAA Insurance Health exams, and DNA exams (online at 23andme.com) passed with flying colors for medical fitness, disease, and illness. Both are non-smokers.**

THE HOW: Inside our **Food and Fun Culinary Institute™** expanded classes are offered. The leading **Food and Fun Culinary Institute™** is a subset of the International Academy of Household, Hotel and Resort Management (IAHHRM) and would also offer more levels of classes, in all genres, and host famed (visiting White House and other guest chefs on stage) events of 1. Specialty dinners on the Presidents, 2. Differing shows and showcases on exhibit. We also seek a home for our **US Food History Museum™** onsite of property. The **Presidential Culinary Museum™** will become a smaller exhibition section of that.

Whom We Sell To

We sell successfully to a cross-spectrum demographic wherein females make 82% of bookings. Our dominant guest population is 55+, but we do have significant, surprising, and powerful younger couples staying with us.

We also have strong appeal and bookings from extensive bus tours and can go to six motor coaches per day.

Our day classes are very appealing across the generations.

Financial Summary

Financial Highlights

We project over 22m per annum gross revenue at an average occupancy of 64% of total rooms. During incredible periods that can modulate between 30m and 40m. During the next recession that can dip to 12m per annum. About \$150M will secure and build a fresh hotel with restaurant and museum and could cost less. This depends on the site and total number of rooms.

Highlights (1)

- Activity related to Washington, D.C.'s political machinery continues to benefit the area's economy despite the government shutdown and sequestration. Unemployment in the MSA remains well below that of the nation.
- Visitation levels to D.C. are high, and visitor spending shot up during recent years, signs that support an overall positive outlook for local business.
- Convention demand in the District is high, with many significant events booked through 2030; the new Marriott Marquis convention headquarters hotel has helped

bring in more significant events, and conferences are expected to trigger tens of thousands of additional room nights for area hotels.

- Market RevPAR neared \$160 in 2013—a new peak—and RevPAR growth is expected to continue through 2030.

- Roughly 1,711 hotel rooms have come to the D.C. market since June of 2013, most in the form of the 1,175-room Marriott Marquis. More than 2,550 hotel rooms are under construction or expected to begin development in the market since 2017 and growing.

The high concentration of government agencies, employees, and associated non-profit and commercial entities in Washington, D.C. has helped sustain a high standard of living for residents and buffer the area from major economic downturns. Sequestration, federal cutbacks, and a government shutdown hit the Washington, D.C. hotel market hard in 2012/13. Nevertheless, local and national government activity has resurged, benefitting the area's economy and hotel industry directly, as well as indirectly through the contractors who bring business to D.C.; associated drivers of demand include law firms, the International Monetary Fund (IMF), and global political events.

This economic progress is evidenced on the job front, as well; at 5.4% at the close recently, unemployment in the greater Washington, D.C. MSA remains well below that of the nation, and the latest figures follow a trend of job growth. We examine how government, tourism, conventions, and other core strengths of Washington, D.C.'s economy are impacting the area's hotel industry.

(1)

Hotel Facts

- There are approximately 132 hotels with 31,673 hotel rooms located in Washington, DC. The Greater Washington Metropolitan Area is home to 695 hotels with 111,216 rooms (including those located within DC proper).

- There are 4,635 committable rooms within 1 mile of the [Walter E. Washington Convention Center](#).
- There are 18 properties with 4,104 rooms currently in the construction pipeline in Washington, DC that are expected to be delivered in 2017 and beyond, including 8 that are currently under construction.
- The 1,175-room Marriott Marquis Washington, DC opened next to the Walter E. Washington Convention Center in May 2014, connected by a pedestrian concourse.
- DC's hotel occupancy reaches its peak in March through July and October. Average daily rates reach their highest levels during March through May and October.

Sources: Lodging Econometrics, STR, Inc.

Restaurant Facts

- There are 2,233 restaurants located in Washington, DC.
- 72 restaurants in the city itself received Zagat food scores of 4.5 or higher (out of a possible 5.0).
- DC's culinary distinctions include James Beard award-winning chefs, AAA Five Diamond ratings, restaurants included on Bon Appetit's list of the "Best New Restaurants in America" and Bon Appetit's "Restaurant City of the Year" in 2016.
- More than 90 DC restaurants offer private dining space, including 10 within a few blocks of the convention center. Another 26 restaurants with private dining space are located within 1.5 miles of the convention center.

Sources: National Restaurant Association, Zagat

Visitor Statistics

- DC welcomed a record 22.0 million total visitors in 2016.

- In 2016, there were 20.0 million domestic visitors to DC, and \$7.3 billion in visitor spending for the city alone.
- In 2016, DC hosted 1,027 conventions, meetings and tradeshows, including 57 at the Walter E. Washington Convention Center. These meetings attracted nearly 1 million attendees, generating 945,972 hotel room nights.
- Approximately 2.0 million overseas visitors traveled to DC in 2015. Top countries of origin include: China, United Kingdom, Germany, France, India, South Korea, Australia, Italy, Spain and Japan.

*For more information on research and statistics, visit our [Visitor Research](#) page.

Sources: DK Shifflet; Travel Market Insights, National Travel & Tourism Office, U.S. Department of Commerce; IHS Markit

Attractions

Top attractions include (with annual visitation)

- [Lincoln Memorial \(7.9 million visitors\)](#)
- [National Air & Space Museum \(7.5 million visitors\)](#)
- [National Museum of Natural History \(7.1 million visitors\)](#)
- [Vietnam Veterans Memorial \(5.3 million visitors\)](#)
- [World War II Memorial \(4.9 million visitors\)](#)
- [FDR Memorial \(4.4 million visitors\)](#)
- [Korean War Veterans Memorial \(4.1 million visitors\)](#)
- [National Museum of American History \(3.8 million visitors\)](#)
- [Martin Luther King, Jr. Memorial \(3.6 million visitors\)](#)

- [Thomas Jefferson Memorial \(3.4 million visitors\)](#)
- [National Zoological Park \(2.7 million visitors\)](#)
- [Rock Creek Park \(2.0 million visitors\)](#)
- [National Museum of African American History & Culture \(1.3 million visitors from opening day on Sept. 24, 2016 – March 31, 2017\)](#)
- [National Gallery of Art](#)
- DC is also home to 4 major sporting event venues with 185,000 total seats and 8 major professional teams including the [Redskins](#), [Wizards](#), [Mystics](#), [Nationals](#), [D.C. United](#) and [Capitals](#).
- There are 45 performing arts/theatre venues with more than 27,000 total seats.
- More than 50 private tour companies offer nearly 40 regularly scheduled tours.

**Sources: National Park Service; Smithsonian Institution*

Washington, DC Demographic Information

- Population: 681,170
- 47% male and 53% female
- Greater Washington has one of the best educated workforces in the U.S. 55% of Washington, DC residents hold a Bachelor's Degree or higher (compared to 30% of U.S. population).
- DC's population is 48% African American (compared to 13% of U.S. population) and 11% Hispanic/Latino (compared to 18% of U.S. population).
- 18% of the Washington, DC population is under the age of 18.
- Median household income: \$70,848

Sources: US Census Bureau

Meeting & Convention Facilities

- There is more than 4 million square feet of event/exhibit/meeting space in the Greater Washington region, with 2.2 million square feet of event space in the city of DC alone.

Major Meeting & Convention Facilities in Washington, DC

Walter E. Washington Convention Center

- 703,000 square feet of prime exhibit space (five exhibit halls on two levels)
- 198,000 square feet of meeting room space
- 79 meeting rooms
- 52,000 square foot ballroom
- 38,000 square feet of dedicated registration space

DC Armory National Guard Building

- 70,000 square feet of exhibit space

Ronald Reagan Building and International Trade Center

- 86,000 square feet of exhibit space
- 26 meeting rooms

Marriott Marquis Washington, DC

- 1,126 guest rooms and 49 suites
- 105,000 square feet of event space

Washington Marriott Wardman Park

The Inn of the Patriots

- 1,048 guest rooms and 104 suites
- 195,000 square feet of event space

Washington Hilton

- 1,070 guest rooms
- 110,000 square feet of event space

Grand Hyatt Washington

- 871 guest rooms and 26 suites
- 44,000 square feet of event space

Hyatt Regency Washington on Capitol Hill

- 838 guest rooms and 31 suites
- 38,000 square feet of event space

Omni Shoreham Hotel

- 783 guest rooms and 51 suites
- 100,000 square feet of event space

Renaissance Washington, DC Downtown Hotel

- 807 guest rooms
- 64,000 square feet of event space

Transportation

Airports

- There are 3 DC-area airports - Ronald Reagan National Airport (DCA), Washington Dulles International Airport (IAD) and Baltimore/Washington International Thurgood Marshall Airport (BWI)
- These airports service 69 million passengers each year.
- Reagan National Airport offers 399 daily departures to 93 domestic destinations.
- Dulles International Airport supports 236 daily departures to 75 domestic destinations and 60 daily departures to 56 international destinations.
- BWI handles 344 scheduled domestic flights and international flights daily. This includes nonstop flights to 69 domestic and 15 international destinations.

Train

- Union Station in DC is home to Amtrak and multiple commuter rail services; 5.0 million Amtrak passengers travel through DC each year

Public Transportation

Metrorail & Metrobus

- The Metro system is the nation's second-largest heavy rail system with 6 rail lines, 117 miles of track and 91 stations, servicing 204 million trips each year.
- For hours, fares and station information, visit wmata.com.

DC Circulator

- 6 bus routes service 5 million riders each year, connecting Union Station with Georgetown, the Walter E. Washington Convention Center and Nationals Park, the Zoo with downtown, , and a seasonal loop around the National Mall, all for just \$1.

- For hours, passes and route maps, visit dccirculator.com.

Taxis:

- The DC taxi cab system operates on a meter system.
- Fares begin at \$3.25, plus 27 cents per each additional 1/8 mile.
- Cab fare from Ronald Reagan National Airport (DCA) to Walter E. Washington Convention Center are \$19-25.

Green Initiatives

- 70 percent of land in Washington, DC is controlled by the National Park Service. There are 250,000 acres of parkland in the Greater Washington Metropolitan area.
- In 2015, DC was named third in the country for ParkScore by the Trust for Public Land, which evaluates the size of park land, access and city investment.
- In late 2006, City Council passed an initiative making the nation's capital the first major city to require developers to adhere to guidelines established by the U.S. Green Building Council.
- The Washington Nationals ballpark is the country's first LEED Silvercertified ballpark by the U.S. Green Building Council.
- The Walter E. Washington Convention Center is a green meeting facility, with earth-friendly features like low emission glass that controls heat gain and loss and maximizes natural lighting; energy-conserving heating, ventilation and air conditioning systems that operate in zones; high-efficiency lighting; automatic controls on restroom fixtures; plus recycling programs and easy public transportation access.
- DC's hotels have implemented green initiatives, including wind power, renewable energy credits, recycling and adopt-a-park programs with neighborhood green spaces.

- For more information, click [here to learn about the green experience in DC](#).

International DC

- 17% of DC residents speak a language other than English at home.
- 14% of DC residents are foreign-born.
- The Greater Washington region is home to 400 international association, 1,000 internationally owned companies and more than 180 embassies and international cultural centers.

Sales Tax

- DC sales tax: 6%
- DC hotel tax: 14.95 %
- DC restaurant tax: 10%
- Maryland: Sales tax is 6%. Hotel tax varies by county with most counties averaging between 5% and 8%.
- Virginia: Sales tax is 5.3%. Hotel tax varies by county with most counties averaging between 9% and 11%.

Climate

DC has a generally temperate climate, with pleasant springs and autumns, and mild winters with approximately 15.2 inches of seasonal snowfall.

Month --- Average Low (Fahrenheit) | Average High (Fahrenheit) | Average Precipitation (Inches)

January --- 29 | 44 | 2.46

February --- 31 | 47 | 2.41

March ---39 | 57 | 3.02

April --- 48 | 68 | 3.41

May --- 58 | 76 | 4.14

June --- 67 | 85 | 5.04

July --- 72 | 89 | 4.41

August --- 71 | 87 | 3.12

September --- 64 | 80 | 3.66

October --- 52 | 69 | 3.89

November --- 42 | 59 | 2.58

December --- 34 | 48 | 3.50

Washington, DC Area Colleges & Universities

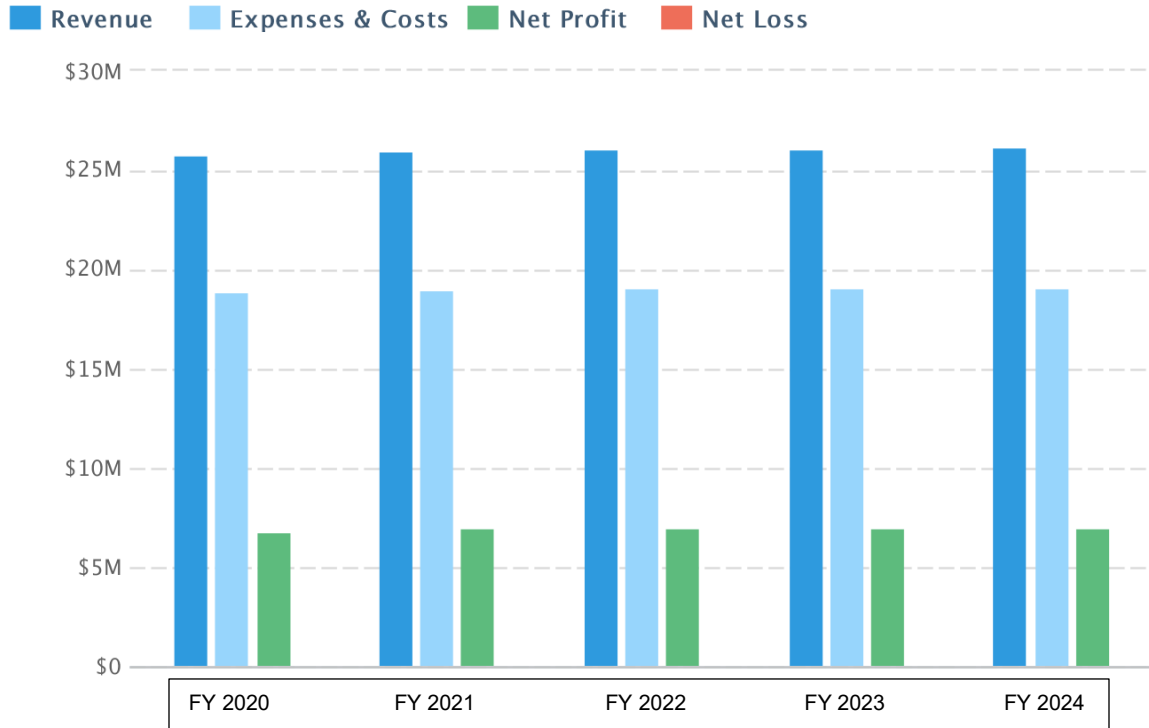
- American University
- Bowie State University
- Gallaudet University
- George Mason University
- Georgetown University
- Howard University
- Marymount University
- Montgomery College
- Northern Virginia Community College

- Prince George’s Community College
- Strayer University
- The Catholic University of America
- The George Washington University
- Trinity Washington University
- University of Maryland, College Park
- University of Maryland, University College
- University of Phoenix
- University of the District of Columbia

Largest Hospitals in Washington, DC (with number of total beds)

1. MedStar Washington Hospital Center (742)
2. Providence Hospital (467)
3. MedStar Georgetown University Hospital (395)
4. The George Washington University Hospital (364)
5. Children’s National Medical Center (313)
6. Sibley Memorial Hospital (235)
7. United Medical Center (210)
8. Howard University Hospital (190)

Financial Highlights by Year



Pending the exact retrofit into an existing building or purchase of a hotel/resort for sale the project is prepared to open in 2019 at the drop of a dime. We anticipate no delay.

Company

Company Overview

The Inn of the Patriots: Home of the highly awarded US Presidential Culinary Museum® and ranked #1 for History worldwide. Sleep, Tour, Dine, or enjoy cooking classes (lunch or dinner included) at a simple, relaxed, casual and loving inn. Home of a former White House Chef and a Manager of the Camp David Resort, #1 for hospitality. Seen on the TODAY show, FOX, CNN, PBS television and all over global TV. Enjoy the Presidential Culinary Museum® Chefs cooking for you daily. **Home of the Inside the Presidents' Cabinet show. A television and stage show featured on CNN, FOX, PBS, CBS, NBC, and ABC.**

DUTY ~ HONOR ~ COURAGE ~ COMMITMENT ~ INTEGRITY ~ COUNTRY ~ SERVICE
A disabled and injured US Military veteran project

Marti's plans featured and some of the places used in/at:



Biography of the Mongiello's



**The U.S.
Presidential
Culinary
Museum®**
Grover, NC



**Martin C.J. Mongiello, MBA & Stormy L. Mongiello, BA
are hoteliers, resort, museum, restaurateur experts**

*With strong CPG, accounting, leadership, marketing, HR, security,
curatorial, promotion, advertising, sales, and chef skills*



Marti is a world-known marketing expert, accountant, hospitality manager, and executive chef with an MBA degree that just finished his second Master's degree at Lenoir Rhyne University towards Practicum and a Doctoral in Marketing. His focus is bringing properties to global acclaim and keeping them inside the top 3% of resorts on earth. Stormy is a human resources expert (a PHR with SHRM), accountant, hospitality manager, and executive chef with a Bachelors degree studying for her MBA degree at Western Governors University (WGU). Her focus is on massive scale workforces in property management, at times spanning 200+ properties in numerous states.



Marti holds Master Certified Food Executive (MCFE), Certified Professional Food Manager (CPFM), Certified Household Manager (CHM), ServSafe Certified Manager, and Certified Executive Chef (CEC) credentials. Stormy holds a Professional in Human Resources (PHR) certification with the Society of Human Resources in Management (SHRM).



Their names are in bronze on the Charlotte Walk of Fame in between Wells Fargo Bank and the Harvey Gantt African American Museum for contributions to the history of the region, and revolutionary war work. Marti wears the Iraq Medal and was knighted in Europe in the Order of St. Thomas More in 2001. Stormy wears the National Defense Service Medal. They are both military

veterans. Marti is also a disabled and injured military veteran, who retired with 30 years of war service in the US Navy, with the management of the **Camp David Resort and Conference Center**, working as a **White House Chef**, and who served in numerous war zones. He is a Qualified Submarine Service Warrior, served as a Seabee, conducted security for the Blue Angels, was trained as a Squad Leader in anti-terrorism by the US Marine Corps, graduated first in his class for Law Enforcement Academy, and is a Qualified Surface Warrior.



He has a no-nonsense style of management built upon working up to 18 hours per day X 7, for 126-hour workweeks sustained by superior

performance - lasting decades at a time. He loves to laugh at the job and trains people how to enjoy what they do. Going to “fun” five days a week is better than going to work. Sustainment of excellence is paramount to him over spurts of excellence.

Combined with a high IQ, his military service includes riding camels and white Arabian horses in the desert, the jungle of Korea, and exploring the North Pole. Individuals seeking to



work with Marti who do not hold a credible interest in **earning**

respect each day, coaching, praising, at work, will be sniffed out in seconds by him as fake. He highly adheres to the principles of Doctors Ornish, Deming, Blanchard, and Covey. He graduated from the Franklin-Covey Institute for Management.

With ten years of operating the private mansion, museum, cooking school, spa, gift shops, and country inn on the Grover, NC property (Southwest of Charlotte, NC) came the most recent award in January 2019. A 9.8 out of 10 score for the Booking.com World Awards.

Marti was the Executive Chef to the President of the United States of America and a Manager of the world’s most exclusive resort, a butler, housekeeper, Presidential Aide, and bartender at The Camp David Resort, hidden atop the Catoclin Mountains chain. Holding numerous security clearances, Chef Marti was elevated to a Top Secret, Yankee White, Category II SSBI clearance at 27 years old and began shopping, cooking and serving the most influential leaders on earth. His training spans nuclear weapons, nuclear power, biological, and chemical



warfare. They have worked with the Trumps, Bushes, Clintons, and Obamas starting as early as 1993 at the White House Military Office.



Chef Marti lived in Asia, Hawaii, and Europe and led American cuisine, estate, club, and resort management in Asia, Arabia and at NATO in Brussels. One of his teams won the International Food Service Executives Association (IFSEA) Captain Edward F. Ney World Award for Best Restaurant in the world, and he was selected to represent the US Navy on the TODAY Show. He has the distinction of being one of the most decorated hospitality managers in the history of the Navy.

Awards include a Presidential Service Badge (#14592), numerous world culinary medals, the Joint Chiefs of Staff Badge, five Navy Achievement Medals, two Joint Meritorious Unit Commendation ribbons with Oak Leaf Clusters, three Commendation Medals and the NJ Distinguished Service Medal. Marti was also a manager of the Bayshore's Resort in Florida with 1500 keys, worked with Ramada to 200 keys, and Wyndham Worldwide. His fiduciary experience spans half of the earth responsibility, close to 7,000 employees, dozens of direct reports and \$2.6 billion per year in sales. **Stormy L. Mongiello**, personally directed, launched and produced the Kings in the Kitchen Road and Radio show at Foxwoods Casino with IGA, the Fancy Food Show and has gained over 60 brands as clients. They have been chosen to represent Emeril Lagasse and his brands and took Arbitron #1 status across three states (NY,



PA, NJ). They have been featured on global TV and are continuously on the major television stations, doing shows live on stage, consulting to estates and resorts. Clients for CPG items include P&G, COSTCO, Sam's, Turkey Hill, Hershey's, Wal-Mart, BJ's Wholesale, Carando, Bounty, Dawn, Metamucil, Pringles, Boca Burger, Midnight Moon, IGA, Ramada, Wyndham, Cendant, and Coca-Cola.

Articles published about us in over 100 magazines and newspapers worldwide



She is also a Curator at The US Presidential Culinary Museum with a BS degree from Western International University as a PHR with SHRM. Testing in the top 4% of the knowledge of HR law, she handles clients multi-million dollar payroll with 400+ employees, across 200+ properties in six states out of her Charlotte, NC property management office. Stormy is also a disabled veteran having left Bessemer City when she was 18 to attend female boot camp in Orlando, Florida. The Top Gun bug bit her in High School, and her grandmom, aunt, and mother all drove down to watch, “our local foothills girl march in precision with the best America has to offer.” Stormy grew up on a farm, worked on tractors and eventually did maintenance on helicopters and F-14 jet engines.

She is also a “save the nonsense” Wonder Woman heroine interested in producing results, working, holding herself accountable to clients and investors, and “doing.” Being screamed at, at the age of 18, away from your family, while doing pushups, and studying the art of war is best translated today in

business - to becoming more than they think a woman can become. Stormy is quite famous for the “gimme some sugar” gift shop named after her, and some do worry when it rains, that she will melt outside because she is so sweet! She is presently studying for her MBA but continues to be one heck of a chef, doing events for ten at \$4K and gala dinners at \$400.00 per person raising as much as \$567,000.00 in one night recently, at Quail Hollow Country Club for Cystic Fibrosis. With Marti and dozens by their side, they shatter records.

Marti attained his BS in Culinary Management from the International Culinary Schools at The Art Institutes and graduated Summa Cum Laude. He’s published business plans in 80+ countries via software called LIVE PLAN and **his business plans with proforma are currently used at Stanford, UNC, Wharton**, and by over 1,000 students a semester, worldwide. LIVE PLAN is ranked as the number one (#1) software system by Inc. Magazine and the Wall Street Journal for over ten years. He owns many trademarks and **has published and worked on several books:**

- **Household Manual, Guidelines & Standards**, By Martin Mongiello, Print Length: 325 pages, Publisher: The Intercontinental Academy for Household, Hotel and Resort Managers
- **That Palace in Washington: An Anecdotal History of White House Entertaining 1800-1850**, Forward by Martin Mongiello, Print Length: 37 pages, Publisher: Mitchell Publishing
- **Inside the Presidents’ Cabinet**, By Martin Mongiello, Print Length: 32 pages, Publisher: Westmoreland Publishing



Household Manual, Guidelines and Standards

Martin C.J. Mongiello, MBA
CEC, MCFE, CHM, CPFM



- **Presidential Flavors**, Forward by Martin Mongiello, Paperback: Print Length: 252 pages, Publisher: Mitchell Publishing
- **Plain Food and High Thinking: An Anecdotal History of White House Entertaining 1901-1953**, Forward by Martin Mongiello, Print Length: 52 pages, Publisher: Mitchell Publishing
- **A Hospitality Manager's Legal Handbook**, By Martin Mongiello, Print length: 16 pages, Publisher: submitted as a student while at The Art Institute – preparing to bind with Westmoreland Publishing soon
- **Delicacies in Proportion: An Anecdotal History of White House Entertaining 1850-1901**, Forward by Martin Mongiello, Print Length: 37 pages, Publisher: Mitchell Publishing
- **Mary Patton: Terrorist Psychotic**, By Martin Mongiello, full-color paperback: Print Length: 80 pages, Publisher: Lulu Publishing, Amazon for the e-book, and ACX for the audiobook (October 2019) narrated by Susan C. Hunter.
- **Darkies don't sit in this section of the bus!** By Orlando Herrera and Martin Mongiello, full-color paperback, Publisher: Lulu Publishing, Amazon for the e-book, available in Spanish and English. This book was launched in conjunction with a significant new President Obama and Rosa Parks exhibit, live talks online, and a fireside chat on the day Rosa Parks was arrested.



He is working on one more. His 300+ page textbook on hospitality management is very highly rated on Amazon and Kindle. Marti and Stormy are credited and featured in numerous books about American history, as veterans, on food, for travel, and medicine including:

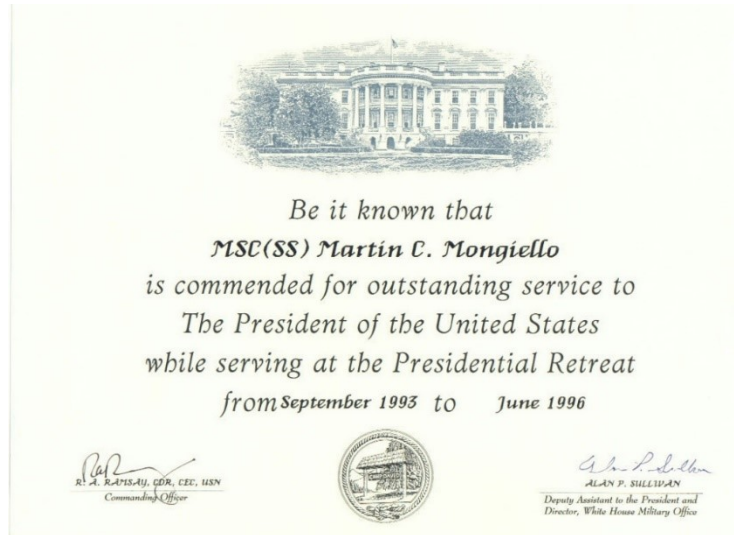
- **Eminent Charlotteans: Twelve Historical Profiles from North Carolina's Queen City**, Paperback, Print Length: 221 pages, by Scott Syfert, Esquire, Publisher: McFarland

- **Patriot Militiaman in the American Revolution 1775–82** (Warrior), Print Length: 64 pages, by Ed Gilbert (Author), Catherine Gilbert (Author), Steve Noon (Illustrator), Publisher: Osprey Publishing
- **Eat & Explore North Carolina: Favorite Recipes, Celebrations and Travel Destinations**, Paperback, Print Length: 256 pages, by Campbell and Christy, Publisher: Great American Publishers
- **Cowpens 1781: Turning point of the American Revolution** (Campaign), Paperback, Print Length: 96 pages, by Ed Gilbert (Author), Catherine Gilbert (Author), Graham Turner (Illustrator), Publisher: Osprey Publishing
- **Everyday Cooking with Dr. Dean Ornish**, Paperback, Print Length: 344 pages, by Dr. Dean Ornish, Publisher: Harpercollins, **A NEW YORK TIMES BEST-SELLER**
- **Day Trips from Charlotte: Getaway Ideas for the Local Traveler (Day Trips Series)**, Print Length: 256 pages, by James L. Hoffman, Publisher: Globe Pequot Press
- **True for the Cause of Liberty: The Second Spartan Regiment in the American Revolution**, by Oscar E. Gilbert and Catherine R. Gilbert, Hardcover, Print Length: 328 pages, Publisher: Casemate
- **Hometown Heroes: Heroic Stories from Brave Men and Women**, by Greg McIntyre, Esquire, Print Length: 318 pages, Publisher: Shelby Publishing
- Featured in **Otto Borsich's** new book, **A Chef's Life**
- As research interviews, in Alex Prud'homme's new book, grandnephew of Chef Julia Child, inspiration author of the book, "My Life in France," and **the movie, Julie and Julia**
- To be featured in **Brian Dunn's** new book on being a Combat Marine in the desert
- To be featured in **Rick Scott's** new book of world travels and Maui



Marti speaks and writes some Egyptian Arabic, Japanese (Katakana, Hiragana, Kanji, Romanji), traditional Chinese (Kanji), French, Spanish, Italian, and German. Stormy currently speaks some, and studies presently German, Spanish, and French today with Marti and their daughter Rania.

They manage the #1 ranked country inn in the world for the category of history, The Inn of the Patriots. It is home to the cooking school with 5,000 graduates, the US Presidential Culinary Museum, and Nature and Earth Spa, The US Presidential Service Center, two gift shops and the TV and stage show, Inside the Presidents' Cabinet. They are presently carrying a 4.6 to 4.8 review status on world booking engines and are listed in the top 3% of all hotels on earth.



Products and Services

Products and Services

1. A TV series featuring Presidential and First Family favorites
2. A lodging facility where guests sleep overnight named, The Inn of the Patriots™
3. A Presidential Culinary Museum® showcasing artifacts and antiques including Presidential china
4. A Culinary Institute where guests enjoy learning how to cook, pair wines, aperitifs, digestifs, and beers and make such along with bread and cheeses using a Passport System™
5. Trademarks, registrations with the USPTO, filings with the Writers Guild of America East and Library of Congress
6. Several books published on hotel management, legal guides, and private estate management

7. Several cookbooks published that are sold in our gift shops
8. Several dozen uniform resource locators (URL's) that data drive world traffic (web addresses) via search engine optimization (SEO) and other, classified, proprietary technologies owned by our strategic marketing company named, Mongiello
9. A placement agency to Forbes 400 homes called Laurel Placement™
10. A training institute for hotels and homes on-site called The International Academy of Household, Hotel, and Resort Management™ (IAHHRM)
11. Two gift shops called Gimme' Some Sugar™ and The Chief Junaluska Gift Shop™
12. Nature and Earth Spa™
13. The Schafer Gallery™ featuring fine art from the colonial period for sale in giclee's and prints, framed and unframed
14. The Presidential Service Center™ - a new center and museum heralding the contributions of those who have served the Presidency and Vice Presidency.
15. In some cases these individuals may wear a Presidential Service Badge (PSB) complete with the serial number registered at the White House
16. A newly proposed US Food History Museum™
17. Special Events like our Annual Easter Egg Roll, Christmas Gingerbread Exhibits, President's Day Dinners and more.

Competitors

1. There are several one-off cooking schools all around Washington, DC. For day-trippers, they do an excellent job. Off competition from schools only and few hotels, like the Hay-Adams.
2. Several Presidential foundations have also offered to send exhibits of up to 10,000 square feet temporarily of six months to one year (Eisenhower, Bush, Clinton, etc...). Temporary, curatorial space is needed to showcase such on a

rotating basis of perpetual, refreshing reasons to be in the newspapers, TV news and more — off competition from museums only, but no hotels.

3. Specialty dinners on the Presidents favorite recipes, wines, and dishes complete with historical recreation dinners held at the White House wherein the entire meal is cooked again for the public. Few, if any are doing this.
4. Differing shows and showcases on exhibit. Accessible only at the Smithsonian.
5. We seek alignment with an onsite restaurant, or to open our own. Most competitors have this already.
6. We also seek a home for our **US Food History Museum™** onsite of property. The **Presidential Culinary Museum™** will become a smaller section. No one has ever created such; there is no competition.
7. The Heroes Vodka Bar created by our USMC partner and White House Military Office partner, Travis McVey - a one of a kind experience.

Convention Activity and Competition (1)

"Event bookings at the Walter E. Washington Convention Center (WEWCC) have averaged 8% growth per annum since fiscal year 2008/09, with an average of more than one million attendees descending on Washington, D.C. each year. Year-end 2013 data illustrates an increase in attendance of nearly 7.0% compared with the 2012/13 fiscal period, with the number of events hovering above 200. The convention center benefits from steady government-related activities each year, hosted by the Association of the U.S. Army, American Israel Public Affairs Committee, and the Credit Union National Association, among many others; each of these events injects millions of dollars annually into the local economy. Recent and upcoming major events include last year's 57th Presidential Inauguration Ball and conventions of the American Dental Association

(November 2015) and the Society for Human Resource Management (2017). These and other events at the center are each estimated to drive anywhere from 20,000 to 60,000 room nights to area hotels.

The pace of bookings has ramped up considerably, spurred by the recently constructed Marriott Marquis Headquarters hotel, located adjacent to the WEWCC. Convention officials reported that the center was losing significant events each year because of a lack of proximate room blocks, and the 1,175-room Marriott Marquis staunched the losses. Even amidst speculation of substantial developments in convention destinations such as San Diego, Los Angeles, and Boston, the WEWCC is expected to remain competitive over the long term."

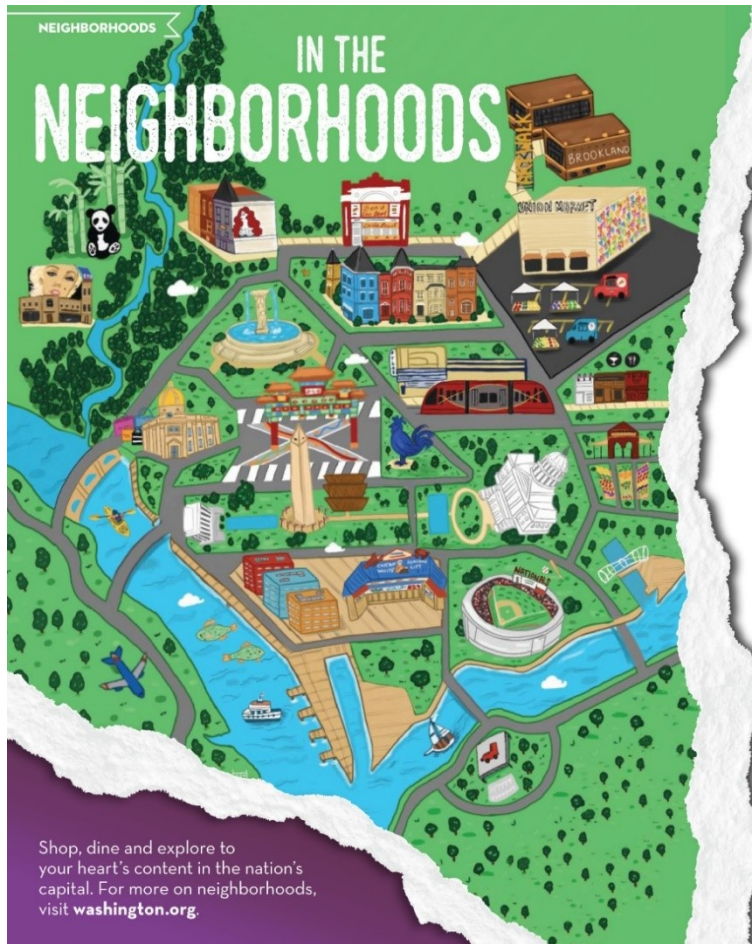
(1) Washington, DC, HVS In Focus, July 2014, Jerod S. Byrd, Senior Vice President, Partner, Chelsey Leffet, Senior Project Manager

Here it is important to note that our project will be the only such hotel in Washington that is also a museum with entertainment facilities, a culinary institute, and a large gift shop. We will not be dependent on bookings from the WEWCC events for our room sales. However, we will glean traffic from them to see our exhibits and to participate in our hands-on classes while in town.

Recent Washington, DC Accolades (these links are hot for computer viewers)

- [*The Michelin Guide, Washington, DC* \(2019\)](#)
- [#1 Top Student Travel Destination for 2018](#), Student & Youth Travel Association (SYTA)
- [America's Best Sunrises & Sunsets](#), Budget Travel
- [DC Area Named Top Place to Visit This Summer](#), WalletHub
- [Top 50 North American Tour Destinations \(#1\)](#) – *Byways*
- [1st LEED Platinum city in the world](#), U.S. Green Building Council





Shop, dine and explore to your heart's content in the nation's capital. For more on neighborhoods, visit washington.org.

NEIGHBORHOODS

SHOP AROUND

At **Union Market** in NoMa, browse kitchen wares and accessories in between delicious bites. **Eastern Market** in Capitol Hill is your next stop, where you'll find arts, crafts and amazing blueberry buckwheat pancakes, served Tuesday through Sunday.



The city's most historic port, Georgetown, has well over 100 shops. Browse the racks of international retailers like H&M, national brands like Rag & Bone and local boutiques like Relish.

CityCenterDC, located downtown, is a haven for luxury shopping addicts, offering **Paul Stuart**, Gucci and Dior. After your spree, dine at **Fig & Olive** or **Centrolina**.



DC farmers' markets provide delights in spring and summer. Visit the **FRESHFARM Markets** in Dupont Circle and H Street NE or check out what bazaars in Columbia Heights and Mount Vernon Triangle have to offer.

TOP OVERSEAS MARKETS TO DC



#1 CHINA

15% OF OVERSEAS VISITORS
302K VISITORS

- 2. UK 166k
- 3. SOUTH KOREA 136k
- 4. INDIA 135k
- 5. GERMANY 125k
- 6. FRANCE 94k
- 7. AUSTRALIA 80k
- 8. BRAZIL 71k
- 9. ITALY 68k
- 10. JAPAN 62k

Source: TMI

TOP DOMESTIC MARKETS TO DC



#1 NEW YORK

9% OF SPEND

- 2. LOS ANGELES
- 3. SAN FRANCISCO
- 4. PHILADELPHIA
- 5. BOSTON
- 6. MIAMI
- 7. ATLANTA
- 8. SEATTLE
- 9. DALLAS
- 10. HOUSTON

Source: VisaVue Travel

DAILY DEPARTURES

REAGAN NATIONAL (DCA):



DULLES INTERNATIONAL (IAD):



BALTIMORE-WASHINGTON INTERNATIONAL (BWI):



Source: Metropolitan Washington Airports Authority, as of January 2019/Maryland Aviation Administration

2018 HOTEL DATA HOTEL INVENTORY HOTEL PIPELINE



HOTEL OCCUPANCY:
77.6% ↓ 1.3% OVER 2017



AVERAGE DAILY RATE (ADR):
\$221.41 ↓ 5.3% OVER 2017

Source: STR



HOTELS:
140



HOTEL ROOMS:
33,297

Source: Lodging Econometrics - Q3 2018



PIPELINE HOTELS:
18



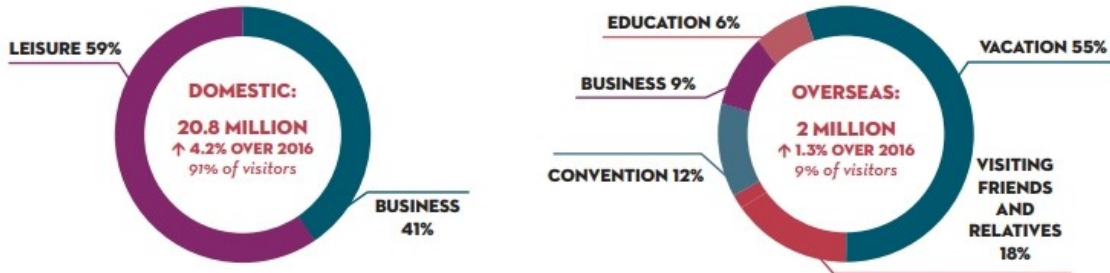
PIPELINE ROOMS:
3,987

Source: Lodging Econometrics - Q3 2018

CONFIDENTIAL - DO NOT DISSEMINATE. This business plan contains confidential, trade-secret information and is shared only with the understanding that you will not share its contents or ideas with third parties without the express written consent of the plan author.

destination **DC** **WASHINGTON, DC VISITATION AND IMPACT (2017)**

TOTAL VISITORS
22.8 MILLION
8TH YEAR OF RECORD VISITATION
 ↑ 3.6% OVER 2016



Source: DK Shifflet/Travel Market Insights, National Travel & Tourism Office, U.S. Department of Commerce (TMI)

TOTAL VISITOR SPENDING



Source: IHS Markit

DC VISITOR IMPACT



Without visitor revenue, DC would need to collect an average of

\$2,656/YEAR

in additional local taxes from

306,482

households to compensate.

Source: IHS Markit

LENGTH OF OVERNIGHT STAY

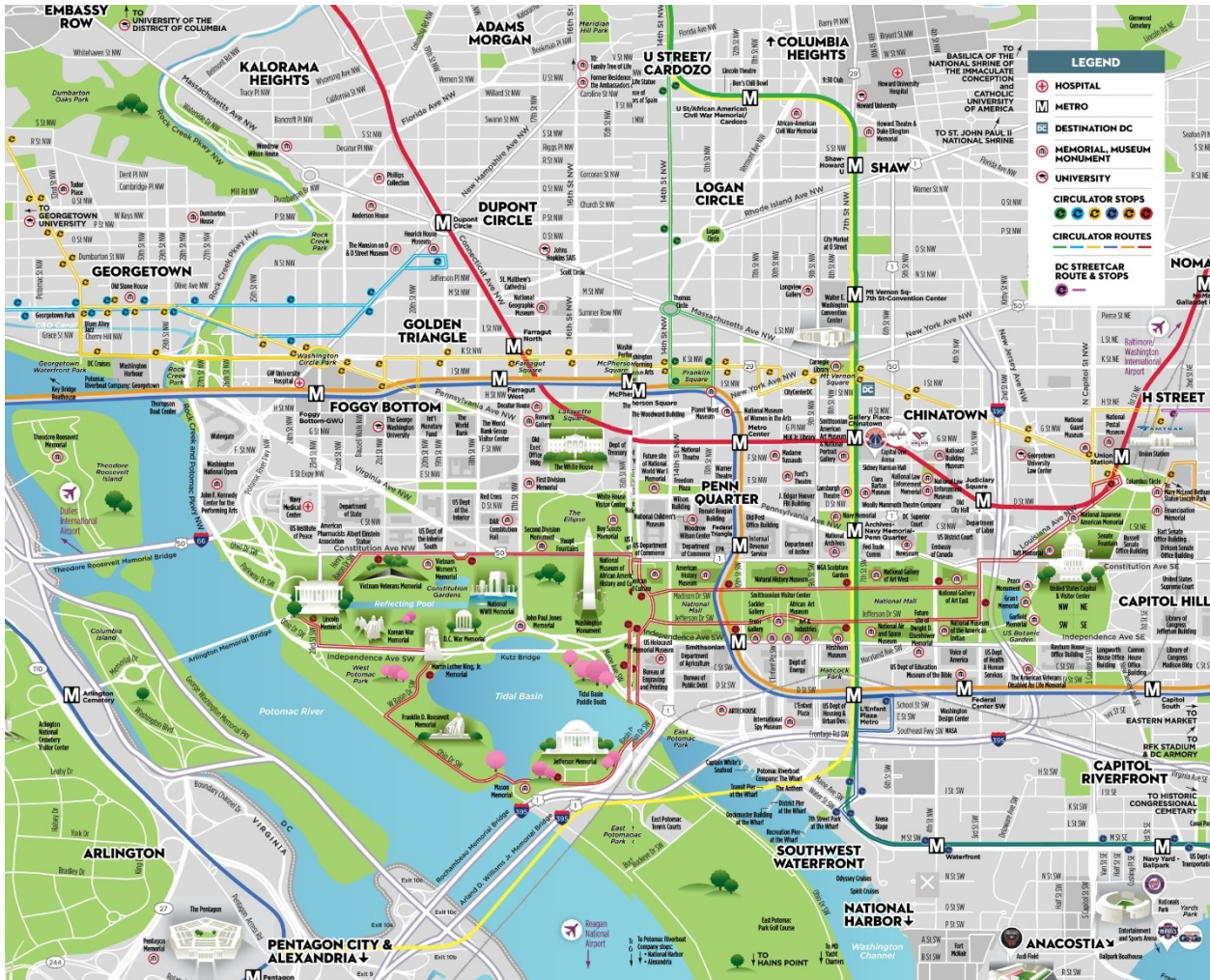


DOMESTIC TRAVELERS: 2.6 NIGHTS



OVERSEAS TRAVELERS: 6 NIGHTS

Source: DK Shifflet/TMI



CONFIDENTIAL - DO NOT DISSEMINATE. This business plan contains confidential, trade-secret information and is shared only with the understanding that you will not share its contents or ideas with third parties without the express written consent of the plan author.

Prior to 2017 data Performance & Analysis - Categorical Formulations for Algorithm (1)

Less events yet 70,000 more people packed in: Mangiello notes

EXHIBIT WEWCC ACTIVITY, 2008/09-YE 2013

	Attendance	% Δ	# of Events	% Δ
2008/09	1,100,000	—	183	—
2009/10	1,050,000	-4.5 %	204	11.5 %
2010/11	1,020,000	-2.9	214	4.9
2011/12	1,020,000	0.0	231	7.9
2012/13	1,020,000	0.0	208	-10.0
<u>Year-end 2013</u>	1,090,000	6.9	204	-1.9

Source: Events D.C.

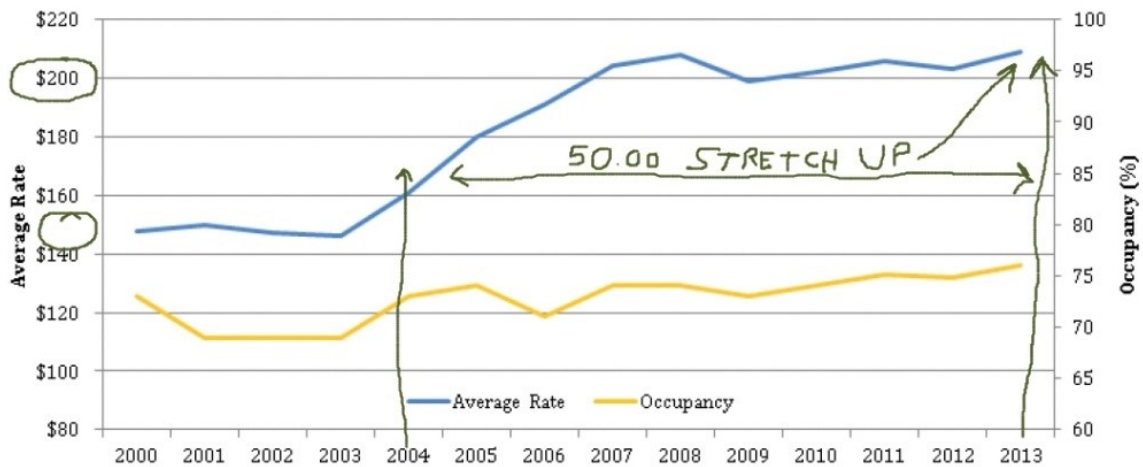
"Government, leisure, and meeting and group demand have helped keep occupancy relatively stable for Washington, D.C. area hotels. Average rates have seen more significant fluctuations over the past decade; the market's room rate strengthened year-over-year from 2004 to 2008, reaching \$208 before the height of the recession. Room rate dropped 4.3% in 2009, (2) a relatively modest decline compared with the more pronounced effects of the downturn in other markets during that time; this highlights the area's dependence on its more stable government sources of demand. Government demand had a flipside effect as well, with local hoteliers reporting that the per diem ultimately kept room rate in D.C. from growing at a pace similar to that of top destination markets in the country.

The Washington, D.C. hotel market had a record year regarding RevPAR for 2013, achieving a level of \$159; (3) this reflects 4.0% RevPAR growth over 2012. Mongiello's basic rate for RevPAR is \$124 - much lower and much more conservative than real data.

(2) Smith Travel Research (STR)

(3) STR

EXHIBIT ANNUAL AVERAGE RATE AND OCCUPANCY, 2000 THROUGH 2013



Increased revenue and ADR during sequestration debate and six year economic holocaust. Mongiello notes.

Sources: Smith Travel Research & Destination DC

What is important is that predictions DO NOT MATCH REALITY. Mongiello and The Inn of the Patriots tabulate, predict, proforma and break-even based ALL on US-wide data of only 64% occupancy and an ADRR for basic rooms at \$124.00 per night. Their projections are much lower than reality and much more conservative.

Sources: Smith Travel Research & Destination DC

Additional research resources can be found at the following hotlinked pages:

- [Smithsonian Institution](#): for visitor statistics at the member museums of the Smithsonian Institution.
- [Greater Washington Initiative](#): for demographic information about DC and statistics about its major industries.
- [Washington, DC Economic Partnership](#): for additional DC democratic and economic development facts & figures.
- [US Travel Association](#): for research and statistics regarding the US travel industry

"Hoteliers reported that the focus was on increasing room rate in light of high demand levels, although occupancy still increased moderately to 76% to end the year (again, Mongiello bases all calculations at the national 64% rate). According to area hoteliers, RevPAR was expected to soften slightly during 2014 as a result of a weak first quarter, when harsh winter storms shut down government operations, businesses, and attractions in the District. The addition of new supply into the market, along with the continued effects of government cutbacks in spending, could also hinder room rate in the near term as area hotels are expected to keep prices competitive in an attempt to sustain occupancy levels. This will more profoundly affect the economy and limited-service hotels; the average rate is expected to remain active for upper-scale and luxury brands, as these hotels (**Mongiello's dual sharpened sword approach to room rates ensures success**) target a less price-conscious customer base and are not as impacted by government sources of demand." *Washington, DC, HVS In Focus, July 2014, Jerod S. Byrd, Senior Vice President, Partner, Chelsey Leffet, Senior Project Manager*

The following hotlinked documents provide additional and historical information about the Washington, DC hospitality industry. Please note that statistics are released annually; full 2018 data will be available by Winter 2019.

- [2017 Visitor Statistics](#) (previously showcased on pages 43/44)
- [2016 Visitor Statistics](#)
- [2015 Visitor Statistics](#)
- [2014 Visitor Statistics](#)
- [2013 Visitor Statistics](#)
- [2012 Visitor Statistics](#)
- [2011 Visitor Statistics](#)
- [2010 Visitor Statistics](#)
- [2009 Visitor Statistics](#)
- [2008 Visitor Statistics](#)
- [2007 Visitor Statistics](#)
- [2006 Visitor Statistics](#)
- [2005 Visitor Statistics](#)

Seasonality in Competition

"Historically, hotel occupancy in Washington, D.C. has reached well into the mid-80s from March through July, as well as in October, months in which the area's most seasonable weather attracts more tourists and conventions; the January presidential inauguration every four years also brings a surge of demand. By contrast, the winter months tend to coincide with lower occupancy (the mid to high 50s) at D.C. hotels, a result of slower business, convention, and leisure demand (**Due to Mongiello's White House Chef presence they stay booked solid all year long**). Occupancy in April reached 89.6% in 2013 and 89.5% in 2014, (STR) the highest levels in recent years and a strong indication that the rough first quarter of 2014 has resolved into more reliable performance." *Washington, DC, HVS In Focus, July 2014, Jerod S. Byrd, Senior Vice President, Partner, Chelsey Leffet, Senior Project Manager*

Hotel Supply Affecting the Competition

"Washington, D.C.'s hotel supply spans approximately 120 hotels, ranging from economy to luxury and totaling nearly 30,000 rooms. The majority of these hotels are categorized as upper upscale, which accounts for more than 50% of the total room supply. The mid-scale segment is the smallest with just four properties, accounting for 252 rooms." *Washington, DC, HVS In Focus, July 2014, Jerod S. Byrd, Senior Vice President, Partner, Chelsey Leffet, Senior Project Manager*

Closures and Renovations to Consider for Competition

"The 372-room L'Enfant Plaza Hotel, which was closed in early December of 2013, is reportedly in need of over \$28 million in renovations, which are now underway; the hotel, owned by the Stanford Hotels Group, is scheduled to reopen on December 31, 2014. Closed since 2007, the famous Watergate Hotel is expected to undergo a renovation and expansion from 251 to 348 rooms.

The 231-room Embassy Row Hotel, managed by Destination Hotels & Resorts and located just off Dupont Circle, is slated for conversion into an independent upscale boutique hotel after a renovation scheduled to begin this year. A \$5-million renovation was completed at the Hotel George, a Kimpton property located near Union Station, in the first quarter of 2014. Minor improvement projects are underway at several D.C. hotels, including the Holiday Inn Washington-Capitol and the Embassy Suites Hotel at the Chevy Chase Pavilion." *Washington, DC, HVS In Focus, July 2014, Jerod S. Byrd, Senior Vice President, Partner, Chelsey Leffet, Senior Project Manager*

New Supply

"Notable new hotels in the D.C. market over the last year include the previously mentioned Marriott Marquis, which opened on May 1, 2014, as well as the Cambria Suites Washington, D.C. Convention Center; the Capella Washington, D.C. Georgetown; the Hampton Inn Washington, D.C./White House; and the Hilton Garden Inn Washington, D.C./Georgetown. The newest hotel in the market is the 200-room Hyatt Place Washington, D.C./US Capitol, which opened on June 26, 2014. The exhibit below shows the range of hotels under construction and in the early stages of development. Within the upscale and luxury hotel pipeline, noteworthy additions to supply include the Trump International Hotel, which will revitalize the landmark Old Post Office Pavilion on Pennsylvania Avenue as part of a roughly \$200-million renovation of the building. A Conrad by Hilton hotel was recently announced for construction in the CityCenterDC development, a 2.5-million-square-foot, multiphase, mixed-use project to be located on a 10-acre site in the heart of the District.

Even with a sharp impending rise in new supply, the outlook for occupancy and average rate remains high among area hoteliers, given the expected increases in corporate, leisure, and group visitation in the coming years; this includes the tens of thousands of room nights expected to come to the market as a result of the opening of the Marriott Marquis, which should radiate out to help absorb the new supply over

the next several years." *Washington, DC, HVS In Focus, July 2014, Jerod S. Byrd, Senior*

EXHIBIT RECENT HOTEL OPENINGS AND DEVELOPMENTS WITHIN THE DISTRICT OF COLUMBIA

Future/Recent Openings	Category	No. of Rooms	Opening Date	Status
Capella Washington, D.C., Georgetown	Luxury	49	3/22/2013	Recently Opened
Hampton Inn Washington, D.C./White House	Upper Midscale	116	6/1/2013	Recently Opened
Marriott Marquis Convention Center Hotel	Upper Upscale	1175	5/1/2014	Recently Opened
Cambria Suites Washington, D.C. Convention Center	Upscale	182	5/1/2014	Recently Opened
Hilton Garden Inn Washington, D.C./Georgetown Area	Upscale	238	5/23/2014	Recently Opened
Hyatt Place Washington, D.C./US Capitol	Upscale	200	6/26/2014	Recently Opened
L'Enfant Plaza Hotel	Upper Upscale	372	12/31/2014	Under Renovation
Hampton Inn & Suites & Homewood Suites	Upper Midscale	125/114	4/23/2015	Under Construction
Hampton Inn & Suites (Capital Riverfront BID)	Upper Midscale	168	5/19/2015	Under Construction
Homewood Suites by Hilton	Upscale	160	10/16/2015	Under Construction
Trump International Hotel	Luxury	271	3/1/2016	Under Construction
Half Street Hotel	Upscale	196	12/15/2015	Start Next 12 Months
Homewood Suites at 50 M street	Upscale	195	Q1 2016	Start Next 12 Months
Hyatt Place DC Capital/National Mall	Upscale	214	12/31/2015	Start Next 12 Months
Hyatt Place - West End	Upscale	168	12/15/2015	Start Next 12 Months
Conrad Washington CityCenter DC	Upper Upscale	370	Early 2018	Start Mid-2015
Element and Aloft Hotels Washington Canal	Upper Upscale	TBA		Early Planning
InterContinental Hotel Southwest Waterfront/Wharf	Luxury	278		Early Planning
Ballpark Square Hotel - Capital Gateway	Midscale	170		Early Planning
Residence Inn by Marriott Columbia Place	Upscale	124		Early Planning
Courtyard by Marriott Columbia Place	Upscale	377		Early Planning
Mixed-Use Development Hotel - East M Street	Upper Midscale	100		Early Planning
Mixed-Use Development Hotel - Square 701	Upscale	170		Early Planning

Source: HVS

Vice President, Partner, Chelsey Leffet, Senior Project Manager

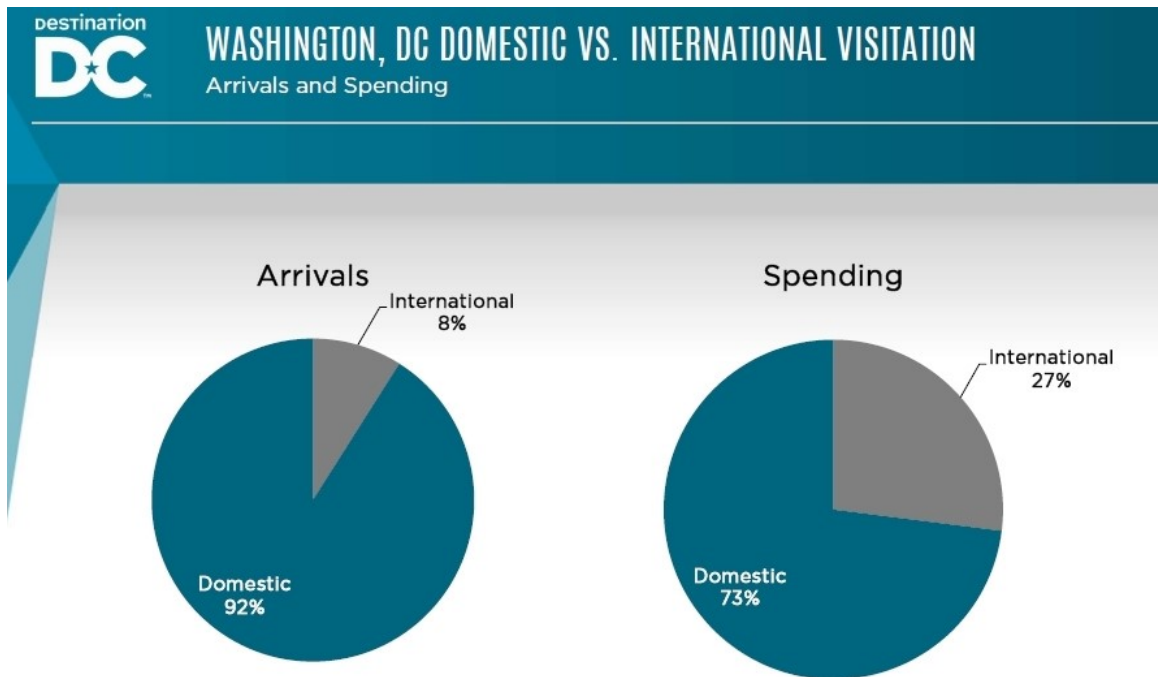
Target Market

Market Overview

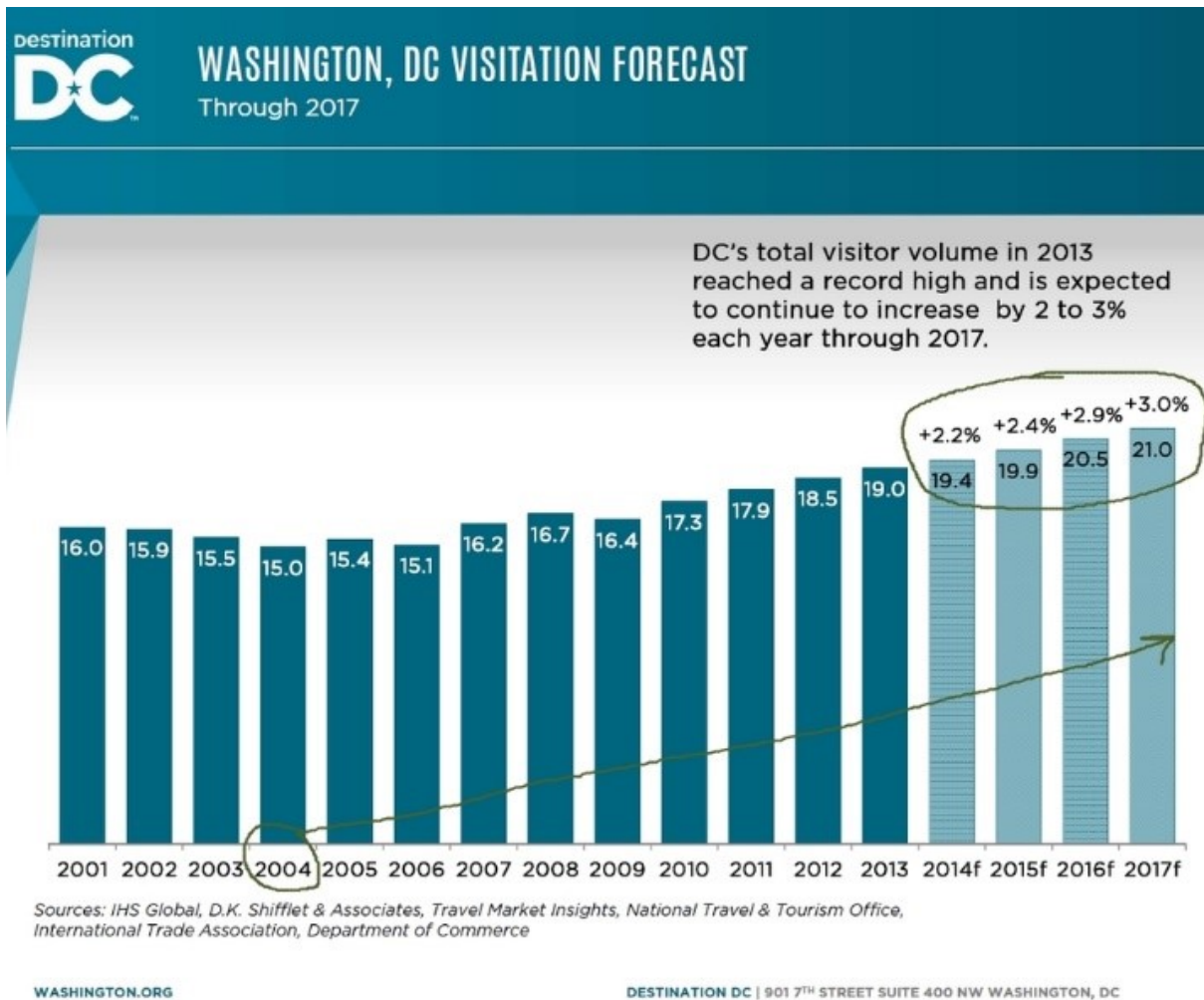
ADDITIONAL TOURISM INDICATORS	2013 Visitation	Percent Change 2012-13
National Park Service - Mall locations	27.5 million	2.5% ↓
National Park Service - <u>All DC area locations</u>	43.5 million	2.1% ↓
Smithsonian - Mall locations	24.2 million	1.9% ↓
Smithsonian - All DC locations	29.0 million	2.8% ↓
Total Domestic Arrivals (DCA+IAD)	17.4 million	-0.6% ↓
Total International Arrivals (DCA+IAD)	3.7 million	4.4% ↑
Circulator Ridership	5.6 million	-1.8% ↓

Sources: National Park Service, Smithsonian Institution, Metropolitan Washington Airports Authority, District Department of Transportation

Hotel Investment Growth and Trends for Washington, DC

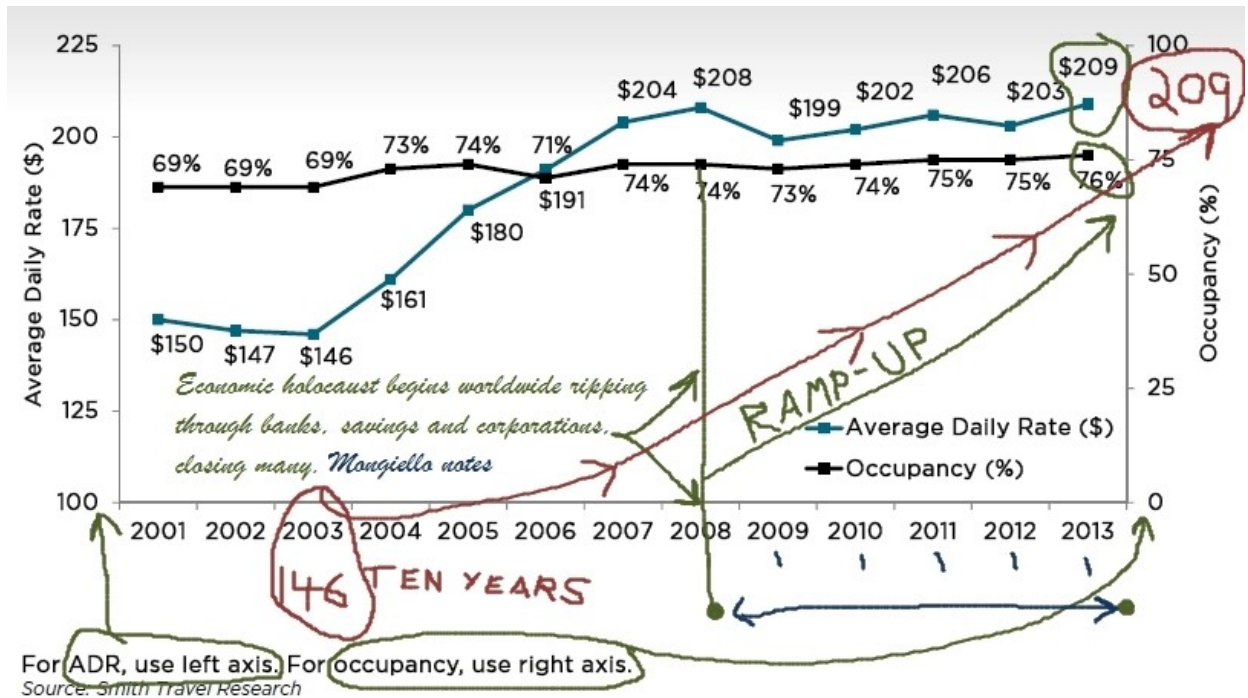


Source: D.K. Shifflet & Associates; Travel Market Insights, National Travel & Tourism Office, International Trade Association, Department of Commerce; IHS Global



"Per the latest HVS/STR Hotel Valuation Index (*HVI* - <http://hvi.hvs.com>), Washington, D.C. is currently 63rd in terms of valuation growth on a per-key basis versus other major markets across the country, a reflection of the impact on room rate from the federal budget cuts during 2012 and 2013 (*Budget cuts caused a significant drop in government travel, and to sustain occupancy levels hotels were committed to lowering rates*). Nevertheless, D.C. ranks among the nation's top markets regarding RevPAR, which is expected to realize overall growth over the next several years; the firm pipeline of new

supply also betokens the need for additional rooms given stable demand levels across the District.



Recent government cutbacks and political struggles caused demand levels to decline in the D.C. market over the past few years. Even so, the area should resume a growth pattern over the long term, and investors can expect higher-end hotels (**Mongiello specifically avoids "budget-otel" for this project**) to achieve relatively high RevPAR growth in the near term, as these hotels are not as sensitive to demand related to the government. **It is important to note, however, that investors with interest in the budget to midscale limited-service hotels should remain cautious in their income projections as RevPAR is not expected to gain much traction in the near term as hoteliers focus on lowering rates in an attempt to sustain occupancy and remain**

competitive among tourists and other travelers." *Washington, DC, HVS In Focus, July 2014, Jerod S. Byrd, Senior Vice President, Partner, Chelsey Leffet, Senior Project Manager*

Initial Conclusion

"Low unemployment levels, the anchors of the local and federal government, and expansion and revitalization efforts underway across the area speak to the strength of the Washington, D.C. economy. The new entrance of the Marriott Marquis and the resultant increase in bookings for the convention center bode well for bringing room nights to the market in the near and long term. While the pipeline is relatively packed with hotel projects, rising levels of demand should help absorb the new hotels. Ongoing effects of sequestration and dampened levels of government travel make for a somewhat anticlimactic outlook for RevPAR in 2014; nevertheless, local hoteliers expect performance to resume a strengthening trend beginning in 2015 as the local and federal governments continue to rebound. Overall, Washington, D.C.'s hotel industry remains vibrant and ever-evolving, which should command the attention of well-advised hotel stakeholders looking to make a move in the market." *Washington, DC, HVS In Focus, July 2014, Jerod S. Byrd, Senior Vice President, Partner, Chelsey Leffet, Senior Project Manager*

Business Target Market Analysis

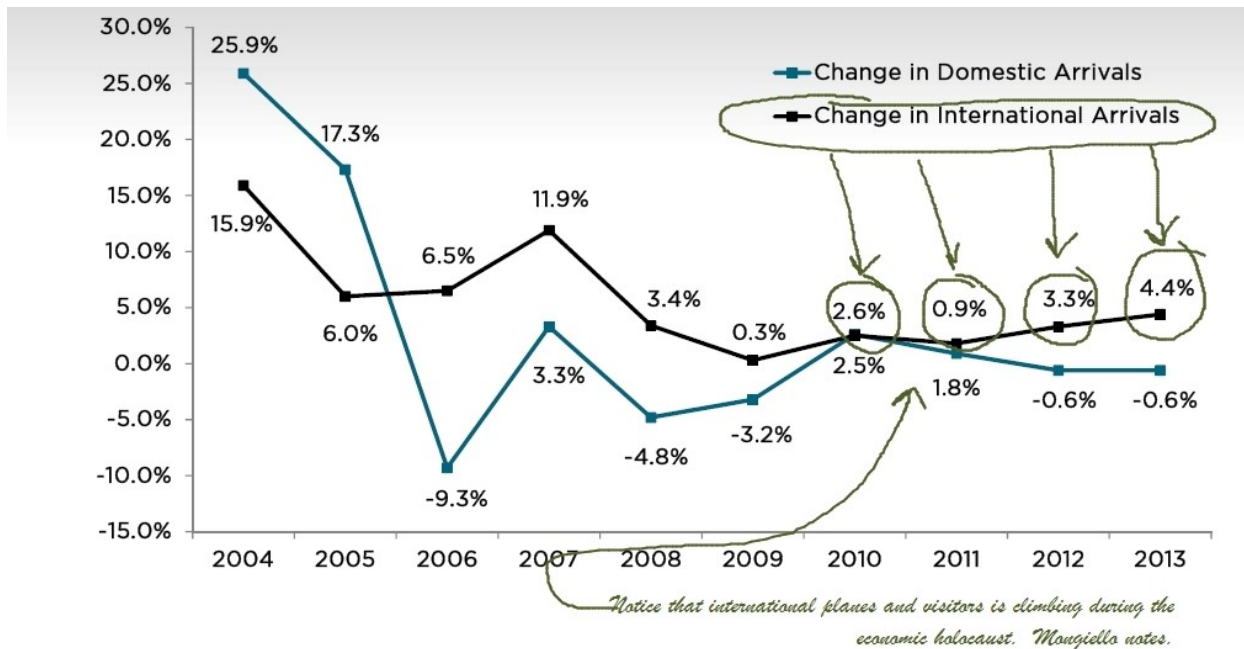
Since early 2010, the travel industry has added 757,000 jobs+, **outpacing job growth in the rest of the economy by 42 percent.** Consumer confidence is at its **highest level in nearly seven years** says Lynn Franco, director of Economic Indicators. Leisure travel continues to post positive numbers. Americans report that they spend an average of roughly \$1,900 on a family vacation, up 8 percent from 2013. **RECAP: UP 42 PERCENT ~ UP 8 PERCENT. According to Smith Travel Research, June 2014 occupancy was the highest occupancy of any June in the last century.** Travel is gaining popularity with numerous reports and articles on the medical detriments for those who refuse to vacation. The sector has the most profits during the recent eight-year economic holocaust.

Tourism

"The D.C. market, which abounds in historical and cultural attractions, has realized year-over-year increases in visitation since 2010, with 18.5 million visitors in 2012. Destination D.C. reported approximately 17.4 million domestic visitors to the area during 2013, a 3.6% increase over the prior year. Domestic and international spending in 2013 also grew by 7.6% and 8.0%, respectively." *Washington, DC, HVS In Focus, July 2014, Jerod S. Byrd, Senior Vice President, Partner, Chelsey Leffet, Senior Project Manager*

The National Park Service reports **All DC area locations at 43.5 million.** *Sources: National Park Service, Smithsonian Institution, Metropolitan Washington Airports Authority, District Department of Transportation*

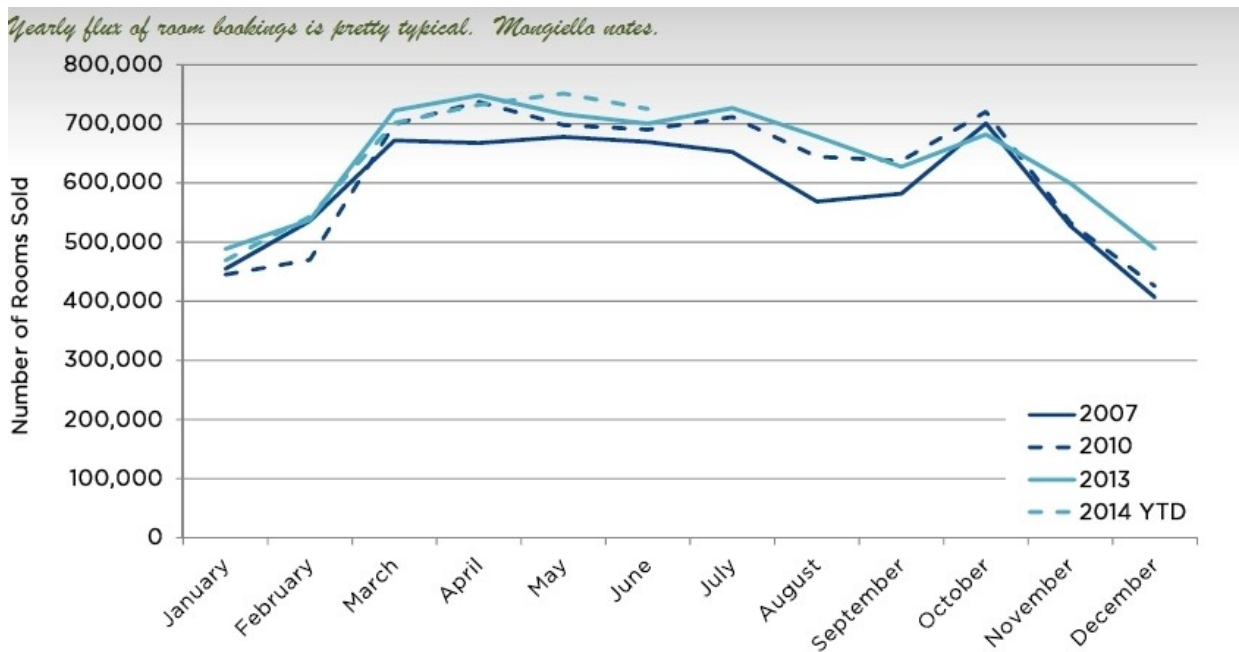
"Airport passenger traffic levels serve as another good indicator of visitation to the D.C. area. Ronald Reagan Washington National Airport in Arlington, Virginia has realized significant growth in passenger traffic since 2010, while traffic at Dulles International Airport has decreased in recent years, the result of fewer domestic travelers; however, the Metropolitan Washington Airports Authority reports that international travel is increasing. National Airport is expected to surpass Dulles in enplanements going forward, and anticipated improvements at both Dulles and National should help bolster travel to the District of Columbia." *Washington, DC, HVS In Focus, July 2014, Jerod S. Byrd, Senior Vice President, Partner, Chelsey Leffet, Senior Project Manager*



Source: Metropolitan Washington Airports Authority

Market Needs

The market presently needs a "Capitol Holiday Celebration" program, as evidenced by the annual flux in visitors. We would propose a Colonial Capitol Holiday Celebration kicking off November 1st leading up to a Traditional White House Thanksgiving with Tom Turkey, Christmas with Dolley Madison, News Years Eve in Washington to Meet Thomas Jefferson and New Years Day Banquets. These would be leading into a Valentines Day Dinner Celebration with Camelot and the Kennedy's. No one throws a party as we do, and no one has as many good ideas as we do.



2014 YTD is through June 2014
 Source: Smith Travel Research

- If tourism did not exist in Washington, DC, the District would need to generate an average of \$2,444 in local taxes from each of the 290,841 households in DC, to maintain the current level of tax receipts.
- Travel and tourism spending support 75,741 jobs annually.
- Travel and tourism jobs support \$3.65 billion in wages.
- Domestic spending was up 8.9% to \$4.9 billion; international spending up 5.9% to \$1.8 billion in 2013.

Sources: IHS Global

- **Each Washington, DC visitor generates about \$352 in expenditures**
- Every 258 visitors create a new job in Washington, DC.
- Each visitor creates about \$68 in tax receipts, **\$37 of which goes to local government.**
- Each visitor generates \$192 in wages.
- Each visitor adds about \$294 to Gross City Product.

Sources: IHS Global, D.K. Shifflet & Associates, Travel Market Insights, National Travel & Tourism Office,

International Trade Association, Department of Commerce

Strategy and Implementation

Marketing Plan

Overview

The Inn of the Patriots differentiates itself from other competitors through soul-searching identification with:

- **Foodies that love food, cooking, recipes, gardening, and growing** - the last two items (cultivation and growing) are why we have guests dig on their knees, plant and cultivate. We will do that in downtown DC as we did at the White House with a White House Rooftop Garden or atrium.
- **Veterans and those who love veterans.** Of the 300 million US citizens - 100 million have self-identified as having a close military connection in their family.
- **History buffs, armchair Generals and lovers of historical jaunts.** We self-develop and hone history-based 1 1/2 hour-long tours of properties and neighborhoods. We license, teach and paper-test our trained guides. We costume and make-up them and always build a costume department for our entire colonial staff. This distinguishes us in the marketplace as the primary leader - dominating that aspect of the city landscape. Via tenacity, we always broadband control the region and become well-known across digital and social media.

Positioning

"The Inn of the Patriots is creating something unique every day. Moreover, I wonder how long it will be before more inns start doing the same and why a few patrons confuse it with the more typical, standard B&B's it is not.

In planning my intensive five-month market research trip to the most groundbreaking culinary specialists around America and Europe, I first heard of Marti Mongiello, a presidential chef who brings living history to the table and tours in a way that lets you learn by being involved. Also, every day, the Inn of the Patriots comes alive with a different story told through hearty recipes you enjoy, interactive performances, objects of historical significance, and hands-on culinary participation that lets you reconnect with the foodways of your family from way back during the American Revolution.

Doesn't that sound like a core recipe of the newer emerging participatory museums around the world? Tracing the story of America's independence back in time through food is an idea that makes history immediately accessible and personal. I'm an industrial designer and game developer of interactive exhibitions from the largest museum in Australia, and I find the thinking of the Inn of the Patriots and Marti to be cutting edge.

Both my wife and I fell in love with the room we stayed in. The attention to detail was meticulous, grand, and beautiful in theme; a profound experience to return to each evening.

The service and storytelling were excellent too, at times even moving, and often with great humour. We extended our stay, and it's clear we want to be left with such a memory. The top immersive spaces in NYC and Boston that use actors and pushed similar boundaries of how to make stories memorable and personally meaningful reminded us of our earlier stay at the Inn of the Patriots."

Krister Gustafsson

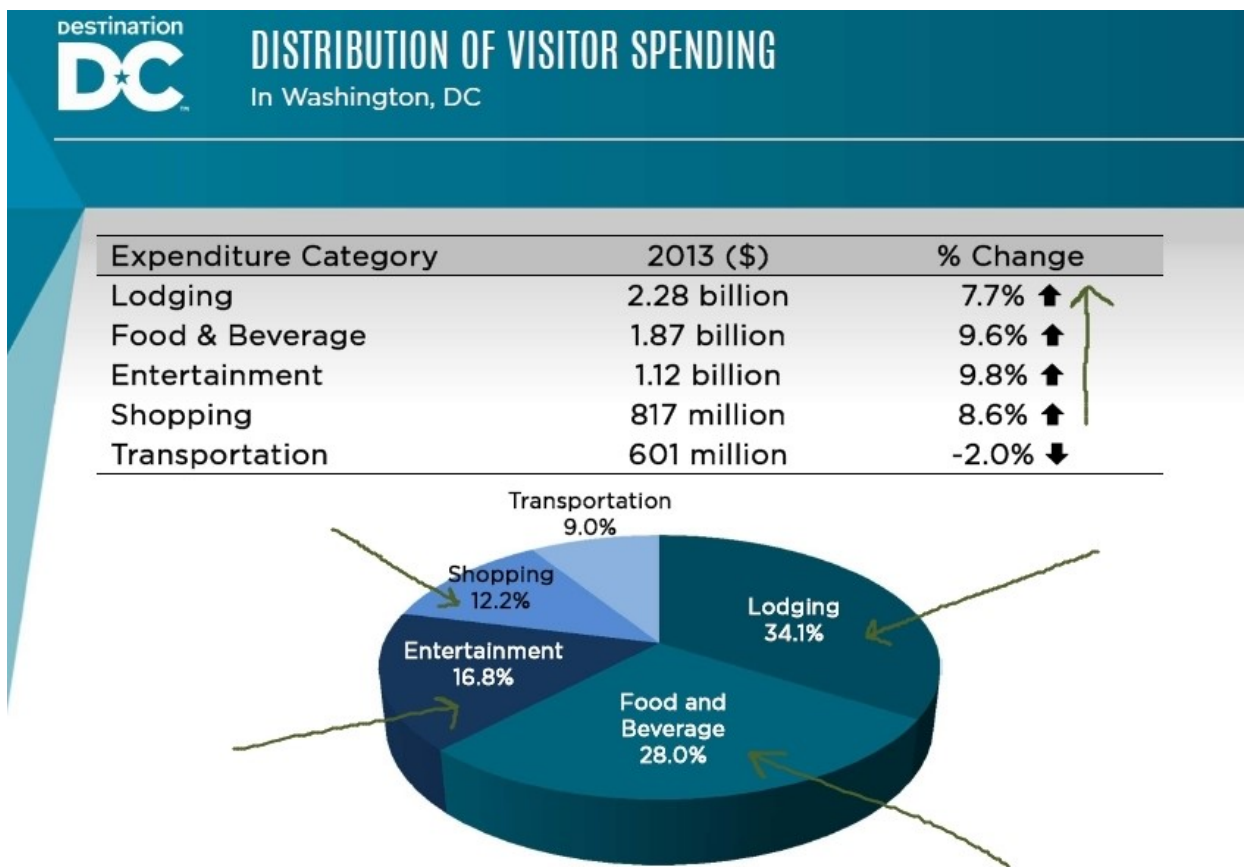
Industrial Designer of Interactives at Museums

www.kristergustafsson.me

Our concentration is on lodging excellence quickly followed by F&B, entertainment, and gift shopping associated with trinkets and take-homes. We also have a great, profit-based focus on our kitchenware, wine, and gourmet food shop right next to the Culinary Institute. This includes proprietary based, trademarked knife sets,

kitchenware, Presidential based items intrinsic to our experiential platforms and difficult to replicate - if not impossible.

We are positioned to win like no other property in DC and do not mind stating it. We are incredibly proud of our efforts and intelligent informatics, data-driven research into the market.



Source: IHS Global

Pricing

"As economic recovery resumes and tourism strengthens, Washington, D.C. remains a top draw for leisure, convention, and government demand, with area hotels achieving some of the highest RevPAR levels in the nation." Washington, DC, HVS In Focus, July 2014, Jerod S. Byrd, Senior Vice President, Partner, Chelsey Leffet, Senior Project Manager

Our pricing structure and stability are based on A. high wealth revenue and bookings in the DC region during projected grand times of future economic recovery, B. anticipated destruction from sequestration triggers (unknown date in the future) and C. a foreseen economic holocaust with the recession in 2027. We have built-in stability revenue factors of 100 standard priced rooms with packages that will guide our property through an economic Pearl Harbor.

It is important to note that we opened and built our business with its pricing during the most recent six-year-long recession.

A 130k square foot facility will allow for up to 209 guest rooms with some suites. Daily rates in Washington, DC area, focused on Smith-Harris Travel Research Reports, Claritas and CBRE of present USA-wide occupancy of 64% on average, and The Jefferson Hotel in DC ranges from \$447 to \$1060 per night.

The Average Daily Room Rate (ADRR) is $\$500 \times \text{their } 96 \text{ present rooms} = \$48,000$ per day intake @ 64% Occupancy (OCC) = $\$30,720$ per day intake $\times 365$ days per year = 11,212,800.00 per annum in room nights only.

Our additional proposed 100 rooms/suites will turn discounted rates at 5m per annum. Total take on room sales is 16m+ per annum - minimum gross. On the hotel portion, either a 15% delivery for a mortgage payment monthly could be facilitated, or a 15% ROI distribution could be facilitated.


Gift shop, spa, museum and the culinary institute will drive 7m+ additional per annum with an ROI legally stated at 30% of sales for all investors.

Repayment and distribution begin 30 days after opening. After investments are returned in full and the 15% and 30% solid ROI is achieved, investors can remain in for a specified monthly distribution.

Our industry-wide pricing offers a bit more in-room compared to our competition thus lowering our take home slightly with higher maintenance/capital fund costs. The positioning statement for pricing of, "more is more," works well. "Less is more," only results in the public feeling ripped off. Less is not more.

Promotion

As the number one source of local tax revenue, the entire Washington, DC group of colleagues in government recognize and value hotel revenue. We anticipate extraordinary assistance in the promotion. The promotion will be initially spearheaded by public relations because of its low cost, and then through advertising once the company begins to increase cash flow to an acceptable figure.

 TAX REVENUE In Washington, DC			
Local Tax Revenue (\$)		Federal Tax Revenue (\$)	
Corporate Income	19,844,306	Corporate Income	84,572,380
Personal Income	40,333,027	Personal Income	136,714,207
Social Security & Other Taxes	1,348,766	Excise & Fees	48,857,813
Hotel Tax	223,276,086	Social Security & Other Taxes	318,858,534
Property Taxes	202,613,087	Federal Total	589,002,934
Excise & Fees	18,969,455		
Sales Tax	204,404,519		
Restaurant	130,967,797		
Retail	63,385,912		
Airport	7,159,874		
Car Rental	2,890,935		
Local Total	710,789,246		

**Local + Federal Total =
\$1.30 billion**

+7.0% change from 2012

Source: IHS Global

We promote via cross-sections of full-throttle spearheads. For the past seven years, we have added to a 21-year success story in branding, advertising, marketing, and publicity. Modulation across the three thresholds of colonialism and patriotic events, foodie based loves, and the presidential aspect gives us constant access to the press. By housing all of the businesses inside of one location, we have consistently used each company to contact the media and issue media advisories, news releases, and press releases.

Knowing the exact difference between media advisories, news releases, and press releases have also helped. It seems in modern times those lines have been blurred. Reporters and journalists with degrees don't appreciate a social media scammer trying to rip off free coverage in FOOD TV Network magazine or to get on the TODAY Show at no cost.

We could blow our horn all day long as many do. Numbers and goal data speak louder, however. We just signed two television series and had been featured worldwide in over 120 newspapers and magazines in the past 16 months.

Distribution

We sell direct and online to our customers. We typically only have one or two levels of delivery. In the case of two levels, this is where we interject USA Today, Amazon, Living Social, ClearChannel Communications, CBS, Groupon or McClatchy Newspapers, for instance.

Milestones

Milestone	Due Date	Who's Responsible	Details
Attorney review of the plan	November 04, 2017	Toni Ann Marcolini	
Script review for TV series	December 04, 2018	Michael C Mongiello, Jr.	
Financial workup and preliminary review	March 24, 2019	Martin CJ Mongiello	
Slide deck completed ahead of schedule	March 28, 2019	Martin CJ Mongiello	
Continued Property Analysis by team	May 26, 2020	Mike Mongiello, Antwain Thomas	
Closure period begins of Inn in NC	Flexible pending purchase of an existing hotel (one week needed) or raw build and gut.	Martin and Stormy Mongiello	Full load and move begin across states with unloading and placement into the new museum.
A soft opening of property - Veteran's Day 2020	November 2020	Martin CJ Mongiello	A grand opening ceremony is planned for Veteran's Day.
Television series driving traffic to the property	Immediate filming	Martin CJ Mongiello	Completed early with CNN, FOX, and PBS.
Hard opening of new hotel - Presidents Day 2021	February 2021	Primary Core Team	
Grand Opening Veteran's Day 2021	November 2021	Primary Core Team	Veterans Day Grand and Official Opening

Financial Plan

Revenue Forecast

Revenue Forecast

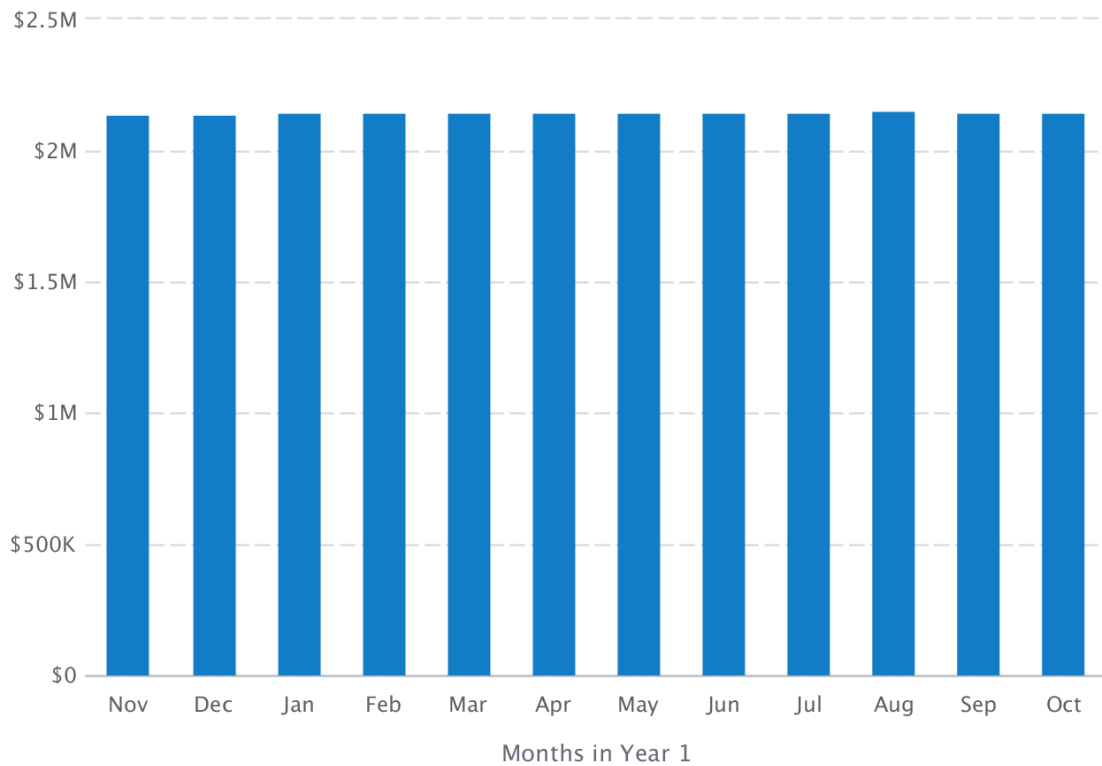
The Inn of the Patriots

	FY2020	FY2021	FY2022	FY2023	FY2024
Revenue					
100 rooms typical range	\$2,856,960	\$2,856,960	\$2,856,960	\$2,856,960	\$2,856,960
100 rooms high range	\$9,192,960	\$9,192,960	\$9,192,960	\$9,192,960	\$9,192,960
30 suites high range	\$5,916,600	\$5,916,600	\$5,916,600	\$5,916,600	\$5,916,600
Fireplace Ambassador / Presidential on 5 suites	\$4,320,000	\$4,320,000	\$4,320,000	\$4,320,000	\$4,320,000
Kitchenware / gift shop sales	\$240,000	\$240,000	\$240,000	\$240,000	\$240,000
Nature and Earth Spa sales	\$360,000	\$360,000	\$360,000	\$360,000	\$360,000
Restaurant sales	\$1,800,000	\$1,800,000	\$1,800,000	\$1,800,000	\$1,800,000
Bar sales	\$385,200	\$385,200	\$385,200	\$385,200	\$385,200
Catering event sales	\$480,000	\$480,000	\$535,000	\$550,000	\$550,000
Culinary Institute sales	\$59,000	\$65,000	\$78,000	\$88,000	\$96,000
Museum and Tour Group Sales	\$122,000	\$300,000	\$356,000	\$368,000	\$384,000
Art Gallery sales	\$35,000	\$37,000	\$49,000	\$55,000	\$60,000
Total Revenue	\$25,767,720	\$25,953,720	\$26,089,720	\$26,132,720	\$26,161,720
Direct Cost					
100 rooms typical range	\$921,600	\$921,600	\$921,600	\$921,600	\$921,600
100 rooms high range	\$1,843,200	\$1,843,200	\$1,843,200	\$1,843,200	\$1,843,200
30 suites high range	\$3,076,632	\$3,076,632	\$3,076,632	\$3,076,632	\$3,076,632

The Inn of the Patriots

Fireplace Ambassador / Presidential on 5 suites	\$432,000	\$432,000	\$432,000	\$432,000	\$432,000
Kitchenware / gift shop sales	\$124,800	\$124,800	\$124,800	\$124,800	\$124,800
Nature and Earth Spa sales	\$216,000	\$216,000	\$216,000	\$216,000	\$216,000
Restaurant sales	\$1,080,000	\$1,080,000	\$1,080,000	\$1,080,000	\$1,080,000
Bar sales	\$161,784	\$161,784	\$161,784	\$161,784	\$161,784
Catering event sales	\$153,600	\$153,600	\$171,200	\$176,000	\$176,000
Culinary Institute sales	\$35,400	\$39,000	\$46,800	\$52,800	\$57,600
Museum and Tour Group Sales	\$14,640	\$36,000	\$42,720	\$44,160	\$46,080
Art Gallery sales	\$17,500	\$18,500	\$24,500	\$27,500	\$30,000
Total Direct Cost	\$8,077,156	\$8,103,116	\$8,141,236	\$8,156,476	\$8,165,696
Gross Margin	\$17,690,564	\$17,850,604	\$17,948,484	\$17,976,244	\$17,996,024
Gross Margin %	69%	69%	69%	69%	69%

Revenue by Month



About the Revenue Forecast

Personnel Plan

Personnel Table

The Inn of the Patriots

	FY2020	FY2021	FY2022	FY2023	FY2024
Resident Manager / CMO @ 85 hour work week	\$210,000	\$210,000	\$210,000	\$210,000	\$210,000
HR PHR / CFO @75 hour work week	\$65,000	\$65,650	\$66,307	\$66,970	\$67,639
Front Desk Manager x 60 hour work week	\$30,000	\$30,300	\$30,603	\$30,909	\$31,218
Night Auditors (@2ea @11 per hour x 40 hours wk)	\$45,760	\$46,218	\$46,680	\$47,147	\$47,618
Maintenance Managers (@2 ea @ 11 per hour x 40 hours wk}	\$45,760	\$46,218	\$46,680	\$47,147	\$47,618
Front Desk / Marketing Specialist (@10ea @10.50ea per hour x 40 hours wk)	\$218,400	\$220,584	\$222,790	\$225,018	\$227,268
HandyPerson (@4 ea @8 per hour x 40 hours wk)	\$66,560	\$67,226	\$67,898	\$68,577	\$69,263
Housekeeping Director	\$30,000	\$30,300	\$30,603	\$30,909	\$31,218
Consulting / Swing Expert / Vacation @175 hr	\$21,000	\$21,210	\$21,422	\$21,636	\$21,853
CPA for end of year taxes	\$25,000	\$25,500	\$26,010	\$26,530	\$27,061
Housekeeper (@200 rms x 84%OCC=168 daily) 1 per 15 rooms (8am to 5 pm daily) 20 each @ 8 per hour	\$332,800	\$332,800	\$332,800	\$332,800	\$332,800
Bell Staff/ (3 @8 per hour x 40 hours per week)	\$49,920	\$49,920	\$49,920	\$49,920	\$49,920

Chef De Cuisine @ 10.50 per hour (2 each)	\$43,680	\$44,117	\$44,558	\$45,004	\$45,454
Total	\$1,183,880	\$1,190,043	\$1,196,271	\$1,202,567	\$1,208,930

About the Personnel Plan

The project, all brands, and trademarks will move. The team of 12 White House Chefs and Camp David Resort Managers do not require healthcare or dental programs, they each have a pension already worth close to 4m per individual and will do special events, run the restaurant, cafe, coffee shop, tea shop, bakery, tobacco/hookah lounge and humidor shop on a contract basis.

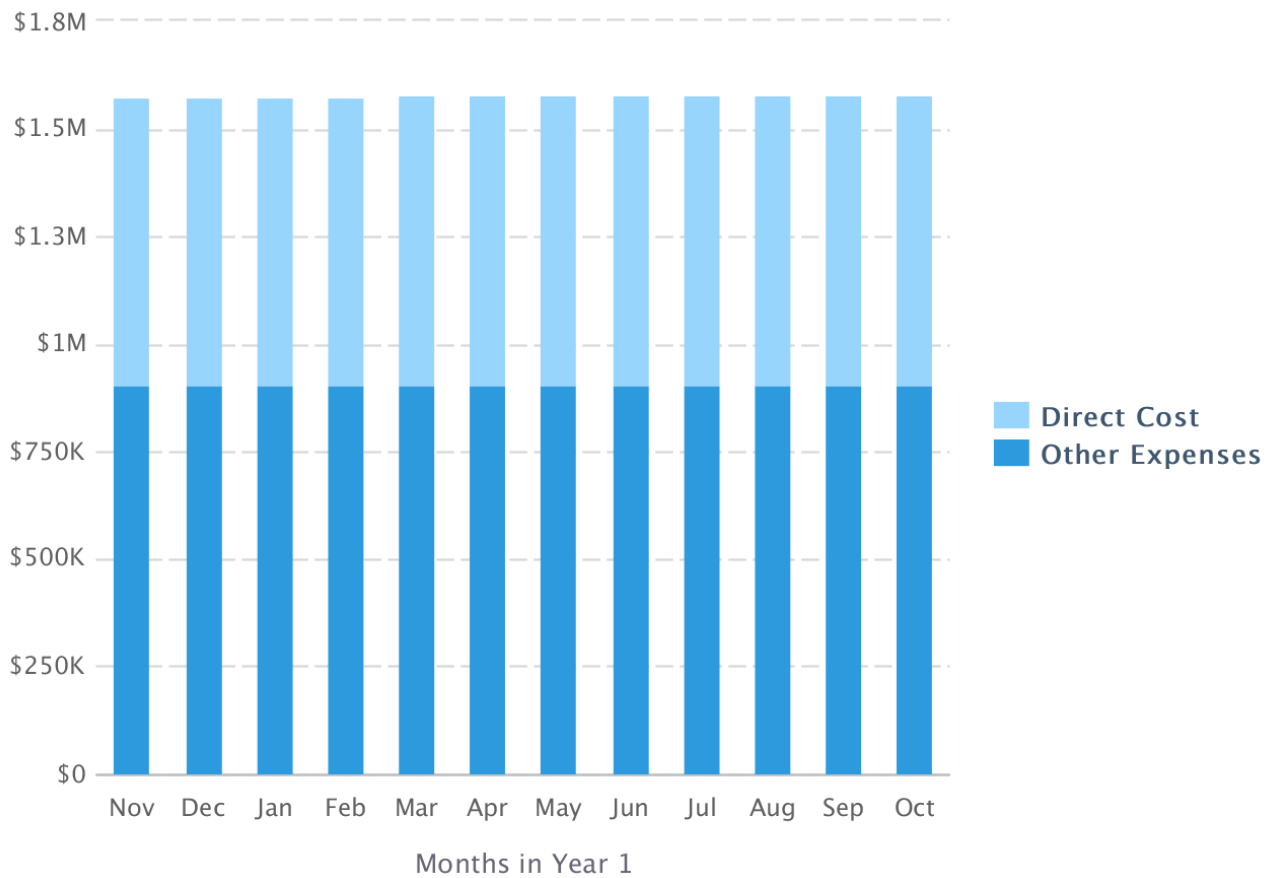
Budget Tables

The Inn of the Patriots

Budget Table	FY2020	FY2021	FY2022	FY2023	FY2024
Operating Expenses					
Salary	\$1,183,880	\$1,190,043	\$1,196,271	\$1,202,567	\$1,208,930
Employee Related Expenses	\$227,576	\$228,667	\$229,768	\$230,880	\$232,003
Marketing & Promotions	\$588,096	\$588,096	\$588,096	\$588,096	\$588,096
ROI for investors - Estimated at 15% of gross monthly (performance based payments)	\$3,150,000	\$3,150,000	\$3,150,000	\$3,150,000	\$3,150,000
Utilities	\$316,800	\$316,800	\$316,800	\$316,800	\$316,800
Office Supplies	\$7,200	\$7,200	\$7,200	\$7,200	\$7,200
Insurance for hotel, spa, wine / beer sales, culinary institute	\$43,200	\$43,200	\$43,200	\$43,200	\$43,200
Pest and Vector Control	\$4,428	\$4,428	\$4,428	\$4,428	\$4,428
Property Taxes (based on Hay Adams property, Washington, DC)	\$519,819	\$519,819	\$519,819	\$519,819	\$519,819
Laundry, Spa and Amenities Expense	\$232,320	\$232,320	\$232,320	\$232,320	\$232,320
Room fury and upkeep due to breakage	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000

Removal of waste matter - Property Operations & Waste Management" (Engineering Dept)	\$31,200	\$31,200	\$31,200	\$31,200	\$31,200
Total Operating Expenses	\$6,364,519	\$6,371,773	\$6,379,102	\$6,386,510	\$6,393,996

Expenses by Month



About the Budget

Starting Balances

Assets

Cash	\$130,000
Accounts Receivable	\$2,400
Inventory	\$14,000
Long-Term Assets	
Accumulated Depreciation	

Liabilities

Accounts Payable
Corporate Taxes Payable
Sales Taxes Payable
Short-Term Debt
Long-Term Debt

Capital

Paid-In Capital	
Retained Earnings	\$146,400

Cash Flow Assumptions

Cash Flow Assumptions

Cash Inflow

% of Sales on Credit	90%
Avg Collection Period (Days)	15

Cash Outflow

% of Purchases on Credit	80%
Avg Payment Delay (Days)	15

Inventory

Months to Keep on Hand	1
Minimum Inventory Purchase	\$5,000

About the Cash Flow Assumptions

Loans and Investments

Loans and Investments Table

	FY2020	FY2021	FY2022	FY2023	FY2024
New Funding Source Equity investment	\$21,000,000				
Total Amount Received	\$21,000,000				

Sources of Funds

We expect to have a primary funding source backed by real estate and inventory, seeking about 15% of our monthly gross on a progressive, performance-based loan. This can be facilitated through a Regulation D offering or private process.

Use of Funds

Primarily, utilization of funds is for the ramp-up to the opening day of the standard hotel property and museum in Washington, DC. Utilization of funds can be controlled by the lender, every step of the way.

Depending on the ownership situation, use could be as little as five million USD with the ensuing retrofit. Alternatively, the property could be an existing hotel already (highly desired) needing minor cosmetic changes and rebranding of name and signage.

Use of funds will be controlled by final property selection and would change the needs of this business plan. After site selection occurs and is agreed upon, this plan would be updated accordingly with an architect of record, construction company, and third-party business plan writer.

Historic proposed use of funds: In some cases, we have entertained and looked at the use of funds to purchase a \$101M dollar; Morgan Stanley backed hotel property on Dupont Circle at Embassy Row. Upon sending our \$30M Letter of Credit (LOC) and signing an NDA, we received their five-years of financials. After review, we declined the loan and property as they were not making any money. Morgan Stanley would not write the loan either as their financials were not strong enough. At that point, the LOC we had was turned in as the private investor wanted to invest in German bonds next.

Financial Statements

Profit and Loss Statement

Profit and Loss Statement

The Inn of the Patriots

	FY2020	FY2021	FY2022	FY2023	FY2024
Revenue	\$25,767,720	\$25,953,720	\$26,089,720	\$26,132,720	\$26,161,720
Direct Costs	\$8,077,156	\$8,103,116	\$8,141,236	\$8,156,476	\$8,165,696
Gross Margin	\$17,690,564	\$17,850,604	\$17,948,484	\$17,976,244	\$17,996,024
Gross Margin %	69%	69%	69%	69%	69%
Operating Expenses					
Salary	\$1,183,880	\$1,190,043	\$1,196,271	\$1,202,567	\$1,208,930
Employee Related Expenses	\$227,576	\$228,667	\$229,768	\$230,880	\$232,003
Marketing & Promotions	\$588,096	\$588,096	\$588,096	\$588,096	\$588,096
ROI for investors - Estimated at 15% of gross monthly (performance based payments)	\$3,150,000	\$3,150,000	\$3,150,000	\$3,150,000	\$3,150,000
Utilities	\$316,800	\$316,800	\$316,800	\$316,800	\$316,800
Office Supplies	\$7,200	\$7,200	\$7,200	\$7,200	\$7,200
Insurance for hotel, spa, wine / beer sales, culinary institute	\$43,200	\$43,200	\$43,200	\$43,200	\$43,200
Pest and Vector Control	\$4,428	\$4,428	\$4,428	\$4,428	\$4,428
Property Taxes (based on Hay Adams property, Washington, DC)	\$519,819	\$519,819	\$519,819	\$519,819	\$519,819

The Inn of the Patriots

Laundry, Spa and Amenities Expense	\$232,320	\$232,320	\$232,320	\$232,320	\$232,320
Room fury and upkeep due to breakage	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000
Removal of waste matter - Property Operations & Waste Management" (Engineering Dept)	\$31,200	\$31,200	\$31,200	\$31,200	\$31,200
Total Operating Expenses	\$6,364,519	\$6,371,773	\$6,379,102	\$6,386,510	\$6,393,996
Operating Income	\$11,326,045	\$11,478,831	\$11,569,382	\$11,589,734	\$11,602,028
Interest Incurred					
Depreciation and Amortization	\$2,791,142	\$2,791,144	\$2,791,142	\$2,791,144	\$2,791,454
Income Taxes	\$1,706,981	\$1,737,537	\$1,755,648	\$1,759,718	\$1,762,115
Total Expenses	\$18,939,798	\$19,003,570	\$19,067,128	\$19,093,848	\$19,113,261
Net Profit	\$6,827,922	\$6,950,150	\$7,022,592	\$7,038,872	\$7,048,459
Net Profit / Sales	26%	27%	27%	27%	27%

Balance Sheet

Balance Sheet

The Inn of the Patriots

As of Period's End	Starting Balances	FY2020	FY2021	FY2022	FY2023	FY2024
Cash	\$130,000	\$11,845,782	\$21,606,111	\$31,447,585	\$41,266,939	\$51,104,576
Accounts Receivable	\$2,400	\$1,062,052	\$1,074,415	\$1,059,058	\$1,076,582	\$1,077,777
Inventory	\$14,000	\$672,568	\$675,328	\$679,706	\$680,475	\$680,475
Other Current Assets						
Total Current Assets	\$146,400	\$13,580,402	\$23,355,854	\$33,186,349	\$43,023,996	\$52,862,828
Long-Term Assets		\$19,538,000	\$19,538,000	\$19,538,000	\$19,538,000	\$19,541,996
Accumulated Depreciation		(\$2,791,142)	(\$5,582,286)	(\$8,373,428)	(\$11,164,572)	(\$13,956,026)
Total Long-Term Assets		\$16,746,858	\$13,955,714	\$11,164,572	\$8,373,428	\$5,585,970
Total Assets	\$146,400	\$30,327,260	\$37,311,568	\$44,350,921	\$51,397,424	\$58,448,798
Accounts Payable		\$434,126	\$435,227	\$436,976	\$436,995	\$437,276
Income Taxes Payable		\$1,706,981	\$1,737,537	\$1,755,648	\$1,759,718	\$1,762,115
Sales Taxes Payable		\$211,831	\$214,331	\$211,231	\$214,773	\$215,014
Short-Term Debt						
Prepaid Revenue						
Total Current Liabilities		\$2,352,938	\$2,387,095	\$2,403,855	\$2,411,486	\$2,414,405
Long-Term Debt						
Total Liabilities		\$2,352,938	\$2,387,095	\$2,403,855	\$2,411,486	\$2,414,405
Paid-in Capital		\$21,000,000	\$21,000,000	\$21,000,000	\$21,000,000	\$21,000,000

The Inn of the Patriots

Retained Earnings	\$146,400	\$146,400	\$6,974,322	\$13,924,473	\$20,947,066	\$27,985,938
Earnings		\$6,827,922	\$6,950,151	\$7,022,593	\$7,038,872	\$7,048,459
Total Owner's Equity	\$146,400	\$27,974,322	\$34,924,473	\$41,947,066	\$48,985,938	\$56,034,397
<hr/>						
Total Liabilities & Equity	\$146,400	\$30,327,260	\$37,311,568	\$44,350,921	\$51,397,424	\$58,448,802
<hr/>						

About the Balance Sheet

Cash Flow Statement

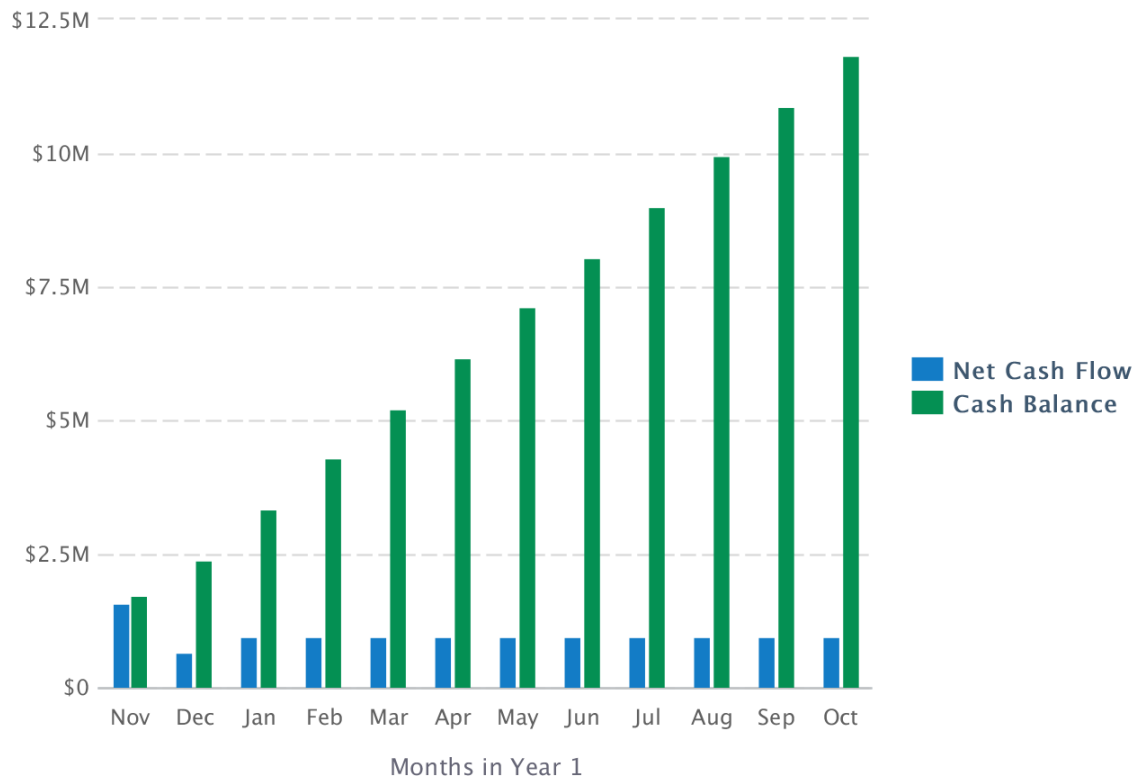
Cash Flow Statement

	FY2020	FY2021	FY2022	FY2023	FY2024
Net Cash Flow from Operations					
Net Profit	\$6,827,922	\$6,950,150	\$7,022,592	\$7,038,872	\$7,048,459
Depreciation and Amortization	\$2,791,142	\$2,791,144	\$2,791,142	\$2,791,144	\$2,791,454
Change in Accounts Receivable	(\$1,059,651)	(\$12,362)	\$15,358	(\$17,524)	(\$1,195)
Change in Inventory	(\$658,568)	(\$2,760)	(\$4,378)	(\$769)	\$0
Change in Accounts Payable	\$434,130	\$1,105	\$1,753	\$19	\$281
Change in Income Tax Payable	\$1,706,981	\$30,556	\$18,111	\$4,070	\$2,397
Change in Sales Tax Payable	\$211,831	\$2,500	(\$3,100)	\$3,542	\$241
Change in Prepaid Revenue					
Net Cash Flow from Operations	\$10,253,787	\$9,760,333	\$9,841,478	\$9,819,354	\$9,841,637
Investing & Financing					
Assets Purchased or Sold	(\$19,538,000)				(\$4,000)
Investments Received	\$21,000,000				
Change in Long-Term Debt					
Change in Short-Term Debt					

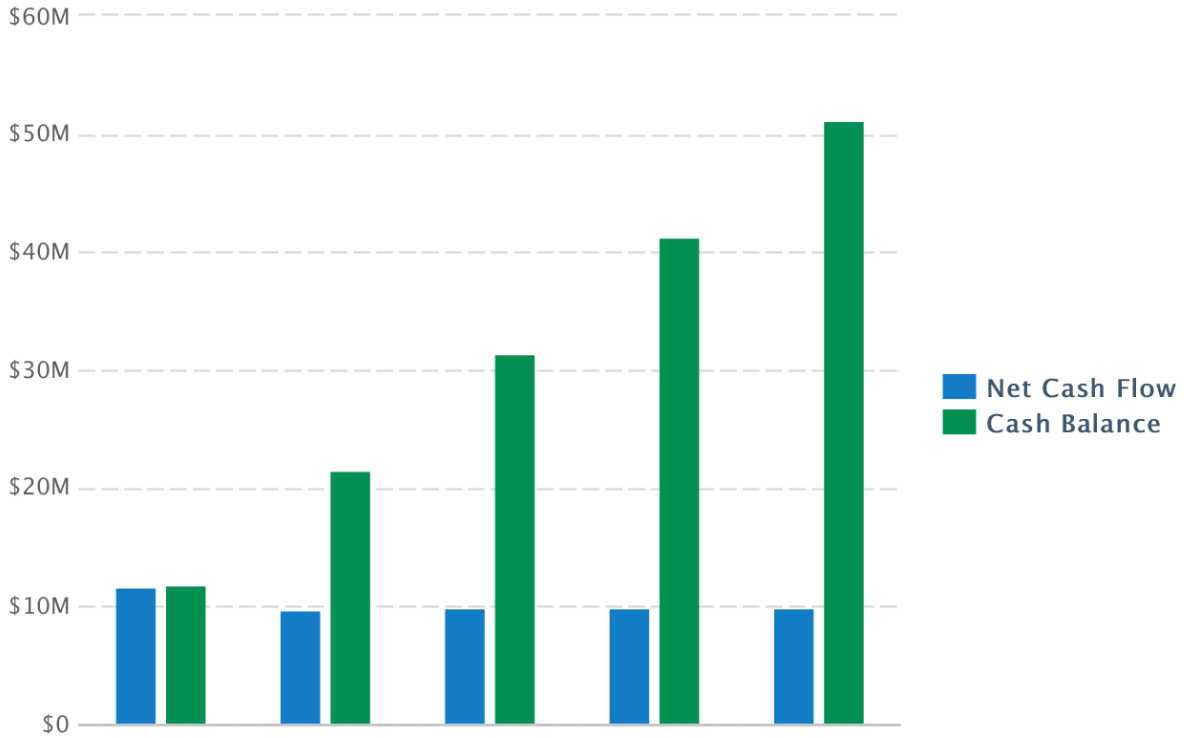
Dividends & Distributions

Net Cash Flow from Investing & Financing	\$1,462,000				(\$4,000)
Cash at Beginning of Period	\$129,995	\$11,845,778	\$21,606,107	\$31,447,585	\$41,266,939
Net Change in Cash	\$11,715,787	\$9,760,333	\$9,841,478	\$9,819,354	\$9,837,637
Cash at End of Period	\$11,845,782	\$21,606,111	\$31,447,585	\$41,266,939	\$51,104,576

Cash Flow by Month



Cash Flow by Year



About the Cash Flow Statement

Further performance-based distribution gates may be added for the benefit of the investors.

Appendix

Revenue Forecast

Revenue Forecast Table (With Monthly Detail for first three years)

The Inn of the Patriots

FY2020	Nov '20	Dec '20	Jan '21	Feb '21	Mar '21	Apr '21	May '21	Jun '21	Jul '21	Aug '21	Sep '21	Oct '21+
Revenue												
100 rooms typical range	\$238,080	\$238,080	\$238,080	\$238,080	\$238,080	\$238,080	\$238,080	\$238,080	\$238,080	\$238,080	\$238,080	\$238,080
100 rooms high range	\$766,080	\$766,080	\$766,080	\$766,080	\$766,080	\$766,080	\$766,080	\$766,080	\$766,080	\$766,080	\$766,080	\$766,080
30 suites high range	\$493,050	\$493,050	\$493,050	\$493,050	\$493,050	\$493,050	\$493,050	\$493,050	\$493,050	\$493,050	\$493,050	\$493,050
Fireplace Ambassador / Presidential on 5 suites	\$360,000	\$360,000	\$360,000	\$360,000	\$360,000	\$360,000	\$360,000	\$360,000	\$360,000	\$360,000	\$360,000	\$360,000
Kitchenware / gift shop sales	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000
Nature and Earth Spa sales	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000
Restaurant sales	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000
Bar sales	\$32,100	\$32,100	\$32,100	\$32,100	\$32,100	\$32,100	\$32,100	\$32,100	\$32,100	\$32,100	\$32,100	\$32,100
Catering event sales	\$40,000	\$40,000	\$40,000	\$40,000	\$40,000	\$40,000	\$40,000	\$40,000	\$40,000	\$40,000	\$40,000	\$40,000
Culinary Institute sales	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$5,000	\$5,000	\$6,000	\$6,000	\$6,000	\$6,000	\$5,000
Museum and Tour Group Sales	\$5,000	\$7,000	\$8,000	\$9,000	\$10,000	\$10,000	\$12,000	\$12,000	\$12,000	\$14,000	\$12,000	\$11,000
Art Gallery sales	\$2,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000
Total Revenue	\$2,140,310	\$2,143,310	\$2,144,310	\$2,145,310	\$2,146,310	\$2,147,310	\$2,149,310	\$2,150,310	\$2,150,310	\$2,152,310	\$2,150,310	\$2,148,310
Direct Cost												
100 rooms typical range	\$76,800	\$76,800	\$76,800	\$76,800	\$76,800	\$76,800	\$76,800	\$76,800	\$76,800	\$76,800	\$76,800	\$76,800

CONFIDENTIAL - DO NOT DISSEMINATE. This business plan contains confidential, trade-secret information and is shared only with the understanding that you will not share its contents or ideas with third parties without the express written consent of the plan author.

The Inn of the Patriots

100 rooms high range	\$153,600	\$153,600	\$153,600	\$153,600	\$153,600	\$153,600	\$153,600	\$153,600	\$153,600	\$153,600	\$153,600	\$153,600
30 suites high range	\$256,386	\$256,386	\$256,386	\$256,386	\$256,386	\$256,386	\$256,386	\$256,386	\$256,386	\$256,386	\$256,386	\$256,386
Fireplace Ambassador / Presidential on 5 suites	\$36,000	\$36,000	\$36,000	\$36,000	\$36,000	\$36,000	\$36,000	\$36,000	\$36,000	\$36,000	\$36,000	\$36,000
Kitchenware / gift shop sales	\$10,400	\$10,400	\$10,400	\$10,400	\$10,400	\$10,400	\$10,400	\$10,400	\$10,400	\$10,400	\$10,400	\$10,400
Nature and Earth Spa sales	\$18,000	\$18,000	\$18,000	\$18,000	\$18,000	\$18,000	\$18,000	\$18,000	\$18,000	\$18,000	\$18,000	\$18,000
Restaurant sales	\$90,000	\$90,000	\$90,000	\$90,000	\$90,000	\$90,000	\$90,000	\$90,000	\$90,000	\$90,000	\$90,000	\$90,000
Bar sales	\$13,482	\$13,482	\$13,482	\$13,482	\$13,482	\$13,482	\$13,482	\$13,482	\$13,482	\$13,482	\$13,482	\$13,482
Catering event sales	\$12,800	\$12,800	\$12,800	\$12,800	\$12,800	\$12,800	\$12,800	\$12,800	\$12,800	\$12,800	\$12,800	\$12,800
Culinary Institute sales	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400	\$3,000	\$3,000	\$3,600	\$3,600	\$3,600	\$3,600	\$3,000
Museum and Tour Group Sales	\$600	\$840	\$960	\$1,080	\$1,200	\$1,200	\$1,440	\$1,440	\$1,440	\$1,680	\$1,440	\$1,320
Art Gallery sales	\$1,000	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500
Total Direct Cost	\$671,468	\$672,208	\$672,328	\$672,448	\$672,568	\$673,168	\$673,408	\$674,008	\$674,008	\$674,248	\$674,008	\$673,288
Gross Margin	\$1,468,842	\$1,471,102	\$1,471,982	\$1,472,862	\$1,473,742	\$1,474,142	\$1,475,902	\$1,476,302	\$1,476,302	\$1,478,062	\$1,476,302	\$1,475,022
Gross Margin %	69%	69%	69%	69%	69%	69%	69%	69%	69%	69%	69%	69%

The Inn of the Patriots

FY2021	Nov '21	Dec '21	Jan '22	Feb '22	Mar '22	Apr '22	May '22	Jun '22	Jul '22	Aug '22	Sep '22	Oct '22
Revenue												
100 rooms typical range	\$238,080	\$238,080	\$238,080	\$238,080	\$238,080	\$238,080	\$238,080	\$238,080	\$238,080	\$238,080	\$238,080	\$238,080
100 rooms high range	\$766,080	\$766,080	\$766,080	\$766,080	\$766,080	\$766,080	\$766,080	\$766,080	\$766,080	\$766,080	\$766,080	\$766,080
30 suites high range	\$493,050	\$493,050	\$493,050	\$493,050	\$493,050	\$493,050	\$493,050	\$493,050	\$493,050	\$493,050	\$493,050	\$493,050
Fireplace Ambassador / Presidential on 5 suites	\$360,000	\$360,000	\$360,000	\$360,000	\$360,000	\$360,000	\$360,000	\$360,000	\$360,000	\$360,000	\$360,000	\$360,000
Kitchenware / gift shop sales	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000
Nature and Earth Spa sales	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000
Restaurant sales	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000
Bar sales	\$32,100	\$32,100	\$32,100	\$32,100	\$32,100	\$32,100	\$32,100	\$32,100	\$32,100	\$32,100	\$32,100	\$32,100
Catering event sales	\$40,000	\$40,000	\$40,000	\$40,000	\$40,000	\$40,000	\$40,000	\$40,000	\$40,000	\$40,000	\$40,000	\$40,000
Culinary Institute sales	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$6,000	\$7,000	\$7,000	\$7,000	\$7,000	\$6,000	\$5,000
Museum and Tour Group Sales	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$18,000	\$28,000	\$36,000	\$42,000	\$48,000	\$42,000	\$36,000
Art Gallery sales	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$4,000	\$3,000	\$3,000
Total Revenue	\$2,146,310	\$2,146,310	\$2,146,310	\$2,146,310	\$2,146,310	\$2,156,310	\$2,167,310	\$2,175,310	\$2,181,310	\$2,188,310	\$2,180,310	\$2,173,310
Direct Cost												
100 rooms typical range	\$76,800	\$76,800	\$76,800	\$76,800	\$76,800	\$76,800	\$76,800	\$76,800	\$76,800	\$76,800	\$76,800	\$76,800

CONFIDENTIAL - DO NOT DISSEMINATE. This business plan contains confidential, trade-secret information and is shared only with the understanding that you will not share its contents or ideas with third parties without the express written consent of the plan author.

The Inn of the Patriots

100 rooms high range	\$153,600	\$153,600	\$153,600	\$153,600	\$153,600	\$153,600	\$153,600	\$153,600	\$153,600	\$153,600	\$153,600	\$153,600
30 suites high range	\$256,386	\$256,386	\$256,386	\$256,386	\$256,386	\$256,386	\$256,386	\$256,386	\$256,386	\$256,386	\$256,386	\$256,386
Fireplace Ambassador / Presidential on 5 suites	\$36,000	\$36,000	\$36,000	\$36,000	\$36,000	\$36,000	\$36,000	\$36,000	\$36,000	\$36,000	\$36,000	\$36,000
Kitchenware / gift shop sales	\$10,400	\$10,400	\$10,400	\$10,400	\$10,400	\$10,400	\$10,400	\$10,400	\$10,400	\$10,400	\$10,400	\$10,400
Nature and Earth Spa sales	\$18,000	\$18,000	\$18,000	\$18,000	\$18,000	\$18,000	\$18,000	\$18,000	\$18,000	\$18,000	\$18,000	\$18,000
Restaurant sales	\$90,000	\$90,000	\$90,000	\$90,000	\$90,000	\$90,000	\$90,000	\$90,000	\$90,000	\$90,000	\$90,000	\$90,000
Bar sales	\$13,482	\$13,482	\$13,482	\$13,482	\$13,482	\$13,482	\$13,482	\$13,482	\$13,482	\$13,482	\$13,482	\$13,482
Catering event sales	\$12,800	\$12,800	\$12,800	\$12,800	\$12,800	\$12,800	\$12,800	\$12,800	\$12,800	\$12,800	\$12,800	\$12,800
Culinary Institute sales	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400	\$3,600	\$4,200	\$4,200	\$4,200	\$4,200	\$3,600	\$3,000
Museum and Tour Group Sales	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$2,160	\$3,360	\$4,320	\$5,040	\$5,760	\$5,040	\$4,320
Art Gallery sales	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$2,000	\$1,500	\$1,500
Total Direct Cost	\$672,568	\$672,568	\$672,568	\$672,568	\$672,568	\$674,728	\$676,528	\$677,488	\$678,208	\$679,428	\$677,608	\$676,288
Gross Margin	\$1,473,742	\$1,473,742	\$1,473,742	\$1,473,742	\$1,473,742	\$1,481,582	\$1,490,782	\$1,497,822	\$1,503,102	\$1,508,882	\$1,502,702	\$1,497,022
Gross Margin %	69%	69%	69%	69%	69%	69%	69%	69%	69%	69%	69%	69%

CONFIDENTIAL - DO NOT DISSEMINATE. This business plan contains confidential, trade-secret information and is shared only with the understanding that you will not share its contents or ideas with third parties without the express written consent of the plan author.

The Inn of the Patriots

FY2022	Nov '22	Dec '22	Jan '23	Feb '23	Mar '23	Apr '23	May '23	Jun '23	Jul '23	Aug '23	Sep '23	Oct '23
Revenue												
100 rooms typical range	\$238,080	\$238,080	\$238,080	\$238,080	\$238,080	\$238,080	\$238,080	\$238,080	\$238,080	\$238,080	\$238,080	\$238,080
100 rooms high range	\$766,080	\$766,080	\$766,080	\$766,080	\$766,080	\$766,080	\$766,080	\$766,080	\$766,080	\$766,080	\$766,080	\$766,080
30 suites high range	\$493,050	\$493,050	\$493,050	\$493,050	\$493,050	\$493,050	\$493,050	\$493,050	\$493,050	\$493,050	\$493,050	\$493,050
Fireplace Ambassador / Presidential on 5 suites	\$360,000	\$360,000	\$360,000	\$360,000	\$360,000	\$360,000	\$360,000	\$360,000	\$360,000	\$360,000	\$360,000	\$360,000
Kitchenware / gift shop sales	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000
Nature and Earth Spa sales	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000
Restaurant sales	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000
Bar sales	\$32,100	\$32,100	\$32,100	\$32,100	\$32,100	\$32,100	\$32,100	\$32,100	\$32,100	\$32,100	\$32,100	\$32,100
Catering event sales	\$40,000	\$40,000	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000	\$5,000
Culinary Institute sales	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$6,000	\$7,000	\$8,000	\$8,000	\$9,000	\$8,000	\$7,000
Museum and Tour Group Sales	\$28,000	\$18,000	\$16,000	\$16,000	\$18,000	\$19,000	\$29,000	\$38,000	\$44,000	\$50,000	\$43,000	\$37,000
Art Gallery sales	\$3,000	\$3,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$5,000	\$5,000	\$5,000	\$4,000
Total Revenue	\$2,165,310	\$2,155,310	\$2,164,310	\$2,164,310	\$2,166,310	\$2,168,310	\$2,179,310	\$2,189,310	\$2,196,310	\$2,203,310	\$2,195,310	\$2,142,310
Direct Cost												
100 rooms typical range	\$76,800	\$76,800	\$76,800	\$76,800	\$76,800	\$76,800	\$76,800	\$76,800	\$76,800	\$76,800	\$76,800	\$76,800

CONFIDENTIAL - DO NOT DISSEMINATE. This business plan contains confidential, trade-secret information and is shared only with the understanding that you will not share its contents or ideas with third parties without the express written consent of the plan author.

The Inn of the Patriots

100 rooms high range	\$153,600	\$153,600	\$153,600	\$153,600	\$153,600	\$153,600	\$153,600	\$153,600	\$153,600	\$153,600	\$153,600	\$153,600
30 suites high range	\$256,386	\$256,386	\$256,386	\$256,386	\$256,386	\$256,386	\$256,386	\$256,386	\$256,386	\$256,386	\$256,386	\$256,386
Fireplace Ambassador / Presidential on 5 suites	\$36,000	\$36,000	\$36,000	\$36,000	\$36,000	\$36,000	\$36,000	\$36,000	\$36,000	\$36,000	\$36,000	\$36,000
Kitchenware / gift shop sales	\$10,400	\$10,400	\$10,400	\$10,400	\$10,400	\$10,400	\$10,400	\$10,400	\$10,400	\$10,400	\$10,400	\$10,400
Nature and Earth Spa sales	\$18,000	\$18,000	\$18,000	\$18,000	\$18,000	\$18,000	\$18,000	\$18,000	\$18,000	\$18,000	\$18,000	\$18,000
Restaurant sales	\$90,000	\$90,000	\$90,000	\$90,000	\$90,000	\$90,000	\$90,000	\$90,000	\$90,000	\$90,000	\$90,000	\$90,000
Bar sales	\$13,482	\$13,482	\$13,482	\$13,482	\$13,482	\$13,482	\$13,482	\$13,482	\$13,482	\$13,482	\$13,482	\$13,482
Catering event sales	\$12,800	\$12,800	\$16,000	\$16,000	\$16,000	\$16,000	\$16,000	\$16,000	\$16,000	\$16,000	\$16,000	\$1,600
Culinary Institute sales	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,600	\$4,200	\$4,800	\$4,800	\$5,400	\$4,800	\$4,200
Museum and Tour Group Sales	\$3,360	\$2,160	\$1,920	\$1,920	\$2,160	\$2,280	\$3,480	\$4,560	\$5,280	\$6,000	\$5,160	\$4,440
Art Gallery sales	\$1,500	\$1,500	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,500	\$2,500	\$2,500	\$2,000
Total Direct Cost	\$675,328	\$674,128	\$677,588	\$677,588	\$677,828	\$678,548	\$680,348	\$682,028	\$683,248	\$684,568	\$683,128	\$666,908
Gross Margin	\$1,489,982	\$1,481,182	\$1,486,722	\$1,486,722	\$1,488,482	\$1,489,762	\$1,498,962	\$1,507,282	\$1,513,062	\$1,518,742	\$1,512,182	\$1,475,402
Gross Margin %	69%	69%	69%	69%	69%	69%	69%	69%	69%	69%	69%	69%

CONFIDENTIAL - DO NOT DISSEMINATE. This business plan contains confidential, trade-secret information and is shared only with the understanding that you will not share its contents or ideas with third parties without the express written consent of the plan author.

The Inn of the Patriots

	FY2020	FY2021	FY2022	FY2023	FY2024
Revenue					
100 rooms typical range	\$2,856,960	\$2,856,960	\$2,856,960	\$2,856,960	\$2,856,960
100 rooms high range	\$9,192,960	\$9,192,960	\$9,192,960	\$9,192,960	\$9,192,960
30 suites high range	\$5,916,600	\$5,916,600	\$5,916,600	\$5,916,600	\$5,916,600
Fireplace Ambassador / Presidential on 5 suites	\$4,320,000	\$4,320,000	\$4,320,000	\$4,320,000	\$4,320,000
Kitchenware / gift shop sales	\$240,000	\$240,000	\$240,000	\$240,000	\$240,000
Nature and Earth Spa sales	\$360,000	\$360,000	\$360,000	\$360,000	\$360,000
Restaurant sales	\$1,800,000	\$1,800,000	\$1,800,000	\$1,800,000	\$1,800,000
Bar sales	\$385,200	\$385,200	\$385,200	\$385,200	\$385,200
Catering event sales	\$480,000	\$480,000	\$535,000	\$550,000	\$550,000
Culinary Institute sales	\$59,000	\$65,000	\$78,000	\$88,000	\$96,000
Museum and Tour Group Sales	\$122,000	\$300,000	\$356,000	\$368,000	\$384,000
Art Gallery sales	\$35,000	\$37,000	\$49,000	\$55,000	\$60,000
Total Revenue	\$25,767,720	\$25,953,720	\$26,089,720	\$26,132,720	\$26,161,720
Direct Cost					
100 rooms typical range	\$921,600	\$921,600	\$921,600	\$921,600	\$921,600
100 rooms high range	\$1,843,200	\$1,843,200	\$1,843,200	\$1,843,200	\$1,843,200
30 suites high range	\$3,076,632	\$3,076,632	\$3,076,632	\$3,076,632	\$3,076,632
Fireplace Ambassador / Presidential on 5 suites	\$432,000	\$432,000	\$432,000	\$432,000	\$432,000
Kitchenware / gift shop sales	\$124,800	\$124,800	\$124,800	\$124,800	\$124,800
Nature and Earth Spa sales	\$216,000	\$216,000	\$216,000	\$216,000	\$216,000
Restaurant sales	\$1,080,000	\$1,080,000	\$1,080,000	\$1,080,000	\$1,080,000
Bar sales	\$161,784	\$161,784	\$161,784	\$161,784	\$161,784

CONFIDENTIAL - DO NOT DISSEMINATE. This business plan contains confidential, trade-secret information and is shared only with the understanding that you will not share its contents or ideas with third parties without the express written consent of the plan author.

The Inn of the Patriots

Catering event sales	\$153,600	\$153,600	\$171,200	\$176,000	\$176,000
Culinary Institute sales	\$35,400	\$39,000	\$46,800	\$52,800	\$57,600
Museum and Tour Group Sales	\$14,640	\$36,000	\$42,720	\$44,160	\$46,080
Art Gallery sales	\$17,500	\$18,500	\$24,500	\$27,500	\$30,000
Total Direct Cost	\$8,077,156	\$8,103,116	\$8,141,236	\$8,156,476	\$8,165,696
Gross Margin	\$17,690,564	\$17,850,604	\$17,948,484	\$17,976,244	\$17,996,024
Gross Margin %	69%	69%	69%	69%	69%

Personnel Plan

Personnel Table (With Monthly Detail)

The Inn of the Patriots

FY2020	Nov '20	Dec '20	Jan '21	Feb '21	Mar '21	Apr '21	May '21	Jun '21	Jul '21	Aug '21	Sep '21	Oct '21
Resident Manager / CMO @ 85 hour work week	\$17,500	\$17,500	\$17,500	\$17,500	\$17,500	\$17,500	\$17,500	\$17,500	\$17,500	\$17,500	\$17,500	\$17,500
HR PHR / CFO @75 hour work week	\$5,416	\$5,416	\$5,416	\$5,416	\$5,417	\$5,417	\$5,417	\$5,417	\$5,417	\$5,417	\$5,417	\$5,417
Front Desk Manager x 60 hour work week	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500
Night Auditors (@2ea @11 per hour x 40 hours wk)	\$3,813	\$3,813	\$3,813	\$3,813	\$3,813	\$3,813	\$3,813	\$3,813	\$3,814	\$3,814	\$3,814	\$3,814
Maintenance Managers (@2 ea @ 11 per hour x 40 hours wk}	\$3,813	\$3,813	\$3,813	\$3,813	\$3,813	\$3,813	\$3,813	\$3,813	\$3,814	\$3,814	\$3,814	\$3,814
Front Desk / Marketing Specialist (@10ea @10.50ea per hour x 40 hours wk)	\$18,200	\$18,200	\$18,200	\$18,200	\$18,200	\$18,200	\$18,200	\$18,200	\$18,200	\$18,200	\$18,200	\$18,200
HandyPerson (@4 ea @8 per hour x 40 hours wk)	\$5,546	\$5,546	\$5,546	\$5,546	\$5,547	\$5,547	\$5,547	\$5,547	\$5,547	\$5,547	\$5,547	\$5,547
Housekeeping Director	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500
Consulting / Swing Expert / Vacation @175 hr	\$1,750	\$1,750	\$1,750	\$1,750	\$1,750	\$1,750	\$1,750	\$1,750	\$1,750	\$1,750	\$1,750	\$1,750
CPA for end of year taxes	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,084	\$2,084	\$2,084	\$2,084

The Inn of the Patriots

Housekeeper (@200 rms x 84%OCC=168 daily) 1 per 15 rooms (8am to 5 pm daily) 20 each @ 8 per hour	\$27,733	\$27,733	\$27,733	\$27,733	\$27,733	\$27,733	\$27,733	\$27,733	\$27,734	\$27,734	\$27,734	\$27,734
Bell Staff/ (3 @8 per hour x 40 hours per week)	\$4,160	\$4,160	\$4,160	\$4,160	\$4,160	\$4,160	\$4,160	\$4,160	\$4,160	\$4,160	\$4,160	\$4,160
Chef De Cuisine @ 10.50 per hour (2 each)	\$3,640	\$3,640	\$3,640	\$3,640	\$3,640	\$3,640	\$3,640	\$3,640	\$3,640	\$3,640	\$3,640	\$3,640
Total	\$98,654	\$98,654	\$98,654	\$98,654	\$98,656	\$98,656	\$98,656	\$98,656	\$98,660	\$98,660	\$98,660	\$98,660

CONFIDENTIAL - DO NOT DISSEMINATE. This business plan contains confidential, trade-secret information and is shared only with the understanding that you will not share its contents or ideas with third parties without the express written consent of the plan author.

The Inn of the Patriots

FY2021	Nov '21	Dec '21	Jan '22	Feb '22	Mar '22	Apr '22	May '22	Jun '22	Jul '22	Aug '22	Sep '22	Oct '22
Resident Manager / CMO @ 85 hour work week	\$17,500	\$17,500	\$17,500	\$17,500	\$17,500	\$17,500	\$17,500	\$17,500	\$17,500	\$17,500	\$17,500	\$17,500
HR PHR / CFO @75 hour work week	\$5,470	\$5,470	\$5,471	\$5,471	\$5,471	\$5,471	\$5,471	\$5,471	\$5,471	\$5,471	\$5,471	\$5,471
Front Desk Manager x 60 hour work week	\$2,525	\$2,525	\$2,525	\$2,525	\$2,525	\$2,525	\$2,525	\$2,525	\$2,525	\$2,525	\$2,525	\$2,525
Night Auditors (@2ea @11 per hour x 40 hours wk)	\$3,851	\$3,851	\$3,851	\$3,851	\$3,851	\$3,851	\$3,852	\$3,852	\$3,852	\$3,852	\$3,852	\$3,852
Maintenance Managers (@2 ea @ 11 per hour x 40 hours wk}	\$3,851	\$3,851	\$3,851	\$3,851	\$3,851	\$3,851	\$3,852	\$3,852	\$3,852	\$3,852	\$3,852	\$3,852
Front Desk / Marketing Specialist (@10ea @10.50ea per hour x 40 hours wk)	\$18,382	\$18,382	\$18,382	\$18,382	\$18,382	\$18,382	\$18,382	\$18,382	\$18,382	\$18,382	\$18,382	\$18,382
HandyPerson (@4 ea @8 per hour x 40 hours wk)	\$5,602	\$5,602	\$5,602	\$5,602	\$5,602	\$5,602	\$5,602	\$5,602	\$5,602	\$5,602	\$5,603	\$5,603
Housekeeping Director	\$2,525	\$2,525	\$2,525	\$2,525	\$2,525	\$2,525	\$2,525	\$2,525	\$2,525	\$2,525	\$2,525	\$2,525
Consulting / Swing Expert / Vacation @175 hr	\$1,767	\$1,767	\$1,767	\$1,767	\$1,767	\$1,767	\$1,768	\$1,768	\$1,768	\$1,768	\$1,768	\$1,768
CPA for end of year taxes	\$2,125	\$2,125	\$2,125	\$2,125	\$2,125	\$2,125	\$2,125	\$2,125	\$2,125	\$2,125	\$2,125	\$2,125

The Inn of the Patriots

Housekeeper (@200 rms x 84%OCC=168 daily) 1 per 15 rooms (8am to 5 pm daily) 20 each @ 8 per hour	\$27,733	\$27,733	\$27,733	\$27,733	\$27,733	\$27,733	\$27,733	\$27,733	\$27,734	\$27,734	\$27,734	\$27,734
Bell Staff/ (3 @8 per hour x 40 hours per week)	\$4,160	\$4,160	\$4,160	\$4,160	\$4,160	\$4,160	\$4,160	\$4,160	\$4,160	\$4,160	\$4,160	\$4,160
Chef De Cuisine @ 10.50 per hour (2 each)	\$3,676	\$3,676	\$3,676	\$3,676	\$3,676	\$3,676	\$3,676	\$3,677	\$3,677	\$3,677	\$3,677	\$3,677
Total	\$99,167	\$99,167	\$99,168	\$99,168	\$99,168	\$99,168	\$99,171	\$99,172	\$99,173	\$99,173	\$99,174	\$99,174

The Inn of the Patriots

FY2022	Nov '22	Dec '22	Jan '23	Feb '23	Mar '23	Apr '23	May '23	Jun '23	Jul '23	Aug '23	Sep '23	Oct '23
Resident Manager / CMO @ 85 hour work week	\$17,500	\$17,500	\$17,500	\$17,500	\$17,500	\$17,500	\$17,500	\$17,500	\$17,500	\$17,500	\$17,500	\$17,500
HR PHR / CFO @75 hour work week	\$5,525	\$5,525	\$5,525	\$5,525	\$5,525	\$5,526	\$5,526	\$5,526	\$5,526	\$5,526	\$5,526	\$5,526
Front Desk Manager x 60 hour work week	\$2,550	\$2,550	\$2,550	\$2,550	\$2,550	\$2,550	\$2,550	\$2,550	\$2,550	\$2,551	\$2,551	\$2,551
Night Auditors (@2ea @11 per hour x 40 hours wk)	\$3,890	\$3,890	\$3,890	\$3,890	\$3,890	\$3,890	\$3,890	\$3,890	\$3,890	\$3,890	\$3,890	\$3,890
Maintenance Managers (@2 ea @ 11 per hour x 40 hours wk}	\$3,890	\$3,890	\$3,890	\$3,890	\$3,890	\$3,890	\$3,890	\$3,890	\$3,890	\$3,890	\$3,890	\$3,890
Front Desk / Marketing Specialist (@10ea @10.50ea per hour x 40 hours wk)	\$18,565	\$18,565	\$18,566	\$18,566	\$18,566	\$18,566	\$18,566	\$18,566	\$18,566	\$18,566	\$18,566	\$18,566
HandyPerson (@4 ea @8 per hour x 40 hours wk)	\$5,658	\$5,658	\$5,658	\$5,658	\$5,658	\$5,658	\$5,658	\$5,658	\$5,658	\$5,658	\$5,659	\$5,659
Housekeeping Director	\$2,550	\$2,550	\$2,550	\$2,550	\$2,550	\$2,550	\$2,550	\$2,550	\$2,550	\$2,551	\$2,551	\$2,551
Consulting / Swing Expert / Vacation @175 hr	\$1,785	\$1,785	\$1,785	\$1,785	\$1,785	\$1,785	\$1,785	\$1,785	\$1,785	\$1,785	\$1,786	\$1,786
CPA for end of year taxes	\$2,167	\$2,167	\$2,167	\$2,167	\$2,167	\$2,167	\$2,168	\$2,168	\$2,168	\$2,168	\$2,168	\$2,168

CONFIDENTIAL - DO NOT DISSEMINATE. This business plan contains confidential, trade-secret information and is shared only with the understanding that you will not share its contents or ideas with third parties without the express written consent of the plan author.

The Inn of the Patriots

Housekeeper (@200 rms x 84%OCC=168 daily) 1 per 15 rooms (8am to 5 pm daily) 20 each @ 8 per hour	\$27,733	\$27,733	\$27,733	\$27,733	\$27,733	\$27,733	\$27,733	\$27,733	\$27,734	\$27,734	\$27,734	\$27,734
Bell Staff/ (3 @8 per hour x 40 hours per week)	\$4,160	\$4,160	\$4,160	\$4,160	\$4,160	\$4,160	\$4,160	\$4,160	\$4,160	\$4,160	\$4,160	\$4,160
Chef De Cuisine @ 10.50 per hour (2 each)	\$3,713	\$3,713	\$3,713	\$3,713	\$3,713	\$3,713	\$3,713	\$3,713	\$3,713	\$3,713	\$3,714	\$3,714
Total	\$99,686	\$99,686	\$99,687	\$99,687	\$99,687	\$99,688	\$99,689	\$99,689	\$99,690	\$99,692	\$99,695	\$99,695

The Inn of the Patriots

	FY2020	FY2021	FY2022	FY2023	FY2024
Resident Manager / CMO @ 85 hour work week	\$210,000	\$210,000	\$210,000	\$210,000	\$210,000
HR PHR / CFO @75 hour work week	\$65,000	\$65,650	\$66,307	\$66,970	\$67,639
Front Desk Manager x 60 hour work week	\$30,000	\$30,300	\$30,603	\$30,909	\$31,218
Night Auditors (@2ea @11 per hour x 40 hours wk)	\$45,760	\$46,218	\$46,680	\$47,147	\$47,618
Maintenance Managers (@2 ea @ 11 per hour x 40 hours wk}	\$45,760	\$46,218	\$46,680	\$47,147	\$47,618
Front Desk / Marketing Specialist (@10ea @10.50ea per hour x 40 hours wk)	\$218,400	\$220,584	\$222,790	\$225,018	\$227,268
HandyPerson (@4 ea @8 per hour x 40 hours wk)	\$66,560	\$67,226	\$67,898	\$68,577	\$69,263
Housekeeping Director	\$30,000	\$30,300	\$30,603	\$30,909	\$31,218
Consulting / Swing Expert / Vacation @175 hr	\$21,000	\$21,210	\$21,422	\$21,636	\$21,853
CPA for end of year taxes	\$25,000	\$25,500	\$26,010	\$26,530	\$27,061
Housekeeper (@200 rms x 84%OCC=168 daily) 1 per 15 rooms (8am to 5 pm daily) 20 each @ 8 per hour	\$332,800	\$332,800	\$332,800	\$332,800	\$332,800
Bell Staff/ (3 @8 per hour x 40 hours per week)	\$49,920	\$49,920	\$49,920	\$49,920	\$49,920
Chef De Cuisine @ 10.50 per hour (2 each)	\$43,680	\$44,117	\$44,558	\$45,004	\$45,454
Total	\$1,183,880	\$1,190,043	\$1,196,271	\$1,202,567	\$1,208,930

Budget

Budget Table (With Monthly Detail)

The Inn of the Patriots

FY2020	Nov '20	Dec '20	Jan '21	Feb '21	Mar '21	Apr '21	May '21	Jun '21	Jul '21	Aug '21	Sep '21	Oct '21
Operating Expenses												
Salary	\$98,654	\$98,654	\$98,654	\$98,654	\$98,656	\$98,656	\$98,656	\$98,656	\$98,660	\$98,660	\$98,660	\$98,660
Employee Related Expenses	\$18,964	\$18,964	\$18,964	\$18,964	\$18,965	\$18,965	\$18,965	\$18,965	\$18,965	\$18,965	\$18,965	\$18,965
Marketing & Promotions	\$49,008	\$49,008	\$49,008	\$49,008	\$49,008	\$49,008	\$49,008	\$49,008	\$49,008	\$49,008	\$49,008	\$49,008
ROI for investors - Estimated at 15% of gross monthly (performance based payments)	\$262,500	\$262,500	\$262,500	\$262,500	\$262,500	\$262,500	\$262,500	\$262,500	\$262,500	\$262,500	\$262,500	\$262,500
Utilities	\$26,400	\$26,400	\$26,400	\$26,400	\$26,400	\$26,400	\$26,400	\$26,400	\$26,400	\$26,400	\$26,400	\$26,400
Office Supplies	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600
Insurance for hotel, spa, wine / beer sales, culinary institute	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600
Pest and Vector Control	\$369	\$369	\$369	\$369	\$369	\$369	\$369	\$369	\$369	\$369	\$369	\$369
Property Taxes (based on Hay Adams property, Washington, DC)	\$43,318	\$43,318	\$43,318	\$43,318	\$43,318	\$43,318	\$43,318	\$43,318	\$43,318	\$43,319	\$43,319	\$43,319
Laundry, Spa and Amenities Expense	\$19,360	\$19,360	\$19,360	\$19,360	\$19,360	\$19,360	\$19,360	\$19,360	\$19,360	\$19,360	\$19,360	\$19,360
Room fury and upkeep due to breakage	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000

CONFIDENTIAL - DO NOT DISSEMINATE. This business plan contains confidential, trade-secret information and is shared only with the understanding that you will not share its contents or ideas with third parties without the express written consent of the plan author.

The Inn of the Patriots

Removal of waste matter - Property Operations & Waste Management" (Engineering Dept)	\$2,600	\$2,600	\$2,600	\$2,600	\$2,600	\$2,600	\$2,600	\$2,600	\$2,600	\$2,600	\$2,600	\$2,600	
Total Operating Expenses	\$530,373	\$530,373	\$530,373	\$530,373	\$530,376	\$530,376	\$530,376	\$530,376	\$530,376	\$530,380	\$530,381	\$530,381	\$530,381

The Inn of the Patriots

FY2021	Nov '21	Dec '21	Jan '22	Feb '22	Mar '22	Apr '22	May '22	Jun '22	Jul '22	Aug '22	Sep '22	Oct '22
Operating Expenses												
Salary	\$99,167	\$99,167	\$99,168	\$99,168	\$99,168	\$99,168	\$99,171	\$99,172	\$99,173	\$99,173	\$99,174	\$99,174
Employee Related Expenses	\$19,055	\$19,055	\$19,055	\$19,055	\$19,055	\$19,055	\$19,056	\$19,056	\$19,056	\$19,056	\$19,056	\$19,056
Marketing & Promotions	\$49,008	\$49,008	\$49,008	\$49,008	\$49,008	\$49,008	\$49,008	\$49,008	\$49,008	\$49,008	\$49,008	\$49,008
ROI for investors - Estimated at 15% of gross monthly (performance based payments)	\$262,500	\$262,500	\$262,500	\$262,500	\$262,500	\$262,500	\$262,500	\$262,500	\$262,500	\$262,500	\$262,500	\$262,500
Utilities	\$26,400	\$26,400	\$26,400	\$26,400	\$26,400	\$26,400	\$26,400	\$26,400	\$26,400	\$26,400	\$26,400	\$26,400
Office Supplies	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600
Insurance for hotel, spa, wine / beer sales, culinary institute	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600
Pest and Vector Control	\$369	\$369	\$369	\$369	\$369	\$369	\$369	\$369	\$369	\$369	\$369	\$369
Property Taxes (based on Hay Adams property, Washington, DC)	\$43,318	\$43,318	\$43,318	\$43,318	\$43,318	\$43,318	\$43,318	\$43,318	\$43,318	\$43,319	\$43,319	\$43,319
Laundry, Spa and Amenities Expense	\$19,360	\$19,360	\$19,360	\$19,360	\$19,360	\$19,360	\$19,360	\$19,360	\$19,360	\$19,360	\$19,360	\$19,360
Room fury and upkeep due to breakage	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000

CONFIDENTIAL - DO NOT DISSEMINATE. This business plan contains confidential, trade-secret information and is shared only with the understanding that you will not share its contents or ideas with third parties without the express written consent of the plan author.

The Inn of the Patriots

Removal of waste matter - Property Operations & Waste Management" (Engineering Dept)	\$2,600	\$2,600	\$2,600	\$2,600	\$2,600	\$2,600	\$2,600	\$2,600	\$2,600	\$2,600	\$2,600	\$2,600
Total Operating Expenses	\$530,977	\$530,977	\$530,978	\$530,978	\$530,978	\$530,978	\$530,982	\$530,983	\$530,984	\$530,985	\$530,986	\$530,986

The Inn of the Patriots

FY2022	Nov '22	Dec '22	Jan '23	Feb '23	Mar '23	Apr '23	May '23	Jun '23	Jul '23	Aug '23	Sep '23	Oct '23
Operating Expenses												
Salary	\$99,686	\$99,686	\$99,687	\$99,687	\$99,687	\$99,688	\$99,689	\$99,689	\$99,690	\$99,692	\$99,695	\$99,695
Employee Related Expenses	\$19,147	\$19,147	\$19,147	\$19,147	\$19,147	\$19,147	\$19,147	\$19,147	\$19,147	\$19,148	\$19,148	\$19,148
Marketing & Promotions	\$49,008	\$49,008	\$49,008	\$49,008	\$49,008	\$49,008	\$49,008	\$49,008	\$49,008	\$49,008	\$49,008	\$49,008
ROI for investors - Estimated at 15% of gross monthly (performance based payments)	\$262,500	\$262,500	\$262,500	\$262,500	\$262,500	\$262,500	\$262,500	\$262,500	\$262,500	\$262,500	\$262,500	\$262,500
Utilities	\$26,400	\$26,400	\$26,400	\$26,400	\$26,400	\$26,400	\$26,400	\$26,400	\$26,400	\$26,400	\$26,400	\$26,400
Office Supplies	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600
Insurance for hotel, spa, wine / beer sales, culinary institute	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600
Pest and Vector Control	\$369	\$369	\$369	\$369	\$369	\$369	\$369	\$369	\$369	\$369	\$369	\$369
Property Taxes (based on Hay Adams property, Washington, DC)	\$43,318	\$43,318	\$43,318	\$43,318	\$43,318	\$43,318	\$43,318	\$43,318	\$43,318	\$43,319	\$43,319	\$43,319
Laundry, Spa and Amenities Expense	\$19,360	\$19,360	\$19,360	\$19,360	\$19,360	\$19,360	\$19,360	\$19,360	\$19,360	\$19,360	\$19,360	\$19,360
Room fury and upkeep due to breakage	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000

CONFIDENTIAL - DO NOT DISSEMINATE. This business plan contains confidential, trade-secret information and is shared only with the understanding that you will not share its contents or ideas with third parties without the express written consent of the plan author.

The Inn of the Patriots

Removal of waste matter - Property Operations & Waste Management" (Engineering Dept)	\$2,600	\$2,600	\$2,600	\$2,600	\$2,600	\$2,600	\$2,600	\$2,600	\$2,600	\$2,600	\$2,600	\$2,600
Total Operating Expenses	\$531,588	\$531,588	\$531,589	\$531,589	\$531,589	\$531,590	\$531,591	\$531,591	\$531,592	\$531,596	\$531,599	\$531,599

CONFIDENTIAL - DO NOT DISSEMINATE. This business plan contains confidential, trade-secret information and is shared only with the understanding that you will not share its contents or ideas with third parties without the express written consent of the plan author.

The Inn of the Patriots

	FY2020	FY2021	FY2022	FY2023	FY2024
Operating Expenses					
Salary	\$1,183,880	\$1,190,043	\$1,196,271	\$1,202,567	\$1,208,930
Employee Related Expenses	\$227,576	\$228,667	\$229,768	\$230,880	\$232,003
Marketing & Promotions	\$588,096	\$588,096	\$588,096	\$588,096	\$588,096
ROI for investors - Estimated at 15% of gross monthly (performance based payments)	\$3,150,000	\$3,150,000	\$3,150,000	\$3,150,000	\$3,150,000
Utilities	\$316,800	\$316,800	\$316,800	\$316,800	\$316,800
Office Supplies	\$7,200	\$7,200	\$7,200	\$7,200	\$7,200
Insurance for hotel, spa, wine / beer sales, culinary institute	\$43,200	\$43,200	\$43,200	\$43,200	\$43,200
Pest and Vector Control	\$4,428	\$4,428	\$4,428	\$4,428	\$4,428
Property Taxes (based on Hay Adams property, Washington, DC)	\$519,819	\$519,819	\$519,819	\$519,819	\$519,819
Laundry, Spa and Amenities Expense	\$232,320	\$232,320	\$232,320	\$232,320	\$232,320
Room fury and upkeep due to breakage	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000
Removal of waste matter - Property Operations & Waste Management" (Engineering Dept)	\$31,200	\$31,200	\$31,200	\$31,200	\$31,200
Total Operating Expenses	\$6,364,519	\$6,371,773	\$6,379,102	\$6,386,510	\$6,393,996

CONFIDENTIAL - DO NOT DISSEMINATE. This business plan contains confidential, trade-secret information and is shared only with the understanding that you will not share its contents or ideas with third parties without the express written consent of the plan author.

Loans and Investments

Loans and Investments Table (With Monthly Detail)

FY2020	Nov '20
New Funding Source Equity investment	\$21,000,000
Total Amount Received	\$21,000,000

	FY2020	FY2021	FY2022	FY2023	FY2024
New Funding Source Equity investment	\$21,000,000				
Total Amount Received	\$21,000,000				

Profit and Loss Statement

Profit and Loss Statement (With Monthly Detail)

The Inn of the Patriots

FY2020	Nov '20	Dec '20	Jan '21	Feb '21	Mar '21	Apr '21	May '21	Jun '21	Jul '21	Aug '21	Sep '21	Oct '21
Revenue	\$2,140,310	\$2,143,310	\$2,144,310	\$2,145,310	\$2,146,310	\$2,147,310	\$2,149,310	\$2,150,310	\$2,150,310	\$2,152,310	\$2,150,310	\$2,148,310
Direct Costs	\$671,468	\$672,208	\$672,328	\$672,448	\$672,568	\$673,168	\$673,408	\$674,008	\$674,008	\$674,248	\$674,008	\$673,288
Gross Margin	\$1,468,842	\$1,471,102	\$1,471,982	\$1,472,862	\$1,473,742	\$1,474,142	\$1,475,902	\$1,476,302	\$1,476,302	\$1,478,062	\$1,476,302	\$1,475,022
Gross Margin %	69%	69%	69%	69%	69%	69%	69%	69%	69%	69%	69%	69%
Operating Expenses												
Salary	\$98,654	\$98,654	\$98,654	\$98,654	\$98,656	\$98,656	\$98,656	\$98,656	\$98,660	\$98,660	\$98,660	\$98,660
Employee Related Expenses	\$18,964	\$18,964	\$18,964	\$18,964	\$18,965	\$18,965	\$18,965	\$18,965	\$18,965	\$18,965	\$18,965	\$18,965
Marketing & Promotions	\$49,008	\$49,008	\$49,008	\$49,008	\$49,008	\$49,008	\$49,008	\$49,008	\$49,008	\$49,008	\$49,008	\$49,008
ROI for investors - Estimated at 15% of gross monthly (performance based payments)	\$262,500	\$262,500	\$262,500	\$262,500	\$262,500	\$262,500	\$262,500	\$262,500	\$262,500	\$262,500	\$262,500	\$262,500
Utilities	\$26,400	\$26,400	\$26,400	\$26,400	\$26,400	\$26,400	\$26,400	\$26,400	\$26,400	\$26,400	\$26,400	\$26,400
Office Supplies	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600
Insurance for hotel, spa, wine / beer sales, culinary institute	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600
Pest and Vector Control	\$369	\$369	\$369	\$369	\$369	\$369	\$369	\$369	\$369	\$369	\$369	\$369

CONFIDENTIAL - DO NOT DISSEMINATE. This business plan contains confidential, trade-secret information and is shared only with the understanding that you will not share its contents or ideas with third parties without the express written consent of the plan author.

The Inn of the Patriots

Property Taxes (based on Hay Adams property, Washington, DC)	\$43,318	\$43,318	\$43,318	\$43,318	\$43,318	\$43,318	\$43,318	\$43,318	\$43,318	\$43,318	\$43,319	\$43,319	\$43,319
Laundry, Spa and Amenities Expense	\$19,360	\$19,360	\$19,360	\$19,360	\$19,360	\$19,360	\$19,360	\$19,360	\$19,360	\$19,360	\$19,360	\$19,360	\$19,360
Room fury and upkeep due to breakage	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Removal of waste matter - Property Operations & Waste Management* (Engineering Dept)	\$2,600	\$2,600	\$2,600	\$2,600	\$2,600	\$2,600	\$2,600	\$2,600	\$2,600	\$2,600	\$2,600	\$2,600	\$2,600
Total Operating Expenses	\$530,373	\$530,373	\$530,373	\$530,373	\$530,376	\$530,376	\$530,376	\$530,376	\$530,376	\$530,380	\$530,381	\$530,381	\$530,381
Operating Income	\$938,469	\$940,729	\$941,609	\$942,489	\$943,366	\$943,766	\$945,526	\$945,926	\$945,922	\$947,681	\$945,921	\$944,641	\$944,641
Interest Incurred													
Depreciation and Amortization	\$232,594	\$232,596	\$232,596	\$232,596	\$232,593	\$232,597	\$232,595	\$232,594	\$232,597	\$232,594	\$232,596	\$232,596	\$232,594
Income Taxes	\$141,175	\$141,627	\$141,802	\$141,979	\$142,154	\$142,234	\$142,586	\$142,667	\$142,665	\$143,017	\$142,665	\$142,665	\$142,410
Total Expenses	\$1,575,610	\$1,576,804	\$1,577,099	\$1,577,396	\$1,577,691	\$1,578,375	\$1,578,965	\$1,579,645	\$1,579,650	\$1,580,240	\$1,579,650	\$1,578,673	\$1,578,673
Net Profit	\$564,700	\$566,506	\$567,211	\$567,914	\$568,619	\$568,935	\$570,345	\$570,665	\$570,660	\$572,070	\$570,660	\$569,637	\$569,637
Net Profit / Sales	26%	26%	26%	26%	26%	26%	27%	27%	27%	27%	27%	27%	27%

The Inn of the Patriots

FY2021	Nov '21	Dec '21	Jan '22	Feb '22	Mar '22	Apr '22	May '22	Jun '22	Jul '22	Aug '22	Sep '22	Oct '22
Revenue	\$2,146,310	\$2,146,310	\$2,146,310	\$2,146,310	\$2,146,310	\$2,156,310	\$2,167,310	\$2,175,310	\$2,181,310	\$2,188,310	\$2,180,310	\$2,173,310
Direct Costs	\$672,568	\$672,568	\$672,568	\$672,568	\$672,568	\$674,728	\$676,528	\$677,488	\$678,208	\$679,428	\$677,608	\$676,288
Gross Margin	\$1,473,742	\$1,473,742	\$1,473,742	\$1,473,742	\$1,473,742	\$1,481,582	\$1,490,782	\$1,497,822	\$1,503,102	\$1,508,882	\$1,502,702	\$1,497,022
Gross Margin %	69%	69%	69%	69%	69%	69%	69%	69%	69%	69%	69%	69%
Operating Expenses												
Salary	\$99,167	\$99,167	\$99,168	\$99,168	\$99,168	\$99,168	\$99,171	\$99,172	\$99,173	\$99,173	\$99,174	\$99,174
Employee Related Expenses	\$19,055	\$19,055	\$19,055	\$19,055	\$19,055	\$19,055	\$19,056	\$19,056	\$19,056	\$19,056	\$19,056	\$19,056
Marketing & Promotions	\$49,008	\$49,008	\$49,008	\$49,008	\$49,008	\$49,008	\$49,008	\$49,008	\$49,008	\$49,008	\$49,008	\$49,008
ROI for investors - Estimated at 15% of gross monthly (performance based payments)	\$262,500	\$262,500	\$262,500	\$262,500	\$262,500	\$262,500	\$262,500	\$262,500	\$262,500	\$262,500	\$262,500	\$262,500
Utilities	\$26,400	\$26,400	\$26,400	\$26,400	\$26,400	\$26,400	\$26,400	\$26,400	\$26,400	\$26,400	\$26,400	\$26,400
Office Supplies	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600
Insurance for hotel, spa, wine / beer sales, culinary institute	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600
Pest and Vector Control	\$369	\$369	\$369	\$369	\$369	\$369	\$369	\$369	\$369	\$369	\$369	\$369

CONFIDENTIAL - DO NOT DISSEMINATE. This business plan contains confidential, trade-secret information and is shared only with the understanding that you will not share its contents or ideas with third parties without the express written consent of the plan author.

The Inn of the Patriots

Property Taxes (based on Hay Adams property, Washington, DC)	\$43,318	\$43,318	\$43,318	\$43,318	\$43,318	\$43,318	\$43,318	\$43,318	\$43,318	\$43,318	\$43,319	\$43,319	\$43,319
Laundry, Spa and Amenities Expense	\$19,360	\$19,360	\$19,360	\$19,360	\$19,360	\$19,360	\$19,360	\$19,360	\$19,360	\$19,360	\$19,360	\$19,360	\$19,360
Room fury and upkeep due to breakage	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Removal of waste matter - Property Operations & Waste Management" (Engineering Dept)	\$2,600	\$2,600	\$2,600	\$2,600	\$2,600	\$2,600	\$2,600	\$2,600	\$2,600	\$2,600	\$2,600	\$2,600	\$2,600
Total Operating Expenses	\$530,977	\$530,977	\$530,978	\$530,978	\$530,978	\$530,978	\$530,982	\$530,983	\$530,984	\$530,985	\$530,986	\$530,986	\$530,986
Operating Income	\$942,765	\$942,765	\$942,764	\$942,764	\$942,764	\$950,604	\$959,800	\$966,839	\$972,118	\$977,897	\$971,716	\$966,036	\$966,036
Interest Incurred													
Depreciation and Amortization	\$232,597	\$232,594	\$232,595	\$232,597	\$232,593	\$232,596	\$232,596	\$232,596	\$232,594	\$232,594	\$232,596	\$232,596	\$232,596
Income Taxes	\$142,033	\$142,034	\$142,034	\$142,034	\$142,034	\$143,601	\$145,441	\$146,849	\$147,905	\$149,060	\$147,824	\$146,688	\$146,688
Total Expenses	\$1,578,175	\$1,578,173	\$1,578,175	\$1,578,177	\$1,578,173	\$1,581,903	\$1,585,547	\$1,587,916	\$1,589,691	\$1,592,067	\$1,589,014	\$1,586,558	\$1,586,558
Net Profit	\$568,135	\$568,137	\$568,135	\$568,133	\$568,137	\$574,407	\$581,763	\$587,394	\$591,619	\$596,243	\$591,296	\$586,752	\$586,752
Net Profit / Sales	26%	26%	26%	26%	26%	27%	27%	27%	27%	27%	27%	27%	27%

The Inn of the Patriots

FY2022	Nov '22	Dec '22	Jan '23	Feb '23	Mar '23	Apr '23	May '23	Jun '23	Jul '23	Aug '23	Sep '23	Oct '23
Revenue	\$2,165,310	\$2,155,310	\$2,164,310	\$2,164,310	\$2,166,310	\$2,168,310	\$2,179,310	\$2,189,310	\$2,196,310	\$2,203,310	\$2,195,310	\$2,142,310
Direct Costs	\$675,328	\$674,128	\$677,588	\$677,588	\$677,828	\$678,548	\$680,348	\$682,028	\$683,248	\$684,568	\$683,128	\$666,908
Gross Margin	\$1,489,982	\$1,481,182	\$1,486,722	\$1,486,722	\$1,488,482	\$1,489,762	\$1,498,962	\$1,507,282	\$1,513,062	\$1,518,742	\$1,512,182	\$1,475,402
Gross Margin %	69%	69%	69%	69%	69%	69%	69%	69%	69%	69%	69%	69%
Operating Expenses												
Salary	\$99,686	\$99,686	\$99,687	\$99,687	\$99,687	\$99,688	\$99,689	\$99,689	\$99,690	\$99,692	\$99,695	\$99,695
Employee Related Expenses	\$19,147	\$19,147	\$19,147	\$19,147	\$19,147	\$19,147	\$19,147	\$19,147	\$19,147	\$19,148	\$19,148	\$19,148
Marketing & Promotions	\$49,008	\$49,008	\$49,008	\$49,008	\$49,008	\$49,008	\$49,008	\$49,008	\$49,008	\$49,008	\$49,008	\$49,008
ROI for investors - Estimated at 15% of gross monthly (performance based payments)	\$262,500	\$262,500	\$262,500	\$262,500	\$262,500	\$262,500	\$262,500	\$262,500	\$262,500	\$262,500	\$262,500	\$262,500
Utilities	\$26,400	\$26,400	\$26,400	\$26,400	\$26,400	\$26,400	\$26,400	\$26,400	\$26,400	\$26,400	\$26,400	\$26,400
Office Supplies	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600
Insurance for hotel, spa, wine / beer sales, culinary institute	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600
Pest and Vector Control	\$369	\$369	\$369	\$369	\$369	\$369	\$369	\$369	\$369	\$369	\$369	\$369

CONFIDENTIAL - DO NOT DISSEMINATE. This business plan contains confidential, trade-secret information and is shared only with the understanding that you will not share its contents or ideas with third parties without the express written consent of the plan author.

The Inn of the Patriots

Property Taxes (based on Hay Adams property, Washington, DC)	\$43,318	\$43,318	\$43,318	\$43,318	\$43,318	\$43,318	\$43,318	\$43,318	\$43,318	\$43,318	\$43,319	\$43,319	\$43,319
Laundry, Spa and Amenities Expense	\$19,360	\$19,360	\$19,360	\$19,360	\$19,360	\$19,360	\$19,360	\$19,360	\$19,360	\$19,360	\$19,360	\$19,360	\$19,360
Room fury and upkeep due to breakage	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Removal of waste matter - Property Operations & Waste Management* (Engineering Dept)	\$2,600	\$2,600	\$2,600	\$2,600	\$2,600	\$2,600	\$2,600	\$2,600	\$2,600	\$2,600	\$2,600	\$2,600	\$2,600
Total Operating Expenses	\$531,588	\$531,588	\$531,589	\$531,589	\$531,589	\$531,590	\$531,591	\$531,591	\$531,592	\$531,596	\$531,599	\$531,599	\$531,599
Operating Income	\$958,394	\$949,594	\$955,133	\$955,133	\$956,893	\$958,172	\$967,371	\$975,691	\$981,470	\$987,146	\$980,583	\$943,803	\$943,803
Interest Incurred													
Depreciation and Amortization	\$232,596	\$232,593	\$232,597	\$232,595	\$232,594	\$232,597	\$232,594	\$232,596	\$232,594	\$232,597	\$232,594	\$232,594	\$232,595
Income Taxes	\$145,160	\$143,400	\$144,507	\$144,508	\$144,860	\$145,115	\$146,955	\$148,619	\$149,775	\$150,910	\$149,598	\$149,598	\$142,241
Total Expenses	\$1,584,672	\$1,581,709	\$1,586,281	\$1,586,280	\$1,586,871	\$1,587,850	\$1,591,488	\$1,594,834	\$1,597,209	\$1,599,671	\$1,596,919	\$1,596,919	\$1,573,343
Net Profit	\$580,638	\$573,601	\$578,029	\$578,030	\$579,439	\$580,460	\$587,822	\$594,476	\$599,101	\$603,639	\$598,391	\$598,391	\$568,967
Net Profit / Sales	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%

The Inn of the Patriots

	FY2020	FY2021	FY2022	FY2023	FY2024
Revenue	\$25,767,720	\$25,953,720	\$26,089,720	\$26,132,720	\$26,161,720
Direct Costs	\$8,077,156	\$8,103,116	\$8,141,236	\$8,156,476	\$8,165,696
Gross Margin	\$17,690,564	\$17,850,604	\$17,948,484	\$17,976,244	\$17,996,024
Gross Margin %	69%	69%	69%	69%	69%
Operating Expenses					
Salary	\$1,183,880	\$1,190,043	\$1,196,271	\$1,202,567	\$1,208,930
Employee Related Expenses	\$227,576	\$228,667	\$229,768	\$230,880	\$232,003
Marketing & Promotions	\$588,096	\$588,096	\$588,096	\$588,096	\$588,096
ROI for investors - Estimated at 15% of gross monthly (performance based payments)	\$3,150,000	\$3,150,000	\$3,150,000	\$3,150,000	\$3,150,000
Utilities	\$316,800	\$316,800	\$316,800	\$316,800	\$316,800
Office Supplies	\$7,200	\$7,200	\$7,200	\$7,200	\$7,200
Insurance for hotel, spa, wine / beer sales, culinary institute	\$43,200	\$43,200	\$43,200	\$43,200	\$43,200
Pest and Vector Control	\$4,428	\$4,428	\$4,428	\$4,428	\$4,428
Property Taxes (based on Hay Adams property, Washington, DC)	\$519,819	\$519,819	\$519,819	\$519,819	\$519,819
Laundry, Spa and Amenities Expense	\$232,320	\$232,320	\$232,320	\$232,320	\$232,320
Room fury and upkeep due to breakage	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000
Removal of waste matter - Property Operations & Waste Management" (Engineering Dept)	\$31,200	\$31,200	\$31,200	\$31,200	\$31,200

CONFIDENTIAL - DO NOT DISSEMINATE. This business plan contains confidential, trade-secret information and is shared only with the understanding that you will not share its contents or ideas with third parties without the express written consent of the plan author.

The Inn of the Patriots

Total Operating Expenses	\$6,364,519	\$6,371,773	\$6,379,102	\$6,386,510	\$6,393,996
Operating Income	\$11,326,045	\$11,478,831	\$11,569,382	\$11,589,734	\$11,602,028
Interest Incurred					
Depreciation and Amortization	\$2,791,142	\$2,791,144	\$2,791,142	\$2,791,144	\$2,791,454
Income Taxes	\$1,706,981	\$1,737,537	\$1,755,648	\$1,759,718	\$1,762,115
Total Expenses	\$18,939,798	\$19,003,570	\$19,067,128	\$19,093,848	\$19,113,261
Net Profit	\$6,827,922	\$6,950,150	\$7,022,592	\$7,038,872	\$7,048,459
Net Profit / Sales	26%	27%	27%	27%	27%

Balance Sheet

Balance Sheet (With Monthly Detail)

The Inn of the Patriots

As of Period's End	Starting Balances	Nov '20	Dec '20	Jan '21	Feb '21	Mar '21	Apr '21	May '21	Jun '21	Jul '21	Aug '21	Sep '21	Oct '21
Cash	\$130,000	\$1,724,561	\$2,401,046	\$3,342,189	\$4,284,212	\$5,226,824	\$6,170,052	\$7,114,429	\$8,059,961	\$9,005,740	\$9,952,776	\$10,899,919	\$11,845,782
Accounts Receivable	\$2,400	\$1,058,103	\$1,059,587	\$1,060,081	\$1,060,575	\$1,061,069	\$1,061,563	\$1,062,552	\$1,063,046	\$1,063,045	\$1,064,034	\$1,063,043	\$1,062,052
Inventory	\$14,000	\$672,208	\$672,328	\$672,448	\$672,568	\$673,168	\$673,408	\$674,008	\$674,008	\$674,248	\$674,008	\$673,288	\$672,568
Other Current Assets													
Total Current Assets	\$146,400	\$3,454,872	\$4,132,961	\$5,074,718	\$6,017,355	\$6,961,061	\$7,905,023	\$8,850,989	\$9,797,015	\$10,743,033	\$11,690,818	\$12,636,250	\$13,580,402
Long-Term Assets		\$19,538,000	\$19,538,000	\$19,538,000	\$19,538,000	\$19,538,000	\$19,538,000	\$19,538,000	\$19,538,000	\$19,538,000	\$19,538,000	\$19,538,000	\$19,538,000
Accumulated Depreciation		(\$232,594)	(\$465,190)	(\$697,786)	(\$930,382)	(\$1,162,975)	(\$1,395,572)	(\$1,628,167)	(\$1,860,761)	(\$2,093,358)	(\$2,325,952)	(\$2,558,548)	(\$2,791,142)
Total Long-Term Assets		\$19,305,406	\$19,072,810	\$18,840,214	\$18,607,618	\$18,375,025	\$18,142,428	\$17,909,833	\$17,677,239	\$17,444,642	\$17,212,048	\$16,979,452	\$16,746,858
Total Assets	\$146,400	\$22,760,278	\$23,205,771	\$23,914,932	\$24,624,973	\$25,336,086	\$26,047,451	\$26,760,822	\$27,474,254	\$28,187,675	\$28,902,866	\$29,615,702	\$30,327,260
Accounts Payable		\$696,972	\$434,032	\$434,080	\$434,128	\$434,368	\$434,464	\$434,704	\$434,704	\$434,800	\$434,704	\$434,415	\$434,126
Income Taxes Payable		\$141,175	\$282,802	\$424,604	\$566,583	\$708,737	\$850,971	\$993,557	\$1,136,224	\$1,278,889	\$1,421,906	\$1,564,571	\$1,706,981
Sales Taxes Payable		\$211,031	\$211,331	\$211,431	\$211,531	\$211,631	\$211,731	\$211,931	\$212,031	\$212,031	\$212,231	\$212,031	\$211,831
Short-Term Debt													
Prepaid Revenue													
Total Current Liabilities		\$1,049,178	\$928,165	\$1,070,115	\$1,212,242	\$1,354,736	\$1,497,166	\$1,640,192	\$1,782,959	\$1,925,720	\$2,068,841	\$2,211,017	\$2,352,938
Long-Term Debt													

The Inn of the Patriots

Total Liabilities		\$1,049,178	\$928,165	\$1,070,115	\$1,212,242	\$1,354,736	\$1,497,166	\$1,640,192	\$1,782,959	\$1,925,720	\$2,068,841	\$2,211,017	\$2,352,938
Paid-in Capital		\$21,000,000	\$21,000,000	\$21,000,000	\$21,000,000	\$21,000,000	\$21,000,000	\$21,000,000	\$21,000,000	\$21,000,000	\$21,000,000	\$21,000,000	\$21,000,000
Retained Earnings	\$146,400	\$146,400	\$146,400	\$146,400	\$146,400	\$146,400	\$146,400	\$146,400	\$146,400	\$146,400	\$146,400	\$146,400	\$146,400
Earnings		\$564,700	\$1,131,206	\$1,698,417	\$2,266,331	\$2,834,950	\$3,403,885	\$3,974,230	\$4,544,895	\$5,115,555	\$5,687,625	\$6,258,285	\$6,827,922
Total Owner's Equity	\$146,400	\$21,711,100	\$22,277,606	\$22,844,817	\$23,412,731	\$23,981,350	\$24,550,285	\$25,120,630	\$25,691,295	\$26,261,955	\$26,834,025	\$27,404,685	\$27,974,322
Total Liabilities & Equity	\$146,400	\$22,760,278	\$23,205,771	\$23,914,932	\$24,624,973	\$25,336,086	\$26,047,451	\$26,760,822	\$27,474,254	\$28,187,675	\$28,902,866	\$29,615,702	\$30,327,260

The Inn of the Patriots

FY2021	Nov '21	Dec '21	Jan '22	Feb '22	Mar '22	Apr '22	May '22	Jun '22	Jul '22	Aug '22	Sep '22	Oct '22
Cash	\$12,789,337	\$13,732,103	\$12,967,887	\$13,910,652	\$14,852,121	\$15,797,696	\$16,752,576	\$17,715,824	\$18,684,841	\$19,661,066	\$20,636,734	\$21,606,111
Accounts Receivable	\$1,061,061	\$1,061,060	\$1,061,059	\$1,061,058	\$1,061,057	\$1,066,006	\$1,071,450	\$1,075,409	\$1,078,378	\$1,081,842	\$1,077,881	\$1,074,415
Inventory	\$672,568	\$672,568	\$672,568	\$672,568	\$674,728	\$676,528	\$677,488	\$678,208	\$679,428	\$677,608	\$676,288	\$675,328
Other Current Assets												
Total Current Assets	\$14,522,966	\$15,465,731	\$14,701,514	\$15,644,278	\$16,587,906	\$17,540,230	\$18,501,514	\$19,469,441	\$20,442,647	\$21,420,516	\$22,390,903	\$23,355,854
Long-Term Assets	\$19,538,000	\$19,538,000	\$19,538,000	\$19,538,000	\$19,538,000	\$19,538,000	\$19,538,000	\$19,538,000	\$19,538,000	\$19,538,000	\$19,538,000	\$19,538,000
Accumulated Depreciation	(\$3,023,739)	(\$3,256,333)	(\$3,488,928)	(\$3,721,525)	(\$3,954,118)	(\$4,186,714)	(\$4,419,310)	(\$4,651,906)	(\$4,884,500)	(\$5,117,094)	(\$5,349,690)	(\$5,582,286)
Total Long-Term Assets	\$16,514,261	\$16,281,667	\$16,049,072	\$15,816,475	\$15,583,882	\$15,351,286	\$15,118,690	\$14,886,094	\$14,653,500	\$14,420,906	\$14,188,310	\$13,955,714
Total Assets	\$31,037,227	\$31,747,398	\$30,750,586	\$31,460,753	\$32,171,788	\$32,891,516	\$33,620,204	\$34,355,535	\$35,096,147	\$35,841,422	\$36,579,213	\$37,311,568
Accounts Payable	\$434,125	\$434,125	\$434,125	\$434,125	\$434,989	\$435,709	\$436,093	\$436,381	\$436,869	\$436,141	\$435,612	\$435,227
Income Taxes Payable	\$1,849,014	\$1,991,048	\$426,101	\$568,135	\$710,169	\$853,770	\$999,211	\$1,146,060	\$1,293,965	\$1,443,025	\$1,590,849	\$1,737,537
Sales Taxes Payable	\$211,631	\$211,631	\$211,631	\$211,631	\$211,631	\$212,631	\$213,731	\$214,531	\$215,131	\$215,831	\$215,031	\$214,331
Short-Term Debt												
Prepaid Revenue												
Total Current Liabilities	\$2,494,770	\$2,636,804	\$1,071,857	\$1,213,891	\$1,356,789	\$1,502,110	\$1,649,035	\$1,796,972	\$1,945,965	\$2,094,997	\$2,241,492	\$2,387,095
Long-Term Debt												
Total Liabilities	\$2,494,770	\$2,636,804	\$1,071,857	\$1,213,891	\$1,356,789	\$1,502,110	\$1,649,035	\$1,796,972	\$1,945,965	\$2,094,997	\$2,241,492	\$2,387,095

The Inn of the Patriots

Paid-in Capital	\$21,000,000	\$21,000,000	\$21,000,000	\$21,000,000	\$21,000,000	\$21,000,000	\$21,000,000	\$21,000,000	\$21,000,000	\$21,000,000	\$21,000,000	\$21,000,000
Retained Earnings	\$6,974,322	\$6,974,322	\$6,974,322	\$6,974,322	\$6,974,322	\$6,974,322	\$6,974,322	\$6,974,322	\$6,974,322	\$6,974,322	\$6,974,322	\$6,974,322
Earnings	\$568,135	\$1,136,272	\$1,704,407	\$2,272,540	\$2,840,677	\$3,415,084	\$3,996,847	\$4,584,241	\$5,175,860	\$5,772,103	\$6,363,399	\$6,950,151
Total Owner's Equity	\$28,542,457	\$29,110,594	\$29,678,729	\$30,246,862	\$30,814,999	\$31,389,406	\$31,971,169	\$32,558,563	\$33,150,182	\$33,746,425	\$34,337,721	\$34,924,473
Total Liabilities & Equity	\$31,037,227	\$31,747,398	\$30,750,586	\$31,460,753	\$32,171,788	\$32,891,516	\$33,620,204	\$34,355,535	\$35,096,147	\$35,841,422	\$36,579,213	\$37,311,568

The Inn of the Patriots

FY2022	Nov '22	Dec '22	Jan '23	Feb '23	Mar '23	Apr '23	May '23	Jun '23	Jul '23	Aug '23	Sep '23	Oct '23
Cash	\$22,568,385	\$23,519,854	\$22,733,896	\$23,688,886	\$24,644,558	\$25,600,861	\$26,562,880	\$27,533,890	\$28,511,804	\$29,497,050	\$30,490,525	\$31,447,585
Accounts Receivable	\$1,070,454	\$1,065,503	\$1,069,957	\$1,069,956	\$1,070,945	\$1,071,934	\$1,077,378	\$1,082,327	\$1,085,791	\$1,089,255	\$1,085,294	\$1,059,058
Inventory	\$674,128	\$677,588	\$677,588	\$677,828	\$678,548	\$680,348	\$682,028	\$683,248	\$684,568	\$683,128	\$666,908	\$679,706
Other Current Assets												
Total Current Assets	\$24,312,967	\$25,262,945	\$24,481,441	\$25,436,670	\$26,394,051	\$27,353,143	\$28,322,286	\$29,299,465	\$30,282,163	\$31,269,433	\$32,242,727	\$33,186,349
Long-Term Assets	\$19,538,000	\$19,538,000	\$19,538,000	\$19,538,000	\$19,538,000	\$19,538,000	\$19,538,000	\$19,538,000	\$19,538,000	\$19,538,000	\$19,538,000	\$19,538,000
Accumulated Depreciation	(\$5,814,882)	(\$6,047,475)	(\$6,280,072)	(\$6,512,667)	(\$6,745,261)	(\$6,977,858)	(\$7,210,452)	(\$7,443,048)	(\$7,675,642)	(\$7,908,239)	(\$8,140,833)	(\$8,373,428)
Total Long-Term Assets	\$13,723,118	\$13,490,525	\$13,257,928	\$13,025,333	\$12,792,739	\$12,560,142	\$12,327,548	\$12,094,952	\$11,862,358	\$11,629,761	\$11,397,167	\$11,164,572
Total Assets	\$38,036,085	\$38,753,470	\$37,739,369	\$38,462,003	\$39,186,790	\$39,913,285	\$40,649,834	\$41,394,417	\$42,144,521	\$42,899,194	\$43,639,894	\$44,350,921
Accounts Payable	\$434,746	\$436,130	\$436,130	\$436,226	\$436,514	\$437,234	\$437,906	\$438,394	\$438,922	\$438,346	\$431,857	\$436,976
Income Taxes Payable	\$1,882,697	\$2,026,097	\$433,067	\$577,575	\$722,435	\$867,550	\$1,014,505	\$1,163,124	\$1,312,899	\$1,463,809	\$1,613,407	\$1,755,648
Sales Taxes Payable	\$213,531	\$212,531	\$213,431	\$213,431	\$213,631	\$213,831	\$214,931	\$215,931	\$216,631	\$217,331	\$216,531	\$211,231
Short-Term Debt												
Prepaid Revenue												
Total Current Liabilities	\$2,530,974	\$2,674,758	\$1,082,628	\$1,227,232	\$1,372,580	\$1,518,615	\$1,667,342	\$1,817,449	\$1,968,452	\$2,119,486	\$2,261,795	\$2,403,855
Long-Term Debt												
Total Liabilities	\$2,530,974	\$2,674,758	\$1,082,628	\$1,227,232	\$1,372,580	\$1,518,615	\$1,667,342	\$1,817,449	\$1,968,452	\$2,119,486	\$2,261,795	\$2,403,855

CONFIDENTIAL - DO NOT DISSEMINATE. This business plan contains confidential, trade-secret information and is shared only with the understanding that you will not share its contents or ideas with third parties without the express written consent of the plan author.

The Inn of the Patriots

Paid-in Capital	\$21,000,000	\$21,000,000	\$21,000,000	\$21,000,000	\$21,000,000	\$21,000,000	\$21,000,000	\$21,000,000	\$21,000,000	\$21,000,000	\$21,000,000	\$21,000,000
Retained Earnings	\$13,924,473	\$13,924,473	\$13,924,473	\$13,924,473	\$13,924,473	\$13,924,473	\$13,924,473	\$13,924,473	\$13,924,473	\$13,924,473	\$13,924,473	\$13,924,473
Earnings	\$580,638	\$1,154,239	\$1,732,268	\$2,310,298	\$2,889,737	\$3,470,197	\$4,058,019	\$4,652,495	\$5,251,596	\$5,855,235	\$6,453,626	\$7,022,593
Total Owner's Equity	\$35,505,111	\$36,078,712	\$36,656,741	\$37,234,771	\$37,814,210	\$38,394,670	\$38,982,492	\$39,576,968	\$40,176,069	\$40,779,708	\$41,378,099	\$41,947,066
Total Liabilities & Equity	\$38,036,085	\$38,753,470	\$37,739,369	\$38,462,003	\$39,186,790	\$39,913,285	\$40,649,834	\$41,394,417	\$42,144,521	\$42,899,194	\$43,639,894	\$44,350,921

The Inn of the Patriots

As of Period's End	Starting Balances	FY2020	FY2021	FY2022	FY2023	FY2024
Cash	\$130,000	\$11,845,782	\$21,606,111	\$31,447,585	\$41,266,939	\$51,104,576
Accounts Receivable	\$2,400	\$1,062,052	\$1,074,415	\$1,059,058	\$1,076,582	\$1,077,777
Inventory	\$14,000	\$672,568	\$675,328	\$679,706	\$680,475	\$680,475
Other Current Assets						
Total Current Assets	\$146,400	\$13,580,402	\$23,355,854	\$33,186,349	\$43,023,996	\$52,862,828
Long-Term Assets		\$19,538,000	\$19,538,000	\$19,538,000	\$19,538,000	\$19,541,996
Accumulated Depreciation		(\$2,791,142)	(\$5,582,286)	(\$8,373,428)	(\$11,164,572)	(\$13,956,026)
Total Long-Term Assets		\$16,746,858	\$13,955,714	\$11,164,572	\$8,373,428	\$5,585,970
Total Assets	\$146,400	\$30,327,260	\$37,311,568	\$44,350,921	\$51,397,424	\$58,448,798
Accounts Payable		\$434,126	\$435,227	\$436,976	\$436,995	\$437,276
Income Taxes Payable		\$1,706,981	\$1,737,537	\$1,755,648	\$1,759,718	\$1,762,115
Sales Taxes Payable		\$211,831	\$214,331	\$211,231	\$214,773	\$215,014
Short-Term Debt						
Prepaid Revenue						
Total Current Liabilities		\$2,352,938	\$2,387,095	\$2,403,855	\$2,411,486	\$2,414,405
Long-Term Debt						
Total Liabilities		\$2,352,938	\$2,387,095	\$2,403,855	\$2,411,486	\$2,414,405
Paid-in Capital		\$21,000,000	\$21,000,000	\$21,000,000	\$21,000,000	\$21,000,000
Retained Earnings	\$146,400	\$146,400	\$6,974,322	\$13,924,473	\$20,947,066	\$27,985,938
Earnings		\$6,827,922	\$6,950,151	\$7,022,593	\$7,038,872	\$7,048,459
Total Owner's Equity	\$146,400	\$27,974,322	\$34,924,473	\$41,947,066	\$48,985,938	\$56,034,397

The Inn of the Patriots

Total Liabilities & Equity	\$146,400	\$30,327,260	\$37,311,568	\$44,350,921	\$51,397,424	\$58,448,802
----------------------------	-----------	--------------	--------------	--------------	--------------	--------------

Cash Flow Statement

Cash Flow Statement (With Monthly Detail)

The Inn of the Patriots

FY2020	Nov '20	Dec '20	Jan '21	Feb '21	Mar '21	Apr '21	May '21	Jun '21	Jul '21	Aug '21	Sep '21	Oct '21
Net Cash Flow from Operations												
Net Profit	\$564,700	\$566,506	\$567,211	\$567,914	\$568,619	\$568,935	\$570,345	\$570,665	\$570,660	\$572,070	\$570,660	\$569,637
Depreciation and Amortization	\$232,594	\$232,596	\$232,596	\$232,596	\$232,593	\$232,597	\$232,595	\$232,594	\$232,597	\$232,594	\$232,596	\$232,594
Change in Accounts Receivable	(\$1,055,703)	(\$1,484)	(\$494)	(\$494)	(\$494)	(\$494)	(\$989)	(\$494)	\$1	(\$989)	\$991	\$991
Change in Inventory	(\$658,208)	(\$120)	(\$120)	(\$120)	(\$600)	(\$240)	(\$600)	\$0	(\$240)	\$240	\$720	\$720
Change in Accounts Payable	\$696,972	(\$262,940)	\$48	\$48	\$240	\$96	\$240	\$0	\$96	(\$96)	(\$289)	(\$289)
Change in Income Tax Payable	\$141,175	\$141,627	\$141,802	\$141,979	\$142,154	\$142,234	\$142,586	\$142,667	\$142,665	\$143,017	\$142,665	\$142,410
Change in Sales Tax Payable	\$211,031	\$300	\$100	\$100	\$100	\$100	\$200	\$100	\$0	\$200	(\$200)	(\$200)
Change in Prepaid Revenue												
Net Cash Flow from Operations	\$132,561	\$676,485	\$941,143	\$942,023	\$942,612	\$943,228	\$944,377	\$945,532	\$945,779	\$947,036	\$947,143	\$945,863
Investing & Financing												
Assets Purchased or Sold	(\$19,538,000)											
Investments Received	\$21,000,000											

The Inn of the Patriots

Change in Long-Term Debt													
Change in Short-Term Debt													
Dividends & Distributions													
Net Cash Flow from Investing & Financing	\$1,462,000												
Cash at Beginning of Period	\$130,000	\$1,724,561	\$2,401,046	\$3,342,189	\$4,284,212	\$5,226,824	\$6,170,052	\$7,114,429	\$8,059,961	\$9,005,740	\$9,952,776	\$10,899,919	
Net Change in Cash	\$1,594,561	\$676,485	\$941,143	\$942,023	\$942,612	\$943,228	\$944,377	\$945,532	\$945,779	\$947,036	\$947,143	\$945,863	
Cash at End of Period	\$1,724,561	\$2,401,046	\$3,342,189	\$4,284,212	\$5,226,824	\$6,170,052	\$7,114,429	\$8,059,961	\$9,005,740	\$9,952,776	\$10,899,919	\$11,845,782	

CONFIDENTIAL - DO NOT DISSEMINATE. This business plan contains confidential, trade-secret information and is shared only with the understanding that you will not share its contents or ideas with third parties without the express written consent of the plan author.

The Inn of the Patriots

FY2021	Nov '21	Dec '21	Jan '22	Feb '22	Mar '22	Apr '22	May '22	Jun '22	Jul '22	Aug '22	Sep '22	Oct '22
Net Cash Flow from Operations												
Net Profit	\$568,135	\$568,137	\$568,135	\$568,133	\$568,137	\$574,407	\$581,763	\$587,394	\$591,619	\$596,243	\$591,296	\$586,752
Depreciation and Amortization	\$232,597	\$232,594	\$232,595	\$232,597	\$232,593	\$232,596	\$232,596	\$232,596	\$232,594	\$232,594	\$232,596	\$232,596
Change in Accounts Receivable	\$991	\$1	\$1	\$1	\$1	(\$4,949)	(\$5,444)	(\$3,959)	(\$2,969)	(\$3,464)	\$3,961	\$3,466
Change in Inventory	\$0	\$0	\$0	\$0	(\$2,160)	(\$1,800)	(\$960)	(\$720)	(\$1,220)	\$1,820	\$1,320	\$960
Change in Accounts Payable	(\$1)	\$0	\$0	\$0	\$864	\$720	\$384	\$288	\$488	(\$728)	(\$529)	(\$385)
Change in Income Tax Payable	\$142,033	\$142,034	(\$1,564,947)	\$142,034	\$142,034	\$143,601	\$145,441	\$146,849	\$147,905	\$149,060	\$147,824	\$146,688
Change in Sales Tax Payable	(\$200)	\$0	\$0	\$0	\$0	\$1,000	\$1,100	\$800	\$600	\$700	(\$800)	(\$700)
Change in Prepaid Revenue												
Net Cash Flow from Operations	\$943,555	\$942,766	(\$764,216)	\$942,765	\$941,469	\$945,575	\$954,880	\$963,248	\$969,017	\$976,225	\$975,668	\$969,377
Investing & Financing												
Assets Purchased or Sold												
Investments Received												

The Inn of the Patriots

Change in
Long-Term
Debt

Change in
Short-Term
Debt

Dividends &
Distributions

**Net Cash Flow
from Investing
& Financing**

Cash at Beginning of Period	\$11,845,782	\$12,789,337	\$13,732,103	\$12,967,887	\$13,910,652	\$14,852,121	\$15,797,696	\$16,752,576	\$17,715,824	\$18,684,841	\$19,661,066	\$20,636,734
Net Change in Cash	\$943,555	\$942,766	(\$764,216)	\$942,765	\$941,469	\$945,575	\$954,880	\$963,248	\$969,017	\$976,225	\$975,668	\$969,377
Cash at End of Period	\$12,789,337	\$13,732,103	\$12,967,887	\$13,910,652	\$14,852,121	\$15,797,696	\$16,752,576	\$17,715,824	\$18,684,841	\$19,661,066	\$20,636,734	\$21,606,111

The Inn of the Patriots

FY2022	Nov '22	Dec '22	Jan '23	Feb '23	Mar '23	Apr '23	May '23	Jun '23	Jul '23	Aug '23	Sep '23	Oct '23
Net Cash Flow from Operations												
Net Profit	\$580,638	\$573,601	\$578,029	\$578,030	\$579,439	\$580,460	\$587,822	\$594,476	\$599,101	\$603,639	\$598,391	\$568,967
Depreciation and Amortization	\$232,596	\$232,593	\$232,597	\$232,595	\$232,594	\$232,597	\$232,594	\$232,596	\$232,594	\$232,597	\$232,594	\$232,595
Change in Accounts Receivable	\$3,961	\$4,951	(\$4,454)	\$1	(\$989)	(\$989)	(\$5,444)	(\$4,949)	(\$3,464)	(\$3,464)	\$3,961	\$26,236
Change in Inventory	\$1,200	(\$3,460)	\$0	(\$240)	(\$720)	(\$1,800)	(\$1,680)	(\$1,220)	(\$1,320)	\$1,440	\$16,220	(\$12,798)
Change in Accounts Payable	(\$481)	\$1,384	\$0	\$96	\$288	\$720	\$672	\$488	\$528	(\$576)	(\$6,489)	\$5,119
Change in Income Tax Payable	\$145,160	\$143,400	(\$1,593,030)	\$144,508	\$144,860	\$145,115	\$146,955	\$148,619	\$149,775	\$150,910	\$149,598	\$142,241
Change in Sales Tax Payable	(\$800)	(\$1,000)	\$900	\$0	\$200	\$200	\$1,100	\$1,000	\$700	\$700	(\$800)	(\$5,300)
Change in Prepaid Revenue												
Net Cash Flow from Operations	\$962,274	\$951,469	(\$785,958)	\$954,990	\$955,672	\$956,303	\$962,019	\$971,010	\$977,914	\$985,246	\$993,475	\$957,060
Investing & Financing												
Assets Purchased or Sold												
Investments Received												

CONFIDENTIAL - DO NOT DISSEMINATE. This business plan contains confidential, trade-secret information and is shared only with the understanding that you will not share its contents or ideas with third parties without the express written consent of the plan author.

The Inn of the Patriots

Change in
Long-Term
Debt

Change in
Short-Term
Debt

Dividends &
Distributions

**Net Cash Flow
from Investing
& Financing**

Cash at Beginning of Period	\$21,606,111	\$22,568,385	\$23,519,854	\$22,733,896	\$23,688,886	\$24,644,558	\$25,600,861	\$26,562,880	\$27,533,890	\$28,511,804	\$29,497,050	\$30,490,525
Net Change in Cash	\$962,274	\$951,469	(\$785,958)	\$954,990	\$955,672	\$956,303	\$962,019	\$971,010	\$977,914	\$985,246	\$993,475	\$957,060
Cash at End of Period	\$22,568,385	\$23,519,854	\$22,733,896	\$23,688,886	\$24,644,558	\$25,600,861	\$26,562,880	\$27,533,890	\$28,511,804	\$29,497,050	\$30,490,525	\$31,447,585

The Inn of the Patriots

	FY2020	FY2021	FY2022	FY2023	FY2024
Net Cash Flow from Operations					
Net Profit	\$6,827,922	\$6,950,150	\$7,022,592	\$7,038,872	\$7,048,459
Depreciation and Amortization	\$2,791,142	\$2,791,144	\$2,791,142	\$2,791,144	\$2,791,454
Change in Accounts Receivable	(\$1,059,651)	(\$12,362)	\$15,358	(\$17,524)	(\$1,195)
Change in Inventory	(\$658,568)	(\$2,760)	(\$4,378)	(\$769)	\$0
Change in Accounts Payable	\$434,130	\$1,105	\$1,753	\$19	\$281
Change in Income Tax Payable	\$1,706,981	\$30,556	\$18,111	\$4,070	\$2,397
Change in Sales Tax Payable	\$211,831	\$2,500	(\$3,100)	\$3,542	\$241
Change in Prepaid Revenue					
Net Cash Flow from Operations	\$10,253,787	\$9,760,333	\$9,841,478	\$9,819,354	\$9,841,637
Investing & Financing					
Assets Purchased or Sold	(\$19,538,000)				(\$4,000)
Investments Received	\$21,000,000				
Change in Long-Term Debt					
Change in Short-Term Debt					
Dividends & Distributions					
Net Cash Flow from Investing & Financing	\$1,462,000				(\$4,000)
Cash at Beginning of Period	\$129,995	\$11,845,778	\$21,606,107	\$31,447,585	\$41,266,939
Net Change in Cash	\$11,715,787	\$9,760,333	\$9,841,478	\$9,819,354	\$9,837,637
Cash at End of Period	\$11,845,782	\$21,606,111	\$31,447,585	\$41,266,939	\$51,104,576