

Market Feasibility Study

Ashland, NE

Nebraska

The name "Nebraska" was created from a Native American phrase that meant "flat water," referring to the state's Platte River.

Nebraska is a Midwestern state that is made up entirely of a plains landscape.

Nebraska is plagued with droughts and grasshopper swarms.

It is a prime location for agriculture and remains largely made up of farms.

Nebraska's population is about 1,820,000.

Nebraska is comprised of 93 counties.

It straddles two time zones, the Central Time Zone and the Mountain Time Zone.

The state capital, Lincoln, is the second-biggest city with 300,000 people.

The largest city in Nebraska is Omaha, with more than 880,000 people in its metropolitan area.

History

The United States set up forts and trading posts after acquiring Nebraska from the Europeans.

Nebraska joined the Union during the American Civil War but no battles were fought in its territory.

Nebraska is a center of populist and civil rights activities for several groups.

A great deal of industrial growth occurred with the coming of World War II in the 1940s.



REFLECTING ON THE PAST... PURSUING OUR VISION OF THE FUTURE.



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Introduction

The following Comprehensive Market Feasibility Study Report will review the proposed development of a hotel in the city of Ashland, NE. At the time of this report, the style, type, and size of hotel determined would be between 30-40 guestrooms. The site for the proposed hotel being recommended is on the south east end of Ashland, NE on the south side of Highway 6 and the west side of Highway 66. This hotel site would give the hotel visibility for travelers on both highways.

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

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

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

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

General Market Overview

General Market Location

The general market for this hotel is Ashland, Nebraska. However, this market is broader than just Ashland and includes areas within Saunders County.

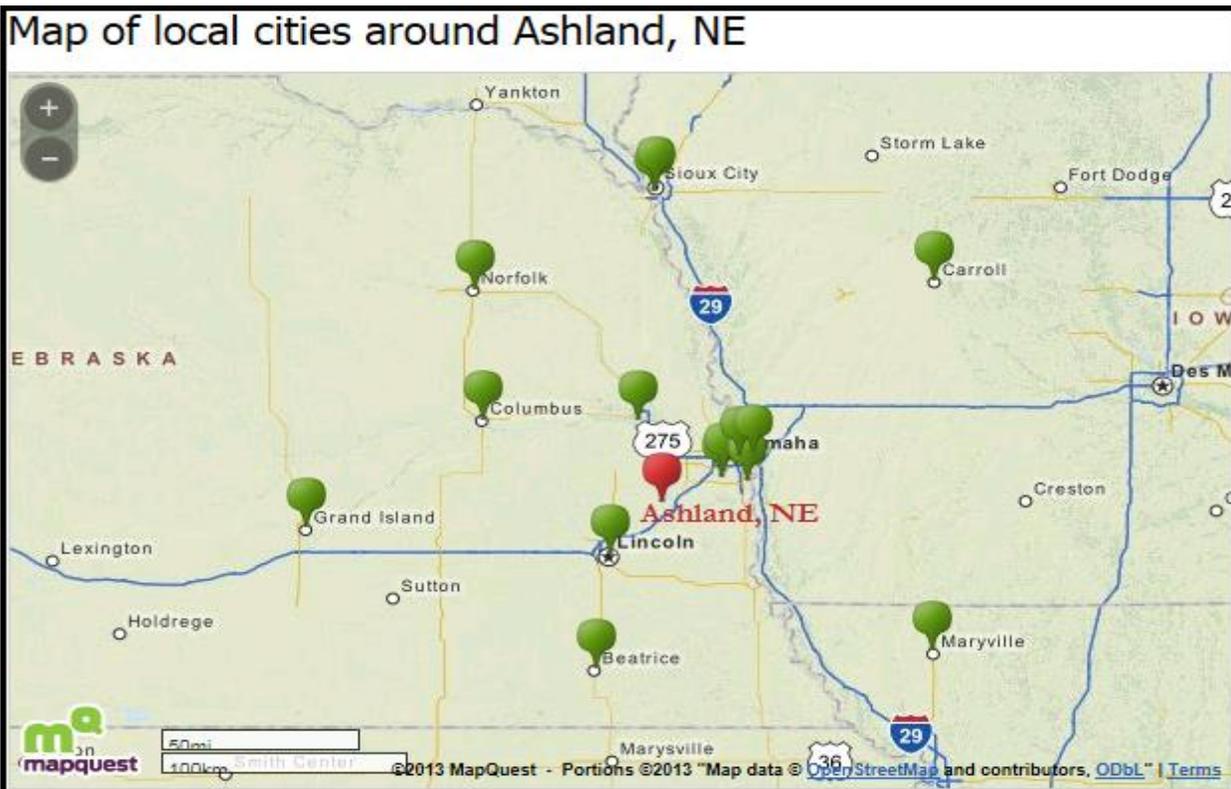
Ashland, NE is located in east central Nebraska, surrounded by several smaller communities within short driving distance. These cities offer a variety of local support for retail, dining options, and community. Nearest city with pop. 50,000+: Lincoln, NE (22.5 miles , pop. 225,581). Nearest city with pop. 1,000,000+: Chicago, IL (453.9 miles , pop. 2,896,016).

Nearest cities: Greenwood, NE (6.8 miles), Memphis, NE (7.0 miles), South Bend, NE (8.1 miles), Gretna, NE (11.3 miles), Murdock, NE (12.1 miles), Alvo, NE (12.2 miles), Waverly, NE (12.4 miles), Louisville, NE (15.4 miles).

 **Other cities, towns, and suburbs near Ashland, Nebraska:**

Papillion, NE	Fremont, NE	Maryville, MO
La Vista, NE	Council Bluffs, IA	South Sioux City, NE
Lincoln, NE	Beatrice, NE	Sioux City, IA
Bellevue, NE	Columbus, NE	Grand Island, NE
Omaha, NE	Norfolk, NE	Carroll, IA

The center of each city listed is within 106 miles of Ashland, NE.



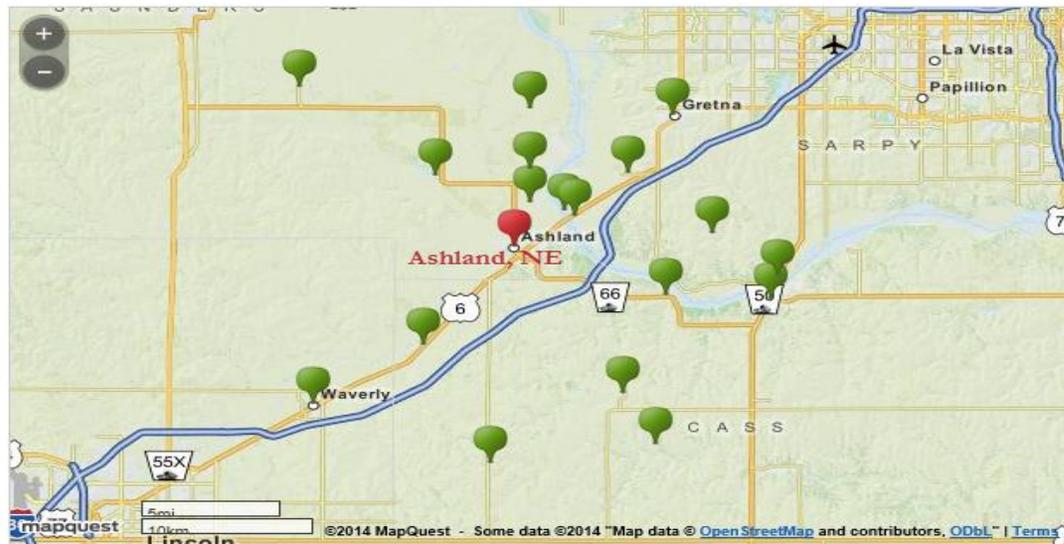
General Market Overview (Map)

local towns

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

[Memphis, NE](#)
[Greenwood, NE](#)
[South Bend, NE](#)
[Murdock, NE](#)
[Gretna, NE](#)
[Louisville, NE](#)
[Alvo, NE](#)
[Waverly, NE](#)
[Wabash, NE](#)
[Ithaca, NE](#)

Map of local towns around Ashland, NE



Map of major cities nearby Ashland, NE



distance from Ashland, NE

This is a list of large cities closest to Ashland, NE. A big city usually has a population of at least 200,000 and you can often fly into a major airport. If you need to book a flight, search for the [nearest airport to Ashland, NE](#).

- [26.4 miles to Lincoln, NE](#)
- [28.2 miles to Omaha, NE](#)
- [196.3 miles to Kansas City, MO](#)
- [301.7 miles to Wichita, KS](#)
- [386.9 miles to Tulsa, OK](#)
- [405.6 miles to Minneapolis, MN](#)
- [410.2 miles to Saint Paul, MN](#)
- [443.3 miles to Saint Louis, MO](#)
- [454.4 miles to Madison, WI](#)
- [460.8 miles to Oklahoma City, OK](#)

Site Analysis

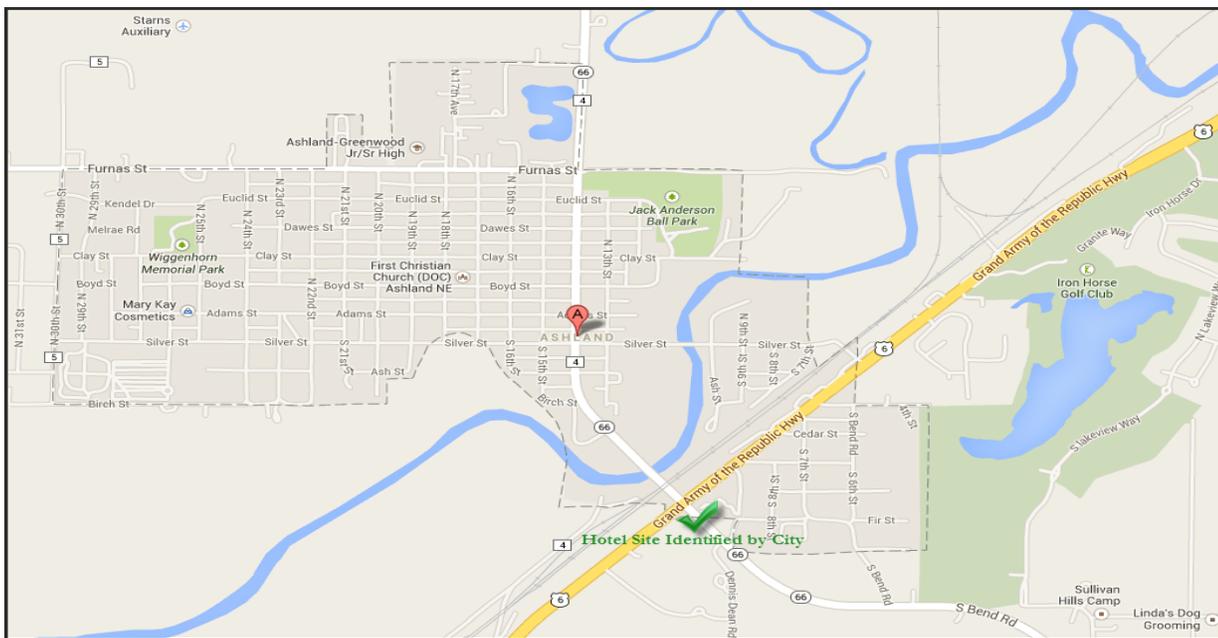
This section of the report describes the site identified for the proposed hotel.

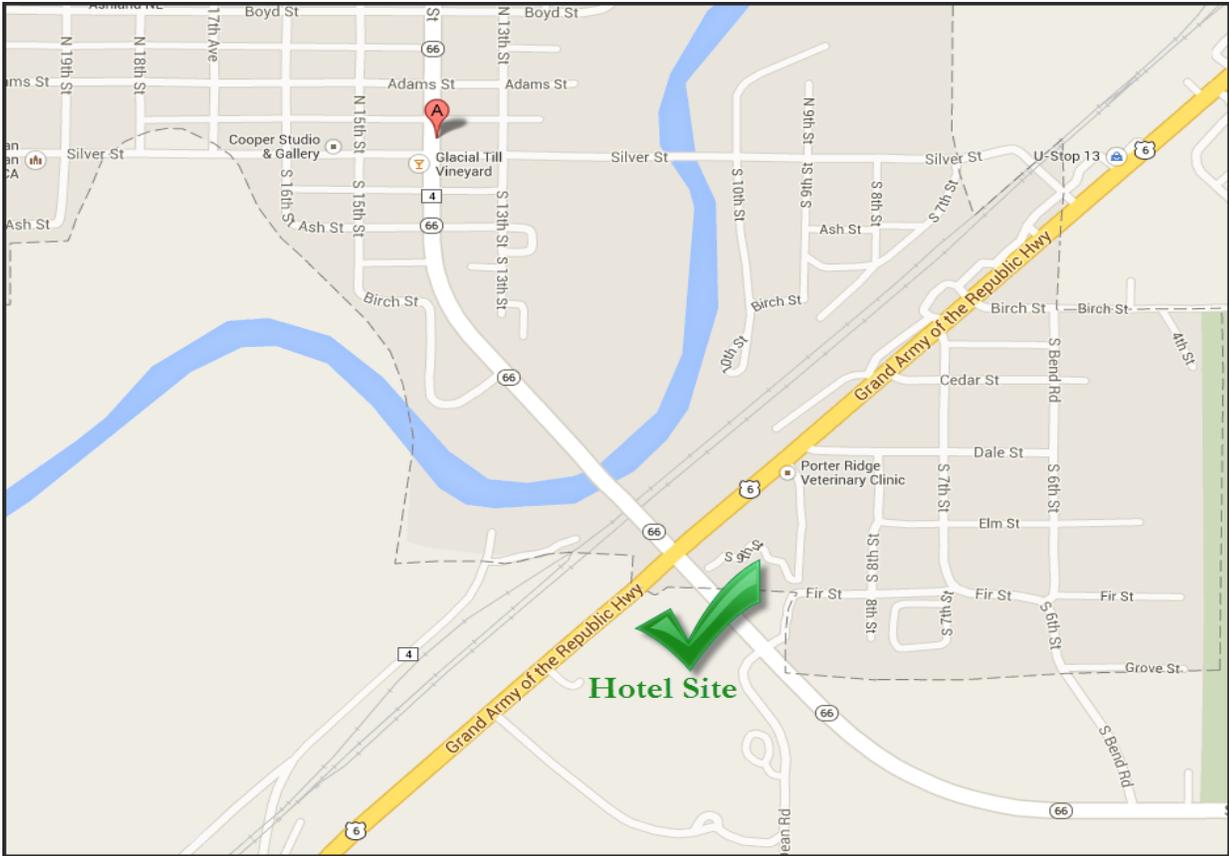
Chosen Site Options (Highway 6 and 66)

The site for the proposed hotel being recommended is on the south east end of Ashland, NE on the south side of Highway 6 and the west side of Highway 66. This hotel site would give the hotel visibility for travelers on both highways. Yet I-80 is the most traveled highway in the immediate market.

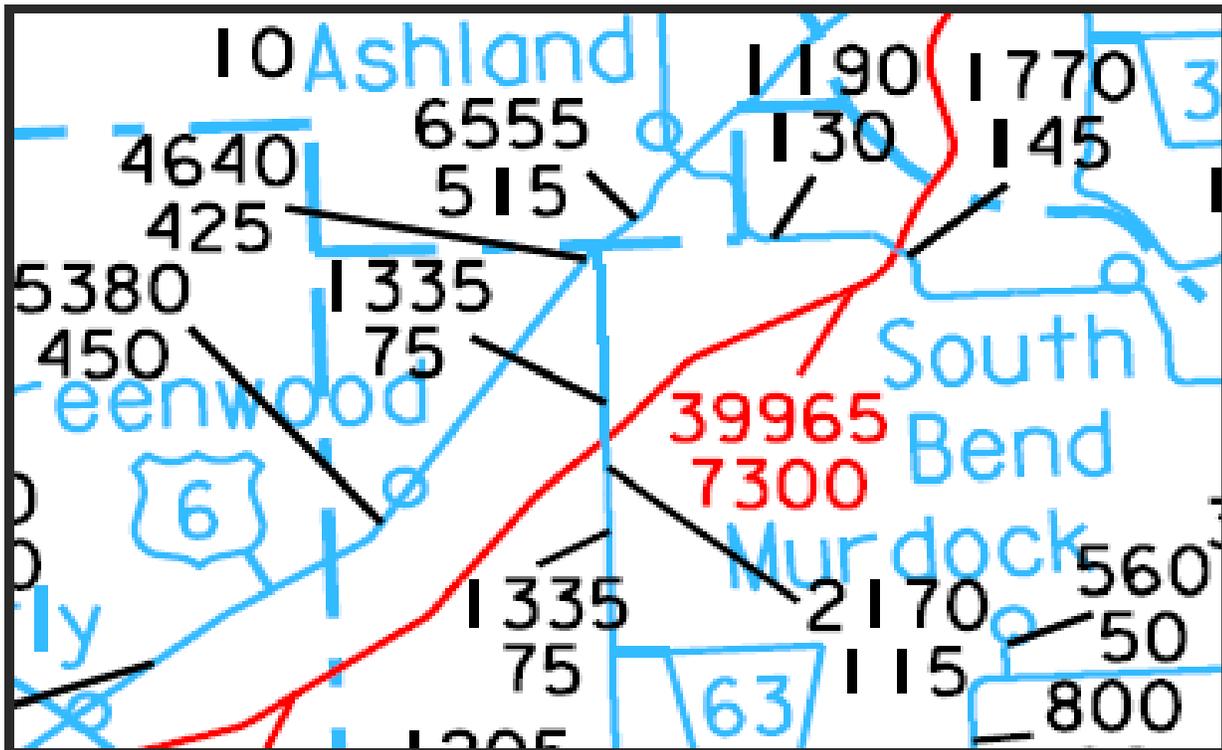
Subject Site Evaluation				
Visibility	Poor	Fair	Good	Excellent
Accessibility	Poor	Fair	Good	Excellent
Site Prep	Poor	Fair	Good	Excellent
Major Utilities	Poor	Fair	Good	Excellent
Zoning	Poor	Fair	Good	Excellent
Area Support Services	Poor	Fair	Good	Excellent
Competition Position	Poor	Fair	Good	Excellent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

The recommended site due to its Competitive Position the site location was felt to be "Fair" as the current site is not zoned in the city of Ashland, NE as well needs additional funding for utilities, water, and sewage most likely. Yet preparation for this site are some what unknown. Wetland, water drainage, seepage or flood plain issues were not directly addressed but they do not appear to be present here. A detailed Environmental Impact study was not within the scope of this report. The developer should conduct necessary environmental impact testing to ensure the subject site is in compliance with local ordinances and environmental regulations. Major utilities were reported to be in place in the immediate area including water, sewer, electric, telephone, etc.

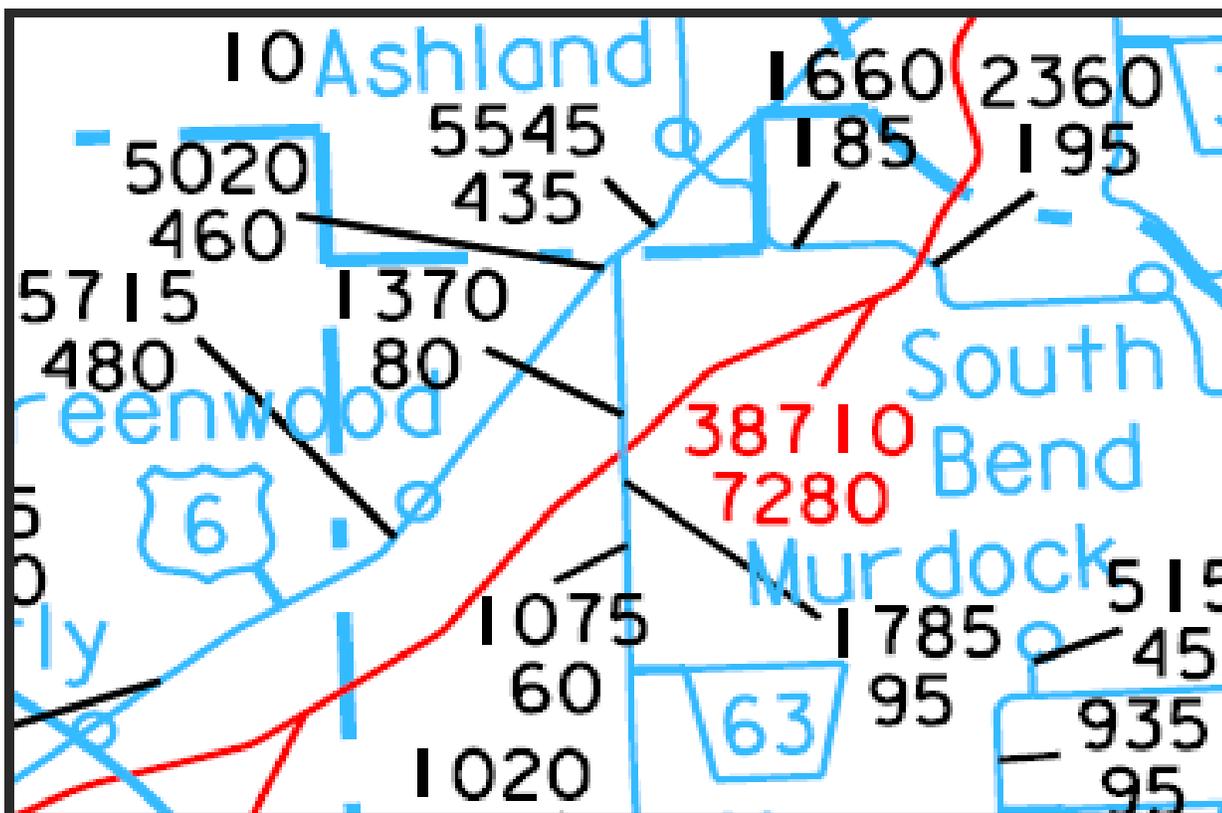




2012 AADT Ashland, NE



2010 AADT Ashland, NE





Economic Overview

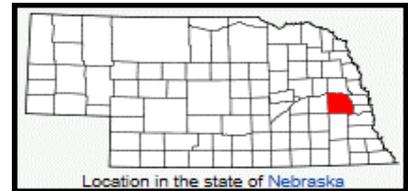
This section describes the preliminary general economic conditions observed in this area through various research sources.

Ashland, NE is driven primarily by the economic segments of Retail Trade; Health Care and Social Assistance; Arts, Entertainment and Recreation; and Manufacturing.

Population

Ashland is a city in Saunders County, Nebraska, United States. The population was 2,453 at the 2010 census. Saunders County is a county located in the U.S. state of Nebraska. As of the 2010 census, the population was 20,780. Its county seat is Wahoo. It is one of five Nebraska counties in the eight-county Omaha-Council Bluffs Metropolitan Statistical Area.

As of the census of 2000, there were 19,830 people, 7,498 households, and 5,443 families residing in the county. The population density was 26 people per square mile (10/km²). There were 8,266 housing units at an average density of 11 per square mile (4/km²). The racial makeup of the county was 98.49% White, 0.11% Black or African American, 0.29% Native American, 0.22% Asian, 0.01% Pacific Islander, 0.35% from other races, and 0.55% from two or more races. 1.03% of the population were Hispanic or Latino of any race.



There were 7,498 households out of which 34.20% had children under the age of 18 living with them, 62.60% were married couples living together, 6.70% had a female householder with no husband present, and 27.40% were non-families. 23.60% of all households were made up of individuals and 11.90% had someone living alone who was 65 years of age or older. The average household size was 2.61 and the average family size was 3.11.

In the county the population was spread out with 27.90% under the age of 18, 6.30% from 18 to 24, 27.60% from 25 to 44, 22.90% from 45 to 64, and 15.30% who were 65 years of age or older. The median age was 38 years. For every 100 females there were 99.10 males. For every 100 females age 18 and over, there were 98.10 males.

The median income for a household in the county was \$42,173, and the median income for a family was \$49,443. Males had a median income of \$33,309 versus \$22,922 for females. The per capita income for the county was \$18,392. About 5.30% of families and 6.60% of the population were below the poverty line, including 7.30% of those under age 18 and 7.00% of those age 65 or over.

Historical populations		
Census	Pop.	%±
1870	4,547	—
1880	15,810	247.7%
1890	21,577	36.5%
1900	22,085	2.4%
1910	21,179	-4.1%
1920	20,589	-2.8%
1930	20,167	-2.0%
1940	17,892	-11.3%
1950	16,923	-5.4%
1960	17,270	2.1%
1970	17,018	-1.5%
1980	18,716	10.0%
1990	18,285	-2.3%
2000	19,830	8.4%
2010	20,780	4.8%
Est. 2012	20,823	0.2%

U.S. Decennial Census^[7]
2012 Estimate^[1]

Effective Buying Income

2010 Household Income Statistics	Ashland, NE
Median Household Income	\$59,808
Average Household Income	\$70,158
Income Less than \$15,000	11.6%
Income \$15,000 to \$24,999	7.9%
Income \$25,000 to \$34,999	7.9%
Income \$35,000 to \$49,999	13.9%
Income \$50,000 to \$74,999	22.3%
Income \$75,000 to \$99,999	14.9%
Income \$100,000 to \$124,999	14.3%
Income \$125,000 to \$149,999	5.6%
Income \$150,000 to \$199,999	0.2%
Income \$200,000 and Over	1.4%

Source: CLR Search

Retail Sales

2010 Retail Sales Statistics	Ashland, NE
Motor Vehicle Store Sales	52.05%
Gasoline Stations Store Sales	12.67%
Food and Beverage Store Sales	12.31%
Nonstore Purchases Store Sales	7.94%
General Merchandise Store Sales	6.95%
Building Materials and Garden Store Sales	3.36%
Food Services	2.92%
Health and Personal Care Store Sales	1.80%
	100.0%

Source: CLR Search

Workforce/Employment Distribution

Employment leaders in Ashland, NE: Retail Trade (18%); Health Care and Social Assistance (15%); Arts, Entertainment and Recreation (12%); and Manufacturing (9%).

Employee Statistics by NAICS Code	Ashland, NE
Retail Trade	17.61%
Health Care and Social Assistance	15.43%
Arts, Entertainment, and Recreation	12.17%
Manufacturing	9.13%
Other Services (Except Public Admin)	7.83%
Accommodation and Food Services	6.30%
Mining	5.43%
Wholesale Trade	5.22%
Construction	5.00%
Professional Scientific, and Technical Services	4.78%
Finance and Insurance	4.13%
Admin Support, Waste Mgmt., and Remediation Services	2.39%
Transportation and Warehousing	1.96%
Educational Services	1.30%
Forestry, Fishing, Hunting, and Agriculture Support	0.43%
Real Estate, Rental, and Leasing	0.43%
Information	0.43%
	100.0%

Source: CLR Search

Major Employers Ashland, NE

Largest employers for 2012 below:

Rank	Employer	Rank	Employer
1	Nebraska Outdoor Lutheran Ministries	9	Ashland - Greenwood Elementary
2	Mahoney State Park	10	Ashland - Greenwood Jr./Sr. High
3	Strategic Air and Space Museum	11	Linoma Group
4	Ashland Care Center	12	Ashland Keno Kove
5	Western Sand and Gravel	13	Lee Sap Ford-Mercury
6	Quarry Oaks Golf	14	Iron Horse Golf Club
7	KZCO	15	Camp Ashland
8	City of Ashland		

Unemployment

Since 2005 the unemployment rate in Ashland, Nebraska has ranged from 2.2% in October 2006 to 6.3% in January 2011. The current unemployment rate for Ashland is 3.9% in August 2013.

Labor Supply

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

Wage Pressures

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

Eating and Drinking Places

Ashland Keno Kove
Bredeaux Pizza
Casey's
Cheri O's
Country Liquor

Diary Queen
Godfathers Pizza
Jayz Café
KC's Saloon
Legion Club

Mahoney Grille
Our Place
Parker's Smokehouse
Round the Bend Steakhouse
Subway Restaurants

Major Highways Saunders County

- | | |
|---|--|
|  U.S. Highway 6 |  Nebraska Highway 79 |
|  U.S. Highway 77 |  Nebraska Highway 92 |
|  Nebraska Highway 64 |  Nebraska Highway 109 |
|  Nebraska Highway 66 | |

Air Transportation

Starns Brothers Airport (Runways: 1)

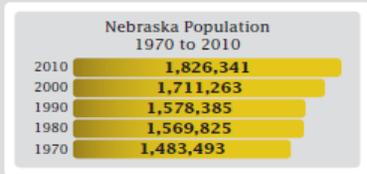
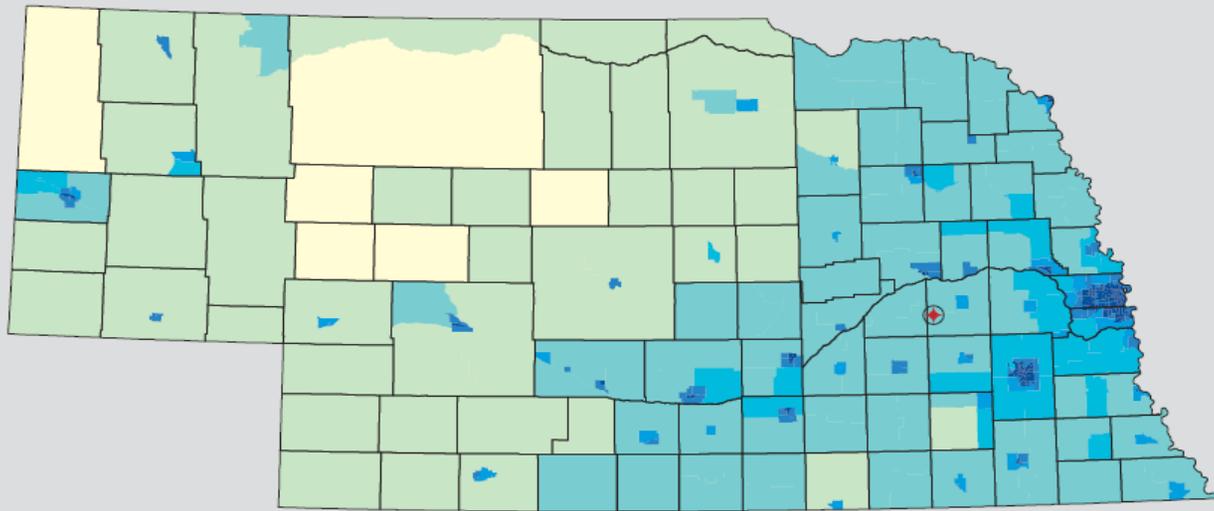
The nearest major airport is Lincoln Airport (LNK / KLNK). This airport has domestic flights from Lincoln, Nebraska and is 28 miles from the center of Ashland, NE. Another major airport is Eppley Airfield (OMA / KOMA), which has international and domestic flights from Omaha, Nebraska and is 38 miles from Ashland, NE

Continued Economic Overview Information to follow:

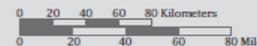
- * Nebraska Profile 2010 Census
- * In the news...

2010 Census: Nebraska Profile

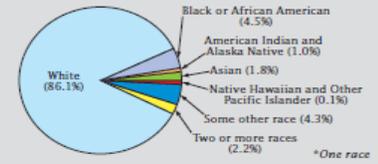
Population Density by Census Tract



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

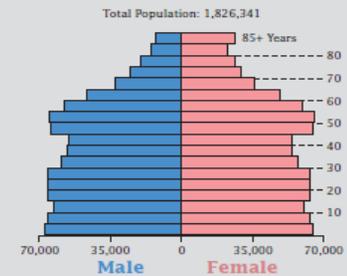


State Race* Breakdown



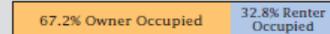
Hispanic or Latino (of any race) makes up **9.2%** of the state population.

Population by Sex and Age



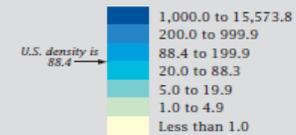
Housing Tenure

Total Occupied Housing Units: 721,130



Average Household Size of Owner-Occupied Units: 2.58 people
 Average Household Size of Renter-Occupied Units: 2.21 people

People per Square Mile by Census Tract



U.S. density is 88.4

County Boundary

Nebraska Mean Center of Population

Ashland nears goal for new community resource center

June 07, 2013 3:30 am • By ALGIS J. LAUKAITIS / Lincoln Journal Star

(0) Comments

ASHLAND — Civic leaders are nearing the finish line for a \$5.1 million capital campaign to pay for a new community resource center that will serve as a public library, meeting place and senior center.

"We are excited to be at 82 percent of our goal, and with everyone's help we can make this project a reality for Ashland," said Bob Fricke, campaign co-chair and president of the Farmers and Merchants Bank.

So far, about 100 donors have contributed slightly more than \$4.1 million since the fundraising campaign was officially launched in 2011, he said.



The campaign still needs about \$940,000 before it can break ground for the building, and hopefully, start construction this fall and complete the project in late 2014, Fricke told a crowd of about 50 people gathered for a luncheon near the building site at 13th and Silver streets on Thursday.

Funding partners include: the City of Ashland, Ashland Area Foundation, Ashland Library Board of Trustees, Nebraska Library Commission, Nebraska Department of Economic Development and other foundations and private donors.

Before the barbecue luncheon, representatives of the No Frills Supermarket chain and its parent company, Nash Finch Co., presented campaign leaders with a \$10,000 check from an earlier fundraiser.

The 13,825-square-foot center will replace an existing Carnegie library built in 1911 and a senior center. It will be owned and operated by the city. A half-cent sales tax, approved by voters in 2011, will cover the operating costs.

"It's just another tremendous asset that proves everyone's commitment to the city," Mayor Paul Lienke said in an interview. "It's been everyone's goal for so long."

Christine Gossin, president of the library board and campaign co-chair, said a community survey taken in the 1960s listed a new public library as a top priority.

Lienke said the old library won't be torn down and the city is considering giving it to the local historical society.

"It's too classy of a building. There's too much history here," the mayor said.

The new public library, which will occupy 8,200 square feet, will have separate areas for children, teens and adults, study rooms, computer laboratory, genealogy room, outdoor children's area, office space and restrooms.

The community meeting room will have space for up to 150 people and a warming kitchen for a future Meals on Wheels program. The building will be handicapped accessible. Many services, such as the use of computers and checking out materials, will be free to residents of the Ashland-Greenwood School District.

Fricke said the center will be a gathering place for the community and will enhance educational opportunities and the quality of life for people in Ashland and the surrounding area.

State Sen. Jerry Johnson called the center a much-needed project and a great addition to the city's main business district.

Fundraising efforts have included the purchase of handcrafted ceramic book tiles, brick pavers and bookplates. To inspire leadership gifts, the campaign is offering naming rights, ranging from \$10,000 to \$500,000 and two unique programs, Alice's Club and Bushels for Books.

Alice's Club is named after the late Alice J. Anderson, a teacher and part-time librarian. She was the mother of astronaut Clay Anderson, who grew up in Ashland. The first 25 individuals or businesses who donate \$10,000 or more will receive special recognition and tax credits.

Bushels for Books allows agricultural producers to donate livestock, crops and other commodities directly to the project.

City council discusses water main hook ups

ASHLAND – A good portion of the Dec. 5 Ashland City Council meeting was spent on the topic of water main taps and curb stops for a small area of north/central Ashland.

The council discussed a half-block area along 15th and Furnas streets, where four houses are currently connected to an old water main that requires frequent repair. The main runs through the alley and the residences hook up at the rear of their homes. For the past several years, city utility crews have patched the line when problems occur.

Last month, City Utilities Superintendent Bill Torpy suggested the council look into having the property owners hook up to a newer water main that runs in front of the houses and abandoning the old line in the alley.

City Administrator Jessica Quady said the water main has been patched so many times that a former utilities superintendent brought in a piece to show a section that had been patched several times. “We’ve had multiple issues with this main,” Quady told the council. “It’s really old and deteriorated.” Abandoning the line would save the city the time and expense of continually repairing the old line.

“There’s some point in time when it fails catastrophically and it can’t be patched anymore and we’re stuck trying to figure out what to do,” said Council Member Jerad Knott.

At issue is who will pay for hooking the properties up to the new line. Quady said the municipal codes state that the city does not take care of service lines, which are what these four new lines would be. Quady said two years ago, former Utilities Superintendent Kent Hoadley had Todd Valley Plumbing and Heating in Ashland provide an estimate of what it would cost to hook up the four properties. City officials spoke with the company recently and were told the estimate would be 20 percent higher now. Quady suggested possibly having all four hook ups bundled together to provide a cost savings.

Council Member Kyle Vest asked if officials could obtain more than one quote for the work. Quady said she would consult local plumbing contractors.

City Attorney Mark Fahleson suggested the city administrator set up a meeting with the four affected property owners to discuss the situation.

The council tabled the motion in order to give Quady time to get more quotes and to consult with the property owners.

Lodging Demand

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

Market Segmentation Projection for Ashland, NE are as follows:

Negotiated	20%
Corporate	10%
Medical	10%
Transient Leisure	80%
TOTAL	100%

Source: Core Distinction Group LLC

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

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

Source: Core Distinction Group LLC

As described in the above chart, the overall market potential appears to be average. Additionally, the development of a hotel in the city has the potential to encourage new areas of growth in the market.

Seasonality of Lodging Demand

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

1st Quarter (Jan-Mar)	January	February	March
Lodging Rooms Available	1,116	1,008	1,116
Lodging Occupancy %	35%	35%	45%
Total Occ. Rooms	391	353	502
Average Daily Rate	89.00	90.00	91.00
Total Revenue	\$34,763	\$31,752	\$45,700
2nd Quarter (Apr-June)	April	May	June
Lodging Rooms Available	1,080	1,116	1,080
Lodging Occupancy %	65%	75%	95%
Total Occ. Rooms	702	837	1,026
Average Daily Rate	91.00	101.00	110.00
Total Revenue	\$63,882	\$84,537	\$112,860
3rd Quarter (July-Sept)	July	August	September
Lodging Rooms Available	1,116	1,116	1,080
Lodging Occupancy %	95%	95%	75%
Total Occ. Rooms	1,060	1,060	810
Average Daily Rate	96.00	94.00	93.00
Total Revenue	\$101,779	\$99,659	\$75,330
4th Quarter (Oct-Dec)	October	November	December
Lodging Rooms Available	1,116	1,080	1,116
Lodging Occupancy %	55%	43%	35%
Total Occ. Rooms	614	464	391
Average Daily Rate	92.00	92.00	89.00
Total Revenue	\$56,470	\$42,725	\$34,763

TOTAL
13,140
62.5%
8,210
\$95.52
784,220

Source: Core Distinction Group LLC

It should be noted that the hotels used in this seasonality analysis for the purpose of STR data collected are all from outside of Ashland, NE in neighboring communities of Gretna, NE and Omaha, NE. However, we were able to identify demand and rates for the Mahoney Lodge and Cabins in the immediate market as a comparison manually. The market's Seasonality of Lodging Demand patterns appear average. Traditional higher occupancy nights during the week are Tuesdays and Wednesdays. On weekends, occupancy is traditionally higher on Saturdays, yet within this comp set Fridays appear to have a slightly higher average. The weakest nightly occupancy is on Sundays. This pattern should be representative of what we could expect at this location in Ashland, NE as well.

Rate Sensitivity

This market should have high to average rate sensitivity. Traditionally, the social/leisure market will be more rate sensitive than the corporate/commercial markets. This pattern should be represented in the Ashland Market. There may be additional ADR (Average Daily Rate) opportunities as well during peak demand periods when festivals and city events bring more travelers to the market creating demand to force ADR's higher than average. Traditionally social/leisure/group rates will be discounted on weekends with special rates and packages for 10 or more guestrooms utilized. At this location a group may also be considered as 5 or more guestrooms utilized for a period of time.

Feeder Markets

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

Unaccommodated Lodging Demand

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

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

Events and Attractions

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

Ashland Community Club Sponsored Events (2013)

- January:** Ashland Chamber of Commerce Annual Meeting and Banquet - Jan. 12, 2013
March: Networking Event at Platte Valley Antique Mall - March 18, 2013; Easter Egg Hunt - March 27, 2013
May: Memorial Day Sidewalk Sales - May 25-27, 2013
July: Fireworks - July 4, 2013; Stir-Up Days - July 26-28, 2013
Sept.: Labor Days Sidewalk Sales - Sept. 4-6, 2013
October: Ashland Quilt Festival - Oct. 19, 2013
November: Teacher's Appreciation Breakfast - November 16, 2013
December: Hometown Christmas - Dec. 14, 2013



Joe Menaugh, the Marketing and Events Manager for the College World Series, estimates the event nets somewhere between \$40 and \$50 million for the local economy with an annual attendance of 330,000.

- 2014** Opening Celebration: Friday, June 13th. CWS June 14th-June 25th
2015 Opening Celebration: Friday, June 12th. CWS June 13th-June 24th
2016 Opening Celebration: Friday, June 17th. CWS June 18th-June 29th
2017 Opening Celebration: Friday, June 16th. CWS June 17th-June 28th

** Please note that all dates are not final and subject to change.*

Nestled among the storefronts of Ashland is Willow Point Gallery, which is the home of **The Archie Hightshoe Big Game Collection** (otherwise known as "Home of the Bear"). There, for the delight of all ages, over 30 animals will be found amid their natural habitat, a simulation created by local artist Gene Roncka and his design collaborator, Jim Shaul of Gretna. Visitors to the gallery can venture through all four seasons. The landscape for the animals extends from summer to winter and features a waterfall, stream and "wishing pond" with real fish. Unique lighting effects bring daybreak to twilight and naturalistic music brings the display to life. Admission is free. Address is 1431 Silver Street.

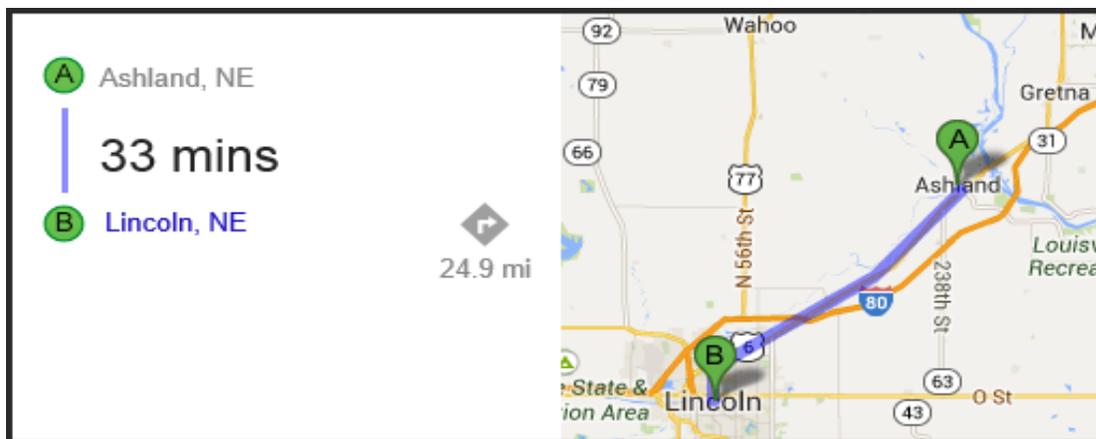
Wiggenhorn Park is located at 25th and Clay streets. It features a covered picnic area, a large variety of playground equipment, tennis court, basketball court and a large open park area. The city swimming pool is also located in the park, which is a great place to cool off on a hot Nebraska summer day.

The Strategic Air & Space Museum is regarded as the nation's foremost facility of its kind, the \$29.5 million museum opened on May 16, 1998, and preserves aircraft and missiles for future generations. The Museum is a 300,000 square foot building that features a glass atrium, two aircraft display hangars, a traveling exhibit area, a children's interactive gallery, a 200-seat theater, a Museum store, an aircraft restoration gallery, and a snack bar. The glass atrium is a breathtaking structure constructed of 525 glass panels that encase the awesome Lockheed SR-71 Blackbird. The two aircraft display hangars protect the aircraft collection and exhibits from harsh outdoor elements.

Eugene T. Mahoney State Park offers year-round accommodations and recreational use. This ultra modern park offers a spectacular array of lodging, group meeting facilities, and activities. Located near Ashland, just off of I 80 at exit 426, Mahoney nestles on 690 acres along the picturesque Platte River. The dominant feature of the park, the Lodge, offers 40 guest rooms, each with private bath. The Park Lodge also houses the restaurant (where guests can dine with the scenic Platte River as a backdrop), a gift shop and meeting rooms. The restaurant can also cater meals for group activities. Mahoney has myriad recreational activities, including a Family Aquatic Center complete with a 0-depth swimming and wave pool and two 200-plus-foot curling water slides. Other activities include miniature golf, driving range, tennis and basketball courts, softball fields, horseback trail rides, crafts, fishing, picnicking, hiking, 70-foot observation tower, nature conservatory, the Denman and Mary Mallory Kountze Theater, sand volleyball and waterway. At Owen Marina, visitors will find the camp store with ice cream, snacks and sandwiches, can rent a paddleboat and checkout recreational equipment. Winter activities, depending on conditions, include cross country skiing, sledding and toboggan runs and ice fishing. The Activity Center provides year-round entertainment with an indoor playground, activity simulators, concession stand and an ice skating rink.

Nebraska Huskers Game Overflow

Football games and events start in August and run through November annually causing overflow into markets from Lincoln, NE to Omaha, NE as Ashland, NE is within a half way distance they have the potential to capitalize on Nebraska Husker Home Game Schedules annually.





The **Strategic Air & Space Museum** is regarded as the nation's foremost facility of its kind, the \$29.5 million museum opened on May 16, 1998, and preserves aircraft and missiles for future generations. The Museum is a 300,000 square foot building that features a glass atrium, two aircraft display hangars, a traveling exhibit area, a children's interactive gallery, a 200-seat theater, a Museum store, an aircraft restoration gallery, and a snack bar. The glass atrium is a breathtaking structure constructed of 525 glass panels that encase the awesome Lockheed SR-71 Blackbird. The two aircraft display hangars protect the aircraft collection and exhibits from harsh outdoor elements.

Special Weekend Events

Every year, the museum hosts certain regular events, such as our annual Wings Under the Wings and Family Fun Carnival. We are pleased to also have the opportunity to sponsor uniquely themed presentations like our Strategic Air & Space Museum Science Fair, Helicopter Day and Indoor Air Show. Click on one of the following links to learn more about each of our upcoming events.



[2013 Education & Program Themes](#)

Holiday Hours

- December 24 – Closed at 2:00pm
- December 25 – Closed
- December 31 – Regular Business Hours (10am-5pm)

December Aircraft of the Month: FB-111A Aardvark

The Aircraft of the Month is open:

- Monday – Friday at 11:30am & 1:30pm
- Saturday – Sunday at 11:30am, 1:30pm and 3:30pm

MathAlive!: September 21 – January 5, 2014

Santa Clause: December 14, 10 am -12 pm (Hangar A)

The Wicked Weather Road Show: Presented By The WOWT Weather Authority Team

- December 14 at 11:30am & 1pm (Greg Ambrecht)
- January 4 at 11:30am & 1pm (Rusty Lord)

Visit

Hours:

Open 7 Days a Week
10:00 a.m. to 5:00 p.m. (CST) Daily

General Admission:

Free for Strategic Air & Space
 Museum members
 Adults: \$12.00
 Senior Citizens: \$11.00 (65 +)
 Active/Retired Military: \$11.00
 Children: \$6.00 (Ages 4 to 12)

Parking is free during your museum visit

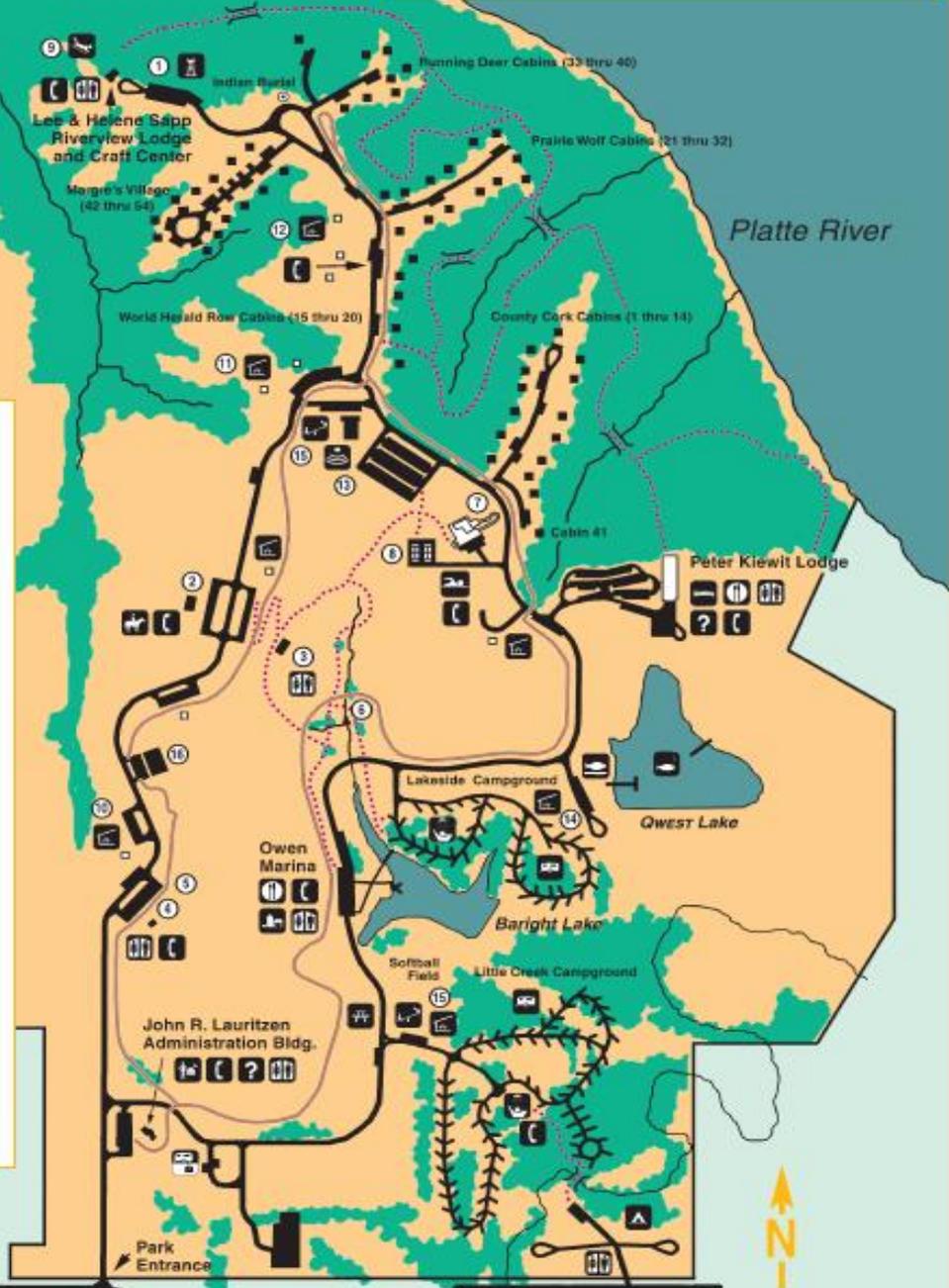
Eugene T Mahoney State Park

Nebraska Game and Parks Commission



- | | |
|--|---|
| 1 Walter Scott Jr. Observation Tower | 9 Fred H Hawkins Toboggan Run |
| 2 John Wayne Riding Stable | 10 Bur Oak Picnic |
| 3 James Family Conservatory | 11 Leo and Irene Timmerman Wild Turkey Picnic Shelter |
| 4 John R. Lauritzen Golf Driving Range | 12 Irene Philpot Picnic Area |
| 5 Esther Marie Daniel Mini-Golf Course | 13 Denman and Mary Mallory Kountze Memorial Theatre |
| 6 Ruth Giger Memorial Waterway | 14 Lakeview Picnic Shelter |
| 7 Family Aquatic Center | 15 Robert H. Storz Family Children's Recreational Areas |
| 8 Owen Tennis Complex | 16 Activity Center and Ice Rink |

- Headquarters and Administration
- Recreational Vehicle Camping
- Trailer Dump Station
- Tent Camping
- Shower and Restroom
- Restroom
- Picnic Shelter
- Horseback Riding
- Swimming Pool
- Dining
- Lodging
- Information
- Phone
- Groceries
- Observation Tower
- Theatre
- Playground
- Toboggan Run
- Hiking Trail
- Hiking/Cross Country Ski Trails
- Biking Trail
- Bridges
- Fishing
- Fish Cleaning Station



← To SAC Museum (300 yards) Nebr. Hwy 66 To Interchange 426 Interstate 80 To Lee G. Simmons Conservation Park and Wildlife Safari (1 mile)

The land for Eugene T. Mahoney State Park was acquired in the spring of 1955. Development of this exceptional park progressed rapidly, with much of the funding coming from private donations to the Nebraska Game and Parks Foundation. Federal grants and state funds also financed development projects. The park opened in May 1991, the first state park in Nebraska designed for year-round operation.



Eugene T. Mahoney State Park overlooks the picturesque valley of the Platte River near Ashland. Managed by the Nebraska Game and Parks Commission, this premier 690-acre park is open year-round, and its location on I-80 between Nebraska's two largest cities makes it readily accessible for all-season outdoor recreation.

ACCOMMODATIONS

Secluded on wooded ridge tops, the 54 modern, housekeeping cabins are available throughout the year. Linens, tableware, and basic cookware are provided. Each cabin has air conditioning/heat, fireplace, TV, refrigerator, range, outdoor deck and grill. Five, four-bedroom cabins can host larger families or group retreats. The other cabins all have two bedrooms, and some are handicap accessible.

Peter Kiewit Lodge offers 40 guest rooms, each with AC and heat, telephone, TV, and a private bath. Sixteen have sleeping lofts, and all but 16 rooms have walkout decks that overlook the park or the Platte River. Lodge rooms have two queen beds or one king bed each. Off-season rates are available on park lodging.

Little Creek and Lakeside campgrounds offer 149 spacious, hard-surfaced pads, situated among mature shade trees near Owen Marina Lake. Each site has both 30 and 20 amp electrical hookups with some sites having 50 amp service. Modern shower/latrine buildings and drinking water are conveniently located in both areas. There is a coin-operated laundry in the shower building at Little Creek. Trailer dump stations and water are available near the park entrance. Tent camping is available on the park.

FOOD SERVICE

Kiewit Lodge restaurant serves three meals daily, featuring a buffet at noon daily and all-day Sunday.

The restaurant will cater within the park. Owen Marina serves sandwiches, snacks, and drinks daily from May through September. The camp store at the marina carries ice, soft-serve ice cream and other basic grocery and camping supplies.

MAKING RESERVATIONS

Cabin and lodge room reservations are accepted for two or more nights up to a year in advance of arrival date, and can be made on-line, by phone or in person during regular park office hours. A two-night minimum stay is required; unless it is a one-night stay positioned between two prior reservations or a walk in registration for that day's business.

Half of the modern campsites at Eugene T. Mahoney State Park can be reserved prior to arrival; the remainder are available on a first come, first serve basis. Reservations may be made up to a year in advance of arrival date, and can be made on-line, by phone or in person.

To make reservations online, go to www.outdoornebraska.org. Phone reservations can be made through our call center at (402) 471-1414. The center is open from 9 am to 6 pm Central Time, seven days a week.

There is a nonrefundable \$5 reservation fee for each site or unit reserved by phone or in person, or \$4 for each online reservation. The reservation fee applies to each site or unit reserved, regardless of the

length of time of the reservation.

GROUP AND MEETING FACILITIES

Mahoney State Park has ample facilities to accommodate groups for meetings, retreats, banquets, reunions and the like, which may be reserved up to one year in advance. Secluded in the northern reaches of the park, the Lee and Helene Sapp Riverview Lodge offers an ideal setting for a meeting or retreat. The hall can seat 144 people at tables and is rented with a fully-equipped kitchen. Riverview has AC and heat, a fireplace, and deck overlooking the Platte River. The lower level houses the park arts and crafts center. The ice rink pavilion is reservable for large group picnics during the summer.

Kiewit Lodge has nine meeting or conference rooms. The Abel Nebraska Room can seat 100 people at tables. The executive-style Sandstedt Platte Room seats 12 comfortably. Located on the second floor, both have scenic views of the park. Four lower-level meeting rooms seat 25 people each, while another can handle 36 people. Named for Nebraska state symbols, these rooms can be combined to serve larger groups.

If your park visit requires a meeting room, catering needs or picnic shelters, we have a department specific to those needs, please call (402-944-2523 extension 7327).



PARK ACTIVITIES

Open Memorial Day through Labor Day, the Family Aquatic Center boasts a regulation-size pool with diving area, concession, wading pool, spacious sundeck, wave pool and two twisting, 236-foot water slides. Season pool passes are available.

The James Family Conservatory is a dual-purpose facility, devoted to displays on native Nebraska plants and aquatic resources and also a working greenhouse, where plants are grown for the park and other Commission areas. Near the conservatory is the Ruth Giger Memorial Waterway. A system of trails connect the Waterway to the conservatory, Owen Marina, and the parking lot west of the pool and Owen Tennis Courts.

The John R. Lauritzen Driving Range gives golfers a chance to practice their skills, and clubs are available for those wanting to learn the game. For family fun, visit the 18-hole Esther Marie Daniel Miniature Golf Course nearby.

There are two lakes on the park — 4½-acre Baright Lake and 10-acre Qwest Lake. Fishing is allowed in both lakes subject to special regulations. The larger lake has two fishing piers. The Ruth Giger Memorial Fishing Bridge on Baright Lake and the west pier on Qwest Lake provide access for handicapped anglers, and ice fishing is available there in winter. Anglers should inquire about regulations and conditions before planning an outing.

A host of traditional state park activities are available at Mahoney. Trail rides depart from the John Wayne Riding Stables. Paddleboats are available on Baright Lake. Other facilities include the Owen tennis courts, softball diamond and nature and hiking trails, including a new 3-mile concrete multipurpose trail. The 70-foot tall Walter Scott Jr. Observation Tower offers panoramic

views of the surrounding area. There's a gift shop and game room at Kiewit Lodge. The Denman and Mary Mallory Kountze Memorial Theater offers summer stock and special presentations. It is also available for group rental.

Many park activities are offered only during the peak operating season from May through October. During other months special activities are held on weekends or by advance arrangements with the park office. Weather can dictate the outdoor fun at Mahoney. But, there is year-round recreation at the Activity Center & Ice Skating Rink with action on the rock climbing, golf and hunting simulators. With sufficient snowfall sledding and cross-country skiing are popular activities, and the toboggan run near Riverview Lodge also attracts winter sports enthusiasts.

EUGENE T. MAHONEY

Few Nebraskans have achieved a more outstanding public service record than Eugene T. Mahoney. As a police officer, Nebraska state senator, director of the Nebraska Game

and Parks Commission from 1976-88, and executive director of the Henry Doorly Zoo Foundation, he strived throughout his life to help create a better Nebraska. On June 1, 1985, the State Legislature recognized his leadership in the revitalization of Nebraska's state parks by naming this park for him. The park opened in 1991.

INFORMATION

Eugene T. Mahoney State Park
28500 W. Park Hwy.
Ashland, NE 68003-3508
Phone: 402-944-2523
FAX: 402-944-7604

For information on Nebraska's other state park areas, write to: Parks Division, Nebraska Game and Parks Commission, P.O. Box 30370, Lincoln, NE 68503-0370, or call toll-free 1-800-826-PARK (7275). Just leave your name, address and request. You'll receive an attractive 52-page, full-color booklet along with any other information you need. You can also visit our Web site at: www.outdoornebraska.org



Brilliant sky frames Peter Kiewit Lodge, home to the park conference center, lodging, restaurant and gift shop (cover). James Family Conservatory is your chance to see a variety of greenery at a working greenhouse (lower left). Relax at Owen Marina and enjoy a cool breeze, ride a paddleboat or restock your supplies at the store (above center). Cabins with a view are air conditioned and heated for comfortable year-round use; all boast fireplaces (middle center). Year-round, there are fun things to do at the Activity Center and Ice Rink (bottom center). Water slides, wave pool, swimming and wading pools are big attractions on warm days (bottom right). Then, you can explore the park on horseback on one of the ever-popular trail rides (back cover).





EUGENE T. MAHONEY STATE PARK

28500 West Park Hwy / Ashland, NE 68003 / Phone: 402-944-2523 / Fax: 402-944-7604
Please visit our website for more information at www.outdoornebraska.org

RESERVATION GUIDELINES

- Reservations are accepted up to one year in advance of your arrival date for lodging, camping, and other facilities.
- Year to date reservations are accepted daily, year-round beginning at 9 AM Central Time online, by phone, mail or in person at the above address.
- A \$7 non-refundable reservation fee per lodging unit, campsite or facility is applied to every reservation.

MINIMUM STAYS

Campsites

- Weekends require a 2-night minimum stay
- Holidays require a 3-night minimum stay
- Campsites may not be occupied for more than 14 consecutive days per campground in a 30-day period.

Cabin / Lodge Rooms

- Peak-season requires a 2-night minimum stay (1night reservations are accepted when the one night only is available between reservations). Units may be rented for 1 night on a walk-in, first come, first served basis the day of your stay, if available.
- Off-season does not require a minimum stay on Sunday to Thursday nights (1-night reservations are accepted excluding weekend and holiday stays).

PAYMENT PROCEDURES

- Payment in full is required by Visa or MasterCard at the time the reservation is made.
- If payment cannot be made by Visa or MasterCard, it may be accepted as check, money order or cash within 10 calendar days of booking the reservation (must be made more than 30 days ahead of arrival to apply). If payment in full is not received under those guidelines, the reservation will be cancelled.

CANCELLATION GUIDELINES

Your reservation may be cancelled at your request, as stipulated below, or for non-payment by the date required. The \$7 reservation fee per unit is not refundable. All requests must be submitted in writing to the park where the reservation is held - either by mail, fax or e-mail. When a reservation is made one year to the date in advance, no changes to the arrival date is allowed. Guests are not allowed to cancel any days from the beginning of their original arrival date or transfer their arrival date to a later date within the existing reservation dates. If you check out early, the unused portion of your payment will be forfeited.

Cabins / Lodge Rooms

- 0 - 29 days prior to arrival date - refund granted minus 1 night's rental per unit being cancelled plus cancellation fee of \$5 per unit cancelled
- 30 days or more prior to arrival date - refund granted minus cancellation fee of \$5 per unit cancelled

Campsites / Picnic Shelters

- 0 - 6 days prior to arrival date - refund granted minus 1 night's rental per unit being cancelled plus cancellation fee of \$5 per unit cancelled
- 7 days or more prior to arrival date - refund granted minus cancellation fee of \$5 per unit cancelled

❖ ADDITIONAL INFORMATION

Check-in and Check-Out Schedule

If you check out early, the unused portion of your payment will be forfeited.

Cabin/Lodge Rooms

Check-out time is 11:00 AM and every effort is made to have lodging available by 4:00 PM.

Campsites

Check-out time is 2:00 PM and every effort is made to have the campsite available by 4:00 PM.

Conference Facilities & Shelters

Facilities available 8 AM to 10 PM on the date specified.

Non-Peak Season Lodging Discounts

30 % Discount on cabins and lodge rooms, available October 1st thru April 30th Sunday thru Thursday nights only, excluding Holidays and Special Events.

FEE INFORMATION

Reservation fee per cabin, lodge room and campsite pad.....	\$7.00
Cancellation fee per cabin, Lodge Room & Campsite.....	\$5.00

MODERN HOUSEKEEPING CABINS

Standard two-bedroom (12 cabins / sleep 4 each).....	\$120.00
Single-Level two-bedroom (22 cabins / sleep 6 each).....	\$145.00
Treetop (10 cabins / sleep 6 - 8 each & Deluxe two-bedroom (4 cabins / sleep 4 - 6 each).....	\$180.00
Deluxe four-bedroom (3 cabins / sleep 8 - 10 each).....	\$275.00
Deluxe six-bedroom (2 cabins / sleep 16 - 20 each).....	\$455.00
Rollaway (1 per cabin allowed) or crib.....	\$10.00

LODGE ROOMS

Standard park view room (8 rooms / sleep 4 each).....	\$80.00
Standard river view room (16 rooms / sleep 4 each).....	\$80.00
Loft park view room (8 rooms / sleep 8 each).....	\$90.00
Loft river view room (8 rooms / sleep 6 each).....	\$95.00

CAMPSITES

Pad with 20/30 AMP electricity hookup (115 sites).....	\$20.00
Pad with 50 AMP electricity hookup (27 sites).....	\$20.00
Pad with 20/30 AMP electricity plus water & sewer hookups (4 sites).....	\$26.00
Pad with 50 AMP electricity plus water & sewer hookups (3 sites).....	\$26.00

GROUP & CONFERENCE FACILITIES

Nebraska Room (Peter Kiewit Lodge).....	\$140.00
Sandstedt Platte Room (Peter Kiewit Lodge).....	\$55.00
Medium conference room (Peter Kiewit Lodge).....	\$70.00
Lower level conference room (Peter Kiewit Lodge).....	\$40.00
Lee Sapp Riverview Lodge (with kitchen facility).....	\$290.00
Kountze Memorial Theater.....	\$225.00
Picnic shelter with electricity hookup.....	\$50.00
Picnic shelter without electricity hookup.....	\$40.00

FAMILY AQUATIC CENTER

Adult Admission.....	\$8.00
Child Admission.....	\$7.00
Adult Season Pass.....	\$135.00
Child Season Pass (age 3 - 12).....	\$110.00
Family Season Pass 2 - 5 Individuals.....	\$300.00
6 - 10 Individuals.....	\$350.00
11 - 15 Individuals.....	\$400.00

ACTIVITY CENTER / OUTDOOR ICE RINK

Admission (age 3 & over).....	\$2.00
Ice Rink admission included November - March	
Ice Skate Rental.....	\$3.00

PARK ACTIVITIES & FEES

Horseback Trail Ride (age 8 & over).....	\$18.00
Pony Ride (age 3 - 9).....	\$6.00
Paddle Boat Rental (per 1/2 hour / 3 hour limit) Two person boat.....	\$5.00
Four person boat.....	\$8.00
Driving Range (free golf club rental) Golf balls per bucket.....	\$3.00
Miniature Golf (per person).....	\$3.50
Arts & Craft Center.....	Fees Vary
Toboggan Runs (with your own equipment).....	Free
Kountze Memorial Theater Performances Summer Season Theater Tickets.....	Adult \$7.00 / Child \$5.00
Winter Season Theater Tickets.....	Adult \$10.00 / Child \$8.00
Firewood (1-cubic foot bundle) or Durafume Log.....	\$5.00
Frisbee golf (per 2 hour rental) Single.....	\$3.00
Set.....	\$5.00

- HOURS AND FEES SUBJECT TO CHANGE -

**Nebraska Game and Parks Commission
 LODGE ROOM / CABIN SETUPS & SLEEPING ARRANGEMENTS**

(See other side for rates.)

LODGE - All rooms are equipped with satellite TV, telephone, and Wireless Internet. Even numbers have riverview; odd numbers, park view. Room assignments at discretion of park staff.

STANDARD ROOM - Ground and main level rooms have two queen - sized beds.

LOFT ROOM #201-216 Top level rooms are equipped with two queen beds, one queen sofa sleeper and electric fireplace.

CABINS - All cabins have a fireplace, deck, kitchenette, microwave, satellite TV, grill ,picnic table, bed linens, and towels. All but 5 have two bedrooms. The treetop, deluxe two-bedroom and single-level 2 bedroom cabins (#15, 17, 18, and 19) have a queen-sized sofa sleeper or pull down bed in addition to the bedroom arrangements.

STANDARD TWO-BEDROOM - With two queen-sized beds.
 Sleeps Four. (Cabins 23, 24, 25, & 31 also have a Murphy Bed)
 County Cork 1
 Prairie Wolf 23-25 & 31
 Running Deer 34, 35 & 37

SINGLE-LEVEL TWO-BEDROOM -With one Queen-sized bed and two sets of bunk beds. Sleeps six.
 (Cabins 15, 17, 18, 19, & 27, 29 & 32 also have a Murphy Bed)
 County Cork 2, 3, 6 & 9-14
 World-Herald 15 & 17-19
 Priarie Wolf 26-27, 29 & 32
 Running Deer 33
 Margre's Village 47, 48, 49 & 51

BARRIER-FREE STANDARD - Two Bedrooms with double beds.
 Sleeps four.
 County Cork 5
 Prairie Wolf 21 & 30
 Running Deer 36

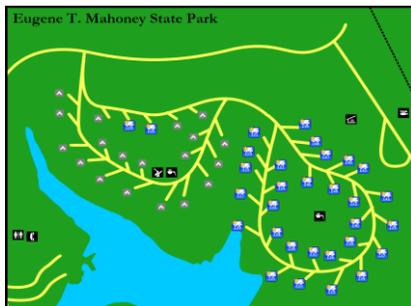
EXTRA BEDS - One roll-away or one crib is allowed per cabin at a cost of \$10.00 each per night. Sorry, no roll-aways are allowed in the lodge rooms.

TREETOP - Two bedrooms with queen sized bed and two sets of bunk beds; queen sized sofa sleeper or pull-down bed in loft sitting room. Sleeps six - eight.
 County Cork 4, 7 & 8
 World-Herald 16 & 20
 Prairie Wolf 22 & 28
 Margre's Village 43, 44, 45

DELUXE TWO-BEDROOM - With two king-sized beds and one queen-sized sofa sleeper. Sleeps four - six.
 Running Deer 38 & 39
 Margre's Village 46, 50, 54

DELUXE FOUR-BEDROOM - With four king-sized beds and one queen sized sofa sleeper. Sleeps eight - ten.
 Running Deer 40
 County Cork 41
 Margre's Village 42

DELUXE SIX-BEDROOM - With five king-sized beds, two sets of bunk beds with double beds on the bottom of the bunks, and two queen-sized sofa sleepers. Sleeps 16 - 20.
 Margre's Village 52, 53





Mission/Vision/Values

Carol Joy Holling Camp is owned and operated by Nebraska Lutheran Outdoor Ministries. The following are the Mission, Vision and Values statements for all NLOM sites and programs.

Mission Statement

We are called by God to be a Christ-centered, Spirit-powered ministry:

- To equip, teach and excite people for discipleship through camp experiences
- To provide our conference and retreat guests with places set apart and serve with sacred hospitality
- To nurture leadership for service in the church and world

Vision Statement

Gracious People, Sacred Places, Significant Experiences

Values Statements

Faith

Rooted in our heritage in the Nebraska Synod, Evangelical Lutheran Church in America, Nebraska Lutheran Outdoor Ministries (NLOM) is committed to uphold that heritage and to serve the interdenominational, interfaith and broader community. NLOM provides opportunities for the people to grow in faith. Our work expresses our faith in Christ, and our faith in Christ compels us to serve others.

Vocation

We help people and groups uncover, rediscover and grow in their authentic calling.

Community

We provide opportunities for people to be in safe, intentional community where they can grow through relationships.

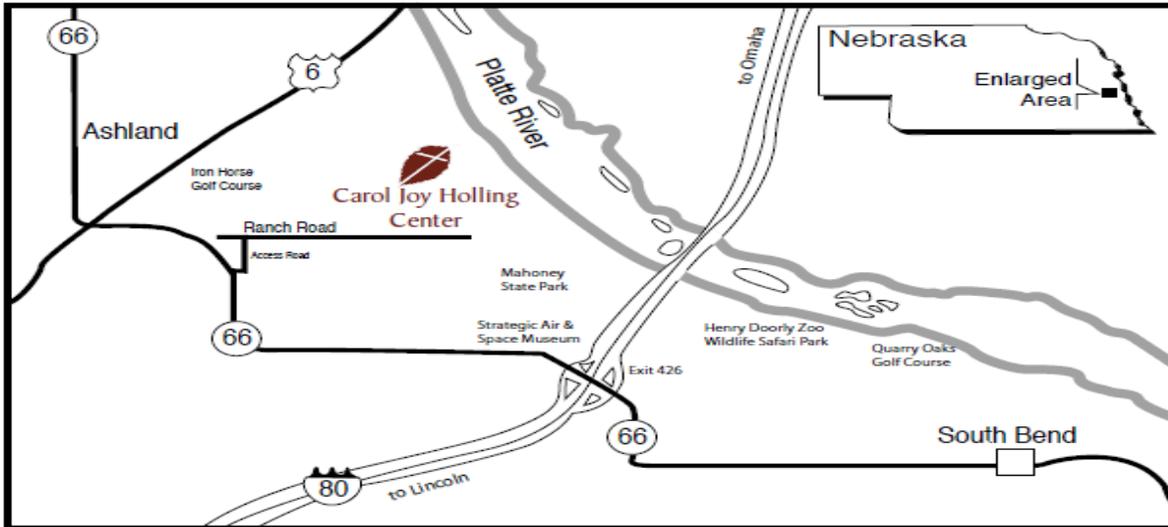
Hospitality

We are committed to inclusiveness, acceptance and friendliness. We want guests to experience, "You matter to God, therefore you matter to us." Guests are enabled, through our hospitality, to accomplish their goals.

Partnership

We value being a part of the Body of Christ (1 Cor. 12) and delight in the opportunities to share ministry with other members of the Body. We also intentionally reach out to other denominations and secular groups.

Carol Joy Holling Center



Driving Directions

- Carol Joy Holling is located at the end of Ranch Road off Highway 66 between Interstate 80 and Ashland
- If you are coming on I-80, take Exit 426. Turn toward Ashland and go 2.5 miles past Mahoney State Park to the Ranch Road access road.
- If you are coming from north of Ashland on Highway 66, come through Ashland, cross Highway 6, and continue 1.25 miles, then turn onto the Ranch Road access road.
- Watch for the "Carol Joy Holling Center" directional sign.

If you need further directions, please call toll free at 1-888-656-6254 or, if after hours, call 402-610-3825.

Map of Carol Joy Holling



Facilities

Facility	Comfort Level	Maximum Sleeping Occupancy	Special Features
Swanson Center	High Comfort	128 (28 rooms)	First-class hotel-style facility with bathrooms and showers in each room. Separate Conference room with hospitality lounge.
Sjogren Center	High Comfort	72 (17 rooms)	The Sjogren Center is newly remodeled and features high comfort meeting and sleeping spaces. Restrooms are just across the hall.
Holling House	Moderate	42	This lodge-style facility is perfect for families and casual groups. This is the only facility on site that houses a kitchen for groups to use. Showers and Fireplace are in the building.
Bunk Houses	Rustic	80	These rustic bunk houses have heaters and air conditioners and offer an inexpensive option for your youth or adventure-seeking group.
Angels Gulch	Moderate	23	This unique collection of buildings offers air-conditioned sleeping comfort with restrooms and showers in the same building.
Springs Cabins	Rustic	100	The Springs consists of seven cabins nestled in the tree line and a common showerhouse/pavilion.

Meeting Spaces

Carol Joy Holling Center has many options for your group. From small and intimate to large and entertaining, we've got a space to suit your needs. Select the links to see photos and descriptions of the facilities and meeting rooms.

Facility	Meeting Room	Maximum Occupancy - Theater Style
Swanson Center	Thrivent	120
Swanson Center	Dillon	90
Swanson Center	Struve	40
Swanson Center	Kohrs	14
Sjogren Center	#240	112
Sjogren Center	Upper Room	36
Sjogren Center	#226	16
Sjogren Center	#236	40
Town Hall	Town Hall	900
Angels Gulch	Gabriels	36
Holling House	Holling House	100
Springs	Springs Lodge	75



Events & Retreats

- 1 [Empyrean Trail 5k Run - Saturday, February 1, 2014](#)
- 2 [Family Game Night - Friday, February 21, 2014](#)
- 3 [Church Council Planning Retreat - Feb 21-22, 2014](#)
- 4 [Tanzania Fabric, Fun & Facts - February 23-25, 2014](#)
- 5 [Wild Women - Feb. 28-Mar. 2, 2014](#)
- 6 [The Heart of Camp Gala! March 8, 2014](#)
- 7 ["I'm Ethical! Why aren't You?" - Thurs, March 13, 2014](#)
- 8 [UFO Spring Retreat - March 23-26, 2014](#)
- 9 [Post Easter Mini-Sabbatical- April 21-25, 2014](#)
- 10 [Men in the Outdoors - April 25-26, 2014](#)
- 11 [Spring Celebration - Sunday, April 27, 2014](#)
- 12 [Work Day - Saturday, May 17, 2014](#)
- 13 [UFO Summer Retreat - July 13-15, 2014](#)
- 14 [Quilt Auction - July 27, 2013](#)
- 15 [CJH Camp Classic - Monday, September 8, 2014](#)
- 16 [UFO Fall Retreat 1 - Sept. 28 - 30, 2014](#)
- 17 [UFO Fall Retreat 2 - October 26-28, 2014](#)



Hotel Room Reservations



Overnight *Hotel Rooms*

The Heart of Camp Gala - Overnight Hotel Rooms

Saturday, March 8, 2014

The Embassy Suites, LaVista, NE

There are a block of rooms reserved for The Heart of Camp Gala guests at a special rate. To book a room,

1. Go here: <http://cwp.marriott.com/omalv/heartofcampgala/>

2. Call (402)339-4900, and request either the "**Heart of Camp Gala**" or group code "**HOC**."

*****Guests will have until February 6th to make reservations with this special rate. Anyone calling after that point will be told that the block is unavailable and offered our standard nightly rate.**

 **Prepare for Camp } 2014 Summer Schedule**

 **Sessions**

Dates	TrailHead	Senior High	Ranch Camp	Tipi Village	The Springs	Sjogren Center
Week 1 June 1-6	1st-3rd, 4th-6th Session #1411 \$370	9th-12th Whispering Winds #1411-S - \$390	Confirmation* 6th-8th, #1412 \$390	4th-6th Session #1413 \$390	Confirmation* 6th-8th, #1414 \$370	Taste of Camp with Adult Sun-Mon #1415 \$130 (1 adult, 1 child) ----- Adults with Special Needs Wed-Fri #1416 • \$210
Week 2 June 8-13	1st-3rd, 4th-6th Session #1421 \$370	9th-12th Whispering Winds #1421-S - \$390	6th-8th Session #1422 \$390	4th-6th Session #1423 \$390	Confirmation* 6th-8th, #1424 \$370	Taste of Camp with Adult Sun-Mon 1425 • \$130 ----- Youth with Special Needs Wed-Fri #1426 • \$210
Week 3 June 15-20	1st-3rd, 4th-6th Session #1431 \$370	9th-12th Whispering Winds #1431-S - \$390	Confirmation* 6th-8th, #1432 \$390	4th-6th Session #1433 \$390	6th-8th Session #1434 \$370	Taste of Camp with Adult Sun-Mon #1435 • \$130 ----- Adults with Special Needs Wed-Fri #1436 • \$210
Week 4 June 22-27	1st-3rd, 4th-6th Session #1441 \$370	Black Hills Trip #1441-BH • \$425	Confirmation* 6th-8th, #1442 \$390	4th-6th Session #1443 \$390	Confirmation* 6th-8th, #1444 \$370	Taste of Camp with Adult Sun-Mon #1445 • \$130 ----- Family Camp Thurs-Fri #1446
Week 5 Sun - Tues June 29-July 1	1st-3rd, 4th-6th Session #1451 \$210		6th-8th Adventure Program #1452 • \$300	4th-6th Session #1453 \$210	Beneath The Stars Night Camp 6th-8th, #1454 \$240	Adults with Special Needs Sun - Tues #1455 • \$210
Week 6 July 6-11	1st-3rd, 4th-6th Session #1461 \$370	9th-12th Whispering Winds #1461-S - \$390	Confirmation* 6th-8th, #1462 \$390	4th-6th Session #1463 \$390	Confirmation* 6th-8th, #1464 \$370	Family Camp Sun-Mon #1465 ----- Grand Camp Wed-Fri #1466 • \$290
Week 7 July 13-18	1st-3rd, 4th-6th Session #1471 \$370	9th-12th Whispering Winds #1471-S - \$390	6th-8th Session #1472 \$390	4th-6th Session #1473 \$390	Confirmation* 6th-8th, #1474 \$370	Taste of Camp with Adult Sun-Mon #1475 • \$130 ----- Family Camp Wed-Thurs #1476
Week 8, 4 day July 20-24	1st-3rd, 4th-6th Session #1481 \$290	Backpacking/Rafting (5 days) - #1481-S \$400		4th-6th Session #1483 \$290	6th-8th Session #1484 \$290	

NEW Western Town at Carol Joy Holling Camp!



The Situation

As guests enter Angels Gulch, they are transported back in time to the days of the Old West. They can stroll down an old boardwalk, amble over to the livery stable, or stay overnight in a rustic cowboy bunkhouse. This unique program site serves three purposes:

- Ranch Camp – Every summer 400 junior high campers descend on Angels Gulch for a rip-roaring good time spent learning about God and preparing for a life of adventure.
- Jay Novicki Program – Not wanting to miss out on the fun, nearly 500 people with disabilities annually participate in specially-designed day camps and overnight retreats.
- Conferences and Retreats – Each year Angels Gulch offers memorable meeting and housing services for dozens of church, community, school and corporate groups.

While the re-created Western Town offers good, clean fun, Angels Gulch needs to be enhanced to keep pace with guest preferences and expectations. Specific improvements include replacing aging lodging facilities for campers; upgrading restroom and shower facilities; and creating accessible buildings that support people with disabilities.

In order to meet the pent-up demand, Carol Joy Holling Center must increase the quantity and quality of meeting spaces; create facilities that support year-round use; and expand its capacity to serve camp, conference and retreat guests. With your support, Angels Gulch Western Town will ride high in the saddle once again and serve more guests with new and improved facilities.

The Solution

Desiring to improve camper and guest experiences, Carol Joy Holling Center will construct two attractive and accessible buildings that offer convenient lodging, meeting and gathering space. The new facilities will be directly across from the existing Angels Gulch buildings, which creates a realistic two-sided Main Street. In keeping with the authentic western atmosphere, the two new buildings will have storefront designs that complement the Old West theme.



In keeping with the authentic western atmosphere, the two new buildings will have storefront designs that complement the Old West theme.

- Hotel Theodore – This two-story building will offer a large meeting room that accommodates 150 people in banquet seating and more than 200 people in auditorium seating. It will feature four distinct living units—each with nine sets of bunk beds, adjacent restrooms with showers and a meeting room. At full capacity the hotel building will house 72 individuals. The first floor of this building will be ADA compliant.
- New Bunkhouse – This one-story building will offer a common living area with six bunk rooms, accessible restrooms with showers and a meeting room. Each bunk room will contain bunk beds, which will accommodate 36 people when fully occupied. The entire building will be ADA compliant.

These new facilities will replace the existing Angels Gulch bunkhouses. They will house hundreds of junior high campers each summer, plus they will provide accessible overnight accommodations for programs serving people with special needs. Retreat and conference groups will also enjoy time away in the Western Town's comfortable accommodations, which can house up to 108 overnight guests.

The Significance

The new Angels Gulch facilities will have a tremendous impact on Carol Joy Holling Center.

Ranch Camp – The new buildings will provide greatly improved and more attractive housing for summer campers. Campers and guests will appreciate having restrooms and showers available in the same building where they sleep. This will reinforce Carol Joy Holling Center's position as one of the premier Christian camps in the state, which invites people of all faiths to enjoy its programs and places.

- Jay Novicki Program – The ADA-accessible facilities will greatly enhance Carol Joy Holling Center's capacity to serve people with disabilities. Carol Joy Holling Center currently partners with Mosaic, Ollie Webb Center, Quality Living, Northstar, Pathways, Ashland-Greenwood High School and Hands on the Heartland to offer day retreats and overnight experiences for people with special needs.
- Conferences and Retreats – Many other groups served by Carol Joy Holling Center will find these new facilities conducive to the success of their programs. The current Angel's Gulch facilities are used annually by the Conference for Inclusive Communities, University of Nebraska Lincoln, Creighton University, Nebraska Wesleyan University, Omaha Area Youth Orchestra and many other church, family, school and business retreat groups. These guest groups are eager to move out of the rustic bunkhouses into more comfortable housing.

THE MIDWEST FALL BRAWL JUST GOT EVEN BIGGER!

Posted by [admin](#) on Thursday, December 12, 2013 ·

The Midwest Fall Brawl gets even bigger!

In 2013, the Midwest Fall Brawl at I-80 Speedway took a jump to the next level when they added the "Double Down... Back to Back Challenge" which paid a bonus of \$20,000 if a driver could win both nights of the ASCS Midwest Sprint Car Series sanctioned event. "The Gas Man" Jack Dover of nearby Springfield, Nebraska did exactly that, as he said "thank you" and rode off with the \$20,000 for winning the feature both nights.

Well in 2014 the Midwest Fall Brawl is taking another big leap. The two-day event scheduled for Friday, September 19 & Saturday, September 20 is going to be an ASCS National Event. Friday will pay \$3,000 to win and Saturday will pay \$5,000 to win. As for the bonus it gets even bigger. In 2014 if a driver can win both features at the Midwest Fall Brawl, that driver will collect a bonus of.....\$50,000.

Excitement is already building in the Sprint Car World for this one. Next September the best Sprint Car drivers in the land will be descending on Interstate 80 Exit 420 and a chance to pick up nearly \$60,000

So stay tuned for the greatest spectacle in 360 Sprint Car racing. To follow updates on the Midwest Fall Brawl and other I-80 Speedway Events, visit www.I-80Speedway.com or call (402)-342-3453. Ticket sales information will be available shortly.



CORNHUSKER CLASSIC HAS SOMETHING FOR EVERYONE

Posted by [admin](#) on Tuesday, September 24, 2013 ·



Cornhusker Classic to feature a little something for everybody

A Mods will be battling it out

This year's Cornhusker Classic (October 11 thru 13) will feature a little something for everybody. Certainly the A Mods will be in the spotlight at the Cornhusker with three complete shows paying \$1,000, \$1,000 & \$3,000 to win respectively. With \$5,000 up for grabs over the three days, a banner field of A Mods is expected.

The SLMR Dirt Late Model Series will return to the Cornhusker with two complete shows on both Saturday and Sunday. New

in 2013 will be the addition of the Nebraska 360 Sprint Cars to the program on Saturday, October 12. The 360 Sprints have been added plus to the 2013 I-80 Speedway menu.

But there will be lots of other classes racing at the Cornhusker as well. B Mods, ProAm/Stock Cars & Hornets will be in action all three days as well. Finally, Grand Nationals & Hobby Stocks will run complete shows on Friday & Saturday.

TRACK HISTORY



In 1994, I-80 Speedway, a 4/10ths mile dirt track began operations, featuring weekly racing and sprint car specials. In 2001, the track was purchased and renamed Nebraska Raceway.

In 2004, Land Developers Inc. purchased the track, and is the present owner. In August 2004, Little Sunset Speedway, a 1/8th mile karting facility was added behind the main grandstand of the speedway.

In the spring of 2005, the Soaring Edge Motocross facility was open but was closed in 2009. The 4/10ths mile track was renamed I-80 Speedway and the entire facility was renamed Nebraska Raceway Park in 2005. In 2011, Little Sunset Speedway was enlarged with a wider racing surface and higher banking and will

be featuring Mini Sprint and other classes in addition to go-karts.

During its history, I-80 Speedway has played host to a number of touring series including the ARCA series, the World of Outlaw Sprint Cars, ASCS Midwest Sprint Cars, Sprint Bandits Tour N'Topless, Hav-A-Tampa, UMP Summer Nationals, the Busch All-Star Tour, MLRA, NCRA, WDRL, TORA and MARS. Many of these series compete in annual events such as the Alphabet Soup Race, the Charlie Clark Memorial and the Cornhusker Classic. It is also home base to the SLMR, an area Super Late Model Series now in its sixth year.

In 2013 I-80 hosted the largest dirt late model race in Nebraska Racing History with the inaugural running of the Silver Dollar Nationals which paid \$25,000 to win. In 2013 the race paid \$27,000 to win and was considered a Crown Jewel event of the Lucas Oil Late Model Dirt Series. In 2014 the race will pay \$30,000 to win. The track continues to host weekly racing featuring the NASCAR Whelen All American Series.

LODGING

Country Inn & Suites

5353 N. 27th, Lincoln NE 68521
20.7 mi W – (402)476-5353

Super 8 Motel

14355 S Highway 31, Gretna, NE
13 mi NE - (402) 332-5188

Star City Inn

5600 Cornhusker Hwy, Lincoln, NE
14 mi SW - (402) 464-5971

Travelodge

5600 Cornhusker Hwy, Lincoln, NE
14 mi SW - (402) 464-5971

Motel 6 NE

5600 Cornhusker Hwy, Lincoln, NE
14 mi SW - (402) 464-5971

Howard Johnson Inn

5250 Cornhusker Hwy, Lincoln, NE
14 mi SW - (402) 464-3171

Starlite Motel

5200 Cornhusker Hwy, Lincoln, NE
14 mi SW - (402) 466-1902

Settle Inn & Suites

2800 Husker Cir, Lincoln, NE
14 mi SW - (402) 435-8100

Best Western Crown Inn

6501 N 28th St, Lincoln, NE
15 mi SW - (402) 438-4700

AmericInn Lodge & Suites

6555 N 27th St, Lincoln, NE
15 mi SW - (402) 435-1600



Camp Ashland Training Site, Nebraska

Military Mission: The Camp Ashland Training Site, encompassing 1,118 acres, is located in eastern Nebraska near the city of Ashland and within the counties of Sarpy and Saunders. The Platte River bisects the site. Camp Ashland provides training facilities for the Nebraska Army National Guard, other military services, and federal and state agencies. Camp Ashland also provides recreational opportunities for retired and active Department of Defense personnel. Major tenants on the training site include the 209th Regional Training Institute, the Recruit Sustainment Program, the Civil Air Patrol, and the Navy Reserves. The site also includes the H.J. Paul Army Airfield and the Fort Mead satellite site, which is primarily used for troop maneuvers

Joint Land Use Study Planning Process: Residential development near the north and east boundaries of the main training site is likely to have a negative impact on current and future training needs. In August 2007, the Deputy Assistant Secretary of the Army (Installation and Housing) nominated Camp Ashland for a Joint Land Use Study (JLUS). Communities adjacent to the training site are currently going through the organizational stage—selecting a study sponsor, appointing members to both the JLUS Policy and JLUS Technical Committees, and developing a scope of work for the study effort. The potential study area will include land that falls within the jurisdictions of Sarpy and Saunders counties.

Camp Ashland The 209th Regiment is home to 1st Battalion, 209th Noncommissioned Officers Academy and the 2nd Battalion, General Studies. The Regiment is located on Camp Ashland, approximately 30 miles west of Omaha Nebraska. The mission of RTI-NE includes developing officers and NCO's in the National Guard of the United States and the US Army Reserve. Camp Ashland is a modernized and revitalized National Guard facility located near Ashland, in Eastern Nebraska. Phase I annual training is conducted at Nickell Barracks, Salina, Kansas, in conjunction with eight other States in Total Army School System (TASS) Region F (Arkansas, Missouri, Louisiana, Nebraska, Kansas, Oklahoma, Texas and New Mexico). Training includes classroom instruction in Training Management, Operations, Common Core Medical Tasks, Nuclear - Biological - Chemical (NBC), Weapons, Communications and a field training exercise to conduct Map Reading and Land Navigation. Phase II is conducted at Camp Ashland and consists of classroom instruction and practical field training exercises to include subjects such as Field Artillery, Engineering, Military Intelligence, Leadership and Tactics. Phase III annual training is conducted at Fort Benning, Georgia, in conjunction with the same region F states Listed above. This is the final test for candidates as they utilize acquired skills to function in leader and follower positions in squad and platoon size elements in a stressful and demanding field environment. The officer candidate's leadership assessment during this training period becomes the final recommendation for commissioning to a Second Lieutenant.

Community Interviews



In speaking with the owner of KZCO, he indicated that they have minimal need, approximately 6 rooms per year needing accommodations. Typically they stay at the Super 8 Gretna, NE or somewhere in Omaha, NE. When asked if he felt Ashland, NE would benefit from a newer branded hotel he was unsure of need specifically.



In speaking with the Executive Director at Nebraska Lutheran Outdoor Ministries, he indicated that they have lodging accommodations on site for travelers to their facility and do not have a need for outside lodging options. When asked if he felt Ashland, NE would benefit from a newer branded hotel he was not sure Ashland, NE had enough business to sustain such development. Additionally, he added some information on his facility and their growth including: Lodging on site offered for groups only - minimum requirement based on buildings. Minimum for Retreat Center is 7 rooms. Many buildings you have to rent entire building regardless of amount of ppl. Swanson Center is the equivalent to Marriott. Shelgren Center has separate living quarters but shared showers and bathroom. *Western Town Street Project - 2 dorm style facilities for Summer Camp - one will hold 36 ppl, the other will house 72 ppl and should be open before May 2014. He also added that Money Magazine did an article on Mahoney State Park a few years back-one of the top State Parks in US. 600,000 ppl go to park per year.



In speaking with the Vice President of Innovative Labs, he indicated that they have minimum room night need in the community; approximately 10-15 per year and use either the Super 8 Gretna or hotels in West Omaha, NE. When asked in his opinion if he felt Ashland, NE would benefit from a newer branded hotel he indicated that the town definitely would benefit as the community is unique as well the downtown area has recently been restored. Some amenities recommended for this hotel development were both breakfast as well as a pool for the leisure guests in the area.



In speaking with a representative at Ashland Golf Club, he identified that golfers on occasion stay in the area yet there is no estimate at this time of the amount that stay. They currently stay either at the Super 8 nearby or Omaha, NE. When asked if he felt Ashland, NE would benefit from a newer branded hotel he was encouraged by the possibility as they have wedding events held at the Golf Club yet there is no close lodging options in the immediate area. He also indicated some additional businesses or events in the area that would have need including: The New Outlet Mall, NE Husker Football Game overflow, as well as the Oxbow Assisted Living center that has 50 rooms for patients whose families need lodging as well.



In speaking with the owner of Cellar 426 Winery, he indicated that they did not have a number for overnight guests coming to visit their winery yet understood there maybe a possibility. He indicated that typically people who were going to Mahoney Park also visited the winery while they were in town so most people were staying there. When asked if they felt Ashland, NE would benefit from a newer branded hotel they were unsure of the success of a hotel in the market due to lack of Monday through Thursday demand primarily summers and weekends were the busiest in the area therefore a newer hotel would need to identify this weekday off peak business to succeed long term.



In speaking with the person in charge of Operations Training and Facility Management at Camp Ashland Military Training Site, he indicated they do have some families coming in to visit during the year yet most of them stay on base; one time of year they do have more overflow is during graduations. Most people stay close at the Super 8 or in Lincoln or Omaha. When asked if he felt Ashland, NE would benefit from a newer branded hotel he indicated that there were two large camp sites in the area most people coming to the area camped yet there could be people who would rather have the option of a nicer facility to stay overnight. Some items that would be beneficial would be a pool, meeting room, breakfast, high speed internet, and a quiet location.



In speaking with the Office Manager at Nebraska Raceway Park, he indicated that they have a lot of overnight need during their races. Their largest event is the "Silver Dollar National" a 3-4 day event bringing in people from all over the country. They have a total of 30 races per year and bring in an estimated 2,500+ people needing hotel accommodations. Currently, they recommend the Super 8 Gretna, or Lincoln/Omaha to their guests. They prefer the Super 8 since it is the closest to the speedway site. As well he added that he'd love to see Ashland, NE prosper and feels that this development could encourage more development in the community.



In speaking with the Property Manager at Nebraska Crossings Outlets, she indicated they have 4 to 5 bus tours a month holding 10-20 people or annually a total of over 3,000 bus tour visitors needing lodging accommodations. Even though the Super 8 is located at their exit to the outlets they do not typically recommend this location due to the quality of hotel yet they send their visitors to the Holiday Inn Omaha, NE as it's the next closest property to the outlets. When asked if she felt Ashland, NE would benefit from a newer branded hotel she believed it would be good for the community and encourage more growth.



In speaking with the General Manager of Iron Horse Golf Club, he indicated they have seasonal travelers coming to the area to golf from March through late September from areas such as ND, SD, MN, WI, IA, KS, and even Canada; he estimates a minimum of 250+ persons per year needing hotel accommodations in the area. Currently they recommend either the Super 8 Gretna due to close proximity or the Holiday Inn Express Omaha, NE. When asked if he felt Ashland, NE would benefit from a newer branded hotel he was encouraged at the option for the community to continue to grow as well suggested building the property near their golf course. He also indicated a few other potential drivers for the hotel including the Outlet Mall, Mahoney State Park (as they are at times booked a year in advance), as well overflow from the Huskers games in Lincoln and the College World Series in Omaha, NE.



In speaking with the General Manager of Quarry Oaks Golf course, he indicated they do not track how many of their golfers stay overnight but there definitely was a possibility. Currently he believes they stay at the Hampton Inn La Vista or at Mahoney State Park in the area. When asked if he felt Ashland, NE would benefit from a newer branded hotel he felt without question there was plenty of attractions in the immediate area that draw in visitors yet not nearly enough lodging to accommodate. He did feel that the hotel may need more rooms with two beds as many of the travelers to the area are in for family vacations or visiting the attractions with their families or schools. He added that Quarry Oaks has their own well that they draw from and that he has seen many great development ideas not followed through due to lack of drinkable water.



In speaking with the co-owner of Platte Valley Antique Mall, she indicated that they see approximately 5-10 per month people asking for lodging options in the area. Typically they stop at the mall on their way through to Omaha or Lincoln yet some people have been recommended to stay at the Super 8 near the outlets as it's closest. When asked if she felt Ashland would benefit from a newer branded hotel she felt it would be good for the community yet most people would rather stay at a hotel on the interstate. She also indicated that Mahoney State Park was full a lot in the summers and maybe able to partner with a hotel in the immediate area for overflow business.



In speaking with a tourism consultant with Nebraska Tourism, he indicated they don't book rooms yet are more of a middle man for tourism groups coming into the state; their process is to get the tourism group in touch with someone in the community to book the business typically a chamber member or convention center person. When asked if he felt Ashland would benefit from a newer branded hotel he felt that there were enough attractions in the community to sustain a hotel development most definitely as well adding a hotel to the community would benefit the community to sell themselves as a travel destination as well.



In speaking with the Superintendent at Mahoney State Park, he indicated that people staying with them use the lodge or cabin facilities however when the sites are full they recommend Platte River State Park cabins located approximately 7.5 miles from Mahoney State Park. He also indicated that many of the guests that stay in the state park also go to Platte River as they have a good trail system, horseback riding, and a shooting complex. Mahoney State Park has 54 cabins and are in the process of adding three, and 40 hotel-style rooms in the lodge. Currently the months of June, July, and August are full to capacity where overflow is likely. They also have conference space for meetings, shelters, and pavilions for company events and provide catering through Mahoney Grill. When asked if he felt Ashland would benefit from a branded hotel he was definite of the success with both the attractions in the area as well as the new Outlet Mall nearby. He felt the facility would benefit most from an indoor pool and breakfast option.



In speaking with the Director of Marketing and Public Relations at the Strategic Air and Space Museum, she indicated they have need for overnight accommodations estimated at between 20-25 per month due to events, weddings, and reunions specifically. She also indicated that the venue does lose events due to lack of lodging accommodations in the immediate area. Additionally, when they have new exhibits come in they have set up and tear down crews that come in for a week a few times a year. Currently, they recommend Mahoney State Park, Camp Carol Joy Holling, Holiday Inn Express Omaha, or Embassy Suites La Vista as they offer discounted rates for SASM. When asked if she felt Ashland would benefit from a newer branded hotel she felt that there was a major need for lodging option in the area as they have lost business due to the lack of options in the area as well the multiple attractions in the area for families. Amenities recommended were a pool, breakfast, and possible shuttle service to the attractions. Additionally, she is a member of the exit 426 Task Force educating the community and the people outside the community on the attractions and events on exit 426. They have made attempts to get the Nebraska Tourism Annual Conference but have lost this business due to lack of adequate lodging in the area. Their facility has a 300,000 square foot conference and event center.

The overall community feedback on hotel development was positive specific to leisure travel and summer business. There did not appear to be a strong need during non-peak season of November - April yet high demand in the summer months when the parks and recreation is in high demand; there is the potential in these months to run the hotel with limited staffing and offerings to stay within budgeted cost allotted per room sold. The interviews also identified a need for marketing of the facility to travelers and partnering with local attractions for referrals and overflow; Mahoney State Park, Strategic Air & Space Museum, and Speedway I-80 appeared to be the best partners for hotel demand generators.

Source: Core Distinction Group, LLC

Benefits of running a business in Ashland, NE

- ✓ No commute, Omaha and Lincoln are 18 minutes away
- ✓ Omaha, NE is developing closer to the Ashland, NE area
- ✓ Draw from Omaha and Lincoln
- ✓ Close to interstate
- ✓ Small Community
- ✓ Loyal Workforce
- ✓ Good, Genuine People
- ✓ Traffic from 6 and 80 high
- ✓ Easy to get around
- ✓ Easier to hire quality people
- ✓ Small town feel
- ✓ Potential for growth
- ✓ Growing community

Challenges of running a business in Ashland, NE

- ✗ Not much going on in the community
- ✗ Proximity to Omaha and Lincoln competition for entertainment
- ✗ Community needs more retail to bring in out of town visitors
- ✗ City needs to be involved in attracting new business to the area
- ✗ Needs better advertisement of attractions in the area
- ✗ Better marketing needed and partnering with local businesses
- ✗ Labor is an opportunity; finding good employees

Source: Core Distinction Group LLC Community Interviews (2013/2014)

Lodging Supply

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

Competitive Hotel Properties

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

Competitive Hotel Occupancy & Rates						
Property	Occ Perform	RATE ANALYSIS				Projected ADR
		SINGLE	DOUBLE	WEEKEND	CORP	
Holiday Inn Express Omaha West	Above	\$132.99	\$132.99	\$107.99	\$117.00	\$122.74
Hampton Inn Omaha West	Average	\$129.00	\$129.00	\$119.00	\$109.00	\$121.50
Super 8 Gretna	Below	\$59.99	\$59.99	\$59.99	\$49.99	\$57.49
Mahoney State Park Lodge	Average	\$80.00	\$80.00	\$80.00	\$80.00	\$80.00
COMPETITIVE MARKET AVERAGE DAILY ROOM RATE (ADR):						\$75.43

As noted above there are three properties pared down for comparison in rate positioning. The above mentioned hotels were running rates from \$49-\$132 for the month of January 2014. Average ADR for these hotels range from \$57-\$122. With this rate positioning, this would place the subject hotel competitive with the higher priced hotel tier rates.

STR Competitive Hotel Occupancy & Rates (January 2014)						
Property	Occ Perform	RATE ANALYSIS				Projected ADR
		SINGLE	DOUBLE	WEEKEND	CORP	
Holiday Inn Express Omaha West	Above	\$132.99	\$132.99	\$107.99	\$117.00	\$122.74
Holiday Inn Express Omaha I-80	Above	\$103.99	\$103.99	\$108.99	\$94.00	\$102.74
Hampton Inn Omaha West	Average	\$129.00	\$129.00	\$119.00	\$109.00	\$121.50
Comfort Inn West Omaha	Below	\$74.99	\$79.99	\$79.99	\$64.99	\$74.99
Quality Inn & Suites Omaha	Below	\$79.99	\$84.99	\$84.99	\$74.99	\$81.24
Super 8 Gretna	Below	\$59.99	\$59.99	\$59.99	\$49.99	\$57.49
COMPETITIVE MARKET AVERAGE DAILY ROOM RATE (ADR):						\$93.45
Competitive Hotel Occupancy & Rates (January 2014)						
Property	Occ Perform	RATE ANALYSIS				Projected ADR
		SINGLE	DOUBLE	WEEKEND	CORP	
Embassy Suites Omaha	Above	\$169.00	\$169.00	\$159.00	\$154.00	\$162.75
Courtyard Omaha	Above	\$139.00	\$139.00	\$99.00	\$124.00	\$125.25
COMPETITIVE MARKET AVERAGE DAILY ROOM RATE (ADR):						\$144.00

Eugene T. Mahoney SP, NE Status: Open year round. Max reservation window: Thu Jan 22 2015

14-Jan		14-Feb		14-Mar		14-Apr		High Demand Season appears to be May-September 2014
Lodge	Cabin	Lodge	Cabin	Lodge	Cabin	Lodge	Cabin	
\$80	\$101	\$80	\$101	\$80	\$101	\$80	\$101	
14-May		14-Jun		14-Jul		13-Aug		
Lodge	Cabin	Lodge	Cabin	Lodge	Cabin	Lodge	Cabin	
\$100	\$145	\$100	\$145	\$100	\$145	\$100	\$145	
13-Sep		14-Oct		14-Nov		14-Dec		
Lodge	Cabin	Lodge	Cabin	Lodge	Cabin	Lodge	Cabin	
\$100	\$145	\$80	\$101	\$80	\$101	\$80	\$101	

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

The statistical competitive market surveyed has not seen any new supply growth in the past year. However, a 107 room Home2 Suites is under construction in Omaha, NE, also a 98 room Fairfield Inn & Suites is under construction in Papillion, NE as well a 108 room Residence Inn Omaha West all located just 18 miles from Ashland, NE. At the time of this report there was no other indication of another hotel building in Saunders County. Still, this should be monitored closely throughout the development process. No additional supply growth was factored into the projections at this time.

Room rate competition for a limited-service hotel in this market will be present throughout the year. This rate competition will be dictated by the rate structure of the hotels in the surrounding regional area. With proper rate positioning the hotel should achieve a yield to the immediate market of 115% and the overall region of 100% which is above average and would assist in mitigating any rate sensitivity. The developed hotel in this market should mirror the rates of the branded hotels in the Omaha, NE market or within a \$10 rate comparison.

Typically a new property should experience a rate premium in the market with it's new and better offerings to area travelers. At this time, it is felt that this property should try to achieve a rate structure slightly over the current independent lodge at Mahoney State park specific to their lodge guestrooms rates starting at \$80 in January 2014. Cabin space here is more specific to long term vacation destination experience yet those wanting to stay in the lodge maybe encouraged to trade up to a branded hotel nearby.

**** STR (Smith Travel Research, Inc.) is an American company based in Hendersonville, Tennessee, that tracks supply and demand data for the hotel industry and provides market share analysis for all major hotel chains and brands in the United States, Canada, Mexico and the Caribbean. STR is associated with STR Global, RRC Associates, STR Analytics and HotelNewsNow.com.**

Competitive Hotels

Primary Competitive Hotels (Gretna, NE and Omaha, NE)	# of Rooms
Holiday Inn Express & Suites Omaha I 80	75
Super 8 Gretna	53
Hampton Inn Omaha West	110
Holiday Inn Express & Suites Omaha West	80
Quality Inn & Suites Omaha	54
Comfort Inn West Omaha	63
Grand Total:	435
<i>Source: Core Distinction Group, LLC</i>	

The primary competitors are expected to be the hotels in the immediate market shown above . Based on STR data provided the following table summarizes the historical trends in occupancy and rates for the competitive supply in the past five years and estimated 2013.

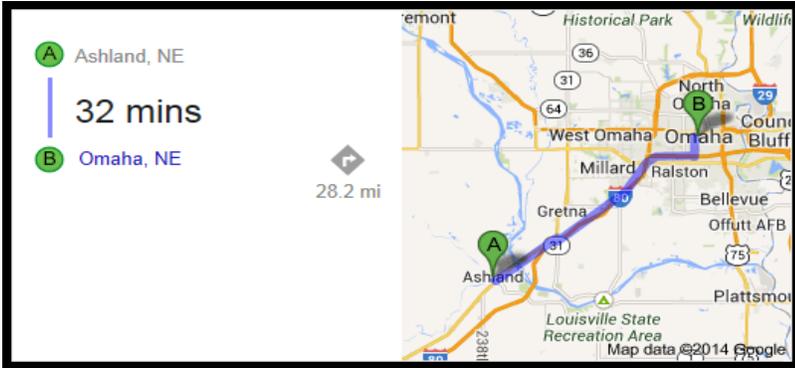
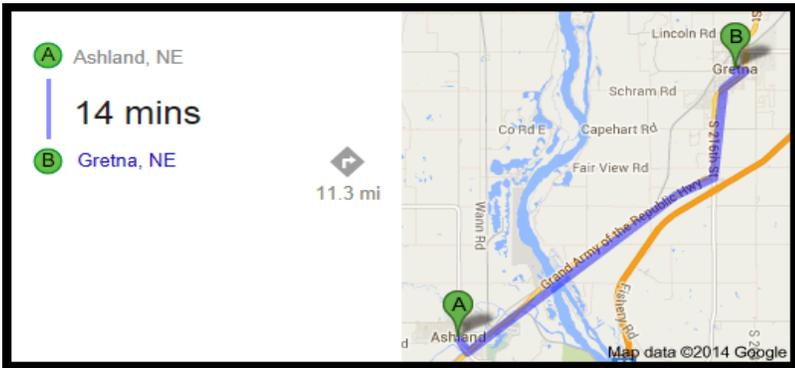
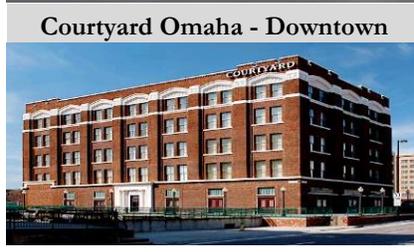
Historical Market Performance					
Year	Annual Occupancy	Occupied Rooms	Average Rate	Occ %	ADR
				<i>(Growth/Decline)</i>	
2009	53.0%	84,143	\$86.13	-4.5%	\$3.74
2010	54.7%	86,817	\$86.96	1.7%	\$0.84
2011	54.0%	85,788	\$89.52	-0.6%	\$2.55
2012	57.0%	90,530	\$96.78	3.0%	\$7.27
2013	60.4%	95,900	\$99.53	3.4%	\$2.75
<i>* 2013 data estimated based on trends from prior year and noted demand.</i>					
<i>Source: Core Distinction Group, LLC</i>					

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

Projected Market Performance					
Year	Annual Occupancy	Occupied Rooms	Average Rate	Occ %	ADR
				<i>(Growth/Decline)</i>	
2012	57.0%	90,530	\$96.78	3.0%	\$7.27
2013	60.4%	95,900	\$99.53	3.4%	\$2.75
2014	63.0%	100,028	\$101.50	2.6%	\$1.97
2015	65.0%	103,204	\$103.50	2.0%	\$2.00
2016	65.0%	103,204	\$106.50	0.0%	\$3.00
<i>Source: Core Distinction Group, LLC</i>					

Occupancy appears to be accurately forecasted for the upcoming three years based on the market and demand as well based on recent year trends. Occupancy has shown to be climbing at a similar rate as ADR in this market.

IMAGES of Hotels Surveyed in Omaha and Gretna, NE.



Eugene T. Mahoney SP, NE

Status: Open year round.

Max reservation window: Thu Jan 22 2015

Description

Attractions

Eugene T. Mahoney State Park offers year-round accommodations and recreational use. This ultra modern park offers a spectacular array of lodging, group meeting facilities and activities. Located near Ashland, just off of I-80 at exit 426, Mahoney nestles on 700 acres along the picturesque Platte River.

Near to the park there are several attractions. Nearby Attractions include Platte River State Park, the Strategic Air and Space Museum, Lee G. Simmons Conservation Park, Quarry Oaks Golf Club and Iron Horse Golf Club.

Campground Notes

Little Creek and Lakeside campgrounds offer spacious, hard surfaced pads, situated among mature shade trees near Owen Marina Lake. Modern shower/latrine buildings and drinking water are conveniently located in both areas. There is a coin-operated laundry in the shower building at Little Creek. Trailer dump stations and water are available near the park entrance.

Cabin Notes

Secluded on wooded ridge tops, the modern housekeeping cabins are available throughout the year. Linens, tableware and basic cookware are provided. Each cabin has air conditioning/heat, fireplace, TV, refrigerator, range, microwave, and outdoor deck and grill.

Lodge Rooms

The Peter Kiewit Lodge has 40 lodge rooms each with AC and heat, wireless Internet, telephone, TV and a private bath. Sixteen have sleeping lofts with electric fireplaces and all but 16 rooms have walkout decks that overlook the park or the Platte River. Mahoney Grille restaurant in the Peter Kiewit Lodge is now open and serving 7 days a week. Come enjoy the beautiful view while dining.

Hours are Monday - Thursday 7 a.m. - 9 p.m.;
Friday & Saturday 7 a.m. - 10 p.m. and Sundays 9 a.m. - 9 p.m.

For more information, and menu, please go to The Mahoney Grille website at www.MahoneyGrille.net or call (402)944-2979. Have Mahoney Grille cater your next event!





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Ashland, NE

January 2007 to November 2013

Currency: USD - US Dollar

Job Number: 549724_SADIM Staff: CW Created: January 07, 2014

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Tab 2 - Data by Measure

Ashland, NE

Job Number: 549724_SADIM Staff: CW Created: January 07, 2014

Occupancy (%)														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Nov YTD
2007	51.1	58.0	70.6	65.8	74.9	85.5	81.0	83.6	76.7	50.8	53.6	44.3	64.7	67.2
2008	40.7	47.2	50.8	59.4	67.0	75.9	78.4	70.1	54.1	55.1	48.9	41.7	57.5	59.0
2009	37.8	44.7	47.7	53.4	61.5	68.5	66.0	65.3	56.6	54.4	41.2	38.3	53.0	54.4
2010	37.2	43.8	56.5	54.9	61.8	74.8	67.9	61.4	52.1	61.6	50.0	37.2	54.7	56.5
2011	33.2	42.8	47.7	57.6	58.8	74.3	64.0	67.7	57.6	54.2	49.3	40.7	54.0	55.3
2012	37.7	44.9	56.0	56.2	64.7	78.7	66.4	66.0	61.5	58.6	48.8	44.0	57.0	58.2
2013	40.4	43.8	49.2	61.8	67.4	75.6	70.3	70.3	63.4	64.2	56.8			60.4
Avg	39.0	45.8	53.1	58.1	64.6	75.8	69.8	68.5	59.5	57.3	50.0	41.0	56.4	58.3

ADR (\$)														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Nov YTD
2007	72.43	72.56	74.03	75.61	82.92	93.52	80.03	80.25	78.91	78.77	80.76	80.22	79.74	79.70
2008	81.26	83.74	82.40	86.18	91.81	102.58	90.82	85.86	87.50	88.37	84.89	85.38	88.43	88.63
2009	84.85	84.72	83.51	85.00	90.40	103.09	84.59	82.22	82.31	82.16	83.73	80.30	86.13	86.51
2010	83.32	85.29	83.24	90.06	91.16	104.13	86.35	84.57	86.41	80.48	82.58	80.43	86.96	87.42
2011	83.54	81.40	83.71	90.13	89.84	107.04	86.45	92.01	88.89	88.07	86.99	83.10	89.52	89.96
2012	86.23	91.85	88.79	89.27	100.48	126.03	96.54	94.99	94.15	93.63	91.51	90.24	96.78	97.24
2013	92.00	93.72	94.70	94.82	104.35	122.90	99.44	96.78	95.67	94.99	94.97	92.24	99.53	99.53
Avg	83.85	85.26	84.79	88.05	93.86	109.97	89.90	88.89	88.39	87.15	86.93			90.60

RevPAR (\$)														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Nov YTD
2007	37.01	42.07	52.24	49.74	62.07	79.92	64.79	67.12	60.51	40.03	43.27	35.51	51.56	53.54
2008	33.07	39.53	41.83	51.20	61.51	77.91	71.22	60.19	47.35	48.69	41.47	35.61	50.85	52.26
2009	32.05	37.90	39.82	45.40	55.61	70.64	55.79	53.71	46.60	44.71	34.47	30.75	45.64	47.03
2010	30.95	37.36	47.01	49.41	56.35	77.91	58.67	51.93	45.00	49.57	41.32	29.91	47.55	49.42
2011	27.75	34.83	39.93	51.91	52.86	79.48	55.36	62.34	51.24	47.74	42.90	33.79	48.37	49.72
2012	32.48	41.28	49.71	50.19	64.98	99.18	64.13	62.69	57.92	54.88	44.68	39.74	55.18	56.62
2013	37.16	41.08	46.62	58.59	70.35	92.96	69.94	68.08	60.69	60.98	53.94			60.13
Avg	32.71	39.02	45.03	51.19	60.66	83.36	62.79	60.90	52.55	49.92	43.42	34.24	49.90	52.86

Supply														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Nov YTD
2007	7,750	7,000	7,750	7,500	7,750	7,500	7,750	7,750	7,500	11,160	10,800	11,160	101,370	90,210
2008	11,160	10,080	11,160	10,800	11,160	10,800	11,160	11,160	10,800	11,160	10,800	11,160	131,400	120,240
2009	11,160	10,080	11,160	10,800	11,160	10,800	11,160	11,160	10,800	11,160	10,800	11,160	131,400	120,240
2010	11,160	10,080	11,160	10,800	11,160	10,800	11,160	11,160	13,050	13,485	13,050	13,485	140,550	127,065
2011	13,485	12,180	13,485	13,050	13,485	13,050	13,485	13,485	13,050	13,485	13,050	13,485	158,775	145,290
2012	13,485	12,180	13,485	13,050	13,485	13,050	13,485	13,485	13,050	13,485	13,050	13,485	158,775	145,290
2013	13,485	12,180	13,485	13,050	13,485	13,050	13,485	13,485	13,050	13,485	13,050			145,290
Avg	11,669	10,540	11,669	11,293	11,669	11,293	11,669	11,669	11,614	12,489	12,086	12,323	137,045	127,661

Demand														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Nov YTD
2007	3,960	4,059	5,469	4,934	5,801	6,409	6,274	6,482	5,751	5,671	5,787	4,940	65,537	60,597
2008	4,541	4,758	5,665	6,416	7,477	8,202	8,751	7,824	5,844	6,149	5,276	4,655	75,558	70,903
2009	4,215	4,510	5,321	5,768	6,865	7,400	7,361	7,290	6,114	6,073	4,446	4,273	69,636	65,363
2010	4,146	4,415	6,303	5,925	6,898	8,081	7,582	6,853	6,796	8,307	6,530	5,015	76,851	71,836
2011	4,480	5,212	6,433	7,516	7,934	9,690	8,635	9,136	7,523	7,310	6,435	5,484	85,788	80,304
2012	5,079	5,474	7,550	7,337	8,721	10,269	8,958	8,900	8,028	7,904	6,372	5,938	90,530	84,592
2013	5,447	5,338	6,639	8,064	9,092	9,871	9,484	9,485	8,279	8,656	7,412			87,767
Avg	4,553	4,824	6,197	6,566	7,541	8,560	8,149	7,996	6,905	7,153	6,037	5,051	77,317	74,480

Revenue (\$)														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Nov YTD
2007	286,817	294,501	404,889	373,083	481,019	599,392	502,090	520,185	453,818	446,722	467,333	396,305	5,226,154	4,829,849
2008	369,011	398,425	466,808	552,958	686,482	841,375	794,768	671,751	511,333	543,411	447,855	397,453	6,681,630	6,284,177
2009	357,641	382,077	444,340	490,297	620,608	762,890	622,657	599,390	503,244	498,941	372,280	343,123	5,997,488	5,654,365
2010	345,433	376,565	524,655	533,580	628,814	841,474	654,736	579,546	587,270	668,518	539,261	403,344	6,683,196	6,279,852
2011	374,264	424,234	538,503	677,406	712,761	1,037,243	746,466	840,647	668,692	643,773	559,780	455,710	7,679,479	7,223,769
2012	437,955	502,760	670,395	654,970	876,321	1,294,248	864,818	845,421	755,846	740,032	583,121	535,835	8,761,722	8,225,887
2013	501,118	500,300	628,682	764,632	948,715	1,213,174	943,077	917,997	792,018	822,249	703,920			8,735,882
Avg	381,748	411,266	525,467	578,132	707,817	941,399	732,659	710,705	610,317	623,378	524,793	421,962	6,838,278	6,747,683

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

Ashland, NE

Job Number: 549724_SADIM Staff: CW Created: January 07, 2014

Occupancy														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Nov YTD
2008	-20.4	-18.6	-28.1	-9.7	-10.5	-11.1	-3.1	-16.2	-29.4	8.4	-8.8	-5.8	-11.1	-12.2
2009	-7.2	-5.2	-6.1	-10.1	-8.2	-9.8	-15.9	-6.8	4.6	-1.2	-15.7	-8.2	-7.8	-7.8
2010	-1.6	-2.1	18.5	2.7	0.5	9.2	3.0	-6.0	-8.0	13.2	21.6	-2.9	3.2	4.0
2011	-10.6	-2.3	-15.5	5.0	-4.8	-0.8	-5.7	10.3	10.7	-12.0	-1.5	9.4	-1.2	-2.2
2012	13.4	5.0	17.4	-2.4	9.9	6.0	3.7	-2.6	6.7	8.1	-1.0	8.3	5.5	5.3
2013	7.2	-2.5	-12.1	9.9	4.3	-3.9	5.9	6.6	3.1	9.5	16.3			3.8
Avg	-3.2	-4.3	-4.3	-0.8	-1.5	-1.7	-2.0	-2.4	-2.0	4.3	1.8	0.2	-2.3	-1.5

ADR														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Nov YTD
2008	12.2	15.4	11.3	14.0	10.7	9.7	13.5	7.0	10.9	12.2	5.1	6.4	10.9	11.2
2009	4.4	1.2	1.3	-1.4	-1.5	0.5	-6.9	-4.2	-5.9	-7.0	-1.4	-6.0	-2.6	-2.4
2010	-1.8	0.7	-0.3	5.9	0.8	1.0	2.1	2.9	5.0	-2.0	-1.4	0.2	1.0	1.1
2011	0.3	-4.6	0.6	0.1	-1.5	2.8	0.1	8.8	2.9	9.4	5.3	3.3	2.9	2.9
2012	3.2	12.8	6.1	-1.0	11.9	17.7	11.7	3.2	5.9	6.3	5.2	8.6	8.1	8.1
2013	6.7	2.0	6.6	6.2	3.8	-2.5	3.0	1.9	1.6	1.5	3.8			2.4
Avg	4.2	4.6	4.3	4.0	4.0	4.9	3.9	3.3	3.4	3.4	2.8	2.5	4.1	3.9

RevPAR														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Nov YTD
2008	-10.7	-6.0	-19.9	2.9	-0.9	-2.5	9.9	-10.3	-21.8	21.6	-4.2	0.3	-1.4	-2.4
2009	-3.1	-4.1	-4.8	-11.3	-9.6	-9.3	-21.7	-10.8	-1.6	-8.2	-16.9	-13.7	-10.2	-10.0
2010	-3.4	-1.4	18.1	8.8	1.3	10.3	5.2	-3.3	-3.4	10.9	19.9	-2.7	4.2	5.1
2011	-10.3	-6.8	-15.1	5.1	-6.2	2.0	-5.6	20.0	13.9	-3.7	3.8	13.0	1.7	0.6
2012	17.0	18.5	24.5	-3.3	22.9	24.8	15.9	0.6	13.0	15.0	4.2	17.6	14.1	13.9
2013	14.4	-0.5	-6.2	16.7	8.3	-6.3	9.0	8.6	4.8	11.1	20.7			6.2
Avg	0.7	-0.1	-0.6	3.2	2.6	3.2	2.1	0.8	0.8	7.8	4.6	2.9	1.7	2.2

Supply														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Nov YTD
2008	44.0	44.0	44.0	44.0	44.0	44.0	44.0	44.0	44.0	0.0	0.0	0.0	29.6	33.3
2009	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
2010	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	20.8	20.8	20.8	20.8	7.0	5.7
2011	20.8	20.8	20.8	20.8	20.8	20.8	20.8	20.8	0.0	0.0	0.0	0.0	13.0	14.3
2012	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
2013	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			0.0
Avg	10.8	10.8	10.8	10.8	10.8	10.8	10.8	10.8	10.8	3.5	3.5	4.2	9.9	8.9

Demand														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Nov YTD
2008	14.7	17.2	3.6	30.0	28.9	28.0	39.5	20.7	1.6	8.4	-8.8	-5.8	15.3	17.0
2009	-7.2	-5.2	-6.1	-10.1	-8.2	-9.8	-15.9	-6.8	4.6	-1.2	-15.7	-8.2	-7.8	-7.8
2010	-1.6	-2.1	18.5	2.7	0.5	9.2	3.0	-6.0	11.2	36.8	46.9	17.4	10.4	9.9
2011	8.1	18.1	2.1	26.9	15.0	19.9	13.9	33.3	10.7	-12.0	-1.5	9.4	11.6	11.8
2012	13.4	5.0	17.4	-2.4	9.9	6.0	3.7	-2.6	6.7	8.1	-1.0	8.3	5.5	5.3
2013	7.2	-2.5	-12.1	9.9	4.3	-3.9	5.9	6.6	3.1	9.5	16.3			3.8
Avg	5.8	5.1	3.9	9.5	8.4	8.2	8.3	7.5	6.3	8.3	6.0	4.2	7.0	6.7

Revenue														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Nov YTD
2008	28.7	35.3	15.3	48.2	42.7	40.4	58.3	29.1	12.7	21.6	-4.2	0.3	27.8	30.1
2009	-3.1	-4.1	-4.8	-11.3	-9.6	-9.3	-21.7	-10.8	-1.6	-8.2	-16.9	-13.7	-10.2	-10.0
2010	-3.4	-1.4	18.1	8.8	1.3	10.3	5.2	-3.3	16.7	34.0	44.9	17.6	11.4	11.1
2011	8.3	12.7	2.6	27.0	13.4	23.3	14.0	45.1	13.9	-3.7	3.8	13.0	14.9	15.0
2012	17.0	18.5	24.5	-3.3	22.9	24.8	15.9	0.6	13.0	15.0	4.2	17.6	14.1	13.9
2013	14.4	-0.5	-6.2	16.7	8.3	-6.3	9.0	8.6	4.8	11.1	20.7			6.2
Avg	10.3	10.1	8.2	14.3	13.2	13.9	13.5	11.5	9.9	11.6	8.8	6.9	11.6	11.0

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

Ashland, NE

Job Number: 549724_SADIM Staff: CW Created: January 07, 2014

	Jan 08	Feb 08	Mar 08	Apr 08	May 08	Jun 08	Jul 08	Aug 08	Sep 08	Oct 08	Nov 08	Dec 08	Total Year	Nov YTD
Occ	-20.4	-18.6	-28.1	-9.7	-10.5	-11.1	-3.1	-16.2	-29.4	8.4	-8.8	-5.8	-11.1	-12.2
ADR	12.2	15.4	11.3	14.0	10.7	9.7	13.5	7.0	10.9	12.2	5.1	6.4	10.9	11.2
RevPAR	-10.7	-6.0	-19.9	2.9	-0.9	-2.5	9.9	-10.3	-21.8	21.6	-4.2	0.3	-1.4	-2.4
Supply	44.0	44.0	44.0	44.0	44.0	44.0	44.0	44.0	44.0	0.0	0.0	0.0	29.6	33.3
Demand	14.7	17.2	3.6	30.0	28.9	28.0	39.5	20.7	1.6	8.4	-8.8	-5.8	15.3	17.0
Revenue	28.7	35.3	15.3	48.2	42.7	40.4	58.3	29.1	12.7	21.6	-4.2	0.3	27.8	30.1

	Jan 09	Feb 09	Mar 09	Apr 09	May 09	Jun 09	Jul 09	Aug 09	Sep 09	Oct 09	Nov 09	Dec 09	Total Year	Nov YTD
Occ	-7.2	-5.2	-6.1	-10.1	-8.2	-9.8	-15.9	-6.8	4.6	-1.2	-15.7	-8.2	-7.8	-7.8
ADR	4.4	1.2	1.3	-1.4	-1.5	0.5	-6.9	-4.2	-5.9	-7.0	-1.4	-6.0	-2.6	-2.4
RevPAR	-3.1	-4.1	-4.8	-11.3	-9.6	-9.3	-21.7	-10.8	-1.6	-8.2	-16.9	-13.7	-10.2	-10.0
Supply	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Demand	-7.2	-5.2	-6.1	-10.1	-8.2	-9.8	-15.9	-6.8	4.6	-1.2	-15.7	-8.2	-7.8	-7.8
Revenue	-3.1	-4.1	-4.8	-11.3	-9.6	-9.3	-21.7	-10.8	-1.6	-8.2	-16.9	-13.7	-10.2	-10.0

	Jan 10	Feb 10	Mar 10	Apr 10	May 10	Jun 10	Jul 10	Aug 10	Sep 10	Oct 10	Nov 10	Dec 10	Total Year	Nov YTD
Occ	-1.6	-2.1	18.5	2.7	0.5	9.2	3.0	-6.0	-8.0	13.2	21.6	-2.9	3.2	4.0
ADR	-1.8	0.7	-0.3	5.9	0.8	1.0	2.1	2.9	5.0	-2.0	-1.4	0.2	1.0	1.1
RevPAR	-3.4	-1.4	18.1	8.8	1.3	10.3	5.2	-3.3	-3.4	10.9	19.9	-2.7	4.2	5.1
Supply	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	20.8	20.8	20.8	20.8	7.0	5.7
Demand	-1.6	-2.1	18.5	2.7	0.5	9.2	3.0	-6.0	11.2	36.8	46.9	17.4	10.4	9.9
Revenue	-3.4	-1.4	18.1	8.8	1.3	10.3	5.2	-3.3	16.7	34.0	44.9	17.6	11.4	11.1

	Jan 11	Feb 11	Mar 11	Apr 11	May 11	Jun 11	Jul 11	Aug 11	Sep 11	Oct 11	Nov 11	Dec 11	Total Year	Nov YTD
Occ	-10.6	-2.3	-15.5	5.0	-4.8	-0.8	-5.7	10.3	10.7	-12.0	-1.5	9.4	-1.2	-2.2
ADR	0.3	-4.6	0.6	0.1	-1.5	2.8	0.1	8.8	2.9	9.4	5.3	3.3	2.9	2.9
RevPAR	-10.3	-6.8	-15.1	5.1	-6.2	2.0	-5.6	20.0	13.9	-3.7	3.8	13.0	1.7	0.6
Supply	20.8	20.8	20.8	20.8	20.8	20.8	20.8	20.8	0.0	0.0	0.0	0.0	13.0	14.3
Demand	8.1	18.1	2.1	26.9	15.0	19.9	13.9	33.3	10.7	-12.0	-1.5	9.4	11.6	11.8
Revenue	8.3	12.7	2.6	27.0	13.4	23.3	14.0	45.1	13.9	-3.7	3.8	13.0	14.9	15.0

	Jan 12	Feb 12	Mar 12	Apr 12	May 12	Jun 12	Jul 12	Aug 12	Sep 12	Oct 12	Nov 12	Dec 12	Total Year	Nov YTD
Occ	13.4	5.0	17.4	-2.4	9.9	6.0	3.7	-2.6	6.7	8.1	-1.0	8.3	5.5	5.3
ADR	3.2	12.8	6.1	-1.0	11.9	17.7	11.7	3.2	5.9	6.3	5.2	8.6	8.1	8.1
RevPAR	17.0	18.5	24.5	-3.3	22.9	24.8	15.9	0.6	13.0	15.0	4.2	17.6	14.1	13.9
Supply	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Demand	13.4	5.0	17.4	-2.4	9.9	6.0	3.7	-2.6	6.7	8.1	-1.0	8.3	5.5	5.3
Revenue	17.0	18.5	24.5	-3.3	22.9	24.8	15.9	0.6	13.0	15.0	4.2	17.6	14.1	13.9

	Jan 13	Feb 13	Mar 13	Apr 13	May 13	Jun 13	Jul 13	Aug 13	Sep 13	Oct 13	Nov 13	Dec 13	Total Year	Nov YTD
Occ	7.2	-2.5	-12.1	9.9	4.3	-3.9	5.9	6.6	3.1	9.5	16.3			3.8
ADR	6.7	2.0	6.6	6.2	3.8	-2.5	3.0	1.9	1.6	1.5	3.8			2.4
RevPAR	14.4	-0.5	-6.2	16.7	8.3	-6.3	9.0	8.6	4.8	11.1	20.7			6.2
Supply	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			0.0
Demand	7.2	-2.5	-12.1	9.9	4.3	-3.9	5.9	6.6	3.1	9.5	16.3			3.8
Revenue	14.4	-0.5	-6.2	16.7	8.3	-6.3	9.0	8.6	4.8	11.1	20.7			6.2

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Tab 5 - Twelve Month Moving Average

Ashland, NE

Job Number: 549724_SADIM Staff: CW Created: January 07, 2014

Occupancy (%)												
	January	February	March	April	May	June	July	August	September	October	November	December
2008	63.1	61.9	60.2	59.8	59.5	59.3	59.7	59.2	57.7	58.1	57.7	57.5
2009	57.3	57.1	56.8	56.3	55.8	55.2	54.2	53.8	54.0	53.9	53.3	53.0
2010	52.9	52.9	53.6	53.7	53.8	54.3	54.4	54.1	53.7	54.4	55.1	54.7
2011	54.0	53.8	53.0	53.3	53.2	53.4	53.3	54.0	54.4	53.8	53.7	54.0
2012	54.4	54.6	55.3	55.2	55.7	56.0	56.2	56.1	56.4	56.8	56.7	57.0
2013	57.2	57.2	56.6	57.0	57.3	57.0	57.4	57.7	57.9	58.4	59.0	

ADR (\$)												
	January	February	March	April	May	June	July	August	September	October	November	December
2008	80.29	81.00	81.69	82.55	83.50	84.79	85.90	86.37	87.03	87.75	88.08	88.43
2009	88.66	88.74	88.85	88.78	88.62	88.52	87.83	87.47	87.02	86.49	86.43	86.13
2010	86.04	86.07	86.01	86.44	86.51	86.79	86.97	87.22	87.57	87.21	87.02	86.96
2011	86.96	86.68	86.72	86.79	86.72	87.40	87.39	88.11	88.31	89.06	89.40	89.52
2012	89.63	90.27	90.62	90.55	91.60	93.89	94.88	95.18	95.62	96.05	96.38	96.78
2013	97.09	97.20	97.73	98.15	98.55	98.08	98.38	98.54	98.67	98.75	98.95	

RevPAR (\$)												
	January	February	March	April	May	June	July	August	September	October	November	December
2008	50.66	50.18	49.20	49.35	49.67	50.31	51.28	51.10	50.25	50.99	50.84	50.85
2009	50.76	50.64	50.47	49.99	49.49	48.89	47.58	47.03	46.97	46.63	46.06	45.64
2010	45.55	45.51	46.12	46.45	46.51	47.11	47.35	47.20	47.04	47.48	47.91	47.55
2011	46.98	46.63	45.98	46.25	46.10	46.70	46.59	47.55	48.06	47.91	48.04	48.37
2012	48.77	49.26	50.09	49.95	50.98	52.60	53.35	53.38	53.93	54.53	54.68	55.18
2013	55.58	55.57	55.30	55.99	56.45	55.94	56.43	56.89	57.12	57.63	58.40	

Supply												
	January	February	March	April	May	June	July	August	September	October	November	December
2008	104,780	107,860	111,270	114,570	117,980	121,280	124,690	128,100	131,400	131,400	131,400	131,400
2009	131,400	131,400	131,400	131,400	131,400	131,400	131,400	131,400	131,400	131,400	131,400	131,400
2010	131,400	131,400	131,400	131,400	131,400	131,400	131,400	131,400	133,650	135,975	138,225	140,550
2011	142,875	144,975	147,300	149,550	151,875	154,125	156,450	158,775	158,775	158,775	158,775	158,775
2012	158,775	158,775	158,775	158,775	158,775	158,775	158,775	158,775	158,775	158,775	158,775	158,775
2013	158,775	158,775	158,775	158,775	158,775	158,775	158,775	158,775	158,775	158,775	158,775	

Demand												
	January	February	March	April	May	June	July	August	September	October	November	December
2008	66,118	66,817	67,013	68,495	70,171	71,964	74,441	75,783	75,876	76,354	75,843	75,558
2009	75,232	74,984	74,640	73,992	73,380	72,578	71,188	70,654	70,924	70,848	70,018	69,636
2010	69,567	69,472	70,454	70,611	70,644	71,325	71,546	71,109	71,791	74,025	76,109	76,851
2011	77,185	77,982	78,112	79,703	80,739	82,348	83,401	85,684	86,411	85,414	85,319	85,788
2012	86,387	86,649	87,766	87,587	88,374	88,953	89,276	89,040	89,545	90,139	90,076	90,530
2013	90,898	90,762	89,851	90,578	90,949	90,551	91,077	91,662	91,913	92,665	93,705	

Revenue (\$)												
	January	February	March	April	May	June	July	August	September	October	November	December
2008	5,308,348	5,412,272	5,474,191	5,654,066	5,859,529	6,101,512	6,394,190	6,545,756	6,603,271	6,699,960	6,680,482	6,681,630
2009	6,670,260	6,653,912	6,631,444	6,568,783	6,502,909	6,424,424	6,252,313	6,179,952	6,171,863	6,127,393	6,051,818	5,997,488
2010	5,985,280	5,979,768	6,060,083	6,103,366	6,111,572	6,190,156	6,222,235	6,202,391	6,286,417	6,455,994	6,622,975	6,683,196
2011	6,712,027	6,759,696	6,773,544	6,917,370	7,001,317	7,197,086	7,288,816	7,549,917	7,631,339	7,606,594	7,627,113	7,679,479
2012	7,743,170	7,821,696	7,953,588	7,931,152	8,094,712	8,351,717	8,470,069	8,474,843	8,561,997	8,658,256	8,681,597	8,761,722
2013	8,824,885	8,822,425	8,780,712	8,890,374	8,962,768	8,881,694	8,959,953	9,032,529	9,068,701	9,150,918	9,271,717	

High value is boxed.

Low value is boxed and italicized.

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Tab 6 - Twelve Month Moving Average with Percent Change

Ashland, NE
 Job Number: 549724_SADIM Staff: CW Created: January 07, 2014

Date	Occupancy		ADR		RevPar		Supply		Demand		Revenue	
	This Year	% Chg										
Jan 08	63.1		80.29		50.66		104,780		66,118		5,308,348	
Feb 08	61.9		81.00		50.18		107,860		66,817		5,412,272	
Mar 08	60.2		81.69		49.20		111,270		67,013		5,474,191	
Apr 08	59.8		82.55		49.35		114,570		68,495		5,654,066	
May 08	59.5		83.50		49.67		117,980		70,171		5,859,529	
Jun 08	59.3		84.79		50.31		121,280		71,964		6,101,512	
Jul 08	59.7		85.90		51.28		124,690		74,441		6,394,190	
Aug 08	59.2		86.37		51.10		128,100		75,783		6,545,756	
Sep 08	57.7		87.03		50.25		131,400		75,876		6,603,271	
Oct 08	58.1		87.75		50.99		131,400		76,354		6,699,960	
Nov 08	57.7		88.08		50.84		131,400		75,843		6,680,482	
Dec 08	57.5	-11.1	88.43	10.9	50.85	-1.4	131,400	29.6	75,558	15.3	6,681,630	27.8
Jan 09	57.3	-9.3	88.66	10.4	50.76	0.2	131,400	25.4	75,232	13.8	6,670,260	25.7
Feb 09	57.1	-7.9	88.74	9.6	50.64	0.9	131,400	21.8	74,984	12.2	6,653,912	22.9
Mar 09	56.8	-5.7	88.85	8.8	50.47	2.6	131,400	18.1	74,640	11.4	6,631,444	21.1
Apr 09	56.3	-5.8	88.78	7.5	49.99	1.3	131,400	14.7	73,992	8.0	6,568,783	16.2
May 09	55.8	-6.1	88.62	6.1	49.49	-0.4	131,400	11.4	73,380	4.6	6,502,909	11.0
Jun 09	55.2	-6.9	88.52	4.4	48.89	-2.8	131,400	8.3	72,578	0.9	6,424,424	5.3
Jul 09	54.2	-9.3	87.83	2.2	47.58	-7.2	131,400	5.4	71,188	-4.4	6,252,313	-2.2
Aug 09	53.8	-9.1	87.47	1.3	47.03	-8.0	131,400	2.6	70,654	-6.8	6,179,952	-5.6
Sep 09	54.0	-6.5	87.02	-0.0	46.97	-6.5	131,400	0.0	70,924	-6.5	6,171,863	-6.5
Oct 09	53.9	-7.2	86.49	-1.4	46.63	-8.5	131,400	0.0	70,848	-7.2	6,127,393	-8.5
Nov 09	53.3	-7.7	86.43	-1.9	46.06	-9.4	131,400	0.0	70,018	-7.7	6,051,818	-9.4
Dec 09	53.0	-7.8	86.13	-2.6	45.64	-10.2	131,400	0.0	69,636	-7.8	5,997,488	-10.2
Jan 10	52.9	-7.5	86.04	-3.0	45.55	-10.3	131,400	0.0	69,567	-7.5	5,985,280	-10.3
Feb 10	52.9	-7.4	86.07	-3.0	45.51	-10.1	131,400	0.0	69,472	-7.4	5,979,768	-10.1
Mar 10	53.6	-5.6	86.01	-3.2	46.12	-8.6	131,400	0.0	70,454	-5.6	6,060,083	-8.6
Apr 10	53.7	-4.6	86.44	-2.6	46.45	-7.1	131,400	0.0	70,611	-4.6	6,103,366	-7.1
May 10	53.8	-3.7	86.51	-2.4	46.51	-6.0	131,400	0.0	70,644	-3.7	6,111,572	-6.0
Jun 10	54.3	-1.7	86.79	-2.0	47.11	-3.6	131,400	0.0	71,325	-1.7	6,190,156	-3.6
Jul 10	54.4	0.5	86.97	-1.0	47.35	-0.5	131,400	0.0	71,546	0.5	6,222,235	-0.5
Aug 10	54.1	0.6	87.22	-0.3	47.20	0.4	131,400	0.0	71,109	0.6	6,202,391	0.4
Sep 10	53.7	-0.5	87.57	0.6	47.04	0.1	133,650	1.7	71,791	1.2	6,286,417	1.9
Oct 10	54.4	1.0	87.21	0.8	47.48	1.8	135,975	3.5	74,025	4.5	6,455,994	5.4
Nov 10	55.1	3.3	87.02	0.7	47.91	4.0	138,225	5.2	76,109	8.7	6,622,975	9.4
Dec 10	54.7	3.2	86.96	1.0	47.55	4.2	140,550	7.0	76,851	10.4	6,683,196	11.4
Jan 11	54.0	2.0	86.96	1.1	46.98	3.1	142,875	8.7	77,185	11.0	6,712,027	12.1
Feb 11	53.8	1.7	86.68	0.7	46.63	2.5	144,975	10.3	77,982	12.2	6,759,696	13.0
Mar 11	53.0	-1.1	86.72	0.8	45.98	-0.3	147,300	12.1	78,112	10.9	6,773,544	11.8
Apr 11	53.3	-0.8	86.79	0.4	46.25	-0.4	149,550	13.8	79,703	12.9	6,917,370	13.3
May 11	53.2	-1.1	86.72	0.2	46.10	-0.9	151,875	15.6	80,739	14.3	7,001,317	14.6
Jun 11	53.4	-1.6	87.40	0.7	46.70	-0.9	154,125	17.3	82,348	15.5	7,197,086	16.3
Jul 11	53.3	-2.1	87.39	0.5	46.59	-1.6	156,450	19.1	83,401	16.6	7,288,816	17.1
Aug 11	54.0	-0.3	88.11	1.0	47.55	0.7	158,775	20.8	85,684	20.5	7,549,917	21.7
Sep 11	54.4	1.3	88.31	0.9	48.06	2.2	158,775	18.8	86,411	20.4	7,631,339	21.4
Oct 11	53.8	-1.2	89.06	2.1	47.91	0.9	158,775	16.8	85,414	15.4	7,606,594	17.8
Nov 11	53.7	-2.4	89.40	2.7	48.04	0.3	158,775	14.9	85,319	12.1	7,627,113	15.2
Dec 11	54.0	-1.2	89.52	2.9	48.37	1.7	158,775	13.0	85,788	11.6	7,679,479	14.9
Jan 12	54.4	0.7	89.63	3.1	48.77	3.8	158,775	11.1	86,387	11.9	7,743,170	15.4
Feb 12	54.6	1.5	90.27	4.1	49.26	5.7	158,775	9.5	86,649	11.1	7,821,696	15.7
Mar 12	55.3	4.2	90.62	4.5	50.09	8.9	158,775	7.8	87,766	12.4	7,953,588	17.4
Apr 12	55.2	3.5	90.55	4.3	49.95	8.0	158,775	6.2	87,587	9.9	7,931,152	14.7
May 12	55.7	4.7	91.60	5.6	50.98	10.6	158,775	4.5	88,374	9.5	8,094,712	15.6
Jun 12	56.0	4.9	93.89	7.4	52.60	12.6	158,775	3.0	88,953	8.0	8,351,717	16.0
Jul 12	56.2	5.5	94.88	8.6	53.35	14.5	158,775	1.5	89,276	7.0	8,470,069	16.2
Aug 12	56.1	3.9	95.18	8.0	53.38	12.3	158,775	0.0	89,040	3.9	8,474,843	12.3
Sep 12	56.4	3.6	95.62	8.3	53.93	12.2	158,775	0.0	89,545	3.6	8,561,997	12.2
Oct 12	56.8	5.5	96.05	7.9	54.53	13.8	158,775	0.0	90,139	5.5	8,658,256	13.8
Nov 12	56.7	5.6	96.38	7.8	54.68	13.8	158,775	0.0	90,076	5.6	8,681,597	13.8
Dec 12	57.0	5.5	96.78	8.1	55.18	14.1	158,775	0.0	90,530	5.5	8,761,722	14.1
Jan 13	57.2	5.2	97.09	8.3	55.58	14.0	158,775	0.0	90,898	5.2	8,824,885	14.0
Feb 13	57.2	4.7	97.20	7.7	55.57	12.8	158,775	0.0	90,762	4.7	8,822,425	12.8
Mar 13	56.6	2.4	97.73	7.8	55.30	10.4	158,775	0.0	89,851	2.4	8,780,712	10.4
Apr 13	57.0	3.4	98.15	8.4	55.99	12.1	158,775	0.0	90,578	3.4	8,890,374	12.1
May 13	57.3	2.9	98.55	7.6	56.45	10.7	158,775	0.0	90,949	2.9	8,962,768	10.7
Jun 13	57.0	1.8	98.08	4.5	55.94	6.3	158,775	0.0	90,551	1.8	8,881,694	6.3
Jul 13	57.4	2.0	98.38	3.7	56.43	5.8	158,775	0.0	91,077	2.0	8,959,953	5.8
Aug 13	57.7	2.9	98.54	3.5	56.89	6.6	158,775	0.0	91,662	2.9	9,032,529	6.6
Sep 13	57.9	2.6	98.67	3.2	57.12	5.9	158,775	0.0	91,913	2.6	9,068,701	5.9
Oct 13	58.4	2.8	98.75	2.8	57.63	5.7	158,775	0.0	92,665	2.8	9,150,918	5.7
Nov 13	59.0	4.0	98.95	2.7	58.40	6.8	158,775	0.0	93,705	4.0	9,271,717	6.8

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Tab 7 - Day of Week Analysis

Ashland, NE

Job Number: 549724_SADIM Staff: CW Created: January 07, 2014

Occupancy (%)								
	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Total Month
Dec - 12	27.9	44.7	52.4	54.0	46.9	40.5	45.4	44.0
Jan - 13	21.7	47.9	48.0	51.2	38.2	32.3	39.4	40.4
Feb - 13	24.9	44.2	53.5	48.6	40.6	46.9	48.0	43.8
Mar - 13	29.6	49.7	62.9	62.5	43.5	45.6	55.0	49.2
Apr - 13	35.0	58.0	70.6	70.0	59.8	61.7	76.2	61.8
May - 13	44.3	58.8	69.4	75.7	64.8	74.3	81.5	67.4
Jun - 13	46.4	77.2	84.2	85.9	73.9	82.6	84.4	75.6
Jul - 13	46.3	66.7	74.4	75.4	67.5	76.7	84.0	70.3
Aug - 13	40.4	70.3	76.6	78.2	67.0	71.7	85.0	70.3
Sep - 13	40.9	59.8	74.7	78.9	61.5	62.3	72.5	63.4
Oct - 13	37.7	70.1	78.1	73.5	58.5	59.5	67.5	64.2
Nov - 13	32.7	56.4	61.9	72.5	62.3	57.3	54.9	56.8
Total Year	35.7	58.5	67.3	68.9	57.1	59.5	66.0	59.0

ADR								
	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Total Month
Dec - 12	88.23	92.02	95.78	91.97	92.18	83.81	85.94	90.24
Jan - 13	91.81	95.03	96.24	94.42	90.19	83.16	87.49	92.00
Feb - 13	90.12	97.25	97.91	96.45	90.75	90.50	90.58	93.72
Mar - 13	91.97	100.26	101.19	99.29	97.04	86.17	87.60	94.70
Apr - 13	90.54	95.54	98.54	96.63	96.49	91.27	91.69	94.82
May - 13	95.72	100.04	99.42	98.84	100.68	112.51	117.06	104.35
Jun - 13	111.05	124.66	120.48	127.46	125.60	126.55	121.61	122.90
Jul - 13	94.27	99.93	101.78	102.01	100.76	97.72	96.84	99.44
Aug - 13	92.90	97.81	99.02	97.91	96.99	94.13	97.23	96.78
Sep - 13	90.90	96.63	101.13	98.53	93.92	91.69	94.18	95.67
Oct - 13	90.24	96.56	99.51	97.07	94.27	90.18	91.67	94.99
Nov - 13	91.09	96.63	98.53	99.76	96.59	90.72	90.16	94.97
Total Year	94.21	99.93	101.27	100.70	98.91	97.30	97.97	98.95

RevPAR								
	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Total Month
Dec - 12	24.64	41.09	50.16	49.70	43.19	33.93	39.05	39.74
Jan - 13	19.94	45.48	46.22	48.30	34.45	26.90	34.48	37.16
Feb - 13	22.44	43.03	52.42	46.88	36.87	42.43	43.46	41.08
Mar - 13	27.23	49.87	63.69	62.09	42.26	39.32	48.17	46.62
Apr - 13	31.67	55.39	69.54	67.66	57.70	56.35	69.90	58.59
May - 13	42.41	58.85	68.99	74.79	65.23	83.64	95.40	70.35
Jun - 13	51.51	96.20	101.41	109.55	92.88	104.48	102.66	92.96
Jul - 13	43.60	66.61	75.74	76.90	68.06	74.97	81.30	69.94
Aug - 13	37.56	68.75	75.80	76.53	64.97	67.51	82.68	68.08
Sep - 13	37.18	57.82	75.53	77.71	57.77	57.13	68.29	60.69
Oct - 13	34.04	67.64	77.71	71.35	55.17	53.70	61.90	60.98
Nov - 13	29.77	54.50	60.95	72.36	60.13	52.02	49.46	53.94
Total Year	33.63	58.50	68.11	69.36	56.43	57.92	64.70	58.40

Three Year Occupancy (%)								
	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Total Year
Dec 10 - Nov 11	31.8	49.3	60.1	63.7	53.1	56.6	61.4	53.7
Dec 11 - Nov 12	34.4	55.3	63.9	67.2	55.1	56.8	64.4	56.7
Dec 12 - Nov 13	35.7	58.5	67.3	68.9	57.1	59.5	66.0	59.0
Total 3 Yr	34.0	54.4	63.8	66.6	55.1	57.6	63.9	56.5

Three Year ADR								
	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Total Year
Dec 10 - Nov 11	85.90	91.08	93.12	92.66	89.36	86.49	85.47	89.40
Dec 11 - Nov 12	92.16	97.15	99.70	98.61	95.28	94.90	94.65	96.38
Dec 12 - Nov 13	94.21	99.93	101.27	100.70	98.91	97.30	97.97	98.95
Total 3 Yr	90.92	96.31	98.18	97.41	94.64	92.99	92.88	95.06

Three Year RevPAR								
	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Total Year
Dec 10 - Nov 11	27.36	44.86	55.98	59.01	47.44	48.96	52.45	48.04
Dec 11 - Nov 12	31.71	53.76	63.73	66.25	52.53	53.90	60.94	54.68
Dec 12 - Nov 13	33.63	58.50	68.11	69.36	56.43	57.92	64.70	58.40
Total 3 Yr	30.90	52.37	62.61	64.83	52.14	53.60	59.40	53.70

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Tab 8 - Raw Data

Ashland, NE
 Job Number: 549724_SADIM Staff: CW Created: January 07, 2014

Date	Occupancy		ADR		RevPar		Supply		Demand		Revenue		Census & Sample %		
	This Year	% Chg	Census Props	Census Rooms	% Rooms STAR										
Jan 07	51.1		72.43		37.01		7,750		3,960		286,817		4	250	100.0
Feb 07	58.0		72.56		42.07		7,000		4,059		294,501		4	250	100.0
Mar 07	70.6		74.03		52.24		7,750		5,469		404,889		4	250	100.0
Apr 07	65.8		75.61		49.74		7,500		4,934		373,083		4	250	100.0
May 07	74.9		82.92		62.07		7,750		5,801		481,019		4	250	100.0
Jun 07	85.5		93.52		79.92		7,500		6,409		599,392		4	250	100.0
Jul 07	81.0		80.03		64.79		7,750		6,274		502,090		4	250	100.0
Aug 07	83.6		80.25		67.12		7,750		6,482		520,185		4	250	100.0
Sep 07	76.7		78.91		60.51		7,500		5,751		453,818		4	250	100.0
Oct 07	50.8		78.77		40.03		11,160		5,671		446,722		5	360	100.0
Nov 07	53.6		80.76		43.27		10,800		5,787		467,333		5	360	100.0
Dec 07	44.3		80.22		35.51		11,160		4,940		396,305		5	360	100.0
Jan 08	40.7	-20.4	81.26	12.2	33.07	-10.7	11,160	44.0	4,541	14.7	369,011	28.7	5	360	100.0
Feb 08	47.2	-18.6	83.74	15.4	39.53	-6.0	10,080	44.0	4,758	17.2	398,425	35.3	5	360	100.0
Mar 08	50.8	-28.1	82.40	11.3	41.83	-19.9	11,160	44.0	5,665	3.6	466,808	15.3	5	360	100.0
Apr 08	59.4	-9.7	86.18	14.0	51.20	2.9	10,800	44.0	6,416	30.0	552,958	48.2	5	360	100.0
May 08	67.0	-10.5	91.81	10.7	61.51	-0.9	11,160	44.0	7,477	28.9	686,482	42.7	5	360	100.0
Jun 08	75.9	-11.1	102.58	9.7	77.91	-2.5	10,800	44.0	8,202	28.0	841,375	40.4	5	360	100.0
Jul 08	78.4	-3.1	90.82	13.5	71.22	9.9	11,160	44.0	8,751	39.5	794,768	58.3	5	360	100.0
Aug 08	70.1	-16.2	85.86	7.0	60.19	-10.3	11,160	44.0	7,824	20.7	671,751	29.1	5	360	100.0
Sep 08	54.1	-29.4	87.50	10.9	47.35	-21.8	10,800	44.0	5,844	1.6	511,333	12.7	5	360	100.0
Oct 08	55.1	8.4	88.37	12.2	48.69	21.6	11,160	0.0	6,149	8.4	543,411	21.6	5	360	100.0
Nov 08	48.9	-8.8	84.89	5.1	41.47	-4.2	10,800	0.0	5,276	-8.8	447,855	-4.2	5	360	100.0
Dec 08	41.7	-5.8	85.38	6.4	35.61	0.3	11,160	0.0	4,655	-5.8	397,453	0.3	5	360	100.0
Jan 09	37.8	-7.2	84.85	4.4	32.05	-3.1	11,160	0.0	4,215	-7.2	357,641	-3.1	5	360	100.0
Feb 09	44.7	-5.2	84.72	1.2	37.90	-4.1	10,080	0.0	4,510	-5.2	382,077	-4.1	5	360	100.0
Mar 09	47.7	-6.1	83.51	1.3	39.82	-4.8	11,160	0.0	5,321	-6.1	444,340	-4.8	5	360	100.0
Apr 09	53.4	-10.1	85.00	-1.4	45.40	-11.3	10,800	0.0	5,768	-10.1	490,297	-11.3	5	360	100.0
May 09	61.5	-8.2	90.40	-1.5	55.61	-9.6	11,160	0.0	6,865	-8.2	620,608	-9.6	5	360	100.0
Jun 09	68.5	-9.8	103.09	0.5	70.64	-9.3	10,800	0.0	7,400	-9.8	762,890	-9.3	5	360	100.0
Jul 09	66.0	-15.9	84.59	-6.9	55.79	-21.7	11,160	0.0	7,361	-15.9	622,657	-21.7	5	360	100.0
Aug 09	65.3	-6.8	82.22	-4.2	53.71	-10.8	11,160	0.0	7,290	-6.8	599,390	-10.8	5	360	100.0
Sep 09	56.6	4.6	82.31	-5.9	46.60	-1.6	10,800	0.0	6,114	4.6	503,244	-1.6	5	360	100.0
Oct 09	54.4	-1.2	82.16	-7.0	44.71	-8.2	11,160	0.0	6,073	-1.2	498,941	-8.2	5	360	100.0
Nov 09	41.2	-15.7	83.73	-1.4	34.47	-16.9	10,800	0.0	4,446	-15.7	372,280	-16.9	5	360	100.0
Dec 09	38.3	-8.2	80.30	-6.0	30.75	-13.7	11,160	0.0	4,273	-8.2	343,123	-13.7	5	360	100.0
Jan 10	37.2	-1.6	83.32	-1.8	30.95	-3.4	11,160	0.0	4,146	-1.6	345,433	-3.4	5	360	100.0
Feb 10	43.8	-2.1	85.29	0.7	37.36	-1.4	10,080	0.0	4,415	-2.1	376,565	-1.4	5	360	100.0
Mar 10	56.5	18.5	83.24	-0.3	47.01	18.1	11,160	0.0	6,303	18.5	524,655	18.1	5	360	100.0
Apr 10	54.9	2.7	90.06	5.9	49.41	8.8	10,800	0.0	5,925	2.7	533,580	8.8	5	360	100.0
May 10	61.8	0.5	91.16	0.8	56.35	1.3	11,160	0.0	6,898	0.5	628,814	1.3	5	360	100.0
Jun 10	74.8	9.2	104.13	1.0	77.91	10.3	10,800	0.0	8,081	9.2	841,474	10.3	5	360	100.0
Jul 10	67.9	3.0	86.35	2.1	58.67	5.2	11,160	0.0	7,582	3.0	654,736	5.2	5	360	100.0
Aug 10	61.4	-6.0	84.57	2.9	51.93	-3.3	11,160	0.0	6,853	-6.0	579,546	-3.3	5	360	100.0
Sep 10	52.1	-8.0	86.41	5.0	45.00	-3.4	13,050	20.8	6,796	11.2	587,270	16.7	6	435	100.0
Oct 10	61.6	13.2	80.48	-2.0	49.57	10.9	13,485	20.8	8,307	36.8	668,518	34.0	6	435	100.0
Nov 10	50.0	21.6	82.58	-1.4	41.32	19.9	13,050	20.8	6,530	46.9	539,261	44.9	6	435	100.0
Dec 10	37.2	-2.9	80.43	0.2	29.91	-2.7	13,485	20.8	5,015	17.4	403,344	17.6	6	435	100.0
Jan 11	33.2	-10.6	83.54	0.3	27.75	-10.3	13,485	20.8	4,480	8.1	374,264	8.3	6	435	100.0
Feb 11	42.8	-2.3	81.40	-4.6	34.83	-6.8	12,180	20.8	5,212	18.1	424,234	12.7	6	435	100.0
Mar 11	47.7	-15.5	83.71	0.6	39.93	-15.1	13,485	20.8	6,433	2.1	538,503	2.6	6	435	100.0
Apr 11	57.6	5.0	90.13	0.1	51.91	5.1	13,050	20.8	7,516	26.9	677,406	27.0	6	435	100.0
May 11	58.8	-4.8	89.84	-1.5	52.86	-6.2	13,485	20.8	7,934	15.0	712,761	13.4	6	435	100.0
Jun 11	74.3	-0.8	107.04	2.8	79.48	2.0	13,050	20.8	9,690	19.9	1,037,243	23.3	6	435	100.0
Jul 11	64.0	-5.7	86.45	0.1	55.36	-5.6	13,485	20.8	8,635	13.9	746,466	14.0	6	435	100.0
Aug 11	67.7	10.3	92.01	8.8	62.34	20.0	13,485	20.8	9,136	33.3	840,647	45.1	6	435	100.0
Sep 11	57.6	10.7	88.89	2.9	51.24	13.9	13,050	0.0	7,523	10.7	668,692	13.9	6	435	100.0
Oct 11	54.2	-12.0	88.07	9.4	47.74	-3.7	13,485	0.0	7,310	-12.0	643,773	-3.7	6	435	100.0
Nov 11	49.3	-1.5	86.99	5.3	42.90	3.8	13,050	0.0	6,435	-1.5	559,780	3.8	6	435	100.0
Dec 11	40.7	9.4	83.10	3.3	33.79	13.0	13,485	0.0	5,484	9.4	455,710	13.0	6	435	100.0
Jan 12	37.7	13.4	86.23	3.2	32.48	17.0	13,485	0.0	5,079	13.4	437,955	17.0	6	435	100.0
Feb 12	44.9	5.0	91.85	12.8	41.28	18.5	12,180	0.0	5,474	5.0	502,760	18.5	6	435	100.0
Mar 12	56.0	17.4	88.79	6.1	49.71	24.5	13,485	0.0	7,550	17.4	670,395	24.5	6	435	100.0
Apr 12	56.2	-2.4	89.27	-1.0	50.19	-3.3	13,050	0.0	7,337	-2.4	654,970	-3.3	6	435	100.0
May 12	64.7	9.9	100.48	11.9	64.98	22.9	13,485	0.0	8,721	9.9	876,321	22.9	6	435	100.0
Jun 12	78.7	6.0	126.03	17.7	99.18	24.8	13,050	0.0	10,269	6.0	1,294,248	24.8	6	435	100.0
Jul 12	66.4	3.7	96.54	11.7	64.13	15.9	13,485	0.0	8,958	3.7	864,818	15.9	6	435	100.0
Aug 12	66.0	-2.6	94.99	3.2	62.69	0.6	13,485	0.0	8,900	-2.6	845,421	0.6	6	435	100.0
Sep 12	61.5	6.7	94.15	5.9	57.92	13.0	13,050	0.0	8,028	6.7	755,846	13.0	6	435	100.0
Oct 12	58.6	8.1	93.63	6.3	54.88	15.0	13,485	0.0	7,904	8.1	740,032	15.0	6	435	100.0
Nov 12	48.8	-1.0	91.51	5.2	44.68	4.2	13,050	0.0	6,372	-1.0	583,121	4.2	6	435	100.0
Dec 12	44.0	8.3	90.24	8.6	39.74	17.6	13,485	0.0	5,938	8.3	535,835	17.6	6	435	100.0
Jan 13	40.4	7.2	92.00	6.7	37.16	14.4	13,485	0.0	5,447	7.2	501,118	14.4	6	435	100.0
Feb 13	43.8	-2.5	93.72	2.0	41.08	-0.5	12,180	0.0	5,338	-2.5	500,300	-0.5	6	435	100.0
Mar 13	49.2	-12.1	94.70	6.6	46.62	-6.2	13,485	0.0	6,639	-12.1	628,682	-6.2	6	435	100.0
Apr 13	61.8	9.9	94.82	6.2	58.59	16.7	13,050	0.0	8,064	9.9	764,632	16.7	6	435	100.0
May 13	67.4	4.3	104.35	3.8	70.35	8.3	13,485	0.0	9,092	4.3	948,715	8.3	6	435	100.0
Jun 13	75.6	-3.9	122.90	-2.5	92.96	-6.3	13,050	0.0	9,871	-3.9	1,213,174	-6.3	6	435	100.0
Jul 13	70.3	5.9	99.44	3.0	69.94	9.0	13,485	0.0	9,484	5.9	943,077	9.0	6	435	100.0
Aug 13	70.3	6.6	96.78	1.9	68.08	8.6	13,485	0.0	9,485	6.6	917,997	8.6	6	435	100.0
Sep 13	63.4	3.1	95.67	1.6	60.69	4.8	13,050	0.0	8,279	3.1	792,018	4.8	6	435	100.0
Oct 13	64.2	9.5	94.99	1.5	60.98	11.1	13,485	0.0	8,656	9.5	822,249	11.1	6	435	100.0

Tab 9 - Classic

Ashland, NE
 Job Number: 549724_SADIM Staff: CW Created: January 07, 2014

Date	Occupancy		ADR		RevPar		Supply		Demand		Revenue		Census & Sample %			
	This Year	% Chg	Census Props	Census Rooms	% Rooms STAR	Participants										
Jan 07	51.1		72.43		37.01		7,750		3,960		286,817		4	250	100.0	
Feb 07	58.0		72.56		42.07		7,000		4,059		294,501		4	250	100.0	
Mar 07	70.6		74.03		52.24		7,750		5,469		404,889		4	250	100.0	
Apr 07	65.8		75.61		49.74		7,500		4,934		373,083		4	250	100.0	
May 07	74.9		82.92		62.07		7,750		5,801		481,019		4	250	100.0	
Jun 07	85.5		93.52		79.92		7,500		6,409		599,392		4	250	100.0	
Jul 07	81.0		80.03		64.79		7,750		6,274		502,090		4	250	100.0	
Aug 07	83.6		80.25		67.12		7,750		6,482		520,185		4	250	100.0	
Sep 07	76.7		78.91		60.51		7,500		5,751		453,818		4	250	100.0	
Oct 07	50.8		78.77		40.03		11,160		5,671		446,722		5	360	100.0	
Nov 07	53.6		80.76		43.27		10,800		5,787		467,333		5	360	100.0	
Dec 07	44.3		80.22		35.51		11,160		4,940		396,305		5	360	100.0	
Nov YTD 2007	67.2		79.70		53.54		90,210		60,597		4,829,849					
Total 2007	64.7		79.74		51.56		101,370		65,537		5,226,154					
Jan 08	40.7	-20.4	81.26	12.2	33.07	-10.7	11,160	44.0	4,541	14.7	369,011	28.7	5	360	100.0	
Feb 08	47.2	-18.6	83.74	15.4	39.53	-6.0	10,080	44.0	4,758	17.2	398,425	35.3	5	360	100.0	
Mar 08	50.8	-28.1	82.40	11.3	41.83	-19.9	11,160	44.0	5,665	3.6	466,808	15.3	5	360	100.0	
Apr 08	59.4	-9.7	86.18	14.0	51.20	2.9	10,800	44.0	6,416	30.0	552,958	48.2	5	360	100.0	
May 08	67.0	-10.5	91.81	10.7	61.51	-0.9	11,160	44.0	7,477	28.9	686,482	42.7	5	360	100.0	
Jun 08	75.9	-11.1	102.58	9.7	77.91	-2.5	10,800	44.0	8,202	28.0	841,375	40.4	5	360	100.0	
Jul 08	78.4	-3.1	90.82	13.5	71.22	9.9	11,160	44.0	8,751	39.5	794,768	58.3	5	360	100.0	
Aug 08	70.1	-16.2	85.86	7.0	60.19	-10.3	11,160	44.0	7,824	20.7	671,751	29.1	5	360	100.0	
Sep 08	54.1	-29.4	87.50	10.9	47.35	-21.8	10,800	44.0	5,844	1.6	511,333	12.7	5	360	100.0	
Oct 08	55.1	8.4	88.37	12.2	48.69	21.6	11,160	0.0	6,149	8.4	543,411	21.6	5	360	100.0	
Nov 08	48.9	-8.8	84.89	5.1	41.47	-4.2	10,800	0.0	5,276	-8.8	447,855	-4.2	5	360	100.0	
Dec 08	41.7	-5.8	85.38	6.4	35.61	0.3	11,160	0.0	4,655	-5.8	397,453	0.3	5	360	100.0	
Nov YTD 2008	59.0	-12.2	88.63	11.2	52.26	-2.4	120,240	33.3	70,903	17.0	6,284,177	30.1				
Total 2008	57.5	-11.1	88.43	10.9	50.85	-1.4	131,400	29.6	75,558	15.3	6,681,630	27.8				
Jan 09	37.8	-7.2	84.85	4.4	32.05	-3.1	11,160	0.0	4,215	-7.2	357,641	-3.1	5	360	100.0	
Feb 09	44.7	-5.2	84.72	1.2	37.90	-4.1	10,080	0.0	4,510	-5.2	382,077	-4.1	5	360	100.0	
Mar 09	47.7	-6.1	83.51	1.3	39.82	-4.8	11,160	0.0	5,321	-6.1	444,340	-4.8	5	360	100.0	
Apr 09	53.4	-10.1	85.00	-1.4	45.40	-11.3	10,800	0.0	5,768	-10.1	490,297	-11.3	5	360	100.0	
May 09	61.5	-8.2	90.40	-1.5	55.61	-9.6	11,160	0.0	6,865	-8.2	620,608	-9.6	5	360	100.0	
Jun 09	68.5	-9.8	103.09	0.5	70.64	-9.3	10,800	0.0	7,400	-9.8	762,890	-9.3	5	360	100.0	
Jul 09	66.0	-15.9	84.59	-6.9	55.79	-21.7	11,160	0.0	7,361	-15.9	622,657	-21.7	5	360	100.0	
Aug 09	65.3	-6.8	82.22	-4.2	53.71	-10.8	11,160	0.0	7,290	-6.8	599,390	-10.8	5	360	100.0	
Sep 09	56.6	4.6	82.31	-5.9	46.60	-1.6	10,800	0.0	6,114	4.6	503,244	-1.6	5	360	100.0	
Oct 09	54.4	-1.2	82.16	-7.0	44.71	-8.2	11,160	0.0	6,073	-1.2	498,941	-8.2	5	360	100.0	
Nov 09	41.2	-15.7	83.73	-1.4	34.47	-16.9	10,800	0.0	4,446	-15.7	372,280	-16.9	5	360	100.0	
Dec 09	38.3	-8.2	80.30	-6.0	30.75	-13.7	11,160	0.0	4,273	-8.2	343,123	-13.7	5	360	100.0	
Nov YTD 2009	54.4	-7.8	86.51	-2.4	47.03	-10.0	120,240	0.0	65,363	-7.8	5,654,365	-10.0				
Total 2009	53.0	-7.8	86.13	-2.6	45.64	-10.2	131,400	0.0	69,636	-7.8	5,997,488	-10.2				
Jan 10	37.2	-1.6	83.32	-1.8	30.95	-3.4	11,160	0.0	4,146	-1.6	345,433	-3.4	5	360	100.0	
Feb 10	43.8	-2.1	85.29	0.7	37.36	-1.4	10,080	0.0	4,415	-2.1	376,565	-1.4	5	360	100.0	
Mar 10	56.5	18.5	83.24	-0.3	47.01	18.1	11,160	0.0	6,303	18.5	524,655	18.1	5	360	100.0	
Apr 10	54.9	2.7	90.06	5.9	49.41	8.8	10,800	0.0	5,925	2.7	533,580	8.8	5	360	100.0	
May 10	61.8	0.5	91.16	0.8	56.35	1.3	11,160	0.0	6,898	0.5	628,814	1.3	5	360	100.0	
Jun 10	74.8	9.2	104.13	1.0	77.91	10.3	10,800	0.0	8,081	9.2	841,474	10.3	5	360	100.0	
Jul 10	67.9	3.0	86.35	2.1	58.67	5.2	11,160	0.0	7,582	3.0	654,736	5.2	5	360	100.0	
Aug 10	61.4	-6.0	84.57	2.9	51.93	-3.3	11,160	0.0	6,853	-6.0	579,546	-3.3	5	360	100.0	
Sep 10	52.1	-8.0	86.41	5.0	45.00	-3.4	13,050	20.8	6,796	11.2	587,270	16.7	6	435	100.0	
Oct 10	61.6	13.2	80.48	-2.0	49.57	10.9	13,485	20.8	8,307	36.8	668,518	34.0	6	435	100.0	
Nov 10	50.0	21.6	82.58	-1.4	41.32	19.9	13,050	20.8	6,530	46.9	539,261	44.9	6	435	100.0	
Dec 10	37.2	-2.9	80.43	0.2	29.91	-2.7	13,485	20.8	5,015	17.4	403,344	17.6	6	435	100.0	
Nov YTD 2010	56.5	4.0	87.42	1.1	49.42	5.1	127,065	5.7	71,836	9.9	6,279,852	11.1				
Total 2010	54.7	3.2	86.96	1.0	47.55	4.2	140,550	7.0	76,851	10.4	6,653,196	11.4				
Jan 11	33.2	-10.6	83.54	0.3	27.75	-10.3	13,485	20.8	4,480	8.1	374,264	8.3	6	435	100.0	
Feb 11	42.8	-2.3	81.40	-4.6	34.83	-6.8	12,180	20.8	5,212	18.1	424,234	12.7	6	435	100.0	
Mar 11	47.7	-15.5	83.71	0.6	39.93	-15.1	13,485	20.8	6,433	2.1	538,503	2.6	6	435	100.0	
Apr 11	57.6	5.0	90.13	0.1	51.91	5.1	13,050	20.8	7,516	26.9	677,406	27.0	6	435	100.0	
May 11	58.8	-4.8	89.84	-1.5	52.86	-6.2	13,485	20.8	7,934	15.0	712,761	13.4	6	435	100.0	
Jun 11	74.3	-0.8	107.04	2.8	79.48	2.0	13,050	20.8	9,690	19.9	1,037,243	23.3	6	435	100.0	
Jul 11	64.0	-5.7	86.45	0.1	55.36	-5.6	13,485	20.8	8,635	13.9	746,466	14.0	6	435	100.0	
Aug 11	67.7	10.3	92.01	8.8	62.34	20.0	13,485	20.8	9,136	33.3	840,647	45.1	6	435	100.0	
Sep 11	57.6	10.7	88.89	2.9	51.24	13.9	13,050	0.0	7,523	10.7	668,692	13.9	6	435	100.0	
Oct 11	54.2	-12.0	88.07	9.4	47.74	-3.7	13,485	0.0	7,310	-12.0	643,773	-3.7	6	435	100.0	
Nov 11	49.3	-1.5	86.99	5.3	42.90	3.8	13,050	0.0	6,435	-1.5	559,780	3.8	6	435	100.0	
Dec 11	40.7	9.4	83.10	3.3	33.79	13.0	13,485	0.0	5,484	9.4	455,710	13.0	6	435	100.0	
Nov YTD 2011	55.3	-2.2	89.96	2.9	49.72	0.6	145,290	14.3	80,304	11.8	7,223,769	15.0				
Total 2011	54.0	-1.2	89.52	2.9	48.37	1.7	158,775	13.0	85,788	11.6	7,679,479	14.9				
Jan 12	37.7	13.4	86.23	3.2	32.48	17.0	13,485	0.0	5,079	13.4	437,955	17.0	6	435	100.0	
Feb 12	44.9	5.0	91.85	12.8	41.28	18.5	12,180	0.0	5,474	5.0	502,760	18.5	6	435	100.0	
Mar 12	56.0	17.4	88.79	6.1	49.71	24.5	13,485	0.0	7,550	17.4	670,395	24.5	6	435	100.0	
Apr 12	56.2	-2.4	89.27	-1.0	50.19	-3.3	13,050	0.0	7,337	-2.4	654,970	-3.3	6	435	100.0	
May 12	64.7	9.9	100.48	11.9	64.98	22.9	13,485	0.0	8,721	9.9	876,321	22.9	6	435	100.0	
Jun 12	78.7	6.0	126.03	17.7	99.18	24.8	13,050	0.0	10,269	6.0	1,294,248	24.8	6	435	100.0	
Jul 12	66.4	3.7	96.54	11.7	64.13	15.9	13,485	0.0	8,958	3.7	864,818	15.9	6	435	100.0	
Aug 12	66.0	-2.6	94.99	3.2	62.69	0.6	13,485	0.0	8,900	-2.6	845,421	0.6	6	435	100.0	
Sep 12	61.5	6.7	94.15	5.9	57.92	13.0	13,050	0.0	8,028	6.7	755,846	13.0	6	435	100.0	
Oct 12	58.6	8.1	93.63	6.3	54.88	15.0	13,485	0.0	7,904	8.1	740,032	15.0	6	435	100.0	
Nov 12	48.8	-1.0	91.51	5.2	44.68	4.2	13,0									

Conclusion

Property Recommendations

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

The property size of this upper economy hotel was researched to be 35-45 rooms in this preliminary Market Feasibility Study. This would position it to be slightly smaller than the 75 average room size of the competitive set in the Ashland, Omaha and Lincoln Market. The smaller size would assist the property in achieving the Occupancy projections listed in this report. It is not advisable to over-build in this market at this time. Expansion of the hotel in future years could be considered as the market's Lodging Demand grows. Adjusting the room count will modify Occupancy Performance.

Rate positioning, as previously stated, the subject hotel's preliminary suggested rate positioning would give it a 115% yield to the current hotels in the market and compete at 100% with the Overall/Statistical competitive set. It is estimated that a new hotel product could generate a rate premium higher than the established rate yield to the market because it will be the newest property in the area and will offer a higher level of services and amenities than the economy priced properties in the immediate area.

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

** Fitness Center recommended to meet the needs of today's traveler.*

** Pool & Spa indoor to accommodate leisure market needs*

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

Sleeping Room Configuration

The recommended Sleeping Room Configuration should be compatible with the overall Market Segmentation of the area. Since the property's demand appears to be primarily leisure summer and weekend business the property should offer a selection of King bedded rooms at (20%) with a greater percentage of double queen-bedded rooms to serve the social/leisure market segment. Additionally, we recommend adding 5% or 1-3 guestrooms offering extended stay room options as there does appear to be week long stays in the market.

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

The Opening Date for the hotel should be in line with the seasonality of the market. Ideally, opening the hotel in late spring to capture the maximum revenue months prior to the softer season in mid-fall is recommended. Recommended Open Date: Late spring / early summer or at the latest June 2014 to capitalize on high demand summer months.











Cobblestone Hotel & Suites Ashland, NE

Number of Units: **36**

Building Specifications: 36 Unit Cobblestone Hotel & Suites w/ Microwaves and refrigerators, guest beer & wine bar, standard rooms, hot continental breakfast, guest laundry, exercise room, and indoor pool.

Land (*Assuming Utilities, water, sewage is brought to property line*) **\$150,000**
per room *\$4,167*

Building Construction **\$1,779,625**
per room *\$49,434*

Fixtures, Furnishings, and Equipment **\$440,000**
per room *\$12,222*

Indirect Costs **\$508,500**
per room *\$14,125*

Appraisal	\$3,500
Architectural / Engineering	\$60,000
Cobblestone Franchise Fee	\$20,000
Surveys	\$5,000
Development Services	\$150,000
Pre-Opening Expenses	\$30,000
Working Capital	\$100,000
Legal and Accounting Fees	\$5,000
Construction Period Interest / Load Fees / Closing	\$50,000
Insurance & Taxes During Construction	\$10,000
Project Contingency	\$75,000

Total Project Costs: **\$2,878,125**
per room *\$79,948*

Requested Loan Amount:	\$1,443,125	50.1%
Expected Cash Injection:	\$1,435,000	49.9%

Sources of Funding

Bank Loan	\$1,443,125	Debt Interest:	5.50%
		Debt Terms:	20
Expected Cash Injection	\$1,435,000		
Total:	\$2,878,125	Debt Service:	\$119,125

** Pricing noted above valid for 180 days from document date shown*

Numbers projected and compared to similar markets for a hotel with the following rooms:

**Rooms:
36**

	January	February	March	April	May	June	July	August	September	October	November	December	TOTAL
Lodging Rooms Available	1,116	1,008	1,116	1,080	1,116	1,080	1,116	1,116	1,080	1,116	1,080	1,116	13,140
Lodging Occupancy %	35%	35%	45%	65%	75%	95%	95%	95%	75%	55%	43%	35%	62.5%
Total Occ. Rooms	391	353	502	702	837	1,026	1,060	1,060	810	614	464	391	8,210
Average Daily Rate	\$89.00	\$90.00	\$91.00	\$91.00	\$101.00	\$110.00	\$96.00	\$94.00	\$93.00	\$92.00	\$92.00	\$89.00	\$95.52
REVENUE:													
Guest Rooms	34,763	31,752	45,700	63,882	84,537	112,860	101,779	99,659	75,330	56,470	42,725	34,763	784,220
Telephone / Misc. Revenue	98	88	126	176	209	257	265	265	203	153	116	98	2,052
Vending / Bar Revenue	586	529	753	1,053	1,256	1,539	1,590	1,590	1,215	921	697	586	12,315
TOTAL HOTEL REVENUE	35,447	32,369	46,579	65,111	86,002	114,656	103,635	101,514	76,748	57,544	43,538	35,447	798,588

Hotel Expenses													
HOTEL PAYROLL EXPENSE													
Hotel Manager	3,750	3,750	3,750	3,750	3,750	3,750	3,750	3,750	3,750	3,750	3,750	3,750	45,000
Housekeeping	1,758	1,588	2,260	3,159	3,767	4,617	4,771	4,771	3,645	2,762	2,090	1,758	36,944
Maintenance	98	88	126	176	209	257	265	265	203	153	116	98	2,052
Front Desk	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	72,000
Employee Benefits	464	457	485	523	549	585	591	591	544	507	478	464	6,240
Workers Comp Insurance	137	123	176	246	293	359	371	371	284	215	163	137	2,873
Payroll Tax	1,526	1,501	1,600	1,732	1,821	1,946	1,969	1,969	1,803	1,673	1,575	1,526	20,639
TOTAL HOTEL PAYROLL	13,732	13,507	14,396	15,585	16,389	17,513	17,717	17,717	16,228	15,060	14,171	13,732	185,749
HOTEL OPERATING EXPENSE													
Cleaning Supplies	137	123	176	246	293	359	371	371	284	215	163	137	2,873
Laundry Supplies	254	229	326	456	544	667	689	689	527	399	302	254	5,336
Linens	332	300	427	597	711	872	901	901	689	522	395	332	6,978
Guest Supplies	391	353	502	702	837	1,026	1,060	1,060	810	614	464	391	8,210
Repairs & Maintenance	137	123	176	246	293	359	371	371	284	215	163	137	2,873
Franchise Fee	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	30,000
Property Mgmt. System Expense	300	300	300	300	300	300	300	300	300	300	300	300	3,600
Complimentary Breakfast	1,367	1,235	1,758	2,457	2,930	3,591	3,711	3,711	2,835	2,148	1,625	1,367	28,734
Travel Agent Fees	174	159	229	319	423	564	509	498	377	282	214	174	3,921
Vending / Bar Expense	293	265	377	527	628	770	795	795	608	460	348	293	6,157
Office Supplies	254	229	326	456	544	667	689	689	527	399	302	254	5,336
Marketing / Advertising	488	441	628	878	1,046	1,283	1,325	1,325	1,013	767	581	488	10,262
Swimming Pool Expense	625	625	625	625	625	625	625	625	625	625	625	625	7,500
Utilities	1,950	1,780	2,562	3,581	4,730	6,306	5,700	5,583	4,221	3,165	2,395	1,950	43,922
Telephone	195	176	251	351	419	513	530	530	405	307	232	195	4,105
Cable	350	350	350	350	350	350	350	350	350	350	350	350	4,200
Credit Card Expense	781	706	1,004	1,404	1,674	2,052	2,120	2,120	1,620	1,228	929	781	16,420
Management Fee	2,127	1,942	2,795	3,907	5,160	6,879	6,218	6,091	4,605	3,453	2,612	2,127	47,915
Other Expense	273	247	352	491	586	718	742	742	567	430	325	273	5,747
Accounting Services	425	425	425	425	425	425	425	425	425	425	425	425	5,100
Professional Fees	100	100	100	100	100	100	100	100	100	100	100	100	1,200
TOTAL OPERATING EXPENSES	13,452	12,609	16,188	20,917	25,117	30,926	30,032	29,778	23,668	18,903	15,349	13,452	250,392
INCOME BEFORE													
FIXED EXPENSES	8,263	6,253	15,995	28,608	44,496	66,216	55,885	54,019	36,851	23,580	14,018	8,263	362,447
RESERVES & FIXED EXPENSES													
Debt Service	9,927	9,927	9,927	9,927	9,927	9,927	9,927	9,927	9,927	9,927	9,927	9,927	119,125
Real Estate Taxes	625	625	625	625	625	625	625	625	625	625	625	625	7,500
Insurance	443	405	582	814	1,075	1,433	1,295	1,269	959	719	544	443	9,982
Reserves For Replacement (NA)	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL RESERVES & FIXED	10,995	10,957	11,134	11,366	11,627	11,985	11,848	11,821	11,511	11,271	11,096	10,995	136,607
CASH FLOW BEFORE DEBT	7,195	5,224	14,788	27,169	42,796	64,158	53,965	52,125	35,267	22,236	12,848	7,195	344,965
CASH FLOW AFTER DEBT	(\$2,733)	(\$4,703)	\$4,861	\$17,242	\$32,869	\$54,231	\$44,038	\$42,198	\$25,340	\$12,309	\$2,921	(\$2,733)	225,840

Five Year Numbers Projected Summary

	YEAR 1		YEAR 2		YEAR 3		YEAR 4		YEAR 5	
	AMOUNT		AMOUNT		AMOUNT		AMOUNT		AMOUNT	
Lodging Rooms Available	13,140		13,140		13,140		13,140		13,140	
Lodging Occupancy %	62.5%		67.5%		67.5%		69.5%		69.5%	
Total Occ. Rooms	8,210		8,867		8,867		9,130		9,130	
Average Daily Rate	\$95.52		\$100.52		\$102.52		\$103.52		\$104.52	
REVENUE:										
Guest Rooms	784,220	98.2%	891,313	98.3%	909,046	98.3%	945,119	98.3%	954,248	98.4%
Telephone / Misc. Revenue	2,052	0.3%	2,217	0.2%	2,217	0.2%	2,282	0.2%	2,282	0.2%
Vending / Bar Revenue	12,315	1.5%	13,300	1.5%	13,300	1.4%	13,694	1.4%	13,694	1.4%
	=====		=====		=====		=====		=====	
TOTAL HOTEL REVENUE	798,588	100.0	906,830	100.0	924,563	100.0	961,096	100.0	970,225	100.0

NOTE: The above information is a forwards looking projection of anticipated expenses and profits with regard to this project based on the professional experience of Core Distinction Group LLC (CDG) participation in other projects, similar in nature. Occupancy and ADR projections derived from market data trends reported by Smith Travel Research (STR) in the market's proximity along with to date rate shopping of local and surrounding hotels. This projection could change due to changes in the economy, both locally and overall, the acceptance of the project by the local community and patrons and the fact that CDG has not been involved in a project in this area and in a municipality with these demographics in the past. Thereby, all investors understand and acknowledge that these forward looking projections are not warranted by CDG and are subject to change and fluctuation.

5 Year Projection

Rooms:

The following statistics are preliminary projection based on assumed costs of prototypical hotel.

36

	Year 1	%	Year 2	%	Year 3	%	Year 4	%	Year 5	%
Lodging Rooms Available	13,140		13,140		13,140		13,140		13,140	
Lodging Occupancy %	62.5%	62.5%	67.5%	67.5%	67.5%	67.5%	69.5%	69.5%	69.5%	69.5%
Total Occ. Rooms	8,210		8,867		8,867		9,130		9,130	
Average Daily Rate	\$95.52		\$100.52		\$102.52		\$103.52		\$104.52	
REVENUE:										
Guest Rooms	784,220	93.40%	891,313	93.71%	909,046	93.82%	945,119	93.88%	954,248	93.93%
Telephone / Misc Revenue	2,052	0.24%	2,217	0.23%	2,217	0.23%	2,282	0.23%	2,282	0.22%
Meeting Space	41,049	4.89%	44,334	4.66%	44,334	4.58%	45,648	4.53%	45,648	4.49%
Vending / Bar Revenue	12,315	1.47%	13,300	1.40%	13,300	1.37%	13,694	1.36%	13,694	1.35%
TOTAL HOTEL REVENUE	839,637	100%	951,164	100%	968,897	100%	1,006,744	100%	1,015,873	100%
Hotel Expenses										
HOTEL PAYROLL EXPENSE										
Hotel Manager	45,000	5.36%	47,250	4.97%	49,613	5.12%	52,093	5.17%	54,698	5.38%
Housekeeping	36,944	4.40%	39,901	4.19%	39,901	4.12%	41,083	4.08%	41,083	4.04%
Maintenance	2,052	0.24%	2,217	0.23%	2,217	0.23%	2,282	0.23%	2,282	0.22%
Front Desk	72,000	8.58%	74,160	7.80%	76,385	7.88%	78,676	7.81%	81,037	7.98%
Employee Benefits	6,240	0.74%	6,541	0.69%	6,725	0.69%	6,965	0.69%	7,164	0.71%
Workers Comp Insurance	2,873	0.34%	3,103	0.33%	3,103	0.32%	3,195	0.32%	3,195	0.31%
Payroll Tax	20,639	2.46%	21,646	2.28%	22,243	2.30%	23,037	2.29%	23,682	2.33%
TOTAL HOTEL PAYROLL	185,749	22.12%	194,818	20.48%	200,185	20.66%	207,333	20.59%	213,142	20.98%
HOTEL OPERATING EXPENSE										
Cleaning Supplies	2,873	0.34%	3,103	0.33%	3,103	0.32%	3,195	0.32%	3,195	0.31%
Laundry Supplies	5,336	0.64%	5,763	0.61%	5,763	0.59%	5,934	0.59%	5,934	0.58%
Linens	6,978	0.83%	7,537	0.79%	7,537	0.78%	7,760	0.77%	7,760	0.76%
Guest Supplies	8,210	0.98%	8,867	0.93%	8,867	0.92%	9,130	0.91%	9,130	0.90%
Repairs & Maintenance	2,873	0.34%	3,103	0.33%	3,547	0.37%	4,108	0.41%	4,565	0.45%
Franchise Fee	30,000	3.57%	30,000	3.15%	30,000	3.10%	30,000	2.98%	30,000	2.95%
Property Mgmt. System Expense	3,600	0.43%	4,078	0.43%	4,154	0.43%	4,316	0.43%	4,356	0.43%
Complimentary Breakfast	28,734	3.42%	31,034	3.26%	31,034	3.20%	31,954	3.17%	31,954	3.15%
Travel Agent Fees	3,921	0.47%	4,457	0.47%	4,545	0.47%	4,726	0.47%	4,771	0.47%
Vending / Bar Expense	6,157	0.73%	6,650	0.70%	6,650	0.69%	6,847	0.68%	6,847	0.67%
Office Supplies	5,336	0.64%	5,763	0.61%	5,763	0.59%	5,934	0.59%	5,934	0.58%
Marketing / Advertising	10,262	1.22%	11,084	1.17%	11,084	1.14%	11,412	1.13%	11,412	1.12%
Swimming Pool Expense	7,500	0.89%	7,688	0.81%	7,880	0.81%	8,077	0.80%	8,279	0.81%
Utilities	46,180	5.50%	52,314	5.50%	53,289	5.50%	55,371	5.50%	55,873	5.50%
Telephone	4,105	0.49%	4,433	0.47%	4,433	0.46%	4,565	0.45%	4,565	0.45%
Cable	4,200	0.50%	4,758	0.50%	4,847	0.50%	5,036	0.50%	5,082	0.50%
Credit Card Expense	16,420	1.96%	17,734	1.86%	17,734	1.83%	18,259	1.81%	18,259	1.80%
Management Fee	50,378	6.00%	57,070	6.00%	58,134	6.00%	60,405	6.00%	60,952	6.00%
Other Expense	5,747	0.68%	6,207	0.65%	6,207	0.64%	6,391	0.63%	6,391	0.63%
Accounting Services	5,100	0.61%	5,777	0.61%	5,885	0.61%	6,115	0.61%	6,170	0.61%
Professional Fees	1,200	0.14%	1,359	0.14%	1,385	0.14%	1,439	0.14%	1,452	0.14%
TOTAL OPERATING EXPENSES	255,112	30.38%	278,779	29.31%	281,840	29.09%	290,973	28.90%	292,881	28.83%
INCOME BEFORE	398,776	47%	477,566	50%	486,871	50%	508,437	51%	509,851	50%
FIXED EXPENSES										
RESERVES & FIXED EXPENSES										
Real Estate Taxes	7,500	0.89%	45,000	4.73%	45,900	4.74%	46,818	4.65%	47,754	4.70%
Insurance	10,495	1.25%	11,890	1.25%	12,111	1.25%	12,584	1.25%	12,698	1.25%
Reserves For Replacement (NA)	0	0.00%	19,023	2.00%	29,067	3.00%	35,236	3.50%	40,635	4.00%
TOTAL RESERVES & FIXED	17,995	2.14%	75,913	7.98%	87,078	8.99%	94,638	9.40%	101,088	9.95%
CASH FLOW BEFORE DEBT	380,780	45.35%	401,653	42.23%	399,793	41.26%	413,799	41.10%	408,763	40.24%
Debt Service	119,125	14.19%	119,125	12.52%	119,125	12.29%	119,125	11.83%	119,125	11.73%
NET CASH FLOW	\$261,655	31.16%	\$282,528	29.70%	\$280,668	28.97%	\$294,674	29.27%	\$289,638	28.51%
RETURN ON CASH INVESTMENT	18.23%		19.69%		19.56%		20.53%		20.18%	
RETURN ON TOTAL INVESTMENT	9.09%		9.82%		9.75%		10.24%		10.06%	

NOTE: The above information is a forwards looking projection of anticipated expenses and profits with regard to this project based on the professional experience of Core Distinction Group LLC (CDG) participation in other projects, similar in nature. Occupancy and ADR projections derived from market data trends reported by Smith Travel Research (STR) in the market's proximity along with to date rate shopping of local and surrounding hotels. This projection could change due to changes in the economy, both locally and overall, the acceptance of the project by the local community and patrons and the fact that CDG has not been involved in a project in this area and in a municipality with these demographics in the past. Thereby, all investors understand and acknowledge that these forward looking projections are not warranted by CDG and are subject to change and fluctuation.

5 Year Break Even

Rooms:

The following statistics are preliminary projection based on assumed costs of prototypical hotel.

36

	Year 1	%	Year 2	%	Year 3	%	Year 4	%	Year 5	%
Lodging Rooms Available	13,140		13,140		13,140		13,140		13,140	
Lodging Occupancy %	35.2%	35.2%	39.0%	39.0%	39.5%	39.5%	40.1%	40.1%	40.8%	40.8%
Total Occ. Rooms	4,620		5,125		5,186		5,271		5,360	
Average Daily Rate	\$95.52		\$100.52		\$102.52		\$103.52		\$104.52	
REVENUE:										
Guest Rooms	441,314	93.40%	515,178	93.71%	531,682	93.82%	545,667	93.88%	560,240	93.93%
Telephone / Misc Revenue	1,155	0.24%	1,281	0.23%	1,297	0.23%	1,318	0.23%	1,340	0.22%
Meeting Space	23,100	4.89%	25,625	4.66%	25,930	4.58%	26,355	4.53%	26,800	4.49%
Vending / Bar Revenue	6,930	1.47%	7,688	1.40%	7,779	1.37%	7,907	1.36%	8,040	1.35%
TOTAL HOTEL REVENUE	472,499	100%	549,771	100%	566,687	100%	581,246	100%	596,420	100%
Hotel Expenses										
HOTEL PAYROLL EXPENSE										
Hotel Manager	45,000	9.52%	47,250	8.59%	49,613	8.75%	52,093	8.96%	54,698	9.17%
Housekeeping	20,790	4.40%	23,063	4.19%	23,337	4.12%	23,720	4.08%	24,120	4.04%
Maintenance	1,155	0.24%	1,281	0.23%	1,297	0.23%	1,318	0.23%	1,340	0.22%
Front Desk	72,000	15.24%	74,160	13.49%	76,385	13.48%	78,676	13.54%	81,037	13.59%
Employee Benefits	5,558	1.18%	5,830	1.06%	6,025	1.06%	6,232	1.07%	6,448	1.08%
Workers Comp Insurance	1,617	0.34%	1,794	0.33%	1,815	0.32%	1,845	0.32%	1,876	0.31%
Payroll Tax	18,265	3.87%	19,172	3.49%	19,809	3.50%	20,485	3.52%	21,190	3.55%
TOTAL HOTEL PAYROLL	164,385	34.79%	172,550	31.39%	178,280	31.46%	184,369	31.72%	190,708	31.98%
HOTEL OPERATING EXPENSE										
Cleaning Supplies	1,617	0.34%	1,794	0.33%	1,815	0.32%	1,845	0.32%	1,876	0.31%
Laundry Supplies	3,003	0.64%	3,331	0.61%	3,371	0.59%	3,426	0.59%	3,484	0.58%
Linens	3,927	0.83%	4,356	0.79%	4,408	0.78%	4,480	0.77%	4,556	0.76%
Guest Supplies	4,620	0.98%	5,125	0.93%	5,186	0.92%	5,271	0.91%	5,360	0.90%
Repairs & Maintenance	1,617	0.34%	1,794	0.33%	2,074	0.37%	2,372	0.41%	2,680	0.45%
Franchise Fee	30,000	6.35%	30,000	5.46%	30,000	5.29%	30,000	5.16%	30,000	5.03%
Property Mgmt. System Expense	3,600	0.76%	4,189	0.76%	4,318	0.76%	4,429	0.76%	4,544	0.76%
Complimentary Breakfast	16,170	3.42%	17,938	3.26%	18,151	3.20%	18,449	3.17%	18,760	3.15%
Travel Agent Fees	2,207	0.47%	2,576	0.47%	2,658	0.47%	2,728	0.47%	2,801	0.47%
Vending / Bar Expense	3,465	0.73%	3,844	0.70%	3,890	0.69%	3,953	0.68%	4,020	0.67%
Office Supplies	3,003	0.64%	3,331	0.61%	3,371	0.59%	3,426	0.59%	3,484	0.58%
Marketing / Advertising	5,775	1.22%	6,406	1.17%	6,483	1.14%	6,589	1.13%	6,700	1.12%
Swimming Pool Expense	7,500	1.59%	7,688	1.40%	7,880	1.39%	8,077	1.39%	8,279	1.39%
Utilities	35,437	7.50%	41,233	7.50%	42,502	7.50%	43,593	7.50%	44,732	7.50%
Telephone	2,310	0.49%	2,563	0.47%	2,593	0.46%	2,636	0.45%	2,680	0.45%
Cable	4,200	0.89%	4,887	0.89%	5,037	0.89%	5,167	0.89%	5,302	0.89%
Credit Card Expense	9,240	1.96%	10,250	1.86%	10,372	1.83%	10,542	1.81%	10,720	1.80%
Management Fee	28,350	6.00%	32,986	6.00%	34,001	6.00%	34,875	6.00%	35,785	6.00%
Other Expense	3,234	0.68%	3,588	0.65%	3,630	0.64%	3,690	0.63%	3,752	0.63%
Accounting Services	5,100	1.08%	5,934	1.08%	6,117	1.08%	6,274	1.08%	6,438	1.08%
Professional Fees	1,200	0.25%	1,396	0.25%	1,439	0.25%	1,476	0.25%	1,515	0.25%
TOTAL OPERATING EXPENSES	175,575	37.16%	195,207	35.51%	199,295	35.17%	203,297	34.98%	207,467	34.79%
INCOME BEFORE	132,539	28%	182,014	33%	189,112	33%	193,580	33%	198,246	33%
FIXED EXPENSES										
RESERVES & FIXED EXPENSES										
Real Estate Taxes	7,500	1.59%	45,000	8.19%	45,900	8.10%	46,818	8.05%	47,754	8.01%
Insurance	5,906	1.25%	6,872	1.25%	7,084	1.25%	7,266	1.25%	7,455	1.25%
Reserves For Replacement (NA)	0	0.00%	10,995	2.00%	17,001	3.00%	20,344	3.50%	23,857	4.00%
TOTAL RESERVES & FIXED	13,406	2.84%	62,868	11.44%	69,984	12.35%	74,427	12.80%	79,066	13.26%
CASH FLOW BEFORE DEBT										
	119,133	25.21%	119,147	21.67%	119,128	21.02%	119,153	20.50%	119,180	19.98%
Debt Service	119,125	25.21%	119,125	21.67%	119,125	21.02%	119,125	20.49%	119,125	19.97%
NET CASH FLOW	\$8	0.00%	\$22	0.00%	\$3	0.00%	\$28	0.00%	\$55	0.01%

NOTE: The above information is a forwards looking projection of anticipated expenses and profits with regard to this project based on the professional experience of Core Distinction Group LLC (CDG) participation in other projects, similar in nature. Occupancy and ADR projections derived from market data trends reported by Smith Travel Research (STR) in the market's proximity along with to date rate shopping of local and surrounding hotels. This projection could change due to changes in the economy, both locally and overall, and the acceptance of the project by the local community and patrons and the fact that CDG has not been involved in a project in this area and in a municipality with these demographics in the past. Thereby, all investors understand and acknowledge that these forward looking projections are not warranted by CDG and are subject to change and fluctuation.

DISCLAIMER

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

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

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

It should be understood that economic and marketplace conditions are in constant change. The results presented in this report are the professional opinion of CDG and are based on information available at the time of the report preparation. These opinions infer that market conditions do not change the information received upon which those opinions have been based. CDG assumes no responsibility for changes in the marketplace. CDG assumes no responsibility for information that becomes outdated once this report is written; nor are we responsible for keeping this information current after the date of the final document presentation.

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

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

Sincerely,
Core Distinction Group, LLC

Lisa L. Pennau
Owner