

## 3/4/2025

stay visitors.

	11100	STRINE DEVELOTTIEN	7.02.1101	-, -,
Project:	Liverpool Lodging V	entures LLC	Project Number:	3101-25-01A
Location:	Town of Clay		School District:	Liverpool CSD
			Project Type:	New construction
Tax Parcel(s):	05501-01.1		Village: 0	
Total Project Cost:	\$	24,100,000	8. Total Jobs	18.5
Land Acquisition	\$	1,000,000	8A. Job Retention	0
Site Work/Demo	\$	1,200,000	8B: Job Creation	18.5
Building Construction & Renovation	\$	13,605,000	(Next 5 Years)	
Furniture & Fixtures	\$	3,145,000		
Equipment	\$	2,250,000		
Project Soft Cost	\$	2,900,000		
Comment to be a second to the second				Pariot Providtion
Community Investment /Abate	ement			Project Description
	Fiscal Impact (\$)			
Abatement Summary	\$2,275,667			
Sales Tax Abatement	\$905,360			
Mortgage Tax Abatement	\$126,525			
Property Tax Relief (PILOT)	\$1,243,782		The englished in our	and the second of the second o
			1 ''	roposing to construct a 103,673 sq. ft. dual-branded Marriott hotel
Community Investment	\$34,576,842			rfield Inn & Suites and a Residence Inn, located in the Town of Clay
PILOT Payments	\$1.374.552		The hotel will feat	ture 162 rooms and serve a diverse range of guests and extended-

:1

\$1,374,552

\$7,796,390

\$1,305,900

\$24,100,000

15.19

**PILOT Payments** 

**Total Project Cost** 

Construction Benefit Estimate

Investment:Abatement Ratio

Project Salaries and Benefits Estimated (10 yrs)

© 2025 Onondaga County Industrial Development Agency. All rights reserved.

# Liverpool Lodging Ventures LLC A) PILOTS Estimate Table Worksheet

AJTILOTO	Estimate rabi				
	for <u>10</u> years				
OCIDA estimate of current market value				\$	1,000,000
		Γ			
Projected investment				\$	13,605,000
OCIDA estimate of increase in value				\$	8,100,000
OCIDA estimated value after project is completed				\$	9,100,000
	Ι	T	1	1	
Taxes that would have been collected if the project did not occur				\$	287,729
Scheduled PILOT payments			1	I	1,374,552

PILOT YEAR	Exemption %	Onondaga County	То	wn of Clay	Liv	erpool CSD	Village	T	otal PILOT	Full Tax syment w/o PILOT	Net Exemption
1	100%	\$ 3,389	\$	1,904	\$	20,985	\$ -	\$	26,277	\$ 239,123	\$ 212,846
2	90%	\$ 6,256	\$	3,515	\$	38,742	\$ -	\$	48,513	\$ 243,906	\$ 195,393
3	80%	\$ 9,237	\$	5,189	\$	57,202	\$ -	\$	71,628	\$ 248,784	\$ 177,156
4	70%	\$ 12,335	\$	6,929	\$	76,384	\$ -	\$	95,648	\$ 253,760	\$ 158,112
5	60%	\$ 15,553	\$	8,737	\$	96,310	\$ -	\$	120,600	\$ 258,835	\$ 138,235
6	50%	\$ 18,894	\$	10,614	\$	117,003	\$ -	\$	146,512	\$ 264,012	\$ 117,500
7	40%	\$ 22,363	\$	12,563	\$	138,486	\$ -	\$	173,412	\$ 269,292	\$ 95,880
8	30%	\$ 25,964	\$	14,585	\$	160,780	\$ -	\$	201,330	\$ 274,678	\$ 73,348
9	20%	\$ 29,699	\$	16,684	\$	183,912	\$ -	\$	230,295	\$ 280,171	\$ 49,877
10	10%	\$ 33,574	\$	18,860	\$	207,904	\$ -	\$	260,337	\$ 285,775	\$ 25,437
TOTAL		\$ 177,264	\$	99,580	\$	1,097,708	\$ -	\$	1,374,552	\$ 2,618,334	\$ 1,243,782

	Year								
	0	1	2	3	4	5			
Jobs									
Current/Actuals	0								
Creation Goals		13	2	1.5	1	1			
Total									
Employment									
Employment Goals	0	13	15	17	18	18.5			

<sup>© 2025</sup> Onondaga County Industrial Development Agency. All rights reserved.



## ONONDAGA COUNTY INDUSTRIAL DEVELOPMENT AGENCY APPLICATION FOR FINANCIAL ASSISTANCE

- 1. Fill in all blanks using "none", "not applicable" or "not available". If you have any questions about the way to respond, please call the Onondaga County Industrial Development Agency (the "Agency" or "OCIDA") at 315-435-3770.
- 2. In accordance with Section 224-a(8)(d) of Article 8 of the New York Labor Law, the Agency has identified that any "financial assistance" (within the meaning of Section 858 of the General Municipal Law) granted by the Agency to the Applicant consisting of sales and use tax exemption benefits, mortgage recording tax exemption benefits and real property tax exemption benefits, constitutes "public funds" within the meaning of Section 224-a(2)(b) of Article 8 of the New York Labor Law and such funds are not excluded under Section 224-a(3) of Article 8 of the New York Labor Law. The Agency hereby notifies the Applicant of the Applicant's obligations under Section 224-a (8)(a) of Article 8 of the New York Labor Law.
- 3. If the OCIDA Board approves benefits, it is the company's responsibility to obtain and submit all necessary forms and documents.
- 4. All projects approved for benefits by the OCIDA Board will close with the Agency within 6-months of the OCIDA Board approval date. If this schedule cannot be met, the Applicant will need to submit a closing schedule modification written request to the Executive Director that will be presented to OCIDA Board for consideration.
- 5. The Agency will not give final approval for this Application until the Agency receives a completed NYS Full Environmental Assessment Form concerning the project which is the subject of this Application. The form is available at <a href="https://extapps.dec.ny.gov/docs/permits\_ej\_operations\_pdf/feafpart1.pdf">https://extapps.dec.ny.gov/docs/permits\_ej\_operations\_pdf/feafpart1.pdf</a>
- 6. Public Officers Law stipulates all records in the possession of the Agency (with certain limited exceptions) are open to public inspection and reproduction. Should the Applicant believe there are project elements which are trade secrets if publicly disclosed or otherwise widely disseminated, would cause substantial injury to the Applicant's competitive position, the Applicant must identify such elements in writing and request that such elements be kept confidential. In accordance with Article 6 of the Public Officer's Law, the Agency may also redact personal, private, and/or proprietary information from publicly disseminated documents.
- 7. The completed Application and associated fees MUST be received 10 business days prior to the upcoming OCIDA Board meeting in order to be placed on the agenda. A signed application may be submitted by mail, fax or electronically in PDF format to Nate Stevens at natestevens@ongov.net.
  - A check payable to the Agency in the amount of \$1,000
  - A check payable to Barclay Damon LLP in the amount of \$2,500

This Application was adopted by the OCIDA Board on February 15, 2024.

Return completed application to: Onondaga County Industrial Development Agency 335 Montgomery Street, Floor 2M Syracuse, NY 13202 Phone: 315-435-3770 | Fax: 315-435-3669

natestevens@ongov.net

## Section I: Applicant Information

Submittal Date: 2/28/25							
A) Applicant/Project Operator inform	nation (company receiving benefits):						
1. Applicant/Project Operator: L	IVERPOOL LODGING VENTURES LLC						
=	ess: 508 WHITE SPRUCE BLVD ROCHESTER NY 14823						
Phone: (607) 962-9868	Fax: (607) 962-9869						
Website: VISIONSHOTELS.CO	M Email: MINESHPATEL@VISIONSHOTELS.CO						
Federal ID#: 92-0880703	NAICS: _721110						
See link for your NYS incorporat	See link for your NYS incorporation information. <a href="https://apps.dos.ny.gov/publicInquiry">https://apps.dos.ny.gov/publicInquiry</a>						
2. Owner (if different from Appli	icant/Project Operator):						
Owner Address:							
	, or partners of Owner:						
B) Applicant Business Organization (	check appropriate category):						
☐ Corporation ☐	Partnership						
☐ Public Corporation ☐	Joint Venture						
☐ Sole Proprietorship	Limited Liability Company						
Other, explain							
List all stockholders, members, or pa	List all stockholders, members, or partners with % of ownership greater than 5%:						
Name	% of ownership						
VISIONS HOTELS OPPORTUNITY FUN	ID 100%						

C) Applicant Business Description:								
Estimated % of sales within Onondaga Coun	ty: _100							
Estimated % of sales outside Onondaga County but within New York State: 0  Estimated % of sales outside New York State but within the U.S.: 0								
Estimated % of sales outside the U.S.: (*Per	centage to equal 100%) 0							
Applicant /Owner History:								
<ol> <li>Is the Owner and/or Applicant or any man plaintiff or defendant in any civil or crimin</li> </ol>	ager or owner of the Owner and/or Applicant now a nal litigation?    No  Yes, explain							
2. Has any owner of manager of the Owner a criminal offense (other than a minor traffic	and/or Applicant listed above ever been convicted of a c violation)?   No  Yes, explain							
3. Has any person listed in Section I ever been No Yes, explain	en in receivership or declared bankruptcy?							
D) Has the Applicant/Owner received assista	ance from Onondaga County Industrial Development							
Agency (OCIDA, Syracuse Industrial Deve	elopment Agency (SIDA), New York State or the							
Onondaga Civic Development Corporation	(OCDC) in the past?							
●No ☐ Yes, explain (Provide year, pro	ject name, benefit description, amounts, address)							
E) Individual Completing Application:								
Name: MINESH PATEL	Title: CFO VISIONS HOTELS							
Address: 508 WHITE SPRUCE BLVD. ROCHESTER NY 14623	Phone: _ 716-307-2253							
Cell Phone: (716) 307-3353	E-mail: MINESHPATEL@VISIONSHOTELS.COM							
F) Company Contact (if different from indi	vidual completing application):							
Name: SAME	Title:							
	Phone:							
Cell Phone:	Email:							

## G) Company Counsel:

Name of Attorney: ROBERT L. HALPIN

Firm Name: THE HALPIN FIRM

Address: 4588 ROUTE 224 MONTOUR FALLS NY 14865

Phone: (607) 594-3786

Cell Phone:

Email: RHALPIN@THEHALPINFIRM.COM

## Section II: Project and Site Information

A) Project Location is where the investment will take place. If Applicant is moving, the new location should be entered here and the current location should be in Section I. Address: PEPPERIDGE WAY Legal Address (if different): TBD City: Town: CLAY Village: School District: LIVERPOOL Zip Code: 13090 Tax Map Parcel ID(s): P/O 055.-01-01.1 Full Market Value: 51 Square Footage of Existing Building(s): NA B) Project Activity (Check all that apply): New construction ☐ Acquisition of existing facility Expansion to current facilities Brownfield/Remediated Brownfield Renovation of existing facility Demolition and construction ☐ Purchase of machinery/equipment C) Select Project Type or Project End Use at site (you may check more than one): ☐ Manufacturing ☐ Mixed Use Retail (see Section V) ☐ Facility of Aging ☐ Housing Project (see Section VII) ☐ Distribution/Wholesale Civic Facility (not for profit) ☐ Commercial ☐ Industrial ☐ Renewable Energy Project (see Section VI) Other, explain D) Project Narrative: Please check one of the two boxes below and attach statement. A statement that the Project described in this application would not be undertaken but for the financial assistance provided by the Agency. ☐ If the Project is going to advance regardless of any financial assistance from the Agency, please provide a statement indicating why the project should be considered by the Agency for any financial assistance.

E)		ription of Project: Please attach a detailed narrative of the proposed Project. Please ned copies of site plans, sketches or maps. This narrative should include, but is not ed to:
	pri	a description of your Company's background, customers, goods and services and the ncipal products to be produced and/or the principal activities that will occur on the oject site;
		the size of the Project in square feet and a breakdown of square footage per each ended use;
	• (iii	the size of the lot upon which the Project sits or is to be constructed;
		) the current use of the site and the intended use of the site upon completion of the oject;
	• (v)	describe your method for site control (Own, lease, other).
F)	the cor	ne completion of the Project result in the removal of an industrial or manufacturing plant of impany from one area of the state to another area of the state OR in the abandonment of one re plants or facilities of the company located within the state?  Yes
G)		describe any compelling circumstances the Agency should be aware of while reviewing plication.
H)	Local	Approvals (Site Plan and Environmental Review)
	☐ No	site plans been submitted to the appropriate town or local planning department?  b. When will the plans be submitted?  Yes, what is the status? Approved  be project received site plan approval from the town or local planning board?  9/11/24 SEQR Approval  by anticipated approval date Yes, date 10/09/24 Site Plan Approval
	If yes, related	provide the Agency with a copy of the Planning Board's approval resolution along with the SEQR determination. (NOTE: SEQR determination is required for final approval and ax agency appointment.)
	a. b.	Please attach the appropriate Environmental Impact Forms to your application. Here is a link to the SEQR forms: <a href="https://extapps.dec.ny.gov/docs/permits_ej_operations_pdf/feafpart1.pdf">https://extapps.dec.ny.gov/docs/permits_ej_operations_pdf/feafpart1.pdf</a> Has Lead Agency been established?   No Yes, name of Lead Agency  Town Planning Board  Have any environmental issues been identified on the property?

## Section III: FINANCIAL AND EMPLOYMENT INFORMATION

## A) Project Costs and Finances

Description of Costs	Total Budget Amount
Land Acquisition	1,000,000
Site Work/Demo	1,200,000
Building Construction & Renovation	13,605,000
Furniture & Fixtures	3,145,000
Equipment	2,250,000
Project Soft Cost	2,900,000
Total Project Cost	24,100,000

Please have documentation available upon request. Do not include OCIDA fees, OCIDA application fees or OCIDA legal fees as part of the Total Project Cost.

## Sources of Funds for Project Costs:

1.	Bank Financing	\$ <u>16,870,000</u>
2.	Equity	\$_7,230,000
3.	Tax Exempt Bond Issuance (if applicable)	\$_NA
4.	Taxable Bond Issuance (if applicable)	\$_NA
5.	Total Sources of Funds for Project Costs	\$_24,100,000
6.	Public Sources (Include sum total of all state and federal grants and tax credits)  -Identify each state and federal grant/credit:	\$ NA
		\$
		\$
		\$

B)	Employment and Payroll Information			
	Full Time Equivalent (FTE) is defined as one en	mployee working no less than 35 hours		
	week or two or more employees together worki	ng a total of 35 hours per week.		
	<ol> <li>Are there people currently employed at the No Yes, provide number of FTE just If you are relocating, are all employees mo</li> <li>Complete the following:</li> </ol>	obs at the project site		
	Estimate the number of FTE jobs to be retained as a result of this Project:	N/A		
	Estimate the number of construction jobs to be created by this Project:	20 to 30 Full Time		
	Estimate the average length of construction jobs to be created (months):	18-months		
	Current annual payroll including the benefit cost:	N/A		
	Average salary amount that is an employee benefit (%):	N/A		
	Average annual growth salary/wage rate (%)	N/A		
	Provide an estimate of the number of residents in the Economic Development Region (Onondaga, Madison, Cayuga, Oneida, Oswego, and Cortland Counties) to	N/A		

### C) New Employment Benefits

fill new FTE jobs:

Complete the following chart indicating the number of FTE jobs currently employed by the Applicant, FTE jobs currently employed at the Project and the number of FTE jobs that will be created at the Project site at the end of the first, second, and third, years after the Project is completed. Jobs should be listed by title of category (see below), including FTE independent contractors or employees of independent contractors that work at the Project location. Do not include construction workers.

per

Yes

Please use this chart to illustrate the current employment:

Job Title/Category	Current Annual Pay	Current Employment (FTE)

Please use this chart to illustrate the projected employment growth:

Job Title/Category	Projected Annual Pay	FTE Jobs Created Year 1	FTE Jobs Created Year 2	FTE Jobs Created Year 3	FTE Jobs Created Year 4	FTE Jobs Created Year 5
General Manager	90000	1	0	0	0	0
Operations Manager	65000	1	0	0	0	0
Executive House Keeper	45000	1	0	0	0	0
Engineering	45000	1	0.5	0	0	0
Guest Service	41600	3	0	0.5	1	0
Laundry	39520	1	0.5	0	0	0
House Keeping	39520	5	1	1	0	1
					_	

D) Financial Assistance sought:	
Real Property Tax Abatement (PILOT): Agency Staff will provide drag PILOT schedule:	ft and final
Mortgage Recording Tax Exemption (.75% of mortgage): 126,525	
Sales and Use Tax Exemption (4% Local, 4% State): 905,360	
Tax Exempt Bond Financing (Amount Requested):	
☐ Taxable Bond Financing (Amount Requested):	

E) Mortgage Recording Tax Exemption Benefit Calculator: Amount of mortgage that would be subject to mortgage recording tax:

Mortgage Amount (include sum total of construction/permanent/bridge financing):

§ 16,870,000

Estimated Mortgage Recording Tax Exemption Benefit (product of mortgage amount as indicated above, multiplied by .0075):

§ 126,525

F) Sales and Use Tax Benefit Calculator: Gross amount of costs for goods and services that are subject to State and local Sales and Use Tax: \$ 11,317,000

Estimated State and local Sales and Use Tax Benefit (product of 8% multiplied by the figure, above): \$ 905,360

## Section IV: Estimate of Real Property Tax Abatement Benefits

This section of the Application will be: (i) completed by Agency Staff based upon information contained within the Application, and (ii) provided to the Applicant for ultimate inclusion as part of this completed Application prior to the completed application being provided to the OCIDA Board.

## A) PILOTS Estimate Table Worksheet

OCIDA estimate of current value	
New construction and renovation costs	
OCIDA estimate of increase in value	
OCIDA estimated value of completed project	
OCIDA estimate of taxes that would have been collected if the project did not occur	
Scheduled PILOT payments	

	Exemption %	County PILOT mount	Local PILOT Amount	School PILOT Amount	Total PILOT	Full Tax Payment w/o PILOT	Net Exemption
1	100						
2	90						
3	80						
4	70						
5	60						
6	50						
7	40						
8	30						
9	20						
10	10						
TOTAL							

Estimates provided are based on current property tax rates and assessment value (current as of date of application submission) and have been calculated by IDA staff.

## SECTION: V For Retail Projects Only

1.	Will the cost of the retail portion of the Project exceed one-third of the total project cost?  Yes No  If yes, please answer, questions 2, 3 and/or 4 below.  If yes, please explain how much the project will exceed one-third of the total project cost.
2.	Is the Project located in a distressed area? A distressed area is a census tract that has a) A poverty rate of at least 20% or at least 20% of households receiving public assistance, and (b) an unemployment rate of least 1.25 times the statewide unemployment rate for the year to which the date relates.  Yes No If yes, please provide the data and explain.
3.	Is the Project likely to attract a significant number of visitors from outside of the economic development region?  Yes No
	If yes, please provide a third party market study.
4.	Is the predominate purpose of the Project to make available goods or services which would not, but for the Project, be reasonably accessible to the residents of the Town, City, County or Village of where the Project will be located.  Yes No
	If yes, please provide data and explain. Please see narrative included.

## SECTION VI: For Solar Projects Only

Please answer all the questions as an addendum to this application:

1.	Describe the reasons why the Agency's financial assistance is necessary. Describe how the Project would be affected if these benefits were not provided. [see Section II (C)]
2.	Is the Applicant leasing the property?  Yes, please provide a copy of the lease No, purchased the property. Please provide documentation.
3.	Has the Applicant provided written communication to the affected taxing jurisdictions notifying them of its intent to construct a renewable energy project?  Yes No
4.	Has the Applicant received a letter of support for the megawatt cost to be used as a basis for the PILOT from the town, city, and village where the Project is located?
	<ul><li>☐ Yes, please provide copy of the letter.</li><li>☐ No</li></ul>
5.	Has the Applicant received a letter of support for the megawatt cost to be used as a basis for PILOT from the school district?
	☐ Yes, please provide copy of the letter. ☐ No
6.	Is the entire parcel being used for the solar project?  Yes  No, have you reached out to the town assessor to discuss a subdivision or slash parcel? Explain:
7.	Will the Applicant enter into a decommissioning plan with the host community, including financial assurance the plan can be executed?
	Yes, explain.
	□ No

\*PLEASE SEE FOLLOWING PAGE FOR OCIDA SOLAR GUIDANCE & BEST PRACTICE

## OCIDA Solar PILOTs Guidance and Best Practice

### OCIDA SOLAR PILOTS GUIDANCE AND BEST PRACTICE

To be placed on the Agency meeting agenda, proposed solar projects must provide the Agency with the following in advance of the Project's first OCIDA Board meeting:

- 1. Fully completed OCIDA application.
- 2. Copy of Environmental Assessment Form.
- 3. A SEQR resolution approved by a local municipality indicating the municipality that is lead agency, the type of action (I, II, or unlisted) and, if completed, the SEQR determination made by the municipality.
- 4. Copies of your zoning applications submitted to the local municipality.
- 5. Verification of parcel subdivision process with the town (if the entire parcel will not be used for the solar project).
- 6. A statement clarifying whether the applicant will lease or purchase the real property on which the Project is situated. If leased, provide a copy of the proposed or executed lease. If lease parcel is less than entire parcel then see 5 above.
- 7. A supporting document from the local town, village, city, and/or school district outlining the agreed upon cost per megawatt to be used as a basis for the PILOT. The Agency cannot create the PILOT schedule without this information.
- 8. Absent a showing otherwise by the Company, deemed acceptable by the Agency in the sole and absolute discretion, the Company must close with the Agency on a project prior to consideration of any requested organizational structure or project entity ownership changes.

You will receive a draft Cost Benefit Analysis and a Draft PILOT schedule from this office. You may use these documents as your Project progresses through the Agency approval process. Agency staff are available to update these two documents as needed.

## SECTION VII: For Housing Projects Only

Please answer all the questions as an addendum to this application:

#### **Defined terms:**

"Market Rate Housing": Housing units priced at the current rental rate for the area.

**"Workforce Housing":** Housing consisting of a specified percentage of units (at least 10-15% per the PILOT Exemption Scale) with rent rates designated to an 80% household AMI as identified in the Workforce Housing AMI chart located on the Agency's website: (Housing Exhibit A) Income levels for individuals living in the specified Workforce Housing units shall not exceed 120% AMI.

"Senior Lifestyle Communities": Housing communities for individuals 55 years or older. Communities may offer a variety of amenities, including but not limited to pools, community rooms, fitness centers, playgrounds, firepits, bocce/pickleball/tennis courts, picnic areas, spaces for relaxation and entertainment, safety amenities, on-site medical services, entertainment and dining, walkability, bike trails, and dog parks, playgrounds.

- 1. Describe the reasons why the Agency's financial assistance is necessary. Describe how the project would be impacted if these benefits were not provided. {Section II (D)}
- 2. Describe how the proposed housing project fulfills an unmet need in the community.
- 3. Please provide a market study documenting a need for the proposed project.
- 4. Describe how the proposed project aligns with the Plan Onondaga County comprehensive plan. (Plan Onondaga)
- 5. Is the Project considered infill in a populated area? If yes, please explain.
- 6. Is there additional infrastructure necessary to service the project? If yes, please explain.
- 7. Is the project a part of a larger mixed-use development? If yes, please describe.

Please refer to the Housing Exhibit A (Housing Exhibit A)

## Section VIII: Local Access Policy Agreement

In absence of a waiver permitting otherwise, every project seeking the assistance of the Onondaga County Industrial Development Agency (Agency) must use local general contractors, subcontractors, and labor for one-hundred percent (100%) of the construction of new, expanded, or renovated facilities. The project's construction or project manager need not be a local company.

Noncompliance may result in the revocation and/or recapture of all benefits extended to the project by the Agency. Local Labor is defined as laborers permanently residing in the State of New York counties of Cayuga, Cortland, Herkimer, Jefferson, Madison, Oneida, Onondaga, Oswego, Tompkins, and Wayne. Local (General/Sub) Contractor is defined as a contractor operating a permanent office in the State of New York counties of Cayuga, Cortland, Herkimer, Jefferson, Madison, Oneida, Onondaga, Oswego, Tompkins and Wayne. The Agency may determine on a case-by-case basis to waive the Local Access Policy for a project or for a portion of a project where consideration of warranty issues, necessity of specialized skills, significant cost differentials between local and non-local services or other compelling circumstances exist. The procedure to address a local labor waiver can be found in the OCIDA handbook, which is available upon request.

In consideration of the extension of financial assistance by the Agency Liverpool Lodging Ventures LLC (the Company understands the Local Access Policy and agrees to abide by it. The Company understands that an Agency tax-exempt certificate is typically valid for 12 months from the effective date of the project inducement and extended thereafter upon request by the Company. The Company further understands that any request for a waiver to this policy must be submitted in writing and approved by the Agency.

I agree to the conditions of this agreement and certify all information provided regarding the construction and employment activities for the project as of 2/28/25 (date).

If there are two applicants (Real Estate Holding and Operating Company) both need to complete this page.

Applicant(s) Company: LIVERPOOL I	LODGING VENTURES LLC
Representative for Contract: MINESH I	PATEL
Address: 508 WHITE SPRUCE BLVD	City: ROCHESTER State: NY Zip: 14823
Phone: 607-962-9868	Email: MINESHPATEL@VISIONSHOTELS.COM
Project Address: Pepperidge Way	City: Liverpool State: NY Zip: 13090
Project Address: Pepperidge Way Signature:	
General Contractor: No General Contra	ctor, Owner will sub contract all trades and act as its own GC
Contact Person:	
Address:	City:State:Zip:
Phone:	Email:
Authorized Representative:	Title:
Signature:	

## Section IX: Agency Fee Schedule

Minimum Fee to be applied to all project receiving OCIDA benefits is 1% of the Total Project Cost (TPC)

ACTIVITY	FEES	COMMENTS
Non- refundable Application Fee (All projects except Solar Projects)	\$1,000	Due at time of application
Non-refundable Application Fee (Solar Projects Only)	\$10,000	11
Legal Deposit (All projects except Solar Projects)	\$2,500	Due at time of application
Legal Deposit (Solar Projects Only)	\$5,000	
Minimum Fee of 1% of TPC		
1. Sales and Use Tax Exemption	.01 X TPC	Due at closing
2. Mortgage Recording Tax		
3. PILOT is an additional fee	.0025 X TPC (total X .0125)	
4. Bond refinancing	.0025 X TPC (total X .015)	
Projects that exceed \$250,000,000 in Total Project Cost and/or create in excess of 500 new jobs, may be eligible to negotiate a nonstandard Agency fee with the Executive Director.	TBD based on Executive Director determination	Due at closing
Agency Legal Fees		
Fee for first \$20 million	.0025 X of the project cost or bond amount	Due at closing
Fee for expenses above \$20 million	.00125 X of project cost or bond amount	
Amendment or Modification of IDA documents, including but not limited to name or organization change, refinancing, etc.  Consent to the amendment or modification of IDA documents prior to closing on the project shall be given at OCIDA's sole and absolute discretion.	\$2500 All Projects (except Solar Project) \$4500 Solar Projects Attorney fees determined by OCIDA Legal Representative.	Due at time of Request

OCIDA reserves the right to modify this schedule at any time and assess fees and charges in connection with other transactions such as grants of easement or lease or sale of OCIDA-owned property.

## Section X: Recapture of Tax Abatement/Exemptions

<u>Information to be Provided the Company:</u> Each Company agrees that to receive benefits from the Agency it must, whenever requested by the Agency or required under applicable statutes or project documents, provide and certify or cause to be provided and certified such information concerning the Company, its finances, its employees and other topics which shall, from time to time, be necessary or appropriate, including but not limited to, such information as to enable the Agency to make any reports required by law or governmental regulation.

Please refer to the OCIDA Uniform Tax Exemption Policy (<u>UTEP</u>).

I have read the foregoing and agree to comply with all the terms and conditions contained therein as well as policies of the Onondaga County Industrial Agency.

If there are two applicants (Real Estate Holding and Operating Company) both need to complete this page.

Name of Applicant(s) Company	LIVERPOOL LODGING VENTURES LLC		
Signature of Officer or Authorized Representative:	Wester		
Name & Title of Officer or Authorized Representative:	MINESH PATEL VP		
Date: 2/28/25			

## Section XI: Conflict of Interest

### Agency Board Members

- 1. Patrick Hogan, Chairperson
- 2. Janice Herzog, Vice Chairperson
- 3. Sue Stanczyk, Director
- 4. Kevin Ryan, Director
- 5. Fanny Villarreal, Director
- 6. Cydney Johnson, Director
- 7. Elizabeth Dreyfuss, Director

### Agency Officers/Staff

- 1. Robert M. Petrovich, Executive Director
- 2. Nathaniel Stevens, Treasurer
- 3. Alexis Rodriguez, Secretary
- 4. Karen Doster, Recording Secretary

### Agency Legal Counsel & Auditor

- 1. Jeffrey Davis, Esq., Barclay Damon LLP
- 2. Amanda Fitzgerald, Esq., Barclay Damon LLP
- 3. Michael G. Lisson, CPA, Grossman St. Amour Certified Public Accountants PLLC

The Applicant(s) has received a list of members, officers and staff of the Agency. To the best of my knowledge, no member, officer or employee of the Agency has an interest, whether direct or indirect, in any transaction contemplated by this Application, except as hereinafter described:

If there are two applicants (Real Estate Holding and Operating Company) both need to complete this page.

Name of Applicant(s) Company	LIVERPOOL LODGING VENTURES LLC		
Traine of Applicant(s) Company			
Signature of Officer or Authorized Representative:	MindC		
Name & Title of Officer or Authorized Representative:	MINESH PATEL VP		
Date: 2/28/25			

## Section XII: Representations, Certifications, and Indemnification

If there are two applica	ants (Real Estate Holding	g and Operating Company	) both need to complete this
page.			

Minesh Patel	_ (Na	me of	CEC	or or	other	authorized	representative	of
Applicant)(s) confirms and says	that	he/she	is	the	VP		(title)	of
Liverpool Lodging Ventures LLC (na.	me of	corpor	ation	or (	other e	entity) name	d in the attac	hed
Application (the "Applicant"), that	t he/sl	ne has i	read	the f	oregoir	ng Applicati	on and knows	the
contents thereof, and hereby repres	ents, ı	ındersta	nds,	and c	therwi	se agrees wi	th the Agency	and
as follows:								

- **A. First Consideration for Employment:** In accordance with §858-b (2) of the New York General Municipal Law, the Applicant understands and agrees that if the Project receives any Financial Assistance from the Agency, except as otherwise provided by collective bargaining agreements, where practicable, the Applicant will first consider persons eligible to participate in WIA programs who shall be referred by the CNY Works for new employment opportunities created as a result of the Project.
- **B.** Annual Sales Tax Filings: In accordance with §874(8) of the New York General Municipal Law, the Applicant understands and agrees that if the Project receives any sales tax exemptions as part of the Financial Assistance from the Agency, the Applicant agrees to file, or cause to be filed, with the New York State Department of Taxation and Finance, the annual form prescribed by the Department of Taxation and Finance, describing the value of all sales tax exemptions claimed by the Applicant and all consultants or subcontractors retained by the Applicant. For additional information on NYS sales and use tax see <a href="here">here</a>.
- C. Outstanding Bonds: The Applicant understands and agrees to provide on an annual basis any information regarding bonds, if any, issued by the Agency for the project that is requested by the Comptroller of the State of New York.
- **D. Employment Reports:** The Applicant understands and agrees that, if the Project receives any financial assistance from the Agency, the Applicant agrees to file with the Agency, at least annually or as otherwise required by the Agency, reports regarding the number of people employed at the project site, salary levels, contractor utilization and such other information (collectively, "Employment Reports") that may be required from time to time on such appropriate forms as designated by the Agency. Failure to provide Employment Reports within 30 days of an Agency request shall be an event of default under the Project closing documents. Please see this page for <a href="ST-340">ST-340</a> form required in the above referenced employment report.

- E. Housing Reports and Information: The Applicant understands and agrees that if the Project is a housing project, the Applicant shall file with the Agency, at least annually or as otherwise required by the Agency, reports regarding the number of revenue-generating units constructed or reconstructed and the household income or tenant age, as applicable. Upon request of the Agency, the Applicant shall provide supporting documentation for all housing related information provided. Failure to provide such reports and supporting information shall be an event of default under the Project closing documents
- **F. Prevailing Wage:** The Applicant understands and agrees that, if the Project receives any financial assistance from the Agency, the Applicant shall determine whether the Project is a "covered project" pursuant to Section 224-a of Article 8 of the New York Labor Law and, if applicable, the Applicant shall comply with Section 224-a of Article 8 of the New York Labor Law; and the Applicant further covenants that the Applicant shall provide such evidence of the foregoing as requested by the Agency.
- **G. Compliance:** The Applicant understands and agrees that it is in substantial compliance with applicable local, state, and federal tax, worker protection, and environmental laws, rules, and regulations. The Applicant confirms and acknowledges that the owner, occupant or operator receiving financial assistance for the proposed Project is in substantial compliance with applicable local, state, and federal tax, worker protection and environmental laws, rules and regulations.
- **H.** The Applicant understands and agrees that the provisions of Section 862(1) of the New York General Municipal Law, as provided below, will not be violated if financial assistance is provided for the proposed Project:
  - § 862. Restrictions on funds of the Agency. (1) No funds of the Agency shall be used in respect of any project if the completion thereof would result in the removal of an industrial or manufacturing plant of the project occupant from one area of the state to another area of the state or in the abandonment of one or more plants or facilities of the project occupant located within the state, provided, however, that neither restriction shall apply if the agency shall determine on the basis of the application before it that the project is reasonably necessary to discourage the project occupant from removing such other plant or facility to a location outside the state or is reasonably necessary to preserve the competitive position of the project occupant in its respective industry.
- I. The Applicant confirms and acknowledges that the submission of any knowingly false or knowingly misleading information may lead to the immediate termination of any financial assistance and the reimbursement of an amount equal to all or part of any tax exemption claimed by reason of the Agency's involvement in the Project.
- **J.** The Applicant confirms and hereby acknowledges that as of the date of this Application, the Applicant is in substantial compliance with all provisions of Article 18-A of the New York General Municipal Law, including, but not limited to, the provision of Section 859-a and Section 862(1) of the New York General Municipal Law.

The Applicant and the individual executing this Application on behalf of Applicant acknowledge that the Agency and its counsel will rely on the representations and covenants made in this Application when acting hereon and hereby represents that the statements made herein do not contain any untrue statement of a material fact and do not omit to state a material fact necessary to make the statement contained herein not misleading.

- **K.** The Agency has the right to request and inspect supporting documentation regarding attestations made on this application.
- L. Hold Harmless Agreement: Applicant hereby releases Onondaga County Industrial Development Agency and the members, officers, servants, agents and employees thereof (the "Agency") from, agrees that the Agency shall not be liable for, and agrees to indemnify, defend and hold the Agency harmless from and against any and all liability arising from or expense incurred by: (A) the Agency's examination and processing of, and action pursuant to or upon, the attached Application, regardless of whether or not the Application or the Project described therein or the tax-exemptions and other assistance requested therein are favorably acted upon by the Agency; (B) the Agency's acquisition, construction, reconstruction, equipping and/or installation of the Project described therein and (C) any further action taken by the Agency with respect to the Project, including without limiting the generality of the foregoing, all cause of action and attorney's fees and any other expenses incurred in defending any suits or action which may arise as a result of any of the foregoing. If, for any reason, the Applicant fails to conclude or consummate necessary negotiations, or fails, within a reasonable or specified period of time, to take reasonable, proper or requested action, or withdraws, abandons, cancels or neglects the Application, or if the Agency or the Applicant are unable to reach final agreement with respect to the Project, then, and in the event, upon presentation of an invoice itemizing the same, the Applicant shall pay to the Agency, its agents or assigns, all costs incurred by the Agency in the process of the Application, including attorney's fees, if any.

Name of Applicant Company:		Liverpool Lodging Ventures LLC
Signature of Officer or Authorized	Representative:	Miller
Name & Title of Officer or Authori	ized Representative:	Minesh Patel, VP
Date: 3/03/25		
STATE OF NEW YORK	)	
COUNTY OF ONONDAGA	) ss.;	
Minesh Patel	, being f	irst duly sworn, deposes and says:
2. That I have read and at	m duly authorized on b tached Application, I k and belief, this Applica	the Officer) of Liverpool Lodging Ventures LLC rehalf of the Applicant to bind the Applicant. The contents thereof, and that to the ation and the contents of this Application
Subscribed and affirme perjury this 3rd Lally 9	ed to me under penaltie day of 3, 20 25	
(Notar	y Public)	
VALERY A. MCCARTHY ARY PUBLIC, STATE OF NEW YORK Registration No. 01MC6358197 Qualified in Erie County My Commission Expires May 08, 2025	End of Application	n

### **Background and Project Narrative**

Liverpool Lodging Ventures LLC ("LLV") is an affiliate of Visions Hotels LLC, a prominent hotel development and management company with over thirty years of experience. Visions Hotels currently operates approximately sixty-eight hotels across New York, Pennsylvania, Massachusetts, and Connecticut, including six hotels in Onondaga County. LLV is a single member limited liability company and will be owned by a Visions Hotels Opportunity Fund limited partnership. LLV will own fee simple interest in the 5.26-acre site that is and will be zoned as RC-1 Regional Commercial District.

LLV, on behalf of itself and/or its principals, has applied to the Agency to enter a lease-leaseback transaction. The Agency's involvement will assist in undertaking the following:

- Acquisition and fee simple ownership of land
- Construction of a dual-branded Marriott hotel, consisting of a Fairfield Inn & Suites and a Residence Inn. This hotel will serve a diverse range of guests, including transient, group, and extended-stay visitors. The hotel will feature 162 rooms, along with parking and infrastructure to support the project.
- Acquisition and installation of furniture, fixtures, and equipment for the hotel.

The dual-branded hotel is specifically designed to accommodate families, transient business travelers, and guests seeking a higher end lodging experience. The proposed development will transform the currently vacant site into a four-story, approximately 103,673 square foot hospitality facility. The project will include the following accommodations, services, and amenities:

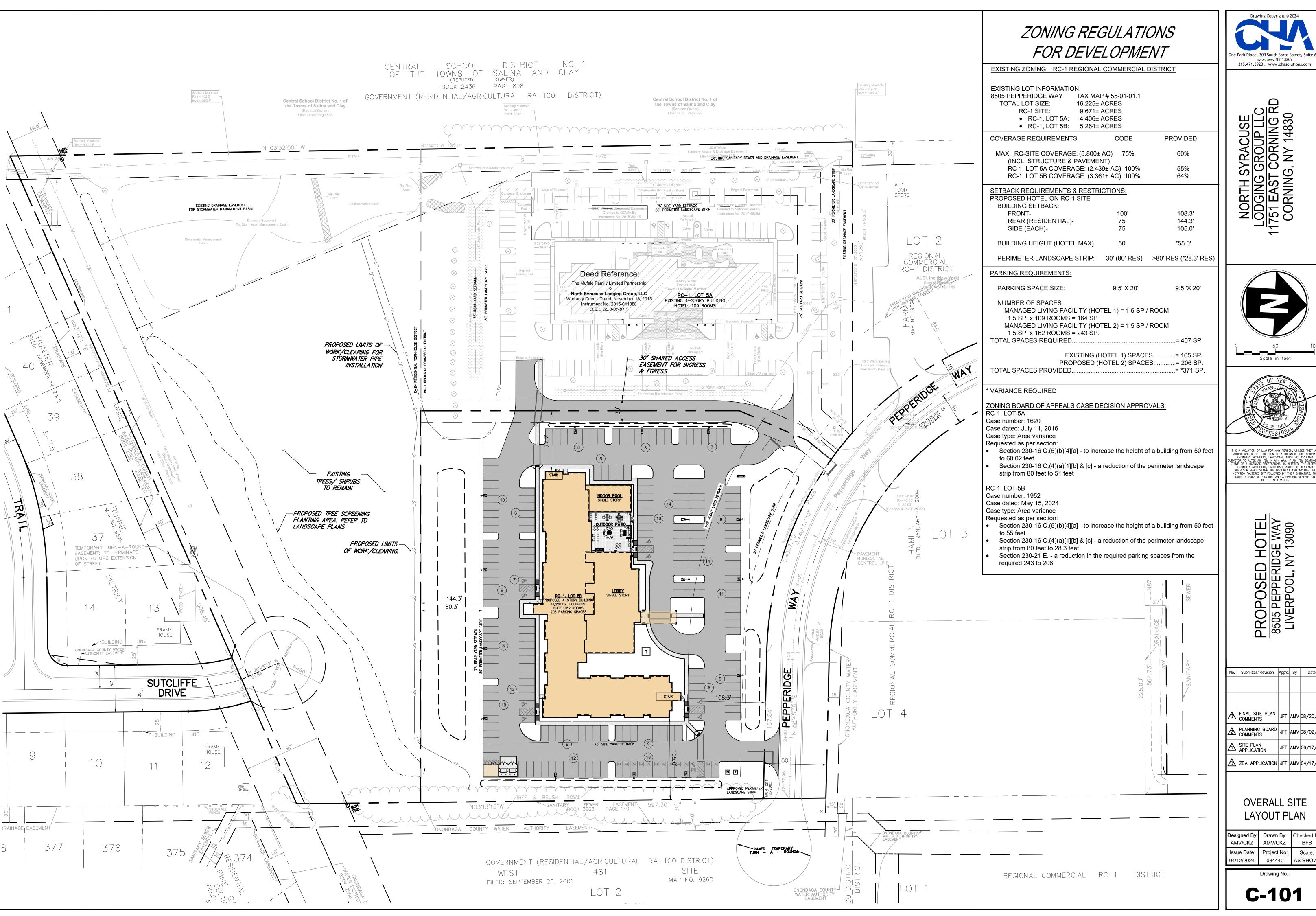
- 80 extended-stay suites with kitchens at the Residence Inn
- 82 standard guest rooms at the Fairfield Inn & Suites
- 1,900 square-foot pool room
- 1,200 square-foot fitness center
- 2,600 square-foot outdoor patio with firepits, BBQ grills, heaters, and seating
- Guest laundry with five washers and dryers
- 400 square-foot flexible meeting room
- 400 square-foot recreational room featuring an indoor golf simulator
- Expansive multi-functional lobby/lounge
- A market suite shop offering snacks, beverages, sundries, frozen meals, and candies

This project has been thoughtfully planned with input from local leaders, neighbors, brand representatives, lenders, and investors to address the economic development needs of the area. The project aligns with community goals of expanding its hotel room inventory to meet both current and future demands. The need for additional hotel accommodations has been heightened by multiple hotel closures and the anticipated demand generated by Micron and other chip manufacturing developments. Additionally, the forecasted demand resulting from regional development will be stunted without adequate, quality hotel options. The current hotel inventory will be occupied by construction workers and consultants leaving very limited rooms for Town

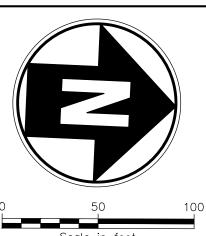
resident. When the 162-room Fairfield Inn and Residence Inn opens in 18 months, it will continue to offer the community a much-needed hospitality option.

Visions Hotels has built its portfolio through acquisitions and new construction projects. However, after the pandemic, the company has suspended or cancelled all new hotel construction projects due the overall cost of construction and financing. The requested benefits are essential for securing the necessary debt and equity financing for this project in this current climate. Rising labor and material costs, coupled with a challenging lending environment that has seen many lenders tighten hotel financing, have made hotel construction increasingly difficult. These challenges are further exacerbated by high interest rates, which have nearly doubled in the past five years. Given these factors, financing for the project will not be feasible unless property taxes are managed through a PILOT abatement, and other costs are mitigated through sales tax and mortgage tax exemptions.

Construction is scheduled to begin in Spring 2025, contingent upon the approval of benefits and securing lender financing. The project has already received approval from Marriott, and final design and construction drawings are currently being finalized, with approvals anticipated within the next 30 days. Once construction begins, the project is expected to take approximately 18 to 24 months to complete.









OF THE ALTERATION.

PROPOSED HOTEL 8505 PEPPERIDGE WAY LIVERPOOL, NY 13090

Sabilittai / Tto vicion	, ipp a.	٠,	Bato
NAL SITE PLAN OMMENTS	JFT	AMV	08/20/24
LANNING BOARD OMMENTS	JFT	AMV	08/02/24
ITE DI ANI			

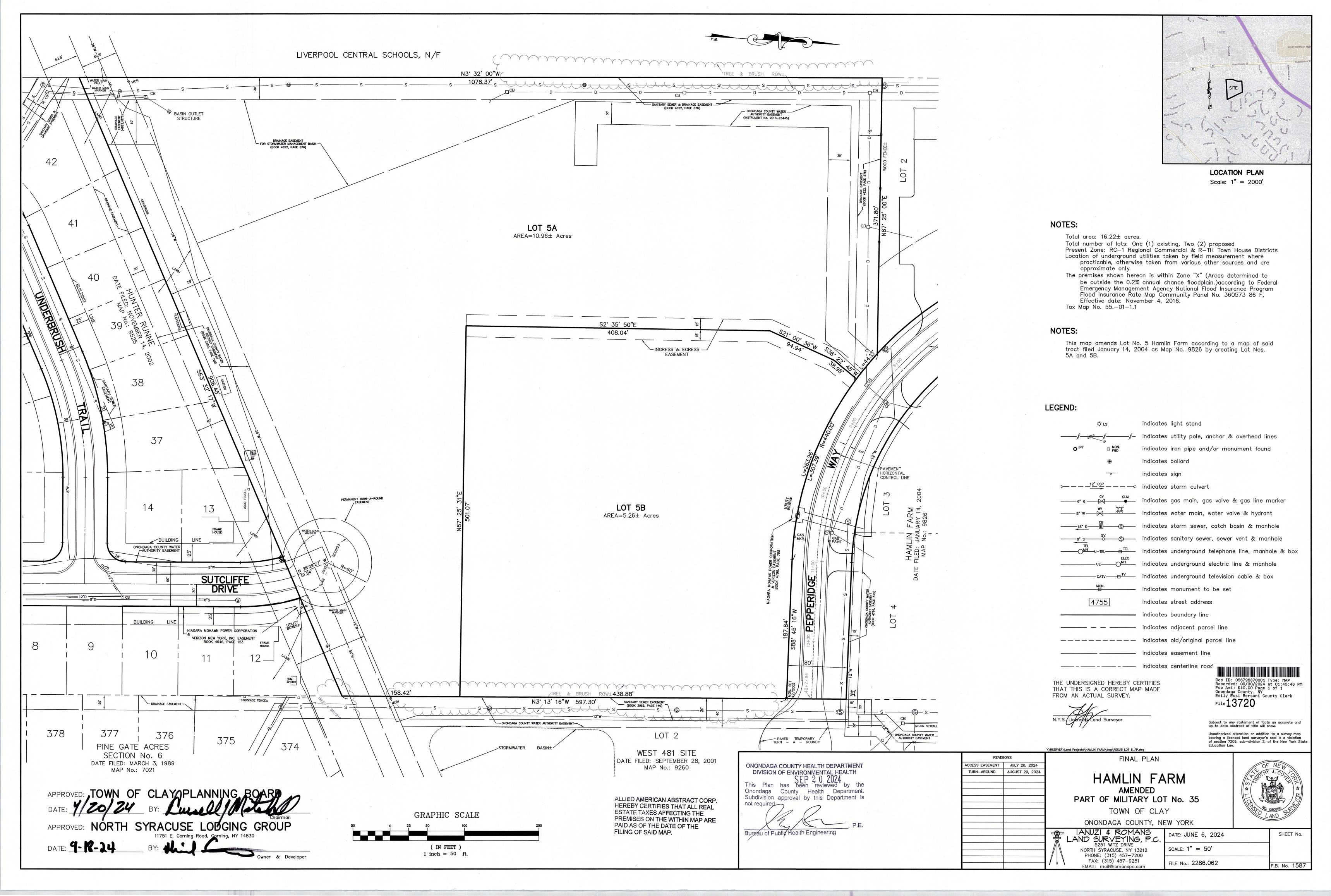
JFT AMV 06/17/2 ZBA APPLICATION JFT AMV 04/17/

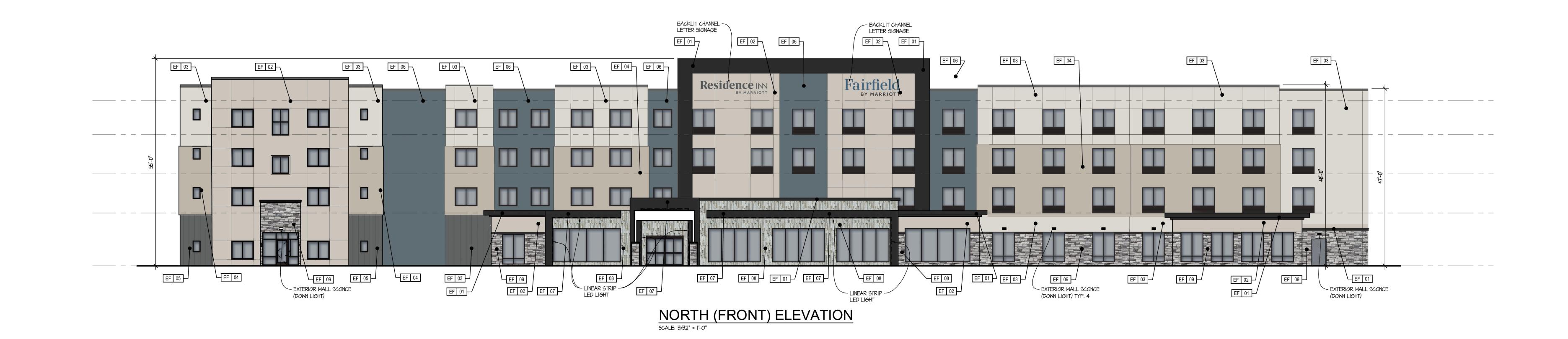
> **OVERALL SITE** LAYOUT PLAN

Designed By:	Drawn By:	Checked By:
AMV/CKZ	AMV/CKZ	BFB
Issue Date:	Project No:	Scale:
04/12/2024	084440	AS SHOWN
0 1/ 12/2021	001110	710 0110 7711

Drawing No.:

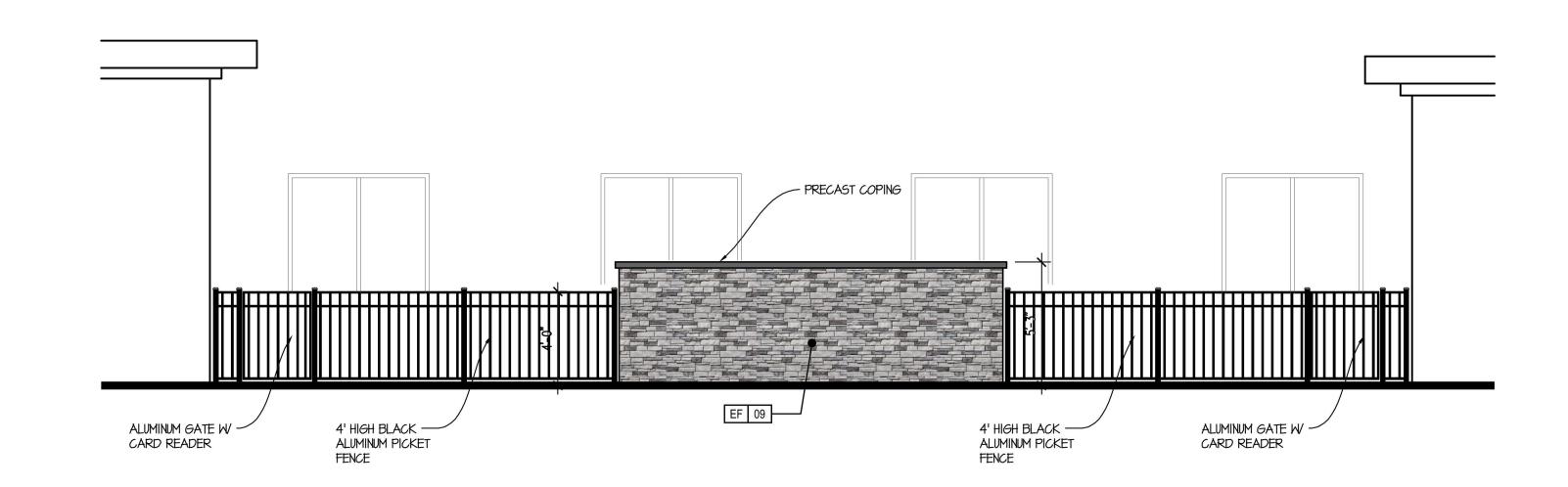
**C-101** 







## EAST (SIDE) ELEVATION SCALE: 3/32" = 1'-0"



PATIO FENCING NORTH ELEVATION

## **EXTERIOR FINISH**

- EF 01 MATERIAL: E.I.F.S.
  TEXTURE: SANDPEBBLE FINE
- EF 02 MATERIAL: E.I.F.S.
  TEXTURE: SANDPEBBLE FINE
  COLOR: ALPACA (SM 7022)

COLOR: IRON ORE (SW 7069)

- EF 03 MATERIAL: E.I.F.S.
  TEXTURE: SANDPEBBLE FINE
- EF 04 MATERIAL: E.I.F.S.
  TEXTURE: SANDPEBLE
  COLOR: ANEW GRAY (SW 7030)

COLOR: DRIFT OF MIST (SW 9166)

- EF 05 MATERIAL: E.I.F.S.
  TEXTURE: LYMESTONE
- COLOR: GRIZZLE GRAY (SW 7068)
- EF 06 TEXTURE: SANDPEBBLE FINE COLOR: SLATE TILE (SM 7624)

MATERIAL: E.I.F.S.

- EF 07 MATERIAL: E.I.F.S.
  TEXTURE: SMOOTH REFLECTIT COLOR: IRON ORE (SW 7069)
- EF 08 MATERIAL: VERTICAL NATURAL STONE TILE

  MFG: CROSSVILLE

  COLOR: WHITE BIRCH
- EF 09 MATERIAL: STONE VENEER MFG: PROVIA STONE COLOR: DRYSTACK - SOUTHPORT
- EF 10 MATERIAL: EPOXY PAINTED STEEL TEXTURE: SMOOTH

COLOR: WHITE

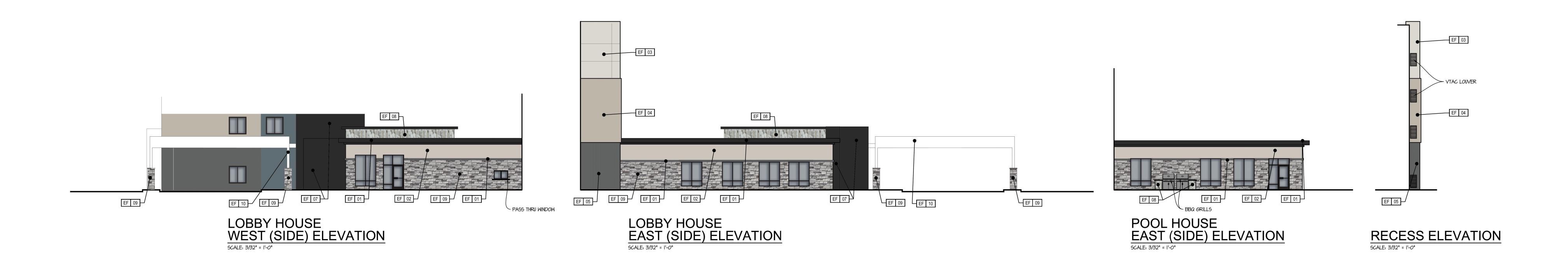
DUAL RESIDENCE INN - FAIRFIELD INN & SUITES

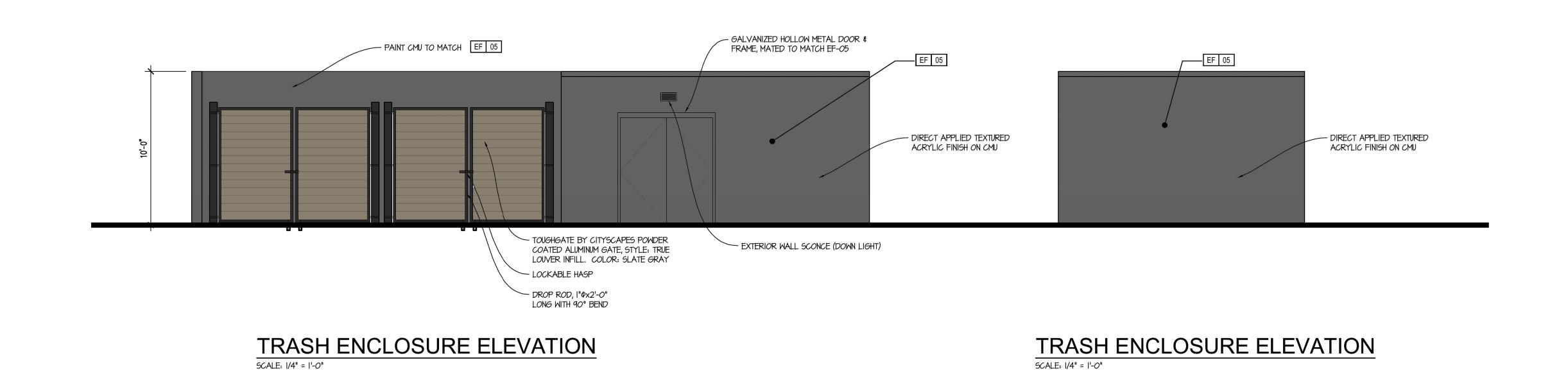
#223059

07-29-24 WILLIAMSVILLE, NEW YORK 14221 (716) 631-9949T (716) 631-0521 F www.MussachioArchitects.com

© 2024 MUSSACHIO ARCHITECTS P.C.

DIVIDIDA 2005/2009/2020ED Estretistad & Destidance for Divid Broad Clair NIV/DraftinalCahamatical2020ED Flav C divid. Flav C. 7/06/0004 14:20:00 AM





D/2004\_2005/2002/202050 Fairfield & Pacidanas Inn Dual Brand Clay MWDrafting/Cahamatics/202050 Flav C dua. Flav C4 (9) 7/20/2004 2:47:47 DM



**MARKET STUDY** 

## Proposed Dual-Branded Fairfield Inn & Residence Inn by Marriott

PEPPERIDGE WAY (CARLING ROAD) LIVERPOOL\*, NEW YORK

\*The site has a Liverpool address, but is actually located in the Town of Clay

#### **SUBMITTED TO:**

Mr. Minesh Patel Visions Hotels 333 Metro Park, Suite 201 Rochester, New York 14623

+1 (607) 962-9868

#### **PREPARED BY:**

HVS Consulting & Valuation Division of TS Worldwide, LLC 202 Wrexham Court North Tonawanda, New York 14150

+1 (828) 490-2274



March 17, 2025

Mr. Minesh Patel Visions Hotels 333 Metro Park, Suite 201 Rochester, New York 14623

Re: Proposed Dual-Branded Fairfield Inn & Residence Inn by

Marriott

Clay, New York

HVS Reference: 2025020253

HVS BUFFALO

202 Wrexham Court North Tonawanda, New York 14150 +1 (828) 490-2274

+1 (516) 742-3059 FAX

www.hvs.com

Dear Mr. Patel:

Pursuant to your request, we herewith submit our market study pertaining to the above-captioned property. We have inspected the real estate and analyzed the hotel market conditions in the Clay/Liverpool, New York, area. We have studied the proposed project, and the results of our fieldwork and analysis are presented in this report. We have also reviewed the proposed improvements for this site.

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.

TS Worldwide, LLC

Christian Cross, Director

Christian Cross

ccross@hvs.com, +1 (828) 490-2274



## **Table of Contents**

SECTION	TITLE	PAGE	
1.	Executive Summary	4	
2.	Description of the Site and Neighborhood	9	
3.	Description of the Proposed Improvements	14	
4.	Market Area Analysis	19	
5.	Supply and Demand Analysis	35	
6.	Projection of Occupancy and Average Rate	60	
7.	Statement of Assumptions and Limiting Conditions	66	
	Addenda		
	Qualifications		
	Visit Syracuse Letter of Sunnort		



## 1. Executive Summary

Subject of the Market Study The subject of the market study is a site measuring 229,126 square feet (5.26 acres) that is planned to be improved with an extended-stay lodging facility; the hotel is anticipated to be associated with the Fairfield by Marriott & Residence Inn by Marriott brands.

#### **RENDERING OF PROJECT**



The dual-branded hotel has been designed to help fill the gaps in supply already present in the local area as well as help meet the increased demand that will come as part of the Micron project. The proposed development will convert the currently vacant site into an approximately 103,673-square-foot, four-story hotel. The hotel is expected to include the following:

- 80 extended-stay suites with kitchens, operating under the Residence Inn brand, which will help accommodate some of the existing extended-stay demand already in the market, as well as support the increase in demand generated by the Micron project. The Micron project will create extended-stay demand during its construction, as many specialty-skilled workers and contractors will need to be brought in from outside the region to construct this plant. The investment and development of this site is expected to last decades and create demand throughout the duration of its construction; however, even once the project's construction is fully completed, the facility will continue to create extended-stay demand given specialty maintenance and ongoing inspections/reviews that will continue during operations.
- 82 standard guest rooms that will operate under the Fairfield Inn & Suites brand, which will primarily cater to transient commercial guests. There is already a really strong demand base for this segment within the local area, so the subject hotel's opening should help accommodate some of the existing demand, thus preventing guests from travelling outside of the local neighborhood to find suitable lodging. Furthermore, the large investment by



Micron will increase the amount of transient commercial demand in the area.

Other facilities and amenities that will be included in the project and will support the hotel's overall offerings include:

- 1,900 square-foot pool area
- 1,200 square-foot fitness room
- 2,600 square-foot outdoor patio with firepits, BBQ grills, heaters, and seating
- Guest laundry facility with five washers and five dryers
- 400 square-foot flexible meeting room
- 400 square-foot recreational room featuring an indoor golf simulator
- Expansive multi-functional lobby/lounge
- A market suite shop offering snacks, beverages, sundries, frozen meals, and candies

The subject site's location is on Carling Road (also known as Pepperidge Way), Liverpool, New York 13090.

#### **Pertinent Dates**

The date of the report is March 10, 2025. The subject site was inspected by Christian Cross on March 2, 2025. The property is expected to open on January 1, 2027.

#### **Franchise Assumptions**

The proposed subject hotel will reportedly operate as a dual-branded Fairfield by Marriott and Residence Inn by Marriott under a franchise agreement with Marriott International Inc.

#### **Syracuse Market Findings**

The proposed hotel is expected to assist with the overall shortage of hotel rooms in the wider Syracuse market, caused by a multiple of factors including the recent reduction in rooms following the closing of the Sheraton and the Crowne Plaza. The closure of these rooms took 512 rooms out of the downtown market.

Hotels in the northern suburbs of Syracuse have historically benefited from compression/overflow demand from the downtown area; however, with the recent closing of these two hotels, that compression is expected to increase. With the closures, the downtown market cannot accommodate the room nights being generated by local demand drivers such Syracuse University, the recently renovated JMA Wireless Dome, The Oncenter/Nicholas J. Pirro Convention Center, SUNY Upstate Medical University, Upstate Golisano Children's Hospital, and Crouse Hospital. While not located in the downtown submarket, Lockheed Martin also created demand throughout the market and has historically partly relied on the available inventory in the downtown submarket.



**Factors** 

## Clay/Liverpool Submarket A \$35

In addition to room closures (a reduction in supply), several notable projects are planned that will impact hotels throughout the Syracuse market and the wider region (increases in demand), including a \$100-billion investment by Micron Technology and \$2.25 billion invested in the rerouting of Interstate 81.

A \$350-million, 3.7-million-square-foot Amazon fulfilment center was completed in 2022. This project had a created significant demand for hotels within the subject submarket during its construction and it continues to create demand for area hotels. Given the significant demand was generated for hotels within the submarket from that Amazon project, the Micron project is expected to be exponentially more impactful given the large investment and the length of the project. Furthermore, while the Micron project will impact hotels throughout the wider region, the project will actually be located within the proposed subject hotel's submarket, thus creating demand in this area first, before overflowing and impacting the rest of the wider market and surrounding region.

In addition to compression from Downtown Syracuse, this submarket currently benefits from compression from Oswego, given the limited hotel supply in that market. Despite being 30 minutes north of the subject submarket, events at SUNY Oswego and routine scheduled shutdowns at Nine Mile Point Nuclear Station, create demand that exceeds that market's supply inventory, thus benefiting hotels located proximate to the subject site. However, if no new hotels enter the subject submarket, this demand will be displaced and these guests will need to be accommodated by a different market given the demand that will be generated from Micron.

Current occupancy levels suggests that demand for the proposed location and this product type in particular, is strong. The significantly higher occupancy levels reflected by the primarily competitive hotels versus the secondarily competitive hotels suggest there is already demand for more hotel rooms in this location with extended-stay offerings. The weekly occupancy for the overall combined competitive set show there are many nights when the market's unweighted occupancy exceeds 75%. The primary competitors achieved occupancy levels that were around 23 percentage points higher than the secondary set in the base year, which suggests several (or potentially all) of the primary hotels are likely fully sold out during this time. Following the start of construction of the Micron project, demand will greatly increase which will leave significant room shortages if no new hotels are opened.

Given the impact of the Micron project, more hotels will be needed in this market; as such, our stabilized occupancy levels inherently consider new supply entering the market. Considering the massive investment coming from the Micron project and considering the amount of room nights that will be generated, more hotel projects are expected to enter the market, and more hotel rooms will be needed to

# <u>ĤVS</u>

**Scope of Work** 

accommodate the demand. If no new hotels enter, a notable amount of the new room nights generated by the Micron project will not be able to be accommodated within the market; as such, these guests will have to leave the market to find lodging in surrounding towns, and those markets will benefit from the compression.

The methodology used to develop this study is based on the market research and valuation techniques set forth in the textbooks authored by Hospitality Valuation Services for the American Institute of Real Estate Appraisers and the Appraisal Institute, entitled *The Valuation of Hotels and Motels,* Hotels, Motels and Restaurants: Valuations and Market Studies, The Computerized Income Approach to Hotel/Motel Market Studies and Valuations, Hotels and Motels: A Guide to Market Analysis, Investment Analysis, and Valuations, and Hotels and Motels – Valuations and Market Studies.

- 1. All information was collected and analyzed by the staff of TS Worldwide, LLC. Information was supplied by the client and/or the property's development team.
- 2. The subject site has been evaluated from the viewpoint of its physical utility for the future operation of a hotel, as well as access, visibility, and other relevant factors.
- 3. The subject property's proposed improvements have been reviewed for their expected quality of construction, design, and layout efficiency.
- 4. The surrounding economic environment, on both an area and neighborhood level, has been reviewed to identify specific hostelry-related economic and demographic trends that may have an impact on future demand for hotels.
- 5. Dividing the market for hotel accommodations into individual segments defines specific market characteristics for the types of travelers expected to utilize the area's hotels. The factors investigated include purpose of visit,

March-2025

<sup>&</sup>lt;sup>1</sup> Stephen Rushmore, *The Valuation of Hotels and Motels*. (Chicago: American Institute of Real Estate Appraisers, 1978).

<sup>&</sup>lt;sup>2</sup> Stephen Rushmore, *Hotels, Motels and Restaurants: Valuations and Market Studies.* (Chicago: American Institute of Real Estate Appraisers, 1983).

<sup>&</sup>lt;sup>3</sup> Stephen Rushmore, *The Computerized Income Approach to Hotel/Motel Market Studies and Valuations*. (Chicago: American Institute of Real Estate Appraisers, 1990).

<sup>&</sup>lt;sup>4</sup> Stephen Rushmore, Hotels and Motels: A Guide to Market Analysis, Investment Analysis, and Valuations (Chicago: Appraisal Institute, 1992).

<sup>&</sup>lt;sup>5</sup> Stephen Rushmore and Erich Baum, *Hotels and Motels – Valuations and Market Studies*. (Chicago: Appraisal Institute, 2001).



- average length of stay, facilities and amenities required, seasonality, daily demand fluctuations, and price sensitivity.
- 6. An analysis of existing and proposed competition provides an indication of the current accommodated demand, along with market penetration and the degree of competitiveness. Unless noted otherwise, we have inspected the competitive lodging facilities summarized in this report.
- 7. Documentation for an occupancy and ADR projection is derived utilizing the build-up approach based on an analysis of lodging activity.



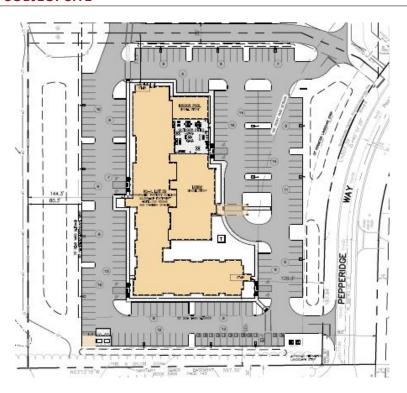
### 2. Description of the Site and Neighborhood

The suitability of the land for the operation of a lodging facility is an important consideration affecting the economic viability of a property and its ultimate marketability. Factors such as size, topography, access, visibility, and the availability of utilities have a direct impact on the desirability of a particular site.

This site is in the Town of Clay, New York.

Topography and Site Utility The topography of the site is generally flat, and its shape should permit efficient use of the site for the building and other improvements, as well as ingress and egress. It is expected that the site will be developed fully with building and site improvements, thus contributing to the overall profitability of the hotel.

#### **VIEW OF SUBJECT SITE**





#### **VIEW OF SUBJECT SITE**

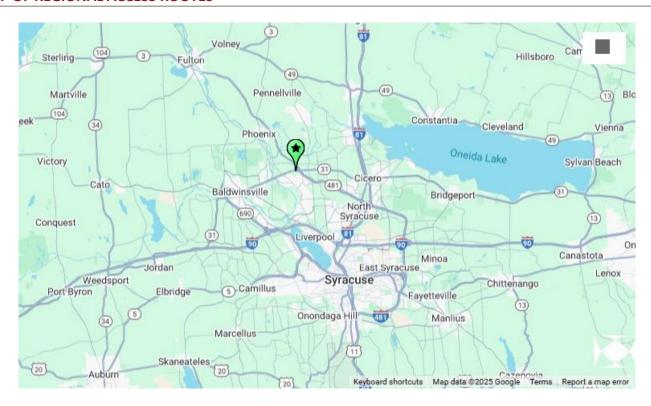


#### **Access and Visibility**

It is important to analyze the site with respect to regional and local transportation routes and demand generators, including ease of access. The subject site is readily accessible to a variety of local and county roads, as well as state and interstate highways.



#### **MAP OF REGIONAL ACCESS ROUTES**



This market is served by a variety of major routes, including interstates and highways, as illustrated on the map. Regional access to/from the Liverpool and Clay area, and the subject site, in particular, is considered very good.

Vehicular access to the subject site will be provided by Carling Road (also known as Pepperidge Way). The subject site is located near a busy commercial corridor, Route 31. The proposed subject hotel is anticipated to have adequate signage at the street, as well as on its façade. Overall, the subject site benefits from good accessibility, and the proposed hotel is expected to enjoy good visibility from within its local neighborhood.

**Airport Access** 

The proposed subject hotel will be served by the Syracuse Hancock International Airport, which is located approximately 6.5 miles to the southeast of the subject site.



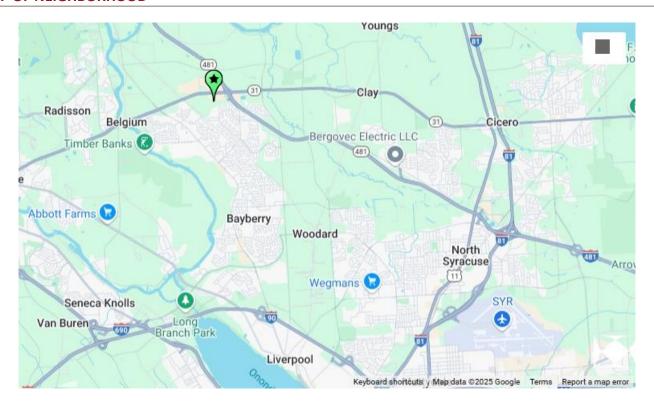
#### Neighborhood

The neighborhood surrounding a lodging facility often has an impact on a hotel's status, image, class, style of operation, and sometimes its ability to attract and properly serve a particular market segment. This section of the report investigates the subject neighborhood and evaluates any pertinent location factors that could affect its future occupancy, average rate, and overall profitability.

The neighborhood that surrounds the subject site is one of the northernmost suburbs of the wider Syracuse market. There has been significant growth within this neighborhood in recent years. As will be outlined later in this report, a significant 3.7-million-square-foot Amazon fulfilment center opened in 2022. This project created significant demand during its construction and continues to be an important local economic driver. Furthermore, Route 31 has experience notable commercial development near the subject site, expanding in both directions. Finally, as will also be described in further detail later in the report, the Micron project, which will be located in this area, is expected to have significant impacts on the neighborhood, bringing billions of dollars in investments. The proposed hotel's opening should not only have positive influence on the area, but more lodging will be necessary to help accommodate the influx of demand coming from the Micron project. As will be outlined later in this report, based on the already existing demand in the neighborhood, as well as the limited supply, there is already a need for more hotels as there are many nights where the existing hotels cannot fully accommodate the demand already in the area. With continued investment taking place, most notably the Micron project, this issue is expected to be significantly exasperated if no hotels enter the market.



#### MAP OF NEIGHBORHOOD



Utilities

**Zoning** 

The subject site is assumed to be served by all necessary utilities.

According to the local planning office, the subject property is zoned as follows: RC-1 - Regional Commercial District. We assume that all necessary permits and approvals will be secured (including the appropriate liquor license as applicable) and that the subject property will be constructed in accordance with local zoning ordinances, building codes, and all other applicable regulations. Our zoning analysis should be verified before any physical changes are made to the site.



### 3. Description of the Proposed Improvements

The quality of a lodging facility's physical improvements has a direct influence on marketability, attainable occupancy, and average room rate. The design and functionality of the structure can also affect operating efficiency and overall profitability. This section investigates the subject property's proposed physical improvements and personal property in an effort to determine how they are expected to contribute to attainable cash flows.

**Project Overview** 

The dual-branded hotel has been designed to help fill the gaps in supply already present in the local area as well as help meet the increased demand that will come as part of the Micron project. The proposed development will convert the currently vacant site into an approximately 103,673-square-foot, four-story hotel. The hotel is expected to include the following:

- 80 extended-stay suites with kitchens, operating under the Residence Inn brand, which will help accommodate some of the existing extended-stay demand already in the market, as well as support the increase in demand generated by the Micron project. The Micron project will create extended-stay demand during its construction, as many specialty-skilled workers and contractors will need to be brought in from outside the region to construct this plant. The investment and development of this site is expected to last decades and create demand throughout the duration of its construction; however, even once the project's construction is fully completed, the facility will continue to create extended-stay demand given specialty maintenance and ongoing inspections/reviews that will continue during operations.
- 82 standard guest rooms that will operate under the Fairfield Inn & Suites brand, that will primarily cater to transient commercial guests. There is already a really strong demand base for this segment within the local area, so the subject hotel's opening should help accommodate some of the existing demand, thus preventing guests from travelling outside of the local neighborhood to find suitable lodging. Furthermore, the large investment by Micron will increase the amount of transient commercial demand in the area.



Other facilities and amenities that will be included in the project and will support the hotel's overall offerings include:

- 1,900 square-foot pool area
- 1,200 square-foot fitness room
- 2,600 square-foot outdoor patio with firepits, BBQ grills, heaters, and seating
- Guest laundry facility with five washers and five dryers
- 400 square-foot flexible meeting room
- 400 square-foot recreational room featuring an indoor golf simulator
- Expansive multi-functional lobby/lounge
- A market suite shop offering snacks, beverages, sundries, frozen meals, and candies

#### **Fairfield by Marriott**

As the second-largest Marriott International brand, having reached a milestone of 1,000 properties in 2019, Fairfield by Marriott is Marriott International's primary economy brand in the upper-midscale tier. Fairfield by Marriott (inclusive of the Fairfield Inn by Marriott and Fairfield Inn & Suites by Marriott) properties offer daily complimentary breakfast, free coffee and tea, free high-speed Wi-Fi, a business center, a swimming pool, same-day laundry service, and fitness rooms at most locations. Primary competitors of the brand include the Hampton by Hilton, Holiday Inn Express & Suites, and Country Inn & Suites by Radisson, among others. As of year-end 2024, there were 1,174 Fairfield by Marriott properties (111,495 rooms) in operation across the United States and Canada. In 2024, the brand's U.S. and Canadian hotels operated at an average occupancy level of 68.9% and an average daily rate (ADR) of \$134.73, resulting in an average RevPAR of \$92.86.

#### **Residence Inn by Marriott**

Residence Inn by Marriott is Marriott's upscale, limited-service, extended-stay, all-suite product. Jack DeBoer founded Residence Inn by Marriott in 1973 as the first extended-stay hotel concept aimed at business travelers staying for multiple nights. All Residence Inn by Marriott properties offer a complimentary breakfast, inclusive of hot and healthy items; free grocery delivery service; and a 24/7 market pantry. Other typical brand amenities include a business center or lobby workstation, a guest laundry room, a fitness room, a swimming pool, and meeting space. Many properties also offer an outdoor sport court. Typical competitors of the Residence Inn by Marriott brand include the Homewood Suites by Hilton, Hyatt House, Element by Westin, and Staybridge Suites, among others. As of year-end 2024, there were 873 Residence Inn by Marriott properties (107,249 rooms) in operation across the United States and Canada. In 2024, the brand's U.S. and Canadian hotels



Summary of the Facilities

operated at an average occupancy level of 76.5% and an average daily rate (ADR) of \$171.36, resulting in an average RevPAR of \$131.10.

Based on information provided by the proposed subject hotel's development representatives, the following table summarizes the facilities that are expected to be available at the proposed subject hotel.

#### FIGURE 3-1 PROPOSED FACILITIES SUMMARY

Residence Inn Rooms	80
Fairfield by Marriott Rooms	82
Total	162
Food & Beverage Facilities	Seating Capacity
Breakfast Dining Area	TBD
Indoor Meeting & Banquet Facilities	Square Footage
Meeting Room	400
Amenities & Services	
Indoor Swimming Pool	Golf Simulator
Fitness Room	Market Pantry
Outdoor Patio & Barbecue Area Guest Laundry Area	Lobby Workstation

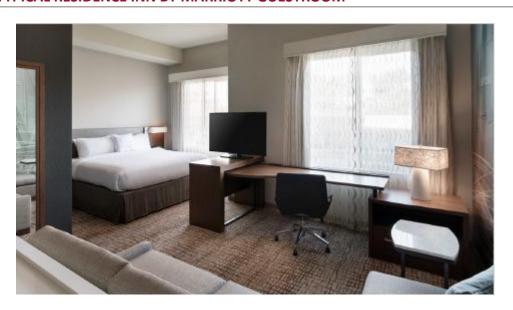
Per the plans and renderings provided, the proposed hotel will occupy one four-story building. Surface parking will be located around the building. Other site improvements will include freestanding signage, located at the main entrance to the site, as well as landscaping and sidewalks. Additional signage is expected to be placed on the exterior of the building. The hotel's main entrance is expected to lead into the shared lobby, and the first (ground) floor will house the public areas and the back-of-the-house space. The site and building components appear to be normal for a hotel of this type and should meet the standards for this rapidly expanding market.



#### TYPICAL RESIDENCE INN BY MARRIOTT GUESTROOM - KITCHEN AREA



#### TYPICAL RESIDENCE INN BY MARRIOTT GUESTROOM





#### TYPICAL FAIRFIELD INN BY MARRIOTT GUESTROOM



ADA and Environmental We assume that the property will be built according to all pertinent codes and brand standards. Moreover, we assume its construction will not create any environmental hazards (such as mold) and that the property will fully comply with the Americans with Disabilities Act.

**Capital Expenditures** 

Our analysis assumes that the hotel will require ongoing upgrades and periodic renovations after its opening in order to maintain its competitive level in this market and to remain compliant with brand standards.

Conclusion

Overall, the proposed subject property should offer a well-designed, functional layout of public areas, guestrooms, and back-of-the-house spaces. All typical and market-appropriate features and amenities are expected to be included in the hotel's design. We assume that the property will be constructed in accordance with modern standards for lodging facilities and that the furniture, fixtures, and finishes will be consistent with the property's anticipated positioning as a dual-branded upper-midscale and upscale hotel; moreover, we assume that it will include the appropriate energy-efficient elements and be equipped with the requisite technology and building systems. We further assume that the building will be fully open and operational on the stipulated opening date and will meet all local building codes, as well as market and/or brand standards, and that the hotel staff will be adequately trained to allow for a successful opening, with pre-marketing efforts having introduced the product to the market at least six months in advance of the opening date.



### 4. Market Area Analysis

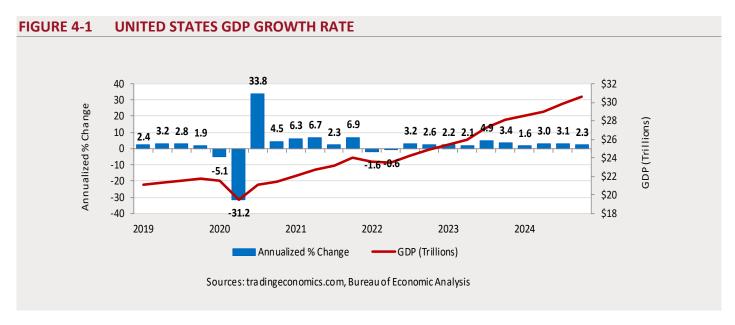
The economic vitality of the market area and neighborhood surrounding the subject site is an important consideration in forecasting lodging demand and future income potential. Economic and demographic trends that reflect the amount of visitation provide a basis from which to project lodging demand. The purpose of the market area analysis is to review available economic and demographic data to determine whether the local market will undergo economic growth, stabilize, or decline. In addition to predicting the direction of the economy, the rate of change must be quantified. These trends are then correlated based on their propensity to reflect variations in lodging demand, with the objective of forecasting the amount of growth or decline in visitation by individual market segment (e.g., commercial, meeting and group, and leisure).

National Economic Overview The local market and economy are influenced by national trends; thus, consideration of these trends is an important premise to this market-area analysis. The U.S. economy was severely affected by the COVID-19 pandemic, as illustrated in the following discussion. The onset of the pandemic resulted in decreased business activity, causing widespread economic hardships, including higher levels of unemployment. The depth and duration of this impact was influenced by the course of the pandemic and the nature and extent of restrictions on business and travel activity; the period of greatest impact was 2020. By all measures, the national economy has recovered from this downturn, having recorded notable subsequent growth, while some select markets and sectors have recorded slower growth and are continuing to recover.

Gross domestic product (GDP) is a key measure of a country's economic health and trends. Research has also identified a high degree of correlation between GDP and lodging demand. For the eight quarters leading up to 2020, GDP quarterly growth ranged between 0.9% and 3.8%, reflecting moderate economic expansion. The impact of the pandemic was considerable in 2020. As shutdowns halted major components of the U.S. economy from mid-March through May, GDP contracted by an annualized rate of 31.2% in the second quarter of 2020, the largest such decline in U.S. history. While shocking, this GDP decline was offset by a significant rebound in economic activity in the third quarter of 2020, greatly moderating the overall impact for the year. The U.S. economy grew by 33.8% on an annualized basis in the third quarter, followed by more modest gains in the five quarters that followed through the end of 2021, with GDP having surpassed the pre-pandemic peak by the first quarter of 2021. A pullback during the first half of 2022 was driven by the trade



deficit and decreases in government spending and inventory investment, although the decline was offset by gains during the second half of the year.



The positive trend continued through 2023 and 2024, registering 2.5% and 2.3% increases for the year, respectively. According to the January 30, 2025, report from the Bureau of Economic Analysis, "The increase in consumer spending reflected increases in both services and goods. Within services, the leading contributor to the increase was health care. Within goods, the leading contributors to the increase were recreational goods and vehicles, as well as motor vehicles and parts. Within health care, hospital and nursing home services (notably hospital services) and outpatient services increased, based primarily on Bureau of Labor Statistics (BLS) Current Employment Statistics (CES) employment, earnings, and hours data. The increase in government spending reflected increases in state and local, as well as federal government, spending." After a period of low transaction volume, 2025 is expected to bring a more active deal environment given this recent stability in growth, among other factors. While the possibility of the economy slowing in the near term remains a concern, the long-term outlook for the industry is optimistic.

The Wall Street Journal (WSJ) publishes an economy forecasting survey each quarter. Per the latest survey, economists are optimistic that the United States will avoid a recession, reporting an average 22.0% probability that the country would experience a recession during the next twelve months (39.0% was the average probability level for the same question in January 2024). The economy has continued to perform well, and the average probability level continues to decline



with each survey. Key averages from the latest release are illustrated in the following table.

FIGURE 4-2	GDP, CPI, AND UNEMPLOYMENT PREDICTIONS

1st Qua	arter 2025	2.17 %
2nd Qu	arter 2025	2.00
3rd Qu	arter 2025	1.95
4th Qu	arter 2025	1.95
Real GI	OP, Year-Over-Year Growt	n Rate
2025		2.00 %
2026		2.00
2027		2.04
CPI, Ye	ar-Over-Year Change	
June 20	025	2.56 %
Decem	ber 2025	2.69
June 20	026	2.66
Decem	ber 2026	2.57
Unemp	loyment, Annual Level	
June 20	025	4.24 %
Decem	ber 2025	4.26
June 20	026	4.21
Decem	ber 2026	4.19
Sou	rce: Wall Street Journal E	conomic Forecasting
	Survey, Januar	y 2025

Driven by supply-chain disruptions and pent-up consumer demand, prices for most goods and services increased substantially in the wake of the pandemic; the CPI increased by 7.0% in 2021 and 6.5% in 2022. The Fed addressed inflation through successive interest-rate hikes (seven in 2022, and another four in 2023), and the pace of inflation decelerated, falling to the low 3.0% range by the end of 2023. While inflation had increased to 3.5% by March 2024, it has illustrated a slow and gradual decline since this point, registering a relatively low 2.4% as of September 2024. In September, the Fed cut the federal funds rate for the first time since the COVID-19 pandemic, acknowledging the positive economic data and lower inflation in recent months, and two additional cuts followed in November and December. Prior to the September meeting, the target rate was between 5.25% and 5.5%. As of early 2025, it now stands between 4.25% and 4.5%. No change was made to the lending rate during the Fed's January 2025 meeting.



The recent successive increases in GDP, lower inflation levels, recent cuts to the Fed rate, and continued strong job growth paint a positive picture of the U.S. economy. While the probability of a recession is low, it is unclear how unfolding policies of the new administration will impact the economy. Nevertheless, 2025 is expected to be an improving year for the hotel industry, overall, and transaction activity should also intensify.

Per the WSJ survey, unemployment levels are anticipated to remain relatively stable, hovering near the 4.3% mark. In the October 2024 survey (no questions were posed for the January 2025 survey), the economists also opined on potential changes in metrics based on the election outcome. Most believe that inflation would increase under a Republican administration, due in large part to proposed tariffs. However, the WSJ reported that administration's influence over the economy is nevertheless limited, and more important factors are the business cycle, external shocks (such as the price of oil), and the Fed's interest rate policy. Accordingly, economists surveyed expect inflation to remain somewhat elevated, at just over 2.5% by June 2025, followed by an uptick, rising to roughly 2.7% by the end of this year.

Within the hospitality industry, labor availability and costs remain a concern for hotel operators, although these issues have diminished somewhat since the height of the pandemic. Inflation benefited the industry by supporting strong ADR growth in most markets but also resulted in increased expenses, which put pressure on profitability. Inflation has now moderated significantly and is approaching the Fed's target of 2.0%, considered a positive factor. Lastly, the news regarding recent 2024 GDP growth and the resilience of the economy as a whole should support continued growth in lodging demand, particularly in the commercial and group segments.

In preparing this report, we have considered the impact of these factors on the lodging and investment markets to the best of our ability. However, our analysis only considers what is known at the time of the effective date of the report, and there is a high degree of uncertainty currently influencing the market and the economy.

#### **Market Area Definition**

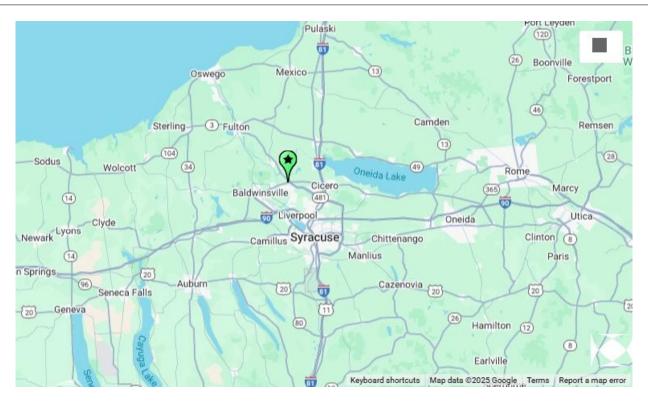
The market area for a lodging facility is the geographical region where the sources of demand and the competitive supply are located. The subject site is located in the Town of Clay, the county of Onondaga, and the state of New York.

The subject property's market area can be defined by its Combined Statistical Area (CSA): Syracuse-Auburn, NY. The CSA represents adjacent metropolitan and micropolitan statistical areas that have a moderate degree of employment interchange. Micropolitan statistical areas represent urban areas in the United States based around a core city or town with a population of 10,000 to 49,999; the



MSA requires the presence of a core city of at least 50,000 people and a total population of at least 100,000 (75,000 in New England). The following exhibit illustrates the market area.

#### **MAP OF MARKET AREA**



## **Economic and Demographic Review**

A primary source of economic and demographic statistics used in this analysis is the *Complete Economic and Demographic Data Source* published by Woods & Poole Economics, Inc.—a well-regarded forecasting service based in Washington, D.C. Using a database containing more than 900 variables for each county in the nation, Woods & Poole employs a sophisticated regional model to forecast economic and demographic trends. Historical statistics are based on census data and information published by the Bureau of Economic Analysis. Projections are formulated by Woods & Poole, and all dollar amounts have been adjusted for inflation, thus reflecting real change.

These data are summarized in the following table.

FIGURE 4-3 ECONOMIC AND DEMOGRAPHIC DATA SUMMARY

					Avg. Ann	ual Compour	nded Chg.
	2010	2020	2024	2029	2010-20	2010-24	2024-29
Resident Population (Thousands)							
Onondaga County	467.9	474.2	468.4	470.0	0.1 %	0.0 %	0.1 %
Syracuse, NY MSA	663.5	659.6	653.5	655.2	(0.1)	(0.1)	0.1
Syracuse-Auburn, NY CSA	743.4	735.7	728.0	729.7	(0.1)	(0.1)	0.0
State of New York	19,419.9	20,104.7	19,616.5	19,814.9	0.3	0.1	0.2
United States	309,382.3	331,526.9	337,214.9	348,565.1	0.7	0.6	0.7
Per-Capita Personal Income*							
Onondaga County	\$44,350	\$55,236	\$55,071	\$58,769	2.2	1.6	1.3
Syracuse, NY MSA	41,929	52,617	52,145	55,655	2.3	1.6	1.3
Syracuse-Auburn, NY CSA	41,352	52,044	51,621	55,040	2.3	1.6	1.3
State of New York	53,670	66,790	69,776	76,210	2.2	1.9	1.8
United States	44,807	56,530	59,191	63,789	2.4	2.0	1.5
W&P Wealth Index							
Onondaga County	95.3	94.1	90.2	89.5	(0.1)	(0.4)	(0.2)
Syracuse, NY MSA	90.6	89.8	85.6	84.9	(0.1)	(0.4)	(0.2)
Syracuse-Auburn, NY CSA	89.5	89.0	84.8	84.1	(0.1)	(0.4)	(0.2)
State of New York	114.8	113.8	113.7	115.0	(0.1)	(0.1)	0.2
United States	100.0	100.0	100.0	100.0	0.0	0.0	0.0
Food and Beverage Sales (Millions	)*						
Onondaga County	\$752	\$885	\$1,114	\$1,246	1.6	2.8	2.3
Syracuse, NY MSA	969	1,120	1,413	1,577	1.5	2.7	2.2
Syracuse-Auburn, NY CSA	1,042	1,200	1,515	1,691	1.4	2.7	2.2
State of New York	34,723	44,218	54,158	59,693	2.4	3.2	2.0
United States	502,827	611,998	777,882	881,337	2.0	3.2	2.5
Total Retail Sales (Millions)*							
Onondaga County	\$7,544	\$8,479	\$9,570	\$10,212	1.2	1.7	1.3
Syracuse, NY MSA	9,662	10,997	12,446	13,269	1.3	1.8	1.3
Syracuse-Auburn, NY CSA	10,619	11,974	13,544	14,437	1.2	1.8	1.3
State of New York	279,751	347,195	389,587	418,215	2.2	2.4	1.4
United States	4,638,710	5,826,739	6,781,526	7,456,593	2.3	2.7	1.9
* Inflation Adjusted							

<sup>\*</sup> Inflation Adjusted

Source: Woods & Poole Economics, Inc.

## **ĤVS**

The U.S. population grew at an average annual compounded rate of 0.6% from 2010 through 2024. The county's population has grown more slowly than the nation's population; the average annual growth remained stagnant between 2010 and 2024 reflecting stability in the area. Per-capita personal income increased slowly, at 1.6% on average annually for the county between 2010 and 2024. Local wealth indexes have remained stable in recent years, registering a modest 90.2 level for the county in 2024.

Food and beverage sales totaled \$1,114 million in the county in 2024, versus \$752 million in 2010. This reflects a 2.8% average annual change. The pace of growth is anticipated to be 2.3% through 2029. The retail sales sector demonstrated an annual increase of 1.7% from 2010 to 2024. An increase of 1.3% average annual change is expected in county retail sales through 2029.

Workforce Characteristics The characteristics of an area's workforce provide an indication of the type and amount of transient visitation likely to be generated by local businesses. Sectors such as finance, insurance, and real estate (FIRE); wholesale trade; and services produce a considerable number of visitors who are not particularly rate sensitive. The government sector often generates transient room nights, but per-diem reimbursement allowances often limit the accommodations selection to budget and mid-priced lodging facilities. Contributions from manufacturing, construction, transportation, communications, and public utilities (TCPU) employers can also be important, depending on the company type.

The following table sets forth the county workforce distribution by business sector in 2010, 2020, and 2024, as well as a forecast for 2029.

FIGURE 4-4 HISTORICAL AND PROJECTED EMPLOYMENT (000S)

									Avg. Ann	ual Compou	nded Chg.
		Percent		Percent		Percent		Percent			
Industry	2010	of Total	2020	of Total	2024	of Total	2029	of Total	2010-2020	2020-2024	2024-2029
Farm	1.1	0.4 %	1.1	0.4 %	1.1	0.4 %	1.1	0.3 %	0.1 %	0.7 %	(0.4) %
Forestry, Fishing, Related Activities And Other	0.2	0.1	0.3	0.1	0.3	0.1	0.3	0.1	0.8	(0.1)	1.2
Mining	0.3	0.1	0.2	0.1	0.1	0.0	0.1	0.0	(4.9)	(13.0)	2.1
Utilities	1.7	0.6	2.4	0.8	2.6	0.8	2.5	0.8	3.6	1.5	(0.4)
Construction	12.9	4.3	13.5	4.6	14.1	4.4	14.0	4.3	0.4	1.2	(0.2)
Manufacturing	22.1	7.4	19.6	6.7	20.7	6.5	20.2	6.2	(1.2)	1.4	(0.5)
Total Trade	46.0	15.4	40.3	13.7	43.1	13.5	42.5	13.1	(1.3)	1.6	(0.2)
Wholesale Trade	14.4	4.8	11.7	4.0	13.3	4.2	13.1	4.0	(2.0)	3.2	(0.4)
Retail Trade	31.6	10.6	28.6	9.7	29.8	9.3	29.5	9.1	(1.0)	1.0	(0.2)
Transportation And Warehousing	10.0	3.3	14.1	4.8	17.8	5.6	17.5	5.4	3.5	6.1	(0.4)
Information	5.1	1.7	4.0	1.4	4.2	1.3	4.2	1.3	(2.4)	1.6	(0.3)
Finance And Insurance	18.7	6.3	18.1	6.1	19.6	6.1	18.9	5.8	(0.4)	2.0	(0.6)
Real Estate And Rental And Lease	10.6	3.5	12.6	4.3	15.7	4.9	18.0	5.5	1.7	5.8	2.7
Total Services	127.0	42.4	127.2	43.2	138.1	43.3	143.8	44.3	0.0	2.1	0.8
Professional And Technical Services	19.7	6.6	20.6	7.0	21.2	6.6	22.0	6.8	0.4	0.6	0.8
Management Of Companies And Enterprises	2.9	1.0	4.9	1.6	5.3	1.7	5.3	1.6	5.3	2.1	0.0
Administrative And Waste Services	17.1	5.7	15.1	5.1	16.7	5.2	16.7	5.1	(1.3)	2.5	(0.0)
Educational Services	12.5	4.2	13.6	4.6	12.9	4.1	13.6	4.2	0.8	(1.2)	1.0
Health Care And Social Assistance	36.5	12.2	39.0	13.3	40.5	12.7	43.0	13.2	0.7	0.9	1.2
Arts, Entertainment, And Recreation	6.3	2.1	4.9	1.7	6.6	2.1	7.4	2.3	(2.4)	7.6	2.3
Accommodation And Food Services	18.8	6.3	15.7	5.3	20.6	6.5	21.7	6.7	(1.8)	7.0	1.0
Other Services, Except Public Administration	13.2	4.4	13.3	4.5	14.3	4.5	14.2	4.4	0.1	1.8	(0.1)
Total Government	43.4	14.5	40.9	13.9	41.4	13.0	41.7	12.8	(0.6)	0.3	0.2
Federal Civilian Government	4.5	1.5	4.8	1.6	4.5	1.4	4.6	1.4	0.6	(1.3)	0.4
Federal Military	1.0	0.3	0.9	0.3	0.9	0.3	0.9	0.3	(1.1)	(0.2)	0.0
State And Local Government	37.9	12.7	35.2	12.0	36.0	11.3	36.2	11.2	(0.7)	0.5	0.1
TOTAL	299.2	100.0 %	294.2	100.0 %	318.9	100.0 %	324.9	100.0 %	(0.2) %	2.0 %	0.4 %
MSA	374.0	_	365.3	_	394.9	_	402.0	_	(0.2) %	2.0 %	0.4 %
U.S.	172,901.7	_	195,286.6	_	218,894.3	_	232,833.6	_	1.2	2.9	1.2

Source: Woods & Poole Economics, Inc.



The preceding data illustrate the long-term employment trends in this market, including the recent impact of the pandemic and the subsequent recovery. Forecasts developed by Woods & Poole Economics, Inc. anticipate that total employment in the county will change by 0.4% on average annually through 2029. The trend is below the forecast rate of change for the United States as a whole during the same period.

## Radial Demographic Snapshot

The following table reflects radial demographic trends for our market area measured by three points of distance from the subject site.



FIGURE 4-5 DEMOGRAPHICS BY RADIUS

	0.00 - 1.00 miles	0.00 - 3.00 miles	0.00 - 5.00 mil
Population			
2030 Projection	6,605	29,270	69,638
2025 Estimate	6,513	29,160	69,711
2020 Census	6,500	29,446	70,865
Percent Change: 2025 to 2030	1.4%	0.4%	-0.1%
Percent Change: 2020 to 2025	0.2%	-1.0%	-1.6%
Households			
2030 Projection	2,708	11,745	29,144
2025 Estimate	2,673	11,669	29,030
2020 Census	2,713	11,801	29,330
Percent Change: 2025 to 2030	1.3%	0.7%	0.4%
Percent Change: 2020 to 2025	-1.5%	-1.1%	-1.0%
Income			
2025 Est. Average Household Income	\$120,605	\$128,070	\$116,197
2025 Est. Median Household Income	94,538	95,524	88,329
2025 Est. Civ. Employed Pop 16+ by Occupation			
Architecture/Engineering	117	532	1,196
Arts/Design/Entertainment/Sports/Media	27	239	886
Building/Grounds Cleaning/Maintenance	55	394	850
Business/Financial Operations	365	1,231	2,657
Community/Social Services	69	342	690
Computer/Mathematical	138	475	1,454
Construction/Extraction	110	374	1,016
Education/Training/Library	343	1,538	3,251
Farming/Fishing/Forestry	11	18	21
Food Preparation/Serving Related	161	611	1,596
Healthcare Practitioner/Technician	247	1,197	3,081
Healthcare Support	45	290	950
Installation/Maintenance/Repair	103	404	921
Legal	45	138	287
Life/Physical/Social Science	52	149	301
Management	519	2,023	4,150
Office/Administrative Support	510	1,788	4,150
Production	80	615	1,421
Protective Services	34	281	789
Sales/Related	299	1,568	3,605
Personal Care/Service	46	191	680
	181	897	2,408

Source: Environics Analytics



Unemployment Statistics This source reports a population of 69,711 and 29,030 households within a five-mile radius of the subject site. The average household income within this radius is reported at \$116,197, while the median is \$88,329.

The following table presents historical unemployment rates for the proposed subject hotel's market area.

FIGURE 4-6 UNEMPLOYMENT STATISTICS

Year	County	MSA	State	U.S.
2014	5.6 %	6.1 %	6.3 %	6.2 %
2015	4.9	5.4	5.3	5.3
2016	4.5	4.9	4.9	4.9
2017	4.7	5.1	4.7	4.4
2018	4.0	4.3	4.1	3.9
2019	3.9	4.3	4.0	3.7
2020	8.0	8.1	9.8	8.1
2021	5.0	5.0	7.1	5.4
2022	3.4	3.5	4.3	3.6
2023	3.5	3.7	4.2	3.6
Recent Month - L	Оес			
2023	3.9 %	4.2 %	4.4 %	3.7 %
2024	3.3	3.5	4.1	4.1

Prior to the pandemic, U.S. unemployment levels were firmly below the 4.6% level recorded in 2006 and 2007, the peak years of the economic cycle prior to the Great Recession. The national unemployment rate during the months leading up to the COVID-19 pandemic were in the 3.5–3.7% range, reflecting a trend of stability and strength. However, in April 2020, after the onset of the pandemic, unemployment rose to 14.7%, while employment dropped by 20.7 million. Steady gains in employment have been registered since that time; most recently, the national unemployment rate was 4.0% in January 2025. Rises in employment of 261,000, 307,000, and 143,000 people were registered in November, December, and January, respectively. In January, the most significant gains were reported in the health care, retail trade, and social-assistance sectors.

Locally, the unemployment rate was 3.5% in 2023; for this same area in 2024, the most recent month's unemployment rate was registered at 3.3%, versus 3.9% for



the same month in 2023. As illustrated in the foregoing table, unemployment declined in 2015, and this positive trend generally continued through 2019. Economic development officials noted that local employment last decade was largely supported by the healthcare and education sectors. However, unemployment data from 2020 illustrate a sharp increase given the effects of the COVID-19 pandemic and related global economic crisis, which included massive furloughs/layoffs. Unemployment then declined in 2021 as the economy began to rebound, and this trend continued in 2022 and remained fairly stable in 2023. The most recent comparative period shows where the local market stands in 2024, relative to the same month of 2023, reflecting continued improvement.

#### Major Business and Industry

Providing additional context for understanding the nature of the regional economy, the following table presents a list of the major employers throughout central New York.

#### FIGURE 4-7 MAJOR EMPLOYERS

American Red Cross Anaren Anheuser Busch Aramark AXA Equitable Birnie Bus BNY Mellon	JADAK Technologies Labratory Alliance of Central New York, LLC Lakeview Amphitheater Lockheed Martin Liberty Resources	Spectrum SRC, Inc. Stickley Inc. St. Joseph's Hospital
Anheuser Busch Aramark AXA Equitable Birnie Bus	Lakeview Amphitheater Lockheed Martin	Stickley Inc.
Aramark AXA Equitable Birnie Bus	Lockheed Martin	· ·
AXA Equitable Birnie Bus		St Joseph's Hospital
Birnie Bus	Liberty Resources	ot. Joseph o Hospital
		Suburban Propane
BNY Mellon	Loretto	Sutherland Global
	Lowes	Syracuse City School District
Bristol-Myers Squibb	Marquardt Switches	Syracuse University
Byrne Dairy	Marriott Syracuse Downtown	Syracuse VA Medical Center
Cardinal Health	McDonald's	Target
Catholic Charities of Onondaga County	Mirbeau Inn & Spa	Tessy
Cintas	National Grid	Thompson & Johnson
Crouse Hospital	Novelis	Tops Markets
CXtec	NYS Thruway Authority	Turning Stone Resort & Casino
Del Lago Resort & Casino	O'Brien & Gere	United Parcel Service
Destiny USA	Peace Inc.	Upstate University Hospital
OOT Foods	POMCO	United Postal Service
DUMAC Business Systems	Price Chopper	Verizon
Dunkin' Donuts	Rapid Response Monitoring	W.B. Mason
EATON Crouse Hinds	Raymour & Flanigan	Walmart
excellus BlueCross BlueShield	Rescue Mission Alliance	Wegmans
First Student	Roman Catholic Diocese	Welch Allyn
G.A. Braun Inc	ShoreGroup	W.I.S. International
G&C Foods		
* Listed Aphetically		



Syracuse University is a private research institution that is continually ranked among the top 100 National Universities by U.S. News and World Report. SUNY Upstate Medical University is the only academic medical center in the region and is complemented by the larger Upstate University Health System. Other area companies and entities within the healthcare and education sectors include Bristol-Myers Squibb, KPH Healthcare Services, Le Moyne College, Loretto Health and Rehabilitation Center, Norwell Health, SUNY College of Environmental Science and Forestry, Syracuse VA Medical Center, Trinity Health, and Welch Allyn. Lockheed Martin, an aerospace and defense company, maintains a facility in nearby Salina. Lockheed's recent projects, both announced in 2019, include a \$600-million U.S. Navy contract to provide radar systems for the E-2D Advanced Hawkeye aircraft and the \$297-million U.S. Navy contract to provide radar systems for new U.S Navy vessels. Furthermore, in July 2023, groundbreaking occurred for the Interstate 81 Viaduct project. This \$2.25 billion project will demolish the existing elevated highway through downtown Syracuse and reroute traffic to surface roads, as well as re-direct through traffic to Interstate 481 which will receive updates.

Within the area specifically housing the site of the proposed hotel, a \$350-million, 3.7-million-square-foot Amazon fulfilment center was completed in 2022. This project created 1,500 jobs and is one of the largest warehouses in the world. In October 2022, Micron Technology announced a \$100-billion semiconductor fabrication facility that will also be located in the town of Clay. According to an economic impact study sponsored by New York State's Empire State Development agency and completed by completed by REMI, Inc., this project is expected to create 50,000 new permanent jobs by 2055, including jobs directly created at Micron but also including jobs at suppliers, contractors, and other supporting companies. Construction was originally set to start in 2023 but due to delays related to a federal environmental review, construction is now set to start in November 2025 with the first phase being operational in 2028. It was announced in December 2024 that this project, which is New York State's largest private investment, that an additional \$6.1 billion in federal funding was finalized.

**Convention Activity** 

A convention center serves as a gauge of visitation trends to a particular market. Convention centers also generate significant levels of demand for area hotels and serve as a focal point for community activity. Typically, hotels within the closest proximity to a convention center—up to three miles away—will benefit the most. Hotels serving as headquarters for an event benefit the most by way of premium rates and hosting related banquet events. During the largest conventions, peripheral hotels may benefit from compression within the city as a whole.



The three-city-block Oncenter Complex comprises the War Memorial building, the Nicholas J. Pirro Convention Center, and the John H. Mulroy Civic Center. The War Memorial building includes an arena, exhibition hall, and meeting rooms totaling 91,000 square feet on three levels. The convention center maintains an additional 99,000 square feet of banquet, meeting, and ballroom space that connects to the John H. Mulroy Civic Center. The civic center features three distinctly different theaters, including the 57-foot-wide stage in the Carrier Theater. The complex buildings are connected via interior walkways, including interior access to the 1,000-car parking garage.

Usage statistics for this facility were unavailable upon request. However, reports from the market reflect that the facility is highly utilized by groups such as local professional associations and trade shows. Officials noted that the recent closing of the Sheraton and the Crowne Plaza limits the events that will be hosted at the Oncenter given the market no longer has sufficient room supply to accommodate larger groups looking to host events in Syracuse. As such, there is significant need for more hotel rooms within the wider Syracuse market.

**Airport Traffic** 

Airport passenger counts are important indicators of lodging demand. Depending on the type of service provided by a particular airfield, a sizable percentage of arriving passengers may require hotel accommodations. Trends showing changes in passenger counts also reflect local business activity and the overall economic health of the area.

Syracuse Hancock International Airport (SYR) serves the central New York State area. The airport underwent a one-year, \$62.4-million renovation that was completed in October 2018; upgrades included a redesign of the terminal's interior and exterior, the addition of an aviation history museum, and the construction of a pedestrian bridge. In 2020, the taxi reconfiguration project took place, while in September 2021, a massive rehabilitation project of the main runway was completed. In September 2022, a \$20-million state grant was announced that will be used to expand and modernize one of the airport's two passenger terminals. In early 2023, the airport was awarded \$8.6 million from the 2021 federal infrastructure bill to replace the terminal's HVAC systems, siding, and windows.

The following table illustrates recent operating statistics for the Syracuse Hancock International Airport, which is the primary airport facility serving the proposed subject hotel's submarket.



FIGURE 4-8 AIRPORT STATISTICS - SYRACUSE HANCOCK INTERNATIONAL AIRPORT

	Passenger	Percent	Percent
Year	Traffic	Change*	Change**
2015	2,007,854	_	_
2016	2,004,066	(0.2) %	(0.2) %
2017	2,074,878	3.5	1.7
2018	2,315,933	11.6	4.9
2019	2,583,193	11.5	6.5
2020	884,390	(65.8)	(15.1)
2021	1,695,193	91.7	(2.8)
2022	2,530,188	49.3	3.4
2023	2,855,382	12.9	4.5
2024	3,004,747	5.2	4.6

<sup>\*</sup>Annual average compounded percentage change from the previous year

Source: Syracuse Hancock International Airport

This facility recorded 3,004,747 passengers in 2024. The change in passenger traffic between 2023 and 2024 was 5.2%. The average annual change during the period shown was 4.6%. The significant increases in passenger traffic counts in 2018 and 2019 can be attributed in large part to more service by major air carriers in response to stronger economic conditions and a rise in demand. Several airlines either increased the number of flights in/out of the airport or added seats to their existing flights. Additionally, Frontier Airlines began commercial service to/from ten locations throughout the United States and Puerto Rico in July 2018. Data from 2020 illustrate a substantial decline given the impact of the COVID-19 pandemic and the travel restrictions that were implemented. The number of passengers traveling through SYR started to decline significantly in March 2020, with some airlines canceling routes, although passenger numbers slowly started to improve in June 2020. Data from 2021 and 2022 show a notable rebound due in part to new airlines starting service out of SYR. In November 2021, Southwest began servicing the Syracuse Hancock International Airport, and in June 2022, Breeze Airways, a lowcost carrier, had its inaugural flight out of SYR. The year-end 2023 data exceeded the pre-pandemic levels, and 2024 data show continued growth.

<sup>\*\*</sup>Annual average compounded percentage change from first year of data



#### **Tourist Attractions**

The subject market benefits from a variety of tourism and leisure attractions in the area. Leisure demand generators include the Destiny USA super-regional shopping and entertainment complex, Oncenter Complex, NBT Bank Stadium, New York State Fairgrounds, Syracuse University, Rosamond Gifford Zoo at Burnet Park, and the JMA Wireless Dome, which recently completed upgrades. With the recent upgrades at the JMA Dome, larger acts have been coming to Syracuse, often selling out hotels throughout the market. Per our market interviews and research, no major changes related to these attributes of the market are expected in the near future.

#### Conclusion

This section discussed a wide variety of economic indicators for the pertinent market area. The market area is experiencing a period of economic recovery and growth, spurred by the recent announcement of Micron Technology's \$100-billion semiconductor fabrication facility. Furthermore, many of the corporations or institutions that support this area, such as Lockheed Martin and Syracuse University, are renowned entities working with a multitude of clients. The outlook for the market area is positive.



### 5. Supply and Demand Analysis

In the lodging industry, price varies directly, but not proportionately, with demand and inversely, but not proportionately, with supply. Supply is measured by the number of guestrooms available, and demand is measured by the number of rooms occupied; the net effect of supply and demand toward equilibrium results in a prevailing price, or average daily rate (ADR). The purpose of this section is to investigate current supply and demand trends, as indicated by the current competitive market, and to set forth a basis for the projection of future supply and demand growth.

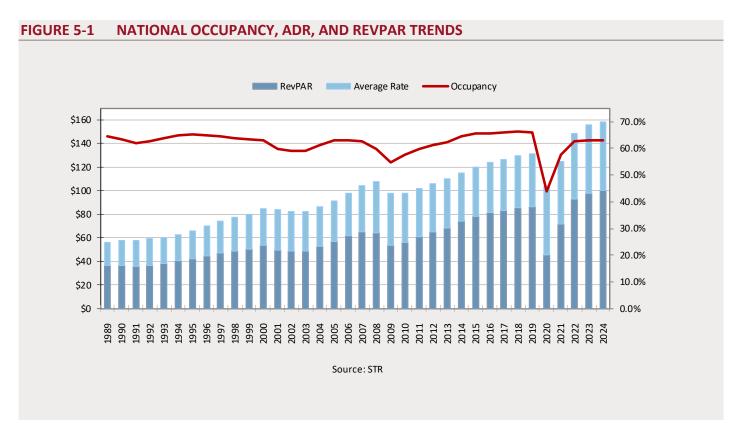
Definition of Subject Hotel Submarket The subject site is located in the greater Syracuse lodging market; within this greater market, the direct submarket that will include the proposed subject hotel is known as the Liverpool/Clay area. In our analysis of primarily competitive hotels, we considered the three hotels most proximate to the subject site, as well as two other hotels that offer an upscale extended-stay product offering. We have considered five additional hotels based on proximity; however, while these hotels each have their own demand drivers that benefit them specifically, these secondarily competitive hotels also rely on overflow demand from other nearby submarkets, such as the subject submarket and the downtown submarket.

National Trends
Overview

A hotel's local lodging market is most directly affected by the supply and demand trends within the immediate area. However, individual markets are also influenced by conditions in the national lodging market. We have reviewed national lodging trends to provide a context for the forecast of the supply and demand for the proposed subject hotel's competitive set.

STR is an independent research firm that compiles data on the lodging industry, and this information is routinely used by typical hotel buyers. The following STR diagram presents annual hotel occupancy, ADR, and rooms revenue per available room (RevPAR) data since 1989. RevPAR is calculated by multiplying occupancy by ADR and provides an indication of how well rooms revenue is being maximized.





The preceding chart illustrates the impact of the recessions of the early 1990s, 2000s, the financial crisis of 2008/09, and the 2020/21 pandemic on the U.S. lodging industry. In each case, the downturn caused lodging demand to drop, resulting in an occupancy decline. The aggregate ADR also fell, as hoteliers used price as a marketing tool to attract demand and support occupancy levels. As occupancy recovered, ADR growth resumed, although the ADR recovery lagged somewhat behind occupancy levels, as price discounts contributed to the initial recovery of demand. Following the financial crisis of the Great Recession, occupancy fell by over eight points, and ADR declined by 5.9%, resulting in an 18.3% decrease in RevPAR. The market recovered steadily thereafter, with occupancy surpassing the 65.0% mark in 2015, and ADR also consistently growing, albeit at a decelerating pace.

FIGURE 5-2 NATIONAL OCCUPANCY AND ADR TRENDS

		C	Occupancy				Average Rate					RevPAR			
	2019	2021	2022	2023	2024	2019	2021	2022	2023	2024	2019	2021	2022	2023	2024
United States	66.0 %	57.5 %	62.6 %	63.0 %	63.0 %	\$131.23	\$124.96	\$149.24	\$156.00	\$158.67	\$86.64	\$71.88	\$93.39	\$98.22	\$99.94
Region															
New England	64.7 %	55.5 %	63.4 %	63.3 %	64.1 %	\$161.08	\$155.80	\$179.29	\$190.86	\$195.48	\$104.25	\$86.54	\$113.78	\$120.86	\$125.36
Middle Atlantic	69.0	55.2	62.6	65.0	66.3	166.27	144.08	179.82	192.15	200.48	114.81	79.56	112.48	124.96	132.92
South Atlantic	67.5	59.8	64.7	64.5	64.9	128.41	130.45	152.61	156.33	157.87	86.68	77.95	98.70	100.89	102.51
E. North Central	61.1	52.3	57.2	57.5	57.9	112.64	105.25	123.33	129.12	133.91	68.82	55.09	70.52	74.26	77.48
E. South Central	62.4	59.5	61.0	61.0	59.1	103.58	104.70	119.73	126.05	127.25	64.61	62.30	73.04	76.88	75.17
W. North Central	58.3	51.0	55.3	56.1	55.7	99.28	97.34	109.00	115.04	118.30	57.88	49.68	60.27	64.51	65.89
W. South Central	62.6	58.1	59.9	60.2	60.2	101.84	95.75	112.13	116.19	119.69	63.77	55.64	67.20	69.92	72.09
Mountain	66.9	59.3	66.3	67.2	66.1	121.89	125.74	153.87	166.61	169.15	81.54	74.59	101.94	111.97	111.85
Pacific	73.6	60.2	66.9	66.6	66.7	171.40	157.79	190.58	196.22	194.67	126.16	95.00	127.42	130.67	129.89
Class															
Luxury	70.9 %	52.5 %	65.3 %	66.0 %	66.7 %	\$304.11	\$322.00	\$376.48	\$384.66	\$387.74	\$215.73	\$168.95	\$245.93	\$153.96	\$258.56
Upper-Upscale	72.6	50.0	63.4	67.1	67.6	188.24	175.05	213.96	221.11	223.88	136.67	87.49	135.70	148.29	151.46
Upscale	71.5	59.3	66.8	68.7	69.1	143.60	132.34	156.30	163.81	166.20	102.68	78.42	104.39	112.53	114.80
Upper-Midscale	67.5	61.2	65.7	65.8	65.7	115.91	114.14	128.53	133.40	135.01	78.20	69.83	84.50	87.73	88.68
Midscale	59.5	56.8	59.7	58.7	58.4	95.82	98.83	100.19	101.41	101.85	57.03	56.10	59.83	59.57	59.46
Economy	59.4	58.7	56.4	54.3	53.5	75.50	76.14	77.65	79.32	78.90	44.83	44.72	43.80	43.04	42.24
Location															
Urban	73.2 %	51.8 %	63.3 %	66.4 %	67.5 %	\$183.20	\$152.81	\$196.47	\$207.36	\$213.04	\$134.12	\$79.12	\$124.44	\$137.66	\$143.84
Suburban	66.7	59.9	63.8	63.4	63.6	111.26	104.93	126.13	126.32	127.97	74.24	62.90	80.45	80.06	81.34
Airport	73.7	60.3	67.9	69.5	69.4	119.22	104.82	126.57	134.50	135.87	87.85	63.18	85.91	93.43	94.36
Interstate	57.9	57.8	58.5	57.7	57.1	87.86	92.22	100.90	106.58	108.69	50.85	53.31	59.04	61.54	62.01
Resort	70.0	57.7	66.8	68.6	67.8	182.74	209.77	236.76	238.86	239.05	127.85	121.06	158.20	163.82	162.10
Small Town	57.8	56.7	57.5	55.8	55.4	107.26	116.96	124.72	133.63	136.86	61.98	66.34	71.72	74.63	75.86
Chain Scale															
Luxury	73.8 %	48.0 %	63.1 %	65.8 %	67.7 %	\$343.02	\$383.48	\$435.46	\$427.97	\$426.43	\$253.17	\$184.12	\$274.64	\$281.53	\$288.49
Upper-Upscale	73.9	48.7	63.9	67.7	68.5	189.25	176.66	215.96	223.19	226.90	139.80	86.11	138.05	151.12	155.53
Upscale	72.6	59.6	67.4	69.2	69.5	142.38	128.62	155.28	161.85	164.20	103.32	76.68	104.58	112.00	114.20
Upper-Midscale	67.5	61.6	65.8	66.1	66.0	112.80	111.14	127.56	132.16	133.95	76.14	68.47	83.93	87.34	88.44
Midscale	58.1	56.5	60.1	59.0	58.7	86.61	89.48	95.19	95.94	96.69	50.30	50.59	57.18	56.65	56.77
Economy	58.7	59.7	57.2	55.0	54.4	63.70	66.88	72.24	72.69	72.12	37.36	39.90	41.34	40.00	39.26
Independents	63.5	56.9	60.0	59.2	58.6	133.08	137.44	155.20	162.24	163.39	84.44	78.24	93.05	96.00	95.81
muepenuents	03.3	30.5	00.0	33.2	30.0	133.08	137.44	133.20	102.24	103.39	04.44	70.24	33.03	30.00	33.61

Source: Year-End STR Lodging Reviews



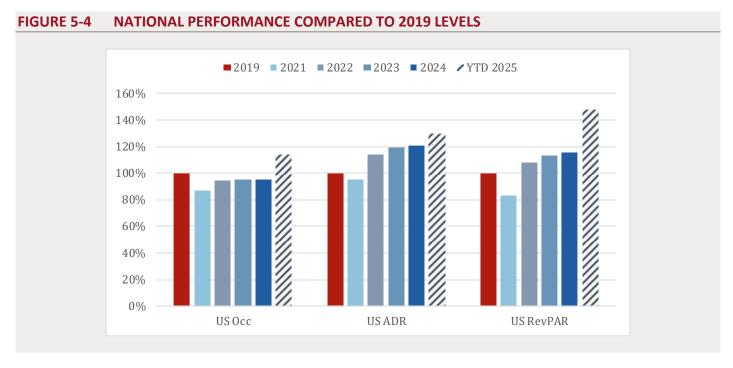
FIGURE 5-3 RECENT NATIONAL OCCUPANCY AND ADR TRENDS

_	Occupar	ncy - YTD January		Averag	Average Rate - YTD January			AR - YTD Ja	Percent Change		
			%			%			%	Rms.	Rms.
	2024	2025	Change	2024	2025	Change	2024	2025	Change	Avail.	Sold
United States	52.0 %	52.5 %	1.0 %	\$146.21	\$151.20	3.4 %	6 \$76.00	\$79.42	4.5 %	0.6 %	1.7 %
Region											
New England	48.1 %	47.0 %	(2.2) %	\$143.03	\$141.37	(1.2) %	6 \$68.79	\$66.48	(3.4) %	0.0 %	(2.2) %
Middle Atlantic	51.1	51.9	1.5	150.69	159.06	5.5	77.04	82.50	7.1	0.2	1.7
South Atlantic	56.9	59.2	4.1	152.83	163.18	6.8	86.89	96.62	11.2	8.0	5.0
E. North Central	42.3	42.2	(0.2)	109.86	110.73	0.8	46.51	46.76	0.5	1.0	0.7
E. South Central	45.3	45.2	(2.4)	107.14	108.98	1.7	49.65	49.27	(8.0)	2.0	(0.5)
W. North Central	40.3	40.4	0.4	103.11	105.60	2.4	41.54	42.72	2.8	0.2	0.5
W. South Central	52.2	50.9	(2.5)	113.02	113.90	0.8	59.02	57.97	(1.8)	0.8	(1.8)
Mountain	57.9	57.5	(0.5)	174.63	176.24	0.9	101.04	101.42	0.4	0.3	(0.2)
Pacific	56.1	57.9	3.2	188.71	192.35	1.9	105.88	111.41	5.2	0.2	3.5
Class											
Luxury	56.6 %	58.2 %	2.8 %	\$371.04	\$396.32	6.8 %	6 \$209.97	\$230.67	9.9 %	2.3 %	5.2 %
Upper-Upscale	56.8	57.4	1.0	212.07	218.24	2.9	120.50	125.19	3.9	0.3	1.3
Upscale	57.6	57.8	0.4	149.51	151.01	1.0	86.06	87.26	1.4	1.4	1.7
Upper-Midscale	53.2	53.4	0.6	120.34	122.05	1.4	63.96	65.24	2.0	1.5	2.1
Midscale	47.2	47.3	0.1	89.86	91.83	2.2	42.44	43.41	2.3	0.3	0.4
Economy	44.2	45.1	1.9	69.91	72.49	3.7	30.92	32.69	5.7	(1.0)	0.9
Location											
Urban	54.1 %	54.7 %	1.2 %	\$181.64	\$191.11	5.2 %	6 \$98.28	\$104.62	6.5 %	1.0 %	2.2
Suburban	52.6	53.2	1.0	115.61	119.02	2.9	60.83	63.26	4.0	0.9	1.9
Airport	61.3	60.8	(0.8)	128.30	131.44	2.5	78.66	79.93	1.6	0.3	(0.5)
Interstate	45.0	45.6	1.4	96.20	99.10	3.0	43.26	45.19	4.5	0.8	2.2
Resort	62.8	63.4	1.0	248.37	255.37	2.8	155.88	161.93	3.9	(0.4)	0.6
Small Town	42.0	42.8	1.9	114.05	118.57	4.0	47.95	50.79	5.9	0.4	2.3
Chain Scale											
Luxury	58.3 %	59.7 %	2.4 %	\$420.36	\$460.02	9.4 %	6 \$245.22	\$274.69	12.0 %	7.4 %	9.9
Upper-Upscale	57.7	58.7	1.8	215.09	222.70	3.5	124.02	130.67	5.4	2.0	3.8
Upscale	57.9	58.1	0.3	148.18	150.81	1.8	85.84	87.64	2.1	1.5	1.8
Upper-Midscale	53.5	53.8	0.5	118.96	121.23	1.9	63.63	65.18	2.4	1.6	2.1
Midscale	47.3	47.5	0.3	85.05	88.02	3.5	40.27	41.78	3.8	3.0	3.2
Economy	45.6	46.5	1.9	64.55	67.08	3.9	29.43	31.17	5.9	(1.5)	0.4
Independents	48.2	48.7	0.9	151.53	153.12	1.1	73.09	74.54	2.0	(1.8)	(0.9)

Source: STR - January 2025 Lodging Review

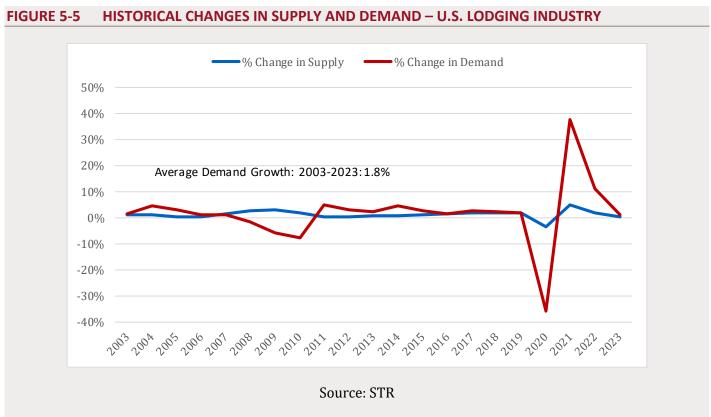


The following graph illustrates the performance of the U.S. lodging industry from 2019 through 2024, expressed as a percentage of 2019 levels of occupancy, ADR and RevPAR, demonstrating the pace and pattern of the recovery.



A lodging market's performance is influenced by changes in supply and demand levels. The following graph illustrates the percentage change in these two metrics for the U.S. lodging industry as a whole since 2003, as reported by STR.





remain muted through 2026.

Excluding fluctuations due to the Great Recession in 2008/09 and the pandemic from 2020 to 2022, supply growth ranged between 0.4% to 2.0%, averaging 1.1% in these years. The pace of supply growth slowed significantly in the two to three years following the downturns in 2001/02, 2008/09, and 2020/21, reflecting the decline in new project-starts during these periods. As the market moved out of these cycles, supply growth accelerated. The impact of the pandemic caused a decline in supply, as hotels temporarily suspended operations or closed, in many cases for conversion to alternate use. The reopening of the temporarily closed properties caused an artificial spike in supply growth. Supply growth in 2023 through early 2025 reflects the high cost of construction, as well as the limited availability of

The changes in demand, as measured by the number of occupied rooms, display similar patterns. The years following the noted recessionary periods reflect relatively strong growth, as the market recovered from these downturns. Excluding the years of downturn and recovery, demand growth ranged from 1.0% to 4.6%.

financing for new construction. Thus, the pace of supply growth is expected to



#### Historical Supply and Demand Data

STR is an independent research firm that compiles and publishes data on the lodging industry, routinely used by typical hotel buyers. HVS has ordered and analyzed an STR Trend Report of historical supply and demand data for a group of hotels considered applicable to this analysis for the proposed subject hotels. This information is presented in the following table, along with the market-wide occupancy, ADR, and RevPAR.

In response to the travel restrictions and the decline in demand associated with the COVID-19 pandemic, numerous hotels in markets across the nation temporarily suspended operations. During these suspensions, hotels were typically closed to the public, with the majority of staff furloughed, although key management and maintenance staff were retained to preserve the property and prepare for reopening. It is important to note that no hotels in the defined competitive set suspended operations because of the COVID-19 pandemic.

The second chart presents the monthly data for 2019 through the year-to-date 2024 period, illustrating the fluctuations in occupancy and ADR. The impact of the pandemic and the timing and pace of the subsequent recovery are reflected in the data.

FIGURE 5-6 HISTORICAL SUPPLY AND DEMAND TRENDS

	Average Daily	Available		Occupied			Average			
Year	Room Count	Room Nights	Change	Room Nights	Change	Occupancy	Rate	Change	RevPAR	Change
2017	852	310,980	_	183,216	_	58.9 %	\$102.89	_	\$60.62	_
2018	881	321,585	3.4 %	185,737	1.4 %	57.8	100.77	(2.1) %	58.20	(4.0) %
2019	948	346,020	7.6	200,976	8.2	58.1	97.64	(3.1)	56.71	(2.6)
2020	948	346,020	0.0	142,361	(29.2)	41.1	82.41	(15.6)	33.91	(40.2)
2021	948	346,020	0.0	203,828	43.2	58.9	95.42	15.8	56.21	65.8
2022	954	348,225	0.6	226,995	11.4	65.2	114.53	20.0	74.66	32.8
2023	957	349,305	0.3	217,371	(4.2)	62.2	118.79	3.7	73.92	(1.0)
2024	957	349,274	(0.0)	213,881	(1.6)	61.2	127.57	7.4	78.12	5.7
Year-to-Date T	hrough January									
2024	957	29,667	_	13,924	_	46.9	\$101.98	_	\$47.87	_
2025	956	29,636	(0.1) %	13,837	(0.6) %	46.7	109.44	7.3 %	51.10	6.8 %
Average Annua	al Compounded Ch	nange:								
2017 – 2019		-	5.5 %		4.7 %			(2.6) %		(3.3) %
2017 – 2024			1.7		2.2			3.1		3.7
2019 – 2024			0.2 %		1.3 %			5.5 %		6.6 %
2021 – 2024			0.3		1.6			10.2		11.6

		Competitive	Number	Year	Year
Hotels Included in Sample	Class	Status	of Rooms	Affiliated	Opened
Comfort Inn Fairgrounds Syracuse	Upper Midscale Class	Secondary	110	Jul 1988	Jul 1988
Homewood Suites by Hilton Syracuse Liverpool	Upscale Class	Primary	102	Oct 1991	Oct 1991
Comfort Inn & Suites Liverpool Syracuse	Upper Midscale Class	Primary	63	Jan 2021	Oct 1998
Candlewood Suites Syracuse-Airport	Midscale Class	Secondary	124	Nov 2003	Nov 2003
Holiday Inn Express Syracuse Fairground	Upper Midscale Class	Secondary	87	Dec 2009	Aug 2006
Holiday Inn Express Syracuse Airport	Upper Midscale Class	Secondary	95	May 2007	May 2007
Hampton Inn Syracuse Clay	Upper Midscale Class	Primary	77	Oct 2007	Oct 2007
Holiday Inn Express & Suites Syracuse North Airport Area	Upper Midscale Class	Secondary	71	Jan 2010	Jan 2010
Staybridge Suites Syracuse (Liverpool)	Upscale Class	Primary	122	Apr 2011	Apr 2011
TownePlace Suites Syracuse Liverpool	Upper Midscale Class	Primary	105	Sep 2018	Sep 2018
		Tota	l 956		

Source: STR

FIGURE 5-7 HISTORICAL SUPPLY AND DEMAND TRENDS (MONTHLY)

ADR

\$90.01

92.43

88.90

75.57

2021

ADR

\$76.34

78.83

80.92

84.60

Occupancy

39.8 %

44.6

53.4

52.0

2020

Occupancy

41.9 %

50.0

36.0

17.3

, .p	-/.0	, 0.0,	02.0	000								
Мау	22.0	77.75	60.7	95.47	67.9	125.85	65.8	130.64	62.6	140.18	_	_
June	32.4	79.70	65.0	94.69	71.5	118.04	65.4	121.83	67.7	129.61	_	_
July	45.4	84.50	72.1	107.38	73.1	126.62	67.0	133.13	70.5	132.43	_	_
August	56.3	81.75	78.3	109.43	77.3	128.00	76.3	140.10	77.5	145.86	_	_
September	54.9	81.09	70.0	101.33	74.5	122.47	69.1	127.87	69.6	143.02	_	_
October	55.6	79.21	67.9	105.47	73.3	128.07	66.8	120.60	69.8	130.16	_	_
November	44.9	77.22	55.4	93.44	57.1	105.80	55.2	119.10	52.9	122.97	_	_
December	37.3	74.73	46.5	92.27	52.8	95.61	46.5	101.74	46.4	111.61		_
Annual Averages	41.1 %	\$82.41	58.9 %	\$95.42	65.2 %	\$114.53	62.2 %	\$118.79	61.2 %	\$127.57	_	_
Year-to-Date	41.9 %	\$90.01	39.8 %	\$76.34	45.6 %	\$94.13	51.1 %	\$92.50	46.9 %	\$101.98	46.7 %	\$109.44
Change from	2020	)	2021	<u> </u>	202	22	202	23	202	24	202	5
Prior Year	Occupancy	ADR	Occupancy	ADR	Occupancy	ADR	Occupancy	ADR	Occupancy	ADR	Occupancy	ADR
January	5.7 pts	-1.4 %	-2.1 pts	-15.2 %	5.8 pts	23.3 %	5.5 pts	-1.7 %	-4.2 pts	10.2 %	-0.2 pts	7.3 %
February	4.1	-1.2	-5.4	-14.7	11.5	25.0	2.0	-0.9	-8.5	9.2	_	_
March	-14.1	-5.8	17.4	-9.0	11.0	26.2	-0.7	5.8	-6.4	2.9	_	_
April	-37.2	-19.4	34.7	11.9	15.7	26.2	-6.3	5.4	1.5	15.6	_	_
, .p	37.2											_
May	-39.9	-27.7	38.7	22.8	7.2	31.8	-2.1	3.8	-3.2	7.3	_	
May			38.7 32.6	22.8 18.8	7.2 6.5	31.8 24.7	-2.1 -6.2	3.8 3.2	-3.2 2.3	7.3 6.4	_	_
May	-39.9	-27.7										_
May June	-39.9 -32.8	-27.7 -16.8	32.6	18.8	6.5	24.7	-6.2	3.2	2.3	6.4	_	
May June July	-39.9 -32.8 -22.3	-27.7 -16.8 -18.4	32.6 26.7	18.8 27.1	6.5 1.0	24.7 17.9	-6.2 -6.1	3.2 5.1	2.3 3.5	6.4 -0.5	_ _	
May June July August	-39.9 -32.8 -22.3 -21.4	-27.7 -16.8 -18.4 -24.5	32.6 26.7 22.0	18.8 27.1 33.9	6.5 1.0 -1.0	24.7 17.9 17.0	-6.2 -6.1 -1.0	3.2 5.1 9.5	2.3 3.5 1.2	6.4 -0.5 4.1	- - -	
May June July August September	-39.9 -32.8 -22.3 -21.4 -12.5	-27.7 -16.8 -18.4 -24.5 -15.2	32.6 26.7 22.0 15.1	18.8 27.1 33.9 25.0	6.5 1.0 -1.0 4.5	24.7 17.9 17.0 20.9	-6.2 -6.1 -1.0 -5.4	3.2 5.1 9.5 4.4	2.3 3.5 1.2 0.5	6.4 -0.5 4.1 11.9	_ _ _ _	_ _ _
May June July August September October November	-39.9 -32.8 -22.3 -21.4 -12.5 -15.8	-27.7 -16.8 -18.4 -24.5 -15.2 -18.8	32.6 26.7 22.0 15.1 12.4	18.8 27.1 33.9 25.0 33.2	6.5 1.0 -1.0 4.5 5.4	24.7 17.9 17.0 20.9 21.4	-6.2 -6.1 -1.0 -5.4 -6.5	3.2 5.1 9.5 4.4 -5.8	2.3 3.5 1.2 0.5 3.1	6.4 -0.5 4.1 11.9 7.9	- - - -	- - - -
May June July August September October	-39.9 -32.8 -22.3 -21.4 -12.5 -15.8 -9.9	-27.7 -16.8 -18.4 -24.5 -15.2 -18.8 -14.4	32.6 26.7 22.0 15.1 12.4 10.5	18.8 27.1 33.9 25.0 33.2 21.0	6.5 1.0 -1.0 4.5 5.4 1.7	24.7 17.9 17.0 20.9 21.4 13.2	-6.2 -6.1 -1.0 -5.4 -6.5	3.2 5.1 9.5 4.4 -5.8 12.6	2.3 3.5 1.2 0.5 3.1 -2.3	6.4 -0.5 4.1 11.9 7.9 3.2	- - - - -	- - - -

Source: STR

2022

ADR

\$94.13

98.55

102.10

106.73

Occupancy

45.6 %

56.1

64.4

67.7

2023

ADR

\$92.50

97.69

108.00

112.46

Occupancy

58.1

63.7

61.4

51.1 %

2024

**ADR** 

\$101.98

106.71

111.08

130.05

Occupancy

46.9 %

49.6

57.3

62.9

2025

ADR

\$109.44

Occupancy

46.7 %

March-2025

Month

January

February

March

April

# **ĤVS**

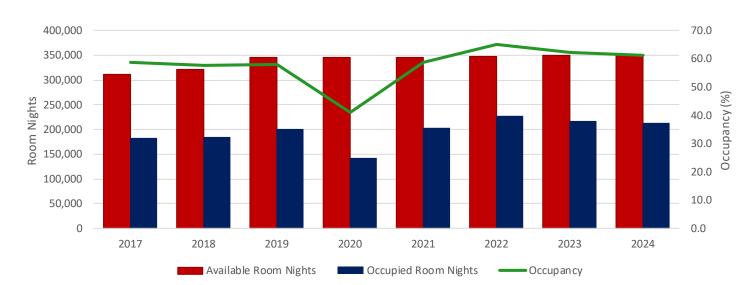


FIGURE 5-8 HISTORICAL SUPPLY AND DEMAND TRENDS (STR)

It is important to note some limitations of the STR data. Hotels are occasionally added to or removed from the sample; furthermore, not every property reports data in a consistent and timely manner. These factors can influence the overall quality of the information by skewing the results, and these inconsistencies may also cause the STR data to differ from the results of our competitive survey. Nonetheless, STR data provide the best indication of aggregate growth or decline in existing supply and demand; thus, these trends have been considered in our analysis. Opening dates, as available, are presented for each reporting hotel on the previous table.

The STR data for the competitive set reflect a market-wide occupancy level of 2024 in 61.2%, which compares to 62.2% for 2023. The STR data for the competitive set reflect a market-wide ADR level of \$127.57 in 2024, which compares to \$118.79 for 2023. These occupancy and ADR trends resulted in a RevPAR level of \$78.12 in 2024.

In the latter years of last decade, occupancy remained in the high-50s, with ADR hoovering around the \$100 mark. In 2020, the COVID-19 pandemic affected the market, similar to the rest of the nation; however, a rebound commenced in the third quarter of 2020, with the occupancy and ADR increasing in 2021. Strong rate and occupancy growth occurred in 2022; however, both dissipated in 2023 due in part to the stabilization of demand generated from by the Amazon fulfillment center. This project, which was completed in 2022, brought an influx of demand during its construction, and while it remains an occupancy driver, its impact is less, now that



it has opened. Strong rate growth in 2024 led to declines in occupancy levels; however, RevPAR increased that year. The overall outlook for the competitive market is optimistic, given the decrease in the supply of hotels in the downtown submarket, which should create compression for the hotels included in this competitive set. Furthermore, the Micron project is expected to benefit the subject submarket specifically. This STR data looks at all the hotels included in the competitive set, without weighting the competitive level of the hotels included. As noted previously, the hotels deemed to be secondarily competitive each have their own demand drivers that benefit them specifically; however, these hotels also rely on overflow demand from other nearby submarkets including the subject submarket. As will be shown later in the report, the occupancy levels are significantly higher for the primary competitors relative to the overall averages.

The following table illustrates the monthly occupancy, ADR, and RevPAR for the competitive set measured as a percentage of 2019 levels.

FIGURE 5-9 OCCUPANCY, ADR, AND REVPAR AS A PERCENTAGE OF 2019 LEVELS

		2022			2023			2024			2025	
	Occupancy	ADR	RevPAR	Occupancy	ADR	RevPAR	Occupancy	ADR	RevPAR	Occupancy	ADR	RevPAR
January	108.9 %	104.6 %	113.9 %	122.0 %	102.8 %	125.4 %	112.0 %	113.3 %	126.9 %	111.4 %	121.6 %	135.4 %
February	112.1	106.6	119.6	116.2	105.7	122.8	99.3	115.5	114.7	-	_	_
March	178.8	114.8	205.3	176.8	121.5	214.8	159.1	125.0	198.8	-	_	_
April	390.8	141.2	551.8	354.2	148.8	527.0	362.9	172.1	624.5	-	_	_
May	308.4	161.9	499.2	298.7	168.0	501.9	284.2	180.3	512.3	-	_	_
June	220.9	148.1	327.1	201.8	152.9	308.5	209.0	162.6	339.8	-	_	_
July	161.0	149.8	241.3	147.6	157.6	232.6	155.2	156.7	243.3	-	_	_
August	137.4	156.6	215.1	135.6	171.4	232.4	137.7	178.4	245.7	_	_	_
September	135.6	151.0	204.8	125.8	157.7	198.3	126.7	176.4	223.5	_	_	_
October	131.9	161.7	213.3	120.2	152.2	183.0	125.7	164.3	206.6	_	_	_
November	127.2	137.0	174.3	123.0	154.2	189.6	117.9	159.2	187.8	-	_	_
December	141.4	127.9	180.9	124.6	136.1	169.6	124.5	149.3	185.9	_	_	_
Annual Averages	158.4 %	139.0 %	220.2 %	151.3 %	144.1 %	218.0 %	148.8 %	154.8 %	230.4 %	_	_	_
Year-to-Date	108.9	104.6	113.9	122.0	102.8	125.4	112.0	113.3	126.9	111.4 %	121.6 %	135.4 %
					ç	ource: STR						

#### **SUPPLY**

The following table summarizes the important operating characteristics of the primary competitors. This information was compiled from personal interviews, inspections, online resources, and our in-house database of operating and hotel facility data. The room count of each secondary competitor has been weighted based on its assumed degree of competitiveness with the Proposed Dual-Branded Fairfield Inn & Residence Inn by Marriott.

In cases where exact operating data for an individual property (or properties) were not available, we have used these resources, as well as the STR data, to estimate positioning within the market.

FIGURE 5-10 PRIMARY COMPETITORS - OPERATING PERFORMANCE

	-	Е	st. Segm	entatio	n		Esti	mated 2023		Estimated 2024					
Property	Number of Rooms	Commercia <sub>I</sub>	<sup>L</sup> eisure	Group	<sup>Extended-Sta</sup> y	Weighted Annual Room Count	Occ.	Average Rate	RevPAR	Weighted Annual Room Count	Occ.	Average Rate	RevPAR	Occupancy Penetration	Yield Penetration
TownePlace Suites by Marriott Syracuse Liverpool	105	60 %	25 %	10 %	5 %	105	70 - 75 %	\$115 - \$120	\$85 - \$90	105	65 - 70 %	\$120 - \$125	\$85 - \$90	110 - 120 %	100 - 110 %
Hampton by Hilton Syracuse Clay	77	65	25	10	0	77	65 - 70	115 - 120	75 - 80	77	70 - 75	120 - 125	85 - 90	110 - 120	110 - 120
Comfort Inn & Suites Liverpool- Clay	63	60	30	10	0	63	50 - 55	110 - 115	60 - 65	63	60 - 65	115 - 120	70 - 75	100 - 110	85 - 90
Homewood Suites by Hilton Syracuse Liverpool	102	30	20	5	45	102	70 - 75	130 - 140	100 - 105	102	75 - 80	140 - 150	105 - 110	120 - 130	130 - 140
Staybridge Suites Syracuse Liverpool	123	30	20	5	45	123	70 - 75	130 - 140	95 - 100	123	70 - 75	130 - 140	100 - 105	110 - 120	120 - 130
Sub-Totals/Averages	470	46 %	23 %	8 %	24 %	470	70.2 %	\$126.16	\$88.62	470	72.8 %	\$129.06	\$94	115 %	116.0 %
Secondary Competitors	487	57 %	25 %	9 %	10 %	335	54.4 %	\$109.88	\$59.81	335	50.0 %	\$125.70	\$63	79 %	77.6 %
Totals/Averages	957	49 %	24 %	8 %	19 %	805	63.7 %	\$120.36	\$76.62	805	63.3 %	\$127.95	\$81	100 %	100.0 %

<sup>\*</sup> Specific occupancy and average rate data were utilized in our analysis, but are presented in ranges in the above table for the purposes of confidentiality.

FIGURE 5-11 SECONDARY COMPETITORS – OPERATING PERFORMANCE

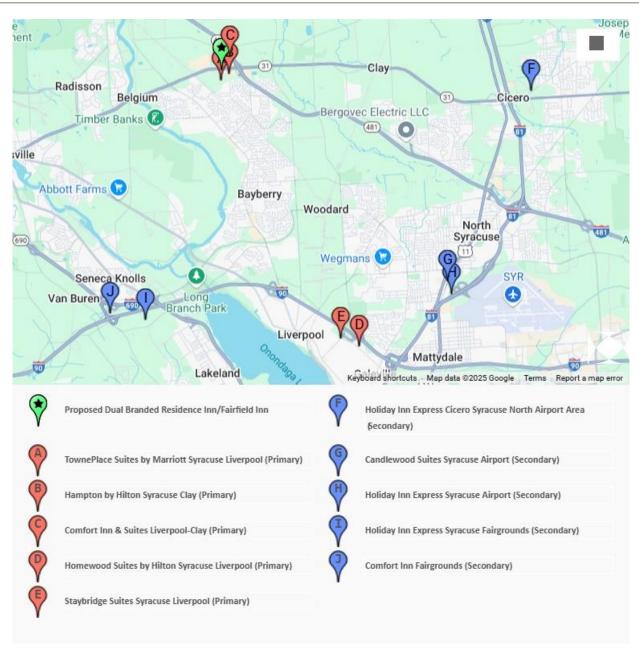
		Est	t. Segm	entatio	n			Esti	mated 2023			Esti	mated 2024	
Property	Number of Rooms	Commercia /	<sup>Lei</sup> sure	Group	Extended-Stay	Total Competitive Level	Weighted Annual Room Count	Occ.	Average Rate	RevPAR	Weighted Annual Room Count	Occ.	Average Rate	RevPAR
Holiday Inn Express Cicero Syracuse North Airport Area	71	65 %	25 %	10 %	0 %	70 %	50	50 - 55 %	\$120 - \$125	\$65 - \$70	50	50 - 55 %	6 \$130 - \$140	\$70 - \$75
Candlewood Suites Syracuse Airport	124	35	20	5	40	70	87	50 - 55	110 - 115	55 - 60	87	45 - 50	125 - 130	60 - 65
Holiday Inn Express Syracuse Airport	95	65	25	10	0	70	67	50 - 55	110 - 115	60 - 65	67	50 - 55	125 - 130	60 - 65
Holiday Inn Express Syracuse Fairgrounds	87	65	25	10	0	70	61	60 - 65	110 - 115	70 - 75	61	55 - 60	130 - 140	75 - 80
Comfort Inn Fairgrounds	110	60	30	10	0	65	72	45 - 50	95 - 100	45 - 50	72	40 - 45	110 - 115	45 - 50
Totals/Averages	487	57 %	25 %	9 %	10 %	69 %	335	54.4 %	\$109.88	\$59.81	335	50.0 %	á \$125.70	\$62.85

<sup>\*</sup> Specific occupancy and average rate data was utilized in our analysis, but is presented in ranges in the above table for the purposes of confidentiality.



The following map illustrates the locations of the proposed subject hotel and its future competitors.

## **MAP OF COMPETITION**





### **Supply Changes**

It is important to consider any new hotels that may have an impact on the proposed subject hotel's operating performance. Hotels that have recently opened, are under construction, or that may be in the early development stages in the wider Syracuse market are noted below. The list is categorized by the principal submarkets within the city.

## FIGURE 5-12 AREA DEVELOPMENT ACTIVITY

	Estimated			Expected	
	Number of			Qtr. & Year	
Proposed Hotel Name	Rooms	Hotel Product Tier	Development Stage	of Opening	Address
Proposed Dual-Branded Residecen Inn & Fairfield by Marriott	162	Upscale	Due Diligence Period	Q1 '27	Carling Roadd, Liverpool, NY
Curio Collection by Hilton	245	Upper-Upscale	Due Diligence Period	Q3 '27	Harrison Street, Syracuse, NY
Syracuse University Hotel	200	Upper-Upscale	Due Diligence Period	Q4 '27	University Avenue & Harrison Street, Syracuse, N
Home2 Suites by Hilton	110	Upper-Midscale	Under Construction	Q1 '26	241 Elwood Davis Road, Liverpool, NY
LivAway Suites Syracuse	126	Economy	Under Construction	Q2 '25	6595 Thompson Rd, Syracuse, NY, USA
Suburban Studios East Syracuse	108	Economy	Recently Opened	Q4 '24	6555 Old Collamer Road, East Syracuse, NY

Of the hotels listed in the preceding table, we have identified the following new supply that is expected to have some degree of competitive interaction with the proposed subject hotel based on location, anticipated market orientation and price point, and/or operating profile.

## FIGURE 5-13 NEW SUPPLY

Proposed Property	Number of Rooms	Total Competitive Level	Weighted Room Count	Estimated Opening Date	Development Stage
Proposed Dual-Branded Fairfield Inn & Residence Inn Home2 Suites by Hilton	162 110	100 % 100	162 110	January 1, 2027 February 1, 2026	Early Development Under Construction
Totals/Averages	272		272		

The proposed Home2 Suites by Hilton will be similar to the proposed subject hotel in terms of product offering and service level; therefore, this hotel is expected to be fully competitive. A number of other hotels have been proposed for development throughout the market; however, given the speculative nature of these projects, they have only been considered qualitatively in our analysis. Furthermore, while not considering any hotel projects other than the subject hotel and the Home2 Suites by Hilton quantitatively in our analysis, we have considered that given the impact of the Micron project, more hotels will be needed. As such, our stabilized occupancy levels inherently consider new supply entering the market. Considering the massive investment coming from the Micron project and considering the amount of room nights that will be generated, more hotel projects are expected to enter the market



and more hotel rooms will be needed to accommodate the demand. If no new hotels enter, a notable amount of the new room nights generated by the Micron project will not be able to be accommodated within the market; as such, these guests will have to leave the market to find lodging in surrounding towns, and those markets will benefit from the compression.

In response to the travel restrictions and the decline in demand associated with the COVID-19 pandemic, numerous hotels in markets across the nation temporarily suspended operations. During these suspensions, hotels were typically closed to the public, with the majority of staff furloughed, although key management and maintenance staff were retained to preserve the property and prepare for reopening. It is important to note that no hotels in the defined competitive set suspended operations because of the COVID-19 pandemic.

While we have taken reasonable steps to investigate proposed hotel projects and their status, due to the nature of real estate development, it is impossible to determine with certainty every hotel that will be opened in the future or what their marketing strategies and effect on the market will be. Depending on the outcome of current and future projects, the operating potential of the proposed subject hotel may be affected. Future improvement in market conditions will raise the risk of increased competition. Our forthcoming forecast of stabilized occupancy and ADR is intended to reflect such risk.

## **Supply Conclusion**

We have identified various properties that are expected to be competitive to some degree with the Proposed Dual-Branded Fairfield Inn & Residence Inn by Marriott. We have also investigated potential increases in competitive supply in this Clay/Liverpool submarket. The Proposed Dual-Branded Fairfield Inn & Residence Inn by Marriott should enter a dynamic market of varying product types and price points. Next, we will present our forecast for demand change, using the historical supply data presented as a starting point.

### **DEMAND**

The following table presents the most recent trends for the subject hotel market as tracked by HVS. These data pertain to the competitors discussed previously in this section; performance results are estimated, rounded for the competition, and weighted if there are secondary competitors present. In this respect, the information in the table differs from the previously presented STR data and is consistent with the supply-and-demand analysis developed for this report.



#### FIGURE 5-14 HISTORICAL MARKET TRENDS

Year	Accommodated Room Nights	% Change	Room Nights Available	% Change	Market Occupancy	Market ADR	% Change	Market RevPAR	% Change
Est. 2019	170,949	_	291,672	_	58.6 %	\$98.62	_	\$57.80	_
Est. 2020	145,047	(15.2) %	291,672	(0.0) %	49.7	83.15	(15.7) %	41.35	(28.5) %
Est. 2021	172,936	19.2	291,672	0.0	59.3	96.05	15.5	56.95	37.7
Est. 2022	195,249	12.9	293,205	0.5	66.6	115.88	20.6	77.16	35.5
Est. 2023	187,136	(4.2)	293,971	0.3	63.7	120.36	3.9	76.62	(0.7)
Est. 2024	186,172	(0.5)	293,971	0.0	63.3	127.95	6.3	81.03	5.8
Ü	I Compounded 2019-Est. 2024:	1.7 %		0.2 %			5.3 %		7.0 %

## Demand Analysis Using Market Segmentation

For the purpose of demand analysis, the overall market is divided into individual segments based on the nature of travel.

#### **Commercial Demand**

Primary commercial demand generators for this market typically include the local hospitals and Syracuse University, as well as smaller demand generated from the many businesses located in along Route 31, such as corporate training at chain restaurant/retail store and demand generated by companies such as Toyota or Raymour & Flanigan Furniture and Mattress Store. The previous construction and ongoing operations at the Amazon fulfillment center continues to create commercial demand for hotels within the subject submarket. This segment is set to increase significantly as Micron breaks ground on its \$100 billion project in November 2025. Furthermore, this submarket currently benefits from compression from Oswego, given the limited hotel supply in that market. Despite being 30 minutes north of the subject submarket, events at SUNY Oswego and routine scheduled shutdowns at Nine Mile Point Nuclear Station, create demand that exceeds that market's supply inventory, thus benefiting hotels located proximate to the subject site. However, if no new hotels enter the subject submarket, this demand will likely be displaced given the demand that will be generated from Micron.

#### **Leisure Demand**

While this market primarily focuses on the commercial segment, leisure demand is generated by events taking place at Syracuse University, such as collegiate sporting events, graduation weekend, move-in weekend, and homecoming, among other events. Leisure demand is also generated by events happening at nearby venues including the New York State Fairgrounds and concerts at the JMA Wireless Dome.



## **Group Demand**

While group demand is not a primary focus for the hotels located within this submarket, training groups from nearby companies and retail outlets, generate some group demand for local hotels; furthermore, social groups during weekend and holiday periods create demand for hotels within this submarket.

## **Extended-Stay Demand**

Relocations in/out of the area and workers in the area for extended periods of time, such as traveling nurses or corporate trainers, have historically generated steady levels of extended-stay demand in this market. The larger corporations and industries in the area also generate extended-stay demand in conjunction with long-term projects and training that often last at least one week. An influx was of demand was generated from construction of the Amazon fulfillment center. While the extended-stay hotels in this submarket are already performing quite well, they are expected to perform even better in the future given the amount of demand that will be generated from the Micron project. According to the Empire State Development agency, nearly 12,000 annual temporary jobs are expected to be created each year between 2025-2044. A large portion of these jobs will bring in workers who are not permanently relocating the area but will be looking for longer-term temporary housing, such as an extended-stay hotel. Given the influx in demand and also considering the high occupancy levels already being achieved at the upscale extended-stay hotels, new hotels will need to enter the market to meet this demand.

Based on our fieldwork, area analysis, and knowledge of the local lodging market, we estimate the 2019 and 2024 distribution of accommodated-room-night demand as follows.

FIGURE 5-15 BASE-YEAR ACCOMMODATED-ROOM-NIGHT DEMAND

	Accommodated	Percentage	Accommodated	Percentage
Market Segment	Demand	of Total	Demand	of Total
Commercial	85,474	50 %	91,976	49 %
Leisure	34,190	20	43,993	24
Group	17,095	10	14,744	8
Extended-Stay	34,190	20	35,460	19
_				
Total	170,949	100 %	186,172	100 %



In the base year, the market's demand mix comprised commercial demand, with this segment representing roughly 49% of the accommodated room nights in this submarket. The leisure comprises 24% of the total, with the final portions group and extended-stay in nature (8% and 19%, respectively).

The purpose of segmenting the lodging market is to define each major type of demand, identify customer characteristics, and estimate future growth trends. Starting with an analysis of the local area, four segments were defined as representing the proposed subject hotel's lodging market. Various types of economic and demographic data were then evaluated to determine their propensity to reflect changes in hotel demand. Based on this procedure, we forecast the following average annual compounded market-segment growth rates.

FIGURE 5-16 AVERAGE ANNUAL COMPOUNDED MARKET-SEGMENT GROWTH RATES

Annual Growth Rate								
2025	2026	2027	2028	2029				
5.0 %	14.0 %	18.0 %	4.0 %	2.0 %				
5.0	5.0	3.0	2.0	1.0				
5.0	3.0	3.0	2.0	1.0				
5.0	10.0	15.0	7.0	3.0				
5.0 %	10.2 %	12.9 %	4.0 %	1.9 %				
	5.0 % 5.0 5.0 5.0	2025     2026       5.0 %     14.0 %       5.0     5.0       5.0     3.0       5.0     10.0	2025     2026     2027       5.0 %     14.0 %     18.0 %       5.0 5.0 3.0     3.0       5.0 10.0 15.0	2025         2026         2027         2028           5.0 %         14.0 %         18.0 %         4.0 %           5.0 5.0 3.0 2.0         3.0 2.0           5.0 10.0 15.0 7.0				

#### **Latent Demand**

A table presented earlier in this section illustrated the accommodated-room-night demand in the proposed subject hotel's competitive market. Because this estimate is based on historical occupancy levels, it includes only those hotel rooms that were used by guests. Latent demand reflects potential room-night demand that has not been realized by the existing competitive supply, further classified as either unaccommodated demand or induced demand.

## Unaccommodated Demand

Unaccommodated demand refers to individuals who are unable to secure accommodations in the market because all the local hotels are filled. These travelers must defer their trips, settle for less desirable accommodations, or stay in properties located outside the market area. Because this demand did not yield occupied room nights, it is not included in the estimate of historical accommodated-room-night demand. If additional lodging facilities are expected to enter the market, it is reasonable to assume that these guests will be able to secure hotel rooms in the future, and it is therefore necessary to quantify this demand.



Unaccommodated demand is further indicated if the market is at all seasonal, with distinct high and low seasons; such seasonality indicates that although year-end occupancy may not average in excess of 70.0%, the market may sell out certain nights during the year. To evaluate the incidence of unaccommodated demand in the market, we have reviewed the average occupancy by the night of the week for the past twelve months for the competitive set, as reflected in the STR data. This is set forth in the following table.

FIGURE 5-17 OCCUPANCY BY NIGHT OF THE WEEK

Month	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Total Month
Feb - 24	33.1 %	47.0 %	51.7 %	55.3 %	51.7 %	52.7 %	55.5 %	49.6 %
Mar - 24	41.2	54.3	62.9	61.7	58.4	62.5	61.9	57.3
Apr - 24	53.3	57.2	60.2	65.5	68.7	69.1	68.4	62.9
May - 24	46.6	54.7	66.0	66.4	61.8	68.6	71.9	62.6
Jun - 24	49.7	63.0	69.0	71.7	71.8	82.0	70.3	67.7
Jul - 24	56.1	66.4	70.1	72.6	73.2	77.0	78.8	70.5
Aug - 24	63.2	76.4	80.9	79.6	74.6	80.3	85.6	77.5
Sep - 24	54.4	63.4	69.9	70.0	69.2	83.5	82.3	69.6
Oct - 24	66.3	63.6	66.0	65.7	63.6	80.3	87.1	69.8
Nov - 24	36.2	47.1	51.4	54.4	55.9	61.6	60.1	52.9
Dec - 24	36.5	44.8	47.1	51.2	49.4	50.2	48.4	46.4
Jan - 25	39.8	46.5	54.0	47.6	42.8	48.2	48.3	46.7
Average	47.9 %	57.1 %	62.3 %	63.5 %	61.5 %	67.7 %	68.4 %	61.2 %

Source: STR

The STR data suggests that demand for proposed location and this product type in particular, is strong. The significantly higher occupancy levels reflected by the primarily competitive hotels versus the secondarily competitive hotels suggest there is already demand for more hotel rooms in this location and for hotels with upscale, extended-stay offerings. Furthermore, looking at the weekly occupancy data for the overall unweighted combined competitive set, as shown in the table above and in the following table, the data show there are many nights when occupancy exceeds 75%. This data looks at the average for that night of the week over the course of the month. With a high occupancy level above 75% on average, it is reasonable to assume that there is likely some night some nights are higher and even sold out, leaving some guests wanting to stay at the local hotels but not able to. Furthermore, even on nights when hotels are not sold fully out, it is likely to assume that travelers will not have their first choice in lodging accommodations, and will settle for less desirable accommodations, or stay in properties located outside the competitive set. This suggest that during parts of the year, more room nights are already needed, particularly in the summer.



While there is often some unaccommodated demand in the market when the day-of-the-week averages for a particular month exceed 75%, this is especially relevant for in this situation when the primary competitive set is performing so much better than the secondary competitive set. In 2024, the primary competitors achieved occupancy levels that were around 23 percentage points higher than the secondary set. Therefore, when the overall market is achieving occupancy levels in the mid-70s, several (or potentially all) of the primary hotels are likely fully sold out and the secondary hotels are already benefiting from the overflow, thus raising the overall market averages. This suggests that more hotel rooms are needed, especially new supply such as the proposed project, that will compete with the primary competitive set and will provide the type of lodging that guests are already looking for but not able to get given the high occupancy levels. Following the start of construction of the Micron project, demand will greatly increase which exasperate the problem and leave significant room shortages if no new hotels are opened.

EICHDE E 10	EVICTING		ATED DEMAND
FILTLIKE 3-IA	EVIJIIM(1	HUMALL LINVIII	AIFIJIJFIVIANIJ

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
Jan - 25	39.78	46.53	53.99	47.63	42.77	48.17	48.34
Feb - 24	33.13	47.02	51.66	55.35	51.67	52.74	55.45
Mar - 24	41.17	54.30	62.85	61.68	58.42	62.53	61.88
Apr - 24	53.26	57.25	60.20	65.52	68.75	69.09	68.41
May - 24	46.58	54.66	66.00	66.42	61.79	68.63	71.94
Jun - 24	49.69	63.02	69.01	71.72	71.85	81.98	70.27
Jul - 24	56.07	66.39	70.09	72.56	73.24	76.98	78.83
Aug - 24	63.22	76.44	80.95	79.64	74.56	80.27	85.57
Sep - 24	54.38	63.42	69.93	70.00	69.20	83.53	82.28
Oct - 24	66.34	63.55	65.99	65.66	63.57	80.28	87.13
Nov - 24	36.15	47.13	51.36	54.36	55.93	61.57	60.15
Dec - 24	36.53	44.83	47.11	51.23	49.40	50.21	48.40

The following table presents our estimate of unaccommodated demand in the subject market.



#### FIGURE 5-19 UNACCOMMODATED DEMAND ESTIMATE

Market Segment	Accommodated Room Night Demand	Unaccommodated Demand Percentage	Unaccommodated Room Night Demand
Commercial	91,976	0.0 %	0
Leisure	43,993	11.9	5,222
Group	14,744	8.9	1,306
Extended-Stay	35,460	0.0	0
Total	186,172	3.5 %	6,528

Accordingly, we have forecast unaccommodated demand equivalent to 3.5% of the base-year demand, resulting from our analysis of monthly and weekly peak demand and sell-out trends.

#### **Induced Demand**

Induced demand represents the additional room nights that are expected to be attracted to the market following the introduction of a new demand generator. Situations that can result in induced demand include the opening of a new manufacturing plant, the expansion of a convention center, or the addition of a new hotel with a distinct chain affiliation or unique facilities. Although increases in demand are expected in the local market, we have accounted for this growth in the determination of market-segment growth rates rather than induced demand.

Accommodated
Demand and Marketwide Occupancy

Based upon a review of the market dynamics in the proposed subject hotel's competitive environment, we have forecast growth rates for each market segment. Using the calculated potential demand for the market, we have determined marketwide accommodated demand based on the inherent limitations of demand fluctuations and other factors in the market area.

The following table details our projection of lodging demand growth for the subject market, including the total number of occupied room nights and any residual unaccommodated demand in the market.



FIGURE 5-20 FORECAST OF MARKET OCCUPANCY

	2019	2024	2025	2026	2027	2028	2029	
Commercial								
Total Demand	85,474	91,976	96,575	110,095	129,912	135,109	137,811	
Growth Rate		7.6 %	5.0 %	14.0 %	18.0 %	4.0 %	2.0	
Leisure								
Base Demand	34,190	43,993	46,192	48,502	49,957	50,956	51,466	
Unaccommodated Demand		5,222	5,484	5,758	5,930	6,049	6,110	
Total Demand	34,190	49,215	51,676	54,260	55,887	57,005	57,575	
Growth Rate		43.9 %	5.0 %	5.0 %	3.0 %	2.0 %	1.0	
Group								
Total Demand	17,095	16,049	16,852	17,357	17,878	18,236	18,418	
Growth Rate		(6.1) %	5.0 %	3.0 %	3.0 %	2.0 %	1.0	
Extended-Stay								
Total Demand	34,190	35,460	37,233	40,956	47,100	50,397	51,909	
Growth Rate		3.7 %	5.0 %	10.0 %	15.0 %	7.0 %	3.0	
Totals								
Base Demand	170,949	186,172	195,481	215,499	243,392	253,214	258,105	,
Unaccommodated Demand	-,-	6,528	6,854	7,170	7,385	7,532	7,608	
Total Demand	170,949	192,700	202,335	222,668	250,777	260,746	265,713	
less: Residual Demand		6,528	6,854	4,516	0	0	0	j
Total Accommodated Demand	170,949	186,172	195,481	218,152	250,777	260,746	265,713	Ī
Overall Demand Growth	_	(0.5) %	5.0 %	11.6 %	15.0 %	4.0 %	1.9	
Market Mix								
Commercial	50.0 %	49.4 %	47.7 %	49.4 %	51.8 %	51.8 %	51.9	ĺ
Leisure	20.0	23.6	25.5	24.4	22.3	21.9	21.7	
Group	10.0	7.9	8.3	7.8	7.1	7.0	6.9	ĺ
Extended-Stay	20.0	19.0	18.4	18.4	18.8	19.3	19.5	
Existing Hotel Supply	799	805	805	805	805	805	805	
Proposed Hotels								
Proposed Dual-Branded Fairfield Inn & Residence Inn <sup>1</sup>					162	162	162	
Home2 Suites by Hilton				101	110	110	110	
Available Room Nights per Year	291,672	293,971	293,971	330,711	393,251	393,251	393,251	
Nights per Year	365	365	365	365	365	365	365	
Total Supply	799	805	805	906	1,077	1,077	1,077	
Rooms Supply Growth	733	803	0.0 %	12.5 %	18.9 %	0.0 %	0.0	
			0.0 /0	12.5 /0	10.5 /0	0.0 /0	0.0	ď

Dpening in January 2027 of the 100% competitive, 162-room Proposed Dual-Branded Fairfield Inn & Residence Inn by Marriott

Significant demand was generated for hotels within the submarket from the recent Amazon project; however, the Micron project is expected to be exponentially more impactful given the large investment and the length of the project. Furthermore, while the Micron project will impact hotels throughout the wider region, the project will actually be located within the proposed subject hotel's submarket, thus creating demand in this area first, before overflowing and impacting the rest of the wider market and surrounding region.

Opening in February 2026 of the 100% competitive, 110-room Home 2 Suites by Hilton



As previously mentioned, given the massive investment coming from the Micron project and considering the amount of room nights that will be generated, more hotel projects are expected to enter the market and more hotel rooms will be needed to accommodate the demand. If no new hotels enter, a notable amount of the new room nights generated by the Micron project will not be able to be accommodated within the market; as such, these guests will have to leave the market to find lodging in surrounding towns, and those markets will benefit from the compression. The following chart replicates the above figure but excludes the development of the proposed subject hotel for comparison purposes; however, this table still explicitly considered the opening of the Home2 Suites by Hilton.

As mentioned, this is only for comparative purposes but shows that residual demand would exist and theses guests would not be accommodated until a new hotel enters the market. We also note looking at this chart independently, misrepresents the market and suggest a stabilized occupancy level that would be artificially high and would attract new development. Furthermore, our models distribute increases in demand based on the competitive weighting and segmentation of each hotel, which in this case would reflect an artificially higher stabilized occupancy levels at the secondarily competitive hotels. While these secondarily competitive hotels might benefit initially before new supply enters, they would be expected to later decline as accommodations better suited for type of guests staying in the area becomes available. While its reliance should be limited, the following table's high occupancy levels and reflected residual demand does further demonstrate the need for the subject hotel's development.



## FIGURE 5-21 FORECAST OF MARKET OCCUPANCY

	2019	2024	2025	2026	2027	2028	2029	
Commercial								
Total Demand	85,474	91,976	96,575	110,095	129,912	135,109	137,811	
Growth Rate		7.6 %	5.0 %	14.0 %	18.0 %	4.0 %	2.0	
Leisure								
Base Demand	34,190	43,993	46,192	48,502	49,957	50,956	51,466	
Unaccommodated Demand		2,112	2,218	2,328	2,398	2,446	2,471	
Total Demand	34,190	46,105	48,410	50,830	52,355	53,402	53,936	
Growth Rate		34.8 %	5.0 %	5.0 %	3.0 %	2.0 %	1.0	
Group								
Total Demand	17,095	15,272	16,035	16,516	17,012	17,352	17,526	
Growth Rate		(10.7) %	5.0 %	3.0 %	3.0 %	2.0 %	1.0	
Extended-Stay								
Total Demand	34,190	35,460	37,233	40,956	47,100	50,397	51,909	
Growth Rate		3.7 %	5.0 %	10.0 %	15.0 %	7.0 %	3.0	
Totals								
Base Demand	170,949	186,172	195,481	215,499	243,392	253,214	258,105	
Unaccommodated Demand	270,515	2,640	2,772	2,900	2,986	3,046	3,077	
Total Demand	170,949	188,812	198,253	218,398	246,379	256,260	261,181	
less: Residual Demand	_, _,, .,	2,640	2,772	1,827	0	116	655	
Total Accommodated Demand	170,949	186,172	195,481	216,572	246,379	256,144	260,527	-
Overall Demand Growth	_	(0.5) %	5.0 %	10.8 %	13.8 %	4.0 %	1.7	
Market Mix		(2.2) /2						
Commercial	50.0 %	49.4 %	48.7 %	50.4 %	52.7 %	52.7 %	52.8	9
Leisure	20.0	23.6	24.4	23.3	21.2	20.8	20.7	
Group	10.0	7.9	8.1	7.6	6.9	6.8	6.7	
Extended-Stay	20.0	19.0	18.8	18.8	19.1	19.7	19.9	
Existing Hotel Supply	799	805	805	805	805	805	805	
Proposed Hotels								
Proposed Dual-Branded Fairfield Inn & Residence Inn by Marriott								
Home2 Suites by Hilton				101	110	110	110	
nomez suites by mitton				101	110	110	110	
Available Room Nights per Year	291,672	293,971	293,971	330,711	334,121	334,121	334,121	
Nights per Year	365	365	365	365	365	365	365	
Total Supply	799	805	805	906	915	915	915	
Rooms Supply Growth			0.0 %	12.5 %	1.0 %	0.0 %	0.0	9

Opening in January 2027 of the 100% competitive, 0-room Proposed Dual-Branded Fairfield Inn & Residence Inn by Marriott
 Opening in February 2026 of the 100% competitive, 110-room Home2 Suites by Hilton



## 6. Projection of Occupancy and Average Rate

Along with average rate results, the occupancy levels achieved by a hotel are the foundation of the property's financial performance. Most of a lodging facility's other revenue sources (such as food and beverage, other operated departments, and miscellaneous income) are driven by the number of guests, and many expense levels also vary with occupancy. To a certain degree, occupancy attainment can be manipulated by management. For example, hotel operators may choose to lower rates in an effort to maximize occupancy. Our forecasts reflect the operating strategy that we believe would be implemented by a typical, professional hotel management team to achieve an optimal mix of occupancy and average rate.

Forecast of Subject Property's Occupancy

The proposed subject hotel's occupancy forecast is set forth as follows, with the adjusted projected penetration rates used as a basis for calculating the amount of captured market demand.



FIGURE 6-1 FORECAST OF SUBJECT PROPERTY'S OCCUPANCY

Market Segment	2027	2028	2029
Commercial			
Demand	129,912	135,109	137,811
Market Share	14.7 %	15.3 %	15.6 %
Capture	19,105	20,628	21,548
Penetration	98 %	102 %	104 %
Leisure			
Demand	55,887	57,005	57,575
Market Share	16.0 %	16.5 %	16.8 %
Capture	8,956	9,387	9,690
Penetration	107 %	110 %	112 %
Group			
Demand	17,878	18,236	18,418
Market Share	14.6 %	15.1 %	15.5 %
Capture	2,608	2,760	2,855
Penetration	97 %	101 %	103 %
Extended-Stay			
Demand	47,100	50,397	51,909
Market Share	19.9 %	21.4 %	21.6 %
Capture	9,355	10,776	11,216
Penetration	132 %	142 %	144 %
Total Room Nights Captured	40,024	43,552	45,309
Available Room Nights	59,130	59,130	59,130
Subject Occupancy	68 %	74 %	77 %
Market-wide Available Room Nights	393,251	393,251	393,251
Fair Share	15 %	15 %	15 %
Market-wide Occupied Room Nights	250,777	260,746	265,713
Market Share	16 %	17 %	17 %
Market-wide Occupancy	64 %	66 %	68 %
Total Penetration	106 %	111 %	113 %

We note that given the notably stronger performance of the primary competitors compared to the secondary competitors, the subject hotel's occupancy penetration is positioned above the market average in all the segments; however, the subject hotel's positioning in each segment reflects an appropriate level based on the primary competitors and their respective positioning in each segment. Within the commercial segment, the proposed subject hotel's occupancy penetration is positioned above the upscale, extended-stay hotels but below the upper-midscale

# **HVS**

hotels. The dual-branded hotel will offer a mix of extended-stay rooms and transient focused rooms. We note that while the extended-stay rooms will largely focus on commercial workers in the area for longer-stay contracts, this demand is allocated to the extended-stay segment rather than commercial segment, thus positioning the subject hotel below the transient focused commercial hotels within the commercial segment. Within the leisure segment the subject hotel is positioned appropriately within the range of the primary competitors given its new facility and leisure amenities such as an indoor pool and a golf simulator. Within the group segment the subject hotel is positioned above the market average but below many of the primary competitors given it will primarily be catering to commercial travelers and extended-stay travelers, opposed to hosting one-off groups. Finally, the subject hotel is positioned above most hotels within the extended-stay segment; however, given this dual-branded hotel will offer both upscale, extended stay rooms and upper-midscale, transient-focused room, the subject hotel has been positioned below the two hotels that were exclusively designed to cater to the upscale, extended-stay travelers.

These positioned segment penetration rates result in the following market segmentation forecast.

FIGURE 6-2	MARKET SEGMENTATION FORECAST – SUBJECT PROPERTY
------------	---

	2027	2028	2029
Commercial	48 %	47 %	48 %
Leisure	22	22	21
Group	7	6	6
Extended-Stay	23	25	25
Total	100 %	100 %	100 %

Based on our analysis of the proposed subject hotel and market area, we have selected a stabilized occupancy level of 77%. The stabilized occupancy is intended to reflect the anticipated results of the property over its remaining economic life given all changes in the life cycle of the hotel. Thus, the stabilized occupancy excludes from consideration any abnormal relationship between supply and demand, as well as any nonrecurring conditions that may result in unusually high or low occupancies. Although the proposed subject hotel may operate at occupancies above this stabilized level, we believe it equally possible for new competition and temporary economic downturns to force the occupancy below this selected point of stability.



#### **Average Rate Analysis**

Although the ADR analysis presented here follows the occupancy projection, these two statistics are highly correlated; in reality, one cannot project occupancy without making specific assumptions regarding ADR. This relationship is best illustrated by revenue per available room (RevPAR), which reflects a property's ability to maximize rooms revenue. The following table summarizes the historical ADR and RevPAR levels of the proposed subject hotel's future primary competitors.

FIGURE 6-3 BASE-YEAR ADR AND REVPAR OF THE COMPETITORS

Property	Estimated 2024 Average Room Rate	Average Room Rate Penetration	Occupancy	Occupancy Penetration	Rooms Revenue Per Available Room (RevPAR)	RevPAR Penetration
TownePlace Suites by Marriott Syracuse Liverpool	\$120 - \$125	90 - 95 %	65 - 70 %	110 - 120 %	\$85 - \$90	100 - 110 %
Hampton by Hilton Syracuse Clay	120 - 125	90 - 95	70 - 75	110 - 120	85 - 90	110 - 120
Comfort Inn & Suites Liverpool-Clay	115 - 120	85 - 90	60 - 65	100 - 110	70 - 75	85 - 90
Homewood Suites by Hilton Syracuse Liverpool	140 - 150	100 - 110	75 - 80	120 - 130	105 - 110	130 - 140
Staybridge Suites Syracuse Liverpool	130 - 140	100 - 110	70 - 75	110 - 120	100 - 105	120 - 130
Average - Primary Competitors	\$129.06	100.9 %	72.8 %	115.0 %	\$94.01	116.0 %
Average - Secondary Competitors	125.70	98.2	50.0	79.0	62.85	77.6
Overall Average	\$127.95	100.0 %	63.3 %	100.0 %	\$81.03	100.0 %
Subject As If Stabilized (In 2024 Dollars)	\$135.00	105.5 %	71.8 %	113.4 %	\$96.96	119.7 9

To forecast the proposed subject hotel's ADR, we positioned the rate in the context of the 2024 competitive market. In other words, we estimated the ADR that the proposed subject hotel would have achieved had it been operating at a stabilized level in 2024. As part of this analysis, we considered the proposed subject property's competitive attributes, such as location, size (number of rooms), array of facilities and amenities, and market image/branding, and compared them to those of the hotels to which it is expected to be most comparable, applying adjustments as deemed appropriate, as illustrated below.



FIGURE 6-4 ADR ADJUSTMENT GRID

Rooms	Proposed Dual- Branded Fairfield Inn & Residence Inn by 162	TownePlace Suites by Marriott Syracuse Liverpool 105	Hampton by Hilton Syracuse Clay 77	Homewood Suites by Hilton Syracuse Liverpool 102	Staybridge Suites Syracuse Liverpool 123
2024 Average Rate		\$120 - \$125	\$120 - \$125	\$140 - \$150	\$130 - \$140
Adjustments					
Location		Similar 0%	Similar 0%	Inferior 5%	Inferior 5%
Room Count/Market Mix		Superior -5%	Superior -5%	Superior -5%	Similar 0%
Condition and Facilities		Inferior 5%	Inferior 5%	Inferior 5%	Inferior 5%
Market Image		Similar 0%	Similar 0%	Similar 0%	Similar 0%
Total Adjustmemt		0%	0%	5%	10%
Adjusted Average Rate		\$120 - \$125	\$120 - \$125	\$140 - \$150	\$150 - \$160
Minimum Maximum		\$120 - \$125 \$150 - \$160			
Average Median		\$130 - \$140 \$130 - \$140 \$130 - \$140			
Positioned Average Rate		\$135			

Following the adjustments, our analysis indicates that the proposed subject hotel would have achieved an ADR between \$120 and \$155 if it were operating at a stabilized level in 2024. Based on this analysis, we have positioned the proposed subject hotel's ADR at \$135 in base-year dollars.

We have positioned the proposed subject hotel's stabilized ADR in consideration of its new facility, strong brand affiliations, and its location. Average rates for this competitive market are anticipated to continue to increase given the investments taking place in the local area.

The following table presents the ADR forecast for the market and the proposed subject hotel on a calendar-year basis, as well as the resulting ADR penetration level. The proposed subject hotel's projected ADR (as if stabilized) is then fiscalized to correspond with the hotel's anticipated date of opening for each forecast year.



Discounts of 2% and 1% have been applied to the stabilized room rates projected for the first two years of operation, as would be expected for a new property of this type as it builds its reputation and becomes established in the market.

FIGURE 6-5	ADR FORFCAST -	MARKET AND	PROPOSED	<b>SUBJECT PROPERTY</b>
I IOOILE 0-3	ADIVIONECASI	INIVIVIT VIAN	I IVOI OJED	JODJECI I NOI ENTI

Historical Control of the Control of											
Calendar Year	2019	2024	2025	2026	2027	2028	2029	2030	2031	2032	
Market ADR	\$98.62	\$127.95	\$131.79	\$138.38	\$142.53	\$146.81	\$151.21	\$155.75	\$160.42	\$165.23	
Projected Market ADR Growth Rate	_		3.0%	5.0%	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%	
Proposed Subject Property ADR (As-If Stabilized)		\$135.00	\$139.05	\$146.00	\$150.38	\$154.89	\$159.54	\$164.33	\$169.26	\$174.33	
ADR Growth Rate			3.0%	5.0%	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%	
Proposed Subject Stabilized ADR Penetration		106%	106%	106%	106%	106%	106%	106%	106%	106%	
Fiscal Year					2027	2028	2029	2030	2031	2032	
Proposed Subject Property Average Rate					\$150.38	\$154.89	\$159.54	\$164.33	\$169.26	\$174.33	
Opening Discount					2.0%	1.0%	0.0%	0.0%	0.0%	0.0%	
Average Rate After Discount					\$147.37	\$153.35	\$159.54	\$164.33	\$169.26	\$174.33	
Real Average Rate Growth					_	4.1%	4.0%	3.0%	3.0%	3.0%	
					\$142.53	\$146.81	\$151.21	\$155.75	\$160.42	\$165.23	
Market ADR						40.00	40001	4000/	40501	4000	
Market ADR Proposed Subject ADR Penetration (After Discount)					103%	104%	106%	106%	106%	106%	

The proposed subject hotel's ADR penetration level is forecast to reach 106% by the stabilized period, consistent with our stabilized ADR positioning. The following occupancies and average rates will be used to project the proposed subject hotel's rooms revenue; this forecast reflects years beginning on January 1, 2027, which correspond with our financial projections.

FIGURE 6-6 FORECASTS OF OCCUPANCY, AVERAGE RATE, AND REVPAR

Year	Average Rate			Average Rate	RevPAR %	
	Occupancy	Before Discount	Discount	After Discount	RevPAR	Change
2027	68 %	\$150.38	2.0 %	\$147.37	\$100.22	_
2028	74	154.89	1.0	153.35	113.48	13.2 %
2029	77	159.54	0.0	159.54	122.85	8.3



## 7. Statement of Assumptions and Limiting Conditions

- 1. This report is set forth as a market study of the proposed subject hotel; this is not an appraisal report.
- 2. This report is to be used in whole and not in part; furthermore, all statements of assumptions and limiting conditions apply to the entire report, including any additional forms or addenda items presented.
- 3. No responsibility is assumed for matters of a legal nature, nor do we render any opinion as to title, which is assumed marketable and free of any deed restrictions and easements; the property is evaluated as free and clear unless otherwise stated.
- 4. We assume that there are no hidden or unapparent conditions of the subsoil or structures, such as underground storage tanks, that would affect the property's development potential. No responsibility is assumed for these conditions or for any engineering that may be required to discover them.
- 5. We have not considered the presence of potentially hazardous materials or any form of toxic waste on the project site. We are not qualified to detect hazardous substances and urge the client to retain an expert in this field if desired.
- 6. The Americans with Disabilities Act (ADA) became effective on January 26, 1992. We have assumed the proposed hotel would be designed and constructed to be in full compliance with the ADA.
- 7. We have made no survey of the site, and we assume no responsibility in connection with such matters. Sketches, photographs, maps, and other exhibits are included to assist the reader in visualizing the property. It is assumed that the use of the described real estate will be within the boundaries of the property described, and that no encroachment will exist.
- 8. All information, financial operating statements, estimates, and opinions obtained from parties not employed by TS Worldwide, LLC, are assumed true and correct. We can assume no liability resulting from misinformation.
- 9. Unless noted, we assume that there are no encroachments, zoning violations, or building violations encumbering the subject site.
- 10. The property is assumed to be in full compliance with all applicable federal, state, local, and private codes, laws, consents, licenses, and regulations (including the appropriate liquor license if applicable), and that all licenses,



- permits, certificates, franchises, and so forth can be freely renewed or transferred to a purchaser.
- 11. All mortgages, liens, encumbrances, leases, and servitudes have been disregarded unless specified otherwise.
- 12. None of this material may be reproduced in any form without our written permission, and the report cannot be disseminated to the public through advertising, public relations, news, sales, or other media.
- 13. We are not required to give testimony or attendance in court because of this analysis without previous arrangements and shall do so only when our standard per-diem fees and travel costs have been paid prior to the appearance.
- 14. If the reader is making a fiduciary or individual investment decision and has any questions concerning the material presented in this report, it is recommended that the reader contact us.
- 15. We take no responsibility for any events or circumstances that take place subsequent to the date of our field inspection.
- 16. The quality of a lodging facility's onsite management has a direct effect on a property's economic viability. The financial forecasts presented in this analysis assume responsible ownership and competent management. Any departure from this assumption may have a significant impact on the projected operating results.
- 17. The financial analysis presented in this report is based upon assumptions, estimates, and evaluations of the market conditions in the local and national economy, which may be subject to sharp rises and declines. Over the projection period considered in our analysis, wages and other operating expenses may increase or decrease because of market volatility and economic forces outside the control of the hotel's management. We assume that the price of hotel rooms, food, beverages, and other sources of revenue to the hotel will be adjusted to offset any increases or decreases in related costs. We do not guarantee that our estimates will be attained, but they have been developed based upon information obtained during the course of our market research and are intended to reflect the expectations of a typical hotel investor as of the stated date of the report.
- 18. This analysis assumes continuation of all Internal Revenue Service tax code provisions as stated or interpreted on either the date of this analysis or the date of our field inspection, whichever occurs first.
- 19. Many of the figures presented in this report were generated using sophisticated computer models that make calculations based on numbers carried out internally to many decimal places. In the interest of simplicity,



- most numbers have been rounded to the nearest tenth of a percent; thus, these figures may be subject to small rounding errors.
- 20. It is agreed that our liability to the client is limited to the amount of the fee paid as liquidated damages. Our responsibility is limited to the client; the use of this report by third parties shall be solely at the risk of the client and/or third parties. The use of this report is also subject to the terms and conditions set forth in our engagement letter with the client.
- 21. Evaluating and comprising financial forecasts for hotels is both a science and an art. Although this analysis employs various mathematical calculations to provide projections, the final forecasts are subjective and may be influenced by our experience and other factors not specifically set forth in this report.
- 22. This study was prepared by TS Worldwide, LLC. All opinions, recommendations, and conclusions expressed during the course of this assignment are rendered by our staff as company employees, rather than as individuals.



## **Christian Cross**

#### **EMPLOYMENT**

2017 to present HVS CONSULTING AND VALUATION SERVICES

Buffalo, New York

Summer 2016 HVS CONSULTING AND VALUATION SERVICES

Internship

Vancouver, British Columbia, Canada

2014–2015 ONTARIO RESTAURANT HOTEL & MOTEL ASSOCIATION

Mississauga, Ontario, Canada

2010–2011 HILTON HOTEL & SUITES

Niagara Falls, Ontario, Canada

2010–2011 VINTAGE HOTELS, QUEEN'S LANDING

Niagara-on-the-Lake, Ontario, Canada

2008–2015 SOUTH COAST COOKHOUSE

Crystal Beach, Ontario, Canada

EDUCATION AND OTHER

**TRAINING** 

Bachelor of Commerce - University of Guelph

Other Specialized Training Classes Completed:

Uniform Standards of Professional Appraisal Practice

Basic Appraisal Procedures Basic Appraisal Principles

General Appraiser Income Approach (Parts I and II)

General Appraiser Market Analysis and HBU

General Appraiser Report Writing and Case Studies General Appraiser Sales Comparison Approach General Appraiser Site Valuation and Cost Approach Real Estate Finance, Statistics, Valuation Modeling

**Expert Witness for Commercial Appraisers** 

Commercial Appraisal Review

Advanced Income

Advanced Market Analysis & HBU



**EDUCATION (CONT'D)** PA Law

NY Fair Housing

Advanced Concepts & Case Studies Business Practices and Ethics

Quantitative Analysis Biennial USPAP Updates

STATE CERTIFICATION Massachusetts, New York, Ohio, Pennsylvania

**PUBLISHED ARTICLES** 

HVS Journal "Looking Ahead to the 2026 NFL Draft in Pittsburgh and Its Impact on the Hotel Market,"

July 2024

HVS Journal "Unique Factors Shaping the Buffalo Lodging Market," June 2024

HVS Journal "Significant Changes and Transformative Projects Coming to Syracuse," July 2023

HVS Journal "Beyond the PGA Championship: Exciting Happenings in Rochester," June 2023

HVS Journal "Strong Rate Growth and New Travelers Discovering New York State's Resort Markets: The

Impact of COVID-19 and the Recovery of the Finger Lakes, the Adirondacks, and the

Catskills/Hudson Valley Markets," September 2022

HVS Journal "Autism and the Hospitality Industry: An Interview with Autism Double-Checked," co-

authored with Kyndall Wiedrich, April 2021

HVS Journal "The Hotel Industry's Pandemic Bright Spot: The Extended-Stay Segment," co-authored

with Rod Clough, February 2021

HVS Journal "HVS Market Pulse: Buffalo, New York," February 2021

HVS Journal "Hotel Cleanliness Policies in the Time of COVID-19," September 2020



## EXAMPLES OF PROPERTIES APPRAISED OR EVALUATED

#### PORTFOLIO EVALUATION

9 Extended Stay America Hotels, Northeastern U.S.

#### ALABAMA

InTown Suites Auburn, Auburn Hotel Indigo Birmingham Five Points, Birmingham InTown Suites Vestavia Hills, Birmingham InTown Suites Decatur, Decatur

#### **CALIFORNIA**

Proposed Fairfield by Marriott Buttonwillow, Buttonwillow

#### CONNECTICUT

Courtyard by Marriott Hartford
Farmington, Farmington
Courtyard by Marriott Hartford
Manchester, Manchester
Hilton Garden Inn Norwalk, Norwalk
Residence Inn by Marriott Hartford
Rocky Hill, Rocky Hill
Hilton Garden Inn Shelton, Shelton
Homewood Suites by Hilton
Wallingford Meriden, Wallingford

#### FLORIDA

Aloft Miami Doral, Doral
Best Western Premier Jacksonville
Hotel, Jacksonville
24 North Hotel Key West, Key West
Fairfield by Marriott Key West at The
Keys Collection, Key West
Gates Hotel Key West, Key West
Hilton Garden Inn Key West / The
Keys Collection, Key West
Proposed Aqua Suites, Rosemary
Beach

## **GEORGIA**

Courtyard by Marriott Atlanta Alpharetta Avalon Area, Alpharetta Proposed Embassy Suites Halcyon Village, Alpharetta Proposed Homewood Suites Halcyon Village, Alpharetta Aloft Atlanta Downtown, Atlanta Hilton Suites Atlanta Perimeter, Atlanta Holiday Inn Express & Suites Atlanta Downtown, Atlanta

Hotel Clermont, Atlanta Hotel Indigo Atlanta Vinings, Atlanta Hyatt Regency Atlanta, Atlanta Proposed Boutique Hotel Atlanta, Atlanta

Proposed Curio by Hilton Atlanta, Atlanta

Proposed Element, Atlanta Sheraton Atlanta, Atlanta Ecco Suites, Augusta Proposed Fairfield Inn & Suites Braselton, Braselton

Proposed Tru by Hilton Braselton, Braselton

Fairfield Inn & Suites by Marriott Calhoun, Calhoun

Hampton Inn Atlanta Canton, Canton Hampton by Hilton Emerson LakePoint, Cartersville

Home-Towne Suites Columbus, Columbus

InTown Suites Columbus, Columbus Hampton Inn Covington, Covington Proposed Staybridge Suites, Covington Sun Suites, Cumming

Proposed Extended-Stay Hotel, Dalton Proposed Westin & Villas @ Foxhall, Douglasville

Hampton by Hilton Atlanta Duluth Gwinnett County, Duluth

InTown Suites Gwinnett Place Mall, Duluth

Quality Inn, Duluth

Hilton Garden Inn Atlanta Airport North, East Point

Best Western Plus Fairburn Atlanta Southwest. Fairburn Hampton by Hilton Atlanta Fayetteville, Fayetteville Hampton Inn Valdosta Lake Park, Lake

Proposed Tapestry by Hilton, Lawrenceville

Park

Home2 Suites by Hilton Atlanta West Lithia Springs, Lithia Springs Hilton Garden Inn, Lithonia

Crestwood Suites Marietta

Crestwood Suites, Marietta

InTown Suites Extended Stay Marietta, Marietta

InTown Suites Marietta Town Center, Marietta

Proposed New London Square Hotel, Marietta

Proposed AVID Hotel McDonough, McDonough

Garden Plaza Hotel, Norcross Hilton Atlanta Northeast, Norcross Holiday Inn Express Rome Georgia, Rome

Proposed Hampton Inn, Social Circle Proposed Tru by Hilton, Stockbridge Comfort Suites Northlake Tucker, Tucker

Country Inn & Suites, Valdosta Country Inn & Suites by Radisson Warner Robins, Warner Robins

#### **ILLINOIS**

Prairie Lakes Hotel Bloomingdale,
Bloomingdale
Hampton by Hilton Bourbonnais
Kankakee, Bourbonnais
Proposed DoubleTree, Bloomingdale
Holiday Inn Express, Chicago
Magnificent Mile, Chicago
Hotel Felix, Chicago
Viceroy Chicago, Chicago
Proposed Select Service Hotel Oak
Park, Oak Park
Courtyard by Marriott Peoria, Peoria

#### **INDIANA**

Proposed HomeTowne Studios, Avon



#### MINNESOTA

Fairfield by Marriott Minneapolis Bloomington Mall of America, Bloomington

Fairfield by Marriott Minneapolis Eden Prairie, Eden Prairie

Country Inn & Suites By Radisson Owatonna, Owatonna

Sheraton Saint Paul Woodbury, Woodbury

#### MISSOURI

Fairfield by Marriott Saint Louis West Wentzville, Wentzville Hampton by Hilton Saint Louis Wentzville. Wentzville

#### NEW YORK

Hampton by Hilton Albany Downtown, Albany

Hilton Garden Inn Albany SUNY Area, Albany

Holiday Inn Express Albany Downtown, Albany

Home 2 Suites by Hilton Albany Airport/Wolf Road, Albany

Adam's Mark Buffalo, Buffalo Hostel Buffalo Niagara, Buffalo

Proposed Boutique Hotel Delaware Avenue, Buffalo

Residence Inn by Marriott Buffalo Galleria Mall. Buffalo

Proposed Tapestry Collection by Hilton, Canandaigua

Tapestry Collection by Hilton, Canandaigua

Proposed Courtyard by Marriott Central Valley, Central Valley

Holiday Inn Express Cheektowaga

North East, Cheektowaga Townhouse Buffalo International

Airport by OYO, Cheektowaga

Holiday Inn Express & Suites Cooperstown, Cooperstown Radisson Corning, Corning

Holiday Inn Express Cortland,

Cortland

Maidstone East Hampton, East Hampton

Courtyard by Marriott Syracuse Carrier Circle, East Syracuse

DoubleTree by Hilton Hotel Syracuse, East Syracuse

Fairfield by Marriott Syracuse Carrier Circle, East Syracuse

Hampton by Hilton Syracuse Carrier Circle, East Syracuse

Residence Inn by Marriott Syracuse Carrier Circle, East Syracuse

SpringHill Suites by Marriott Syracuse Carrier Circle, East Syracuse

Proposed Hotel Hamilton, Hamilton Proposed Dual-Branded 100-Key La Quinta & Hawthorne, Henrietta

Residence Inn by Marriott Kingston, Kingston

Grand Adirondack Hotel Lake Placid, a Tribute Portfolio, Lake Placid

Proposed REDD Farm Hotel Lodi, Lodi Proposed Holiday Inn Express Malta, Malta

Home2 Suites by Hilton Middletown, Middletown

Proposed Hilton Garden Inn Newburgh, Newburgh

Kimpton Hotel Eventi, New York Holiday Inn Express Niagara Falls, Niagara Falls

Hotel Niagara, Niagara Falls

Hyatt Place Niagara Falls, Niagara Falls Proposed Cambria Hotel Niagara Falls, Niagara Falls

Holiday Inn Express Poughkeepsie, Poughkeepsie

Van Wyck Hotel & Suites Near JFK Airport, Queens

Comfort Suites Roanoke Fort Worth North, Rochester

Holiday Inn Express Irondequoit, Rochester

Holiday Inn Express Rochester Greece, Rochester

Homewood Suites by Hilton Rochester Henrietta, Rochester

Proposed Hotel Rochester, Rochester Saranac Waterfront Lodge, Saranac Saratoga Hilton, Saratoga Springs Proposed Wyldwick Resort, Saugerties Proposed The Skaneateles Lodge, Curio Collection by Hilton, Skaneateles

Candlewood Suites Syracuse Airport, Syracuse

Proposed Syracuse University Hotel, Syracuse

DoubleTree by Hilton Tarrytown, Tarrytown

Proposed Tupper Lake Crossroads Hotel, Tupper Lake

Best Western Watertown Fort Drum. Watertown

Motel 6 Buffalo Airport Williamsville, Williamsville

Thompson House, Windham Wylder Windham, Windham Hampton by Hilton Yonkers, Yonkers

## NORTH CAROLINA

Hampton Inn. Asheboro 1899 Wright Inn & Carriage House, Asheville

La Quinta Inn & Suites Boone, Boone Proposed Home2 Suites Boone, Boone Homewood Suites by Hilton Raleigh Cary, Cary

La Quinta Inn & Suites Raleigh Cary, Cary

Proposed Aloft Hotel Charlotte, Charlotte

**Proposed Comfort Inn & Suites** Charlotte, Charlotte

Proposed Moxy Raleigh, Raleigh Residence Inn by Marriott Charlotte Northlake, Charlotte

Candlewood Suites Durham Research Triangle Park, Durham

Aloft Chapel Hill, Chapel Hill

La Quinta Inn & Suites Durham Chapel Hill, Durham

La Quinta Inn & Suites Durham Research Triangle Park, Durham



Proposed SpringHill Suites, Durham Proposed Tru by Hilton, Fayetteville La Quinta Inn & Suites, Greensboro Hilton Garden Inn Raleigh Durham Airport, Morrisville La Quinta Inn & Suites Raleigh Durham Airport, Morrisville La Quinta Inn & Suites Raleigh Crabtree, Raleigh Proposed Dual-Brand Home2 Suites/Tru Raleigh, Raleigh Proposed Origin Hotel, Raleigh Holiday Inn Express & Suites Smithfield Selma I-95, Smithfield Fairfield by Marriott Raleigh Wake Forest. Wake Forest La Quinta Inn & Suites, Winston Salem

#### OHIO

Proposed Candlewood Suites,
Columbus
Marriott Columbus Northwest, Dublin
Fairfield by Marriott Findlay, Findlay
Hampton Inn Findlay, Findlay
SpringHill Suites by Marriott
Columbus Airport Gahanna,
Gahanna
TownePlace Suites By Marriott
Columbus Airport Gahanna,
Gahanna

Homewood Suites by Hilton Columbus Hilliard, Hilliard Fairfield by Marriott Lima, Lima

Proposed Full-Service Hotel Obetz, Obetz

Hampton by Hilton North Olmsted Cleveland Airport, North Olmsted Fairfield by Marriott Springfield

Fairfield by Marriott Springfield, Springfield

Hampton by Hilton Zanesville, Zanesville

## PENNSYLVANIA

Hilton Garden Inn Pittsburgh Southpointe, Canonsburg Hilton Garden Inn
Pittsburgh/Cranberry, Cranberry
Township

Home2 Suites by Hilton Pittsburgh Cranberry, Cranberry Township Fairfield by Marriott DuBois, DuBois Fairfield by Marriott Erie Millcreek Mall, Erie

Homewood Suites by Hilton Erie, Erie Proposed Hotel Erie, Erie Nemacolin Woodlands Resort, Farmington

Courtyard by Marriott Pittsburgh Greensburg, Greensburg Holiday Inn Express & Suites

Johnstown, Johnstown

Hampton by Hilton Grove City, Mercer Hilton Garden Inn Pittsburgh Area Beaver Valley, Monaca

Ace Hotel Pittsburgh, Pittsburgh Courtyard by Marriott Pittsburgh Airport Settlers Ridge, Pittsburgh

Crowne Plaza Pittsburgh South, Pittsburgh

DoubleTree by Hilton Pittsburgh
Green Tree, Pittsburgh

Drury Plaza Hotel Pittsburgh Downtown, Pittsburgh

Fairfield by Marriott Pittsburgh Airport Robinson Township, Pittsburgh

Fairfield by Marriott Pittsburgh Neville Island, Pittsburgh

Home2 Suites by Hilton Oxford, Pittsburgh

Oaklander Hotel Autograph Collection Hotels, Pittsburgh

TRYP by Wyndham Pittsburgh Lawrenceville, Pittsburgh

Courtyard by Marriott Washington Meadowlands, Washington

Hyatt Place Pittsburgh South Meadows Racetrack & Casino, Washington

Proposed WoodSpring Suites, Washington

Residence Inn by Marriott Williamsport, Williamsport

#### RHODE ISLAND

Hampton by Hilton South Kingstown Newport, South Kingstown Best Western Providence Warwick Airport Inn, Warwick

#### SOUTH CAROLINA

InTown Suites, Anderson
Hampton by Hilton Hilton Head, Hilton
Head Island
Park Lane Hotel & Suites, Hilton Head
Island
Comfort Inn & Suites, Orangeburg

#### TENNESSEE

La Quinta Inn Chattanooga Hamilton Place, Chattanooga La Quinta Inn & Suites Kingsport TriCities Airport, Kingsport

#### **VIRGINIA**

Lodge at Mount Ida Farm & Vineyard, Charlottesville

#### **WEST VIRGINIA**

Morgantown Marriott at Waterfront Place, Morgantown

#### WISCONSIN

Proposed Homewood Suites by Hilton Madison, Madison



February 27, 2025

#### Mr. Robert Petrovich

Onondaga County Industrial Development Agency 335 Montgomery Street, 2nd Floor Syracuse, NY 13202

Subject: Letter of Support for Dual Fairfield/Residence Inn by Marriott by Visions Hotels

Dear Mr. Petrovich,

I am writing to express my strong support for the proposed Dual Fairfield/Residence Inn by Marriott by Visions Hotels in Clay. This project will address a critical need in our region's hospitality sector by adding much-needed extended-stay accommodations, which are currently in short supply.

With Micron's transformational development bringing approximately 50,000 new employees and thousands of construction jobs to our region, the demand for long-term lodging will increase dramatically. Construction workers, consultants, and engineers working on the multi-year build will require flexible and comfortable accommodations, and traditional hotel inventory alone cannot meet this need. The Dual Fairfield/Residence Inn by Marriott by Visions Hotels will directly fill this void by providing an extended-stay product tailored to these professionals, ensuring they have high-quality, convenient lodging options throughout the duration of their work.

Furthermore, this project is backed by Visions Hotels, an extremely reputable hotel company that employs hundreds locally and has a proven track record of delivering high-quality hospitality experiences. Their expertise, combined with the strength of the Marriott brand, will not only enhance the guest experience but also attract business travelers and relocating professionals seeking trusted accommodations. The strength of Marriott's global reservation system, loyalty program, and corporate partnerships will help drive occupancy, ensuring the hotel's long-term success while contributing to our local economy.

Beyond its direct economic impact, this project will also support surrounding businesses, restaurants, and service providers, further strengthening the overall hospitality infrastructure in Central New York. I fully support the approval and development of the Dual Fairfield/Residence Inn by Marriott by Visions Hotels and encourage all stakeholders to recognize the long-term benefits it will bring to our community.

Thank you for your time and consideration. Please feel free to reach out if I can provide further insights or assistance.

Sincerely,

**Danny Liedka** 

President/CEO

9-14

Visit Syracuse Inc.







February 27, 2025

#### Mr. Robert Petrovich

Onondaga County Industrial Development Agency 335 Montgomery Street, 2nd Floor Syracuse, NY 13202

Subject: Letter of Support for Dual Fairfield/Residence Inn by Marriott by Visions Hotels

Dear Mr. Petrovich,

I am writing to express my strong support for the proposed Dual Fairfield/Residence Inn by Marriott by Visions Hotels in Clay. This project will address a critical need in our region's hospitality sector by adding much-needed extended-stay accommodations, which are currently in short supply.

With Micron's transformational development bringing approximately 50,000 new employees and thousands of construction jobs to our region, the demand for long-term lodging will increase dramatically. Construction workers, consultants, and engineers working on the multi-year build will require flexible and comfortable accommodations, and traditional hotel inventory alone cannot meet this need. The Dual Fairfield/Residence Inn by Marriott by Visions Hotels will directly fill this void by providing an extended-stay product tailored to these professionals, ensuring they have high-quality, convenient lodging options throughout the duration of their work.

Furthermore, this project is backed by Visions Hotels, an extremely reputable hotel company that employs hundreds locally and has a proven track record of delivering high-quality hospitality experiences. Their expertise, combined with the strength of the Marriott brand, will not only enhance the guest experience but also attract business travelers and relocating professionals seeking trusted accommodations. The strength of Marriott's global reservation system, loyalty program, and corporate partnerships will help drive occupancy, ensuring the hotel's long-term success while contributing to our local economy.

Beyond its direct economic impact, this project will also support surrounding businesses, restaurants, and service providers, further strengthening the overall hospitality infrastructure in Central New York. I fully support the approval and development of the Dual Fairfield/Residence Inn by Marriott by Visions Hotels and encourage all stakeholders to recognize the long-term benefits it will bring to our community.

Thank you for your time and consideration. Please feel free to reach out if I can provide further insights or assistance.

Sincerely,

**Danny Liedka** 

President/CEO

9-14

Visit Syracuse Inc.







Mr. Robert Petrovich Onondaga County Industrial Development Agency 335 Montgomery Street, 2nd Floor Syracuse, NY 13202

Dear Mr. Petrovich,

I am writing to you today on behalf of the Board of the Greater Syracuse Hospitality & Tourism Association. We would like to voice our support for the Dual Residence/Fairfield hotel project in Clay. We currently do not have enough hotel inventory to support the needs of the travelers that come into Syracuse. We have recently had multiple hotels transition to dormitories and apartments. This makes it very difficult to bid on Citywide conventions and conferences. We also need to consider the hotels that will be needed to support the Micron project. Our city is currently not able to accommodate the number of travelers that come with Micron.

The introduction of a new dual hotel would help to fill the current gap. Hotels can also stimulate local economic growth by attracting more visitors and events to our city. These visitors also spend money in small businesses that surround the hotel, such as restaurants and stores. The mix of extended stay and standard hotel rooms is a perfect fit for the needs of the travelers that come to our city. This hotel project is just one of many that need to be approved to help us get back to full hotel inventory in the area. We fully support the development of this dual hotel project. Thank you for your consideration.

Best Regards,
Danielle Neuser
President- Greater Syracuse Hospitality & Tourism Association

<u>DNeuser@NewCastleHotels.com</u>

315-440-9318