

PRIVATE

The Inn of the Patriots, LLC

HOME OF THE PRESIDENTIAL CULINARY MUSEUM AND PRESIDENTIAL SERVICE CENTER

BUSINESS PLAN

Updated for the 2020 Launch Project

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Executive Summary

Who We Are

This entire plan is copyrighted©. The plans revenues are based upon below average statistics for the hotel industry to purposely plan for the next economic holocaust and triggered recession. Living wages and correct personnel on duty are commensurate while producing excellent return on investment for the veteran community and stakeholders putting money in.

Non-Disclosure Statement: The presentation, ideas, and programs enclosed are the intellectual property of Mongiello Holdings™, LLC, The Inn of the Patriots™, LLC and are the copyrighted original, authored work of Martin CJ Mongiello, MBA, MA, MCFE.

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Non-Disclosure Agreement

The reader and recipient acknowledges the Digital Signature Act under Federal law with tracking and IP address tracking of this confidential proposal of strategic marketing processes and ideas that Mongiello Holdings™, LLC and The Inn of the Patriots™, LLC with assorted dba's of Mongiello Associates Strategic Marketing™, The Presidential Culinary Museum®, Presidential Service Center® (provider) herein furnishes certain "Confidential Information" relating to the business affairs and operations of evaluation of a proposed marketing strategy, product changes and distribution. It is acknowledged by the recipient that the information provided is confidential; therefore, the recipient agrees not to disclose it and not to disclose that any discussions or contracts with the provider that have occurred or are intended, other than as provided for in the following paragraph. These ideas and programs are the original creations of Martin CJ Mongiello.

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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 offer any investor 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.

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The US Presidential Service Center® and The US Presidential Culinary Museum® at The Inn of the Patriots™

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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™.



The U.S. Presidential Culinary Museum® Washington, DC

What is it? A White House Executive Chef's proposed third expansion of his teams 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** (<http://www.insidethepresidentscabinet.com>) offered to film longer one-hour shows 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. We will design "Presidentially Appointed" suites and rooms to stay in similar to the Vermeil, Green, Red, and Blue rooms. Other places like The Indian Treaty Room, USSS Nerve Room, decontamination chambers (part of a tour and museum) and underground sleeping bunker during nuclear-biological-chemical attack (offered as a special overnight stay option especially with kids) will be offered to guests, including the Library, chart and map room, 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>.

Other shops, natural tenants expected at a hotel, and outlets like a bakery and coffee shop will be operating. Depending on the property, some Yurts and a Tree House may be included in the wooded area or in a tree lined section. In urban environments this may be seen as even more of a draw for photographs and magazine article coverage via press outlets.

The Veteran's Ion Tower™ will project a starion of illuminated beams into space as a column in front of the property next to The Flame of Arlington™ - a torchiere relit by runners annually from the flame of JFK's tomb at Arlington National Cemetery. These are located next to a typical water fountain and the Chinese-American Medal of Honor Awardee Captain Francis B. Wai Flagpole. The starion will be visible up to 20 miles away in VA and MD.



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 (current FICO 808 and former Top Secret, SCI, Yankee White investigation for one year)). Twenty-five years of working with the past five Presidents. 11 other White House Chefs will eventually also work onsite with him and his wife (12 total - six ladies and six gentlemen) spanning ten Presidencies in America, film in the TV series, and one of which will meet overnight guests (must be staying) daily in a MEET AND GREET at 7 pm in a private lounge to sign autographs and photos or give a speech or more.

- A portion of all hotel income proceeds will be given to AMVETS, and AMVETS Post 12 will be onsite working with helping vets and 28 primary veterans organizations via a special office and lounge.

Commander Orlando Herrera, Jr. will work onsite daily. Herrera is also the the 2nd Vice Commander of AMVETS on the state level of DC.

- A US Secret Service Recruiting Information Center will be onsite.
- A Presidential Foundations and Libraries Welcome Center showcasing all 45+ locations with pamphlets and information.
- Owner of the Heroes Vodka product line sold across the USA, Travis McVey, will design a special Heroes Vodka Bar focused on martini's but all types of other drinks.
- **Crestline Hotels and Resorts** has been approached and we are discussing coming into their system and becoming the **115th property** in their portfolio. Crestline is led by Navy Veteran and Academy grad, James Carroll with **22 brands** being represented and **17,100 rooms** coast-to-coast. **In DC**, they presently run the Westin National Harbor, the Phoenix Park Hotel, Hyatt Place, the Courtyard on Dupont Circle, the Courtyard Navy Yard, the Homewood Suites by Hilton, the Courtyard Downtown Convention Center and the Residence Inn at the Convention Center.

Why? To move the project and family to the region to expand there - and capitalize on the Washington, DC tourism fervor, area, growth, and trade. The Mongiello's have developed and honed a unique interpretation, video, first-person acting, holographic, taste, smell, eat, and exhibition system never-before-used worldwide, leading to unprecedented patronage and success. They rival the White House Historical Association and each Presidential Foundation and Library – yet are a commercially owned business. They are **NOT** controlled by any government entity, foundation, national archives, or subject to IRS non-profit regulations.

Where? The specific site, proposal, JVA, with placement into an existing property has been narrowed to two properties. Both are located directly in DC itself. The group is very flexible and open to ideas, thoughts, and offers. A formal offer has been placed with Cushman and Wakefield to Hines for the former **Walter Reed General Hospital** building via John Kerr and Jeff Manas of CBRE (it is 288,000 square feet). Additional

prospectus documents, presentations, and site visits are available with quarterly reports of construction and demolition for five years. Also, please see <http://www.theparksd.com>



The Inn of the Patriots™

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



When? No specific timetable or pressured scheme. The project paid off its SBA 7a loan 19 years early in 2019 and is 100% debt-free. We are currently in wind-down starting in November 2019 to cease reservations in NC and facilitate the move to DC. This will take several months for down-ramp to complete.

How? With further investment, it could be a. Placed into an existing hotel, or b. Existing building. The Mongiello's have put in \$400k so far on \$2.4M in sales. Several of the Presidents will come to stay, thus marking them forever with a brass plaque outside the door of their suite. Their existing five-bedroom country inn has been averaging \$192K per year over the past ten years (Darrell L. Keller, CPA, PA firm). Now they are preparing to make the move and shift with closure of the NC property. The purchase of a building, retrofit, and museum

build are expected to be \$42.1M or less depending on the property selected. Square footage required is initially 221,000 (235 rooms and suites) but can flex to 280,000 — demand from the investor for how large the museum is - controls this. Some patriotic investors like David Rubenstein of the Carlyle Group have been approached as he historically has supported such projects including the White House Historical Association and Washington Monument.

Featured in 160+ newspapers and magazines across six continents...

Industry Sector: Hospitality – Hotel, including foodies, for wine lovers, with continued cooking classes, a "**Hail to the Chef Restaurant™**," featuring the 45 Presidents' favorite recipes on the "**All the Presidents' Menus™**," the Presidential Culinary Museum (a future 501(c)(3)) and for history lovers.

Lobbyist and Charitable Trusts – like The Pew Charitable Trusts®, The United States Presidential Service Center Foundation and Trusts® operates as an independent non-profit, non-governmental organization (NGO) 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 via the White House Military Office (WHMO) and civilian support offices helping the American presidency.

Development Stage: Third stage (3rd) expansion with world sales records and awards, 100% owned, and no investors. Holds key, proprietary trademarks with the USPTO, legal filings with East Coast Writers Guild and Library of Congress. Simplified mathematical formula expansion = exponential sales. The third stage is couched not to expand too large.

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) grocery chain

<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, in the Washington, DC area. 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/lease 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 three 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.

3. The project leadership is flexible to JVA ideas. 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 50 to 100-year lease and/or management agreement.
4. The project also includes a nationwide TV series, 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 US **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 after ten years of operation. We are seeking properties that could span up to 235+ rooms. We would expand our **Nature and Earth Spa™**. We aim to broaden our kitchenware shop and culinary institute up to a 10,000 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, Chicago, and LA).
5. One of its primary goals is to encase and establish a more appropriate location with facility for some 50,000 alumni members of the Presidential Service Association and Presidential Culinary Museum holdings, artifacts, and china.

THE NEED: Our **Proprietary Resort Marketing Plan™©** also 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 most extensive private collection of Presidential china and memorabilia on public display 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, crippled, wheelchair-bound, disabled 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 Project, VFW, American Legion, Iraq, and Afghanistan Veterans of America (IAVA), AMVETS, Disabled American Veterans (DAV), and the World Veteran's Federation (WVF) with world congress.

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.

Psychological 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 Marriott, Ramada, and Wyndham spanning 200 rooms, to 1500 rooms, as the General Manager.

Presently an AAA Diamonds listed facility winning 2019 9.8 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. In November of 2019, Google awarded it's Veteran Owned Business Influencer Award in crystal and now on display.

- **Each operator of the service inside the hotel will be a non-salaried, retired military vet owning their own business (paying 10% of gross sales) 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.insidethepresidentcabinet.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.

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.

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 at 260+ properties sleeping over 11,000 per night across six states. 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. His newest book is Jackie.

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, registrations with the Screen 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 Associates Strategic Marketing
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
12. Nature and Earth Spa™ and 4,000 square foot active gymnasium possibly to be paired with a known athlete (pending)
13. The Schafer Gallery™ featuring fine art from the colonial period for sale in giclees and prints, framed and unframed
14. The Presidential Service Center™ - a 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 serial number registered at the White House
15. A proposed US Food History Museum™ - planned for future use and studies

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 Washington, DC. 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), a \$30M LOC from Stellar Road Funding, maintains a \$90M commitment from Hotel Development Services for a fresh build (requires 20% down and can include furnishings but NOT initial operating capital), and can attain a \$150M debt service from Morgan Stanley or Mercury Capital.*

- 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 50 to 70-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 235+ 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 50,000 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 or two-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. Psychological 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 Marriott 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 (delivering 10% of gross to the project) and responsible for their pay, creating ownership stakes that are highly motivated. Each retired military vet presently has a PFS valued close to \$3M and life medical and dental care providing abnormally lucrative partnerships. Several 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 (joint GM's) 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 (future use). The **Presidential Culinary Museum™** will eventually become a smaller exhibition section of that.

Who We Sell To

We sell successfully to a cross spectrum demographic wherein 82% of bookings are made by females. 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 large bus tours and can go to six motor coaches per day. We have managed museums and resorts previously handling 850 bus tours per year.

Our day classes are very appealing across the generations.

Financial Summary

Financial Highlights

AND KEY ITEMS IMPACTING FINANCES THAT NEED TO BE UNDERSTOOD:

This plan's revenues are based upon below average statistics for the hotel industry to purposely illustrate reduced incomes, a renewed economic holocaust, sequestration, and triggered recession. Living wages and correct personnel on duty are correct, however, despite numerous hotels and restaurants in the region refusing to pay a living wage. The plan offers low revenue and high wages.

We project an average occupancy of 59% of total rooms. During incredible stretches of time, that can modulate between 84% and 96% in our testing of concept for ten years. During the next recession, that can dip to 63% per annum and flatline. However, we made all of our money during this past recession and hold specific, proprietary world awards for sales, and techniques, with couponing companies of Groupon, Living Social, Expedia, and Travelzoo. These work well in recessions and economic Pearl Harbors.

For a retrofit building of 235 rooms and suites we predict \$42M in rehab, \$6M in furnishings inclusive of the museum, and \$3M for kickstart and operating capital (OPCAP). Total is \$51M.

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. We have 100 rooms at 120 per night as a safety stallion and iron bastille.**

· 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 for comparative financial analysis

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

- 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 Silver certified 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.
- We will employ gardens, massive composting, and recycling as we capitalize on our silver level status and go to gold level. Our goal is to have zero trash removal and convert most items of trash into gaseous fuel or power via turbine. We will exceed the Clean Energy DC, Clean Energy Bill and Omnibus Amendment Act of 2008 to lead the way in renewable energy onsite long before the required goal of 2032. Working with the DC Department of Energy and Environment (DOEE), the DC Sustainable Energy Utility (SEU), **Green Finance Authority, and Green Bank may occur for incentives and financial assistance as well as to avoid penalties for the Sustainable Energy Trust Fund (SETF).**
- We will consult with the new High-Performance Building Hub to research innovative energy-efficiency techniques.

- We will deliver benchmarking reports on energy usage as we employ solar techniques and measure our greenhouse gas emissions (measured in metric tons of carbon dioxide equivalent). Important items of interest are recovery of thermal energy via sewage lines, edible landscaping, LED, efficient HVAC, refillable amenities, green roofs to reuse rainwater, and hydrophilic system wall filters.
- 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



Company

Company Overview

The Inn of the Patriots: Home of the highly awarded 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, Wheel of Fortune, NBC, ABC, CBS, PBS television and all over global TV. Enjoy the Presidential Culinary Museum® Chefs cooking for you daily.

DUTY ~ HONOR ~ COURAGE ~ COMMITMENT ~ INTEGRITY ~ COUNTRY ~ SERVICE

A disabled and injured US Military veteran project

and the Oral Mountains, and suggested random checks on food imports from the region as a precaution.

The Associated Press

USA SNAPSHOTS®

58%
of hiring managers believe their organizations have an unconscious bias toward hiring veterans.



SOURCE Korn Ferry Futurestep survey of 972 hiring managers
MIKE B. SMITH, JANET LOEHRKE/USA TODAY

the summer of thought he was th a story. Not anym "I had no idea I

Think i

Doyle Rice
USA TODAY

Hang on to you your winter coats bring frigid tempe winds across muc eastern U.S. over Even more chil Thanksgiving, an may soon be the s ance of the infam Meanwhile, Ar across the upper east into this wee meteorologist Pau

Company History



**The U.S.
Presidential
Culinary
Museum®**
Washington, DC

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 has been writing and publishing business plans with LIVE PLAN for 15 years and his plans are studied and used by over 6,000 students per day.

LIVE PLAN is ranked #1 by the WSJ, Inc. and many more.



A long format CV with over 30 letters of reference can be found on Marti at <http://www.linkedin.com/in/martincjmongiellomba> and Stormy's profile is at <https://www.linkedin.com/in/stormy-l-mongiello-bs-phr-shrm-cp-78562011/>

A lengthy, detailed history on them is at <https://www.theinnothepatriots.com/en-us/team1/team>

Both are on linkedin.com and Martin's account is consistently ranked in the top 1% of linkedin.com profiles worldwide, for nine straight years.

Biography of the Mongiello's:

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

Articles published about us in over 100 magazines and newspapers worldwide

The Charlotte Observer



THE TIMES OF INDIA



Daily Mail  **THE AUSTRALIAN**
THE HEART OF THE NATION

The Washington Post

BUY VETERAN
GRATITUDE • TRUST • PATRIOTISM

UK THE TIMES

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.

BUY VETERAN
BuyVeteran.com

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 Catoctin 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.



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 and Standards

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



- **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
- **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

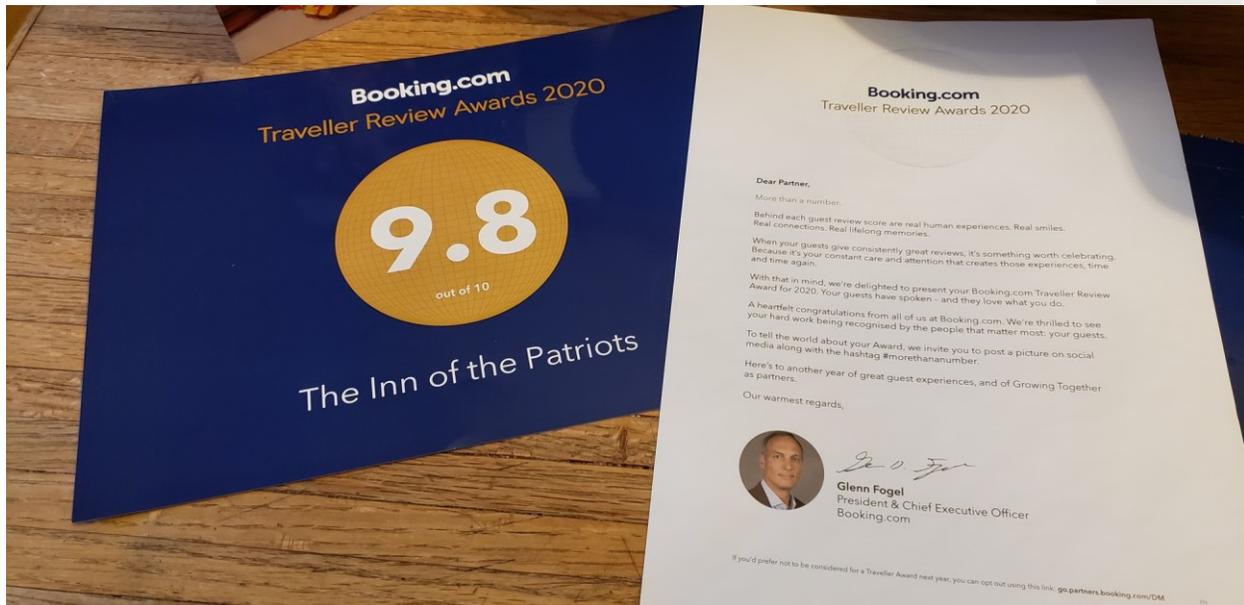
- **Everyday Cooking with Dr. Dean Ornish**, Paperback, Print Length: 344 pages, by Dr. Dean Ornish, Publisher: Harpercollins, **A NEW YORK TIMES BEST-SELLER**
- **Day Trips from Charlotte: Getaway Ideas for the Local Traveler (Day Trips Series)**, Print Length: 256 pages, by James L. Hoffman, Publisher: 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 off and on, 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, LUX Magazine ranked 2019 Best of the Eastern Seaboard The Inn of the Patriots. It is home to the cooking school with 5,074 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.



Management Team

Our primary management team will be Marti and Stormy Mongiello training their daughter, Rania (9). We have several former White House Chefs (11 total) that will run assorted tenant outlets on the site and then we will hire from the local economy spanning the tri-state region. We have a strong interest in a 50/50 lady and gentleman mix as well as a powerfully diverse mix of heritage and races working (strong diversity mix). A Senior Trustee of the US Presidential Service Center, Travis McVey, will license his Heroes Vodka Bar from his brand of Heroes Vodka.

A large number of veterans will be hired following our Management Team vision and goals, which are from the award-winning author and leader, Jeffrey Fox of:

A + A = A

A is for "ability." A is for "attitude." The right ability plus the right attitude adds up to an A player. A players are winners. They are smart, savvy, and get the job done. They are motivated and hardworking. A players have a nose for the goal line, and they go for it. There are A players for every pay level. The car wash with A players beats the car wash with C players. The baseball team with A players beats the team with B and C players. The hospital with A nurses will distinguish itself from the hospital with C nurses.

We only hire A players or people with A potential. We never hire a C or D player. C players are mediocre. C players infect the organization with mediocrity. Mediocrity is a pernicious low-grade fever that no organization can allow. In some low-risk circumstances you can take a chance on a B player, but only if you have evidence or intuition that you can move the B player to a B+. You can groom an A- player to an A. You can make a B+ player an A. But you can never make a C player a B or an A. Never.

A players usually cost more, but they deliver more. A players are often more difficult to manage because they have lots of energy and move fast, and don't wait for the organization to catch up. A players need to be challenged, so the great boss gives them challenges.

Ability plus attitude: the more of each, the better. But A plus A, in whatever dose is an awesome employee profile. We only hire A's. A's are players.

BEWARE: 7s HIRE 5s

The surest way to introduce mediocrity, incompetence, or indifference into an organization is to hire weak or average HIRING MANAGERS. A HIRING MANAGER is anybody who is in a position to hire an employee. A weak or average hiring manager scores a 7 on the 10-point scale of competency, ability, experience, attitude, and behavior.

7s hire 5s. 7s do not hire 9s or 10s. 7s do not hire people better than themselves because they instinctively fear competence, or don't recognize competence, or are uncomfortable in the presence of people who invite

self-comparison. 7s hire 5s because 5s are not challenging, are plentiful, and are usually at a lower pay scale. 7s can dominate 5s, and they know it. 7s hire 5s because they see something of themselves in a 5. 7s re-create themselves, just a weaker strain. And---oh, what a surprise---5s hire 3s!

9s and 10s hire 10s. 9s and 10s don't hire 7s. 10s are confident, competent, controlled. 10s are team builders. 10s work as hard on hiring and grooming as they do on any other function. 10s are not afraid of talent; 10s are afraid of mediocrity.

10s are A players and only want to play with the best.

Beware of the 7s. Only hire 10s.

"Never Be Little, Never Belittle"

Never belittle, humiliate, or threaten an employee, publicly or privately. Never embarrass an employee, or use sarcasm in a hurtful way. Never point your finger at an employee. Never be disrespectful. Never accuse; rather, ask an opinion of the evidence. Never insinuate. Always have solid proof and evidence.

Never play the tough guy or gal. Be mentally tough. Be emotionally tough. Make tough decisions as a great boss. You can care and be tough. You can be tough and nice at the same time. Bullies, tyrants, autocrats, ranters, and ravers are weak. Their authority is a function of job position, not personal character. These people last longer in weak companies than in good ones. Screamers are rarely successful in the long run; the organization ultimately undermines them. Employees don't work as hard as they could. Mistakes are covered up. Opportunities are not taken. Useful information is not shared. Subtle sabotage takes place. Rumors get to the bully's boss or board of directors. Suppliers get wary.

A fellow ran a construction company. His management style was based on intimidation. He intimidated the workers. He scared the suppliers. He often said there were plenty of replacement workers available. He used

his clout as a large buyer to get unreasonable terms and to make unreasonable demands for deliveries, chargebacks, and extras. He treated everyone as vassal serfs. He told the architects they were incompetent, the bonding agents, they were fools, and the accountants they were old fashioned. He was rude, mean, and nasty.

The construction business is highly competitive with razor-thin margins. Excellent workers, attentive to detail, are crucial. It is easy to "die the death of a thousand cuts," and that is what happened. In front of the tyrant and behind his back, the thousand cuts began. Shipments arrived an hour late; twenty plumbers waited, doing nothing. Tools were left outside at night. A two-hour task took three hours; a two-day job took three days. Deliveries were unloaded at the north gate instead of the south. Someone "forgot" to put reinforcing bars in a concrete wall, which had to be rebuilt.

Instead of making \$2 million on a \$23 million project, the construction company lost \$2 million and incurred missed deadline penalties of \$800,000. The construction company went out of business.

To belittle someone is to be little. Don't belittle; be big. And that's how the Mongiello's think and act - earning respect from the 16 to 100-year old team member each day.

We advocate and encourage the **40-hour, four-day work week** with three days off and utilize the O.C. Tanner <https://www.octanner.com/> encouragement system revolutionizing the year 2020 work force with culture-building apps and solutions that deliver peak moments and unrivaled experiences that help people thrive at work. We will become a TOP 10 PLACE TO WORK AT IN DC award winner.

Products and Services

Products and Services

Business plan reviewers unfamiliar with the corporation will benefit from examining the films, videos, photos, and videos at The Inn of the Patriots website. At close to 8,000 website pages long it provides several days of enjoyable examination.

<http://www.theinnofthepatriots.com>.

Unless stated, all items, intellectual property, US Patent and Trademark Office - Library of Congress - Writers Guild East filings, and companies are owned by Martin CJ Mongiello, MA, MBA, MCFE this business and marketing plan author. He is providing \$2.2M in equipage, cash, and items owned by the company as well as \$1.2M in sweat equity. The following delineates specific partners, investors, uses of cash, use of funds, use of proceeds, and sources of individual investments totaling \$4.2M in equipage and cash and \$2.8M in sweat equity.

- A TV series featuring Presidential and First Family favorites of recipes and foods as well as funny anecdotes named Inside the Presidents' Cabinet™©.
- A lodging facility where guests sleep in rooms and suites overnight named, The Inn of the Patriots, LLC™. We feature Boll and Branch sheets, our famed back and foot massage machines in each room, writing pads and designer pens, free bottled water in room, abnormal amounts of monster-sized towels, hand towels, plus amenities that are equivalent to the Waldorf Astoria in-room.

We are currently heavily awarded worldwide and a top 3% hotel on earth with a 2019 9.8 of 10 award from Booking.com. We have begun our down ramp on bookings and reservations starting November 1, 2019 to prepare for the move to DC.

Our large business center features state of the art streaming and video conferencing for business guests as well as VARIDESK sitting/standing desks, Dual-Monitor Arm twin screens, VARIChair® Pro tilting chairs, PowerHub, LED TaskLamp™ w/wireless charging, PowerStrip, StorageSeat and TheMat 36™. Suites also feature these advanced office features in our proprietary-owned PowerTHRUST™ and MASTERStroke™ business collection.







- A Presidential Culinary Museum® showcasing artifacts and antiques including Presidential china with recipes, food items on display, videos, touchscreens, eating and smelling history, holograms and holographic displays, using actors to be taught and guide our tours shifting in and out of first and third-person (not docents, and not experts), artifacts and antiques, as well as velvet rope removal and touching of items to be passed around, and more. We are a unique, evolving market leader that museums draft off of and follow for ground-breaking exhibits and ideas. Recent successes by our Trustees in museum design and financial support have been witnessed, including at the new Nixon and Eisenhower museums.







- The Food and Fun Culinary Institute™ (a legal DBA of The Inn of the Patriots, LLC™) where guests enjoy learning how to cook, pair wines, aperitifs, digestifs and beers and make such along with breads and cheeses using a Culinary Passport System™©. Trademarks, registrations with the USPTO, registrations with the Writers Guild of America East and Library of Congress. Intellectual filings and property. Currently at 5074 graduates and alumni.



The Culinary Arts Food & Fun Institute

at the Intercontinental Academy for Household, Hotel and Resort Management (IAHHRM)
located inside of The Inn of the Patriots and Presidential Culinary Museum

This certifies completion and practical kitchen testing that

Ted Papafil

Successfully completed an oral examination and practical skills test for the required course curriculum of
cookery, flavor profiles, and gourmet plating being awarded on this day of Dec 2, 2015

Martin CJ Mongiello, MBA – Master Certified Food Executive (MCFE)
Stormy LeAnn Neal, LEC – Licensed Executive Chef
Allan B. Miller, CHM – Director of Education



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



- Several books published on hotel management, legal guides, revolutionary war heroes, paintings commissioned with artists for 11 years, and private estate management books. Published nine books and featured in eight more. Several cookbooks published are sold in our gift shops.



- 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 Associates Strategic Marketing™ a legal DBA of The Inn of the Patriots, LLC™.



- A placement agency to Forbes 400 homes named Laurel Placement™ a legal DBA of The Inn of the Patriots, LLC™. Active training in our suites and property is prudent.

- A training institute for hotels and homes onsite named The International Academy of Household, Hotel and Resort Management™ (IAHHRM), a legal DBA of The Inn of the Patriots, LLC™.



- Two gift shops named Gimme' Some Sugar™ and The Chief Junaluska Gift Shop™ - however these will have a new name at the new location, of The Kitchenware Store™. Currently a legal DBA of The Inn of the Patriots, LLC™ and will continue as such despite new names being established. We will be working on this predominantly as the continued sale of kitchen wares in conjunction with excitement and fun centered around our food and cooking school.





Mongiello, MBA, MA, MCFE.







- The Nature and Earth Spa™ featuring spa treatments, hot rocks, Vichy thermal waterfall and Mud or sea salt therapies from the Dead Sea as a legal DBA of The Inn of the Patriots, LLC™.





The Schafer Gallery™ featuring fine art from the colonial period for sale in giclees and prints, framed and unframed as a legal DBA of The Inn of the Patriots, LLC™. We are licensed by Britain's and many others as a Don Troiani dealer.





- The Presidential Service Center® - a 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 serial number registered at the White House. Our military alumni members are close to 50,000 total and our civilian members are over 20,000 total. We will be hosting televised local, state, and federal debates. This is also where the replica Oval Office and film set will be for TV shows paying to us it. The set for Designated Survivor spent seven weeks building a complete Oval Office (two weeks were for initial research).



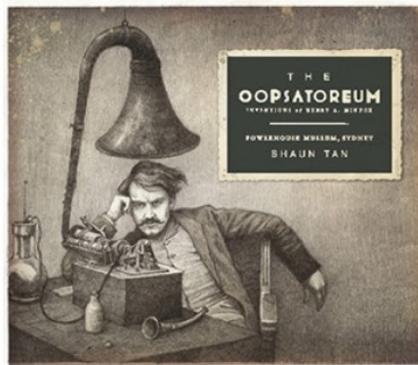






A newly proposed US Food History Museum™ - which would be part of later years rollout starting in the eighth year of operation. Eventually this leads to the World Food History Museum™ starting in year 14.

- Special Events like our Annual Easter Egg Roll, Christmas Gingerbread Exhibits, President's Day Dinners and more.
- An advanced daycare center for learning, video to parent experiential feed, interactive mind-flow play and more by Krister and Sylvie Gustaffson. This will be open to the public and greater campus area for those living nearby but also will facilitate all employees bringing infants to work and children for after school. Additionally, a portion of the kids and teen center will allow for a fun night if parents want to drop-off kids and go to dinner alone or catch a play and then pick children up around 10 or 11 pm to head on back to the room or suite. This has safe computers, XBox, Wii, PlayStation and all forms of games in the library. Clients over the years for advanced design have spanned from children's museums to business.





IMG **REVLON**
sports · entertainment · media



- The Heroes Vodka Bar™ serving The Official Spirit of a Grateful Nation, Heroes Vodka™. This bar will have an illuminated, large bottle in the center of it behind the bar. All forms of other drinks will be created and served. Russian vodka's will not be offered. Made with 100% American grain, Heroes Vodka has earned more than 10 gold and silver medals in blind tasting competitions. Every purchase supports American heroes.

Heroes Vodka™ was founded in 2009 by Travis McVey, a U.S. Marine Corps Veteran who proudly served as a Presidential Honor Guard from 1989-1992. An innovative and determined entrepreneur, Travis endured the life-changing tragedy of a good friend dying in combat in the War Against Terror in Afghanistan. The experience paved the way for Travis to realize the American dream of owning a business, a business that would enable him to continue to serve his country. Travis's vision was to develop a brand to partner with well-known Veteran organizations. His mission was to help Veterans get the care they deserve. With Heroes Vodka, Travis's dream has become a reality.



Heroes Vodka™ was first bottled on Veterans Day, 11.11.11, a date that occurs only once in a century and epitomizes the rarity of this event. As the “Official Spirit of a Grateful Nation,” the Heroes Vodka™ mission is to provide exceptional taste and superior value to consumers, and to honor heroes who serve, protect and perform outstanding work in our communities. It is currently sold nationwide and produced by R.S. Lipman of Nashville, TN.

- The Jessica Michna Performing Arts Center™ named after the actor featuring assorted costumed actors in Presidential and famed icons of the world style presentations following our years of success. Ms. Michna will visit and conduct her famed First Lady shows and other famed women of the world.



- The Howard Burnham Stage™ named after the famed actor of the Pacifica Repertory Theater in Carmel, CA. Mr. Burnham will visit and conduct his famed appearances of royalty and generals in world history.

- A "Squeeze Me!™"
Olive Oil and Gourmet Vinegar store featuring 50 to 80 vats with bottles and stoppers for sale following our years of success. This business actually operates as part of the kitchenware store but is in separate room seeming to be its own store with branding



and sign. Such "cute" shops, branding, and shopping provide an enjoyable experience for guests and allow for expanded marketing.

- The "Apple of My Eye™" Wine and Cider Bar serving items on tap as well as a selection of 300 bottled beers that are cold or dry and can be mixed and matched to take home. This will be encased inside of the Heroes Vodka Bar room following our years of success with such. One-off music, poetry, talent, comedy nights and other fun game nights will occur. This will be another vetrepreneur owned business like all other tenants paying 10% of gross to The Inn of the Patriots, LLC™.
- A veteran owned, "Well Fiddle-Dee-Dee Rhett™" Bakery and Coffee bar open early in the morning starting at 5 am and run throughout the day. This will be another vetrepreneur owned business like all other tenants paying 10% of gross to The Inn of the Patriots, LLC™.
- A veteran owned "Tuxedo Hat & Cane Limousine Company™" will operate for weddings and also local needs, corporate, proms as well as guests. This will be another vetrepreneur owned business like all other tenants paying 10% of gross to The Inn of the Patriots, LLC™.
- Paul Brandus of the USA Today and Dow Jones MarketWatch conducting his live radio and television show (weekly) like the famed Mike Douglas telecast show featuring onsite hotel broadcasts. Paul also owns West Wings Reports™ and has served under numerous Presidents of the United States in the White House Press Pool. Author of numerous books sold across DC.

- A multimedia showcase room and broadcast center featuring the White House Press Pool that will be run by Orlando Herrera. Like the new media center recently opened at the Willard Hotel, this center will be open for use by any entity seeking to do a major press release, media advisory, or news release. It features a small recording and film studio as well as green screen with desk and "Tonight Show" style stage with couch.

- A special safe for guests jewelry and safety deposit box (required by law) for guests to use controlled as a business by Antwain Thomas, Principal of Global Wealth Strategies. He will also occupy and pay 10% (moving to a future fixed lease) for offices as part of his trading floor and wealth investment firm associated with First Command Financial and other instruments. This safe and display room will also showcase and secure specific, extremely high-value china and items of artifacts and antiques that the museum currently owns. Revolving displays and items sent by Presidential foundations, private museums, private families, private foundations, and the National Archives will also pay for and use this safe.

- A French and acrylic nails salon complete with massage chairs, soaking tubs, and treatments owned by a veteran-based business and paying 10% of gross under our standard agreement.

- The Hail to the Chef Restaurant featuring All the Presidents' Menu's. This will be run by five of our former White House Chefs under superstar chef Andre Rush featured across the world and on every major channel of media. CELEBRITY CHEF • #700LB BENCH -2,222 PUSH-UPS A DAY • COMBAT VETERAN •



MOTIVATIONAL SPEAKER • MILITARY ADVOCATE. Chef Rush will also operate our gym for onsite guests and off-site visitors. Chef Rush has worked at the White House for four Presidencies.

With Andre, we will implement our new, ONE BATTLE FORCE DOCTRINE, to bring down suicides per day by veterans to less than three per day. This will require all of the armed forces branch veterans and major veterans organization to agree and come together under the new doctrine. AMVETS is leading the way on this with their HEAL program nationwide.



Competitors

Competition in Washington, DC, and significant capitol cities is intense and robust as it caters to low-end and mid-range guests heavily. High-end offerings are healthy in most major towns making proximity to major attractions/museums or clusters of offices/hospitals essential.

For this reason, a failure to distinguish oneself in the marketplace is a significant mistake allowing the competition to win or bleed off sales.

We believe that we have powerfully distinguished ourselves in the market and intellectually protected our products against competition, trying to replicate them.

By Rebecca Cooper – Digital Editor, Washington Business Journal, May 7, 2019, 2:57 pm EDT Updated May 7, 2019, 3:08 pm EDT:

"The District once again hosted a record number of domestic visitors in 2018, when tourist numbers totaled 21.9 million, according to data released Tuesday by Destination D.C.

The figure was 1.1 million, or 5.3%, more than the [2017 domestic visitors total](#), making 2018 the ninth consecutive year D.C. broke its record for U.S. visitors. The city's destination marketing agency should have a fuller picture of the 2018 tourism numbers in August when international visitation numbers are available.

Spending by both domestic and international tourists totaled \$7.8 billion in 2018, according to data from IHS Markit. That spending number — an increase of 4.3% from the previous year — represents \$851 million in local taxes paid to D.C.

Destination D.C. CEO Elliott Ferguson announced the numbers at a rally in the Wilson Plaza at the Ronald Reagan Building and International Trade Center, noting that within the next year, the venue would be hosting another place that will draw visitors to the District: [the National Children's Museum](#)."

It's one of several cultural institutions that will be opening or reopening that will likely bring in plenty of visitors in the coming years. The International Spy Museum, the dinosaur fossil hall at the Smithsonian Natural History Museum reopens after being closed for more than five years, the Washington Monument, and The Reach, the new expansion at the Kennedy Center for the Performing Arts, [opens in September](#).

For detailed information about each hotel with the number of rooms, the number of restaurants, and attractions competing with us, please see our previous section entitled Financial Summary.

1. There are several one-off cooking schools all around Washington, DC. For day-trippers, they do an excellent job. There is a one-time competition from schools only and few hotels, like the Hay-Adams. Once we activate, we expect to be massively replicated and targeted for replication. Several "Titan" organizations most likely will try to steal our ideas and shakedown the market to exhaust us, out-play, out-race, out-survive, and break our military veteran's operation.
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, T.V. news, and more — off competition from museums only, but no hotels.
3. Specialty dinners on the President's 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. At this level, currently only accessible at the Smithsonian.

5. We also seek a home for our **U.S. 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.

6. 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

"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 significant events include the Presidential Inauguration Ball and conventions of the American Dental Association and the Society for Human Resource Management. 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.

Target Market

Market Overview

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 nearly \$1,900 on a family vacation, up 8 percent from 2013. RECAP: **UP 42 PERCENT ~ UP 8 PERCENT. According to Smith Travel Research (STR), 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.

Recent Washington, DC Accolades

- *The Michelin Guide, Washington, DC* (2019)TM®
- #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

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

"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, (1) 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.

(1) Smith Travel Research (STR)

What is important is that our predictions DO NOT MATCH REALITY. Mongiello and The Inn of the Patriots, LLCTM tabulate, predict, proforma and break-even based ALL on US-wide data occupancy and an ADRR for basic rooms at much lower per night than average. Our projections are much lower than reality and much more conservative in our pricing section and financials (coming up).

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.

The following hotlinked documents provide additional and historical information about the Washington, DC hospitality industry. Please note that statistics are released annually towards the end of each year - for the previous year. These are hotlinked for digital readers convenience (approximately three hours of study in total) and can be sent if desired to read on paper:

- [2018 Visitor Statistics](#)
- [2017 Visitor Statistics](#)
- [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](#)

The following slides may be enjoyable to the reader to take a break from the previous large paragraphs of typed information:

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

DULLES INTERNATIONAL (IAD):

REAGAN NATIONAL (DCA):



97
DESTINATIONS



84
DOMESTIC
DESTINATIONS



55
INTERNATIONAL
DESTINATIONS

BALTIMORE-WASHINGTON INTERNATIONAL (BWI):



83
DESTINATIONS

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

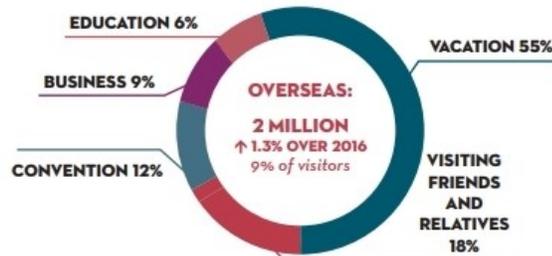
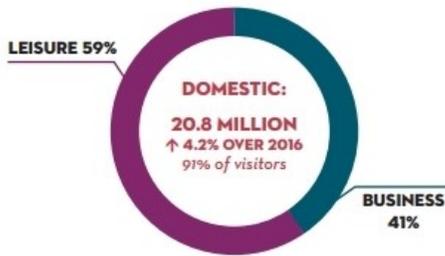


PIPELINE ROOMS:
3,987

Source: Lodging Econometrics - Q3 2018

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



LENGTH OF OVERNIGHT STAY



Source: DK Shifflet/TMI

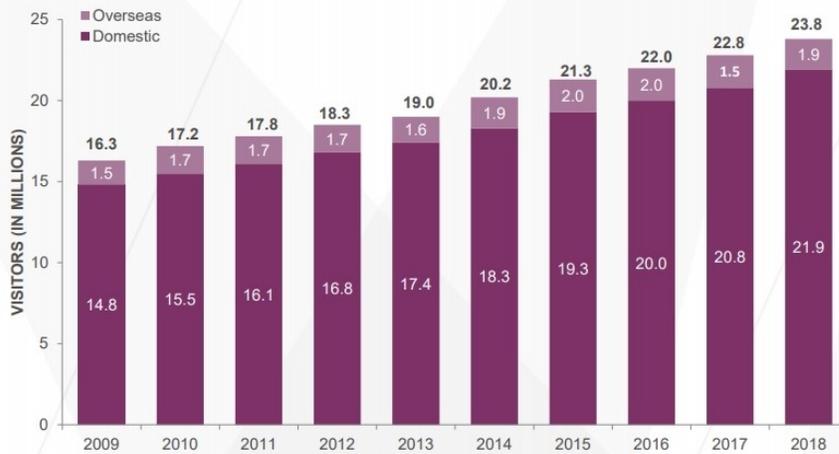


Without visitor revenue, DC would need to collect an average of

\$2,656/YEAR
 in additional local taxes from
306,482
 households to compensate.

Source: IHS Markit

TOTAL VISITATION TO WASHINGTON, DC WASHINGTON, DC (DISTRICT OF COLUMBIA)



In 2018, DC welcomed a total of 23.8 million visitors, setting a new record for the city.

Overseas visitation is for the District of Columbia only, and does not include Mexico or Canada.

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

TOP OVERSEAS MARKETS TO DC IN 2018

1.9M

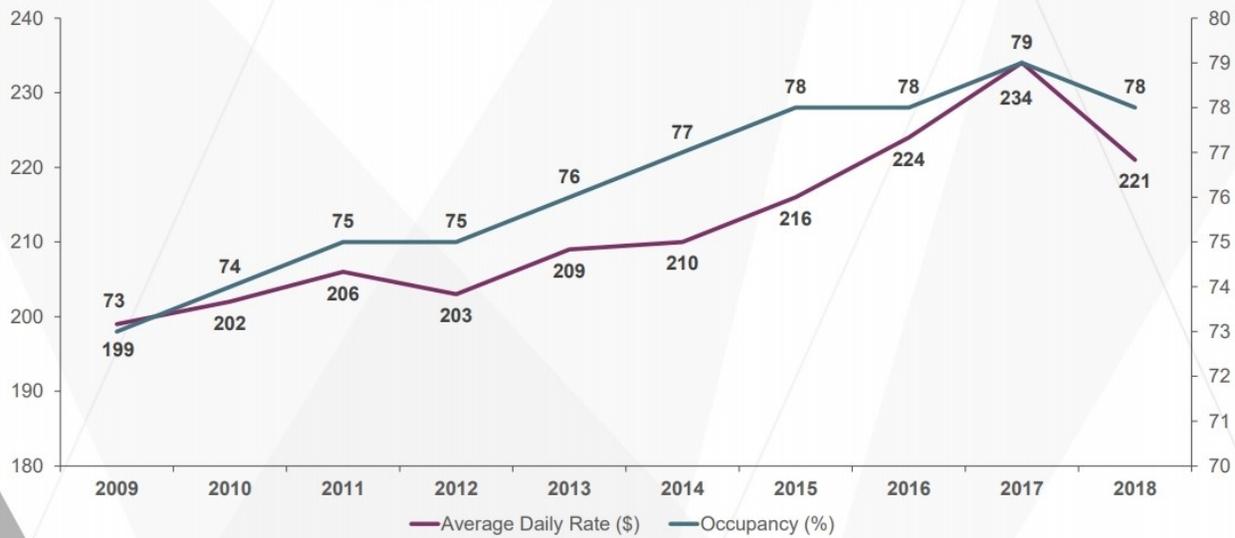
Overseas Visitors
to DC in 2018

1. China	226,000	↓25%
2. United Kingdom	191,000	↑16%
3. India	117,000	↓13%
4. Germany	114,000	↓9%
5. Brazil	100,000	↑41%
6. Australia	90,000	↑13%
7. France	79,000	↓16%
8. South Korea	74,000	↓46%
9. Italy	60,000	↓12%
10. Spain	59,000	↑4%

Source: Travel Market Insights, National Travel & Tourism Office, U.S. Department of Commerce

HOTEL PERFORMANCE WASHINGTON, DC (DISTRICT OF COLUMBIA)

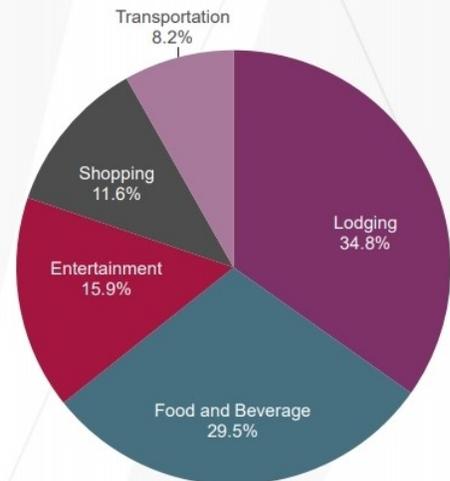
ANNUAL AVERAGE DAILY RATE AND OCCUPANCY



For ADR, use left axis; for occupancy, use right axis
Source: STR

VISITOR SPENDING Washington, DC (District Of Columbia)

Expenditure Category	2018 (\$)	% Change
Lodging	2.72 billion	2.0% ↑
Food and Beverage	2.31 billion	6.1% ↑
Entertainment	1.24 billion	3.7% ↑
Shopping	910 million	6.4% ↑
Transportation	643 million	5.6% ↑
Total	7.8 billion	4.3% ↑



Source: IHS Markit

TOURISM INDICATORS 2017 VS. 2018

ADDITIONAL TOURISM INDICATORS	2018 Visitation	Percent Change 2017-18
National Park Service – Mall locations	31.3 million	3.8% ↓
National Park Service – All DC area locations	34.0 million	4.6% ↓
Smithsonian – Mall locations	20.7 million	10.7% ↓
Smithsonian – All DC area locations	27.7 million	4.6% ↓
Total Domestic Arrivals (DCA+IAD)	19.5 million	1.3% ↑
Total International Arrivals (DCA+IAD)	4.2 million	3.2% ↑

Sources: National Park Service, Smithsonian Institution, Metropolitan Washington Airports Authority

VISITOR SPENDING DOMESTIC & INTERNATIONAL

VISITOR SPENDING (IN BILLIONS)



Includes both domestic and international spending

Source: IHS Markit

In the past five years, District hotel occupancy has steadily increased from 76.3% in 2013 to 78.7% in 2017, mirroring a metro-wide trend.

23M

Annual Visitors

3.6% Increase from 2016¹

80%

Hotel Occupancy Rate

Q1 – Q3 2018 ²

32,000

Hotel Rooms

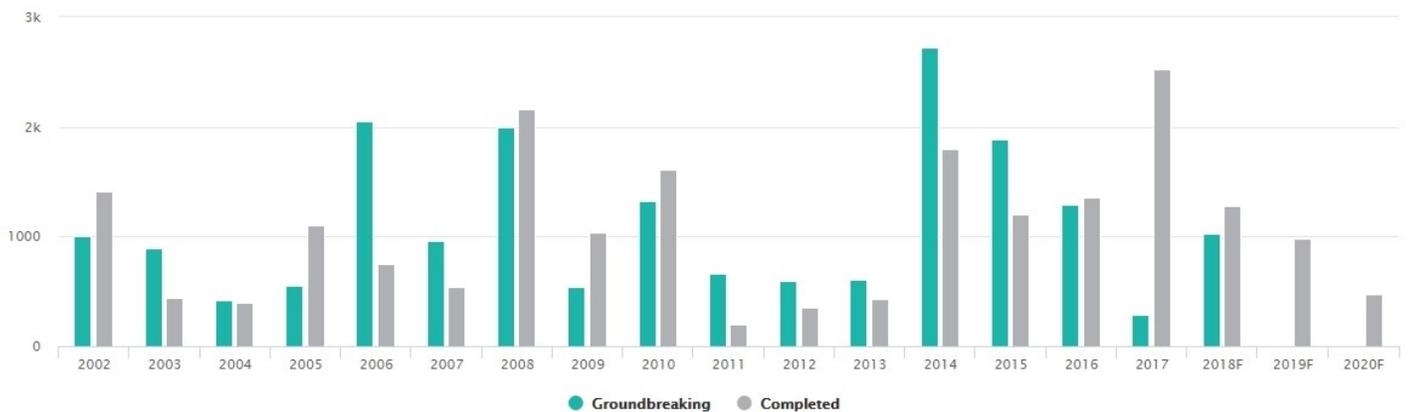
Q3 2018 ²

\$177

REVPAR

Q1 – Q3 2018 ²

New Hotel Rooms (August 2018)*



METHODOLOGY

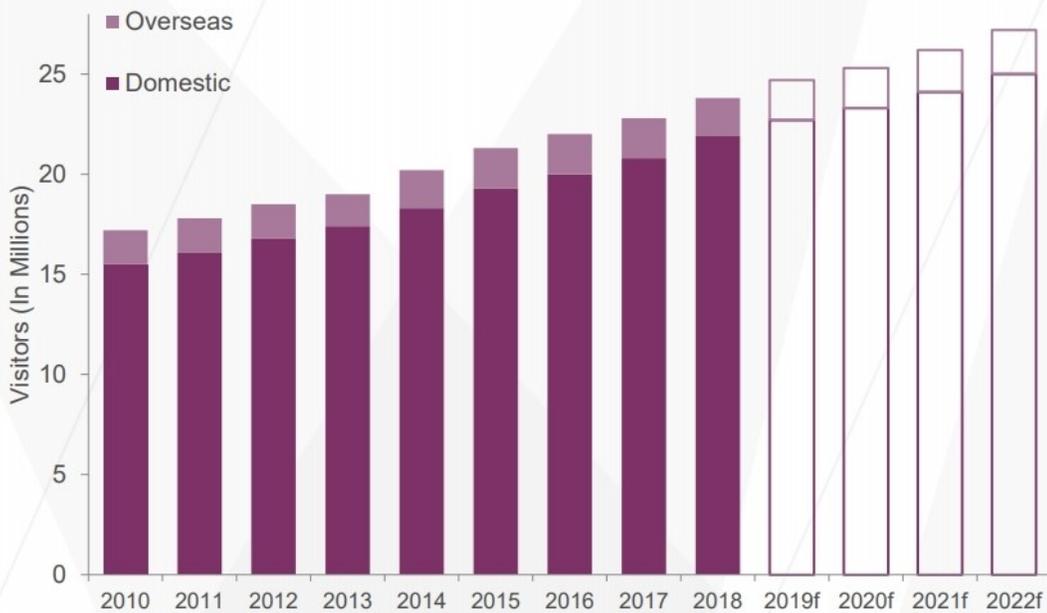
VISITOR VOLUME: MMGY Travel Intelligence (DOMESTIC) AND TRAVEL MARKET INSIGHTS (OVERSEAS)

- Domestic data is collected using an online panel methodology, contacting more than 50,000 distinct U.S. households each month; data is weighted by key demographics to balance the sample to the U.S. population.
- Overseas data comes from the I-94 form for visitors to the U.S. and is supplemented by data from the Survey of International Air Travelers. The data is released by the U.S. Department of Commerce.

VISITOR FORECAST AND ECONOMIC IMPACT: IHS MARKIT

- Visitor volume data is combined with economic variables, DC tax collections and other tourism indicators like airport arrivals, transportation statistics and attractions attendance to calculate forecasts and economic impact.

VISITATION FORECAST THROUGH 2022 WASHINGTON, DC (DISTRICT OF COLUMBIA)



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

DC's total visitor volume in 2018 reached a record high and is expected to continue to increase by 2 to 4% each year through 2021.

CITYWIDE FORECAST WASHINGTON, DC

ALL CITYWIDE CONVENTION ROOM NIGHTS BOOKED

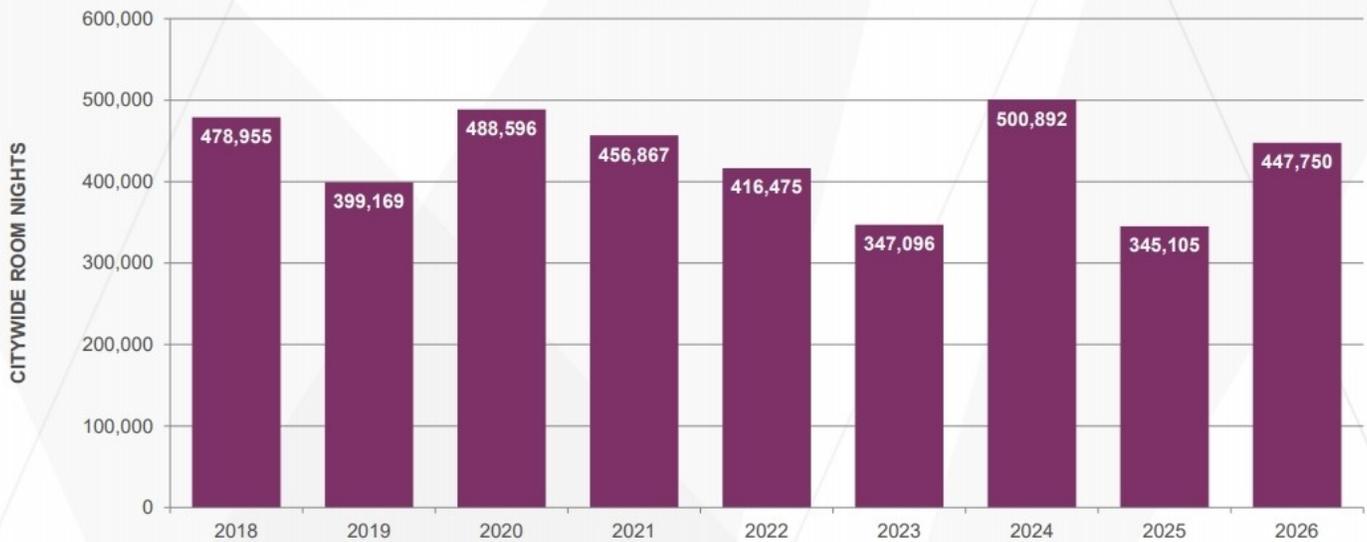


Chart reflects room nights confirmed as definite as of Oct. 2, 2019 for the calendar year; citywides are a minimum of 2,500 rooms on peak.
Source: Destination DC

TOURISM IMPACT WASHINGTON, DC (DISTRICT OF COLUMBIA)

- If tourism did not exist in Washington, DC, the District would need to generate an average of **\$2,844 in local taxes** from each of the 299,073 households in DC in order to maintain the current level of tax receipts.
- Travel and tourism spending supports **76,522 jobs** annually.
- Travel and tourism jobs support **\$4.32 billion in wages**.
- Domestic spending was up 4.0% to **\$5.7 billion**; international spending up 4.9% to **\$2.1 billion** in 2018.

Source: IHS Markit

CONVENTION FORECAST BOOKED BY DESTINATION DC



Chart reflects room nights confirmed as definite as of Oct. 2, 2019. Bookings are for calendar year.
Source: Destination DC

TAX REVENUE VISITORS TO WASHINGTON, DC (DISTRICT OF COLUMBIA)

Local Tax Revenue (\$)	
Corporate Income	20,630,511
Personal Income	48,007,065
Social Security & Other Taxes	1,589,294
Occupancy Tax	288,482,293
Property Taxes	227,923,976
Excise & Fees	22,076,865
Sales Taxes	241,900,470
Restaurant	161,060,656
Retail	70,475,023
Airport	7,455,838
Car Rental	2,908,953
Local Total	850,610,474

Federal Tax Revenue (\$)	
Corporate Income	87,923,024
Personal Income	162,726,399
Excise & Fees	53,090,416
Social Security & Other Taxes	376,459,450
Federal Total	680,199,289

Local + Federal Total =
\$1.53 billion

+3.9% change from 2017

Source: IHS Markit

TOURISM IMPACT WASHINGTON, DC (DISTRICT OF COLUMBIA)

- Each Washington, DC visitor generates about **\$329 in expenditures**.
- Every **313 visitors creates a new job** in Washington, DC.
- Each visitor creates about **\$64** in tax receipts, **\$36 of which goes to local government**.
- Each visitor generates **\$182 in wages**.

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

Market Needs

There are extensive market needs that convince numerous investors of point-of-entry for specific locations and market-mix hotels (spanning 800-pages of reports and demographics). These are targeted and appropriate. However, the Washington, DC region doesn't NEED this particular project.

Eleven specific properties under review by our team led to four of them being inspected in October 2019 who DO NEED our project.

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 the two Mongiello's Presidential Chef presence they stay booked solid all year long - growing to 12 Presidential Chefs onsite will be significant)**. Occupancy in April reached 89.6% in 2013 and 89.5% in 2014, *(STR)* the highest levels in recent years and a strong indication." *Washington, DC, HVS In Focus, July 2014, Jerod S. Byrd, Senior Vice President, Partner, Chelsey Leffet, Senior Project Manager.*

Lodging-market fundamentals in Washington, D.C. radiate outward to the suburban areas of Virginia and Maryland. The hotel operational data in the suburban areas are directly affected by the market conditions within D.C. proper. Due to the growth of the hotel sector in Washington, D.C., the RevPAR gap between the District and the outlying metropolitan area has continued to increase.

Specific to Washington, D.C., lodging trends differ slightly from the overall metropolitan area. For example, occupancy for the major market, which includes D.C. and portions of Maryland and Virginia, has yet to

surpass its 2000 occupancy peak of 73.3%. Comparatively, occupancy in the Washington, D.C. lodging market surpassed its 2000 occupancy peak of 72.8% in both 2008 and 2009, while many other cities were struggling to maintain occupancy levels given the recession. The following illustration encapsulates the District of Columbia's lodging market occupancy and ADR performance, apart from the entire Washington, D.C. metropolitan area, over the past thirty years.

ADR in Washington, D.C. remained essentially flat between 2009 and 2014. However, as government demand stabilized in 2015, ADR and RevPAR grew by 2.5% and 3.1%, respectively. ADR growth was also supported by the opening of new, higher-rated hotels, supplemented by increased activity in the commercial and convention sectors of the market. Occupancy, ADR, and RevPAR have all been growing steadily ever since, with 2017 marking the highest-ever occupancy level of 77.8%, ADR of \$234.15, and RevPAR of \$184.19. The introduction of new supply is a cautionary note, but various government-related events and steady convention calendars will likely offset any drops in occupancy in the next couple years.(HVS, 2018)

Hotel Supply Affecting the Competition and our Decisions Affecting Proforma/Investment

"Washington, D.C.'s hotel supply spans approximately 145(+) hotels with 31,500 rooms (HVS, 2018), 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.*

- **We propose to closely examine the**

a. Fairfield Inn & Suites® GEN 4 Proto-Model Design Architecture and Construction blueprints (available for CPA, planner, architect joint trio-team review) for room sizing and board approval,

b. The **development costs and building data** we are examining comes from the *Embassy Suites Hotels* costing charts (available for CPA, planner, architect joint trio-team review),

c. *Cushman & Wakefield Hotel Construction Costs* (available for CPA, planner, architect joint trio-team review),

d. **The Hilton Development Costs and Building Data** (available for CPA, planner, architect joint trio-team review),

and

e. *JN+A HVS Design Hotel Cost Estimating Guide* (available for CPA, planner, architect joint trio-team review).

If your joint teams working on our project review would like to analyze these documents with our plan, it is best they are running financial analysis simultaneously with all three in the same room.

Modifications can then domino across all five years of pro-forma easily.

That means we will have:

- A total current footprint of 221,000 square feet.
- An extra, unscheduled and unplanned for 60,000 square feet could be sold as luxury condominiums as the Ritz-Carlton did in Georgetown, or other occupancy, bringing us to 281,000 square feet.
- **100 Regular Rooms** at approximately 275 to 325 square feet for about \$122.00 per night to the \$184.00 Federal Per Diem Rate per night. Many months of 2019 saw the per diem rate at \$220.00 per

night. Several months are already on the GSA Rate Schedule as \$220.00 per night for 2020. For this plan we use an ADRR of that low rate of \$122.00 per night to over perform while under-promising.

These 100 mid-scale rooms also factor into our economic holocaust-proof planning for the recessions triggering worldwide in 2027, 2045, and in 2068. The 2045 economic Pearl Harbor will be global and our debt service is preparing for that now.

- **100 Business Suites** at approximately 475 square feet for about \$392.86 per night.
- **30 Admirals and Generals Suites** at 800 to 1000 square feet for 842.82 per night.
- **4 Presidential Suites** of 2500 to 5,000 square feet at \$3,692.00 per night including former White House chefs, Blair House housekeepers, and assigned butlers. We will purposely exceed the market need to make a point and match the recently announced New York City highest priced nightly rate of \$30,000.00 per night suite.
- 1 Royals Keep at \$30,000.00 per night.

Government & the Federal Per Diem

As noted previously, the Washington, D.C. hotel market was negatively affected by the sequestration in 2013. However, following the end of the sequester, the federal government enacted several measures to increase both defense and non-defense discretionary spending. Government travel and spending has returned to the D.C. market, and booking windows for government business have been extended, as average daily rate (ADR) growth has affected the market. Additionally, smaller group conferences are occurring, as overall government funding allocations have increased. Large-scale government (both national and international), government contractors, tourism, and local businesses all continue to provide consistent sources of lodging demand for the Washington, D.C. metro market. (HVS, STR, 2018)

Demand generated directly by government entities, and much of the demand generated by contractors and vendors that service those government entities, is subject to the federal per diem. Although the per diem varies by season, this rate is an anchor for the market and serves as a benchmark for corporate and group rates. This controlled downside provided by the government sector comes with some limitations. Given the magnitude of demand that is tied to this rate, it can be challenging for the larger market to achieve ADR growth beyond the per diem's rate of change. (HVS, 2018). (HVS, STR, 2018)

The market's breakdown by chain scales is in line with national trends for economy, midscale, upper-midscale, and upscale hotels; however, approximately 40.7% of all guestrooms in the D.C. metropolitan area are classified as upper-upscale, representing a proportionately greater share of the market when compared with similar markets in the U.S. It should be noted that the inventory landscape has changed over the past three decades. While the upper-upscale chain scale dominated inventory and development in the 1980s and early '90s, hotel development and the overall inventory landscape began to shift with the advent of the upscale, select-service product type. Roughly 50% of the new development in the 1990s consisted of the upscale, select-service hotel product, moving the "upscale" needle from only 3% of total rooms in 1980 to 16% of total rooms available in 2017. (HVS, STR, 2018)

Nevertheless, the upper-upscale sector continues to dominate the D.C. market, and the changes within this sector have been dynamic, with hotels undergoing significant renovations and changes in affiliation. In the 1990s, ten upper-upscale hotels changed affiliation, while twelve hotels did so in the 2000s; between 2010 and 2017, another 17 upper-upscale hotels changed affiliations. The resurgence of soft branding and boutique hotels are a big part of this trend, including the conversion of the DoubleTree by Hilton to The Darcy, a Curio Collection hotel with Hilton; the Madison Hotel's affiliation with Hilton; and the entrance of new boutique hotels, such as The Line DC, which opened in December 2017. Hotel inventory in D.C. proper has increased by 5,418 rooms (20.8%) since 2010; moreover, roughly 700 new guestrooms are expected to be added by the end of 2018. This represents a sizable increase in hotel supply; however, new supply over the past decade has been readily absorbed, and the proposed supply is anticipated to only impact the market's overall performance modestly. Upper-upscale and luxury hotels, attractive to developers given their ability to command the highest ADRs, are expected to continue to dominate the new supply pipeline through 2020. (HVS, STR, 2018) *Washington, DC, HVS In Focus, November 2018, Chelsey Leffet, Senior Project Manager*

In the past five years, District hotel occupancy has steadily increased from 76.3% in 2013 to 78.7% in 2017, mirroring a metro-wide trend.



Top Hospitality Projects Under Construction (August 2018)

	Project	Ward	Location	Developer(s)	Hospitality SF	Rooms	Est. Value (\$M) (1)	Delivery
1	The Wharf (Phase I)	6	Southwest Waterfront	Hoffman-Madison Waterfront	630,000	690	\$1,326	Q4 17
2	Museum of the Bible	6	300 D St., SW	Museum of the Bible	430,000		\$504	Q4 17
3	D.C. United Stadium	6	100 Potomac Ave., SW	D.C. United / DC Government	421,000		\$400	Q3 18
4	The Line DC	1	1770 Euclid St., NW	Foxhall Partners / Friedman Capital Advisors / Sydell Group	172,000	227	\$100	Q4 17
5	Eaton by DC	2	1201 K St., NW	Pacific Eagle Holdings	172,000	209		Q3 18
6	First	6	1st & N Sts., SE	McCaffery Interests / Grosvenor Americas / Clark Enterprises Inc.	127,200	170	\$150	Q2 17
7	The Darcy	2	1515 Rhode Island Ave., NW	KHP Capital Partners	87,600	226		Q2 17
8	Pod Hotel	2	627-631 H St., NW	Modus Hotels / Monument Realty / Cafritz Interests	61,400	245	\$60	Q1 17
9	Hotel Hive	2	2224 F St., NW	Abdo Development	25,000	83		Q1 17
10	Corcoran Gallery of Art	2	500 17th St., NW	George Washington University	35,000		\$80	Q3 18

1) may include non-hospitality components & pipeline values may include additional phases (\$ In millions)

Top Hospitality Projects Pipeline (Near Term)

Project	Ward	Location	Developer(s)	Hospitality SF	Rooms	Est. Value (\$M) (1)	Delivery (2)
21 National Air and Space Museum	2	The National Mall	Smithsonian	687,000		\$976	2025
22 Storey Park	6	1005 1st St., NE	Perseus Realty / Four Points / Greencourt Capital	184,436	235	\$330	2021
23 Armature Works	6	1200 3rd St., NE	Trammell Crow Company / High Street Residential	147,000	204		2021
24 SLS Lux Hotel & Residences	6	901 5th St., NW	Peebles Corporation / MacFarlane Partners	142,500	175	\$135	2020
25 411 New York Avenue	5	411 New York Ave., NE	Brook Rose Development / D.B. Lee Development Inc.	111,440	178		
26 3900 Wisconsin Avenue	3	3900 Wisconsin Ave., NW	Roadside Development / Sekisul House	100,000	150		2022
27 601 K Street	6	601 K St., NW	Douglas Development Corporation	96,755	234	\$47	2020
28 Cambria Hotel & Suites	6	1535 Half St., SW	Donohoe Companies	81,000	154		2022
29 Press House at Union District	6	301 N St., NE	Foulger-Pratt	80,366	175	\$180	2020
30 The Wharf (Phase II)	6	Southwest Waterfront	Hoffman-Madison Waterfront	80,000	116	\$1,200	2022

1) may include non-hospitality components & pipeline values may include additional phases (\$ in millions)

2) delivery date may reflect phase I delivery or final phase delivery

1. DestinationDC (2017 Visitor Statistics) 2. REVPAR International. RevPAR = Revenue per Available Room. F = Forecast based on targeted delivery dates of projects under construction as of August 2018 (WDCEP does not forecast groundbreakings). * includes new construction & renovations.

2019

Totals for 2019 (Through April)

Smithsonian American Art Museum (With the Renwick Gallery)	652,007
National Portrait Gallery	553,116
National Museum of African American History and Culture	517,198
National Museum of African Art	35,627
National Air and Space Museum	1,031,728
National Air and Space Museum's Steven F. Udvar-Hazy Center	322,931
National Museum of American History	996,159
National Museum of the American Indian (Washington, D.C.)	253,919
National Museum of the American Indian Heye Center (New York City)	91,406
Anacostia Community Museum	4,107
Arts and Industries Building	1,425
Cooper Hewitt, Smithsonian Design Museum	59,089
Hirshhorn Museum and Sculpture Garden	307,099
National Museum of Natural History	1,109,447
Renwick Gallery of the Smithsonian American Art Museum	98,891
S. Dillon Ripley Center	38,497
Smithsonian Institution Building, "The Castle"	271,433
Arthur M. Sackler Gallery	51,454
Freer Gallery of Art	88,351
National Postal Museum	135,080
National Zoo	536,829
Total Visits in 2019	6,504,222

Top Hospitality Projects Completed (1Q 2017 – August 2018)

	Project	Ward	Location	Developer(s)	Hospitality SF	Rooms	Est. Value (\$M) (1)	Delivery
1	The Wharf (Phase I)	6	Southwest Waterfront	Hoffman-Madison Waterfront	630,000	690	\$1,326	Q4 17
2	Museum of the Bible	6	300 D St., SW	Museum of the Bible	430,000		\$504	Q4 17
3	D.C. United Stadium	6	100 Potomac Ave., SW	D.C. United / DC Government	421,000		\$400	Q3 18
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10	Corcoran Gallery of Art	2	500 17th St., NW	George Washington University	35,000		\$80	Q3 18

1) may include non-hospitality components & pipeline values may include additional phases (\$ In millions)



Visitor Stats

Newsroom of the Smithsonian



Because the Smithsonian museums are free, we cannot base our visit tallies on a number of tickets sold.

Smithsonian security officers use hand clickers to count everyone entering the museums (in some buildings they count people leaving) through public entrances during the hours the museums are open. The counts sometimes include staff, as well as visitors who leave the museum and return. A person visiting three Smithsonian museums on any given day will be counted three times. For these reasons, we always refer to the numbers below as "visits" rather than "visitors." The newest Smithsonian museum, the National Museum of African American History and Culture (NMAAHC), has an automated counting system that counts visitors (and staff) as they enter the museum.

Visit numbers are compiled on a calendar-year basis. Since 2001, the total visits to the Smithsonian have also reflected the number of visits to the National Zoo.

Numbers are rounded to the nearest thousand or tenth of a million (M), depending on volume.

- Newsdesk
- News Releases
- Media Contacts
- Photos and Video
- Media Kits
- Fact Sheets
- Visitor Stats**
- Secretary and Admin Bios
- Filming Requests

Market needs for the ferocious appetite of museums on the federal or state level are tremendous and the Museum of the Bible, NEWSEUM, and the Spy Museum prove that.

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. We have a very unique mix of mid and high-end rooms. **"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. previous effects of sequestration and dampened levels of government travel made for a somewhat anticlimactic outlook for RevPAR in 2014; nevertheless, local hoteliers expect performance to resume a strengthening trend that began 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*

Foundational Conclusion

The market presently needs a stronger series of hotel based "Capitol Holiday Celebration" programs intensifying visits during the freezing winter, 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 Dr. Martin Luther King Days, 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.

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, harvesting, vintages, sharing, 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 no matter how small or confined where the Presidents have visited, just like we did at the White House with a White House Rooftop Garden or atrium.
- **Our secret menu of the President's favorite foods and recipes** is on 11 x 17 - 90# stock for the Hail to the Chef Restaurant with our former White House Chefs spanning the past ten Presidents and First Families as team members. Available to view in a Sensitive Compartmented Information Facility (SCIF) room with controlled mechanisms of devices and body scan (used presently to read new Hollywood film scripts in L.A., NYC, Palm Beach, and D.C.) as a codicil for accredited investors only that have signed a Letter of Investment Intent, Subscription Agreement as part of our Confidential Private Placement Memorandum, Confidentiality Agreement, our five Safety and Security Manuals, Internet and Computer Use Manual, Operating Agreement, Company Handbook, Leadership and Management Guidelines including guidelines from Doctor's Deming, Fox, Covey, and Ornish as well as rewards system from O.C. Tanner for an Engaged Workforce, Term Sheet, and 14 days have transpired since the transfer of funds clearing and confirmed by our general counsel under the Securities Act of 1933, as amended (the "Securities Act"), or applicable state laws).

- **Veterans and those who love veterans shows** of the 330 million U.S. citizens - 100 million have self-identified with having a close military connection in their family. This is about 1/3rd of the entire population.
- **History buffs, armchair Generals, and lovers of historical adventures:** 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 who are actors. We costume and make-up them and always build a costume department for our entire team and staff. We have unique and unusual designs in store for our next location (available for review in an appendix). 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.
- **Our extensive library with ladders and catwalks will exceed the Biltmore and Beauty and the Beast featured sites**, as well as massive world globe on the floor and leather chairs, provide a once-in-a-lifetime experience. Our map and chart room are no different to conduct an armchair study of some of the fascinating items in world history. We do not segregate MIT grads staying in suites from the general 98% of the population either, and all mingle well.
- We will bring these and the many items mentioned to market with our privately owned marketing company, Mongiello Associates Strategic Marketing Firm. In doing so for 11 years using the most advanced earned media, social and traditional methods, we have attained over \$30 million in earned media, been showcased to close to three billion viewers on six continents, and appeared in 160+ newspapers and magazines across the world. Many times in languages, we cannot understand and have to translate.

Problem

For the entire time in US history those who work for and support the Presidency have never been know or had their story told. That's the aim of the US Presidential Service Center. While the White House Historical Association was chartered under law to tell the story of the White House - no one is telling the story of our military and civilian personnel on a daily basis - 365 days per year. This should also include the story of the Presidential rail cars used by Pullman, Presidential Yachts, famed staff like Washington's Chef Hercules, Camp David, The White House Military Office (WHMO), Air Force One, Marine Helicopter Squadron One (HMX-1), Presidential Airlift Group, White House Medical Unit, White House Mess

- White House sentries, four Marine Corps non-commissioned officers who act as a ceremonial guard outside the West Wing of the White House.
- White House Transportation Agency
- NSF Thurmont (Camp David)

and so many other units like the White House Communications Agency (WHCA).

The White House Military Office —an entity of the White House Office, which itself is a sub-unit of the Executive Office of the President—provides military support for White House functions, including food service, presidential transportation, medical support, emergency medical services, and hospitality services.

In the opinion of many, many civilian leaders in the White House military personnel are not extremely important in comparison to those in office wear.

Separately, it has been noticed the sincere fascination with what the President and First Family eat! Telling that story has been a robust problem to tackle and numerous books have taken a swing at it as have TV shows and series. No comprehensive museum has ever been established until 11 years ago.

Problem Worth Solving

Once we noticed and verified that the book, *The Residence: Inside the Private World of the White House* by Kate Andersen Brower shot to the New York Times #1 spot in 2018 we saw a problem worth solving. At that point we had worked successfully with our museum and center reaching close to three billion viewers on six continents of television shows.

"A remarkable history with elements of both *In the President's Secret Service* and *The Butler*, *The Residence* offers an intimate account of the service staff of the White House, from the Kennedys to the Obamas.

America's First Families are unknowable in many ways. No one has insight into their true character like the people who serve their meals and make their beds every day. Full of stories and details by turns dramatic, humorous, and heartwarming, *The Residence* reveals daily life in the White House as it is really lived through the voices of the maids, butlers, cooks, florists, doormen, engineers, and others who tend to the needs of the President and First Family.

These dedicated professionals maintain the six-floor mansion's 132 rooms, 35 bathrooms, 28 fireplaces, three elevators, and eight staircases, and prepare everything from hors d'oeuvres for intimate gatherings to meals served at elaborate state dinners. Over the course of the day, they gather in the lower level's basement kitchen to share stories, trade secrets, forge lifelong friendships, and sometimes even fall in love.

Combining incredible first-person anecdotes from extensive interviews with scores of White House staff members—many speaking for the first time—with archival research, Kate Andersen Brower tells their story. She reveals the intimacy between the First Family and the people who serve them, as well as tension that has shaken the staff over the decades. From the housekeeper and engineer who fell in love while serving President

Reagan to Jackie Kennedy's private moment of grief with a beloved staffer after her husband's assassination to the tumultuous days surrounding President Nixon's resignation and President Clinton's impeachment battle, *The Residence* is full of surprising and moving details that illuminate day-to-day life at the White House." (Amazon)

Sharing our story in a daily museum and center is a problem worth solving.

Validation of problem

"A revealing look at life inside the White House...it's *Downton Abbey* for the White House staff." (***The Today Show***)

"A juicy new book. . . . A touching story." (**The Daily Beast**)

"A work of great historical interest that is also quite entertaining." (*Kirkus Reviews*)

"Kate Andersen Brower's *The Residence* is one of those rare books that is both elegant portraiture and highly readable, important White House history. The anecdotes are fresh and the analysis cogent. The stories about Kennedy, Reagan, Clinton, and Obama are irresistible. Highly recommended!" (**Douglas Brinkley, editor of *The Reagan Diaries***)

"*The Residence* is a true insider's tour of the White House. Never before has the president's home appeared so loud and so human." (**Chris Matthews, host, *Hardball* on MSNBC**)

"The tell-all *The Residence*, featuring intimate anecdotes collected from past and current White House staff members, is absolutely delicious." (***The Washington Post***)

"If you've been geeking out over the details of the Underwoods' residence on *House of Cards*, or you loved that centerpiece story line on Sunday's *Veep* premiere, prepare to encounter the motherlode: Kate Brower's *The Residence*." (***Glamour***)

"This intimate portrait of what it's like to take care of the first family is a compelling read. Whether you're a political or history junkie or devoted *Downton Abbey* viewer, this book adds unique context to understanding our presidents as human beings." (**Chuck Todd, moderator, *Meet the Press***)

"Superbly reported. . . . A fascinating backstage account of the world's most famous residence." (**Judy Woodruff, anchor, *PBS NewsHour* and former White House Correspondent for NBC News**)

"Beautifully written, *The Residence* offers a unique and compelling view of what really happens inside the very private White House. An absolute must-read!" (**Norah O'Donnell, co-host, *CBS This Morning* and former Chief White House Correspondent for CBS**)

FROM THE BACK COVER:

"Absolutely delicious."—***Washington Post***

From the mystique of the glamorous Kennedys to the tumult that surrounded Bill and Hillary Clinton during the president's impeachment to the historic tenure of Barack and Michelle Obama, each new administration brings a unique set of personalities to the White House—and a new set of challenges to the fiercely loyal and hardworking people who serve them: the White House residence staff.

In her runaway bestseller *The Residence*, former White House correspondent Kate Andersen Brower pulls back the curtain on the world's most famous address. Drawing on hundreds of hours of interviews with butlers, maids, chefs, florists, doormen, and other staffers—as well as conversations with three former first ladies and

the children of four presidents—Brower offers a group portrait of the dedicated professionals who orchestrate lavish state dinners; stand ready during meetings with foreign dignitaries; care for the president and first lady's young children; and cater to every need the first couple may have, however sublime or, on occasion, ridiculous.

"Superbly reported. . . . A fascinating backstage account of the world's most famous residence."—**Judy Woodruff, anchor, *PBS NewsHour* and former White House Correspondent for NBC News**

We feel these sources are reliable and undeniably valid in identifying that telling our story would solve the problem. But not just in a small book.

Our solution

Tell our story on a daily basis via our museum, center, hotel, cooking school, social media, and several television series.

Validation of solution

For almost 250 years we have witnessed the magnetic attraction of timeless, ferocious appeal of the American Presidency. Of 190 countries and seven billion humans, over 90% of them know the American President's name.

Ask a person in Senegal who the current President of Peru is.

Ask a Russian in Murmansk who the President of Belgium is, or Croatia.

As a Chinese person in Beijing who the President is of Spain, Venezuela, or Iceland.

Endless movies are released each year about the American Presidency - and endless books, stories, parodies, cartoons, articles, news coverage, and more. It's ferocious.

And you know, getting into the White House has become pretty hard. In fact, getting near it is becoming even harder.

And how many people can you state out loud right now, RIGHT NOW, who have enjoyed a meal cooked for them by a White House Chef?

Case closed.

Our advantages

1. First to market
2. Expansive financing.
3. Extraordinary grants and allowances of funds in millions of dollars.
4. Paid architectural work.
5. Not an idea, or cute experiment to waste investors money. A proven concept of 12 years reaching three billion TV viewers and showcased in 160 newspapers on six continents with over 30,000 guests carrying a top 3% ranked hotel of the world status.
6. Pro-bono legal work by noted attorneys at \$250,000.00+.
7. Military personnel used to working 18 hours per day for seven days per week equaling 126 hour work weeks in combat and death zones.
8. Numerous studies showing vetpreneurs are more successful when they own their own businesses - versus becoming an employee.

SWOT Analysis

Strengths

- An untouched concept never before rolled out on a large scale.
- Unprecedented support from the Presidential Foundations, National Archives, and selected museums, family offices, trusts, and foundations.
- Private relationships with the Presidents and First Ladies themselves as well as descendent children and grandchildren.
- Veteran warriors that have life-practiced the art of war now working in business.

Weaknesses

- Some of locations considered are far away from downtown DC and the National Mall.
- Organizations above us who do not care about veterans and will not help us.
- Any uncaring property owner or landlord that looks negatively upon veterans. Being a veteran based group is not a strength always. It can be an extreme weakness and impediment to success.

Opportunities

- The launch of a newer museum.
- The expansion of rooms available for rent.
- A second television series featuring one-hour programming.
- Expansion of our legal filings and intellectual property.

Threats

- Ambivalence from the White House Historical Association who wants little or nothing to do with military people and veterans, refuses calls, emails, letters, and messages from all of our colleagues.

Focused on telling the story only of high level aides and feels very threatened by our work, USPTO filings blocking them, and Screen Writers Guild certifications controlling them.

- Being considered "fake" chefs and "fraudulent" butlers" who only worked in the White House for three to 20 years.
- Several titans in power in Washington, DC who don't want the story of *"some piss-ant bunch of flower shop ladies, butlers, cooks, and maids,"* being told.

Barriers to Entry

We anticipate, like any project, some few markers to be called in by some advocates of the White House Historical Association despite our endorsement, patronage, and financial support of them.

These barriers are anticipated to be dealt with secretly and quietly so as to not be publicly held culpable such as by Stewart D. McLaurin, as president of the White House Historical Association.

Another barrier may be David Rubenstein whom we have appealed to and been rebuffed with no answer. He is heavily, financially invested in the White House Historical Association and only hearing one side of the story - from Stewart D. McLaurin. This could be a barrier to entry and we have sought in vain to be a part of their work, unless we make a \$100k minimum donation to the WHHA foundation. It's been stated in writing we would then be welcome.

Risks & Mitigation

We consider older sites to need heavy lead and asbestos remediation. We also are cognizant of the changing DC laws and fines for non-green buildings fueling the future Green Bank via such fines. Mitigating these risks requires certified analysis and the very careful, legal selection of qualified vendors. The reports and testing they conduct are extremely important.

Taxation for 30-year+ leases in DC is a very touchy process that could cause a major tax bill due. You can no longer avoid certain taxes by signing carefree 50 and 80 year leases like the old days. Entities cannot avoid paying these lease taxes.

Positioning

"The Inn of the Patriots is creating something very unique, every day. And 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 clearly is not.

In planning my intensive 5 month market research trip to the most ground breaking 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. And 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 culinary hands-on participation that lets you reconnect with the foodways of your own 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 designer 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 soulful experience to return to each evening.

The service and story telling was exceptionally good 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**

www.kristergustafsson.me

Our concentration is on lodging excellence quickly followed by F&B, entertainment and gift shopping associated with proprietary consumer product good (CPG) trinkets and CPG take homes. We also have a powerful, 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 - most are making intense profits simple running nothing but a hotel - which we all know are profitable. We are extremely proud of our hard work and intelligent informatics, data-driven research into the market.

Key planned hires

We have already begun the interview process of hotel management executives and experts from the Jefferson and Hay-Adams as well as other hotels and museums.

Key hires will be:

- Our Front Desk Manager
- Maintenance Manager
- Bus Manager for tours
- Security Director

Promotion

As the number three industry in the county, our group of colleagues in government recognize and value hotel revenue with living wages being honored at \$13 and \$15. We anticipate excellent assistance in the promotion. Public relations will initially spearhead the development because of its low cost, and then through advertising, once the company begins to increase cash flow to an acceptable figure.

We promote via cross-sections of full-throttle spearheads and long-term drip schema. For the past eight years, we have added to a 21-year success story in branding, advertising, marketing, and publicity. Modulation across the three thresholds of 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 continuously 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 and student loans don't appreciate a social media novice trying to attain free coverage in FOOD TV Network magazine or to get on the TODAY Show at no cost. Not with offensive, inappropriate release materials.

Distribution

We sell direct and online to our customers. We typically only have one or two levels of distribution. 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.

Regulatory Requirements

Of important concern to us has always been exceeding regulations on carbon-monoxide poisoning via detection in each room and space.

We always exceed requirements in our safety manuals for OSHA, MSDS, training, FMLA, safety, fire, security, signage, lighting, strobe, klaxon, pull=stations, and extinguishers.

Our goal has been to far-exceed regulatory requirements with over-kill to provide for a safe stay and healthy work environment. This has also kept our insurance claims at zero for our entire time in business so our Cumulative Experience Rating (CER) is extremely low - as are our payments.

Locations & Facilities

Our plan calls for 235 rooms and suites which uses approximately 221,000 square feet. This includes the museum, restaurant, and cooking school as well as previously mentioned outlets. A number of which are flexible and could be considered "unfittable" for retrofit locations in and around DC.

If we were to lease a space of 288,000 square feet our facility approach would be to sell the remaining space like the Ritz Carlton did in Georgetown. It is an AAA 5-star luxury hotel, and has 86 rooms, 27 premier suites, and five luxury suites. All rooms and suites have a view of the Potomac River and historic Georgetown. The hotel contains a restaurant, bar, and a fitness center with a newly refreshed spa after a \$1.5 million dollar renovation in 2016. The rooms are on average 450 square feet (42 m2) in size and is located in a historic industrial building.

The Ritz-Carlton, Georgetown opened in 2003. The hotel was built as part of a \$175 million complex financed by developer Millennium Partners that included the 86-room hotel, a 29-unit condominium, a 14-screen movie theater, and a 600-space parking garage (several of these elements hold no interest in our plan). The building, **a former incinerator**, was renovated to appear as three distinct buildings from the outside. The hotel occupied

the eastern and western "buildings", while the condominiums and the hotel's lobby, bar, and lounge occupied the central section. **Millennium Partners began selling the condominiums at \$2 million for 3,300 square feet (310 m2) and \$9 million for 6,500 square feet (600 m2), and used the proceeds to cover debt service on the hotel.**

Each wing of the hotel was designed to be physically isolated from the rest of the building, giving an entourage access to as many as 40 rooms at one time. The hotel's 34 suites, which initially rented for \$5,000 a night, all had windows with bulletproof glass, to entice diplomatic guests.

The author mentions these items in the plan to provide evidence of proof of concept.

Equipment & Tools

We will be:

- Furnishing rooms.
- Furnishing the lobby and main desk.
- Decorating the hallways with art and trees.
- Provisioning the gift shop with wares and kitchen items much like a Sur la Table, Williams and Sonoma, or Eately.
- Meeting rooms.
- We will not be hosting mega-banquets or large weddings.
- We will not be focusing on conventions.
- Furnishing office spaces and break-room for our team.
- Providing for the assorted concept build outs that we have delineated in detail.

Partners & Resources

We presently have direct relationships with the following key partners and resources. These represent a quasi-mix of funding, endowment, donations, and exhibit creation opportunities through ideation and inter-museum loan. These are not all of them:

1. AMVETS
2. VFW
3. American Legion
4. The Purple Heart
5. The Military Order of the Purple Heart
6. DAV
7. The World Veterans Federation
8. Wounded Warrior Project
9. The American Museum Association
10. The Clinton Foundation, Clinton Museum and Library, the Clinton family
11. The Trump family, Trump National, and the Trump administration
12. The Obama Foundation, Museum, and Library
13. The Eisenhower Foundation, Library, and Museum
14. The Reagan Foundation, Library, and Museum
15. The Franklin D. Roosevelt Foundation, Library, and Museum

16. The George W. Bush Foundation, Library, and Museum, the Bush family
17. The George H.W. and Barbara Bush Foundation, Library, and Museum
18. The John F. Kennedy Foundation, Library, and Museum
19. The National Archives
20. Global Wealth Strategies, Ltd. - family office investment
21. Bank of America Corporation
22. Bank of America Private Wealth Management
23. Merrill Lynch Wealth Management
24. Wells Fargo & Company
25. Wells Fargo Advisors
26. Wells Fargo Private Bank
27. United Capitol Source
28. Mercury Capitol Advisors
29. CB Richard Ellis: United States Commercial Real Estate Services
30. The White House Military Office
31. The Princess Grace Foundation-USA
32. The National Trust for Scotland Foundation USA
33. The National Italian American Foundation
34. The North Carolina Sheriff's Association

35. The Historic Lansdowne Theater Corporation
36. The Scouts of America
37. Cystic Fibrosis
38. The March of Dimes
39. An additional 400+ non-profit organizations and foundations
40. We have access to more than 350 institutional investors around the world. These include sovereign wealth funds, public and corporate pension funds, insurance companies, family offices, foundations, endowments, and consultants.

The Inn of the Patriots, LLC, Mongiello Holdings, LLC and its affiliates do not provide tax or legal advice. Please consult your tax and legal advisors before taking any action that may have tax or legal consequences and to determine how this information may apply to your own situation. Investment and insurance products are not insured by the FDIC or any federal government agency, not a deposit or other obligation of, or guaranteed by, the banks or any bank affiliate, subject to investment risks, including possible loss of the principal amount invested, subject to all FINRA, SEC, SIPC, and NFA

Intellectual Property

Unless stated, all items, intellectual property, US Patent and Trademark Office - Library of Congress - Writers Guild East filings, and companies are owned by Martin CJ Mongiello, MA, MBA, MCFE.

Ownership & Structure

Presently operating as an LLC, The Inn of the Patriots, LLC (**#1261874**) has been in business in the state of NC for almost 12 years in good standing and with no ABC violations or fines, no occurrences of state (NC-500) -

municipal - county sales and use tax or occupancy tax violations, and no violations of state and federal tax submittals across NC-3, NC-5, 940, 941 filings. There is one owner, Martin CJ Mongiello, MBA, MA, MCFE.

Mongiello Holdings, LLC has been in business and an LLC in the State of Delaware (**#3583533**) in continuous good standing for 17 years since formed with all filings up to date and complete and at no time has ever received any negative filing or violation, and with no ABC violations or fines, no occurrences of state (NC-500) - municipal - county sales and use tax or occupancy tax violations, and no violations of state and federal tax submittals across NC-3, NC-5, 940, 941 filings. There is one owner, Martin CJ Mongiello, MBA, MA, MCFE.

EIN #45-4133185

NC S&U Tax #600693934

Moving forward into the District of Columbia the corporation will incorporate there with the Department of Consumer and Regulatory Affairs initially as an LLC.

Exit strategy

Our desired exit strategy is to build up the company within three years to a highly-profitable operation. Our 20 to 30 year goal is to gift the corporation to AMVETS as a super- charged financially viable museum and hotel complete with all assets, museum holdings, and all intellectual property.

This will ensure AMVETS has a powerful trust, foundation, and financial stream for the future.

Milestones

Milestone	Due Date	Who's Responsible	Details
Engineering plans	Completed	Coakley and Williams or other	
Discuss design ideas	Completed	Martin Mongiello, John Kerr, Allan Miller	
Financial workup and preliminary review	Completed	Martin CJ Mongiello, Allan Miller, S. Mongiello, A. Thomas	
Slide deck completed ahead of schedule	Completed	Stormy L Mongiello	
Review and walkthrough	Completed	The Mongiello's, J. Kerr, J. Manas and hosts	Physical inspections of properties and evaluation of 11 properties.
First property offer letter completed	Completed	Jeff Manas, John Kerr, Martin Mongiello, Stormy Mongiello	CBRE is the lead office in Washington, DC.
Attorney review of plan	Completed	Toni Ann Marcolini, Maria Plinio	
Continued Property Analysis by team	Completed	M. Mongiello, A. Thomas, O. Herrera, S. Mongiello	
Financial adjustment of proforma and review analysis	Completed	Martin CJ Mongiello	Build-in new property characteristics, capital, and equity infusion tables, if any.
Diplomatic Overlay Zone reviews	January 24, 2020	A. Thomas	
Architect meeting review of design	January 30, 2020	M. Mongiello, A. Thomas, O. Herrera, S. Mongiello	
Closure period begins of inn in NC	February 09, 2020	Martin and Stormy Mongiello	Full load and move begin to DC.
Architect meeting on site	February 12, 2020	Core team of nine and Rembowski	

Security posture analysis begins	February 17, 2020	A. Thomas and GWS	
Architect blueprint review	February 22, 2020	Core team of 9	
Television series driving traffic to property	March 13, 2020	Mongiello Associates SM Media team	Pending contract signing this will open a public media campaign.
Construction meeting	March 15, 2020	Core team of 9	
Architect milestone update	April 27, 2020	Main team of 12	
Pre-4th of July walk-through	June 03, 2020	Core team of 9	
Review and inspection	July 27, 2020	Main team of 12	
Soft opening of property - Veteran's Day	November 11, 2020	Martin CJ Mongiello	A soft opening ceremony is planned for Veteran's Day.
Grand opening of new hotel - Presidents Day	February 15, 2021	Project team of 84	

Financial Plan

Revenue Forecast

Pricing

"Marti Mongiello is a genius in business, financial, and marketing plan writing. His unique ideas are mesmerizing and captivating."

Bruce Lane, The Meridian Group. Executive Vice President, Managing Director, and Co-founder of The Meridian Group.

Our pricing structure and stability is based on A. tremendous wealth revenue and bookings in the region, B. a mere Average Daily Room Rate (ADRR) of below average, C. a foreseen economic holocaust with the recession in 2027. We have built in stability revenue factors of 100 common 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 eight-year-long recession.

A four-story facility will allow for up to 100 guest rooms plus 135 suites = 235.

"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.

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

The gift shop and kitchenware store (think Eataly) will drive additional per annum take with an ROI legally stated at 30% of sales for all investors (under a separate offering and PPMSA). In some of the offerings we are able to

offer 50% ROI with return in 12 months. \$10M of inventory nets \$13M in return, for example. This inventory turns quickly like Eataly.

Our industry-wide pricing offers a bit more in-room compared to our competition thus lowering our take home slightly with higher maintenance/capitol 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. Our experience is the 4-ounce steak may be less with 40% filled glass of red wine, but it just genuinely angers people. They then resort to bashing the hotel and it escalates into the realization that LESS IS NOT MORE. Less is more is one of the biggest lies ever pushed worldwide and people are not buying into it. MORE IS MORE.

We trade high marks worldwide for treating guests better.

Pricing by Martin CJ Mongiello© for The Inn of the Patriots, LLC™ US Presidential Culinary Museum® and US Presidential Service Center®

We are utilizing the following revenue formulas when reviewing the next section:

- **US occupancy for hotels is 64%** - we are projecting 59% to be conservative. All projections are based on 59%.
- **Washington, DC annual occupancy is at 78%** overall for 2018 and **\$221.00** Average Daily Room Rate (ADRR). We are running all proforma at the 59% occupancy. **This can be calculated as follows: 365 days a year X .59 = 215.35 days that we are occupied, or rounded down is 215. Therefore 215 / 12 months per year is a factor of 17.91 days per month that they are occupied.** We violate the average occupancy and violate the average room rates to purposely short-circuit and break our Pro-

forma. Our goal in breaking the plan in half is to prove our plan will not work and is a dead-fail from the start. **17.91 is our working occupancy factor for all formulas.**

- **100 Regular Rooms** at approximately 275 to 325 square feet for about \$122.00 per night to the \$184.00 Federal Per Diem Rate per night *(previously stated that many months of 2019 saw the per diem rate at \$220.00 per night. Several months are already on the GSA Rate Schedule as \$220.00 per night for 2020. For this plan, we use an ADRR of that low rate of \$122.00 per night to over-perform while under-promising. These 100 mid-scale rooms also factor into our economic holocaust-proof planning for the recessions triggering worldwide in 2027, 2045, and in 2068. The 2045 economic Pearl Harbor will be global, and our debt service is preparing for that now).* **100 Regular Rooms each month X 17.91 days occupied = 1,791 room nights per month reasonably for sure X 122.00 each = \$218,502.00 per month total X 12 months = \$2,622,024.00.**
- **100 Business Suites** at approximately 475 square feet for \$392.86 per night X 17.91 days occupied = 1,791 nights per month X 392.86 each = **\$703,612.26 per month total X 12 months = \$8,443,347.12.**
- **30 Admiral's and General's Suites** at 800 to 1000 square feet for \$842.82 per night. 30 X 17.91 = 537.30 nights occupied per month X \$842.82 = **\$452,847.186 per month total X 12 months = \$5,434,166.23**
- **4 Presidential Suites** of 2500 to 5,000 square feet at \$3,692.00 per night, including former White House chefs, Blair House housekeepers, and assigned butlers. 24 nights occupied per month = **\$88,608.00 per month total X 12 months = \$1,063,296.00.** These suites will also utilize one per available day on our tours.

- **1 Royals Keep** at \$30,000.00 per night X 2 occupied nights **per month = \$60,000.00 X 12 months = \$720,000.00 per year**. We will purposely exceed the market need to make a point and match the recently announced New York City's highest priced nightly rate of \$30,000.00 per night suite. This Keep will be on a specially, higher-priced tour daily.
- **Collapse and ruination of the plan** algorithms due to Legionella outbreak in the city, record-breaking prolonged 17-month sequestration, a dirty bomb attack in Crystal City, improper marketing, or incorrect proforma scenarios run on the plan still allow for the use of the 100 Business Suites as a FAIL-SAFE of the Regular Room price. The FAIL-SAFE formula is 200 rooms each month X 17.91 days occupied = 3,582 room nights per month reasonably for sure X 122.00 each = \$437,004.00 per month total. The FAIL-SAFE considers all other 35 Suites DO NOT rent and sit empty until the challenge is over and DC returns to normal. There is a FAIL-SAFE Plan named Operation NightBlack as a codicil and contains BROKEN ARROW commands.
- Most other items are self-explanatory and forecast on the low end.

The restaurant lease and many other leased spaces all pay the industry average of 10% of gross for the space with our ownership of the company sign, equipment, space, and name. Should the lessee retire or leave we retain ownership of the signs, equipment, space, and name. Additional insured signatories, hold harmless, and approvals are required for both tenent and lessor as each will hold mandatory and full policies. Additional insured requirements protect the lessor in advanced ways that most companies do not engage in for every single contractor. An example is: The Hail to the Chef Restaurant™ is predicted to be a mid-range restaurant doing a gross of \$2,000,000.00 per year so would pay 10% of gross for their lease, or \$200,000.00 per year (16,666,67 per month).

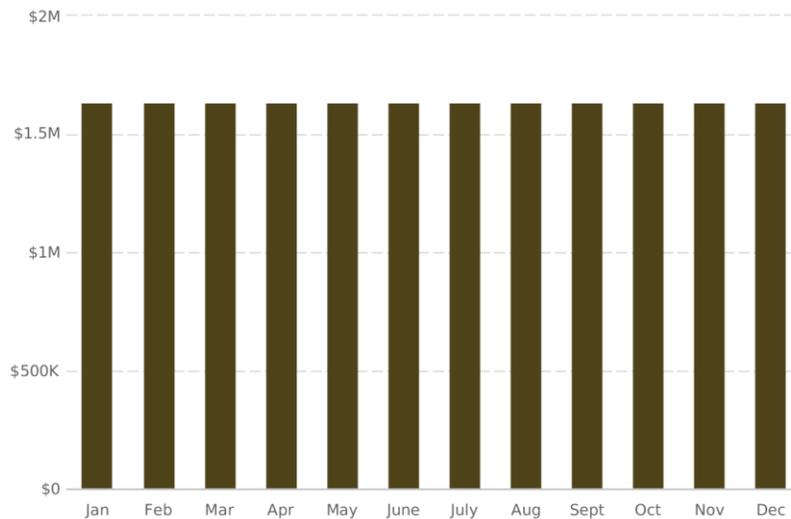
Revenue Forecast

	2021	2022	2023	2024	2025
Revenue					
100 Regular Rooms at 122.00 a night	\$2,622,024	\$2,622,024	\$2,622,024	\$2,622,024	\$2,622,024
100 B. Suites at 392.86 a night	\$8,443,347	\$8,443,347	\$8,443,347	\$8,443,347	\$8,443,348
30 A&G Suites @ \$842.82 per night	\$5,434,166	\$5,434,166	\$5,434,167	\$5,434,166	\$5,434,166
4 Pres. Suites at 3692.00 per night	\$1,063,296	\$1,063,296	\$1,063,296	\$1,063,296	\$1,063,296
1 Royals Keep at 30,000.00 per night	\$720,000	\$720,000	\$720,000	\$720,000	\$720,000
Kitchen Emporium @ 40k MO	\$480,000	\$480,000	\$480,000	\$480,000	\$480,000
Spa lease @ 2K per MO	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000
Restaurant lease @ \$16,666K MO	\$200,004	\$200,004	\$200,004	\$200,004	\$200,004
Bar lease @ 2k per MO	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000
Culinary Institute 60pp x 200 classes MO	\$144,000	\$144,000	\$144,000	\$144,000	\$144,000
Museum & Group Sales @ 12pp x 1250k MO	\$180,000	\$180,000	\$180,000	\$180,000	\$180,000
Art Gallery sales (WE OWN)	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000
Limo rental @ 10% a MO	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000

Laundry lease @ 10% MO	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000
Nail Salon lease @ 10% MO	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000
GWS lease @ 10% MO	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000
Media Ctr lease @ 10% MO	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000
Coffee shop lease @ 10% MO	\$12,999	\$14,000	\$14,500	\$14,900	\$15,050
IAHHRM (WE OWN)	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000
Laurel Placement (WE OWN)	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000
Daycare lease @ 10% a MO	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000
Total Revenue	\$19,618,836	\$19,619,838	\$19,620,337	\$19,620,737	\$19,620,888
Direct Cost					
Kitchen emporium = 48% cost	\$230,400	\$230,400	\$230,400	\$230,400	\$230,400
Culinary Institute @ 44%	\$63,360	\$63,360	\$63,360	\$63,360	\$63,360
Museum & Groups @ 30% rev	\$54,000	\$54,000	\$54,000	\$54,000	\$54,000
Art Gallery sales	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000
VIP packaging & entertainment	\$48,000	\$48,000	\$48,000	\$48,000	\$48,000
R. Rooms @ 19 per cleaning supplies, paper, breakfast	\$408,348	\$408,348	\$408,348	\$408,348	\$408,348

B. Suites @ 59 per cleaning supplies, paper, breakfast	\$1,268,028	\$1,268,028	\$1,268,028	\$1,268,028	\$1,268,028
A&G @ 160 per cleaning supplies, paper, breakfast	\$1,031,616	\$1,031,616	\$1,031,616	\$1,031,616	\$1,031,616
Pres. @ 600 cleaning supplies, paper, breakfast	\$172,800	\$172,800	\$172,800	\$172,800	\$172,800
Keep @ 5000 per night cleaning, supplies, breakfast	\$120,000	\$120,000	\$120,000	\$120,000	\$120,000
Restaurant support	\$16,000	\$16,001	\$16,000	\$16,000	\$16,001
Direct Labor					
Total direct costs	\$3,418,552	\$3,418,553	\$3,418,552	\$3,418,552	\$3,418,553
Gross margin	\$16,200,284	\$16,201,285	\$16,201,785	\$16,202,185	\$16,202,335
Gross margin %	83%	83%	83%	83%	83%

Revenue by Month



About the Revenue Forecast

Business plan reviewers unfamiliar with the corporation will benefit from examining the films, videos, photos, and videos at The Inn of the Patriots website. At close to 8,000 website pages long, it provides several days of enjoyable examination.

<http://www.theinnofthepatriots.com>.

Unless stated, all items, intellectual property, US Patent and Trademark Office - Library of Congress - Writers Guild East filings, and companies are owned by Martin CJ Mongiello, MA, MBA, MCFE this business and marketing plan author.

1. He is providing \$2.2M in equipage, inventory purchases for gift shop, cash, and items owned by the company as well as \$1.2M in sweat equity. **Total \$3.3M.**
2. Tenants will provide \$4.2M in equipage and cash and \$2.8M in sweat equity. Total **\$7M.**

This plans revenues are based upon below average statistics for the hotel industry to purposely illustrate reduced incomes, a renewed economic holocaust and triggered recession. Living wages and correct personnel on duty are full maximum, however, despite numerous hotels and restaurants in the DC area refusing to pay a living wage. The plan offers low revenue and high wages.

Investors analyzing the numerous Fitch, Moody's, Standard and Poor's, HVS, STR, Smith Harris, CBRE, CPA, DK Shifflet & Associates: Tourism and Travel Research Company will quickly assemble 2600 pages of recent data with projections. Attorney and CPA review teams built for this project and region report favorably.

The forward-looking statements included in this presentation may constitute "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. These statements address the financial condition, results of operations, business initiatives and prospects of the Company and are subject to certain risks and uncertainties that could cause actual results to differ materially. Please refer to the company's current press releases and any investors SEC filings, including, but not limited to, reports on Forms 10-K, 8-K, and 10-Q, for more information on the risks and uncertainties that could cause actual results to differ materially from these forward-looking statements. The statements are current as of the date of this presentation, and the Company undertakes no obligation to update or revise any forward-looking statements to reflect events or circumstances that may arise in the future.

Personnel Plan

Personnel Table

	2021	2022	2023	2024	2025
Resident Mgr / CMO	\$94,000	\$94,940	\$95,889	\$96,848	\$97,817
Resident Mgr CHRO	\$94,000	\$94,940	\$95,889	\$96,848	\$97,817
3 Front Desk Managers	\$159,000	\$160,590	\$162,196	\$163,818	\$165,456
2 Night Auditors	\$64,880	\$65,529	\$66,184	\$66,846	\$67,514
6 FD / Shop sales / Operators	\$187,200	\$187,200	\$187,200	\$187,200	\$187,200
6 HandyPerson / Server / Cook	\$187,200	\$189,072	\$190,963	\$192,872	\$194,801
2 Housekeeping Directors	\$106,000	\$107,060	\$108,131	\$109,212	\$110,304
Consulting / Swing Expert / Vacation	\$68,000	\$68,000	\$68,000	\$68,000	\$68,000
18 Housekeepers	\$438,000	\$438,000	\$438,000	\$438,000	\$438,000
6 Bell / flex Staff	\$149,760	\$149,760	\$149,760	\$149,760	\$149,760
4 Laundry & handyperson	\$124,800	\$126,048	\$127,308	\$128,582	\$129,867
2 Security personnel	\$62,400	\$63,024	\$63,654	\$64,291	\$64,934
Totals	\$1,735,240	\$1,744,163	\$1,753,174	\$1,762,277	\$1,771,470

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/hooka lounge and humidor shop on a contract basis.

Budget

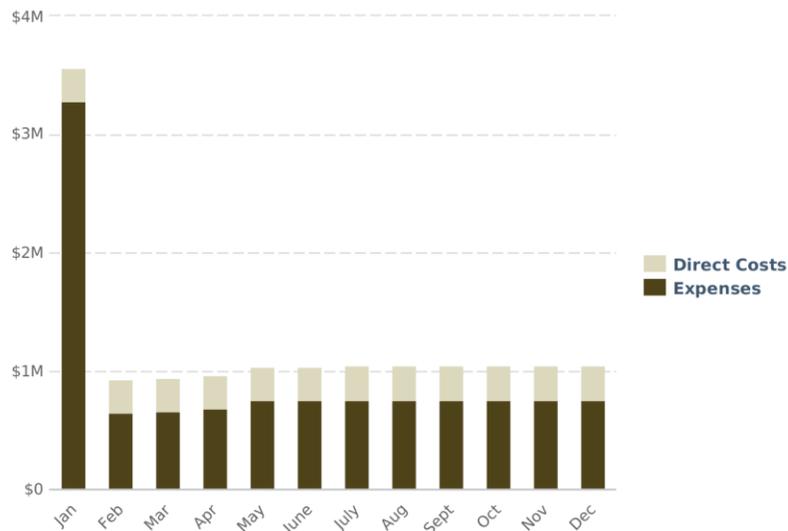
Budget Table

	2021	2022	2023	2024	2025
Operating expenses					
Salaries and Wages	\$1,735,240	\$1,744,163	\$1,753,174	\$1,762,277	\$1,771,470
Employee Related Expenses	\$466,827	\$469,326	\$471,849	\$474,397	\$476,972
Marketing & Promotions (WRO)	\$1,247,193	\$1,247,193	\$1,247,193	\$1,247,193	\$1,247,193
Utilities	\$1,253,000	\$1,253,000	\$1,253,000	\$1,253,000	\$1,253,000
Office Supplies (WNRO)	\$102,080	\$111,360	\$111,360	\$111,360	\$111,360
Insurance for hotel, spa, wine / beer sales, culinary institute	\$159,539	\$165,166	\$167,255	\$169,558	\$172,254
Pest and Vector Control	\$4,428	\$4,428	\$4,428	\$4,428	\$4,428
Laundry, Spa and other Expense	\$88,320	\$88,320	\$88,320	\$88,320	\$88,320
Waste Management	\$55,200	\$55,200	\$55,200	\$55,200	\$55,200
CPA oversight	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000
OC Tanner & Leadership program	\$84,000	\$84,000	\$84,000	\$84,000	\$84,000
Employment attorney	\$18,000	\$18,000	\$18,000	\$18,000	\$18,000
Armored car serv	\$5,436	\$5,436	\$5,436	\$5,436	\$5,436

Cash over / short (WNRO)	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400
Lease payments			\$5,736,000	\$5,736,000	\$5,736,000
Complimentary services	\$5,232	\$5,232	\$5,232	\$5,232	\$5,232
Collections & dead accounts (WNRO)	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400
Credit card fees (3% of gross)	\$588,565	\$588,595	\$588,610	\$588,622	\$588,627
Telephone & IT	\$48,227	\$48,227	\$48,227	\$48,227	\$48,227
Maintenance & Repairs	\$85,000	\$102,000	\$102,000	\$102,000	\$102,000
Consumables & Supplies	\$392,377	\$392,396	\$392,407	\$392,415	\$392,418
China & glassware	\$12,050	\$14,461	\$14,461	\$14,461	\$14,461
Subscriptions	\$3,864	\$3,864	\$3,864	\$3,864	\$3,864
Decorations (WNRO)	\$7,743	\$8,447	\$8,447	\$8,447	\$8,447
License and inspection	\$14,430	\$14,430	\$14,430	\$14,430	\$14,430
Meal for Ent (WNRO)	\$12,264	\$12,264	\$12,264	\$12,264	\$12,264
Meals for TCotE (See CPA)	\$17,820	\$17,820	\$17,820	\$17,820	\$17,820
Official travel	\$29,460	\$29,460	\$29,460	\$29,460	\$29,460
Upkeep & breakage (WRO)	\$18,081	\$31,000	\$31,000	\$31,000	\$31,000
Inn Refresh Fund (WRO)	\$12,000	\$24,000	\$24,000	\$24,000	\$24,000
Donations	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000
Postage	\$20,243	\$22,084	\$22,084	\$22,084	\$22,084
Uniforms	\$47,200	\$47,200	\$47,200	\$47,200	\$47,200
DC Personal Prop. Tax	\$48,655	\$48,655	\$48,655	\$48,655	\$48,655

DC Real Prop tax	\$420,122	\$420,122	\$420,122	\$420,122	\$420,122
Initial store inventory	\$2,540,226				
Amortization of other current assets	\$0	\$0	\$0	\$0	\$0
Total operating expenses	\$9,583,622	\$7,116,650	\$12,866,297	\$12,880,273	\$12,894,743

Expenses by Month



About the Budget

Bill Fortier, Hilton Worldwide's senior vice president, development, for the Americas recently stated, "Average room rates and occupancies are moving at record pace in communities, and owners are seeing that, developers are seeing that, and saying it's time to find a way to build something new," Fortier says.

Limited service hotels are the most popular type of property being constructed - those offering guests a breakfast bar where they can grab juice and a pastry, perhaps, rather than a full service restaurant or cavernous meeting room.

"Today most developers and financiers, whether it's a bank or private equity, don't want to wait five years to have a hotel open," says Fortier, noting how expensive full service hotels can be to construct as well as time-consuming. With limited service properties "you have a little more certainty when the hotel will open, and when you can start getting the return on your investments." Charisse Jones , USA TODAY, Jan 10, 2016

Starting Balances

Cash	\$72,000
Accounts Receivable	\$263
Inventory	\$33,000
Long-Term Assets	\$85,000
Accumulated Depreciation	\$64,000

Liabilities

Accounts Payable	\$0
Income Taxes Payable	
Sales Taxes Payable	
Short-Term Debt	
Long-Term Debt	\$0

Paid-In Capital	\$2,685,000
Retained Earnings	(\$2,458,737)

Cash Flow Assumptions

Cash Flow Assumptions



Cash inflow

% of Sales on Credit 0%

Cash outflow

% of Purchases on Credit 0%

Months to keep on hand 2

Minimum inventory purchase \$2,100

About the Cash Flow Assumptions

Loans and Investments

Loans and Investments Table

	2021	2022	2023	2024	2025
Cash infusion					
Equity investment	\$21,000,000				
Private funding					
Loan at 12% interest for 360 mos.	\$5,000,000				
Wells Fargo LOC \$20M					
Line of credit at 14% interest	\$0	\$0	\$0	\$0	\$0
Total Amount Received	\$26,000,000	\$0	\$0	\$0	\$0

Sources of Funds

We have Tenant Improvements (TI) and Allowances (A) expected of \$21M from the site developer, Hines, at The Parks. In the case of another site, or changes to equity infusion, we would seek TI & A accordingly to adjust this plan with investment based on square footage, pro-forma, debt service, and term.

"The Parks at Walter Reed is a 66-acre land development of the historic Walter Reed Army Medical Center site that when fully developed will contain 3.1 million square feet of new construction and adaptive reuse of historic structures, including retail, for-rent and for-sale multifamily, townhomes, office, healthcare, a school, and a hotel. The development will contain approximately 220,000 square feet of retail, more than 300,000 square feet of office and ambulatory care, a 200-key hotel and conference center, a top-performing language-immersion

school, and 30,000 square feet of creative and arts uses. More than 2,099 units of high-quality housing will be developed to serve a diverse mix of incomes and households, providing both rental and homeownership options. The Parks at Walter Reed will include new roads and infrastructure and nearly 20 acres of parks and plazas, and will employ energy saving and water conserving tools." (www.theparksdc.com)

We have numerous funds and family offices offering investment to \$30M.

Additionally, our plan **leaves about 60,000 square feet available** at The Parks property which could be sold as **luxury condominiums** like the Ritz-Carlton did in Georgetown. The Ritz-Carlton, Georgetown is a luxury hotel located in the Georgetown neighborhood of Washington, D.C. It is an AAA 5-star luxury hotel, and has 86 rooms, 27 premier suites, and five luxury suites. It contains a 140 feet (43 m) smokestack coming from the lobby fireplace. It is a small hotel and is known to be good for privacy. The hotel contains a restaurant, bar, and a fitness center with a newly refreshed spa after a \$1.5 million dollar renovation in 2016. The rooms are on average 450 square feet (42 m²) in size and is located in a historic industrial building. The Ritz-Carlton, Georgetown opened in 2003. The hotel was built as part of a \$175 million complex financed by developer Millennium Partners that included the 86-room hotel, **a 29-unit condominium**, a 14-screen movie theater, and a 600-space parking garage. The building, a former incinerator, was renovated to appear as three distinct buildings from the outside. The hotel occupied the eastern and western "buildings", while the condominiums and the hotel's lobby, bar, and lounge occupied the central section. ***Millennium Partners began selling the condominiums at \$2 million for 3,300 square feet (310 m²) and \$9 million for 6,500 square feet (600 m²), and used the proceeds to cover debt service on the hotel. we believe this point of entry sits well with all stakeholders.***

The hotel's 34 suites, which initially rented for \$5,000 a night, all had windows with bulletproof glass, to entice diplomatic guests. The Ritz-Carlton, Georgetown's main floor contains a 70-seat restaurant and bar with hardwood flooring, Oriental rugs, and glass tables with black-enamelled steel borders. A fitness center and spa were also built on the premises.

Use of Funds

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

Depending on the property situation, use could be as low as five million USD with ensuing retrofit. Or 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, within 48 hours.

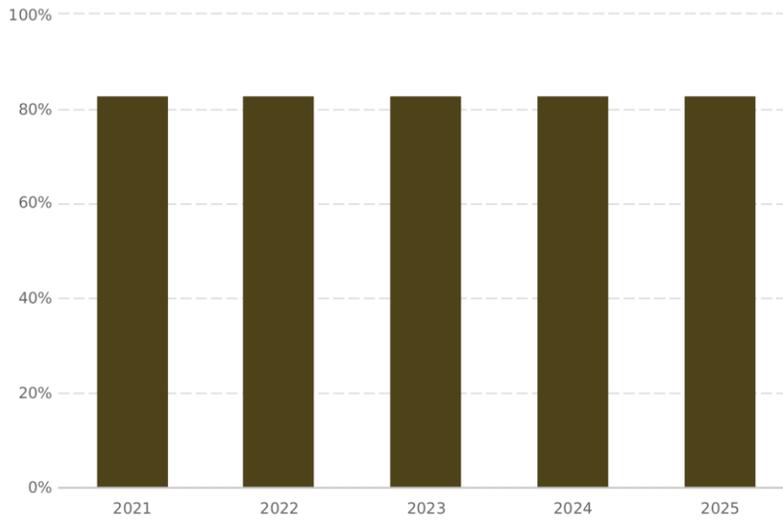
Financing Needed**Expected return***Financial Statements***Profit and Loss Statement****Profit and Loss Statement**

	2021	2022	2023	2024	2025
Revenue	\$19,618,836	\$19,619,838	\$19,620,337	\$19,620,737	\$19,620,888
Direct Costs	\$3,418,552	\$3,418,553	\$3,418,552	\$3,418,552	\$3,418,553
Gross Margin	\$16,200,284	\$16,201,285	\$16,201,785	\$16,202,185	\$16,202,335
Gross Margin %	83%	83%	83%	83%	83%
Operating Expenses					
Salaries & Wages	\$1,735,240	\$1,744,163	\$1,753,174	\$1,762,277	\$1,771,470
Employee Related Expenses	\$466,827	\$469,326	\$471,849	\$474,397	\$476,972
Marketing & Promotions (WRO)	\$1,247,193	\$1,247,193	\$1,247,193	\$1,247,193	\$1,247,193
Utilities	\$1,253,000	\$1,253,000	\$1,253,000	\$1,253,000	\$1,253,000
Office Supplies (WNRO)	\$102,080	\$111,360	\$111,360	\$111,360	\$111,360
Insurance for hotel, spa, wine / beer sales, culinary institute	\$159,539	\$165,166	\$167,255	\$169,558	\$172,254

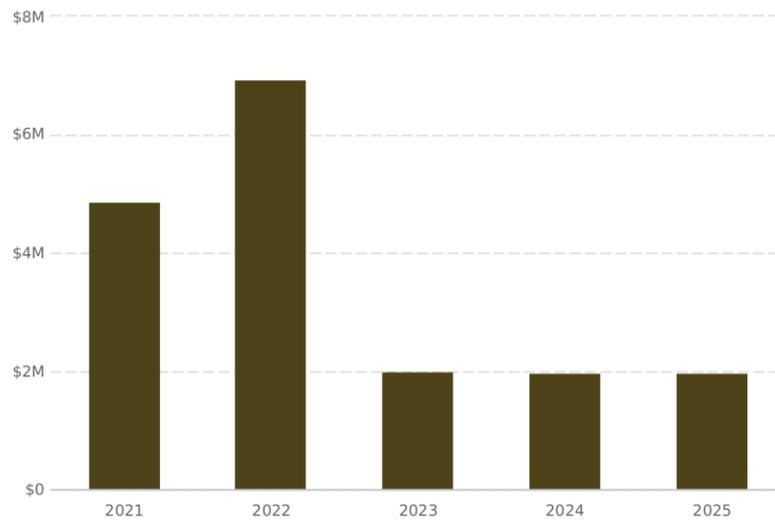
Pest and Vector Control	\$4,428	\$4,428	\$4,428	\$4,428	\$4,428
Laundry, Spa and other Expense	\$88,320	\$88,320	\$88,320	\$88,320	\$88,320
Waste Management	\$55,200	\$55,200	\$55,200	\$55,200	\$55,200
CPA oversight	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000
OC Tanner & Leadership program	\$84,000	\$84,000	\$84,000	\$84,000	\$84,000
Employment attorney	\$18,000	\$18,000	\$18,000	\$18,000	\$18,000
Armored car serv	\$5,436	\$5,436	\$5,436	\$5,436	\$5,436
Cash over / short (WNRO)	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400
Lease payments			\$5,736,000	\$5,736,000	\$5,736,000
Complimentary services	\$5,232	\$5,232	\$5,232	\$5,232	\$5,232
Collections & dead accounts (WNRO)	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400
Credit card fees (3% of gross)	\$588,565	\$588,595	\$588,610	\$588,622	\$588,627
Telephone & IT	\$48,227	\$48,227	\$48,227	\$48,227	\$48,227
Maintenance & Repairs	\$85,000	\$102,000	\$102,000	\$102,000	\$102,000
Consumables & Supplies	\$392,377	\$392,396	\$392,407	\$392,415	\$392,418
China & glassware	\$12,050	\$14,461	\$14,461	\$14,461	\$14,461
Subscriptions	\$3,864	\$3,864	\$3,864	\$3,864	\$3,864
Decorations (WNRO)	\$7,743	\$8,447	\$8,447	\$8,447	\$8,447
License and inspection	\$14,430	\$14,430	\$14,430	\$14,430	\$14,430

Meal for Ent (WNRO)	\$12,264	\$12,264	\$12,264	\$12,264	\$12,264
Meals for TCotE (See CPA)	\$17,820	\$17,820	\$17,820	\$17,820	\$17,820
Official travel	\$29,460	\$29,460	\$29,460	\$29,460	\$29,460
Upkeep & breakage (WRO)	\$18,081	\$31,000	\$31,000	\$31,000	\$31,000
Inn Refresh Fund (WRO)	\$12,000	\$24,000	\$24,000	\$24,000	\$24,000
Donations	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000
Postage	\$20,243	\$22,084	\$22,084	\$22,084	\$22,084
Uniforms	\$47,200	\$47,200	\$47,200	\$47,200	\$47,200
DC Personal Prop. Tax	\$48,655	\$48,655	\$48,655	\$48,655	\$48,655
DC Real Prop tax	\$420,122	\$420,122	\$420,122	\$420,122	\$420,122
Initial store inventory	\$2,540,226				
Amortization of Other Current Assets	\$0	\$0	\$0	\$0	\$0
Total Operating Expenses	\$9,583,622	\$7,116,650	\$12,866,297	\$12,880,273	\$12,894,743
Operating Income	\$6,616,662	\$9,084,636	\$3,335,487	\$3,321,913	\$3,307,592
Interest Incurred	\$549,189	\$596,924	\$594,356	\$591,463	\$588,202
Depreciation and Amortization	\$399,244	\$404,119	\$413,119	\$422,119	\$426,244
Gain or Loss from Sale of Assets					
Income Taxes	\$793,552	\$1,131,703	\$325,922	\$323,166	\$321,040
Total Expenses	\$14,744,159	\$12,667,948	\$17,618,247	\$17,635,573	\$17,648,781
Net Profit	\$4,874,677	\$6,951,889	\$2,002,091	\$1,985,165	\$1,972,106
Net Profit / Sales	25%	35%	10%	10%	10%

Gross Margin by Year



Net Profit (or Loss) by Year



About the Profit and Loss Statement

Balance Sheet

Balance Sheet

	Starting Balances	2021	2022	2023	2024	2025
Cash	\$72,000	\$22,448,127	\$29,754,756	\$32,053,002	\$34,407,348	\$36,749,602
Accounts Receivable	\$263	\$0	\$0	\$0	\$0	\$0
Inventory	\$33,000	\$569,759	\$569,759	\$569,759	\$569,759	\$569,759
Other Current Assets	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000
Total Current Assets	\$205,263	\$23,117,886	\$30,424,515	\$32,722,761	\$35,077,107	\$37,419,361
Long-Term Assets	\$85,000	\$8,751,640	\$8,778,640	\$8,805,640	\$8,832,640	\$8,859,640
Accumulated Depreciation	(\$64,000)	(\$463,244)	(\$867,363)	(\$1,280,482)	(\$1,702,601)	(\$2,128,845)
Total Long-Term Assets	\$21,000	\$8,288,396	\$7,911,277	\$7,525,158	\$7,130,039	\$6,730,795
Total Assets	\$226,263	\$31,406,282	\$38,335,791	\$40,247,919	\$42,207,145	\$44,150,155
Accounts Payable	\$0	\$0	\$0	\$0	\$0	\$0
Income Taxes Payable		\$96,406	\$94,273	\$27,127	\$26,898	\$26,771
Sales Taxes Payable		\$225,488	\$225,489	\$225,488	\$225,488	\$225,489
Short-Term Debt	\$0	\$20,248	\$22,816	\$25,709	\$28,970	\$32,644
Prepaid Revenue						
Total Current Liabilities	\$0	\$342,142	\$342,578	\$278,324	\$281,356	\$284,904

Long-Term Debt		\$4,963,200	\$4,940,384	\$4,914,675	\$4,885,705	\$4,853,060
Long-Term Liabilities		\$4,963,200	\$4,940,384	\$4,914,675	\$4,885,705	\$4,853,060
Total Liabilities	\$0	\$5,305,342	\$5,282,962	\$5,192,999	\$5,167,061	\$5,137,965
Paid-In Capital	\$2,685,000	\$23,685,000	\$23,685,000	\$23,685,000	\$23,685,000	\$23,685,000
Retained Earnings	(\$2,458,737)	(\$2,458,737)	\$2,415,940	\$9,367,829	\$11,369,920	\$13,355,085
Earnings		\$4,874,677	\$6,951,889	\$2,002,090	\$1,985,165	\$1,972,106
Total Owner's Equity	\$226,263	\$26,100,940	\$33,052,829	\$35,054,920	\$37,040,085	\$39,012,191
Total Liabilities & Equity	\$226,263	\$31,406,282	\$38,335,791	\$40,247,919	\$42,207,145	\$44,150,155

About the Balance Sheet

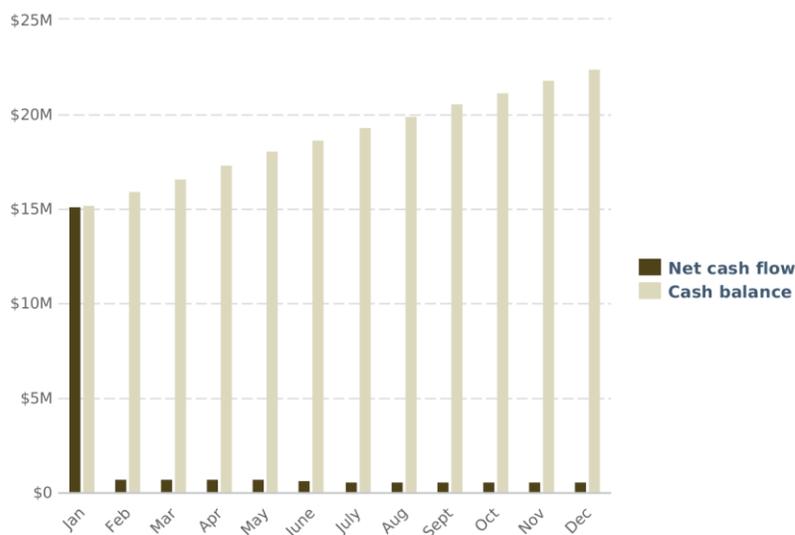
Cash Flow Statement

Cash Flow Statement

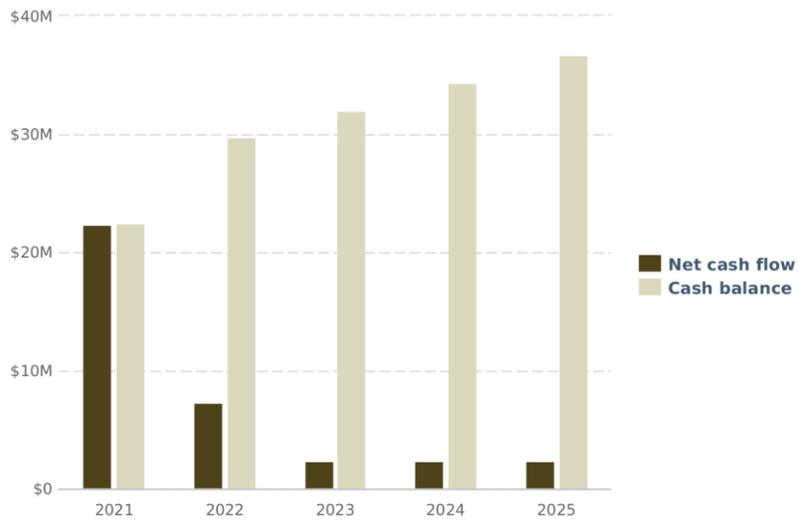
	2021	2022	2023	2024	2025
Net Cash Flow from Operations					
Net Profit	\$4,874,677	\$6,951,889	\$2,002,091	\$1,985,165	\$1,972,106
Depreciation & Amortization	\$399,244	\$404,119	\$413,119	\$422,119	\$426,244
Change in Accounts Receivable	\$263	\$0	\$0	\$0	\$0
Change in Inventory	(\$536,759)	\$0	\$0	\$0	\$0
Change in Accounts Payable	\$0	\$0	\$0	\$0	\$0
Change in Income Tax Payable	\$96,406	(\$2,133)	(\$67,146)	(\$229)	(\$127)
Change in Sales Tax Payable	\$225,488	\$1	(\$1)	\$0	\$1
Change in Prepaid Revenue					
Net Cash Flow from Operations	\$5,059,319	\$7,353,876	\$2,348,062	\$2,407,055	\$2,398,224
Investing & Financing					
Assets Purchased or Sold	(\$8,666,640)	(\$27,000)	(\$27,000)	(\$27,000)	(\$27,000)
Net Cash from Investing	(\$8,666,640)	(\$27,000)	(\$27,000)	(\$27,000)	(\$27,000)
Investments Received	\$21,000,000				

Dividends & Distributions					
Change in Short-Term Debt	\$20,248	\$2,568	\$2,894	\$3,261	\$3,674
Change in Long-Term Debt	\$4,963,200	(\$22,816)	(\$25,709)	(\$28,970)	(\$32,644)
Net Cash from Financing	\$25,983,448	(\$20,248)	(\$22,816)	(\$25,709)	(\$28,970)
Cash at Beginning of Period	\$72,000	\$22,448,127	\$29,754,756	\$32,053,002	\$34,407,348
Net Change in Cash	\$22,376,127	\$7,306,629	\$2,298,246	\$2,354,346	\$2,342,254
Cash at End of Period	\$22,448,127	\$29,754,756	\$32,053,002	\$34,407,348	\$36,749,602

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

Profit and Loss Statement (With monthly detail)

2021	Jan '21	Feb '21	Mar '21	Apr '21	May '21	June '21	July '21	Aug '21	Sept '21	Oct '21	Nov '21	Dec '21
Revenue												
100 Regular Rooms at 122.00 a night	\$218,502	\$218,502	\$218,502	\$218,502	\$218,502	\$218,502	\$218,502	\$218,502	\$218,502	\$218,502	\$218,502	\$218,502
Unit Sales	1,791	1,791	1,791	1,791	1,791	1,791	1,791	1,791	1,791	1,791	1,791	1,791
Unit Prices	\$122	\$122	\$122	\$122	\$122	\$122	\$122	\$122	\$122	\$122	\$122	\$122
100 B. Suites at 392.86 a night	\$703,612	\$703,613	\$703,612	\$703,612	\$703,612	\$703,613	\$703,612	\$703,612	\$703,612	\$703,613	\$703,612	\$703,612
Unit Sales	1,791	1,791	1,791	1,791	1,791	1,791	1,791	1,791	1,791	1,791	1,791	1,791
Unit Prices	\$392.86	\$392.86	\$392.86	\$392.86	\$392.86	\$392.86	\$392.86	\$392.86	\$392.86	\$392.86	\$392.86	\$392.86
30 A&G Suites @ \$842.82 per night	\$452,847	\$452,847	\$452,848	\$452,847	\$452,847	\$452,847	\$452,847	\$452,847	\$452,848	\$452,847	\$452,847	\$452,847
Unit Sales	537.3	537.3	537.3	537.3	537.3	537.3	537.3	537.3	537.3	537.3	537.3	537.3
Unit Prices	\$842.82	\$842.82	\$842.82	\$842.82	\$842.82	\$842.82	\$842.82	\$842.82	\$842.82	\$842.82	\$842.82	\$842.82
4 Pres. Suites at 3692.00 per night	\$88,608	\$88,608	\$88,608	\$88,608	\$88,608	\$88,608	\$88,608	\$88,608	\$88,608	\$88,608	\$88,608	\$88,608
Unit Sales	24	24	24	24	24	24	24	24	24	24	24	24
Unit Prices	\$3,692	\$3,692	\$3,692	\$3,692	\$3,692	\$3,692	\$3,692	\$3,692	\$3,692	\$3,692	\$3,692	\$3,692
1 Royals Keep at 30,000.00 per night	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000
Unit Sales	2	2	2	2	2	2	2	2	2	2	2	2

Unit Prices	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000
Kitchen Emporium @ 40k MO	\$40,000	\$40,000	\$40,000	\$40,000	\$40,000	\$40,000	\$40,000	\$40,000	\$40,000	\$40,000	\$40,000	\$40,000
Spa lease @ 2K per MO	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
Restaurant lease @ \$16,666K MO	\$16,667	\$16,667	\$16,667	\$16,667	\$16,667	\$16,667	\$16,667	\$16,667	\$16,667	\$16,667	\$16,667	\$16,667
Bar lease @ 2k per MO	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
Culinary Institute 60pp x 200 classes MO	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000
Unit Sales	200	200	200	200	200	200	200	200	200	200	200	200
Unit Prices	\$60	\$60	\$60	\$60	\$60	\$60	\$60	\$60	\$60	\$60	\$60	\$60
Museum & Group Sales @ 12pp x 1250k MO	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000
Unit Sales	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250
Unit Prices	\$12	\$12	\$12	\$12	\$12	\$12	\$12	\$12	\$12	\$12	\$12	\$12
Art Gallery sales (WE OWN)	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Limo rental @ 10% a MO	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
Laundry lease @ 10% MO	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Nail Salon lease @ 10% MO	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
GWS lease @ 10% MO	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Media Ctr lease @ 10% MO	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Coffee shop lease @ 10% MO	\$1,000	\$1,040	\$1,050	\$1,061	\$1,071	\$1,081	\$1,091	\$1,101	\$1,111	\$1,121	\$1,131	\$1,141
IAHRM (WE OWN)	\$8,333	\$8,333	\$8,333	\$8,333	\$8,333	\$8,333	\$8,333	\$8,333	\$8,334	\$8,334	\$8,334	\$8,334

Laurel Placement (WE OWN)	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250
Daycare lease @ 10% a MO	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Total Revenue	\$1,634,819	\$1,634,860	\$1,634,869	\$1,634,881	\$1,634,890	\$1,634,901	\$1,634,910	\$1,634,921	\$1,634,931	\$1,634,941	\$1,634,952	\$1,634,961
Direct Costs												
Kitchen emporium = 48% cost	\$19,200	\$19,200	\$19,200	\$19,200	\$19,200	\$19,200	\$19,200	\$19,200	\$19,200	\$19,200	\$19,200	\$19,200
Culinary Institute @ 44%	\$5,280	\$5,280	\$5,280	\$5,280	\$5,280	\$5,280	\$5,280	\$5,280	\$5,280	\$5,280	\$5,280	\$5,280
Museum & Groups @ 30% rev	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500
Art Gallery sales	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500
VIP packaging & entertainment	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000
R. Rooms @ 19 per cleaning supplies, paper, breakfast	\$34,029	\$34,029	\$34,029	\$34,029	\$34,029	\$34,029	\$34,029	\$34,029	\$34,029	\$34,029	\$34,029	\$34,029
B. Suites @ 59 per cleaning supplies, paper, breakfast	\$105,669	\$105,669	\$105,669	\$105,669	\$105,669	\$105,669	\$105,669	\$105,669	\$105,669	\$105,669	\$105,669	\$105,669
A&G @ 160 per cleaning supplies, paper, breakfast	\$85,968	\$85,968	\$85,968	\$85,968	\$85,968	\$85,968	\$85,968	\$85,968	\$85,968	\$85,968	\$85,968	\$85,968
Pres. @ 600 cleaning supplies, paper, breakfast	\$14,400	\$14,400	\$14,400	\$14,400	\$14,400	\$14,400	\$14,400	\$14,400	\$14,400	\$14,400	\$14,400	\$14,400

Keep @ 5000 per night cleaning, supplies, breakfast	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000
Restaurant support	\$1,333	\$1,334	\$1,333	\$1,333	\$1,334	\$1,333	\$1,334	\$1,333	\$1,333	\$1,334	\$1,333	\$1,333
Total Direct Costs	\$284,879	\$284,880	\$284,879	\$284,879	\$284,880	\$284,879	\$284,880	\$284,879	\$284,879	\$284,880	\$284,879	\$284,879
Gross Margin	\$1,349,940	\$1,349,980	\$1,349,990	\$1,350,001	\$1,350,011	\$1,350,021	\$1,350,031	\$1,350,041	\$1,350,052	\$1,350,062	\$1,350,072	\$1,350,082
Gross Margin %	83%											
Operating Expenses												
Salaries and Wages												
Resident Mgr / CMO	\$7,833	\$7,833	\$7,833	\$7,833	\$7,833	\$7,833	\$7,833	\$7,833	\$7,834	\$7,834	\$7,834	\$7,834
Resident Mgr CHRO	\$7,833	\$7,833	\$7,833	\$7,833	\$7,833	\$7,833	\$7,833	\$7,833	\$7,834	\$7,834	\$7,834	\$7,834
3 Front Desk Managers	\$13,250	\$13,250	\$13,250	\$13,250	\$13,250	\$13,250	\$13,250	\$13,250	\$13,250	\$13,250	\$13,250	\$13,250
2 Night Auditors	\$5,406	\$5,406	\$5,406	\$5,406	\$5,407	\$5,407	\$5,407	\$5,407	\$5,407	\$5,407	\$5,407	\$5,407
6 FD / Shop sales / Operators	\$15,600	\$15,600	\$15,600	\$15,600	\$15,600	\$15,600	\$15,600	\$15,600	\$15,600	\$15,600	\$15,600	\$15,600
6 HandyPerson / Server / Cook	\$15,600	\$15,600	\$15,600	\$15,600	\$15,600	\$15,600	\$15,600	\$15,600	\$15,600	\$15,600	\$15,600	\$15,600
2 Housekeeping Directors	\$8,833	\$8,833	\$8,833	\$8,833	\$8,833	\$8,833	\$8,833	\$8,833	\$8,834	\$8,834	\$8,834	\$8,834
Consulting / Swing Expert / Vacation	\$5,666	\$5,666	\$5,666	\$5,666	\$5,667	\$5,667	\$5,667	\$5,667	\$5,667	\$5,667	\$5,667	\$5,667

18 Housekeepers	\$36,500	\$36,500	\$36,500	\$36,500	\$36,500	\$36,500	\$36,500	\$36,500	\$36,500	\$36,500	\$36,500	\$36,500	\$36,500
6 Bell / flex Staff	\$12,480	\$12,480	\$12,480	\$12,480	\$12,480	\$12,480	\$12,480	\$12,480	\$12,480	\$12,480	\$12,480	\$12,480	\$12,480
4 Laundry & handy person	\$10,400	\$10,400	\$10,400	\$10,400	\$10,400	\$10,400	\$10,400	\$10,400	\$10,400	\$10,400	\$10,400	\$10,400	\$10,400
2 Security personnel	\$5,200	\$5,200	\$5,200	\$5,200	\$5,200	\$5,200	\$5,200	\$5,200	\$5,200	\$5,200	\$5,200	\$5,200	\$5,200
Total Salaries & Wages	\$144,601	\$144,601	\$144,601	\$144,601	\$144,603	\$144,603	\$144,603	\$144,603	\$144,606	\$144,606	\$144,606	\$144,606	\$144,606
Employee Related Expenses	\$38,902	\$38,902	\$38,901	\$38,902	\$38,902	\$38,902	\$38,902	\$38,903	\$38,902	\$38,903	\$38,903	\$38,903	\$38,903
Marketing & Promotions (WRO)	\$103,932	\$103,932	\$103,932	\$103,933	\$103,933	\$103,933	\$103,933	\$103,933	\$103,933	\$103,933	\$103,933	\$103,933	\$103,933
Utilities	\$104,416	\$104,416	\$104,416	\$104,416	\$104,417	\$104,417	\$104,417	\$104,417	\$104,417	\$104,417	\$104,417	\$104,417	\$104,417
Office Supplies (WNRO)		\$9,280	\$9,280	\$9,280	\$9,280	\$9,280	\$9,280	\$9,280	\$9,280	\$9,280	\$9,280	\$9,280	\$9,280
Insurance for hotel, spa, wine / beer sales, culinary institute	\$159,539												
Pest and Vector Control	\$369	\$369	\$369	\$369	\$369	\$369	\$369	\$369	\$369	\$369	\$369	\$369	\$369
Laundry, Spa and other Expense	\$7,360	\$7,360	\$7,360	\$7,360	\$7,360	\$7,360	\$7,360	\$7,360	\$7,360	\$7,360	\$7,360	\$7,360	\$7,360
Waste Management	\$4,600	\$4,600	\$4,600	\$4,600	\$4,600	\$4,600	\$4,600	\$4,600	\$4,600	\$4,600	\$4,600	\$4,600	\$4,600
CPA oversight	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
OC Tanner & Leadership program	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000
Employment attorney	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500
Armored car serv	\$453	\$453	\$453	\$453	\$453	\$453	\$453	\$453	\$453	\$453	\$453	\$453	\$453

Cash over / short (WNRO)	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200
Lease payments												
Complimentary services	\$436	\$436	\$436	\$436	\$436	\$436	\$436	\$436	\$436	\$436	\$436	\$436
Collections & dead accounts (WNRO)	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200
Credit card fees (3% of gross)	\$49,045	\$49,045	\$49,046	\$49,047	\$49,047	\$49,047	\$49,047	\$49,048	\$49,047	\$49,049	\$49,048	\$49,049
Telephone & IT	\$4,018	\$4,019	\$4,019	\$4,019	\$4,019	\$4,019	\$4,019	\$4,019	\$4,019	\$4,019	\$4,019	\$4,019
Maintenance & Repairs			\$8,500	\$8,500	\$8,500	\$8,500	\$8,500	\$8,500	\$8,500	\$8,500	\$8,500	\$8,500
Consumables & Supplies	\$32,696	\$32,698	\$32,697	\$32,698	\$32,697	\$32,698	\$32,699	\$32,698	\$32,699	\$32,698	\$32,699	\$32,700
China & glassware			\$1,205	\$1,205	\$1,205	\$1,205	\$1,205	\$1,205	\$1,205	\$1,205	\$1,205	\$1,205
Subscriptions	\$322	\$322	\$322	\$322	\$322	\$322	\$322	\$322	\$322	\$322	\$322	\$322
Decorations (WNRO)		\$703	\$704	\$704	\$704	\$704	\$704	\$704	\$704	\$704	\$704	\$704
License and inspection	\$1,202	\$1,202	\$1,202	\$1,202	\$1,202	\$1,202	\$1,203	\$1,203	\$1,203	\$1,203	\$1,203	\$1,203
Meal for Ent (WNRO)	\$1,022	\$1,022	\$1,022	\$1,022	\$1,022	\$1,022	\$1,022	\$1,022	\$1,022	\$1,022	\$1,022	\$1,022
Meals for TCotE (See CPA)	\$1,485	\$1,485	\$1,485	\$1,485	\$1,485	\$1,485	\$1,485	\$1,485	\$1,485	\$1,485	\$1,485	\$1,485
Official travel	\$2,455	\$2,455	\$2,455	\$2,455	\$2,455	\$2,455	\$2,455	\$2,455	\$2,455	\$2,455	\$2,455	\$2,455
Upkeep & breakage (WRO)						\$2,583	\$2,583	\$2,583	\$2,583	\$2,583	\$2,583	\$2,583
Inn Refresh Fund (WRO)							\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
Donations	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Postage		\$1,840	\$1,840	\$1,840	\$1,840	\$1,840	\$1,840	\$1,840	\$1,840	\$1,841	\$1,841	\$1,841
Uniforms	\$3,933	\$3,933	\$3,933	\$3,933	\$3,933	\$3,933	\$3,933	\$3,933	\$3,934	\$3,934	\$3,934	\$3,934
DC Personal Prop. Tax	\$4,054	\$4,054	\$4,054	\$4,054	\$4,054	\$4,055	\$4,055	\$4,055	\$4,055	\$4,055	\$4,055	\$4,055

DC Real Prop tax	\$35,010	\$35,010	\$35,010	\$35,010	\$35,010	\$35,010	\$35,010	\$35,010	\$35,010	\$35,010	\$35,010	\$35,011	\$35,011
Initial store inventory	\$2,540,226												
Amortization of Other Current Assets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Operating Expenses	\$3,251,976	\$564,037	\$573,743	\$573,745	\$573,748	\$576,333	\$578,335	\$578,335	\$578,341	\$578,342	\$578,343	\$578,343	\$578,344
Operating Income	(\$1,902,036)	\$785,944	\$776,246	\$776,257	\$776,262	\$773,688	\$771,697	\$771,706	\$771,711	\$771,720	\$771,729	\$771,729	\$771,738
Interest Incurred	\$0	\$50,000	\$49,986	\$49,971	\$49,957	\$49,942	\$49,927	\$49,912	\$49,897	\$49,881	\$49,866	\$49,866	\$49,850
Depreciation and Amortization	\$33,270	\$33,271	\$33,270	\$33,270	\$33,271	\$33,270	\$33,270	\$33,271	\$33,270	\$33,270	\$33,271	\$33,271	\$33,270
Gain or Loss from Sale of Assets													
Income Taxes	\$0	\$0	\$0	\$21,472	\$97,025	\$96,667	\$96,390	\$96,393	\$96,396	\$96,400	\$96,403	\$96,403	\$96,406
Total Expenses	\$3,570,125	\$932,187	\$941,879	\$963,337	\$1,038,880	\$1,041,092	\$1,042,801	\$1,042,790	\$1,042,783	\$1,042,773	\$1,042,762	\$1,042,762	\$1,042,750
Net Profit	(\$1,935,306)	\$702,673	\$692,991	\$671,542	\$596,011	\$593,809	\$592,109	\$592,130	\$592,149	\$592,168	\$592,190	\$592,190	\$592,211
Net Profit / Sales	(118%)	43%	42%	41%	36%								

	2021	2022	2023	2024	2025
Revenue					
100 Regular Rooms at 122.00 a night	\$2,622,024	\$2,622,024	\$2,622,024	\$2,622,024	\$2,622,024
Unit Sales	21,492	21,492	21,492	21,492	21,492
Unit Prices	\$122	\$122	\$122	\$122	\$122
100 B. Suites at 392.86 a night	\$8,443,347	\$8,443,347	\$8,443,347	\$8,443,347	\$8,443,348
Unit Sales	21,492	21,492	21,492	21,492	21,492
Unit Prices	\$392.86	\$392.86	\$392.86	\$392.86	\$392.86
30 A&G Suites @ \$842.82 per night	\$5,434,166	\$5,434,166	\$5,434,167	\$5,434,166	\$5,434,166
Unit Sales	6,447.6	6,447.6	6,447.6	6,447.6	6,447.6
Unit Prices	\$842.82	\$842.82	\$842.82	\$842.82	\$842.82
4 Pres. Suites at 3692.00 per night	\$1,063,296	\$1,063,296	\$1,063,296	\$1,063,296	\$1,063,296
Unit Sales	288	288	288	288	288
Unit Prices	\$3,692	\$3,692	\$3,692	\$3,692	\$3,692
1 Royals Keep at 30,000.00 per night	\$720,000	\$720,000	\$720,000	\$720,000	\$720,000
Unit Sales	24	24	24	24	24
Unit Prices	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000
Kitchen Emporium @ 40k MO	\$480,000	\$480,000	\$480,000	\$480,000	\$480,000
Spa lease @ 2K per MO	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000
Restaurant lease @ \$16,666K MO	\$200,004	\$200,004	\$200,004	\$200,004	\$200,004
Bar lease @ 2k per MO	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000
Culinary Institute 60pp x 200 classes MO	\$144,000	\$144,000	\$144,000	\$144,000	\$144,000
Unit Sales	2,400	2,400	2,400	2,400	2,400
Unit Prices	\$60	\$60	\$60	\$60	\$60
Museum & Group Sales @ 12pp x 1250k MO	\$180,000	\$180,000	\$180,000	\$180,000	\$180,000
Unit Sales	15,000	15,000	15,000	15,000	15,000
Unit Prices	\$12	\$12	\$12	\$12	\$12
Art Gallery sales (WE OWN)	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000

Limo rental @ 10% a MO	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000
Laundry lease @ 10% MO	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000
Nail Salon lease @ 10% MO	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000
GWS lease @ 10% MO	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000
Media Ctr lease @ 10% MO	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000
Coffee shop lease @ 10% MO	\$12,999	\$14,000	\$14,500	\$14,900	\$15,050
IAHHRM (WE OWN)	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000
Laurel Placement (WE OWN)	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000
Daycare lease @ 10% a MO	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000
Total Revenue	\$19,618,836	\$19,619,838	\$19,620,337	\$19,620,737	\$19,620,888
Direct Costs					
Kitchen emporium = 48% cost	\$230,400	\$230,400	\$230,400	\$230,400	\$230,400
Culinary Institute @ 44%	\$63,360	\$63,360	\$63,360	\$63,360	\$63,360
Museum & Groups @ 30% rev	\$54,000	\$54,000	\$54,000	\$54,000	\$54,000
Art Gallery sales	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000
VIP packaging & entertainment	\$48,000	\$48,000	\$48,000	\$48,000	\$48,000
R. Rooms @ 19 per cleaning supplies, paper, breakfast	\$408,348	\$408,348	\$408,348	\$408,348	\$408,348
B. Suites @ 59 per cleaning supplies, paper, breakfast	\$1,268,028	\$1,268,028	\$1,268,028	\$1,268,028	\$1,268,028
A&G @ 160 per cleaning supplies, paper, breakfast	\$1,031,616	\$1,031,616	\$1,031,616	\$1,031,616	\$1,031,616
Pres. @ 600 cleaning supplies, paper, breakfast	\$172,800	\$172,800	\$172,800	\$172,800	\$172,800
Keep @ 5000 per night cleaning, supplies, breakfast	\$120,000	\$120,000	\$120,000	\$120,000	\$120,000
Restaurant support	\$16,000	\$16,001	\$16,000	\$16,000	\$16,001
Total Direct Costs	\$3,418,552	\$3,418,553	\$3,418,552	\$3,418,552	\$3,418,553
Gross Margin	\$16,200,284	\$16,201,285	\$16,201,785	\$16,202,185	\$16,202,335
Gross Margin %	83%	83%	83%	83%	83%

Operating Expenses

Salaries and Wages

Resident Mgr / CMO	\$94,000	\$94,940	\$95,889	\$96,848	\$97,817
Resident Mgr CHRO	\$94,000	\$94,940	\$95,889	\$96,848	\$97,817
3 Front Desk Managers	\$159,000	\$160,590	\$162,196	\$163,818	\$165,456
2 Night Auditors	\$64,880	\$65,529	\$66,184	\$66,846	\$67,514
6 FD / Shop sales / Operators	\$187,200	\$187,200	\$187,200	\$187,200	\$187,200
6 HandyPerson / Server / Cook	\$187,200	\$189,072	\$190,963	\$192,872	\$194,801
2 Housekeeping Directors	\$106,000	\$107,060	\$108,131	\$109,212	\$110,304
Consulting / Swing Expert / Vacation	\$68,000	\$68,000	\$68,000	\$68,000	\$68,000
18 Housekeepers	\$438,000	\$438,000	\$438,000	\$438,000	\$438,000
6 Bell / flex Staff	\$149,760	\$149,760	\$149,760	\$149,760	\$149,760
4 Laundry & handyperson	\$124,800	\$126,048	\$127,308	\$128,582	\$129,867
2 Security personnel	\$62,400	\$63,024	\$63,654	\$64,291	\$64,934
Total Salaries & Wages	\$1,735,240	\$1,744,163	\$1,753,174	\$1,762,277	\$1,771,470
Employee Related Expenses	\$466,827	\$469,326	\$471,849	\$474,397	\$476,972
Marketing & Promotions (WRO)	\$1,247,193	\$1,247,193	\$1,247,193	\$1,247,193	\$1,247,193
Utilities	\$1,253,000	\$1,253,000	\$1,253,000	\$1,253,000	\$1,253,000
Office Supplies (WNRO)	\$102,080	\$111,360	\$111,360	\$111,360	\$111,360
Insurance for hotel, spa, wine / beer sales, culinary institute	\$159,539	\$165,166	\$167,255	\$169,558	\$172,254
Pest and Vector Control	\$4,428	\$4,428	\$4,428	\$4,428	\$4,428
Laundry, Spa and other Expense	\$88,320	\$88,320	\$88,320	\$88,320	\$88,320
Waste Management	\$55,200	\$55,200	\$55,200	\$55,200	\$55,200
CPA oversight	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000
OC Tanner & Leadership program	\$84,000	\$84,000	\$84,000	\$84,000	\$84,000
Employment attorney	\$18,000	\$18,000	\$18,000	\$18,000	\$18,000
Armored car serv	\$5,436	\$5,436	\$5,436	\$5,436	\$5,436
Cash over / short (WNRO)	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400
Lease payments			\$5,736,000	\$5,736,000	\$5,736,000

Complimentary services	\$5,232	\$5,232	\$5,232	\$5,232	\$5,232
Collections & dead accounts (WNRO)	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400
Credit card fees (3% of gross)	\$588,565	\$588,595	\$588,610	\$588,622	\$588,627
Telephone & IT	\$48,227	\$48,227	\$48,227	\$48,227	\$48,227
Maintenance & Repairs	\$85,000	\$102,000	\$102,000	\$102,000	\$102,000
Consumables & Supplies	\$392,377	\$392,396	\$392,407	\$392,415	\$392,418
China & glassware	\$12,050	\$14,461	\$14,461	\$14,461	\$14,461
Subscriptions	\$3,864	\$3,864	\$3,864	\$3,864	\$3,864
Decorations (WNRO)	\$7,743	\$8,447	\$8,447	\$8,447	\$8,447
License and inspection	\$14,430	\$14,430	\$14,430	\$14,430	\$14,430
Meal for Ent (WNRO)	\$12,264	\$12,264	\$12,264	\$12,264	\$12,264
Meals for TCotE (See CPA)	\$17,820	\$17,820	\$17,820	\$17,820	\$17,820
Official travel	\$29,460	\$29,460	\$29,460	\$29,460	\$29,460
Upkeep & breakage (WRO)	\$18,081	\$31,000	\$31,000	\$31,000	\$31,000
Inn Refresh Fund (WRO)	\$12,000	\$24,000	\$24,000	\$24,000	\$24,000
Donations	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000
Postage	\$20,243	\$22,084	\$22,084	\$22,084	\$22,084
Uniforms	\$47,200	\$47,200	\$47,200	\$47,200	\$47,200
DC Personal Prop. Tax	\$48,655	\$48,655	\$48,655	\$48,655	\$48,655
DC Real Prop tax	\$420,122	\$420,122	\$420,122	\$420,122	\$420,122
Initial store inventory	\$2,540,226				
Amortization of Other Current Assets	\$0	\$0	\$0	\$0	\$0
Total Operating Expenses	\$9,583,622	\$7,116,650	\$12,866,297	\$12,880,273	\$12,894,743
Operating Income	\$6,616,662	\$9,084,636	\$3,335,487	\$3,321,913	\$3,307,592
Interest Incurred	\$549,189	\$596,924	\$594,356	\$591,463	\$588,202
Depreciation and Amortization	\$399,244	\$404,119	\$413,119	\$422,119	\$426,244
Gain or Loss from Sale of Assets					
Income Taxes	\$793,552	\$1,131,703	\$325,922	\$323,166	\$321,040

Total Expenses	\$14,744,159	\$12,667,948	\$17,618,247	\$17,635,573	\$17,648,781
Net Profit	\$4,874,677	\$6,951,889	\$2,002,091	\$1,985,165	\$1,972,106
Net Profit / Sales	25%	35%	10%	10%	10%

Balance Sheet (With Monthly Detail)

	Starting Balances	Jan '21	Feb '21	Mar '21	Apr '21	May '21	June '21	July '21	Aug '21	Sept '21	Oct '21	Nov '21	Dec '21
Cash	\$72,000	\$15,192,317	\$15,926,830	\$16,651,645	\$17,376,470	\$18,079,829	\$18,705,062	\$19,328,660	\$19,952,545	\$20,576,434	\$21,200,326	\$21,824,223	\$22,448,127
Accounts Receivable	\$263	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Inventory	\$33,000	\$569,759	\$569,759	\$569,759	\$569,759	\$569,759	\$569,759	\$569,759	\$569,759	\$569,759	\$569,759	\$569,759	\$569,759
Other Current Assets	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000
Total Current Assets	\$205,263	\$15,862,075	\$16,596,589	\$17,321,403	\$18,046,229	\$18,749,588	\$19,374,821	\$19,998,419	\$20,622,304	\$21,246,192	\$21,870,084	\$22,493,982	\$23,117,886
Long-Term Assets	\$85,000	\$8,751,640	\$8,751,640	\$8,751,640	\$8,751,640	\$8,751,640	\$8,751,640	\$8,751,640	\$8,751,640	\$8,751,640	\$8,751,640	\$8,751,640	\$8,751,640
Accumulated Depreciation	(\$64,000)	(\$97,270)	(\$130,541)	(\$163,811)	(\$197,081)	(\$230,352)	(\$263,622)	(\$296,892)	(\$330,163)	(\$363,433)	(\$396,703)	(\$429,974)	(\$463,244)
Total Long-Term Assets	\$21,000	\$8,654,370	\$8,621,099	\$8,587,829	\$8,554,559	\$8,521,288	\$8,488,018	\$8,454,748	\$8,421,477	\$8,388,207	\$8,354,937	\$8,321,666	\$8,288,396
Total Assets	\$226,263	\$24,516,445	\$25,217,688	\$25,909,232	\$26,600,787	\$27,270,876	\$27,862,839	\$28,453,166	\$29,043,781	\$29,634,399	\$30,225,021	\$30,815,648	\$31,406,282
Accounts Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Income Taxes Payable		\$0	\$0	\$0	\$21,472	\$97,025	\$96,667	\$96,390	\$96,393	\$96,396	\$96,400	\$96,403	\$96,406
Sales Taxes Payable		\$225,488	\$225,489	\$225,488	\$225,488	\$225,488	\$225,489	\$225,488	\$225,488	\$225,489	\$225,488	\$225,488	\$225,488
Short-Term Debt	\$0	\$18,149	\$18,330	\$18,513	\$18,699	\$18,886	\$19,074	\$19,265	\$19,458	\$19,652	\$19,849	\$20,047	\$20,248
Prepaid Revenue													
Total Current Liabilities	\$0	\$243,637	\$243,819	\$244,001	\$265,659	\$341,399	\$341,230	\$341,143	\$341,339	\$341,537	\$341,737	\$341,938	\$342,142

Long-Term Debt		\$4,981,851	\$4,980,239	\$4,978,610	\$4,976,965	\$4,975,304	\$4,973,626	\$4,971,931	\$4,970,220	\$4,968,491	\$4,966,745	\$4,964,981	\$4,963,200
Long-Term Liabilities		\$4,981,851	\$4,980,239	\$4,978,610	\$4,976,965	\$4,975,304	\$4,973,626	\$4,971,931	\$4,970,220	\$4,968,491	\$4,966,745	\$4,964,981	\$4,963,200
Total Liabilities	\$0	\$5,225,488	\$5,224,058	\$5,222,612	\$5,242,624	\$5,316,703	\$5,314,856	\$5,313,074	\$5,311,558	\$5,310,028	\$5,308,482	\$5,306,920	\$5,305,342
Paid-In Capital	\$2,685,000	\$23,685,000	\$23,685,000	\$23,685,000	\$23,685,000	\$23,685,000	\$23,685,000	\$23,685,000	\$23,685,000	\$23,685,000	\$23,685,000	\$23,685,000	\$23,685,000
Retained Earnings	(\$2,458,737)	(\$2,458,737)	(\$2,458,737)	(\$2,458,737)	(\$2,458,737)	(\$2,458,737)	(\$2,458,737)	(\$2,458,737)	(\$2,458,737)	(\$2,458,737)	(\$2,458,737)	(\$2,458,737)	(\$2,458,737)
Earnings		(\$1,935,306)	(\$1,232,633)	(\$539,642)	\$131,900	\$727,911	\$1,321,720	\$1,913,829	\$2,505,959	\$3,098,108	\$3,690,276	\$4,282,466	\$4,874,677
Total Owner's Equity	\$226,263	\$19,290,957	\$19,993,630	\$20,686,621	\$21,358,163	\$21,954,174	\$22,547,983	\$23,140,092	\$23,732,222	\$24,324,371	\$24,916,539	\$25,508,729	\$26,100,940
Total Liabilities & Equity	\$226,263	\$24,516,445	\$25,217,688	\$25,909,232	\$26,600,787	\$27,270,876	\$27,862,839	\$28,453,166	\$29,043,781	\$29,634,399	\$30,225,021	\$30,815,648	\$31,406,282

	Starting Balances	2021	2022	2023	2024	2025
Cash	\$72,000	\$22,448,127	\$29,754,756	\$32,053,002	\$34,407,348	\$36,749,602
Accounts Receivable	\$263	\$0	\$0	\$0	\$0	\$0
Inventory	\$33,000	\$569,759	\$569,759	\$569,759	\$569,759	\$569,759
Other Current Assets	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000
Total Current Assets	\$205,263	\$23,117,886	\$30,424,515	\$32,722,761	\$35,077,107	\$37,419,361
Long-Term Assets	\$85,000	\$8,751,640	\$8,778,640	\$8,805,640	\$8,832,640	\$8,859,640
Accumulated Depreciation	(\$64,000)	(\$463,244)	(\$867,363)	(\$1,280,482)	(\$1,702,601)	(\$2,128,845)
Total Long-Term Assets	\$21,000	\$8,288,396	\$7,911,277	\$7,525,158	\$7,130,039	\$6,730,795
Total Assets	\$226,263	\$31,406,282	\$38,335,791	\$40,247,919	\$42,207,145	\$44,150,155
Accounts Payable	\$0	\$0	\$0	\$0	\$0	\$0
Income Taxes Payable		\$96,406	\$94,273	\$27,127	\$26,898	\$26,771
Sales Taxes Payable		\$225,488	\$225,489	\$225,488	\$225,488	\$225,489
Short-Term Debt	\$0	\$20,248	\$22,816	\$25,709	\$28,970	\$32,644
Prepaid Revenue						
Total Current Liabilities	\$0	\$342,142	\$342,578	\$278,324	\$281,356	\$284,904
Long-Term Debt		\$4,963,200	\$4,940,384	\$4,914,675	\$4,885,705	\$4,853,060
Long-Term Liabilities		\$4,963,200	\$4,940,384	\$4,914,675	\$4,885,705	\$4,853,060
Total Liabilities	\$0	\$5,305,342	\$5,282,962	\$5,192,999	\$5,167,061	\$5,137,965
Paid-In Capital	\$2,685,000	\$23,685,000	\$23,685,000	\$23,685,000	\$23,685,000	\$23,685,000
Retained Earnings	(\$2,458,737)	(\$2,458,737)	\$2,415,940	\$9,367,829	\$11,369,920	\$13,355,085
Earnings		\$4,874,677	\$6,951,889	\$2,002,090	\$1,985,165	\$1,972,106
Total Owner's Equity	\$226,263	\$26,100,940	\$33,052,829	\$35,054,920	\$37,040,085	\$39,012,191
Total Liabilities & Equity	\$226,263	\$31,406,282	\$38,335,791	\$40,247,919	\$42,207,145	\$44,150,155

Cash Flow Statement (With Monthly Detail)

2021	Jan '21	Feb '21	Mar '21	Apr '21	May '21	June '21	July '21	Aug '21	Sept '21	Oct '21	Nov '21	Dec '21
Net Cash Flow from Operations												
Net Profit	(\$1,935,306)	\$702,673	\$692,991	\$671,542	\$596,011	\$593,809	\$592,109	\$592,130	\$592,149	\$592,168	\$592,190	\$592,211
Depreciation & Amortization	\$33,270	\$33,270	\$33,270	\$33,270	\$33,270	\$33,270	\$33,270	\$33,270	\$33,270	\$33,270	\$33,270	\$33,270
Change in Accounts Receivable	\$263	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Change in Inventory	(\$536,759)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Change in Accounts Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Change in Income Tax Payable	\$0	\$0	\$0	\$21,472	\$75,553	(\$358)	(\$277)	\$3	\$3	\$4	\$3	\$3
Change in Sales Tax Payable	\$225,488	\$1	(\$1)	\$0	\$0	\$1	(\$1)	\$0	\$1	(\$1)	\$0	\$0
Change in Prepaid Revenue												
Net Cash Flow from Operations	(\$2,213,043)	\$735,944	\$726,260	\$726,285	\$704,834	\$626,722	\$625,101	\$625,404	\$625,423	\$625,442	\$625,463	\$625,485
Investing & Financing												
Assets Purchased or Sold	(\$8,666,640)											
Net Cash from Investing	(\$8,666,640)											
Investments Received	\$21,000,000											

Dividends & Distributions												
Change in Short-Term Debt	\$18,149	\$181	\$183	\$185	\$187	\$189	\$191	\$193	\$195	\$197	\$198	\$200
Change in Long-Term Debt	\$4,981,851	(\$1,612)	(\$1,629)	(\$1,645)	(\$1,661)	(\$1,678)	(\$1,695)	(\$1,712)	(\$1,729)	(\$1,746)	(\$1,764)	(\$1,781)
Net Cash from Financing	\$26,000,000	(\$1,431)	(\$1,445)	(\$1,460)	(\$1,474)	(\$1,489)	(\$1,504)	(\$1,519)	(\$1,534)	(\$1,550)	(\$1,565)	(\$1,581)
Cash at Beginning of Period	\$72,000	\$15,192,317	\$15,926,830	\$16,651,645	\$17,376,470	\$18,079,829	\$18,705,062	\$19,328,660	\$19,952,545	\$20,576,434	\$21,200,326	\$21,824,223
Net Change in Cash	\$15,120,317	\$734,513	\$724,815	\$724,825	\$703,359	\$625,233	\$623,597	\$623,885	\$623,889	\$623,892	\$623,898	\$623,904
Cash at End of Period	\$15,192,317	\$15,926,830	\$16,651,645	\$17,376,470	\$18,079,829	\$18,705,062	\$19,328,660	\$19,952,545	\$20,576,434	\$21,200,326	\$21,824,223	\$22,448,127

	2021	2022	2023	2024	2025
Net Cash Flow from Operations					
Net Profit	\$4,874,677	\$6,951,889	\$2,002,091	\$1,985,165	\$1,972,106
Depreciation & Amortization	\$399,244	\$404,119	\$413,119	\$422,119	\$426,244
Change in Accounts Receivable	\$263	\$0	\$0	\$0	\$0
Change in Inventory	(\$536,759)	\$0	\$0	\$0	\$0
Change in Accounts Payable	\$0	\$0	\$0	\$0	\$0
Change in Income Tax Payable	\$96,406	(\$2,133)	(\$67,146)	(\$229)	(\$127)
Change in Sales Tax Payable	\$225,488	\$1	(\$1)	\$0	\$1
Change in Prepaid Revenue					
Net Cash Flow from Operations	\$5,059,319	\$7,353,876	\$2,348,062	\$2,407,055	\$2,398,224
Investing & Financing					
Assets Purchased or Sold	(\$8,666,640)	(\$27,000)	(\$27,000)	(\$27,000)	(\$27,000)
Net Cash from Investing	(\$8,666,640)	(\$27,000)	(\$27,000)	(\$27,000)	(\$27,000)
Investments Received	\$21,000,000				
Dividends & Distributions					
Change in Short-Term Debt	\$20,248	\$2,568	\$2,894	\$3,261	\$3,674
Change in Long-Term Debt	\$4,963,200	(\$22,816)	(\$25,709)	(\$28,970)	(\$32,644)
Net Cash from Financing	\$25,983,448	(\$20,248)	(\$22,816)	(\$25,709)	(\$28,970)
Cash at Beginning of Period	\$72,000	\$22,448,127	\$29,754,756	\$32,053,002	\$34,407,348
Net Change in Cash	\$22,376,127	\$7,306,629	\$2,298,246	\$2,354,346	\$2,342,254
Cash at End of Period	\$22,448,127	\$29,754,756	\$32,053,002	\$34,407,348	\$36,749,602